

European Federation of Museum & Tourist Railways

Fédération Européenne des Chemins de Fer Touristiques et Historiques Europäische Föderation der Museums- und Touristikbahnen

International Heritage Railway Conference

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Conference Proceedings



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7481 GA Haaksbergen

Netherlands

http://www.fedecrail.org

contact@fedecrail.org

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John Fuller, Editor

Heimo Echensperger, Layout



Content

- ♦ Gunter Mackinger Salzburger Lokalbahn
- ♦ Rienko Wilton Europa Nostra
- ♦ Rainer Balzer European Railway Planer
- ♦ Eduard Erhart Full Steam to the Präbichl Erzbergbahn Project
- ♦ Chris Le Marschall The Australia Experience
- ♦ **Dr Reinhard Serchinger** Steam Locomotive Emissions
- ♦ Angelika Gasteiner Project BahnAchse













& SchafbergBahn



Gunter MackingerDirektor Salzburger LokalBahn Geschäftsführer SKGB



3LB







Salzburg AG – Geschäftsfeld Verkehr

- Größter Mobilitäts-Anbieter in Salzburg (Stadt & Land)
- bis zu 160.000 Kundenkontakte täglich
- Personenbeförderung und Güterverkehr
- Partner der Wirtschaft
- Hohe Qualifikation der über ...
- 500 Mitarbeiter/innen









Salzburger Lokalbahn: Vergangenheit

1886 Hauptbahnhof - Zentrum - St.Leonhard, 1907 Berchtesgaden

1892 Zentrum - Parsch, 1893 Standseilbahn Festung Hohensalzburg

1896 Hauptbahnhof - Oberndorf - Lamprechtshausen

1938 Abbau Berchtesgaden - St. Leonhard

1940 Gründung Obus

1953 Einstellung der Südlinien St. Leonhard / Parsch







■ "Der Bereich Verkehr" von G. Mackinger

VE

3



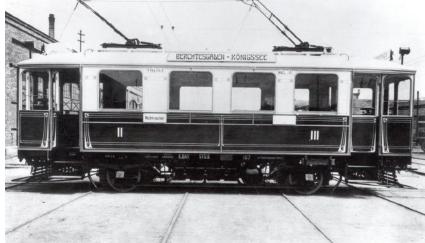












■ "Der Bereich Verkehr" von G. Mackinger







Salzburger Lokalbahn. Gegenwart

- Nahverkehr /S-Bahn, täglich 12.000 Fahrgäste
- erfolgreich beliebt kundenorientiert
- 18 moderne Triebwagen mit Schaffner
- wachsender Güterverkehr





















■ "Der Bereich Verkehr" von G. Mackinger







Salzburger Lokalbahn: Zukunft

- Verlängerung in die Altstadt Salzburg
- Ausbau im Norden (ca. 3 KM)
- Erweiterung Geschäftsfeld:z.B. Pinzgauer Lokalbahn
- Berchtesgadner LandBahn











OBus-Hauptstadt Europas









Historie

1940: erster O-Bus in Salzburg,

■ 1941 – 1961: ständige Erweiterung der Infrastruktur,

1961: erster Gelenk-O-Bus,

1978 – 1986: Erweiterung des Netzes um drei weitere O-Buslinien,

■ 2003: Übernahme O-Bus und Stadtbus durch Salzburger

Lokalbahn,

2003 – 2008: Erweiterungen und Netzoptimierungen,

2005: Autobusbetrieb Beteiligung an ALBUS









Warum OBus?

- Leise
- Keine Abgase
- Positive Einstellung der Fahrgäste, dadurch eine hohe Akzeptanz
- Modern
- Schienenbonus
- externe Kosten
- verbesserte Ertragslage
- Akzeptanz bei der Politik









Obus - Nostalgie

Henschel Ürdingen 123 (Bj. 1957)

- Solo-Obus Steyr 109 (Bj. 1989)
- Gelenk-Obus 178 (Bj. 1985)





"Der Bereich Verkehr" von G. Mackinger







Festungsbahn & Mönchsbergaufzug

Festungsbahn

- seit 1892 Bahn zur Festung Hohensalzburg
- 1,7 Mill. Fahrgäste / Jahr.

MönchsbergAufzug

- Zubringer zum Museum der Moderne
- Drei Kabinen im Berg





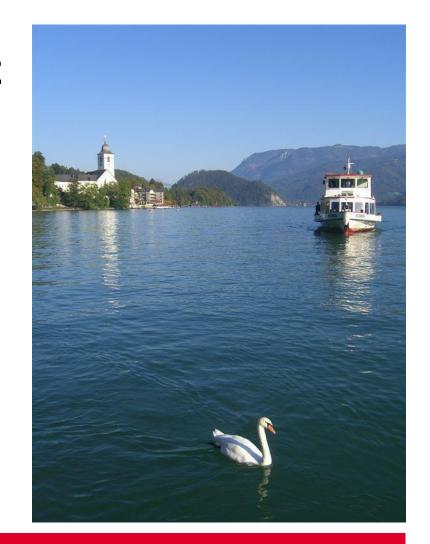




WolfgangsseeSchifffahrt

- 2006 Kauf durch Salzburg AG
- Kapazität: 1.315 Personen
- 7 Anlegestellen
- über 400.000 Fahrgäste/Jahr





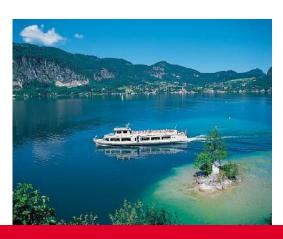






135 Jahre Schifffahrt

- Restaurierung Dampfschiff Kaiser Franz Josef
- touristische Programme, Packages, Veranstaltungen
- intensives Marketing
- über 250 Sonderfahrten im Jahr











SchafbergBahn



- Seit 1893 in Betrieb
- Fahrzeit: 45 min
- Strecke: 5,85 km
- Höhenunterschied: 1.190m
- max. Steigung: 26%

- 5 nostalgische, 2 neue Dampf Lokomotiven
- 2 Dieseltriebwagen
- 9 Personen und 3 Güterwagen







115 Jahre SchafbergBahn

- Steilste Dampf Zahnradbahn Österreichs
- Touristischer Leitbetrieb für die Region
- Restaurierung "Kaiserwagen"





■ "Der Bereich Verkehr" von G. Mackinger



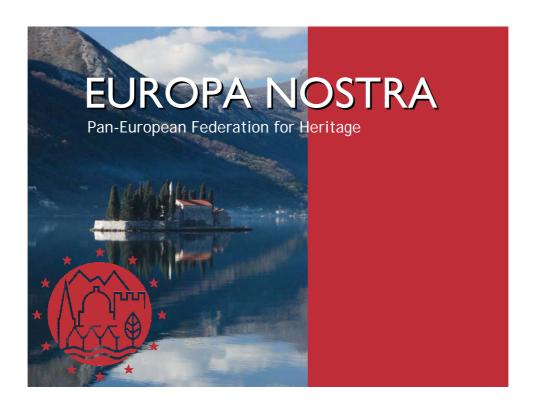




Vielen Dank für Ihre Aufmerksamkeit!













Member Organisations include:









































EUROPA NOSTRA is supported by:

European Organisations:





Private Foundations:



Corporate partners:

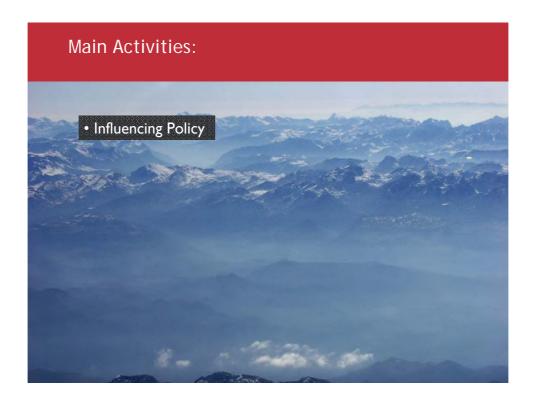


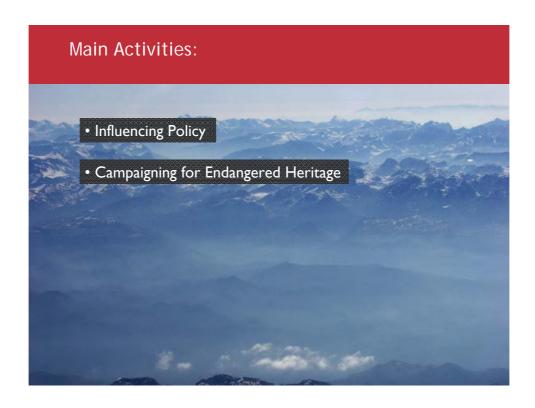






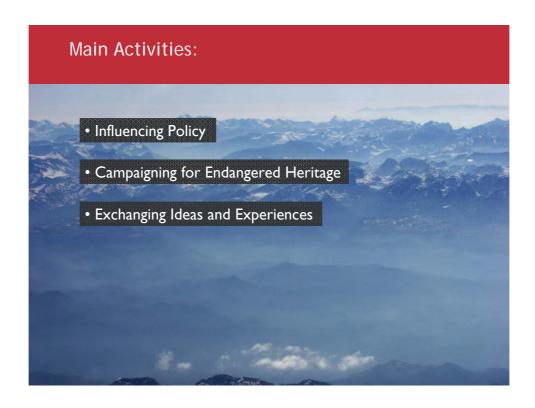








Main Activities: Influencing Policy Campaigning for Endangered Heritage Exchanging Ideas and Experiences





