



E-carriage: An opportunity for animal-friendly equine tourism

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Background – Equine tourism Switzerland vs. Austria

- ▶ Switzerland and Austria have similar conditions:
 - ▶ Geographical: mountain regions
 - ▶ Tourism development
 - ▶ Local breeds:
 - ▶ Freiburger (Free Mountain horse)
 - ▶ Haflinger



Background – Equine tourism Switzerland vs. Austria

	Austria	Switzerland
Net value	449 Mio. €	
Equine tourists	1.1 Mio.	
Full time jobs	7.950	

What can Swiss people learn from Austria?
How will Switzerland find its niche in equine tourism?

What are the trends in equine tourism?

- ▶ „Back to nature“
- ▶ Contact with animals
- ▶ „Deceleration“
- ▶ Very demanding clients

- ▶ **Growing concern about animal welfare**





I can't think of anything more horrible in the name of romance.
-Dave Navarro



IT'S NOT JUST A RIDE,
IT'S THEIR LIFE.

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New trends – new solutions – new opportunities



- ▶ E- carriage from Marco Zandona, Switzerland

Who invented it?



E-carriage = the future?

- ▶ Ecological: a valid alternative
- ▶ Animal friendly
- ▶ Economically interesting



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➡ Opportunity for car-free regions

➡ Opportunity for equine tourism and horse carriage services

Case study Braunwald

- ▶ Tourist region
- ▶ 1.250m above sea level



Aim: Developing a role model for other regions

Open up new horizons.

