



Documentation External Inspiration Workshop

Deliverable no. D2.1 of the SEEMORE project

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1 ABOUT THE SEEMORE PROJECT

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 DESCRIPTION OF THE DOCUMENT

This deliverable D2.1 Documentation of the External Inspiration Workshop reports from the workshop held in Madeira the 24 of April at the Administraçao dos Portos, Gare Maritima, Molhe da Pontinha, Funchal, Portugal. 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:

- D2.2 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 from each region
- D2.5 Local framework documents for each region, including communication plan, evaluation plan and action plan

The report summarises the discussions derived from the two sessions from Cornwall, Great Britain and Skåne Region, Sweden.

3 DOCUMENT REVISION HISTORY

Version Number	Date	Comments
1.0	2012-07-17	Final draft, deliverable D2.1

Table 1 – Document revision history

4 ABOUT THE EXTERNAL INSPIRATION WORKSHOP

An external inspiration workshop was arranged with researchers and external practitioners in order to provide knowledge as well as inspiration and new ideas for the upcoming activities in the region. The workshop was an open event and held in connection with the kick-off meeting in April 2012 in Funchal, Madeira.

Date: 24.4.2012

Location: Administração dos Portos, Gare Maritima, Molhe da Pontinha, Funchal, Portugal

5 PROGRAMME

- 09:00 Opening of the “External Inspiration Workshop on Sustainable Mobility in Tourism Regions” (Doris Wiederwald, FGM-AMOR)
- 09:05 Presentation: Sustainable Mobility and Tourism – Basis approach and experiences from previous projects (Doris Wiederwald, FGM-AMOR; Katarina Evanth, TRIVECTOR)
- 09:30 Presentation: Experiences from Cornwall (Malcolm Bell, Visit Cornwall, Director)
- 10:00 Presentation: Culture and Nature busses in Skåne Region (Sofie Norrby, Skåne Regional Council, Project Manager)
- 10:30 Presentations by Regional Airport Authority (Ms. Silva Dias, Marketing Director in Airport Authority) and Regional Port Authority of Madeira (Alexandre Camacho) about arrival of tourists at destinations
- 11:00 Coffee break
- 11:15 Questions and Answer Session (participants could join one of two tables: one with Sofie Norrby and Katarina Evanth, the other with Malcolm Bell and Doris Wiederwald)

Presentations held can be found as separate files in the SEEMORE Website-internal area under WP2→Folder: External Inspiration Workshop.

6 SUMMARY OF QUESTION AND ANSWER SESSIONS

6.1 Discussion of experiences of Cornwall

- Cornwall conducts sample surveys when data collection is needed. There every 25th customer is interviewed. This work is sub-contracted to external experts.
- Cornwall has introduced a Smartcard for Transport. Experience shows that 20% are sold only 5 days ahead.
- Experience also shows that tourists visit the holiday region's website some months before the travel to the region, and then around 5 days before their arrival. On the average, accommodation website is visited 3 days before arrival. Thus the website can rather be used for events to be visited.
- Cornwall also promotes via Facebook and Twitter, reaching about a 150.000 persons.
- In general attention has to be paid that soft mobility offers marketed are also still valid!
- When producing a video of the region, only about 1.000 Euro were invested – the shooting could be well combined with other activities in the regions.
- For Cornwall it was found out that at big events, people only spend 15 Euro on the average. There is no event over 20.000 people carried out in the area as municipalities do not like it. An approach is rather taken that an event stretches over the whole week and involves several municipalities.
- It is clear that companies copy each other, but it is considered to be good to spread an idea, that is good for the climate.
- Cornwall set up a mobility plan for about 75% of the area
- For cycling, low distance cycling routes were installed, as most people want to cycle only 5-10 km/day. In the area, abandoned railway lines are very good to be used for cycling.
- One incentive for cycling is to organize fun on the bikes, e.g. a treasure hunt for kids. Cyclers often come from cruise ships as well.
- Cornwall wants to introduce e-bikes and have charging points at shops and cafés. The challenge when introducing e-bikes is not seen in purchasing the e-bikes, but rather the need in safely storing them to avoid theft.
- The landing of a cruise ship can be considered as a "mobility bomb". 40 % of the passengers hop on a bus after landing. Only few cruise tourists rent a car.

