

Sustainable Tourism Mobility

Inspiration for the countries of the pan-European Region



THE PEP

Transport, Health
and Environment
Pan-European Programme



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Introduction and international context

Tourism and tourism-related travel is an important economic activity and an industry that secures jobs and contributes to regional development (e.g., infrastructure) and livelihoods. At the same time, tourism faces challenges in terms of the environment and society. Tourism-related transport causes greenhouse gas emissions and, in some cases, mass tourism affects local civil society negatively.¹ With heightened awareness of sustainability and of the inherent need for mobility and accessibility, the environmental impact of tourism travel has gained prominence. Balancing the demand for seamless travel experiences with the urgent need to reduce ecological footprints is critical. This document is designed to address challenges in tourism mobility, specifically focusing on the mobility patterns of tourists.²

The document aims to provide practical insights and recommendations for fostering sustainable mobility behavior in response to contemporary challenges. Unlike existing manuals or toolboxes, this guidance targets responsible national authorities from the tourism and transport sectors. Developed collaboratively by members of the Transport, Health and Environment Pan-European Programme (THE PEP) Partnership on Sustainable Tourism Mobility,³ it brings together the experiences of national stakeholders. This collaborative effort emerged from a decision made at the Fifth High-level Meeting on Transport, Health, and Environment in Vienna (17-18 May 2021), where the establishment of THE PEP Partnership on Sustainable Tourism Mobility was endorsed.⁴ Coordinated by the Austrian Federal Ministries responsible for transport and tourism, the document

¹ Tourism Panel on Climate Change (2023), Stocktake Report (n.p., 2023), available at tpcc.info/stocktake-report.

² In the present document, mobility behaviour for tourism purposes is referred to as tourism mobility. Further transport activities generated by the tourism sector, such as the transport of goods or labour force, are not considered in this document.

³ Austria – Lead Partner, representatives from Azerbaijan, Croatia, Cyprus, Czech Republic, France, Germany, Hungary, Netherlands, Portugal, Serbia, Slovenia, Spain, Sweden and Switzerland.

⁴ United Nations Economic Commission for Europe (2023), Partnership on Sustainable Tourism Mobility, available at: unece.org/thepep/tourism; United Nations Economic Commission for Europe (2022), Building forward better by transforming to new, clean, safe, healthy and inclusive mobility and transport: The Vienna Declaration, available at: unece.org/pep/publications/building-forward-better-transforming-new-clean-safe-healthy-and-inclusive-mobility

represents a collective commitment to advance sustainable tourism mobility at both national and international levels.

Transport, Health and Environment Pan-European Programme (THE PEP)

In 2002, when the Transport, Health and Environment Pan-European Programme (THE PEP) was created, member States in the United Nations Economic Commission for Europe (ECE) and World Health Organization (WHO) European region recognized the importance of cross-sectoral work to address key issues such as: air pollution, road safety, noise, climate change, sustainability and the possible role of nonmotorized transport in health promotion. Since then, THE PEP has provided a unique policy platform that has encouraged member States in the pan-European region to pursue an integrated policy approach to sustainable and healthy transport and mobility. Through a dynamic network of representatives of member States, academia, civil society and experts, THE PEP has been engaging all three sectors on an equal footing, enabling governments to make progress in improving their understanding of the challenges to health and the environment in relation to transport. To support the achievement of THE PEP Priority Goals, member States identified implementation mechanisms. One of them is THE PEP Partnerships such as the Partnership on Sustainable Tourism Mobility.

Figure 1 Signing the Vienna declaration⁵, 2021; World Health Organization 2022. Some rights reserved. This work is available under the CC BY-NC-SA 3.0 IGO license (creativecommons.org/licenses/by-nc-sa/3.0/igo).



The urgency surrounding the need to address climate change is evident in international agreements such as the Paris Agreement, the new Inland Transport Committee Strategy on Reducing Greenhouse Gas Emissions from Inland Transport and, for its member States, the European Union commitment to climate neutrality by 2050.⁶ Despite existing policies, the transport sector remains a significant greenhouse gas emitter, projecting only, for example, a 22 per cent reduction in emissions by 2050 for the European Union, falling short of the 90 per cent target of the European Union European Green Deal.⁷

⁵ United Nations Economic Commission for Europe (2022), Building forward better by transforming to new, clean, safe, healthy and inclusive mobility and transport: The Vienna Declaration, available at: unece.org/pep/publications/building-forward-better-transforming-new-clean-safe-healthy-and-inclusive-mobility.

⁶ European Commission, "European Climate Law", available at climate.ec.europa.eu/eu-action/european-climate-law_en.

⁷ European Environment Agency (EEA), Decarbonizing Road Transport: The Role of Vehicles, Fuels and Transport Demand, EEA Report No. 2/2022 (Copenhagen, 2022).

Sustainable tourism mobility can therefore contribute to reaching the global sustainability goals also referred to in the recent report of the Tourism Panel on Climate Change.⁸ The European Union Sustainable and Smart Mobility Strategy envisions an environment-friendly, climate-resilient, multimodal mobility system by 2030, emphasizing carbon neutrality and increased high-speed rail traffic. The European Union European Tourism Agenda 2030 urges its member States to contribute to decarbonizing mobility, promoting sustainable transport, and enhancing multimodal travel.

Diverging from existing manuals and toolboxes that often focus on destination-specific perspectives and stakeholders, this document uniquely concentrates on the wider, national level. It addresses crucial queries regarding how the national level can incorporate the promotion of sustainable tourism mobility into its strategies and policies and support tourism destinations to advance.

The present document is tailored to assist national authorities to:

- Understand the fields of action with regard to climate-friendly and sustainable tourism mobility;
- Deepen understanding of how to address challenges within the transport and tourism sectors and learn from other countries address those challenges;
- Facilitate the exchange of ideas and experiences and gain inspiration from good practices in other countries;
- Generate innovative ideas to overcome existing or emerging challenges;
- Engage in collaborative initiatives, rallying for action on the international, pan-European, European Union and bilateral levels.

⁸ Tourism Panel on Climate Change, Stocktake Report (n.p., 2023).

Overarching actions

During the discussions with the members of the Partnership and supported by a wider stakeholder consultation process, seven specific fields of action were identified. At the same time, sustainable tourism mobility requires a comprehensive approach that goes beyond measures in these fields. This chapter outlines two overarching actions designed to provide a solid foundation for national efforts in fostering sustainable tourism mobility.

Action 1: Foster institutional capacity and cooperation

This action recognizes the complexity of both the tourism and transport sectors, emphasizing the need for strengthened skills, resources and structures within national authorities. The action addresses challenges in building networks and fostering collaboration among stakeholders at different levels, such as the lack of knowledge and exchange of good practices. In their leadership role, national authorities face the need for a new agenda for sustainable travel practices and for progressive guidelines to be set for the promotion of said agenda. Overall, the action seeks to overcome fragmented efforts and a lack of coordination in promoting sustainable mobility. It is recommended to:

- Establish and support collaborative exchange forums to unite transport and tourism sector experts, create horizontal collaboration networks and promote stakeholder cooperation in the pursuit of sustainable tourism mobility practices among:
 - Destination Management Organizations (DMOs);
 - local communities;
 - tourism businesses;
 - transportation service providers;
 - experts;
 - governmental bodies;
 - Non-governmental organizations.
- Actively participate in shaping the collaborative platforms where stakeholders share knowledge and work collectively toward common goals.

Case study 1: “Tourism Mobility Day” and Platform on "sustainable tourism mobility", Austria

The Austrian "Tourism Mobility Day" and the biannual exchange platform on "sustainable tourism mobility" are crucial initiatives facilitated by the Ministries responsible for transport, climate action and tourism. They promote collaboration among stakeholders, practitioners, and experts from both the tourism and transport sectors to address challenges and advance sustainable mobility strategies nationwide.

Case study 2: Tourism Forum Switzerland 2023, Switzerland

The Tourism Forum Switzerland (TFS) brings together the tourism sector, authorities at federal and cantonal level and the scientific community. In this way, it contributes to strengthening coordination and cooperation in tourism policy and finding future-oriented solutions

Action 2: Integrate sustainable tourism mobility in national strategies

The challenges addressed by this action include the lack of consideration for tourists in mobility and transport strategies and insufficient attention being paid to sustainable mobility in tourism strategies. This action offers a solution by taking a proactive role in developing the needed comprehensive strategies that prioritize and integrate the unique mobility needs of tourists. It is recommended to:

- Incorporate sustainable tourism mobility into broader national development strategies, encompassing environmental, economic, and social considerations;
- Examine existing policies, identify areas for improvement and craft inclusive, forward-thinking frameworks that holistically address tourism mobility needs;
- Ensure that national strategies align with global sustainability goals outlined in agreements such as the Paris Agreement, the ECE Inland Transport Committee Strategy on Reducing Greenhouse Gas Emissions from Inland Transport and the European Union European Green Deal.

Case study 3: 2022-2028 Slovenian Tourism Strategy, Slovenia

The Slovenian Ministry of Economy, Tourism, and Sport collaborated with stakeholders to develop a 7-year strategy for sustainable mobility in tourism destinations, officially adopted by the Slovenian government in May 2022.⁹ This strategy represents the basic framework for the development of Slovenian tourism in the next seven years and incorporates the new challenges of leaving a smaller footprint on our environment and decarbonising Slovenian tourism.

Case study 4: Federal Tourism Strategy, Switzerland

The Swiss Tourism Strategy sets goals and clear priorities for the Swiss Federal government's tourism policy. The topic of sustainable tourism mobility is considered extensively in the current strategy.

⁹ KRATKA PREDSTAVITEV (2022), 'STRATEGIJA SLOVENSKEGA TURIZMA 2022-2028'; (2022), 'Strategija Slovenskega Turizma 2022-2028'

Fields of action (FoA)

During the discussions with the members of the Partnership and supported by a wider stakeholder consultation process, the following fields of action (FoA) were identified:

1. Understanding mobility requirements of different tourist groups (FoA 1)
2. Mobility management at destinations (FoA 2)
3. Long-distance travel options (FoA 3)
4. Flexible transport systems (FoA 4)
5. Cycling and walking as part of the tourism experience (FoA 5)
6. Multimodal travel information (systems) – requirements of tourists (FoA 6)
7. Integration of sustainable mobility services into tourism packages, marketing and communication (FoA 7)

The fields of actions offer possible solutions to promote sustainable mobility in tourism and are based on case studies identified by the Partnership. These examples should support countries to take appropriate measures, find partners and build alliances, or be inspired by case studies.

For the implementation of any action, cooperation between stakeholders from different sectors and levels is crucial. In the planning and the implementation phases, responsible stakeholders need to consider the benefits and possible challenges for tourists and local inhabitants alike.

1 Understanding mobility requirements of different tourist groups

Leveraging data on different tourist groups and their mobility needs is of paramount importance for national authorities aiming to spearhead sustainable travel initiatives. Informed by comprehensive research, understanding the distinct preferences and behaviours of various demographics becomes essential. This data- and research-driven approach empowers authorities to tailor strategies and policies in tourism mobility, ensuring that they align with specific needs, thereby enhancing convenience and overall satisfaction for diverse tourist groups. Examples are tourists' preferences regarding travel style, destinations and accommodation, price sensitivity, comfort and reliability standards, ticket flexibility and language type. Authorities can use insights into these preferences to develop aligning initiatives. By prioritizing evidence-based decision-making, national authorities can support stakeholders at the destination level to enhance and render more effective tourism mobility-related services.

Figure 2 Photo: Umweltbundesamt/B.Gröger



1.1 Action 1: Facilitate and finance research

This action recognizes the need for research initiatives that consider evolving trends in mobility and tourism. It addresses the challenge of tailoring mobility solutions to the specific needs and unique characteristics of various tourist groups. The objective is to optimize the use of sustainable means of transport, offer solutions through targeted investments, and focus on personalized mobility services for different segments of tourists. It is recommended to:

- Establish financial support for research activities on the requirements and needs of different tourist groups and trends of future tourism mobility;
- Encourage the transport and tourism sectors (e.g., transport service provider, mobility service provider, tourism association) to engage in research activities, and work together to build on existing transport research to include the tourism mobility perspective;
- Contribute to and be involved in relevant studies, projects and networks (e.g., THE PEP) in international frameworks by providing expertise and sharing best practices;
- Support regular exchange (e.g., through working groups, workshops, online seminars) among the national and international actors responsible for tourism/mobility/climate, in order to exchange verified data, analyses and trend forecasts.

Case study 5 FoA 1: Miranda tool, Sweden

The Miranda tool has been developed to support planners at all levels involved in planning and decision-making for sustainable tourism mobility in Sweden. The Swedish Transport Agency and The Swedish Agency for Economic and Regional Growth initiated the project in cooperation with expertise at the Centre for Tourism and Leisure Research at Dalarna University who developed the tool.

Case study 6 FoA 1: Kalmar as Miranda showcase, Sweden

In this case study the Miranda tool is showcased for the destination of Kalmar including the Island of Öland, Sweden, in supporting planning for sustainable tourism mobility. The showcasing region was decided on jointly between the Swedish Transport Agency and the Region of Kalmar County.

Case study 7 FoA 1: Transdanube project family, Austria

The INTERREG projects Transdanube, Transdanube.Pearls and Transdanube Travel Stories were bringing together partners from the transport and tourism sector of different Danube regions willing to improve sustainable travel options for their visitors. The Austrian Federal Ministry of Climate Action initiated these projects and provided the necessary financial and expert support to successfully implement these projects in close cooperation with the project partners.

1.2 Action 2: Establish a significant database

This action addresses the challenge of limited mobility data for tourism, given that mobility data predominantly focus on everyday travel. The action emphasizes the need to: enhance understanding of tourism mobility; and collect and combine data specifically related to tourist preferences and behaviours during travel. The aim here is to provide a more comprehensive and accurate picture of mobility patterns in the tourism sector. It is recommended to:

- Initiate regular tourist surveys on tourism mobility to get a better idea of tourists' mobility behavior;
- Regularly collect detailed data on tourism mobility (incl. use of means of transport for arrival or departure and during the stay);
- Set up a user-friendly, participatory data platform for sustainable tourism mobility and update it regularly.

Case study 8 FoA 1: T-Mona guest survey, Austria

"Tourismus-Monitor Austria" (T-Mona) is one of the biggest regular guest surveys in Europe, asking tourists in Austria about their travel behaviour – including their mobility behaviour – and using the data for strategic analysis and the development of measures.

The Austrian National Tourist Office (NTO) created this instrument together with the Austrian Ministry responsible for tourism, the Federal Economic Chamber and the nine Federal States as well as a private company (Manova).

Case study 9 FoA 1: Barometer on tourism behaviour, France

ADEME in France collected data on tourism behaviour regarding sustainability and transport. This was part of the wider study “Barometer on lifestyles and sobriety”. 29 % of French people go outside mainland France for their vacations. The car is the most used mode of going on vacation or weekend (84 %), 26 % take the train and 25 % take the plane. Only 3 per cent of air transport users feel that they use the plane excessively, compared to 16 % who say, on the contrary, that they would like to take it more often.¹⁰

1.3 Action 3: Stimulate projects to better meet the needs of specific tourist groups

This action offers solutions for the inclusion management of tourist groups, such as elderly persons, who may be not sufficiently considered due to mainstream demand. It addresses the need to empower businesses and local authorities to lead projects tailored to the specific needs of diverse tourist groups, aiming to foster sustainable mobility behaviour and ensure inclusivity in tourism strategies. It is recommended to:

- Focus attention on the specific mobility needs of different tourist groups and ensure physical and digital accessibility¹¹;
- Develop support schemes (e.g., for local projects that address specific tourist groups to foster their sustainable mobility);
- Initiate projects that support sustainable travel for specific target groups (e.g. collaboration with transport or tour operators);
- Encourage exchange between sectors (e.g. tourism, transport, culture and sports and other major events, etc.) and levels (national, regional and local) on sustainable mobility in different areas (incl. in remote areas, etc).

¹⁰ ADEME Presse (2024), SOBRIETE AU QUOTIDIEN : ENTRE ENVIE D’AGIR ET CONTRAINTES QUOTIDIENNES, available at: presse.ademe.fr/2024/03/sobriete-au-quotidien-entre-envie-dagir-et-contraintes-quotidiennes.html; available at: librairie.ademe.fr/ged/8294/Barometre-sobriete-Resultats-detailles-2024.pdf.

¹¹ European Telecommunications Standards Institute (ETSI), Comité Européen de Normalisation (CEN), Comité Européen de Normalisation Electrotechnique (CENELEC) (2018), Accessibility requirements for ICT products and services EN 301 549, HARMONISED EUROPEAN STANDARD, V2.1.2.

Case study 10 FoA 1: “Reisen für alle” (Travel for all), Germany

"Travel for All" in Germany is a platform providing comprehensive information on accessible holiday options, aiming to make travel inclusive and accessible to people of all ages and abilities. The platform lists almost 2,500 tested holiday and excursion ideas in Germany.¹² "Travel for All" is funded by the German Federal Ministry of Economic Affairs and Climate Change.

Case study 11 FoA 1: Kajla Program for young children, Hungary

Launched in 2019 by the national Tourism Agency, Kajla, a puppy character, promotes sustainable tourism and environmental awareness among Hungarian families by providing a passport for free travel on domestic trains, buses and boats during school holidays.¹³

Case study 12 FoA 1: OV Jaarkaart, the Netherlands

The "OV Jaarkaart" initiative in the Netherlands provides students with free public transport passes, actively encouraging domestic tourism mobility and fostering appreciation for the cultural richness of their own country. This initiative is funded by the Ministry of Education, Culture and Science.¹⁴

¹² Deutsche Zentrale für Tourismus (2023), Travel for All: Tested Offers - Germany Travel, available at: germany.travel/en/accessible-germany/tourism-for-all-validated-travel-options.html.

¹³ Greenroom (2023), Hol vagy, Kajla? | Magyar Turisztikai Ügynökség, available at: kajla.hu

¹⁴ (2023), OV-Chipkaart.nl - OV-Chipkaart.nl, available at: ov-chipkaart.nl/en.

2 Mobility management at destinations

Successful mobility management at destinations necessitates an integrated approach encompassing planning, implementation, financial support and capacity-building. These actions involve various measures, including information activities, promotion, organization and coordination efforts, education and training initiatives, as well as integrational and supportive measures. To enhance sustainable tourism mobility at destinations, it is essential to broaden the scope of first- and last-mile solutions, incorporating modes such as cycling, walking, shuttles, flexible transport services and sharing options for cars and bicycles. The enhancement of multimodal services through funding and awareness-raising campaigns contributes to mobility management by increasing the range and flexibility of transport systems and fosters integrated planning, infrastructure development and policy frameworks for seamless accommodation of diverse modes of transport.

Figure 3 Photo: Umweltbundesamt/B.Gröger



2.1 Action 1: Support destinations in planning and implementation

This action addresses the challenge of implementing integrated strategies for sustainable transport at destinations. It recommends the adoption of sustainable regional tourism mobility plans, similar to those in the Alpine and Danube regions.¹⁵ Such plans prioritize collaboration, stakeholder engagement and comprehensive analysis to implement sustainable mobility policies, adapting the Sustainable Urban Mobility Plan methodology for effective integration across local, regional and national stakeholders. It is recommended to:

- Create national legislation endorsing sustainable tourism mobility planning, for instance, with tax incentives for sustainable modes, regulations on emissions standards, mandating to promote and improve public transportation;
- Ensure cooperation at the national level between the transport and tourism sectors when preparing guidance for sustainable mobility planning at tourist destinations. Examples of outcomes could be national strategies and guidelines for sustainable mobility management at the destination, including its planning, implementation and promotion;
- Facilitate analysis of touristic transport challenges and opportunities at destinations;
- Support regional and local stakeholders by offering these guidelines on, for example, how to:
 - Develop a Sustainable Regional Tourism Mobility Plan (e.g., a Sustainable Urban Mobility Plan – SUMP, including tourism mobility on regional or local level);
 - Create functional mobility plans including tourism mobility for large generators of traffic;
 - Plan and provide walking- and cycling friendly infrastructure;
 - Implement flexible transport services, e.g. on-demand mobility solutions, first and last mile offers;
 - Establish integral tourism packages that offer accommodations, regional and local transport in one package;

¹⁵ Alpine Pearls, Brandnamic GmbH (2024), Alpine Pearls – a car-free holiday in the Alps, available at alpine-pearls.com/en/; and (2024), Danube.Pearls, available at danube-pearls.eu/en/. Note: Mention of any firm, product, service or licensed process does not imply endorsement or criticism by the United Nations.

Case study 13 FoA 2: National guidelines for the preparation of Regional Sustainable Urban Mobility Plan, Slovenia **Implement effective parking management.**

For preparing the obligatory SUMP (Comprehensive Transport Planning Act¹⁶), the ministry responsible for transport policy issued guidelines¹⁷ which were used to prepare e.g. the regional SUMP for the Wider Julian Alps¹⁸. This strategic document addresses cross-border accessibility challenges in the Alpine region, laying the foundation for shaping public transport schedules, frequency, and routes to support sustainable mobility in one of the key tourist destinations in Slovenia, which focuses on nature-friendly tourism.

Case study 14 FoA 2: Danube Pearls and Alpine Pearls, EU

Project partners from the Danube region developed guidelines for Sustainable Regional Tourism Mobility Plans (SRTMP) and in a later phase adopted these plans for the Danube Pearl destinations (see Case Study “Mobility management training”, Transdanube Travel Stories project, EU). The project as well as a similar initiative in the Alpine Space was initiated/partly co-financed and is still further supported by the Austrian Federal Ministry of Climate Action.

Case study 15 FoA 2: Sustainable Tourism Mobility guideline, Austria

This guideline published by the Austrian Federal Ministry of Climate Action in cooperation with the Austrian Federal Ministry of Labour and Economy intended to show practitioners and stakeholders from the tourism and leisure industry how to deal with the challenges concerning mobility in Tourism and the changing mobility behaviours including concrete instructions for further action.

¹⁶ (2024), Zakon o celostnem prometnem načrtovanju (ZCPN) (PISRS), available at: pisrs.si/pregledPredpisa?id=ZAKO8607&d-49687-s=1.

¹⁷ Available at: sptm.si/application/files/1517/1135/6799/SPTM_Smernice_RCPS_2024_web.pdf.

¹⁸ Available at: prc.si/upload/content/271/regijska-celostna-prometna-strategija-julijske-alpe.pdf.

Case study 16 FoA 2: National guideline for tourism destinations, Czech Republic

The Czech Ministry of Transport elaborated and published guidelines supporting destinations to improve possibilities for accessibility with sustainable means of transport. The national level initiated this product, and it is highly appreciated by the destinations.

2.2 Action 2: Establish financial support schemes

This action addresses the challenge of the lack of funding mechanisms and fiscal incentives to promote sustainable travel at tourist destinations. The approach comprises improving conditions for car-free travellers, encouraging a modal shift towards sustainable mobility and the need for effective collaboration between national, regional and local levels when allocating public funds and implementing sustainable travel measures. It is recommended to:

- Where funds are available, establish financial support schemes such as grants and co-financing mechanisms to incentivize the implementation of mobility management measures at destinations;
- Diversify funding channels by exploring diverse options, including national calls for tender, public contracts, grants and funding, including from the European Union for some countries;
- Encourage collaborative funding initiatives by fostering collaboration among the national, regional and local levels, promoting efficient allocation of public funds for sustainable mobility initiatives and enhancing the effectiveness of sustainable tourism mobility plans;
- Ensure long-term financing to increase planning security for stakeholders.