Main Activities: Influencing Policy Campaigning for Endangered Heritage Exchanging Ideas and Experiences Raising Awareness

Main Activities: Influencing Policy Campaigning for Endangered Heritage Exchanging Ideas and Experiences Raising Awareness Recognising Outstanding Heritage Achievements





Influencing Policy - Key Partners:



The COUNCIL OF EUROPE



The EUROPEAN UNION



UNESCO



Influencing Policy - Key Partners:



The COUNCIL OF EUROPE



Influencing Policy - Key Partners:







Influencing Policy - Key Partners:

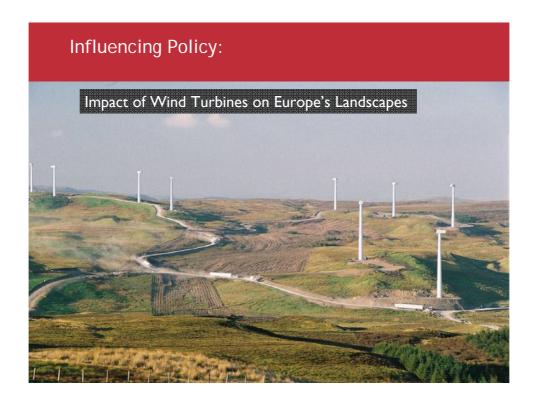


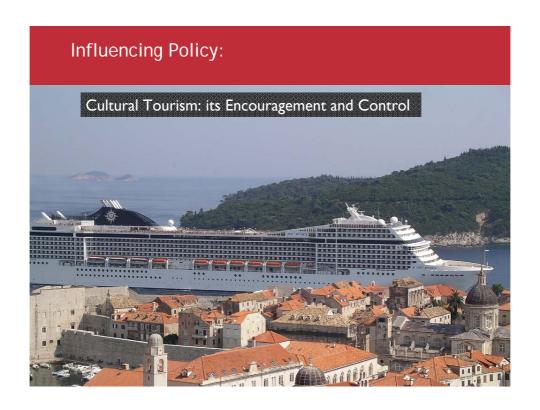
UNESCO





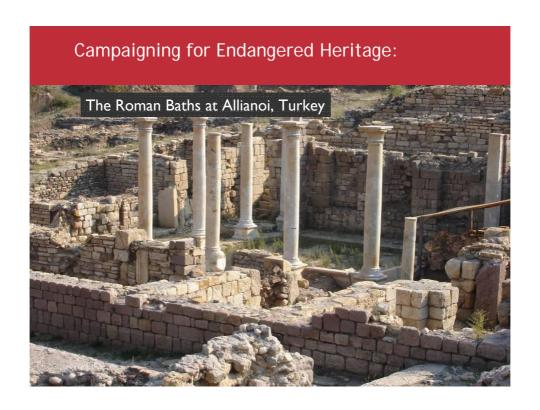










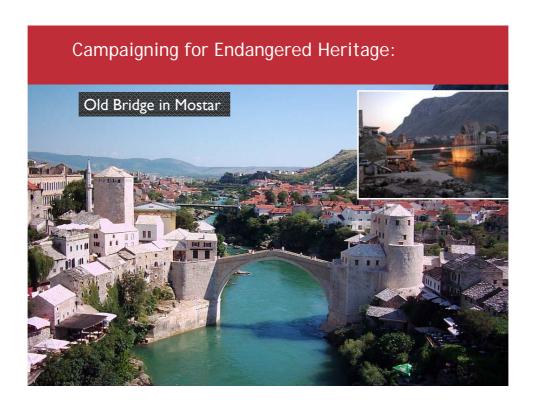






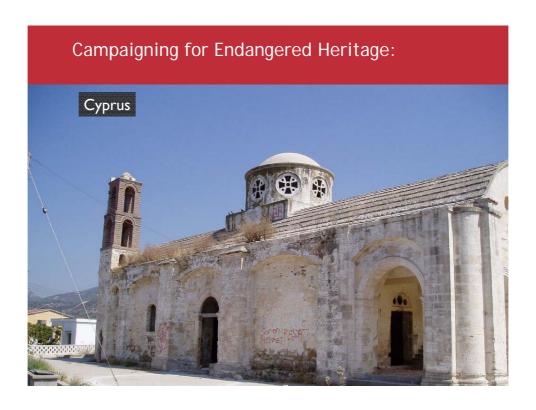


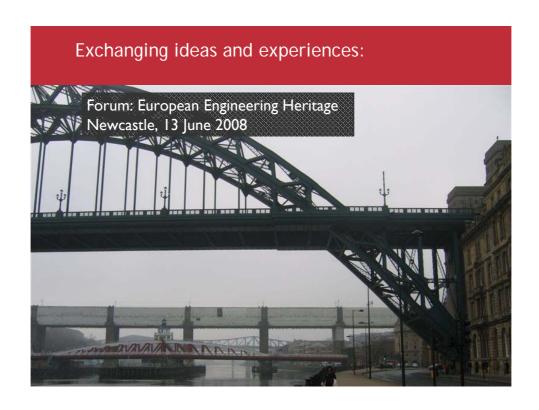








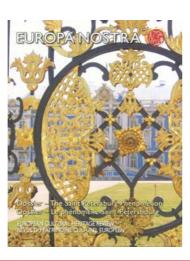


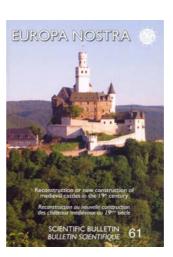




Raising Awareness:

Publications

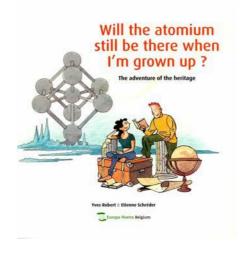




Raising Awareness:

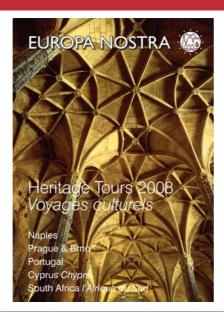
Publications





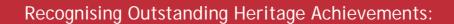


Raising Awareness: Heritage Tours



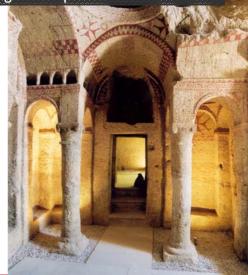






EU Prize for Cultural Heritage / Europa Nostra Awards 2006

conservation Sarica Church Cappadocia Turkey



Recognising Outstanding Heritage Achievements:

EU Prize for Cultural Heritage / Europa Nostra Awards 2006

conservation Santo Stefano di Sessanio Italy

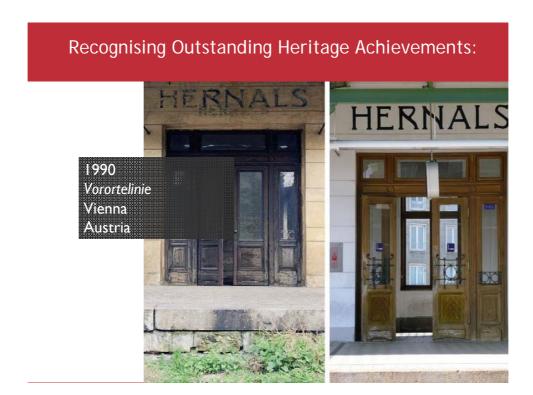








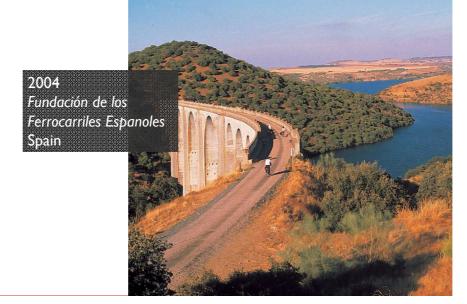








Recognising Outstanding Heritage Achievements:







(slide) Europa Nostra: a short introduction Salzburg, April 2008

- (slide) Europa Nostra, the pan-European federation for cultural heritage, was born back in 1963, upon the initiative of Italia Nostra, as a response to the serious threat to the survival of Venice caused by the regular floods in the city.
- (slide) 45 years later, Europa Nostra has become the leading European nongovernmental organisation which brings together representatives of the ever-growing European movement for the safeguard of cultural heritage, built and natural, immovable and movable, tangible and intangible.
- (slide) As an umbrella network of heritage organisations big and small, associations and foundations acting at local, regional, national or European level we have today become the voice of Europe's organised civil society committed to cultural heritage. Our main mission is to communicate their concerns about various threats and challenges to cultural heritage and to be the advocate of the multiple benefits which cultural heritage has for our society towards the public opinion and towards policy and decision-makers at European and national level.
- (slide) Our network is composed of 250 member organisations, 210 associate organisations and about 1500 individual members from 53 countries, of which 45 in Europe. One can indeed say that Europa Nostra is an extremely rich organisation. Not so much in terms of money but certainly in terms of people who form our network. It is thanks to the commitment and enthusiasm of an ever-increasing number of dedicated volunteers, combined with the work of a small Secretariat based in The Hague in The Netherlands, that we can achieve so much with limited financial resources. The power of our network comes from a shared passion for cultural heritage, and the readiness of our members to invest their time, expertise, connections and often money for the pursuit of our goals.