6.2 Discussion of experiences of Skåne Region

- The project has two project managers who work at the Skåne Regional council. They decide on the agenda for the project and communicate closely with their politicians regarding relevant issues.
- During the first project – Nature buses – the city of Lund administered the project. Chartered buses were used, but it was expensive and using tax funds for commercial transportation was seen as inefficient. During the second project – Nature and Culture buses – Region Skåne took over the responsibility of the project and received funds from six municipalities and the

region itself. Buses from the public transport system were used instead of chartered buses; the routes were expanded to include one or two extra stops. This was seen as an efficient way of using tax funds as more people could now experience nature and culture in an easy way.

- For the reasons above, buses are not branded – any buses in the fleet can theoretically be used.
- Information and a program with a calendar function are available on the project's website: www.naturochkulturbussen.se. As of now, the website is only in Swedish but next year it will be translated into English. Today, the website covers the municipalities which fund the project, but next year it will cover the whole of Region Skåne.
- The website is updated every year when Skånetrafiken (public transport authority in Region Skåne) update their timetables. There is no printed program in the winter; the buses follow the winter timetable.
- Questions from other European tourists who do not speak Swedish are handled mostly via telephone calls and e-mails. Skånetrafiken's website www.skanetrafiken.se has information in English. Material such as brochures about the nature and culture buses is available in Skånetrafiken's ticketing offices, at bus and train stations, on board trains and in public libraries etc.
- There is a priority list for adding new destinations. The project has meant that there is public transport available to 24 new destinations, but there is a wish to have more destinations added.
- There is only one example of cooperation between Skånetrafiken and destinations with regards to ticketing etc., but most activities linked to the nature and culture buses are free of charge. And the Swedish right of public access means that anyone can walk about freely in nature as long as they do not disturb wildlife etc. or destroy anything in nature such as trees and flowers.
- In many Swedish beaches, there are no or very few commercial services. Swedes appreciate pureness and wish to visit isolated places that have not been commercialized or exploited. This is quite different compared to for example beaches in southern Europe, where most people wish to visit the most popular beaches where there are many commercial services.
- Evaluation of the project is a bit difficult, but interviews are carried out on board the buses and there are statistics of number of passengers on the buses etc.
- There is a wish to combine the project with cycling, but at the moment, there are bike racks for only two bikes at the back of the buses. It is inconvenient as the drivers must get off and unlock/lock the racks when someone wants to put or take their bike.
- The Swedish public transport system has recently been deregulated. So far, there have been no negative effects for the nature and culture buses.

Feedback to the External Inspiration Workshop can be found under Annex II.