Case study 17 FoA 2: Funding program, “klimaaktiv mobil”, Austria

The "klimaaktiv mobil" program in Austria offers financial assistance for environmentally friendly transport solutions in tourist destinations, promoting sustainable travel. The program supports climate-friendly tourism mobility, including infrastructure investment, E-Mobility support, flexible transport services, bike schemes and public transport, with a funding rate of up to 30% and a flat-rate system for E-Vehicles.¹⁹

Case study 18 FoA 2: Allocation of European recovery funds in the field of Sustainable Tourism at Destinations, Spain

The Spanish Ministry of Tourism allocates NextGenerationEU funds to local sustainable tourism projects that include mobility solutions such as clean urban public transport or cycling infrastructure. All granted projects (more than 500 in last years which worth 1.8 billion euros funding in total) must be aligned with the National Strategy on Sustainable Tourism at Destinations.²⁰

Case study 19 FoA 2: Coordination Centre for Sustainable Mobility (KOMO), Switzerland

The Coordination Centre for Sustainable Mobility (KOMO) actively supports and co-finances innovative projects aimed at promoting environmentally friendly modes of transport, facilitating dialogue within the sector. Financed by six federal offices from two ministries, KOMO contributes to advancing sustainable mobility solutions through its collaborative initiatives.²¹

¹⁹ (2023), klimaaktiv mobil - the National Action Programme for Mobility Management, klimaaktiv EN, available at: klimaaktiv.at/english/mobility/Mobility.html.

²⁰ 2023 Call press release, available at: mintur.gob.es/es-es/gabineteprensa/notasprensa/2023/documents/dossier%20de%20prensa%20-%20extraordinarios%202023.pdf.

²¹ Available at: energieschweiz.ch/projektfoerderung/komo.

2.3 Action 3: Initiate and facilitate capacity-building

This action addresses the need to promote sustainable mobility plans and effective management in tourism destinations in order to optimize infrastructure. This also requires developing skills at the regional and local levels. Capacity-building measures are essential, and national authorities play a crucial role in initiating and facilitating these efforts by raising awareness, prioritizing education, and establishing networks. The action emphasizes the need for balanced tourism flows, optimized visitor management and improved well-being of local residents, as well as advocating for the redistribution of visitors across different times and areas to alleviate peak-season pressures and minimize environmental impact. Anticipating challenges, such as tourism peaks and overtourism, is integral to overall awareness-raising efforts. It is recommended to:

- Engage in awareness-raising activities, training courses, education and promotion targeted at local and national stakeholders (e.g., advertising campaigns to enhance awareness and understanding, or mobility trainers for destination and hotel staff);
- Implement and support training schemes or programmes for sustainable tourism mobility management, including the certification of mobility coordinators and related initiatives;
- Tailor educational activities to suit diverse target groups within the tourism industry;
- Support the establishment of regional mobility centres, which aim to:
 - Enhance coordination of sustainable mobility initiatives at the regional level;
 - Offer personalized travel assistance, including trip advice and ticketing;
 - Provide destination maps for convenient sustainable transport access.

Case study 20 FoA 2: Advisory program, “klimaaktiv mobil” program, Austria

The "klimaaktiv mobil" (see CS 17) detail program for tourism and leisure offers consultation and guidance on environmentally friendly transport solutions in Austria, specifically targeting businesses, cities, communities, and associations to foster sustainable travel. The program provides advice on implementing effective on-demand transport services, tailoring mobility management measures, sharing best practices, and calculating CO2 reductions.²²

Case study 21 FoA 2: The “Developing Cycling Tourism Program”, France

Part of France's post-covid tourism recovery Plan, this program, supported by the French Energy Management Agency (ADEME), enables local authorities to finance studies on 3 key areas: (i) improving the continuity of cycle routes; (ii) improving the safety of cycle routes; (iii) boosting the appeal of existing cycle routes. The "study" component is part of a wider programme that also provides funding for parking facilities and service areas for cyclists.²³

²² (2023), klimaaktiv mobil - the National Action Programme for Mobility Management, klimaaktiv EN, available at: klimaaktiv.at/english/mobility/Mobility.html.

²³ Available at: developper-velotourisme.ademe.fr/pres iti.

3 Long-distance travel options

According to the European Union's Sustainable Mobility Strategy²⁴, concerted efforts are required from national and international authorities to effectively address the challenge of sustainable travel, avoiding flying and reducing reliance on private cars. The key lies in establishing environmentally conscious, cost-effective and reliable long-distance travel options connecting home locations to tourism destinations. This necessitates international cooperation for land-bound, high-capacity, high-speed and night train solutions. National authorities, playing a central role in financing infrastructure and the organization and funding of public service obligation passenger services, must go beyond regulatory aspects to actively shape the establishment of better long-distance, cross-border services, and must uphold rigorous quality standards. The commitment of authorities to sustainable long-distance transport, competitive with air travel, is crucial for a greener future for tourism mobility.²⁵

Figure 4 Photo: Florian Danzinger



²⁴ Directorate-General for Mobility and Transport (2021), Mobility Strategy, European Commission, available at: transport.ec.europa.eu/transport-themes/mobility-strategy_en.

²⁵ COMMUNITY OF EUROPEAN RAILWAY AND INFRASTRUCTURE COMPANIES (CER) (2023), 'Railways and sustainable tourism'.

3.1 Action 1: Ensure the provision of adequate infrastructure and use existing infrastructure more efficiently

This action offers solutions to challenges related to the urgent shift from private car- and aviation-based tourism to sustainable long-distance public transport. It specifically focuses on the financial and technical considerations required for establishing resilient and well-developed rail infrastructure. The challenges addressed include the need for additional and upgraded rail infrastructure and the efficient utilization of existing infrastructure, emphasizing the need for a comprehensive approach for a successful transformation. It is recommended to:

- Develop national long-term infrastructure planning considering the interests and needs of all tourist groups, including the necessary financing instruments needed to ensure adequate infrastructure in the long-term;
- Participate in international collaboration initiatives aimed at the harmonization and standardization of railway infrastructure internationally on, for example, track gauge, tunnel sizes, platform elevation at stations, electric traction types and command and control systems;
- Prioritize and improve the quality and reliability of railway services most relevant to tourism, for instance, night trains;
- Increase capacity and usability of main public transport hubs considering the requirements of different tourist including by providing multilingual services and information²⁶.

Case study 22 FoA 3: Hungarian State Railways (MAV) - train offers for tourism, Hungary

State owned MAV offers a series of tailor-made train options for tourism. Among them the “SEA←YOU Sleep to Sea” service to the Adriatic Sea, pilgrimage trains, services to big sports events and to tourism destinations in foreign countries.²⁷

²⁶ Noting the work that is being undertaken by the Inland Transport Committee on the improvement of information in railway stations and hubs.

²⁷ Available at: cer.be/images/MAVEssay_Rail_Sustainable_Tourism.pdf.

3.2 Action 2: Ensure the provision of public transport vehicles reflecting the needs of tourists

The challenge addressed by this action lies in harmonizing quality standards for sustainable long-distance travel at the vehicle level of both trains and buses, aiming to make it a convenient and attractive choice for a wider audience and taking into account the requirements of different tourist groups (see Field of Action 1). This action focuses on the need to improve the overall standard and desirability of sustainable travel, particularly in the context of public transport options for tourism mobility. It is recommended to:

- Determine quality standards regarding the comfort of vehicles (rolling stock and buses) to be integrated in tenders. Give special attention to tourists' needs, for example, luggage transport (especially when bulky), seating comfort, catering, bicycle carriage (see also Field of Action 4) and family friendliness;
- Raise awareness of the need for high-capacity rolling stock (e.g., double-decker or double traction) in order to increase the quality and reliability of services for all user groups;
- Facilitate closer alignment between the development of rolling stock procurement strategies and infrastructure development strategies to make sure that rolling stock meets infrastructure needs and vice versa, in order to ensure that adequate quantities of quality rolling stock are available whenever and wherever needed.

Case study 23 FoA 3: Ideenzug, Deutsche Bahn, Germany

Deutsche Bahn, the German railway operator, is enhancing tourism mobility with innovative train interiors that feature a flexible design, including a 30° rotation for optimal bike storage, catering to commuters and tourists alike. The modular concept aims to balance passenger comfort while accommodating up to four bicycles, aligning with sustainable and tourist-friendly transportation trends.²⁸

²⁸ (2023), IdeenzugRegio, available at: ideenzug.deutschebahn.com/ideenzug/IdeenzugRegio.

Case study 24 FoA 3: Children's compartment, Czech Republic

Czech Railways (České dráhy) introduced family-friendly compartments with play areas and stroller spaces, enhancing inclusivity for parents traveling with young children. This innovative initiative serves as a model for Pan-European national authorities seeking to enhance public transport accessibility and convenience for families.²⁹

3.3 Action 3: Expand the offer of sustainable transport services reflecting tourists' needs

This action addresses the optimization of long-distance travel by focusing on tourists' needs, ensuring convenient itineraries, minimizing transfers, and adapting service frequency and departure times. The action also emphasizes the need for collaboration with tour operators and destinations to improve overall appeal and efficiency, considering regulatory aspects and enhancing the quality of bus services and terminals. It is recommended to:

- Foster tourist-friendly route planning with fewer transfers (challenging with bigger luggage) and longer connections (e.g., night trains);
- Support collaboration with railway companies from neighbouring countries for planning tourist-friendly, cross-border routes;
- Engage with tour operators and tourism destinations to adapt the frequency of services and departure times to meet tourists' requirements and to offer seasonal connections meeting tourists' needs;
- Promote service-related job profiles in the railway industry and provide training for existing staff to better meet tourism requirements;
- Improve long-distance bus services, their regulatory status, service scope and capacity, and service quality and reliability. This recommendation places particular emphasis on the design of the bus terminal itself.

²⁹ (2024), Cyklohráček | České dráhy, available at: cd.cz/nase-vlaky/cyklohracek/cyklohracek/-29500/.

Case study 25 FoA 3: Direct train connections to tourism destinations, Switzerland

Switzerland has established direct train connections from major cities to tourist destinations, enhancing travel convenience, especially with increased frequency on weekends. These new direct lines were introduced in response to the growing demand for leisure and tourism mobility in Switzerland, providing efficient transportation options for travellers.³⁰

Case study 26 FoA 3: Rail & fly policy, the Netherlands

KLM launched Air&Rail in 2019 and has been selling Air&Rail tickets to 25 % of Belgian passengers since then. This eliminates the need for certain flights on short distances such as Brussels, Frankfurt or London. The government of the Netherlands prioritizes a competitive rail network for a sustainable transport system.

Case study 27 FoA 3: Nightjets, Austria

The Austrian Federal Railways (ÖBB) successfully expanded Nightjet (night train) services into Germany and other European Union countries in December 2016, showcasing effective collaboration between national authorities to promote sustainable long-distance travel. With a strategic investment of 40 million euros, ÖBB improved sleep and couchette cars, leading to increased capacity and enhanced service quality, contributing to the appeal of environmentally conscious transportation solutions.

³⁰ SBB/CFF/FFS (2022), 'Mehr Direktverbindungen in Schweizer Tourismusregionen', SBB CFF FFS, 22 November 2022.

3.4 Action 4: Enable attractive pricing and ticketing

This action addresses the commercial aspects of long-distance public transport, aiming to enhance the competitiveness of sustainable modes. Specifically, the focus is on ensuring comparable pricing and affordability of sustainable services, aligning with the goal of making eco-friendly options more attractive and accessible to the public. It is recommended to:

- Facilitate tourist-friendly ticketing (e.g., season tickets, cross-border bookings and whole-network-included tickets);
- Collaborate to develop an attractive international fare system ensuring alignment with ongoing initiatives in the European Union and encompassing all travel modes, including aviation;
- Facilitate long-term individual travel planning by rail, by, for example, arranging the publication of timetables (in paper and digital form), with advanced reservation options and flexible ticketing;
- Work towards regional and international information, booking and ticketing, including by lobbying for an international fare system;
- Promote advertising at tourist destinations, and local businesses, and associations in the source markets (i.e., from where tourists travel) to raise awareness, encouraging tourists to opt for active and public modes of transportation when making their travel decisions;
- Promote the view that sustainable tourism travel is part of the touristic experience (“The journey is part of the holiday”);
- Encourage the establishment of national tourism agencies in source markets to facilitate accessible and non-profit sustainable long-distance travel guidance for the public.

Case study 28 FoA 3: “Einfach raus” Ticket, Austria

The “Einfach-Raus” ticket is an affordable unlimited-travel day ticket rail pass for groups of up to five passengers traveling together on local and regional trains of the Federal Railways (ÖBB) — bicycles may be taken along, too.³¹ The national level and the Austrian National Tourist Office promote the idea.

Case study 29 FoA 3: Youth voucher (Verano Joven), Spain

The Spanish Ministry of Transport and Sustainable Mobility launched in summer 2023 discounted bus and train tickets in all long-distance relations (up to a 90 per cent discount in certain services) for individuals aged 18 to 30. The initiative aimed to foster sustainable and affordable summer travel as well as tourism sector.³²

Case study 30 FoA 3: Interrail Pass

The Interrail Pass is a single train pass allowing unlimited travel on participating European train networks of up to 33 countries for a set amount of travel days. There are different validities to be chosen from, up to a maximum of three months. Many European national railway companies (partly) owned by the states work together in this long running initiative.

Case study 31 FoA 3: Tourist discounted tickets and multi-country access initiatives, Czech Republic

The Czech national railway, České dráhy, provides various discounted fare options to encourage tourism in specific destinations or during particular periods. Thus a summer ticket is at offer granting access to all trains within the rail network for a designated period. Additionally, travelers can benefit from regional tickets, facilitating convenient cross-country travel within regions. České dráhy has forged agreements with its international counterparts.

³¹ ÖBB (2024), Einfach-Raus-Ticket, available at: oebb.at/en/tickets-kundenkarten/freizeit-urlaub/einfach-raus-ticket.

³² (2024), Sala de prensa | Ministerio de Transportes y Movilidad Sostenible: Press release, available at: transportes.gob.es/el-ministerio/sala-de-prensa/noticias/lun-25092023-0838 ; transportes.gob.es/transporte_terrestre/verano-joven.

3.5 Action 5: Provide regulatory framework

This action aims to ensure that regulatory and legislative frameworks for sustainable long-distance travel are harmonized with policies at the international and pan-European levels and with sustainable tourism mobility management.³³ Complementing travel demand management at tourist destinations (see Field of Action 2), this action proposes measures at a larger scale. It is recommended to:

- Be involved in co-creation and implementation of regulations, such as the European Union Rail Passengers' Rights Regulation³⁴ (and related regulations) or common rules for the operation of air services, in order to establish a comprehensive regulatory framework for sustainable long-distance travel;
- Initiate and conduct awareness-raising campaigns to inform and educate stakeholders about the benefits and options of sustainable long-distance travel within the pan-European region;
- Require the inclusion of environmental impact information on long-distance travel options;
- Advocate for greening the taxation system for long-distance travel at the international level (e.g., aviation fuel taxation).

Case study 32 FoA 3: Prohibition of short domestic flights, France

Domestic flights within France will be cancelled if an alternative direct rail link of less than 2.5 hours is available. Not too many air routes currently fall within the scope of the decree. The original proposal was to reduce almost 20 % of domestic flights but was revised by the government.

³³ Federal Ministry of Climate Action, Environment, Energy, Mobility, Innovation and Technology of Austria, Austria's 2030 Mobility Master Plan: The New Climate Action Framework for the Transport Sector: Sustainable – Resilient – Digital (Vienna, 2021).

³⁴ See eur-lex.europa.eu/legal-content/EN/TXT/?uri=CELEX:32021R0782.

Case study 33 FoA 3: Revised CO₂-Law, Switzerland

Switzerland has adopted the revision of its CO₂-Law. The law contains an article which stipulates that the proceeds from the auctioning of emission rights for aircraft are to be used, among other things, for measures to promote long-distance cross-border passenger transport by rail, in particular for the promotion of night trains. This support is set to run from 2025 till 2030 at the latest and amounts to a maximum of 30 million Swiss francs per year.

4 Flexible transport systems

The attraction of secluded destinations, promising tranquillity and closeness to nature, is gaining in popularity. However, these locations often present logistical challenges due to their distance from major transportation hubs. The interaction between high-capacity, long-distance transport, such as trains, and the need for bespoke solutions in reaching remote destinations highlights a crucial aspect of sustainable tourism mobility. Ensuring a smooth transition from long-distance connections to local (semi-)public transport is vital for promoting ecologically responsible tourism. Regional and local solutions for the “last mile”, where travellers complete their journey, are important. Orchestrated by regional and local stakeholders, these solutions require substantial support from national authorities, beyond regulatory frameworks and financial instruments. In this context, the backing of national authorities becomes crucial for defining quality and data standards for information services. The integration of on-demand services, flexible transport systems (e.g., dial-a-bus systems, shuttle services, shared mobility solutions) into travel information systems is of the utmost importance (see Field of Action 6). Many of the following recommendations regarding flexible transport system stem from the EU-INTERREG project “The Last Mile”.³⁵

Figure 5 Photo: Umweltbundesamt/B. Gröger



³⁵ Interreg Europe (2023), LAST MILE, available at: projects2014-2020.interregeurope.eu/lastmile/.

4.1 Action 1: Provide a comprehensive strategic and regulatory framework

This action addresses challenges in implementing flexible transport systems, including the need for clear definitions aligned at the international level, taking into account the complexity of flexible transport systems as reflected in national regulations. It seeks regulatory support for flexible transport system initiatives and aims to foster an accepted view of flexible transport systems as innovative collective transport solutions. It is recommended to:

- Support flexible transport systems through legislation by preparing unambiguous definitions of the systems and provisions in national laws to include flexible transport systems in public transport systems;
- Develop specific national recommendations regarding flexible transport systems in public transport in the context of applicable laws;
- Support the integration of flexible transport systems into transport and sustainable mobility strategic documents and guidelines³⁶ (and link them to funding programmes (see Action 3: Establish a viable economic framework);
- Call on regional and international institutions to directly address flexible transport systems as possible solutions in certain circumstances in strategic documents, and to define flexible transport systems as one of the new forms of collective transport.

Case study 34 FoA 4: Flexible transport services legislation, Austria

The Austrian national flexible transport systems expert working group is continuously discussing improvements in the regulatory framework. Changes which would better reflect the characteristics of flexible transport systems are discussed among all relevant stakeholders including the relevant departments of the Ministry of Climate Action.

Case study 35 FoA 4: Flexible Transport Systems in Austria's 2030 Mobility Master Plan and Sharing strategy, Austria

Flexible transport systems form a central part for the tourism transport sector in this sustainable mobility strategy, to offer people a better choice of sustainable means of

³⁶ For instance, the European Union Sustainable and Smart Mobility Strategy, Sustainable Urban/Regional Mobility Plans, National Sustainable Mobility Strategies.

transport. The national level takes on its responsibility to ensure that the operator-friendly and user-friendly legal and organisational framework is in place to help these flexible services quickly achieve a breakthrough.³⁷

4.2 Action 2: Provide a robust institutional framework

Key challenges associated with the establishment of a robust institutional framework for flexible transport systems include: the absence of clear operational standards; a lack of collaboration across different sectors; a need for effective public-private partnerships; and coordinated integration of flexible transport systems into the national public transport system. It is recommended to:

- Initiate intersectoral collaboration (transport, tourism and environment experts at the local, regional and national levels) to effectively manage and organize flexible transport systems. For instance, by establishing formats for exchange of information and good practices within and between regions;
- Implement legal provisions fostering public-private partnerships to facilitate seamless collaboration between regional and local authorities and private stakeholders;
- Advocate for coordination of all transportation modes (both flexible transport systems and conventional public transport systems), promoting an integrated approach to mobility solutions;
- Strengthen the institutional framework at the regional or national level with a broader vision of integrated public transport planning, including standards for technology, operations and data quality.

Case study 36 FoA 4: Mesa de Movilidad Rural, Spain

The Spanish Ministries of Transportation and Demographic Challenge launched the Rural Mobility Roundtable; Mesa de Movilidad Rural, to coordinate public policies around innovative rural mobility. The roundtable focuses on innovative transport solutions in

³⁷ (2024), Austria's 2030 Mobility Master Plan, available at: bmk.gv.at/en/topics/mobility/mobilitymasterplan2030.html.

tourism-significant rural areas, aiming to share knowledge and enhance cooperation with a 2022-2023 work program that includes developing a Best Practice Catalogue.³⁸

Case study 37 FoA 4: SMACKER³⁹ (Interreg Project)

The project dealt with the promotion of demand-oriented and other flexible mobility offers and the last mile in peripheral and touristic regions. It came up with a toolbox smacker-toolbox.eu on Demand-responsive transport services (or flexible transport systems), action plans and guidelines for flexible transport systems implementation. The role of the national level is to support and fund FTS developments in regions.

4.3 Action 3: Establish a viable economic framework

Financial sustainability of flexible transport systems is made difficult by the need to efficiently address mobility needs in rural areas and regions with seasonal traffic variations. Therefore, the accessibility of tourist destinations, especially in rural areas, by (semi-)public modes demands funding instruments that facilitate its operation. National authorities play a crucial role in aligning strategic financial planning with the regional challenges posed by tourism mobility needs. It is recommended to:

- Integrate flexible transport systems into national transport financial plans in order to secure initial funding to support the implementation and operation of such systems;
- Facilitate collaborative funding conditions by fostering cooperation between national and regional funding instruments for the midterm and long-term, ensuring financially sustainable operation of flexible transport systems;
- Establish support programmes prioritizing comprehensive financial assistance for flexible transport systems in sparsely populated areas, distributed settlements and regions with high seasonal traffic, ensuring sustained viability.

³⁸ (2023), Mesa de Movilidad Rural: Estrategia de Movilidad Segura, Sostenible y Conectada 2030, available at: esmovilidad.mitma.es/mesa-de-movilidad-rural.

³⁹ Interreg CENTRAL EUROPE (2024), SMACKER, available at: programme2014-20.interreg-central.eu/Content.Node/SMACKER.html.

