Creating Sustainable Cities
for Residents <u>and</u> Tourists

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Leopoldau U-1
Visitor Welcome Centre

Long distance → local transport transfer

Visitors use local transport modes to explore the city "as a local".

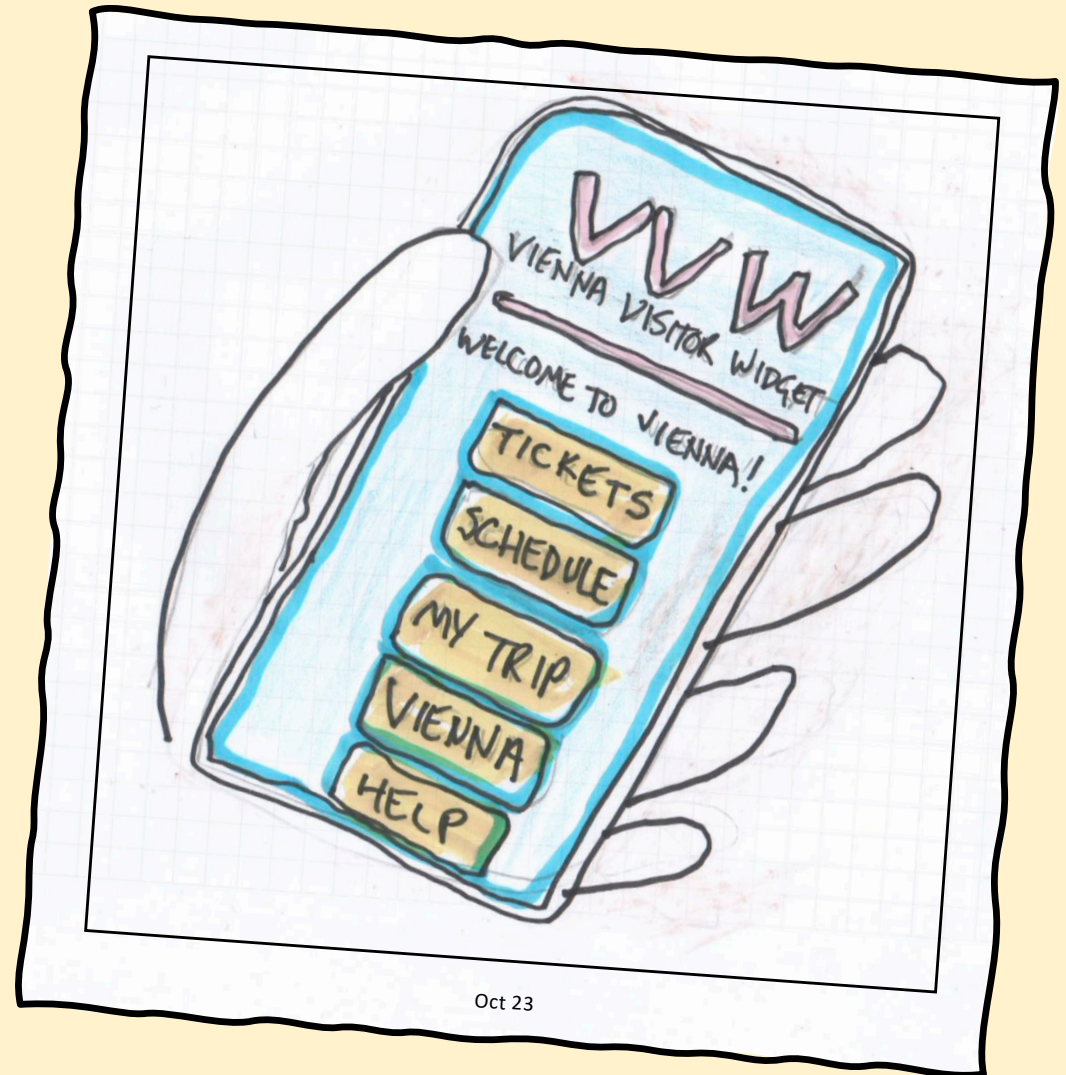Metro / Shared Cycles / Walk / Electric Shuttle

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VVW
Vienna Visitor Widget

VVW helps visitors use local transport, explore neighbourhoods, eat at local restaurants, and guides them to the city's great attractions in small groups.

