

Mobility in tourism regions - Analysis of the current situation

Checklist Information and Communication

Strategic integration of climate-friendly mobility in marketing

Integrate climate-friendly mobility into the destination's communication/marketing concept

already exists

good

rather poor

expansion/improvement desired

does not yet exist

should be implemented

need more information

implementation not sensible

Notes

Tourism businesses with a climate-friendly focus (with sustainable mobility as an integral part)

already exists

good

rather poor

expansion/improvement desired

does not yet exist

should be implemented

need more information

implementation not sensible

Notes

Checklists available at: <https://www.klimaaktiv.at/service/tools/mobilitaet/checklist-tourismus-mobilitaet.html>

This checklist was developed by the Federal Ministry of Climate Action, Environment, Energy, Mobility, Innovation and Technology of the Republic of Austria. It is part of a set of five checklists on sustainable tourist mobility. In order to make the checklists accessible to tourism and mobility stakeholders in rural communities in other countries, they were translated into English during the SMARTA-NET project and slightly supplemented to also meet the needs of coastal regions. We recommend to use the checklists together with the "Guidance on Sustainable Mobility in rural tourism communities" that was developed by the NIT – Institute for Tourism Research in Northern Europe (seated in Kiel/Germany) and can be found at https://www.smarta-net.eu/guidance_documents/. SMARTA-NET is an initiative of the European Commission, under DG MOVE that aims to promote sustainable and resilient mobility connections between rural areas, within remote areas such as islands, and between remote rural areas (including isolated regions) and urban areas, taking into account the need to support ecotourism. For further information see www.smarta-net.eu.

Easily accessible information on climate-friendly mobility for holiday planning

Focus on climate-friendly topics (e.g. nature-based tourism, relaxation, winter hiking) and development of suitable offers (e.g. activity programme coordinated with bus stops and arrival times)

already exists	does not yet exist
good	should be implemented
rather poor	need more information
expansion/improvement desired	implementation not sensible

Notes

Image, video and text material on climate-friendly mobility for inspiration

already exists	does not yet exist
good	should be implemented
rather poor	need more information
expansion/improvement desired	implementation not sensible

Notes

Comprehensive travel and transfer information for public transport / car-free travel options

already exists	does not yet exist
good	should be implemented
rather poor	need more information
expansion/improvement desired	implementation not sensible

Notes

Integration of public transport timetable information and route planners as an input mask on the website, direct link to transport companies

already exists

good

rather poor

expansion/improvement desired

does not yet exist

should be implemented

need more information

implementation not sensible

Notes

Additional information on demand-responsive / non-route-based transport services

already exists

good

rather poor

expansion/improvement desired

does not yet exist

should be implemented

need more information

implementation not sensible

Notes

Information about other mobility offers on site (to ensure mobility guarantee)

already exists

good

rather poor

expansion/improvement desired

does not yet exist

should be implemented

need more information

implementation not sensible

Notes

Information about (sports) equipment rental on site to make travelling by public transport easier

already exists

good

rather poor

expansion/improvement desired

does not yet exist

should be implemented

need more information

implementation not sensible

Notes

Information on luggage transport and storage (e.g. for temporary storage after check-out)

already exists

good

rather poor

expansion/improvement desired

does not yet exist

should be implemented

need more information

implementation not sensible

Notes

Phone hotline for questions about travelling and on-site mobility

already exists

good

rather poor

expansion/improvement desired

does not yet exist

should be implemented

need more information

implementation not sensible

Notes

Cost transparency and highlighting price advantages when travelling by public transport

already exists	does not yet exist
good	should be implemented
rather poor	need more information
expansion/improvement desired	implementation not sensible

Notes

Guest card incl. public transport and other climate-friendly mobility offers - send in advance for arrival

already exists	does not yet exist
good	should be implemented
rather poor	need more information
expansion/improvement desired	implementation not sensible

Notes

Visualisation of 'climate-friendly mobility' and comprehensive information on site

Guest card with information brochure, in which mobility offers are (also) presented

already exists	does not yet exist
good	should be implemented
rather poor	need more information
expansion/improvement desired	implementation not sensible

Notes

Branded (e-)vehicles for shuttles with messages such as 'Climate-friendly on the road' / 'Holiday from the car'

already exists

good

rather poor

expansion/improvement desired

does not yet exist

should be implemented

need more information

implementation not sensible

Notes

Public transport timetable information and timetable or contact information for additional services, e.g. on-call buses, shared taxis (also as a leaflet/brochure to put in your pocket)

already exists

good

rather poor

expansion/improvement desired

does not yet exist

should be implemented

need more information

implementation not sensible

Notes

Information folder on mobility offers in the hotel room (if necessary, provision of materials/text modules by the destination)

already exists

good

rather poor

expansion/improvement desired

does not yet exist

should be implemented

need more information

implementation not sensible

Notes

Apps (e.g. interactive map, augmented reality, QR code scanner, possibly including booking option for on-demand transport)

already exists	does not yet exist
good	should be implemented
rather poor	need more information
expansion/improvement desired	implementation not sensible

Notes

Central contact point for mobility information for the entire destination (e.g. information centre, mobility centre, contact person for mobility issues in the accommodation establishment, mobility hotline, ...)

already exists	does not yet exist
good	should be implemented
rather poor	need more information
expansion/improvement desired	implementation not sensible

Notes

Competent advice in the accommodation establishments on the use of mobility services (public transport, bike hire, car sharing, etc.)

already exists	does not yet exist
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Notes

Own ideas