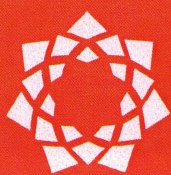


## Application for IRU City Trophy





# ALBA IULIA – SMART CITY FOR A SMART MOVE

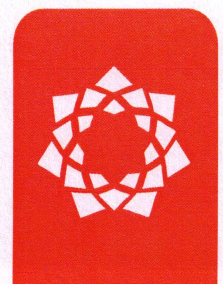




## INTRODUCING THE CITY OF ALBA IULIA

Situated in Transylvania, the city lies in the perimeter formed by the rivers Ampoi and Sebeş and the top of the Apuseni Mountains that mount mildly and lithely towards the terraces of the river Mureş and the Transylvanian hills. The Western side of the city is surrounded by the forested crests of Metalic Mountains out of which 630m high Mamut Mountain stands out. Towards East, across Mureş River, there are the red clayey hills from Transylvanian Hills, penetrated by the rivers Sebeş and Mureş. In the South, one can see the tops of the Sebeş Mountains, with Şurianu Peak (2245) and Petru Peak (2130).

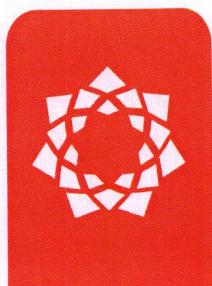
Alba Iulia has a geostrategic position being in the vicinity of cities such as Cluj Napoca and Sibiu. Cluj-Napoca has one of the most dynamic economies in Romania and the second most important center of Romania as well. Sibiu is one of the most important and flourishing cities in Transylvania and also in 2007 it was European Capital of Culture. Alba Iulia is connected with 3 international airports (Cluj-Napoca Airport 120 km away, Târgu Mureş Airport -100 km away and Sibiu Airport -70 km away). Alba Iulia is an iconic city for all the Romanians, the spiritual capital, since right here the union of Transylvania with the rest of modern Romania was declared and signed in 1918. The history of Romania is best evidenced here and Alba Iulia is also proud for Alba Carolina Citadel, a stupendous hilltop citadel where many historical eras come to life. Built 300 years ago, Alba Carolina Citadel is the most representative Vauban bastion fortification in Romania and one of the largest in Central and South-Eastern Europe. Made up of a central fort and 7 bastions with unique Baroque gates in Europe, Alba Carolina Citadel has recently been rehabilitated with national and EU funds, becoming a modern tourist attraction, where visitors can breathe the air of history. Inside its 12 kilometres long walls, the visitor can benefit of an authentic lesson of history, passing from Roman to medieval and modern architectural styles.



