

Salzburger  
Lokalbahn **SLB**

**StadtBus**  
SAMMEL, KEINE, GIBTS.

**SLB** Pinzgauer  
Lokalbahn

SchafbergBahn &  
WolfgangseeSchiffahrt

Salzkammergut  
Bahn **SKGB**

Berchtesgadener Land  
Bahn **BLB**



# Public Transport in Salzburg

## Gunter Mackinger, Salzburger Lokalbahn

## Salzburg AG, Salzburger Lokalbahn

- leading provider of mobility in district of Salzburg
- up to 160.000 passenger contacts daily
- approx. 700 employees
- constant growth
- Customer orientation!
- Partner of local economy



## 1.) Salzburger Lokalbahn

- Regional public transport
- 35 KM own infrastructure
- 4,8 Mio. passengers
- 18 modern railcars
- freight transport
- feeder lines
- motivated team



## Customer orientation

- conductor on every train
- modern – clean - punctual
- positive image
- high frequency of trains



## 2.) Trolleybus

38 Million rides/year = more than 100.000 per day!

Leading trolleybus-city in Europe, 93 vehicles, 10 lines



# Sustainability !

- Trolleybus is the answer to the climate change discussion
- clean public transport!
- no pollution, no respirable dust, no green-house gas
- CO<sub>2</sub>: approx. 60.000 tons saved p.a.
- No harmful noise effects
- Hydro-electricity allows “emission zero”
- further cost saving potential of 5-10% can be realized
- modern image





**The *highest stage* of evolution.**

The alpha animal is cruising the urban jungle. When others fail to stay the course, this lean, mean beast will get the herd home – quickly and safely.

**Trolleybus**  
CLEAN. LEAN. MEAN.

[www.stadtbus.at](http://www.stadtbus.at)

e-bus Campaign

**ebus**  
the smart way



### 3.) FestungsBahn/MönchsbergAufzug

- leading business in tourism
  - 1,83 Mio. passengers/year
  - combined ticket with fortress
- 
- MönchsbergAufzug:
  - 3 cabins inside mountain, 490.000 passengers/year
  - access to „Museum of modern art“ and recreation area



## 4.) SchafbergBahn/WolfgangseeSchifffahrt

- Purchased in 2006
- rack railway 5,8 Km, since 1893
- 6 ships, since 1873
- Hotel „Schafbergspitze“
- modern marketing and sales
- competition with other tourist highlights





## 5.) Pinzgauer Lokalbahn

- Purchased from ÖBB 1.7.2008
- narrow goarch railway, high investment necessary
- target: increase of passengers, locals and tourists



## 6.) BerchtesgadenerLandBahn

- regional train in Germany
- Berchtesgaden - Freilassing – Salzburg
- Cooperation with Regentalbahn/ÖBB
- conductor on every train



## Secrets of success

- motivated team
- good contacts to politics
- public relation
- positive image
- flexibility and quick decisions
- responsibility to offer benefit for passengers



## Customer orientation

- conductor on every train: best passengers service, safety und security, no vandalism, every passengers pays
- Customer Service: contact person for complaints, information, feedback
- close to customers: information stands, events, ServiceCentres,
- Projects for specific target groups: school children, tourists, cyclists, older passengers



Thank you for your attention

