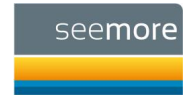


# Tourism and Mobility

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



© Maarten van Bemmelen, Son Real (Mallorca)

## Sharing our first results.

During the winter months, many European families are planning their summer holidays. The STARTER and SEEMORE projects are using this time to prepare attractive mobility management measures at our 13 holiday destinations. Our goal is to provide visitors with accessible information and convenient sustainable mobility options.

In this fourth newsletter, we analyse the first evaluation results from our experiences in the summer of 2013. We discuss the process of transferring our experiences to other European regions and offer an overview of important upcoming events.

If you still have to choose your summer holiday destination for 2014, you will be interested in the attractive mobility management offers from Malta, Fuerteventura and Mallorca that are described in this newsletter.

Ronald Jorna  
Project manager STARTER



Maarten van Bemmelen  
Project manager SEEMORE



## The Tourism and Mobility newsletter

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

To subscribe to the newsletter visit  
[www.seemore-project.eu](http://www.seemore-project.eu)  
[www.starter-project.eu](http://www.starter-project.eu)

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Article written by  
 QUENTIN DUMONT-  
 Freixo and Liesbeth van  
 Alphen



## Comparing results from the interim evaluation reports

**The STARTER and SEEMORE projects are now entering their final phase. After two years of implementation, it is time to assess and investigate on the first measures' impact on tourism in the local regions.**

The STARTER and SEEMORE projects have both been running for two years and are now entering the last phase of the projects' lifetime. The project coordinators have assessed and investigated the measures that were implemented last season, as well as the overall processes. Both projects present promising successes and remaining challenges that, when compared and contrasted, help developing approaches to achieve optimal results.

Both SEEMORE and STARTER have effectively introduced state-of-the-art co-operation schemes between key stakeholders from the tourism and mobility fields in the participating pilot regions (8 and 5 for SEEMORE and STARTER, respectively). In the case of SEEMORE, the synergy

*The STARTER and SEEMORE projects have both been running for two years and are now entering the last phase of the projects' lifetime.*

between stakeholders was excellent, although the set up of the co-operation process sometimes proved to be timely. The Local Travel Plan Networks (LTPNs) established through STARTER also led to strong networks, but faced some challenges at one site as well due to the size of the stakeholders groups. Bringing together a large group of stakeholders with a core business that is not in the field of mobility requires thorough communication and time. A possible solution for this is to invite stakeholders to work in sub-teams where applicable. When assessing the impact on tourists, the first assessment focused on reaching these tourists and grasping what the effect of communication had on their choices.

The results are promising! A progression was found in the share of tourists reached by the two programs (a 20% increase in the SEEMORE regions), and positive indications of mode shift were measured (23% of car trips

were replaced by walking, biking and public transit trips in the SEEMORE regions, 28% in the STARTER regions of Balaton and Werfenweng for example, altogether).

*The communication  
and the new  
measures have  
seduced tourists to  
make use of more  
sustainable  
transport modes.*

Overall SEEMORE and STARTER were both successful in establishing new relations between key actors in the tourism and mobility sectors. New measures were introduced, with a greater impact on tourists' awareness than in 2012.

The communication and the new measures have seduced tourists to make use of more sustainable transport modes.

In the coming months, efforts will be made to strengthen communication between the stakeholders and the dissemination of clear information to both tourists and local funding authorities.

We look forward to update you with more results later. Follow us on Facebook and via our websites!

**You can find more information about our methodology and the last results in our online reports. They are available on the projects' websites: [www.starter-project.eu](http://www.starter-project.eu) (STARTER) and [www.seemore-project.eu](http://www.seemore-project.eu) (SEEMORE)**

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## Improving public transport connections to tourists resorts

**The Island of Mallorca is getting ready for a new busy summer season. A recently introduced new service Plan improves interurban bus connexions to the east coast of Mallorca. The new service greatly improves the connections between tourist resorts at the east coast and important tourist locations like the capital of Palma, the International airport and attractive beaches.**



*Article written by  
Raúl Medina and Lluís  
de Victoria. CINESI.*

In February 2014, the public transport authority (CTM) launched an ambitious service plan that included improvements of three main lines that operate in the eastern part of the island of Mallorca. The service level of Line 411 that connects Palma to Cala Rajada, a well-known tourist resort of Mallorca, is increased with 57.1 % .