Visitors take home the best travel memory – meeting a local.
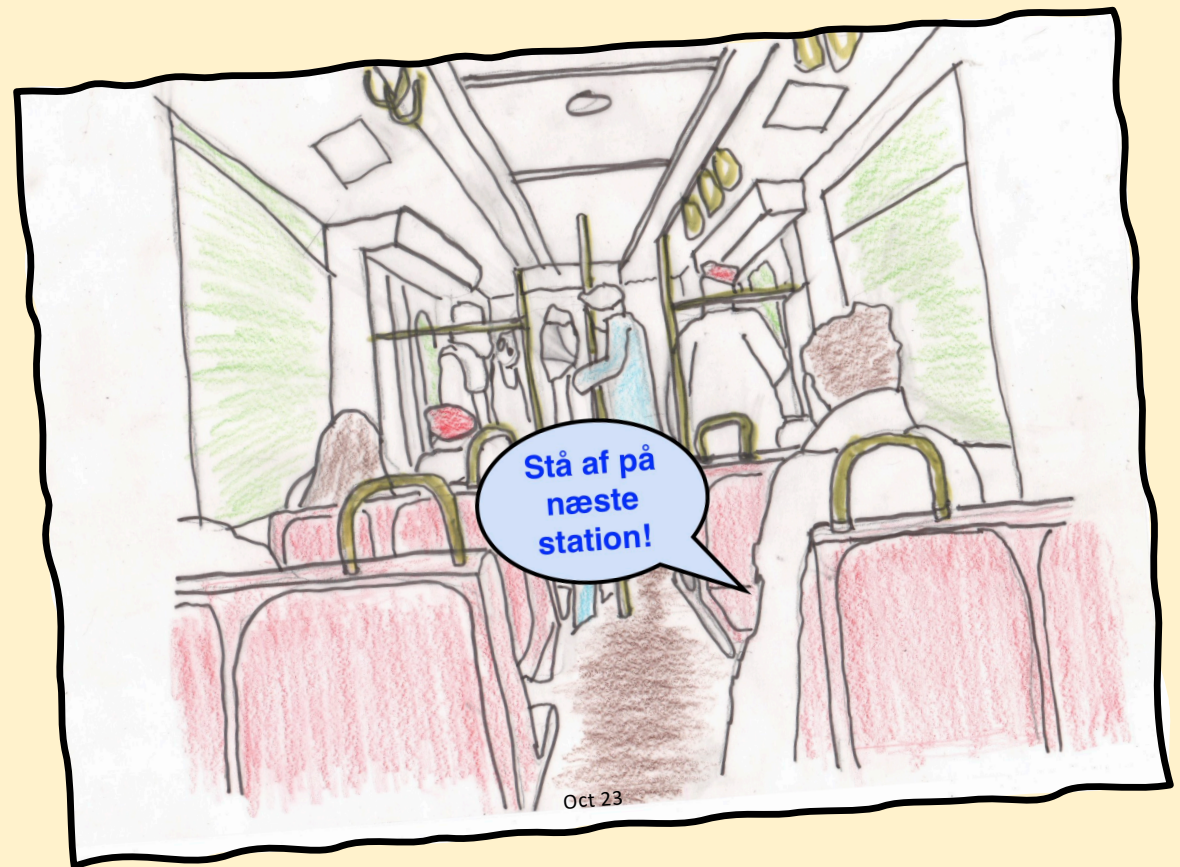
Part of Vienna's **Open City Platform**.

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Open City Platform
Platform by & for cities

City-wide wifi in all European cities.

Utility provides standardized hardware and software for cities: private, secure and under public control.

