

Delivering **E**fficient  
**S**ustainable **T**ourism  
with low-carbon  
transport **I**nnovations:  
**S**ustainable **M**obility,  
**A**ccessibility and  
**R**esponsible **T**ravel

# DESTI-SMART

Interreg Europe



European Union  
European Regional  
Development Fund

## Action Plan for Bremerhaven



*Erlebnis Bremerhaven  
Gesellschaft für Touristik,  
Marketing und  
Veranstaltungn mbH*

**January 2021**



**BREMERHAVENBUS  
HAFEN - LINER**

**DIE GANZ NEUE LINIE HL VORBEI  
AN ALLEN ATTRAKTIONEN.**

Exklusive auf dem YouTube Kanal des VBN!

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January 2021

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## DESTI-SMART Project

Integration of regional/local policies for Sustainable Mobility, Accessibility & low-carbon Responsible Travel, with policies for efficient sustainable tourism towards a low-carbon economy, requires particular attention in the EU. This is a common challenge that public regional/local and transport authorities increasingly face, particularly at busy destinations with high tourism travel flows (including in South Europe, coastal, maritime & insular, mass tourism destinations). Immediate action is needed through interregional cooperation to capitalise best practices, improve policy instruments & prepare action plans with implementation monitoring & evaluation.

The DESTI-SMART project, addresses the above towards 'Smart Destinations', for sustainable & responsible tourism development in Europe, with low-carbon, multimodal sustainable mobility & accessibility.

The overall objective is to improve the transport and tourism policies of EU destinations, by integrating strategies for sustainable mobility, accessibility and responsible travel with efficient & sustainable tourism development, for transition to a low-carbon economy, through efficiency, resilience, multimodality, novel low-carbon transport systems, cycling & walking, with implementation innovations, policy learning and capacity building.

The following pressing issues are addressed:

- Investments in low-carbon transport systems for mode shift to sustainable tourism mobility, incl. Electro-Mobility
- Intermodality facilities for visitors, including ICT, Mobile Aps & MaaS
- Accessible tourism for all
- Cycling & Walking facilities & promotion for visitors.

Main outputs:

- policy learning & capacity building for public authorities & their stakeholders
- improved policy instruments & action plans in 9 destinations, with close involvement of stakeholders
- advances in EU2020 objectives
- communication & dissemination learning materials.

# DESTI-SMART Project Partnership



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

**DESTI-SMART**  
Interreg Europe



Lead Partner



**Thessaloniki - Sardinia - Bremerhaven - Madeira - Hastings - Mallorca - Vidzeme - Balaton - Pafos - BU**

*Improving transport and tourism policies at destinations by integrating strategies for smart and sustainable mobility, accessibility and responsible travel in sustainable tourism development, and through efficiency, resilience, intermodality, novel low-carbon transport systems, cycling and walking for visitors, towards smart destinations*



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## FOREWORD



It is a great pleasure to work with our partners in the DESTI-SMART project since its start in 2018. Even before the start of the project in Bremerhaven we had the idea to develop sustainable forms of mobility for our guests and visitors in order to improve our tourist offer, but we lacked the necessary interregional contacts and networks and the right impulse to take the first step. The DESTI-SMART project partnership now gave us the opportunity to get to know, investigate and use successful practices from the partner regions and to develop together new ideas, which are described in the present action plan.

During the last two years we have been intensively engaged in sustainable tourism in Bremerhaven. In 2018, we therefore developed our Bremerhaven 2025 tourism strategy. Together with the State Tourism Strategy 2025 of the State of Bremen, it forms the basis for our future sustainable activities.

On behalf of Erlebnis Bremerhaven GmbH, we would like to express our sincere thanks to our partners and especially to the Lead Partner of the DESTI-SMART project, the Thessaloniki metropolitan region. We all have learned a lot from the experiences of our European partners so far. We now look forward to continuing to work together to achieve significant results for the benefit of our visitors, tourism service providers and our companies.

