Fact sheet SEEMORE Transfer Workshop III

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1 ABOUT THE SEEMORE PROJECT

1.1 Project Summary

SEEMORE shows that regional actors in 8 European coastal tourist regions are able to change the travel behaviour of visitors within their regions towards more sustainable transport modes. The main objectives of the project are to:

- Increase visitors’ awareness of sustainable mobility;
- Strengthen the co-operation between the mobility and tourism sectors;
- Shift travel behaviour of tourists to sustainable transport modes; and
- Communicate and transfer experiences to other tourist regions.
1.2 The SEEMORE consortium

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2 INTRODUCTION

An entire work package of the SEEMORE project is dedicated to the transfer of knowledge, which takes place at different levels and among different stakeholders all along the project life cycle.

More specifically, the transfer of knowledge between the eight SEEMORE demonstrator regions occurs at two different stages. Firstly, demonstrator regions exchange knowledge on a bilateral basis within work package 3, through the sending of a periodical implementation report to the WP3 leader, who subsequently guarantees exchange and coordination between regions implementing similar actions.

Secondly, a SEEMORE Transfer Workshop takes place once a year within work package 4, as a side event of project meetings where all partners participate. The aim of the SEEMORE Transfer Workshops is to allow a broader interaction among demonstrator regions on a direct, horizontal and multilateral basis. The cyclic and systematic nature of the transfer activities lets the demonstrator regions regularly exchange information on how to develop measures and overcome barriers, as some have experience in areas where others do not.

The third SEEMORE Transfer Workshop was held in Cesenatico (Italy) on 4 April 2014. The focus of the workshop was implementation, i.e. how the SEEMORE demonstrator regions have implemented the actions designed and planned within the project.

The workshop was divided into three different sessions, namely speed-dating on transferability of successful measures; parallel sessions with group discussions on marketing of sustainable mobility among tourists; and roundtable discussion with stakeholders from Province of Forlì – Cesena. Some tables summarising the findings of each session are available at the end of this document (pages 28 to 32). The agenda of the workshop, together with details of the speed-dating couples, the members of the groups formed during the second session and the questionnaires provided both to SEEMORE regions and the local stakeholders as a basis for the gathering of ideas before discussion can be found as an Annex to this document.

Thanks to the contacts established by the Central European Initiative with AREA Science Park, Lead Partner of the EU co-funded project BUMP (Boosting Urban Mobility Plans, www.bump-mobility.eu), opportunities of cross-fertilization between the SEEMORE and BUMP projects were devised. In this context, a representative of the Municipality of Ravenna, which is a tourist destination partner in the BUMP project, joined the workshop to benefit from the exchange of best practices and transfer of knowledge offered by the event.

The present fact sheet – addressed to local and regional authorities at tourist destinations in Europe, mobility providers, hotels and leisure attractions – summarises the results of the discussions held during the workshop, divided according to the three sessions mentioned above.
3  REVISION AND PEER REVIEW HISTORY

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Table 1: Document revision and peer review history
# GLOSSARY

Abbreviations provided in this report

<table>
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<tr>
<td>Province FC</td>
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<td>Horários do Funchal Public Transport</td>
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<td>CTM</td>
<td>Mallorca Transports Consortium</td>
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<td>PT</td>
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Table 2: Abbreviations used
5 SPEED-DATING ON SUCCESSFUL MEASURES

5.1 Structure of the speed-dating session

During the speed-dating session, four out of the eight SEEMORE demonstrator regions acted as “host” regions, while the four others as “visiting regions”. Each “host regions” had 5 minutes to present to his partner the most successful measure he had implemented, together with the key to its success. Then, each “visiting region” had 5 minutes to ask questions and get more details. Regions and roles changed three times. Following the three speed-dating rounds, a plenary presentation on conclusions on transferability took place, during which four visiting regions presented to all participants in the workshop the most interesting measure they had heard about.

5.2 Results of the speed-dating rounds

The most successful measures implemented by the SEEMORE demonstrator regions can be grouped into four areas: provision of information, cycling services, complementary measures and cooperation among stakeholders.

5.2.1 Provision of information

The provision of reliable and updated information on sustainable mobility options to tourists in the form of a “sustainable mobility information package” was one of the most successful measures in many SEEMORE regions.

In the region of Dobrich (Bulgaria), the “Tourist mobility package” developed within the project provided information about the points of interest and how to reach them by PT, bike or foot for the first time; it was distributed in all hotels and uploaded on the websites of the Municipality and District offices.

In Malta, the success of the SEEMORE “Tourist information package” lied in the collection of relevant and useful

Figure 1: Participants in the SEEMORE Transfer Workshop III
information for tourists following a **think-as-a-tourist approach**. Moreover, the information was disseminated through **many different channels** (leaflets, billboards, internet, etc.) thus reaching a wide public.

The **tourist guide** developed in **Madeira** (Portugal) in a digital format is the first guidebook to the island providing full and updated information on PT options; it is conceived in a very clear and user-friendly way, **making PT more attractive** also by showing the breath-taking sites reachable by bus or other public means.

