

DESTINATIONS
P O R T I S
E C C E N T R I C



THE CIVITAS INITIATIVE
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CIVITAS LIVING LABS ON STAGE

Discover 16 European cities making better living and moving a reality

FINAL ONLINE EVENT 6-20 October 2020

Building on the Legacy of the Living Labs

Scaling & Exporting Successful Solutions

*Sítycleta, the brand new bike sharing scheme
in Las Palmas de Gran Canaria*

Panos Coroyannakis - DESTINATIONS Director of Communications



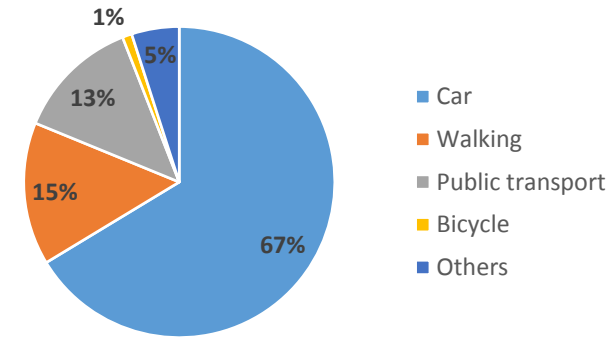
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1. Introduction

The old system

LP AByBike: the former bike sharing scheme

- Las Palmas de Gran Canaria already had a bike sharing scheme named **ByBike**
- It had been a **well-meaning attempt** to foster urban cycling but it was not as successful as expected
- **ByBike** suffered some **obstacles** and **barriers**:
 - **Technical problems**: The bicycles were not suitable for the local weather (humidity, salt, etc.)
 - **Vandalism**. An average of 200 incidents per year were registered and 7 bikes were stolen every month
 - **Planning**: Not enough aligned with the overall sustainable mobility objectives of the city
 - **Financial**: Too much dependency on public funds (100%: the system was free of charge)



Visitors
> 425.000
tourists/year



2. Sítycleta: A brand new bike sharing scheme A new Business Model

Stage 0: Set up of a new strategy (2016)

- Definition of a new **strategy** to come up with a brand new system

Stage 1: Design (2017)

- Technical Specifications & Service Requirements **with the Potential to Scale Up**

Stage 2: Implementation (2018)

- **Tender process** → Launched in June 2016 and awarded to Next Bike (January 2017)
- **Kick-off on April 2018** → After 3 months all stations had been deployed:
 - **375 smart bikes** with an on-board computer
 - **20 e-bikes** to carry out a pilot test to promote cycling between the hilly and the low part of the city.
 - **42 new stations / 520 bike racks.**



2. Sítycleta: A brand new bike sharing scheme A new Business Model

Stage 3: Operation (2018 onwards)

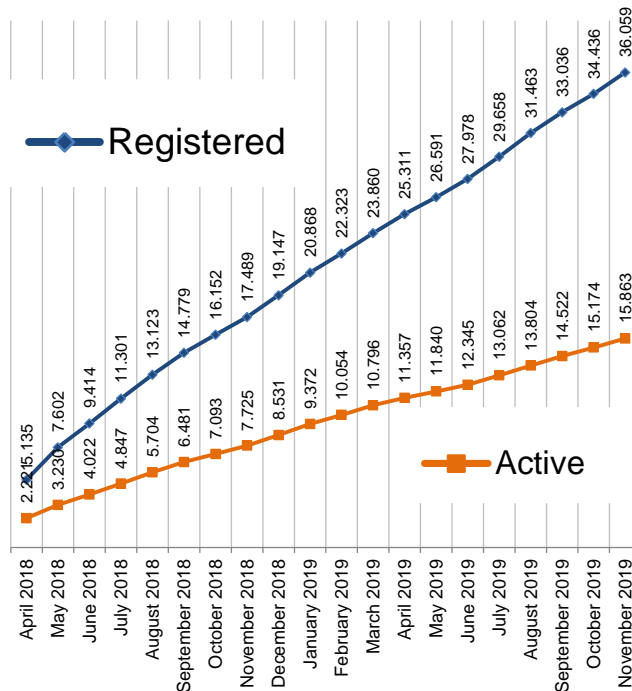
- Most of the rentals are with **membership** (86%)
- More than **40,000 users** in two years (44,5% active users). A record of over 1,019 daily rentals was reached on February 2019.
- **89%** of the users have downloaded the **Sítycleta app**
- Average travel time: **23 minutes**
- High acceptance amongst tourists: **32% of the users are tourists**



