

Tourism and public transport

Best practice toolkit in Madeira



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Our profile (1/2)



Horários do Funchal is a PT Operator in Madeira

- We transport 22,2 million pax year in Funchal
- We transport additional 1,5 million pax year in the interurban service
- Furthermore, we provide tourism rental service



Modal share in Funchal

- Car: 49%
- Public Transport: 34%
- Moped, bicycle, walk: 17%



Our profile (2/2)



We are very active in urban mobility initiatives, in a wide range of different European, National and worldwide projects within the DGTREN, INTERREG, Intelligent Energy Europe, and ERDF.



Madeira Island and the city of Funchal

Madeira Island is a Portuguese archipelago lying in the middle of the Atlantic Ocean, with political and administrative autonomy, a local parliament and government. According to the 2011 Census, the Region has a population of about 262,000 inhabitants, 114,000 of which live within the limits of Funchal, the capital.

The Archipelago of Madeira was discovered in 1418, by Portuguese navigators, and is formed by the Madeira Island, the Porto Santo Island, the Desertas Islands and the Selvagens Islands, but only the first two are inhabited.

Considering that tourism is an important economic activity of the Region, the flouting population also contributes to the high population density of Funchal, where the main services and commerce are highly concentrated.

Statistical figures	
Area (km ²): 21	Number of transport user persons (per day): 400,000
Population: 114,000	Car: 40%
Density (inhabitants/km ²): 5,470	Public transport: 24%
Total daily movements: 54,000	Motor: 20%, walk: 17%

The main road network in Funchal consists in radial roads built along the shoreline and in narrow roads of streets (between 10, 40 and 200 metres). The network is complementary to very narrow, steep and highly steep roads that challenge public transport service operations. The city however, at 200 metres altitude, ensures an easy traffic flow throughout the city and vice versa, without interfering in the central urban traffic.

The urban public transport service, with a total of 8 routes, covers 200 kms length of road network, transporting a total of 23,2 million passengers per year. The fare service in Funchal comprises 1,66 vehicles (about 35% of total working taxis in the Region). Funchal has about 60,000 vehicles in circulation (resulting in 1.8 inhabitants per vehicle).

Moreover, the city has 1,100 good parking spaces (parking meters), 500 spaces for residents, 400 spaces for loading/unloading and 5,000 spaces in paid parking infrastructure. Also, some free parking spaces exist outside the historic centre of the city. In addition, the Municipality of Funchal assesses the coordination and regulation of the traffic, emergency systems, including traffic signs and emergency structures, stationing mobility devices, evaluates public and private mobility plans and projects, cooperates with the traffic and transport stakeholders, and grants spaces in the construction of public transport infrastructure.

The Municipality is also responsible for the construction and maintenance of the municipal road network, according to the best planning, for the supervision of the public road use, and also for the city parking policy.

In 2007, Funchal has concluded a Mobility Study, aiming to further understand the local mobility situation and trends, in order to define future measures and policies. During the last years, Funchal progressively closed urban streets in the historical centre, promoting pedestrian mobility, implemented a new restricted surface parking policy in the city core, constructed street steps around the city, contributing to reduce significantly the traffic flow in the city core, and constructed pedestrian alleys along the coast, promoting pedestrian circulation and leisure activities. In spite of the initial constraints, Funchal has also recently implemented the first bicycle lanes in the West coastline area, where the terrain is more flat, and is planning to expand this lane towards the city centre.

- Public transport can play a role in reinforcing Europe as the World leading region with regard to tourism. We need a new and focused approach to tourism
- Madeira is working on the building blocks of CIVITAS to bring tourism mobility issues onto the top of the political and public agenda.

How we became a best-practice?



We have to know our tourists well

- Conduction of surveys at the airport

Get deep into their minds and habits

- State-of-the art revision of existing literature about tourism and mobility (roadmap).

