Promoting cycling in tourist areas

Deliverable no. 4.6 of the SEEMORE project

Date of preparation of this document: 18.06.2014

Project Coordinator:
CINESI Transport Consultants, Spain
Mr. Maarten van Bemmelen
mvanbemmelen@cinesi.es
Phone. +34 971 613714

Start date of the project: April 2012
End date of the project: April 2015

Author of this document:
Company: Central European Initiative – Executive Secretariat (CEI-ES)
Author’s name(s): Sara Baronio, Slavena Radovanovic
email: baronio@cei.int, radovanovic@cei.int
Phone: +39 040 7786777

Project website: http://www.seemore-project.eu
Legal disclaimer:

The sole responsibility for the content of this document lies with the authors. It does not represent the opinion of the European Communities. The European Commission is not responsible for any use that may be made of the information contained therein. SEEMORE is co-funded by the Intelligent Energy Europe Programme of the European Commission and runs from April 2012 until April 2015.
# TABLE OF CONTENTS

1  About the SEEMORE project ........................................................................................................ 4
   1.1  Project Summary .................................................................................................................. 4
   1.2  The SEEMORE consortium ................................................................................................. 5
2  Introduction .................................................................................................................................. 6
3  Revision and peer review history ............................................................................................... 7
4  Glossary ....................................................................................................................................... 8
5  Low cost bicycle rentals at hotels ............................................................................................. 9
   5.1  Introduction .......................................................................................................................... 9
   5.2  Persuading hotels to cooperate .......................................................................................... 9
   5.3  Results ................................................................................................................................ 9
6  Bicycle sharing ............................................................................................................................ 11
   6.1  Developments in Malta ........................................................................................................ 11
   6.2  Developments in Dobrich ................................................................................................... 11
   6.3  Developments in Limassol .................................................................................................. 11
7  Guided cycling tours ................................................................................................................... 12
   7.1  Introduction ........................................................................................................................ 12
   7.2  SEEMORE actions and results ......................................................................................... 12
8  Transport of bicycles on PT means ............................................................................................ 14
   8.1  Bohuslän: bicycle transport on trains .............................................................................. 14
   8.2  Malta: bicycle transport on buses ..................................................................................... 14
9  Complementary infrastructure and services .............................................................................. 15
   9.1  Dobrich ................................................................................................................................ 15
   9.2  Bohuslän ............................................................................................................................. 15
10  “Bike&Bed” label in Pomerania .............................................................................................. 16
11  Conclusions ............................................................................................................................... 17
12  List of Figures .......................................................................................................................... 18
13  List of Tables ........................................................................................................................... 19
1 ABOUT THE SEEMORE PROJECT

1.1 Project Summary

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 main objectives of the project are to:

- Increase visitors’ awareness of sustainable mobility;
- Strengthen the co-operation between the mobility and tourism sectors;
- Shift travel behaviour of tourists to sustainable transport modes; and
- Communicate and transfer experiences to other tourist regions.
1.2 The SEEMORE consortium

<table>
<thead>
<tr>
<th>Project Partner</th>
<th>Country</th>
</tr>
</thead>
<tbody>
<tr>
<td>CINESI Transport Consultancy (Coordinator)</td>
<td>Spain</td>
</tr>
<tr>
<td>Mallorca Transports Consortium</td>
<td>Spain</td>
</tr>
<tr>
<td>Trivector Traffic AB</td>
<td>Sweden</td>
</tr>
<tr>
<td>Association of Local Authorities Fyrbodal</td>
<td>Sweden</td>
</tr>
<tr>
<td>FGM-AMOR Austrian Mobility Research</td>
<td>Austria</td>
</tr>
<tr>
<td>Common Europe Pomeranian Association</td>
<td>Poland</td>
</tr>
<tr>
<td>Municipality of Choczewo</td>
<td>Poland</td>
</tr>
<tr>
<td>Sustainable Development of Civil Society Club</td>
<td>Bulgaria</td>
</tr>
<tr>
<td>Province of Forl-Cesena</td>
<td>Italy</td>
</tr>
<tr>
<td>Central European Initiative</td>
<td>Italy</td>
</tr>
<tr>
<td>Limassol Tourist Development and Promotion Co Ltd</td>
<td>Cyprus</td>
</tr>
<tr>
<td>Stratagem Energy Ltd</td>
<td>Cyprus</td>
</tr>
<tr>
<td>Horários do Funchal Public Transport</td>
<td>Portugal</td>
</tr>
<tr>
<td>Local Councils’ Association</td>
<td>Malta</td>
</tr>
</tbody>
</table>
2 INTRODUCTION

