

**DESTI-SMART**  
Interreg Europe



European Union  
European Regional  
Development Fund

## Delivering Efficient Sustainable Tourism with low-carbon transport Innovations - Sustainable Mobility, Accessibility and Responsible Travel



### Contents

Foreword by the Workshop B organizer Erlebnis Bremerhaven GmbH	1
DESTI-SMART partnership: Progress so far!	2
Thematic Workshop B: "Intermodality for Visitors at Tourist Destinations"	5
Synergies with other initiatives	6
Next events and meetings	7

Multimodal and sustainable forms of mobility should be reflected in the future mobility behavior of both the Bremerhaven population and tourists. Together with the EU partners, ways will be developed for a more efficient design and control of tourist traffic flows. This also includes the future-oriented further development of the existing and the creation of new traffic junctions in the city.

The challenge in Bremerhaven is to encourage citizens and tourists to use public transport and to switch to environmentally friendly means of transport such as bicycles in the long term. To this end, the use of the public transport system must be made as convenient as possible.

The use of hydrogen as a sustainable and efficient energy carrier for bus transport in Bremerhaven is a vision. In order for this to become reality in the future, a feasibility study is now to be carried out to investigate the economic viability and efficiency of hydrogen-powered vehicles for the Bremerhaven location.



**Dr. Ralf Meyer**  
Manager Director  
Experience Bremerhaven Tourism,  
Marketing and Events Company Ltd.

## DESTI-SMART partnership: Progress so far!

### DESTI-SMART is running its 3<sup>rd</sup> semester of implementation.

The Launch Conference in Thessaloniki in September 2018 marked the beginning of DESTI-SMART. 10 partners from 9 countries, 9 partner destinations and one (1) advisory partner, become partners towards a common vision to promote sustainable mobility, accessibility and responsible travel and integrate them within the planning processes for sustainable tourism development and services.



The Experience Bremerhaven Tourism, Marketing and Events Company Ltd. (EBG) is a municipal company and the central point of contact for all matters relating to the tourism development in Bremerhaven.

EBG is an important driver for sustainable transport modes within the city of Bremerhaven and member of several local task forces like the "Round table bicycle mobility" & "Climate city mobility network".

Bremerhaven tourist board provides infrastructure, promotional and marketing to promote cycling, walking and increase the use of public transport, with reductions in carbon, pollution and congestion.

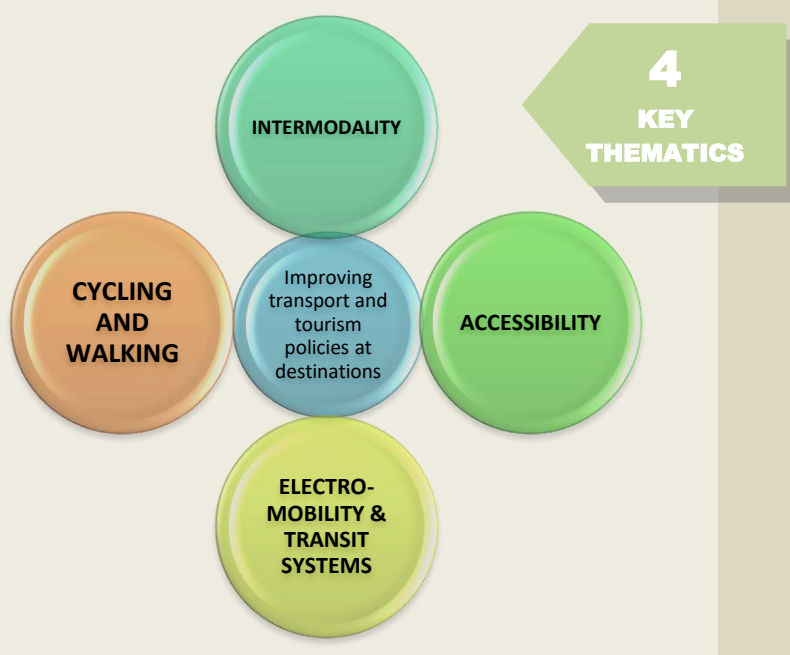
EBG is a public authority with large commuting volumes from the rural area around Bremerhaven, which is the biggest German city at the North Sea coast and therefore key employment and business centre.

EBG is the delivery partner for Regional and National funding programs, aiming to link up all cycling, walking & public transport links.

