



InnovaSUMP

Interreg Europe



European Union
European Regional
Development Fund

Tourism destinations SUMP

Giorgia Rambaldi

Municipality of Ravenna

giorgiarambaldi@comune.Ravenna.it



Europe, the world's No 1 tourist destination

“Tourism is a major economic activity with a broadly positive impact on economic growth and employment in Europe. It is also an increasingly important aspect in the life of European citizens, more and more of whom are travelling, either for leisure or business.

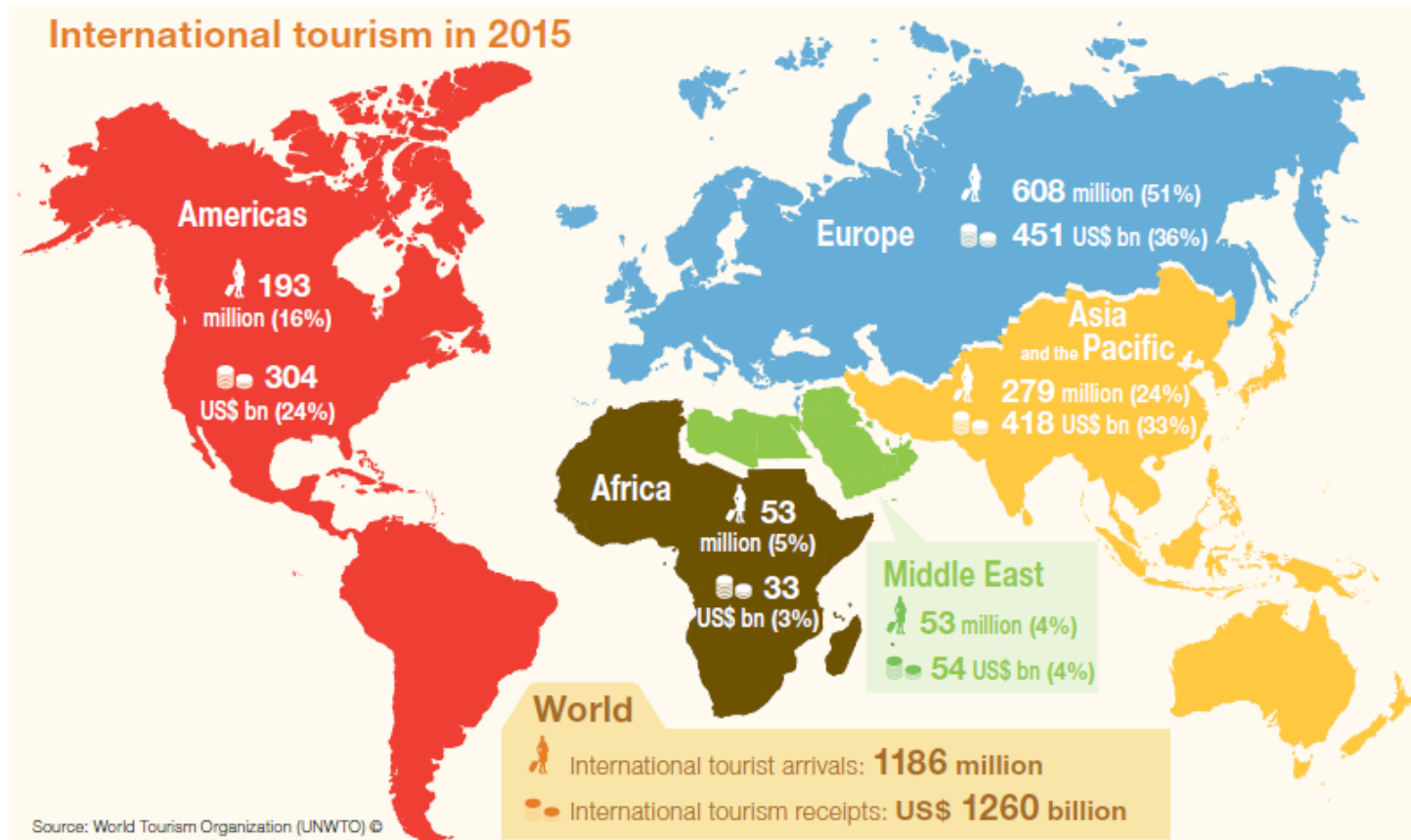
As an activity which impinges on cultural and natural heritage and on traditions and contemporary cultures in the European Union, tourism provides a textbook example of the need to reconcile economic growth and sustainable development, including an ethical dimension.”

“Europe, the world's No 1 tourist destination – a new political framework for tourism in Europe”

Communication from the Commission to the European Parliament, the Council, the European Economic and Social Committee and the Committee of the Regions Europe