In **Balearics** (Spain), efforts focused on the **improvement of language standards** of the PT company following an assessment of tourists’ needs carried out through tourism and hotels’ associations. As a result, the website of the PT provider is now available in six languages and PT timetables are available in 4 languages; furthermore, the company’s language requirements for hiring new staff were also raised.

### 5.2.2 Cycling services

Improvements of the offer related to cycling services was one of the most successful measures mainly in two SEEMORE regions.

In **Limassol** (Cyprus), the successful promotion of cycling and especially of bike sharing relied on the cooperation between media, hotels, bike rentals and local authorities. The bike-sharing system introduced is a **public-private partnership** where a private company is responsible for the provision and maintenance of bikes, while the municipality gives permission to the setting up of bike sharing stations on public land. This scheme turned out to be profitable for the company and economical for the municipalities concerned, thus proving to be very efficient.

In **Dobrich**, a **low cost bike rental** was introduced in the Albena resort. In order to **secure hotels’ cooperation**, the baseline investigations carried out in the first phase of the SEEMORE project proved to be essential, since they showed that the project’s actions were responding to actual tourists’ needs. Moreover, free training to hotels’ staff members was offered as a reward for their cooperation.
5.2.3 Complementary measures

The complementary measures developed by the SEEMORE demonstrator regions include new public transport services and integrated products combining accommodation and sustainable mobility.

In **Province FC**, the awareness raising actions targeted at local stakeholders including the PT operator brought about an increase of the PT interurban offer connecting coastal tourist destinations: night buses running at a late time will be available in June and July 2014 to meet the needs of young tourists who go clubbing in the area.

In **Limassol**, a new airport shuttle service was established. This measure was made possible by the cooperation between the bus company and the local authority fostered within the project, as well as the absence of negative reactions from the taxi drivers.

In **Madeira**, a scheme for selling PT tickets at the reception was agreed on by several hotels. The initial opposition of hotels was overcome by demonstrating that this service was frequently asked for by tourists and that hotels would therefore improve their quality standards by accepting it.

In **Pomerania**, a quality label called “Bike&Bed” was introduced for accommodation facilities equipped for hosting bikers. The success of the initiative lay in the thorough field investigations carried out for designing the label, as well as in the cooperation among stakeholders from different sectors.

5.2.4 Meetings of stakeholders from different sectors

Although being a success factor in all SEEMORE regions, the meetings between stakeholders from different sectors were particularly appreciated in the region of **Bohuslän** (Sweden).

Workshops, seminars and local working groups meetings offered lots of opportunities for the exchange of experiences and the transfer of knowledge. The events were organised on different themes involving tourism professionals, PT operators and infrastructure planners and were welcomed by the participants, who had not had many opportunities of interaction in the past.
5.3 Plenary presentation on conclusions on transferability

Following the three speed-dating rounds, a plenary presentation on conclusions on transferability took place, during which four visiting regions presented to all participants the most interesting measure they had heard about.

5.3.1 Presentation from Province FC

The most interesting measure suitable to be transferred to Province FC is the about the “Friday Night Bike” initiative presented by Limassol. In fact, in Province FC the use of bikes is already widespread among tourists. However, the opportunity to have free guided bike tours is likely to be very appreciated, especially as a means to discover spots that otherwise would probably be disregarded. In addition to the “Friday Night Bike” initiative, another potentially transferable measure is the bike-sharing scheme introduced in Limassol, according to which a private company is responsible for the provision and maintenance of bikes, while the municipality gives permission to the setting up of bike sharing stations on public land. In Province FC the bike-sharing system has not worked well so far, since municipalities always had to invest large amounts of money in the upkeep of the bikes. Province FC will therefore consider the possibility to transfer the solution found in Limassol to its own tourist destinations.

5.3.2 Presentation from Balearics

The most interesting measure suitable to be transferred to Balearics is the tourist audio guide developed in Madeira. It is a smartphone multiplatform application developed by a Polish company, provided to the stakeholder free for the first year of use and costing around 100 Euros for each route from the second year of use onwards, unless free advertisement in the same audio guide is offered to the developer. Pictures and texts have to be provided to the developer that sets up the route description accordingly. Tourists then need to download the file (its size is around 100 MB) and listen to the recording while travelling on the bus route (the application works with GPS, so no internet connection is needed). A warning is sent each time the listener passes near a point of interest. The only weakness of this measure is that, in order to run smoothly, the audio guide should include static information only, i.e. information that does not need to be updated (e.g. description of the landscape or monuments).

5.3.3 Presentation from Bohuslän

The most interesting measure suitable to be transferred to Bohuslän is the airport shuttle developed in Limassol. This measure could be applicable to Bohuslän with regard to an airport located in Norway but quite close to the region of Bohuslän. The airport is quite popular among tourists since low cost airlines fly there. Unfortunately, being in a different country the airport is

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1 For more information on the “Friday Bike Night” initiative, please see below, Section 6.5.1.
not well connected to Bohuslän and for this reason most tourists who land there pass their holidays in Norway or rent a car for travelling. This issue has been looked at several times in Sweden: it has always been difficult to establish a shuttle service due to the border; however, it might be possible for a local company to do it on a very small scale and only during the tourist season. This would be a very useful measure and would really attract more tourists to Bohuslän.

