



2020  
**CiViTAS**  
Cleaner and better transport in cities



# “Tourism & Mobility”

## Introduction of the Civitas Destinations

### 10 practical guidelines

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# 10 Practical Guidelines

## OBJECTIVE

To better understand how the two sectors – transport and tourism – can work better together, in order to **transfer practical recommendations to other EU cities sharing similar challenges.**

## TARGET GROUP

**Transport and tourism authorities and stakeholders** aiming to improve tourism governance, customer journey (including product development) and reduce CO2 emissions through smart and sustainable mobility.

# 10 Practical Guidelines

# 1. Cooperate: Bring the tourism and mobility sectors to work closely together

- Promote cooperation between stakeholders of the tourism and transport sectors. i.e. Hotels and Bike rental companies
- Create win-win relations: mobility policies, plans and systems that add value to a visitor's experience.



## How did it work in DESTINATIONS?

- **In Madeira and Las Palmas** - Touristic data shaped new mobility products such as the public transport ticket
- **In Madeira** - Tourist needs shaped the new regional sustainable mobility plan
- **In Rethymno, Elba and Limassol** - Tourist professionals contribute to mobility planning improvement in workshops



## 2. Enrich the tourism product: Promote mobility solutions as a benefit for enhancing the tourist product



- Sustainable mobility improves the attractiveness of the destination, **reduces noise and air pollution and improves safety**.
- Show case to tourism stakeholders the added value sustainable mobility brings to the sector, i.e. **decreasing transportation costs**, ensuring a healthier and more comfortable way for tourists to move around.
- Attract **new markets** i.e. travelers looking for “climate-friendly solutions”.

### How did it work in DESTINATIONS?

#### Example of Madeira

- Smart sensors to monitor touristic movements in Madeira to avoid congestion and improve planning.
- Environmental stations to monitor environmental pollutants and support decision making process.



### 3. Generate experiences: Design tourist experiences combining sustainable mobility modes i.e. cycling/pilgrimage, walking/architecture

- Use existing products, such as religious monuments, sites of architectural interest etc. and combine them with walking or cycling. Encourage professionals to organize and promote guided tours for these new products.
- Provide mobile applications and other electronic material to enable tourists to easily find information and follow these routes independently.



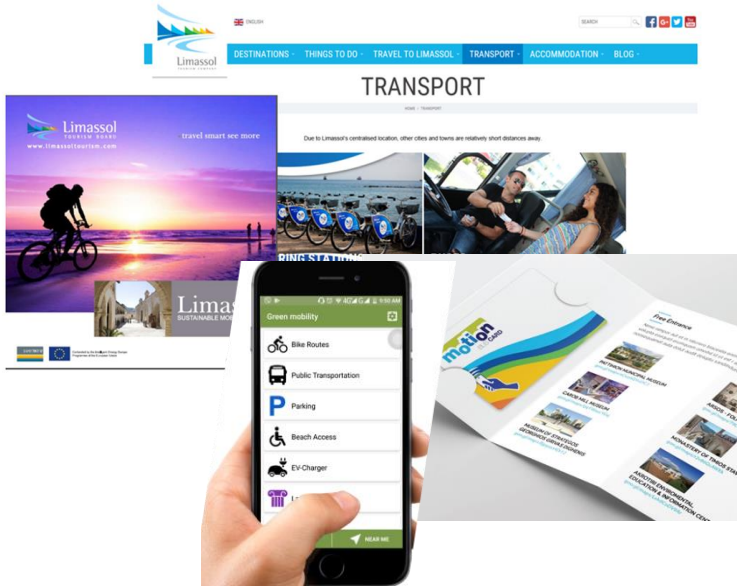
## How did it work in DESTINATIONS?

### Example of Limassol

Tourism and mobility integrated app

- Information about nearest bus stations, bike rental stations, bike sharing stations and electric car charging stations. It also provides options of cycling, walking and hiking routes, with description regarding distance, level of difficulty, kind of bicycle required etc.
- Information regarding points of access to the beach for disabled people and landmarks in the region are included in the application

## 4. Create an information hub: Provide (web) electronic and print information about sustainable mobility options (before and during the journey)



- Simple and readily available information and tools.
- Use technologies to support the public transport system and improve the number of users - i.e. arrival bus info at stops/app, journey planner, service info, mobile payment, integrated ticketing, etc.
- International booking including local mobility may be a future trend to anticipate.

### How did it work in DESTINATIONS?

#### Example of Elba

The Elba Sharing agency is an innovative approach to address mobility and tourism, integrating shared mobility services with local PT:

Journey planner & In-app payment, Provides services to facilitate multimodal travel, Single access point ridesharing services and rental operators, Combines PT with all other mobility services.

## 5. Upgrade rural public transport services: Encourage public transport operators to improve and promote their rural services to the tourist market: upgrade the experience and provide optional journeys

- Improve the options for the tourist to use public transport in rural areas
- Provide itineraries for rural destinations with timetables answering tourist needs and multimodal options, including bike racks or bike trailers on rural buses that travel to areas suitable for cycling.



### How did it work in DESTINATIONS?

- **In Limassol** discounts in peripheral museums and bike racks equipment in bus rise new touristic products.
- **In Madeira** the combination of bike and interurban busses represent a new leisure product attractive to tourists too.



## 6. Involve Tourism stakeholders: Train hotel front office staff and other hospitality professionals to provide primarily sustainable travel solutions to their guests

- Organise training sessions/experiences for the hotel front office staff as well as other hospitality professionals.
- Encourage procedures to be put in place by the hotel management to provide – **primarily** - sustainable travel solutions (bikes rental, travel cards, apps).



