



## Hotels and tourist attractions promoting sustainable transport

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# 1 ABOUT THE SEEMORE PROJECT

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## 1.1 Project Summary

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. The main objectives of the project are to:

- Increase visitors' awareness of sustainable mobility;
- Strengthen the co-operation between the mobility and tourism sectors;
- Shift travel behaviour of tourists to sustainable transport modes; and
- Communicate and transfer experiences to other tourist regions.



## 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 Fyrbodal	Sweden
FGM-AMOR Austrian Mobility Research	Austria
Common Europe Pomeranian Association	Poland
Municipality of Choczewo	Poland
Sustainable Development of Civil Society Club	Bulgaria
Province of Forlì-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 INTRODUCTION

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**Hotels and tourist attractions** are **key actors** in any tourist destination. Indeed, they are both places regularly visited by tourists and have therefore a **huge potential** for the promotion of sustainable transport options among visitors.

Within SEEMORE, **specific forms of cooperation** with hotels and tourist attractions were devised. These activities form the subject of the present paper.

This document is addressed to local and regional authorities at tourist destinations in Europe, mobility providers, hotels and leisure attractions. The document is intended to disseminate the innovative approach to tourists' mobility management developed within the SEEMORE project, thus facilitating and encouraging the **transfer of best practices** in this field.



### 3 REVISION AND PEER REVIEW HISTORY

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Version Number	Date	Comments	Peer reviewed by (Name, Organisation)
1.0	09/07/2014	First draft sent to LCA for peer review	N/A
1.1	19/07/2014	Draft version peer reviewed and additional text added	Lili Vasileva, LCA
1.2	23/07/2014	Final version of the document uploaded in the internal area of the website	N/A

**Table 1: Document revision and peer review history**



## 4 GLOSSARY

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Abbreviations provided in this report

Abbreviation	Full name
PT	Public Transport
HF	Horários do Funchal Public Transport
CTM	Mallorca Transports Consortium

**Table 2: Abbreviations used**

## 5 PROMOTION OF SUSTAINABLE MOBILITY OPTIONS AT HOTELS

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In order to establish effective forms of cooperation, hotels need to be addressed properly. Moreover, a reward for hotels' cooperation has to be devised.

### 5.1 Ways to address hotels

Hotels were addressed by SEEMORE regions in different ways.

In **Balearics**, hotels were addressed by the PT operator for the first time within SEEMORE. In the first phase of the project, surveys were conducted in each demonstrator region in order to evaluate the baseline situation regarding PT and tourists. The gathered data showed that in Balearics there was a need to improve the PT offer in the hotels' area. Therefore, a meeting was organised between Mallorca Transports Consortium (CTM) and Mallorca Hotels' Association to set the basis for joint actions targeting this need. Several members of the Mallorca hotels' association agreed on **publishing a link to CTM website** on their websites, thus providing tourists with an **easier access to information on PT**.

In **Bohuslän**, an inventory of all hotels and camping sites in the region was carried out within SEEMORE. In particular, accommodation facilities were asked what kind of information on PT they would like to receive, taking into account that some hotels already displayed information on PT on their websites. Both hotels and camping sites were addressed individually.

In **Madeira**, a good cooperation between hotels and the PT provider Horários do Funchal (HF) had been established within the CIVITAS project. All further developments that took place thanks to SEEMORE built upon the existing network, improving the range and quality of the tourists products offered.

In **Limassol**, the Limassol Tourism Board (Limassol Tourist Development and Promotion Co Ltd) keeps regular contacts with hotels, that were therefore addressed through their associations (Cyprus Hotel Association and Association of Tourist Organisations) as well as directly. A meeting with Limassol hoteliers is held on an annual basis and meetings with representatives of hotels' associations are held every two months. E-mails are regularly sent to hoteliers and visit to hotels take place when necessary.

In **Dobrich**, the hotels of the Albena resort were all addressed through their common managerial board, while hotels in Balchik and Kavarna were addressed on an individual basis through their receptions.

