



## Fact sheet SEEMORE Transfer Workshop II

Deliverable no. D4.2 of the SEEMORE project

Date of preparation of this document: July 2013

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Start date of the project: April 2012

End date of the project: April 2015

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## TABLE OF CONTENTS

1	About the SEEMORE project .....	4
1.1	Project Summary.....	4
1.2	The SEEMORE consortium .....	5
2	Introduction .....	6
3	Summary .....	7
4	Revision and peer review history.....	8
5	Glossary.....	9
6	Information .....	10
6.1	Sustainable mobility information packages (Measure 3.1.1, Action A of the action plans) 10	
6.2	Promotion of mutual links between transport and destination websites (Measure 3.1.2, Action B of the action plans).....	11
7	Integrated packages.....	13
7.1	Introducing integrated packages “sustainable mobility + leisure activities” (Measure 3.2.2, Action B of the action plans).....	13
7.2	Introducing new PT services at leisure/tourist destinations (Measure 3.3.1, Action B of the action plans).....	14
8	Cycling services .....	15
8.1	Complementary infrastructure and services (Measure 3.3.3, Action D of the action plans) 15	
8.2	Low cost bicycle rentals at hotels (Measure 3.3.3, Action A of the action plans) .....	16
8.3	Bicycle transport in PT (Measure 3.3.2, Action A of the action plans) .....	16
9	Training activities .....	17
9.1	Trainings on integrated sustainable mobility options (Measure 3.1.2, Action G and Measure 3.3.4, Actions D and E of the action plans) .....	17
10	Conclusions .....	19
11	List of figures .....	25
12	List of tables .....	26

# 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 Fyrbodol	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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An entire work package of the SEEMORE project is dedicated to the **transfer of knowledge**, which takes place at different levels and among different stakeholders all along the project life cycle.

More specifically, the transfer of knowledge **between the eight SEEMORE demonstrator regions** occurs at two different stages. Firstly, demonstrator regions exchange knowledge on a bilateral basis within work package 3, through the sending of a periodical implementation report to the WP3 leader, who subsequently guarantees exchange and coordination between regions implementing similar actions.

Secondly, a **SEEMORE Transfer Workshop** takes place once a year within work package 4, as a side event of project meetings where all partners participate. The aim of the SEEMORE Transfer Workshops is to allow a broader interaction among demonstrator regions on a direct, horizontal and multilateral basis. The cyclic and systematic nature of the transfer activities lets the demonstrator regions regularly exchange information on how to develop measures and overcome barriers, as some have experience in areas where others do not. The transfer of knowledge is thus also an opportunity for each region to envisage a possible reorienting of the approach followed in its implementation activities, thanks to the contributions of other regions.

## 3 SUMMARY

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The second SEEMORE Transfer Workshop was held in **Palma de Mallorca (Spain)** on **8 May 2013**. The focus of the workshop was **regional strategies**, i.e. how the demonstrator regions are going to implement the actions included in their respective action plans (Deliverables D2.5.1 to D2.5.8). The approach chosen was to make regions illustrate in detail their planned actions and strategies, in order to explain how they are **concretely going to implement** the measures listed in their action plans, with the final aim to share ideas and expectations.

Among all the actions included in the action plans, the ones shared by the highest number of regions were selected for discussion and grouped into the following **four macro-topics: information, integrated packages, cycling services and training activities**. SEEMORE demonstrator regions were divided into two groups, that dealt with two macro-topics each. The details of the groups formed and questionnaires provided as a basis for the gathering of ideas before discussion can be found as Annexes to this document.

The present fact sheet – addressed to local and regional authorities at tourist destinations in Europe, mobility providers, hotels and leisure attractions – summarises the results of the discussions between demonstrator regions held during the workshop, divided according to the four macro-topics mentioned above. For each macro-topic, the relevant measures and actions listed in the regional action plans are indicated.

