

DESTINATIONS

DESTINATIONS is a four-year, innovative, Actions project funded by the EU's Horizon 2020 Programme. Its main aim is the integration of sustainable tourism and mobility strategies through the development of a series of innovative solutions in six European insular cities that experience significant influx of tourists that puts great pressures in the transport systems of the islands.

OBJECTIVES

- Improve overall urban accessibility;
- Reduce emissions/increase air quality;
- Enhance social cohesion;
- Improve cost effectiveness and integration of transport and mobility services.

INNOVATIVE FEATURES

- Overarching approach to urban and regional problems;
- Development of mobility solutions saving both residents and tourists needs;
- Economy-sharing driven;
- Business models to guarantee lasting impacts of the measures;
- Working group representing over 150 regions following the project as observers;
- Link to China, the most promising touristic market of the future, to strengthen international cooperation;
- New formats for assembling stakeholders;
- Help island cities to cope with new touristic trends and adapt their mobility systems accordingly;
- Information and technologies upscaling.

THE PROCESS

Six insular cities will apply a set of uniform methodologies in order to develop and implement sustainable mobility measures and actions with the view to offering intelligent sustainable transport solutions for tourists and residents alike through innovation and cooperation of all major stakeholders.

THE IMPACT

Economic: job creation and contribution to local economic development;
Social: raise the quality of life to reduce the risks of poverty and exclusion
Environmental: reduce greenhouse gas emissions, increase the use of renewable energy sources and energy efficiency while protecting natural habitats.



PROJECT COORDINATOR

Horaires do Funchal, SA
 Rua do Funchal, 105
 9100-101 Funchal - Madeira - Portugal
claud.souza@horairesdofunchal.pt

PROJECT MANAGER

Marie-Launay, Euronova
 224, Rue de la République
 93000 Paris - France
 Tel. (+33) (0)2 40 38 00 72
marie.launay@euronova.com

ACKNOWLEDGEMENT

Horaires do Funchal is grateful for the funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 688031

LEGAL NOTICE

The views expressed in this publication are the sole responsibility of the CIVITAS DESTINATIONS and do not necessarily reflect the views of the European Commission



DESTINATIONS



DESTINATIONS

SIX ISLANDS IMPLEMENT MEASURES FOR BETTER SUSTAINABLE MOBILITY FOR TOURISTS & CITIZENS ALIKE



THE EFFICIENCY OF THE
 IS CO-FINANCED BY THE
 EUROPEAN UNION



FUNCHAL

The tourism sector is one of the main engines of Madeira's economy, representing about 25 to 30% of regional GDP. The tourism activity provides the main source of income for the island and contributes to the employability and socio-economic dynamism at local and regional level. The project creates an integrated mobility system for both the local population and the tourists, with the aim of improving the quality of life, urban accessibility, reducing emissions and energy consumption, as well as improving cost-effectiveness of transport services. The measures implemented will be an important driver for the implementation of efficient cutting edge transport projects.

VALETTA

Every year, Malta sees an average of 1.6 million tourists, 50% of these visit Valletta during their stay, creating severe demand on road transport infrastructure on all approach roads leading to the Capital. The project tests and develops intelligent sustainable transport solutions aiming to improve quality of life, reduce energy consumption and improve cost effectiveness and integration of transport services. Measures tested within this project will be taken on as valuable experience to be built on and adopted on a national level, post-project. All measures to be piloted will be monitored and assessed in view of their eventual inclusion in the SUMP to be compiled as part of this project.

LIMASSOL

Every year, Cyprus sees an average of 2.5 million tourists, 13% of these stay in Limassol and a higher percentage visits on day trips, creating a high demand on road transport infrastructure. With the tourism sector growing rapidly (approaching 3 million arrivals in 2016) and the transport needs increasing accordingly, the project aims to build an integrated approach to address mobility and tourism. Intelligent sustainable transport solutions are created in order to provide more mobility options, improve quality of life, urban accessibility, reduce emissions and energy consumption, increase safety and improve cost effectiveness and integration of transport services. All measures to be implemented will be monitored and assessed in view of their eventual inclusion in the Sustainable Mobility Plan to be compiled as part of the project.

ELBA

Elba is a "green" island within the "blue" of the Tuscan Archipelago (Italy). The Island is a famous international tourist destination thanks to its variety of beaches and cliffs, mountains and villages, culture and local foods. The local "Elba Sharing" project builds up an innovative approach to address mobility and tourism, integrating shared mobility services with local Public Transport. It is expected to improve the overall Island accessibility in order to reduce the mobility needs of tourists, as well as local residents by promoting a culture of eco-sustainable and safe mobility with specific measures devoted to pedestrians and cyclists.