Understand what they like to do and how they manage to travel around

- Shape a profile of our tourist and define a realistic action plan (toolkit)

SEEMORE stands for Sustainable and Energy Efficient Mobility Options in Tourist Regions in Europe

- There is no need to conduct large and resource-consuming surveys. A sample of 200 can be reasonable for a medium-sized city.
- From the results of the survey, one can shape the tourist profile and prepare.
- For example, due to increasing use of mobile devices during holidays, one can sketch high strategic trends, such as:
 - **Technology will enhance travel by layering information about history and culture over physical locations, enriching the subjective experience of travel.**



State-of-the-art



A study from Amadeus, a world leading technological company, highlights the gaps between expectations and reality that tourists often come across

From chaos to collaboration

How transformative technologies will herald a new era in travel

The future of travel is likely to be shaped by technological and social innovations to reduce stress, uncertainty and to encourage collaboration among travellers and with travel providers. Click below to share the frustrations and desires you agree with.

TRAVELLERS' FRUSTRATIONS

TRAVELLERS' EXPECTATIONS



Reduction of tourist anxiety with regard to transport options

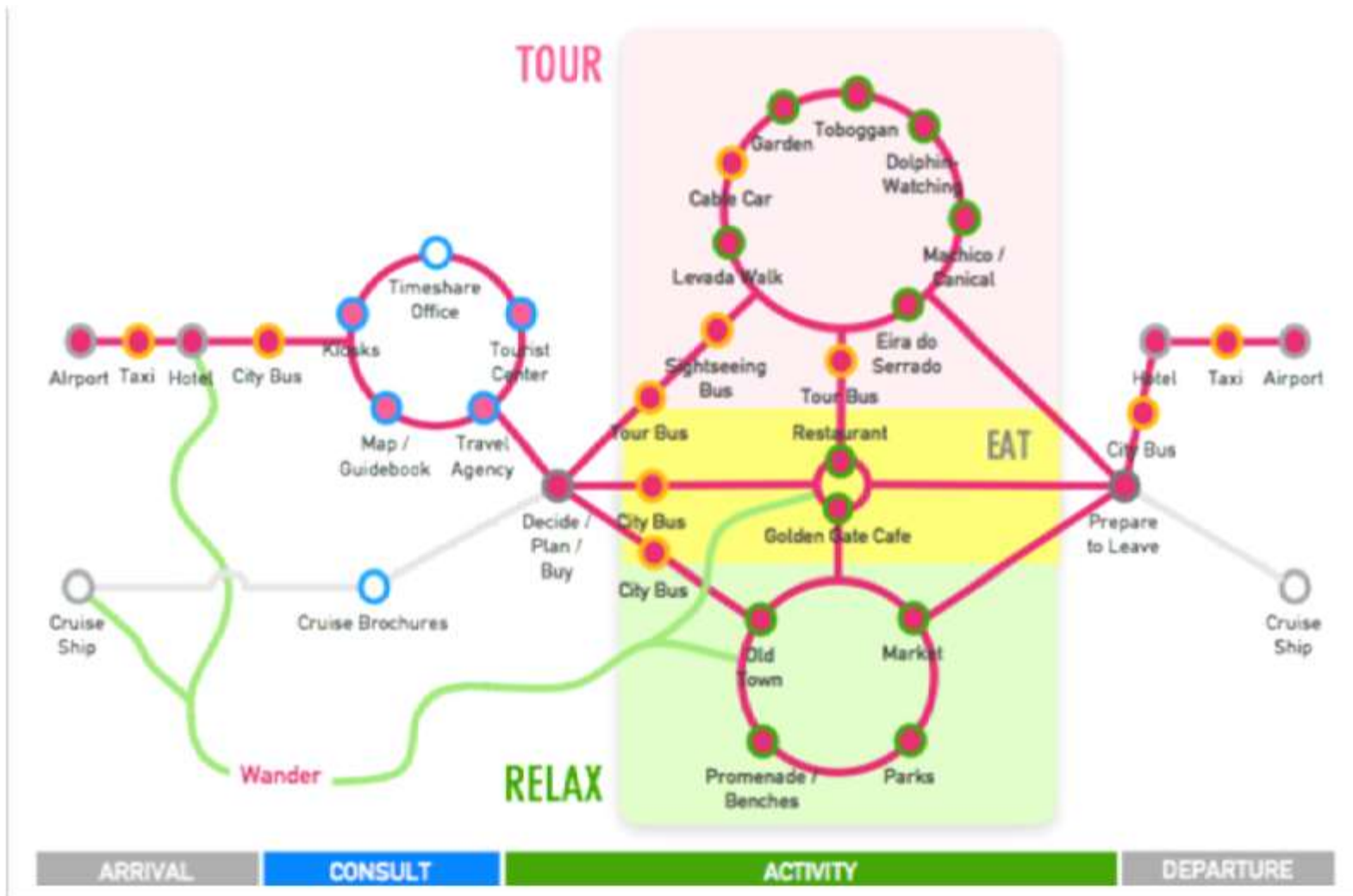


Understanding tourists and tourism flow



During recent years we have developed expertise and we now know tourism trends well. This step is essential to identify gaps and problems where we can step in and implement specific solutions

Consultation before



Share opinions

EU response to key challenges ahead - SEEMORE



SEEMORE stands for Sustainable and Energy Efficient Mobility Options in Tourist Regions in Europe

- SEEMORE aims to an increased co-operation between tourism and mobility sectors in order to intensify use of sustainable transport modes
- The project runs from April 2012 till April 2015



Understanding tourist needs and tourist experience



Key principles:

- to offer personalized customized service to boost visitor experiences

SEEMORE in Madeira is focused on small actions that can generate a new mind-set among tourists and among the regional tourism industry alike

- The driving concept is to address each of the four main areas of the tourism experience flow and integrate a well-balanced package
 - **Consult** Tourists prepare their trips in advanced and consult mostly the Internet to seek for information about the destination they want to visit. During their visit, tourists often use gadgets and paper docs. to be kept informed about attractions and events