Case study 38 FoA 4: Night rider, Luxembourg

Night Rider is a door-to-door night shuttle bus on-demand, available every weekend from Thursday to Saturday night for a safe ride home. The Ministry of Transport offered initial support before municipalities and guests/tourists could cover the full costs of the service.⁴⁰

Case study 39 FoA 4: National mobility management funding scheme including flexible transport systems, Austria

To support flexible transport systems in municipalities and the tourism sector the Federal Ministry of Climate Action in former years (2011-2018) launched a funding scheme providing financial support, especially for the first challenging years of setting up and operating flexible transport systems. National level support nowadays comes from the more general klimaaktiv mobil program “Active Mobility and Mobility Management”.⁴¹ (see CS 17, “klimaaktiv mobil funding program”)

4.4 Action 4: Set awareness-raising activities

This action targets the challenge of limited awareness and information about flexible mobility systems among local inhabitants, tourists and stakeholders. Therefore, the action addresses the need for effective communication of the benefits of flexible transport systems to promote them strategically and overcome initial resistance among stakeholders and in mobility practices. It is recommended to:

- Promote flexible transport systems through awareness-raising and reducing barriers between local inhabitants, tourists and relevant stakeholders from municipalities, as well as the transport and tourism sectors;
- Design and launch strategic campaigns creating targeted promotion initiatives that emphasize the benefits of flexible transport systems in rural touristic areas and other tourism destinations;

⁴⁰ (2023), Your night shuttle in Luxembourg, available at: nightrider.lu/en/about; interregeurope.eu/good-practices/nightrider-a-door-to-door-night-bus-on-request

⁴¹ Available at: klimafonds.gv.at/wp-content/uploads/sites/16/Leitfaden-Aktionsprogramm-klimaaktiv-mobil-2023.pdf; Klima- und Energiefonds (2020), Mikro-ÖV Systeme für den Nahverkehr im ländlichen Raum - Themenfeld 1 und 2 - Klima- und Energiefonds, available at: klimafonds.gv.at/call/mikro-oev-systeme-fuer-den-nahverkehr-im-laendlichen-raum-themenfeld-1-und-2/.

- Integrate flexible transport systems into event themes and actively contribute to events, aligning narratives closely with the system to enhance awareness and acceptance;
- Encourage stakeholder collaboration fostering partnerships between national authorities, municipalities and businesses to jointly implement and raise awareness of flexible transport systems for impactful acceptance.

Case study 40 FoA 4: Handbook On-Demand, Austria⁴²

The "Handbuch On-Demand" is an online guide for implementing flexible transport systems in Austria, offering practical insights and examples for municipalities and regions. It is part of the broader data platform on on-demand transport services (bedarfsverkehr.at). The handbook was funded by the Austrian national climate and energy fund and implemented as part of its program for sustainable mobility in practice.

Case study 41 FoA 4: Good Practice database on flexible transport systems/ last-mile solutions in tourism, Interreg

All good practices of Interreg projects dealing with flexible transport systems (last mile, demand-responsive transport services, etc.) are showcased in the Interreg Europe good practice database (amongst many other topics). The national level is supporting Interreg projects. The Last Mile project serves as an example.⁴³

interregeurope.eu/policy-solutions/good-practices/projects?keywords=&projects=LAST+MILE

⁴² (2022), Handbuch Bedarfsverkehr, available at: bedarfsverkehr.at/content/Hauptseite.

⁴³ (2024), Find policy solutions | Interreg Europe - Sharing solutions for better policy, available at: interregeurope.eu/policy-solutions/good-practices/projects?keywords=&projects=LAST+MILE.

5 Cycling and walking as part of the tourism experience

Encouraging active transport modes is essential for national authorities seeking to enhance sustainability in mobility. This is valid for both walking and cycling as forms of everyday mobility but also for hiking and cycling tourism as sustainable modes of tourism mobility. These activities offer a profound connection with landscapes, urban scenery and cultural heritage, promoting a sensitive and immersive experience.

Figure 6 Photo: Umweltbundesamt/B. Gröger



More than half of people who get on their bicycles for several days while on holiday also use them more in everyday life afterwards.⁴⁴ Additionally, cycling tourism has been shown to boost local economies, with cyclists spending more and their expenditures staying within local communities. The European Cyclists' Federation estimates a substantial

⁴⁴ Allgemeiner Deutscher Fahrrad-Club e.V. (ADFC), "ADFC-Radreiseanalyse 2022", available at adfc.de/artikel/adfc-radreiseanalyse-2022, 16 March 2022 (German only).

economic value of €44 billion from the 2.3 billion cycling trips made annually, linking to the versatility⁴⁵ of cycling and walking, suitable for year-round exploration. This provides an alternative form of tourism, particularly beneficial to regions with traditionally seasonal tourism. The Pan-European Master Plan for Cycling Promotion⁴⁶ dedicates a whole chapter of recommendations to promoting cycling tourism.

5.1 Action 1: Strengthen walking and cycling infrastructure for tourism mobility

This action emphasizes the crucial role of national authorities in coordinating with regional and local administrations in order to establish comprehensive and high-quality active mobility infrastructure. It recognizes the need for collaboration at various administrative levels, involving different sectors and departments, and stresses the importance of connecting with pan-European networks to enhance the planning process and to promote sustainable tourism experiences. It is recommended to.

- Strengthen collaboration among national bodies involved in active mobility and tourism;
- Collaborate with national, regional and local governments, along with the tourism sector, to build networks, design common strategies, and share data on cyclists and walkers;
- Create attractive, safe and comfortable routes, and provide services such as food, accommodation, bicycle rentals and repair shops;
- Guarantee accessibility of attractions via walking and cycling (attractive intradestination mobility);
- Plan and coordinate infrastructure development and management, the establishment and maintenance of local, regional, national and European networks;
- Standardize cycling and walking infrastructure; adopt and implement national guidelines for the signs and signals on the networks, along with international conventions and standards.

⁴⁵ European Cyclists' Federation, "The benefits of cycling: Unlocking their potential for Europe" (n.p., 2018).

⁴⁶ Federal Ministry of Climate Action, Environment, Energy, Mobility, Innovation and Technology of Austria, Pan-European Master Plan for Cycling Promotion: 5th High-level Meeting on Transport, Health and Environment, May 2021 (Vienna, 2021). Available at unece.org/info/publications/pub/376488.

Case study 42 FoA 5: Cycle Route Network development guidelines, Slovenia

Slovenia's National Cycle Route Network (NCRN), guided by the Ministry of Infrastructure, is a strategic initiative providing comprehensive guidelines for planning and implementation. This network encompasses urban and rural areas, connecting cycle routes dedicated to daily mobility and other scenic paths promoting sustainable eco-friendly tourist mobility.

Case study 43 FoA 5: Coherent national cycle network guaranteed by law, Switzerland

Switzerland's new federal law on cycling paths, effective since 1 January 2023, mandates cantons to plan and implement secure and improved cycling networks in alignment with constitutional principles. The law focuses on enhancing connectivity, directness, safety, homogeneity, and attractiveness, fostering a comprehensive approach to cycling infrastructure nationwide.⁴⁷

Case study 44 FoA 5: EuroVelo.com

EuroVelo.com is the main website to discover Europe by bicycle as a cycling destination, per EuroVelo routes or per countries. It is supported by National EuroVelo Coordination Centres, involving national authorities, in providing updated content (GPX tracks, visual and text), managing national platforms with detailed information for EuroVelo.com to link to, and financially contributing to the maintenance and development of the European website.

Case study 45 FoA 5: Developing infrastructure for cyclotourism, Croatia

The Ministry of Tourism and Sport has created the Program for the Development of Public Tourism Infrastructure to promote local and regional tourism development, to improve tourist services and encourage special forms of tourism. The Program was active from 2013 to 2019 and was reactivated again in 2024. Investments for active tourism were primarily directed towards public cycle tourism infrastructure across the entire country.

⁴⁷ (2023), AS 2022 790 - Bundesgesetz vom 18. März 2022 über Velowege (Veloweggesetz), available at: fedlex.admin.ch/eli/oc/2022/790/de.

Through the Cycle Tourism Development Program for the continental region, 55 development projects estimated at 2.45 million euro were implemented.⁴⁸

Case study 46 FoA 5: Cyclists Welcome certification, Czech Republic

The "Cyclists Welcome" certification recognizes accommodations and attractions that cater to cyclists by providing essential services like access, equipment, and secure storage. This certification adheres to standards similar to well-known systems like Bett & Bike in Germany or RADfreundliche Betriebe in Austria. The certification database receives support from the Ministry of Regional Development through its CzechTourism portal, as well as from municipalities.⁴⁹

5.2 Action 2: Multimodality – link active mobility and public transport

This action provides solutions for the accessibility of walking and cycling routes, emphasizing integration into public transport networks. It focuses on promoting bicycle-friendly features in public transportation services, coordinating with public transport for round trips, and emphasizing the importance of nationwide bicycle rental schemes and accessible bicycle parking facilities to enhance sustainable tourism mobility. It is recommended to:

- Promote intermodal connectivity by enhancing bicycle carriage capacities on trains, buses and boats, by standardizing vehicle designs and through attractive ticketing and online booking services;
- Promote bicycle parking at stations, connecting stations with cycling and walking networks and infrastructure;
- Support bicycle rental services by establishing and governing such services, with a specific emphasis on facilitating one-way rentals across regions, supporting first-/last-mile bicycle sharing, and endorsing public nationwide bicycle rental schemes;
- Support structured planning, provide quality standards, together with financial support schemes to facilitate bicycle parking and rentals at train stations.

⁴⁸ Koordinacijsko tijelo za razvoj cikloturizma Hrvatske (2020), Početna - Koordinacijsko tijelo za razvoj cikloturizma Hrvatske, available at: cikloturizam.hr.

⁴⁹ (2024), CYKLISTÉ VÍTÁNÍ - NÁRODNÍ CERTIFIKACE SLUŽEB PRO CYKLISTY - cyklistika, cykloturistika, cestování – Cyklisté vítáni, available at: cyklistevitani.cz/?lang=en-US.

Case study 47 FoA 5: Legal measures to enhance the integration of public transport and cycling, France

In 2021, France enacted a law aligning with European regulations, mandating a minimum of eight bicycle spaces on most trains and requiring new passenger transport coaches to accommodate at least five undismantled bicycles. These measures aim to significantly improve the integration of bicycles and trains, enhancing sustainable mobility options across the country.

Case study 48 FoA 5: Public transport bike system “OV fiets”, The Netherlands

With over 22,000 bikes at 300 locations, the public transport bike system in the Netherlands, operated by the Dutch Railway company (NS), serves as a popular active last-mile solution, facilitating approximately 5 million annual bike trips and celebrating 35 million rides in November 2022 over 15 years. Utilizing a fee of 4.50 euros per 24 hours and the OV chip card, NS contributes to accessible and sustainable travel options for train commuters.

Case study 49 FoA 5: Bicycle rentals by Czech Railways, Czech Republic

CD Bike, operated by the state-owned Czech Railway company České dráhy, offers bike rental services, allowing travellers to rent and return bikes conveniently at rail stations, facilitating seamless exploration of their destinations.⁵⁰

Case study 50 FoA 5: Bicycle carriage by MÁV, Hungary

Hungarian state-owned railway company, MÁV provides several cyclist-friendly services. For the most popular cycling destination special cycling trains are operated during the cycling season. These trains offer direct access from the capital to Lake Tisza with a timetable suitable for daily cycling trips. Other trains (e.g. to Lake Balaton provide extra storage capacity for cyclists and help at stations for quick and smooth hop-on and hop-off. Pricing of single or seasonal tickets also makes trains attractive for cyclists.

⁵⁰ (2024), ČD Bike bicycle rentals | České dráhy, available at: cd.cz/en/dalsi-sluzby/pujcovny-kol-cd-bike/default.htm.

5.3 Action 3: Data - Monitor and analyze active tourism developments

This action addresses challenges related to the lack of informed planning and goal alignment by advocating for a data-driven approach. It underscores the importance of a data-driven approach, advocating for the collection and utilization of information on cyclist and walker flows, preferences and habits to enhance the understanding and strategic promotion of these specific tourism activities. It is recommended to:

- Collect and analyse data on the number, length and use of routes, and the perceived quality of the infrastructure and services offered, along with tourist habits and preferences;
- Define and analyse various indicators that provide information for the development of active mobility strategies as part of the tourism experience;
- Communicate and publish data and results of the analysis.

Case study 51 FoA 5: Plateforme nationale des fréquentations (PNF) – Vélo&Territoires, France

The National Frequentation Platform (PNF), managed by Vélo & Territoires, aggregates bicycle counting data from various counters, providing downloadable data for assessments and comparisons. Co-financed by Ademe and the Ministry of Transport, the PNF contributes to cycling development assessments with technical support from Eco-Counter.

Case study 52 FoA 5: Fietsplatform - key figures on cycling holidays 2021-2022, The Netherlands

The National Cycling Platform commissioned Kien Research for the second cycling holiday survey, providing key figures for 2021-2022 in the Netherlands to understand the dynamics of cycling holidays. The Cycling Platform is getting funded by the provinces of the Netherlands which are getting funded by the national government.

Case study 53 FoA 5: Radreiseanalyse (cycle travel analysis), Germany

This German cycling tourism analysis is done by ADFC (German Cyclists Club) every year. The representative online survey provides information on four segments of cycle tourism for the first time: cycle tours, short cycle tours, day trips by bike and cycling on vacation. The result reveals that 37.4 million people in Germany used their bikes on vacation and for excursions in 2023.⁵¹ The federal government finances tourist cycling infrastructure.

5.4 Action 4: Strengthen governance and organization of active mobility

This action addresses the challenge of fostering a cooperative framework by emphasizing the role of national authorities in coordinating and enhancing collaboration across public administrations with private actors, including tourism enterprises, and with environmental agencies, regional developers, health institutions and citizens to promote strategies for active mobility among diverse stakeholders. The active involvement of the private sector is needed for its financial strength and innovative capacities to advance common goals, facilitating exchange among decision-makers, enhancing efficiency, capitalizing on synergies, and preventing duplication of efforts. It is recommended to:

- Coordinate different levels of public administration in the exercise of their unique competences with a cross-sectoral approach (in a hierarchical manner where necessary), while also harnessing synergies and avoiding duplication of efforts;
- Facilitate the exchange of knowledge between public and private stakeholders for efficient decision-making;
- Leverage active involvement of private stakeholders to attract investment and innovation to the sector.

⁵¹ Allgemeiner Deutscher Fahrrad-Club e. V. (ADFC) (2024), ADFC-Radreiseanalyse, available at: adfc.de/artikel/radreiseanalyse.

Case study 54 FoA 5: Roadmap on a national strategy for cycling tourism, France

Vélo & Territoires, with support from Ademe, led a collaborative effort to create a comprehensive roadmap aligning various public and private cycling tourism stakeholders in France, aiming to position the country as a leading global cycling destination by 2030. The French government participates in and supports the initiative by helping to implement practical measures of the roadmap, by promoting cycling tourism and funding cycling programmes.

Case study 55 FoA 5: Center for the Development of Active and Ecotourism, Hungary

The Center for the Development of Active and Ecotourism is actively promoting nature-centric tourism, with a specific focus on cycling, aiming to integrate active mobility and ecotourism services in the country. Being responsible for evaluation of national strategies, preparation and coordination of active tourism related projects etc., it is located at the Prime Minister's Office, supervised by a state secretary responsible for Active Hungary and mainly financed by the central governmental budget.

Case study 56 FoA 5: The foundation Switzerland Mobility, Switzerland

The Cycling in Switzerland Foundation, established in 1993, expanded to include hiking in collaboration with the Swiss Hiking Federation in 2000, leading to the creation of Switzerland Mobility, officially launched in 2008, representing various organizations from non-motorized transport, sport, and tourism. The network is supported by various federal offices and is an international role model in the field of non-motorized tourist mobility.

6 Multimodal travel information (systems) – requirements of tourists

Multimodal transport systems allow for the use of various modes of transportation on the basis of their suitability for different purposes and trip characteristics. Therefore, they provide travellers with diverse options and reduce reliance on private motorized modes. However, the increasing range of choices also brings complexity, requiring collaboration among multiple transport providers operating under different systems, mechanisms and regulatory frameworks to deliver appealing solutions for travellers. The European Union, for example, has addressed this challenge through regulations mandating member States to establish national access points, requiring transport operators to adopt specific data standards and ensuring the provision of routing information, forming a crucial foundation for transport providers or intermediaries to provide travellers with necessary information⁵² for navigating multimodal transport systems.

Figure 7 Photo: Umweltbundesamt/B. Gröger



⁵² European Parliament (2017), Commission Delegated Regulation (EU) 2017/1926 of 31 May 2017 supplementing Directive 2010/40/EU of the European Parliament and of the Council with regard to the provision of EU-wide multimodal travel information services, Official Journal of the European Union, L 272 (2017), pp. 1–13.

6.1 Action 1: Provide convenient and accessible information on intermodal travel

Tourists, who are often unfamiliar with their travel destinations and transport options, often lack access to real-time and reliable information for their journeys.⁵³ Promoting the exchange of data between different transport providers within a multimodal chain helps to bring the travel information to travellers in a bundled form. If the data are available in sufficient quality, the information provided will also be more reliable. This reduces uncertainty among tourists about travelling by public or collective transport. It is recommended to:

- Define quality standards and requirements for real-time information and make available data (e.g., time of arrival or departure, train or bus connections, delays, cancellations and alternative travel solutions);
- Support pilot actions, initiatives and cooperation for enhanced multimodal travel options between transport and mobility service providers (e.g., financial incentives and awards for sustainable tourism mobility solutions) and tourism providers;
- Encourage transport and mobility service providers to cooperate and share relevant data to improve the availability and reliability of travel information (e.g., for national transport options and international destinations) throughout multimodal transport chains.

Case study 57 FoA 6: Sustainable visitor flow management, Austria

A new data service within the Austrian Tourism Data Space provides tourism organizations with analysis on visitor behavior in order to mitigate tourism congestion, optimize mobility solutions and promote economic benefits, in particular at tourist hotspots. The Tourism Data Space and the linked Green Data Hub are run and financed on the national level respectively by the Austrian National Tourist Office as well as the Data Intelligence Offensive (DIO) and the Ministry of Climate Action.

⁵³ For example, costs and booking procedures, travel time, necessary travel documents, validity of ticket on multimodal trip, need for reservation, luggage and bicycle transport, barrier-free access, walkways, transfer times between modes, services at the station, travel disruption and alternatives.

Case study 58 FoA 6: Govtech Hackathons, Switzerland

In 2023 and 2024, the Swiss Federal Chancellery held so called GovTech Hackathons. Over the course of two days, participants worked intensely on finding solutions for challenges that the national authorities presented, including challenges improving data connection in transport and better traveller's information.

Case study 59 FoA 6: Delegated Regulation 2017/1926, European Union

The Delegated Regulation (incl. the Update from November 2023 -> 2023/8105) eur-lex.europa.eu/legal-content/EN/TXT/?uri=pi_com%3AC%282023%298105 on the provision of European Union-wide multimodal travel information services sets out the obligation to provide certain data via the so-called “national access points”, which had to be set up in every member state. Details and timelines are included in the Annex of the Delegated regulation.

Case study 60 FoA 6: Walkway option, Switzerland

This application by the Swiss Federal Railways helps travellers to find their route within train and bus stations when changing connections.⁵⁴ This can be particularly helpful for tourists who are not familiar with the local railway stations and connections.

6.2 Action 2: Facilitate data connectivity

Mobility data of different mobility service providers are, in many cases, not connected due to the high number and heterogeneity of actors, their different data standards and the difference in the data available. In such cases, existing transport offers might not be easily visible and accessible for travellers because providers can only display their own offers on their platforms. Due to the greater heterogeneity of players in a multimodal system, this challenge becomes even more significant. Tourists are often less aware of the different options and possibilities to navigate in a multimodal transport system and therefore depend more on providers to offer them the best solutions for their travel needs.

⁵⁴ (2024), SBB Mobile: now even more practical and informative | SBB, available at: sbb.ch/en/travel-information/apps/sbb-mobile/functions.html.

It is recommended to:

- Establish internationally accepted and harmonized standards for data connectivity considering data-ownership and data security;
- Define data requirements and a high-quality data standard (e.g., specific data sets and data formats) on both the national and international levels for reliable and accurate multimodal and intermodal transport information;
- Provide effective governance structures and supportive schemes (e.g., financial support);
- Promote discrimination-free access to data to enhance connectivity in multimodal transport.

Case study 61 FoA 6: European Standard in real-time information (SIRI), European Union

SIRI is a CEN Technical Standard that specifies a European interface standard for exchanging information about the planned, current or projected performance of real-time public transport operations between different computer systems. It is divided into five parts, each compliant with CEN Transmodel. The information provided by SIRI can be used for many different purposes, for example to provide real time-departure or real-time progress information about individual vehicles and timetable updates.

ec.europa.eu/newsroom/cipr/items/766790/en

Case study 62 FoA 6: Federal mobility data infrastructure, Switzerland

The initiative involves establishing a Federal Mobility Data Infrastructure (MODI) in Switzerland, facilitating easier networking among stakeholders and enabling the seamless provision and exchange of data within the country. This initiative aims to enhance connectivity and collaboration in the mobility sector.⁵⁵

⁵⁵ Federal Office of Transport (FOT) (2024), Data for an efficient mobility system, available at: bav.admin.ch/bav/en/home/allgemeine-themen/mmm.html.

Case study 63 FoA 6: Graph Integration Platform (GIP), Austria

GIP is the digital transport graph of public authorities for Austria containing all modes of transport. Climate Action Ministry initiated and supported the a common data model and the relevant tools to harmonize the transport data of the nine Federal States as well as other relevant stakeholders over many years.

6.3 Action 3: Integrate multi- and intermodal travel options in journey planners

Currently, the journey planners of transport providers often only include the modes they operate, posing a challenge for comprehensive multimodal travel options, both nationally and internationally. With the growing complexity of various transport modes and tourism services, such as bicycle rentals, taxis/shuttles, luggage storage and varying opening hours of services, effective integration lacks real-time data connectivity and information on deviations. It is recommended to:

- Establish a robust foundation to foster seamless data connection and sharing (e.g., white-label information platform);
- Encourage transport and mobility service providers at all levels to cooperate nationally, connect their data and offer sustainable multimodal transport services;
- Ensure the provision of real-time data, information on disruptions, deviations and routing and geodata to facilitate journey planning by investing in advanced technological systems, implementing comprehensive data-sharing and protocols, and fostering collaboration with relevant stakeholders to establish a robust and interconnected information ecosystem;
- Support journey-planning solutions, ticketing, booking, clearing and travel information through open Application Programming Interfaces accommodating diverse touristic offers to improve efficiency and accessibility.

Case study 64 FoA 6: Open data platform mobility, Switzerland

The Swiss public transport data platform provides all timetable data supplied by the participating licensed transport companies as well as the current and expected public transport situation in real time. Its implementation was commissioned by the Swiss federal office for transport.

Case study 65 FoA 6: Dōcō, Renfe, Spain

dōcō is a comprehensive Mobility-as-a-Service application developed by stated-owned Spanish public railway operator Renfe, offering door-to-door services that integrates various transport modes, covering over 2,000 services and 200 destinations nationwide for residents, daily commuters, and tourists.⁵⁶

Case study 66 FoA 6: LinkingAlps Project⁵⁷

Under the lead and with participation of Austrian partners this Alpine Space project was connecting the relevant stakeholders from the Alpine region to develop innovative tools and strategies for linking mobility information services. The LinkingAlps OJP profile brings together six existing travel information systems/ journey planners allowing tourists and other users to get seamless travel information across borders.

⁵⁶ dōcō (2024), About dōcō, available at: docomobility.com/en/about_d%C5%8Dc%C5%8D.

⁵⁷ Alpine Space Programme (2023), LinkingAlps - Alpine Space Programme, available at: alpine-space.eu/project/linkingalps/.

