



2020
CiViTAS
Cleaner and better transport in cities

DESTINATIONS



Measure Evaluation Result

LIM 6.2 - Combined tourist and mobility products: Green Label Award and Tourist Mobility Card

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Executive summary

This measure aims to enhance tourism and leisure transport through the implementation of a Tourist Mobility Card that is supported by Green Label partners. The Tourist Mobility Card assists in increasing the number of tourists using sustainable mobility modes for their leisure trips by enabling them to buy one ticket for the duration of their stay for all their public transport transfers (urban and rural). At the same time, they may have access to discounted entrance at museums, theme parks and other places of interest and discounted rates for bike rental and bike sharing.

In addition, the existence of the card assists travellers to plan their trips based on sustainable mobility modes and help them discover both new transport modes and sites. The Green Label has been awarded in Limassol to 16 hotels that promote sustainable mobility up to June 2019.

A video has been created and distributed across social media with the aim to promote the Green Label scheme and the Tourism Mobility Card: <https://www.youtube.com/watch?v=FZq7WWz-dA8>

The Green Label Award promoted by the Limassol Tourism Company (LTC) provides a distinction to hotels committed to supporting and promoting sustainable mobility and the Tourist Mobility Card to their guests. The awarded hotels are proud owners of the Green Label logo to use in their communication material and demonstrate it on a crystal trophy placed on the reception desk and a flag outside the hotel.

Political support has been foreseen within this measure. All mayors of Limassol region supported the measure and participated in the Green Label Award ceremony. Tourists were directly involved in this measure since they were informed about sustainable mobility modes and are the main users of the Mobility Card. Tourists seem to be sensitive about environmental issues and appreciate 'Green Hotels'. Furthermore, employees of tourism sector have been involved by providing information for the promotion of the mobility card and sustainable mobility modes services.

Through the implementation of this measure, until June 2019, 16 hotels joined the Green Label Award, 22 Business partners provide discounts, and the Tourist Mobility Card was offered to 190 people.

The Tourist Mobility Card increases the number of bus trips, encourages bike trips and also upgrades the tourist experience. In cooperation with the Limassol Bus Company, this action will be maintained in the long run. This measure will show tourist related organisations the potential benefits of participating in the Tourist Mobility Card and Green Label Awards.

A Description

The Green Label has been awarded to hotels which commit to encourage the use of sustainable mobility modes by their guests, share links to sustainable mobility information, offer sustainable mobility promotional material in their lobby, provide cooking oil for recycling as bio-diesel, offer bike rentals at the hotel, promote the sustainable mobility application and require their front office employees to participate in sustainable mobility training sessions, organised by the Limassol Tourism Board.

This measure enhanced transport for leisure through the implementation of a Tourist Mobility Card that supported by Green Label partners. A network of important stakeholders was created and became ambassadors of the project objectives. In total 19 Hotels participated and became selling points for the Tourist Mobility Card, in Limassol. Additionally, 22 businesses offered discounts within the Tourist Mobility Card scheme. The Green Label was awarded, during a ceremony that took place on the 12th of July 2019, to hotels that promote sustainable mobility modes of commuting. (Figure 1).

The Tourist Mobility Card enables visitors and residents to buy one ticket for the duration of their stay, for all their PT transfers (urban and rural) and at the same time to be allowed to have discounts to museums and other places of interest as well as on bike sharing. Promotional material has been prepared and disseminated both in printed and electronic form.



Figure 1: Green Label Award Ceremony

A1 Objectives and outputs

City policy level objectives

The measure is in line with the Limassol's Municipality Strategy aiming to combine tourist and mobility products in the Region of Limassol, contributing in the below objectives:

- Less CO₂ emissions
- Less traffic noise in the city centre

- Less energy consumption
- Increase the total share of citizens that use sustainable mobility modes
- More Attractive tourist destination
- Change habits of local people and tourists
- Public health and safety

Measure Specific objectives

- Encourage hotels to support sustainable mobility
- Award hotels for their support
- Enable visitors to buy one ticket for the duration of their stay for all PT transfers to earn discounts at tourist attractions
- Promote tourist attractions through the Tourist Mobility Card
- Integrate services for tourism and mobility.
- Establish cooperation between the tourism and mobility sectors

Outputs¹

- 16 of 26 hotels in Limassol participated in the Green Label Award
- Introduction of the Tourist Mobility Card with incentives to use PT and bike.
- Participation of at least 22 businesses to offer incentives to travellers that use the Tourist Mobility Card.
- Promotional video disseminated in social media promoting Green Label and Mobility Card
- * 2 more businesses participated in the action
- * 3 more hotels participated in Green Label Award

Supporting activities

Hotels participated in the Green Label effort by supporting sustainable mobility and promoting the Tourist Mobility Card to guests. The Limassol Bus Company, bike sharing and bike rental companies offered incentives to Tourist Mobility Card users. Tourist attractions, museums and local businesses offered discounts or other incentives to card users. The Cyprus Tourism Organisation and tourist information offices are promoting the Tourist Mobility Card and support this effort by introducing the card to visitors.

