

MADEIRA ISLAND

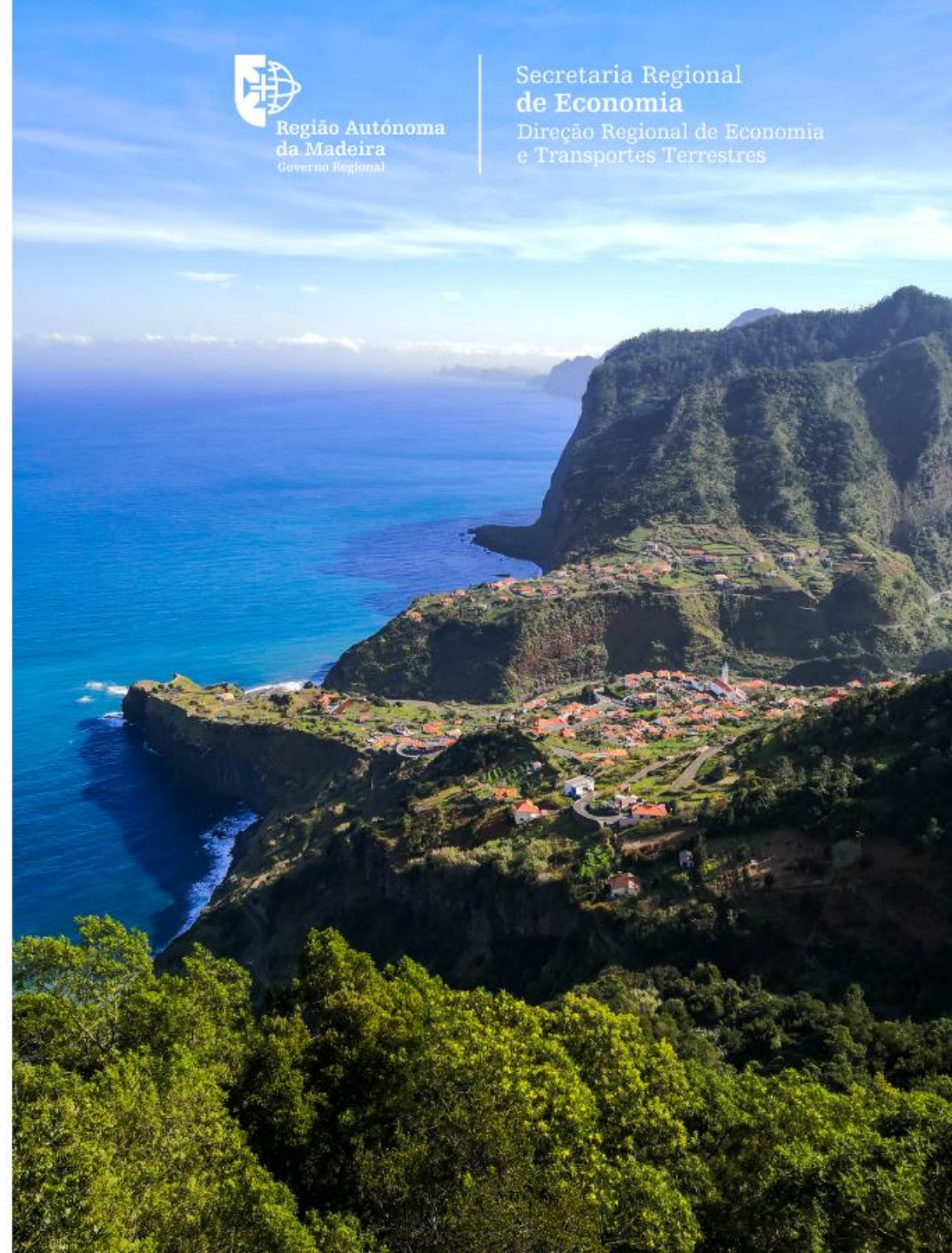
BEST PRACTICES RURAL TRANSPORT AND TOURISM MOBILITY

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SMART-NET



Secretaria Regional
de Economia
Direção Regional de Economia
e Transportes Terrestres



Set the scene

Over the last 15 years, Madeira Region has witnessed a significant change in the mobility patterns of residents and tourists.



