

# Focus session

## C3: Benefits of sustainable mobility as an integral part of sustainable tourism

14.00–15.30



# Cycling tourism as a booster for regional economic development in Europe.

## What is needed from the national level

**Marta Orihuel**  
**EuroVelo & Projects Officer**

**Turku, Wednesday 1st June 2022**  
ECOMM – European Conference on Mobility Management

[www.eurovelo.com](http://www.eurovelo.com)  
[www.ecf.com](http://www.ecf.com)

# Contents

1. Introduction to ECF & EuroVelo
2. The rise of cycling tourism
3. How the national level can support it



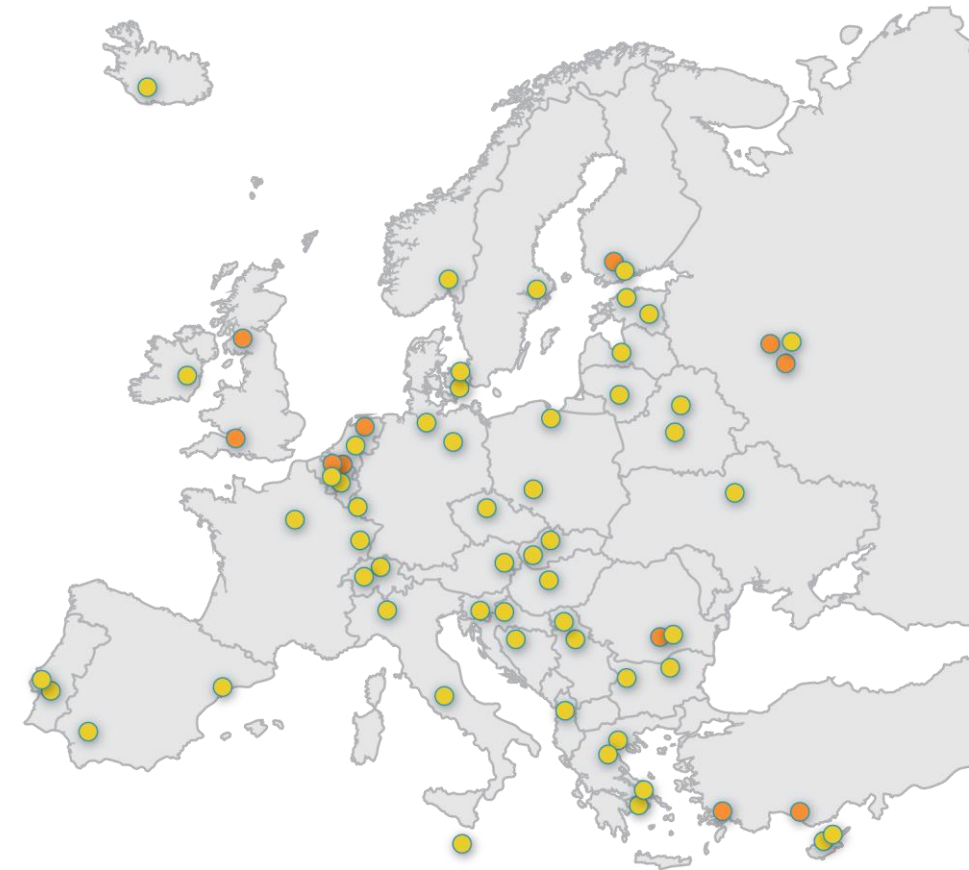
# 1. Introduction to ECF & EuroVelo





# European Cyclists' Federation (ECF)

- Established in 1983
- Federation of civil society organisations with 70+ members in over 40 countries
- We promote cycling as a sustainable and healthy means of transportation and leisure
- We harness the power of the European cycling movements



## ECF activities and outputs

- Evidence-based **advocacy, coalitions and campaigns**
- Innovative **research** and thought-leadership projects and initiatives
- Provision of **tools, resources and trainings**
- Organisation of **Velo-city**, the premier international planning conference on cycling
- Coordination and development of the **EuroVelo** cycle route network



# EuroVelo, the European cycle route network

## In numbers:

- First launched in **1997**
- **17** routes
- **42** countries
- **93,021** km
- Features in **8** national cycling strategies
- **23** National EuroVelo Coordination Centres
- **Hundreds of millions** of € invested to date





# From vision to reality





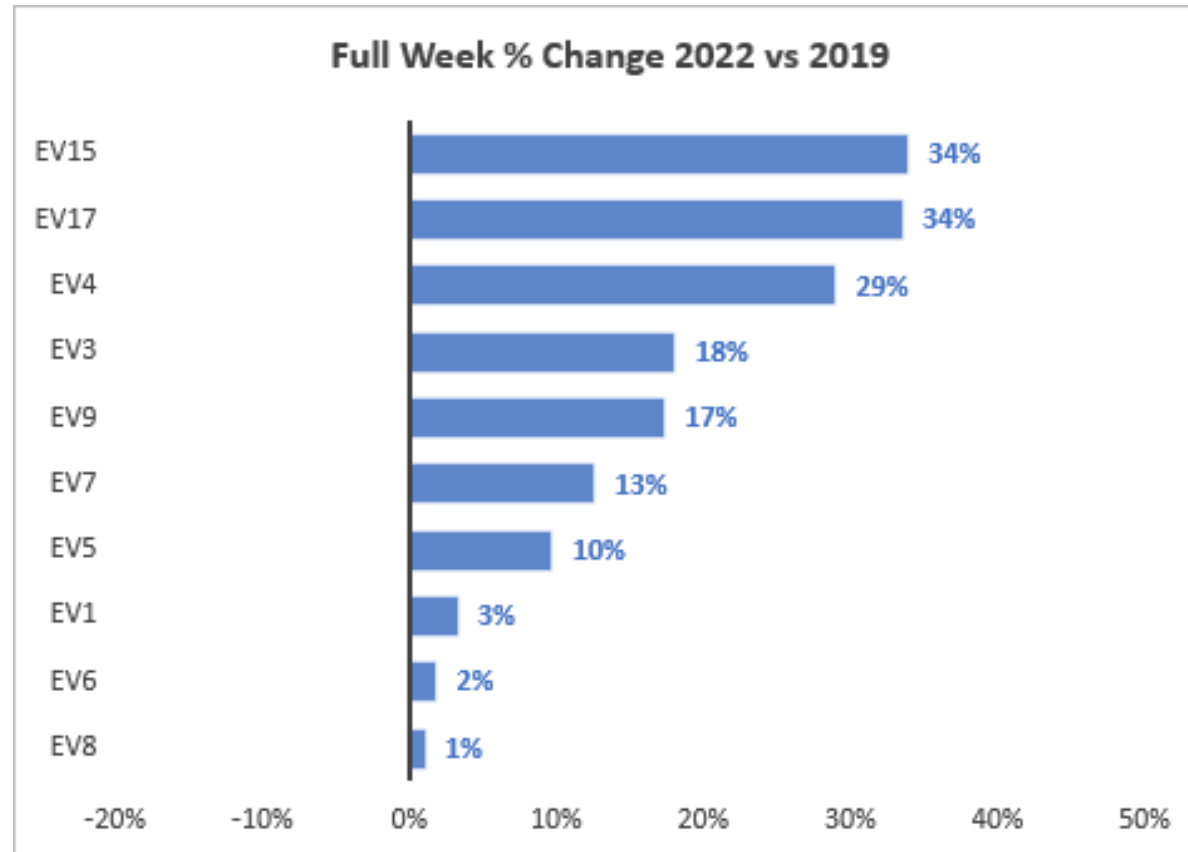
# EuroVelo Data Hub

## 1. Usage data

**+16% Weekday**

**+23% Weekend**

**+18% Average**



## 2. The rise of cycling tourism



# Domestic tourism





# Rural tourism





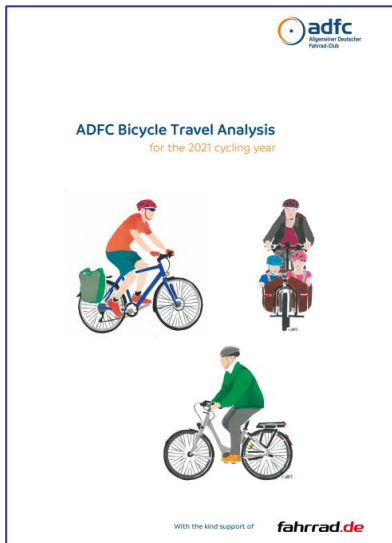
# Ecotourism



# National data sets

## Germany

ADFC Bicycle Travel  
Analysis 2022



## The Netherlands

Key figures  
Cycling Holidays 2021-2022



## France

Economic impact and  
development potential of  
bicycle use in France 2020



## Italy

National Survey on Cycling  
2020



## National data sets



- Around **41.6 million** Germans went on at least one cycling day trip in 2021 (+11 million)!



- An average Dutch cycling holiday lasted **3.8** nights, which means that approximately **6.8 million** overnight stays took place during 2021.