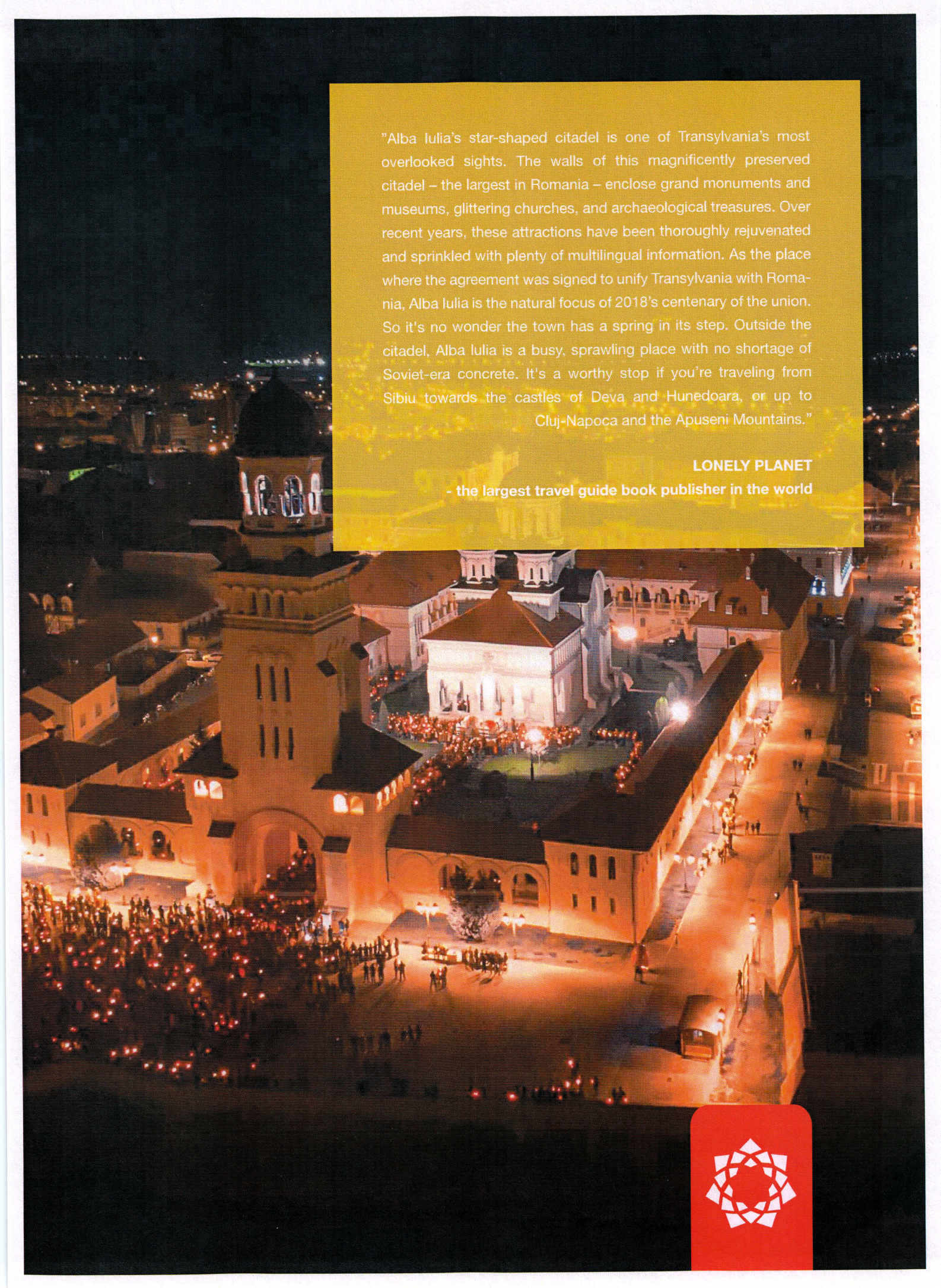


The efforts carried out by Alba Iulia Municipality to valorise the local heritage and to increase the tourism potential have been appreciated at national and international level through various awards and distinguished appreciations: in 2012, the municipality was named a European Destination of Excellence (EDEN) by the European Commission because of rehabilitation and conservation work inside the citadel; in 2013, the municipality was awarded a Jury's Special Mention from the tourism conservation association Europa Nostra; in 2014, the fortress was awarded with First Prize at the European Structural Funding Gala, in the "welcoming guests" section; the fortress has also been named one of the seven wonders of Romania by a national newspaper; 2016 is the second consecutive year when Alba Iulia has received the certificate of excellence from TripAdvisor, as it has been ranked second most popular among tourists after Peleş Castle. Alba Iulia was also the first city in Romania to appear in UNESCO's World Heritage magazine. In addition, our city has been mentioned by many other famous publications like National Geographic Traveller, Huffington Post and Forbes România.

Moreover, the city has enjoyed appreciation nationally and internationally for many cultural events organized annually in order to reanimate the city: the "Dilema Veche" Festival, organized by the intellectual elite of Romania; the Apulum Festival, celebrating the old times with demonstrations of roman military soldiers, workshops and battles between Romans and Dacians; the International Theatre Festival for Children; Alba Iulia Music & Film Festival; Alba Jazz Festival; Folk Festival and many more other social and business festivals and events.



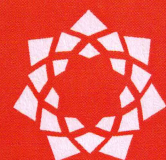


An aerial night photograph of the Alba Iulia citadel. The star-shaped walls of the citadel are illuminated, and a large crowd of people is gathered in the central courtyard. The surrounding city lights are visible in the background.

"Alba Iulia's star-shaped citadel is one of Transylvania's most overlooked sights. The walls of this magnificently preserved citadel – the largest in Romania – enclose grand monuments and museums, glittering churches, and archaeological treasures. Over recent years, these attractions have been thoroughly rejuvenated and sprinkled with plenty of multilingual information. As the place where the agreement was signed to unify Transylvania with Romania, Alba Iulia is the natural focus of 2018's centenary of the union. So it's no wonder the town has a spring in its step. Outside the citadel, Alba Iulia is a busy, sprawling place with no shortage of Soviet-era concrete. It's a worthy stop if you're traveling from Sibiu towards the castles of Deva and Hunedoara, or up to Cluj-Napoca and the Apuseni Mountains."

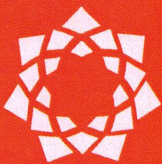
**LONELY PLANET**

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# Alba Iulia.... plenty to see and to do





## THE BATTHYANEUM LIBRARY

The Batthyaneum Library from Alba Iulia was founded at the end of the 18th century and is famous all over the world for its manuscripts, rare books and the sacred art collection. There are also valuable medieval documents representing a significant part of the historical archives of Transylvania, rare collections of coins, minerals and shells donated by the bishop Batthyány. Beside the large book collections, the library hosted a printing house - where were printed scientific and religious books - and the first astronomical observatory in Transylvania which only worked until the 1848 revolution, when it was bombed. Later, it was changed into a museum, which worked for another century.

Walking around Alba Iulia Citadel Back in the XVIII century, when the Marquis de Vauban designed and implemented a revolutionary system of fortifications and defenses, little did he know that his designs would earn him international recognition throughout the centuries, as today there are tens of citadels built by the system that bears his name. One of the most spectacular such fortresses of this type is Alba Carolina – the largest citadel in Romania, located in the city of Alba Iulia. Such is the complexity of this ample landmark that, for the sake of convenience, visits to the citadel have been organized into six separate tours, each with a theme of its own.



