



Introducing rural mobility services supporting tourism

2nd MEETING OF THE EUROPEAN RURAL MOBILITY NETWORK

Connecting touristic destinations to sustainable mobility networks

11-12 October 2023, Bingen am Rhein, Germany

with site visit on the 10th of October

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Bente Grimm | NIT



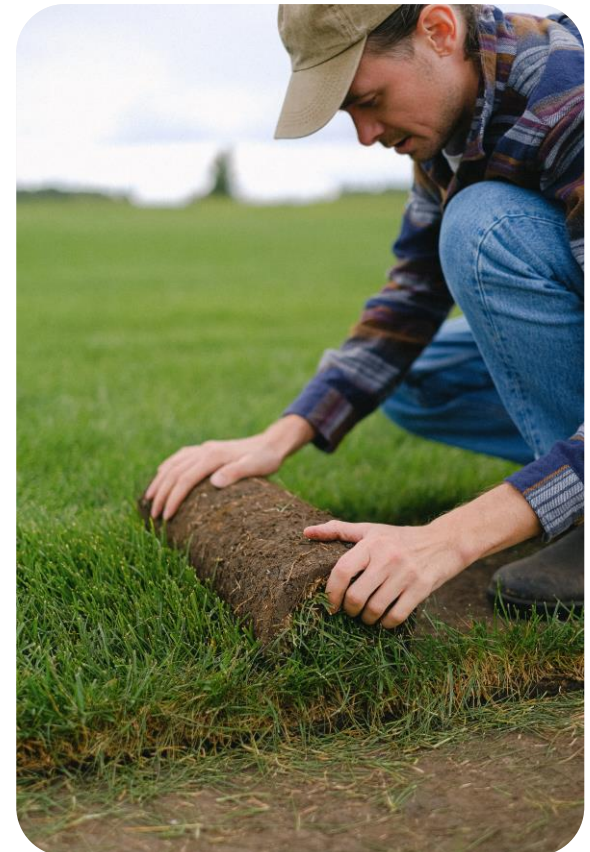
The SMARTA-NET focus on mobility is on...