A2 Inter-relationship with other measures

The measure shares some synergies and has a strong interaction with the CIVITAS DESTINATIONS measure as follows:

¹ Extra output with DESTINATIONS budget

- **LIM 5.2:** *Promotion and creation of network for collecting of used cooking oil (UCO).* The Green Label has been awarded to hotels which commit to provide cooking oil for recycling as biodiesel.
- **LIM 6.1:** *Awareness on the use of sustainable mobility modes for leisure trips.* This measure aimed to raise awareness and encourage the use of sustainability mobility modes for leisure trips through campaigns, competitions, creation of promotional material available at hotels, etc.
- **LIM 7.3:** *PT traveller information system.* The new installations developed under measure LIM 7.3, enhance the usefulness of the development of the Tourist Mobility Card of measure 6.2.
- **LIM 7.4:** *Mobility application and travel planner for smart phones to provide real time information.* Among others the Mobility application allows travellers to determine the nearest bus stations, bike rental stations, bike sharing stations, airport shuttle service, intercity buses, urban and rural bus routes, arrival times at the bus station and electric car charging stations. In this way, the use of sustainable mobility modes to tourists is promoted and additionally the tourists are encouraged to purchase the Tourist Mobility Card.

A3 Target groups and/or affected part of the city or region

Tourists and residents moving across Limassol region will be influenced by this measure.

A4 Stakeholders involvement

Stakeholder name	Activities description
Hotels	To participate in the Green Label effort supporting sustainable mobility, and to promote the Tourist Mobility Card to their guests
Limassol bus company	To offer incentives to Tourist Mobility Car users
Bike sharing company	To offer incentives to Tourist Mobility Car users
Bike rental companies	To offer incentives to Tourist Mobility Car users
Tourist attractions	To offer incentives to Tourist Mobility Car users
Cyprus Tourism Organisation, tourist information offices	To support the efforts and encourage business to participate and visitors to use the card

Table 1: Stakeholders involvement

B Measure implementation

B1 Situation before CIVITAS

The Green Mobility Card did not exist before the CIVITAS project. Previously, there was lack of information about available sustainable modes of transport and car rentals and taxi companies were strongly promoted to tourists, resulting in a high percentage of car rental use by tourists, creating an unattractive environment with increased traffic jams, noise levels and toxic emissions in the atmosphere. There was, however, an interest for the use of sustainable mobility modes, such as PT to travel to tourist attractions, but tourists found it very difficult to obtain relevant information ending up using a taxi or a rented car.

It is expected that the existence of promotional material and the Green Mobility Card will assist travellers to plan their trips based on sustainable mobility modes.

B2 Innovative aspects

A percentage of tourists seems to be sensitive about environmental issues and appreciates businesses that do the same. The most innovative aspect of this measure was related to the adoption of a **New conceptual approach**. The newly introduced Green Label provides a distinction to hotels committed to supporting sustainable mobility, making the awarded hotels more attractive to tourists and incentivising hoteliers to become partners in this effort. The newly introduced Tourist Mobility Card is a business model which significantly increases the number of bus trips, encourages bike trips and also upgrades the tourist experience.

B3 Technology development

No IT for this measure.

B4 Actual implementation of the measure

During the operation phase, several meetings took place with 26 hotels and 30 companies to present the CIVITAS DESTINATIONS project. During the meetings, incentives were given to hoteliers and companies to improve their services and promote sustainable mobility modes to their clients. LTC provided the hotels with all necessary material (leaflets, maps, videos created through DESTINATIONS, to promote sustainable mobility modes of transport to guests that are interested in eco- friendly commuting.). Also, LTC played the role of mediator between hotels and bike sharing company to install bike sharing stations in front of their hotels. Finally, LTC installed e-signs at bus stops in front of the hotels and promotes Green label awarded hotels in its sites.

