













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 infrastructur

■ 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





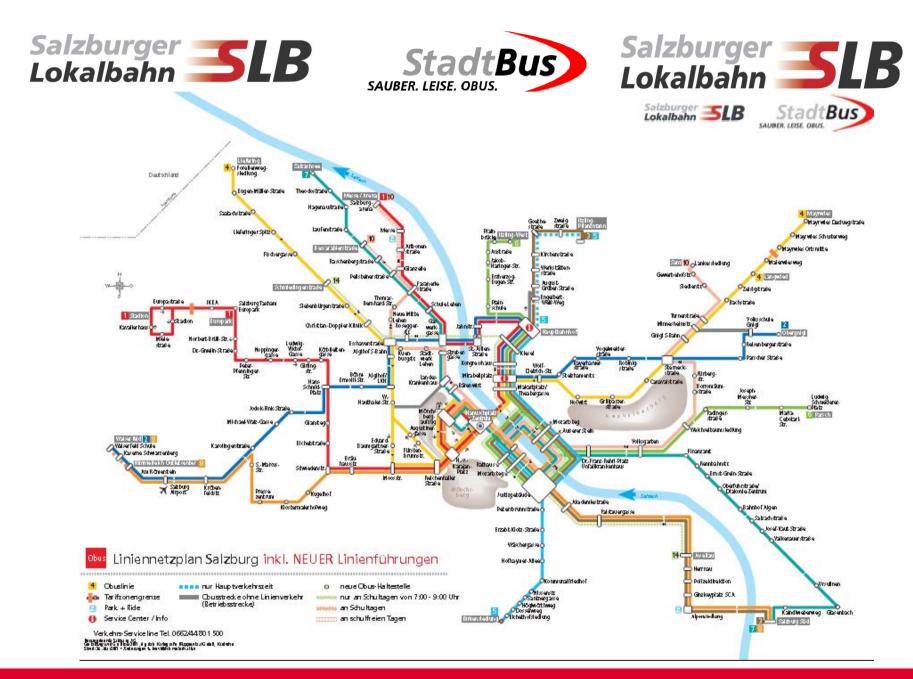




Sustainability!

- Trolleybus is the answer to the climate change discussion
- clean public transport!
- no pollution, no respirable dust, no green-house gas
- \blacksquare CO₂: 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

























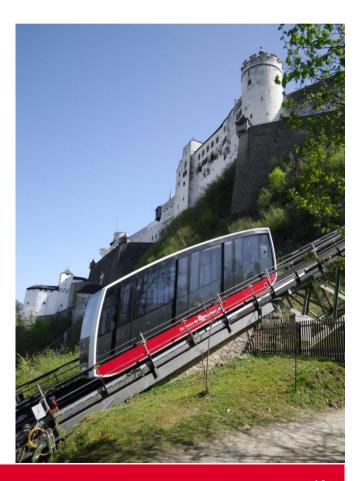




3.) FestungsBahn/MönchsbergAufzug

- 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 tousitic 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







Salzburg AG

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