## VISITING THE ROMAN RUINS

There aren't many cities in Romania that go back all the way to the Roman Empire, but even among the handful that do, the city of Alba Iulia – or Apulum, as the Romans called it – manages to stand out in more than one way. And one of the attractions that can indeed be traced back to more than 2000 years ago are the Roman ruins. It's worth mentioning that some of the remains of the Roman fort were re-used, re-purposed or incorporated into constructions erected at a later date, namely two other strongholds, each bigger than the one before it and each including the previous ones: the medieval citadel of Balgrad and the Alba Carolina Citadel. Together with the partially rebuilt Roman castrum they now form a series of three fortifications that almost literally walk visitors through history. Thus, the southern lateral nave hosts the sarcophagi of John Hunyadi, his first son Ladislaus Hunyadi, as well as those of the princes Kendi Ferenc and Kendi Antal. The northern lateral nave serves as place of rest for queen Isabella Jagiellon and for her son, John Sigismund, the first prince of Transylvania.





#### ST. MICHAEL'S CATHOLIC CATHEDRAL

Saint Michael's Cathedral of Alba Iulia was built between 1247 and 1291, which makes it contemporary to the famous Notre Dame of Paris. Furthermore, it appears that a great French architect, Villard de Honnecourt, contributed to its design. In addition to being the oldest and the longest cathedral in Romania (at 89.16 m measured along its axis), it is also considered the most important monument of Romanesque architecture in Transylvania. The cathedral contains the tombs of several royal figures from the history of Transylvania.

#### THE ROUTE OF THE THREE FORTIFICATIONS

The Route of the Three Fortifications provides a unique opportunity to travel back in time thousands of years and discover three amazing fortifications built successively: The Roman Castrum, almost 2,000 years old, The Medieval Citadel and Alba Carolina Citadel, each of them hundreds of years old. The tour allows you to discover The Minting Factory Gate, South Gate of the Roman Castrum, The Military Camp, The Access Tunnel to the Artillery Platform, The Artillery Platform, The Guard Room, The Arms Room, The Bethlem Bastion, as well as Alba Carolina Citadel.



#### THE CORONATION CATHEDRAL

If December 1st, 1918 marked the birth of Romania as one country, one territory, one land, the consecration of the Coronation Cathedral of Alba Iulia on October, 8th 1922, followed in short order by the coronation of King Ferdinand and Queen Maria, on October 15th 1922, marked another two equally important aspects of the Union: the people all becoming one under the reign of God and pledging allegiance, as one, to the first monarchs of the newly born state.

This monumental church that, at the height of the season, attracts hundreds of visitors daily, is an irresistible attraction for devout Christians, people passionate about history, and lay art enthusiasts alike. All of whom, entering it with an open mind and an open heart, never fail to appreciate its triple significance: a place of worship dedicated to both the Holy Trinity and the Holy Archangels Michael and Gabriel, an awe-inspiring marvel of architecture and art, and a historically charged center of utmost political importance.



## PRINCIPIA MUSEUM

In the present, the main museums exhibition is an archaeological site restored, subordinated to Alba Iulia Municipality. The main functions of the exhibition space are: the management and conservation of cultural heritage; scientific research, recording and documentation, protecting and promoting the museums heritage; valorisation of the heritage museum for purposes of study, education and recreation. The museum was visited last year by 12829 tourists.



## MAMMOTH HILL AND THE BICYCLE TRACK

The Mammoth Hill stretches in the western part of Alba Iulia, having a maximum height of 765 m. In 2013, a bicycle track was inaugurated on Mammoth Hill, track which passes over a part of the hill on the north-south direction, connecting two marginal neighborhoods of the town. The bicycle track is little over 5 km long and 3 m wide, being accompanied by a 2 m wide pedestrian alleyway and a car lane approximately one kilometer long. The track is provided with benches for relaxation, a recreational area with a central pavilion, two areas for barbeque, tables, 12 gazebos and parking spaces for cars and bicycles. The track is of medium difficulty, the ascending section being approximately 2 km long and the descending section 3.5 km long, that's why it is called the Mammoth Transalpina.



## THE NATIONAL UNION MUSEUM

Another museum to visit in Alba Iulia, is The National Union Museum of Alba Iulia. Is located in the building "Babylon" in front of Union Hall. The building was built in the spirit of romantic architecture between 1851 and 1853 for military purposes. The two floors with over 100 rooms of the building were used as housing for flag officers, then refurbished as a museum space in the period 1967-1968. Union Hall is inciting the former Army House, built between 1898 and 1900 and is the room where the December 1, 1918 gathered 1228 delegates who voted unirea Transilvaniei, Banat, Maramures and Hungarian parties in Romania. The museum's collections include some 200,000 objects of heritage and its library holds about 70,000 volumes. Museum publishes an annual publication "Apulum. Acta Musei Apulensis" and in 1994 began publishing the series of specialized "Musei Bibliotheca Apulensis".