After the meetings, suggestions were made and most participants agreed to distribute the Tourism Mobility Card or provide benefits. In total 16 out of 26 hotels participated (100% of 5-star hotels

and 50% of other hotels) until June 2019. Another Green Label Award event planned for May 2020, as an extra output, with more hotels invited to participate was cancelled due the pandemic. This measure will continue and if possible, the event is going to be organised in 2021.

During the ceremony of 12 July 2019 at the Four Seasons Hotel, 16 Limassol hotels have been awarded for adopting green practices that promote sustainable mobility. The 16 hotels that received the Green Label Award are: Ajax Hotel, Alasia Hotel, Amathus Beach Hotel, Columbia Beach Hotel, Crowne Plaza Limassol, Elias Beach Hotel (Kanika Hotels), Four Seasons Hotel, Grand Resort Hotel, Harmony Hotel, Kapetanios Hotel, Kapetanios Odyssea, Londa Hotel, Parklane Resort, Poseidonia Beach Hotel, St. Raphael Resort, Tsanotel.

Until June 2019, 22 businesses participated in the incentives scheme for the Tourist Mobility Card, where they offered discounts to tourism partners motivating visitors to use ready-made solutions for site seeing around Limassol (museums, archaeological sites, cultural sites). For the distribution of the Tourist Mobility Card LTC held several meetings with the Ministry of Transport Communication and Works, Limassol Bus Company and the bike sharing company, in order to include a weekly ticket for public transport and discounts for cyclists. The card includes unlimited use of public transport around the Limassol region and associated discounts in museums, bike sharing company, adventure parks, companies with entertainment facilities. The discounts included in the booklet with the Mobility Card. The Tourism Mobility Card was offered by the hotels to visitors. LTC collaborated with Limassol Bus Company and offered 190 mobility cards.

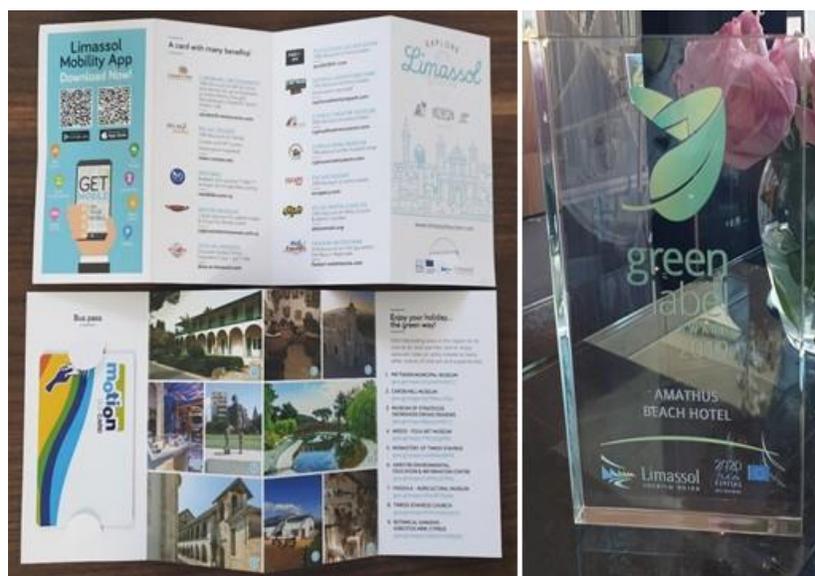


Figure 2: Booklet with discounts and Green Label award Trophy

Furthermore, the measure includes the design of the brochure for the Mobility Card, the design of the Green label logo, flags and trophies for Green label award. Promotional material prepared and disseminated as well. Also, a video which can be found hear: <https://www.youtube.com/watch?v=FZq7WWz-dA8> has been created in order to promote Green Label Award and Mobility Card.

C Impact evaluation

C1 Evaluation approach

Expected impacts and indicators

Impact category	Impact indicator	Unit of measure
Society	1- Awareness level about the Tourist Mobility Card	%
Society	2- Acceptance level about the Tourist Mobility Card	%
Society	3- Number of hotels joined the Green Label Award	N°
Society	4- Business partners providing discounts	N°
Society	5- Tourism Mobility Cards offered	N°

Table 2: Expected impact and indicators

Method of measurement

Impact indicator	Method*	Frequency			Target Group	Domain (demonstration area or city)
		Bef.	Dur.	After		
1- Awareness level about the Tourist Mobility Card	S	n.a.	21-26	34-41	Residents and tourists	Demonstration area
2- Acceptance level about the Tourist Mobility Card	S	n.a.	21-26	34-41	Residents and tourists	Demonstration area
3- Hotels joined the Green Label Award	DC	8	-	32	Residents and tourists	City
4- Business partners providing discounts	DC	8	-	32	Residents and tourists	City
5- Tourism Mobility Cards offered	DC	8	-	32	Residents and tourists	City

