



## Local Framework Document – Mallorca

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Annex I: Local Evaluation Plan - Output Impact Indicators

# 1 ABOUT THE SEEMORE PROJECT

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## 1.1 Project Summary

The **SEEMORE** project focuses on introducing energy-efficient transport solutions for visitors in eight coastal tourist regions of Europe.

Its main objectives are:

- Increase the awareness about sustainable mobility options among tourists.
- Increase the co-operation between the tourism and mobility sectors, thereby creating new energy efficient mobility options for leisure travel.
- Realise a shift of travel behaviour of visitors towards more sustainable modes of transport.

To achieve these goals a wide range of measures are implemented through the project grouped in the following main categories:

- Sustainable mobility information, marketing and awareness.
- Incentives for enhancing usage.
- Sustainable mobility options.

Measures are implemented in the participating demonstrator regions: Balearic Islands (ES), Bohuslän (SE), Forlì-Cesena (IT), Dobrich (BG), Pomerania (PL), Madeira (PT), Limassol (CY) and Malta (MT).

## 1.2 The SEEMORE consortium

Project Partner	Country
CINESI Transport Consultancy (Coordinator)	Spain
Mallorca Transports Consortium	Spain
Trivector Traffic AB	Sweden
Association of Local Authorities Fyrbodol	Sweden
FGM-AMOR Austrian Mobility Research	Austria
Common Europe Pomeranian Association	Poland
Municipality of Choczewo	Poland
Club Sustainable Development of Civil Society	Bulgaria
Province of Forli-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

## 2 SUMMARY

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This document is the Local Framework Document for the region of Mallorca. It contains the concrete Action Plan for the implementation activities in the region, the communication plan and the vision of how to reach more sustainable and energy efficient mobility in Mallorca.

The Action plan has been developed based on the Local Framework Workshop (see D2.4 for regional reports from the workshops) held in Autumn 2012 and serve as a starting point for the implementation activities in WP3. The communication plan is derived from the Integrated SEEMORE Communication Plan, and will serve as a guide for local communication activities.

This document is part of deliverable D2.5 Local Framework Documents for each participating region in SEEMORE; Bohuslän, Dobrich Forlì-Cesena, Limassol, Madeira, Malta, Mallorca and Pomerania.

The deliverable is part of the framework analysis which aims at collecting and synthesising knowhow in the field of tourism and mobility in order to support the regions in setting up local framework documents and action plans which will form the basis for implementation. Other deliverables in the framework analysis are:

- D2.1 Documentation of external inspiration workshop
- D2.2 State of the art, collection of best practices and success factors for implementation
- D2.3 Description of the regions
- D2.4 Documentation of Local Framework Workshops

## 3 DOCUMENT REVISION HISTORY

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Version Number	Date	Comments
1.1	2013-01-15	First draft sent to HF for peer review
1.2	2013-01-18	Draft Comments from HF peer review
1.3	2013-01-21	Draft, peer reviewed by Horários do Funchal
1.4	2013-01-22	Deliverable D2.5.6
1.5	2013-01-25	Local Action Plan Update
1.6	2013-02-28	Local Action Plan development
1.7	2013-06-06	Minor adjustments Local Action Plan
1.8	2013-11-14	Final deliverable including Local Evaluation Plan

**Table 1 – Document revision history**

During the project lifetime, revisions of the LFD will be made continuously. This Document revision table helps to keep track of changes.



## 4 GLOSSARY

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Abbreviations provided in this report

Abbreviation	Full name
LFD	Local Framework Document
LFW	Local Framework Workshop
AP	Action Plan
LCP	Local Communication Plan
LMEP	Local Monitoring and Evaluation Plan
DoA	Description of the Action (Annex I for the SEEMORE project)
LWG	Local Working Group

**Table 2 - Abbreviations used**

## 5 VISIONS AND GOALS

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As a conclusion, this chapter shows the list of visions and goals to be achieved under the implementation of the SEEMORE project:

- To facilitate public transport and soft mobility usage among visitors, promoting a gradual shift towards less private car dependent leisure and holiday experiences.
- To create a cooperation protocol between the sectors of tourism and mobility, the improvement of mobility information addressed to tourists and analyse the feasibility of introducing new transport services and options.
- To support the economical stability to the public transport and coach sector, enhancing the promotion of sustainable urban mobility in municipalities most frequented by tourists. The project expects to increase public transport yearly demand by 500.000 passengers.
- To increase the proportion of non-motorised trips among targeted visitors by 10%.
- To contribute to reduce the number of private car trips (15%) and to increase the electric vehicle proportion in the overall rental fleet (minimum of 5%).

## 6 ACTION PLAN

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The bases for the Action Plan are the description of tasks from WP3 Implementation and the discussions from the LFW about the future sustainable mobility for tourists. The AP should contain the following for each proposed action:

- Role and responsibility of each key actor
- Plan for timing and financing

On the next page is a schematic way of presenting the AP. You may present in another manner, but remember to be as concise and precise as you can when describing it.

Action	Brief description	Responsible actor	Other participating organizations/partners	Timing	Financing	Quantified target
Sustainable mobility information package	Contents: -Instructions on how to reach target areas by PT from airport. - Timetables and fares. -Maps and other graphical information. -Points of interest. -List of hotels and closest bus stops.	CTM	Hotel Associations Public transport operators CINESI	M18-M22		
Translation of mobility information	Translation of CTM website into: FR and RU.	CTM	CTM	M10-M16		
Protocols for exchange between transport and tourism	Reaching agreements with main tourist and transport entities in order to ensure a continuous exchange of information and relevant issues.	CINESI	CTM, Hotel Association, Tourist Information Offices, PT operators, Tourism Agency of the Balearic Islands	M10-M16		1
Promotion of mutual links between transport and destination websites, and integration of mobility information in hotel's package to customers and touristic websites	Hotels, Local Councils and other points of interest, and tourist guides.	CTM	All involved stakeholders and groups of interest.	M16-M32		20
Sustainable mobility information	Public transport information included in	CTM	Tour operators, Hotel	M24-M32		2

Action	Brief description	Responsible actor	Other participating organizations/partners	Timing	Financing	Quantified target
provision in long distance collective transport services, in cooperation with tour-operators websites, travel guides, etc.	main media, digital and travel channels.		Beds, Globalia, etc.			
Training on integrated sustainable mobility options, local mobility planners and tourist planners	Hotel staff and Tourist Information Offices and mobility planners.	CTM and CINESI		M19-M21		100 hotels 30 Tourism Offices 50 bus drivers
Web travel planner for visitors including leisure destinations	Definition of main points of interest and inclusion into the Google Transit application.	CTM		M20-M26		1, containing 50 routes
Real-time travel information, special focus on Smartphone users.	Via web and Smartphone App. At the moment of preparation of this report, the Operation Aid System (OAS) for the long distance public transport services is being finished. After this, the design of the App will be done.	CTM		M30-M32		
Local distribution of SEEMORE dissemination material and local campaigns	Posters at hotels/Tourist Information Offices, maps and timetables included in postcards, advertisement in buses. Focus dissemination on transport hubs.	CTM and CINESI		M10-M30		