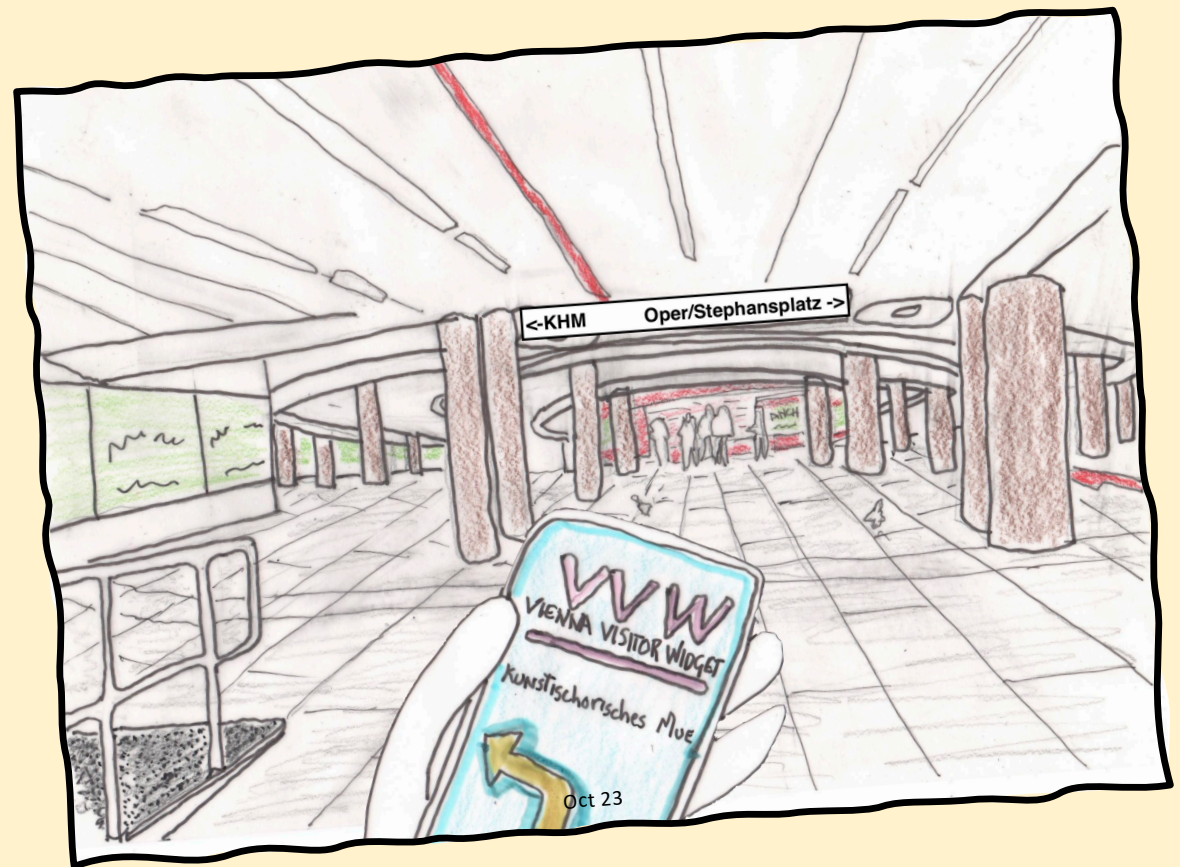Travellers have information without roaming.

Wayfinding
Vienna Visitor Widget

Virtual reality wayfinding and maps.

Coordinated with real world signs and information.

Video, audio and haptic.

Staatsoper Piazza
Gray to Green

No more stinking diesel tourist buses in front of Vienna's crown jewels.

New electric shuttles designed and built in Vienna, operated by WienerLinien. Free for VVW users.

Green space and cafes for locals and tourists replaces bus parking.

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Gallery Walls
Mobile Outdoor Museums

Open-air gallery windows located throughout Vienna are modular and mobile.

Provide culture 24/7 in a non-confined space, very important in the post Covid-19 era.

Bus parking at Maria Theresia Platz replaced with gallery wall and space for people.

Wien Clean
Public Health for All

WC – water – hand washing – disinfectant.

Located throughout Vienna.