*(Data collection (DC), Estimation (E), Survey (S))

Table 3: Method of measurement

Detailed description of the indicator methodologies

1 Awareness level about the Tourist Mobility Card and 2 Acceptance level about the Tourist Mobility Card – These indicators were calculated based on surveys carried out to assess the understanding, usefulness and willingness, regarding the actions related to the Tourist Mobility Card. Survey findings were related to questions about the knowledge of existence of the Tourist Mobility Card and the acceptance of it. The survey was carried out to approximately 350 tourists and residents of Limassol city centre in 2018 (172 tourists; 3 locals) and 2019 (175 tourists).

3 Number of hotels joined the Green Label Award – The indicator measured the number of hotels that joined the Green Label Award.

4 Business partners providing discounts – The indicator measured the number of businesses participated in the incentives scheme for the Tourist Mobility Card, where they offered discounts to tourism partners motivating visitors to use ready-made solutions for site seeing around Limassol.

5 Tourism Mobility Cards offered - This indicator measured the number of mobility cards offered to tourists for using unlimited public transport around the Limassol region and associated discounts in museums, bike sharing company, adventure parks, companies with entertainment facilities. This indicator reveals the number of tourists adhered to the actions of the measure.

The Business-as-Usual scenario

If this measure was not implemented, the citizens of Limassol would lack this incentive to use public transportation.

C2 Measure results

Impact category	Impact indicator	Unit of measure	Baseline	Ex-Ante	Ex-Post
Society	1- Awareness level about the Tourist Mobility Card	%	0	20	35,1
Society	2- Acceptance level about the Tourist Mobility Card	%	0	20	52,1
Society	3- Number of hotels joined the Green Label Award	Nº	0	13	16
Society	4- Business partners providing discounts	Nº	0	20	22
Society	5- Tourism Mobility Cards offered	Nº	0	50	190

Table 4: Measure results

C2.1 Society

1 and 2 - Awareness and Acceptance levels about the Tourist Mobility Card

The surveys aimed to understand the levels of acceptance, awareness and usefulness of the Tourist Mobility Card to approximately 350 tourists and residents. The results revealed that during the implementation of the measure both residents and tourists were aware and accepted the Tourist Mobility Card. More specific in 2018 only 3.5% of the surveyed population knew about the existence of the Mobility Card, while the survey in 2019 showed an increase in the positive answers to this question reaching 35.1%. From the 35.1% of the people who knew the existence of the Mobility card, 52.1% used it at least once. The experience of using the card was rated by 95.8% of respondents as very good. Unfortunately, only 35.7% knew the discount offered to sustainable mobility users for tourist attractions and a percentage of 89.3% find it a very good idea to combine the mobility ticket with discounts in visiting touristic places.

3- Number of hotels joined the Green Label Award

In Limassol city there are 26 hotels in total. Initially 13 hotels were expected to join the Green Label Award. However, the hotel owners were very interested on receiving the award and as a result the awarded hotels reached 16 hotels.

4- Business partners providing discounts

It was expected that 20 businesses would participate in the incentives scheme for the Tourist Mobility Card, but the number of business providing discounts and advantages for PT users reached 22.

5- Tourism Mobility Cards offered

The number of offered Tourist Mobility Cards was planned to reach 50 but the local partners were able to offer 190 cards to tourists.

C3 Quantifiable targets

No.	Target	Rating
1	*Increase the awareness and acceptance levels of people regarding this measure by 50%	***
2	*Hotels joined the Green Label Award: 13	***
3	*Business partners providing discounts: 20	***
4	*Tourism Mobility Cards offered: 50	***
5	Reduce CO ₂ emissions: 271tCO ₂	N/A

6	Reduce traffic noise in the city centre: 15dB	N/A
7	Less energy consumption: 450MWh	N/A
8	Less fuel costs: 62.000€	N/A
9	Less fuel consumption: 50.000L	N/A
N/A = Not Assessed 0 = Not Achieved * = Substantially achieved (at least 50%) ** = Achieved in full *** = Exceeded		

*New target, not in GA

Table 5: Assessment of quantifiable targets

Target 5 to 9 were planned in the Grant Agreement, but Targets from 1 to 4, were new targets included and adapted to the scope of the measure.