- The economic spin-offs of bicycle tourism in France have increased by 46% in 10 years to reach **€5.1 billion** per year

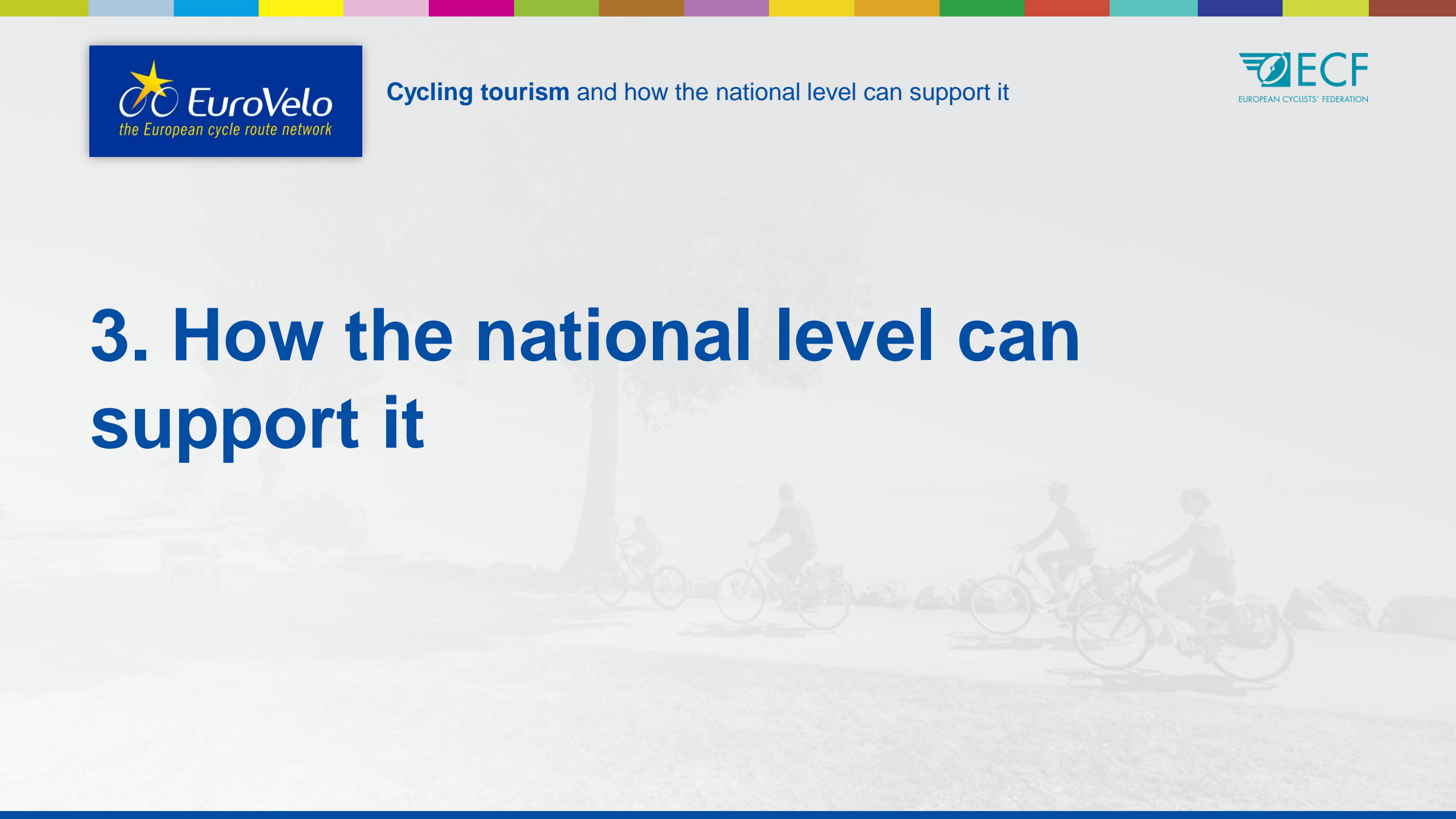


- The daily stages, for **70%** of Italian respondents, are between **50 and 70** kilometres.



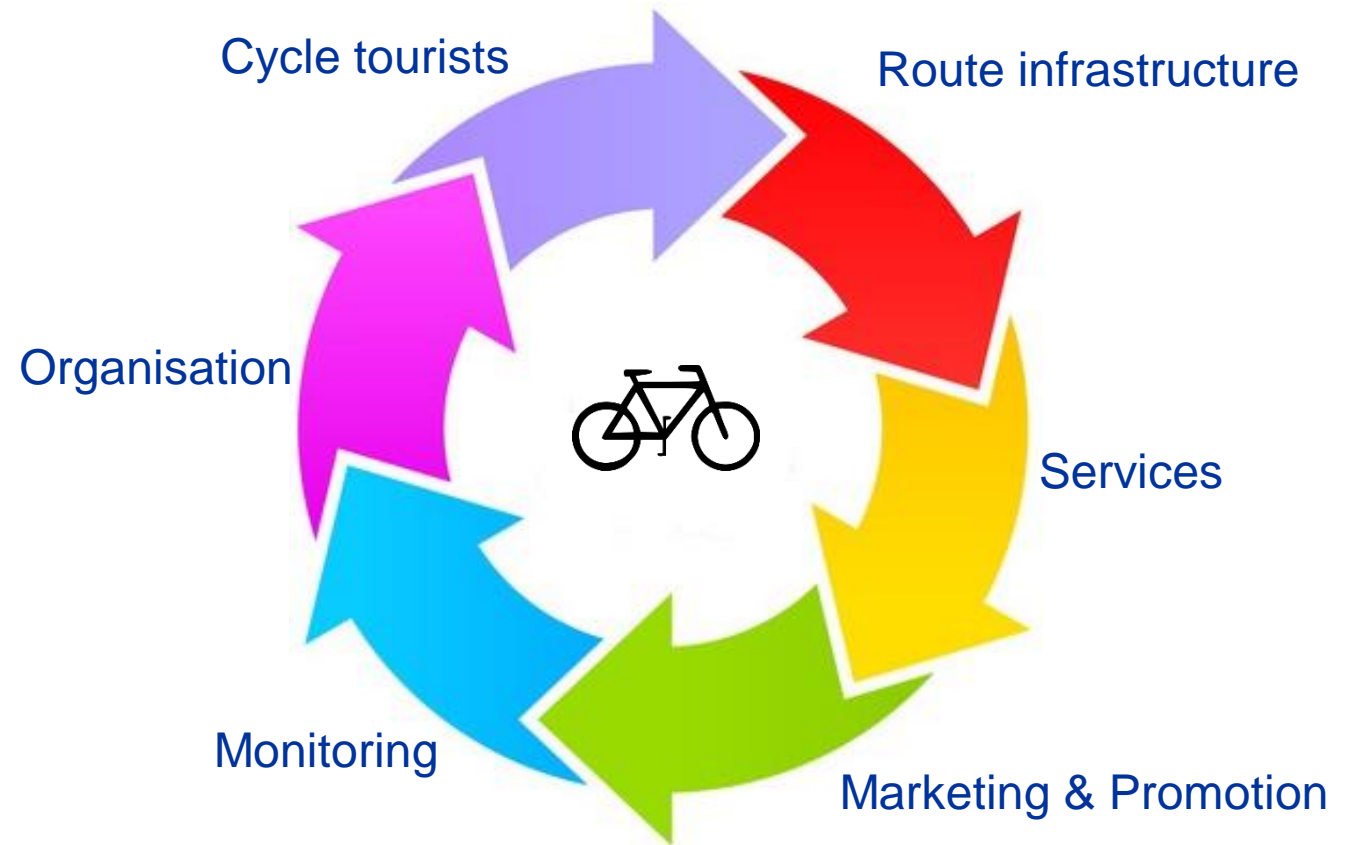


# 3. How the national level can support it





# Cycle Tourism Development Wheel



# Cycling infrastructure

Cycling tourists need attractive, safe and comfortable routes

How to support it?:

**Coordinate the establishment and maintenance of European, national, regional and local cycling networks**

And

**Standardise cycling infrastructure**



# Cycling infrastructure

Complete and consistent signing according to the European and national standards

How to support it?:

**Adopt and implement national guidelines for the signalisation of cycle route networks**





# Cycling infrastructure

Good public transport connections with cycle carriage.

How to support it?:

**Facilitate multimodality**





# Cycling services

Controlled, high-quality cycling friendly services.

How to support it?:

**Introduce a national cycle-friendly service scheme**



# Promotion and marketing

Up-to-date and easily accessible information and promotional tools.

