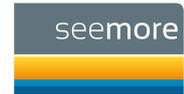


Tourism and Mobility

The joint e-newsletter of the SEEMORE and the STARTER project



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The Tourism and Mobility newsletter

This newsletter is published twice a year in cooperation between the SEEMORE and the STARTER projects.

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Dear Reader,

Herewith we have the pleasure to present to you the second joint newsletter of the projects **STARTER and SEEMORE**. Both projects are implementing measures to improve the energy efficiency of the transport system in touristic regions.

In this newsletter we present to you an overview of **90 best practices** of mobility measures that can be relevant for touristic regions – they have been collected in a co-operative approach between both projects.

Also in this newsletter we will give you a first outlook of the **measures to be taken in a selection of the project regions**. For the STARTER project the local travel plans will be presented of Werfenweng (Austria) and Kos (Greece). Electric mobility and cycling are the two main measures. For the SEEMORE project a detailed overview of measures is given for Madeira (Portugal) and Dobrich (Bulgaria).

We hope this newsletter gives you inspiring ideas for your own city or region. If you want to follow us more actively, please visit our pages on [Facebook](#) and [LinkedIn](#).

Ronald Jorna
Project manager STARTER



Maarten van Bemmelen
Project manager SEEMORE



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Leisure travel and sustainable transport – state of the art

As part of the Framework analysis of the SEEMORE and STARTER projects an analysis of strategies and measures that address mobility needs and preferences of tourists has been made. The objective of this analysis has been to get a comprehensive overview on the state of the art in the field of leisure travel and sustainable transport in tourist regions in Europe.

The best practices have been chosen because of their suitability for SEEMORE and STARTER and will serve as a good background for the implementation phase of the two projects.

Almost all best practices relate to leisure/tourist transport and are aimed at either improving existing mobility options or providing a wide range of mobility options to tourists to accommodate seasonal increases in travel demand. A majority of the best practices relate to collective passenger transport and cycling themes, but also mobility management. Collective passenger

In total 93 best practices were identified from 25 European countries.

transport initiatives varies from increasing public transport connectivity to tourist destinations, increasing the use of public transport through providing financial incentives, initiatives to reduce car traffic and emissions related to car traffic and marketing campaigns.

The best practices addressing cycling aim at promoting cycling as an environmentally friendly alternative means of transport and to demonstrate its benefits to tourists and residents. Initiatives include providing new cycling infrastructure and improving access to bikes either through public bike rentals or hotel rentals.

The majority of successful implementations were achieved if aims and targets are realistic and reachable and through consensus building and cooperation between different parties. Other success factors mentioned are involvement of the locals and political support. The full report of the [State of the Art](#) and its [annexes](#) are available for download on the SEEMORE and [STARTER](#) project website.

Do It Yourself: now anyone can organize a trip with ease

Article written by
Claudio Mantero,
Horários do Funchal

Horários do Funchal launched a bold and innovative Travel Planner tool which offers a better and more efficient browsing experience to visitors planning a holiday in Madeira.



Horários do Funchal has presented their latest ICT tool in the Tourist Fair held in Lisbon on the 28th of February. This will certainly be tourists' favorite application to move around Madeira in a sustainable way, as it provides valuable tips and even tours using the public busses solely.

Plus, Horários do Funchal Travel Planner has made progress in offering tourists and locals alike the chance to visit scenic sites around Funchal and the Island of Madeira. They can explore some of the most breathtaking views and discover tourist hallmarks. With clear and understandable maps and itineraries the tool displays complete information for each mode of transport and it is easy to print the map and trip details with text directions for the entire journey. Travel preferences are tailored to the visitors needs so than everyone can organize their trip perfectly and get further afield with ease.

For everyone convenience, the tool can either be accessed by desktop or by mobile phone and is available in Portuguese and in English.

Have a look yourself at:

<http://www.horariosdofunchal.pt/planejarviagem>

Horários do Funchal looks forward to your visit!

Read more about the region on the [SEEMORE website](#)

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Mobility information package and training for tourism professionals in Dobrich, Bulgaria

The efforts of the Bulgarian SEEMORE team are focused on the introduction of mobility management approach in the seaside area of Dobrich district.

Article written by
Prof. Lucia Ilieva, CSDCS



In November 2012 the Local Strategy and Action Plan has been approved. The project team immediately started working on the first task: information and marketing actions. By the end of February the necessary information, pictures and maps were collected and the design of the advertising material, which will shape the **integrated sustainable mobility information package for visitors**, was prepared. The leaflet contains a detailed description of local leisure sites with many pictures and information how to reach them sustainably. The brochure represents a Regional visitors' mobility guide including complete and integrated information and timetables of public transport and coaches. The texts are presented in Bulgarian, Russian, English and Romanian.

During the 2nd meeting of the Local Working Group (LWG), held in Balchik on 6th of March, the proposed package was discussed and some new proposals of the experts were introduced in the final version. As the budget for printing of paper materials is limited, the District Governor and mayors agreed to publish on their official sites a [printable version of the mobility package](#) thus allowing tourists and citizens to download and print it for their own needs.