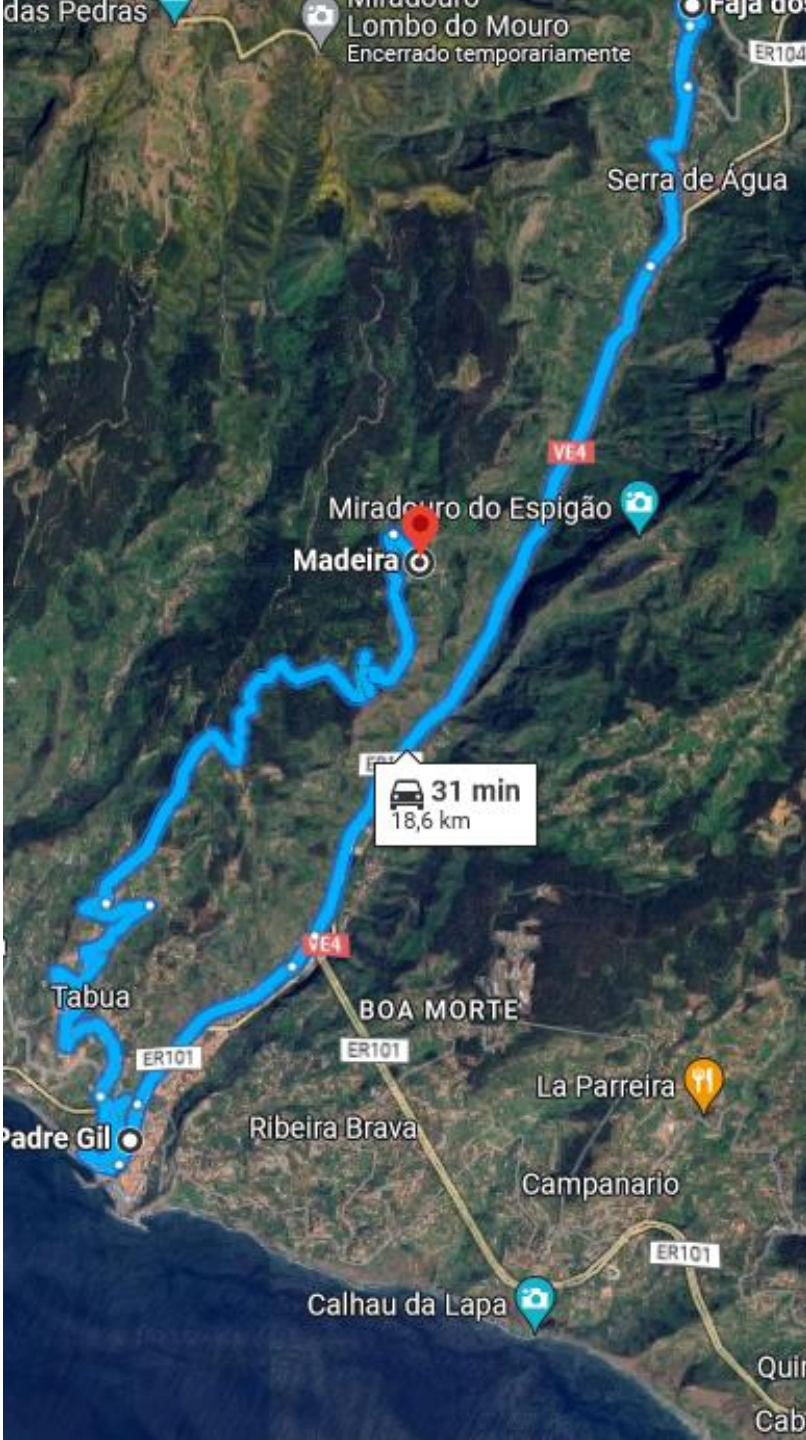
- Increase of car users: **37% - 59% - 65%**
(census 2001 – 2011 - 2021)
- Decrease of Public Transport passengers:
27% - 21% - 16% (census 2001 – 2011 - 2021)
- Growing trend of tourism
 - ~1,9 million tourists (2019)
 - ~ 4 million tourists (2022)