Action	Brief description	Responsible actor	Other participating organizations/partners	Timing	Financing	Quantified target
Promotional video	Addressed to tourist, with main points to visit by PT.	CINESI and CTM		M16-M18		1 video
Special tickets for visitors and increased public transport selling points	Definition of the most cost-effective discount for tourists and development of new ticket tech-support. Currently there is no a special ticket for tourists.	CTM	CINESI, PT operators	M18-M25		1 new ticket 10 new selling points
Integration of urban and interurban PT fares.	Creation of a new fare system for specific trips (airport-tourist destinations, etc.).	CTM	PT operators and Local Council of Palma	M18-M32		1 ticket integrating the airport.
Discounts at tourist attractions and integrated packages.	Reach agreements with tourist attraction managers.	CTM and CINESI	Tourist attractions	M20-M26		
Emission calculation tool	Use of the existing project tool for emission evaluation	CINESI		M20-M32		
Environmental quality label. This will help to revalue Public Transport brand.	Delivered to staff attending SEEMORE training.	CTM and CINESI		M19-M21		100 hotels 30 Tourism Offices 50 bus drivers
Incentives to promote e-mobility, alternative propulsion use and e-mobility sharing schemes	Cooperation with the regional initiative "MELIB".	CTM	Regional Directorate for Industry and Energy.	M20-M32		5 new charging points in

Action	Brief description	Responsible actor	Other participating organizations/partners	Timing	Financing	Quantified target
			Entities integrated in the MELIB platform. MELIB is a kind of public-private partnership managed by the Regional Directorate for Industry and Energy, which aims at the promotion of electric mobility in the region.			tourist areas
Sustainable mobility plans in tourist areas, traffic management and parking policies.	At main tourist destinations.	CINESI	Local councils	M20-M26		2 SUMPs
Public transport services at leisure/tourist destinations.	Demand appraisals to create new services.	CINESI and CTM		M10-M26		2 feasibility studies for implementing new services
Coach services and shuttles to main interregional gateways.	Review of the current Mobility Act, allowing to book seats instead of the whole coach.	CTM		M20-M32		Improve legal framework
Luggage handling infrastructure and service	It has been decided that this action is not really necessary for the region.					

Action	Brief description	Responsible actor	Other participating organizations/partners	Timing	Financing	Quantified target
Guided tours by coach.	Based on new technology (self-guide with Apps, etc.).	CTM and CINESI		M10-M24		
Bicycle transport in PT.	Homogenization of bicycle transport among all operators.	CTM		M20-M26		1 Service Plan for transporting bicycles.
Taxi sharing schemes	At this moment, the preference is to act in the field of collective public transport means.					
Park&ride schemes.	Applied to environmental sensitive and protected areas (es Trenc, s'Albufera, Mondragó)	CINESI	Local Councils and environmental areas managers.	M20-M26		
Low cost bicycle rentals, guided cycling tours and complementary services. Setting-up of guided routes in the city of Palma.	Promotion of public bike rental "Mou-te bé" at hotels. Creation of new services and pathways in the city of Palma.	CTM	Hotels	M20-M26		5



## 6.1 Sustainable mobility information package

**TASK in Annex I:** 3.1.1.a

**Responsible:**

Jordi Sansó, Antoni Bosch, Cristòfol Amengual, Miquel Àngel Capó

**Partners involved:**

CTM, Cinesi

**Budget:**

None

**Aim of the action:**

Creation of an electronic package to visualize and download following contents:

- Connection from the airport by PT.
- Timetables and fares.
- Maps of PT network.
- POI's
- List of hotels and closest bus stops
- Touristic routes by PT

**State of the Art of the action:**

New contents for the info package, such as touristic routes and POI's, are being developed. Cooperation agreements with main stakeholders (Hotel associations,...) have been signed.

No cooperation exists between urban and interurban public transport.

**Action to do:**

- a) Define main POI's around Mallorca to be included.
- b) Production of zonal maps of each target area including bus stops, line information and hotel location.
- c) Definition of tourist routes, including connection between airport and main interurban transport station.

**Timetable**

M18-M22

**Targets and impact indicators**

Number of downloads: 5.000.

**Output**

Electronic package

## 6.2 Translation of mobility information

**TASK in Annex I:** 3.1.1.b

**Responsible:**

Antoni Bosch

**Partners involved:**

CTM

**Budget:**

2.000 euros

**Aim of the action:**

Translate the website tib.org (mobility information) into two additional languages: French and Russian.

**State of the Art of the action:**

The website has been translated into English and German, and according to survey on summer 2012 these two languages were requested.

**Action to do:**

- a) Translate into French and Russian.

**Timetable**

M10-M16

**Targets and impact indicators**

None

**Output**

Translation.

## 6.3 Protocols for exchange between transport and tourism

**TASK in Annex I:** 3.1.1.d

**Responsible:**

Carles Fàbregas, Lluís de Victoria

**Partners involved:**

Cinesi

**Budget:**

None

**Aim of the action:**

Reach agreements with main tourist and transport entities in order to ensure a continuous exchange of information and relevant issues. This will involve CTM, Hotel Associations, Information Offices, PT operators and the Tourism Agency of the Balearic Islands

**State of the Art of the action:**

No protocols really exist among these sectors. Information at tourist destinations is often not updated or inaccurate.

**Action to do:**

- a) Define a protocol among each group of relevant actors in order to provide always up-to-date info to visitors.

**Timetable**

M10-M16

**Targets and impact indicators**

Number of protocols: 1

**Output**

Protocol to exchange data among tourist and transport sector.

## 6.4 Promotion of mutual links between transport and destination websites, and integration of mobility information in hotels' package to customers and touristic websites

**TASK in Annex I:** 3.1.2.b + 3.1.2.c

**Responsible:**

Jordi Sansó, Antoni Bosch, Miquel Àngel Capó

**Partners involved:**

CTM

**Budget:**

None

**Aim of the action:**

Promotion of mutual links between transport and destination websites, such as hotels, local councils, points of interest and tourist guides. Inclusion of up-to-date public transport information in the hotel's package to customers and touristic websites.

**State of the Art of the action:**

There are more than 6.000 links to tib.org website but there are lots of sites from the tourist sector that do not provide any information or it is inaccurate.

**Action to do:**

- a) Contact at least 100 new websites not already offering public transport information (tourist sector)
- b) Provide tailor-made information to be included in hotels' package to customers. 20 hotels at least will be targeted.

**Timetable**

M16-M32

**Targets and impact indicators**

New links to tib.org website: 100

Accurate public transport information in hotels' packages to customers: 20

**Output**

New links and public transport information more accurate.

## 6.5 Sustainable mobility information provision in long distance collective transport services, in cooperation with tour-operators' websites and travel guides

**TASK in Annex I:** 3.1.2.d

**Responsible:**

Jordi Sansó, Antoni Bosch, Miquel Àngel Capó

**Partners involved:**

CTM

**Budget:**

None

**Aim of the action:**

Public transport information included in main media, digital and travel channels.

**State of the Art of the action:**

Most of relevant long distance public transport providers and tour-operators offer few or no information about public transport options at leisure destination. This action will be carried in cooperation with WP3 leader through the Attack Plan defined at project level.

**Actions to do:**

- a) This actions will be defined in the Attack Plan and coordinated at project level to focus on the most successful targets

**Timetable**

M24-M32

**Targets and impact indicators**

Will be defined in the Attack Plan.

**Output**

Long distance carriers and tour-operators will provide public transport info.

