Integrated packages for mobility (long distance and at tourist destinations)

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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

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2 INTRODUCTION

One of the aims of the SEEMORE project was to establish a coordinated international lobbying approach targeting long distance transport operators, tour operators and booking sites. The final purpose of this action was to sensitize major international players on the topic of sustainable tourists’ mobility and ultimately to involve them in a series of actions in this field.

This ambitious measure was carried out in two steps. First, a top-down approach was adopted: under the guidance of Horários do Funchal (i.e. the leader of the implementation of SEEMORE measures in all demonstrator regions) the SEEMORE Consortium targeted leading international airlines. Second, a bottom up approach was undertaken and SEEMORE partners targeted national long distance transport operators as well as national tourism boards on an individual basis.

A description of both approaches and their results form the content of the present paper. This document is addressed to local and regional authorities at tourist destinations in Europe, mobility providers, hotels and leisure attractions and 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

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Table 1: Document revision and peer review history
4 GLOSSARY

Abbreviations provided in this report

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<td>HF</td>
<td>Horários do Funchal</td>
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Table 2: Abbreviations used
5 THE TOP DOWN APPROACH: THE SEEMORE ATTACK PLAN

The top down approach in targeting major international players as a Consortium was developed by Horários do Funchal (HF) in the form of an “Attack Plan”. This plan aimed at capitalising the strengths of the eight SEEMORE regions through international cooperation and addressed the players having the highest presence and impact in the regions themselves. The Attack Plan targeted several categories of players, namely providers of booking websites, airlines and tourism boards.

The first targeted group, i.e. providers of booking websites, showed no interest in this kind of initiative.

Priority was therefore given to airlines. Air Berlin, Ryanair and Easy Jet were selected as first target groups, due to their presence in most SEEMORE regions. Consequently, HF prepared customised PowerPoint presentations for each of these players. The presentations showcased SEEMORE and tried to trigger the companies’ interest in joining hands with the project objectives. The strategy mainly appealed to the advertising opportunities that SEEMORE regions had to offer, as well as the possibility to include such cooperation in the corporate social responsibility and environmental policies of the targeted airline.

The SEEMORE team sought for airlines’ support in the following measures:

- Publishing articles on SEEMORE on on-board magazines;
- Providing on-board information on sustainable mobility options available in the relevant SEEMORE regions;
- Uploading a link to the SEEMORE website on their corporate websites.

The proposed benefits of such cooperation for the airlines were the following:

- Inclusion of the airline logo in the communication materials of the project and especially in the “Sustainable mobility tourist guide” developed in each region;
- Sponsorship status (and display of the logo) at local events promoted by project partners (sales outlets, corporative magazines, etc.);
- Promotion at high-level events throughout Europe hosting a presentation on SEEMORE;
- Publication of the airline news/articles on the SEEMORE website;
- Discounts for the airline advertisement on public buses;
- Free entrance at museums and events (including transfer by PT) for the airline customers.

A tailored cover letter accompanied the PowerPoint presentations and this package was sent to Executive and Commercial Managers of the selected airlines. Despite fine-tuned and careful
follow up actions, no feedback was received by any of the companies. This proved that a top-down approach necessarily requires face-to-face lobbying and therefore dedicated financial and human resources. Nevertheless, the endeavours in targeting high-level international players consolidated the lobbying experience of the SEEMORE demonstrator regions and served as a test-bed for further actions.
6 THE BOTTOM DOWN APPROACH AND ITS RESULTS IN SEEMORE REGIONS

Based on the very little success of the Attack Plan, it was found more convenient to target medium-sized airlines, since the geographical proximity to the company’s offices made it easier to lobby their management and this kind of enterprises usually better understands the benefits of being associated to small-scale European projects.

As a result of the new bottom-up approach, four SEEMORE regions witnessed success stories in addressing local long distance collective transport operators.