Taxi sharing in Rural Transport

The lesson of Madeira Island





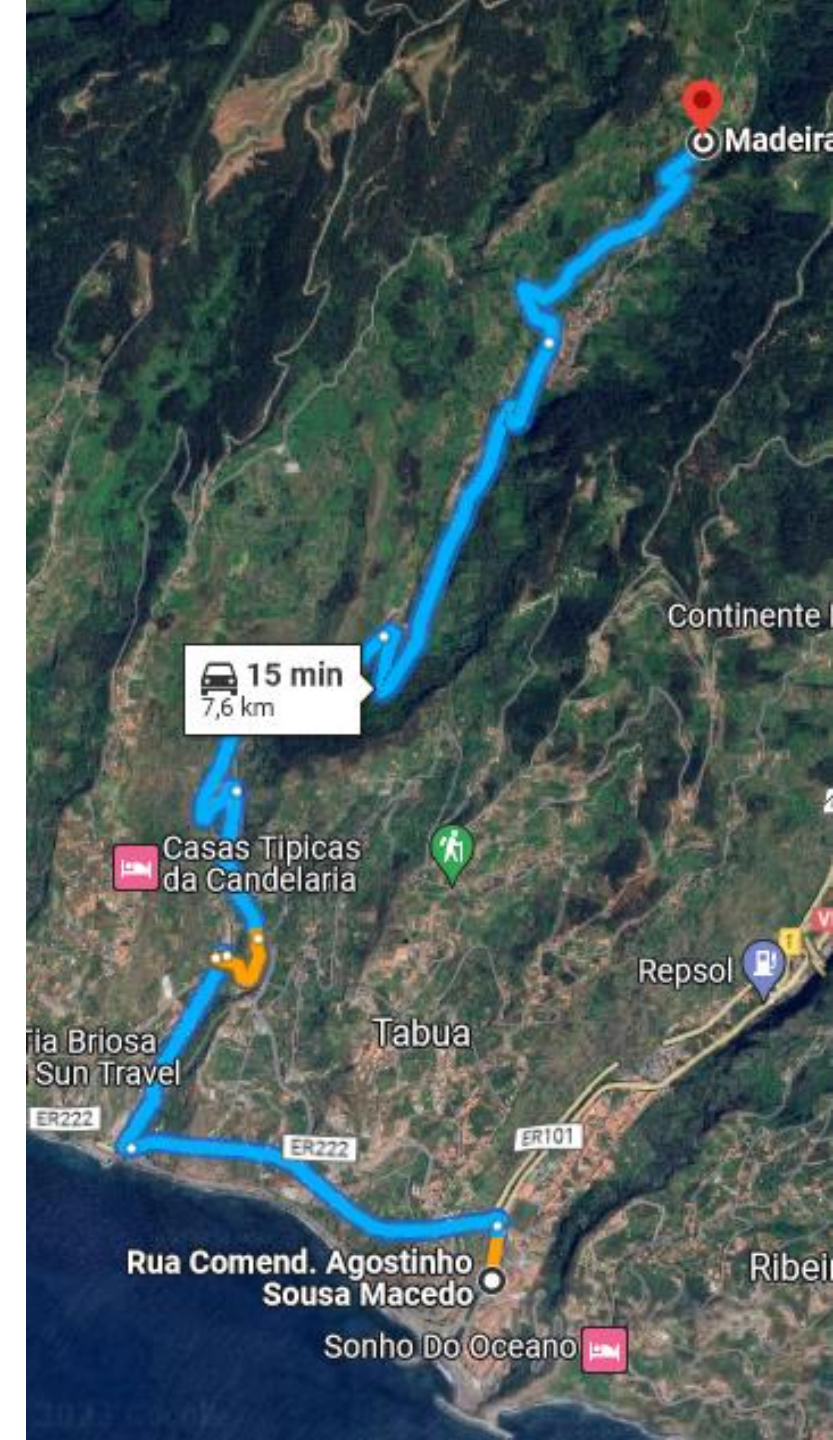
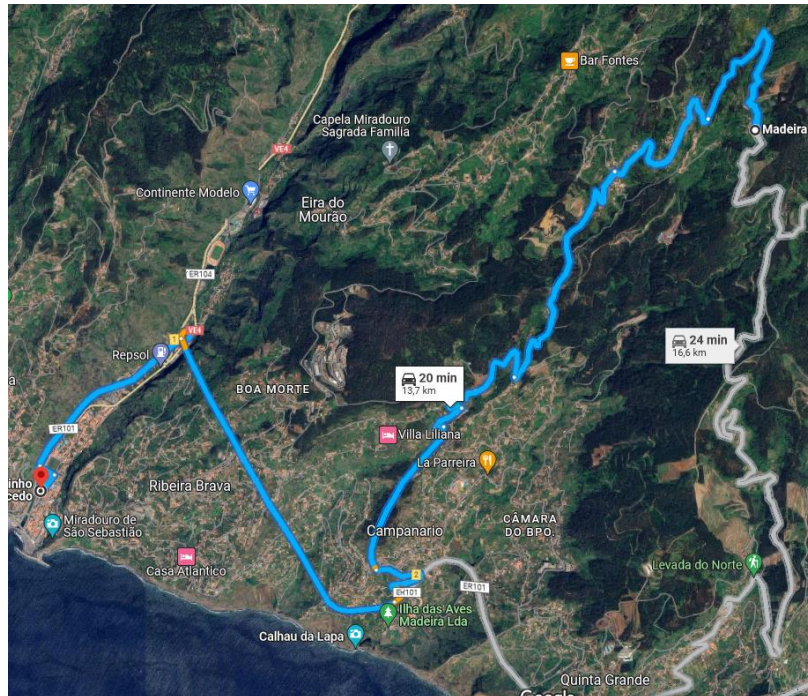
The practice of Taxi sharing in Madeira (Ribeira Brava) has existed for over half a century and has been a way of saving resources and reducing the environmental impact of individual transport.