(slide) The European Commission's Directorate General Education and Culture and the Council of Europe believe in the importance of our work and support it also financially. So do private foundations, such as the Leventis Foundation from Cyprus, and private companies, such as VOLVO, KBL Group European Private Bankers and the Coca-Cola Hellenic Bottling Company. We are confident that many more supporters and partners will help us match our resources with our ambitions.

(slide) The various pillars of Europa Nostra activity are:

influencing policy,

- (slide) campaigning for endangered heritage,
- (slide) exchanging ideas and experiences,
- (slide) raising public awareness through its publications, website and other publicity means, and
- (slide) recognising outstanding heritage achievements.
- (slide) Acting as a true "European cultural heritage lobby", Europa Nostra advocates the need to take cultural heritage concerns into consideration when formulating and implementing all European and national policies which have an impact on heritage. We also seek to highlight the importance and specific character of cultural heritage within the wider cultural and policy agenda of our important international partners: namely the Council of Europe, the European Union and UNESCO.

(slide)

• The Council of Europe has had a pioneering role and has booked far-reaching achievements in the European intergovernmental cooperation and European standard-setting in the field of cultural heritage. Because of its pan-European geographic scope, including Russia and Turkey, the Council of Europe has always advocated that the European cultural space cannot be reduced to the present-day political frontiers of the European Union. From the very early days of its existence, Europa Nostra has developed a constructive and fruitful dialogue with the Council of Europe as was confirmed during our 40th anniversary congress held in Strasbourg in 2003.



(slide)

Conference 2008

• Since the Maastricht Treaty, adopted in 1992, when the European Union introduced a limited but relevant competence in the field of culture and cultural heritage, Europa Nostra has invested considerable efforts in advocating the need for the Union to place cultural heritage concerns higher up on its policy agenda. Following a successful Forum which took place in December 2005, Europa Nostra now intends to organise another European Cultural Heritage Forum in 2009 with the aim to assess progress achieved and to identify new challenges and formulate new recommendations. Also, Europa Nostra was asked by the European Commission to react to the Green Paper towards a future Maritime Policy for the European Union. In our response we emphasised the role of coastal cultural heritage.

(slide)

• UNESCO, is the guardian of Cultural Heritage which has been designated as "World Heritage" or "Heritage of the Humanity", and is the champion of the necessity to preserve cultural diversity, alongside biodiversity, in the increasingly globalised world. It is a new challenge for Europa Nostra and its members, to take an active part in this world-wide reflection and mobilisation for the safeguard of cultural heritage and cultural diversity of the entire Globe.

Influencing policy

Europa Nostra has been dealing recently with a series of specific policy issues:

(slide)

• cultural heritage and education in a European perspective;

(slide)

impact of wind turbines on Europe's cultural landscapes;

(slide)

 striking the right balance between the encouragement of cultural tourism and the conservation of the cultural heritage; and most recently,

(slide)

• the challenges of safeguarding Europe's coastal and maritime heritage, with the adoption in June in Stockholm, of a position



paper with a series of recommendations for inclusion in any future European maritime policy.

(slide) Campaigning for heritage at risk

Cultural heritage faces today numerous risks caused by various forms of uncontrolled development and many civil society organisations wage public campaigns for the safeguard of endangered heritage. Europa Nostra is increasingly solicited to lend its support to those campaigns. In the last 40 years we have thus intervened in numerous cases throughout Europe. One of our current campaigns concerns the safeguard of the Roman Baths in Allianoi in Turkey, which are threatened by the construction of an irrigation dam.

- (slide) Another campaign concerns the threat to a large area of Rosia Montana caused by the proposed large-scale gold-mining project.
- (slide) Let me mention also the increasing threat to Europe's historic cities caused by the proliferation of high-rise buildings in Europe. The proposed 400 meter high Gazprom tower in the vicinity of the historic centre of Saint-Petersburg is one of the most striking examples of this type of threat.
- (slide) In the last decade, Europe's cultural heritage in Europe also suffered from armed conflicts, especially in the countries of former Yugoslavia. Today in all those areas, there is a need for European and international support to help the local communities in the process of reconciliation and building of peace, also through cultural heritage.
- (slide) Civil society organisations can play a special role in this context as was demonstrated by the exemplary action of a Swedish NGO "Cultural Heritage without Borders", or by Europa Nostra's contribution to confidence building and promoting dialogue between Serbs and Kosovo Albanians concerned with cultural heritage protection in Kosovo. Europa Nostra went on exploratory meetings in Kosovo in past years which laid the groundwork for a preparatory weekend immediately preceding its successful forum, 'Cultural Heritage in Kosovo: "From Apple of Discord to Ferment of Reconciliation", organised in Paris in November 2006.



(slide) Europa Nostra also intends to organise in the coming months a new mission to Cyprus where cultural heritage was also a deliberate victim of destructions and where there is an urgent need for promoting dialogue between Greek Cypriot and Turkish Cypriot experts and NGOs concerned with cultural heritage.

(slide) Exchanging ideas and experiences

Every year during its annual congresses, Europa Nostra organises forums on different heritage subjects of relevance for the whole of Europe, and also smaller-scale regional meetings with heritage NGOs in various parts of Europe. On those occasions, Europa Nostra's varied membership, from local organisations to European umbrella organisations such as Fedecrail and European Maritime Heritage proofs extremely valuable.

The latest 'Forum on Modernist Cultural Heritage as part of Europe's cultural heritage', was organised in cooperation with DOCOMOMO International and the Swedish association of architects, and took place in Stockholm in June 2007.

In 2008, as part of Europa Nostra's annual congress taking place in NewcastleGateshead, our Forum discussion will be dedicated to the challenges of safeguarding Europe's Engineering Heritage, a subject that will undoubtedly be of interest to you all.

Europa Nostra has a Scientific Council and various working groups (currently groups exist for European Policy, Central and Easter Europe, and Landscapes) where experts in the field can discuss issues and exchange views in a focused manner.

Europa Nostra is also regularly invited to participate and speak at conferences on heritage and related matters, as well as is represented at numerous heritage trade and art fairs across Europe (Salon du Patrimoine, Exponatec, TEFAF).

Raising awareness



Raising awareness is essentially what all the work of Europa Nostra is about: raising awareness about the richness of Europe's cultural heritage and how it needs safeguarding and how it can play an ever more important role in our lives.

(slide) Europa Nostra produces publications for its members and other interested partners. Each year, a number of European Cultural Heritage Reviews are published including the annual issue dedicated to the Laureates of the European Union Prize for Cultural Heritage / Europa Nostra Awards, and Reviews containing specific dossiers such as the latest one on 'The Saint Petersburg Phenomenon', or the 2006 special issue on Industrial Heritage, with a contribution by your John Fuller and David Morgan. The next edition will focus on Intercultural Europe, timed to coincide with 2008, European Year of Intercultural Dialogue.

The yearly Scientific Bulletin is a compendium of the proceedings from the Europa Nostra's Scientific Council meetings on the subject of ancient structures and fortified buildings, castles and dwellings with a historical character, or their ruins, and their associated gardens and parks.

- (slide) Three editions have been published of the book, "Power of Example" (with a total distribution of 27.000 copies) which became a wonderful visibility tool for Europa Nostra's mission and action. Europa Nostra also disseminates information to its members and interested parties via its website, newsletters and regular communications.
- (slide) Europa Nostra organises a Heritage Tours Programme every year for individual members, visiting cultural heritage sites, cities and regions in Europe and beyond. Europa Nostra encourages the spread of responsible and sustainable cultural tourism.
- (slide) Recognising outstanding heritage achievements

 Europa Nostra's Award scheme, our 30 year old flagship activity, has
 been carried out for the last 6 years in a fruitful partnership with the



European Commission under the title of the European Union Prize for Cultural Heritage / Europa Nostra Awards. Six monetary awards of €10.000 each were introduced for the top Prizes in the various categories. The awards recognise outstanding exemplary restorations and initiatives of the many facets of Europe's rich cultural heritage, ranging from the restoration of buildings and sites, their adaptation to new uses, new buildings in conservation areas, urban and rural landscape rehabilitation, to archaeological sites, care for collections, research and dedicated service to heritage conservation.

The award scheme attracts up to 200 dossiers in six categories per year, with on average, 30 laureates recognised for their outstanding qualities.

- (slide) Last year, Prize winners included the conservation of *Sarica Cave Church* in Cappadocia in Turkey,
- (slide) the conservation and redevelopment of the abandoned village of Santo Stefano di Sessanio in Italy and
- (slide) the conservation and making public of the colour slide archive from the period 1943-1945 at the *Zentralinstitut für Kunstgeschichte* in Munich in Germany.
- (slide) Also awarded are individuals and groups that dedicate themselves to the safeguard of cultural heritage. Last year, the Prize winner was the *Mihai Eminescu Trust*, active in Transylvania in Romania.
- (slide) In the past, projects that might be of special interest to you present here today have regularly been awarded. Rail related winners included the redevelopment of the Vienna *Vorortelinie* in 1990,
- (slide) the restoration of the *Wittenbergplatz* underground station in Berlin in 1988 and
- (slide) the rehabilitation and redevelopment for non-motorised transport of derelict railways by the *Fundación de los Ferrocarriles Españoles* in Spain in 2004.