## DENDROLOGICAL PARK "DR. IOAN VLAD"

The 21 hectares spreading over a gently sloping hill are home to over 1100 species of plants from all corners of the world, with a special emphasis on trees. Whether they choose to explore it by foot or by bike, visitors to the park have plenty of options. There are asphalted walkways throughout the park, with the main one measuring 1.9 km in length, and a separate bike track 5 km long and 3 m wide. There are rest stops equipped with all the comforts of civilization, parking facilities for both cars and bikes, and even a small playground and a bike rental office. However, even those who do come only to enjoy biking through the park would most likely stop to admire the views on more than one occasion. Cycling is, indeed, the kind of sport that boosts psychological wellbeing both thanks to the physical effort and to the beauty of the places one gets to see while cycling, and this park is no exception. In fact, it could be said it is a prime example of just how well sports and nature go hand in hand – or rather wheel to wheel.



## BASTION SKATEPARK

Bastion Skatepark Alba Iulia is the most modern skatepark from Romania and it has special facilities for practicing different sports, has a youthful design, restrooms, walkways and a regulation, displayed on the premises. Skatepark has an area of 2,191 sqm and features a rugged terrain with differences of up to 2.5 m, ideal for cycling, skateboarding and rollerblading.

## I'VELO

I'Velo is the most important project of bike-sharing from Romania and is aimed at the gradual introduction of the bicycle in the landscape of urban life, both for recreation and as a transportation alternative, sane. In the 7 years of operation, the program has managed to I'Velo pull over 1,400,000 Romanians to cycle and to reduce CO2 emissions in the atmosphere by approximately 2180 tons. In the almost 200 days of rental I'Velo Center, located in Alba Iulia, over 3,300 persons chose I'Velo bikes to relax or to move from one point to another. The Center has made available 60 bicycles, seven days a week. Bicycles have been available, for a fee, and free. Young people under 16 years of age and pensioners have had the possibility to rent bicycles free of charge, based on the book of the student card.









# Alba Iulia... Smart City 2018





Alba Iulia Smart City 2018 is a pilot project meant to transform Alba Iulia Municipality into the first city in Romania where integrated smart city solutions will be implemented starting with 2018 with the occasion of celebrating 100 years of the unification of Romania which took place in our city in 1918. The pilot project is implemented by the Municipality of Alba Iulia in partnership with the Ministry of Communications and Information Society. This project is unique in Romania due to the fact that it is the first smart project developed between the national government, a local public authority and private companies and also due to the fact that all the smart city solutions proposed by companies are or will be implemented on the costs of the private companies involved and will ensure the interoperability with other smart city solution providers in the future.

The pilot project is focused on implementing at local level smart, innovative and compatible solutions, developed by the private sector, in a wide range of areas such as: smart lightning system, smart parking, smart mobility, smart citizens, e-governance, smart administration, 5G networks, smart energy consumption, smart businesses, applications using beacons for tourism promotion, free WIFI access in all touristic public spaces, smart education projects, LORA technology, innovation labs, hackathons etc. Alba Iulia Municipality intends to establish independent partnership agreements with the representatives of the private sector who want to be involved within the project, such that all smart solutions are well integrated and compatible one with another.

The project will greatly benefit the inhabitants of Alba Iulia Municipality, together with the business investors and the tourists visiting the city. The project Alba Iulia Smart City benefits from the technical support and interest of over 60 companies, some of which are world renowned companies like Orange Romania, Siemens, Microsoft, IBM, CISCO, ZTE, Xerox, Phillips and others.





## ORANGE SOLUTIONS FOR ALBA IULIA SMART CITY

- Wi-Fi hotspots provide secure Internet access in public areas such as bus hub stations, train stations, schools, and universities.
- 15 transport lines managed by the public transport authority in Alba Iulia, equipped with secure Wi-Fi for travelers and real-time access to information regarding location, speed, and direction available to local authorities.
- A solution for communicating with residents via Wi-Fi hotspots and the e-alba iulia application. These are an integral part of the e-democracy initiative for the city, through which people can give feedback to the City Hall regarding local issues.
- Using the data generated generated with the City Analytics solution (FullScreen Digital, Innovation Labs 2014 winner) to optimize the flow of pedestrian and vehicle traffic.
- A LoRa WAN infrastructure to connect applications and connected objects.
- A solution for measuring air quality: uRadMonitor provides information on the level of pollution in the city and its surrounding area.
- Promote tourism through 250 beacons (Zoniz) installed in 225 popular locations (museums, the university, the city center, restaurants, statues, cathedrals, etc.) to facilitate interaction between these places and people. With a user friendly interface through e-alba iulia application.
- Management of public lighting via 100 devices provided by the company Flash-Net on street lamps to remotely monitor and control the light intensity and schedule. This will also provide real-time information on public electricity consumption and alerts for malfunctioning lamps
- A smart management system for public water distribution thanks to 50 connected devices that will provide alerts and real-time information on public water consumption.
- Secure access to all components of the platform and permanent monitoring via the Business Internet Security platform.
- Through the "Innovation Labs 2017" start-up acceleration program, developers will be able to create new solutions and applications for the city, using the open data available through the platform.
- A solution through which residents can announce infrastructure or public service issues (Civic Alert). Alerts' status can be tracked in real time on the city hall's website.
- A digital classroom containing devices like tablets, digital educational content, and resources, as well as a digital classbook. Internet access will be provided via secure and filtered Wi-Fi.