 - **Arrival** Some tourists only decide their travel options when they get to the airport. We need to offer them sound and effective solutions
 - **Activity** This is the cornerstone of transport solutions. Arrangements have to be taken so that sustainable mobility is the “natural” solution that visitors choose either to relax, eat or tour
 - **Departure** Why not give tourists a final souvenir of their stay, and reward those who have used



Consultation in advanced



Whether a tourist is visiting the website/facebook of the PT operator, the Municipality, or the Region official website, they will be forwarded to the travel planner

Municipality of Funchal



Ports authority



Official regional facebook account



All the main web portals readdress flow towards our **Travel Planner**, developed by CIVITAS and extended during SEEMORE



Consultation in advanced



Give more information to tourist about mobility habits in Madeira Support
Support actively sustainable mobility attitude in local Tourism industry

Emission Tool Calculator

- All 8 SEEMORE Regions are undertaking a common approach to design an emission tool calculator.
- A tool for tourists to collect information about their “environmental footpath” during their holidays.



I've spent nearly half a ton of CO₂ just to arrive here at Brest!

Certification policy of good practice

- In Madeira exists a label which recognize excellent mobility solutions provided by the hotels. (like PT information at reception, bikes for guests...)
- Mobility-wise, Tourists perceived positively hotels that distinguish themselves by excellent customer service with regard to transportation.



Thanks to cooperation between tourism and mobility actors, tourists will come across with targeted campaigns either during their flight or when arriving at the airport

Easy access to Public transport service and information

- Aerobus tariff integration with the urban PT Operator. This scheme will make PT more appealing and easy to use.
- AIRPORT billboard with special approach to tourists
- Public transport information provided in official tourism information point.



Commercial protocols with airline companies

- Arrangements are being set up to promote sustainable transport options with several airline companies (TAP, EasyJet, TUI, Ryanair).
- Collaboration with high level international and cross border transport and tourism actors will rely, for example, on news-items to be published in magazines available on-board.