7 Integration of sustainable mobility services into tourism packages, marketing and communication

National authorities and tourism organizations can contribute to promotion of sustainable tourism mobility within packaged offerings. They can establish certification schemes to recognize operators incorporating eco-friendly travel services. Additionally, authorities can lead awareness-raising campaigns to highlight the environmental benefits of sustainable transportation, encouraging its use. Training programmes ensure that service providers are well-informed about sustainable travel options. Collaboration with stakeholders, international advocacy and strategic marketing further contribute to fostering a more sustainable tourism industry.

Figure 8 Photo: B.Gröger



7.1 Action 1: Integrate sustainable mobility in certification and labeling schemes for tourism

This action addresses the complexities of certifying sustainable tourism packages, which encompass various services such as travel modes, accommodation, leisure programmes and meals. The diverse nature of these services makes the certification process intricate, requiring active involvement from national or regional governments to evaluate and promote certification schemes, ensuring their credibility and effectiveness. It is recommended to:

- Utilize and promote existing certification schemes (e.g., green accommodation, ecolabels), while developing new standards for certifying sustainable tourism packages;
- Provide digital tools for tour operators to calculate and compare emissions of carbon dioxide across various tourism packages and travel modes;
- Encourage the development of international and national certification methodologies to benchmark, compare and rank travel offers based on sustainability, considering tourist perspectives;
- Encourage funding institutions to offer benefits for sustainable or green-certified tourism services in funding applications and grant schemes, ensuring financial incentives for certified operators.

Case study 67 FoA 7: The Austrian Ecolabel for Tourism Destinations, Austria

The Austrian Ecolabel (Umweltzeichen) is regarded as the most important environmental label in Austria with the broadest acceptance in the tourism sector and the highest standards. As a state-owned ISO Type 1 ecolabel with independent third party certification it is awarded for sustainable tourism mobility solutions by the Federal Ministry for Climate Action.

Case study 68 FoA 7: MOVE+ - Fleet energy efficiency rating, Portugal

MOVE+ is a voluntary rating system to accelerate the decarbonisation of (not only) the tourism transport sector. Its implementation saves some 2,000 to 3,000 tonnes of CO₂ annually. The system has been developed by ADENE – Portuguese Energy Agency in partnership with Turismo de Portugal.

Case study 69 FoA 7: CARMACAL

CARMACAL is an online tool for tour operators that calculates and manages CO2 footprints for different tourism products and packages incorporating data from 25 transport modes, over 1 million accommodations, 35 million flights, and 21 specific activities. The platform was originally developed by NHTV Breda University of Applied Sciences. National or regional governments should encourage, support, or require tour operators and other service providers to calculate emissions and properly inform travellers on the carbon footprint of their trips and leisure activities.

Case study 70 FoA 7: Green Scheme of Tourism, Slovenia

The Green Scheme of Slovenian Tourism is a national certification program, operating under the brand SLOVENIA GREEN, that evaluates and promotes the sustainability of tourism destinations and businesses by assessing their compliance with a wide range of sustainability requirements where the support of sustainable mobility is one of the preconditions for a provider to be included in the Green Scheme.

Case study 71 FoA 7: GSTC Criteria

The Global Sustainable Tourism Council (GSTC) offers an internationally approved certification scheme that provides guidelines for destinations and tourism businesses to enhance sustainability, including performance indicators, educational materials, and tools for implementation, with a focus on protecting destinations and local communities. Low-impact transportation is one key criteria destinations are recommended implement to reduce transport emissions from travel to and within the destination.

7.2 Action 2: Promote sustainable mobility in national tourism communication and promotion campaigns

This action addresses the need for sustainable tourism mobility advocacy. National or regional tourism agencies and destination management organizations should strive to integrate sustainability, including mobility, into promotion campaigns to actively promote and emphasize climate action, aiming to make visitors more aware of their carbon footprint during holidays. Thus, they would contribute to addressing climate change within the tourism sector.

It is recommended to:

- Integrate sustainable mobility into both domestic and international campaigns to promote tourism;
- Promote sustainable travel packages in communication and promotion campaigns by Governments, State agencies, national tourism organizations, destination management organizations and State-owned transport companies;
- Implement marketing strategies favouring sustainable modes while alerting against unsustainable ones;
- Include a comparison of the carbon footprint of various transport modes in communications.

Case study 72 FoA 7: Tourism campaigns, The Netherlands

“Holland.com (web) and @VisitNetherlands (social media)” campaigns actively promote bikes as a sustainable mode of transportation, emphasizing the Netherlands as the ultimate cycling destination. This campaign is part of the tourism board's remit from the government to work on the reputation of the Netherlands. The tourism board is mostly funded by the government to carry out these kinds of tasks.

Case study 73 FoA 7: Portuguese Trails, Portugal

The Portuguese Trails program is a project that aims to position Portugal as a Cycling and Walking destination for international markets. It consists of a partnership between several public stakeholders and private companies, aiming to develop tourist experiences in a safe and sustainable way. Turismo de Portugal, as the national tourist authority, has the role of coordinating the program in partnership with regional stakeholders and small and medium enterprises.

Case study 74 FoA 7: “Tiaki Promise” campaign, New Zealand

The Tiaki campaign by New Zealand Tourism urges visitors to commit to principles, promoting preparedness, careful driving, cleanliness, nature protection, and respect through a dedicated website with informative videos and resources. It is a government initiative to help protect and preserve New Zealand for future generations.

Case study 75 FoA 7: “So close with summer trains” campaign, Slovakia

In collaboration with the Ministry of Transport and Construction and the national railways (ZSSK), Slovakia Travel initiated a campaign promoting the use of train services for leisure trips, highlighting ZSSK's sustainable, convenient, and affordable offerings in various regions. The successful campaign resulted in the highest summer ticket sales for Slovak trains in 2022.

Case study 76 FoA 7: Explore Slovenian natural, historical and cultural sights by train, Slovenia

Slovenian National Railways launched a campaign to promote visiting Slovenian national sights by train.⁵⁸ Furthermore, they joined in partnership with Historic towns of Slovenia, to offer a discounted ticket visiting local museums, galleries and other cultural institutions when travelling there by train.⁵⁹

7.3 Action 3: Spread information and support training

This action addresses the need for sufficient information and awareness among tourism sector businesses regarding sustainable mobility services. It is recommended to:

- Showcase good examples, case studies and practices to make tourism stakeholders aware of products and packages for sustainable mobility in tourism;
- Support tour operators in developing new products and offers for sustainable mobility;
- Provide training opportunities for tourism stakeholders and tour operators interested in adopting sustainable mobility practices. Provide support to get certificates and labels, organizing workshops, webinars, information days and study trips, and creating toolkits and guidance materials;
- Encourage and reward environmentally friendly practices through progressive taxation measures incentivizing sustainable mobility offers.

⁵⁸ (2024), Izleti – Slovenske železnice, available at: potniski.sz.si/trip/?country=slovenia.

⁵⁹ Združenje zgodovinskih mest Slovenije [Association of Historic Cities of Slovenia] (2023), Z vlakom po kulturo! [By train through Culture!], available at: zgodovinska-mesta.si/z-vlakom-v-zgodovinska-mesta/.

Case study 77 FoA 7: SUSTOUR

The SUSTOUR project, funded by the European COSME program, enhances the capacities of small and medium-sized tour operators in sustainable tourism through training, management systems, and standards, fostering improved performance and market exploration. National and regional authorities should initiate, cooperate, and participate in projects such as SUSTOUR.

Case study 78 FoA 7: Failte, Ireland

Failte Ireland's "LearnIFI" platform provides over 150 courses supporting tourism businesses, with a focus on climate action, including sustainability courses, a carbon calculator, international benchmarks, a climate action roadmap and informative guides.

Case study 79 FoA 7: Mobility management training in the Transdanube Travel Stories project, EU

The project partners – supported by the Austrian Federal Ministry of Climate Action – developed a training scheme for experts from the tourism and transport sector combining theoretical and practical sessions to raise the awareness of the relevant stakeholders regarding the benefits, possibilities and challenges of promoting sustainable mobility in tourism.

Glossary

“Flexible transport systems” (or Flexible Transport Services, FTS) here means innovative, on-demand transport solutions, for example, for the last mile in a touristic region (e.g., dial-a-ride or call-a-bus systems, shuttle services and shared mobility solutions). Such systems usually complement mass transport and do not operate with fixed routes, stops and timetables. Hence, they are adequate in meeting the mobility needs of users in low-demand areas and during low-demand periods (e.g., weekends, holidays).

“Hiking” (as opposed to walking) involves more challenging and nature-focused experiences over longer distances and varying terrain.

“Mobility” refers to the needs and desires individuals have for moving from one place to another and the patterns and choices they make in their movements, encompassing transportation modes, frequency and distance of travel, etc.

“Mobility management”⁶⁰ is a concept to promote sustainable transport and manage the demand for car use by changing travellers’ attitudes and behaviour. At the core of mobility management are “soft” measures such as information and communication, organizing services and coordinating activities of different partners. Soft measures most often enhance the effectiveness of “hard” measures within urban transport (e.g., new tram lines, new roads and new bicycle lanes). Mobility management measures (in comparison to hard measures) do not necessarily require large financial investments and may have a high benefit-cost ratio.

A **“Sustainable Urban Mobility Plans (SUMP)”** is a strategic plan designed to satisfy the mobility needs of people and businesses in cities and their surrounding areas for a better quality of life. It builds on existing planning practices and takes due consideration of integration, participation and evaluation principles.⁶¹

⁶⁰ EPOMM (2024), Mobility Management, available at: epomm.eu/about/mobility-management.

⁶¹ Mobility and Transport (2024), Sustainable urban mobility, available at: transport.ec.europa.eu/transport-themes/urban-transport/sustainable-urban-mobility_en?prefLang=de.

“Transport” as an economic sector involves moving people and goods between locations using different modes like road, rail, air, and sea.

“Transportation” is the provision and availability of infrastructure and services related to moving people (and goods).

“Tourism” is a social, cultural and economic phenomenon that entails the movement of people to countries or places outside their usual environment for personal or business/professional purposes. These people are called “visitors” (which may be either tourists or excursionists; residents or non-residents) and tourism has to do with their activities, some of which involve tourism expenditure.⁶²

“Tourism mobility” in this document focuses specifically on the mobility behavior of tourists and visitors. Transport activities generated by the tourism sector, such as the transport of goods or labor force, are not considered in this document.

“Walking” (as opposed to hiking) tends to be more casual and suitable for shorter, everyday distances in urban or village settings.

⁶² (2024), Glossary of tourism terms | UNWTO, available at: unwto.org/glossary-tourism-terms.

Annex:

Fact Sheets (FS) of the Case Studies

Find a more detailed description of the Case studies from the text in the following Fact sheets (FS). Some of the Case studies in the text are not to be found as Fact sheets. This is simply because of date resources reasons.

FS 1 Tourism Mobility Day and Platform on sustainable tourism mobility, Austria



Photo: BMAW/Weinwurm

In 2013, an inter-ministerial working group was set up by the federal ministries responsible for tourism, transport, the environment and climate protection in order to best meet the challenges of sustainable and climate-friendly mobility in tourism. The common goal was to raise awareness of the issue of environmentally friendly and climate-friendly travel to and from destinations and sustainable local mobility and to strategically expand and improve the necessary cooperation between those responsible for tourism, transport and climate protection policy at all levels. Since then, the annual Tourism Mobility Day has served as an expert networking event.

With the Austrian Tourism Mobility Day the federal ministries want to show the tourism industry and mobility service providers what solutions and best practice examples already exist in Austria. They also want to provide suggestions for new climate-friendly mobility projects and encourage the exchange of theory and practice in order to achieve the Austrian federal government's goal of climate-neutrality by 2040.

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FS 2 Tourism Forum Switzerland 2023, Switzerland



Photo: seco.admin.ch/seco/en/home/Standortfoerderung/Tourismuspolitik.html#:~:text=On%2010%20November%202021%2C%20the,as%20an%20attractive%20tourist%20destination.

The Tourism Forum Switzerland (TFS) is a dialogue and coordination platform with the aim of strengthening coordination and cooperation in tourism policy and tackling challenges in a targeted manner. The TFS is organised by the State Secretary for Economic Affairs (SECO) responsible for the Federal Tourism Policy, and consists of an annual event of the same name as well as topic-specific working groups & workshops/webinars. In 2023, the forum was devoted entirely to tourism mobility.

The goal was to bring together decision makers and experts from the tourism as well as the transport and mobility sectors and discuss the challenges and opportunities in tourism mobility. In preparation of the TFS conference with more than 170 selected guests, SECO organized workshops with selected experts on different topics in the field of tourism mobility.

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tourismusforumschweiz.ch

FS 3 2022-2028 Slovenian Tourism Strategy, Slovenia



Image: Slovenian Ministry of the Economy, Tourism and Sport

In order to achieve the vision of **‘a green boutique destination, with a smaller footprint and greater value for all’**, Slovenian tourism is strategically focusing on developing and marketing **sustainable boutique tourism** of higher quality based on Slovenian nature and cultural identity, which is a generator of higher value. The strategy aims a moderate increase in capacity and quantitative indicators and focuses on higher quality, and benefits with an emphasis on restructuring measures.

The 7-year strategy identifies 5 strategic goals, 7 policy areas with concrete measures and in addition 3 horizontal policies to support the implementation of key strategic policies. Every two years the Slovenian Ministry, together with relevant stakeholders prepares an action plan for the implementation of the strategy, specifying the measures, which are also duly evaluated in financial terms.

Contact/Website

Ministry of the Economy, Tourism and Sport; Tourism Directorate; gp.mgts@gov.si
gov.si/assets/ministrstva/MGTS/Dokumenti/DTUR/Nova-strategija-2022-2028/Strategija-slovenskega-turizma-2022-2028-predstavitev.pdf
slovenia.info/en/press-centre/news-of-the-tourism-press-agency/19522-the-government-adopts-a-new-seven-year-2022-2028-slovenian-tourism-strategy

FS 4 Federal Tourism Strategy, Switzerland



Image: Stiftung SchweizMobil

The Swiss Tourism Strategy was adopted in 2021 and provides the basis for the federal government's tourism policy. The strategy continues the strategic direction of the previous, proven strategy but includes a new objective – backing sustainable development. Hence, sustainable tourism mobility is extensively addressed in the strategy and therefore one of the priority topics of the Swiss tourism policy.

Given this strategic priority, the cooperation of the tourism policy with the federal offices responsible for mobility policy has been intensified. Since the strategy was adopted, there has been a more regular exchange between the responsible offices and the relevant industry stakeholders as well as joint projects at the interface between mobility and tourism.

Contact/Website

Lea Pirovino, lea.pirovino@seco.admin.ch

[Tourism Strategy of the Swiss Confederation \(admin.ch\)](#)

FS 5 The Miranda tool, Sweden

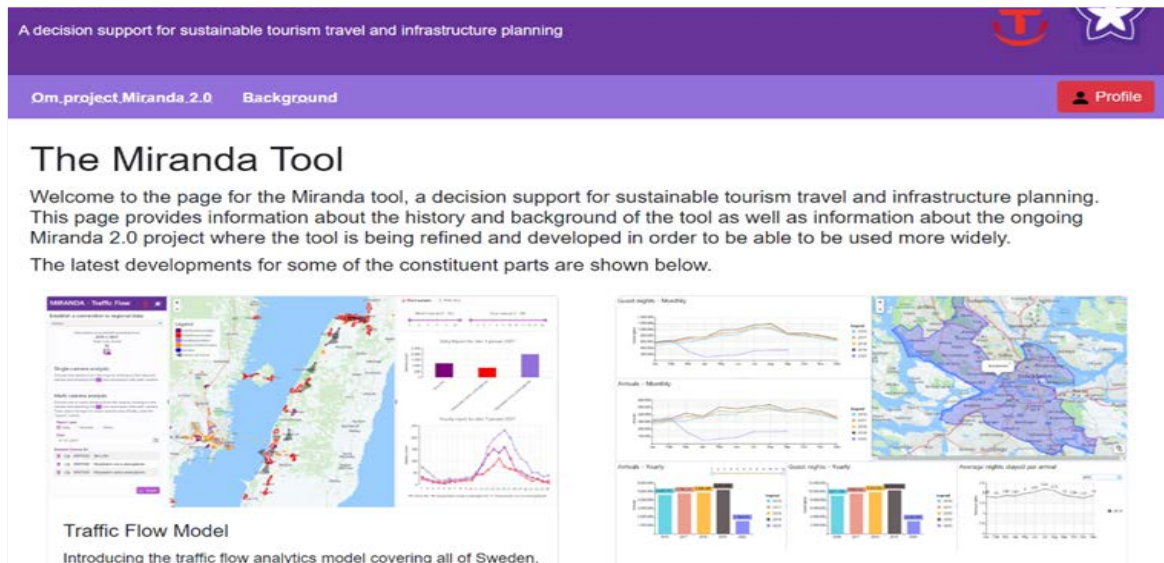


Image: Homepage for the Miranda tool (miranda.cetler.se)

The Miranda tool is a decision support tool that has been developed to improve planning for sustainable tourism mobility in Sweden. The tool assists all public levels involved in planning as well as the private sector by more clearly presenting and visualizing volumes of tourism flows and the economic effects of tourism at micro level, i.e. at destinations, using GIS (geographical information system)-maps. The insights produced by the Miranda tool improve the common understanding of all stakeholders involved in planning for sustainable tourism mobility.

The National Agency on Tourism has been pivotal in putting the Miranda tool in place. Initiating the project, bringing researchers together with practitioners at all public planning levels, municipality, region and state levels, with the aim to improve the understanding of tourism in infrastructure planning. The authorities of the Swedish Transport Agency and the Swedish Agency for Economic and Regional Growth were key in pushing this initiative by funding the the Miranda tool and linking a relevant team of researchers at the Centre for Tourism and Leisure Research at Dalarna University.

Contact/Website

Einar Tufvesson, einar.tufvesson@trafikverket.se

Website: miranda.cetler.se

FS 6 Region of Kalmar as showcase for the Miranda tool, Sweden

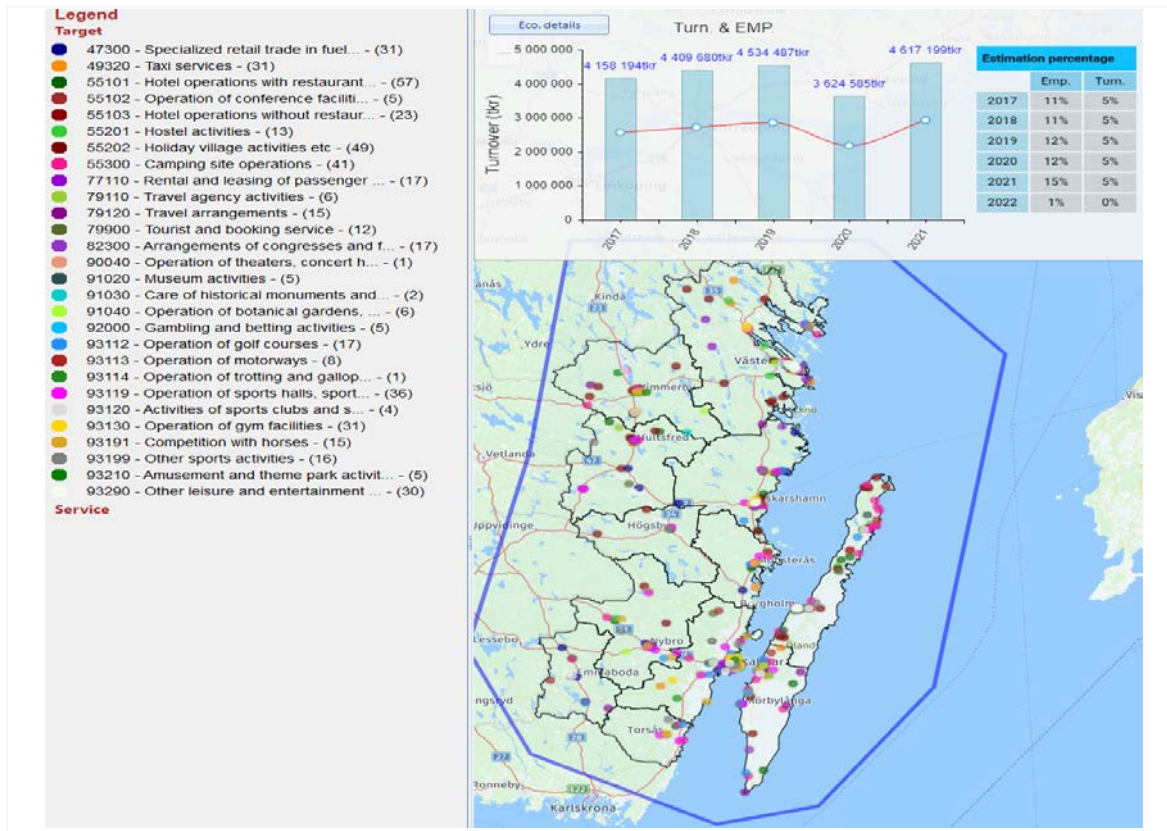


Image: Heldt et al (2023): Total turnover of tourism for Kalmar region, Sweden

The region of Kalmar, including the Island of Öland is one of the biggest summer tourism destinations outside of the metropolitan areas. The region was used as the first showcase of the Miranda tool which assists in planning for more sustainability in tourist travel and mobility. The hot spots for tourism activity, all relevant points-of-interest as well as the existing transport offers (PT, taxis, e-bike rentals, charging stations for electric vehicles etc.) were mapped out via GIS, improving the dialogue between the involved stakeholders on how and what to plan for, leading to a more sustainable tourism mobility.

The Swedish transport authority pointed out and pushed for the use of Kalmar as a case study as it involved areas of national interest for summer tourism. Showcasing the use of the newly developed Miranda tool made it easier to describe its benefits and how it could be incorporated into the standard toolbox for tourism infrastructure planning.