## 6.6 Training on integrated sustainable mobility options, local mobility planners and tourist planners

**TASK in Annex I:** 3.1.2.g + 3.3.4.d + 3.3.4.e

**Responsible:**

Jordi Sansó, Antoni Bosch, Lluís de Victoria, Carles Fàbregas

**Partners involved:**

CTM and Cinesi

**Budget:**

None

**Aim of the action:**

Train staff of hotels, public transport operators, tourist offices and public planners on sustainable transport info.

**State of the Art of the action:**

Most of the information provided to tourist is obtained by self-initiative of the person in charge of providing that info, and it's not always accurate.

**Actions to do:**

- a) Organize training sessions during the low season to improve the quality and variety of the information provided, for both hotel and tourist information offices.
- b) Public transport drivers will receive also some basic language skills in order to be able to provide information at least in English.

**Timetable**

M19-M21

**Targets and impact indicators**

Targeted staff by training sessions: 100 hotel staff, 30 tourist offices staff and 50 bus drivers.

**Output**

Improvement of the knowledge on public transport information and getting some skills to be able to communicate with visitors, at least in English.

## 6.7 Web travel planner for visitors including leisure destinations

**TASK in Annex I:** 3.1.3.a

**Responsible:**

Jordi Sansó, Antoni Bosch, Miquel Àngel Capó

**Partners involved:**

CTM

**Budget:**

1.000 for printing.

**Aim of the action:**

Definition of routes interesting to tourists and inclusion of the main points of interest into the Google Travel Planner application.

**State of the Art of the action:**

Some points of interest already exist into the travel planner from Google.

**Actions to do:**

- a) Definition of tourist routes interesting to the tourists.
- b) Inclusion of POI's into the Google Travel Planner application.

**Timetable**

M20-M26

**Targets and impact indicators**

50 new routes in the tib.org website and main POI's included in the Google Transit application.

**Output**

New tourist product combining both leisure activities and public transport.

## 6.8 Real-time travel information, special focus on Smartphone users

**TASK in Annex I:** 3.1.3.c

**Responsible:**

Miquel Àngel Capó

**Partners involved:**

CTM

**Budget:**

None.

**Aim of the action:**

Based on the Operation Aid System (not already on place), an application for both web and smartphone will be developed providing real-time travel information.

**State of the Art of the action:**

Operation Aid System under development.

**Actions to do:**

- a) Definition of tourist routes interesting to the tourists.
- b) Inclusion of POI's into the Google Travel Planner application.

**Timetable**

M30-M32

**Targets and impact indicators**

1 application for smartphone, depending on the degree of development of the OAS.

**Output**

1 smartphone application.



## 6.9 Local distribution of SEEMORE dissemination material and local campaigns

**TASK in Annex I:** 3.1.4.a + 3.1.4.c

**Responsible:**

Antoni Bosch, Lluís de Victoria

**Partners involved:**

CTM and Cinesi

**Budget:**

4.000 for printing.

**Aim of the action:**

Spread the SEEMORE dissemination material in hotels, tourist information offices and in main transport gateways.

**State of the Art of the action:**

Teaser postcards and posters will be defined by month 12.

**Actions to do:**

- a) End definition of teaser postcards and posters.
- b) Define the game to encourage the tourists to take photos related to sustainable mobility during their holidays.
- c) Design other specific advertising material such as maps and timetables, advertisement in buses.
- d) Contact main transport hubs to get their support to widespread the de dissemination actions

**Timetable**

M10-M30

**Targets and impact indicators**

Distribution of 300 posters and 50.000 teaser postcards. At least 500 photos uploaded per game campaign.

**Output**

Dissemination campaign successfully carried on during summer 2013 and 2014.

## 6.10 Promotional video

**TASK in Annex I:** 3.1.4.b

**Responsible:**

Jordi Sansó, Antoni Bosch, Carles Fàbregas, Maarten van Bemmelen, Lluís de Victoria

**Partners involved:**

CTM and Cinesi

**Budget:**

6.000 euro for production.

**Aim of the action:**

Key dissemination tool to show tourists the large range of possibilities when travelling in public transport around Mallorca.

**State of the Art of the action:**

First conceptual ideas have been discussed.

**Actions to do:**

- a) Define the contents of the local video.
- b) Contact with the company in charge of producing it.
- c) Supervision of the video production

**Timetable**

M16-M18

**Targets and impact indicators**

1 local promotional video.

**Output**

1 video

## 6.11 Special tickets for visitors and increased public transport selling points

**TASK in Annex I:** 3.2.1.a + 3.2.1.c

**Responsible:**

Jordi Sansó, Antoni Bosch, Cristòfol Amengual

**Partners involved:**

CTM

**Budget:**

None

**Aim of the action:**

Definition of the most cost-effective discount for tourists and development of new ticket tech-support. This new ticket will be developed on such a support that enables it to be sold in tourist offices or in other selling points.

**State of the Art of the action:**

Currently there is no special ticket for tourists. Tickets are only sold on board. No technology in place to sell tickets in advance for non residents.

**Actions to do:**

- a) Study on different ticket options for tourists.
- b) Selection of the most cost-effective one, including support.
- c) Implementation of commercial agreement to distribute the tickets.

**Timetable**

M18-M25

**Targets and impact indicators**

1 new ticket, 10 new selling points.

**Output**

Tourist ticket not existing up to now.

## 6.12 Integration of urban and interurban PT fares

**TASK in Annex I:** 3.2.1.b

**Responsible:**

Jordi Sansó, Antoni Bosch, Carles Fàbregas, Lluís de Victoria

**Partners involved:**

CTM and Cinesi

**Budget:**

None

**Aim of the action:**

Creation of a new fare system for specific trips (airport-tourist destinations, etc.)

**State of the Art of the action:**

No fare integration between urban and interurban transport systems.

**Actions to do:**

- a) Establish a close cooperation between CTM and EMT Palma to define the framework to create an integrated ticket (price, selling points, share of incomes, etc.)
- b) Define the technological support to permit this integrated ticket.

**Timetable**

M18-M32

**Targets and impact indicators**

1 new ticket to airport integrating urban and interurban transport.

**Output**

Integrated ticket.

## 6.13 Discounts at tourist attractions and integrated packages

**TASK in Annex I:** 3.2.2.a + 3.2.2.b

**Responsible:**

Jordi Sansó, Antoni Bosch, Lluís de Victoria

**Partners involved:**

CTM and Cinesi

**Budget:**

None

**Aim of the action:**

Reach agreements with tourist attraction managers to integrate into a same package the visit to the attraction and the public transport ticket.

**State of the Art of the action:**

No integrated ticket is available up to now.

**Actions to do:**

- a) Select a consistent number of attractions on the target area
- b) Interview with the managers to explore interest about a shared ticket.
- c) Find the technological support to develop this new combined fare

**Timetable**

M20 – M26

**Targets and impact indicators**

At least two feasibility studies will be developed. Eventually 1 ticket will be put in place.

**Output**

Two feasibility studies.

## 6.14 Emission calculation tool

**TASK in Annex I:** 3.2.3.a

**Responsible:**

Carles Fàbregas, Lluís de Victoria

**Partners involved:**

Cinesi

**Budget:**

None

**Aim of the action:**

Use a common emission calculation tool to evaluate the emissions of a trip defined by the user.