The route of line 432 runs along the eastern coast, covering one of the major tourist areas of Mallorca and the SEEMORE target areas of sa Coma and Cala Millor. An increase of 74.6 % in the number of services per year is expected.

The service starts earlier in the morning, to ensure that users can arrive in Palma before 8am. On the other hand, the service is extended until 23h, in order to meet the needs expressed by both residents and tourists.

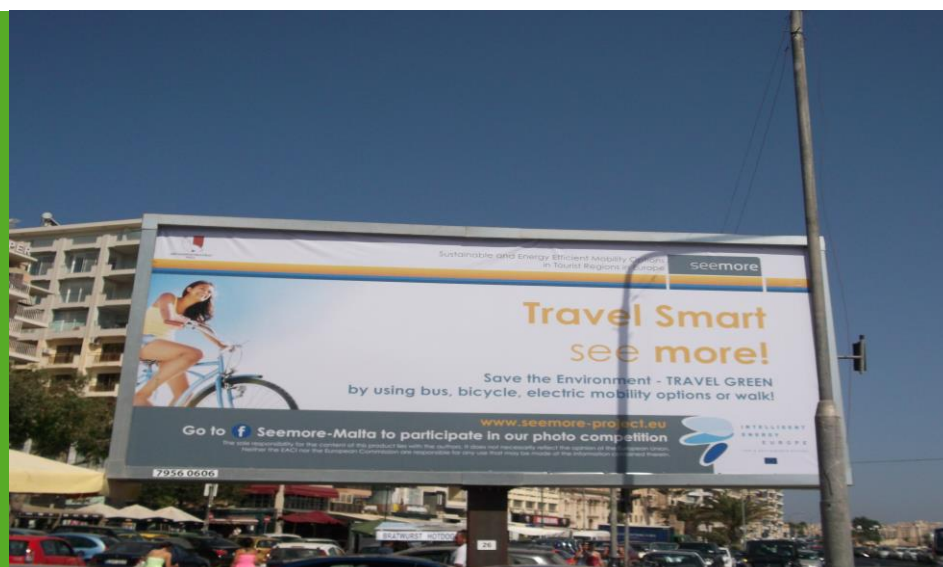
This measure is expected to lead to an increase of the number of PT passengers in Mallorca. During the summer of 2013, CTM introduced a new express service to the tourist resorts west of Palma, which has led to a 13% increase in passengers.

The public transport network of Mallorca is promoted with support from the SEEMORE project. Visitors can plan their trip on the website [www.tib.org](http://www.tib.org) that is now available in 6 languages. Before the summer of 2014, CTM introduces special tourist & public transport thematic fact sheets that propose concrete day-trips to visitors.

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Article written by  
Lili Vasileva, Local  
Council's Association  
of Malta



## Local actions and first results in Malta: Public transport concept stop

**During summer 2013, the Local Councils' Association has launched a number of local actions, which aimed at promoting sustainable transport among tourists and locals. The actions are seen with success and will be also implemented during summer 2014.**

LCA elaborated and disseminated a Sustainable Mobility Information Package, including places of interest and ways of reaching them using green transport. For the first time, Malta now gathers useful and interesting tourist and mobility information for tourists in a single package. All the useful information has been translated into Italian and German in addition to English. The package was disseminated electronically and in hard copies to a number of hotels, the airport and seaport, all tourist information offices, as well as at public transport ticket selling points.

The hard copies of the package have been fully disseminated and more are to be printed prior to next summer since tourists in Malta seem to prefer having printed materials like leaflets and brochures.