In Ribeira Brava a group of 7 taxis with capacity for 8 passengers each organize shared trips to the most common destinations in peak hours.

The companies use a cell phone that allows users to request a shared taxi, knowing that it will be a shared service.

Users can also choose the most convenient pick-up and drop-off point for them, within an area delimited by the company.

The fare is based on what would be charged for regular public transport and it is cheaper than the normal fare for an individual taxi.





Public transport in Touristic destinations

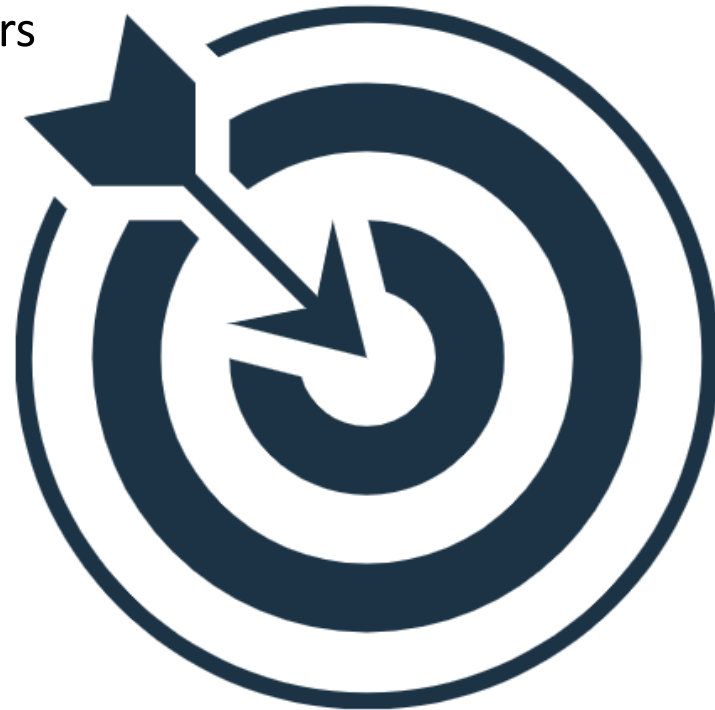
The lesson of Madeira Island



Integrated approach to promote PT

Reorient information approach and define new business models:

1. Focus on Customer segments;
2. Define Value Proposal
3. Define Channels
4. Establish Customer Relationships
5. Define Key activities
6. Define Key partners



- ✓ Cross sector business partnerships to establish win-win agreements to promote sustainable transport modes;
- ✓ Focused communication campaigns during big events;
- ✓ Focused communication campaigns and activities with schools;
- ✓ Tariff reduction;
- ✓ PT booster campaigns, contests;

Cross sector business partnerships to establish win-win agreements to promote sustainable transport modes

Hoteliers as PT ambassadors



- Stakeholders involvement;
- Provide foreign language courses;
- Provide training to hotels reception staff - PT specific information, on how to use the new travel information tool, paper guides, brochures, etc.;
- Encourage hotel staff to promote PT (the tourist kit).
- Tourists are more satisfied with the service and using more PT for their travels.

Ticket Type	Price (€)
1 Dia/Day	5
3 Dias/Days	12
5 Dias/Days	17
7 Dias/Days	22

Hotels and businesses were very receptive to this approach. Tourism stakeholders understood the economic value of a city improving the tourist experience, specifically through sustainable mobility.

Cross sector business partnerships to establish win-win agreements to promote sustainable transport modes

Partnerships with businesses to promote the use of PT – Public Transport Friend initiative



Businesses responded well to the economic potential of such collaboration, notably due to the potential of additional customers.

- Stakeholders involvement;
- Establish cross sectorial business partnerships to establish agreements and incentives/discounts to promote PT.
- 27 businesses are part of the initiative.

Focused communication campaigns during big events

Goal: To promote the use of public transport;
 To reduce the use of private modes;
 To reduce the congestion situations during big events.

Approach: Targeted promotional material (hotels, streets, buses, PT kiosks);
 Tickets with special prices;
 Reinforce of the service

GO TO THE FLOWER FESTIVAL BY BUS
 02 - 26 MAY 2019

TICKETS - URBAN SERVICE:

1 Day	€5
3 Days	€12
5 Days	€17
7 Days	€22

HOVARIOS

ARRAIAL DO MONTE SPECIAL SERVICE
 14 | 15 AUGUST 2019

TICKETS

ADULT	CHILDREN (4-12)
€1,80	€3,30
FREE	FREE

HOVARIOS

FESTIVAL do ATLANTICO ATLANTIC FESTIVAL Pyromusical Shows
 Saturdays of June, at 10:30 p.m.

TICKETS

1 Day	€5
3 Days	€12
5 Days	€17
7 Days	€22

HOVARIOS

GO TO THE CARNIVAL FESTIVAL BY BUS

02 MARCH 2019 CARNIVAL PARADE
 05 MARCH 2019 TRAPALHÃO PARADE

SPECIAL PRICE ROUND-TRIP TICKET (per day)

ADULT	€2,50
CHILDREN (6-12)	FREE

HOVARIOS

ESTE ANO VAMOS JUNTOS

23 DEZ BILHETE €2,00

SERVIÇO URBANO Crianças (até aos 12 anos) Gratuito

GANHE UM +10€

Passatempo em www.horariosdofunchal.pt/EstesAnoVamosJuntos

HOVARIOS

Focused communication campaigns and activities with Schools

“By bus to school” Campaigns

Promotional campaigns with students. Raise awareness towards a sustainable urban mobility behaviour (participation of about 140 teachers and 400 pupils, in 13 schools).