5.3.4 Presentation from Pomerania

The most interesting measure suitable to be transferred to Pomerania is the awareness campaign carried out in Malta, as an example of how PT advertisement targeting tourists can be designed and implemented. Another interesting and potentially transferable measure is the sales of PT tickets at hotels’ reception: setting up this kind of cooperation frameworks is never easy, but tourists are enthusiastic about the opportunities it offers.
6 PARALLEL SESSIONS ON MARKETING OF SUSTAINABLE MOBILITY AMONG TOURISTS

6.1 Structure of the session

During the parallel sessions on marketing of sustainable mobility among tourists, SEEMORE demonstrator regions were divided into two groups that dealt with two topics each. Detailed questionnaires were provided to each group as a basis for the gathering of ideas before discussion. Following a 30 to 40 minutes discussion within the group, the spokesperson of each of them presented the group’s conclusions to all participants.

The topics dealt with were the following:

- sustainable mobility information for tourists;
- marketing at hotels;
- promotion with institutional stakeholders;
- promotional activities and commercial strategies in favour of sustainable mobility.

6.2 Sustainable mobility information for tourists

The aspects discussed were the availability of information on sustainable mobility, the kind of tourists addressed, the promotional messages chosen, the information channels chosen and their cost-effectiveness.

6.2.1 Availability of information on sustainable mobility

In all SEEMORE regions, Information about sustainable mobility options is firstly available through the Internet. Websites of municipalities, PT operators and, in the case of Madeira, of the regional and Port authorities provide information translated at least into English. In Balearics, the entire website of the PT operator is translated into six languages. Tourists are therefore offered the possibility to plan their trip in a sustainable way even before they reach their destinations. Secondly, information on sustainable mobility options can be found in several tourist facilities of each destination: at tourist offices and tourist information points, at the PT providers’ offices, at the main gateways of entrance (airports, intermodal station in Balearics) and, in most regions, at hotels as well. In addition, timetables in different languages are provided at bus stops in Balearics, while a mobile application on PT is available in Madeira.
6.2.2 The kind of tourists addressed

Different kinds of tourists are addressed by the demonstrator regions according to their tourism patterns. **Province FC** addresses mostly elderly people, in addition to a slight number of young people who are usually interested in bus lines only. The main target groups in **Balearics** are couples and families from northern Europe, keen on travelling by PT and therefore high demanding as regards the quality of the service and of the information provided. The region of **Madeira** addresses mostly the so-called “do it yourself” (DIY) tourists, i.e. tourists provided with a smartphone and English speaking, that prefer to plan their trips on their own. In fact, an inquiry carried out at the airport has shown that more than 50% of the tourists travelling to Madeira has a smartphone. Finally, all kinds of tourists are addressed in **Bohuslän** and **Malta**, though with a focus on middle-aged and elderly tourists in the latter case: in fact, it was found that youngsters in Malta tend naturally to use PT due to their usually limited economic resources.

6.2.3 Promotional messages

Attractive messages are used in all regions to attract the tourists’ attention. In addition to the **SEEMORE** motto – “Travel Smart – See More!” – that is used in all regions, Malta stressed the opportunity to win a prize through the photo competition (“Win!”) to target young tourists and the opportunity to save the environment (“Save the environment!”) for older tourists. The motto of the Balearics is “Discover Mallorca by public transport”: the SEEMORE promotional video shows images of the natural and historical heritage of the island, thus promoting the locations that can be visited by PT. The focus is therefore on the destination, while PT is presented as the most appropriate means to discover it. Finally, the following mottos are used in Madeira: “Why take the bus? Why not!” and “Discover Madeira with Horários do Funchal”.

6.2.4 Information channels

Different channels are necessary to reach different kinds of tourists, so that the more channels are used, the better results are achieved in terms of awareness raising. In **Province FC**, printed information and face-to-face contacts proved to be the most successful channels, due to the predominance of middle- and old-aged tourists. Therefore, tourist offices often provide verbal information in addition to printing and distributing bus timetables. By contrast, information in digital format only is provided in **Bohuslän** through social media and websites of regional tourist organisations and regional authorities. A mixture of channels is used in **Malta**, **Madeira** and **Balearics**, where information is disseminated through printed materials (maps, leaflets, etc), billboards and stands, face-to-face at info points and hotels and, last but not least, via the Internet. As regards the cost-effectiveness of the different communication channels, a distinction should be made between short and long run channels. All regions agreed that websites, social media and mobile applications are the most cost-effective channels in the short run. By comparison, training the staff of tourist facilities and PT operators as well as extending the selling network of PT tickets
turned out to be very effective in Madeira in the long run: these activities require far more time indeed, but produce **durable and long-lasting results**.

### 6.3 Marketing at hotels

The aspects discussed were the different ways to address hotels, the various forms of cooperation requested from hotels, and the hotels’ rewards offered by the SEEMORE regions.

