Tourism and mobility, challenges and lessons learned

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TOURISM AND SUSTAINABLE MOBILITY IN CITIES - Lessons learnt and new challenges

1. DESTINATIONS project key features
   • Schematic map
   • A project of islands with specific challenges
   • Project structure and objectives
   • How we work in DESTINATIONS

2. Tourism and Mobility
   • Two rising markets and trends
   • Tourism value of chain as a working tool
   • Mobility as part of touristic experience
   • Tourists’ profile and mobility patterns

3. Challenges, Lessons learnt
**DESTINATIONS project key features**

**WHAT** A set of mutually reinforcing innovative mobility solutions in six urban/regional laboratory islands focusing on **tourism mobility**

**WHO** 29 partners from 9 European countries, plus China

**WHEN** more than 4 years started September 2016 end in 2021

**BUDGET** Total budget of **20,15 M€** of which **17.87 M€** in EC Contribution

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79 measures implemented **20,15 mln € total costs**
In Europe there are more than **599 island where live approximatively 3% of the EU population**. Only 371 European islands have each a permanent population of more than 50 inhabitants.

**Outermost regions:** Madeira and Canary Islands  
**Mediterranean Islands:** Crete and Isola d’Elba  
**Island states:** Cyprus and Malta

<table>
<thead>
<tr>
<th>Las Palmas GC</th>
<th>Madeira</th>
<th>Elba</th>
<th>Rethymno</th>
<th>Limassol</th>
<th>Malta</th>
</tr>
</thead>
<tbody>
<tr>
<td>400k (LPGC) / 850k (Gran Canaria)</td>
<td>110k (Funchal) / 250k (Madeira island)</td>
<td>32k (Elba island) / 2.8 M visitors/year (63% Italians)</td>
<td>40k (Rethymno) / 630k (Crete)</td>
<td>240k (Limassol) / 1.2 M (Cyprus)</td>
<td>417k (Malta island)</td>
</tr>
<tr>
<td>4.2 M visitors/year (island) / (400k LPGC)</td>
<td>Cruise tourism</td>
<td>Ferry access</td>
<td>1.5 million/year visit the city on day tours and cruises.</td>
<td>4.2 M visitors/year (island)</td>
<td>2.6 M visitors/year</td>
</tr>
</tbody>
</table>

**1,8 million residents  
13 million tourists per year**
DESTINATIONS project key features
Island challenges

**Main consequences of insularity**

1. High dependency on tourism (from 15% Malta to 26% Madeira)
2. Lack of efficient transport and systematic extra costs;
3. Environmental vulnerability and fragile ecosystems;
4. Dependence on foreign economies;
5. The need for greater flexibility to adapt to global changes (resilient by definition)
How we work in DESTINATIONS

Project Structure

79 local measures clustered in 6 action fields

- Support local planning and policy making
  - SUMPs/SULPs
  - Local investment Plans
  - Business models
  - Intelligent Transport Solutions

- Mobility planning
- Shared mobility services
- Mobility demand management
- Improvement public spaces
- Urban freight
- Public transport

Evaluation of the actions
- Measure Evaluation Reports
- Identification of the barriers & supportive conditions for implementation

Transfer of the experiences and recommendations: Platform of followers;
- CIVITAS DESTINATIONS web page
- Social media

Innovative solutions to address mobility in touristic destinations

Urban Mobility Days 2020 • 30th of September 2020 • Claudio Mantero
DESTINATIONS project key features

Project and objectives

• To Enhance sustainable mobility in small and medium cities facing a high touristic demand.

• To change the mind-sets of all stakeholders involved in the “mobility for growth”.

• To combine newly emerging technologies, policy-based and soft measures with a strong replication potential.

Macro-objectives:

• Reduce emissions / increase air quality;
• Reduce energy consumption;
• Improve overall urban accessibility;
• Enhance social cohesion;
• Improve cost effectiveness and integration of transport and mobility services.
Tourism and Mobility
Two rising markets

Increase of mobility needs due to...

Rise of tourism...
International tourist arrivals are forecast to reach 1.8 billion by 2030

Urbanisation challenges
world's urban population is expected to increase from 55% in 2018 to 68% by 2050

Tourism and travel represent 10% of global GDP
In Islands it represents on average 25% of GDP
Tourism and Mobility
Tourism value chain as working tool

Tourism Value chain adaptation (ITC UNWTO 2015) to highlight the horizontal and vertical integration trends in mobility and tourism industries.
Tourism and Mobility
Mobility as part of the touristic experience

Transport as Utility
- Safe
- Reliable
- Informed
- Standard characteristic

Transport as Tourism
- Package of advantages including other touristic providers
- Mobility actors integrated under a unique simple brand
- Cultural and traditional experience
- Sustainable transport made with local resources, respecting touristic destination

Low intrinsic value as a tourism experience
High intrinsic value as a tourism experience

Sustainable mobility option as mobility touristic attraction
CIVITAS DESTINATIONS
Tourists’ profile and mobility patterns

PROBLEM
Tourists’ mobility was unknown (profile, priorities, etc.) before CIVITAS DESTINATIONS

CIVITAS DESTINATIONS
Exhaustive surveys about mobility and tourism

RESULTS
- Tourists’ profile.
- Understanding of tourists’ mobility patterns.
- Qualitative information: priorities, preferences, etc.
- Collection of relevant cross-sectional information.

Conclusions
- Profile of tourists change over the years.
- Rise of tourism over the past years.

To do
- Local authorities and tourism professionals have to meet new demands.
- To assess the overall strategy, specially with regards to transport infrastructures and mobility services.
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Challenges

- Insufficient Political and Stakeholders’ Involvement
- Technological Complexity
- Human Resources
- Legal Framework
- Social Resistance
- Health issues
Integrated packages of measures.

Implement a solution about something that already exist.

To ensure key local stakeholders involvement and awareness about tourism and mobility challenges.

It is important to involve politicians since the very beginning.

Tourism value chain.

Local measures to address global problems.
Thank you!

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