Contact/Website

Tobias Heldt, the@du.se; du.se/en/profile-page/?userId=1998838853

FS 7 Transdanube project family, AT

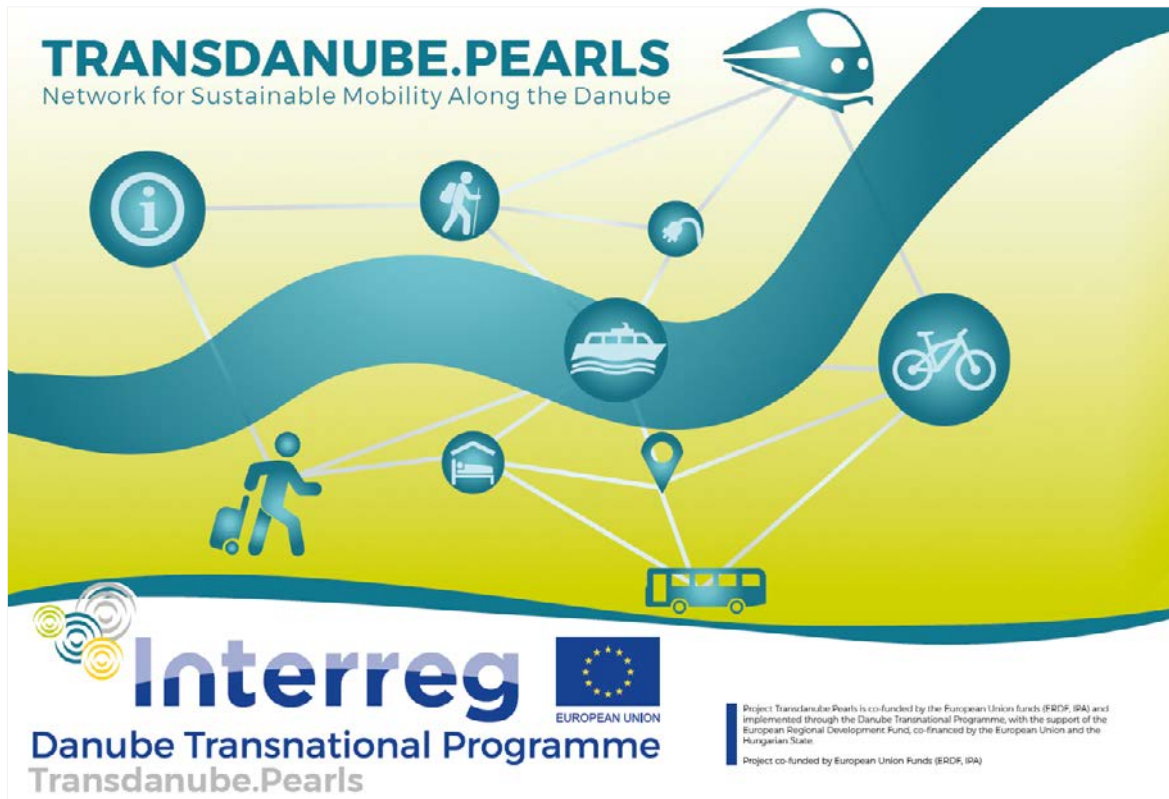


Image: Interreg Transdanube.Pearls project

Starting with the Transdanube project which focused on a common vision, action plans and the development of selected mobility services, a cooperation network was established that has existed for more than 10 years. The foundation of the Danube Pearls network was a major milestone. So was the joint development of Danube travel stories allowing tourists to discover the hidden gems of the Danube region.

The Austrian Ministry for Climate Action supported the projects from the very beginning by providing the initial funding, expertise and access to existing international networks. Over the years, project partners have been seeking support from the responsible ministries in their countries. This support helped implement the project activities in a more sustainable manner. It furthermore made it easier to spread the word about the project achievements.

Contact/Website

WGD Donau Oberösterreich Tourismus GmbH, info@donauregion.at
danube-pearls.eu/en/

FS 8 T-MONA Insights into touristic mobility, Austria



T - M O N A

Tourismus-Monitor Austria

Image: Österreich Werbung

The topic of mobility is relevant for everyone in the tourism industry, particularly in relation to how public transport can be encouraged and identifying areas for improvement. Therefore, the guest survey T-MONA tracks the various modes of transport for arrival at a given destination and throughout the stay. Additionally, all guests who arrive by car are asked why they decided not to travel by public transport.

The development of T-MONA is based on collaborative efforts between stakeholders from both the public and the private sectors, including governmental bodies, industry representatives, and regional authorities. This collaboration ensures a comprehensive approach to tourism development and the use of results for strategic decisions. The involvement of the Ministry responsible for tourism highlights the government's commitment to understanding tourism mobility requirements, while the Federal Economic Chamber's participation stresses industry collaboration for innovation. Additionally, the participation of the nine federal states emphasises the recognition of regional diversity in Austria and the need for tailored approaches.

Include title of relevant Field(s) of Actions/ relevant overarching action

Contact/Website

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FS 10 Reisen für alle - ‘Travel for All’, Germany

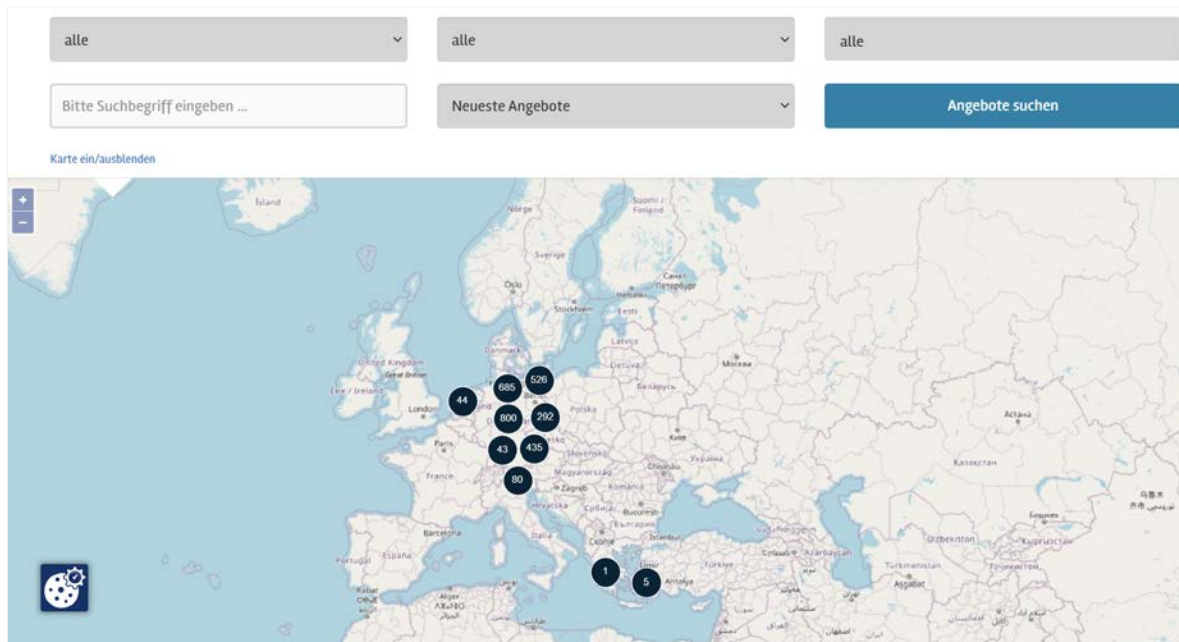


Image: Screenshot reisen-fuer-alle.de/startseite_223.html

‘Travel for All’ is the title of our nationwide accessibility platform. On the platform are listed almost 2,500 ideas for holidays and excursions in Germany – in the countryside and nature, to museums and other cultural destinations, including hotels and accommodation, cities and much more. The platform is for travellers of all ages, young and old, including people with disabilities.

‘Travel for all’ is funded by the Federal ministry of economic affairs and climate change. The platform content is supplied by trained reviewers and evaluated using consistent, clear quality criteria, developed over several years of cooperation and coordination with associations and other tourism stakeholders. Detailed, verified information on the accessibility of any destination or property can be consulted by travellers / guests, helping to improve transparency and reliability.

Contact/Website

Name of contact: Isabella Hren; isabella.hren@btg-service.de

FS 11 KAJLA Program for young children, Hungary

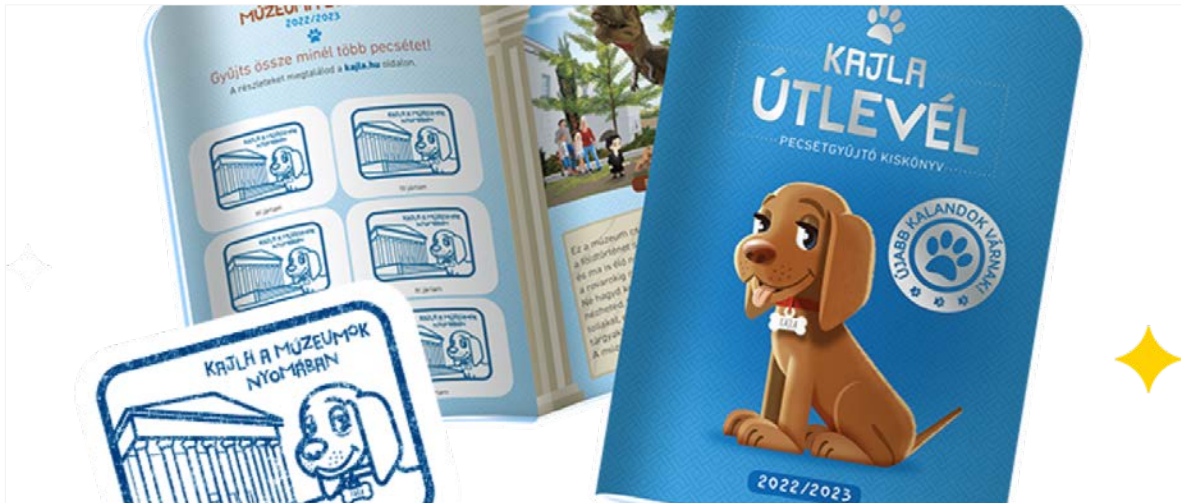


Image: MTI, Kajla Passport

Launched in 2019 by the Hungarian Government the KAJLA Program encourages young children to discover Hungary. KAJLA is a complex programme consisting of route recommendations, gamification, offers, promotion, awareness rising and free trips on public transport. Children participating in the program receive a passport that can be used on trains and public buses within the country during the spring (April) and summer holiday (June to August). Sustainability, sustainable and active travel is a key message of the programme. Besides public transport, cycling is also promoted within KAJLA. Since 2019 more than 700.000 children used the KAJLA Passport for domestic trips.

The program has been organized on national level, managed by the Hungarian Tourism Agency. Key partners are mostly state-owned or supervised companies, agencies, and institutions; thus, the coordination of the government is necessary for the success of the programme. The programme is financed by the state, using the incomes of the tourism development tax. The national railway and bus companies (MÁV, Volán and GYSEV) receive a compensation for the free trips.

Contact/Website

Contact: info@kajla.hu; Website: kajla.hu

FS 12 OV jaarkaart, The Netherlands



Image: www.NS.nl / NS

The OV jaarkaart (yearly ticket for public transport) allows students to travel free of charge or with a discount on trains, trams, buses and metros throughout the Netherlands. Students can choose between a weekly or weekend subscription. This enables students to travel to their places of study in a sustainable way. They can also use it in their free time, which encourages even more use of public transport.

The Dutch government believes it is important for students to travel to their places of study in a sustainable way. Therefore, they fully finance the OV jaarkaart if students successfully complete their studies within a certain number of years. The OV jaarkaart allows students to travel by public transport, which is a cleaner and more environmentally friendly way to travel than by car. Since the OV jaarkaart stimulates the use of public transport in general, this can lead to fewer traffic jams and better accessibility of cities and towns.

Contact/Website

Website: duo.nl/particulier/ov-en-reizen/

FS 13 National guidelines for the preparation of a Regional Sustainable Urban Mobility Plan (SUMP), Slovenia

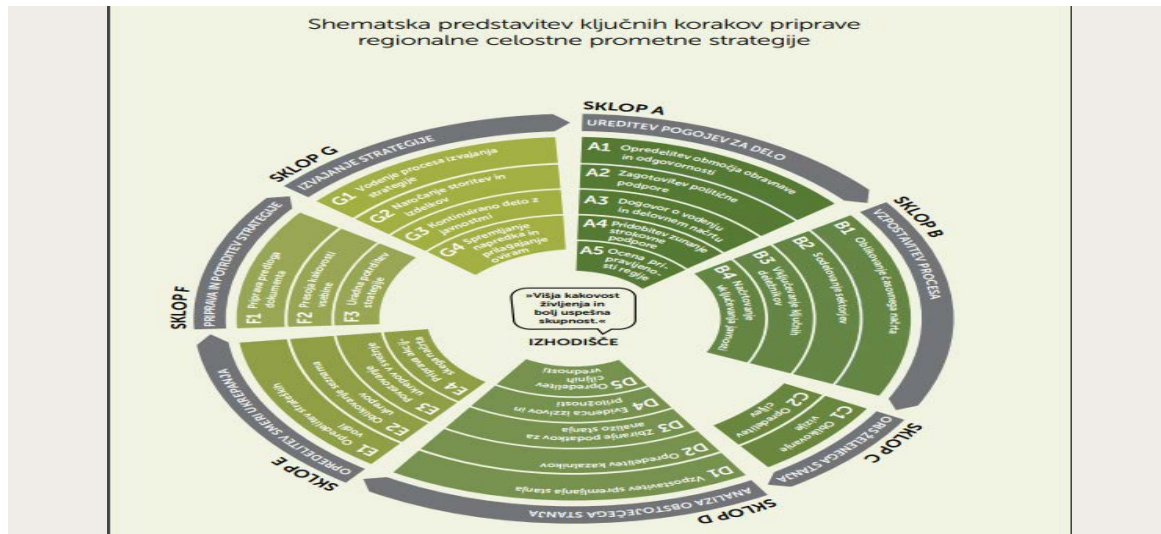


Image: Slovenian Ministry of the Environment, Climate and Energy

Traffic flows do not respect the boundaries of individual municipalities, so it cannot be expected that a single municipality will be able to solve all traffic-related challenges on its own. Many challenges will be easier to address if we link up with other municipalities to address common development challenges. One such regional SUMP was published in 2022⁶³, focusing on the same 'problems' that are shared by numerous Alpine towns and regions. In the wider area of the Triglav National Park, a transport system based on the principles of sustainable mobility has been developed.

In Slovenia a SUMP is required by the Slovenian national Comprehensive Transport Planning Act and they must comply with the country's SUMP, a holistic strategy that also integrates other national strategies, such as the environmental and spatial planning strategies or tourism strategy. Therefore, the Slovenian Ministry of the Environment, Climate and Energy has issued national guidelines on how to prepare a regional SUMP.

Contact/Website

Slovenian Ministry of the Environment, Climate and Energy, gp.mope@gov.si, sptm.mope@gov.si; sptm.si/gradiva/smernice

⁶³ prc.si/upload/content/271/regijska-celostna-prometna-strategija-julijske-alpe.pdf

FS 14 Danube Pearls - Sustainable Regional Tourism Mobility Plans, EU

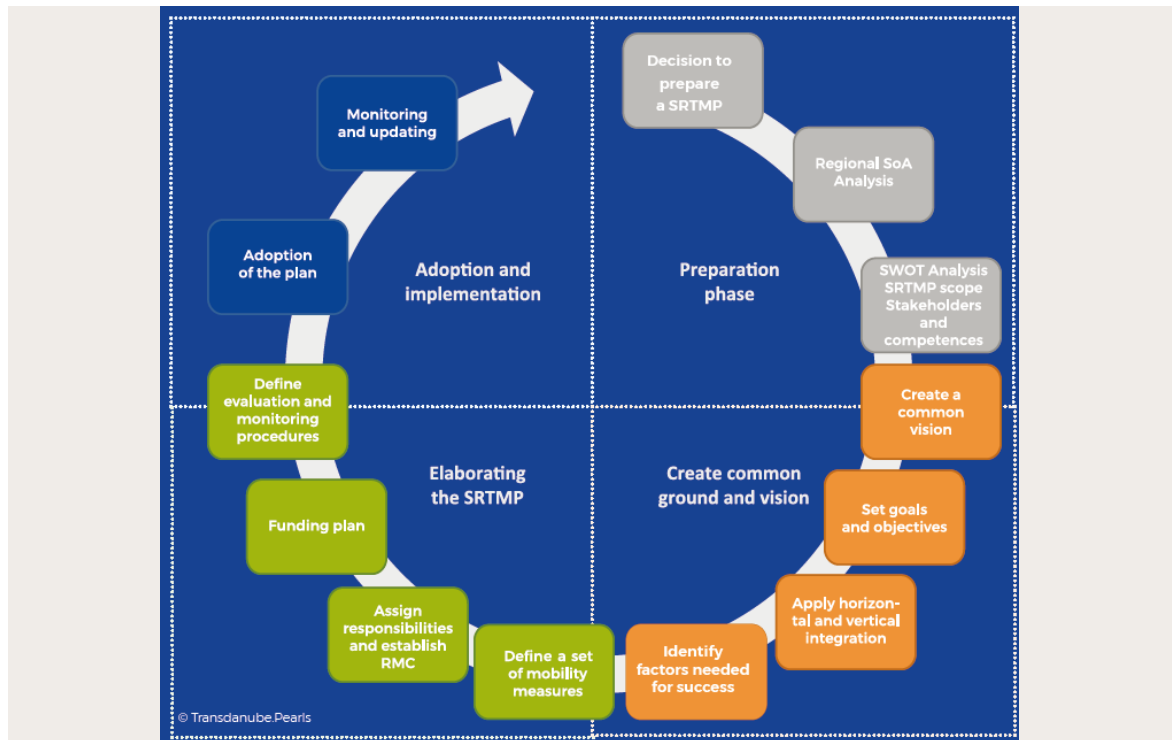


Image: Transdanube Pearls

13 regions along the Danube have successfully elaborated Sustainable Regional Tourism Mobility Plans (SRTMP). SRTMPs focus on bringing together the transport and the tourism sector at the local, regional and national level. The SRTMP measures provide important impulses for the partner regions which lasted beyond the project's lifetime.

The involvement of the relevant stakeholders from the national level was identified as a crucial factor for the successful implementation of the actions included in the SRTMPs. In many cases it needs support from the national level. This could include financial support schemes, changes in the regulatory framework or expertise. Therefore, the partners were seeking to involve the national ministry of transport and/or tourism as strategic partners in the project and in the elaboration of the SRTMPs.

Contact/Website

Environment Agency Austria, agnes.kurzweil@umweltbundesamt.at
dtp.interreg-danube.eu/approved-projects/transdanube-pearls

FS 15 Sustainable tourism destinations guideline, AT



Image: BMK

To support tourism destinations in sustainable mobility the Austrian Federal Ministries responsible for tourism, transport, the environment and climate action published a guideline outlining possible fields of action, important steps and ideas.

In this guideline, practitioners from the tourism regions will find specific instructions to implement climate-friendly mobility solutions by answering the following questions: Climate-friendly mobility is important, but why exactly? / What influences people's travel behavior? / Where to start if I want to implement sustainable mobility measures? / Which successful practical examples already exist? / How do I develop sustainable mobility projects? / Who can help me with this?

Contact/Website

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Website: bmk.gv.at/

FS 16 National guideline for tourism destinations, Czech Republic

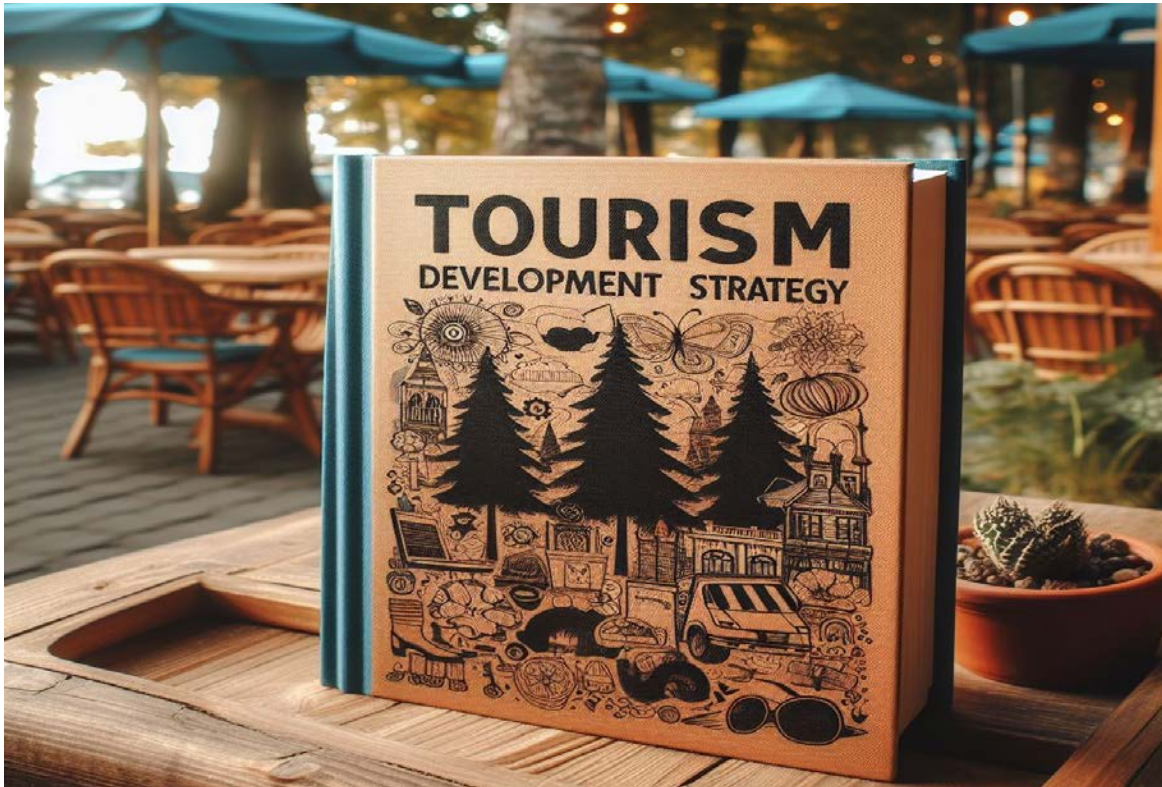


Image generated by Copilot. copilot.microsoft.com/images/create

Tourism development in the Czech Republic can provide an impetus for private investment, building infrastructure, improving the quality of life of the local population and the implementation of leisure and cultural activities. It defines the substantive, procedural and financial framework for sustainable tourism development.

The CZ Tourism Development Strategy is linked to the UN Sustainable Development Goals, EU policy objectives and overarching and sectoral strategic documents at national level. The target groups of the CZ Strategy are entrepreneurs, professional associations, NGOs in tourism, academics, public administration and others.

Contact/Website

Ministerstvo pro místní rozvoj, info@mmr.gov.cz;

mmr.gov.cz/getattachment/2c398529-b36d-470e-9a6f-57aa11f57ad8/strategie-rozvoje-

klimaaktiv



mobil

Copyright: BMK

The portfolio of klimaaktiv mobil includes an extensive financial support programme, consulting services and awareness raising programmes, partnerships, as well as trainings and certification initiatives. The program on a national level provides financial support to Austria's municipalities, regions, businesses, administrations, fleet operators, tourism operators, schools, youth initiatives and citizens, and promotes a climate-friendly mobility transition towards active mobility, electric mobility, intelligent mobility management and innovative mobility services.

As one of its main pillars the program offers consulting and financial assistance to tourist destinations and stakeholders promoting sustainable travel. The program supports projects enhancing climate-friendly tourism mobility, including infrastructure investment, e-mobility support, bike schemes and public transport, with a funding rate of up to 30%.

Contact/Website

Name of contact, klimaaktivmobil@energyagency.at; alexandra.doerfler@bmk.gv.at
klimaaktivmobil.at; bmk.gv.at/themen/mobilitaet/klimaaktiv-mobil.html

FS 18 European recovery funds in the field of Sustainable Tourism at Destinations, Spain



Photo: Jürgen Fälchle - stock.adobe.com

Since 2021 the Spanish Ministry of Tourism has managed and allocated NextGenerationEU funds to foster Sustainable Tourism at Destinations, including sustainable mobility as one of the key action fields. In the course of three years more than 1.8 billion € have been granted to sustainable tourism projects in around 500 municipalities across Spain. Yearly calls are based on a National Strategy on Sustainable Tourism at Destinations, which defines four fields of action: Green transition and sustainability (incl. green urban landscapes to walk and cycle), Energy efficiency (incl. clean transport vehicles, bikesharing systems and better rural-urban connections), Digital transition and Competitiveness.