How to support it?:  
**Include in national and regional tourism strategies**



# Monitoring

- User counting and surveys to estimate effects and impacts.
- Route surveys to assess current status and identify areas for improvement

How to support it?:

**Improve cycling statistics for use in efficient monitoring and benchmarking**





# Organisation

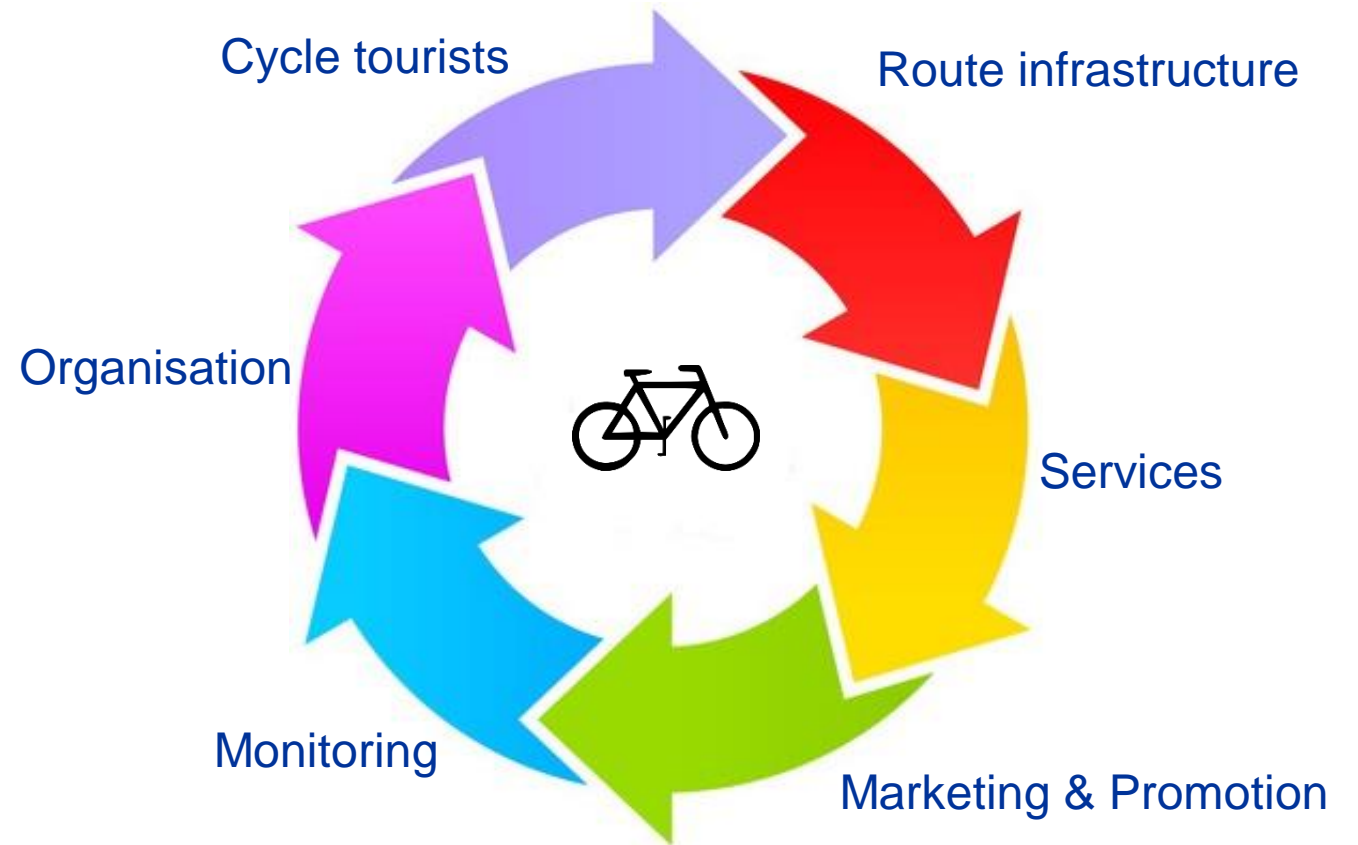
Coordinate and ensure successful implementation, operation and quality assurance

How to support it?:

**Establish national (EuroVelo) cycling tourism coordination centres**

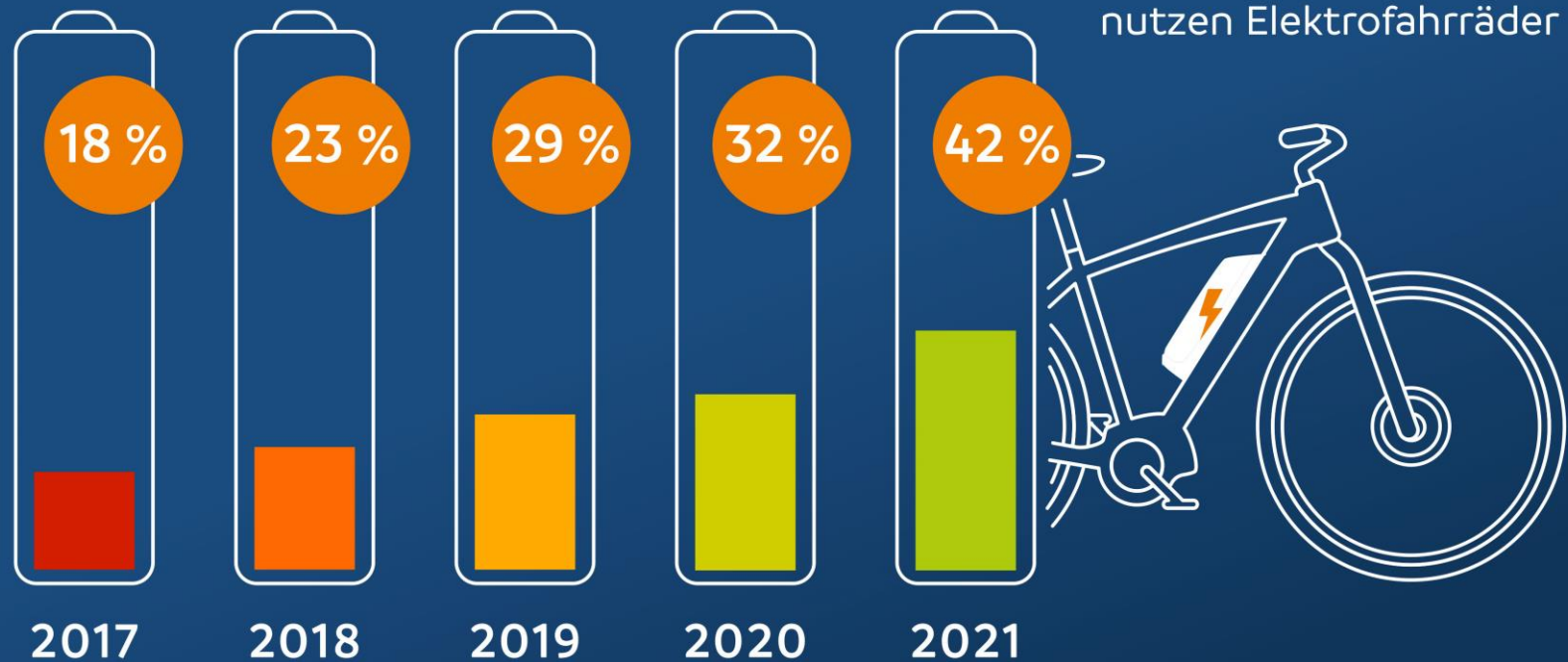


# Cycle Tourism Development Wheel



## E-bikes!

### Trend Elektrofahrrad







## Velo-city 2022 Ljubljana

#VC22

Join us for the world cycling summit on **Cycling the Change** from 14-17 June 2021

More information: [www.velo-city2022.com](http://www.velo-city2022.com)

# Thank you!

**Marta Orihuel**

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Twitter: [@ECFEuroVelo](https://twitter.com/ECFEuroVelo)

# How to promote sustainable mobility in tourism?

## Learnings from the project Transdanube Travel Stories

**Andreas Friedwagner**

Verracon GmbH

**Date**





# Sustainable mobility in tourism

as part of a comprehensive approach towards sustainable tourism...

...that takes full account of its current and future impact,  
addressing the needs of...

...**cultural and natural heritage**: preservation and educational use

...**visitors**: recreation and experience for long-lasting, sustainable memory  
(Danube Stories, tools of experience, accommodation, food, shopping etc.)

