

# Tourism and Mobility

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



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## The Tourism and Mobility newsletter

This newsletter is published twice a year in cooperation between the SEEMORE and the STARTER projects. All articles are written by the project partners.

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**Dear Reader,**

Leisure mobility has rapidly increased in the last years, leading to a continuous economic growth in many tourist regions. However, the downside of this development is (among others) traffic congestion and pollution. STARTER and SEEMORE, two new projects co-funded by the EC, will find and implement innovative solutions to minimise negative impacts of leisure mobility and offer visitors and residents environmentally friendly transport options. We hope that our projects will inspire you too!

Lluís de Victoria  
Project manager SEEMORE



Ronald Jorna  
Project manager STARTER



## Highlights of this issue

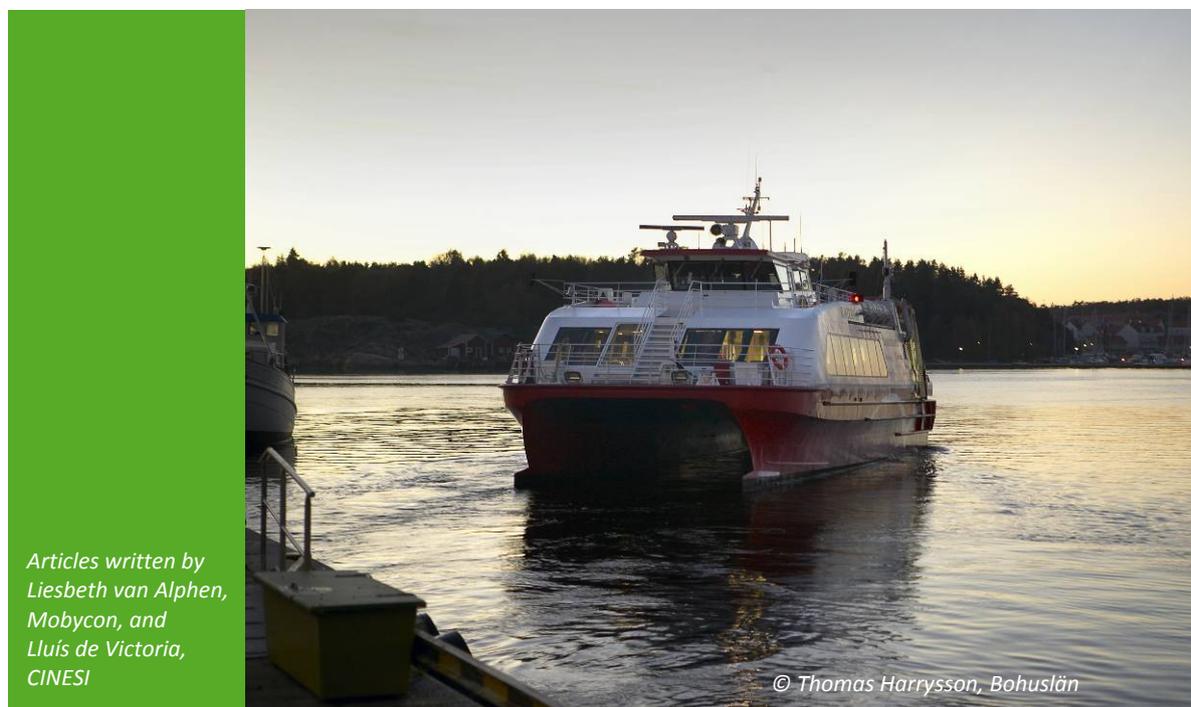
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© Thomas Harrysson, Bohuslän

## Brief description of the two projects

The **STARTER** project aims to promote energy efficient and sustainable mobility policies and practices through the co-operation of local interested parties in so-called Local Travel Plan Networks. STARTER, which stands for 'Sustainable Transport for Areas with Tourism through Energy Reduction', is partially

*STARTER: Local parties cooperate in Local Travel Plan Networks (LTPNs)*

subsidized by the European Intelligent Energy Europe (IEE) programme.

Within a period of

33 months, the consortium will target five touristic pilot regions: Noordwijk (NL), Kos (GR), Fuerteventura (ES), Werfenweng (AT) and the West-Balaton-region (HU). More information can be found on our website:

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

The **SEEMORE** project focuses on introducing energy-efficient transport solutions for visitors in eight coastal tourist regions of Europe. Measures are grouped into three different action fields: a) sustainable mobility information, marketing and awareness, b) incentives for enhancing usage and c)

*The message of SEEMORE to tourists is: Travel smart. See more*

sustainable mobility options. Participating demonstrator regions are: Balearic Islands (ES), Bohuslän (SE), Forli-Cesena (IT),

Dobrich (BG), Pomerania (PL), Madeira (PT), Limassol (CY) and Malta (MT). The project is co-financed by the Intelligent Energy Europe programme. Please visit our website for more information: [www.seemore-project.eu](http://www.seemore-project.eu).