Tourism in Europe

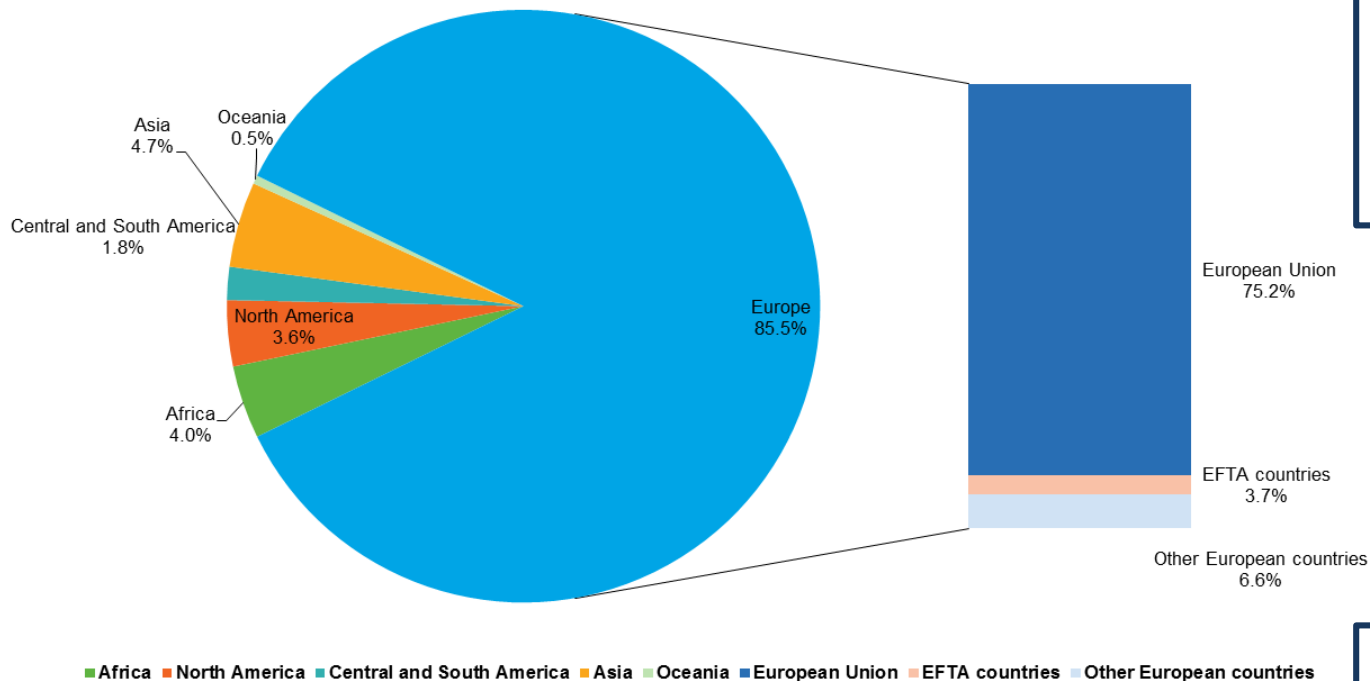
- Europe was the fastest growing region in absolute terms



- International tourist arrivals in Europe grew by 5% in 2015
- 608 million, over half the world's total (51%).
- 27 million more tourists than in 2014.

Tourism: Where?

Share of world destinations for outbound trips of EU residents, EU-28⁽¹⁾, 2014, (%)



• EU on average: 75.0 % of all tourism trips in the country of residence

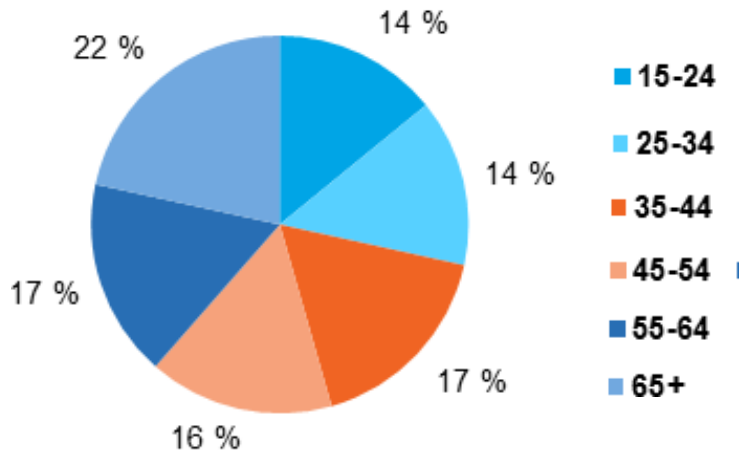
• Intra-EU attractions for personal trips of Europeans in 2013:

city: 52 %
seaside 36 %
countryside 23 %
mountains 17 %

Note: Due to rounding, deviation can occur between total and subtotals.
(¹) EU-28 aggregate calculated using 2013 data for the United Kingdom.

Tourism: Who?

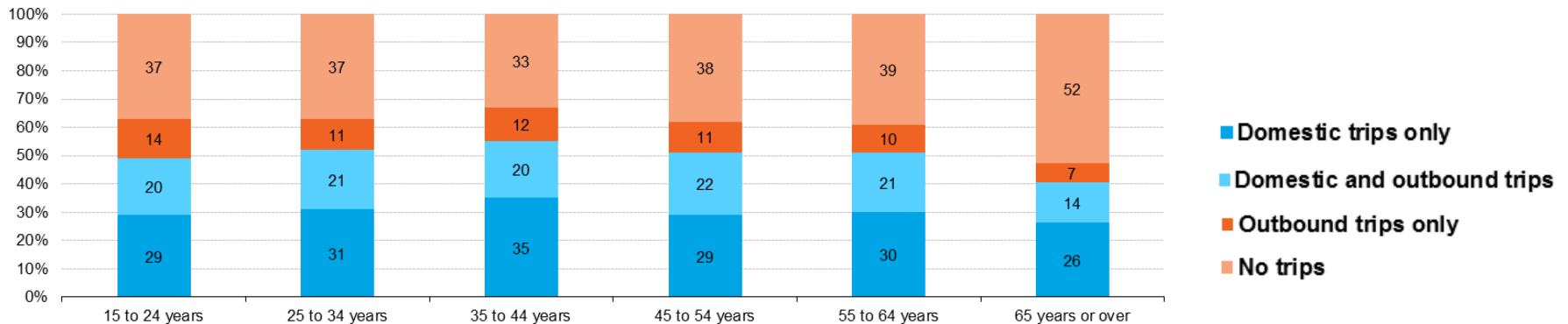
Share of different age groups in the total number of tourism nights spent by EU residents, EU-28, 2014



- 37 % of all tourism nights in 2014 were spent by Europeans aged 55 or more.

