



European Union
European Regional
Development Fund

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



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DESTI-SMART can be considered a pilot project, as it intends to integrate both transport and tourism aspects into urban planning processes and examine these sectors' interrelation and effects in the participating destinations. Thus, we feel honoured to lead such an important project with such a strong partnership scheme, comprising of organisations and experts with great experience in the field of Transportation and Tourism.

Even though many innovative methodologies have been implemented in transport and tourism sectors and many countries have achieved great results so far, little effort have been put and progress made towards the merging of these methodologies into a holistic approach for transport and tourism planning.

Towards this direction, DESTI-SMART promotes the collaboration among different stakeholders in 9 European countries and enables sharing information on the four (4) key thematic of the project: **Intermodality, Accessibility, Electro – Mobility and Transit Systems, Cycling and Walking.**

We are certain that this collaboration will be significantly productive and through the exchange of know-how and learning from each other, all together will meet our individual objectives, as well as the main objective of our project.



METROPOLITAN
DEVELOPMENT
AGENCY
OF THESSALONIKI S.A.

Chrysostomos Kalogirou
Managing Director
MDAT
Greece

Launch Conference in Thessaloniki, Greece



The Launch Conference of the DESTI-SMART project successfully took place on 27th-28th September 2018 in the Council chamber of the Thessaloniki City Hall.

The Launch Conference coincided with the events for the World Tourism Day (WTM), organised by the United Nations World Tourism Organisation (UNWTO), for which DESTI-SMART was registered as a parallel action of WTD 2018.

DESTI-SMART is closely related to the 'Smart Destinations' initiative of UNWTO. The WTM theme for 2018 was 'Tourism and the Digital Transformation' which is linked to DESTI-SMART in terms of promoting the digital agenda for sustainable tourism mobility innovations in European destinations.



During the two-days meeting, the project partners had the opportunity to present the regions they wish to focus on during the project, as well as current tourism development resources and mobility systems. They also referred to their expectations from the project's implementation as well as their main priorities towards the achievement of sustainability in tourist destinations.

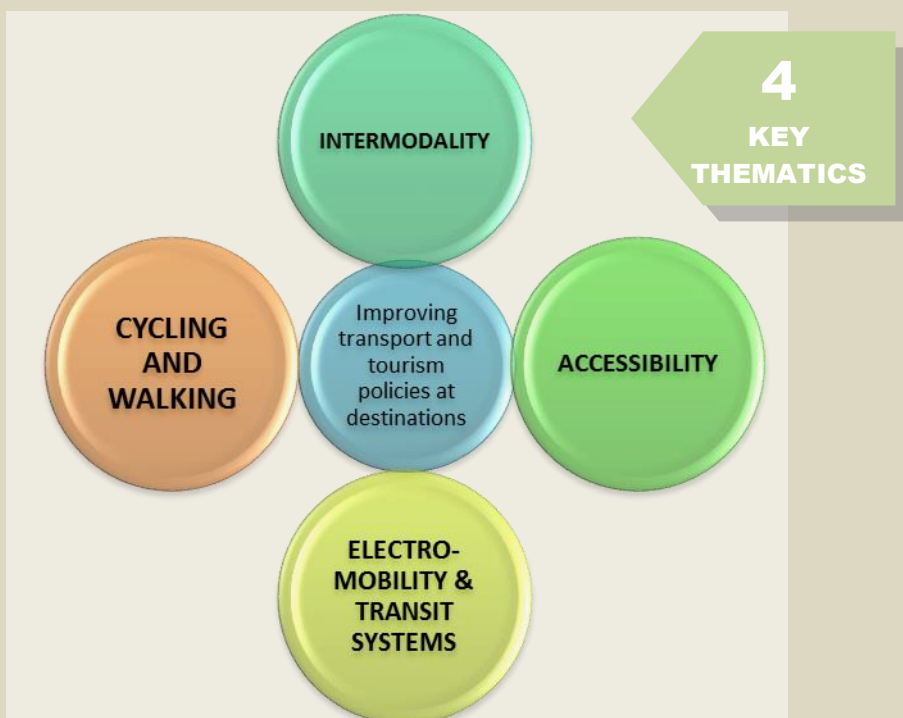


The Metropolitan Development Agency of Thessaloniki (MDAT) is an intermunicipal legal entity with 14 members, mostly Municipalities.

MDAT coordinates, designs and implements the "**Resilience Strategy of Thessaloniki**" in the context of the participation of the city in the 100Resilient Cities initiative pioneered by the Rockefeller Foundation for the development of urban resilience in the city of Thessaloniki.

MDAT carries out applied research on the pivotal problems of the local and regional government with an expertise in sustainable development, environment and infrastructure.

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.