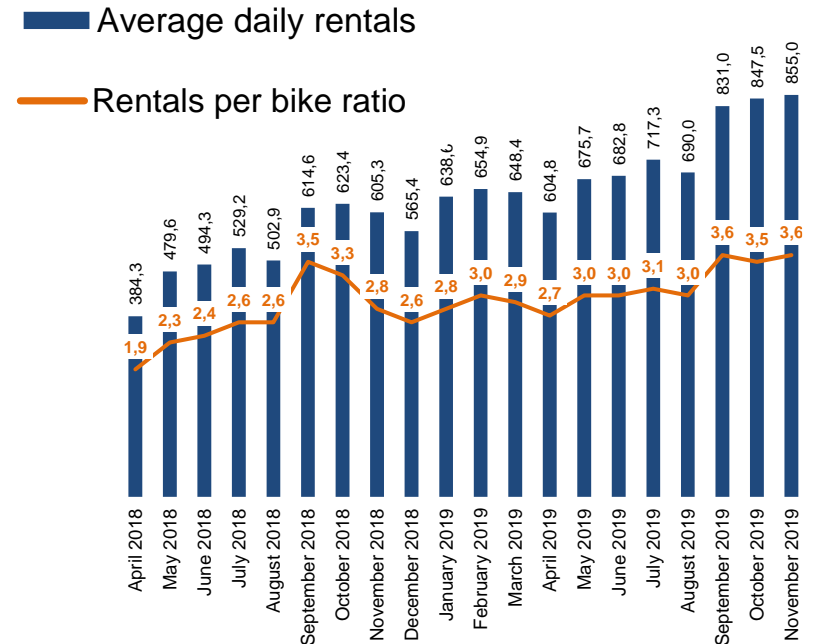
2. Sítycleta: A brand new bike sharing scheme A new Business Model

Stage 3: Operation (2018 onwards)

There are **36.059 monthly users** and **44%** of the registered users are active:

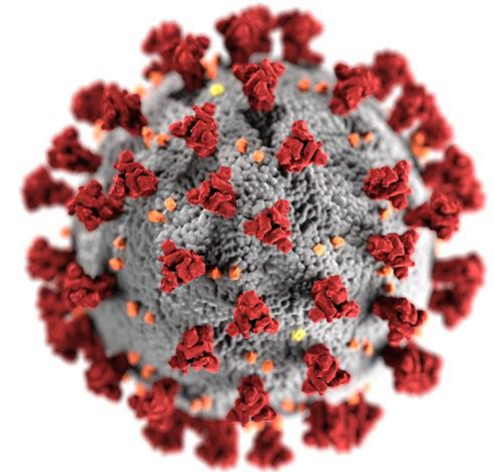


The total distance ridden in 2019 was **1.142.504 km** and thus there were **192 tons of CO2 avoided (*)**:



3. Impact of COVID-19

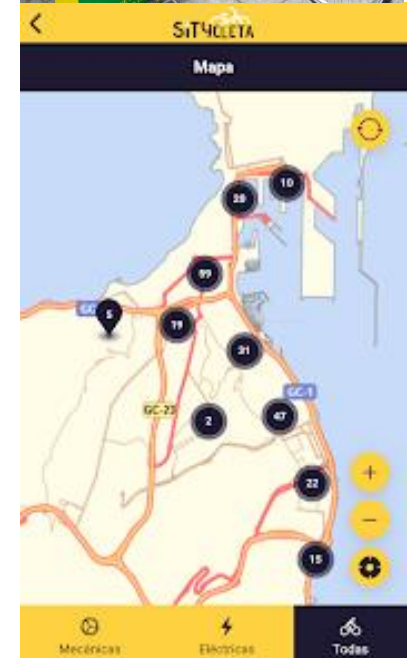
- During the **COVID-19 outbreak**, Spanish Government declared a **lockdown** that started in mid-march.
- *Sítycleta* was one of the very few bike sharing systems in Spain that **remained operative** and available during the whole lockdown:
 - In the beginning of the lockdown, the number of available bikes was reduced by 50%.
 - During the 2 weeks of full lockdown, 25% of bikes were still available.
- During the lockdown, **demand was 5%** of pre-COVID-19 outbreak.
- With the lockdown is progressively being lifted, **demand has grown to over 70%** of the pre-COVID-19 demand.
- **New COVID-19 restrictions may have a negative impact on the use of the system again**



4. Success allows growth

Next steps – scaling up

- **Enlarging the bike sharing scheme** (2020-2021):
 - **5 new stations** in the flat area of the city alongside the *Hoya La Plata – San José* corridor (southern part of the city)
 - **Increase the electric part** by opening new 5 e-stations in the hilly neighbourhoods and increasing the number of e-bikes
- **New app to replace the NextBike app.** It will allow a better management and control of the sharing system.
- **New revenue streams:**
 - **Private companies sponsor *Sitycleta*** by funding some stations located in proximity to their business or in designated high visibility market locations
 - **Monetisation of User Data:** sold to other customers (B2C) or businesses (B2B).



