Addressing islands and tourism-related mobility

Sustainable mobility for sustainable tourism: best practices from InnovaSUMP project

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Innovations in Sustainable Urban Mobility Plans for low-carbon urban transport

Innovations, enhancements and advances in preparation, elaboration, consultation, adoption, implementation, evaluation and monitoring of SUMPs, based on the EU established methodology for sustainable low-carbon urban transport and mobility policies and measures promotion, funding, implementation and enhancement.

Workshops:

A – Inclusion of travel behavior research
B – Visitors mobility at tourist destination
C – Integrating of SEAP and SUMP processes
D – Integrating pricing & financing measures

https://www.interregeurope.eu/innovasump/
InnovaSUMP Workshop B
“Visitor Mobility at Tourist Destination”

**Mobility Planning: Usual Approach**

SUMPs are usually geared to the «daily» travel demand of residents and businesses.

**Mobility Planning: SUMPs Aim**

In order to improve their effectiveness, SUMPs must consider all the components of city mobility.

- Residents
- Workers
- Tourists

- City Users
- Residents
- Tourists
- Workers
InnovaSUMP Workshop B - “Visitor Mobility at Tourist Destination”

Integration of planning for visitors in SUMP: How?

- Sustainable accessibility: investments in LC transport system and different approach
- Intermodality facilities for visitors
- Cycling and walking facilities for visitors, including cyclo-tourism

Specific components: Tourists-oriented communication

- Faster and easier than the one dedicated to citizens
- Emotional: movements and transfer as part of the «holiday experience»
InnovaSUMP Workshop B - “Visitor Mobility at Tourist Destination”

Good Practices from InnovaSUMP partners:

- Sustainable accessibility: investments in LC transport system and different approach
  - *Kordelio-Evosmos (EL): key challenges and new approach*

- Intermodality facilities for visitors
  - Vilnius city (LT): connections and sustainability
  - Nicosia City center (CY): Mini-bus service
InnovaSUMP Workshop B - “Visitor Mobility at Tourist Destination”

**Good Practices from InnovaSUMP partners:**

- Cycling and walking facilities for visitors, including Cyclo-tourism
  - *Prague city center (CZ): planning for pedestrian mobility*
  - *Viseu (PT): cyclo-tourism and walking trails*
- Tourism-oriented communication
  - *Iasi (RO): Tram/Bus thematic stations*
Kordelio Evosmos: key challenges and new approach

- Kordelio – Evosmos: low tourist flows due to relatively ineffective mobility & accessibility measures:
  - Poor public transport service
  - Limited accessibility
  - Undeveloped tourist value
  - Mobility Design adjustment

Future challenge

Traditional approach

- Cultural – Historical interest
- Tourist flows

Alternative approach

- Improve mobility
- Improve mobility
- Promote sites
- Tourist flows

Methodological approach

- Potential sites
- Poor public transport
- Ineffective accessibility
- Low tourist flows
- Need to improve mobility
- Infrastructure projects
- Better area promotion
- Increased tourist flows
Vilnius: connections and sustainability

Public Transport

Choose your destination / Išsirinkite kryptį
The following buses go from / to the airport
IŠ / į oro uostą važiuoja autobusai

1 2 3 88 88N

Look at the schedule / Tarkarčiai

The schedule / Tvarkaraščiai

Scan the QR code for a real-time timetable
Nuskatinti QR kodą, pamatysite tveikraščio tikslą

Buy your ticket / Įsigykite biletą

For your first trip / Pirmąją kelionę

CycloCity Vilnius Card
June-August 2017:
3,728 3-day tickets were purchased by tourists

Bike sharing Cyclocity

Shared Transport

Monthly CityBee – cars and bikes - service is used by 300-500 foreigners throughout Lithuania

Download CityBee app
and log in.

Use CityBee cars and bikes for as long as you need!
Nicosia City Centre: Mini-Bus Service

- 13 new mini buses, Euro VI category (very low emissions)
- More attractive, significantly improving the existing bus service.
- Smart bus stops, providing real time information, using solar energy.
- Information on the bus and through the development of a Smart Phone Application.
Prague city center: planning for pedestrian mobility

Trends
- Constant increase tourists flows (8 thousands/hour)
- Constant decrease citizens in the city center
- Citizens interested in planning, health and sustainable solutions
- Segway, e-scooters, fatbikes, ...

