



Travel Smart See More!

Exchange experiences with other tourist destinations
on sustainable mobility

Mobility at tourist destinations

Studies show that leisure travel accounts for 50% of all travel mileage in industrialized countries and is expected to grow further in the coming years. The impact of growing leisure travel is especially felt in tourist regions that have to cope with seasonal changes in transport demand and road congestion because of high levels of private car use. An inefficient organisation of mobility can lead to a decrease in the attractiveness of a destination. Also, destinations need to develop new products for growing target groups like low-cost travellers; ageing tourists that do not want to drive a car; and tourists demanding sustainable holidays.



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**Learn from SEEMORE regions during
16 transfer workshops**

Tourism and mobility sectors co-operate for competitive and sustainable destinations

For tourist destinations to remain competitive and attractive in a global market, co-operation between local actors from the tourism and mobility sectors is essential. Within the SEEMORE project, 8 European coastal regions are setting up these co-operation frameworks to carry out the following actions:

- Provide improved information for visitors about sustainable mobility options like public transport, cycling, walking and electric mobility.
- Develop integrated tourist products that combine leisure and public transport lines.
- Create new and improved sustainable mobility options and services for visitors, including public bicycles and new public transport services.

Project activities

The implementation and evaluation of sustainable mobility actions in 8 coastal regions form the core of the SEEMORE project. To improve the quality of the SEEMORE regional actions, the partners develop an overview of good practices and recommendations from existing studies. Throughout the project, SEEMORE organizes several public events to exchange experiences with other tourist regions. Practitioners from other regions are able to access interesting project outputs on our project website: www.seemore-project.eu



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Partners

- CINESI Transport Consultancy **Spain**
- Mallorca Transport Consortium **Spain**
- Trivector Traffic AB **Sweden**
- Association of Local Authorities Fyrbodal **Sweden**
- FGM-AMOR Austrian Mobility Research **Austria**
- Common Europe Pomeranian Association **Poland**
- Municipality of Choczewo **Poland**
- Club Sustainable Development of Civil Society **Bulgaria**
- Province of Forli-Cesena **Italy**
- Central European Initiative **Italy**
- Limassol Tourism Development and Promotion Co Ltd **Cyprus**
- Stratagem Energy Ltd **Cyprus**
- Horários do Funchal Public Transport **Portugal**
- Local Councils' Association **Malta**



For more information about co-operating with SEEMORE

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