## MICROSOFT SOLUTIONS FOR ALBA IULIA SMART CITY 2018

- Traffic monitoring and car license plate identification - Monitoring street system. The system will ensure permanent and effective surveillance of areas of interest such as administrative and high crime areas, pedestrian crossing areas, intersections and areas agreed with the beneficiary. The structure of the proposed system consists of a whole 5 fixed and mobile camera PTZ type that will be placed in the area of interest in Alba Iulia, which are connected to a Dispatch (monitoring point).
- Fleet management for ambulances, waste collection equipment, and for public transportation  
iTrack is a complete solution for GPS fleet managing fleet which allows the user to view the route of each vehicle, to improve management and control drivers, to keeping track of the driving process and durations and to analysis the chronological data in order to streamline costs.
- Municipal Energy Management - This solution centralizes and reports on the consumption of all buildings and municipal assets. The solution will be focus on monitoring 5 buildings or areas of interest and equipment with counters, network analyzers, data concentrators and communications infrastructure.



- Access to Education anywhere and anytime for all - The solution includes equipping a laboratory or a classroom with 15 PCs together with smart solutions dedicated to Teachers and students in order to promote modern collaborative and competitive education.
- Analysis according to ISO 18091 - Support and consultancy in order to transfer knowledge to be able to self implement the process SmartCity solutions provided by partners and to be able to read the results focus on the improvement of processes.
- Analysis of IT infrastructure and cyber security evaluation - The review and consultancy process will help the local authority achieve a maximum efficiency in using resources already available by reducing redundancy, standardization processes and providing appropriate tools for users. Support in choosing the best solutions, resource optimization software, optimization of IT assets by standardizing processes, automation and definition of procedures that increase the efficiency and the staff agility.
- Support Program for Startups - It is an initiative to support entrepreneurship in the race to build successful companies.

Siemens and Alba Iulia Municipality agreed on including Alba Iulia within the global research project Smart Cities Research.

Through this study, Siemens specialists will analyze models of urban development for a number of areas where intelligent technologies can be implemented in accordance with strategy, future plans and ambitions of each city individually. Besides Alba Iulia, Siemens included in the study the following cities: Aberdeen (UK), Brussels (Belgium), Istanbul (Turkey) and London (UK).

The study provides a detailed analysis on financial models and benefits obtained on several axes intelligent infrastructure, depending on the priorities of each city. Infrastructure axes analysed in this study are: energy, buildings, traffic management, public transport and public safety.

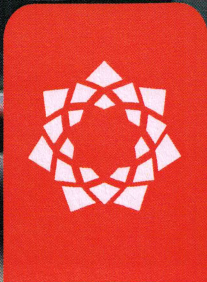


**SIEMENS**





# Public transportation - STP







The public transportation in Alba Iulia gives each citizen the possibility to have an active social life, access to work, education, authorities and public services even though they do not own a car, regardless of race, religion or income. Their routes cover the whole city so that the travelers can arrive wherever they want, whenever they want it. The average age of the bus fleet is between 5-6 years. All vehicles are painted in corporate red design and are available for outdoor advertising. Each vehicle has a ticket validation machine onboard and most of them have air-conditioning.

The company is concerned with innovation and research in the relation with the environment. STP is the first Romanian PT operator to use of bio-fuels in urban passenger transport. The project was developed in 2007, under European Union support, having as a partner the Technical University of Cluj Napoca (the main University from Transylvania). STP began a collaboration (September 2011) with the inventor Cornelius Birtok - Baneasă, author of a special air filter that reduces fuel consumption and increases engine power.

On one of the buses, STP has installed experimentally such a filter, observing, after about two weeks, a reduction of almost 11% less, without registering other side effects. The filter was awarded the Gold Medal at the International Invention Exhibition in Geneva in 2012.

The buses are equipped with GPS, allowing us to use a fleet management and dispatching system. Therefore, the traffic charts are precisely observed and the traveler waits less time in the stations. STP owns an integrated traffic monitoring system on all the vehicles and on all routes, which can thus be localized in real time on the digitalized map of the entire park.

The bus fleet consists of 90 buses (only in Alba Iulia), most of them not older than 6 years; they have a reduced impact on the environment and are equipped with air conditioning and supplementary heating systems. STP has a fuel station and one of the most modern car wash, which allows them to ensure transportation using exclusively busses that are washed twice a day.





The people with special needs can travel easily on the routes of Alba Iulia because they have low-floor busses, busses equipped with a ramp and level boarding, rather wheel to wheel.

For the most part of the stations, there can be found display boards with real arrival time, and in the buses, there are dynamic display systems, where the current stop and the following stop is always announced. These facilities are doubled by the vocal announcing of the lines and stops, both in the shelters and in the buses.

The GPRS system makes possible the communication of each vehicle with the two dispatchers, which allows them to optimize in time according to the traffic jams, damages or accidents. Due to this system STP can guarantee the safety of the travelers through the possibility of calling the emergency number (112) for authorities: emergency rescue, firemen, police or other authorities. The buses are also equipped with video cameras in order to supervise the doors and to ensure the traveler's safety.