A prestigious yearly European Heritage Awards Ceremony and local Award Ceremonies for each Laureate provide publicity for the exemplary work being done across Europe to protect and enhance the continents rich cultural heritage. The ceremony for the 2008 EU Prize



for Cultural Heritage / Europa Nostra Awards will take place in Durham Cathedral in the United Kingdom in June this year.

(slide) In conclusion

Europe's cultural heritage is an extraordinary but non-renewable source of wealth, both spiritual and material, for each and every citizen and for our society as a whole. Heritage is indeed fragile and is exposed today, just as much as in the past, to many threats. Cultural Heritage therefore needs "defenders" and "advocates". We need to preserve the memory of the creative genius of the previous generations which has made Europe as beautiful and as diverse as it is today. If protected, Europe's cultural heritage can continue to exert its positive influence on the designers and builders of today's living environments and tomorrow's cultural treasures, and also continue to be a rich source of enrichment and enchantment in our lives, and indeed be an essential component of the quality of life and living environment and of the identity for present and future generations of Europeans.

Only together can we make a difference



comfortable and easy worldwide marketing for railway and tramway attractions

Rainer Balzer Germany

Es gibt viele gute und attraktive Eisenbahnmuseen und Museumsbahnen in ganz Europa

aber viele werden nicht gefunden



Wieso ?

- Versuchen Sie mal, in einem unbekannten Gebiet und ohne Vorkenntnisse, z.B. im Urlaub, eine dieser Attraktionen zu finden
- -> Dazu gehört ziemlich viel Glück!

fedecrail 18.04.2008

www.railway-planner.net

3

Dafür gibt es verschiedene Gründe:

- Wer nicht aus der Szene kommt, hat keine oder nur zufällig eine Adresse
- Wer zufällig auf eine Bahn trifft, muß Glück haben das dort gerade geöffnet oder Betriebstag ist
- Fehlende Sprachkenntnisse bei Besuchen im Ausland

fedecrail 18.04.2008

www.railway-planner.net

4









Wie sind die meisten Informationen aufgebaut? - zu kompliziert - zu umständlich - nur für diejenigen, die der jeweiligen Sprache kundig sind ...

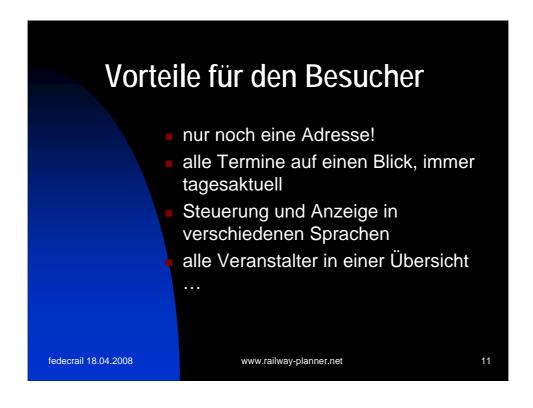
Was wir brauchen: - einfache und schnelle Übersicht, direkte Information! - für jeden Interessenten auffindbar! - Suchmöglichkeiten! (Filter) ...





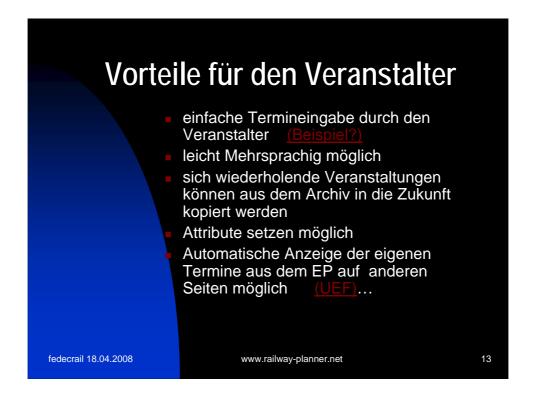
Der "Eisenbahn-Planer" oder "railway-planner" • Veranstaltungen werden sofort und immer aktuell angezeigt • Nutzung modernster Technologien • von Eisenbahnfreunden für Eisenbahnfreunde entwickelt ...

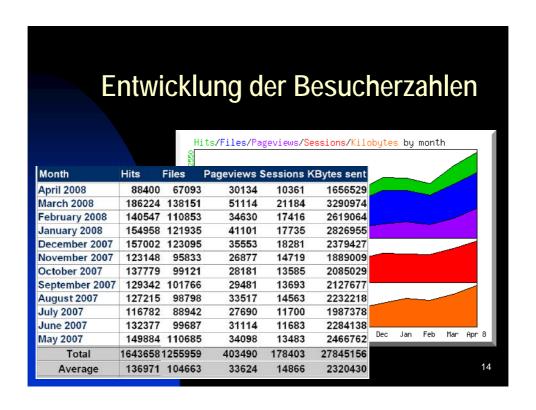














Fazit

- minimaler Aufwand für weltweites Marketing
- der Besucher muß sich nur eine Adresse merken!
- gegenseitiges Marketing, da der zufriedene Besucher auch alle anderen eingetragenen Bahnen ohne langes Suchen sofort erreichen kann

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15

Kosten, wofür?

- bis 31.12.08 umsonst
- ab 1.1.09 Schutzgebühr:
 - 5,- € pro Monat (60,- € p.a.) gemeinnützige Einr.

gegenseitige Verlinkung

- Deckung laufender Kosten
- professionelle Weiterentwicklung
- mehrsprachige Hotline

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16



Die Zukunft

- Die Regionen-Filter werden durch aktive Karten ersetzt
- die Sprache wird automatisch der des Benutzers angepasst
- Der Nutzer kann seine eigene Standarteinstellung hinterlegen
- Veranstalter werden mit ihren Standorten in die Karten integriert

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17

Vielen Dank! Für Fragen stehe ich gerne zur Verfügung! Www.railway-planner.net Rainer Balzer







Mit Volldampf auf den Präbichl

Tagung FEDECRAIL 18.04.200

Erzbergbahn at present:

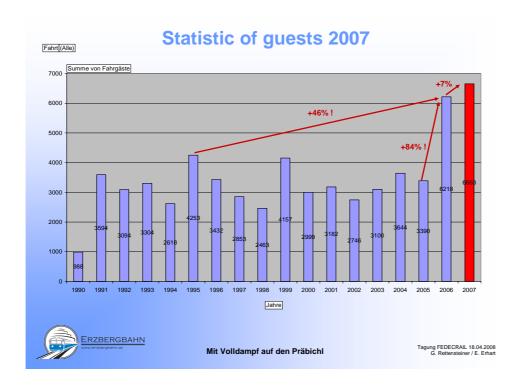
- Organised as association approx. 350 members
- Association owns the track Vordernberg- Markt-Krumpenthal and operates the train in Vordernberg and the station Erzberg
- Approximately 6500 guests on 100 trains a year

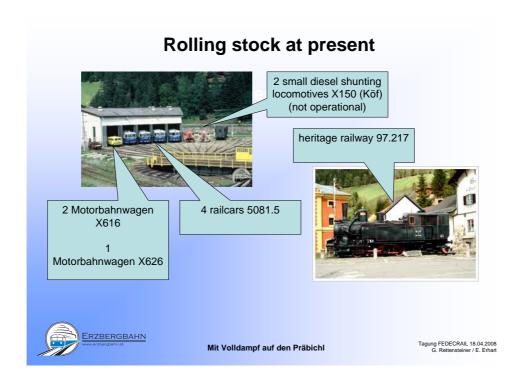


Mit Volldampf auf den Präbichl

Tagung FEDECRAIL 18.04.2008 G. Rettensteiner / E. Erhart









Existing cooperation



Adventure Erzberg + railway

- Joint leaflet
- Joint internet appearance (www.erzbergplus.at)
 - Joint exhibitions
 - Joint tickets



Mit Volldampf auf den Präbichl

Tagung FEDECRAIL 18.04.2008 G. Rettensteiner / E. Erhar

Existing Cooperation



Adventure Erzberg + railway

Transfer station – mining museum



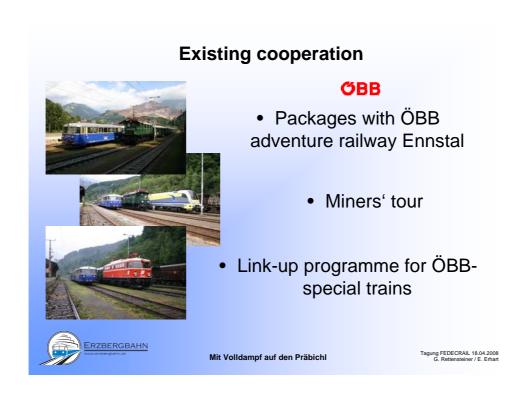
 Joint events (opening of season – The mountain calls, with train + hauly through the night)