Running already the 3<sup>rd</sup> Semester, the partnership have made great progress regarding the implementation of exchange of experience activities. All partners have organised [Local Stakeholder Group meetings](#), one in each semester, in order stakeholders of the transport and tourism sector to be informed about DESTI-SMART, its objectives and expected results. Key stakeholders have been identified and involved in the planning process of the partners' Action Plans.

Six (9) [dissemination events](#) have taken place, one in each partner-destination to promote the project and disseminate its results so far, not only to transport and tourism stakeholders but also to the local communities.

*The overall objective of DESTI-SMART is the combined improvement of transport and tourism policies at tourist destinations. This could be achieved by integrating strategies for sustainable mobility, accessibility and responsible travel within the planning processes for sustainable tourism development and services. The transition to a low-carbon economy is a major challenge for all project partners, through sustainable multimodal mobility, along with innovations, efficiency, resilience, policy learning and capacity building for local authorities in tourist destinations.*



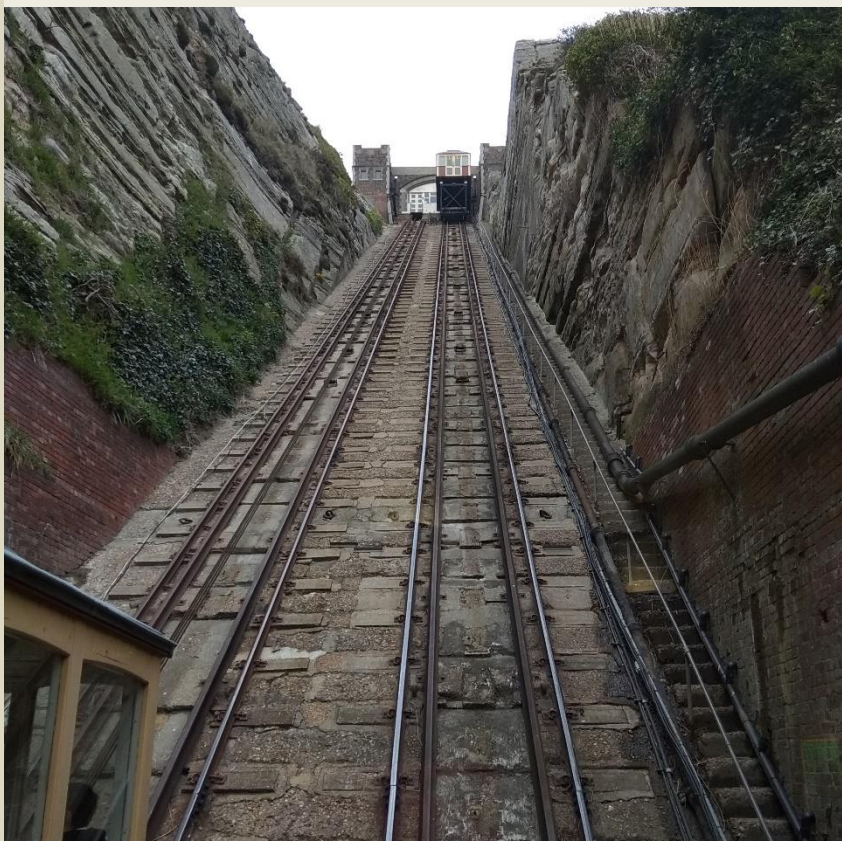


Two (2) out of the four (4) DESTI-SMART [Thematic Workshops](#) took place: One on "Low Carbon Transport Systems and E-mobility" and another on "Intermodality for visitors at tourist destinations".

"[Low Carbon Transport Systems and E-mobility](#)" was the topic of Thematic Workshop A that took place in Hastings, UK on the 27-28 March 2019, organised by the DESTI-SMART project partner, Hastings Borough Council.

The project partners presented their priorities on low-carbon transport systems for visitors that they examine further in feasibility studies, as well as their current situation and issues on tourism mobility. The State of the Art was presented by the advisory partner Bournemouth University, UK. Results from relevant previous projects and other initiatives were also presented and discussed, such as SEEMORE and CIVITAS DESTINATIONS, ECOTALE INTERREG IVC in terms of external costs reduction with case study in Thessaloniki, EL, as well as the InovaSUMP Interreg Europe project that includes planning for sustainable mobility of visitors at tourist destinations. External speaker presented 'People Movers, Minitram & Ultra Light Rail', and other low-carbon solutions were also discussed, such as: Teleferic, Monorail, e-Boats, e-Bikes, e-Scooters.