In **Malta**, the SEEMORE team created a database gathering contact information of all hotels of the island (117). All hotels then received e-mails with recommendations for improving their services by providing information on sustainable mobility options on their websites and at reception desks. Similarly, all hotels were encouraged to set up a bike rental service or provide information on how to rent a bicycle in the island. Some individual meetings took place as a further development of initial contacts.

Finally, hotels were addressed either directly or indirectly via tourism boards and hotels' associations in **Pomerania**.

## 5.2 Forms of cooperation

First of all, all SEEMORE regions asked hotels to provide **information at the reception** on PT and other sustainable transport modes. In particular, a **“Tourist sustainable mobility guide”** featuring information on the main points of interest and how to reach them in a sustainable way was realised in all SEEMORE regions. Hotels were therefore asked to disseminate these guides among their guests, and/or to upload them on their websites. Hotels were also asked to display and disseminate SEEMORE promotional materials such as posters and teaser postcards promoting a photo competition among tourists on moving around in a sustainable way.



Figure 1: Hotels providing information on sustainable mobility

In addition to the provision of information on the available mobility options, further activities involving hotels were undertaken in several SEEMORE regions.

In **Bohuslän**, the SEEMORE team promoted the provision of **real-time information** at hotels. In fact, the local PT authority provides any interested stakeholder with a free software giving access to real time PT information; stakeholders then only have to buy a monitor for the information to be displayed. The SEEMORE team kept the contacts between hotels and the PT authority, supporting stakeholders with the installation of the necessary equipment.

In **Madeira**, a link to the PT operator website was included in all hotels involved in the established network. This way, tourists looking for information on PT will all be redirected to the **web travel**

**planner** developed by HF, providing clear and reliable information on all kind of trip covered by the PT offer. In addition to that, some hotels started **selling PT tickets at the reception**. Tourists feel confident in buying tickets at hotels, while receptionists are rewarded with a commission on the sales: the cooperation between the PT operator and hotels thus resulted in a **win-win partnership**. In fact, after a monitoring period HF strengthened his with hotels managers to help them increase their selling figures. Finally, whenever an interesting event takes place hotels receive posters with information on how to reach the event venue by bus. This action is the result of the strong cooperation established between HF, the Regional Authority for Tourism and Transport and the traffic departments of the relevant municipalities. When an event takes place, HF and the relevant municipalities design a temporary traffic plan to curb the circulation of pollutant private transport modes nearby the event venue, providing in the meantime exceptional transport options to the same destination.

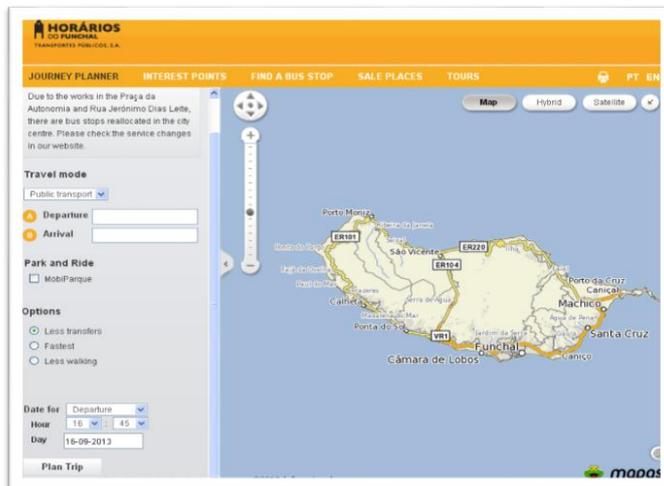


Figure 2: HF web travel planner

In **Dobrich**, hotels agreed to **sell urban bus tickets at the reception**. Moreover, **guided tours** including transport by PT, visits of historical sites and meals were organised for the guests of the Albena resort with very positive results (around 370 guided tours were sold since the beginning of the project). Finally, thanks to the **awareness-raising** activities undertaken by the SEEMORE partner, the Albena resort agreed to invest in sustainable mobility and set up a service of six electric trains and a shuttle bus driving with eco-fuel to allow tourists move around the resort in an environment-friendly way.