## 4 REVISION AND PEER REVIEW HISTORY

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Version Number	Date	Comments	Peer reviewed by (Name, Organisation)
1.0	06/08/2013	First draft sent for peer review	Claudio Mantero, HF
1.1	26/08/2013	Second draft sent to peer reviewer for final check	Claudio Mantero, HF
1.2	28/08/2013	First version of Deliverable D4.2 sent to the Lead Partner	Lluís de Victoria Ramis (CINESI), Raul Medina (CINESI)
1.3	18/09/2013	Second version of Deliverable D4.2 sent to the Lead Partner	

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



## 5 GLOSSARY

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Abbreviations provided in this report

Abbreviation	Full name
HF	Horários do Funchal
Provincia FC	Province of Forlí-Cesena
PT	Public transport
WP	Work package

**Table 2 - Abbreviations used**

## 6 INFORMATION

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### 6.1 Sustainable mobility information packages (Measure 3.1.1, Action A of the action plans)

The aspects discussed were the content and visibility of the sustainable mobility information packages.

#### 6.1.1 Content

The planned content of the sustainable mobility information packages includes information on *PT network maps and tourist attractions, cycling services, parking areas and pedestrian areas and tickets, timetables and fares.*

##### 6.1.1.1 *PT network maps and tourist attractions*

In most regions the package will include a **map of the PT network** (train connections, bus lines, and bicycle rentals). To this regard, some regions are considering the option of creating two different products: a printed map providing only basic information (e.g. the main PT lines) and a far more detailed map in digital format, with different levels of information.

All regions are planning to provide information on how to reach the city centre by public transport from the main tourist hubs (airports, ports, train/bus stations). In most regions the **main tourist attractions and points of interest** (monuments, beaches, theme parks, shopping malls, etc.) will also be part of the package. Some regions are planning to include suggested tours as well (for instance, Provincia FC will include information on bus trips to San Marino).

##### 6.1.1.2 *Cycling services*

Apart from **Madeira**, whose morphology impedes major development of cycling services, all regions are planning to include information on cycling services. **Provincia FC** will provide information on where bicycle rentals are located as well as on cycling routes both for reaching the municipalities of the area and for more challenging rides along nature trails. **Limassol** will include information on the existing bicycle sharing scheme (Nextbicycle) and **Pomerania** on the trail crossing the municipality of Choczewo as well as on the network of “green ways” that can be explored by bicycle.

##### 6.1.1.3 *Parking areas and pedestrian areas*

Some regions will include information on parking areas – notably **Limassol** and **Provincia FC**, the latter with a focus on parking areas with intermodal connections. Information on pedestrian areas will be provided by **Provincia FC**, **Limassol** – that will make special reference to pedestrian sea

walks – and **Pomerania**, that will provide information on the paths and shortcuts connecting pedestrian areas to the beaches.

#### *6.1.1.4 Tickets, timetables and fares*

Concerning information on different ticket options, timetables and fares, the region of Madeira pointed out that it is not advisable to provide printed information on data that are subject to change. All partners agreed and that is why several regions (e.g. Madeira, Limassol) are planning to provide information on timetables and fares only in **digital format**, for instance on websites or at bus stations.

All regions are aware of the need to **make the purchase of the tickets easy**. Usually, a ticket machine is already available where the information on PT is displayed. In some regions (e.g. Limassol) tickets are only sold on buses, while where this is not allowed (Provincia FC) some information on where to buy them will certainly be provided.

#### *6.1.2 Visibility*

All regions agreed that the information should be displayed where it is likely to reach the highest number of tourists. Almost all regions are planning to display the information package at the main points of arrival (airports, ports, train and bus stations) as well as to involve hotels and accommodation facilities in the dissemination network, by asking them to display the information too. Info points and tourist offices are also valuable stakeholders in this context, and in some regions (e.g. Provincia FC, Limassol) they are already actively involved in the promotion of PT. Map dispensers will be provided in Pomerania, due to the limited opening hours of the local tourist office. In some regions (Madeira, Provincia FC) the information will be displayed at the main attractions too (e.g. theme parks and shopping malls).

## **6.2 Promotion of mutual links between transport and destination websites (Measure 3.1.2, Action B of the action plans)**

The aspects discussed were the types of stakeholders and websites targeted and the stakeholders' cooperation.