Annex I: Participant List

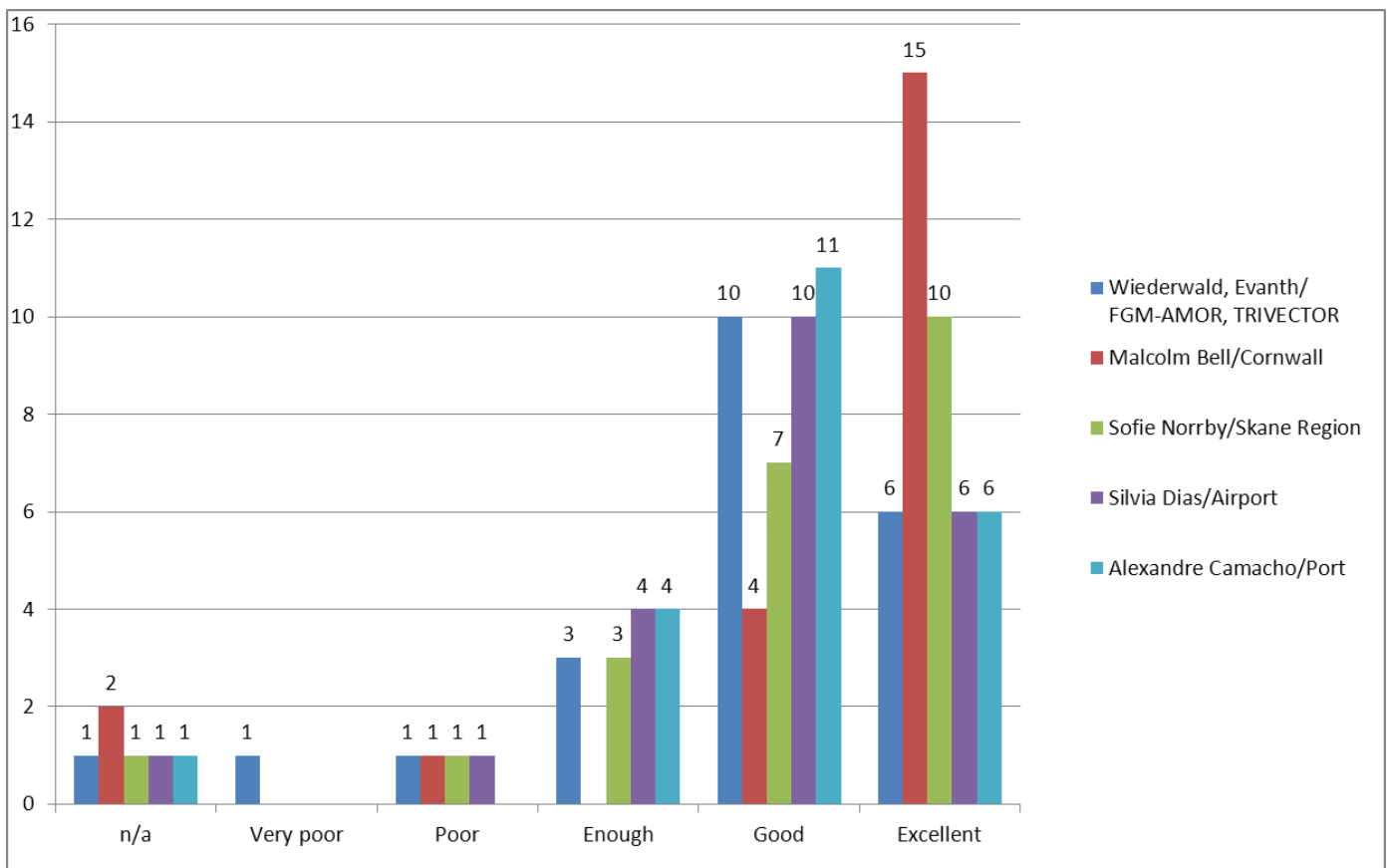
Participants	Organisation
Maarten van Bemmelen	CINESI
Raúl Medina	CINESI
Katarina Evanth	TRIVECTOR
Doris Wiederwald	FGM-AMOR
Niclas Gustafsson	BOHUSLÄN
Elsie Hellström	BOHUSLÄN
Ivan Zupan	CEI-ES
Luca Gardelli	FORLI-CESENA
Delia Casali	FORLI-CESENA
Lucia Ilieva	CSDCS
Andrzej B. Piotrowicz	PSWE
Wieslaw Gebka	Choczewo
Panos Antoniadis	Stratagem
Lili Vasileva	LCA
Claudio Mantero	HF
Andre Freitas	HF
Vanda Goncalves	HF
Andreia Quintal	HF
Malcom Bell	Visit Cornwall
Sofie Norrby	Skåne Region
Bruno Pereira	Camara Municipal do Funchal
Silvia Dias	ANAM
Alexandre Camacho	APRAM
Armando Ribeiro	Camara Municipal do Funchal
Duarte Rodrigues	Chamber of Commerce of Funchal
Bruno Freitas	Regional Secretary of Tourism

Annex II: Feedback based on questionnaires

After the External Inspiration Workshop questionnaires were handed out to all participants to gain feedback on the content of the workshop as well as on the approach. The questionnaire was drafted along the aspects used for the EPOMM training quality label.