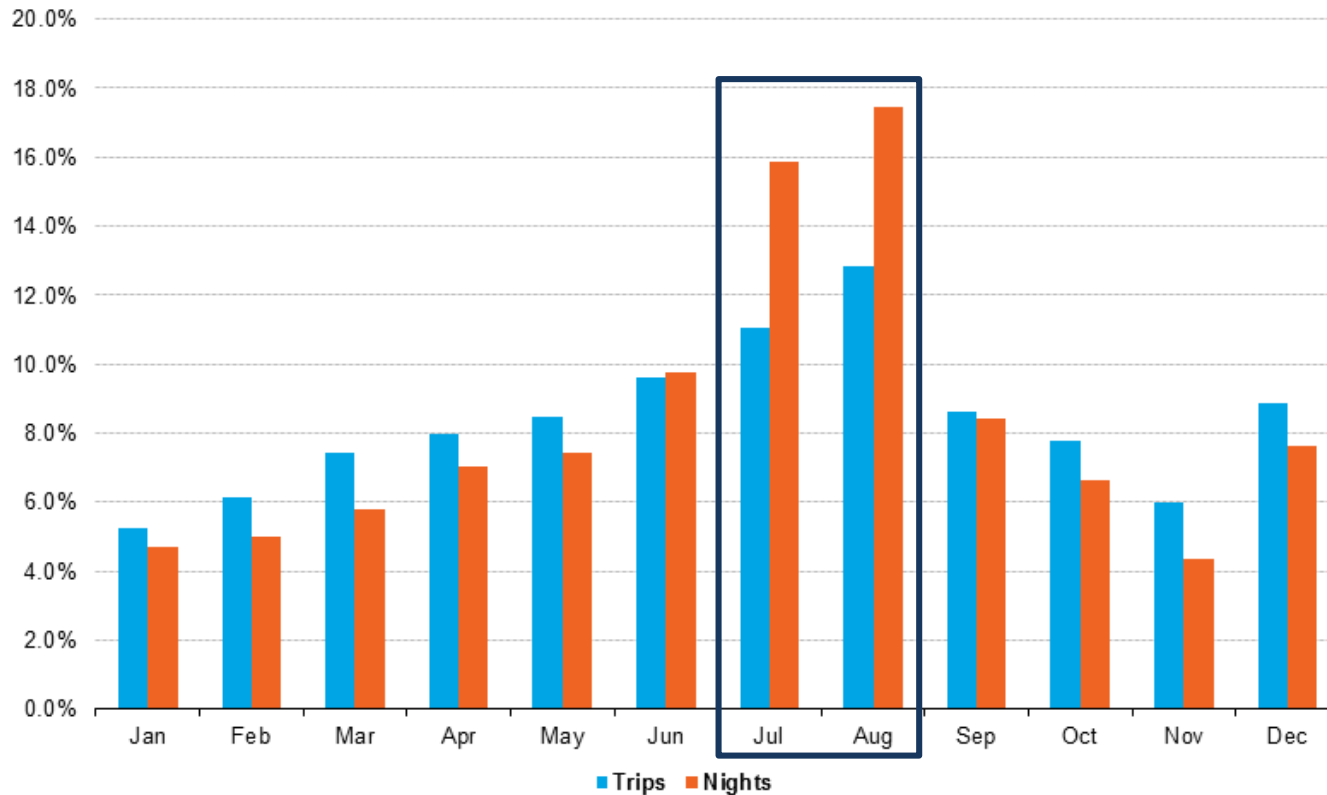
- 40 % of all tourism nights spent outside the summer peak months were spent by Europeans aged 55 or more

Share of the EU population participating in tourism, by age group and destination, EU-28, 2014 (%)



Tourism: When?

Monthly⁽¹⁾ share of trips and nights spent of EU residents, EU-28⁽²⁾, 2014 (% of the 12 months)



- Seasonality
- Peak months: July-August
- Longer stay: July-August, more nights than trips

(¹) Trips which started in 2013 and ended in 2014, are included in the corresponding month of departure of 2014 (f.i. a trip that started in November 2013 and ended in January 2014 is included in November 2014).

(²) EU-28 aggregate estimated for this publication including 2013 data for the United Kingdom.

Tourism: How long?

Trips, nights spent and average length of trips made by EU residents by destination, 2014

Country of residence of the tourist	Total (Thousand)	Trips		Total (Thousand)	Nights		Average length of trips (Nights)		
		of which (%)			of which (%)		All trips	Domestic	Outbound
		Domestic	Outbound		Domestic	Outbound			
EU-28(*)	1 182 828	75.0	25.0	6 181 486	58.5	41.5	5.2	4.1	8.7

Tourism trips of residents (aged 15 years or more), 2014 YB16

	Number of trips (thousands)			Breakdown of all trips by destination and duration (%)				Share of the population (aged 15+) taking part in tourism trips for personal purposes (%)
	All trips	Short trips (1–3 nights)	Long trips (4+ nights)	Short domestic trips (1–3 nights)	Long domestic trips (4+ nights)	Short outbound trips (1–3 nights)	Long outbound trips (4+ nights)	
EU-28 (*) ^(*)	1 182 025	678 873	503 152	50.5	24.4	6.9	18.1	61.1

- Average length of trips: 5,2 nights
- 50,5% are domestic trips, up to three overnight stays

(*) Number of trips: estimate made for the purpose of this publication, compiled using the sum/average of the latest available data for the EU Member States.

(**) Share of the population (aged 15+) taking part in tourism trips for personal purposes: 2012.