A promotional and awareness campaign was organized during the summer of 2013, including:

- The SEEMORE 2013 photo competition that was promoted with postcards and posters as well as through a dedicated social media page. Awards were provided for the winning photos.
- A SEEMORE billboard was set up for a whole month at Sliema, which is the most touristic area in Malta.
- An article on SEEMORE was published in the Air Malta magazine. The magazine reaches 1.7 mln people every year.
- Participation and organization of various events, including EUSEW event.

## Local actions from a STARTER region: Fuerteventura

Article written by  
Daniel Satue  
(Formaplan) and  
Tony Gallardo  
(Reserva de  
Biosfera)

Fuerteventura is one of the Canary Islands, located in the Atlantic Ocean at around 100 km off the coast of Africa. With its 1,660 km<sup>2</sup> it is the second largest of the Canary Islands. With 65,000 total beds available and 1,750,000 tourists a year, the economy of the island is mainly based on tourism. UNESCO declared the island a Biosphere Reserve in 2009, on account of its natural values and commitment to sustainable development. Sustainable mobility, especially in tourism, is one of the main objectives of the Biosphere Reserve Action Plan.

The STARTER team in Fuerteventura has been working on the design and implementation of the first measure implemented during 2013. This measure consists of the promotion of a new bike lane between an important touristic destination (Caleta de Fuste) and a relevant touristic site: the Saltworks, traditional village and Salt Museum. The goal is to develop a pilot experience for promoting new and existing cycling lanes between touristic sites and big hotel areas by the creation of additional pack of services and incentives in order to motivate tourists to use only their bicycle. To add to this motivation, the Salt Museum has agreed to give a small gift to the tourists that visit the place by bike and to offer them a guarded bike parking. The main hoteliers of the area agreed to increase the existing offer by implementing rent-a-bike services in their hotels. As new measures to be developed during this summer season (2014) Fuerteventura foresees to replace the existing conventional vehicles with petrol engines by electric quads and a fleet of 10 electric bikes in Island of Lobos (a natural reserve located at the North of the Island). Another measure related to the upgrading and promotion of a rural bike lane is currently under study.



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## SEEMORE First Central European Transfer Seminar



Article written by  
Sara Baronio, Central  
European Initiative

The first SEEMORE Central European Transfer Seminar was organised by the Central European Initiative in Trieste (Italy) on 24 October 2013. Through the CEI contacts and networks in Central and Eastern Europe, the event gathered local and regional authorities responsible for tourism and/or mobility from 12 touristic areas: Trieste, Grado and Lignano (Italy); Porec, Pula and Dubrovnik (Croatia); Koper and Bled (Slovenia); the Balaton region (Hungary); the Belgrade region (Serbia) and Kotor (Montenegro).

The participants exchanged information and good practices on sustainable mobility in tourist areas. Representatives of the Province of Forlì-Cesena (Italy) and Madeira (Portugal) presented the measures they are implementing within SEEMORE, while all invited regions introduced themselves focussing on their tourism patterns and mobility-related issues.

“There was a great exchange of ideas and fantastic networking opportunities” said Andrea Novaković, from Dubrovnik. “Most of the activities mentioned during the seminar were new to me, especially because the

administrative and legislative framework on this topic is weak when it comes to the regions of the middle and lower Danube” stated Vladan Krečković, from Belgrade.

The guest regions now plan to build upon the acquired knowledge in order to better promote sustainable mobility within their territory. “We were already working on mobility issues, SEEMORE showed us that a lot more can be done in the field. For instance, it would be crucial to initiate local mobility plans in order to have a coherent strategy to present when applying for financing”. (A. Novaković). “Within the TRANSDANUBE project we are mapping tourism destinations that are lacking soft mobility infrastructure,” explained Mr Krečković. “The next step will be to foster networking among local stakeholders: as showed by SEEMORE, it is crucial to raise their awareness on the benefits that improved soft mobility options can bring to the region, in particular with regard to the increased number of tourists coming from the upper Danube – especially Germany and Austria”.

## SEEMORE National Transfer Seminars

National Transfer Seminars were organised by the SEEMORE regions of Pomerania (Poland), Limassol (Cyprus), Provincia FC (Italy), Bohuslän (Sweden), Dobrich (Bulgaria) and Malta in fall and winter 2013.