The promotion of cycling is one of the most though-of activities when it comes to foster sustainable travel behaviours. However, the lack of funds allowing infrastructural developments is often brought forward as one of the major obstacles to the spread of cycling habits. The SEEMORE projects demonstrates that, although being essential, infrastructural interventions are not the only way of promoting cycling. In fact, very positive results can also be obtained thanks to the so called “soft measures”, i.e. “measures like information and communication, organising services and coordinating activities of different partners”\(^1\).

The activities implemented by the SEEMORE demonstrator regions to promote cycling can be grouped in the following five topics: low cost bicycle rentals at hotels; bicycle sharing schemes; guided cycling tours; transport of bicycles on public transport means; complementary infrastructure and services. Finally, an innovative environmental label scheme has been implemented in Pomerania.

This paper is addressed to local and regional authorities at tourist destinations in Europe, mobility providers, hotels and leisure attractions. The paper is intended to disseminate the innovative approach to tourists’ mobility management developed within the SEEMORE project, thus facilitating and encouraging the transfer of best practices in this field.

# 3 REVISION AND PEER REVIEW HISTORY

<table>
<thead>
<tr>
<th>Version Number</th>
<th>Date</th>
<th>Comments</th>
<th>Peer reviewed by (Name, Organisation)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.0</td>
<td>09/07/2014</td>
<td>First draft sent to CINESI for peer review</td>
<td>N/A</td>
</tr>
<tr>
<td>1.1</td>
<td>11/07/2014</td>
<td>First draft peer reviewed by CINESI</td>
<td>Raúl Medina, Lluís de Victoria (CINESI)</td>
</tr>
<tr>
<td>1.2</td>
<td>15/07/2014</td>
<td>Final version uploaded in the internal area of the website</td>
<td>N/A</td>
</tr>
</tbody>
</table>

Table 1: Document revision and peer review history
# 4 GLOSSARY

Abbreviations provided in this report

<table>
<thead>
<tr>
<th>Abbreviation</th>
<th>Full name</th>
</tr>
</thead>
<tbody>
<tr>
<td>PT</td>
<td>Public Transport</td>
</tr>
<tr>
<td>EPOMM</td>
<td>European Platform on Mobility Management</td>
</tr>
</tbody>
</table>

Table 2: Abbreviations used
5 LOW COST BICYCLE RENTALS AT HOTELS

5.1 Introduction

Quite often, tourists are discouraged to move around by bicycle since bicycles are not easily and immediately available. Being hotels one of the most chosen accommodation facilities, the offer of bicycles to rent within the same hotels results in a very convenient, comfortable and entertaining travel option for tourists.

5.2 Persuading hotels to cooperate

In many SEEMORE regions, either there were a very few hotels renting bicycles to their guests (such as in Malta or in Bohuslän) or this service was not available at all. The first step taken by the SEEMORE teams in the different demonstrator regions was therefore to contact hotels and propose the introduction of such services.

Hotels were persuaded to cooperate mainly by showing that this measure would result in a new service that their customers would deeply appreciate. In fact, in the first phase of the SEEMORE project thorough baseline investigations were carried out. Detailed questionnaires were submitted to tourists and their results were made available to hotel managers, thus showing that the new offer planned within SEEMORE responded to concrete data and actual needs identified among tourists. Following the same approach, bike rentals were persuaded by showing the new business opportunities these activities would imply.

5.3 Results

In Dobrich, six hotels within the Albena resort decided to open a low-cost bicycle rental scheme during the high season. The overall resort now rents 64 rickshaws, 10 electric rickshaws, 60 bicycles and 10 electric bicycles. The demand for such services soon resulted to be high: during summer 2013, all bikes and around 80% of the rickshaws were rented. Hotels own the bikes and rickshaws and are responsible for their maintenance. In Malta, an increased number of hotels rent bicycles either directly or through agreements with bike rentals promoted within SEEMORE. The rentals are usually responsible for the upkeep of bicycles, but solutions may vary according to the cooperation schemes that have been put in place. In Bohuslän, many hotels have been mobilised on the issue of renting bicycles to guests and their interest is now high: thanks to that,
an extended network of bike rentals at hotels will be designed once the regional bicycle plan and bike map are developed\textsuperscript{2}.