**State of the Art of the action:**

Not already decided.

**Actions to do:**

- a) Decide what kind of simulator tool will be implemented (based on the base line data):
- b) Calculate the emission reduction for travelers
- c) Emission calculator for the city to calculate the emission of tourists

**Timetable**

M20 – M32

**Targets and impact indicators**

At least 5.000 tourists per year should had seen the simulator

**Output**

Emission tool calculator.

## 6.15 Environmental quality label

**TASK in Annex I:** 3.2.3.b

**Responsible:**

Antoni Bosch, Lluís de Victoria

**Partners involved:**

CTM and Cinesi

**Budget:**

None

**Aim of the action:**

Provide a certificate to people attending the trainings provided to hotel staff, tourist offices staff and bus drivers.

**State of the Art of the action:**

Action redefined according to meeting in Palma.

**Actions to do:**

- a) Deliver a certificate of attendance to staff participating on training.

**Timetable**

M19 – M21

**Targets and impact indicators**

All people attending the training will receive a certificate of attendance.

**Output**

Certificate of attendance.

## 6.16 Incentives to promote E-mobility, alternative propulsion use and E-mobility sharing schemes

**TASK in Annex I:** 3.2.4.a + 3.3.5.a + 3.3.5.b

**Responsible:**

Antoni Bosch

**Partners involved:**

CTM

**Budget:**

None

**Aim of the action:**

Establish a base of collaboration between tourism sectors and E-vehicle industry to promote the E-mobility in the region.

**State of the Art of the action:**

The platform MELIB (Mobilitat Elèctrica a les Illes Balears) is already in place.

**Actions to do:**

- a) Strengthen the ties between SEEMORE and MELIB to share among the project stakeholders the advantages of electric mobility.

**Timetable**

M20 – M32

**Targets and impact indicators**

5 new charging points for E-vehicles in tourist areas.

**Output**

5 new charging points.



## 6.17 Sustainable mobility plans in tourist areas, traffic management and parking policies

**TASK in Annex I:** 3.2.4.b + 3.3.4.a + 3.3.4.b

**Responsible:**

Carles Fàbregas, Lluís de Victoria

**Partners involved:**

Cinesi

**Budget:**

None

**Aim of the action:**

Develop a sustainable mobility planning in two of the tourist zones target of this project in cooperation of the local councils.

**State of the Art of the action:**

No up-to-date mobility plans in any target areas.

**Actions to do:**

- a) Prepare two mobility plans including recommendations on:
  - a. Traffic management
  - b. Pedestrian areas
  - c. Parking policies

**Timetable**

M20 – M32

**Targets and impact indicators**

2 SUMP's in the target area

## 6.18 Public transport services at leisure/tourist destinations

**TASK in Annex I:** 3.3.1.b

**Responsible:**

Jordi Sansó, Antoni Bosch, Carles Fàbregas, Lluís de Victoria

**Partners involved:**

CTM and Cinesi

**Budget:**

1.000 euro for the awareness campaign.

**Aim of the action:**

Based on demand appraisals, create new services to deserve tourist areas.

**State of the Art of the action:**

A first demand study is being carried on in the Palmanova-Magaluf area to create an express-line to Palma.

**Actions to do:**

- a) Demand studies to increase the offer of public transport serving tourist zones.
- b) Promotional campaign of new services to attract new passengers.

**Timetable**

M10-M26

**Targets and impact indicators**

Increase of veh-km and number of extra passengers carried.

## 6.19 Coach services and shuttles to main interregional gateways

**TASK in Annex I:** 3.3.1.c

**Responsible:**

Jordi Sansó, Antoni Bosch

**Partners involved:**

CTM

**Budget:**

None

**Aim of the action:**

Review the current Mobility Act, allowing to book seats in charter busses instead of only the whole bus as is currently enacted.

**State of the Art of the action:**

First drafts of the Mobility Act in preparation.

**Actions to do:**

- a) Approve the new Mobility Act.
- b) Regulate how charter buses will be able to carry individual passengers directly from the airport to any tourist destination by using empty seats.

**Timetable**

M30-M32

**Targets and impact indicators**

Approve during the project life-time the new Mobility Act.

## 6.20 Luggage handling infrastructure and services

### **TASK in Annex I:** 3.3.1.e

It has been decided that this action is not necessary right now in the region.

## 6.21 Guided tours by coach

### **TASK in Annex I:** 3.3.1.f

#### **Responsible:**

Antoni Bosch, Miquel Àngel Simó, Lluís de Victoria

#### **Partners involved:**

CTM and Cinesi

#### **Budget:**

None

#### **Aim of the action:**

Creation of tourist routes to be used by smart-phones to provide a new product on regular public transport lines crossing breathtaking scenarios.

#### **State of the Art of the action:**

Lines to be targeted are: L200, L210, L354, L355.

#### **Actions to do:**

- a) Define the route that will be targeted
- b) Determine the points of interest of each route.
- c) Program an application to be visualized on smart-phone providing information of points of interest during the ride.

#### **Timetable**

M10-M24

#### **Targets and impact indicators**

Increase of number of visits to tib.org and thus the use of the bus services provided.

## 6.22 Bicycle in public transport

**TASK in Annex I:** 3.3.2.a

**Responsible:**

Jordi Sansó, Antoni Bosch,

**Partners involved:**

CTM

**Budget:**

None

**Aim of the action:**

Homogenization of the bicycle transport among all public transport operators through a service plan for bicycle transportation.

**State of the Art of the action:**

Operator of IB-13 has enabled a support to transport bicycles in the buses.

**Actions to do:**

- a) Analyze of existing solutions to transport bicycles on the buses
- b) Choose the most cost effective solution
- c) Propose this solution to transport operators.

**Timetable**

M20-M26

**Targets and impact indicators**

1 service plan for transporting bicycles.

## 6.23 Taxi sharing schemes

### **TASK in Annex I:** 3.3.2.b

At this moment, the preference is to act in the field of collective public transport means.

## 6.24 Park&Ride schemes

### **TASK in Annex I:** 3.3.2.c

#### **Responsible:**

Carles Fàbregas, Lluís de Victoria

#### **Partners involved:**

Cinesi

#### **Budget:**

None

#### **Aim of the action:**

Establish park&ride schemes in environmental protected sensitive areas (es Trenc, s'Albufera, NP Mondragó)

#### **State of the Art of the action:**

New parking policies will be applied in NP Mondragó from this summer regulating the parking.

#### **Actions to do:**

- a) Define which zones have major parking problems during summer peak time.
- b) Together with the local authorities and environmental managers, define an action plan to reduce the number of visits by car and implement sustainable parking policies.

#### **Timetable**

M20-M26

#### **Targets and impact indicators**

1 action plan.

## 6.25 Low cost bicycle rentals, guided cycling tours and complementary services. Setting-up of guided routes in the city of Palma

**TASK in Annex I:** 3.3.3.a + 3.3.3.b + 3.3.3.c + 3.3.3.d

**Responsible:**

Antoni Bosch, Miquel Àngel Simó

**Partners involved:**

CTM

**Budget:**

None

**Aim of the action:**

Creation of tourist routes to be used by smart-phones to provide the possibility to move around Palma by bike or by foot. It will help also to promote the bike rental placed at the Palma Central Station.