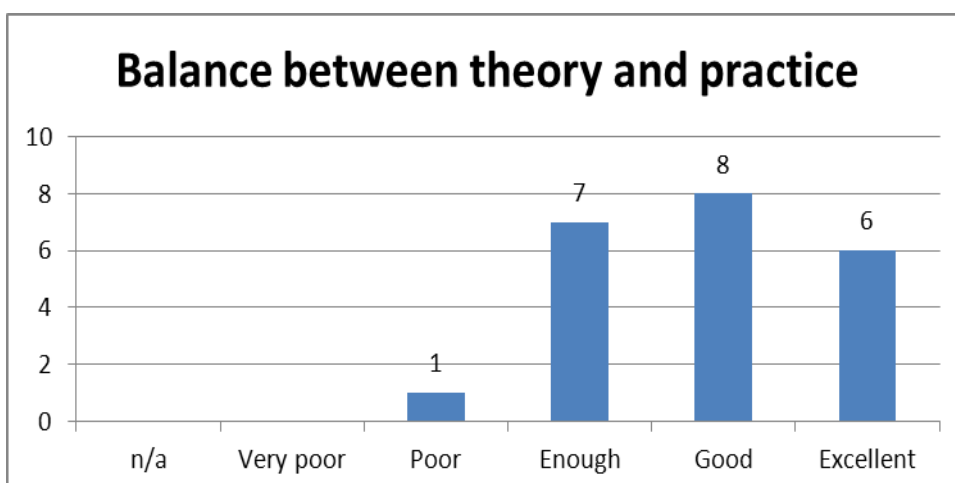
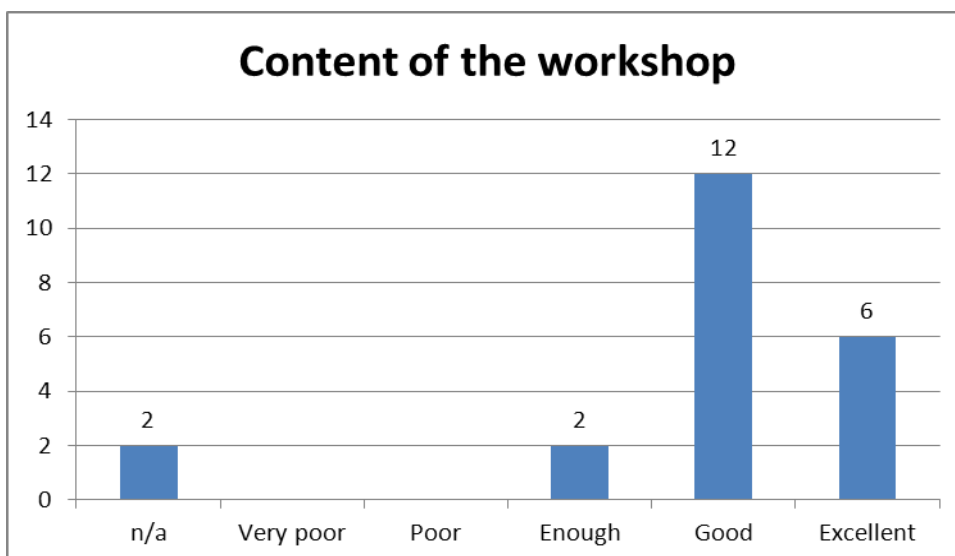
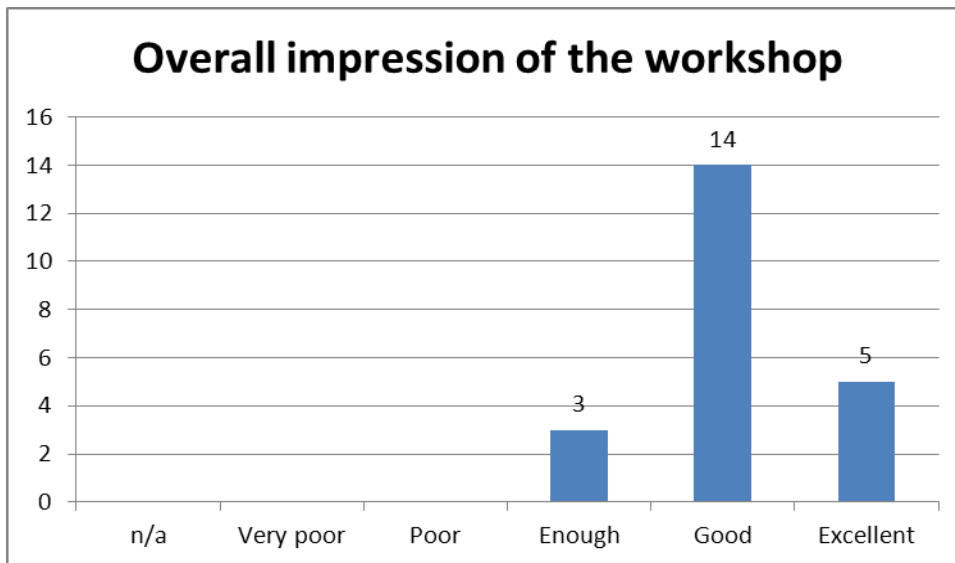
22 responses were collected and are outlined in the following:

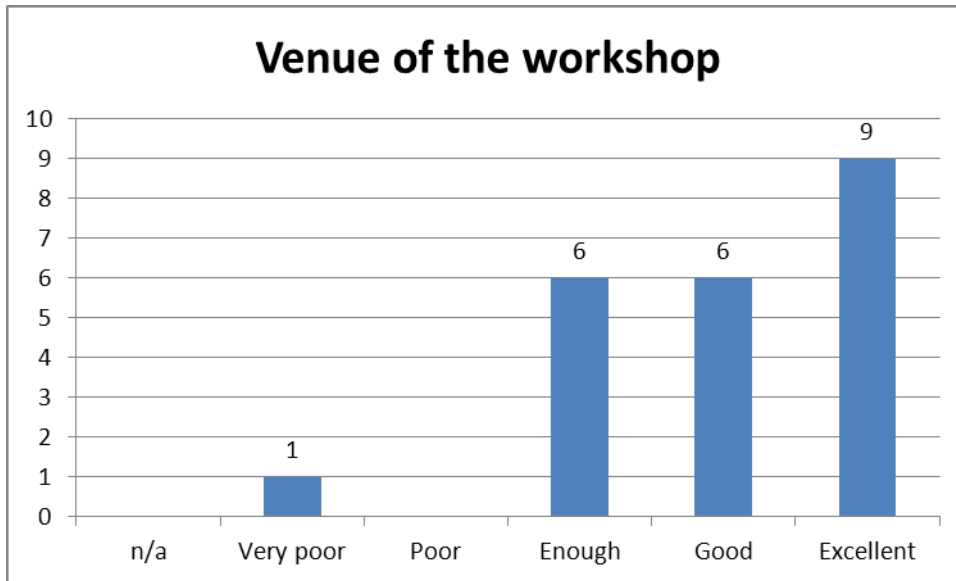
Figure 1 - What do you think of the different presentations given in the External Inspiration Workshop?