“By bus to the university” Campaign

Promote the use of PT within university students as to promote a new product that was launched in April 2018, the Sub23 Pass specific for students. The product intended to provide a benefit to all Higher Education students who are up to and including 23 years old

De carreira à ESCOLA

Compra o teu passe

Passes Social Estudante (€22)

Faz o download da app IF Bus



De carreira ao ENSINO SUPERIOR

Compra o teu passe sub23

Descontos



Comprehensive communication tools Tourists and residents

TOP 5

URBAN TICKETS 1 Day €5 / 3 Days €12 / 5 Days €17 / 7 Days €22
Children under 8 years old travel for free

Line 1 Jardim Botânico + Monte

Line	From	To	Frequency
1	Jardim Botânico	Monte	Every 15 minutes

Line 2 Palheiro Gardens + Fortaleza da Fica

Line	From	To	Frequency
2	Palheiro Gardens	Fortaleza da Fica	Every 15 minutes

Line 3 Jardim Botânico + Monte

Line	From	To	Frequency
3	Jardim Botânico	Monte	Every 15 minutes

Line 4 Jardim Botânico + Monte

Line	From	To	Frequency
4	Jardim Botânico	Monte	Every 15 minutes

Line 5 Jardim Botânico + Monte

Line	From	To	Frequency
5	Jardim Botânico	Monte	Every 15 minutes

City line

NOVOS MINI AUTOCARROS ELÉTRICOS

Até ao dia 25/09/2019 viaje gratuitamente nas carreiras 05 e 05A

A Horários do Funchal - Transportes Públicos, S.A., reforça a sua aposta ambiental, contribuindo para uma cidade mais limpa, com menos ruído e mais amiga do ambiente. Com a introdução dos novos mini autocarros 100% elétricos, as viagens das carreiras 05 e 05A, serão mais suaves e ecológicas. De salientar ainda que estes veículos encontram-se preparados para o transporte de pessoas com mobilidade reduzida, com espaço destinado a uma cadeira de rodas.

PERCURSO:

05 Linha Cidade
A carreta 05 tem duas variantes, Variante 1 - Paróquia do Espírito Santo e Horta da Moura e Variante 2 - Paróquia do Espírito Santo e Cruzes.

05A Linha Parque
A carreta 05A percorre Zona Velha do Castelo com paragem aos pontos Mac. Arménia da Habitação, até ao Largo da Paz, na direção sul e a paragem Inverno LTB, contra o fluxo, algumas viagens vão Terminal do Porto do Funchal (Porto Novo).

PARAGENS:
Basta levantar a mão para o mini autocarro elétrico parar e embarcar, não se tem que pagar nada.

TARIFAS:
São gratuitas as linhas Cidade todas as idas de domingo em qualquer hora do dia, além da possibilidade de adular a bordo o bilhete de 1 dia.

Horário	Paróquia do Espírito Santo (Vinte e Um)	Cruzes (Vinte e Dois)
05:45	05:45	05:45
06:25	06:10	06:10
09:10	08:50	08:50
10:30	10:10	10:10
11:00	10:45	10:45
11:40	11:20	11:20
12:25	12:05	12:05
13:15	12:55	12:55
13:55	13:35	13:35
14:35	14:15	14:15
15:15	14:55	14:55
16:55	16:35	16:35
17:15	16:50	16:50
18:20	18:00	18:00
	18:20	18:20
	18:40	18:40
	17:00	17:00
	17:40	17:40
	18:20	18:20
	18:50	18:50
	19:20	19:20
	19:50	19:50

atua também nos pontos de paragem do Terminal do Porto do Funchal (Porto Novo) e no Largo da Moura e Terminal Porto do Funchal (Porto Novo).

HOÁRIOS
05 LINHA CIDADE
05A LINHA PARQUE

Tour suggestions

URBAN SERVICE SERVIÇO URBANO

TOUR SUGGESTIONS SUGESTÕES DE PERCURSO

Bus departures from Funchal Centre
Partidas do centro do Funchal

Complete schedules of all public transport routes are available in our website.
Os horários completos das carreiras podem ser consultados no nosso website.