#### 6.3.1 Ways to address hotels

Hotels were addressed by SEEMORE regions in different ways. In Limassol, the Limassol Tourism Board (Limassol Tourist Development and Promotion Co Ltd) keeps regular contacts with hotels, addressed through their associations (Cyprus Hotel Association and Association of Tourist Organisations) as well as directly. A meeting with Limassol hoteliers is held on an annual basis and meetings with representatives of hotels’ associations are held every two months. E-mails are regularly sent to hoteliers and visits to hotels take place when necessary. In Dobrich, the hotels of the Albena resort were all addressed through their common managerial board, while hotels in Balchik and Kavarna were addressed on an individual basis through their receptions. In Balearics, hotels were addressed through the Local Working Group: two meetings of this body were convened and gathered hotels’ associations willing to cooperate in the frame of SEEMORE. Finally, hotels were addressed either directly or indirectly via tourism boards and hotels’ associations in Pomerania.

#### 6.3.2 Forms of cooperation

First of all, all regions asked hotels to **provide information** at the reception desk on PT and other sustainable transport modes. Hotels were also asked to **display and disseminate SEEMORE promotional materials** such as posters and teaser postcards promoting a photo competition among tourists on moving around in a sustainable way. The SEEMORE promotional video was uploaded on the hotels’ websites in Dobrich, while hotels in Limassol agreed to promote the airport shuttle, cycling and other services on their electronic media. The regions of Dobrich and Limassol also asked hotels to **establish a bike rental service** at their premises and to start selling tickets directly to their...
customers. As a result, tickets for the airport shuttle, for urban buses and for bike sharing are going to be sold in Limassol on a commission basis, while urban bus tickets will be available at the hotels’ receptions in Dobrich. In Balearics too PT tickets will be sold at reception desks once the related technical equipment is in place. Finally, hotels were invited to attend the trainings organised by all demonstrator regions on how to promote sustainable mobility among tourists.

6.3.3 The hotels’ rewards

The cooperation among hotels and SEEMORE regions led to win-win partnerships. In fact, targeted hotels derived benefits too from their contribution to the SEEMORE activities. Hotels are now able to offer their customers a better service in terms of information provided: information on PT timetables is wider and more accurate and suggestions on sustainable visits to landmarks and guided tours are also provided. All these options are easily affordable, since sustainable mobility options are usually not expensive for their users, which makes them even more attractive. In addition to that, hotels are generally getting a commission on the sales of PT tickets at the reception. Hotel staff are offered free trainings on sustainable mobility and how to better promote it among tourists in all SEEMORE regions, and this measure proved to be particularly successful in Dobrich, where the concept of “sustainability” was still unknown and was brought into the tourism industry for the first time. The thorough baseline investigations carried out in each region before the first implementation summer also helped in persuading hotels to cooperate. In fact, detailed questionnaires were submitted to tourists in the first phase of the project and their results were made available to hotel managers, thus showing that the new offer planned within SEEMORE responded to concrete data and actual needs identified among tourists. Finally, hotels in Pomerania were given the opportunity to be advertised during the tourism forums and fairs organised by the local SEEMORE partners, as well as to have reduced fees to attend these events.

As a general conclusion, it was observed that hotels demonstrated willingness to cooperate with the SEEMORE partners in all regions, although in some cases hotels already running successful businesses showed little interest in implementing new activities. In some cases (e.g. in Madeira), the cooperation between the SEEMORE partners and hotels led to formalised agreements (e.g. protocols or letters of cooperation) between the parties.

6.4 Promotion with institutional stakeholders

The aspects discussed were the number and type of institutions involved in SEEMORE activities in each demonstrator region; the cross-selling activities implemented; and the results achieved and problems faced.
6.4.1 Number and type of institutions involved in SEEMORE activities

In all regions, local working groups gathering professionals from both the mobility and tourism fields were set up. The network of institutions working together with the SEEMORE partners is therefore quite large and varied in all regions, yet with some remarkable differences in the case of Balearics. The institutions involved in SEEMORE activities in five demonstrator regions are listed here below as an example.

- **Province FC**: three coastal municipalities (Cesenatico, Gatteo, San Mauro Pascoli); one municipal mobility agency; one regional mobility agency; one PT operator.
- **Malta**: several municipalities and local councils; PT operator “Transport Malta”; Malta Tourism Authority; Ministry of Tourism; five tourist information centres; Bicycle Advocacy Group.
- **Bohuslän**: seven municipalities; the Swedish transport administration (Trafikverket); the regional PT authority; the regional tourism board; three departments of the regional county council.
- **Madeira**: four municipalities; one chamber of commerce; three departments of the regional authority responsible for transport and tourism; two transport authorities; one tourism observatory.
- **Balearics**: several municipalities.