Residents



Tourists



Workers

Best Good practices



Good practice distinctive features

Organisational strengths

Community-based



User-centred planning



Responsive to vulnerable users



Service strengths

Good territorial coverage



Integration with Public Transport



Innovative technology



Good outcomes

Sustained ridership growth



Long-term durability

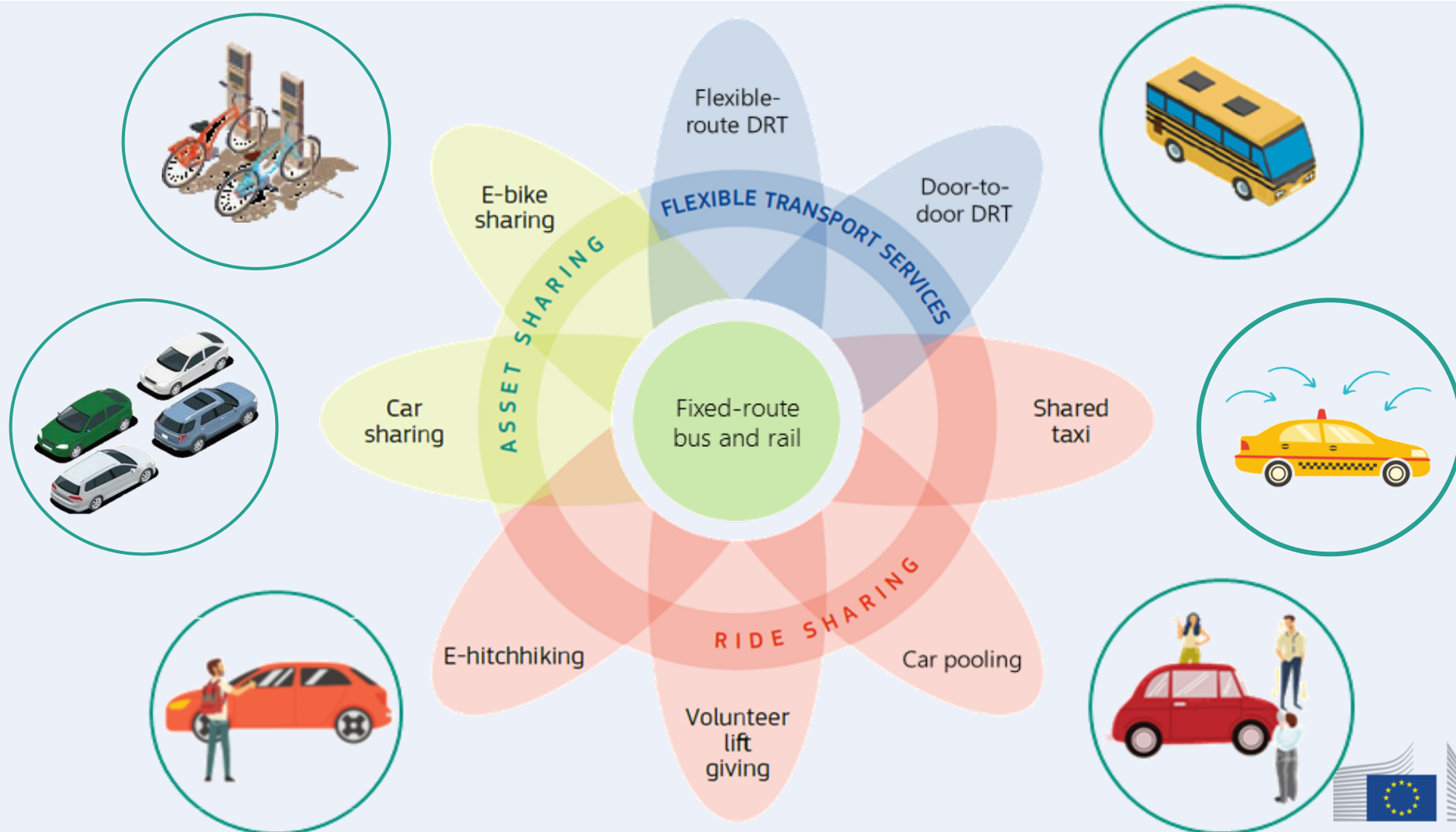


Established brand



European Commission

How to answers to these needs



DIGITAL-ICT enabler

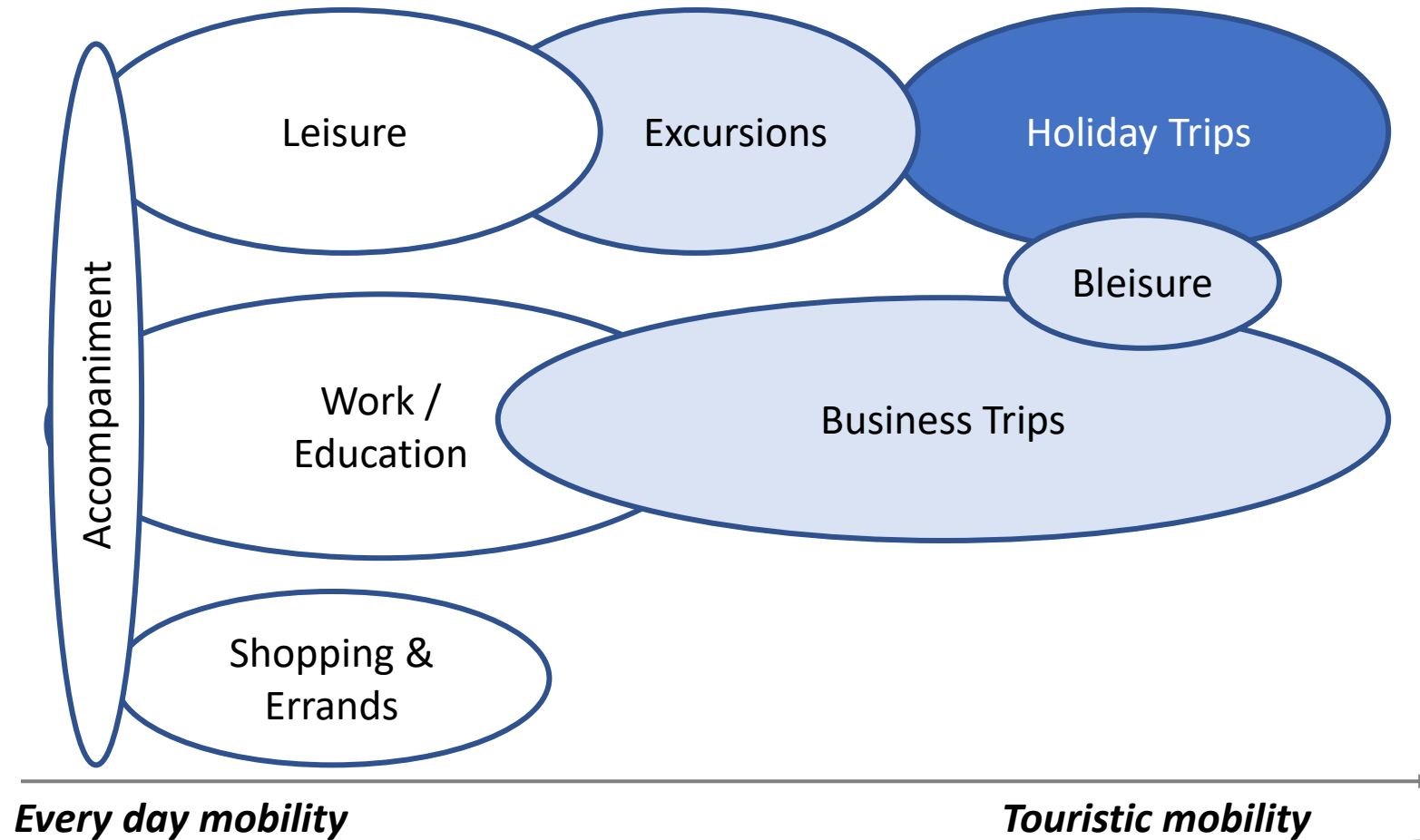
How far are we with sustainable mobility?