Consultation on-site



Develop a tailored information about public transport, that can strengthen the role of this energy-efficient mode of transport and make information about it as competitive as the one available for cars and chartered buses

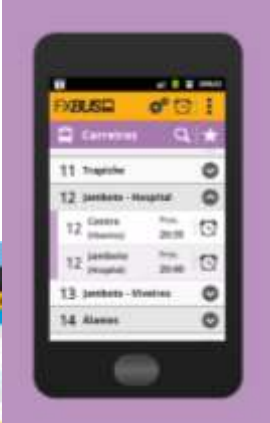
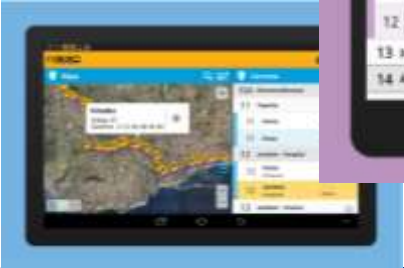
Mobile access to the PT Operator website

- Madeira has made progress in offering tourists and locals alike the chance to organize their trip with ease and directly in their mobile phone



Mobile APP to offer static and dynamic information about service

- Promotion of Android app. jointly developed by a local company and University with schedules and real time info.



Consultation on-site

Contact Tourism industry actors to promote a new common approach to tourist mobility. All actors act with the same aim to inform about mobility options in all channels, such information points, receptions, local shops...



Training for tourism professionals about PT service

- Hotel receptionists and PT ticket sellers are being subject to specific training about the PT fare menu, new information devices and services.
- Service skills are expected to increase and tourists are likely to become more satisfied with their travel experience.
- Our main task is to provide all people who contact with tourist with good information about PT solutions



Viral videos

- We have produced the Seemore corporate video that can already be found on *You Tube*.
- We are also producing a fresh and attractive regional video to be disseminated at fairs, conferences, Hotel video circuits and main entrance gateways (airport and port)



Relax – the decision-making process of tourists is becoming greener

For travellers that like a bit adrenaline, interurban PT is carrying bicycles

- To take advantage of the world-recognizable features of Madeira landscape, many tourists like to descend the cliffs by bicycle. For this niche, we now offer the chance to carry bicycles in interurban busses. This action is up-scaled from the CIVITAS Bus&Bike measure that was deployed in urban ground.



Events calendar

- Thanks to large stakeholder commitment, it was possible to define a calendar of regional events and a set of communication channels to promote the use of soft modes for tourists wishing to attend the festivities. Curbing the circulation of pollutant private transport modes nearby the place where the festivities take place is a supportive action taken by Funchal partners.



New PT routes to tourist destinations and sustainable mobility options during big events

- Often, PT is organized for locals and not for visitors. Therefore, Madeira is currently fitting the network to tourism needs. That is to say, to reinforce PT supply or to redesign the PT routes that connect to core tourism hallmarks, attractions but also major sought-after events that are now more accessible for visitors to attend (either in terms of information availability and provision of transportation).



Activity

Eat – vouchers, discounts... synergies with restaurants and leisure spots can enhance PT attractiveness



Discounts for PT users

- To trigger enthusiasm around PT, one needs to integrate regular services with private ones in an attractive tourism package. The gist behind the idea is to **sell destinations and events rather than just transport services.**



Activity



Tour – make PT appealing and more competitive than private modes

Sustainable touristic guide

- We've produced the first tourism and mobility guide tailored specifically to PT fans. This guide will be printed and handed over at the hotels with which the PT Operator has set agreements, but it will also have a downloadable version so than everyone can carry it with them,



Tickets sold at the hotels

- To capitalize from CIVITAS experience, we are continuing to explore the hotel receptions as a selling point for PT tickets and information devoted to tourists. There, tourists feel confident buying tickets and receptionists are rewarded with a commission for their commitment. It is a win-win partnership!



Audio Trip app.