A major difference occurs between Balearics and Bohuslän. In **Balearics**, the stakeholders’ group is very limited: in fact, it only includes municipalities and the regional government, represented by the same SEEMORE partner CTM (Mallorca Transports Consortium) that has full competence for the activities to be developed. The small size of the group is deemed to be the most effective cooperation scheme, since it avoids fights among different actors. Quite often, municipalities are even targeted on an individual basis, since this has turned out to be the best approach. On the contrary, the region of **Bohuslän** has the biggest stakeholders’ group: all actors concerned by the activities of the project agree on strategies and work together, with a focus on exchange of information and experience rather than formal commitment on specific objectives.
6.4.2 Cross-selling activities

In Province FC, tourist offices sell the “Romagna Visit Card” as well as entry tickets for amusement parks. Moreover, hotels will start selling PT tickets in summer 2014. In Bohuslän, a cooperation scheme between the PT authority and some attractions has been devised: the PT authority will market attractions who in turn will make special offers for visitors reaching them by PT. Several cross-selling activities have been established in Madeira. First, a protocol between HF and the main museums in Funchal allows tourists reaching the museums by PT benefitting from a reduced entry fee. Second, a protocol is about to be signed between HF and some rural shops and restaurants: following an improvement of bus connections to rural areas, PT users will have the opportunity to obtain a discount at shops and restaurants that joined the partnership.

6.4.3 Results achieved and problems faced

The stakeholders’ platform proved to be useful and cooperation is bringing forward positive results in all regions. The actions carried out within the project resulted in increased awareness on the need to consider tourists as a target group of sustainable mobility campaigns in all regions. Improved relations between hotels, PT operators and mobility agencies are also a widespread achievement. Becoming sustainable mobility in tourism more prioritized, some technical improvements were possible in some regions: in Bohuslän, a seasonal train connection to the tourist destination of Lysekil has been created, while several municipalities in Malta agreed to place cycling on their agendas. Finally, new bus routes running closer to the centre of some villages have been designed and implemented in Balearics. In addition to that, a web form for introducing complaints about PT has been made available to municipalities and, most importantly, to tourist offices of the region. This would allow the gathering of data to be used as a basis for improving the PT service, since tourists address most of their complaints to tourist offices.

As regards the problems faced, in several regions it turned out difficult to raise the hotels associations’ interest and to involve hotels in the activities of the project. In Madeira, the idea of cooperating was accepted very positively, but as regards some stakeholders the initial momentum was partially lost when it came to field work. Generally speaking, the activities are not expensive in terms of money but do require time and staff commitment.

6.5 Promotional activities and commercial strategies in favour of sustainable mobility

The aspects discussed were promotional activities, commercial strategies and the problems faced while implementing both of them.

6.5.1 Promotional activities

Promotional activities rely mainly on the free provision of sustainable mobility services.
A wide range of promotional activities are implemented in Limassol. The most popular of them is a free cycling event known as “Friday Night Bike” taking place every Friday at 20:30. The bike sharing company offers around 80 free bikes and participants go for a guided ride in the old town of Limassol. In addition to the “Friday Night Bike”, a weekly programme of activities was designed, suggesting trips by different sustainable transport modes (e.g. walking tours, cycling tours, bus tours, etc.). The programme gives all relevant information concerning both the transport options and the activities that can be carried out once the destination has been reached. Moreover, cycling and walking tours were created through maps and signs. This way, the use of sustainable mobility options was made very easy for tourists and this resulted to be the key factor in their promotion. Finally, free bus connections to and from major events are available at convenient times and proved extremely successful in avoiding congestions.

In Dobrich, sustainable mobility was mainly promoted through exhibitions and conferences with video projections on this topic. Moreover, guided tours including transport by PT, visits of historical sites and meals were organised for the guests of the Albena resort with very positive results (around 370 guided tours were sold since the beginning of the project).

6.5.2 Commercial strategies

Commercial strategies rely mainly on discounts for the users of sustainable mobility means through the implementation of cross-selling activities.

In Dobrich, the municipality of Kavarna organises rock concerts and tastings of seafood prepared in local style during the summer. CSDSC will propose to offer a combined ticket including the entrance for the concert and transport by PT.

In Limassol, commercial strategies include discounts on bike sharing services upon purchase of a monthly bus ticket, the option “kids travel free” for the airport shuttle to attract families and free entrance to museums upon presentation of bus tickets. Furthermore, a cross-selling cooperation scheme was set up between the urban bus company and the rural bus company with the aim to combine the two lines through integrated timetables.

In Balearics, CTM offers free advertisement in PT timetables and at the main PT stations to the different points of interest in exchange for discounts for PT users.

Finally, in Pomerania a mobility card offers discounts to PT users and cross-selling activities are in place between hotels and historical heritage sites.

6.5.3 Problems faced

Acceptance of discount policies and process management have been recognised as problems. The PT providers as well as other bodies from the commercial sector are not always willing to offer discounts, especially if the demand for their services is already high and therefore their business is already running well. In addition, reaching agreements between different actors is considerably time consuming. However, once the parties get involved and recognise the significance of
contributing to the general effort of fostering sustainable mobility as well as the benefits deriving from it, they do find ways to work together and cooperate with very positive results.
7 ROUNDTABLE DISCUSSION WITH STAKEHOLDERS FROM PROVINCE OF FORLÌ – CESENA

7.1 Structure of the session

During the last part of the workshop, several stakeholders from Province FC who had joined the event were invited to exchange ideas and perspectives on the SEEMORE project and how its actions could be boosted in view of summer 2014. During the first part of this session, the floor was given to three professionals, namely a representative of the tourist office of the municipality of Cesenatico, a representative of the regional PT operator “Start Romagna” and a representative of the provincial mobility agency “ATR”, who discussed the following three topics: the benefits of the SEEMORE project for the Province of Forlì-Cesena, the weaknesses of the project and possible improvements, and communication channels. Finally, an intervention from representatives of hoteliers’ associations closed the workshop.