First Stakeholder Groups meet in Pafos, Mallorca, Balaton, Thessaloniki, Hastings

Local and Regional Stakeholders met in 5 partner destinations during Semester 1



The first Stakeholder Group meetings of the partnership were held successfully during October and November 2018, in Pafos Cyprus, Mallorca Spain, Balaton Hungary, Thessaloniki Greece and Hastings United Kingdom.

Local and Regional policymakers as well as community and business stakeholders of the Transportation and Tourism sectors were involved in a learning process in which they were introduced to the project and its objectives. It was highlighted that their role is of great importance not only for the DESTI-SMART project implementation and for the achievement of the project's objectives, but also for their individual interests providing great opportunities for them. The four (4) key thematic of the project were discussed thoroughly and feedback from stakeholders was very positive and engaging, with actions to invite a wider number of stakeholders.

Stakeholders were invited to collaborate actively in the project and identify other stakeholders and actors of public and private interest which could contribute with their ideas and sources to the development of each partner's Action Plans in the framework of DESTI-SMART.

Thessaloniki GR 22 participants

Hastings UK 9 participants

Mallorca ES 7 participants

Lake Balaton HU 21 participants

Pafos CY 7 participants



DESTI-SMART at the World Travel Market in London

On November 6, 2018, DESTI-SMART project was represented in the World Travel Market Exhibition in London, at the stand of partner Pafos Regional Board of Tourism, Cyprus.

DESTI-SMART's presence in the World Travel Market 2018 Exhibition in London aimed to promote the issues that the project address, towards smart destinations:

- A. Investments in low-carbon transport systems for sustainable tourism mobility including e-Mobility
- B. Intermodality facilities for visitors inc. ICT, Apps and MaaS
- C. Accessible tourism for all, and
- D. Cycling and walking facilities for visitors.

THEMATIC WORKSHOP A

"LOW-CARBON TRANSPORT SYSTEMS FOR VISITORS AT TOURIST DESTINATIONS"



The 1st Thematic Workshop of the DESTI-SMART project, titled "Low-carbon transport systems for visitors at tourist destinations", took place on the 27th-28th of March 2019 in the Muriel Matters House, Hastings Borough Council in Hastings, UK. The Thematic Workshop A was organised by PP5 Hastings Borough Council with the contribution of the 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 low-carbon transport systems for visitors at partners' destinations.

Low-carbon transport systems introduction, investigation, including internalisation and reduction of external costs of transport for tourism and travel with low carbon travel solutions, Electro-Mobility options with inputs from other projects, such as InnovaSUMP (Interreg Europe), DESTINATIONS (Horizon 2020), SEEMORE, ECOTALE (INTERREG IVC) were among the topics that were discussed during the Workshop.

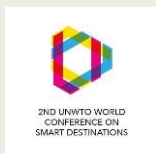
Discussions in four (4) small groups followed on a) implementation of low-carbon sustainable mobility options, b) on joint surveys with common methodology for travel behaviour research, c) on feasibility studies for low-carbon mobility options and transport systems and d) on policy change and potential actions for the Action Plans.

The main conclusion of the workshop was that the demand for and adoption of low-carbon and e-mobility systems will be dramatically increase by 2040. However these low-carbon and e-mobility systems are only one part of the solution to the problem of fossil fuels use and the CO2 emissions caused by transportation means. Significant effort has to be put to the promotion of cycling & walking and to the behaviour change of people. The low-carbon and e-mobility systems will operate supplementary to an overall sustainable transport model within the tourist destinations and should not become the solution by their own.



"Hastings Borough Council's vision, through the DESTI-SMART project, is an east/west dedicated public transport link to be developed, improving the connectivity along the 5km long seafront in Hastings, ideally operating all year round, sustainably powered and fully accessible".

Cllr Peter Chowney
Leader, Hastings
Borough Council



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 e-mobility "Supporting e-mobility in European regions and cities"	19 March 2019 (14:00-15:30 CET)
Dissemination Event of MDAT	20 March 2019 Thessaloniki Town Hall, GR
DESTI-SMART Thematic Workshop A: Low-carbon transport systems for visitors at tourist destinations	27-28 March 2019 Hastings Borough Council Offices, UK
Study Visits in Hastings	28 March 2019 Finicular, Seafront, City Centre, Hastings, UK
Europe, let's cooperate event 5 th edition interregional cooperation forum	10-11 April 2019 Wild Gallery, Bruxelles
Webinar "DESTI SMART- Low-carbon transport systems for visitors at tourist destinations "	29 May 2019 (12:00 - 13:30 CET)

DESTI-SMART Interreg Europe Project Newsletter

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Sustainable Mobility, Accessibility and Responsible Travel

DESTI-SMART
Interreg Europe



European Union
European Regional
Development Fund



Project Management & Coordination



www.interregueurope.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.