Mobility on Holiday Trips

Market Research data from the
German Reiseanalyse



Mobility is multifaceted

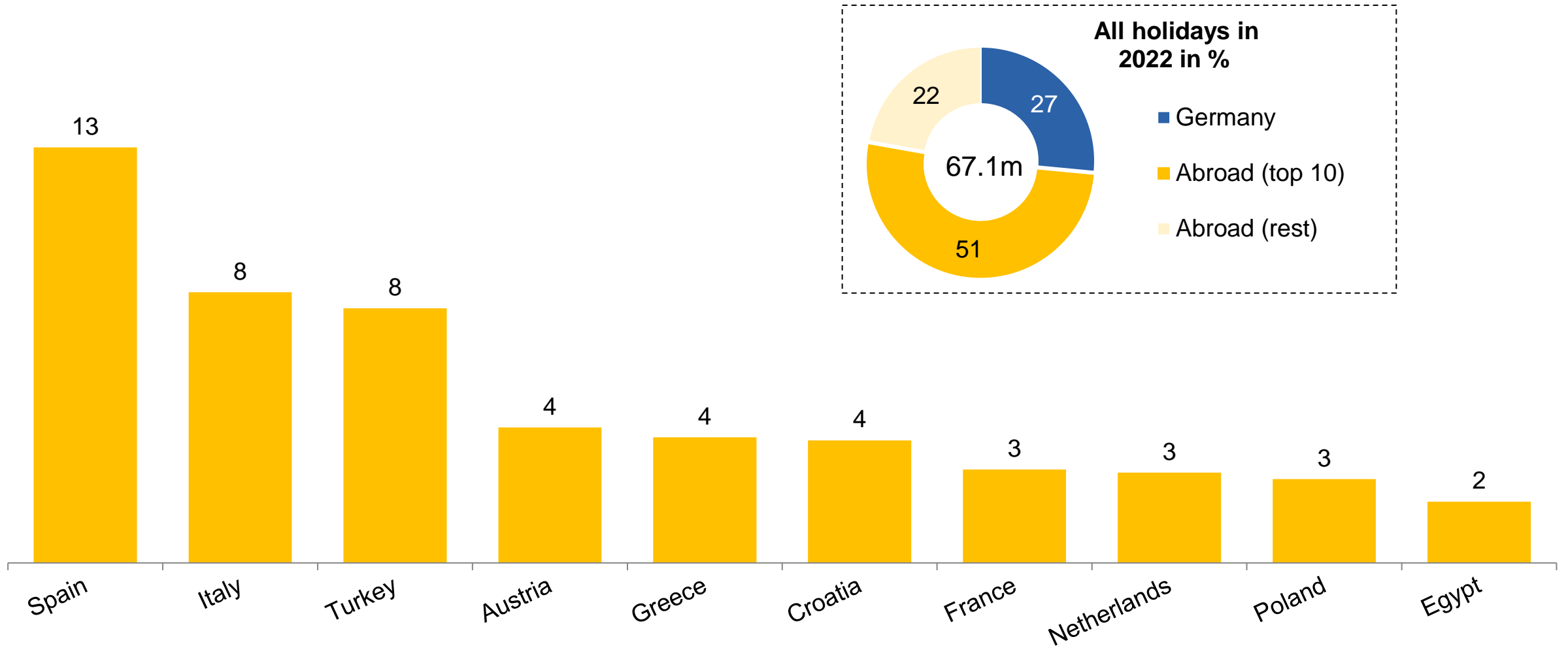


Data from the German Reiseanalyse

- Longest-running (since 1970) and most established regular study regarding holiday travel demand of the Germans
- Multi-client study
- Domestic and outgoing tourism
- Volumes, behaviour, attitudes, interests
- Face-to-face and online: More than 12,000 interviews in total
- Representative for the population in Germany
- www.reiseanalyse.de