Two [study visits](#) followed the workshop, one in the funicular and the old part of the town of Hastings and the other in the new part and coastal area of the town. The study visits were focused on the contradicting features of the old and new parts of the town of Hastings both in terms of the transport network that serves the two parts, connectivity and accessibility problems and in terms of visitors' seasonality and attraction points that create congestion problems during summer months.



### **ELEC Mediterranean Commission: Promoting Blue Tourism in the Mediterranean**

On October 30-31, 2019, the project coordinator participated in the 15th Annual Conference of the Mediterranean Commission of the European League for Economic Cooperation (ELEC) in Palma de Mallorca, Spain. The Conference was co-organized by the European Institute for the Mediterranean (IEMed) and was dedicated in the promotion of Blue Tourism in the Mediterranean.

Mediterranean economies have been at the center of the debate, focusing on holiday tourism and the challenges they have to address in terms of sustainable tourism development and their promotion to sustainable tourism destinations.

Thematic Workshop B addressed the topic of “**Intermodality for visitors at tourist destinations**”. The workshop held in Bremerhaven, Germany on the 24-25 September 2019, organised by the project partner Experience Bremerhaven Tourism, Marketing and Events Company Ltd.

Improved cycling infrastructure, thematic routes for visitors/tourists within the urban areas, multimodal facilities in the suburbs, improved railway and bus connections are some of the initiatives that the partners presented in the Workshop transferring their experiences from their countries. Bus networks cannot support the large seasonal flows of tourists and measures should be taken to promote intermodality for tourists.

Two **study visits** followed the workshop. The first visit was organised in the Climate House Bremerhaven 8° East, where partners experimented with the climate conditions and had the opportunity to understand how human activities affect climate conditions and what would be the results of them in the climate and in the environment. The second visit concerned past and present intermodality points within the city of Bremerhaven, such as the city port, the public bus (new bus connection) “Hafenliner” from the tourist area Harbor Worlds to the tourist area Shop Window Fishery Harbor, as well as in the Emigration Museum which was the 1st barrier-free/accessibility certified museum in Bremerhaven.

Two (2) **Webinars** followed each Thematic Workshop, one in May 2019 on the topic of Low carbon transport systems and e-mobility and the second in November 2019 on Intermodality. Stakeholders of all partner destinations were invited to watch and participate in the webinars.

The video recordings of both videos are available and free to assess on the DESTI-SMART channel on YouTube (<https://www.youtube.com/channel/UCNFkxYIVGRVoCTswyMyfBCQ>)





## THEMATIC WORKSHOP B

### “Intermodality for visitors at tourist destinations”



The 2nd Thematic Workshop of the DESTI-SMART project, titled “Intermodality for visitors at tourist destinations”, took place on the 24th-25th September 2019 in the Time Port II venue in Bremerhaven, Germany. The Thematic Workshop B was organised by partner Erlebnis Bremerhaven GmbH with the contribution of the DESTI-SMART Project Management & Coordination Unit (MCU).

The purpose of the Workshop was the participants to exchange experience, present good practices, innovations and their own plans and priorities on initiatives on intermodality for visitors at partners’ destinations.

Experiences and good practices were transferred among all partner destinations, including trip planning applications, e-mobility means that support intermodal facilities, benefits from intermodality, good practices from the InnovaSUMP (Interreg Europe), DESTINATIONS (Horizon 2020) and LAST MILE (Interreg Europe) projects.

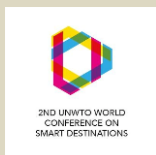
Discussions in four (4) small groups followed on: a) implementation of intermodality facilities for visitors, b) on joint surveys for travel behaviour research and their preliminary results, c) on feasibility studies that will be developed within the project’s implementation and d) on policy change and potential actions for the Action Plans regarding integration of intermodality options.

The main conclusion of the workshop is that ‘intermodality’ remains a neglected and under research topic, focused mostly on freight transport instead of public transport. Intermodality concern two (2) distinct groups of users – visitors/tourists and residents – with different needs, who however use the same transport network. Along with the adoption of low-carbon and e-mobility solutions, intermodality constitutes a one-way option towards sustainable mobility in tourist destinations. A great example of this practice is the Madeira ‘Smart Fossil Free Island’ project which aims to zero emissions in the island of Porto Santo.



