



ZOOMING IN TO EASTERN EUROPE: LOOKING THROUGH A CULTURAL DIFFERENT LENS ON SUMP

Joint session of CIVITAS PROSPERITY, CIVITAS SUITS,
CIVITAS SUMPs-Up and the MobiliseYourCity Partnership

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City Introduction: Palanga / Lithuania

1) Characteristics about my city

- Cozy tourist city with it's own airport
- 27 3-5 stars hotels, 100+ restaurants, 12 SPA
- Culture-based tourism - Kurhaus, Amber Museum, Park, Concert Hall, Sport Infrastructure



2) Specific motivation of my city to engage in the topic of SUMP

- Seasonality
- Safety
- Eco-friendliness

Population 2017: 15,4 T
Tourists 2017: 308 T
Urban growth rate:
0,3% p.a.



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- 3) Signature improvement / investment measures tentatively envisioned by my city to be anchored in a SUMP
- Investments to bicycle and pedestrian roads (16km) + Bike&Ride, Bike Sharing
 - Eco-buses & E-charging network
 - Public education & Safety cameras network
- 4) Main obstacles/challenge for take-up/implementation of SUMP?
- Low population vs. High tourism flows
 - Limited managerial capacity



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