



## Project Fact Sheet

### *Sustainable and Energy Efficient Mobility Options in tourist Regions in Europe (SEEMORE)*

#### Main information

<b>Key Action:</b>	Energy-efficient Transport
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<b>Project's Partners</b>	<p>Mallorca Transports Consortium, Spain</p> <p>Trivector Traffic AB, Sweden</p> <p>Association of Local Authorities Fyrbodol, Sweden</p> <p>FGM-AMOR Austrian Mobility Research, Austria</p> <p>Common Europe Pomeranian Association, Poland</p> <p>Municipality of Choczewo, Poland</p> <p>Club Sustainable Development of Civil Society, Bulgaria</p> <p>Province of Forlì-Cesena, Italy</p> <p>Central European Initiative, Italy</p> <p>Limassol Tourism Development and Promotion Co Ltd, Cyprus</p> <p>Stratagem Energy Ltd, Cyprus</p> <p>Horários do Funchal Public Transport, Portugal</p> <p>Local Councils' Association, Malta</p>

<b>Project's website:</b>	<a href="http://www.seemore-project.eu">www.seemore-project.eu</a>
<b>Benefits:</b>	Establish close cooperation between tourism and transport sectors to promote a modal shift of tourists towards sustainable transport.
<b>Keywords:</b>	Sustainable mobility, tourism, leisure
<b>Duration:</b>	20 March 2012 – 19 March 2015
<b>Budget:</b>	1.974.225 Euro (1.480.665 Euro EU contribution 75%)
<b>Contract number:</b>	IEE-11-951

### Summary

The SEEMORE project focused on introducing energy-efficient transport solutions for visitors in eight coastal tourist regions of Europe. Its main objectives related to the visitors were to:

- Increase awareness about sustainable mobility options among tourists.
- Increase co-operation between the tourism and mobility sectors in tourist regions
- Realise a shift of travel behaviour of visitors towards more sustainable modes of transport.

To 8 SEEMORE regions, Mallorca (ES), Bohuslän (SE), Forlì-Cesena (IT), Dobrich (BG), Pomerania (PL), Madeira (PT), Limassol (CY) and Malta (MT), have implemented 179 local actions that can be grouped into:

- Mobility information packages for tourists;
- Communication and awareness raising campaigns;
- Improved sustainable mobility options;
- Integrated products for leisure and mobility;
- Integrated planning processes taking the needs of tourists into account.

The SEEMORE partners shared their knowledge and experiences with other professional actors in European regions in a series of interactive transfer seminars, with presentations at conferences and through further dissemination via the project website, newsletters and social networks.

### Project's results

Result 1	The cooperation between the tourism and mobility sectors was improved in each of the 8 regions. Local working groups combining stakeholders from both sectors were formed. Combined new products were created and data exchange protocols established.
Result 2	The combined promotion and awareness actions of the SEEMORE project have reached 7,800,000 visitors in the 8 participating regions. 60% of the tourists that participated in the SEEMORE survey stated that they were aware of the sustainable mobility options that are promoted by the project.

Result 3	The integrated sustainable mobility package for tourists is the most successful single product of the SEEMORE project. Integrated tourism and mobility information is in high demand and highly appreciated by both tourists and local stakeholders. The printed versions of the sustainable mobility packages ran out fast. Online versions provide the possibility to include real time updates of public transport timetables.
Result 4	A shift towards more sustainable transport options is reflected in the additional 1,500,000 public transport tickets sold within the SEEMORE regions (comparing 2014 to 2012).
Result 5	SEEMORE has actively shared experiences with representatives from 107 European tourist regions in small-scale transfer workshops. 32 transfer regions have already started developing SEEMORE-like actions. Over 65 regions indicated they would do so before 2020.

### Lessons learnt

Lesson 1	<p>Sustainable mobility of tourists is of strategic importance for tourist destinations because:</p> <ul style="list-style-type: none"> <li>• Sustainable mobility adds value to the local tourist product, by enhancing the holiday experience.</li> <li>• Tourist travel habits can act as example to the local population and support local sustainable mobility policies, especially regarding cycling and public transport.</li> </ul>
Lesson 2	Setting up the cross-sectorial co-operation between local tourist and mobility stakeholders takes time and effort but is essential for reaching the desired impacts. In those regions where a close co-operation could be established, more successful measures were implemented. It is important to focus on concrete measures and quick wins to maintain the momentum of the co-operation framework.
Lesson 3	Public transport information should be easily accessible to visitors already well before their arrival at the destination. Public transport and sustainable mobility can be marketed as an integral part of the holiday experience.

### Last updated

Last updated: 31.05.2015