

Change the background picture to suit the destination



SUSTAINABLE TOURISM MOBILITY ACTION PLAN

Open source template for planning



Leverage from
the EU
2014–2020



REACT-EU Recovery
Assistance for Cohesion and
the Territories of Europe

Sustainable
TOURISM
Mobility

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Purpose and development of the Action Plan template

This is an open source template and model for planning sustainable tourism mobility service development for destinations. Template can be applied to different destination types from region/city to resort, national park or single attraction. Template includes outlines for creating a sustainable tourism mobility action plan based on current state analysis of the destination and customer needs. It also includes tools for prioritizing development measures and model for carrying out the co-creation process together with key stakeholders.

Template and model for action plan were developed in REACT-EU funded Sustainable Tourism Mobility project coordinated by Visit Tampere. Co-creation process was done with mobility development experts of AFRY Finland and Sweco Finland. Model was utilized for creating Action Plans with three attractions in Tampere Region (Seitsemäinen National Park, Särkänniemi Amusement Park and Serlachius Museums) and a destination level Action Plan for Visit Tampere.

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Table of contents

1. Principles and benefits
2. Setting the targets
3. Action plan
4. Detailed measures and mobility service concepts
5. Follow-up and metrics
6. Tools for co-development process



1. Principles and benefits



1. Principles of sustainable mobility

Sustainable mobility means smooth, safe, ecological, healthy, economical and environmentally friendly moving. The goal is that more and more people would choose a means of transport other than driving alone in their own car.

Promoting sustainable mobility is profitable for tourism and other areas: reducing the use of cars saves space and reduces traffic jam, which results in lower maintenance and investment costs. Exercise maintains good fitness and health, which promotes quality of life and reduces healthcare costs. The comfort and safety of the environment improves as the number of cars decreases. Sustainable ways of moving also increase social equality.

Promoting sustainable mobility has a significant impact on achieving environmental goals, as traffic and mobility emissions cause on average one fifth of all carbon dioxide emissions.



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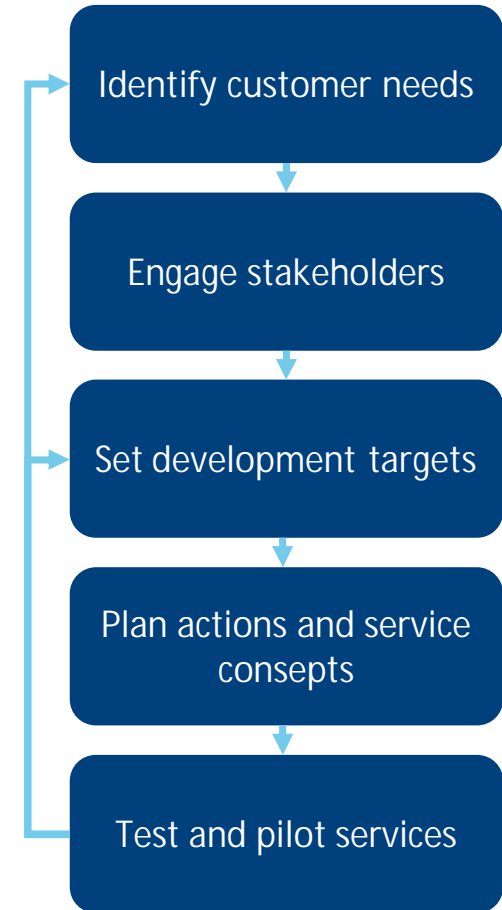


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Sustainable Tourism Mobility Action Plan – Benefits and steps

1. Systematizes the planning of services and development actions
2. Improves communication and marketing of sustainable mobility options to customers
3. Enhances cooperation with relevant stakeholders (e.g. public sector, public transport, mobility service providers)
4. Provides key steps and a timeline for actions, service development, communication and budgeting. Helps to prioritize actions. Plan should be updated regularly considering development results, learnings and new solutions
5. Making sustainable mobility choices and services easier and attracting for visitors is the best way to change customer behavior. High quality mobility services are essential for high quality visitor experience and can provide competitive advantage for the destination.