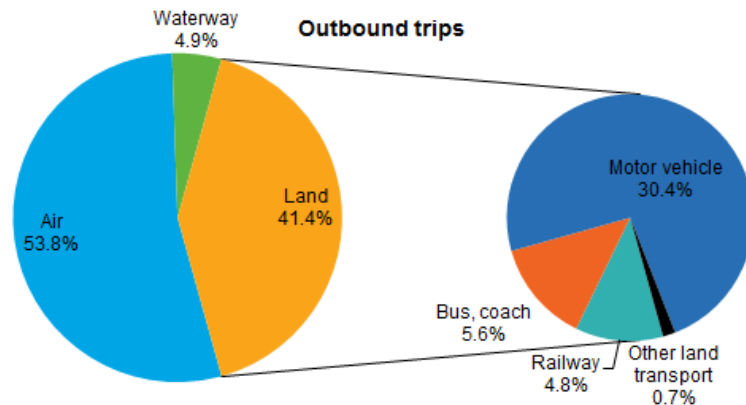
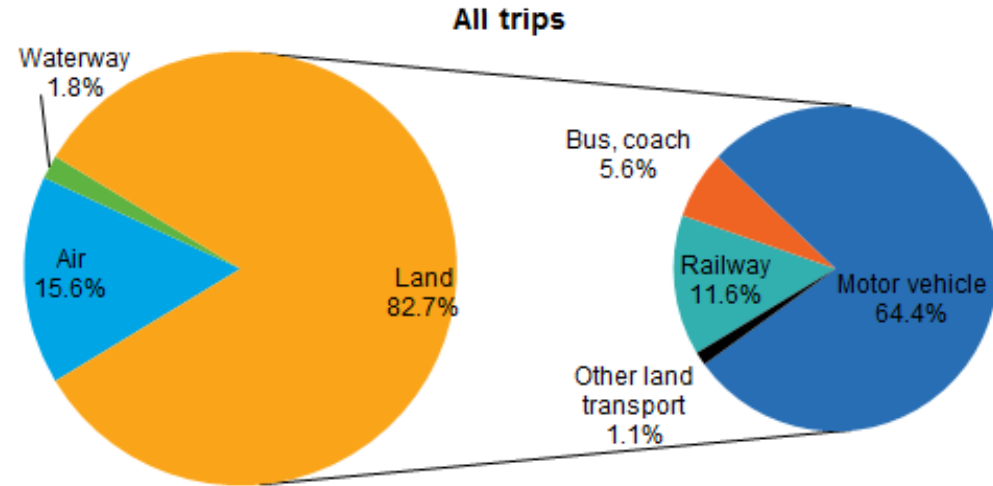
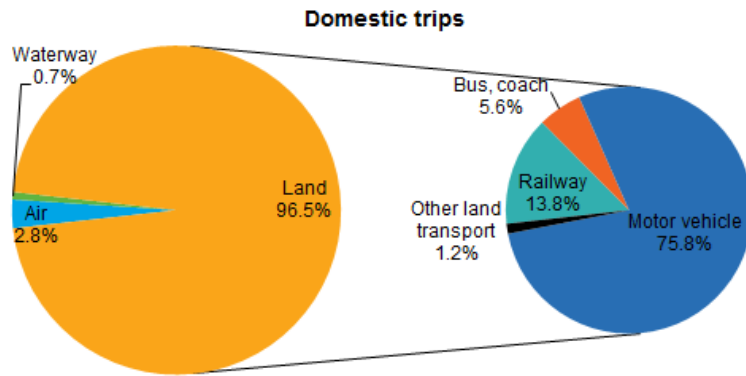
(*) Number of trips and breakdown of trips: 2013.

(*) Share of the population (aged 15+) taking part in tourism trips for personal purposes: 2013.

Source: Eurostat (online data codes: tour_dem_tttot and tour_dem_ttg)

Tourism: How?

Trips made by EU-28 residents by main means of transport, 2014



• 70% by Road:
64,4% Motor vehicle + 5,6% Bus

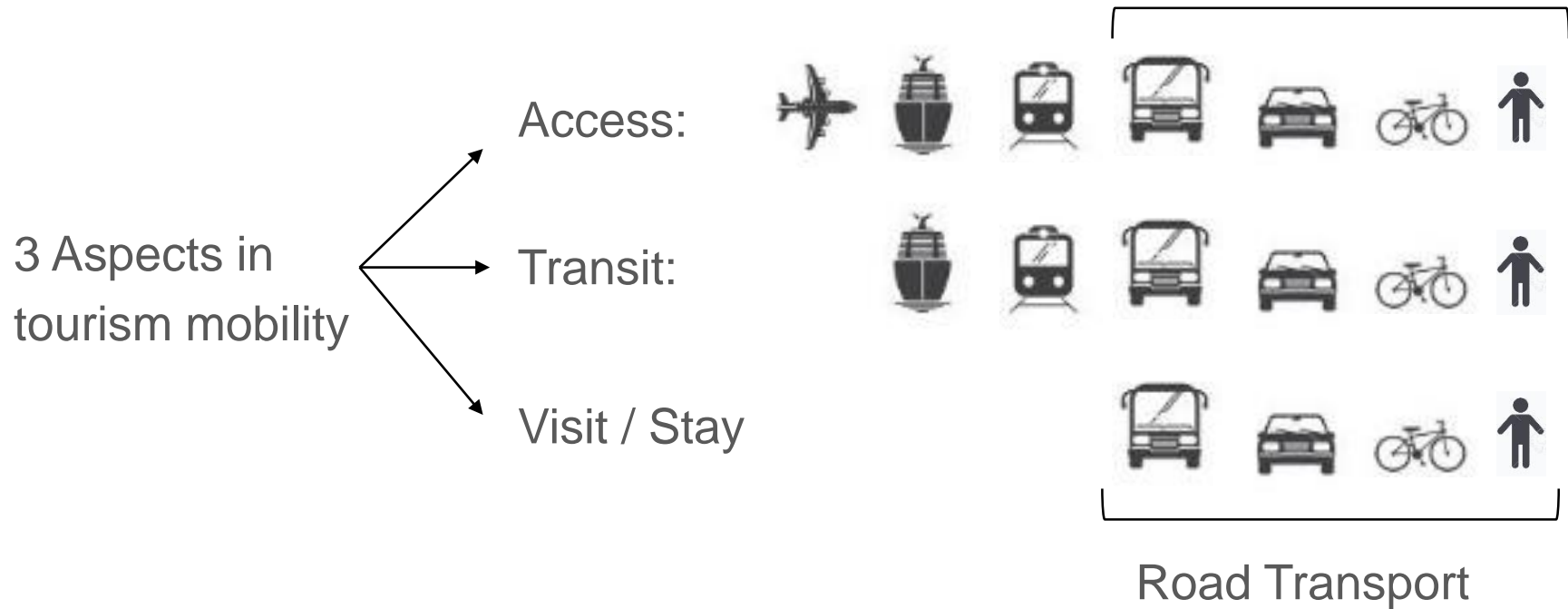
TOURISM AND MOBILITY

Tourism and mobility

Tourism and mobility are strictly connected:

- The moving from the usual residential place for leisure or entertainment represents the essential condition of tourism.
- Traditionally, tourism and transport have been considered separately and mobility has been seen as a prerequisite rather than an integral part of the tourist activity
- Rarely this connection has been investigated in tourist planning and in mobility planning.