**State of the Art of the action:**

Bike rental already in place in Palma Central Station.

**Actions to do:**

- a) Define together with hotels and local council of Palma the most interesting routes to discover Palma by bike.
- b) Determine the points of interest of each route.
- c) Program an application to be visualized on smart-phone providing information of points of interest during the ride.

**Timetable**

M20-M26

**Targets and impact indicators**

5 new routes will be provided.

## 7 LOCAL MONITORING AND EVALUATION PLAN

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### 7.1 SEEMORE on Mallorca

The Island of Mallorca is one of the most important tourist areas of the Mediterranean basin and Europe. With a total population of 875,000 inhabitants, tourism accounts for around the 60% of the regional GDP, and attracts more than 10 million visitors per year. It is important to stress the high motorisation rate of the target area (Island of Mallorca (595 cars/1,000 inhabitants), which is far higher than the Spanish (around 480) and European (around 470) motorisation rates and partly due to a high number of rental cars for tourists. The target area is made by two important seaside tourist resorts: Coast of Calvià-Andratx (from Palmanova to Port d'Andratx), and coast of Sant Llorenç-Son Servera (from s'Illot to Port Vell). These areas receive about 2,905,136 tourists per year, with an average daily number of tourists almost 91,827 (high season). The most important type of tourism is package holidays, based on overnight tourism. There is a public transport network connecting both target areas with the capital city, as well as new well-developed highways.

Many problems are resulting from the trend that tourists have become more independent and more active from the mobility point of view, leading to an increased number of trips and energy consumption. The increased private/rental car usage decreases the attractiveness of the area (air quality, noise, safety, congestion, visual appearance,...). However, the high motorisation rate among visitors is (to a certain degree) due to lack of integrated public transport tickets for visitors, insufficient provision of public transport connections to airports/harbours and leisure attractions, fragmented mobility information, lack of safety for cyclists and pedestrians, inexistence of integrated mobility + leisure packages, and lack of awareness actions targeted at tourists.

### 7.2 Objectives

Within SEEMORE, Mallorca plans to develop measures within the following fields:

- improved information regarding sustainable travel options  
(sustainable mobility information package, translation of mobility information into French and Russian, agreements with main tourist and transport entities to ensure a continuous exchange of information, promotion of mutual links between transport and destination websites, include public transport information in main media, sustainable mobility information provision in long distance public transport, web travel planner for tourists, real-time travel information focused on smartphone-users, ...)
- awareness raising (promotional campaigns, emission calculation tool, training of tourism and transport planners, local distribution of SEEMORE dissemination material,



promotional video, environmental quality label, sustainable mobility plans in tourist areas, discounts at tourist attractions for people using sustainable mobility options, integrated packages, self-guided tours by coach, ...)

- collective transport for tourists, intermodal solutions, and bicycle services (special tickets for visitors, increased number of public transport selling points, integration of urban and interurban fares, feasibility studies regarding better public transport to tourist destinations, , homogenisation of the possibility to bring bicycles on public transport vehicles, promotion of public bike rental, ...)
- promotion and awareness raising for sustainable mobility options (distribution of SEEMORE dissemination material, training of professionals on integrated sustainable mobility options, local campaigns, discounts at tourist attractions to users of sustainable mobility, training local mobility planners, training local tourism planners, sustainable mobility plans in tourist municipalities, ...)

### 7.3 Impact monitoring and evaluation on Mallorca

In order to realize the three pillars of the SEEMORE-vision Mallorca foresees the implementation of a range of activities resulting in various outputs. Their timely delivery will be monitored in the frame of WP3 monitoring activities, namely the PIT (Periodic Implementation Timetable).

Additionally, on SEEMORE-project level, several impact indicators were defined that are envisaged to be reached either during project duration or beyond (until 2020).

To visualize the cause-and-effect chain (i.e. impact chain), in the following an overview is given on which output foreseen within SEEMORE on Mallorca will contribute to the achievement of the respective impact indicators and how impacts' achievement shall be monitored and evaluated.

#### *Explanation:*

- *Impact indicators (within project duration) show the quantification of the direct result of the use of an output, e.g. 500 bikes actually transported on buses providing this opportunity*
- *Impact indicators on behavioural change then are the further result on the travel behaviour of visitors, e.g. the possibility of transporting bikes on bus can lead to increased use of public collective transport and to a reduction of private car trip by 8 %.*

*The target values stated for the impact indicators on behavioural change are defined for the whole demonstrator region and NOT for specific actions therein – i.e. several actions (e.g. bike on bus, parking measures etc.) will contribute to reach a reduction of private car trips by 8 % in the demonstrator region.*

This overview on output and impact indicators in Limassol is given in Annex I (xls.-file).

Templates and instructions for the collection of this data will be set up/introduced in April/Mai 2013.

### 7.3.1 Regional baseline data of importance to check the achievement of impact indicators within project duration

Following table shows the regional baseline data against which the achievement of the impact indicators will be measured.

Explanation of source acronym in table below

Acronym	Explanation Source/Collection method
Nr.X, Nr.XY	Online survey on regional characteristics
Q X..	Seemore Questionnaire for Baseline Data towards tourists
BR X..	Online survey Bike Rental
CR X..	Online Survey Car Rental
HR X..	Online Survey Hotels Region

Region	Missing Baseline Data	Sample size surveys/questionnaire			
		Questionnaire tourists	Car Rental	Bike Rental	Hotels
Mallorca	HR, BR, CR	124	-	-	-

Quantified impact indicators of specific objectives	Baseline Data	Data Value (2012)
60% of the targeted visitors to SEEMORE regions are aware of the sustainable mobility options that are promoted by the project	Q11: Have you received/seen information about travel options in the region?	71% yes
	HR10: Do you recommend your guests to use these types of transport in the town/city/region you work in?	Missing
	HR12: If your company provides transportation/mobility information, do you give/pass on this information to your guests?	Missing

	Nr. 55. Number of companies/stakeholders providing mobility information in the target area	253 hotels 15 tourism agencies 1 airport
	Nr. 58. Is there online mobility information and online route planners for transport available (at for example public transport website)?	Google Transit.
80% of the trainees states that their knowledge on sustainable mobility options and service skills have increased	HR9: Do you know about the transportation services in the town/city/region you work in?	Missing
	HR10: Do you recommend your guests to use these types of transport in the town/city/region you work in?	Missing
Contributions to existing/possible <b>SUMPs</b> by 8 demonstrator regions	Nr. 67: Does the region have a transport strategy and/or SUMPS	<p>The autonomous community of the Balearic Islands approved on 2005 the Framework Plan of Transport of the Balearic Islands. This document takes into consideration all modes of transport, interurban bus, train, interisland transport and intermodality among them. Its main objectives where:</p> <ol style="list-style-type: none"> <li>1. Increase the share of public transport in mechanized modes from 12% to 25%.</li> <li>2. Regarding interisland transport, achieve express sea services that offer a competitive alternative to air transport.</li> <li>3. Consolidate an integrated system of public transport in the Balearic Islands, including an integrated fare system.</li> </ol> <p>The Majorcan Insular Council approved in 2009 the Framework Route Plan of Mallorca which plans the</p>

		route network of Mallorca till 2016.
Decrease of free 5.000 <b>parking spaces (on project level)</b> in city/centres and at leisure attractions	Nr. 49: Number of parking spaces in the target area: Number of parking spaces in total; Number of parking spaces to be paid for	69 816 in total  1300 to be paid
	Q10: When travelling by car did you experience parking problems?	<ul style="list-style-type: none"> <li>• Finding parking place</li> <li>• Parking slots</li> <li>• Finding parking place near accommodation</li> <li>• Too many tourist cars</li> <li>• Villages full of cars</li> </ul>
Reduction of private car (rented car) use among targeted visitors -15%	Q4: How did you travel here?	Own car 3 Rental car 6 Taxi 10 Public bus 25 Coach 78
	Q5: Which attractions did you visit during your stay and how did you get there?	See. Document: SEEMORE_Results baseline data_Baleares.doc → p. 6 et seqq.
	Nr. 33: Modal split for day trips, i.e. percentage of day trips by different modes of transport among tourists in target area.	Walking 57 Cycling 4 PT 25 Car 10 Ship/ferry 3 Other 1

