



## SEEMORE Partners

- CINESI Transport Consultancy Spain
- Mallorca Transport Consortium Spain
- Trivector Traffic AB Sweden
- Association of Local Authorities Fyrbodal Sweden
- FGM-AMOR Austrian Mobility Research Austria
- Common Europe Pomeranian Association Poland
- Municipality of Choczewo Poland
- Sustainable Development of Civil Society Club Bulgaria
- Province of Forlì-Cesena Italy
- Central European Initiative Italy
- Limassol Tourist Development and Promotion Co Ltd Cyprus
- Stratagem Energy Ltd Cyprus
- Horários do Funchal Public Transport Portugal
- Local Councils' Association Malta



SEEMORE implementation regions

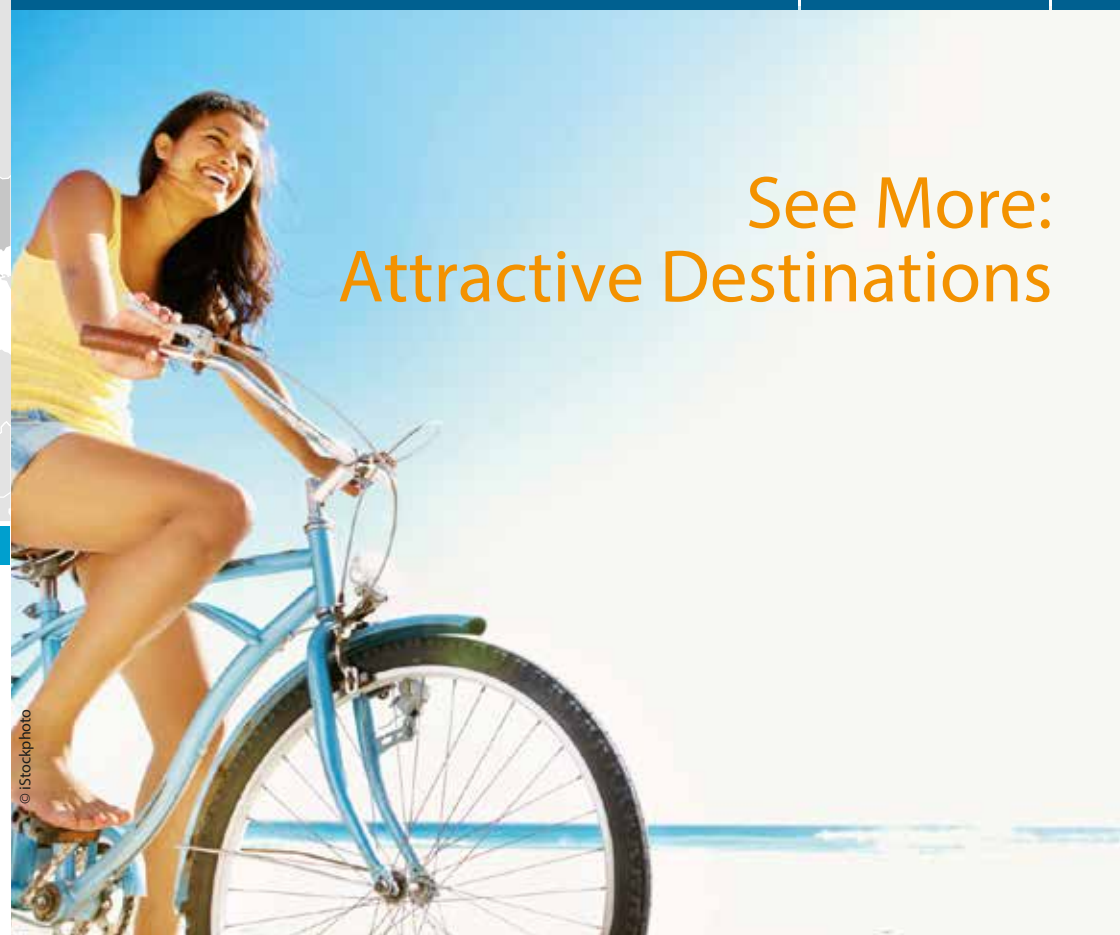
### SEEMORE on the project website!

Practitioners from other regions are able to access interesting project outputs on our project website: [www.seemore-project.eu](http://www.seemore-project.eu)

### For more information about the SEEMORE project:

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# See More: Attractive Destinations



Practical lessons on sustainable mobility for tourists



## Co-operation between tourism and mobility

The creation of local working groups involving stakeholders from tourism and transport has been the basis for the success of SEEMORE. The groups discussed the design, implementation and evaluation of the mobility management actions for tourism. This cooperation continues also after the end of the project. show



### Local SEEMORE actions

The eight SEEMORE regions have implemented a range of 179 local actions, including:

- Communication campaigns: promotional videos, photo competitions, billboards and public events.
- Mobility packages for tourists: combined mobility and tourist information in different formats and languages.
- Improved mobility options: new public transport lines, public bikes, bike transport on trains and buses, cycling and walking routes.
- Integrated products: combined tickets for events, attractions and public transport, audio guides, journey planners.
- Integrated planning: protocols for data exchange, parking strategies in tourist areas, training of professionals and contributions to Sustainable Urban Mobility Plans.

### Main impacts of the SEEMORE project

The interviews among tourists in the target areas show an increased awareness about sustainable mobility options. There is an indication that the use of public transport and bicycles has increased after two years of local actions. In total 107 regions have been involved in the SEEMORE transfer seminars. Over 50 regions have already started to implement similar measures.



## Learning from two seasons of sustainable mobility actions

- Attractive sustainable mobility options make a tourist destination more competitive.
- Local stakeholder involvement can be increased through the organisation of interactive seminars and the communication of first positive results.
- Improving mobility for tourists, also leads to a better service level for residents.
- The successful liaison between mobility options, emergent technologies and private investment provides viable business models.



## Thematic reports describing the roles of local actors

SEEMORE advocates an integrated approach and has created combined information and mobility services based on a close co-operation between local stakeholders. To better understand the role of the different types of local actors, SEEMORE prepared reports on the following topics:

- Hotels and tourist attractions promoting sustainable transport.
- Public transport promotion among tourists.
- Promoting cycling in tourist areas.
- Integrated packages for mobility and tourism.
- Tourists; a new target group for digital travel planners?
- Parking management in tourist areas.