Tourism is a key economic sector in Spain, where the central government does not have direct competences. The initiative aims to use economic incentives to guide and facilitate tourism development with common, aligned, sustainable criteria in all cities and regions, which includes the provision of climate-neutral, energy efficient mobility solutions for visitors.

Contact/Website

Ilona Shekyants Kazaryan: ishekyants@mintur.es; turismo.gob.es

FS 19 Coordination Center sustainable mobility (KOMO), Switzerland



Image: Stiftung SchweizMobil

The Coordination center for sustainable mobility (KOMO) supports innovative approaches and projects for sustainable mobility solutions. KOMO co-finances projects that promote environmentally friendly, resource-saving and mobility-friendly forms of transportation. It also provides information on completed and ongoing projects in order to facilitate exchange within the sector.

KOMO is supported by six federal offices and funded through the program “EnergieSchweiz”. Six to twelve projects are supported each year with a total of one million Swiss francs. Various projects aimed at making leisure and tourism mobility in Switzerland more sustainable have already been funded in the past. Many of the funded projects were successful and provided useful insights for sustainable mobility solutions.

Contact/Website

KOMO, komo@bfe.admin.ch

energieschweiz.ch/projektfoerderung/komo/

FS 21 The “Developing Cycling Tourism Program”, France



Image: ADEME

Part of France's post-covid tourism recovery Plan, the "Developing cycle tourism" program, supported by the French Energy Management Agency (ADEME), enables local authorities to finance studies on 3 key areas: (i) improve the continuity of cycle routes, (ii) Improving the safety of cycle routes, (iii) Boosting the appeal of existing cycle routes. The "study" component is part of a wider programme that also provides funding for parking facilities and service areas for cyclists.

The national level is important in its role of structuring requirements and adapting to the changing needs of all the actors involved in cycle tourism. In fact, the programme has been adapted several times, and extended until the end of 2025 to maximise France's potential for cycle tourism.

Contact/Website

velotourisme@ademe.fr

developper-velotourisme.ademe.fr

FS 23 Ideenzug Deutsche Bahn, Germany



Photo: Umweltbundesamt/Inge Zechmann

The main idea behind the concept “Ideenzug” is to develop new concepts from the interior of railway vehicles which are better reflecting the requirements of today's travelers. Industrial partners from across sectors were invited to develop and continuously enrich more than 50 ideas and prototypes including concepts for more efficient bike carriage on trains etc.

The project was initiated and financially supported by the German national railway operator (DB Regio) in cooperation with Südostbayernbahn, Deutsche Bahn's d.lab and supported by Neomind.

Contact/Website

German Railways, ideenzug@deutschebahn.com

ideenzug.deutschebahn.com/ideenzug (German language)

FS 24 Children's compartment, Czech Republic



Image: CD, mhd86.cz/2021/11/30/ceske-drahy-rozsiri-sluzby-pro-rodiny-na-cestach/

In the Czech Republic fast trains feature compartments for passengers with children up to 10 years. There is a children's cinema, too, and a special entrance for passengers with pushchairs. The trains are equipped with baby changing facilities.

This concept is supported by the National Tourism Strategy and facilitates travel with children. Passengers without children can enjoy their quiet time in other special or normal compartments.

Contact/Website

Czech railways, info@cd.cz

cd.cz

FS 25 Direct train connections to tourist destinations, Switzerland



Photo: B. Gröger

The Swiss Federal Railways offer direct train connections from major cities to various touristic destinations, such as Interlaken, Visp, Brig or Chur. Additionally new train connections to tourist destinations have been established on weekends. With this, the Swiss Federal Railway reacts to the growing demand for in leisure mobility by public transport. Additionally, the direct connections increase the attractiveness of the public transport system for tourists, since transfers are often seen as a nuisance.

The measure is also in line with the Swiss Sectoral Transport Plan Part Programme, which stipulates, among other things, adequate access to tourist destinations by sustainable means of transport.

Contact/Website

SBB, [sbb.ch/en/help-and-contact.html](https://www.sbb.ch/en/help-and-contact.html)

[sbb.ch/en/leisure-holidays/excursions-switzerland/regions.html](https://www.sbb.ch/en/leisure-holidays/excursions-switzerland/regions.html)

FS 26 Rail & Fly policy, The Netherlands



Image: rijksoverheid.nl

In order to foster sustainable mobility growth, the starting point is and remains to take measures involving all stakeholders to strengthen international rail services as an alternative to and in addition to flying. With the 'Rail & Fly' policy, stakeholders are focusing on measures for - initially - six destinations: Brussels, Paris, London, Düsseldorf, Frankfurt and Berlin.

The Dutch government facilitates discussions on making rail services more attractive than short-haul flights. They organize working groups and director meetings to address challenges and develop an action plan to make trains more attractive (e.g. through increased frequency, faster journeys). While KLM's Air&Rail product is a private concern, the government prioritizes a competitive rail network as part of a sustainable transport network.

Contact/Website

Mariska Kapitein, email: Mariska.kapitein@minienw.nl

Website: rijksoverheid.nl/documenten/rapporten/2020/11/20/bijlage-1-actieagenda-trein-vliegtuig

FS 28 “Einfach raus” Ticket, Austria



Image: ÖBB Harald Eisenberger, MEV

The ‘Einfach-Raus-Ticket’ (a travel day-return ticket) offers unlimited day-travel on local and regional trains of the Austrian Federal Railways (ÖBB) throughout Austria. It is valid for groups from two to five passengers, traveling together. If you want to take your bike with you, the Einfach-Raus-bicycle ticket also offers an interesting solution.

The price varies and is calculated based on the number of people (independent of their age), and cheap compared to regular fares (the more people, the cheaper). The ticket is valid on the selected day: Saturday, Sunday and holidays all day long until 3:00 a.m. of the following day, Monday through Friday from 9:00 a.m. until 3:00 a.m. of the following day. The federal government and the Austrian National Tourist Office promote the idea. ‘Einfach raus’ is the perfect network ticket for group leisure trips and tourist destinations in cities and in the country side.

Contact/Website

ÖBB (Austrian Federal Railways)

Website oebb.at; oebb.at/de/tickets-kundenkarten/freizeit-urlaub/einfach-raus-ticket

FS 29 Youth voucher (Verano Joven), Spain



Image: Ministerio de Transportes y Movilidad Sostenible

In the summer of 2023 the Spanish Ministry of Transport and Sustainable Mobility introduced discounts for bus and train tickets for young people between the ages of 18 and 30, resident in Spain. Discounts (up to 90% with conventional railway services or national coaches, 50% with a maximum of 30 €/ticket on conventional and High Speed long-distance trains and 50% on EU-Interail Pass) were based upon registration for a personal and non-transferable voucher to use on websites of various operators.

This pricing campaign called “Verano Joven” aimed to promote sustainable, economical, comfortable, safe transport for leisure trips of young people during the summer and support the recovery of the tourism and cultural sector, following the pandemic. Results show that 2 million people registered and that 1.13 million used the vouchers for 4 million discounted trips, 60% of which by rail, and to buy 16,134 Interrail Passes. To finance the measure the Government provided extra funds amounting to 170 million €.

Contact/Website

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transportes.gob.es/transporte_terrestre/verano-joven

FS 30 Interrail pass, Europe



Photo: M. Deweis

The Interrail Pass is a single train pass allowing unlimited travel on participating European train networks of up to 33 countries for a set amount of travel days. There are different validities to be chosen from, up to a maximum of three months. Many European national railway companies (partly) owned by the governments work together in this long-term initiative. Required reservations and surcharges for some trains are not included in the ticket and must be paid before departure. The pass also grants bonuses for certain companies (such as ferry companies and railway museums).

There are two types of tickets, the Interrail Global Pass for 33 European countries and the Interrail One Country Pass for individual countries or groups of countries. Apart from that, prices are staggered according to the duration of validity and age groups.

Contact/Website

Simona Clerici; simona.clerici@eurail.com; interrail.eu

FS 31 Tourist discounted tickets and multi-country access initiatives, Germany, Czech Republic

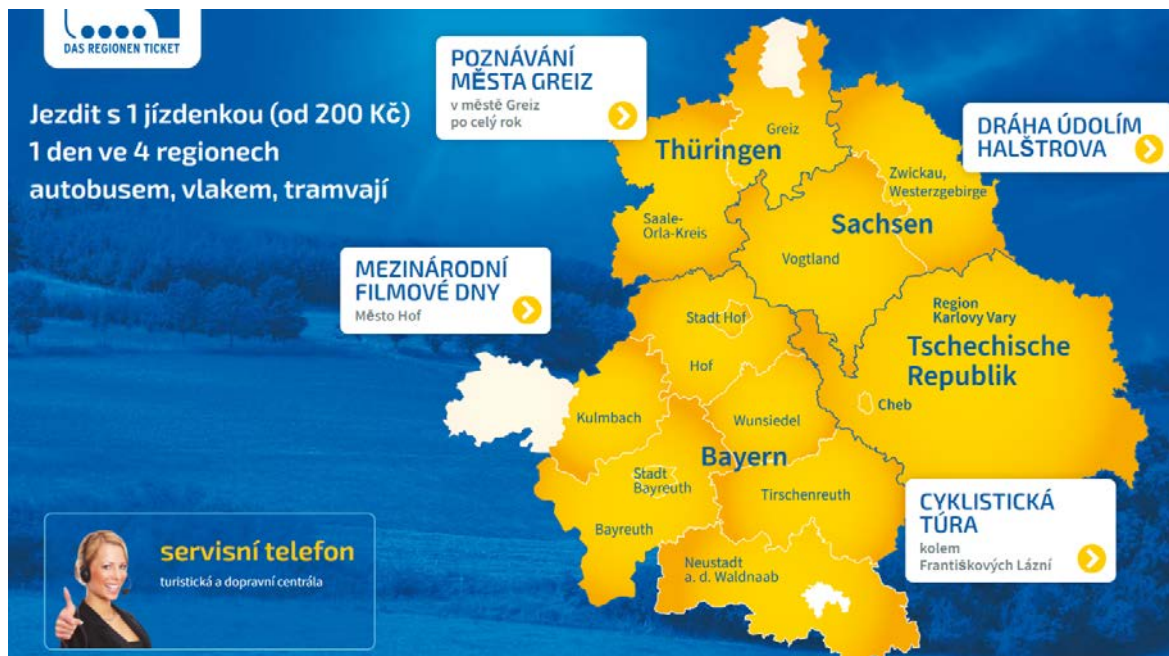


Image: egronet.de/cz/

Thanks to EgreNet, a cross-regional local transport system, the four border regions of the Euregio Egrensis of Bavaria, Bohemia, Saxony and Thuringia can be reached easily and cost-effectively. The mobility system offers travellers 464 regional bus lines, 187 city lines with buses and trams and 42 railroad lines with over 7,000 stops. EgreNet ticket holders can change from train to bus or tram in the whole EgreNet area with one single ticket -. It is attractive for families and easy to handle. A day ticket for one person costs €27 and is valid throughout the EgreNet network (see map). It is possible to take a bike with you.

EgreNet builds on the National guideline for destinations and simplifies travel between neighbouring international regions.

Contact/Website

Vogtland's Tourist and Transport Centre, mail@VVVogtland.de
egronet.de/cz/

FS 34 Flexible Transport Services (FTS) legislation, AT



Photo: Umweltbundesamt/B.Gröger

The Austrian national FTS working group elaborates recommendations to adapt the existing regulatory framework in a way that it better reflects the requirements of organisations operating FTS. This includes the suggestion of unambiguous definitions of FTS and provisions in national laws to enable the functioning of FTS as a part of the public transport system.

The Austrian Federal Ministry of Climate Action is actively participating in a working group bringing together all relevant stakeholders (regional transport authorities, chamber of commerce, association of cities/municipalities, public transport associations etc.) to discuss open questions regarding FTS. The ministry has the right to come up with suggestions but needs to come up with a consensual agreement with the other partners in order to improve the current situation.

Contact/Website

Reinhard Wöhrenschimmel, reinhard.woehrenschimmel@bmk.gv.at
bmk.gv.at

FS 35 Flexible Transport Systems (FTS) in the 2030 Mobility Master Plan, Austria



Image: Gemeinde Werfenweng

Flexible Transport Systems (FTS) form a central part of the tourism transport sector in Austria's sustainability strategy, to offer people a better choice of sustainable means of transport. The federal government has ensured that an operator-friendly and user-friendly legal as well as organisational framework is in place to help these flexible services achieve a rapid breakthrough. Together with national funding for FTS (implementation and operation) and an FTS expert working group including all relevant stakeholders, the federal government contributes substantially to widen the implementation of regionally and locally operated Flexible Transport Services in Austria, both for tourism and everyday mobility.

Contact/Website

Ministry for Climate Change, ii6@bmk.gv.at

Website bmk.gv.at/en/topics/mobility/mobilitymasterplan2030.html

FS 36 Mesa de Movilidad Rural, Spain



Image: Ministerio de Transportes y Movilidad Sostenible

In February 2022 the Spanish Ministry of Transport and Sustainable Mobility and the Ministry for Demographic Challenge, launched the Mesa de Movilidad Rural, which is an inter-administrative cooperation forum to align public policies on rural mobility in Spain. Its intention is to join efforts, cooperate and exchange knowledge between public bodies to develop innovative transport solutions, such as demand responsive transport systems, which do not have a proper regulatory or technological framework in some regions. Some of the works led by the forum included a Best Practice Catalogue, a national map on accessibility by road and a common key performance indicators framework for municipalities all over the country.

Spanish rural communities have a clear touristic value, which can be fostered by seamless, innovative, transport systems. By improving access to rural areas by sustainable means of transport everybody wins, both the environmentally conscious tourists who seek nature/relaxing spots and the rural communities directly benefiting from the positive impacts of sustainable tourism mobility.

Contact/Website

Antonio Pérez Peña: appena@transportes.gob.es

esmovilidad.transportes.gob.es/mesa-de-movilidad-rural

FS 37 SMACKER⁶⁴, Interreg Project



Photo: Stefanie Gruessl/Mit Dank an die BM.I Flugpolizei

The SMACKER project started with the aim of improving mobility in peripheral and rural areas in Central Europe in six pilot areas to redesign their transport services based on the needs of real users, coordinating a co-design process between local partners and stakeholders. SMACKER has built and provided Demand-Responsive Transport/Flexible Transport Services (FTS) linking local systems to the Trans-European Transport Network. Improving sustainable accessibility to touristic destinations was a core element in many of the pilots to encourage people to use public transport services instead of their own car.

The Toolbox smacker-toolbox.eu/ contains best practice examples and suggestions on how to develop or improve FTS/Demand Responsive Transport (DRT) and provides inspiration and suggestions. The role of the national level is to support and fund FTS developments in regions.

Contact/Website

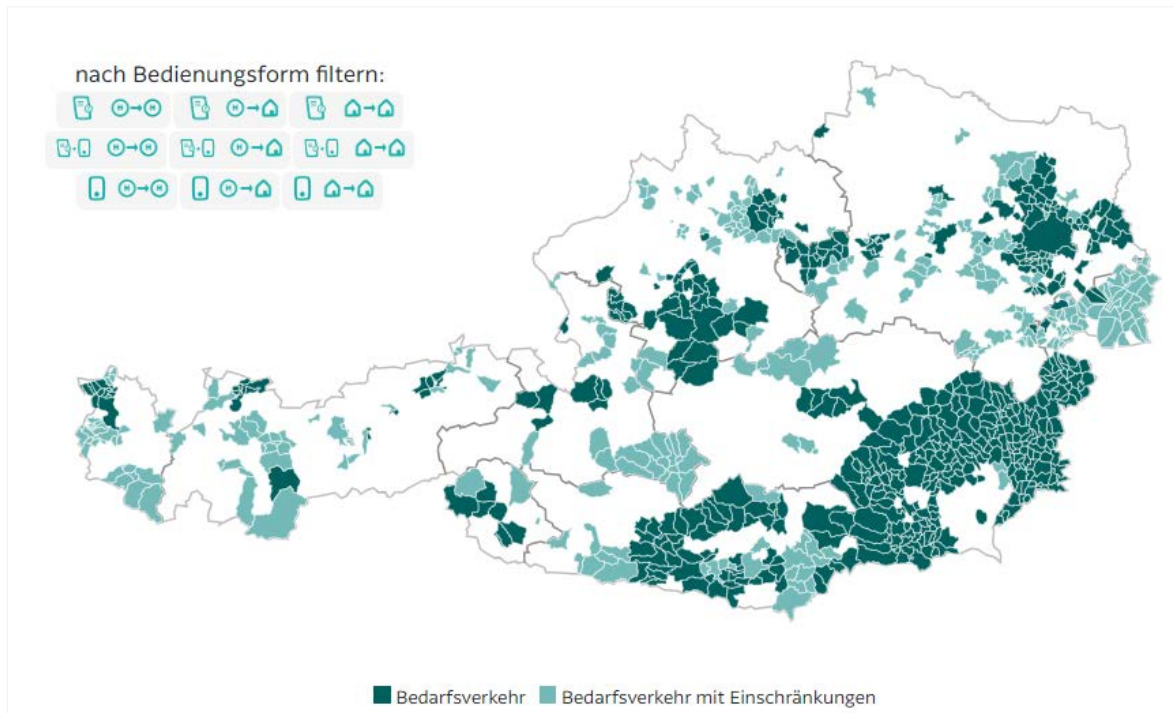
Giuseppe Liguori giuseppe.liguori@srbologna.it,

Marco Amadori marco.amadori@srbologna.it;

Websites: programme2014-20.interreg-central.eu/Content.Node/SMACKER.html;
smacker-toolbox.eu

⁶⁴ SMACKER...Soft Measures & Actions for behavioural Change and Knowledge to embrace Peripheral and Rural Areas

FS 40 Handbook on-Demand, Austria



Copyright: bedarfsverkehr.at

The "Handbuch On-Demand" is embedded in an online database for implemented and implementing FTS/on-demand transport services in Austria, offering practical insights and examples for municipalities and regions. bedarfsverkehr.at lists almost 300 active Austrian on-demand services in more than 800 municipalities and offers information on how every single one of them works, on operation hours, area of service, costs and contact. An overview of existing services and the status quo as well as operation models, financial support opportunities and contact persons is listed according to the specifications and needs of Austria's nine federal states.

The handbook was funded by the Austrian national climate and energy fund and implemented as part of its program for sustainable mobility in practice.

Contact/Website

Mobyome KG office@mobyome.at; info@bedarfsverkehr.at

Websites: bedarfsverkehr.at

bedarfsverkehr.at/content/Handbuch:Handbuch

FS 42 Cycle Route Network development guidelines, Slovenia

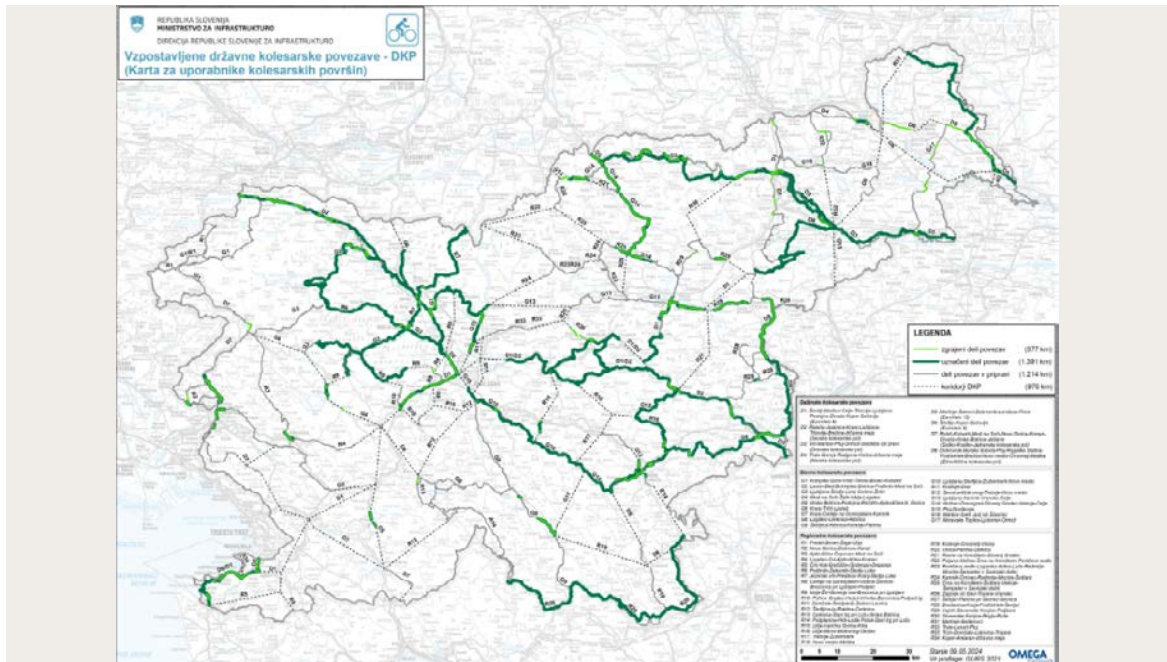


Image: Slovenian Ministry of Infrastructure (Author: Omega consult)

Cycling is often treated as an afterthought in transport, resulting in a fragmented development of cycling infrastructure, differences in the quality of infrastructure conditions, insufficient financial support and a lack of data. Therefore, within the transnational project Danube Cycle Plans in 2022, the Slovenian Ministry of Infrastructure prepared a strategic document, the Guideline to Develop a National Cycle Route Network.

Slovenia's National Cycle Route Network (NCRN) includes all cycling routes on national and regional level. Municipalities are required to record their local cycling routes. It is crucial that the country knows its cycling network, as that is one of the prerequisites for a successful national cycling policy and for allocating sufficient funds for the development of adequate cycling infrastructure and investment plans to improve current conditions. Slovenia now is hosting a research project that tries to differentiate cycling routes also by purpose (daily mobility or leisure) and type of user (e.g. experienced cyclist, timid, vulnerable etc.).

Contact/Website

Slovenian Ministry: gp.mope@gov.si; dtp.interreg-danube.eu/uploads/media/approved_project_public/0001/44/ca2643f02335ee2be8a59a87efe32304069b3a94.pdf

FS 43 Federal law on cycling paths, Switzerland



Photo: B.Gröger

In autumn 2018, the Swiss electorate voted in favour of the federal government supporting the cantons with cycle paths. The new law ensures better and safer cycle paths by obliging the cantons to plan and realise cycle path networks and the federal government to also create cycle paths on its roads. In terms of overarching planning principles, it also contains quality objectives (coherent, direct, safe, homogeneous, attractive) without restricting the cantons' room for manoeuvre in terms of implementation.

At national level, the Confederation must comply with various rules, such as ensuring appropriate replacement if cycle path networks or parts thereof have to be removed, and publishing harmonised geodata on the quality and usability of cycle path networks. It may also support cantons, municipalities and third parties in the planning, construction, maintenance and replacement of cycle paths by providing technical advice and basic information.

Contact/Website

Federal Roads Office FEDRO, info@astra.admin.ch

fedlex.admin.ch/filestore/fedlex.data.admin.ch/eli/cc/2022/790/20230101/de/pdf-a/fedlex-data-admin-ch-eli-cc-2022-790-20230101-de-pdf-a.pdf

FS 44 EuroVelo.com-digital hub- Discover Europe by bicycle, Europe



Image: EuroVelo

EuroVelo.com is providing information to visitors interested in discovering Europe by bicycle. It offers inspiration and planning solutions. Users can browse by country or by EuroVelo route that they would like to travel. The central hub links users to more specific information on countries, routes, maps and guidebooks, or bookable offers.