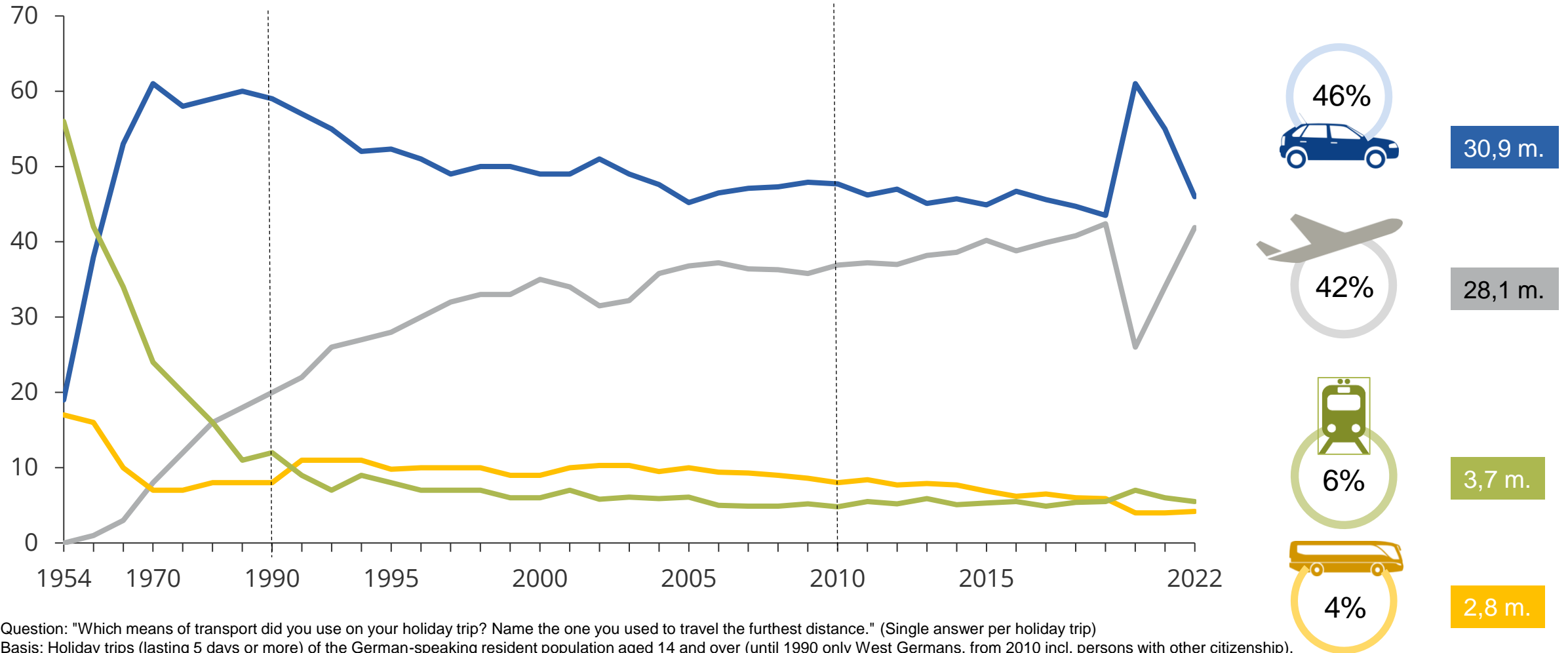


Market shares of selected holiday destinations abroad (Top 10 in 2022)



Holidays (5 days or more) of German-speaking population aged 14 or over, in %, rounded figures, bar height accurate,
Source: RA 2023 *face-to-face*

Main means of transport used for holiday travel 1954 to 2022

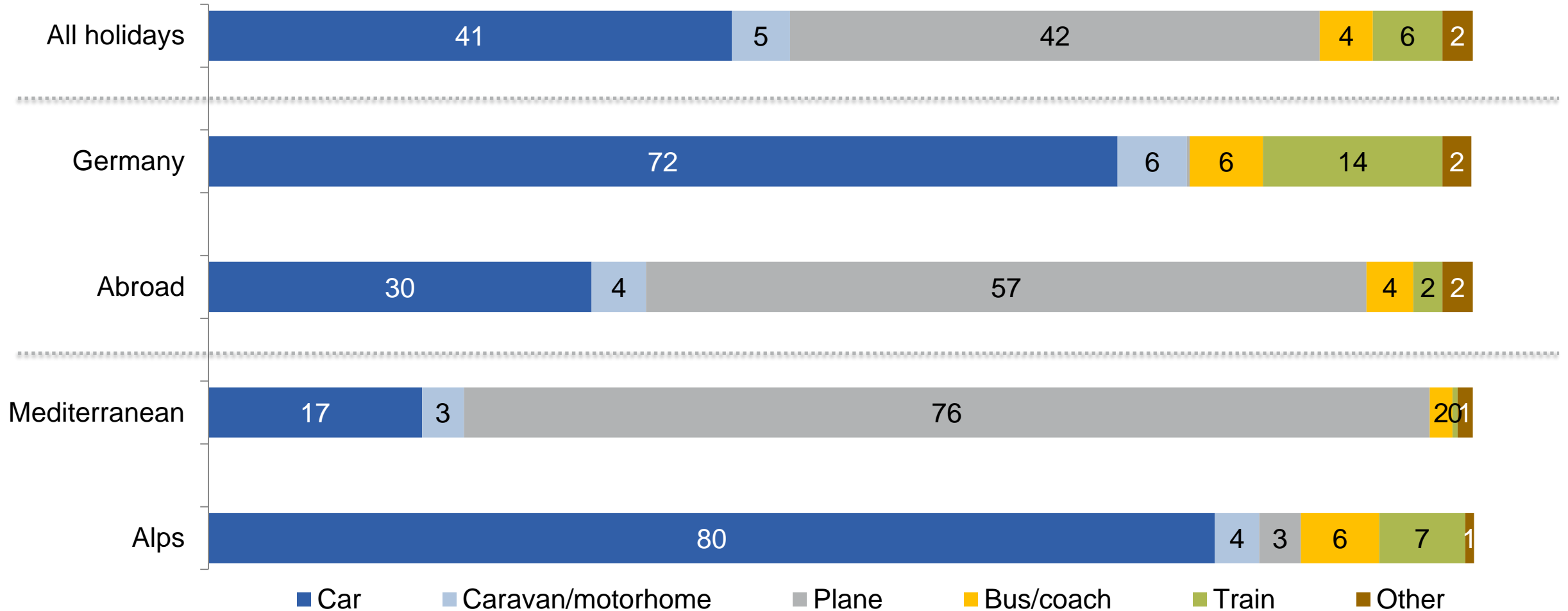


Question: "Which means of transport did you use on your holiday trip? Name the one you used to travel the furthest distance." (Single answer per holiday trip)

Basis: Holiday trips (lasting 5 days or more) of the German-speaking resident population aged 14 and over (until 1990 only West Germans, from 2010 incl. persons with other citizenship), in %; "Car" incl. caravan and motor home