Tourism and mobility

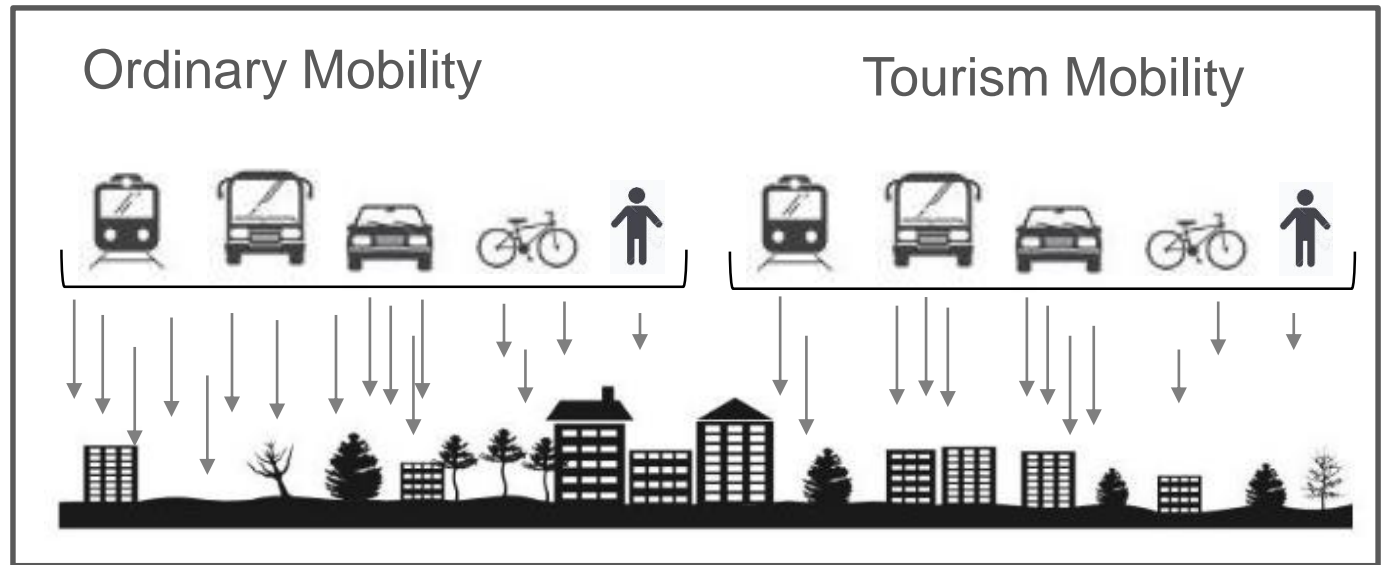


Tourism represents a factor of human and environmental pressure

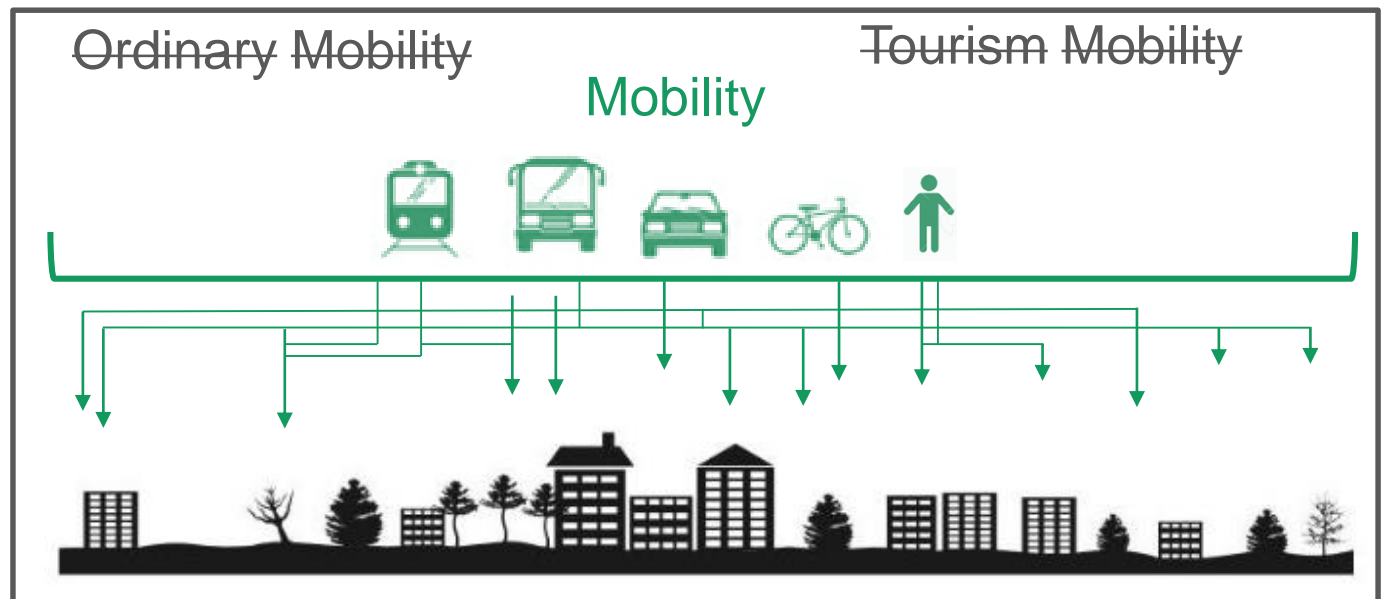
- Congestion
- Air, soil and water pollution
- Noise
- Low urban quality

Tourism and mobility

Traditional
planning
↓
Sum of
environmental
loads



Integrated
planning - SUMP
↓
Reduction of
environmental
loads



Mobility for citizens, Mobility for tourists: the SUMP as a synthesis

Standard Topics :