5. Transferability - Scalability

Lessons learnt

- Engage **key local stakeholders** in order to fine tune the business model
- Carry on **communication activities** continuously
- Take into account **the shape / urban structure** of the city

Scalability - Transferability to other sites

- Set realistic **milestones** and **goals, start small:**
 - Progressive deployment of the system → *not all stations at once!*
- The **EU-funding** is a tool to **overcome high initial investment costs and test the business model before scaling up.**
- **Build a trust relationship** with the system provider → they have to adapt to your needs!
- **Foster collaboration with other cities, learn from each other:**
Lanzarote, Bilbao, Donostia-San Sebastián and University of Malta



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DESTINATIONS: 3 BRIGHT EXAMPLES OF REPLICABILITY

Tourism & Local Business Partnerships To promote Sustainable Mobility

- ✓ *Green Hotel Awards in Limassol*
- ✓ *The Mobility & Accommodation Package in Elba*
- ✓ *Hoteliers as Public Transport Ambassadors in Madeira*

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REPLICATION:

A Strong Mandate to promote Sustainable Mobility beyond the 6 DESTINATIONS Islands

- **Principles**

- Reach as many people as possible with the project results, including the cities of Beijing and Shenzhen in China.
- **A win-win approach:** Sustainable Tourism goes hand in hand with Sustainable Mobility

- **Tools**

- CIVITAS web page, Newsletters - Social Media
- DESTINATIONS Platform of Followers
 - 220 registered users
 - More than 90 articles
 - **The springboard to REPLICATION**



www.destinationsplatform.eu

- Two rounds of funded & unfunded replication activities
- 20 applications - **3 funded & 5 unfunded replications actions supported and successfully completed.**

Hoteliers Ambassadors of Sustainable Mobility The Green Hotel Awards in Cyprus



- High stakeholders involvement
- Hoteliers introduce the **mobility card** to their guests.
- Training staff to promote mobility card.
- Tourist businesses, thematic parks and bike sharing companies provide discounts as an incentive for tourist to use mobility card.
- 22 businesses offered discounts for the adoption of the mobility card and 16 hotels are participating to promote sustainable ways of transport and the mobility card.

**Hoteliers recognised and rewarded
with the Green Hotel Award**

IMPACT

Hoteliers accepted to upgrade their facilities to become greener and to provide to their clients offers with sustainable mobility modes.

There is a win - win situation between transport and tourism sector, including hoteliers and related businesses.

- Tourists, benefit from comfortable and low cost opportunities.
- Hotels are promoted as socially responsible, attracting guest interested in environmental protection.
- The city benefits from less traffic, less noise and a more attractive environment.

**Strong interest in replication from
other islands and communities**

Replication activities with Tourist Board, Korčula, an Island Community in Croatia



IMPACT OF REPLICATION

- Contribute to the development of sustainable tourist activities at the level of Republic Croatia, particularly on Croatian islands;
- Local hotels certified as Environmentally friendly;
- **Established a working relationship between the island hotels and the bus company operating on the island;**
- **Tourist enabled usage of special bus transport prices and allowed easier mobility across the island**
- **The two mobile applications allow for easier access to the information on the public transport, bus fare discount and purchase over mobile app.**
- **Established e-bike share system within the hotels and/or the local authorities**

The island recognised as environmentally friendly

THE MOBILITY AND ACCOMMODATION PACKAGE

Long-term rental service of e-bikes in Elba



Strategic role of hotels
promoting behavioural change of
tourists and citizens alike.

The two DESTINATIONS partners **Portoferraio and Rio** provided practical and financial support to hoteliers in the activation of a long-term rental (2 years) service of **electric bikes**, for their customers **1 rental operator and 11 accommodation facilities** have been selected by the two Municipalities. **40 electric bikes** have been rented by accommodation facilities' owners.



IMPACT OF THE ACTION & REPLICATION

Win-win approach:

by covering part of the expenses instead of paying for the full rental costs, the Municipalities were able to involve a greater number of accommodation facilities.



REPLICATION

The Irish Island of Cape Clear – registered users of the Platform of Followers, was one of the many successful applicants. It developed a plan to combine products for tourism and mobility that integrate sustainable transport within a broad spectrum of services using the Elba Mobility and Accommodation Package approach.

EXPECTED IMPACT for Cape Clear

1. Good engagement and learn from the CIVITAS INITIATIVE and DESTINATIONS partners.
2. Transfer the mobility and accommodation package concepts and practicalities to Cape Clear.

MADEIRA

Cross-sector Business Partnerships to establish win-win agreements to promote sustainable transport modes

Hoteliers as PT ambassadors

BILHETES URBANOS
URBAN TICKETS

Bilhete 1 - 3 - 5 - 7 dias
1 - 3 - 5 - 7 day ticket

1 Dia/ Day	€5
3 Dias/ Days	€12
5 Dias/ Days	€17
7 Dias/ Days	€22

Horários do Funicular: www.funicular.pt



- **Stakeholders involvement;**
- Provide foreign language courses;
- Encourage hotel staff to promote PT (the tourist kit - guides, brochures, etc).

Partnerships with businesses to promote the use of PT –



- Establish cross sectorial business partnerships: agreements & incentives/discounts to promote PT.
- **27 businesses are part of the initiative.**

IMPACT

- **Tourists are more satisfied with the service and are using more PT for their travels**
- **Hotels and businesses were very receptive to this approach.**
- **Tourism stakeholders understood the economic value of a city improving the tourist experience through sustainable mobility.**
- **Businesses understood the economic potential of such collaboration**

Thank you!

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