	Nr. 46. Cars and car rental: Number of cars	601
	Nr. 46. Cars and car rental: Number of car rental per 1000 tourists	208
	CR4: Number of cars available for rent at your company during 2011: How many cars in total were available for rent at your company?	Missing
	CR9: Average distance driven per rental vehicle during 2011: On average, how many days was a vehicle rented during 2011? (maximum 365 days); What average distance (kilometres) was driven per rental vehicle during 2011?	Missing
Increase of regional yearly public transport demand 500.000	Nr. 33: Modal split for day trips, i.e. percentage of day trips by different modes of transport among tourists in target area.	Walking 57 Cycling 4 PT 25 Car 10 Ship/ferry 3 Other 1
	Nr. 39: Public transport demand in the target area	171 430 776 person kilometres 40 share of tourists of public transport person kilometres

	Nr. 61: Are there activities targeted at citizens and/or tourists in terms of sustainable mobility, that are not included in the SEEMORE-project?	-
	Nr. 63: Are there special campaigns targeted at citizens and/or tourists in terms of sustainable mobility that are not included in the SEEMORE-project?	Campaign promoting car-pooling among commuters.
	HR10: Do you recommend your guests to use these types of transport in the town/city/region you work in?	Missing
	HR11: Available transportation/mobility information	Missing
	HR12: If your company provides transportation/mobility information, do you give/pass on this information to your guests?	Missing
	Q8: Public transport trips	See. Document: SEEMORE_Results baseline data_Baleares.doc → p. 13 et seqq.
Overall increase 5% of non-motorized trips (walking, cycling) among target group	Q4: How did you travel here?  Nr. 47: Number of tourists arriving by car in the target area	Own car 3 Rental car 6 Taxi 10 Public bus 25 Coach 78  22%

Q5: Which attractions did you visit during your stay and how did you get there?	See. Document: SEEMORE_Results baseline data_Baleares.doc → p. 6 et seqq.
Q6: Bike trips	See. Document: SEEMORE_Results baseline data_Baleares.doc → p. 10 et seqq.
Q7: Walking Trips	See. Document: SEEMORE_Results baseline data_Baleares.doc → p. 11 et seqq.
Nr. 34: Cycling trips: Number of cycling trips per tourist and year in the target area	0.11
Nr. 33: Modal split for day trips, i.e. percentage of day trips by different modes of transport among tourists in target area.	Walking 57 Cycling 4 PT 25 Car 10 Ship/ferry 3 Other 1
Nr. 28: Bicycles: Number of bicycles for rent in target area	960 179 hotels, 70,8%
BR4: How many bikes were available for rent at your company?	Missing
BR5: On average, how many days was a bike rented during 2011 (maximum 365 days) ?	Missing
HR7: Bicycles available for rent/to borrow, at your hotel/hostel/camp site	Missing
HR8: Rented bikes: On average, how many days was a bike rented/borrowed during 2011 (maximum 365 days) ?	Missing

	BR4: How many bikes were available for rent at your company? How many of these were electric bikes?	Missing
	BR6: How many scooters/motorcycles were available for rent at your company? How many of these were electric	Missing
	CR4: Number of cars available for rent at your company during 2011: How many of the total number of cars were electric cars? How many of the total number of cars, were classified as green/environmentally friendly cars?	Missing
	CR5: Number of scooters/motorcycles available for rent at your company during 2011: How many scooters/motorcycles were available for rent at your company? How many of these were electric?	Missing
	CR6: Number of four-wheelers available for rent at your company during 2011: How many four-wheelers were available for rent at your company? How many of these were electric?	Missing

Templates and instructions for the collection and reporting of data will be set up and introduced to demonstrator regions in April/May 2013. Both for:

- Collection of missing baseline data in June 2013;
- Collection of data to measure progress towards achievement of indicators after the first implementation season (templates for which will also contain elements of MaxSumo)

Templates and instructions for the evaluation after two implementation seasons will be set up and introduced in April/May 2014.



## 7.4 Regional context indicators for context evaluation

(in bold letters the number of the question in the online survey on regional characteristics is stated)

No.	Indicator	Unit of Measure	Year	Data/Value
	<b>Nr. 8:</b> Fuel availability and price	€/l	Summer 2012	Petrol: 1,431 Diesel: 1,370
	<b>Nr. 9:</b> Number of charging stations for e-mobility	No.	Summer 2012	20
	<b>Nr. 10:</b> Number of tourist arrivals in the target area in the previous year (i.e. 2012 the amount of 2011 were provided)	No./month + Total	2011	Total: 2,905,136 January: 46,933 February: 53,612 March: 92,864 April: 187,847 May: 310,973 June: 413,189 July: 546,662 August: 547,900 September: 400,154 October: 220,394 November: 53,803 December: 30,804
	<b>Nr. 11:</b> Average daily number of tourists during high season (plus weekend peaks if applicable)	No.	2011	Daily: 91,827 Weekend peaks: n.a.
	<b>Nr. 14:</b> Number of overnight stays in target area in the resp. year	No.	2011	24,416,045
	<b>Nr. 21:</b> Travel time between main city and 5 main attractions (by car, PT, bike, walking)	Minutes (min)	2012	e.g. by PT: Shopping Palma: 60-90 min Nearest beach: - Culture in Palma: 60-90 min Night leisure: - Visits around Mallorca: -
	<b>Nr. 45:</b> Cost of PT ticket/ Cost to make a 10-km trip by public transport (average/make an estimation)	€	2012	1.13 €
	<b>Nr. 22:</b> Walking distance from the 5 main	Meters (m)	2012	Shopping Palma: 500m Nearest beach: 200 m

	attractions to nearest PT-stops/stations			Culture in Palma: 500 m Night leisure: - Visits around Mallorca: 1000 m
	<b>Nr. 23:</b> Frequency of bus lines to 5 main attractions	Minutes (min)	2012	Shopping Palma: 15-60 min Nearest beach: - Culture in Palma: 15-60 min Night leisure: - Visits around Mallorca: 15-60 min
	<b>Nr. 24:</b> Number of transport arrivals to the specified main attractions/day	No.		Missing
	<b>Nr. 25:</b> Number of e-vehicles for rent in the target area	No.	2012	Missing
	<b>Nr. 26:</b> Length of existing transport networks in target area (road network, bicycle network, sidewalks)	Km	2012	Road: 1,775 Cycling: 124.5 Sidewalks: 68
	<b>Nr. 36/37:</b> Data on PT/private collective transport: Number of lines (number of operators)	No.	2012	PT: Bus:60 (2) Tram: n.a. Boat/ferry/ship: n.a.  Private: No information
	<b>Nr. 38:</b> Collective transport to/from airport, port (no. of tourists)	Y/N (No.)	2012	Y (1,438,344)
	<b>Nr. 46:</b> Car ownership	No. of cars/1000	2012	601/1000

Templates and instructions for the collection and reporting of context data and information will be set up and introduced to demonstrator regions in April/May 2013. Both for:

- The collection of missing baseline data for context evaluation;
- The establishment of focus group meetings to discuss the development of the regional context and how it affects project implementation after the first and the second implementation season. These focus groups are to be carried out in conjunction with the discussions in the frame of process evaluation (for which templates will also be provided).