### *6.2.1 Types of stakeholders and websites targeted*

The stakeholders to be involved in this activity are generally airports, hotel associations and municipalities. In addition, the Chamber of Commerce and the Port Authority will be involved in Madeira. All regions consider pages such as “how to find us” or “how to move around” as the most appropriate to host this kind of information (a section called “mobility” is not likely to catch the visitors' attention).

### 6.2.2 Stakeholders' cooperation

In order to convince hotels to include information on PT in their websites, **specific forms of cooperation have to be devised**. To this end, the idea of granting cooperative hotels a sort of card or small poster with the motto “This hotel helps our environment” or “This hotel helps the preservation of [name of the destination]” is particularly appreciated by **Provincia FC** and will thus be taken into consideration. Some regions, such as **Malta**, plan to stress the benefits for the hotels or other stakeholders to provide on-line PT information: by doing so, they will increase their customers' satisfaction. Some regions will also consider the opportunity of signing an agreement with the hotels interested in such a kind of cooperation. In **Madeira** a protocol has already been signed by HF and several hotels, according to which hotels are allowed to sell PT tickets.



Figure 1: Group I: representatives of the regions of Limassol, Madeira, Pomerania and Provincia FC

## 7 INTEGRATED PACKAGES

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### 7.1 Introducing integrated packages “sustainable mobility + leisure activities” (Measure 3.2.2, Action B of the action plans)

The aspects discussed were the planned actions, the operational details and the promotion of the integrated packages “sustainable mobility + leisure activities”.

#### 7.1.1 Planned actions

Different kinds of activities will be implemented by demonstrator regions under this measure.

**Mallorca** is planning to introduce a discount on the ticket of certain tourist attractions for visitors who reach them by PT. Two different means of transport will be involved, i.e. buses and trains. It has been considered that the discount percentage should be at least 20% in order to be attractive. An interesting option could be to split the discount and share it with the hotels that are actively promoting the use of PT to reach the targeted attractions. In this case, when a 20% discount applies, the attractions will offer a 10% discount to the tourist, while the remaining 10% will be transferred to the hotel. The targeted attractions should be private ones – since public ones do not have the necessary financial resources to implement discount policies – and should be willing to make an economic effort to increase their number of visitors through the promotion of PT.

In **Bohuslän** the envisaged incentives to use PT when reaching attractions are discounts or a faster entrance at the attractions, as well as a gift offered to the attractions visitors. The gift could be a coffee or an ice-cream, provided by the attraction refreshment service (e.g. the museum cafeteria); in this case, the ticket for the free item will be delivered directly on the bus (or the other PT means used) and will then have to be displayed at the attraction refreshment point. This kind of incentives (offering gifts) is very common in Sweden and its effectiveness has already been successfully tested.

In **Dobrich** most attractions are public and free, so actions targeting attractions’ entrance fees are not applicable. Discussions with the municipality and the PT company will be initiated with the aim to introduce combined tickets on the occasion of special events, such as concerts. In this case, the integrated package could comprise the PT ticket and a discount on the event ticket.

#### 7.1.2 Operational details

All regions agreed that **the number of attractions involved doesn’t have to be very high** for the measure to be effectively implemented (an average of 5 attractions is considered reasonable). The attractions will be targeted on a singular basis, and the PT means of transport accordingly. All regions plan to arrange a meeting with PT providers and attractions’ site managers to discuss the

proposal. This kind of discussions already started in Bohuslän, where the local tourism board will help the region in creating a network of interested attractions. In Mallorca and Bohuslän an in-house consultant with a deep knowledge of the market will be hired to initiate the contacts with the attractions' site managers and the hotels and set the framework for commercial agreements.

### 7.1.3 Promotion

As regards the promotion of the integrated packages conceived, all regions agree that **destination websites are a key tool**, as well as the provision of information in hotels and on board in buses or other means of transport involved. Bohuslän is planning to provide hotels, camping resorts and attraction sites with monitors displaying **real time PT information**. The local PT authority already 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. Participants largely agreed that this system has proved to be very effective, and regions will verify whether it would be possible for them to set up similar measures.