2. Setting the targets



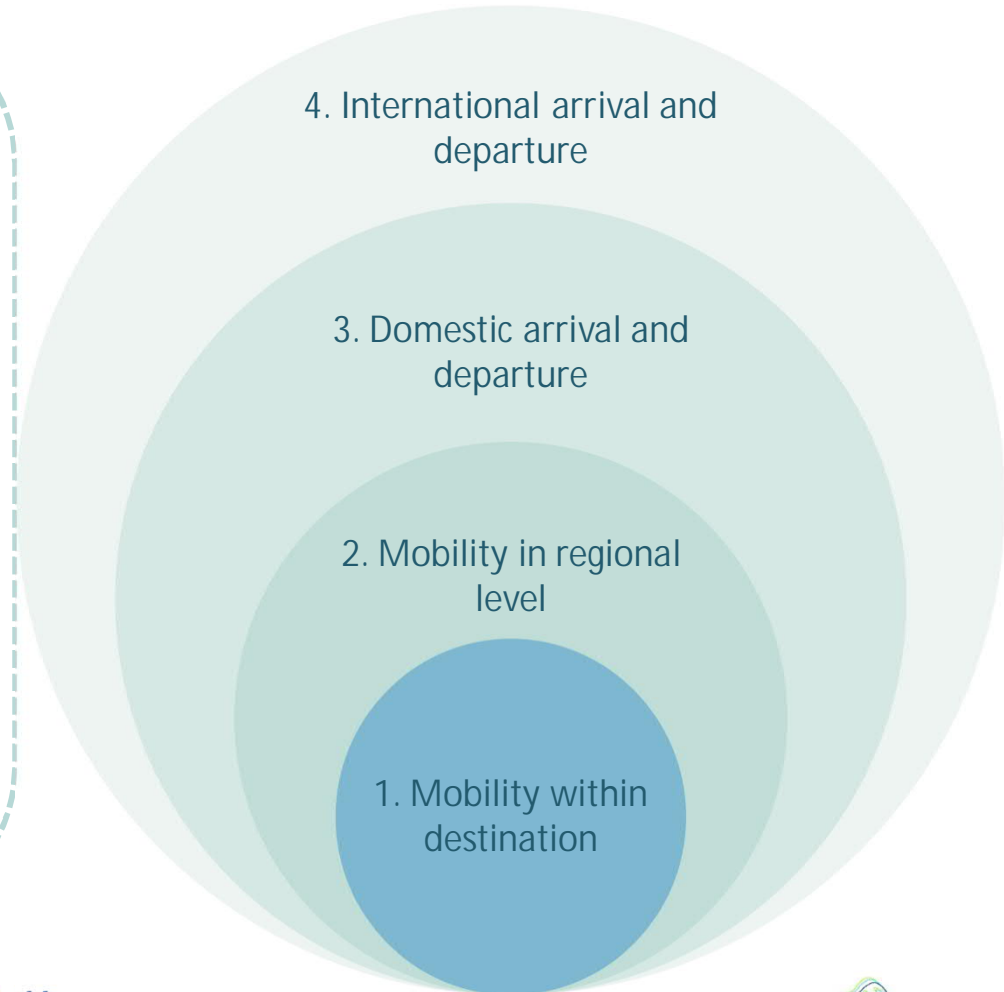
Focusing development goals and actions

First step of building a mobility action plan for destination is to decide which level the DMO can best impact with their actions and collaboration.

1. Mobility within destination
Easiest level to address with service development and stakeholder cooperation
2. Mobility in regional level
This includes centre based day trips and longer round trips for example from city to surrounding region, returning to starting point
3. Domestic arrival and departure
Domestic visitors transport options and choices when arriving to destination and also traveling between several destinations in different regions – cooperation with national transport organizations
4. International arrival and departure
Difficult to address from destination level – requires long term cooperation with international transport service providers

Successful development also requires the following in all 4 levels:

- Marketing, communication and fluent digital customer journey
- Understanding customer behavior and expectations
- Monitoring and knowledge management



Destination mobility - current state analysis

Accessibility and availability of current transportation modes for reaching the destination and moving within and around the destination. Utilize mobility and customer data if available. Provides understanding and knowledge for setting the main development goals and focusing actions.