Departure/Partida
Bus stop/Paragem 21 Janeiro, 519
Bus route/Carreira 101
Turismo/Montes

Departure/Partida
Bus stop/Paragem Rua Artur Sousa
Praça 10
Bus route/Carreira 101
Turismo/Montes

Departure/Partida
Bus stop/Paragem Palácio 5
Lorenço 101
Bus route/Carreira 101
Turismo/Montes

Departure/Partida
Bus stop/Paragem Praça 190
Bus route/Carreira 101
Turismo/Montes

Visit Funchal

TOUR PERCURSO 4. €4,20

Funchal Centre + Jardim Botânico + Monte + Funchal Centre

Departure/Partida
Bus stop/Paragem Largo Paços do Concelho, 120 (05:00)
Bus route/Carreira 05 (05:00)

Horários	Jardim Botânico	Monte
05:00 (05:00)	05:00 (05:00)	05:00 (05:00)
05:20 (05:20)	05:20 (05:20)	05:20 (05:20)
05:40 (05:40)	05:40 (05:40)	05:40 (05:40)
06:00 (06:00)	06:00 (06:00)	06:00 (06:00)
06:20 (06:20)	06:20 (06:20)	06:20 (06:20)
06:40 (06:40)	06:40 (06:40)	06:40 (06:40)
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07:20 (07:20)	07:20 (07:20)	07:20 (07:20)
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09:20 (09:20)	09:20 (09:20)	09:20 (09:20)
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13:20 (13:20)	13:20 (13:20)	13:20 (13:20)
13:40 (13:40)	13:40 (13:40)	13:40 (13:40)

Jardim Botânico
More than 2.000 exotic plants from all over the world are quite at home in the 35.000 square metres of grounds. Whether you are a nature lover, botanist or just a visitor, come to the garden for a world tour of the plant kingdom and a visit to the Natural History Museum and the Herbarium. The garden is open every day from 9 a.m. to 6 p.m. (last admission at 5.30 p.m., Closed 25th December).

Monte
The church of Monte was built in the XVII century on the foundations of the old chapel XV century. In 1746, an earthquake left the new church quite damaged, and thereafter was rebuilt in 1816. In the main altar, one can find the image of Nossa Senhora do Monte, venerated since the beginning of the settlement of Madalena. A side chapel contains the tomb of Emperor Charles of Austria, Hungary and Bohemia, who came to Madalena in 1581 after being exiled.

Jardim Botânico
A gruta de Nossa Senhora do Monte foi construída no séc. XVII sobre as ruínas da primitiva capela do séc. XV. Em 1746 um terremoto deixou a igreja danificada, sendo só reconstruída em 1816. No altar maior encontra-se a imagem de Nossa Senhora do Monte, venerada desde o princípio do povoamento da ilha de Madalena. O túmulo de Carlos Alberto, Imperador do Austro, da Hungria e da Boémia, exilado em 1581 na Madalena, encontra-se numa capela lateral. No dia 15 de agosto celebra-se o dia de Nossa Senhora do Monte, padroeira da Diocese e da cidade do Funchal.

Enclosure or shrine today is also 09:00 to 18:00 (last admission at 17:30). Enclosed also 25 de December.

April 2019 the Regional government decided to reduce the price of the monthly passes in order to increase affordability

Monthly passes reduction:

- Urban pass started to cost **€30** instead of €45.80,
- Interurban pass costs **40€** as opposed to between €57 and €130.