7.2 Benefits of the SEEMORE project for Province FC

The main benefit of the project for the Municipality of Cesenatico has been the increased awareness on the importance of PT from both the technical and commercial point of view, i.e. for both the tourism and mobility offices of the Municipality. Stakeholders from the field of mobility stressed the opportunity to learn from practices introduced in different countries. In addition, the provincial mobility agency “ATR” pointed out the cooperation established with tourist operators and hotels: representatives of all bodies now meet regularly and the needs of tourism professionals are taken into account by local decision makers when developing new routes.

7.3 Weaknesses of the SEEMORE project and possible improvements

All stakeholders agreed in recognising the limited funds available as a weakness. In particular, the municipality of Cesenatico stressed the need of technical improvements concerning the infrastructure (e.g. cycling paths), since awareness raising is an important component of the promotion of sustainable mobility, but sustainable mobility options necessarily have to be easy and pleasant to use to be massively successful. The provincial mobility agency “ATR” also highlighted the need of strong financial resources to implement effective communication campaigns.
7.4 Communication channels

All stakeholders agreed that combining different communication channels is the best way to achieve a broad impact. The recommended communication channels include the Internet (e.g. the municipalities’ websites), printed information (e.g. the SEEMORE mobility guide) to be disseminated, among others, through hotels’ receptions desks and face-to-face provision of information in tourist offices mainly. The provincial mobility agency “ATR” pointed out the need to constantly update the information made available on the Internet, which may pose some difficulties when several different actors are involved.

7.5 Intervention from hoteliers’ associations

According to the representatives of local hoteliers’ associations, The Province of FC faces two different challenges as regards sustainable mobility. The first challenge is to reach the tourist destinations of the area in a sustainable way, i.e. by means of collective transport. At present, two options are available, i.e. train and bus connections. However, the frequency of both means of transport is too low to guarantee a smooth and comfortable service. For this reason, 70-80% of tourists reach the region of Provincia FC by private car. Some hotels try to counteract the lack of interurban connections through courtesy buses, especially when an interesting event is taking place in a city nearby (e.g. concerts or night visits to the mosaics in Ravenna). However, even this offer is not able to satisfy the demand for sustainable mobility options that has been increasing during the last years thanks to low cost airlines. The lack of efficient PT options reduces the leisure opportunities of tourists, since most of them are discouraged in travelling by car within the area due to frequent congestions. However, some positive improvements have been made: for instance, the PT operator agreed in extending the schedule of night bus rides, now available until 02:50 instead than 00:30.

The second challenge is to foster sustainable mobility within tourist destinations of Provincia FC. Most tourists are eager to leave their car in a parking space during their entire stay, so the demand for sustainable mobility options is high in this regard as well. Local authorities and stakeholders have been responding by offering two main services. First, a service of free bike sharing developed thanks to the EU co-funded project ADRIMOB. Second, by promoting free guided walking tours touching several points of interests of the different cities. Hotels are playing a key role in promoting both activities among their guests. Finally, in summer 2014 hotels will start selling PT tickets at their reception. The implementation of this last measure is the result of several months of work and meeting between the different stakeholders involved. It was therefore costly to set it up, but the new service is expected to be largely appreciated by tourists: in this regard, the provision of concrete results and data is a key incentive for hotels to cooperate and invest in sustainable mobility. For this reason, it is important to keep up the cooperation between different stakeholders.
initiated within SEEMORE through constant meetings, in order to exchange points of view and devise together long-term plans leading to win-win solutions for all the parties involved.
8 CONCLUSIONS

The following tables summarise the main lessons learned and information exchanged during the workshop.

One of the most successful actions implemented within SEEMORE is undoubtedly the provision of information on sustainable mobility options to tourists. In fact, the SEEMORE project is filling a gap: in all demonstrator regions, tourists were rarely considered as a target group of sustainable mobility campaigns, and all regions were lacking integrated and comprehensive schemes to support the use of sustainable transport among their visitors. To this regard, SEEMORE is paving the way to a better and comprehensive approach to the development of local sustainable mobility strategies. In fact, although being seasonal users only, tourists account for a high percentage of CO2 emission in SEEMORE target areas. Shifting the visitors’ behaviour towards environmental friendly transport modes is therefore a key step in guaranteeing the preservation of the regions’ natural and cultural heritage, thus maintaining them as attractive tourist destinations. The goal of raising tourists’ awareness on sustainable mobility was achieved through two main steps.

First, a new product was realised, namely the “Tourist mobility information package”. The success of the packages lied in the useful and updated information they provided (following the so-called “think-as-a-tourist” approach) as well as in their clear and easy to use design, which made the use of sustainable modes more attractive. Second, the packages were widely disseminated exploiting a broad variety of communication channels (among others, the Internet, printed materials, billboards and face-to-face contacts) and messages (first of all, the motto of the project: “Travel Smart – See More!”).