STP Alba Iulia is renting a modern generation of coaches for internal and international destinations (suitable for school trips, touristic or corporate events etc). The fleet includes Turkarr Thunder bus with a transport capacity of 38 to 43 seats and Mercedes Sprinter minibuses with a capacity of 16-19 seats. Prices are changing according to: the number of scheduled trips, travel distance, route, the number of persons carried, etc.

In 2013, STP Alba Iulia won the IRU Bus Excellence Award 2013 for significant investments in a green and comfortable vehicle fleet accessible to people with special needs, and for its punctual schedule, integrated ticketing system, and customer satisfaction and information policy. The jury rewarded STP SA Alba Iulia for its outstanding and comprehensive quality policy which fulfills the objectives of the Smart Move campaign and will constitute a model for many companies in the region. In 2015, STP Alba Iulia won the award for "The most innovative metropolitan carrier" within the Awards in the Transport Industry Gala in Romania.

#### THE CITY'S HISTORY, VIEWED FROM A HEIGHT

Alba Iulia can be proud of and with the country's first double-decker bus that runs normally on the arteries of the city, not only for touristic purposes. A vehicle with a height of four meters circulates daily during summer at five in the morning until midnight, except on rainy days. The starting point of the bus double-decker that can carry up to 63 people on chairs, of whom 38 upper deck, allows those who visit the town to know his history. Travelers departing in front of the railway station of the city will be reached in just ten minutes in the old town center.

Double-decker bus, the first of its kind, can be rented for tourists who arrive in Alba Iulia and want to visit the Citadel of Aiud, Rimetea tourist area or Râmeș Monastery.



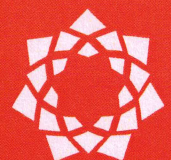


## THE DEVELOPMENT STRATEGY 2014-2020

The vision of the Alba Iulia Municipality is to "become a more attractive city to live, work, and invest in by 2020."

Four Strategic Objectives have been defined to help achieve this vision:

1. Alba Iulia, a Smart , accessible, and cohesive city
2. Alba Iulia, a Green City with efficient public services
3. Alba Iulia, a Competitive and Creative city
4. Alba Iulia, a European Cultural and Tourist Attraction.





# Consultation with stakeholders including tour operators HORESALBA





A number of 14 operators working in the hospitality industry in Alba Iulia, but also from other towns of Alba county, joined "forces" and formed the Association HORESALBA - HO (hotel) RES (restaurant) ALBA (Alba County). The declared goal of the Association is to bring together players from the hospitality industry in order to transform the municipality of Alba Iulia and the entire county in a real holiday destination for tourists from Romania and from abroad.

The objectives of the Association are: proposing development tenders and service packages designed to boost the local tourism industry, promoting intensive tourism potential, historical, cultural, and geographical area, the elaboration of a guide of good practice in the field of tourism and the creation of representative events for both the municipality and for the County.

#### WORKSHOP ON ROOMS REVENUE MANAGEMENT

Horațiu Tudori, a professor at École hôtelière de Lausanne - Switzerland (the first hospitality management school in the world) was present in Alba Iulia, during 17-18 February 2017 in order to conduct a workshop about Rooms Revenue Management. In this workshop, the participants (operators working in the HoReCa industry) tackled the essentials of revenue management philosophy and some associated methods and numerical applications. By the end of the seminar, the participants were able to make decisions on effective revenue management implementation and therefore to pick the low-hanging fruit. The workshop was organized as a mix of short lectures, exercises and short debates between the participants. It aimed a high level of interaction and contribution from all the attendants. Main topics of the workshop:

- Revenue management: foundations, principles, definitions
- Revenue management -based segmentation
- Performance measurement
- Group request management
- Overbooking decisions

"I was very impressed with everything I saw. The Citadel is special. You here something you can't find in many places in Europe. In the end, I think it should be highlighted the universality of the fortress. I was impressed with the historical reenactment shows staged by the National Museum of Unification, the ritual of Citadel Guard change, exploiting the historical vestiges, some even to the place where they were found. Are elements of attractiveness for tourists."

**Horațiu Tudori - École hôtelière de Lausanne**



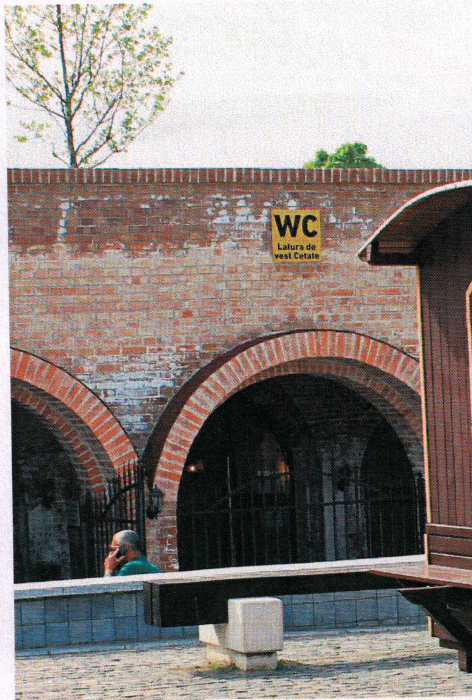
# Instructions and clear signs for coach drivers including in foreign languages





## FACILITIES CREATED FOR COACH TOURISM

Along with the projects of rehabilitation and restoration of the Citadel Vauban, the municipality wanted to facilitate access for tourists to the largest citadel in Romania, by setting up a number of 350 parking spaces, 40 spaces of which having been specially decorated for coaches. Basically, all these parking spaces are located in many access points of the city in the proximity of the citadel for an access as quick as possible. Tourists can find accommodation at about 700 m from all of the parking places for buses, even in Alba Carolina Citadel, at Medieval Hotel, the only 5-star hotel in the city.