Public transport
Walking and cycling
Intermodality
Urban road safety
Road transport (flowing and stationary)
Urban logistics
Mobility management
Intelligent Transport Systems

Specific Topics :

+ Communication
+ City peculiarity
+ Target groups
+ Information

Mobility for citizens, Mobility for tourists: the SUMP as a synthesis

Standard Stakeholders :

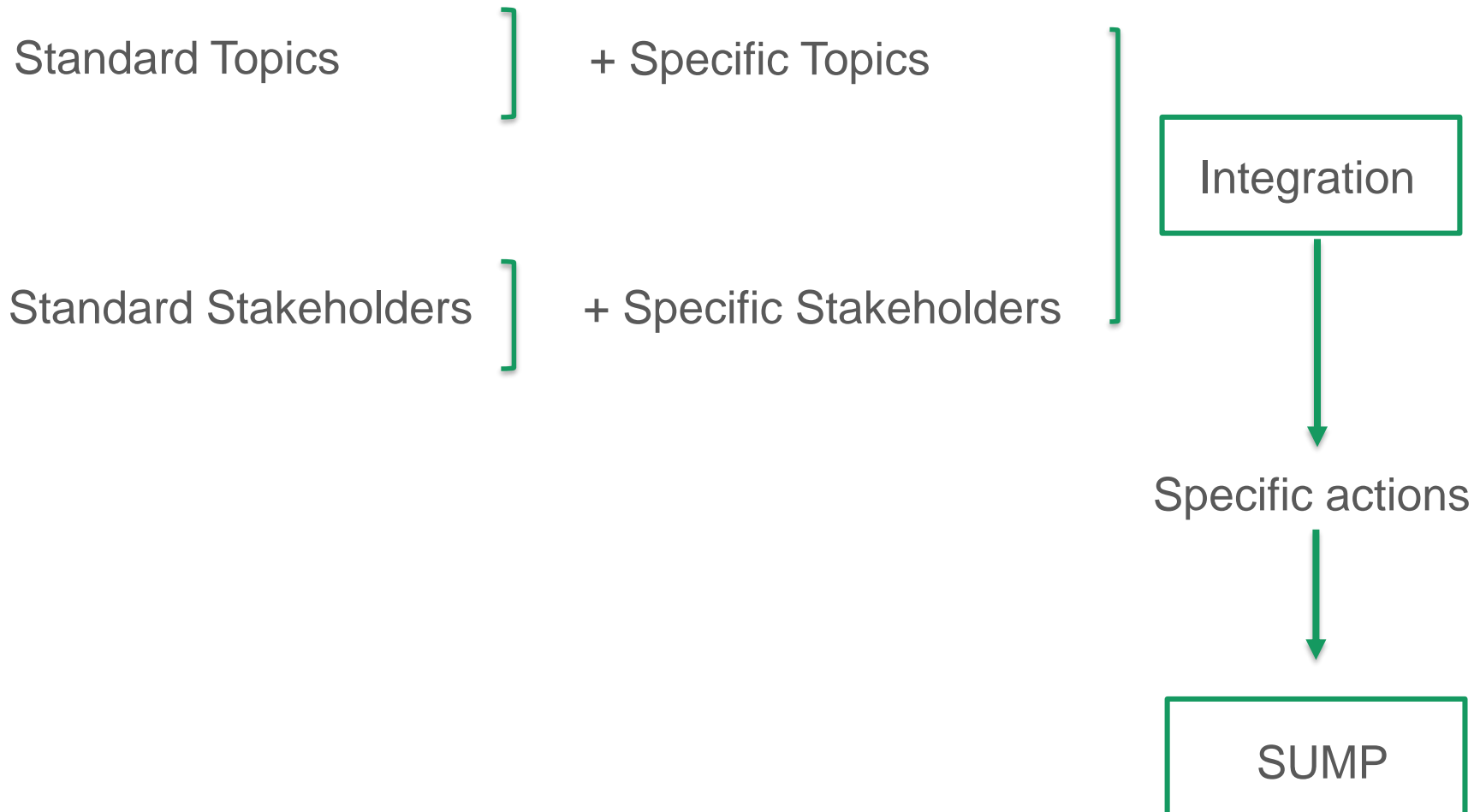
Public transport providers
Private transport providers
Citizens
Chamber of commerce
Neighbouring cities



Specific Stakeholders:

- + Destination management companies
- + Tour operators
- + Hotel associations
- + Shopkeepers
- + Delivery services

Mobility for citizens, Mobility for tourists: the SUMP as a synthesis



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Thank you!