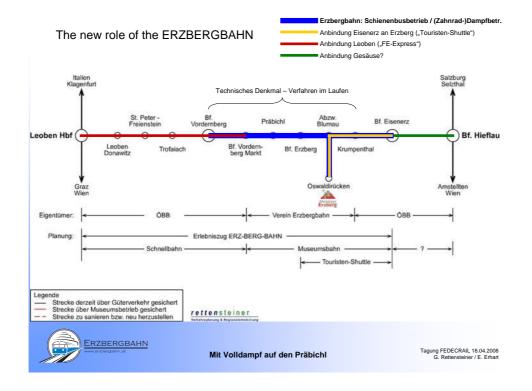


Mit Volldampf auf den Präbichl

Tagung FEDECRAIL 18.04.2008 G. Rettensteiner / E. Erhart









re-launch of steam engines

3 central questions:

- Technical feasibility
- economic tenability
- economic effects on region



Mit Volldampf auf den Präbichl

Tagung FEDECRAIL 18.04.200

re-launch of steam engines

Development:

- · Rettensteiner / Novak / Eltner
- Accompaning working group
- · Technical support of DI. Moser, DI. Zajic
- Calculations by ÖBB Infrastruktur Betriebs AG
- · Calculations by Firma Knorr Bremse
- · Cost estimation by Fa. Swietelsky
- · Cost estimation by Steam engine factory Meiningen
- Cost estimation by Factory DLM Winterthur
- · Cost estimations by various associations
- Special offer of Firma Tai Yong Tong Ze Complete Equipment Co., Ltd on a rack



Mit Volldampf auf den Präbichl

Tagung FEDECRAIL 18.04.200 G. Rettensteiner / E. Erha



re-launch of steam engines

Technical feasibility

Operation of rack – and – adhesion systems



Mit Volldampf auf den Präbichl

Tagung FEDECRAIL 18.04.2008

Feasibility of operating an adhesion steam system

Operating an adhesion system

If so, then with the steam engine 197.301

- Trailing load: up to 130 tonnes (loc 97.217: 38 tonnes)
- authentic operation, in principle available

Basic agreement of the Department of national heritage and ÖBB-Holding





Mit Volldampf auf den Präbichl

Tagung FEDECRAIL 18.04.2008 G. Rettensteiner / E. Erhart



Feasibility of operating an adhesion steam system

Slowing down the train:

- It is possible to bring the train to a halt at 71 % by only fitting the coaches with a magnetic track brake!
- Need of strengthening of and consoles in the floor of the coach, probably also (rods?) Ausgleichsgestänge like for railcars
- Further investments in electric sopply (at least 2,5 kW ensured) and transistors are needed.
- Costs for magnetic track brake per coach: ca. EUR 15.000 (without the repairs on the floor of coaches, energy supply)





Mit Volldampf auf den Präbichl

Tagung FEDECRAIL 18.04.2008

Feasibility of operating a rack steam railway

If operating a rack steam railway

Then with the loc 97.217

loc 97.217:

- best maintained original steam engine
- main inspection necessary
- guaranteed independence

Costs to make it operating: EUR 450.000 to 600.000 Depending on state of boiler

(estimation by Meiningen)



Mit Volldampf auf den Präbichl

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Feasibility of operating a rack steam railway

Rack:





The complete rack line newly built. Because of financial reasons it will be used on a single lamella rack. Cheapest quote from China: ca. 1 Mio for 12 km



Mit Volldampf auf den Präbichl

Tagung FEDECRAIL 18.04.200







Necessary infrastructure to operate a steam railway

Water supply units:

Train stations: Bf. Vordernberg, Glaslbremse, Bf. Erzberg, Blumau, Bf. Eisenerz









Mit Volldampf auf den Präbichl

Tagung FEDECRAIL 18.04.2008 G. Rettensteiner / E. Erhar



Necessary infrastructure to operate a steam railway

The track:

Complete restauration - EUR 1,2 Mio

Must be organized independently from steam railway



Mit Volldampf auf den Präbichl

Tagung FEDECRAIL 18.04.200

Reintroduction of steam railways

economic tenability



Mit Volldampf auf den Präbichl

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Preconditions to operate steam railway

The business has to be self-supporting!

The running business should not finance the costs of the investment.

Assumption for cost estimation:one set includes a steam locomotive and 4 coaches

(INDEPENDENT from rack- and adhesion - systems)



Mit Volldampf auf den Präbichl

Tagung FEDECRAIL 18.04.2008

Reintroduction of steam railways

Results - operating the adhesion system

(Vordernberg - Eisenerz and return)

Costs per run: from EUR 1.390,-- to 1.500,-Proceeds per run: EUR 1.608,--

Assumptions:

Average income per guest: EUR 12,-An average of 134 people per train



Mit Volldampf auf den Präbichl

Tagung FEDECRAIL 18.04.2008 G. Rettensteiner / E. Erhart



Results - operating the rack railway

(Vordernberg - Eisenerz and return)

Costs per run: from EUR 1.400,-- to 1.520,-Proceeds per run: ca. EUR 1.880,--

assumptions:

Average income per guest: EUR 14,-An average of 134 people per train



Mit Volldampf auf den Präbichl

Tagung FEDECRAIL 18.04.200

Reintroduction of steam railways

Economic tenability - evaluation

Both varieties fulfill the requirements of an efficient business.

(fom ca. 30.000 guests onwards).

Financial investments cannot be refinanced.



Mit Volldampf auf den Präbichl

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Economic effects on region



Mit Volldampf auf den Präbichl

Tagung FEDECRAIL 18.04.200

Reintroduction of steam railways

Starting point:

Representatives of businesses appreciate an attractive steam railway service on the Erzbergbahn!

All project partners want the line Leoben – Vordernberg to be maintained and include it as a tourist attraction.



Mit Volldampf auf den Präbichl

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Opportunities of combining attractions

- Adventure Erzberg + Erzbergbahn, "With a steam railway from Leoben to Erzberg"
- Conference centre Leoben + adventure Erzbergbahn
- Main attraction at "Steirischen Eisenstrasse"
- Guests of A1-circus (Zeltweg) and adventure Erzbergbahn
- Cooperation with VAE Leoben Donawitz



Mit Volldampf auf den Präbichl

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Reintroduction of steam railways

Direct benefits for the region:

Strong positive effects on everybody internally involved (high identification)

Increased profile of the region

30.000 guests per year:

Direct business impact on employment: 2 – 4 employees
Indirect impact on employment due to guests spending
money in the region (day guests): 4 – 10 employees
Indirect impact on employment due to guests staying
over night: 10 - 22 employees

+ more requests due to the investment into the region

more proceeds of local businesses

Mit Volldampf auf den Präbichl

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Reintroduction of steam railways

Economic effects on region - conclusion

Steam railways on the Erzbergbahn provide proven direct benefits

There is a big chance that private initiatives will follow due to the high identification with the project

There will be an internationally unique offer connected with "adventure Erzberg"



Mit Volldampf auf den Präbichl

Tagung FEDECRAIL 18.04.200

Reintroduction of steam railways

What effects had the research so far?

The whole of the region up to Leoben wants the steam rail service

Submission of the project at LEADER-Programme of the EU

Enthusiasm of the ÖBB-Holding for this project

Special offer of GKB (Graz-Köflacher Eisenbahn) to run trains between Leoben - Vordernberg

Common development of the project with "adventure Erzberg"and Re-Design Eisenerz

maintaining coaches and locomotives



Mit Volldampf auf den Präbichl





Tagung FEDECRAIL 18.04.200 G. Rettensteiner / E. Erhai



Reintroduction of steam railways



ie Stadtgemeinden Eisenerz und Vordernberg, der Verein Steirische Eisenstraße und der Verein Erzbergbahn möchten die Vision wahr werden lassen. Der einmalige Terrassenberg aus Eisenerz, die in Österreich beispiellose Fülle historischer Spuren einer tausendjährigen bergmännischen und industriellen Vergangenheit, die dazu gehörende Erzbergbahn mit Dampfbetrieb – sie sollen sich zu einem harmonischen Ganzen verbinden und dem strukturschwachen, von Arbeitsplatzverlusten und Wegzug geplagten Gebirgsland der Eisenerzer Alpen touristisch auf die Beine helfen. Dementsprechend groß



Mit Volldampf auf den Präbichl

Tagung FEDECRAIL 18.04.2008

Reintroduction of steam railways

What's missing?

To implement the entire project (ca. €7,0 Mio) the Land Styria would have to support it with €2,0 Mio. This funding is still missing.

For such a big business (30.000 guests per season) professional staff will be needed. Just volunteers won't be able to manage it.

First step 2008: expansion of runs with railcars – even
Saturdays and better timetables –
Adventure Erzberg + railway



Mit Volldampf auf den Präbichl

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Mission Statement

Development of a museum railway into a touristic railway with corresponding frequency, always conserving historic roots!