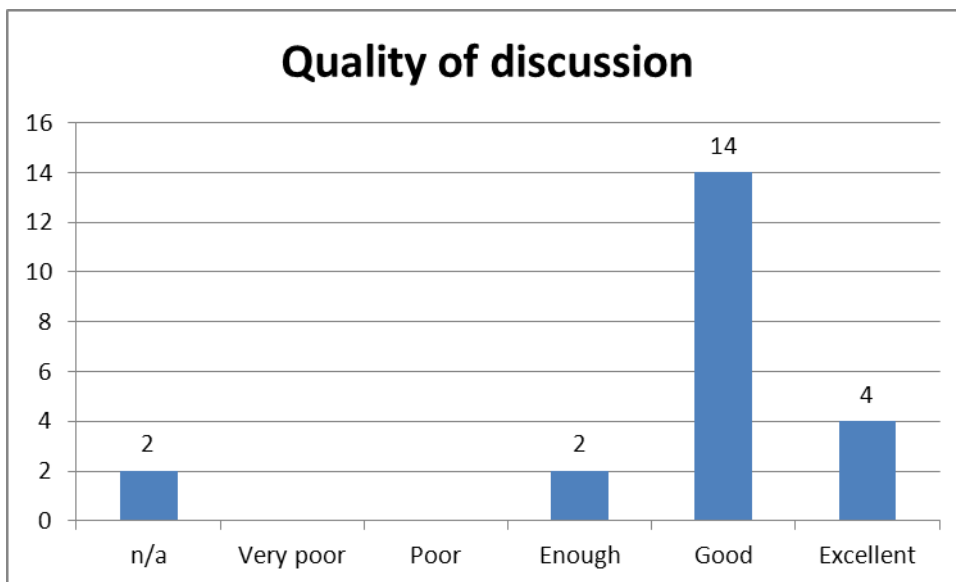
In general workshop-participants were satisfied with the content of the workshop, while it was felt that some presentations were more useful than others, notably in terms of their practical relevance. Additionally the balance between theory and practice could be made, but feedbacks suggest implementing an even more practitioner-focused workshop for a next time.

The presentation skills of the speakers were perceived differently.





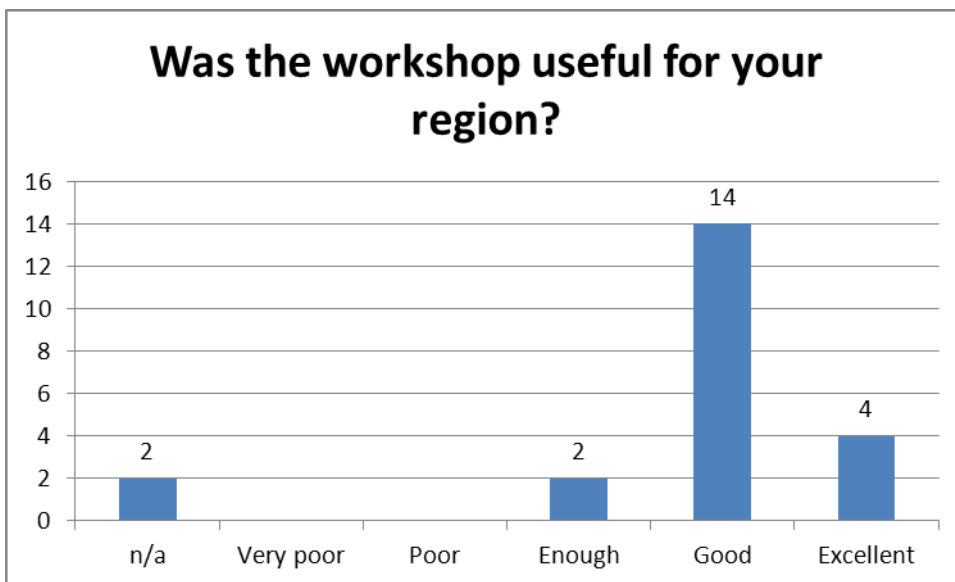
The venue of the workshop was in overall considered to be enough to excellent. One feedback referred to the bad acoustics of the venue that made the “Question and Answer-Discussion”-rounds difficult.



The quality of discussion vast seen to be good to excellent in the majority of feedbacks. Many additional remarks to allow for more time for discussion resp. question/answers.



In general the External Inspiration Workshop met the expectations of the participants. Since the method was used for the first time in this project partner group, it can be taken into consideration that there were not that many specific expectations beforehand.



The vast majority of responses say that the workshop was useful for the respective regions. To further raise the practical value for the regions more time should be dedicated to discussions with the external practitioners that contributed to the workshop.

In terms of contents it was encouraged to also tackle the issue mobility system options.