...**local industry**: economic participation (included in Product Clubs)

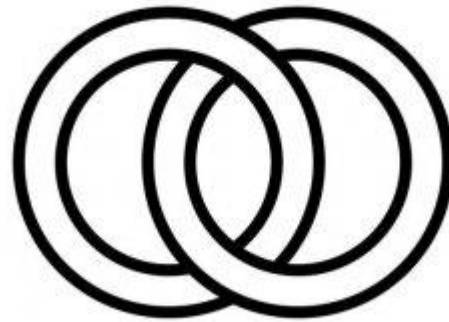
...**environment**: travelling sustainably (STOMPs, Mobility Management,  
travelling as experience)

...**host communities**: social impact (included in Product Clubs, space for  
encounters, less negative impact of mobility through STOMPs)

# Promotion of sustainable tourism

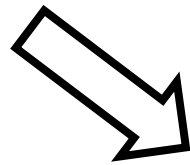
## Cultural Routes

Employ innovative  
(more holistic)  
promotion approaches

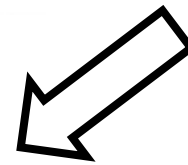


## Sustainable Mobility

Integrate sustainable  
mobility management  
measures and tools



**Green Transnational  
Travel Products**

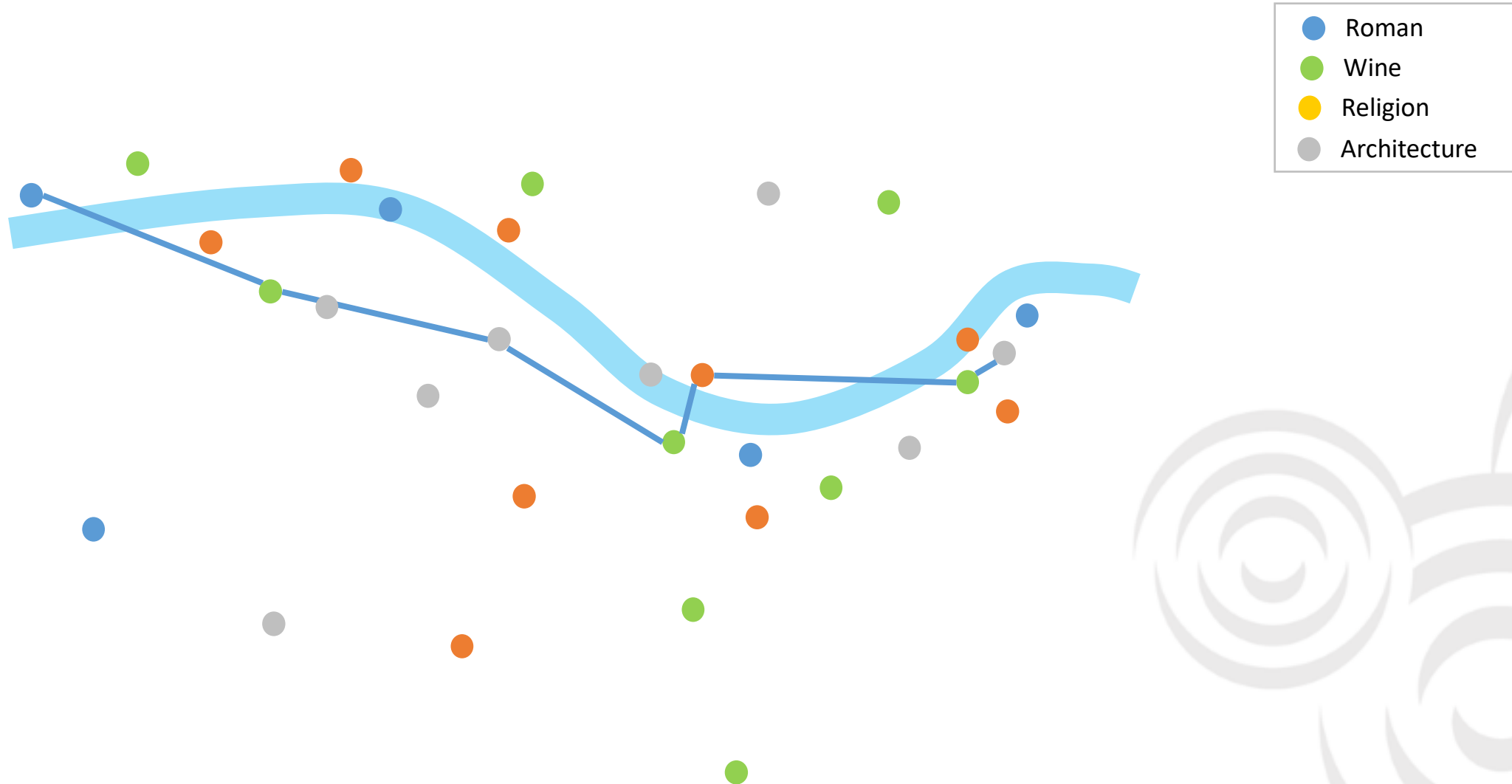


# Cultural heritage sites





# Stories linking destinations to a trail



# 6 Stories in the Danube region



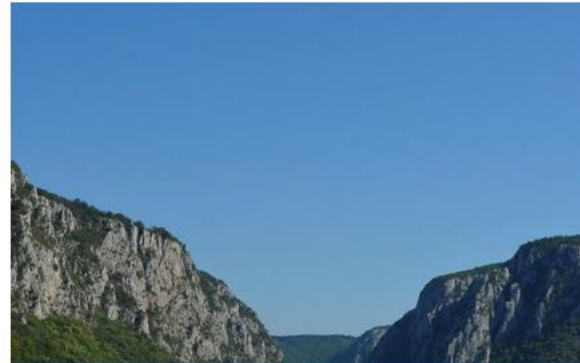
# 6 Stories in the Danube region



Trail #1: Europe of contrasts

Discover a new, different Europe, located along the Danube River. From its turbulent history to its technological innovations and creativity, its cultural diversity transforms it into a unique, world-class destination.

[Find out more about the route](#)



Trail #2: Nature Love

Thousands of animal and plant species, impressive forests and wild waters - the Danube offers an extraordinary and incomparable natural environment. The perfect route for all nature-loving outdoor fans.

[Find out more about the route](#)



Trail #3: Roman footsteps

Embark on a journey through time & admire the stunning structures along the Danube that have been preserved from the Roman era. Throughout this trip you will visit some special places that are guaranteed to become the next travel hot spot.

[Find out more about the route](#)



# 6 Stories in the Danube region



Trail #4: Arts & Culture

Attention, all art and culture lovers: On this route you can enjoy Art Nouveau buildings, find the oldest flute in the world, discover Chinese influences on Renaissance paintings, but also sit comfortably in a coffee house and talk about literature.

[Find out more about the route](#)



Trail #5: Danube trade route

The Danube belongs to some of the oldest trade routes in Europe. Even during the dark ages, the Danube was used by traders to transport their goods into foreign lands. Find out how the Danube impacted trade routes and experience the then and now.

[Find out more about the route](#)



Trail #6: Danube for the soul

The Danube region has been home to many diverse religions over the years - a place of dialogue, of compassion, and tolerance. Reconnect with your inner self and experience the many spiritual sites along the Danube. An unforgettable experience awaits you.

[Find out more about the route](#)



Experiencing the stories  
= Danube narrative





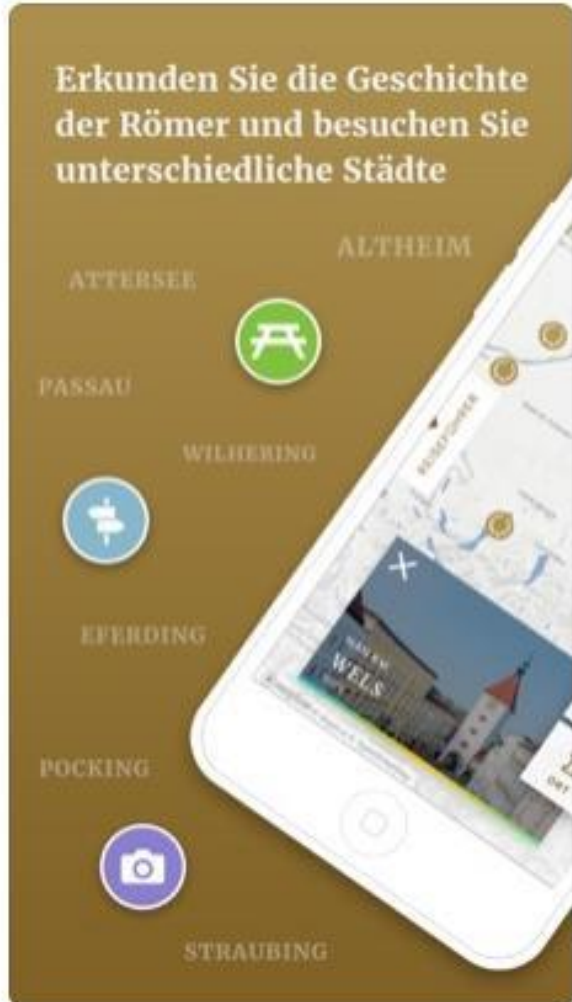
Experiencing the stories  
= Danube narrative