(independent from the kind of traction)



Mit Volldampf auf den Präbichl

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Requirements

- professional staff mixed with volunteers
- cooperation with adventure Erzberg



• cooperation with Leoben – target: connection to Vordernberger Bahn



• cooperation with Vordernberg and Eisenerz target: Shuttle Eisenerz - Erzberg



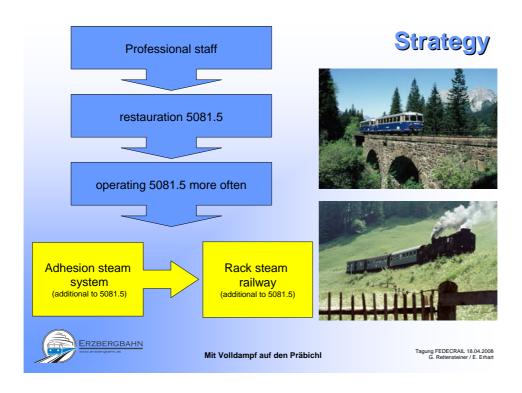


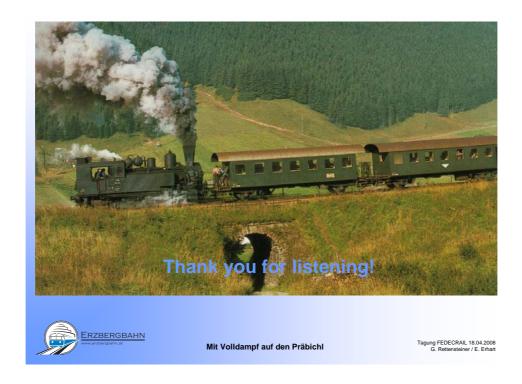


Mit Volldampf auf den Präbichl

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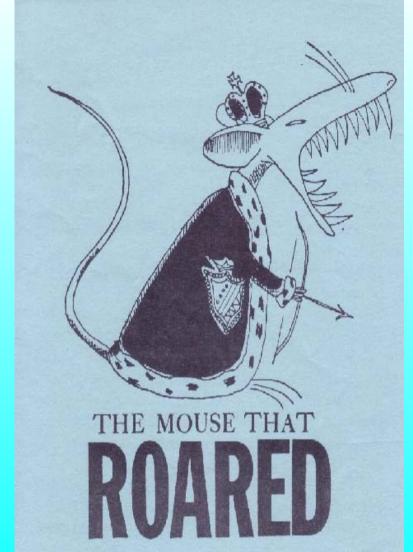


The Heritage Rail Sector Interaction with the Rail Industry and Government The Australian Experience Are there any lessons? April 2008

Presented by Warren Doubleday for Chris Le Marshall

Slide 1







The Mouse that Roared

How a small player can gain leverage

Slide 2







Background



- Time in History Government to Non Government
- Need for a United Approach
- ATHRA
- ARA







Slide 3





Imbedding Heritage in the Industry Benefits



- Consulted on Changes Input
- At the Table with the Regulators
- Can Mutually Support
- Strategic Initiator
- Contribution to Standards and Code Development

Slide 4





Imbedding Heritage in the Industry Consulted on Changes



- Co Regulation / Over Regulation
- Input on Legislation and Regulation
- The Training Example Registered Training Organisation



Slide 5





Imbedding Heritage in the Industry At the Table with the Regulators

- Familiarise Regulators with Heritage
- Assist Regulators to Improve Sector Capacity
- Support for Key Initiatives Training



Slide 6





Imbedding Heritage in the Industry Can Mutually Support



- Heritage Everyone Likes a Steam Train or Old Tram
- Soft Face of Rail
- Assist in Areas such as Recruiting









Slide 7





Imbedding Heritage in the Industry Strategic Initiator / Supporter

- Over Regulation
- Sector Capacity Building
- Deemed to Comply





Move to a Single Regulator for Rail



Slide 8





Imbedding Heritage in the Industry Contribution to Standards and

Code Development



- Development of a Boiler Code
- Involvement in all standards, codes and guidelines developed by the Rail Industry Safety and Standards Board





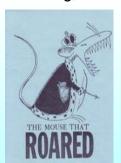


Slide 9





Influencing Government ATRQ



- Government Owned Enterprise
- Huge Increase in Insurance
- Development of Economic Impact Data



Slide 10



Association Tourist Railways Queensland Inc.

Current Contribution to the Queensland State Economy by Sector

Queensland Tourist and Heritage Rail Sector

The total annual state spend for people visiting enterprises in the sector is:

International - Contribution - \$91 per day Contribution - \$0.173M

Domestic Overnight - Contribution \$157 per day Contribution - \$2.246M

Domestic Day - Contribution \$101 per day Contribution - \$2.528M

Total Direct Contribution \$4.946M

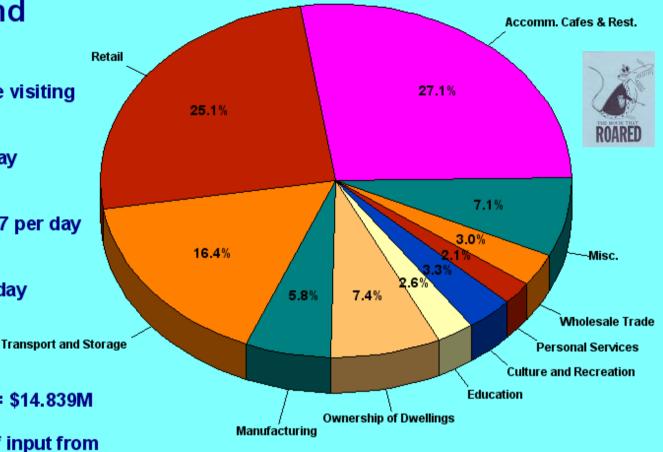
Total Direct and Indirect Contribution = \$14.839M

One job in tourism for every \$79,000 of input from tourism

62.6 FTE jobs created plus 125.2 jobs from indirect contribution Total - 187.8 FTE jobs

LINGAGE INTERNATIONAL





Sectorial Contribution

Total contribution - Direct - \$4.946M, Indirect - \$14.839M

Source - The Contribution of International and Domestic Expenditure to the Queensland Economy 2003 - 2004 - Queensland Government Office of Statistical Research, Tourism Queensland, and ATRQ



Influencing Government ATRQ





Outcome - Decision Reversed

Slide 12





The Heritage Rail Sector Interaction - Rail Industry and Government The Australian Experience

Are there any lessons?



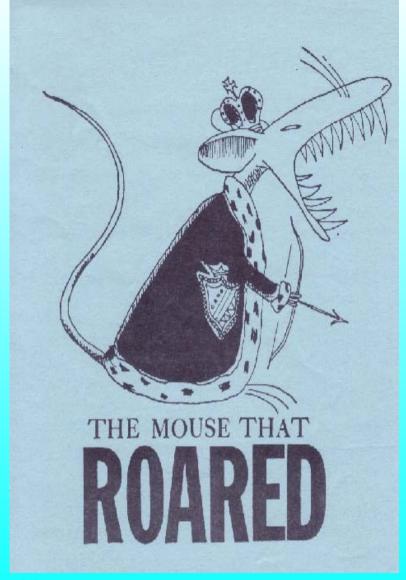
- Develop Relationships within the Rail Industry and with Government
- Engage But Think and Research Before You Speak
- Identify Mutual Benefits

Then - in a measured way -

Slide 13







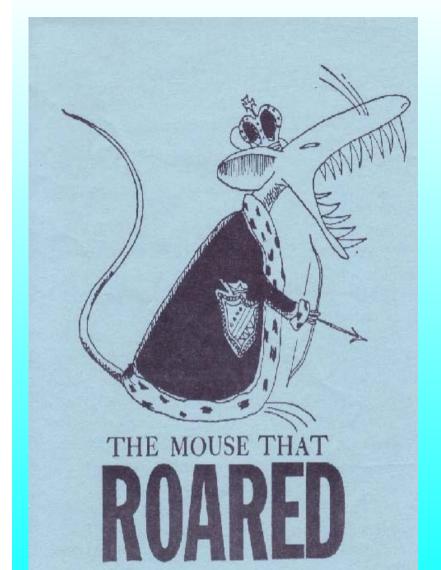
Roar a Little

Slide 14









Questions?

Slide 15





THE HERITAGE RAIL SECTOR - INTERACTION WITH THE RAIL INDUSTRY AND GOVERNMENT THE AUSTRALIAN EXPERIENCE ARE THERE ANY LESSONS?

April 2008

Presented by Warren Doubleday for Chris Le Marshall

Slide 1

Firstly, I wish to apologise on behalf of Chris. Chris had planned to be at the Fedecrail conference with an aim of presenting this paper. However, his work within the rail industry has been somewhat delayed by some tardy contributors to a strategy that is currently under development so unfortunately he had to stay home and work to earn a dollar. He does apologise.

This presentation is based on the experiences gained by Chris as a strategic planner and business planner to the sector and as Heritage Liaison Officer for the Australasian Railway Association, a position he has held since 2004.

Chris and I work in parallel and indeed many of the experiences related in the presentation I've shared with him because of my role within ATHRA, the Association of Tourist and Heritage Railways Australia, where I am responsible for consulting the sector and providing effective input on matters related to regulation and safety. I also sit with the Regulators Panel when the State Regulators meet four times a year to discuss common issues. Basically, I work with the Australasian Railway Association (ARA) and Chris to ensure

that the interface between the heritage sector and the rest of the industry is okay, and we actually achieve outcomes that are optimal for the heritage sector, and indeed, the rail industry.

Interaction with the rail industry and government? We think another title for this would be, moving to slide 2,

Slide 2

'The Mouse that Roared. How a Small Player Can Gain Leverage', because really that's what it is about.