- This will certainly be tourists' favourite application to move around Madeira in a sustainable way, as it provides valuable tips and history lessons as the busses wind their way through the mountains and forest of Madeira



Departure

Collect tourist memories and reward good practices

Photo Campaign

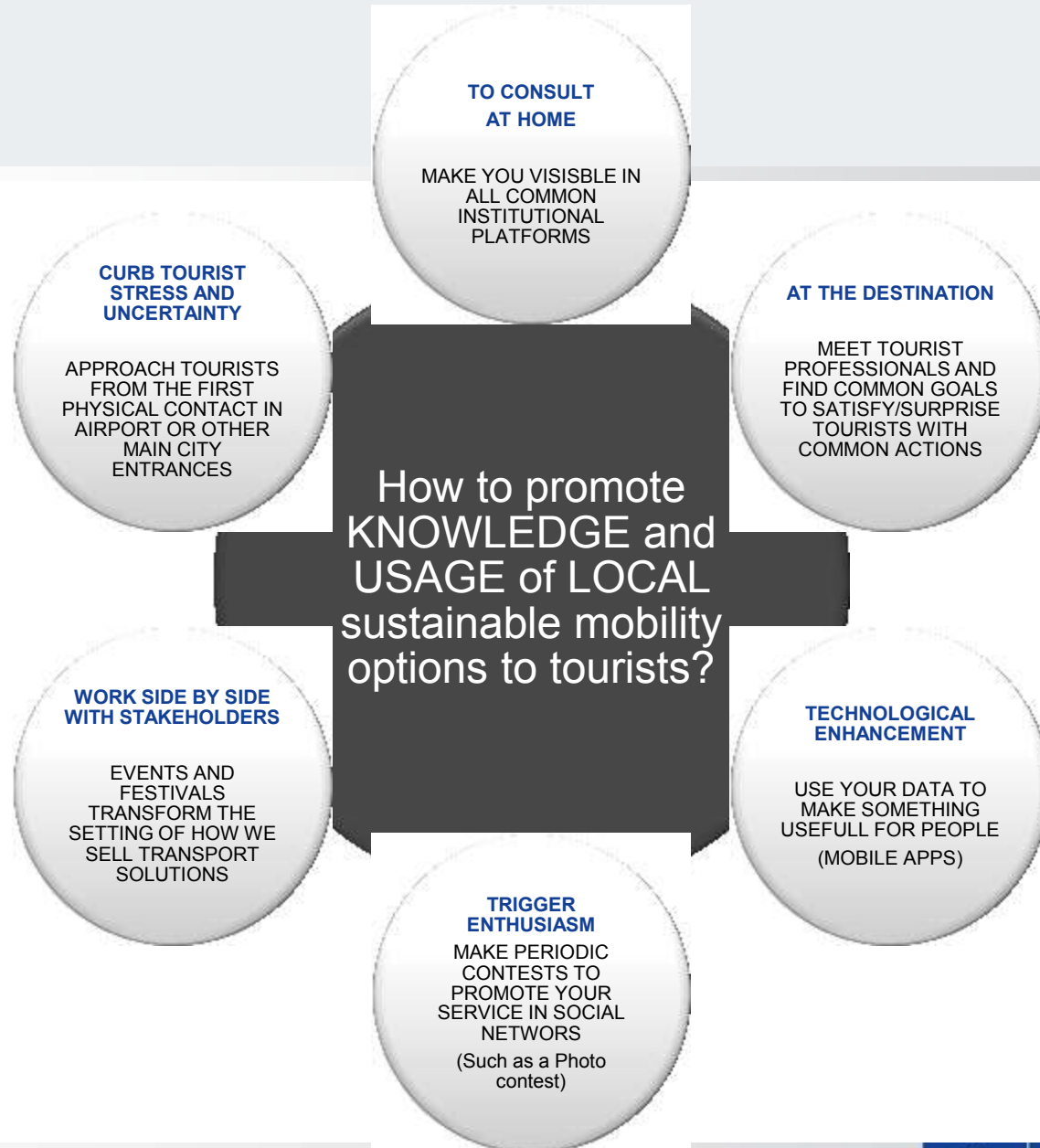
- Madeira is interested in gathering good memories about leisure-travel experiences. So we have launch a contest (that is ongoing) which will reward the more creative and skilled photographs. As some SEEMORE measures are stepping into a decisive implementation stage, it will be of no surprise if tourist's photos capture some of the most exciting concrete actions that are being thoroughly developed to convince tourists that soft and collective modes of transport are the best option to discover Madeira.



Tourist KIT

- Tourist's who bought a PT ticket in the reception can carry with them a map and a kit to remember the place they visited.





Thank you!

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