

MALTA - Output impact indicators

<p>Outputs +</p> <p><i>Output Indicators</i></p>	<p>Impact indicators</p> <p><i>(within project duration) – if stated in action plan: target value for specific action – otherwise overall value for the</i></p>	<p>Impact indicators on behavioural change</p> <p><i>(within project duration) – target</i></p> <p><i>Values are for the whole demonstrator region</i></p>	<p>Impact Indicators</p> <p><i>(to be reached until 2020)</i></p>	<p>Means of monitoring/</p> <p><i>evaluation for impact indicator</i></p>
<p>O 1.1. : Sustainable mobility information package</p> <p><i>1 Information package in in English in electronic and printed format</i></p>	<p>I 1.1.1 Malta: 5,000 tourists reached with information package</p> <p>I 4: Visitors reached by promotion/awareness campaigns: 400.000</p>	<p>I 1.1.2 60 % of targeted visitors aware of sustainable mobility options</p>	<p><i>Reduction of private car use among targeted visitors by 10 % (compared to the start of the All demonstrator regions together:</i></p> <p><i>Annual reduction of 95 million car kilometres compared to 2010</i></p>	<p>I 1.1.1 Malta: Counting of downloads from hotels' websites; number of printed copies</p> <p>I 1.1.2: Survey at tourists (do you know? Have you seen?); Q11</p> <p>I 4: Surveys at hotels/tourists: did you see? Hear? Promotion actions</p>
<p>O 1.2 Sustainable mobility information provision in long distance collective transport services</p> <p><i>5-10 long distance operators contacted</i></p> <p><i>No. of long distance operators providing information in websites or magazines</i></p>	<p>I 1.1.1.a: Number of Passengers receiving Information</p> <p>I 4: Visitors reached by promotion/awareness campaigns: 400.000</p>	<p>I 1.1.2 60 % of targeted visitors aware of sustainable mobility options</p> <p>I 3.b Increase of annual PT-demand by 50.000 passengers</p>		<p>I 1.1.1.a Quantification of information in magazines (and print run)</p> <p>I 2.1.Quantification of visits to sustainable mobility (PT) website through external partner link (google analytics)</p> <p>I 2.1.: Number of internet site with direct link to PT website</p> <p>I 1.1.2: Survey at tourists (do you know? Have you seen?); Q11</p> <p>I 3.b Quantification of PT demands (before and after implementation); Nr. 33 (Modal Split), Nr. 39</p>
<p>O 1.3. Emission Calculation Tool</p> <p><i>At least one website with emission calculation tool, in EN</i></p>	<p>I 3 No 5,000 tourists reached</p>	<p>I 1.1.2 60 % of targeted visitors aware of sustainable mobility options</p>		<p>I 1.3 Quantification of uses of emission calculation tool (google-analytics)</p> <p>I 1.1.2: Survey at tourists (do you know? Have you seen?); Q11</p>
<p>O 2.1 Integration of mobility information in hotel's services to customers and websites</p> <p><i>50 hotels contacted</i></p> <p><i>No. of hotels providing info on website and at reception</i></p>	<p>I 2.1.: No. of visitors receiving new information</p> <p>I 4: Visitors reached by promotion/awareness campaigns: 400.000</p>	<p>I 1.1.2 60 % of targeted visitors aware of sustainable mobility options</p>		<p>I 1.1.2: Survey at tourists (do you know? Have you seen?); Q11</p> <p>I 2.1.: Number of internet site with direct link to PT website</p> <p>I 2.1.Quantification of visits to sustainable mobility (PT) website through external partner link</p> <p>I 4: Surveys at hotels/tourists: did you see? Hear? Promotion actions</p>
<p>O 2.1.1 Promotion of mutual links between transport and destination websites</p> <p><i>At least 5 destination with links to PT-Website</i></p>	<p>I 2.1.1 No. of visitors reached with new information</p>	<p>I 1.1.2 60 % of targeted visitors aware of sustainable mobility options</p> <p>I 3.b Increase of annual PT-demand by 50.000 passengers</p>		<p>I 1.1.2: Survey at tourists (do you know? Have you seen?); Q11</p> <p>I 2.1.Quantification of visits to sustainable mobility (PT) website through external partner link (google analytics)</p> <p>I 2.1.: Number of internet site with direct link to PT website</p> <p>I 3.b Quantification of PT demands (before and after implementation); Nr. 33 (Modal Split), Nr. 39</p>
<p>O 2.3 Training of local mobility and tourism planners and staff</p> <p><i>20 participants</i></p>	<p>I 2.3 80 % of tourism professionals state that their knowledge on sustainable mobility options and service skills has increased</p> <p>I 2.3 malta; . New mobility solutions in mobility/ tourism, etc. plans</p>	<p><i>Contribution to impact indicators dependent on solutions implemented</i></p>		<p>I 2.3 Feedback from participants</p> <p>I 2.3.: . Survey among trainees; HR9</p> <p>I 2.3 Quantification/Specifications of new mobility solutions implemented</p>

No./Type of dissemination material spread 1-2 billboards in tourism area/airport				I 4: Surveys at hotels/tourists: did you see? Hear? Promotion actions I 1.1.2: Survey at tourists (do you know? Have you seen?); Q11
Malta O1: Translation of mobility information package <i>Translation from English into at least one other language (Italian)</i>	I 1 Malta: No. of visitors reached with IT, DE, FR, ES	I 1.1.2 60 % of targeted visitors aware of sustainable mobility options		I 1.1.2: Survey at tourists (do you know? Have you seen?); Q11 I 1 Malta: Quantification of website uses in IT, DE, FR, ES
O2.3a :Environmental Quality Label on mobility behaviour <i>No. of hotels reached</i>	I 3 Malta: No. of hotels/hotel staff with certificate	I 3.b Increase of annual PT-demand by 50.000 passengers		I 3.b Quantification of PT demands (before and after implementation); Nr. 33 (Modal Split), Nr. 39; Quantification of PT Tickets sold
		I 3.a Reduction of private car use by 10 %		I 3a.: Survey at hotels and tourists; Q4; Q5; Nr.33 (Modal Split), Nr. 46
	I 3 Malta: Visitors reached			
Malta O4: Information desk extension <i>At least 10 information desks extended</i>	I 4 Malta: No. of visitors reached	I 1.1.2 60 % of targeted visitors aware of sustainable mobility options		I 4 Malta: Quantification of maps, brochures, etc. spread via information desks I 1.1.2: Survey at tourists (do you know? Have you seen?); Q11 I 3.b Quantification of PT demands (before and after implementation); Nr. 33 (Modal Split), Nr. 39
Malta O5: Guided tours by boat or coach <i>Information material as part of the sustainable mobility information package</i>	I 5 Malta: 5,000 tourists reached with information package	I 1.1.2 60 % of targeted visitors aware of sustainable mobility options		I 1.1.2: Survey at tourists (do you know? Have you seen?); Q11 I 3a.: Survey at hotels and tourists; Q4; Q5; Nr.33 (Modal Split), Nr. 46
	I 5 Malta; No. of visitors participating in guided coach and boat tours			I 1.1.1.a Quantification of information packages distributed I 5 Malta; Quantification of rise in guided tour participants I 5 Malta: Quantification of visitors participatin in tours
O 2.6a Contributions to existing/possible SUMP	I 2.6.3 80 % of tourism professionals state that their knowledge on sustainable mobility options and service skills has increased			I 2.6.3 Feedback from participants I 2.6. 3 Survey among trainees/tourism professionals