All unique: on-going design competition.
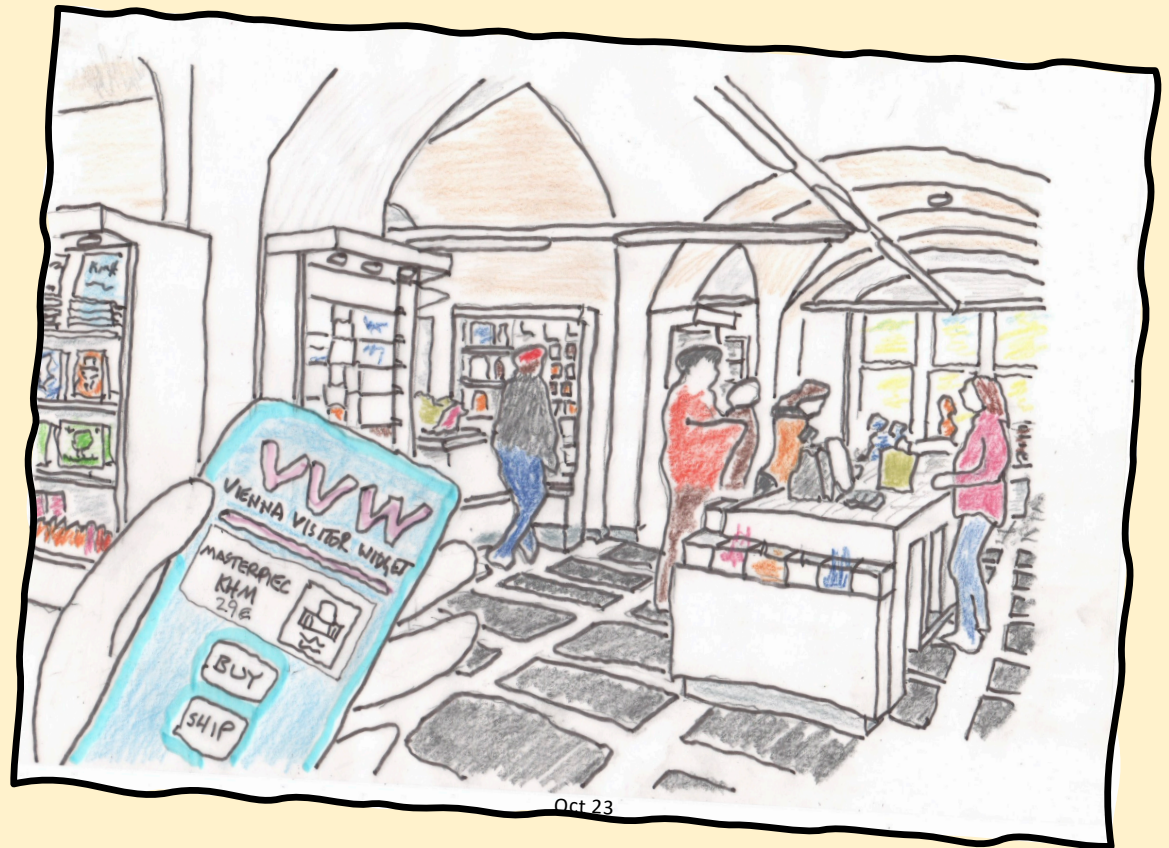
Walk-in whale at NHM.

Shopping
Vienna Visitor Widget

Purchase and shipping.

Open City Platform function – cities and sellers profit, not Amazon.

Tourists can have purchases shipped directly home.
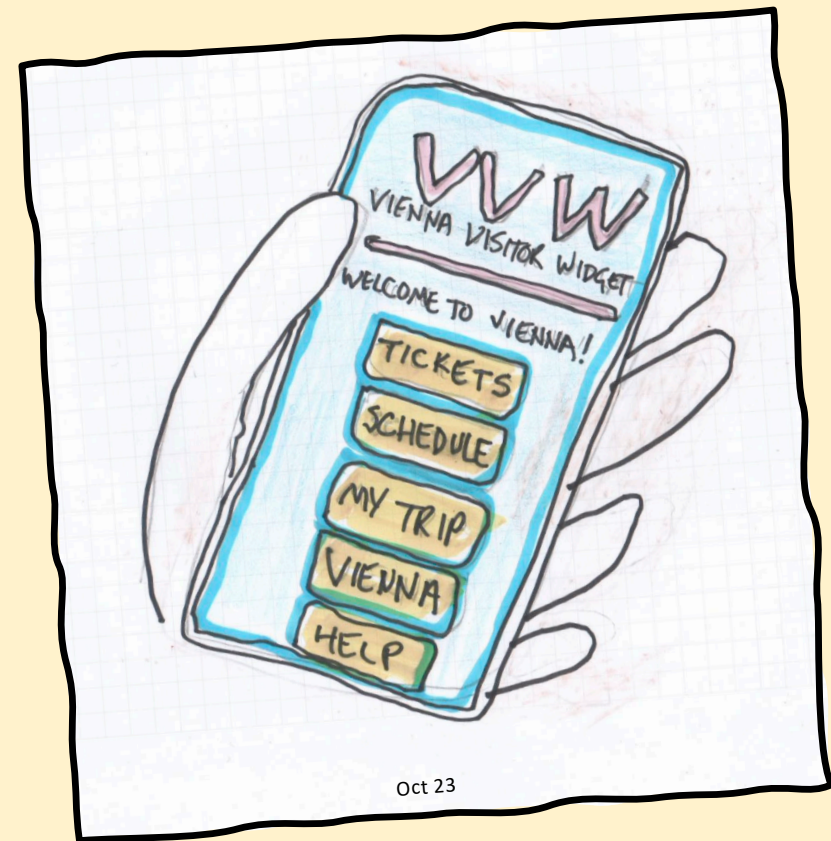
Tickets & Schedules
Vienna Visitor Widget

Easily book attractions. Tickets on phone.