## 7.5 Timescale for evaluation activities in demonstrator regions

	05/ 2013	06/ 2013	08-10/ 2013	05/06 2014	08-11/ 2014	10/2014 01/2015
Introduction to evaluation/ data collection templates						
Collection of missing regional baseline/context data						
Regional Monitoring/ Evaluation activities						
Focus Groups (Context and process evaluation)						
Joint discussion of results at consortium meeting						
Reporting/Contribution to (intermediate) evaluation report						
Elaboration of long-term strategy						

## 7.6 Data collection in different evaluation stages and levels

The following table shows the different stages and levels of evaluation in demonstrator regions in relation to the data collection methodology:

	Method of collection	Additional Info/Requirements
<b>Collection of missing regional baseline data and missing/enlarging data from surveys to hotels, bike and car rentals</b>	Counting/quantifications from/of different sources	<ul style="list-style-type: none"> <li>To be collected before the first SEEMORE implementation season (best June 2013)</li> <li>Same procedure as for collection of baseline data in 2012</li> <li>No additional template provided – take overview from LEP</li> <li>For surveys to hotels car/bike rentals – online surveys will be available in coordination with Trivector</li> <li>If possible try to get to an overall sample of 5 bike/car rentals and 10 hotels</li> </ul>
<b>Output Quantication</b>	Counting/quantification from different sources	See table under 1.3. and PIT
<b>Questionnaire to tourists on</b>	Interviews with tourists	<ul style="list-style-type: none"> <li>Interview minimum of 120</li> </ul>

<p><b>impacts</b></p>		<p>tourists</p> <ul style="list-style-type: none"> <li>• Collection after every implementation season (i.e. 08-10/2013 resp. 08-11/14)</li> <li>• Template questionnaire will be provided</li> <li>• Some questions in templates have to be adapted to demonstrator regions' situation/progress of work there. Pls. check/adapt carefully before using!</li> <li>• On-line tool for entering data from interviews will be provided</li> </ul>
<p><b>Evaluation of trainings, SUMPS and improvements of Information /Infrastructure on impacts</b></p>	<ul style="list-style-type: none"> <li>• Interviews with hotel staff</li> <li>• Feedbacks from training participants</li> <li>• Information from PT-operators, planners and different service providers</li> </ul>	<ul style="list-style-type: none"> <li>• Collection after every implementation season (i.e. 08-10/2013 resp. 08-11/14)</li> <li>• Template questionnaires will be provided (incl. EPOMM training quality label questionnaire)</li> <li>• Some questions in templates have to be adapted to demonstrator regions' situation/progress of work there. Pls. check/adapt carefully before using!</li> <li>• On-line tool for entering data from interviews will be provided</li> </ul>
<p><b>Focus Groups (context and process evaluation)</b></p>	<ul style="list-style-type: none"> <li>• Counting/quantifications from different sources of context data</li> <li>• Collection of qualitative data by discussing key question in focus groups organized in demonstrator regions (in conjunction with LWG-meetings)</li> </ul>	<ul style="list-style-type: none"> <li>• Collection after every implementation season (i.e. 08-10/2013 resp. 08-11/14)</li> <li>• Guiding questions will be provided</li> <li>• On-line tool for entering quantitative and qualitative will be provided</li> </ul>
<p><b>Joint discussion of evaluation results/experiences at consortium meeting</b></p>	<p>Common reflection in the course of consortium meeting</p>	<p>Moderated discussions along key questions provided</p>

## 8 LOCAL COMMUNICATION PLAN

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### 8.1 Introduction

Based on the overall SEEMORE Integrated Communication Plan (D6.3), which includes the main guidelines and instructions for all dissemination and communication activities, regions are expected to develop their own local communication plan.

In this document, all communication actions are specified by partners, identifying particular target groups and expected deadlines. Thus, the local communication plan supports partners as a roadmap when introducing their awareness and dissemination strategies in their regions.

### 8.2 Contents and structure of Local Communication Plans

The Local Communication Plans (LCP) of all SEEMORE partners are the basis for further communication activities carried out locally by each partner. The plans should contain a clear description of the objectives, target groups, the local dissemination strategy as well as the local dissemination and communication activities.

Thus, the strategy on how to best reach the target groups and how to serve their needs will be considered from the very beginning on.

Particularly, the LCP should support the local partners to organise their activities in a structured and tailor-made way, mainly by providing information on the following key questions:

- What do you plan to communicate and disseminate?
- Where do you plan to communicate and disseminate the SEEMORE outputs?
- Who is the audience, the target groups?
- How and with which methods and tools are you working?
- When are you planning to undertake these activities?

To ensure a good fulfilment of these questions, the LCP aim at:

- To describe and define local communication activities to be performed.
- To specify communication means and communication channels on the local level.

### 8.3 Target groups

The main SEEMORE target groups categories on the project level are:

- Target group 1: Visitors of tourist regions.
- Target group 2: Residents in the tourist regions.

- Target group 3: Local and regional authorities.
- Target group 4: Mobility providers (both public and private operators).
- Target group 5: Local business and entrepreneurs: accommodation and leisure activities.

Considering the abovementioned main target groups, regions should identify which are their key stakeholders and target groups. For inspiration, you can find the case of Mallorca, where main target groups are:

- Tourism General Department.
- Local Councils of Calvià, Andratx, Sant Llorenç and Son Servera.
- Transports Federation of the Balearic Islands.
- AFEDECO and PIMECO (SME's Association).
- Hotel Associations.
- Public Transport operators.
- Tourists
- Residents and local entities.
- Private entities/professionals in the field of tourism and transport.

Please describe your key local target groups. Create as many tables as local target group you have:

<b>Local target group name: Tourists/visitors</b>	
<b>Target group category: category 1.</b>	
<b>General description :</b>	People arriving to the island for a short period of time (holidays). The mainly come by plane from four key international markets: Germany, UK, Spain and (recently) Russia.
<b>Role in the project:</b>	They are the central target group of the project, where to focus all measures under the Action Plan. The project aims at changing their mobility behaviour.
<b>Relevant facts and data:</b>	<p>The following data focus on target area (made by two seaside tourist resorts: Coast of Calvià-Andratx (from Palmanova to Port d'Andratx), and coast of Sant Llorenç-Son Servera (from s'Illot to Port Vell):</p> <ul style="list-style-type: none"> <li>– 2.905.136 tourists per year (49% first visitors).</li> <li>– Average daily number of tourists almost 91.827 (high season).</li> <li>– Both areas register around 24.500.000 overnights (2011) and accounts for 253 hotels (81.700 beds), 48 hostels (2.089 beds) and 138 summers-residential homes (15.653 beds).</li> <li>– The most popular visitor's age-group ranges from 31 to 45 (42%).</li> </ul>

<b>Local target group name: Residents and local organisations</b>	
<b>Target group category: category 2.</b>	
<b>General description :</b>	This target area represents all local neighbours and/or civil associations that may be interested in the project. They are considered key for the project since they are who perceive the real situation of target areas day after day. Its contributions is considered, for sure, extremely useful.
<b>Role in the project:</b>	Participation in local working group meetings and other project-related relevant events.
<b>Relevant facts and data:</b>	In both target areas can be found resident's association and civil platforms that could be contacted and invited to participate.