Modal Split
- Public Transport (PT)
- Cars
- Pedestrian
- Cars + PT
- Cyclists

Relevant documents for pedestrian mobility
- Development Principles of Pedestrian Mobility
- Strategic Plan
- Transport Policy (NEW)
- Prague Public Space Design Manual
- Concept studies (streets, squares)
- Prague City Council Committee for Accessible Prague
Viseu: cyclo-tourism and walking trails

Ecotrail of Dão

- 49.2 km
- Old railway line of Dão
- The largest ecotrail in Portugal
- Integrates the National Network of Ecotrails

Walking trails network

- 12 walking trails
- Natural and cultural heritage
- Promotion of physical activity
Iasi: Tram/Bus Thematic Stations

- Tram stations are personalized in function of the proximity: near the Opera House the station is decorated like inside the building and the travellers can listen opera music...

- Communication: Public Transport as part of the «holiday experience».

- Make public transport more attractive for tourists and citizens.

- A different way to learn something about the city events, traditions, local and national history.
Municipality of Ravenna: sustainable accessibility, new approaches and facilities for all

Overview of some best practices:

• Accessibility Platform and rules for private buses
• Multimodality and sustainability to reach Ravenna
• Intermodality facilities for all visitors
Municipality of Ravenna: informations

- Extension: 652.22 sq. Km
- 38 km of coastline
- Population: 160,000 inhabitants
- 1 chief town, 64 small centers,
- 9 of them along the coast line
- 8 UNESCO monuments
- National Park of Po Delta
- Italian biggest amusement park

Tourist presences (2015):
- 6,570,060,
- 87.5% Italian,
- 12.5% from abroad

Venezia 140 km
Bologna 85 km
Firenze 140 km

- Naturalistic area
- Environmental system
- Equipment system
- Mobility system

Rural area
Port area
Urban area
Accessibility Platform and rules for private buses

- City accesses:

- Scheme:

- Starting point:
  - Many connections and accesses
  - Bus traffic in the city
Accessibility Platform and rules for private buses

- Definition of 4 accesses and convergence of the external paths
- Multimodal Tourism Hubs (MTH)

- Definition of proper accesses (road size, lanes, connections to parking lots)
- Reduction of bus traffic in the city
Accessibility Platform and rules for private buses

- Buses are forced to follow specific paths
- The other part of the city can be considered as a LTZ
Accessibility Platform and rules for private buses

All paths to reach the city center are accessible for people with reduced mobility, nevertheless, with authorization, special bus stops closer to the main monuments can be allowed.

*Cars can use MTH, without any obligations in paths and parking slots choice

Wheelchair ramp

MTH Resistenza
Multimodality and sustainability to reach Ravenna – by train

- 1 city center railway station
- 3 small stations
- Main destination: Bologna, but it takes from 50 minutes to 1h21 to cover about 80 km

Bikes can be transported on every trains.

Special connection during the summer: 21 more trains, daily
- Brescia - Pesaro
- Bergamo - Pesaro (high speed train)
- Cremona - Pesaro
Multimodality and sustainability to reach Ravenna – by bike

Italian bike tourist path network

Ravenna as part of «Ciclovia Adriatica»

- Part of a national project
- Integrated with EuroVelo network
- 7 Italian Region involved
- More than 1000 km

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Intermodality facilities for all visitors

Pedestrian paths from Railway MTH

Elevator and path

Underpass
Intermodality facilities for all visitors

Bike sharing in the City Center

2018 – New Public Service

A new version of public bike sharing is going to be implemented:

- Multimodal electronic card
- Possibility to leave the bike in a different access point.

April 2018 - oBike

Private free-floating rental service all over the city and the seaside. All the Romagna coastline will be involved.

- Sharing point – public bike sharing
- Bicycle lane
Intermodality facilities for all visitors

Navetto: Free parking + Free Bus
Parking area and beaches are connected by pedestrian paths and bike lanes

- During spring and summer week ends, free P and buses every 12 min
- The route runs along the beach and reaches two of the main centers
- To avoid traffic and cars parked along the coastline
- Parking toll along the coastline
- Strict parking policy in beach facilities paths

1 km to the beaches
Thank you!

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