The current version was launched in 2019 and is managed by the European Cyclists' Federation as transnational coordinator of EuroVelo, with the support of National EuroVelo Coordination Centres (NECCs). NECCs provide content, links to relevant websites and financial support to cover maintenance and development costs. The cooperation enables EuroVelo.com to act as a reference website and provide coherent information on all European countries and consistent content for the transnational EuroVelo routes. In 2023, EuroVelo.com hosted more than 2.5 million sessions, +28% compared to 2022, and received +20.7% clicks through Google search.

Contact/Website

Agathe Daudibon, eurovelo@ecf.com; EuroVelo.com

FS 45 Developing infrastructure for cyclotourism, Croatia



Photo: Croatian National Tourist Board, Ivan Sardi

Croatia today is an attractive cycling destination due to its beautiful and diverse landscape, developed tourism infrastructure and various tourist products. In the previous strategic period, Ministry of Tourism and Sport created an Action plan for developing cyclotourism and encouraging regional authorities to make their own Action plan as a prerequisite for using national funds.

The main goal of public calls was to increase competitiveness of the overall Croatian tourism sector. One of the specific goals was to generate key motives for visiting the continental region of Croatia and developing the destination. National funds were used for identifying possible bicycle routes, trail construction, introducing service stations and signage on the roads, developing bike and bed accommodation services, putting info panels on the road and other activities. Activities resulted in establishing national coordinating body for cyclotourism and becoming a part of the EuroVelo network.

Contact/Website

Iva Čaleta Pleša, iva.caletaplesa@mints.hr; cikloturizam.hr

FS 46 Cyclists Welcome certification, Czech Republic



Image: cyklistevitani.cz

Cyclists Welcome is a nationwide certification system that examines the offer of catering facilities and accommodation services, campsites and tourist destinations from the perspective of cyclists. The certification includes standards comparable to systems you may know from other European countries, such as Bett & Bike in Germany or RADfreundliche Betriebe in Austria.

This activity is an excellent complement to Cycling 2030 and Tourism development in the Czech Republic. It improves the quality of tourism development for cyclists in the Czech Republic.

Contact/Website

Partnerství nadace, partnerstvi@nap.cz
cyklistevitani.cz

FS 47 Legal measures to enhance the integration of public transport and cycling, France



Photo: Umweltbundesamt/B. Gröger

Carrying bicycles on trains in France has become one of the major obstacles to cycling. That's why in 2021, France enacted a law aligning with European regulations, mandating a minimum of eight bicycle spaces on most trains and requiring new passenger transport coaches to accommodate at least five undismantled bicycles. What's more, with some of the responsibility for mobility devolved to the French regions, more and more services are being offered locally to cycling tourists, such as VéloZen in Nouvelle-Aquitaine, or REMI-TER in Centre Val de Loire.

Contact/Website

[fub.fr/sites/fub/files/fub/Ressources/livre blanc velos et transports collectifs.pdf](https://fub.fr/sites/fub/files/fub/Ressources/livre_blanc_velos_et_transports_collectifs.pdf)

FS 48 Public transport bike system OV fiets, the Netherlands



Image: www.nos.nl / ANP

‘OV-fiets’ is the public transport bike sharing system by the Dutch National Railway Company NS. Bicycles can be rented at over 300 stations & stops for €4.55/24hrs and are perfect for the ‘last miles’ of a journey, but also used for longer leisure trips.

The Dutch government is the majority shareholder of NS, owning 99.9% of the shares. This implies that the government approves NS's budget and provides subsidies for investments in infrastructure and rolling stock. This also led to the creation of the NS OV-fiets, a public bicycle sharing system.

Contact/Website

Edward Douma; Douma; edward.douma@nsstations.nl

Website: ns.nl/en/business/door-to-door

FS 49 Bicycle rental by Czech Railways (combining bikes & trains), Czech Republic



Image: cd.cz/dalsi-sluzby/sluzby-ve-stanici/default.htm

You can rent a bicycle, electric bike, children's bike, scooters and child seats at the ČD rental shop. You can have your bike transported for free along selected routes closer to you. You can also store your bike for free at the station or return it at another stations at no extra charge.

The Cycling Vision 2030 is a set of measures to create a safe transport network and builds on the National Strategy for the Development of Cycling, which was approved by the Government. Bicycle rentals at ČD are an important complement to the development of cycling.

Contact/Website

Půjčovny kol ČD Bike, info@cd.cz

cd.cz/dalsi-sluzby/pujcovny-kol-cd-bike/default.htm

FS 50 Bicycle Carriage by MÁV, Hungary



Image: MÁV

Railway companies have a key role in sustainable transport, including bicycle carriage on trains. The Hungarian State Railways company MÁV is committed to encourage cyclists to use trains for daily commuting or leisure trips. During the last decade, MÁV has developed services for cyclists and was ranked the fourth most cycling-friendly railway company of Europe. The company accepts foldable and non-foldable bikes with dedicated (bookable) cycling spaces, builds accessible platforms, offers cyclist-friendly ticketing, provides extra bike carriage coaches and dedicated bike-trains for popular cycling destinations during the summer period.

National or regional governments can directly influence railway companies by elaborating regulations that support bike carriage on trains. However, there are also some regulations and technical specifications on EU level, which must be complemented by local measures that provide high-level services for cyclists.

Contact/Website

informacio@mav-start.hu; mavcsoport.hu/en

FS 51 Plateforme nationale des fréquentations, France

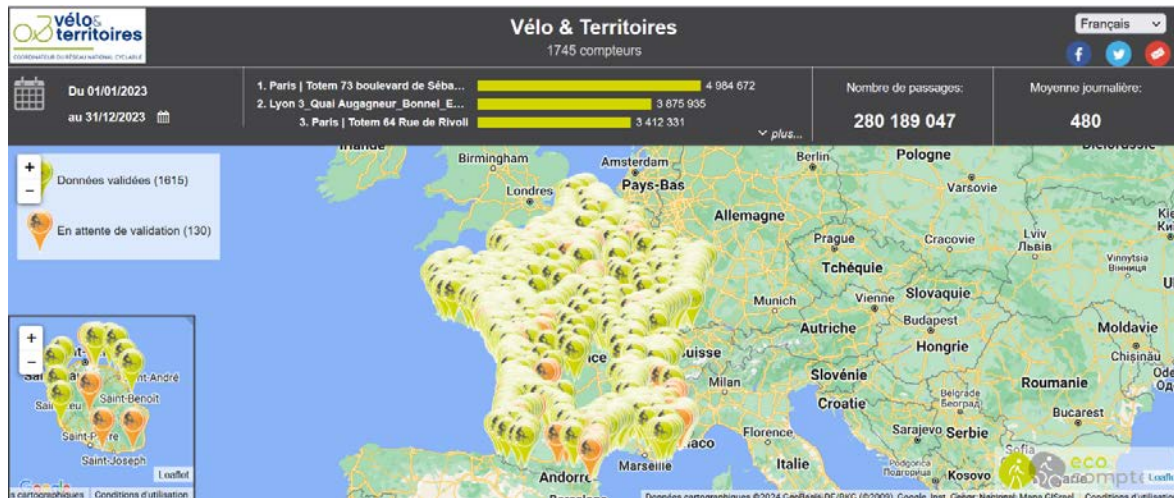


Image: Vélo&Territoires, screenshot of the National Cycling Usage Platform

The National Cycling Usage Platform (NCUP) was set up in 2013 to provide a consolidated overview of cycling usage across the country. Over the last 10 years, the work of the Vélo&Territoires teams has enabled us to build up a body of data on cycling use, providing the best possible information on developments in the sector and guiding local and national policies in favour of cycling, and cycle tourism in particular.

Co-financed by Ademe and the Ministry of Transport, the PNF contributes to cycling development assessments with technical support from Eco-Counter.

Contact/Website

velo-territoires.org/observatoires/plateforme-nationale-de-frequentation/

FS 52 Fietsplatform - key figures on cycling holidays, The Netherlands



Image: fietsplatform.nl

The National Knowledge Report on Recreational Cycling bundles and compares national and provincial research figures. The report includes profiles of cyclists, information on different kinds of cycling holidays and cyclers' appreciation of different aspects of cycling. It also contains information on the availability and use of cycle route networks. The database of the Dutch Cyclists' Union and the national Route Database are the main sources.

Fietsplatform is an independent source of information on recreational cycling in the Netherlands. It offers inspiration and information to keep cycling safe and attractive. It advocates the provision of suitable cycling paths and roads for increased and changed use.

Contact/Website

Eric Nijland, info@fietsplatform.nl

Website: fietsplatform.nl/wp-content/uploads/2024/01/2023dec-Factsheet-Recreational-Cycling-Netherlands.pdf

FS 53 Radreiseanalyse (cycle travel analysis), GE



Photo: Umweltbundesamt/B. Gröger

The ADFC cycle travel analysis is a nationwide survey on cycle tourism in Germany. Carried out every year it provides extensive information on the cycle travel behavior of the German resident population. The study helps to better understand the behavior and needs of the growing number of cyclists and to derive appropriate action measures.

The cycle travel analysis was funded by the Federal Ministry of Transport, Building and Urban Development as part of the first national cycling plan between 2005 and 2008 and has since been continued by the ADFC without federal funding⁶⁵.

Contact/Website

Allgemeiner Deutscher Fahrrad-Club e. V. (ADFC), kontakt@adfc.de
adfc.de/artikel/radreiseanalyse

⁶⁵ mobilitaetsforum.bund.de/DE/Themen/Wissenspool/Projekte/Projektbeispiele/Projekte/12311_radreiseanalyse_2008.html

FS 54 Roadmap on a national strategy for cycling tourism, France



Photo: Thomas Voldoire, 2023

Vélo & Territoires led a collaborative effort to create a comprehensive roadmap aligning various public and private cycling tourism stakeholders in France, aiming to position the country as a leading global cycling destination by 2030, with the roadmap officially launched during the 2023 National Cycling Conference. After more than two years' work with stakeholders, the national cycle tourism strategy will be officially announced in June 2024 at the national cycle tourism conference. In line with the roadmap, it contains five thematic priorities and 2 cross-cutting priorities, and heralds the start of a new cycle of work to realise the ambition of becoming the world's leading cycle tourism destination.

The French government participates in and supports the Vélo&Territoires initiative by helping to implement practical measures of the roadmap, by promoting cycle tourism and funding cycling programmes.

Contact/Website

velo-territoires.org/politiques-cyclables/tourisme-a-velo/strategie-nationale-tourisme-a-velo/

FS 55 Center for the Development of Active & Ecotourism, Hungary



Image: AÖFK

The Center for the Development of Active and Ecotourism (AÖFK) is a governmental agency in Hungary which promotes active and sustainable tourism. It launches communication and promotion campaigns, organizes B2B and B2C conferences, finances and co-finances projects, manages EU funded projects, participates in research projects, and cooperates with universities in education programmes.

AÖFK and similar governmental agencies or authorities can play a key role in the promotion of sustainable tourism mobility. Central agencies could cooperate with local authorities and municipalities, private companies, state national parks, forestries, water management companies, transport companies to improve sustainable tourism services. Additionally, agencies could take part in legislation, distribution of funds and raising awareness. Agencies are usually financed by the government (e.g. using tourism tax) but could also take part in projects or provide paid services for private companies.

Contact/Website

Contact: info@aofk.hu; Website: aofk.hu

FS 56 The foundation SwitzerlandMobility, Switzerland



Image: SchweizMobil

SwitzerlandMobility is the national network for non-motorized mobility. SwitzerlandMobility makes it easy for guests to actively experience Switzerland in attractive ways. National, regional and local routes have been developed for multiple activities. SwitzerlandMobility also coordinates public and private sector cooperation.

The network is supported and coordinated by the SwitzerlandMobility Foundation. The Foundation's members and partners include various federal offices, all the Swiss cantons, the Principality of Liechtenstein, various tourism organizations, associations and transport companies. Thus, SwitzerlandMobility can provide the various information on and along the routes via different channels comprehensively and in high quality. This makes SwitzerlandMobility an international role model in the field of non-motorized tourist mobility.

Contact/Website

SwitzerlandMobility, info@switzerlandmobility.ch; switzerlandmobility.ch

FS 57 Sustainable visitor flow management, Austria

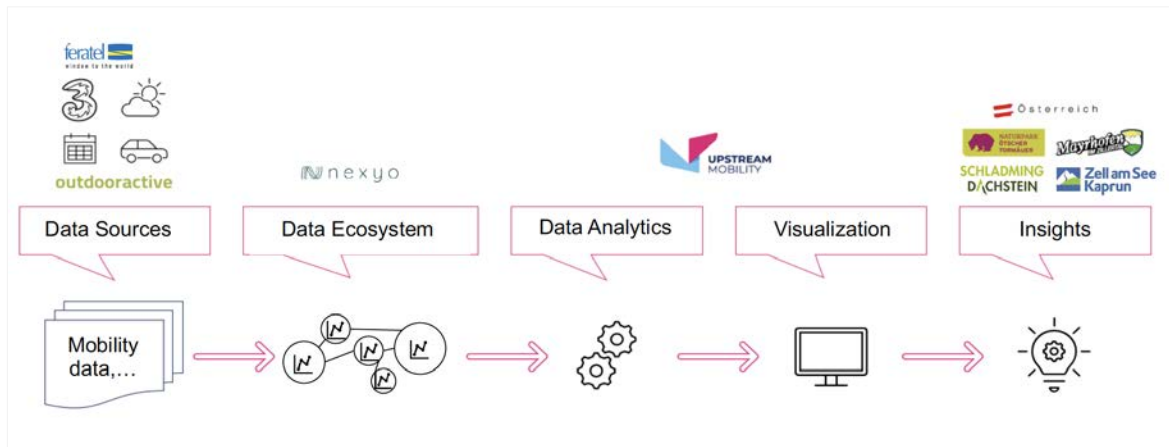


Image: Upstream Mobility

In this case study, a new data service was developed within the Austrian Tourism Data Space by combining different partners and various data sources to provide tourism organizations with analysis and visualization of characteristics and behaviours of guest profiles at tourist hotspots. The results aim to identify leverage points that can change visitor behaviour and can help transport providers to adapt their schedules accordingly, reducing unhealthy concentrations of tourists in space and time, and increasing the added value in an ecosystem-friendly manner.

This case study is connected to the Green Data Hub as it exemplifies the use of sustainable data analytics to manage visitor flows and increase the value of green tourism. The Green Data Hub, managed by the Data Intelligence Offensive (DIO), is mandated by the Federal Ministry for Climate Action (BMK) to develop a European data services economy centred on sustainability, in line with the European Green Deal, the Paris Agreement, and the UN SDGs. The Tourism Data Space was initiated and is run by the Austrian National Tourist Office. Use cases emerging from the Data Space include data exchange and trading for specific application scenarios. They connect data providers, implementers, and consumers with a focus on secure and trusted data exchange.

Contact/Website

Martin Reichhart, martin.reichhart@austria.info; tourism-dataspace.com

FS 58 GovTech Hackathons, Switzerland



Photo: Umweltbundesamt/B.Gröger

During Hackathons people from all walks of life use their skills with the aim of initiating and actively shaping innovation processes for the common good. In bottom-up, open and collaborative processes, digital solutions are developed – often on the basis of open data.

In 2023 and 2024, the Swiss Federal Chancellery organised GovTech Hackathons in collaboration with the NGO Opendata.ch. At these events, specific problems raised by the authorities were addressed. In this context, solutions in the mobility sector are also being developed on a regular basis. In 2023, for example, the 'Is the lift working?' project was rated as the most useful. In the prototype, people who depend on a lift, e.g., at a railway station, can see whether it is currently working. Examples like this can demonstrate how data connection can contribute to better travellers' information.

Contact/Website

Federal Chancellery FCh, govtech@bk.admin.ch

bk.admin.ch/bk/en/home/digitale-transformation-ikt-lenkung/bundesarchitektur/api-architektur-bund/govtech-hackathon24.html

FS 60 Walkway option, Switzerland



Photo: Umweltbundesamt/B. Gröger

The Swiss Federal Railways have launched a project to help travellers when changing connections. The app's route function has been enhanced with so-called 'indoor routing' to add the missing piece of the puzzle to the route within the station. For larger stations such as Zurich, Lucerne, Geneva or Bern, the app now shows the entire route of the transfer. For example, from the arrival platform, through the station, across different floors to the departure point of the Postbus. Shops, restaurants etc. are also displayed along the way. On the one hand, this allows the customer to orientate themselves better and, on the other hand, to find out whether there is an ATM on the transfer route before changing trains, for example. This can be particularly helpful for tourists who are not familiar with the local railway stations and connections.

Contact/Website

SBB AG, sbb.ch/en/help-and-contact.html

company.sbb.ch/de/ueber-die-sbb/verantwortung/die-sbb-und-ihre-kunden/kundenstimme/projekte-und-erfolge/archiv/unterstuetzung-umstieg.html

FS 62 Federal mobility data infrastructure (MODI), Switzerland



Photo: Stefanie Gruessl/Mit Dank an die BM.I Flugpolizei

Infrastructure operators, transport companies, private providers and, ultimately, transport users require better information flows if they are to operate and use public and private transport infrastructures and services as effectively as possible. The Swiss Federal Council has proposed the creation of a federal mobility data infrastructure (MODI) to help fulfil this need, which would allow stakeholders to network more easily and to provide and exchange data.

The MODI is intended to lay the technical and organisational foundation for information flows on all aspects of mobility – permanently, securely and free of commercial interests. It places essential importance on the principles of independence, reliability, openness, non-discrimination, transparency, non-profit orientation and flexibility. The federal government will guarantee MODI funding for the first ten years, with user fees covering as much as possible after that.

Contact/Website

Federal Office for Transport (FOT), info@bav.admin.ch
bav.admin.ch/bav/en/home/general-topics/modi.html

FS 63 Graph Integration Platform GIP, Austria



Image: ÖVDAT

The publicly available Austrian digital intermodal transport-network GIP provides a valuable basis for traffic information and transport management services. It not only includes the road-network but also public transport, the pedestrian network (including alpine pathways) and the cycling network.

The GIP is used by further ITS-services such as the Austrian multimodal transport information service VAO, to provide valuable routing information for tourists. That not only includes the route itself, be it via public transport or road, but also information for pedestrians and especially cyclists, with valuable additional information such as the height profile and further points of interest along the route to be found, if it's a known tourist route. radrouting.tirol, verkehrs Auskunft.at, gip.gv.at. The national level is important to push for more sustainable mobility in tourism.

Contact/Website

Name of contact: helge.molin@bmk.gv.at

Website: bmk.gv.at; gip.gv.at/en/index.html

FS 64 Open data platform mobility, Switzerland



Photo: Umweltbundesamt/M.Kaitna

The Swiss public transport open data platform provides all timetable data supplied by the participating licensed transport companies as well as the current and expected traffic situation for public transport in real time. Users are companies and start-ups that process the data and compile customer information for travellers.

The Federal Office of Transport (FOT) has commissioned the Swiss Federal Railways to set up and operate an open data platform for the entire Swiss public transport system. The Open data platform mobility is in line with the Federal Council's 'Open Data' strategy and as a contribution to the implementation of the Department of the Environment, Transport, Energy and Communications 'Digital Switzerland' strategy, the platform is also intended to facilitate and promote innovation by the private sector.

Contact/Website

SBB AG, Systemaufgaben Kundeninformation (SBB Infrastruktur), opendata@sbb.ch
opentransportdata.swiss/de/

FS 65 Dōcō Renfe, Spain



Image: Renfe

dōcō is a mobility app developed by Renfe, the state-owned railway operator in Spain. It combines trains, buses, shared mobility vehicles, taxis and driver services, providing users with a complete origin-destination offer throughout Spain, between and in cities. dōcō is more than a travel planner, it includes ticketing, booking and payment; and it contains leisure offers and destination experiences, which improve visitor experience, which is quite a novelty.

Renfe developed the app to offer a door-to-door service that integrates all public and private operators, with the great competitive advantage of bringing all railway Renfe services in the country together (more than 2 000 services and 200 destinations). It is a digital, open, and inclusive platform, unique at the national level due to the complexity of the integrations and the scope of coverage in terms of transport operators. All of this with the aim of being used not only by residents and daily commuters but also by national and international tourists.