\textsuperscript{2} For more information on the regional bicycle plan and bike map to be developed in Bohuslän, see below, section 9.2).
6 BICYCLE SHARING

In several SEEMORE regions, bicycle sharing services were not available. Thanks to SEEMORE, positive developments took place in many of them.

6.1 Developments in Malta

In Malta, the first step was to carry out a desk research. Moving from the analysis of existing bicycle sharing schemes already in place in other European cities, the study outlined a tentative map of the future bike-sharing stations in Malta, including the estimate of the cost of their construction. The document resulted in a strategic proposal for the setting up of a bike-sharing system in Malta, that was subsequently sent to the Ministry for Transport and Infrastructure. Contacts with a private bicycle provider were also established, in order to join forces and lobby the government jointly. The government responded very positively, fully supporting the initiative. The proposal was extended and is to be submitted for ERDF funding.

6.2 Developments in Dobrich

Information provision and awareness raising actions targeting local authorities were undertaken in Dobrich. As a result, the Municipality of Dobrich adopted a Strategy for Cycling in Dobrich and set up a bike-sharing scheme offering 50 bicycles. The scheme is managed directly by the Municipality, that own the bikes and collects the revenues. In addition to that, the Dobrich Centre for the Protection of Nature offers five bicycles to share free of charge. All these services are equally available for both residents and tourists.

6.3 Developments in Limassol

The region of Limassol introduced a bike-sharing scheme according to which a private company is responsible for the provision and maintenance of bikes, while the municipality gave permission to the setting up of bike sharing stations on public land. This scheme turned out to be profitable for the company and economical for the municipality, thus proving to be very efficient.

Figure 1: Bike-sharing station in Limassol
7 GUIDED CYCLING TOURS

7.1 Introduction

Guided cycling tours proved to be particularly effective in promoting the use of bicycles among tourists. Indeed, tourists look for recreational activities during their stay and are willing to discover the points of interest and attractions of their destinations. Guided cycling tours offer an answer to both of these needs in an environment-friendly way.

7.2 SEEMORE actions and results

7.2.1 Limassol

Thanks to SEEMORE, guided cycling tours were organised for the first time in Limassol. A new company was established, offering free guided cycling tours to groups of minimum six people. The tours last for one full day and reach all the sights in the Limassol area. Bike and helmets are provided by the company free of charge. Moreover, the “Friday Night Bike” event was organised. The “Friday Night Bike” is a free cycling event taking place every Friday at 20:30. The bike sharing company offers around 80 free bikes and participants go for a guided ride in the old town of Limassol. All the activities are supported and promoted by the Limassol Tourism Board through electronic media (e-mail campaigns, Facebook, etc.) and directly at hotels. During summer 2013, the number of participants in each “Friday Night Bike” varied between 100 and 140. Following the extremely positive response of both tourists and residents, guided cycling tours are now offered on a regular basis in Limassol.

Figure 2: "Friday Night Bike" event in Limassol
7.2.2 Dobrich
In Dobrich, the existing cycling and pedestrian path were completely neglected. Thanks to SEEMORE, they were cleared and signed, making possible the organisation of guided cycling tours to which both tourists and residents participate bringing their own bikes.

7.2.3 Malta
In Malta, the Bicycle Advocacy Group promoted the drafting of a cycling chart. Thanks to SEEMORE, this initiative was brought to the attention of local councils. Following a series of contacts and meetings, several local councils signed the chart, agreeing on placing cycling on their agendas, promoting the use of bicycles and organising guided cycling tours for both tourists and residents.
8 TRANSPORT OF BICYCLES ON PT MEANS

Positive developments regarding the transport of bicycles on PT means took place in Bohuslän and Malta.

8.1 Bohuslän: bicycle transport on trains

In Bohuslän, the Fyrbodal association of municipalities intensively lobbied the region Västra Götaland and PT operators to allow the transport of bikes on trains. From not being on the agenda at all, a pilot test for carrying bicycles on trains was performed at the beginning of summer 2013, allowing the carrying of six bicycles per wagon on the train Bohus tåget. The test was absolutely successful, thus guaranteeing political support to the action. As a consequence, the service was extended to the trains of the line “Bohusbanan” connecting Göteborg and Strömstad, on which it is now possible to bring eight bikes per train during summer, and up to six bikes per train during the rest of the year. The low cost of the service makes it particularly accessible. During summer 2013, around 250 bikes were transported on the Bohusbanan line, facilitating bike trips for both tourists and local inhabitants.