The Bulgarian team also started to work on the task **“Training on integrated sustainable mobility options” for 80 professionals being in direct contact with visitors** (hotels, bus drivers, and leisure activities staff). The first workshop was held in Hotel “Mistral” in Balchik on 7th of March 2013 with 20 participants from the tourism sector – hotel and restaurant managers from Albena, Balchik and Kavarna, representatives of the tour-operators and tourism agencies and public transport providers. The main training topic was: “Sustainable mobility – introduction and European best practices”.

During the workshop, Professor Ilieva explained the difference between mobility and infrastructure measures. The importance of sustainable mobility in sea resort areas was underlined and finally the audience shared some ideas for mobility measures in their own establishments with the lecturers.

After the lunch, Mr. Rossenov presented several short movies with best practices of cycling in Europe, which also provoked many common reflections and discussions. All participants received “Certificates of attendance”.

Werfenweng – Invest in communication and electric vehicle carpool

A Local Travel Plan Network was created in Werfenweng at the beginning of the summer 2012 and kicked off with a discussion on existing traffic problems and possible measures to overcome them. Several potential measures to increase energy efficiency of tourist mobility have been suggested and discussed and led to the following measures to be implemented until June 2013.



Improvement of the “soft-mobility” communication

This measure aims at improving the communication on the existing mobility offers towards tourists and increasing the visibility of the available offers to potential tourists. The city aims to attract more tourists but wants to decrease their car use by stimulating the use of the available green transport options. In this process, Werfenweng is building new partnerships for cooperation with two selected cities (origin cities of the guests).

Expansion of the electric vehicle car pool

This measure increases the already existing and well-accepted supply of the mobility offer (electric cars and bikes) to meet the increased demand due to a new large hotel (+ 400 guest beds).

Both measures will be financed by the existing system which is based on a direct contribution of all guests (€ 0.70 per night) and an administration fee (€ 8,-) for the already existing mobility card (SAMO-card).

An additional funding by the municipality and other national funding sources (like the klima:aktive programme of the Austrian Federal Ministry of Agriculture, Forestry, Environment and Water Management) is necessary.

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Online Portal for tourists in Kos, Greece

In the island of Kos, the implementation of the first measure in the framework of the STARTER project has started a few months ago.



Article written by
Nektarios Georgantis,
Municipality of Kos

This refers to the development of an online portal dedicated to tourists, which however may be helpful for the residents as well. This first measure has also the approval of the members of the established Local Travel Plan Network LTPN.

The portal will include various types of information necessary for anyone seeking to explore the island, such as archaeological sites, popular beaches and other points of interest. Most importantly, the portal will provide routing information focusing on the wider use of both the extensive cycling network that is available on

Routing Information for tourists - cycling network promoted

the island and public transport aiming to change the modal split in favour of more sustainable and energy efficient transport means and to relief the city centre from the traffic congestion problems occurring during the high touristic season.

Apart from the routing information, the system will provide the tourists with information on existing bike rental shops, ticketing services and others. An additional and very important aim of the portal is to increase the visibility of Kos through various online media.

Future actions of SEEMORE regions

This section underlines the most relevant SEEMORE actions to be developed by each region throughout the following months, apart from the common communication tasks and organization of training events and local cooperation protocols.

In the region of *Bohuslän (Sweden)*, the priority lies on the enhancement of public transport information embedded in tourist websites and the increasing number of public transport selling points (also via internet and SMS).

The main action in *Dobrich (Bulgaria)* focuses on the elaboration of integrated sustainable mobility information, including mobility packages for visitors (PT, urban mobility, parking, pedestrian areas and routes, guided tours, etc.).

Forlì-Cesena (Italy), aims at producing a visitor's guide as well, and also train professionals from both the tourism and mobility sector on how to approach visitors when planning transport services and infrastructure, and vice versa. To train professionals in contact with visitors, hotels, bus drivers, desk staff, leisure activities, etc. is a central element of the regional building capacity strategy.

The region of *Limassol (Cyprus)* is focusing on integrated mapping solutions and desk extension information services. In addition, they have as a main objective to set up public transport services in rural areas and taxi sharing schemes.

The archipelago of *Madeira (Portugal)*, pays special attention on the achievement of commercial agreements with airline companies and travel agencies, as well as a public transport fare integration (between urban and interurban services).

A bit different is the strategy to be followed in *Mallorca (Spain)*. Here, public transport information enhancement is a central issue. Actions cover from timetable and fare design, to the elaboration of graphical information and mapping solutions and materials. Moreover, introduction of special tickets for visitors and increase of selling points are essential this year.

In *Malta (Malta)*, a remarkable action is the development of a real-time information system on public transport, to be available at all bus stops. Maltese partner plans also to set up an up-to-date information system for bike rentals, guided coach tours and other sustainable options.