Experiencing the stories  
= Danube narrative

# Experiencing the stories = Danube narrative



# How can we implement experiences?

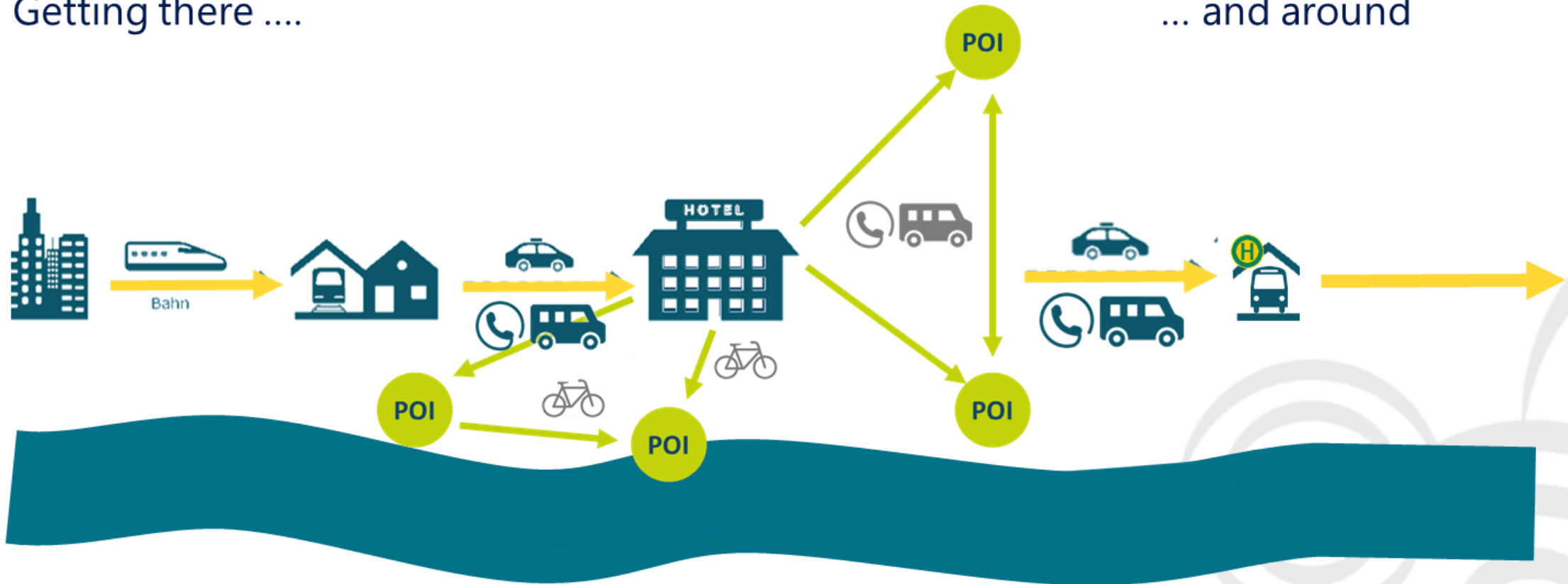
- **Set-up of Product Clubs**  
establish an informal coalition of local service providers aligning their services with the stories at destination level and along the trail
- **Winter School for Guides**  
tell the stories within the wider context of the trail
- **Tools for experience**  
virtual/augmented reality apps, festivals, do-it-yourself events etc.



# Sustainable mobility

Getting there ....

... and around



# How can we implement sustainable mobility?

- **Mobility Manager**  
inform costumers about alternative travelling to car-use
- **Mobility Plan**  
collection of information on sustainable mobility, timetables, bike rental, barrier-free travel etc.
- **Mobility Centre**  
operating unit at destination level



# Support the promotion of sustainable mobility in tourism

At institutional level:

- integrate sustainable mobility at touristic websites
- inform tourism information centres about sustainable mobility options
- offer comprehensive packages to tourism operators
- including sustainable tourism mobility in national tourism campaigns
- offer an independent platform for know-how exchange interconnecting responsible stakeholders for cultural heritage, transport and tourism
- collect best-practice examples for inspiration
- discuss challenges and interconnect partners for joint projects
- develop financial aid programmes and national awards



# Promotion event: Danube Travel Challenge in July 2022

Join us on facebook!

[www.facebook.com/travelstoriesproject](https://www.facebook.com/travelstoriesproject)



# Contact



**Andreas Friedwagner**

Verracon



<https://www.danube-pearls.eu/en/danube-travel-stories>



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+ 43 664 2412924

**Thank you for your attention!**





# 8 years of successfully bringing together mobility and tourism in Austria

Alexandra Dörfler  
**Federal Ministry for Climate Action,  
Environment, Energy, Mobility, Innovation  
and Technology, Vienna, Austria**  
Turku, 1 June 2022



## Mobility and tourism

- Without mobility there is no tourism
- Massive expansion of infrastructure and means of transport → tourism has become an important economic factor and leads to many jobs especially in rural regions
- Tourism in Austria is an important economic factor
- Mobility behaviour is changing



## The story of sustainable mobility in tourism in Austria

- First initiatives: Mid-1990ies, e.g. the project “soft mobility – carfree tourism”
- 2013 inter-ministerial working group – tourism, mobility and environment
- 2014 **Tourism Mobility Day** – awareness and networking once a year
- 2016 Platform „**Sustainable Mobility in Tourism** “– regular exchange twice a year

8 years of successfully bringing together mobility and tourism in Austria, June 1 2022, Turku

## Benefits? → Toolbox: How will my destination become sustainably mobile?



1. analysis status quo
2. mission statement
3. cooperation and „commitment“
4. targets and measures
5. priorities and implementation
6. financing
7. advertising
8. information and communication to target groups
9. monitoring and evaluation






### 3. Tourismus-Mobilitätstag

11. Oktober 2016



 Bundesministerium  
Nachhaltigkeit und  
Tourismus

PlanT  
Planung  
für die Zukunft  
klimaaktiv  
mobil

 Bundesministerium  
Verkehr, Innovation  
und Technologie

### 6. Tourismus-Mobilitätstag

2. Oktober 2019 in Bregenz



 Vorarlberg

Vorarlberg Tourismus

VORARLBERG

V V V  
VERKEHR  
VERKEHR  
VERKEHR

 klimaaktiv

### 1. Tourismus-Mobil

16. Oktober 2014



## Strategic level: Masterplan Tourism - Mobility Masterplan 2030 - NECP



### Integrated National Energy and Climate Plan for Austria

2021-2030

pursuant to Regulation (EU) 2018/1999 of the European Parliament and  
of the Council on the Governance of the Energy Union and Climate  
Action

## Destination/enterprise level



Austrian programme klimaaktiv mobil to support cities, municipalities, companies, tourism, schools, youth has a focus on tourism and leisure:

- + to **promote** climate-friendly and healthy tourism mobility,
- + to **submit** climate friendly mobility projects in tourism and leisure
- + to **promote** active mobility in tourism destinations
- + to **establish** attractive railway and public transport services
- + to **create** environmental-friendly mobility services and public transport offers for guests and locals





## klimaaktiv mobil portfolio in a nutshell



### Advisory programmes

Free assistance with the development, implementation and submission of financial support for climate protection measures for climate-friendly mobility.



### Financial support programmes

Financial support for companies, cities, communities and associations for active mobility and mobility management, alternative transport systems, fleet conversions and e-mobility.



### Awareness raising

Information campaigns on the advantages of climate-friendly mobility: cycling, public transport, fuel-saving training and alternative vehicles and drives.



### Education and certification schemes

Training and certification: cycling trainers, eco-driving trainers, e-mobility experts, klimaaktiv mobil driving school, bike technician and much more.



### Partnership and awarding

Awards for companies, municipalities and associations as klimaaktiv mobil project partners by the Minister of Climate Action.

## klimaaktiv mobil advisory programmes

- Target-group oriented consulting/Advisory programmes offer free of charge expert advice on the promotion of clean mobility (management) for:
  - Businesses, fleet operators
  - Regions, cities and municipalities
  - **Tourism and leisure**
  - Children, parents and schools as well as youth
  - Active mobility
  - Public administration
  - EcoDriving

2022: Strong focus on active modes of transport such as cycling and walking

## **klimaaktiv mobil** **offers support and funding**

### **Advisory Programme**

- Helping in finding the tailormade mix of measures for mobility management
- Information on best practices and sharing experience with destinations
- Calculations of CO2 reductions and health benefits of active mobility
- Information about funding and help for applications

### **Funding Programme - Examples**

- Investment in infrastructure for cycling and walking
- Financial support for E-Mobility including E-Bikes, E-Cargo Bikes for companies and municipalities
- Bike rental, Bike sharing schemes
- Demand-oriented public transport
- Touristic hiking and skiing busses
- Mobility Centers
- Awareness concepts and tourism mobility packages
- Funding rate up to max.30 %
- Flat rate system for E-Vehicles

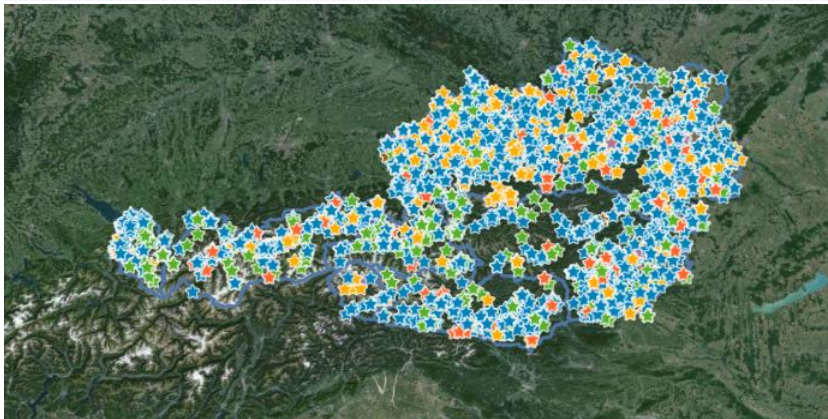




Climate-friendly  
mobility projects  
**21,000**

Annual CO<sub>2</sub>-savings  
in tons about  
**350,000**

- **17,700** businesses
- **1,500** municipalities
- **1,300** tourism/re-creational organisations
- **500** schools