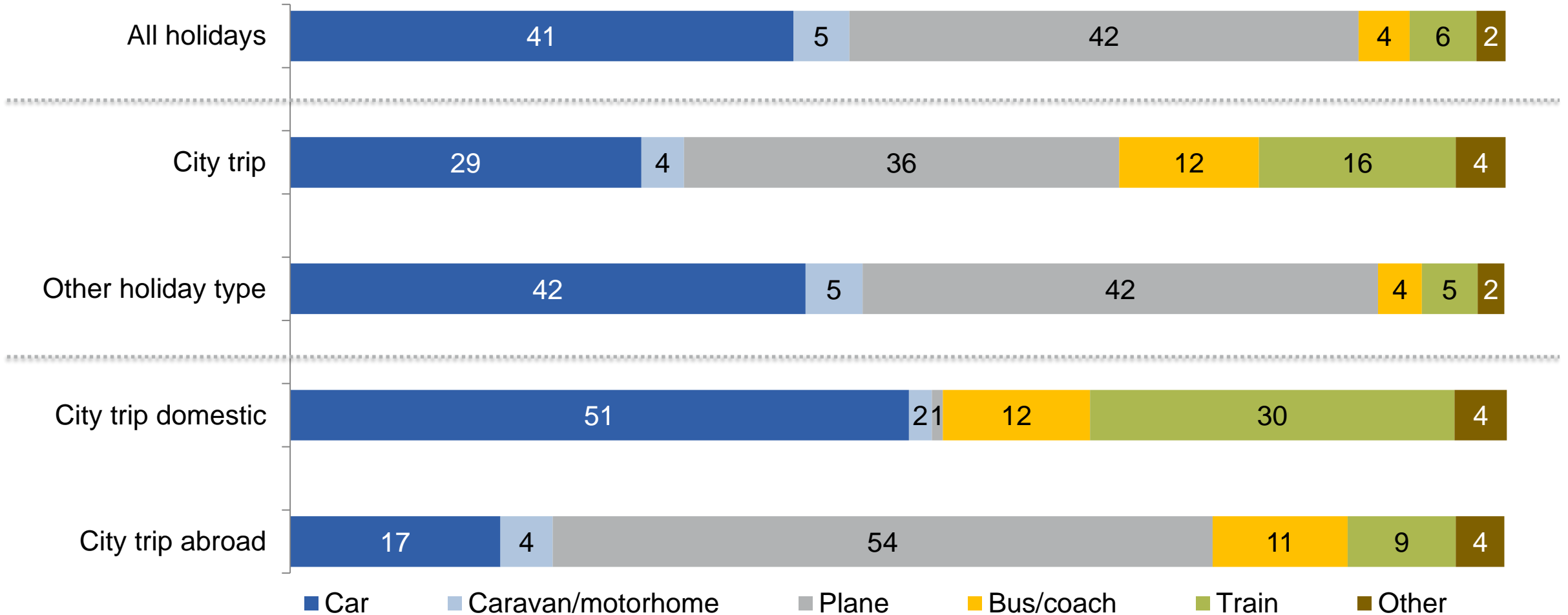
Source: 1954-1969: diverse studies, RA 1970-2023 face-to-face

Means of transport 2022 by destination



Question: "Which means of transport did you use on your holiday trip? Name the one you used to travel the furthest distance." (Single answer per holiday trip)
 Holidays (5 days or more) German-speaking population aged 14 or over, in %
 Source: RA 2023 *face-to-face*

Means of transport 2022 by holiday type



Question: "Which means of transport did you use on your holiday trip? Name the one you used to travel the furthest distance." (Single answer per holiday trip)
 Holidays (5 days or more) German-speaking population aged 14 or over, in %
 Source: RA 2023 *face-to-face*

Main holiday trips in 2022: Getting around in the region

Means of transport on site (selection)	Total
Own feet	70
Own car	36
Taxi	23
Public bus (regional or local)	16
Excursion boat	16
Bicycle	14
Rental car (incl. CarSharing)	14
Coach	9
Shuttle-Service	8
Regional train, suburban train, tram, metro	7
Cable car, mountain railway	5
Ferry	4
E-bike/Pedelec	3
Used public transport (net value)	21