Looking at history, what has happened in Australia that enabled, if you like, the heritage sector to roar a little?

Slide 3

Well firstly, in the last two years the rail industry has undergone more change than it had in the previous 100 years. Effectively the government railways are moving to corporate entities. In most cases those entities are owned by government, in some cases they are not. We've effectively corporatized, and indeed privatised, a large part of the sector.

The rail industry realised that in order to speak with one voice there was a need for the heritage sector to be embraced by the rest of the industry, so that when we were talking with regulators and legislators we could say that the ARA represented the industry. That is important when it is noted that about one third of all rail accredited organisations in Australia are in the tourist and heritage sector.

At the time there were initiatives underway to develop an Australian heritage rail peak body and indeed ATHRA, the Association of Tourist and Heritage Railways, grew out of that need. It was basically initiated by the Tourist and Heritage sector and supported by the ARA. ATHRA is now a national peak body for the tourist and heritage railway industry in Australia, and that is very, very important and quite effective.

Slide 4

Because of the need to speak with one voice, effectively, we've been able to embed the heritage sector into the rail industry. The benefits have been many, but the key benefits are firstly, we are consulted on changes and, indeed, we have input to the various changes that are proposed to regulations and legislation.

Additionally we are at the table with the regulators. There is a Regulators Panel held four times a year and the heritage sector has a place at the table. We are able to mutually support the rest of the rail industry, obviously to the benefit of both, and indeed, we can be a very effective strategic initiator. That is very important.

The final benefit is that our relationship with the ARA and the Rail Industry Safety and Standards Board (RISSB) has resulted in the heritage sector's involvement in development of all codes and standards. As will be seen later, it has been very beneficial.

Slide 5

If we look at consultation on changes, I think Australia is probably unique because the environment is supposed to be a co-regulatory environment, but there is no doubt we are over regulated. By estimates made we effectively have more public servants regulating than we actually have people out there in the field developing safety management systems and meeting the direct needs, if you like, of the rail safety regulators. So, we are certainly over regulated. That means effective input related to proposed changes is essential.

We've been able to have very effective input to the legislation and regulations that have been developed, to the extent that in 2006 one of the key ATHRA contributors, Graeme Breydon, was actually given an award by the ARA for the single most significant contribution by an individual to the rail industry. The sector has certainly punched well above its weight. We have been able to get some very sensible changes incorporated and bring a little bit of sanity to some of the proposed changes.

For example, there is currently an initiative running that says all of the training within the rail industry, including the heritage sector, should be provided by a nationally recognised Registered Training Organisation. Now, it means that we'll probably introduce another level of documentation and regulation, which is probably the equivalent of the rail regulatory regime for training – at huge cost.

Our argument in opposing is that we've been able to train our people effectively within the sector for the last 50 years, because that's how long some of our operators have been going. We have been operating safety, and we think it is a bit of an over-correction. It is interesting that on this initiative we've got the support of the Rail Regulators, and indeed, we have actually

achieved to date a very good outcome and we think it will be resolved in our favour.

So, embedding yourself with the industry means you are consulted, you do have input, and you can in fact, get outcomes that are optimal for the sector and the industry.

Slide 6

Having a seat at the Regulators Panel is very important to the heritage sector, because regulators appreciate being in an environment where there is somebody who is familiar with the sector.

Given that a significant proportion of accredited organisations within Australia are heritage organisations, regulators find that availability of someone with first hand experience is very, very valuable. We can also assist the regulators in improving sector capacity. Nobody wants to shut down a heritage railway or a tramway because they're unable to comply. If there is a genuine wish within such organisations to comply but they don't have the capacity, our regulators will actually work with whatever agencies they can to improve the capacity within that organisation. ATHRA and the ARA have been at the forefront of advising the regulators on the way in which that can be achieved.

Linked to this, earlier ATHRA was involved with the ARA and the Rail Skills Council in development of competencies for the heritage sector and the rail industry.

We were able to build a case that we put to the regulators that we should use those competencies as a basis for development of full lesson plans and checklists so we could all train and examine people across the sector to a common standard. It is a very large project.

We will take what we have at the moment in terms of training information and lesson plans, bring the best together and develop the lesson plans and checklists. The initiative was supported by the regulators and they assisted us in getting funding. Funding has been achieved and the consultant is about to be employed. The outcome will be web-based and we'll actually have a mechanism where any ATHRA member across Australia can link to the web, download the lesson plans, download the training checklists and get started.

Slide 7

Basically, everybody likes a steam train, everybody likes an old tram. Heritage is seen as being the soft face of rail and within Australia we've used that to the industry's advantage, with an aim of alleviating the severe staff shortages currently being experienced. An example of this is the Pathways Project.

The Pathways Project has been developed as an entry level project for people who wish to have a career in the rail industry. What we have done is to take 60 young people between December 2007 and July 2008, and give them an introduction to the rail industry with an emphasis on trackwork because that's where the main requirement is - on the track maintenance side.

The Rail Skills Council put the project together in conjunction with Puffing Billy, who are effectively the lead agents, and CONNEX, the Melbourne based operator of the suburban rail network. Puffing Billy is putting people

through, in a very benign environment, a course of training related to track maintenance and then extending that on to the main line, with an aim of those people migrating from the Pathways Project to full time employment within the industry.

The benefits for the industry are obviously increased recruitment, and the benefits for the heritage sector are that we're exposing the sector to young people who will retain an affiliation with the sector. Past experience has shown that there will be subsequent benefits from increased membership of heritage organisations. So it is win-win for both. In addition, the heritage organisation managing the programme can gain some financial benefit from the arrangement which is good.

Slide 8

The tourist and heritage sector can be an important strategic initiator and supporter.

As detailed earlier, there is no doubt that within the rail sector in Australia we are over regulated. There is a need for sector capacity building and it is recognised by the regulators. One of the things that has been of assistance to us is that the regulators ask 'How can we regulate better?' and ATHRA has been very constructive in developing a proposal that would see regulation of the heritage sector overhauled using a much simpler 'deemed to comply' concept. Effectively it says that if you are in this category of heritage operator, then this is what you must do. If you do this - you comply. It is a little more prescriptive, but it takes the doubt and the analysis out of it.

The concept suggested by ATHRA is being supported by the ARA and proposals have been initiated to develop various documents needed to introduce it within the heritage sector. It will be progressed by the Rail Industry Standards and Safety Board which is a wholly owned company operated by the Australasian Railway Association. It will require a fairly substantial investment.

It will assist the industry because if you look in the longer term we do want to move to a single regulator for rail within 5 years. The industry has its sights set on something strategically, and logically if it can get 'deemed to comply' elements in place for the heritage sector, it will be somewhat easier to migrate the industry to such a scheme and would lead to a much easier shift to a single rail regulator, and indeed, rail self-regulation.

Slide 9

The heritage sector through ATHRA has used its relationship with the ARA and RISSB to effectively contribute to standards and code development and also to influence development priorities. Development of a Boiler Code by RISSB for the heritage sector is an example. The code is being developed utilising ARA funding, RISSB resources, and significant input from the heritage sector. It will greatly add to the sustainability and safety of the sector.

<u>Slide 10</u>

So I've spoken about embedding ourselves in the industry and our relationships with the rest of the rail industry. I'll talk briefly now about influencing government. A recent case involved the Association of Tourist Railways in Queensland (ATRQ).

ATRQ were in a situation where the government enterprise that owned many of the lines on which heritage railways operated was promoting huge increases in public liability insurance requirements. It would have effectively seen a large part of the heritage sector close down in Queensland.

Slide 11

To their credit, ATRQ worked with Linqage International to develop the current contribution to the Queensland economy from the heritage rail sector. Basically the sector created 62 full time jobs plus 125 jobs from indirect contribution, totalling 187 jobs, and directly contributed about \$5 million, and indirectly contributed about \$15 million. It was backed by substantial research.

Slide 12

The data was accepted and the outcome saw the decision was reversed. A good outcome.

Slide 13

Now, what are the lessons learned here?

I think the first one, based on our experience in Australia, is that you develop your relationships within the rail industry and with government. It's no use trying to develop a relationship when there is a disaster and you need them. You've got to have the relationships developed well beforehand. It's all about people.

When you've got the relationships, engage people. Engage the key influencers but think and research before you speak, and that Queensland

example is a prime case. Indeed, whenever the heritage sector has contributed to comments on legislation and regulations, it's always been the outcome of very wide consultation and a lot of thought, which is what it's all about. Follow the old bit of advice "before you open your mouth engage your mind". That is what the sector does and it's been doing it very, very effectively.

Another thing we have done is to identify where mutual benefit lies and then, work to get the outcome. We always act in a quiet and measured way, but sometimes we do roar a little. And it works.

Slide 14

I do hope you've found that helpful. Any questions please?

Slide 15

Any questions?



Recent Research on Steam Locomotive Emissions

Dr Reinhard W. Serchinger SePhys Munich, Germany

> Recent Research on Steam Locomotive Emissions SePhys Dr Reinhard W. Serchinger

1

Don'ts ...