### How did it work in DESTINATIONS?

- **In Madeira** strategic sales channels and distribution points were set up. Hotels and information offices staff was trained. The Tourist kit product was sold at hotels (1,3,5-day tickets). Provided informative products (flyers, brochures).
- **In Limassol** training sessions were organized to introduce new



## 7. Combine transport modes: Create synergies between sustainable mobility modes i.e. on PT card offer discount for bike sharing, on bike sharing card offer discount for electric car rental



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- Point out to the relevant stakeholders that there is an opportunity for **cross-selling** between sustainable mobility modes, that do not compete with one another.
- Encourage tourist professionals to promote such incentives to their customers (especially hotel guests).

## How did it work in DESTINATIONS?

### In Las Palmas

The Live Card - Development of pricing strategies (focus on tourism) 1 and 3-day tickets; Mobility need analysis and specific branding.  
New bike sharing scheme - 42 new stations / 520 bike racks and 375 smart bikes / 20 e-bikes



### In Limassol

The Tourist Mobility Card  
Bike Sharing network expanded in town centre

## 8. Gather, Share and Use Data: Collect and share data between tourism and transport operators.

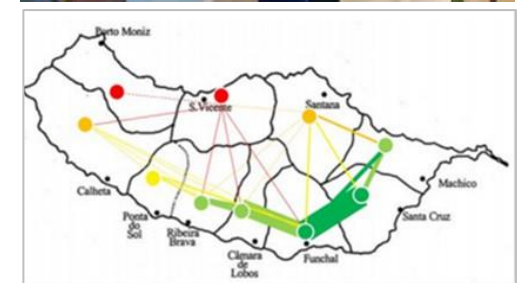


- Information is essential to plan and know the profiles of tourists, their mobility trends and travel behaviour.
- Collect information in order to provide tailor-made solutions and services which satisfy customer needs.
- Monitor and promote behavioural changes based on the data collected.

### How did it work in DESTINATIONS?

#### Established and implemented a SUMP

- Functional area to implement mobility solutions larger than municipal level.
- Tourism dimension to be considered in mobility planning tools at the scale of the island and beyond (regional, national).
- Better understanding of the mobility needs from residents and visitors.



Extracts from Madeira SUMP, island mobility schemes, 2019

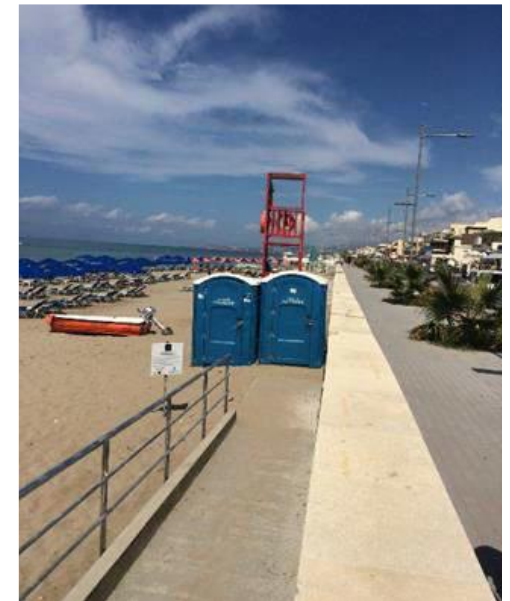
## 9. Develop Sustainable Mobility Inclusive Strategic Planning: Include the upgrading of sustainable mobility modes and infrastructures in the destination strategic planning



- Invest in safe walking and cycling infrastructures with an on-going upgrading plan.
- Include tourism activities in the mobility vision and strategic planning
- Integrate tourism in the Sustainable Urban Mobility Plan (SUMP).

### How did it work in DESTINATIONS?

- **In Rethymno** - Active healthy and inclusive mobility for all
- **In Limassol** - Increased cycling and walking in combination with special interest tourist activities as an integrated product
- Improved the existing services and infrastructure for cycling and walking, aiming to motivate citizens and visitors in active mobility and a car-free lifestyle.



# 10. Recognise good practices: Reward tourism businesses for promoting green solutions, including sustainable mobility solutions



- Design rewarding schemes such as the ‘Green Label Award’ to provide incentives to tourism professionals to become more involved and become part of a broader “green solutions” network.
- Utilise such recognition/accomplishment schemes that can be used as a publicity and promotional tool for the tourist businesses, especially taking into consideration the trend for greener tourism.

## How did it work in DESTINATIONS?

- In Malta - Mobility Hotel Award
- In Limassol – Green Label Award
- The objective was to create awareness with tourist operators, encouraging them to implement sustainable mobility measures with their guests, the business community, employees and the general public.
- 18 Hotels have been evaluated and qualified for the Green Label Award in Limassol



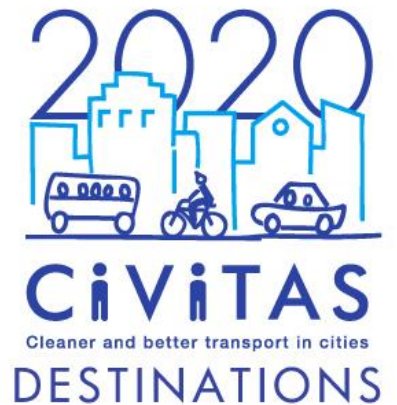
# Thank you!

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