The second most successful action of the SEEMORE project is the setting up of cooperation frameworks among professionals and stakeholders working in different fields, namely transport/mobility and tourism. This kind of cooperation schemes were lacking in all SEEMORE regions, as a consequence of tourists not being considered a target group for mobility planners. Thanks to SEEMORE, regular meetings among these stakeholders were initiated and proved to be very successful as opportunities to exchange points of view and devise together long-term plans taking into account different needs. In several cases, apparently conflicting interests brought about win-win solutions for all the parties involved. A key element in persuading stakeholders to cooperate was the provision by the SEEMORE partners of data on tourists’ patterns and needs, gathered through the baseline investigations carried out in the initial phase of the project. This way, it was possible to demonstrate that the actions planned within SEEMORE were responding to actual needs of the tourist population of the target areas.

Finally, the cooperation between transport providers and businesses of the tourism industries resulted in new tourist products such as “transport + leisure” packages, devised through cross-
selling activities. These include, for instance, discounts or reduced entry fees for PT users in shops, restaurants, museums or tourist attractions. Again, win-win solutions proved to be the key element to establish solid and long lasting partnerships for the benefit of the entire tourist regions, their visitors and their inhabitants.
### OVERVIEW OF SEEMORE MOST SUCCESSFUL MEASURES

<table>
<thead>
<tr>
<th>Provision of information</th>
<th>Key to success</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Measure</strong></td>
<td><strong>Key to success</strong></td>
</tr>
<tr>
<td>“Tourist mobility package” providing information about the points of interest and how to reach them by PT, bike or foot (Dobrich – BG)</td>
<td>Entirely new product; wide dissemination (distributed in all hotels and uploaded on the websites of the Municipality and District offices)</td>
</tr>
<tr>
<td>“Tourist information package” (Malta)</td>
<td>Provision of relevant and useful information for tourists (think-as-a-tourist approach); wide dissemination through many different channels (leaflets, billboards, internet, etc.)</td>
</tr>
<tr>
<td>Digital tourist guide (Madeira – PT)</td>
<td>First guidebook to the island providing full and updated information on PT options; conceived in a very clear and user-friendly way, making PT more attractive</td>
</tr>
<tr>
<td>Improvement of language standards of the PT company (website, timetables, staff) (Balearics – ES)</td>
<td>Previous assessment of tourists’ needs carried out through tourism and hotels’ associations</td>
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</table>

### Cycling

<table>
<thead>
<tr>
<th>Measure</th>
<th>Key to success</th>
</tr>
</thead>
<tbody>
<tr>
<td>Promotion of cycling and especially of bike sharing (Limassol – CY)</td>
<td>Cooperation between media, hotels, bike rentals and local authorities (a private company is responsible for the provision and maintenance of bikes, while the municipality gives permission to the setting up of bike sharing stations on public land)</td>
</tr>
<tr>
<td>Low cost bike rental introduced in the Albena resort (Dobrich – BG)</td>
<td>Persuasion of hotels thanks to the provision of data showing that the action was responding to actual tourists’ needs, as well as to the offer of free training to hotels’ staff</td>
</tr>
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</table>
### Complementary measures

<table>
<thead>
<tr>
<th>Measure</th>
<th>Key to success</th>
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</thead>
<tbody>
<tr>
<td>Increase of PT interurban offer connecting coastal tourists destinations (Province FC – IT)</td>
<td>Awareness raising actions targeted at local stakeholders, including the PT operator</td>
</tr>
<tr>
<td>New airport shuttle service (Limassol – CY)</td>
<td>Cooperation between the bus company and the local authority; absence of negative reactions from the taxi drivers</td>
</tr>
<tr>
<td>Selling PT tickets at hotels’ reception desks (Madeira – PT)</td>
<td>Demonstration that this service was frequently asked for by tourists and that hotels would therefore improve their quality standards by accepting it</td>
</tr>
<tr>
<td>“Bike&amp;Bed” quality label (Pomerania – PL)</td>
<td>Thorough field investigations carried out for designing the label; cooperation among stakeholders from different sectors</td>
</tr>
</tbody>
</table>

### Meetings of stakeholders from different sectors

<table>
<thead>
<tr>
<th>Measure</th>
<th>Key to success</th>
</tr>
</thead>
<tbody>
<tr>
<td>Exchange of experiences and transfer of knowledge during local workshops and seminars (Bohuslän – SE)</td>
<td>New opportunity of discussion for stakeholders working in different sectors; topics of discussion touching several fields of competence at the same time.</td>
</tr>
</tbody>
</table>

Table 3: Overview of SEEMORE most successful measures
**SUSTAINABLE MOBILITY INFORMATION FOR TOURISTS**

<table>
<thead>
<tr>
<th>Availability of information on sustainable mobility</th>
</tr>
</thead>
<tbody>
<tr>
<td>➢ Internet (websites of municipalities and PT operators) (all regions)</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Type of tourists addressed</th>
</tr>
</thead>
<tbody>
<tr>
<td>➢ Mainly middle-aged and elderly tourists (Malta; Province FC – IT)</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Promotional messages (in addition to “Travel Smart – See More!”)</th>
</tr>
</thead>
<tbody>
<tr>
<td>➢ “Win!”; “Save the environment!” (Malta)</td>
</tr>
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</table>

