

SUSTAINABLE TOP 100 DESTINATION SUCCESS STORY

Cogne - Italy

COGNE FREE MOVE

Many touristic facilities are located in the villages of the municipality of Cogne. In this villages we have the entrance of the Gran Paradiso National Park, the Water Fall of Lillaz and many trekking trails starts from there. Furthermore the 50% of the municipal population lives in these villages (all at around 3 km far from centre), the rest in the city centre. Our general goal is to strongly reduce the traffic in the municipality and the idea was to avoid to have traffic in the villages that are close to the naturalistic areas. To join the villages was present a payment bus service, but not many people used this carried, not by tourists and not by residents. So the idea of the Administration of the Municipality was to use holiday tax (that is paid in hotels for the say) to pay the local transport bus system. The idea was to make free for all this service all the year long. After this decision many people started to use this service and all people were happy to reach the villages without using the car. In the city centre the most of the parking are free, so people can leave there the car without generating traffic in the villages. The same service is guaranteed also for resident, in particular old people, maybe without cars, can reach easily the centre facilities and services.

The next step is to introduce electrical buses. We are applying for a EU project in the next goal is to reduce completely the CO2 emissions.

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