Number of klimaaktiv mobil projects (years 2006–2020, aggregate figures)

years	Number of klimaaktiv mobil projects, rounded
2006	130
2008	600
2010	1,500
2012	3,500
2014	5,700
2016	8,400
2018	15,000
2020	21,000

Source: klimaaktiv mobil

# We build upon an excellent partnership!

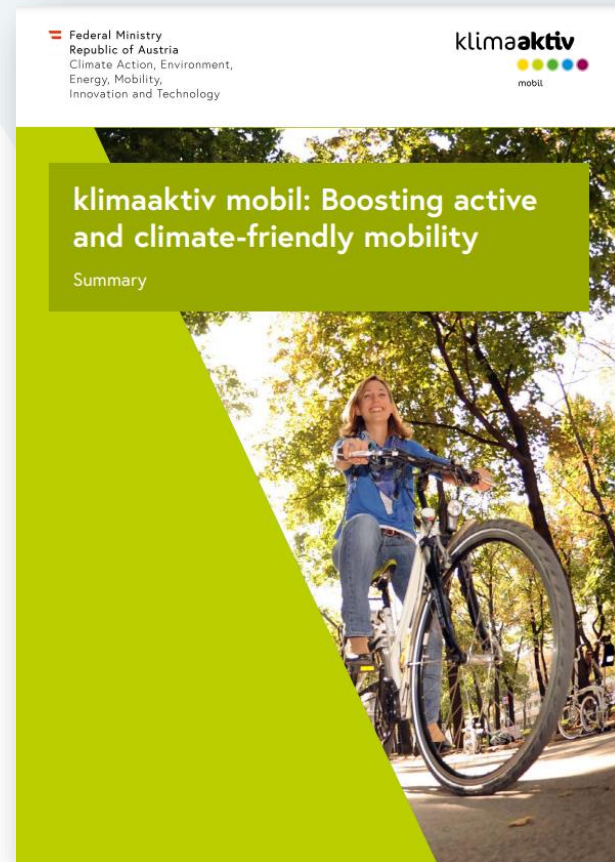
## klimaaktiv mobil partners are awarded by the Federal Minister



# Let's be klimaaktiv mobil!

## Latest Performance Report in English available

[www.klimaaktivmobil.at](https://www.klimaaktivmobil.at)



*Most important is to raise awareness for  
the urgent necessity of reducing Greenhouse  
gas emissions and the role of sustainable  
mobility at the national levels,  
for tourism regions and travellers .....*



# Focus session

## C3: Benefits of sustainable mobility as an integral part of sustainable tourism

14.00–15.30



ECOMM2022, Turku/Finland 1 June 2022

**Robert Thaler**

Austrian Ministry for Climate Action, Environment, Energy,  
Mobility, Innovation and Technology

EPOMM President, Vice Chair of THE PEP

# THE PEP Partnership on Sustainable Tourism Mobility



# THE PEP - Building forward better

Transport, Health and Environment Pan-European Programme is a unique tripartite policy platform bringing together the ministries of transport, health and environment of 56 countries in the pan-European region

Supported by joint secretariats of the United Nations Economic Commission for Europe (UNECE) Transport and Environment Divisions and the World Health Organization Regional Office for Europe (WHO/Europe),

Guided and supported by Member States:  
THE PEP Steering Committee and THE PEP High Level Ministerials e.g. in Vienna 2021 the Vienna Declaration „Building forward better“ and the first Pan European Masterplan for Cycling Promotion were adopted

Implementation mechanisms of THE PEP:

- ➔ THE PEP Partnerships
- ➔ THE PEP Relay Race Workshops
- ➔ THE PEP Academy
- ➔ THE PEP National THE Plans



**5th High-level Ministerial Meeting**  
of the Transport, Health and Environment Pan-European Programme (THE PEP)  
17 to 18 May 2021

 **Federal Ministry**  
**Republic of Austria**  
Climate Action, Environment,  
Energy, Mobility,  
Innovation and Technology

**THE PEP** | Transport, Health and Environment Pan-European Programme

**5th High-level Ministerial Meeting**  
17 to 18 May 2021

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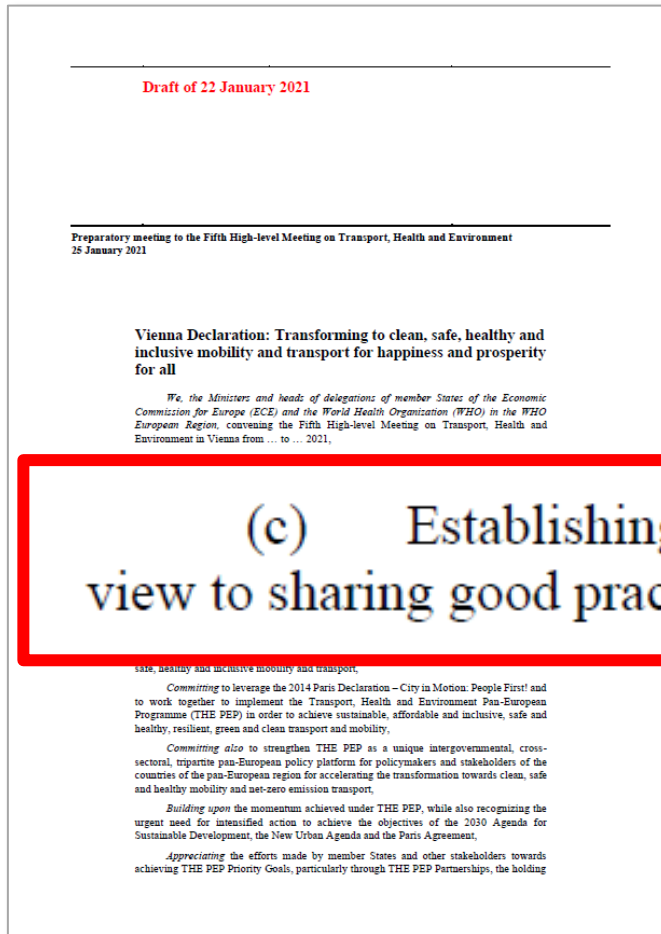
 **Federal Ministry**  
**Republic of Austria**  
Social Affairs, Health, Care  
and Consumer Protection

**5th High-level Ministerial Meeting**  
of the Transport, Health and Environment Pan-European Programme (THE PEP)  
17 to 18 May 2021

 **World Health Organization**  
Europe



# Vienna declaration



## THE PEP: fostering the transformation to achieve our vision

23. *Decide to launch new THE PEP partnerships as platforms for cooperation between member States and other stakeholders for implementation of this Declaration;*

24. *Endorse the practical results and recommendations achieved in the Partnership on Eco-driving as set out in annex IV including THE PEP Guidelines for Eco-driving, the studies on green and healthy jobs in transport, the TRANSDANUBE Partnership for sustainable mobility in the Danube region, as well as the conclusions of the Handbook on Sustainable Urban Mobility and Spatial Planning as set out in annex V and decide to further develop these partnerships by:*

(c) Establishing THE PEP Partnership on Sustainable Tourism Mobility, with a view to sharing good practices and developing respective guidelines and tools;

(c) Establishing THE PEP Partnership on Sustainable Tourism Mobility, with a view to sharing good practices and developing respective guidelines and tools;

(d) Intensifying the work of the relevant Partnership to promote coordination and the integration of sustainable transport, in particular public transport, shared and active mobility, spatial planning, health and the environment;



1st meeting of the partnership in Vienna, September 9th/10th, 2021



Bundesministerium  
Klimaschutz, Umwelt,  
Energie, Mobilität,  
Innovation und Technologie