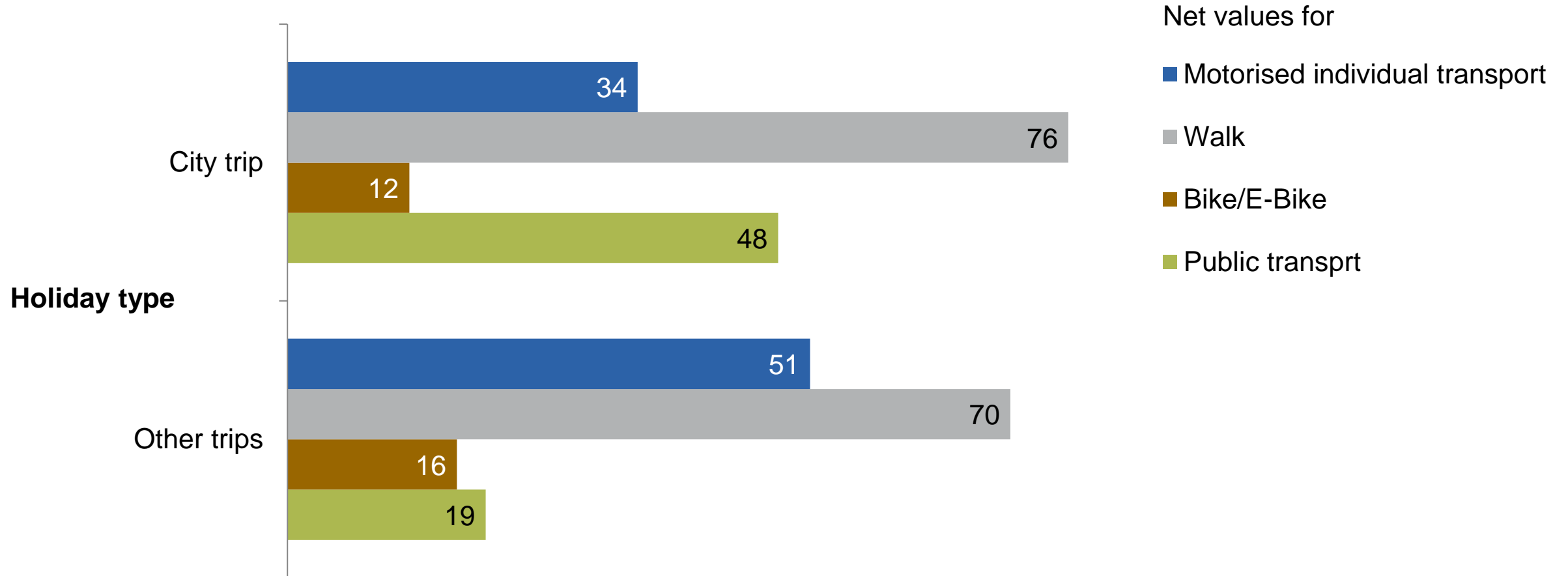
Main means of holiday (arrival)	
Car	Train
65	73
78	6
7	27
12	43
13	11
19	22
1	3
1	4
1	3
6	28
7	8
5	5
4	5
16	63

Question: "Now we come back to your main holiday trip to ... You had said that you mainly travelled with ... travelled to ... Which of these means of transport did you use to get around in this holiday region?" (List with 19 possible answers, multiple answers, representation of all possible answers that were mentioned by at least 3% of all respondents - values that are at least 5 percentage points above those of the comparison group have been marked in bold)

Basis: Main holiday trip 5 days and longer of German population aged 14+, n = 5.455 bzw. 53,1 m., in %