In **Limassol**, hotels agreed to sell tickets for the airport shuttle, for urban buses and for bike sharing at the reception on a commission basis.

### 5.3 Benefits for the hotels

The cooperation among hotels and SEEMORE regions led to **win-win partnerships**. In fact, targeted hotels derived benefits too from their contribution to SEEMORE activities.

First of all, hotels are now able to **offer their customers a better service** in terms of information provided. To this regards, all SEEMORE regions organised **free trainings** for hotels' staff, in order for them to be able to provide tourists with updated and correct information on the new or improved sustainable mobility options available in each region. Where new tools were developed (e.g. audio trip application in Madeira, web travel planners in Madeira and Balearics), the trainings included information on how to correctly use them. This way, tourist professionals were provided with the necessary skills to assist tourists using the new tourist products introduced within SEEMORE. The trainings proved to be particularly successful in Dobrich, where the concept of "sustainability" was still unknown and was brought into the tourism industry for the first time. In most cases, a **certificate** or **diploma** was awarded by the SEEMORE team to hotels whose staff attend the training. This document generally recognises the recipient as an accommodation facility **committed to the preservation of the environment**. To this regards, in Madeira HF and the Regional Government for Tourism jointly redefined the scheme of a regional label, introducing indicators related to mobility thanks to SEEMORE.



Figure 3: Training of tourism professionals on sustainable mobility options

In addition to that, hotels are generally getting a **commission** on the sales of PT tickets at the reception. Finally, hotels in Pomerania were given the opportunity to be advertised during the tourism forums and fairs organised by the local SEEMORE partners, as well as to have reduced fees to attend these events.

## 6 PROMOTION OF SUSTAINABLE MOBILITY OPTIONS AT TOURIST ATTRACTIONS

Specific forms of cooperation with tourist destinations were devised within SEEMORE. Similarly to hotels, attractions too need to benefit from the promotion of sustainable transport.

### 6.1 Forms of cooperation

In **Bohuslän**, the SEEMORE team promoted the provision of real-time information at attractions following the same approach adopted with hotels. Most importantly, SEEMORE initiated a campaign aimed at **offering reduced entry fees to visitors reaching the attractions by PT**. Three out of the six major attractions of the region responded positively and developed special offers for PT users.

In **Madeira**, the attractions with which HF established a cooperation included a link to the HF web travel planner in their websites. Moreover, several attractions cooperated with HF in developing a new **sustainable tourist guide** on Madeira, specifically tailored to PT users. HF gathered the information on PT, while attractions provided texts and photographs on the points of interest of the island. In addition to that, several attractions agreed to implement a **scheme of reduced entry fees for PT users**.



Figure 4: Madeira sustainable tourist guide

In **Limassol**, a **free entrance** to four museums (Theatre Museum, Limassol Municipal Art Gallery, Municipal Folk Art Museum, Pattihio Municipal Museum) upon presentation of bus tickets was introduced on Thursdays. The cooperation was established on the basis of goodwill from both the museums and the PT operator: in particular, the Municipality of Limassol and the Limassol Bus Company have an excellent relation and are willing to cooperate and support each other for the benefit of the area. The cooperation between the Municipality and the PT operator also let to a **better access to the shopping street** of the town of Limassol. In fact both parties, together with the Limassol Tourism Board and the Shop Owners Association, lobbied the Ministry of Communication and Works in order to obtain the necessary permits for adding a bus line in order to better connect the shopping street with the tourist area. Finally, thanks to SEEMORE the newly established Cyprus Classic and Historic Motor Museum in Limassol promoted access to the

museum by bus from its opening and subsequently introduced a **shuttle service** connecting the museum to the tourist area at no extra cost.