LAS PALMAS DE GRAN CANARIA

Las Palmas de Gran Canaria has already developed a Sustainable Mobility Plan without distinguishing between citizens and visitors. In the framework of the DESTINATIONS project, mobility strategies will be developed & carried out in order to encourage the use of alternative sustainable modes of transport for tourists and citizens.

The project builds up an integrated approach to address mobility and tourism. A mobility office will monitor and evaluate the implementation of the current SUMP; update mobility patterns information and carry out mobility studies. One of the most ambitious projects in the framework of Las Palmas de Gran Canaria, is the Blue Rapid Transit system, which will be implemented in the next few months. Some of the measures of CIMITAS DESTINATIONS will help develop it.

LAS PALMAS SUSTAINABLE MOBILITY MEASURES

Sustainable Mobility Plan observatory
Attractive, safe and accessible public spaces
Public e-bike system
Fast charging E-vehicles stations
DaaS, The Smart Distribution System
Integration of Urban Freight Solutions into the SUMP
Green Credits Scheme
Introduction of the Bus Rapid Transit (BRT)
Hybrid buses in the urban bus fleet
Real time mobility and tourism information services
Integrated payment solutions for mobility and tourism

ELBA SUSTAINABLE MOBILITY MEASURES

Common Elba Sustainable Mobility Plan for residents and tourists
Sustainable and safe accessible bike and pedestrian route design
"SHARED ELBA MOBILITY" Agency
Car-sharing/bikeboat (CSBB) sharing & Ride Sharing Platform
E-Vehicling Infrastructure at tourist hotspot points
Development of Sustainable Logistics Plan
Tourism and mobility: the accommodation and mobility package
Improved public transport services for tourists on Elba
New payment systems for Public Transport
Mobile App for real time transport information

FUNCHAL SUSTAINABLE MOBILITY MEASURES

Smart metering/sensing to improve mobility services
Innovative solutions for safe and secure public spaces
School and students awareness campaign package
Update of clean vehicles by fleet operators
Clean urban freight logistics at tourist destinations
Green credits: A business model for mobility, sustainability and tourism
Mobility management tools for tourists and tourism operators
Low emission zones and smart parking management
Electrical vehicles and clean fuels for transport
Smart PT traveller information service and attractive PT
Public transport smart multi-deck ticketing system

RETHYMO SUSTAINABLE MOBILITY MEASURES

Sustainable Mobility Plan Integrating Tourist Mobility
Smart systems for urban planners, PT operators and users
Active, healthy mobility for all and "Car-free" Free Ambassadors
Promote systems and services for the physically impaired
Mobility plans for schools and university communities
Use of electric vehicles by fleet operators & for Public Transport
Building a sharing mobility culture - Sharing mobility campaign
Sustainable freight logistics plan
Cooperative Mobility business model-UCC to biofuel Chain
Sustainable Mobility agency for tourists and visitors
Low Emission Zones study
Improved PT for tourists and citizens

IMASSO: SUSTAINABLE MOBILITY MEASURES

Sustainable Mobility Plan for Limassol
Smart Parking Guidance System
Accessibility for disabled persons & safer routes to school
Attractive Public Spaces to Promote Intermodal Leisure Trips
Electric car sharing connecting Limassol airports with the port
Expansion of the public bike sharing system, including e-bikes
Promote the uptake of electric vehicles. Campaign on e-mobility
Limassol city centre Urban Freight Logistic Action Plan
Green Label Awards and Tourist Mobility Card
Electric bus hop on - hop off service in the old town
Mobile App for smart phones for real time information

VALETTA SUSTAINABLE MOBILITY MEASURES

Sustainable Mobility Plan for Valletta
Sustainable Urban Mobility Plan Award
Promoting e-bike sharing and car sharing
Last Mile delivery of goods
Green Mobility - Hotel Award
Cutting High Polluting vehicles from the road
Promoting sustainable mobility among tourists
Smart parking management system for Valletta
Further integrate ferries into the public transport network



RETHYMO

Crete welcomes 5 million tourists every year. Rethymno, the third largest municipality of the island with 63,000 inhabitants accommodates more than 500,000 visitors. Due to its archaeological importance, spectacular beaches, traditional villages, cultural events and famous gastronomy, more than 1.5 million visit the city annually on day tours and cruises.

Therefore, the municipality needs to build up an integrated approach to face the rising challenges of both growing sectors – mobility and tourism – by introducing sustainable, affordable and reliable mobility solutions. Rethymno will demonstrate complementary mobility solutions combining emerging technologies, policy based and soft measures with a strong replication potential aiming to improve the city's image to citizens and tourists alike.

Residents, tourists and key public and private stakeholders will be engaged in the decision making and implementation of the measures to further encourage behavioural change.

Rethymno will serve as a lighthouse example to other Greek cities as best practice for sustainable mobility solutions and clean vehicles.