## The projects' aims and objectives

Both the STARTER and the SEEMORE projects focus on improving energy efficient and sustainable mobility in touristic areas. The main expected outcome of the projects will be the demonstration that regional actors in 13 European touristic regions or cities are able to influence the travel behaviour of visitors (and local residents in the case of STARTER) within their regions towards more sustainable transport modes. By doing this, the projects will result in a less energy consuming transport system and less car-dependant 'lifestyles'. The spin-off of this will be that both residents and tourists are provided with a region that has more to offer: more travel options, more freedom, more fun and a healthier environment.

In view of the above, both project consortia have defined a number of main objectives to be realized in order to meet the projects' targets as mentioned on the right.

The main objectives of the STARTER project are to:

- 1) transfer the LTPN concept to regions suffering from the steep seasonality of transport demand;
- 2) promote energy efficient and sustainable mobility measures with the goal to achieve significant energy savings;
- 3) increase the adoption of multimodal, energy efficient and environmentally friendly mobility policies by local authorities or regions with highly variable seasonal transport demand.

The main objectives for SEEMORE are to:

- 1) increase the awareness about sustainable mobility options among tourists;
- 2) increase the co-operation between the tourism and mobility sectors, thereby creating new energy efficient mobility options for leisure travel;
- 3) realise a shift of travel behaviour of visitors towards more sustainable modes of transport.

Both projects further aim to disseminate the outcomes and the lessons learned to other regions in order to enable the widespread adoption of the chosen approach.

### STARTER targets

- 10% primary energy savings
- 10% reduction of greenhouse gas emissions

### SEEMORE targets

- 11% tons oil equivalent reduction
- 11% tons CO<sub>2</sub> reduction

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*The STARTER project team during the kick-off event in Noordwijk (NL)*

Article written by  
Liesbeth van Alphen, Mobycon

## The start of STARTER

The official kick-off meeting for the STARTER project was held on the 7<sup>th</sup> and 8<sup>th</sup> of May 2012. All project partners met in Noordwijk (The Netherlands), where they were welcomed by Martijn Vroom, alderman of Noordwijk, who underlined the importance of the project for the city. The consortium discussed the topic of Local Travel Plan Networks (LTPNs) and the work that will be performed in the following 33 months.

Decisions were for example made on how to approach potential local actors, which indicators to use for evaluation and how to disseminate the project outcomes. Due to its central idea of building on LTPNs, the STARTER project has 5 more local kick-off events, one in each pilot site. All sites have already successfully held the local kick-off meeting and are happy to report that the members are actively involved in generating ideas for soft mobility measures in their region.

At the time of writing, the STARTER consortium just had its second plenary meeting in Fuerteventura. This meeting consisted of a public session, open to local stakeholders of Fuerteventura, in which presentations were held to inform attendees about the project. This was followed by a closed session, which was used to discuss the progress of the project. Main topics discussed: the development of the LTPNs and the progress of the Local Travel Plans.

## SEEMORE Kick-off meeting



The first SEEMORE project meeting took place in Madeira (Portugal), the 23<sup>rd</sup> and 24<sup>th</sup> of April 2012, hosted by the transport operator “Horarios de Funchal” and with the participation of all consortium partners.

The event started with an introductory speech from Ms. Conceição Estudante (Minister of Tourism and Transport of Madeira), who explained the commitment of the region with the project and the achievement of its objectives. After this, each region had the opportunity to show the baseline situation in terms of transport and mobility. Thus, regions learnt from each other and discussed about some ideas and possible solutions. All partners extended this discussion to the general objectives and structure of the project. Workpackages

were also introduced, focusing on the state of the art analysis and the evaluation methodology to follow.

On the second meeting day two workshops were held: the first external inspiration workshop (on sustainable mobility in tourist regions) and a thematic workshop on the co-operation between tourist and mobility sectors.

The event finished with a site visit to Pico dos Barcelos and Eira do Serrano, a picturesque area of the island that could be reached by public transport.

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## Introduction to the projects' pilot regions - the STARTER regions

### Noordwijk, Netherlands



This Dutch city is best known for its long stretch of beach and the presence of the ESTEC/ESA Space Expo. Noordwijk has also grown to become the second largest conference city of the Netherlands. All of this results in large numbers of visitors and over half a million of overnight hotel stays yearly. The city was rewarded with the Blue Flag quality label and the European 'QualityCoast' mark. With her participation in STARTER, the city of Noordwijk now looks to expand on this by embedding sustainable mobility for tourists in the region through mutual cooperation with local actors.

### Kos, Greece



Kos is the third largest island of the Dodecanese archipelago and counts around 32,000 inhabitants. The coastline is full of golden beaches while the mainland is incredibly fertile. Several cultural events are organized in July and August, such as the Hippocrateia festival. In Kos, tourists and residents enjoy safe and comfortable bike ridership along 28 kms of bicycle lanes. Through active participation in the STARTER project the municipality aims to improve the mobility for both tourists and residents, more specifically in the areas of car use, parking and the related environmental impacts.