Change and reschedule your visit in real time.

Integrated with traveling time estimates.

Reduces crush loads at attractions.
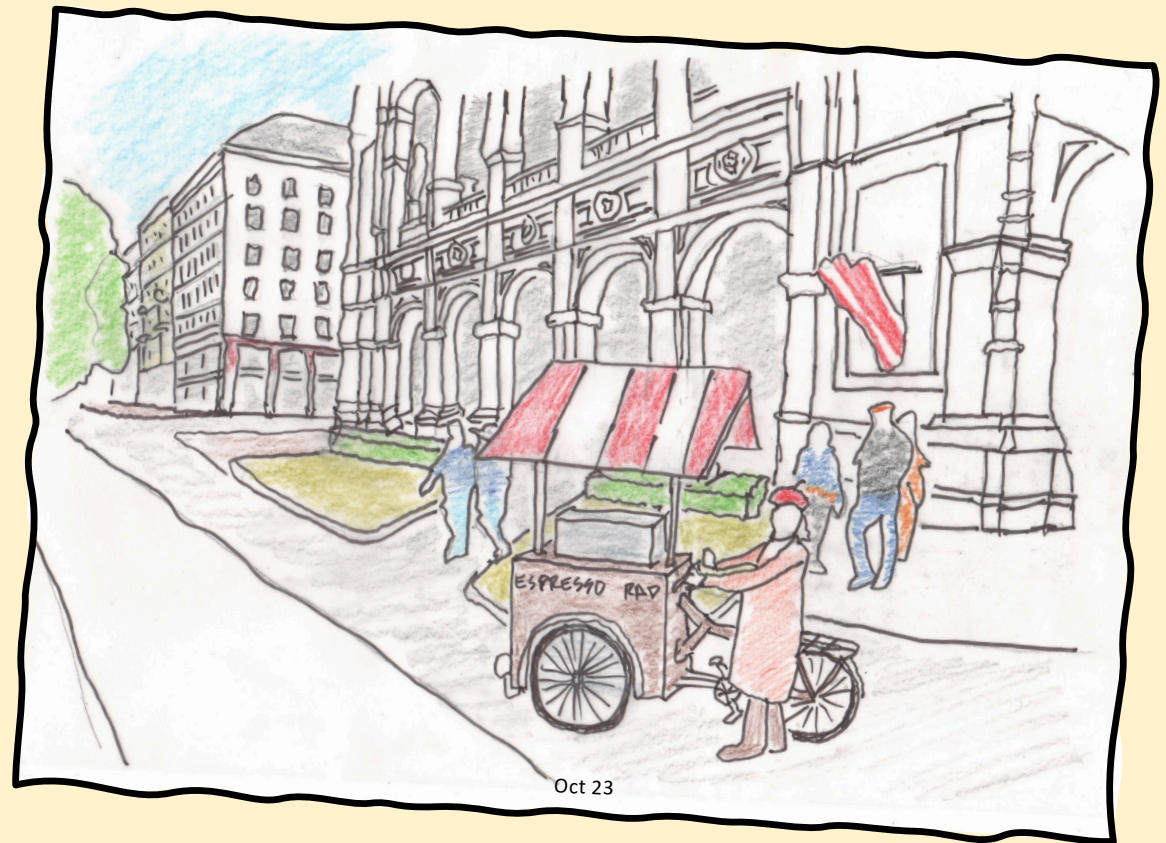
Rote Wien 21 Plan
Greening the Community

Citywide program for building more walking, cycling, green infrastructure.

Created increased sense of community.

Community supported new local businesses.

Psychological and economic benefits to residents as part of post-Covid recovery.