Contact/Website

Bruno Espinar: bruno.espinar@renfe.es, docomobility.com

FS 66 LinkingAlps Project & OJP4Danube Project, EU

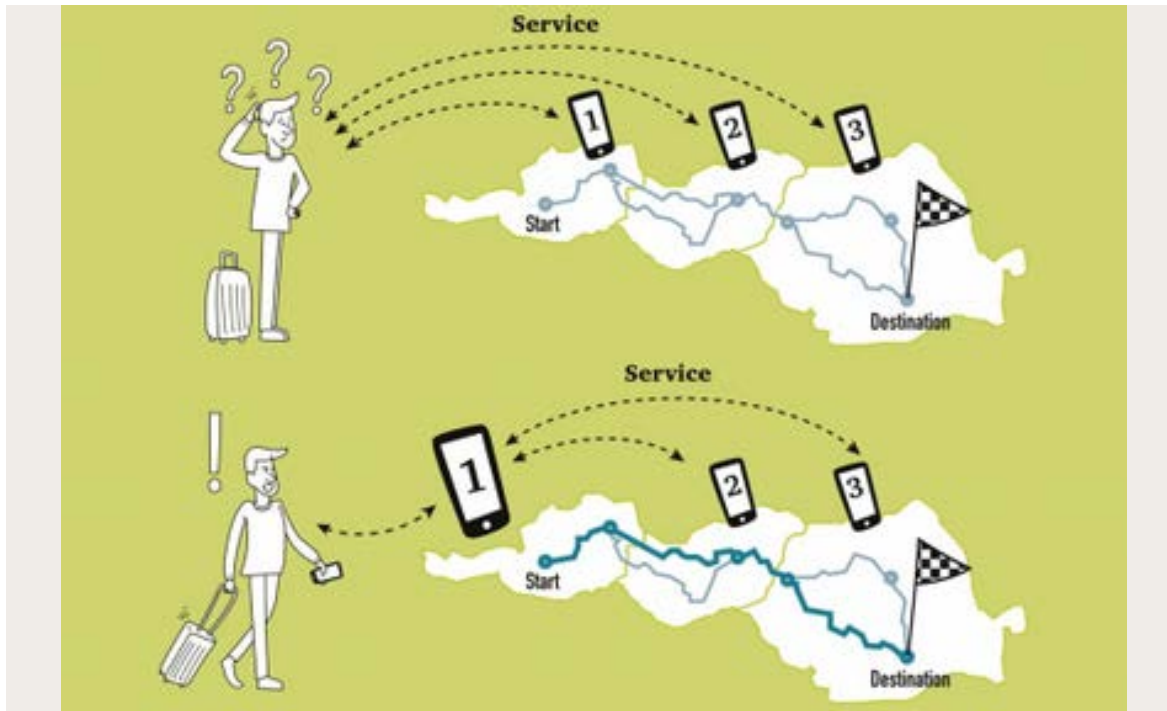


Image: OJP4Danube project

Following up on the success of the OJP4 Danube project, LinkingAlps created an Alpine-wide standardised exchange service of travel information allowing to plan a journey across borders and find the transport options available in each country and region. With the LinkingAlps Open Journey Planner (OJP) profile it is now possible to compile the information provided by six existing travel information systems / journey planners into a continuous travel chain.⁶⁶

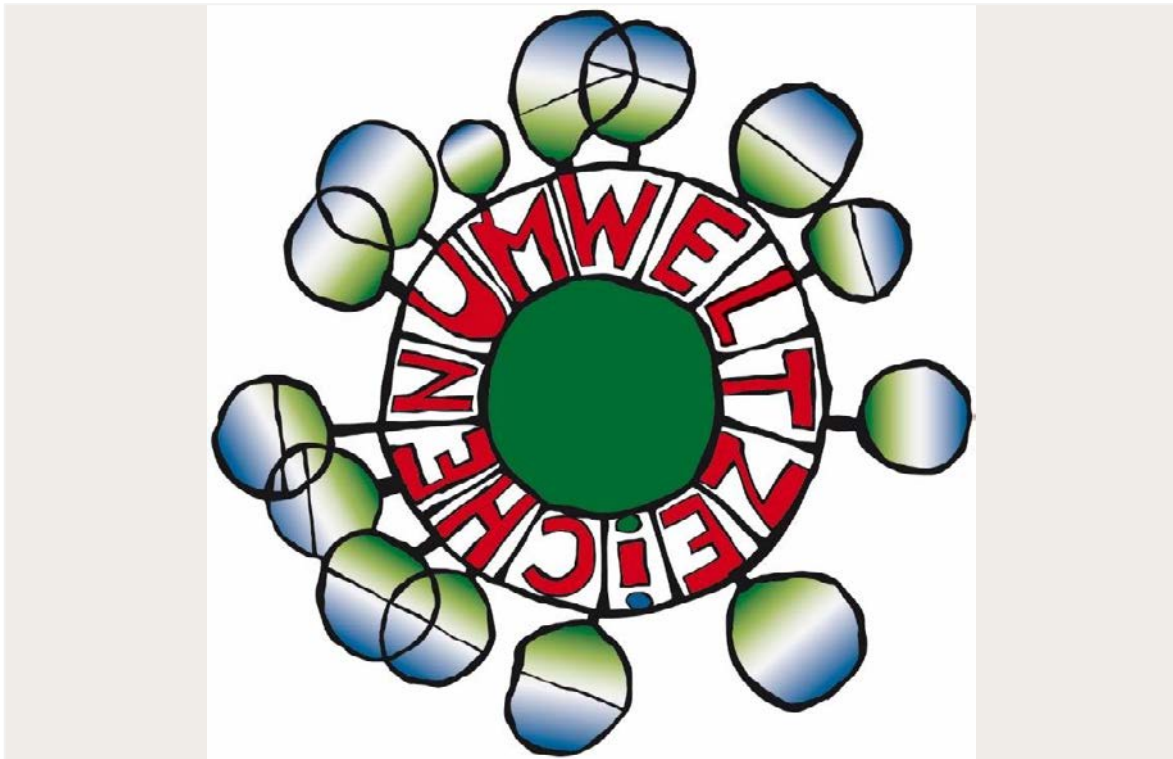
Depending on the level of competence in the countries of the Alpine Space national, regional and local travel information providers played a crucial role in providing access to the relevant data.

Contact/Website

Austria Tech, daniela.gamper@austriatech.at
alpine-space.eu/project/linkingalps/

⁶⁶ austriatech.at/de/projekte//showprojekt/38/LinkingAlps

FS 67 The Austrian Ecolabel for Tourism Destinations, Austria



Copyright: BMK

Eco-labelled tourism regions face a win-win situation: on the one hand, guests benefit from authentic regional experiences, and on the other hand, hosts, suppliers and partners from the surrounding region can lead their destination into the future as a sustainable holiday tourism destination. The stakeholders in the region are focussing on sustainable mobility concepts by expanding public transport, e-car sharing and e-bikes that can be used by tourists.

The Austrian Eco Label is regarded as the most important environmental label in Austria with the broadest acceptance in the industry and the highest level of standards. As a state owned ISO Type 1 ecolabel with independent third party certification it is awarded for four years by the Federal Ministry for Climate Protection, Environment, Energy, Mobility, Innovation and Technology (BMK). The common goal aim is to get all sustainable businesses and organisations in the destinations on board and to develop the destination positively in a cohesive process.

Contact/Website

regina.preslmair@bmk.gv.at; umweltzeichen.at/en/home/start

FS 68 MOVE+ - Fleet energy efficiency rating, Portugal



Image: ADENE – Portuguese Energy Agency

MOVE+ is a voluntary rating system developed by ADENE, the Portuguese Energy Agency, to accelerate the decarbonisation of the transport sector. Audits using the MOVE+ methodology assess fleets' energy efficiency, rating it on a scale from F (least efficient) to A+ (most efficient), and identifying measures to minimize the fleet's environmental impact.

A recent study developed by ADENE and Turismo de Portugal entitled "Sustainable Mobility in the Tourism Sector" revealed that the adoption of MOVE+ and the implementation of energy efficiency measures by the tourism sector contribute to a 13% reduction in energy consumption, as well as scope 1 CO₂ emissions of the sector, avoiding the emission of 2 to 3 thousand tonnes of CO₂ and saving 2 million € annually. Furthermore, using MOVE+ "A" or "A+" ratings as an efficiency criterion when using mobility services, can reduce the sector's scope 3 CO₂ emissions by 34%, resulting in savings of 1.4 million € and two thousand tonnes of CO₂ per year. These findings highlight the contribution of MOVE+ to the decarbonisation of the tourism sector.

Contact/Website

Hélder Rodrigues, helder.rodrigues@adene.pt
movemais.pt

FS 69 CARMACAL

Choose transport system:

✈	SCHEDULED FLIGHT	ARBITRARY FLIGHT							
🚗	CAR	CAR PETROL	CAR DIESEL	CAR LPG	CAR HYBRID	CAR GAS/NATURAL GAS	CAMPER	CAR PLUS CARAVAN	CAR PLUS FOLDING TRAILER
	4WD/JEEP								
🚢	FERRY (FOOT PASSENGER/BUS PASSENGER)	FERRY (PASSENGER WITH CAR)							
🚆	RAIL (PASSENGER)	RAIL NIGHT TRAIN (SEAT)	RAIL NIGHT TRAIN (COUCHETTE/CABIN)	RAIL (CAR NIGHT TRAIN)					
🚌	MINI-BUS (9-30 PAX)	TOURING CAR/COACH	PUBLIC TRANSPORT						
🏍	MOTOR CYCLE	SCOOTER	MOPED						
🚶	NON-MOTORISED	ANIMAL-DRAWN	UNSPECIFIED						

Image: CARMACAL/ECEAT; Transport module of CARMACAL

CARMACAL is a CARbon Management CALculator for tour operators. The web-based application calculates the Green House Gas (GHG) CO₂ emissions for any tourism product or destination by combining emissions from flights and land transport, accommodation, and activities. By using the application, tour operators can demonstrate their commitment to sustainability, manage and reduce their carbon footprint, save costs and rationalize operations. The calculated GHG emission helps to compare different travel packages and supports environmentally conscious travellers to find the most sustainable trips.

Calculations are based on information from a range of databases.

CARMACAL and similar GHG calculators should be widely used within the tourism sector. National or regional governments should encourage, support, or require tour operators and other service providers to calculate emissions and properly inform travellers on the carbon footprint of their trips and leisure activities. Connected to the GHG calculators, communication and promotion campaign should be launched on the national level to inform travellers on the sustainability aspects of tourism.

Contact/Website

Contact: info@carmacal.org; Website: login.carmacal.org

FS 70 Green Scheme of Tourism, Slovenia

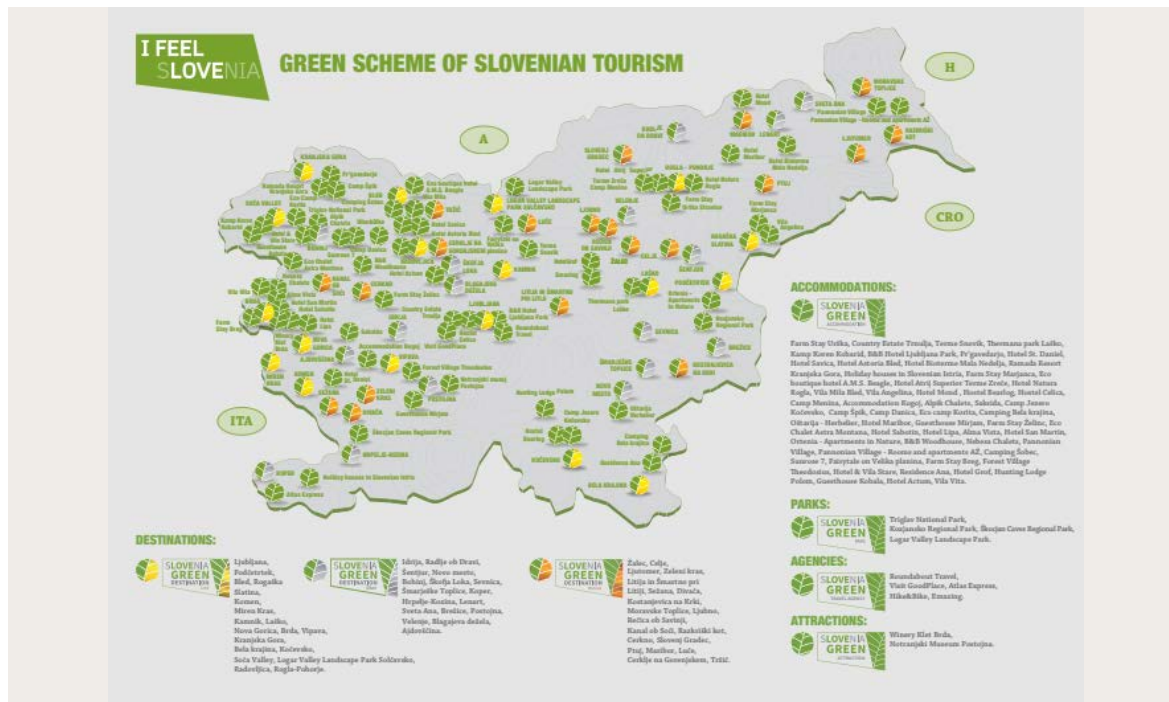


Image: Slovenian Tourist Board

The Green Scheme of Slovenian Tourism is a national certification programme run by the Slovenian Tourist Board, operating under the brand SLOVENIA GREEN, which evaluates and promotes the sustainability of tourist destinations and businesses. Sustainable mobility is also included in the Guidelines for Green Events.

The support of sustainable mobility is one of the preconditions to be included in the Green Scheme and it is included as one of the criteria of the Green Destinations standard. See Green Destinations website⁶⁷, where you can also view the criteria. Providers can obtain certificates to show their sustainable performance independently (e.g. Green Key, Travelife).

Contact/Website

Slovenian Tourist Board, info@slovenia.info; slovenia.info/en
slovenia.info/en/business; slovenia.info/en/business/green-scheme-of-slovenian-tourism

⁶⁷ greendestinations.org/awards-certification

FS 71 GSTC Criteria



Image: GSTC; Roadmap for sustainable destination

Global Sustainable Tourism Council (GSTC) is an independent organization that establishes and manages global standard for sustainable travel and tourism. Three different kinds of criteria systems were set to achieve social, environmental, cultural, and economic sustainability: industry, destination, and MICE⁶⁸ criteria. These criteria are used for education and awareness-raising, policymaking for private and public bodies, measurement, and evaluation of sustainability performance. Criteria are also serve as a basis for certification.

GSTC Criteria and connected GSTC Recognized-Standards (for hotels, destinations, and tour operators) are often used as a basis for national certification schemes to encourage sustainable tourism. National or regional governments should establish their own sustainability certification system based on international standards (e.g. Slovenia Green) and encourage service providers or touristic regions to certify themselves. Certification, communication, and education could be financially supported on national level.

Contact/Website

roi@gstcouncil.org; gstcouncil.org/gstc-criteria/

⁶⁸ MICE...Meetings, Incentives, Conferences and Exhibitions

FS 72 Tourism campaigns, The Netherlands

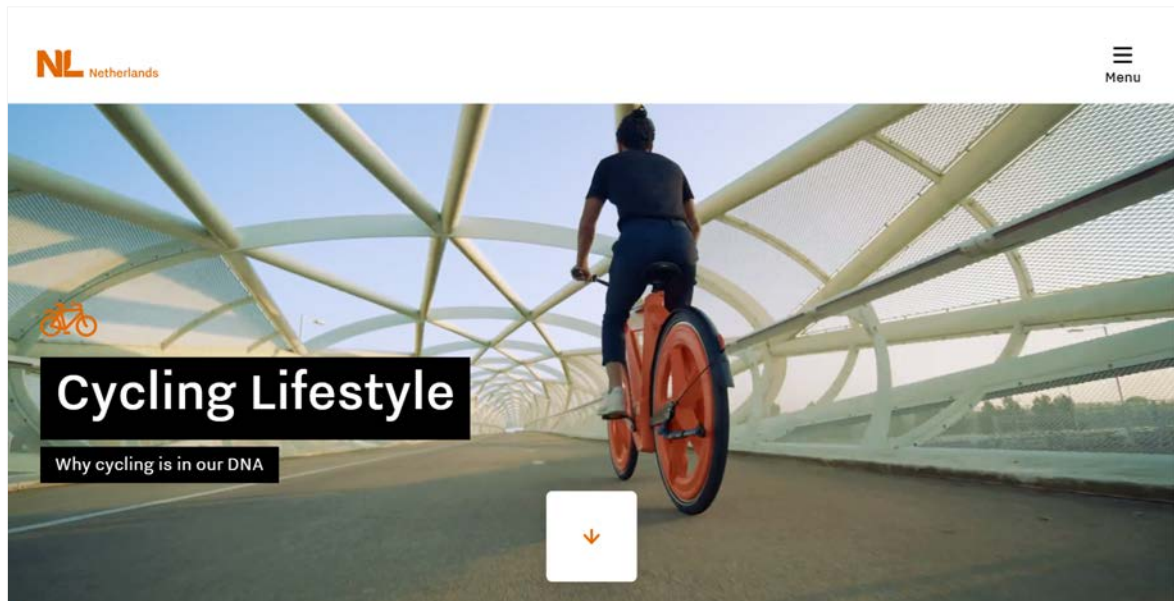


Image: [Holland.com](https://holland.com) / NBTC

The Dutch Cycling Lifestyle campaign is not about promoting bikes, it is about celebrating cycling as an integral part of Dutch culture. The campaign shares stories of everyday Dutch people and how they use their bikes, and how you can join them as a tourist. When you come to the Netherlands, you become one of us, and that means embracing the bicycle.

The Dutch Tourism Board is largely funded by the Dutch government, which provides money to promote the Netherlands as a tourist destination and improve its reputation. The bicycle is a prime example of this. It fosters sustainable transportation, positions the Netherlands as a cycling destination, and encourages other countries to follow suit.

Contact/Website

Anouk van Eekelen, avaneekelen@holland.com

Website: holland.com/global/tourism/get-inspired/current/cycling-lifestyle

FS 73 Portuguese Trails, Portugal



Image: ATAlgarve

The National Tourism Strategy 2027, implemented by Turismo de Portugal sets out clear goals for a sustainable tourism development, creating value for territories through genuine experiences that respect culture and nature and are available all over the country, including low populated regions. That is why it is important to work on tourist products that are in line with those goals and bring together public and private tourism partners. Cycling and walking routes play a leading role in promoting sustainable mobility for tourists and residents.

The Portuguese Trails programme promotes the country as a destination with 20,000 km of carbon-free travel routes. There are 40 routes in all seven tourist regions, with more than 300 SMEs involved. It is a showcase of public and private partnership, with regional and national impact, coordinated by Turismo de Portugal. Since 2017, Turismo de Portugal has been working on this programme with its partners, facing various challenges and always trying to do better. The success of this programme is a growing international recognition of Portugal as a cycling and walking destination, aligned with a sustainable tourism development.

Contact/Website

joao.portugal@turismodeportugal.pt

portuguesetrails.com

FS 74 The Tiaki Promise, New Zealand

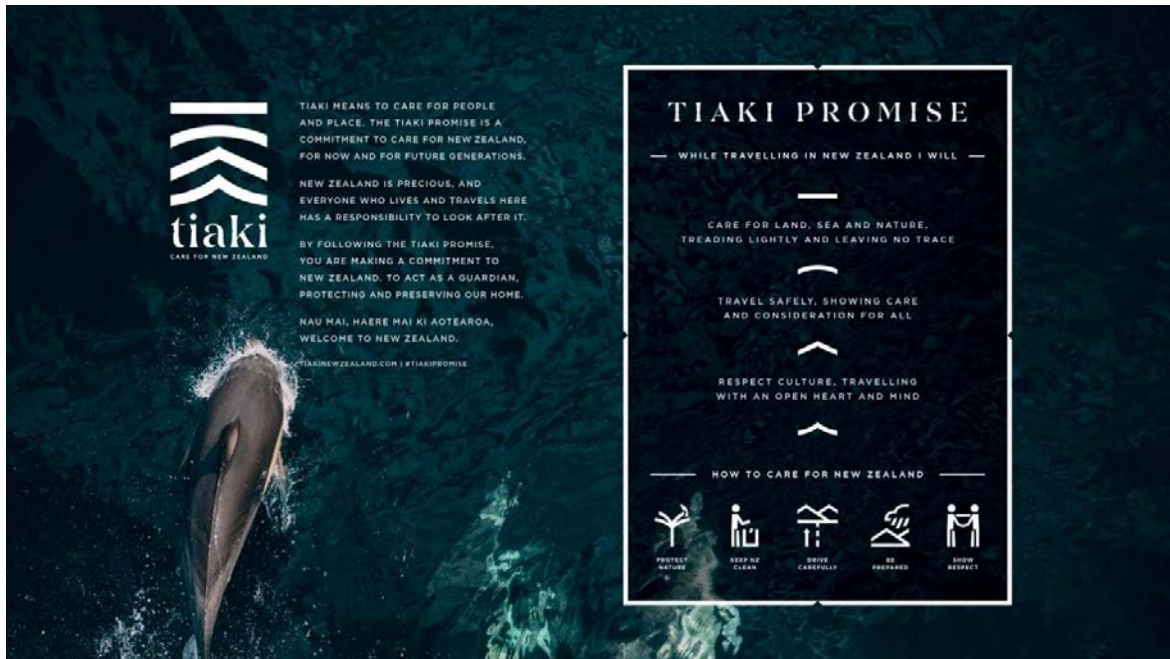


Image: New Zealand Tourism Board

In 2019 New Zealand Tourism Board launched an innovative campaign to encourage visitors to protect and preserve natural values and respect local people and culture. The word “tiaki” means to care for people and places. The promise defines basic principles for visitors on how to behave during their stay in New Zealand. Principles are easy to understand and demonstrated by inspiring videos and pictures. Tiaki Promise represents a strong commitment to sustainability. New Zealand Tourism Board provides information on Tiaki for tourism industry stakeholders as well. Posters, social media tiles, toolkit and B2B mails support companies to inspire their customers and visitors.

The Tiaki Promise campaign is a great example how national communication and promotion campaigns can strongly influence the behaviour of visitors and support sustainable tourism. This governmental initiative and campaign is a more efficient tool to spread the message of Tiaki for domestic and international visitors than communication of private companies.

Contact/Website

tiakinewzealand.com/en_NZ/

FS 75 So close with summer trains campaign, Slovakia



Image: Ministry of Transport of the Slovak Republic

Slovakia Travel, in partnership with the Ministry of Transport of the Slovak Republic and the national railways (ZSSK) launched a campaign in 2022 to promote less-visited destinations of the country. As a key part of the campaign, train services were also promoted for visitors as sustainable, comfortable, and quick travel option. The multi-layer campaign resulted in a massive growth (+53%) of train ticket sales for leisure trips in Slovakia.

Similar campaigns should be initiated, coordinated, and financed by central and regional governments or tourism agencies in cooperation with railway companies to promote train services and raise awareness of citizens. Campaigns should be complemented by discounted train tickets for certain destinations or extended services (e.g. bicycle carriage on trains) that motivate visitors to travel in a sustainable way.

Contact/Website

Campaign summary [video](#).

Website: slovakia.travel/en

FS 77 SUSTOUR Project, EU



Image: SUSTOUR Project

SUSTOUR is a European COSME funded project promoting sustainability in the European tour operator sector through a business-orientated approach. The project focused on SMEs by supporting them to achieve sustainable certification, providing toolkits and trainings, improve managements systems and sustainability performance. The Netherlands, Germany, Finland, Portugal and Croatia were the main partners but a total of 627 tour operators and travel agents from 35 European countries have signed an agreement with SUSTOUR to participate in the programme.

National and regional authorities should initiate, cooperate, and participate in projects such as SUSTOUR. Result of projects should be disseminated on national level and be integrated into national or regional guidelines and regulations to improve the environmental performance of SMEs in the tourism industry. Based on the results of projects, capacity-building programmes, workshops and online seminars should be organized and certification standards introduced in the tourism sector.

Contact/Website

Website: travelife.info/sustour/?menu=home

FS 78 Failte, Ireland



Image: Failte Ireland

“Failte Ireland” is The National Tourism Development Authority of Ireland, its role is to support the long-term sustainable growth of the tourism sector in Ireland. Besides other activities, Failte Ireland has developed a Business Support Hub for tourism industry stakeholders to provide resources, live training, webinars, and courses for better and more sustainable operation. The “learnifi” platform offers several free classes in different topics covering sales and marketing, customer services, energy and water management, carbon emission calculator or climate action roadmap.

Failte Ireland’s learnifi platform perfectly demonstrates how national governments can help, educate, and support tourism sector stakeholders, especially SMEs for more sustainable operation. Learning platforms operated by national or regional authorities are usually free, independent, and available for all stakeholders. All necessary knowledge and information could be collected and disseminated in one platform, which is also useful to maintain direct contact with enterprises. These platforms contribute to a better environmental awareness of the tourism industry and visitors as well.

Contact/Website

Contact: CustomerSupport@failteireland.ie

Website: supports.failteireland.ie/welcome-to-learnifi/

FS 79 Mobility management training, Transdanube Travel Stories project, AT



Image: Verracon

Travellers need to travel with ease and have all the information they need. Qualified mobility managers can provide relevant information on attractions and travel options. Therefore, as part of the project, we have defined the core values of a mobility manager and organised training for new mobility managers.

With the support of the project initiator – the Austrian Federal Ministry of Climate Action – a three-day Sustainable Mobility Management Training was held in Dunasziget and Bratislava training sixteen tourism and mobility experts from 6 Danube countries. Theoretical inputs were lightened up by practical training sessions including wayfinding, ticketing, using different transport services etc.

Include title of relevant Field(s) of Actions/ relevant overarching action

Contact/Website

Environment Agency Austria, agnes.kurzweil@umweltbundesamt.at
dtp.interreg-danube.eu/approved-projects/transdanube-travel-stories

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