

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:
 - Freiberger (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**



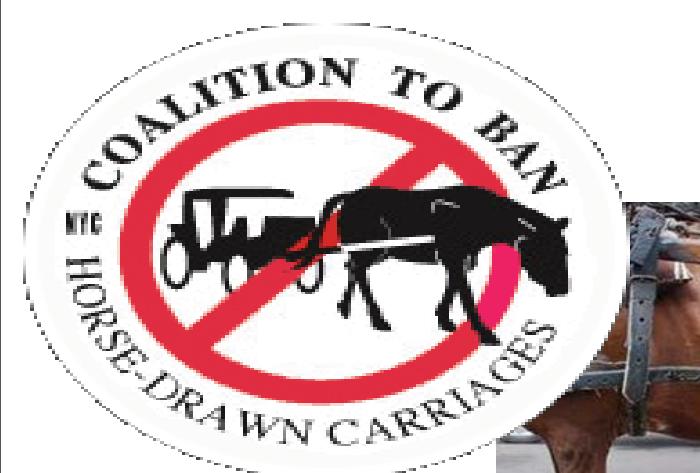


I can't think
of anything
more horrible
in the name
of romance.

-Dave Navarro



**BAN
HORSE-DRAWN
CARRIAGES**



New trends – new solutions – new opportunities



- E-carriage from Marco Zandona, Switzerland

Who invented it?



E-Carriage in equine tourism

10 persons + carriage = ca. 1.200 kg

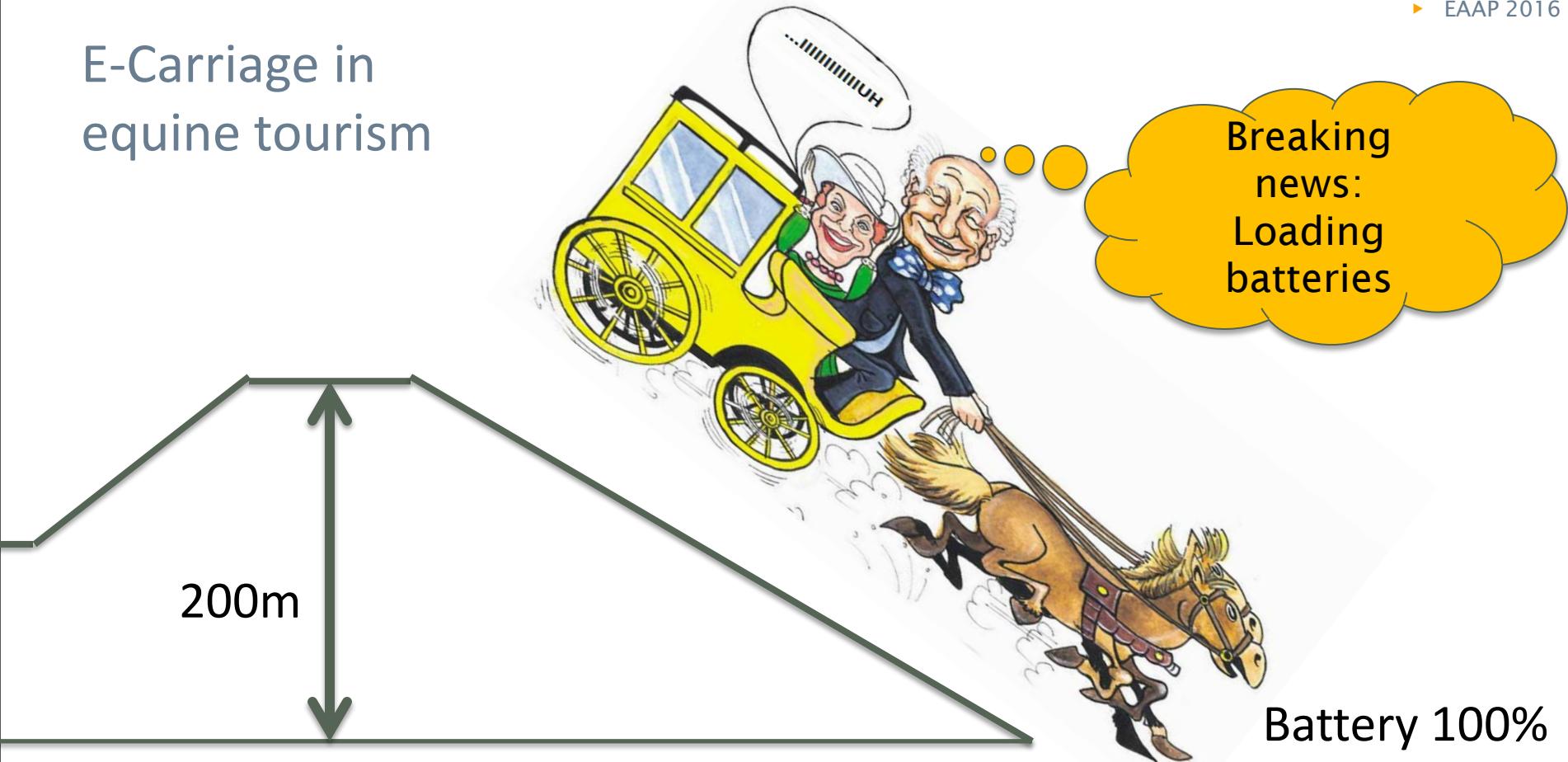
Yeah:
Support
from battery
- just 100 kg
/ horse



Battery 60%



E-Carriage in equine tourism



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.