<table>
<thead>
<tr>
<th>Information channels</th>
</tr>
</thead>
<tbody>
<tr>
<td>➢ Printed information and face-to-face contacts (Province FC – IT)</td>
</tr>
</tbody>
</table>

Table 4: Summary of discussions on sustainable mobility information for tourists
## MARKETING AT HOTELS

### Ways to address hotels

- Through their associations or tourism boards (Limassol – CY; Pomerania – PL)
- Directly and on an individual basis (Dobrich – BG; Pomerania – PL)
- Through the Local Working Group established within the SEEMORE project (Balearics – ES)

### Forms of cooperation

- Hotels displaying SEEMORE promotional materials (all regions); hotels running the SEEMORE promotional video on their website (Dobrich – BG) or promoting sustainable mobility options through their electronic media (Limassol – CY)
- Hotels providing information at the reception desk on PT and other sustainable transport modes (all regions)
- Hotels selling PT tickets at the reception desk (Dobrich – BG; Limassol – CY)
- Hotels renting bicycles to their guests (Dobrich – BG; Limassol – CY)
- Hotels attending free trainings on promotion of sustainable mobility (all regions)

### The hotels’ reward

- Better service offered to customers as regards the provision of information frequently asked for (PT schedules, etc.) (all region)
- Commission on the sales of PT tickets (Dobrich – BG; Limassol – CY; Madeira – PT)
- Advertising during the tourism forums and fairs organised by the local SEEMORE partners, as well as reduced fees to attend these events (Pomerania – PL)

Table 5: Summary of discussions on marketing at hotels
### PROMOTION WITH INSTITUTIONAL STAKEHOLDERS

#### Number and type of institutions involved in SEEMORE activities

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<tbody>
<tr>
<td>Large and varied network of institutions including, among others, municipalities and regional authorities; local and regional mobility agencies; PT operators; regional tourism boards (all SEEMORE regions except Balearics – ES)</td>
<td>Very limited stakeholders’ group, only including municipalities and the regional government (Balearics – ES)</td>
<td></td>
</tr>
</tbody>
</table>

#### Cross-selling activities

| | | | | | |
|---|---|---|---|---|
| Tourist offices selling the “Romagna Visit Card” and entry tickets for amusement parks (Province FC) | PT authority marketing tourist attractions that in turn make special offers for visitors reaching them by PT (Bohuslän – SE) | Hotels selling PT tickets (Madeira – PT; Province FC – IT) | Reduced museum fees for tourists reaching it by PT (Madeira – PT) | Discounts at shops and restaurants for tourists reaching them by PT (Madeira – PT) |

#### Results achieved and problems faced

<table>
<thead>
<tr>
<th>Results</th>
<th>Problems</th>
</tr>
</thead>
<tbody>
<tr>
<td>increased awareness on the need to consider tourists as a target group of sustainable mobility campaigns (all regions)</td>
<td>Difficulties in raising the hotels associations’ interest (all regions)</td>
</tr>
<tr>
<td>Improved relations between hotels, PT operators and mobility agencies (all regions)</td>
<td>Need for a lot of time and commitment (all regions)</td>
</tr>
<tr>
<td>Some technical improvements: new seasonal train connection to the tourist destination of Lysekil (Bohuslän – SE); cycling inserted in the agenda of several municipalities (Malta); new bus routes running closer to the centre of some villages (Balearics – ES)</td>
<td></td>
</tr>
</tbody>
</table>

Table 6: Summary of discussions on promotion with institutional stakeholders
### PROMOTIONAL ACTIVITIES AND COMMERCIAL STRATEGIES IN FAVOUR OF SUSTAINABLE MOBILITY

<table>
<thead>
<tr>
<th>Promotional activities</th>
<th>Commercial strategies</th>
<th>Problems faced</th>
</tr>
</thead>
<tbody>
<tr>
<td>“Friday Night Bike” initiative (Limassol – CY)</td>
<td>Discounts or free entrance for PT users at museums and points of interest (Balearics – ES; Limassol – CY; Pomerania – PL)</td>
<td>Acceptance of discount policies (all regions)</td>
</tr>
<tr>
<td>Weekly programme of activities suggesting trips by different sustainable transport modes (Limassol – CY)</td>
<td>Discounts on bike sharing services upon purchase of a monthly bus ticket (Limassol – CY)</td>
<td>Need for a lot of time to reach agreements between different actors (all regions)</td>
</tr>
<tr>
<td>Designing of cycling and walking tours (Limassol – CY)</td>
<td>“Kids travel free” option at the airport shuttle (Limassol – CY)</td>
<td></td>
</tr>
<tr>
<td>Free bus connections to and from major events (Limassol – CY)</td>
<td>Integrated timetables of urban and interurban buses (Limassol – CY)</td>
<td></td>
</tr>
<tr>
<td>Guided tours including transport by PT (Dobrich – BG)</td>
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<tr>
<td>Exhibitions and conferences (Dobrich – BG)</td>
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</tbody>
</table>

Table 7: Summary of discussions on promotional activities and commercial strategies in favour of sustainable mobility
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