<b>Local target group name: Tourism General Department</b>	
<b>Target group category: category 3.</b>	
<b>General description :</b>	The department belongs to the Regional Directorate for Tourism and Sports. Among its duties, we find: promotion, diffusion and commercialisation of tourism services and products; statistical information and tourism-related appraisals; legal normative and framework; product design and development; tourism strategy planning and promotion of cultural heritage.
<b>Role in the project:</b>	Participation in the LWS and local working group meetings. Involvement in the Action Plan, working for the achievement of results. Continuous contact with the Transports General Department and Mallorca Transports Consortium.
<b>Relevant facts and data:</b>	The department accounts for important experience in EU-funded projects, so they are already familiarised with the SEEMORE project structure.

<b>Local target group name: Transports General Department</b>	
<b>Target group category: category 3.</b>	
<b>General description :</b>	Public entity with the following competences: regional mobility policy, transport policy, transport planning and management.
<b>Role in the project:</b>	Participation in the LWS and local working group meetings. Involvement in the Action Plan, working for the achievement of results. Continuous contact with the Tourism General Department. Special role when designing and implementing actions related to transport and mobility information, incentives and options.
<b>Relevant facts and data:</b>	The department accounts for important experience in EU-funded projects, so they are already familiarised with the SEEMORE project structure.

<b>Local target group name: Local councils (tourist municipalities)</b>	
<b>Target group category: category 3.</b>	
<b>General description :</b>	Basic political level in Spain, in charge of town planning. They have a wide range of competences in many political fields: urban planning, environmental management, tourism promotion, urban transport, etc.
<b>Role in the project:</b>	Participation in the LWS and local working group meetings. Involvement in the Action Plan, working for the achievement of results. Special role when designing and implementing actions related to their competences. The involvement of local councils is a necessary step for ensuring the success of the measures.
<b>Relevant facts and data:</b>	In the SEEMORE project, the following local councils are expected to be involved: <ul style="list-style-type: none"> <li>- Local Council of Sant Llorenç.</li> <li>- Local Council of Son Severa.</li> <li>- Local Council of Calvià.</li> <li>- Local Council of Andratx.</li> <li>- Other important Local Councils in terms of tourism activity.</li> </ul>



<b>Local target group name: Balearics Federation of Transport Companies (FEBT)</b>	
<b>Target group category: category 4.</b>	
<b>General description :</b>	Founded in 1997, FEBT is the most important regional business federation in the transport sector, gathering all public transport and private operators. They also represent freight transport companies and other complementary transport services providers.
<b>Role in the project:</b>	Participation in the LWS and local working group meetings. Involvement in the Action Plan, working for the achievement of results. Special role when designing and implementing actions related to urban and interurban public transport, training of staff, and other service-related actions.
<b>Relevant facts and data:</b>	The entity represents around 2.000 companies, 5.000 workers and 10.000 vehicles.

<b>Local target group name: SMEs Associations</b>	
<b>Target group category: category 5.</b>	
<b>General description :</b>	The associations involved so far are AFEDECO and PIMECO. They represent small and medium size businesses of the Balearic Islands, covering all activity sectors. They are very active and are continuously participating in public and private events.
<b>Role in the project:</b>	Participation in the LWS and local working group meetings. Involvement in the Action Plan, working for the achievement of results. Special role when designing and implementing actions in the tourist resorts (mobility plans, traffic management, etc.).
<b>Relevant facts and data:</b>	Around 100 local business associations are represented by these two entities.

<b>Local target group name: Hotel Federation of Mallorca, Hotel Associations</b>	
<b>Target group category: category 5.</b>	
<b>General description :</b>	The Hotel Federation of Mallorca was founded in 1976, compounded by small, medium and big hotels around the island. Among their duties, we find the continuous effort to make the sector more competitive and sustainable, working hand in hand with public bodies in charge of tourism management and planning.
<b>Role in the project:</b>	Participation in the LWS and local working group meetings. Involvement in the Action Plan, working for the achievement of results. Special role when designing and implementing actions related to their competences.
<b>Relevant facts and data:</b>	In particular, SEEMORE will focus on the following associations: <ul style="list-style-type: none"> <li>• Hotel Association of Palmanova-Magaluf.</li> <li>• Hotel Association of Santa Ponça.</li> <li>• Hotel Association of Peguera.</li> <li>• Hotel Association of Camp de Mar.</li> <li>• Hotel Association of Cala Millor-Sa Coma.</li> </ul>

## 8.4 Local communication activities

As described in the SEEMORE Integrated Communication Plan, the dissemination products are:

- Project brochures: introductory and final publishable brochure
- Teaser postcards
- Posters
- Roll ups
- Electronic newsletters
- Local promotional videos
- Media releases for each launched local action
- Local Framework Workshops
- National Transfer Seminars
- Participation or organisation additional conferences/meetings and/or similar events.

The following table shows the list of dissemination products and networking activities:

Nº	Dissemination product	Type of product	Size/form and amount	Target group	Dissemination level (local, regional or national)	Month of completion
1	Brochures	publication	4 pages, 350 units	All targets	Local/Regional	3
2	Teaser postcard	Publication	10x15cm, 50.000 units	All targets	Local/Regional	12
3	Poster	Publication	70x100cm, 300 units	Tourists, residents, Hotel Associations	Local/Regional	12
4	Roll up	Publication	200x85cm, 1 unit	Private entities and professionals	Local/Regional	5
5	Electronic newsletter	Publication	8 pages, 6 units	All targets	National	6, 12, 18, 24, 30, 36
6	Promotional videos	Video break	Long: 2-5 min. Short: 1 min.	All targets	All levels	15
7	Media releases	Publication	1-2 pages, 1 per action	Both general and specialized media	National	From month 3
8	Local Framework Workshop	Presentation	1-2-day/s event	All targets, except tourists	Local/Regional	10

				and residents		
9	National Transfer Seminar	Presentation	1-day event	All targets, except tourists and residents	National	From month 13
10	Conferences, other events	Presentation	30 minutes	All targets, except tourists and residents	National	From month 18

## 8.5 Local Communication Schedule

Nº	Diss. product	Month of completion																																				
		1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	32	33	34	35	36	
1	Brochures			■																																		
2	Teaser postcard											■																										
3	Poster											■																										
4	Roll up					■																																
5	Electronic newsletter						■					■						■						■								■						■
6	Promotional videos															■																						
7	Media releases			■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■
8	Local Framework Workshop										■																											
9	National Transfer Seminar											■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■
10	Conferences, other events																																					

