

“ Personalised travel plan

Travel plan at the individual level. It often gets started with an interview about the client’s travel routines; the aim is to promote alternative ways to make the same trips or accomplish the same tasks more sustainably



Donostia-San Sebastian developed personalised travel plans in two districts of the city. One year later, 82 participants (77%) remained using the alternative option provided by the personalized travel plans

Sources

CIVITAS MEASURE DIRECTORY, 2014

Donostia-San Sebastian - Study of personalised travel Plan, 2010