

# UNO TRANSPORTATION INSTITUTE

## “Across the Atlantic in the Land of Mountains: Insights into Mobility and Transportation Planning in Austria”

### Professor Markus Mailer

Chair of Transport Planning  
Head of the Unit of Intelligent Transport Systems  
University of Innsbruck

Tuesday, March 31, 2026  
University of New Orleans  
Kirschman Hall, Room 112  
3:30 p.m. Welcome Reception  
4:00 p.m. Lecture  
5:00 p.m. Happy Hour



***About the Speaker:*** Markus Mailer completed his studies in civil engineering, specializing in transportation, at the Vienna University of Technology in 1995. He then worked at this university as a scientist in research and teaching at the Institute for Transportation Planning and Traffic Engineering. He received his doctorate in technical sciences in 2002. In 2003, he began working for the BMW Group in Munich, initially in the Traffic Concepts department. In 2007, he became head of the Traffic Management unit at BMW, which also dealt with mobility services. In 2010, he was appointed to the University of Innsbruck (UIBK), where he heads the newly established Unit of Intelligent Transport Systems. This unit brings together the former Institutes for Road Construction and Transport Planning, as well as the Institute for Railway Engineering and Public Transport. This strengthens a multimodal approach. The unit is a competence center for planning, constructing, operating, and managing traffic systems, focusing on walking, cycling, private vehicles, and public transportation on roads, rails, and cable cars.

Currently, Markus's research focuses on mobility behavior change and the transition of transport systems towards reducing energy consumption, climate impact, and increasing sustainability. Together with partners, he leads the “Centre for Mobility Change,” an innovation lab funded by the Federal Ministry. The center focuses on rural areas and tourism regions in particular.



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