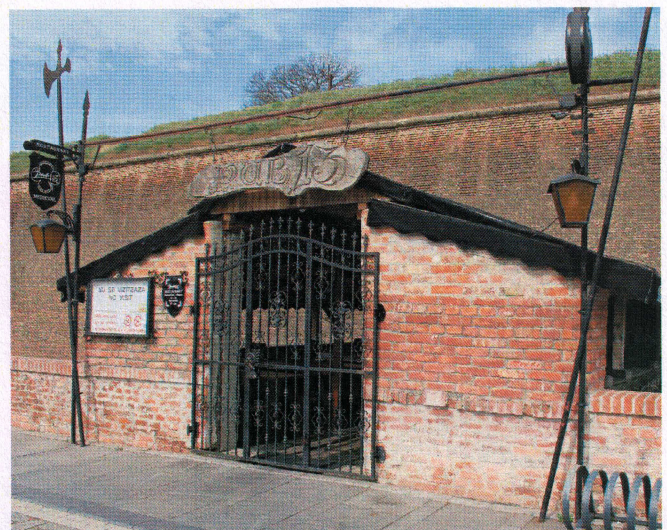


THERE ARE 3 PARKING SPACES  
FOR COACHES

#### PARKING SPACE 1

Access to the north side of the city is made from Calea Moților street, where 24 seats are available only for coaches. The nearest restaurant, PUB 13, is located at a distance of 500 m, its guests being welcomed in an authentic medieval atmosphere.

While visiting the citadel tourists will also be able to drink a fresh juice or a tasteful coffee at RYMA, another public place near the parking place, located in one of the old premises of the former Austrian army. This parking lot is provided with public toilets and waste containers. The tourists can also relax by playing tennis, football or having fun in a skate park located in the citadel, all available at a distance of 100 m.





## PARKING SPACE 2

The parking lot on the West side of the citadel provides a number of 11 seats available for coaches. Access to this point is made from 1 December 1918 Boulevard, in front of the Trade Union House.

This parking offers tourists several benefits such as: a modern public restroom, a place to rent bicycles to visit the citadel and also a simple stand where the tourists can enjoy an icecream, juice or food. At a distance of less than 200 meters, tourists have access to tourist information center located on the west side of the Alba Carolina Citadel. The National Center for Information and Tourism Promotion was founded by the Municipality of Alba Iulia through a project implemented by means of European funding worth almost 100,000 euros.

The Center was aimed to offer tourist assistance and promote the local, regional and national tourism potential, in order to ensure an incentive both for tourism and business investments by means of an integrated and computerized system. Tourists are provided suitable amenities so that they have the opportunity to have the most pleasant experience possible.





### PARKING SPACE 3

Another parking space for coaches is situated on the West side of the Fortress, near the Cetate Hotel, with access from the Boulevard Horea. It has a number of 5 parking spaces available for coaches, where tourists can have their meals at the restaurant Dante and benefit from eco toilets.





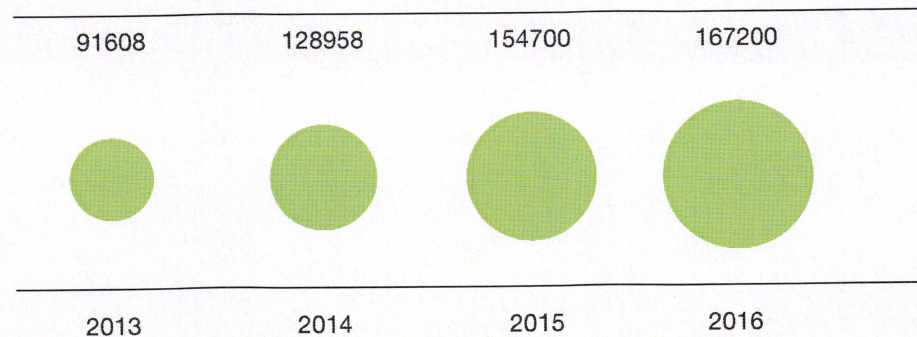
## A COHERENT STRATEGY FOR INTEGRATING TOURISM TO HIGH STANDARDS OF QUALITY ALONGSIDE OTHER INTERESTS

Alba Iulia is the first city from Central and Eastern Europe that signed an agreement with the World Bank and was rated by one of the most important Rating Agencies in the world, Moody's. The World Bank helped the city to assess its long-term development plans, strategies, and projects, and ultimately, prioritize 13 projects from a long-list of over 350 projects for implementation through 2020. The city of Alba Iulia ranks first among Romanian county capitals in per capita EU funds absorption. Although relatively small in size with a population of only about 74.000, it has managed to absorb or leverage €200 million in EU funds. Also, according to the World Bank and Moody's credit rating agency, Alba Iulia Municipality is a city with a strong institutional capacity for planning urban development and attracting finance for urban projects.