Target 5 to 9 were not assessed specifically under this measure because it was not possible to monitor the reduction on fuel consumption and cost, CO₂ emissions, energy consumption and traffic noise related to the people which used more sustainable modes of transport because of the Tourist Mobility Card. However, considering the adherence to the Tourist Mobility Card, it was understood that LIM 6.2 also contributed to the common indicators related with CO₂ emissions and energy consumption, noise pollution, fuels consumption and cost by promoting the sustainable mobility due to the benefits of the Tourist Mobility Card. Nonetheless, the local partners evaluated these indicators specifically under LIM 3.1, LIM 4.1, LIM 4.2, LIM 5.1, LIM 6.3 and LIM 6.4. It should be noted that the results achieved at site level for these indicators reflect the cumulative effect of the implementation of all DESTINATIONS measures.

Target 1 was exceeded. During the surveys, it was seen that 35.1% of the surveyed population are aware of the Tourist Mobility Card, while from this population (35.1%) 52.1% has accepted the measure and is using the Tourist Mobility Card. It seems that people will use more and more the card, as it is obvious that from 2018 to 2019 the users increased significantly.

Target 2 was exceeded, as initially it was estimated that 13 out of 26 hotels would join the Green Label Award. Eventually 16 hotels joined the action. Another Green Label Award event was supposed to be organised in May 2020 with more hotels willing to participate but it was cancelled due the pandemic.

Target 3 was also exceeded as the businesses partners providing discounts were 2 more than the expected number (20 were initially expected to participate). Target 4 was also exceeded as the Tourism Mobility Cards was offered to 140 more people than initially planned.

C4 Up-scaling of results

Not applicable

D Process Evaluation Findings

D1 Drivers

Political support has been foreseen within this measure. All mayors of Limassol region supported the measure and participated in the Green Label Award ceremony. Tourists were directly involved since they were informed about sustainable mobility modes and are the main users of the Mobility Card. Tourists seem to be sensitive about environmental issues and appreciate 'Green Hotels'. Furthermore, employees of the tourist sector have been involved by giving information for the promotion of the mobility card and sustainable mobility modes services.

D2 Barriers

No barriers identified for this measure and all outputs have been implemented on time, allowing data to be gathered and results to be analysed.

D3 Main Lessons Learned

With the implementation of this measure hotels were committed to encourage the use of sustainable mobility modes by their guests, to share links with sustainable mobility information sources, to offer sustainable mobility promotional material in their lobby, to offer bike rentals and packages with excursions by bike and to promote the sustainable mobility application. Furthermore, synergies were created between the mobility sector and the tourist sector. Additionally, availability of the public transport card at the hotel increases the interest of tourists to use the bus.

E Evaluation conclusions

Tourism and leisure transport are enhanced by the actions required within this measure. The 'Green Label Award' scheme provides a distinction to those hotels committed to support sustainable mobility, making the hotels more attractive to tourists and incentivising hoteliers to become ambassadors in this effort. The evaluation was completed successfully, all data were collected and analysed.

F Additional information

F1 Appraisal of evaluation approach

Data were successfully collected, allowing the evaluation for this measure to be completed on time. Another Green Label Award event was supposed to be organised in May 2020, as an extra output, with more hotels invited to participate but due the pandemic it was cancelled. This measure will continue and if possible, the event will be organised in 2021.

Additionally, indicators related to the CO₂ emissions, energy consumption, noise pollution, fuel costs and savings was planned to be assessed, but since this measure aimed to promote the use of sustainable modes of transport due to the benefits of the Tourist Mobility Card, it was impossible to assess these targets (Targets 5 to 9). However, it is expected that these targets have been achieved under LIM 3.1, LIM 4.1, LIM 4.2, LIM 5.1, LIM 6.3 and LIM 6.4. It should be noted that the results achieved at site level for these indicators reflect the cumulative effect of the implementation of all DESTINATIONS measures.

A third survey was planned to occur between M44 and M47 to observe the impact of the measure in 2020 and how it evolved from 2018 and 2019. Unfortunately, the arrivals of tourists in Limassol decreased dramatically (even the residents moves in the region decreased) due to COVID-19 pandemic. Therefore, the data resulting from the 2020 survey would have not been representative and it was decided to consider the results from the survey carried out in 2019 for impact evaluation purposes.

F2 Future activities relating to the measure

The Tourist Mobility Card increases the number of bus trips, encourages bike trips and also upgrades the tourist experience. In cooperation with the Limassol Bus Company this action will be maintained in the long run. This measure will show tourist related organisations the potential benefits of participating in the Tourist Mobility Card and Green Label Awards. This will assist in encouraging higher numbers of participating transport operators, hotels and restaurants after the end of the project.