## 7.2 Introducing new PT services at leisure/tourist destinations (Measure 3.3.1, Action B of the action plans)

In almost every region, leisure and tourist destinations are already well connected to PT routes.

On the contrary, in **Bohuslän**, due to the low population density, some leisure destinations are not reached by PT (this is the case, for instance, of some small villages located along the sea shore). For this reason, the region started evaluating the possibility of introducing an on-demand taxi service. The interest of the taxi drivers has already been positively explored and a pilot route could be designed soon. The service will probably be financed with public funding; in addition, some hotels could be interested in supporting this measure as well.

**Mallorca** is planning to restructure the PT supply in the target area, in order to better adapt it to the seasonal peaks of the related demand. In order for the PT supply to be more flexible, a modification of the administrative framework will be required.

## 8 CYCLING SERVICES<sup>1</sup>

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### 8.1 Complementary infrastructure and services (Measure 3.3.3, Action D of the action plans)

The aspects discussed were the creation of new cycling paths and the improvement of already existing cycling paths.

#### 8.1.1 Improving already existing cycling paths

All regions have a clear picture of the baseline situation of their cycling paths and related needs.

In **Provincia FC** the network of cycling paths is generally well developed and kept in good conditions. Bicycle lanes are safe and well separated from carriageways, except for certain points near roundabouts and crossroads that need some improvement. Cycling paths also need to be better connected to each other. Signs are clear and frequent, in line with traffic laws. However, information on the points of interests and related distances is not provided since cycling paths are generally intended for local residents. Provincia FC intends to make suggestions to and lobby the responsible authority on this aspect.

In **Limassol** cycling paths are in good conditions, safe and well separated from carriageways. However, the signing has to be improved: more signs are needed, both for indicating directions and for signalling the points of interest and related distances. Parking spaces for bicycles are sufficiently provided.

In **Pomerania** cycling is very common and it is part of the local authorities' strategies. However, the limited resources make it necessary to focus on a limited number of measures to reach effective results. The current cycling paths need a better maintenance, an improvement of the signing system and an increased number of parking spaces. Cycling paths are not clearly separated from carriageways, since it has been proved that both residents and tourists prefer to ride next to carriageways rather than in dedicated lanes along alternatives routes.

#### 8.1.2 Creating new cycling paths

Only Pomerania and Limassol are planning to create new cycling paths.

In **Limassol** the new cycling routes will run along the river of Limassol, as well as lead to the new marina currently under construction. The number of potential users will be evaluated in cooperation with a local bicycle sharing company and the Limassol Cycling Club.

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<sup>1</sup> The morphology of the island of **Madeira** makes cycling particularly difficult. For this reason, local authorities tend not to invest in cycling services and there is no cycling strategy. The information contained in this paragraph thus only refers to the regions of Provincia FC, Limassol and Pomerania.

**Pomerania** is planning to create new cycling paths along abandoned railway tracks. The points of interest of the new routes will be appropriately signalled.

## 8.2 Low cost bicycle rentals at hotels (Measure 3.3.3, Action A of the action plans)

In **Provincia FC** hotels used to make bicycles available for tourists completely free of charge. However, legal issues hampered the implementation of the service. In fact, according to recent regulations the hotel is liable if a tourist gets injured using one of the bicycles provided. For this reason, many hotels are stopping the provision of the service. As an alternative, Provincia FC plans to investigate the possibility of establishing an agreement between hotels and bicycle rentals: in this case, a discount on the bicycle rental fee would be granted to the tourist proving that he's staying in a "partner" hotel. This solution has already been successfully applied in other regions. An additional success factor lies in the fact that tourists prefer to use a bicycle from a bicycle rental rather than from a hotel, since the first one is generally kept in better conditions.

In **Limassol** most hotels already offer bicycles for rent. Several hotels that are not able to provide this service established protocols with nearby bicycle rentals.

**Pomerania** is not planning to introduce this service.

## 8.3 Bicycle transport in PT (Measure 3.3.2, Action A of the action plans)

In **Provincia FC** bicycle transport is only allowed on some trains. According to the investigations carried out by the region, local bus operators are not interested in setting up such a service because of problems related to logistics, safety of the users and legal liability in case a passenger gets injured while handling a bicycle on a bus.

