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 its 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 SUMPsin
   • Seasonality
   • Safety
   • Eco-friendliness

Population 2017: 15,4 T
Tourists 2017: 308 T
Urban growth rate: 0.3% p.a.
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 SUMPs?

- Low population vs. High tourism flows
- Limited managerial capacity