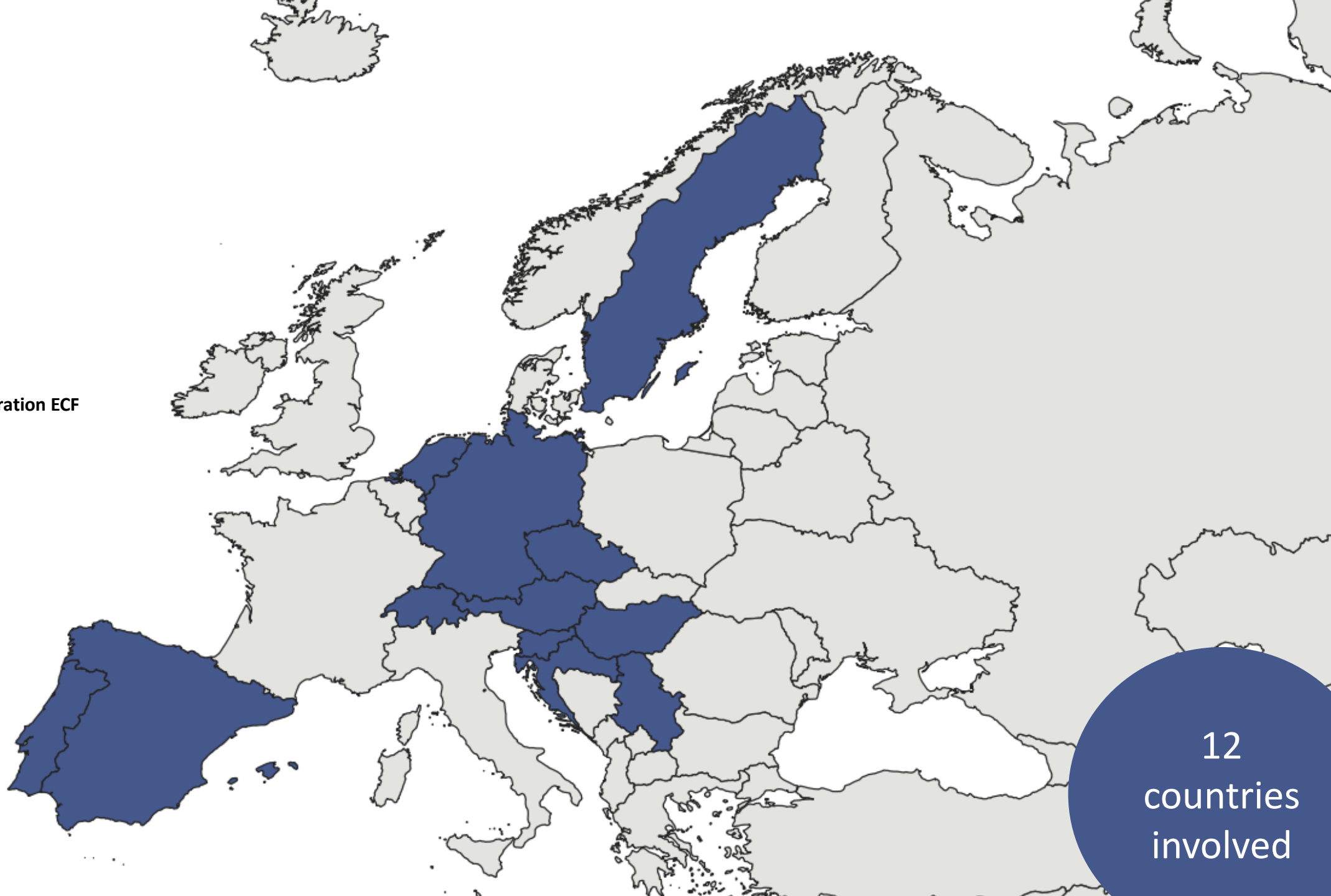
2nd meeting of the partnership, May 23rd/24th, 2022 - Madrid



06/06/2022



1. Austria – Lead Partner
2. Croatia
3. Czechia
4. Germany
5. Hungary
6. Netherlands
7. Portugal
8. Serbia
9. Slovenia
10. Spain
11. Sweden
12. Switzerland
13. European Cyclists' Federation ECF
14. UNWTO
15. UNECE / WHO



12  
countries  
involved

# Objectives of the partnership

- **Raise awareness** for sustainable multimodal mobility to achieve a sustainable tourism development on national and international level
- **Strengthen the cooperation** between relevant stakeholders of different levels and sectors committed to provide sustainable mobility to tourists and inhabitants
- **Increase the institutional capacity** of the relevant organisations to develop, implement and operate sustainable mobility services
- **Contribute to the development** of climate-friendly, convenient as well as attractive **mobility services** and offers for travellers and inhabitants

# Activities and products of the partnership

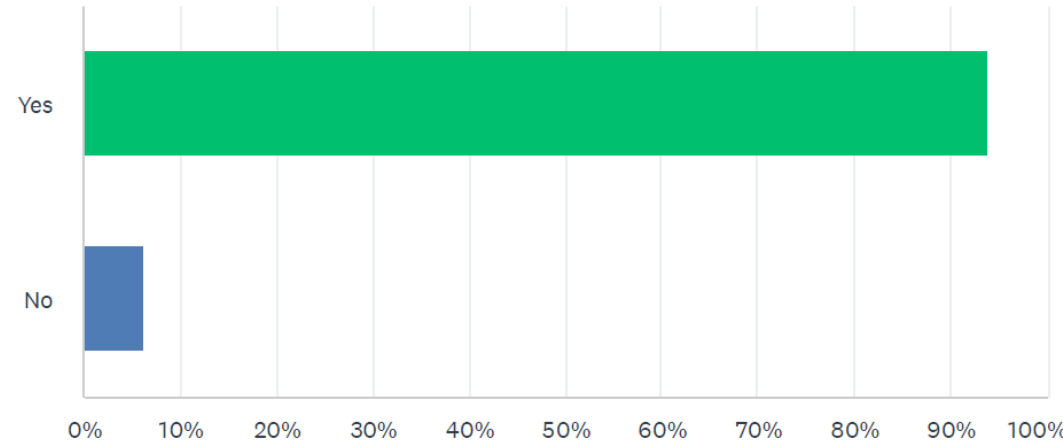
- Use the partnership as a **platform for cooperation**
- A **tool-kit/manual** to push sustainable mobility in tourism based on existing good practices from the partner countries
- **Collection of examples** of existing national strategies and platforms including or focusing on sustainable mobility in tourism in order to support countries where the topic is not represented in the tourism and mobility strategies
- Elaboration of a **contribution to a pan-European Strategy on Sustainable Mobility** that will be developed in the framework of THE PEP



# Is your national tourism strategy addressing sustainable mobility in tourism?

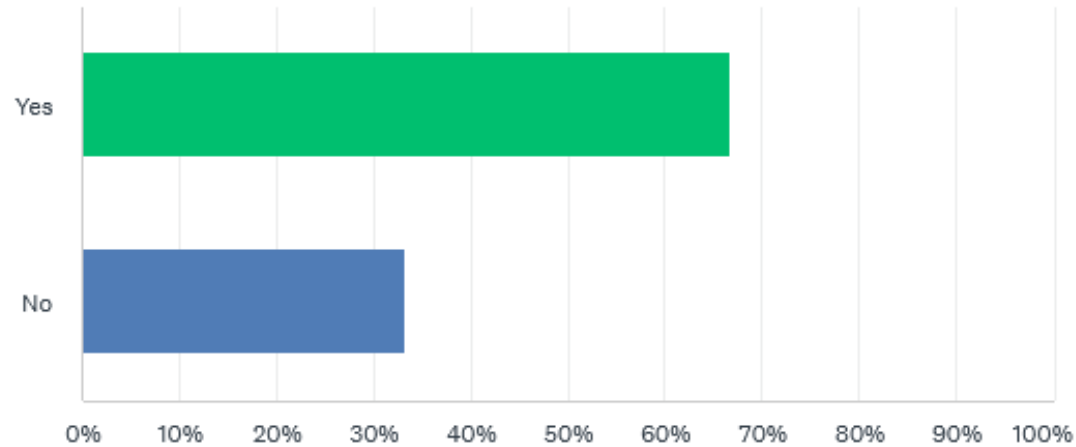
Results of a survey among national tourism and transport authorities in the pan-European region

Answered: 16   Skipped: 2



## Is your national mobility and transport strategy addressing sustainable mobility in tourism?

Answered: 15   Skipped: 3



While most of the tourism strategies include mobility, a large part of the transport strategies don't include tourism



# Slovenian tourism strategy

Support green and low-emission transport accessibility and green modes of transport in Slovenia

- Introduction of **carbon-free transport mobility to destinations** and support for **integrated public passenger transport** by sharing vehicles, cableways, boats or vessels ("Mobility as a service") together with other tourism and tourism-related services under (smart) transport / destination cards for transport and tourist services in a tourist destination.
- **Promoting e-mobility** and promoting the development of appropriate infrastructure to support e-mobility in tourist destinations, such as e-charging stations for accommodation providers and home charging operators,
- Establish **new forms of mobility in tourist destinations** through measures to reduce motorized traffic in tourist destinations and establish alternative forms of public passenger transport as part of an integrated tourist destination platform.
- Development of **soft mobility strategies** in leading tourist destinations and mobility plans of tourism companies
- Introduction of **dynamic public passenger transport "Mobility on Demand"**, which can ensure optimal adaptation of capacity to actual demand (possibility of establishing a door-to-door system of tourism providers) and thus improve passenger satisfaction and capacity utilization and reduce costs (indirectly) related to transport and negative environmental impacts.
- Introduction of **integrated (smart) tourist / destination cards** and public passenger transport systems. - Introduction of "**car-free**" destinations.
- Introduction of specialized railway transport on less congested railway lines with e.g. the introduction of specialized trains such as the **Gourmet Train**.



