



## Authority for local public transport Vogtland



### Region profile:

- **Border region:** Vogtland district; Saxony (Germany)
- **Area:** 1.412km<sup>2</sup>
- **Inhabitants:** About 240.000
- **Population density:** 170 inhabitants per km<sup>2</sup>, varies from 76 in rural to 628 inhabitants per km<sup>2</sup> in the major district Plauen

### Organisational profile:

- Responsible authority for local public transport including trains, regional and urban busses, trams and school transport;
- About 10 million passengers are transported every year.

### Role in the project:

- Public Transport provider;
- Contribute operators' view incl. technical, administrative, legal operational and financial expertise.

### Activities in the project:

- Status quo analysis of a cross-border train connection including 30 stations;
- Establish attractive and trilingual signposting, including digital communication boards;
- Develop project concept and information collection;
- Develop microsite for mobile passenger information;
- Create cross-border marketing campaign Gera-Cheb with touristic focus;
- Organise combined touristic offers with attractive train and transport related offers, acquisition of frequent passengers with long-term commitment.

