

Published on *Eltis* (<https://www.eltis.org>)

[Home](#) > Sustainable Mobility for Tourists (Spain. Malaga)

By [News Editor](#) / Updated: 22 May 2015

[Sustainable Mobility for Tourists \(Spain. Malaga\)](#)



Contact:

[News Editor](#)

Author:

[Javier Bootello Llopis](#)

City:

Málaga

Country:

Spain

Topic:

Traffic and demand management

Intermodality

Mobility management

Archive

Description

The purpose of this project was to improve the accessibility of Malaga city centre for tourists, but also improve services for the city's residents and commuters. The measures initiated during the MOST-project will continue after the end of the project.

Background

During the peak tourist season, the influx of visitors in Malaga can reach one million people, doubling the population of the metropolitan district and placing considerable strain on the region's transport infrastructure. Moreover as Malaga is a transit point rather than a destination, solutions to the region's mobility issues seek to promote the city's historic centre and places of interest. Measures enhancing accessibility for tourists in the city of Malaga must also improve services for

the city's residents and commuters. The Urban Municipal Agency of Malaga identified and examined potential mobility management solutions to alleviate the problems associated with the tourist transport demand in a supply-demand study. It showed that the demand for all types of transport infrastructure exceeded supply, and the road, rail and intermodal links were failing. Public transport service failures were said to result from insufficient infrastructure, lack of coordination, tariff integration.

Implementation

A mobility plan was developed implementing the following measures:

- website Malaga Turismo : dedicated solely to mobility in the region
- tourist bus: in operation since July 2001, is a very successful incentive to visit the city centre main tourist attractions
 - >
 - tourist maps and leaflets: comprehensive and systematic information about every transport mode in Malaga aiming to indicate opportunities for intermodality to tourists, to integrate formerly dispersed PT information and to encourage tourism within the city. Around 30.000 leaflets and 15.000 maps were distributed in August 2002 and acceptance was very high. Public transport data are being collected to give an indication of the impact of the measure;
 - smart card: it was introduced in July 2001 by the public transport authority and has been a success with data showing that the number of cards in circulation rose from less than 4000 to over 140.000 between August 2001 and July 2002. The new system has also increased the speed of the bus fleet, as passengers are able to board the bus more quickly;
 - Gibralfaro Funicular: a technical and economic study is looking into the possibilities of implementing a funicular to the Gibralfaro castle
 - Metropolitan Transport Authority: answers the need to establish a single government body responsible for all public transport modes in the region, fare integration, timetables, it would act as a mobility centre. The MTA is still under negotiation.

The measures initiated during MOST will continue after the end of the project.

Keywords

promotion and advertising
campaigns (large scale)
MM for touristic areas
Mobility plans / Travel plans
measures - access control

Share on

[](#)

[](#)

[](#)