Dr. Ralf Meyer  
Managing Director

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## Executive Summary

### Bremerhaven - responsible and sustainable action is the future

Tourism is very important for the maritime city of Bremerhaven, and its importance extends far beyond its direct economic effects. In addition to enhancing the destination image, adding value and contributing to the region's employment, tourism increases the quality of life and secures Bremerhaven as a place to live and work. However, the tourism sector is facing major challenges despite the strong development figures of recent years and outstanding infrastructure developments in Bremerhaven. The competition-related requirements and tasks are becoming increasingly diverse, extensive and demanding. In addition, competitive pressure and substantial changes in marketing and sales require professionalisation and demand clearer focus on the tourism management organisations as well as sustained cooperation of the tourism industry.

### Mobility in the Seaside City of Bremerhaven

All facilities and areas of Bremerhaven are easily accessible by bus within Bremerhaven. Bremerhaven Bus provides good connections within the city area by public transport. But also in the main tourist area Havenwelten the distances are short and easy to reach on foot. The bicycle is also a very suitable means of transport.

The expansion of the cycling infrastructure is becoming increasingly important from a tourism networking perspective. However, only parts of the city centre have a good cycling infrastructure, including three cycle stations and various local tours. In addition, Bremerhaven's cycle path network is linked to the long-distance cycle paths Nordseeküsten-Radweg and Weser-Radweg.

### Tourism Strategy Bremerhaven 2025

In order to develop tourism in Bremerhaven and to make Bremerhaven more attractive as a destination, the Tourism Strategy 2025 for Bremerhaven was developed. The State Tourism Strategy as a guideline and source of inspiration provides the binding framework for an independent tourism strategy for the two cities of Bremen and Bremerhaven. Further information (only German version):

<https://www.bremerhaven.de/sixcms/media.php/bhv2016.a.94.de/upload/Tourismuskonzept%20Bremerhaven%202025.pdf>

### Action Plan Bremerhaven - new strategies and projects

In order to achieve an improved transport and tourism policy in Bremerhaven, new strategies for sustainable forms of mobility, accessibility and other cycling infrastructure measures must be implemented to enable sustainable and responsible travel and accessibility for all. New types of low-carbon transport systems and the development of cycling are important measures in this context. Introducing new measures requires a learning process in society to break down barriers and raise awareness. The present action plan and its measures are intended to raise awareness of the issue in order to gain acceptance among the population.

This Action Plan is based on the feasibility study, but is also a result of Workshop A, C and D and the exchange of experience with partners who are intensively involved in the topic of CO2 reduction in public transport and is also based on the results of the joint survey on mobility behaviour. Examples are the electric buses in Madeira or the guidelines for tourism & mobility developed by the Civitas Destination project. But also the intensification and promotion of cycling in the partner region Latvia and Hungary has contributed to our action plan. An intensive staff exchange took place with Hungary,



which also provided new approaches for Bremerhaven. Increasing the proportion of cyclists is a good way of minimising CO2 consumption in tourist destinations, the proportion of CO2 savings could thus increase by 10% in Bremerhaven. The good practices published by the partners were also helpful because Bremerhaven was able to learn from the projects implemented by the other partners.

Bremerhaven worked closely with stakeholders and discussed the findings and results of the workshops in order to transfer them to Bremerhaven or learn from the experiences of others.

### **Tourism Mobility and Accessibility current status, general description and requirements/Vision and Goals**

The aim of the new tourism concept is to strategically define the development of tourism and to position Bremerhaven as a future-oriented destination in international competition. The main topics are the tourism target groups, the marketing strategy, the organizational structures, the cooperation with tourism service providers as well as the infrastructure projects of Bremerhaven.

#### **Growth objectives of the Tourism Concept 2025:**

Increase in overnight stays to at least 550 thousand per year in 2025

Increase in day tourists to 1.7 million per year in 2025

Increase of MICE events, especially international events

The concept creates a basis for the touristic development of the maritime city of Bremerhaven and names concrete recommendations for action as well as measures and key projects, which serve as a strategic basis for decision-making for sustainable market development and for public and private investments. Thus, impulses for new public and private investments are to be created in order to increase the quality of location, life and experience for visitors and residents of the city.