Source: RA 2023 *face-to-face, module holiday mobility*

Main holiday trips in 2022: Getting around in the region

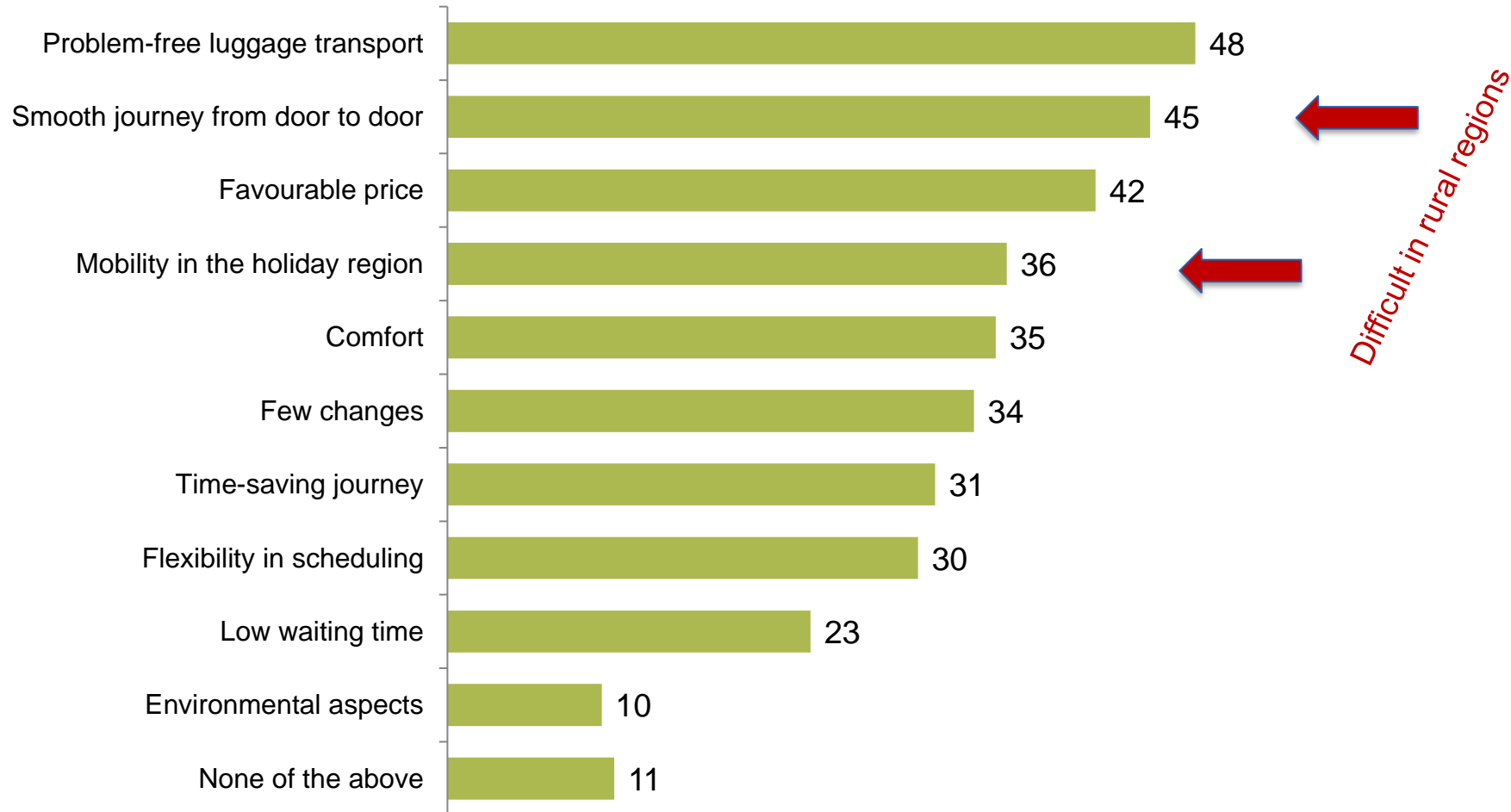


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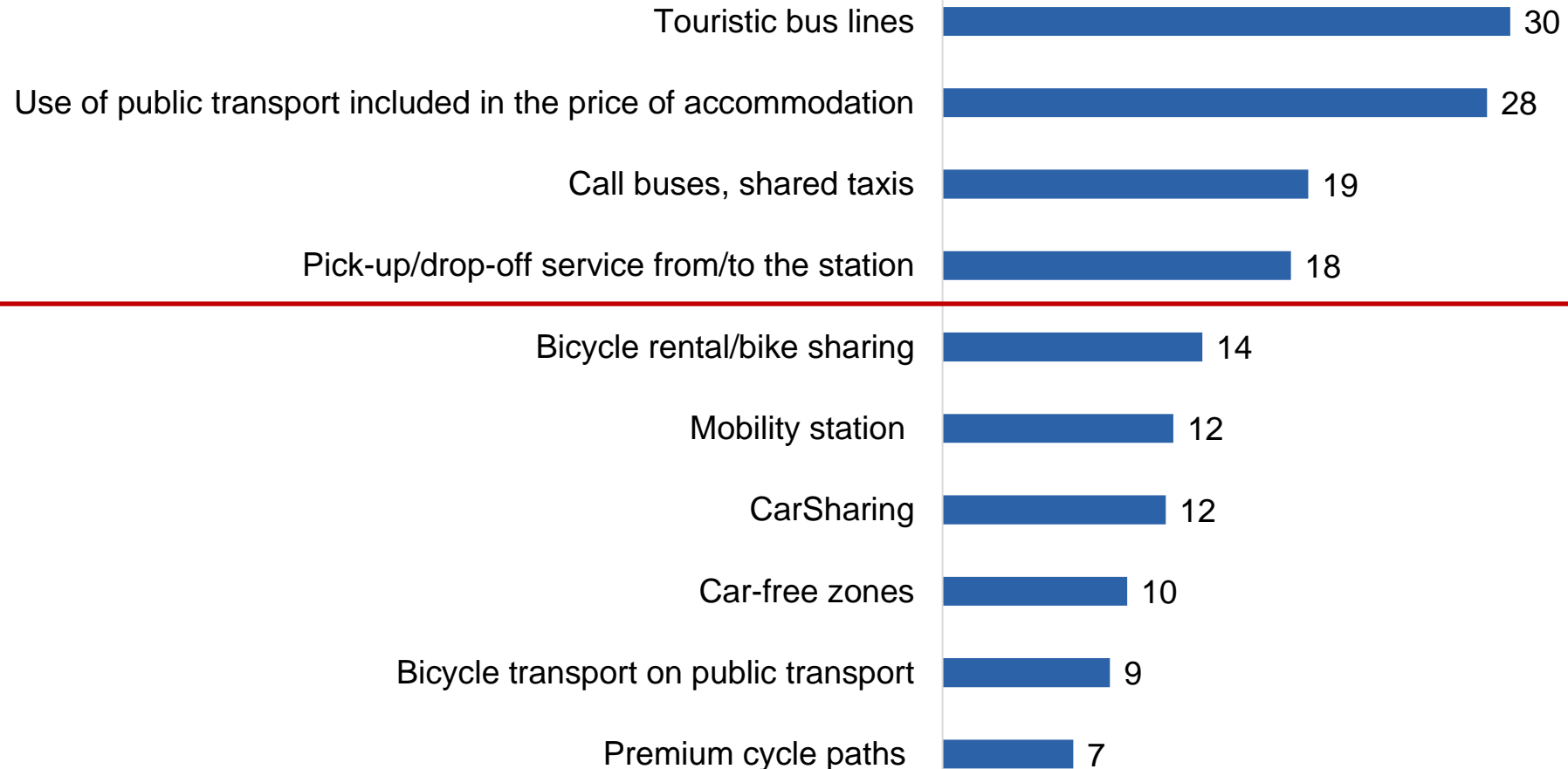
Source: RA 2023 *face-to-face, module holiday mobility*

Criteria for the choice of transport for holiday trips



Question: "What criteria play an important role for you when choosing the means of transport to travel to and from your holiday?" (multiple answers possible)
Basis: German population aged 14+, n = 7.259 resp. 70,6 m., in %
Source: RA 2023 *face-to-face, module holiday mobility*