6.1 Dobrich (Bulgaria)

In Bulgaria, the SEEMORE “Sustainable Mobility Tourist Guides” were disseminated at the ticket offices of the long distance coach transport companies “Union Ivkoni”, “Etapp Group” and “Albena Tour” located in the target areas of Dobrich, Kavarna and Albena. Subsequently, a meeting was held at the “Etapp Group” headquarters in Sofia and the company agreed on displaying SEEMORE advertising materials on the front desk of the bus station in Sofia, as well as on distributing the SEEMORE “Sustainable Mobility Tourist Guides” on the buses of the line Sofia-Kavarna during the high season. It is estimated that in summer 2014 the advertising materials were viewed by more than 1.000 passengers per day, while more than 7.000 passengers received the guide. Moreover, SEEMORE advertising materials were displayed on the same buses. In order to increase the bus journeys to the seaside, CSDCS (i.e. the partner responsible for the implementation of SEEMORE in Bulgaria) also discussed with the company the launching of a supplementary bus line Sofia-Kavarna during the summer. As a result, two buses served this route daily in summer 2013 and 2014 – the service was provided once a day only until summer 2013. CSDCS also lobbied the national airline Bulgaria Air and negotiated the publishing (at a reduced price) of an advertisement of the SEEMORE photo exhibition on the April-May 2014 issue of their on-board magazine, having an average of 30.000 readers per month. Finally, CSDCS established contacts with the National Railway
Company, that agreed to disseminate SEEMORE postcards and posters in the trains reaching the seaside resorts near Varna at the beginning of the tourist season.

**6.2 Malta**

In Malta, the SEEMORE partner LCA established contacts with the airline Air Malta and the company “Virtu Ferries”, which provides daily connections by ferry between Malta and Sicily. As a result, two articles on SEEMORE were published in the Air Malta on-board monthly magazine “Il-Bizilla” in August 2013 and September 2014 respectively. The first article advertised the SEEMORE photo competition organised in Malta (which targeted tourists using sustainable transport modes), while the second one outlined five popular destinations of the island providing at the same time information on how to reach them by public transport. The magazine “Il-Bizilla” is regularly placed in each seat’s net of all Air Malta flights and it was estimated that around 150,000-170,000 passengers could read the articles. Finally, SEEMORE postcards and leaflets about cycling in Malta were disseminated on board of the ferries of the company “Virtu Ferries”.

Figure 2: SEEMORE postcards displayed at the counter of the “Etapp Group” company in Bulgaria

Figure 3: Article on SEEMORE published in the August 2013 issue of the Air Malta on-board monthly magazine “Il-Bizilla”
6.3 Madeira (Portugal)

As regards the region of Madeira, HF could lobby some airlines face-to-face during the International Tourism Fair held in Lisbon in March 2014. The targeted airlines were TAP Portugal, Aigle Azur, Transavia, Air Europa, Easy Jet and Air Berlin. Concrete proposals were taken forward, including tickets cross-selling, cross-advertising and the inclusion of PT credits in loyalty programs. However, despite this direct approach the contacts established in this field did not lead to any outcome. The Lisbon Tourism Fair does not assemble long-distance operators only, but it is also the place for leading tourism magazines to showcase their products and envisage new business opportunities. Thanks to the contacts established in the 2014 edition of the same fair, HF was able to negotiate the publication of an article on SEEMORE on the Brazilian magazine “Mobilize – Mobilidade Urbana Sustentável”, thus promoting the project beyond the European borders through specialised magazines. Considering that “Mobilize – Mobilidade Urbana Sustentável” is a solid magazine in Brazil and that this country is witnessing a growth of the tourism flow directed to Europe, this output can be regarded as an achievement of SEEMORE lobbying providing long-term effects.

6.4 Province of Forlì-Cesena (Italy)

In Province Forlì-Cesena, the SEEMORE team contacted two major long distance coach operators – “Bonelli Bus” and “Baschetti Bus” – providing connections between several Italian cities and the SEEMORE target area. As a result, both companies advertised the SEEMORE photo competition and the SEEMORE mobility guides of Province Forlì-Cesena on their websites.
As a last step, SEEMORE regions contacted their respective national tourism boards highlighting the experience developed within the project and suggesting a mutually beneficial cooperation in activities such as the organisation of technical workshops, participation in national/international tourism fairs and periodic meetings to follow up on the results achieved within the project. Some of the letters sent to tourism boards can be found as Annexes to this document. At the time of the writing of the present report, SEEMORE regions are waiting for a feedback to this regards.
7 CONCLUSIONS

The Attack Plan was the first attempt to sensitize long distance transport providers to tourism-related environmental issues in many SEEMORE regions. Its little success showed that a top-down approach necessarily requires face-to-face lobbying and therefore dedicated financial and human resources, which were not available in the frame of the SEEMORE project. Nevertheless, SEEMORE regions acquired a valuable background in addressing major international players and therefore will be more experienced when trying to replicate this kind of initiatives.

By contrast, the bottom up approach brought about positive results, due to the geographical proximity of the offices of the involved companies, which allowed direct interaction and meetings. This demonstrated that face-to-face contacts play a key role in raising the stakeholders’ interest and paving the way to a wide range of joint initiatives.
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