# Dutch Tourism Strategy

Ambition: In 2030, every Dutch person will benefit from tourism

Five themes:

- Balance advantages and disadvantages
- All areas of the Netherlands are appealing
- **Accessibility**
- Sustainability is a must
- A hospitable industry

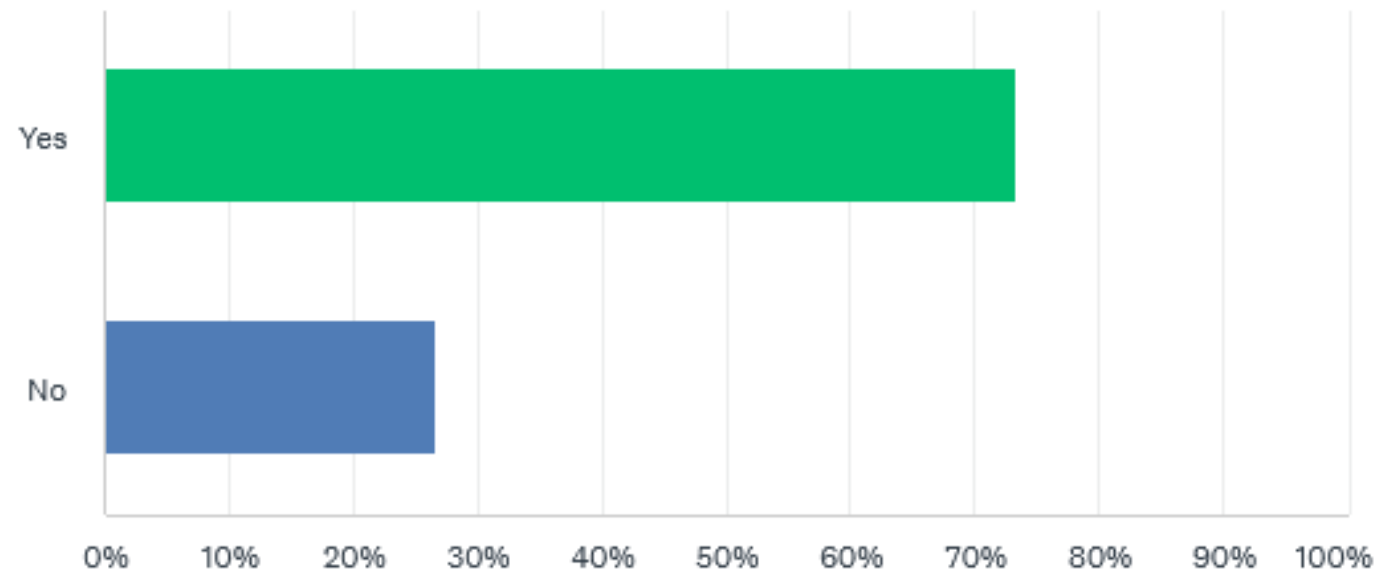




Results of a survey among national tourism and transport authorities in the pan-European region

Is there a (regular) contact or exchange format between relevant ministries regarding sustainable mobility in tourism or are there plans to establish such an exchange?

Answered: 15   Skipped: 3



# Austrian initiatives

Mid-1990ies: first national model projects “Soft mobility – Carfree tourism” in Werfenweng, Bad Hofgastein, Neukirchen launched by Ministries of Environment, Transport, Economy

2000-2006 EU Transalpine Projects Alpsmobility I and II, Alpine Awareness

2006 Austrian EU Presidency: Conference Environmentally Sustainable Travelling and Foundation of the Alpine Pearls – Network of destinations for soft mobility in the Alps (Outcome of Alpsmobility)

2007 Launch of national klimaaktiv mobil programme for mobility management in tourism and leisure offering technical and financial support to destinations, municipalities, tourism organisations and businesses for climate friendly mobility

2013 inter-ministerial working group – tourism, mobility and environment

2014 Tourism Mobility Day – awareness and networking

2016 Platform „Sustainable Mobility in Tourism “– regular exchange of relevant tourism and transport stakeholders twice a year

2012-2022 EU Projects Transdanube (THE PEP Partnership), Transdanube Pearls - foundation of destinations network, Transdanube Travel Stories, Access2Mountains, Last Mile

2021 THE PEP Partnership sustainable tourism mobility



THE PEP Partnership Sustainable Tourism Mobility

**Tool-kit to push sustainable mobility in tourism**



# Objective & strategic approach of the tool-kit

Objective: pushing sustainable mobility in tourism forward

Follow a strategic approach focusing on

- How the national level can integrate the promotion of sustainable mobility in tourism in their daily actions / strategies / ...
  - How the national level can support destinations willing to push sustainable mobility in tourism
  - Highlighting existing good practices from the participating countries (focus on the role of the national level in making the example a good practice)
- ➔ Different to existing manuals and tool-kits which in many cases focus on destination level / address stakeholders from the destination level

# Draft structure

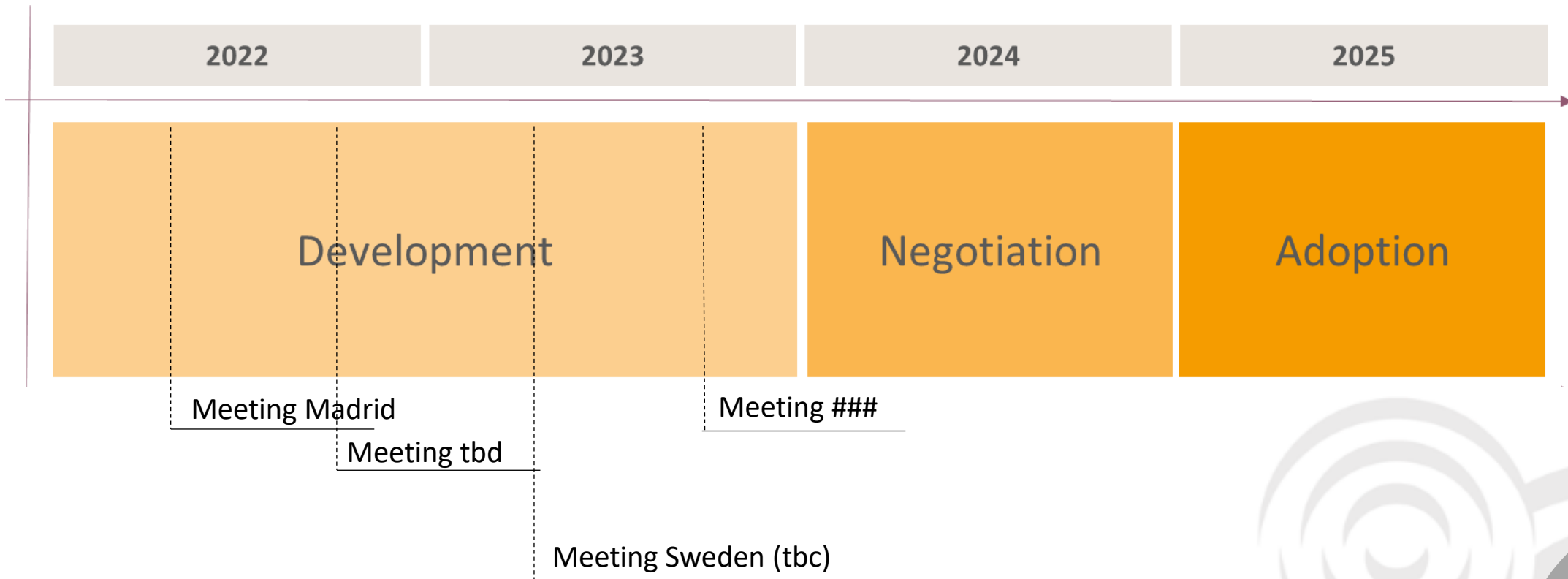
- What are we dealing with? **Status & challenges ahead** (chapter 1)
- Why are we dealing with it? Highlighting the **benefits** (chapter 2)
- What do we want to achieve/Where would we like to go? A joint **vision and clear objectives** (chapter 3)
- What do we have to do? Concrete **recommendations** based on good practice examples (incl. destinations) clustered in selected fields of action (chapter 4)

# Possible fields of action

1. Active Mobility (cycling & hiking) as part of the tourism experience
2. Mobility requirements of different user groups
3. Multimodal travel information (systems) - requirements of tourists
4. Long-distance trains (renaissance of night trains; charter trains)
5. First/last mile services
6. Mobility management at the destinations
7. Integration of sustainable mobility services in tourism packages and marketing



# Timeline for the elaboration of the tool-kit



Final conference of the Transdanube Travel Stories project, November 24<sup>th</sup> 2022 in Linz/Austria – check <https://www.interreg-danube.eu/approved-projects/transdanube-travel-stories>

2 meetings  
per year

# Thank you for your attention!

You would like to join THE PEP Partnership Sustainable Tourism Mobility?

Get in touch with

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