In **Limassol** bicycle transport on PT means is not needed by tourists, since all the hotels and bicycle rentals are located close to the beaches. The service would be useful for local residents, but PT operators are not interested in setting it up.

In **Pomerania** bicycle transport is allowed on trains. Concerning buses, the driver decides whether to allow the transport or not on a case by case basis, depending on the room available on the bus itself.



## 9 TRAINING ACTIVITIES

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### 9.1 Trainings on integrated sustainable mobility options (Measure 3.1.2, Action G and Measure 3.3.4, Actions D and E of the action plans)

The aspects discussed were *trainers and trainees, promotion, content, organisation and practical details* and *follow up* of the planned trainings on integrated sustainable mobility options.

#### 9.1.1 Trainers and trainees

In all regions trainings will be delivered by the **project staff**. In some cases, e.g. in Bohuslän and Malta, external experts might be invited as speakers too.

In all regions the trainings target groups are **tourism and mobility stakeholders**. These include hotels' staff, tourist offices' staff and transport providers' staff.

#### 9.1.2 Promotion

In order to make the trainings appealing for the target groups, the strategy shared by all regions is to **underline the benefits of the trainings for the target groups**. These include an increased knowledge about tourism mobility, a better image for their organisation and the opportunity to increase their customers' satisfaction by providing them with useful information. Moreover, a diploma or certificate of attendance will be awarded to the trainings participants.

In **Dobrich**, which already held its first training, the trainees are members of the Local Working Group and have signed letters of support; their commitment to the project activities is thus guaranteed.

#### 9.1.3 Content

In most regions the content of the trainings still has to be precisely defined.

**Bohuslän** plans to focus the trainings on three main aspects: PT information for tourist planners, parking policies and PT in comprehensive planning, i.e. how to better include PT in urban planning from its very beginning.

**Malta** plans to give an overview of the PT options available, with a focus on the *sustainable mobility information package* to be conceived.

**Mallorca** plans to present the PT options available and where and how to get updated information on them.

**Dobrich** first training (7 March 2013) introduced the concepts of mobility management and integrated sustainable mobility options. The second training will deal with energy saving by reducing car use.

In all regions, trainees are expected to acquire a deeper knowledge of PT options that they will then present to tourists. Most trainings also foresee an open discussion session, where trainees will be asked for their suggestions for PT improvements, also, in the case of Dobrich, on the basis of a short video showing mobility management measures in other countries. In Mallorca the trainees will also be asked to gather information on the tourists' interest in PT.

#### **9.1.4 Organisation and practical details**

In order to maximise the trainings appeal, **the setting of the trainings will have to be carefully chosen and the training themselves properly organised**. In most regions trainings will take place in a hotel conference room and a lunch will be offered afterwards. All regions agreed to have **half-day or one-day trainings at maximum**. The period during which trainings will be delivered varies from one region to another, according to individual needs. In some regions (e.g. Mallorca, Dobrich) trainings will be delivered before the peak season, taking into account that a turnover in targeted stakeholders' staff may occur during the year. In other regions, such as Bohuslän, the training period will vary according to the target group: tourist professionals are planned to be trained in June 2013 and mobility planners in autumn 2013.

#### **9.1.5 Follow up**

All regions deem it useful to assess the effectiveness of the trainings with appropriate indicators (e.g. the number of people trained, the number of targeted organisations' websites providing information on PT, etc.) but details on this matter still have to be defined.



Figure 2: Group II: representatives of the regions of Bohuslän, Dobrich, Mallorca and Malta

## 10 CONCLUSIONS

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The following tables summarize the **main lessons learned and information exchanged** during the seminar.

The seminar proved to be undoubtedly useful, since it provided regions with the opportunity to **enter into detail** concerning the measures they will implement and define the related actions more precisely and concretely. Indeed, the participants benefitted from the **exchange of information, views and ideas** which took place among the partners.