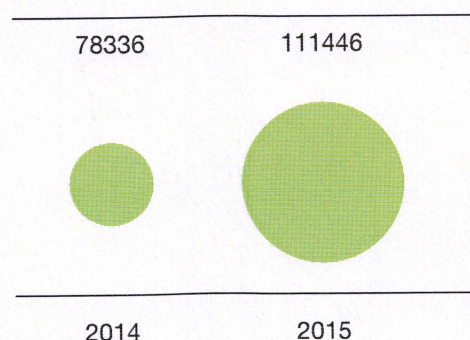
### INCREASED VISITOR SATISFACTION MEASURED BY POLLS

The local community barometer is an analysis and support program for local development. The barometer of the local community represents a complex of research activities, dissemination of their results and forms of stimulating civic participation in Alba Iulia. The data is collected based on the methodology proposed by the Center for Sociological Research from 800 people from Alba Iulia or involved in local development in Alba Iulia. The individuals in the sample of 800 people are chosen according to random rules, which support statistical or social representativeness.

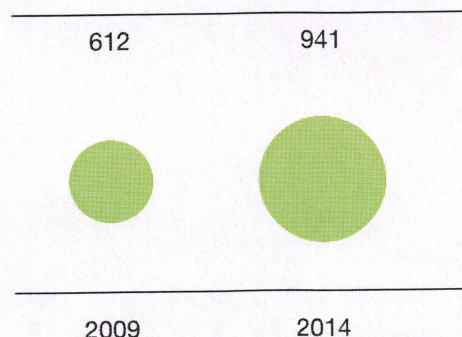
### VISITORS AT THE MUSEUM



### OVERNIGHTS



### ACCOMMODATION CAPACITY





## INCREASED NUMBER OF VISITORS

- Number of tourists 2007: 43.000
- Number of tourists 2010: 82.000
- Number of tourists 2014: 400.000
- Number of tourists 2016: 500.000





DATA TO QUANTIFY THE COSTS  
AND BENEFITS OF THE  
IMPLEMENTED MEASURES

Alba Iulia has been one of the most dynamic localities in Romania in terms of absorption of EU funds. Overall, it has managed to absorb or leverage in cooperation with other local/regional stakeholders over 150 million Euro in EU funds. While Alba Iulia is only the 33rd largest city in Romania by population, it was 7th in terms of contracted projects under Axis 1 (on Urban Integrated Development Plans) of the Regional Operational Programme 2007-2013, with around 60 million Euro committed to urban development projects.

The most important public investment that has helped generate opportunities in the City of Alba Iulia is the restoration of the Vauban Fortress. The transformation of the fortress in the past years is nothing short of remarkable, and while the restoration project may also be considered a Quality of Life project, it is also a project that has helped generate jobs and extra revenues in the city by bringing in more tourists and by prompting business formation within and outside the fortress).



INNOVATIVE SOLUTIONS TO  
SOLVE PROBLEMS OR  
CONFLICTS OF INTEREST

Starting in 2013, in Alba Iulia it functions The Municipal Dispatcher for Citizens. It is a service that facilitates communication with citizens and uses all modern means of communication. The operators of the Dispatcher receive by telephone, through email, the external portal, by facebook or by Civic Alert app, all the cases that citizens report on them. These cases are forwarded to the specialized services, via a CRM program, that is in charge of solving them. When each case is resolved, the operators complete the resolution which is sent automatically to the citizens via email, ensuring thus a feedback. Those who do not have email, are called by the operators and they receive the resolutions by telephone.



## EFFECTIVE COMMUNICATION IN GAINING UNDERSTANDING AND SUPPORT FROM RESIDENTS

Official website of Alba Iulia Municipality: [www.apulum.ro](http://www.apulum.ro) (ro, en, de) - <http://www.apulum.ro/>

Official Facebook pages: [facebook.com/primariaalbaiulia/](https://www.facebook.com/primariaalbaiulia/) (ro) <https://www.facebook.com/Dispecerat-Primaria-Alba-Iulia-Page-128943560996605/> facebook.com/visitalbaiulia/ (en) <https://www.facebook.com/visitalbaiulia/>

Twitter: [twitter.com/visitalbaiulia](https://twitter.com/visitalbaiulia) - <https://twitter.com/search?vertical=default&q=-VISITALBAIULIA>

Instagram: [visitalbaiulia](https://www.instagram.com/visitalbaiulia/) - <https://www.instagram.com/visitalbaiulia/>

Youtube: Municipiul Alba Iulia - <https://www.youtube.com/channel/UCm-rOm12dsXHqcS3GpO0W2zw>

Official tourism blog: <http://viziteazaalbaiulia.ro/>

Online application for tourists: Visit Alba Iulia

Travel guide

National center for tourist information and promotion

Brand manual

Mobile application: e-Alba Iulia