In **Dobrich**, combined tickets offering transport by PT means and reduced entry fees for leisure activities were introduced thanks to SEEMORE. In order to **secure the support of the relevant stakeholders**, the SEEMORE team organised a series of meetings and free trainings focussing on sustainable mobility, sustainable tourism and energy saving addressed to tourism and mobility professionals. This laid the basis for a solid cooperation between the resorts' management, PT companies and municipalities. As a result, all stakeholders involved agreed to launch the following two combined tickets.

- Combined tickets for coach/boat excursions launched by Albena Tour. The tickets include transport by bus or boat, meals in a restaurant or on board, visits to museums, palaces and fortresses. These tickets were launched in summer 2013 and soon became very popular – 827 of them were sold during the season. The same tickets will be offered in summer 2014.
- Combined tickets including transport and entry for the Sport Dance Competition in Kavarna, launched in summer 2014.

The reduction of the entry fees is shared between the parties involved. In fact, most of the attractions and leisure events are managed by municipalities, which also own PT companies: it is therefore the Municipal Council that approves the discount schemes. As regards attractions managed by private companies, the same companies are motivated to offer reduced entry fees since organised tours guarantee a high number of visitors.

## 6.2 Benefits for the attractions

In **Madeira**, attractions cooperating with HF received a **certificate** or a **diploma**, following the same approach adopted with hotels. Moreover, the same attractions had the opportunity to **advertise themselves** being involved in the preparation of the new sustainable tourist guide.

In **Bohuslän**, the attractions offering reduced entry fees to PT users are **advertised free of charge** in the campaigns of the PT authority.

## 7 CONCLUSIONS

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Hotels generally demonstrated willingness to cooperate with the SEEMORE partners in all regions. Indeed, the **provision of concrete results and data** by the same SEEMORE partners proved to be a **key incentive** for hotels to cooperate and invest in sustainable mobility. In fact, thorough **baseline investigations** were carried out in each SEEMORE demonstrator region before the first implementation summer: detailed questionnaires were submitted to tourists and their results were made available to hotel managers, thus showing that the new offer planned within the project responded to concrete data and **actual needs identified among tourists**.

As regards the cooperation with tourist attractions, it often resulted in **new tourist products** such as “public transport + reduced entry fee” packages. This measure demonstrated that synergies with leisure spots can **enhance PT attractiveness**. In order to trigger enthusiasm around PT, it is necessary to integrate regular PT services with private ones in an attractive tourism package. The gist behind the idea is to **sell destinations and leisure experiences rather than just transport services**.

SEEMORE demonstrates that positive results can be obtained if the cooperation of the relevant stakeholders is secured. With regards to both hotels and tourist attractions, reaching agreements between different actors is considerably **time consuming**. Indeed, the implemented measures are not expensive in terms of money but do require time and staff commitment. However, once the parties get involved and recognise the benefits deriving from fostering sustainable mobility, they do find ways to work together and cooperate with **very positive results**. The promotion of sustainable modes of transport at hotels and tourist attractions certainly led to **win-win solutions** for all the parties involved, allowing establishing effective partnerships for the benefit of the entire tourist regions, their visitors and their inhabitants.

Although the way hotels and especially tourist attractions are managed may vary from one tourist area to another, based on the positive results achieved, the measures implemented within SEEMORE can be definitely considered as **best practices transferable to other tourist regions**. They are in fact simple, “soft” measures, consisting not in heavy interventions, money investment or similar actions that may be out of reach for some regions. On the contrary, these soft measures are mostly the result of cooperation initiatives and agreements that may require some time effort, but are certainly feasible and as such are absolutely replicable in other regions.

Furthermore, the benefits that can be obtained by the regions willing to implement these best practices on their own territory are highly rewarding for all the parties involved: benefits in terms of general improvement of local tourist offer and services, a better customer service, better promotion of tourist services, increase in sales, visibility, professional image, customer



satisfaction, etc. Regions interested in replicating these best practices developed by SEEMORE can freely contact project partners for additional details and suggestions.



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