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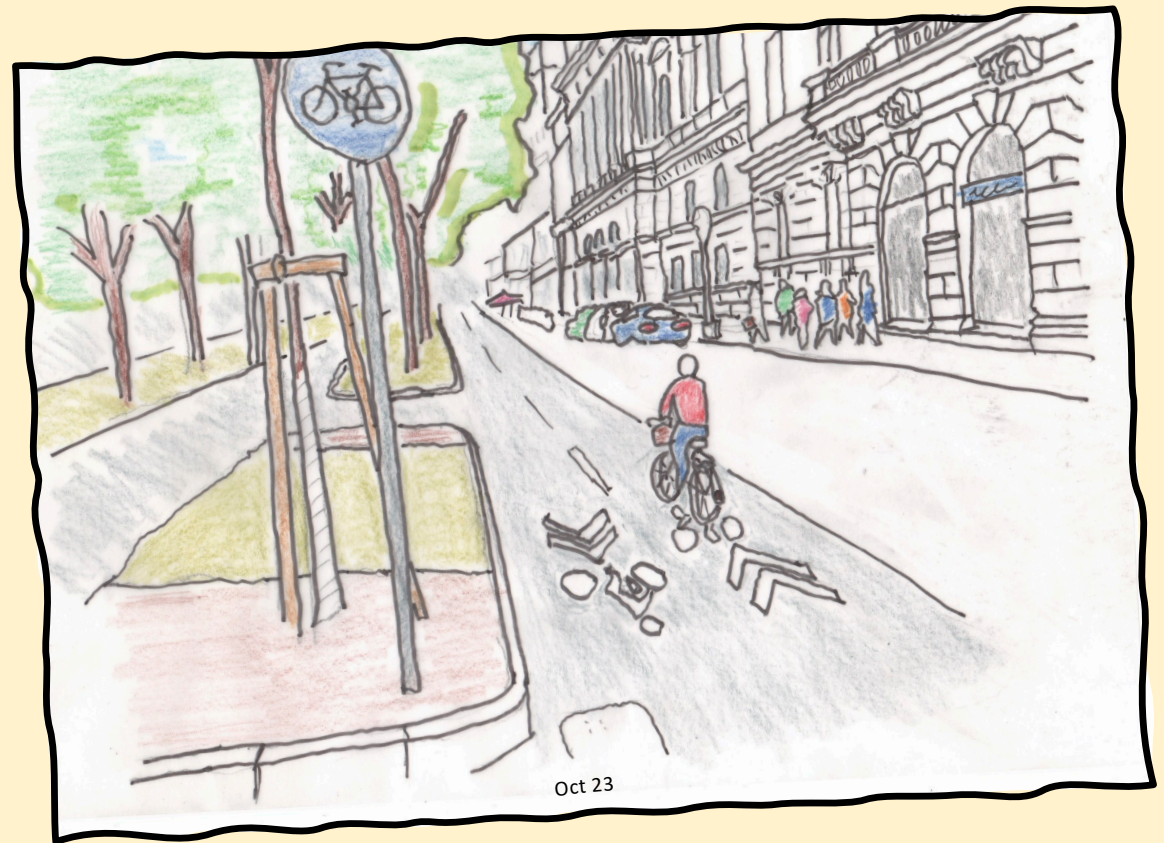st.pölten

Cycle Superhighways
Sustainable Transport

Connected and direct separated cycle lanes throughout Vienna.

Safe network increases cycling.

Cyclists support local businesses.