Concerning the **sustainable mobility information package**, one of the most interesting suggestions was the possibility of creating two different products: a printed map providing only basic information (e.g. the main PT lines) and a far more detailed map in **digital format**, with different levels of information (including points of interest, the main tourist attractions, etc.). Information frequently subject to change, such as timetables and fares, should be provided only in digital format too. The provision of **real time PT information** at hotels and tourist attractions was also unanimously considered extremely effective to increase the use of PT.

Concerning the **integrated packages “sustainable mobility + leisure activities”**, discounts, gifts or (in case of limited resources) a faster entrance offered by the attraction turned out to be the most appropriate means to promote the use of PT. An interesting option envisaged was to split the discount and share it with the hotels that actively promote the use of PT to reach the targeted attractions.

In order to **secure the support of the key stakeholders’** – hotels’ staff, tourist offices’ staff, PT providers’ staff – it was unanimously agreed that **specific forms of cooperation have to be devised**, both for the training activities and the promotion and dissemination of the information and integrated packages. A good starting point would be to **stress the benefits and positive outcomes of cooperating with SEEMORE for the same stakeholders’**: these include an increased knowledge about tourism mobility, a better image for their organisation and the opportunity to increase their customers’ satisfaction by providing them with useful information. Moreover, it was agreed that a **diploma or certificate of attendance** will be awarded to the trainings participants. Another possible incentive is to grant cooperative hotels a sort of card or small poster with the motto “This hotel helps our environment” or “This hotel helps the preservation of [name of the

destination]”. If the stakeholder’s interest in this kind of cooperation is high, the signing of an **agreement or protocol** was deemed the best way to give the cooperation a long-term character.

INFORMATION						
Sustainable mobility information packages				Promotion of mutual links between transport and destination websites		
Content				Visibility	Type of stakeholders and websites targeted	Stakeholders' cooperation
PT network maps and tourist attractions	Cycling services	Parking areas and pedestrian areas	Tickets, timetables and fares			
<ul style="list-style-type: none"> <li>➤ PT network map (all regions) - in some cases, a printed map with basic information and a more detailed digital map</li> <li>➤ How to reach the city centre from the main tourist hubs(all regions); main attractions (all regions); suggested tours (Provincia FC)</li> </ul>	<ul style="list-style-type: none"> <li>➤ Cycling routes (Provincia FC, Limassol, Pomerania)</li> <li>➤ Bicycle sharing scheme (Limassol)</li> <li>➤ Bike rentals (Provincia FC)</li> </ul>	<ul style="list-style-type: none"> <li>➤ Parking areas (Limassol, Provincia FC)</li> <li>➤ Pedestrian areas (Limassol, Provincia FC, Pomerania)</li> </ul>	<ul style="list-style-type: none"> <li>➤ Not on paper support, since subject to frequent changes, but in digital format (Madeira, Limassol)</li> <li>➤ Information on where to buy the tickets (all regions)</li> </ul>	<ul style="list-style-type: none"> <li>➤ Information package displayed at the main points of arrival (airports, train stations, etc.), in hotels and tourist offices (all regions)</li> <li>➤ Map dispensers (Pomerania)</li> </ul>	<ul style="list-style-type: none"> <li>➤ Airports, hotel associations, municipalities (all regions); Chamber of Commerce and Port Authority (Madeira)</li> <li>➤ Pages such as "how to find us" or "how to move around"</li> </ul>	<ul style="list-style-type: none"> <li>➤ Specific forms of cooperation have to be devised (all regions)</li> <li>➤ Stress the benefits for the stakeholders (Malta); granting stakeholders an "advertisement poster" (Provincia FC); signing protocols including various types of cooperation (Madeira)</li> </ul>