Participation in the Interreg Europe project DESTI-SMART enables Bremerhaven to develop further as a “smart” destination. Multimodal and sustainable forms of mobility should be reflected in the future mobility behavior of both the Bremerhaven population and tourists.

**Dr. Ralf Meyer**  
Manager Director  
Experience Bremerhaven  
Tourism, Marketing and Events  
Company Ltd.



## UNWTO Smart Destinations

UNWTO has initiated the Smart Destinations concept with annual conferences since 2017. The World Tourism Day theme in 2018 was 'Tourism and the Digital Transformation', including Smart Destinations and Smart Travel.

DESTI-SMART established synergies with UNWTO for integrating smart solutions to improve all three pillars of sustainability, allowing destinations to govern their tourism activity more

effectively sustainability.

Smart destinations are key to the transformation of the tourism sector. By continuously and accurately measuring, integrating and analysing data for efficient decision-making, prioritisation and anticipation of challenges, they create a seamless and exciting experience for tourists while managing local resources efficiently.

# SYNERGIES WITH OTHER INITIATIVES



**European  
Capital of  
Smart  
Tourism**

In line with a preparatory action proposed by the European Parliament, the European Commission has launched a competition to award the title of European Capital of Smart Tourism. This brand new initiative rewards European cities and gives them the opportunity to share their exemplary practices as smart tourism destinations.

The initiative will showcase accomplishments by tourism destinations across the EU in the following areas: Accessibility, Sustainability, Digitalisation, Cultural Heritage & Creativity

DESTI-SMART welcomes and supports this excellent initiative, particularly since the themes of Accessibility and Sustainability, are directly related to the role of DEST-SMART in developing and promoting sustainable tourism mobility and accessibility at tourist destinations in Europe.



**CIVITAS  
DESTINATIONS**

DESTI-SMART was presented at the CIVITAS DESTINATIONS Technical Workshops on 'Multi-level Governance and Behavioural Change', in Portoferraio, Elba island, Italy, on 10 April 2019. The invitation was by Horarios de Funchal (HF) in Madeira, Portugal, the Coordinator of CIVITAS DESTINATIONS project and a partner in DESTI-SMART project. The great synergies of the two projects are to be exploited for common benefit of the partners. HF will host the DESTI-SMART dedicated study tour in Madeira in 2020.

These CIVITAS DESTINATIONS workshops in Elba island had the objective to support exchanges of experiences and best practices. DESTI-SMART Interreg Europe project was presented amongst other relevant projects of EU CIVITAS and other initiatives. The results of the CIVITAS DESTINATIONS events will be reported in future Workshops of DESTI-SMART project and the good practices shared accordingly for the benefit of destination partners.

## NEXT EVENTS AND MEETINGS

Webinar on "Intermodality for visitors at tourist destinations"	26 November 2019 (12:30-14:00 CET)
DESTI-SMART Thematic Workshop C: Accessibility Study Visits	10-12 March 2020 Mallorca Island Council Mallorca, Spain
Study Visit in Funchal	11-14 May 2020 Madeira, Portugal
Webinar on "Accessibility"	May 2020
DESTI-SMART Thematic Workshop D: Cycling & Walking Study Visits	8-10 September 2020 Greenways Vidzeme, Latvia

### DESTI-SMART Interreg Europe Project Newsletter

#### MANAGEMENT AND COORDINATION UNIT

LEVER Development  
Consultants S.A.  
EuroTrans Consulting

43, 26is Oktovriou, Thessaloniki,  
54627, Greece

Website:

[www.desti-smart.net](http://www.desti-smart.net)

#### Contact:

[info@desti-smart.net](mailto:info@desti-smart.net)

Delivering **E**fficient **S**ustainable **T**ourism with low-carbon transport **I**nnovations:  
**S**ustainable **M**obility, **A**ccessibility and **R**esponsible **T**ravel



**DESTI-SMART**  
Interreg Europe



#### Project Management & Coordination



[www.interregeurope.eu/desti-smart](http://www.interregeurope.eu/desti-smart)

Improving transport and tourism policies at destinations by integrating strategies for sustainable mobility, accessibility and responsible travel in sustainable tourism development, and through efficiency, resilience, intermodality, novel transport systems, cycling and walking for visitors.