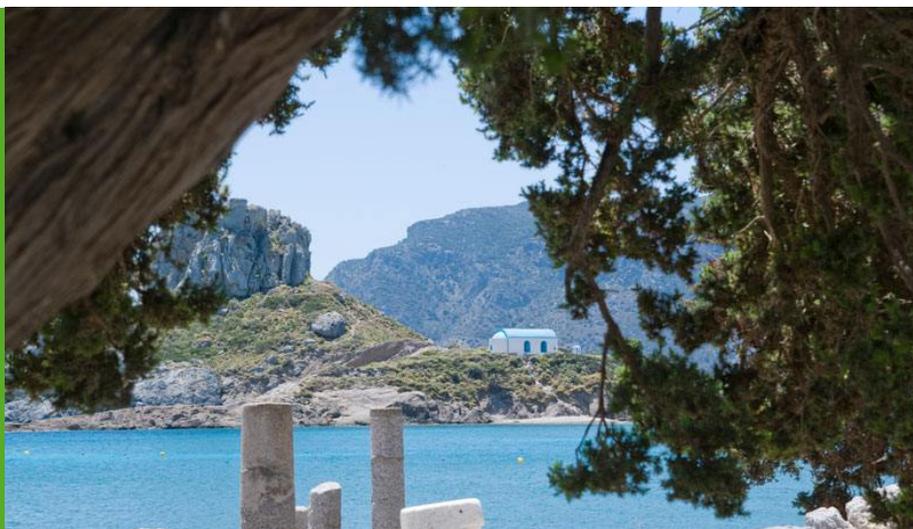
In *Pomerania (Poland)*, the priority turns around the introduction of incentives via parking schemes and fares, through the elaboration of a Parking Management Plan.

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Future actions of STARTER regions

Article written by
Liesbeth van Alphen,
MOBYCON



The coming months will be exciting for the STARTER project, as many measures will be implemented! After a period of preparation, each site will now focus on deploying a first set of measures that were agreed on in the Local Travel Plans so that their effect can be tested over the summer.

To be more specific, the municipality of *Noordwijk (NL)* has decided to start by adapting their touristic website so that it includes specific information regarding the available alternatives to car transportation. Also, adjustments will be made to the local parking policies, to stimulate the use of alternatives to the car.

The island of *Kos (GR)* will invest in an internet based portal. This online portal will be aimed particularly at tourists.

On the other island in the consortium, *Fuerteventura (ES)* it was decided to focus on two measures on the short term. First, the accessibility by bicycle between the hotel areas and tourist attraction will be improved. Also, an information system will be set up for the management of mobility on the island.

This will be integrated in an initiative of UNESCO's Initiative Biosphere Smart.

In the *West-Balaton Region (HU)*, the joint decision was to develop and implement an integrated cycling policy with the aim to put more focus on this sustainable alternative for the car on short distances and for leisure. It was also agreed on to create an integrated timetable for bus transportation.

In *Werfenweng (AT)* finally, the Local Travel Plan Network agreed to plan and implement a new communication strategy, aiming to provide information to visitors on the existing alternatives to the car.

We look forward to present you a first report of these implementations in our next newsletter! Meanwhile, we encourage you to experience these new developments yourselves, should you have plans to visit one of these sites during the summer!

SEEMORE and STARTER start first virtual networking actions

If you would like to stay informed about the two projects, send us comments follow us or join our discussions on LinkedIn and Facebook!



SEEMORE & STARTER set up a group called "[Tourism and Mobility](#)" on LinkedIn for professionals. Join this group to participate in discussions, to network with others working in this field or to pose questions to our project team members!



The SEEMORE & STARTER [Facebook account](#) informs you about the regional achievements and the most recent developments in the two projects.

SEEMORE photo competitions start in seven holiday destinations

Are you planning to spend your holidays in the Balearic Islands, Bohuslän, Forli-Cesena, Pomerania, Madeira, Limassol or Malta?



SEEMORE is organizing photo competitions for tourists using sustainable mobility options in these regions. The competitions are planned to take place in the summer months. You are invited to join the competition – more information will be provided on the [pilot regions' websites](#).

The winning pictures will be published in the next edition of this newsletter!

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What to expect in the next newsletter (autumn/winter 2013)?

Check the news feeds on our websites to stay informed about the upcoming project actions: local implementations in the regions will start – an overview of these activities will be published on our websites and in the next newsletter.

Upcoming events

- Third SEEMORE Project Meeting in Palma de Mallorca, 7 - 8 May 2013
- Third STARTER Project Meeting in Kos, 23-24 September 2013
- Second Mobility Survey in each SEEMORE region, throughout summer 2013
- Continuous networking and social media actions to spread SEEMORE along the regions and rest of Europe
- First demonstration evaluation round in all STARTER sites, from June to September 2013
- Continuous networking and social media actions to spread STARTER along the regions and rest of Europe



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The STARTER project aims to promote energy efficient and sustain-able mobility policies and practices in touristic areas, through the cooperation of local parties in Local Travel Plan Networks.



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SEEMORE shows that regional actors in 8 European coastal tourist regions are able to change the travel behaviour of visitors within their regions towards more sustainable transport modes.

The sole responsibility for the content of this newsletter lies with the authors. It does not necessarily reflect the opinion of the European Union. Neither the EACI nor the European Commission are responsible for any use that may be made of the information contained therein. The SEEMORE and the STARTER project are co-funded by Intelligent Energy Europe.