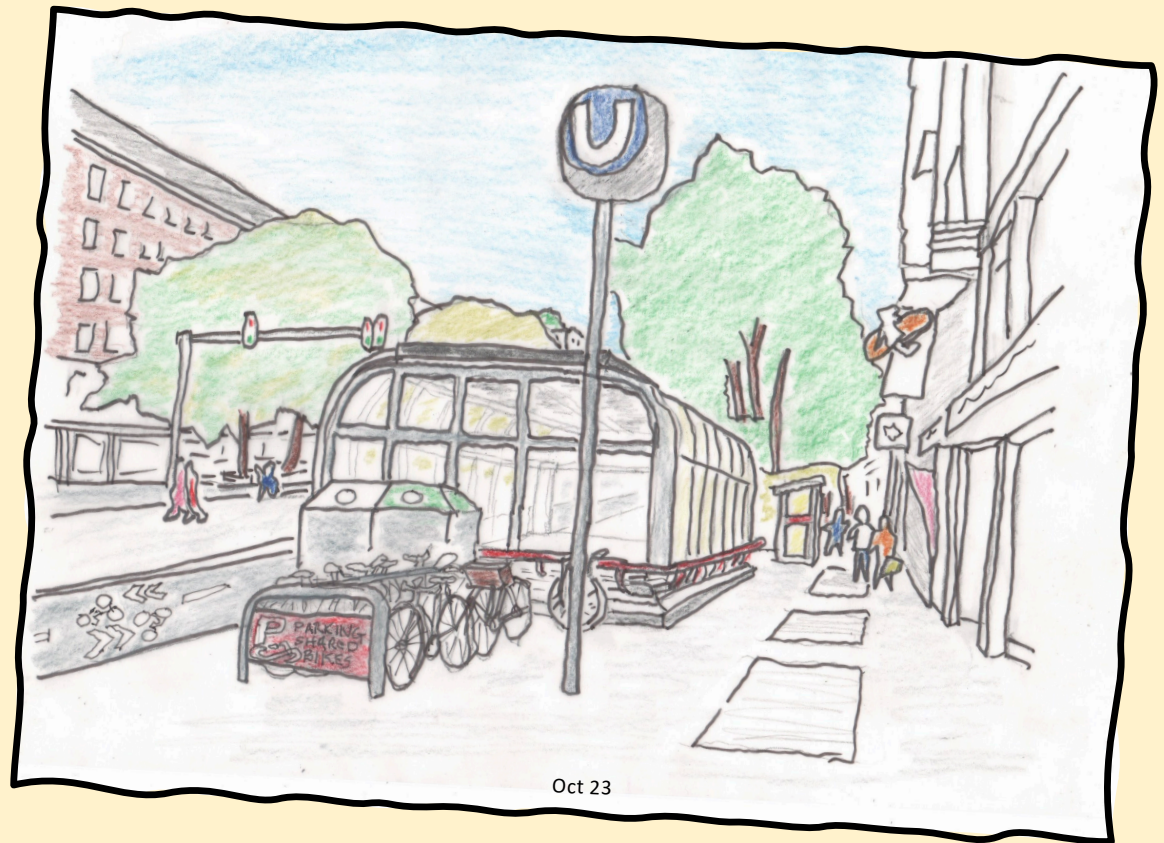Visitors feel safe cycling in a foreign city.

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Green Streets
Less stress – more fun

Trees, green space, cycle parking, wide sidewalks.

Nature is calming. No worries about cycle parking.

Happy walkers and cyclers spend money locally.

Oct 23

Green Streets
Support local businesses

Citywide program for building more walking, cycling, green infrastructure.

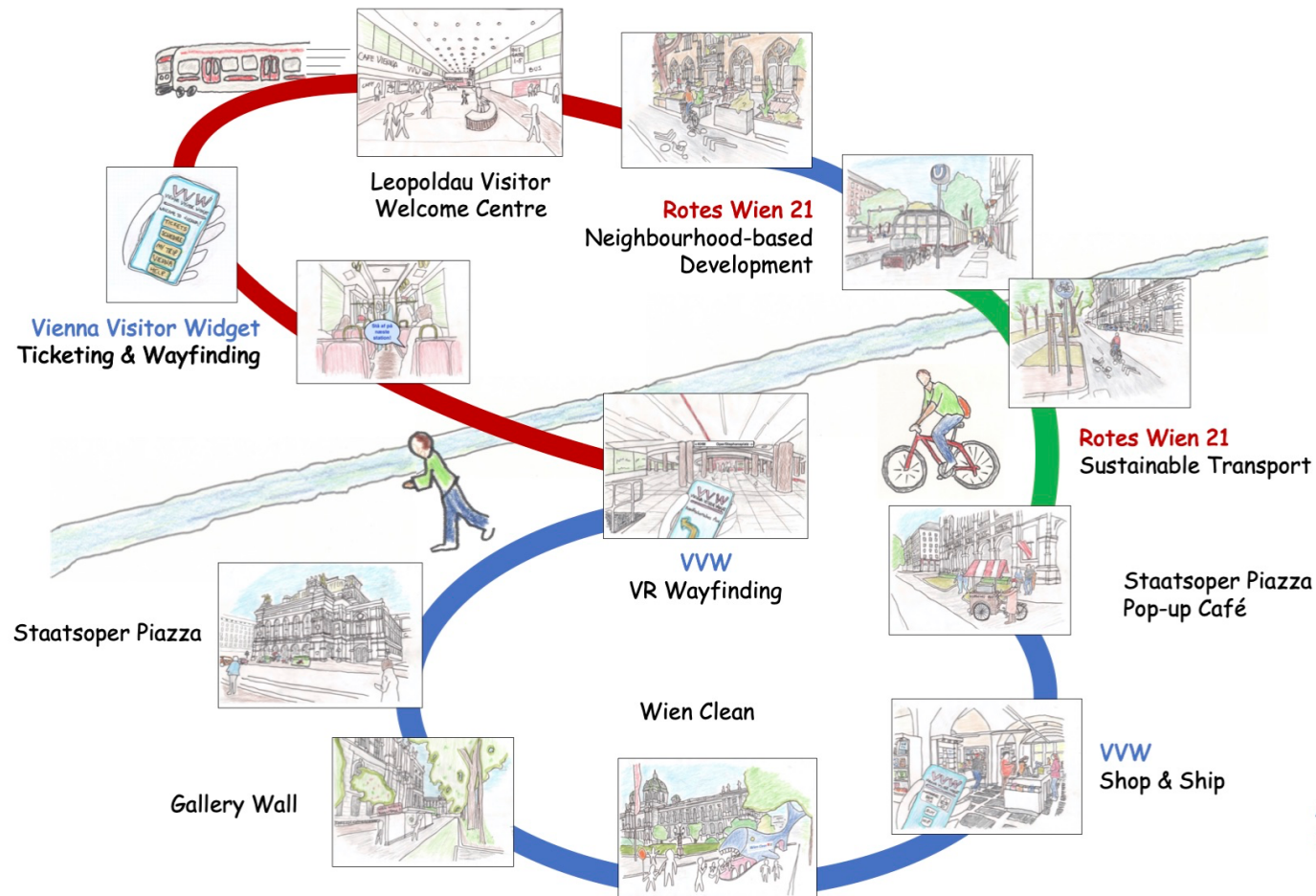Trees, green space, cycle parking, wide sidewalks.