Attractive offers for more environmentally friendly local transport

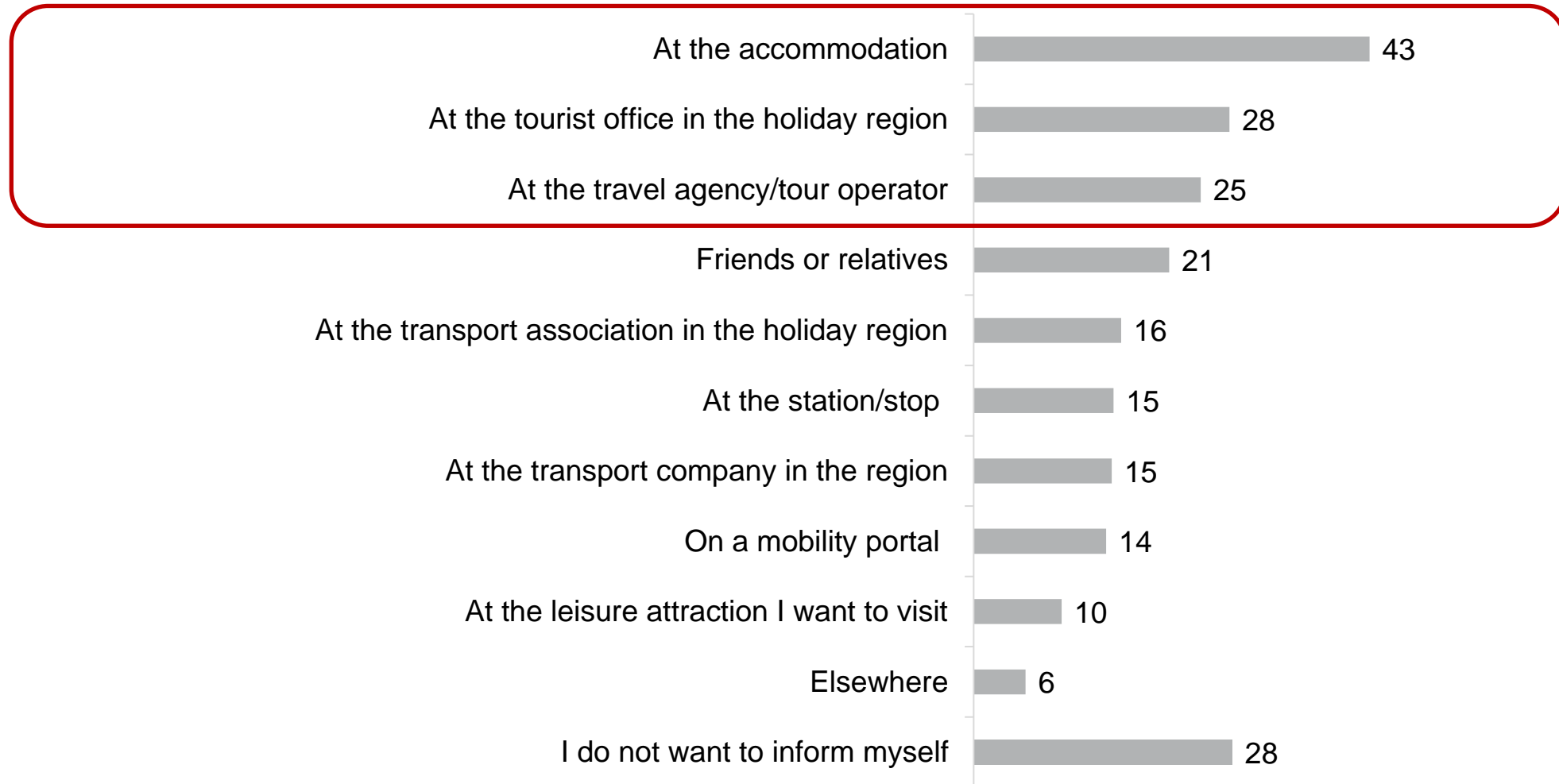


Question: "Which of the following offers or measures would be attractive to you personally in order to move around the holiday region more sustainably, i.e. in a more environmentally friendly way? (10 possible answers, multiple answers possible)

Basis: German population aged 14+, in %

RA 2023 face-to-face, special question of NAH.SH

Desired sources of information for mobility offers in the region



Question: "From whom would you like to obtain information - in person, online or by telephone - about mobility offers in the holiday region?" (10 answer options, multiple answers possible)
Basis: German population aged 14+, in %
RA 2023 face-to-face, special question of NAH.SH

Findings on holiday mobility of Germans

- Main mode of transport is highly influenced by the destination.
- Mobility on site depends strongly on the means of transport used to get there.
- City trips with a considerably higher share of public transport and lower car usage.
- Important criteria for rural regions: Smooth door-to-door travel and mobility on site.
- Desirable: Public transport use included in the price of accommodation, tourist bus lines and transfer/shuttle for the last/first mile.
- Mobility information should be delivered by accommodation and regional tourist association.

➔ Think about mobility, when designing tourism offers!

➔ Keep tourism in mind, when designing mobility offers!



Contact



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Foto: M. Flackus



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THANK YOU

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