Public and mass transport services

- Key strenghts and weaknesses

Passenger cars

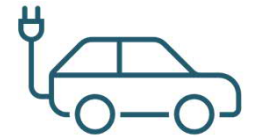
- Key strenghts and weaknesses

Pedestrian and bicycle traffic

- Key strenghts and weaknesses

Marketing, communication, digital services and ticket sale solutions

- Key strenghts and weaknesses



The main goals for tourism mobility development

Goal 1

- What needs to be achieved
- How will it be achieved
- What are the expected impacts and benefits
- What are the stakeholders and focus groups

Goal 2

- What needs to be achieved
- How will it be achieved
- What are the expected impacts and benefits
- What are the stakeholders and focus groups

Goal 3

- What needs to be achieved
- How will it be achieved
- What are the expected impacts and benefits
- What are the stakeholders and focus groups

3. Action plan

- 1
- 2
- 3
- 4
- 5
- 6

Measures for sustainable mobility development

Measure	Objective/result of the measure	Responsible party, service providers and stakeholders	Schedule	Estimated cost	Priority
Measure 1					
Measure 2					

4. Detailed measures and mobility service concepts



#1 Measure/Concept

Describe the idea and goals of the measure or concept.

Responsible party:

Schedule:

Costs and funding:

Steps for implementation:

Monitoring and effectiveness evaluation:

5. Monitoring results and sustainability impacts



Follow up and metrics

- Describe how the action plan will be followed up in the future and who is responsible for the monitoring.
- Following readiness, results, impacts and cost effectiveness of the measures is an essential part of implementing the Action Plan
- Individual development measures and actions have their specific metrics. These can be utilized and combined for destination level monitoring of sustainable tourism mobility.

Metrics to monitor:

- Development in modal share of visitors
 - Number of international, domestic, regional visitor and the modes of transport used for arrival and departure, mobility choices in the destination
- Carbon footprint of customer mobility
 - arrival and departure – starting point and distance, modes of transport used and their mean CO2 footprint/distance travelled
 - CO2 footprint of mobility in destination – where, how, when
 - Average length of stay - relative carbon intensity of mobility/visit
- Customer satisfaction, motivation and expectations
- Costs and resources compared to impacts and customer experience data



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Tools and solutions for monitoring

DMO plays a key role in destination level sustainable tourism mobility development and also gathering destination level data and monitoring advancements.

DMO can first map available solutions for:

- Available data sources – modal shares, mobility emissions/mode of transport
- Tools and service providers for collecting customer data
- Tools and service providers for combining, analysing and displaying data

DMO can utilize these for data based knowledge management and development. Cooperation with major attractions and tourism companies in the destination is essential for effective data collection and implementing effective development measures.



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6. Tools for co-development process



Steps for Action Plan co-development process



Identifying development needs – planning measures and concepts

Based on the current situation, assess the development needs considering the different stages of the customer's path of experience. Customer journey and service path can be used as a co-development tool in both 1st and 2nd workshop.

First step is choosing different customer types (individual, groups, business travel) and focus (domestic, international) to address.

1. Inspiration, planning the journey

- Marketing and communicating how to reach the destination easily and sustainably. Mobility as an inspiring part of the visitor experience

2. Travelling to the destination:

- Mobility options, customer needs, variety of departure points

3. Moving inside and around the destination:

- Need for mobility service improvements, easy purchase, communication

4. Journey back home:

- Same or different transport mode compared to arrival? Completing good visitor experience



Effectiveness evaluation of measures

To prioritize development steps measures can be evaluated according to effectiveness in sustainability and low carbon, customer potential, equality, cost-effectiveness and ease and smoothness.

Based on the results of the evaluation, measures can be categorized with different levels of priority (Level 1 marking top priority) and selected for more detailed planning or concept development.

Sustainability and carbon footprint
Positive carbon intensity effects and other ecological benefits of the measure

Customer potential
Which and how large customer groups the measure can attract and serve


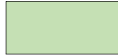

Equality
Does the measure enable and advance equal access and mobility options

Cost-effectiveness and business potential
Estimated costs of the measure per customer, business potential, possible economic benefits

Easy and smooth customer experience
Estimated quality and improvement of the visitors mobility service experience

Measures	Estimated impacts					Prioritization
	Sustainable and low-carbon	Customer potential	Equality	Cost-effective	Ease and smoothness	
1. Measure	Significant/very high impact on the goal	Some/moderate impact	Some/moderate impact	Some/moderate impact	Some/moderate impact	1
2. Measure						2

Estimated impacts

-  Significant/very high impact on the goal
-  Some/moderate impact
-  Small/indirect/no impact