Happy walkers and cyclers spend money locally.

Sustainable Cities for Residents and Tourists

Today tourists are kept in groups to ease logistics. We propose to free tourists from groups and use information technology to guarantee guest logistics.

Our strategy is especially relevant now, as we recover from the Anthropocene Era's first pandemic, because it keeps tourists safely apart by precisely scheduling visits to attractions.

Freeing tourists from groups will be healthier, but it will also be better. Today's tourist experience is too often a blur of crowded attractions, disappointing for tourists, but also harmful for cities, since crowds repel visitors seeking a deeper, more unique, experiences. And, worse, tourist monocultures alienate residents, leading to calls for limits as in Venice and Amsterdam.

This proposal combines information technology and urban planning with a new business strategy: Vienna treats tourists like residents.

This strategy means upping Vienna's game. Covid-19 has been a rude wake-up call – cities face new social, environmental and health challenges. Vienna's a highly liveable city, but it must become more sustainable, equitable and innovative.

Happily, the changes needed for Vienna to succeed in the 21st Century will also attract tourists. The full plan will be called Rotes Wien 21 in honour of Vienna's pioneering social achievements of the 1920s. The tourism elements are outlined here.

Vienna will build satellite Visitor Welcome Centres at outlying U-Bahn stations. Visitors will transfer to local transport for their trip to and from attractions.

Visitors will use a Vienna Visitor Widget mobile app to guide them, store transport and attraction tickets, view Vienna information, create and change their schedules, shop, and get immediate help. This app will be the cornerstone of the new digital tourism management strategy.

Urban planning projects supporting tourism in Rotes Wien 21 include:

- Electric buses will replace diesel tourist buses and loop through the city. All tourist transport will be included in the visitor app ticket. Much bus parking will be returned to public space.

- Clean Wiens featuring WCs, handwashing, sanitizing and water fountains will be built throughout Vienna.

- Mobile, open-air exhibition cases called Gallery Walls will be parked in public spaces. They will move regularly providing 24/7 culture throughout the city in a healthy environment.

- Sustainable transport will be vastly improved. Public transport will be increased. Separated cycling superhighways will link welcome centres to attractions. Sidewalks will be widened, neighbourhood streets calmed, and parking reduced.

- Sustainable neighbourhood economic development will create and support local businesses. Vienna will follow Paris in creating 15-minute neighbourhoods.

Visitors to Vienna in 2023 will enjoy our museums and attractions, but also experience a city successfully tackling the challenges of the 21st Century.

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