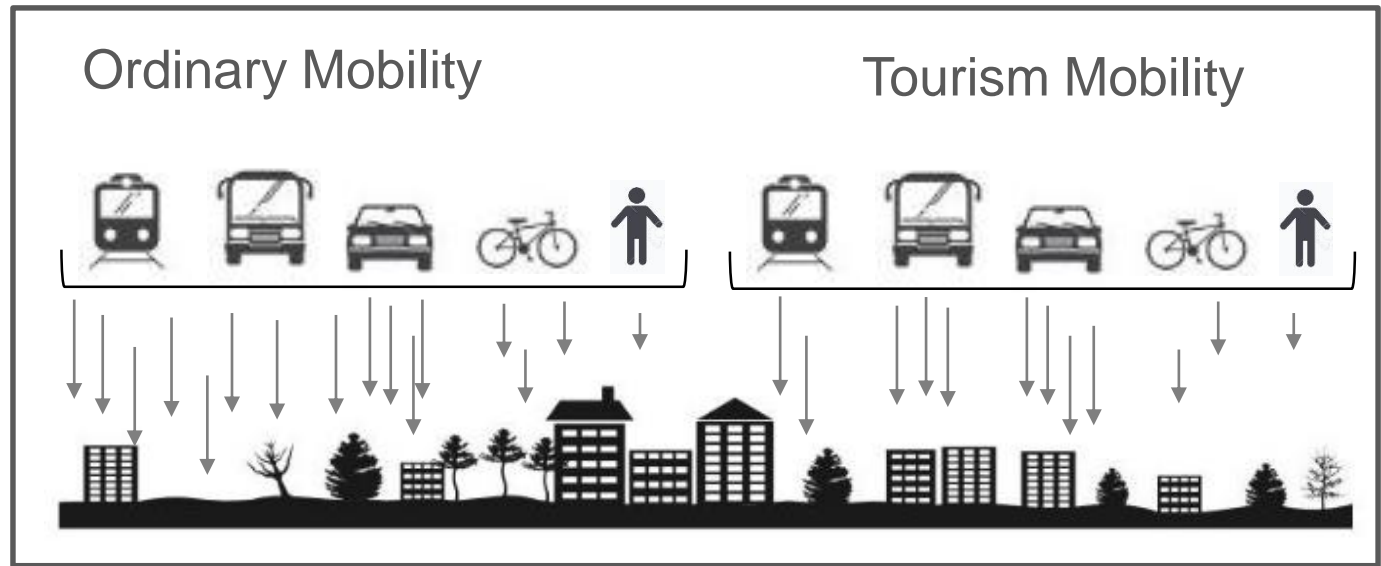
Questions welcome



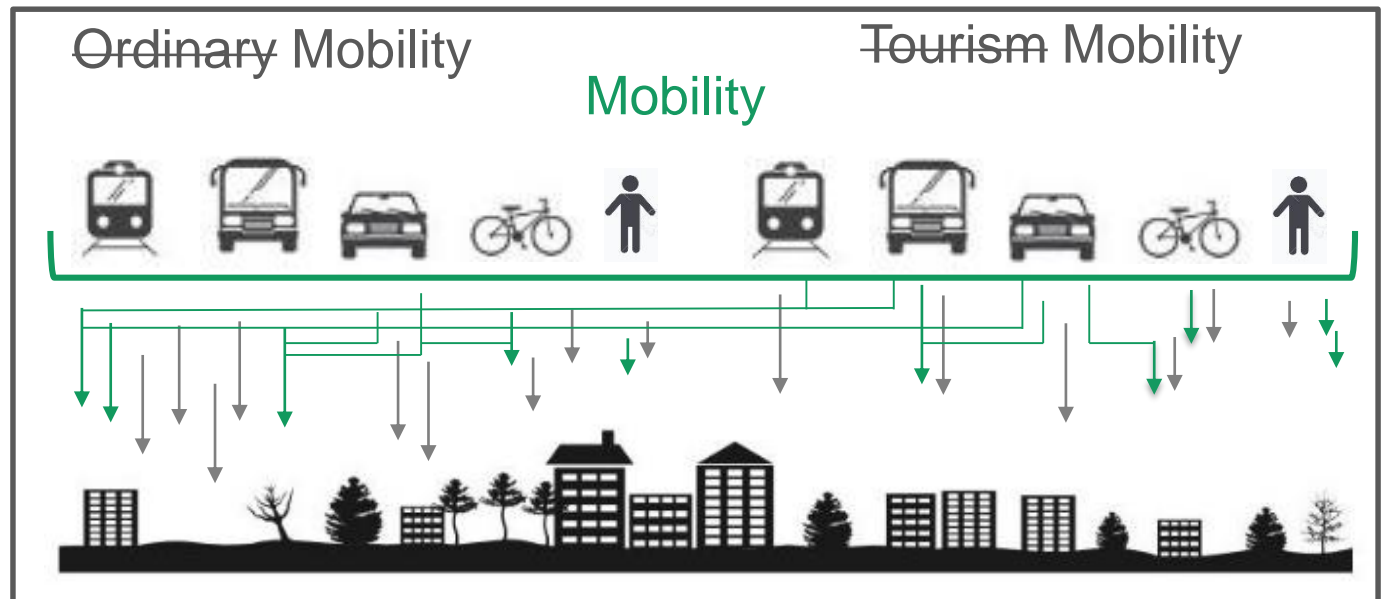
Projects media

Tourism and mobility

Traditional
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Sum of
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loads