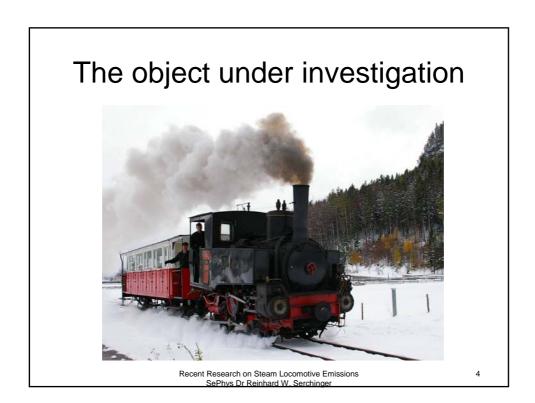


Recent Research on Steam Locomotive Emissions

2









Specifications for environmentally friendly steam locomotive coal

Type of coal	Bituminous hard coal
Lump size	80 – 120 mm or
(for hand-firing)	50 – 80 mm
 Water (in mass-% of the crude coal) 	<u><</u> 5 %
 Ash (in mass-% of the crude coal) 	<u><</u> 6 %
 Sulphur (in mass-% of the anhydrous substance) 	<u><</u> 1 %
 Volatile constituents 	19 – 28 %
(in mass-% of the anhydrous and ash-free substance))
 Lower calorific value (of the crude coal) 	> 28 MJ/kg
 Ash fusion temperature (T_B) 	> 1300 °C
 Iron (of the anhydrous substance) 	≤ 5500 mg/kg
(when air is lacking, Fe ₂ SiO ₄ and FeO are formed	
and lower the melting point of the ash)	
 Mercury (boiling point = 357 °C) 	≤ 0.2 mg/kg
(of the anhydrous substance)	
 Cadmium (boiling point = 767 °C) 	≤ 0.6 mg/kg
(of the anhydrous substance)	_

SePhys Dr Reinhard W. Serchinger

5

Polish Locomotive Coal

(Lump size: 81.9 % 50 – 80 mm and larger)

Elemental analysis		A	sh	
• C	80.24 %	•	SiO ₂	23.00 %
• H	4.84 %	•	Al_2O_3	12.65 %
• 0	6.65 %	•	Fe ₂ O ₃	19.38 %
• N	1.27 %	•	CaO	14.03 %
• CI	0.18 %	•	MgO	8.41 %
• S	0.40 %	•	Na ₂ O	1.57 %
• H ₂ O	2.70 %	•	K ₂ O	0.94 %
• Ash	3.72 %	•	SO_3	17.53 %
		•	TiO ₂	0.50 %
Other parameters		•	P_2O_5	0.13 %
Volatile constituents (aphydraus and ash free)	32.02 %	•	BaO	0.25 %
 (anhydrous and ash-free) Lower calorific value 	32.2 MJ/kg	•	Mn_3O_4	0.28 %
(crude coal)	02.2 W0/Kg	•	SrO	0.11 %
Ash fusion temperature (T _B)	1280 °C	•	ZnO	0.88 %

Recent Research on Steam Locomotive Emissions

6



QJ Firing Instruction

- Shovels of coal should be placed in this order. The table symbolizes the firebox. The firehole is in the middle below.
- And this is the average relative amount of coal to be shovelled into each area per firing round.
 100 = 100 % full shovel. The firehole is again in the middle below.

1	9	4
5	9	8
7	10	6
3	10	2

72	64	64	72
72	48	48	72
84	60	60	84
100	92	92	100

Recent Research on Steam Locomotive Emissions SePhys Dr Reinhard W. Serchinger 7

Average Emissions per kg of Polish Locomotive Coal

The values given below are average values over 10 single measurements at full load, ashpan air inlet fully open, right firing technique, $\lambda_{\text{average}} = 1.55$ with a hole in the firebed once, otherwise $\lambda_{\text{average}} = 1.32$ (8 measurements).

Compound	mol/kg	g/kg	(at $\lambda = 1.5$) g/m ³	German law 2002
CO_2	66.867	2942.1	232.53	not regulated
CO	1.585	44.4	3.51	> 0.15
NO_x	0.113	5.2	0.41	< 0.50
HC	0.0035	0.15	0.01	not regulated
SO ₂	0.067	4.29	0.34	< 1.30

If all the sulphur in the coal were burnt, SO_2 emissions would be at 8.0 g/kg. This means that only 53.6 % of the sulphur is actually burnt; the remaining sulphur forms solid compounds thanks to the favourable ash composition.

Recent Research on Steam Locomotive Emissions SePhys Dr Reinhard W. Serchinger 8











Tradition & Romantik "auf Schiene"

"BahnAchse":

von Salzburg über Freilassing durch das Salzkammergut nach Oberösterreich



■ Pressegespräch "BahnAchse"

September 2007











BahnAchse

- länderübergreifendes Projekt Österreich-Deutschland
- Initiative der Salzburger Lokalbahn
- 3 Eisenbahn- Museen
 - Lokwelt
 - SKGLB Mondsee
 - ÖGEG Ampflwang
- 4 Eisenbahn-Betriebe
 - Salzburger Lokalbahn
 - StadtBus
 - Festungsbahn
 - Schafbergbahn

■ BahnAchse 2











Marketing BahnAchse

- Zielgruppe: Einheimische und Touristen
- Ziel: Geschichte leben und erleben
- umfangreiches Programmangebot
- gemeinsame Vermarktung
- Pauschalangebote für Reisegruppen
- Abwicklung der Buchungsanfragen über Incoming Spezialist – Salzkammergut Touristik in Bad Ischl (www.salzkammergut.co.at)











Lokwelt Freilassing

- Museum der Bahn-Stadt Freilassing
- Rundlokschuppen: historische Lokomotiven des Deutschen Museums
- "Kleine Lokwelt" speziell für Kinder

















Lokwelt Freilassing















Salzburger Lokalbahn

- Oldtimer Nostalgiefahrten
- jeden Samstag im Sommer
- Amateurlokführer
- "Auf Fluss und Schiene"
- Advent (Stille Nacht, Oberndorf)



















Salzburger Lokalbahn

















FestungsBahn / StadtBus

- seit 1892: FestungsBahn
- Standseilbahn zur Festung Hohensalzburg
- Der Obus ist eine Eisenbahn mit "Schienen am Himmel"
- Sonderfahrten mit Museums-Obus 123







■ BahnAchse

8











FestungsBahn / StadtBus















SchafbergBahn

Touristischer Leitbetrieb im Salzkammergut

Strecke: 5,9 km,1.243 Höhenmeter

Fahrtdauer: 40 Minuten

neu 2008: Kaiserwagen

WolfgangseeSchifffahrt



















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11











Oberösterreichisches Eisenbahn- und Bergbaumuseum der ÖGEG

- 1974: Gründung des Vereins Österreichische Gesellschaft für Eisenbahngeschichte
- April 2007: Eröffnung des Museums in Ampflwang, Schwerpunkt: Eisenbahn und Bergbau
- Nostalgiefahrten

















Oberösterreichisches Eisenbahn- und Bergbaumuseum der ÖGEG













Museum der Salzkammergut-Lokalbahn

- 1890 -1891: Heizhaus
- 1996: offizielle Eröffnung
- zeigt die Geschichte der Schmalspurbahn,
 Fahrzeuge, Lokomotiven und Waggons











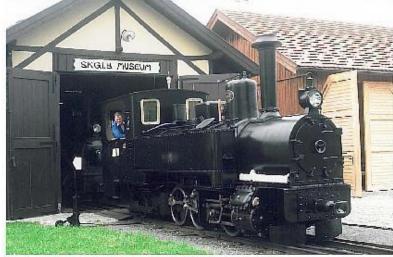






Museum der Salzkammergut-Lokalbahn

















Zukunft: mögliche Erweiterung Österreich:

Pinzgauer Lokalbahn, Taurachbahn, Murtalbahn, Museum Schwarzach Deutschland:

Chiemgaubahn, Torfbahn Ainring, BerchtesgadnerBahn











- Tourismus Thema "Eisenbahnromantik"
- Interesse wecken, Gefühle ansprechen, Erwartungen erfüllen
- Angebot für die ganze Familie (nicht nur Eisenbahn-Freaks!)
- gemeinsame Vermarktung eine Zielgruppe
- Fahrten Programme Events Packages
- Folder BahnAchse
- geplant 2008:
 - Sammelpass
 - Homepage
 - Vorträge
 - Pressereise
 - Projektentwicklung:













EUREGIO Projekt

- Co-Finanzierung für grenzüberschreitende Aktivitäten
- Schaffung von neuen touristischen Angeboten
- Professionalisierung (Personal)
- Gemeinsamer Auftritt, Kooperationen, Vermarktung
- Nachhaltige Positionierung (Marke)
- Gäste = Kunden = Ertrag
- in Planung 2008, Auftakt ist erfolgt











Vermarktung = Verkauf = Kunden = Ertrag

- Web-Auftritt, Informationen im Internet
- Mailings an Adressen: Freunde, Klubs, Unternehmen...
- Erlebnisse für Touristen (Gefühle, Lernerfahrung..)
- neue Zielgruppen: Frauen, Senioren, Unternehmen
- kontinuierliche Pressearbeit, Fotos
- buchbares Angebot, Packages, Kooperationen







BahnAchse











- Danke für Ihre Aufmerksamkeit
- Thank you for your attention
- merci pour votre attention









angelika.gasteiner@salzburg-ag.at