PT Booster activities

Contests

Initiatives with children's

Drawing contests



Mousepad with the drawing winners



Valentines day



Carnival



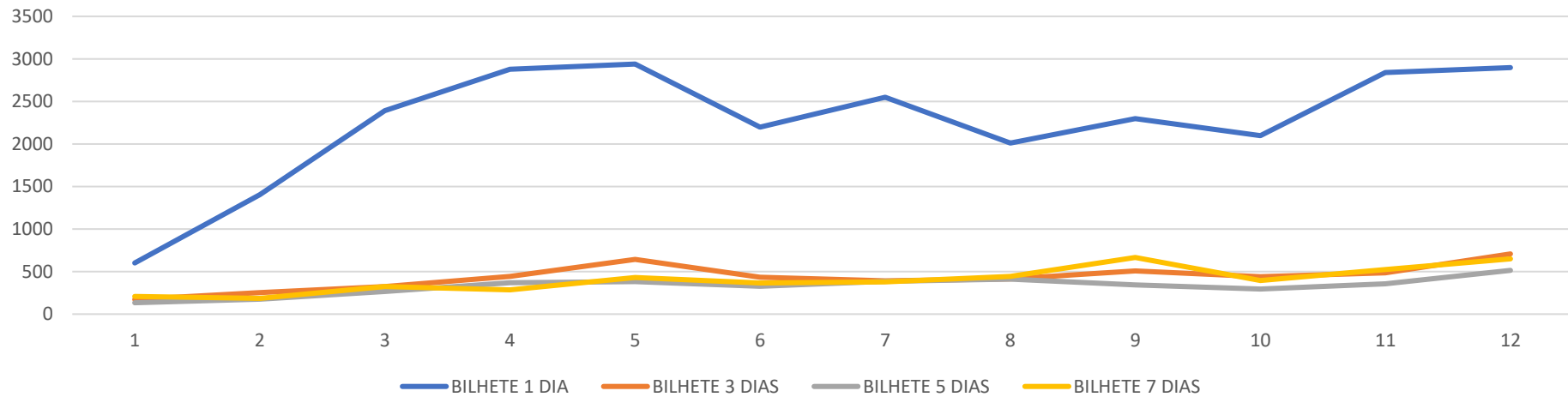
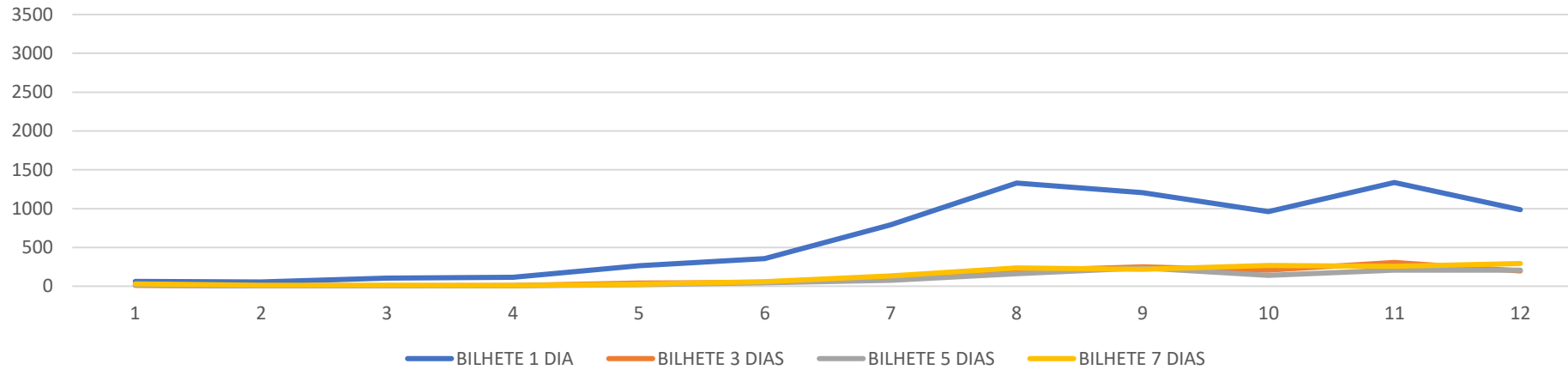
Bring a friend campaign



Gift check



QUANTITATIVE RESULTS



1 day ticket raise up (direct effect of the improved promotion at the touristic location)
Multidays with interesting trend (direct effect of the improved promotion before travel)

Thank you,
CALHETA, MACHICO and RIBEIRA BRAVA for joining us in this event!
Welcome!



Conclusion

Most successful: It was achieved mobility behavioural change towards sustainable transport options, more specifically, towards public transport, between residents, tourists and students.

The main lesson learned: Necessary to have the right involvement of all stakeholders using tailor made participatory methodologies.

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