Recommendations:

Field of action 1: Strategic development

Field of action 2: Profile building & brand management

Field of action 3: Profile development

Field of action 4: Tourism infrastructure

Further measures include:

1. Activation concept knowledge and experience worlds, fishing experience and harbour experience
2. Expanding accessibility
3. Expansion of conference capacities (MICE)
4. Expansion of the Tourist Information Centre into an adventure centre (Tourist Information 4.0)
5. Further development of the digital strategy incl. AR applications
6. Tourist Mobility Concept

Without the DESTI-SMART project, the Bremerhaven 2025 tourism strategy would have lacked in a number of essential aspects:

- The aspect of accessibility in services and infrastructures for guests was more strongly addressed by the input from the project.
- Better accessible and more effective public transport: A new bus connection has been established: fast and direct public transport connection between the tourist centers and the point of interests was implemented earlier than planned by the new 'Hafen Liner' bus line. All Bremerhaven Buses are low floor, wheelchair accessible and able to 'kneel' to pavement level to make it easier for passengers to board. Since Interchanges discourage disabled travelers, there is no interchange on this line between the destinations.
- Multimodality: Intermodality has not been considered yet in any of Bremerhaven policies but will be taken into account in the future.

It is vital for Bremerhaven, in order to stay both accessible and attractive for visitors, to foster sustainable transport modes in the tourism areas. Influenced by the discussions and exchanges from DESTI-SMART, there has been an ongoing discussion on better-connected public transport going on amongst politicians. Now, the new Coalition Agreement state that Bremerhaven wants to launch an overall concept for sustainable mobility, now including forms of intermodality like the city-wide expansion of car share and bike share and such as sharing services with links to other modes of transport is to be intensified.

An incentive system for climate-neutral drive systems, e.g. free use of parking areas, is to be created. These objectives are to be translated into strategies, programmes and projects by 2023 through a modal development plan. This agreement should have a strong influence on the tourism policy of the cities until 2025. The Erlebnis Bremerhaven is owned by the City administration and administratively connected to the Dpt. of economic affairs who is an important stakeholder of the project.

The Department of economic affairs is the support unit of the Lord Mayor-and hence they are in close constant exchange. The Lord Mayor is the Chairman of the supervisory board of Erlebnis Bremerhaven, the good practices that seem promising and practicable for Bremerhaven are reported to the Lord Mayor via the Dpt. of economic affairs

The lord mayor discusses relevant issues, concerning mobility with the city parliament. In this way, good influences from projects can flow into the work of the administration and the city's policies.

Another very practical way to bring new approaches into the administration are the regular stakeholder meetings, which are organized and moderated by Erlebnis Bremerhaven.

Improved policies have changed the situation of the project partners for the better. The project did improve local policies but it is not directly creating new jobs, reducing CO2 emissions or improving any other parameter capturing the socio-economic or environmental development status of a territory. The project however has influence on the change of the territory's development status through the positive knock-on-effects emerging from an improved local development policy that comprise direct effects of previously realized project activities. An impact on policy improvements has been given because the project partner organization and the main stakeholder are directly in charge of the addressed instrument. An update of the Bremerhaven20225 tourism strategy will therefore take place.

In addition, capacity building within the project partner organisation and the local stakeholder organisation has developed new approaches and lessons learned from the project.

# Action Plan

## Part I – General information

Project: **DESTI-SMART**

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

Partner organisation: **Erlebnis Bremerhaven GmbH**

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## Part II – Policy context

- The Action Plan aims to impact:
- Investment for Growth and Jobs programme
  - European Territorial Cooperation programme
  - Other regional development policy instrument

Name of the policy instrument addressed: 'Bremerhaven Tourism Strategy 2025'

It is unlikely that the nominated policy instrument (ROP) may be adequately influenced given its imminent time scale (2020).

Instead and more important for a relevant policy development and potential policy change, Bremerhaven is looking to improve and upgrade the Bremerhaven Tourism Strategy 2025 as a more appropriate policy instrument directly related to the project aims, approach and expected results.

There is great need of updating and upgrading this plan, in the light of the rapidly changing tourism demand and developments in the tourism mobility and accessibility needs that are not currently

included. In addition, the Corona pandemic has intensified the problems in the tourism economy, so that more effective influence can be exerted through the tourism strategy.

With the end of the last funding period (2014-2020) and the beginning of the new one (2021-2027), not only the ROP but also partly the responsibilities change, therefore neither the old program nor the corresponding managing bodies can be addressed as foreseen in the project application.

The aim of the new tourism strategy is to strategically define the further development of tourism and to position Bremerhaven as a future-oriented destination in international competition. The main topics are the tourism target groups, the marketing strategy, the organizational structures, the cooperation with tourism service providers as well as the tourism related infrastructure.