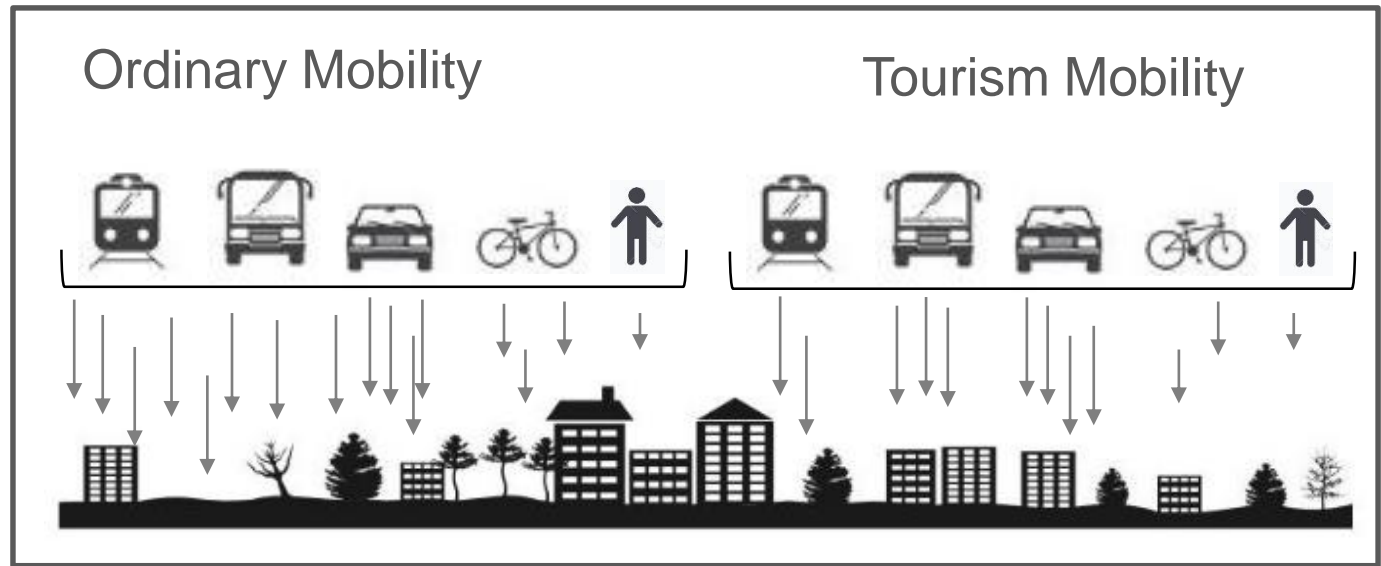


Integrated
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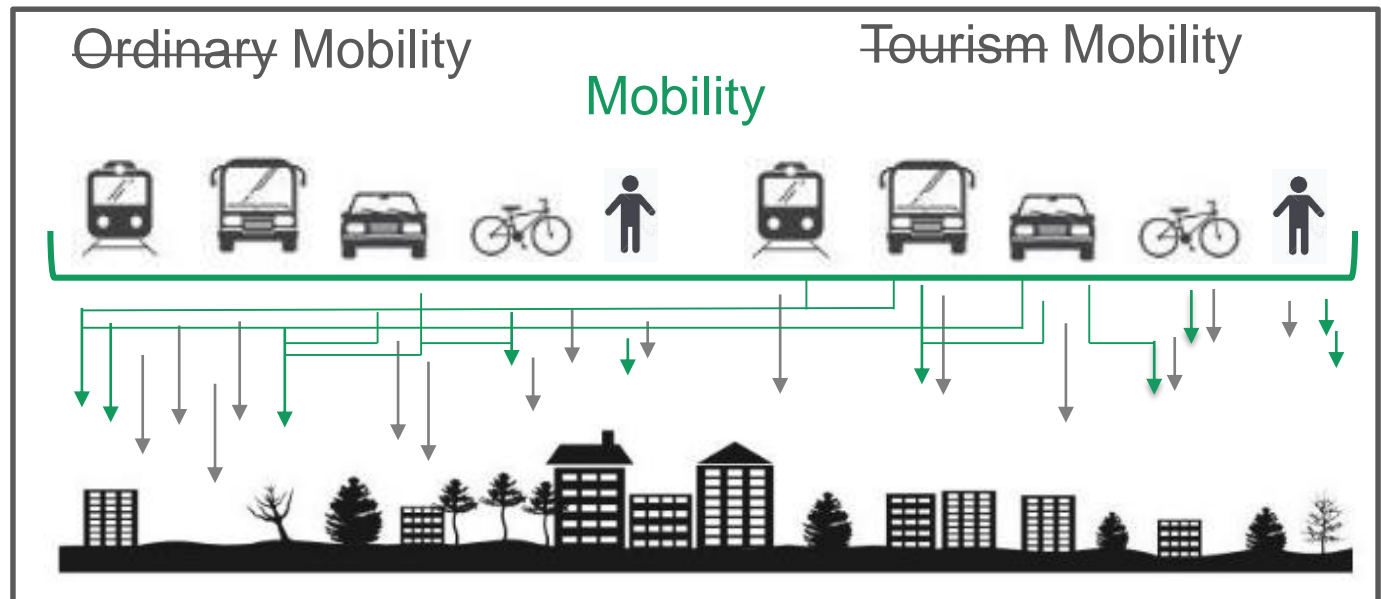


Tourism and mobility

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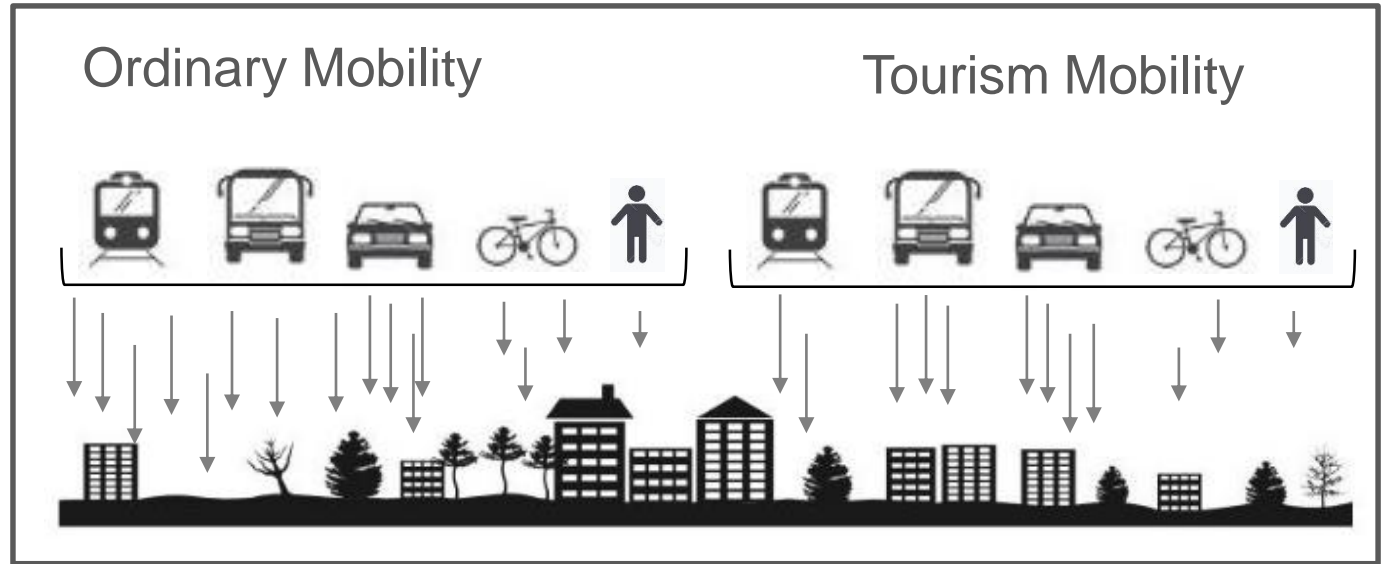


Tourism and mobility

Traditional
planning



Sum of
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Integrated
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Reduction of
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