Table 1: Information

INTEGRATED PACKAGES			
Introducing integrated packages "sustainable mobility + leisure activities"			Introducing new PT services at leisure/tourist destinations
Planned actions	Operational details	Promotion	
<ul style="list-style-type: none"> <li>➤ Introducing a 20% discount on the ticket of some private attractions for visitors who reach them by bus or train - possibility to split the discount between the tourist and the hotel providing information on the attraction (Mallorca)</li> <li>➤ Introducing a discount, a faster entrance or a small gift to the tourists reaching certain attractions by PT (Bohuslän)</li> <li>➤ Introducing combined tickets on the occasion of special events, with discounts on the event ticket for PT users (Dobrich)</li> </ul>	<ul style="list-style-type: none"> <li>➤ Around 5 attractions involved (all regions)</li> <li>➤ Attractions and PT means targeted on a singular basis (all regions)</li> <li>➤ Arrange a meeting with PT providers and attractions' site managers (all regions)</li> <li>➤ Help provided by the local tourism board (Bohuslän) and/or by an in-house consultant to be hired (Mallorca, Bohuslän)</li> </ul>	<ul style="list-style-type: none"> <li>➤ On destination websites, hotels and on board on PT means (all regions)</li> <li>➤ Provide monitors with real time PT information in hotels and attraction sites (planned by Bohuslän, strongly appreciated by all regions)</li> </ul>	<ul style="list-style-type: none"> <li>➤ Introducing an on-demand taxi service (Bohuslän)</li> <li>➤ Restructuring the PT supply with modifications of the administrative framework (Mallorca)</li> </ul>

**Table 2: Integrated packages**

CYCLING SERVICES			
Complementary infrastructure and services		Low cost bicycle rentals at hotels	Bicycle transport in PT
Improving already existing cycling paths	Creating new cycling paths		
<ul style="list-style-type: none"> <li>➤ Need to improve connections between cycling paths and to provide information on the points of interest (Provincia FC)</li> <li>➤ Need to improve signs, both on directions and points of interest (Limassol)</li> <li>➤ Need for a better maintenance, an improved signing system and more parking spaces (Pomerania)</li> </ul>	<ul style="list-style-type: none"> <li>➤ New cycling paths along the river and leading to the marina (Limassol)</li> <li>➤ New cycling paths along abandoned railway tracks (Pomerania)</li> </ul>	<ul style="list-style-type: none"> <li>➤ Service already operating (Limassol)</li> <li>➤ Hotels no longer interested for legal reasons, so plans to establish agreements between hotels and bike rentals (Provincia FC)</li> </ul>	<ul style="list-style-type: none"> <li>➤ Service only allowed on some trains, bus operator not interested for legal reasons (Provincia FC)</li> <li>➤ Not needed because of short distances (Limassol)</li> <li>➤ Allowed on trains and, depending on the crowding, buses (Pomerania)</li> </ul>

**Table 3: Cycling services**

TRAINING ACTIVITIES ON INTEGRATED SUSTAINABLE MOBILITY OPTIONS				
Trainers and trainees	Promotion	Content	Organisation and practical details	Follow up
<ul style="list-style-type: none"> <li>➤ Trainers: the SEEMORE project staff (all regions)</li> <li>Trainees: tourism and mobility stakeholders (all regions)</li> </ul>	<ul style="list-style-type: none"> <li>➤ Underline the benefits of the trainings for the target groups (all regions)</li> </ul>	<ul style="list-style-type: none"> <li>➤ PT information for tourist planners, parking policies and PT in comprehensive planning (Bohuslän)</li> <li>➤ PT options available and sustainable mobility information package (Malta)</li> <li>➤ PT options available (Mallorca)</li> <li>➤ Introduction to mobility management and integrated sustainable mobility options; energy saving (Dobrich)</li> <li>➤ Open discussion session (all regions)</li> </ul>	<ul style="list-style-type: none"> <li>➤ Half-day or one-day trainings (all regions)</li> <li>➤ Proper organisation, lunch offered (all regions)</li> </ul>	<ul style="list-style-type: none"> <li>➤ Foreseen, but details still to be defined (all regions)</li> </ul>

**Table 4: Training activities**



## 11 LIST OF FIGURES

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Figure 1: Group I: representatives of the regions of Limassol, Madeira, Pomerania and Provincia FC

Figure 2: Group II: representatives of the regions of Bohuslän, Dobrich, Mallorca and Malta

## 12 LIST OF TABLES

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Table 1: Information

Table 2: Integrated packages

Table 3: Cycling services

Table 4: Training activities