The strategy creates a basis for the tourism development of the City of Bremerhaven. It names concrete recommendations for action as well as measures and key projects which serve as a strategic basis for decision-making for sustainable market development as well as for public and private investments to increase the quality of location, life and experience for visitors.

Having said this, the strategy needs improvements as it comes to:

- Accessibility for guests by providing better accessible and direct public transport: a new, fast & direct public transport connection between the tourist centers e.g. by the new 'Hafen Liner' bus line,
- Sustainable transport modes in the designated tourism areas, and
- Raise intermodality for visitors and residents.

The policy instrument addressed CO2 reduction potential in the mobility sector, the use of renewable energy, intelligent networks and state-of-the-art mobility concept. It states that "new forms of mobility are needed". This is exactly the point where the DESTI-SMART project will make a big contribution by developing sustainable interregional mobility solutions in an area, not yet been adequately addressed – sustainable transport offers for tourists. In Bremerhaven, there are about 1.7 million tourists per year, most of them coming in and getting about by car, train or coming in by cruise ships and shuttle busses, wanting to experience the two major tourists areas "Harbour worlds" and "Shop Window Fishery Harbour". These areas are about 4 km apart from each other. There is no fast and sustainable connection between those two areas yet.

Generally, visitors commute individually by car between the two destinations. Public transport by bus is possible but not very convenient and not easy to find for tourists. The aim is to jointly develop smart and sustainable ways to transport visitors from the center to the fishery harbor and back in order to save CO2 by reducing car journeys and thus contribute to the aims of our regional Structural development strategy and its mobility policy.

By sharing experiences and building new competences the City of Bremenhaven will be able to strengthen our new tourism strategy and further improve the level of intermodality and accessibility since tourism is one of the biggest economic drivers in Bremerhaven.

Another important effect will be a better coordination among the important stakeholders and public institutions to support the low-carbon mobility aims of the Region. A joint development of new/good practice approaches and measures will stimulate this approach and facilitate and create:

- A huge impact on the local situation for visitors in Bremerhaven,
- new low-carbon transport systems and accessibility provision for sustainable tourism transport
- new forms of intermodality improvements like train/bike/e-shuttle as a eco-friendly,
- effective, easy to access sustainable mobility services for visitors,
- feasibility studies to find out the best solutions to develop sustainable tourism mobility services in the city with low-carbon transport options and services.
- New ROP policy objectives from 2021 onwards, incorporating smart transport systems and intermodality concepts.

## Part III – Details of the actions envisaged

### ACTION 1

**Title:** Installation of a Free Floating Bike Rental System

#### 1. The background

This action is based on staff exchange with Hungary and its Good Practice of a bicycle rental system in public places or at 11 stations open to the public with 200 bicycles.

In addition the Good Practice from Thessaloniki ‘Promoting and enhancing e-bike-services for tourists’ was notably considered in the preparation of the Action especially as it as a low-cost initiative supporting an existing bike-sharing service and upgrading of an existing application for pre-booking. Furthermore it addresses different type of users, including visitors, tourists even those with mobility impairments.

#### 2. Action

Based on the bicycle rental system "WK-Bike" in Bremen, a bicycle rental system is to be marketed in Bremerhaven under the name "BremerhavenBike". This will help to intensify and expand the cycle tourism offer by better linking the tourist areas of the Havenwelten and the Schauenster Fischereihafen. Bremen has a so-called Free Floating Zone, whereas Bremerhaven will only offer bicycles at specified locations. The reason for this is to prevent bicycles from being parked in arbitrary places, which has led to sometimes chaotic traffic chaos in Bremen.

Through the Desti-Smart project and the exchange of knowledge with partners already involved in bicycle rental systems, implementation was also considered a sensible measure in Bremerhaven and thus also contributes to a reduction in CO2 emissions. The fixed rental stations, especially at intermodality points that were not considered in Bremen, are intended to expand and improve the topic of intermodality.

In addition, the action will contribute to the improvement of the policy instrument (Tourism Strategy 2025) by implementing the expansion and improvement of the cycling offer.

It is also expected that bicycle use in the city districts will be intensified and a new offer for commuters will be created. The requirements developed for Bremen for a functioning bicycle rental system with the establishment of designated locations, high-quality bicycle maintenance and good logistics have proven successful and will be implemented in Bremerhaven. 200 bicycles are to be made available at around eleven stations. The bicycle rental system "BremerhavenBike" is operated by the Bremer Tageszeitung AG.