### Fuerteventura, Spain



Fuerteventura is the second largest of the Canary Islands, located 100 km off the West-African coast. It was declared a UNESCO Biosphere Reserve in 2009, on account of its natural values and commitment to sustainable development. With more than 1,650,000 tourists in 2011, its economy is mainly based on tourism. The growth in tourism will lead to a critical point in the current capacity of transport infrastructure and fuels the demand for mobility. Sustainable mobility in tourism is one of the main objectives of the Biosphere Reserve Action Plan.

### West-Balaton Region, Hungary



The West-Balaton Region lies around Lake Balaton, which is the largest lake in Middle-Europe. The region includes 60 km of coastline, many beautiful beaches, the "thermal triangle" and the Kis-Balaton Wetland Natural Park. Several cities and towns are found in this region such as the old town of Keszthely or the thermal triangle of Heviz, Zalakaros and Kehidakustany. This region has joined the STARTER project with the aim join forces with local stakeholders to jointly tackle traffic issues that occur during spring and summer, when the lake is highly visited.

### Werfenweng, Austria



This village is a popular Austrian destination for tourists both in summer and in winter. It lies on a plateau in the Tennengebirge at 900 meters elevation. There are many activities for tourists such as hiking, (Nordic) walking, climbing, swimming and mountain biking during the summer, and (cross-country) skiing, snowboarding, snowshoeing and ice skating in the winter. While Werfenweng has been the model destination for soft mobility in Austria since 1997, the municipality joined the STARTER project with the aim to further support the development of car-free tourism of high quality.

## The pilot regions of SEEMORE (1/2)

The Balearic Islands are located in the western Mediterranean sea. The economy of this popular tourism region relies since several decades on the tourism sector, which accounts for around 60% of the regional GDP and attracts more than 11 million visitors per year. Within the SEEMORE project, the region will implement sustainable mobility measures for visitors in the tourist areas of Calvià, Andratx, Son Servera i Sant Llorenç des Cardassar (Mallorca).

The region of Bohuslän is visited by 300.000 visitors per annum which mainly arrive by car and private boats. There is an extensive car use among tourists within the region and a not very user-friendly public transport system. Therefore the region of Bohuslän joined the SEEMORE project with the objective to make it easier for the visitors to choose a more energy efficient way to travel in and to the region.

Madeira is visited by 1.5 million of visitors per year. The majority of visitors arrive by plane, only one-third by cruise liners. Tourists on the island find a lot of different public transport operators but no coordination between them. Also there is a lack of information in English and a need to improve the soft mobility modes. All these problems will be faced within the SEEMORE project with the aim to reduce the amount of car trips by 8%.

The Limassol district constitutes a cosmopolitan seaside destination with around 3 million visitors per year, thus the economy of Limassol district relies on the tourist sector. The SEEMORE project will coordinate the key actors in Limassol region to cooperate closer and assist them to identify and implement sustainable and energy-efficient transport modes addressed to change the travel behaviour of visitors in the selected targeted areas.

... continued on the next page

### Balearic Islands, Spain



### Bohuslän, Sweden



### Madeira, Portugal



### Limassol, Cyprus



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## The pilot regions of SEEMORE (2/2)

Malta consists of three islands: Malta, Gozo and Comino and has a total area of 316 km<sup>2</sup>. 1,107,677 tourists visited the islands of Malta in 2010. Within SEEMORE it is the aim to define clear and sustainable strategic goals towards energy efficiency mobility, to reduce car renting among tourists and to increase public transport usage and bicycle renting.

2.2 million people live in the region of Pomerania. The region is rich in cultural and natural heritage and has a huge potential for tourism and recreation. Main difficulties arise from the lack of data about the structure of transport modes used by residents and visitors of the coastal zone, the lack of awareness among visitors and residents concerning sustainable mobility, as well as geographical, mental and organisational barriers. SEEMORE will help to create a more sustainable transport system in the region.

The Province of Forlì-Cesena is one of the 9 provinces of the Emilia-Romagna Region and it includes 30 municipalities. The majority of tourists arrive in towns along the Adriatic coast. The mobility challenges within SEEMORE are to improve the public transport services and to implement active mobility among visitors and the local population.

The region of Dobrich is located in northeastern Bulgaria and is visited by 500,000 tourists per year. The resort faces the following problems regarding the mobility of tourists: no traditions in mobility management, no public transport, no cycling routes along the seaside. SEEMORE will facilitate the development of appropriate public transport and soft mobility usage among visitors and local population, promoting a shift from private cars to public transport, cycling and walking.

### Malta, Malta



### Pomerania, Poland



### Forli-Cesena, Italy



### Dobrich, Bulgaria



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## What to expect in the coming six months?

At this stage, both projects focus on gathering information in the form of relevant best practices for mobility measures in the touristic sector. The measures with the highest informational value will be uploaded in the online ELTIS database in January. Also, both projects are working towards creating local action plans/local travel plans to support the implementation of measures. So stay tuned for our next newsletter!



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The STARTER project aims to promote energy efficient and sustainable mobility policies and practices in touristic areas, through the cooperation of local parties in Local Travel Plan Networks.

### Project Partners



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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.

### Project Partners



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