8.2 Malta: bicycle transport on buses

In Malta, the transport of bicycles is allowed free of charge and without limitations on ferries. As regards buses, one bicycle only can be carried inside the bus provided it is not carrying strollers already, while the local narrow streets make bike racks not suitable for several routes. The local SEEMORE partner lobbied the Ministry of Transport and Infrastructure as well as the PT operator on this issue and after several meetings a strategic document outlining the bus routes suitable for bike racks was sent to the same Ministry. Additional meetings are to follow, and from not being on the agenda at all the transport of bicycles on PT means is now taken into account as a positive and possible development by the relevant authorities.
9  COMPLEMENTARY INFRASTRUCTURE AND SERVICES

Although the SEEMORE project focuses on soft mobility measures, some important achievements were reached with regard to complementary infrastructure and services too.

9.1 Dobrich

In Dobrich, the existing cycling and walking paths were completely neglected. Thanks to SEEMORE, they were cleared and signed, making possible their use for both tourists and residents. A cycling path linking the city centre of Dobrich to a nearby natural park was inaugurated through an opening cycling tour for children. Moreover, the Municipality of Kavarna together with the SEEMORE team opened and signed two pedestrian/cycling alleys in the protected areas of Yailata and Bolata, providing opportunities for 6-km walks throughout the natural beauties of the region.

9.2 Bohuslän

In Bohuslän, a bike inventory of the existing cycling infrastructure was carried out within SEEMORE. This way, the needs and gaps of the existing bicycle lanes, paths and routes in the region of Västra Götaland were identified. Thanks to the cooperation established with the Development Department of the Region of Västra Götaland and the West Swedish Tourism Board, the information collected will be inserted into the Swedish database of road infrastructure (NVDB), which is the basis for the development of all infrastructure in Sweden. A regional bicycle plan will then be developed, with a map showing all roads suitable for cycling as well as attractions, accommodation facilities, restaurants and activities. A further step will be to create bike packages including bike rental, accommodation and activities to be sold to tourists.
10 “BIKE&BED” LABEL IN POMERANIA

In Pomerania, a quality label called “Bike&Bed” was introduced for accommodation facilities equipped for hosting bikers.

Since environmental quality labels had never been implemented in Pomerania before SEEMORE, the local SEEMORE team previously carried out a thorough desk research on already existing quality labels in European countries. The research focussed on the following aspects:

- criteria for obtaining an environmental quality label;
- procedures for obtaining an environmental quality label;
- marketing activities in accommodation facilities that have received an environmental quality label;
- benefits of an environmental quality label.

In-depth field investigations followed, and together with the cooperation established with stakeholders from different sectors turned out to be the key factor to the success of the initiative.

Figure 6: “Bike&Bed” label and map showing the accommodation facilities of the newwork, together with tourist attractions in the area
11 CONCLUSIONS

Within the SEEMORE project, several measures aiming at promoting cycling in tourist areas were implemented. These range from the establishment of low-cost bike rentals at hotels to the organisation of cycling guided tours, and from the setting up of new bike-sharing schemes to new opportunities of transporting bicycles on PT means. All measures aim at facilitating trips by bicycle for the visitors, thus promoting the use of a convenient and environment-friendly means of transport during leisure activities.

The success of the measures implemented within SEEMORE lies on the strong cooperation established among different actors. Indeed, professionals from both the tourism and transport sectors had the opportunity to meet and discuss common challenges, finding ways to cooperate for the benefit of all parties involved. In fact, promoting sustainable transport within tourist destinations means helping preserving their cultural and natural beauties, enhancing their attractiveness and thus offering new business opportunities.
12 LIST OF FIGURES

Figure 1: Bike-sharing station in Limassol ................................................................. 11
Figure 2: "Friday Night Bike" event in Limassol .......................................................... 12
Figure 3: Guided cycling tour in Dobrich ..................................................................... 13
Figure 4: Example of bike transport on buses thanks to racks .................................... 14
Figure 5: Opening of a new pedestrian and cycling alley in Dobrich ......................... 15
Figure 6: "Bike&Bed" label and map showing the accommodation facilities of the network, together with tourist attractions in the area .......................................................... 16
13 LIST OF TABLES

Table 1: Document revision and peer review history ............................................................. 7
Table 2: Abbreviations used .................................................................................................. 8