The seminars provided a two-way exchange of information: the guest regions learnt about the actions implemented within SEEMORE, while SEEMORE regions got to know good mobility practices applied in their neighbouring areas. Overall, 50 regions were involved in the exchange of experience.

In Sweden, the problem of the low use of public transport in rural areas was recognised by all regions gathered and part of the discussion focussed on how to work together for making public transport more accessible. In Italy, communication strategies were shared in order to make PT information catchy and appealing to tourists. In Cyprus, a country-wide dissemination of the Mobility Information Package was planned thanks to the cooperation with the national Hotel Managers Association.

*Article written by  
Sara Baronio,  
Central European  
Initiative*





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## What are the experiences from SEEMORE at the project mid-term?

### *Dobrich (Bulgaria)*

"The efforts of the Bulgarian SEEMORE team were focused on the introduction of mobility management approach in the Dobrich resort region. After the measures introduced till the middle of the project, the car use in touristic areas decreased with more than 10%, three new bus lines and three cycling paths were launched and for the first time transport and tourism managers joined their efforts for achieving sustainability".

*Lucia Ilieva, Club Sustainable Development Civil Society*



### *Bohuslän (Sweden)*

"Bohuslän has seen improvements through the work of the SEEMORE project. A closer connection between the municipal officials within the sectors of tourism, public transport and infrastructure has been established, and new forums have been set up. The forums have created an important foundation when working together to find creative solutions to existing problems and when identifying the preventive measures necessary as to avoid future problems".

*Louise Robertsson, Association of Local Authorities Fyrbodol*



### *Madeira (Portugal)*

"With SEEMORE Madeira is taking bold steps in order to focus more on the topic of tourism and sustainable travelling. We know there are plenty of "do it yourself" tourists who need more information about sustainable transport options and we only need to give them what they need in different ways. In sum, we are seeking to offer to tourists smooth and convenient ways to live "real life" touristic experiences mixing the natural and cultural heritage of Madeira".

*Claudio Mantero, Horários do Funchal*



## How does STARTER maintain the local co-operation frameworks also in the future?

### *Noordwijk (Netherlands)*

"For future continuation of the EU project the LTPN will take appropriate actions to give the project a secure place in its organization".

*Martijn Vroom, Alderman of Noordwijk*



### *Kos (Greece)*

"Through STARTER, the Municipality of Kos had the opportunity to acquire know-how and experience on the LTPNs and LTPs in order to apply sustainable and energy efficient mobility measures. The Municipality will build upon this know-how and will continue the work performed in the course of the project. This includes the discussions among the members of the LTPN already established and the implementation of mobility measures jointly defined also by the members of the LTPN".

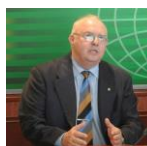
*Nektarios Georgantis, Municipality of Kos*



### *West-Balaton (Hungary)*

"After several decades working in the transportation and knowing all the benefits of public transport, so I can safely say that one of the most important part of energy saving in the touristic areas can be achieved by smart bus traffic based on local travel initiatives and plans".

*Dr. Zoltan Vereczkey, managing director, KTI Institute for Transport Science*



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## Sharing our experiences!

**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.

## Upcoming events

- TRA2014 in Paris, with a poster presentation of STARTER, 14-17 April 2014
- ECOMM 2014 in Florence, with a presentation of SEEMORE evaluation results, 7<sup>th</sup>-9<sup>th</sup> May 2014
- ITS Europe in Helsinki (Finland), with a presentation of SEEMORE experiences, 16<sup>th</sup> – 19<sup>th</sup> June 2014.
- SEEMORE National Transfer Seminar in Spain (Madrid, end of June 2014).
- STARTER local/national dissemination workshops in the five sites, September-October 2014
- Sixth SEEMORE Project Meeting in Bohuslan (Sweden), 30 September - 1 October 2014.
- Sixth STARTER Project Meeting in The Netherlands, November 2014.



[www.starter-project.eu](http://www.starter-project.eu)

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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.

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.