In addition, the action will contribute to the improvement of the policy instrument (Bremerhaven Tourism Strategy 2025) by implementing the expansion and improvement of the cycling offer.

#### 3. Players involved

During the implementation of this action the following actors/stakeholders are involved:

- Experience Bremerhaven Tourism, Marketing and Events Company Ltd (Erlebnis Bremerhaven GmbH)
- Youth Climate Council (Jugendklimarat)
- Climate City Office Bremerhaven ("Klimastadtbüro" at Urban planning department of the City of Bremerhaven (Stadtplanungsamt))

#### 4. Timeframe

This action will start in January 2021 and is planned to end in January 2023.

**5. Costs**

The costs for the performance of this action is estimated by 75,000 Euro/year for a time of three years.

**6. Funding sources**

- Local: Own resources (personnel, capital) provided by the local stakeholders involved.
- Regional: Financial resources provided by the Bremen state government.
- Regional: Funding for the project will be requested in the new action programme for the revitalisation of tourism in the state of Bremen, which is scheduled for 2021.

## ACTION 2

**Title:** Purchase of a bicycle for people in wheelchairs

### 1. The background

This action is based on an exchange with Laboratory of Transport Engineering, Thessaloniki, which had presented a Good Practice at the DESTI-SMART workshop D in Latvia (LV). The topic addressed was 'Enhancing the bicycle share economy through Innovative Services & Applications' (in short CHANGE).

As part of the Good Practice the first shared bicycle for disabled users in Greece were presented which opens a new shared bicycle mode to an entire group of users – formerly excluded from such services. It will be able to ride a shared vehicle on a wheel chair with an escort. In total two electric bicycles were made available to users on a broad basis according to booked dates. Due to the high cost of the vehicles suitable for such new services, this is an unaffordable investment for the individual disabled user.

### 2. Action

The wheelchair bike is designed to transport people who remain seated in their own wheelchair by bicycle. No transfer between wheelchair and bicycle is necessary. The passenger is transported onto the platform of the bicycle without lifting assistance and without much effort. The tiltable drive-on platform makes it possible to simply drive the hand wheelchair onto the wheel of the wheelchair and secure it with the wheelchair lock.

The wheelchair wheel is suitable for almost any manually operated wheelchair up to a width of 74 cm. The wheelchair can be put on the wheel quickly and easily by one person. Example see here: [VeloPlus Rollstuhltransportrad | Van Raam](#)

Bremerhaven won the 2nd place in the European Access City Award 2021 and is particularly committed to measures in tourism to enable travel for all. From the prize money, two wheelchair bikes will be purchased and offered at the bike station and tourist information. In addition, the offer will be advertised in a brochure on accessible holidays in Bremerhaven and published on the website. The staff of the bike station will be trained to rent the bikes and to help interested people with the rental.

Accessibility is a main topic in the Tourism Strategy 2025 and thus contributes to the implementation of the desired goals. Project partner Mallorca served as a role model in the efforts to enable tourism for all.

### 3. Players involved

During the implementation of this action the following actors/stakeholders are involved:

- Experience Bremerhaven Tourism, Marketing and Events Company Ltd (Erlebnis Bremerhaven GmbH)
- Tourist information and bike station

### 4. Timeframe

This action will be implemented in 2021.

### 5. Costs

The costs for the implementation of this action is estimated by 5,000 Euro per bicycle.



**6. Funding sources**

- Local: Own funds through the Access City Award 2020

**Date:** 4th February 2021

**Name of the organisation**

Erlebnis Bremerhaven

Gesellschaft für Touristik, Marketing und Veranstaltungen mbH

*Erlebnis Bremerhaven*  
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## ***DESTI-SMART ACTION PLAN for Bremerhaven***

- **Installation of a Free Floating Bike Rental System**
- **Purchase of a bicycle for people in wheelchairs**

***DESTI-SMART Project improves transport and tourism policies at destinations by integrating strategies for smart and sustainable mobility, accessibility and responsible travel in sustainable tourism development, and through efficiency, resilience, intermodality, novel low-carbon transport systems, cycling and walking for visitors, towards smart destinations***

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