THE PEP Partnership on Sustainable Tourism Mobility

THE PEP Bureau Meeting, June 23rd, 2022

Robert Thaler
Austrian Ministry for Climate Action, Environment, Energy, Mobility, Innovation and Technology
EPOMM President, Vice Chair of THE PEP
Vienna declaration

THE PEP: fostering the transformation to achieve our vision

23. **Decide to** launch new THE PEP partnerships as platforms for cooperation between member States and other stakeholders for implementation of this Declaration;

24. **Endorse** the practical results and recommendations achieved in the Partnership on Eco-driving as set out in annex IV including THE PEP Guidelines for Eco-driving, the studies on green and healthy jobs in transport, the TRANSDANUBE Partnership for sustainable mobility in the Danube region, as well as the conclusions of the Handbook on Sustainable Urban Mobility and Spatial Planning as set out in annex V and **decide** to further develop these partnerships by:

(c) Establishing THE PEP Partnership on Sustainable Tourism Mobility, with a view to sharing good practices and developing respective guidelines and tools;

(d) Intensifying the work of the relevant Partnership to promote coordination and the integration of sustainable transport, in particular public transport, shared and active mobility, spatial planning, health and the environment;
2nd meeting of the partnership, May 23rd/24th, 2022 - Madrid
Partnership was presented during a special session during ECOMM 2022 in Turku.
1. Austria – Lead Partner
2. Croatia
3. Czechia
4. Germany
5. Hungary
6. Netherlands
7. Portugal
8. Serbia
9. Slovenia
10. Spain
11. Sweden
12. Switzerland
13. European Cyclists’ Federation ECF
14. UNWTO
15. UNECE / WHO

12 countries involved
Objectives of the partnership

• **Raise awareness** for sustainable multimodal mobility to achieve a sustainable tourism development on national and international level

• **Strengthen the cooperation** between relevant stakeholders of different levels and sectors committed to provide sustainable mobility to tourists and inhabitants

• **Increase the institutional capacity** of the relevant organisations to develop, implement and operate sustainable mobility services

• **Contribute to the development** of climate-friendly, convenient as well as attractive **mobility services** and offers for travellers and inhabitants
Activities and products of the partnership

- Use the partnership as a **platform for cooperation**
- A **tool-kit/manual** to push sustainable mobility in tourism based on existing good practices from the partner countries
- **Collection of examples** of existing national strategies and platforms including or focusing on sustainable mobility in tourism in order to support countries where the topic is not represented in the tourism and mobility strategies
- Elaboration of a **contribution to a pan-European Strategy on Sustainable Mobility** that will be developed in the framework of THE PEP
While most of the tourism strategies include mobility, a large part of the transport strategies don’t include tourism.
Is there a (regular) contact or exchange format between relevant ministries regarding sustainable mobility in tourism or are there plans to establish such an exchange?

Answered: 15    Skipped: 3
THE PEP Partnership Sustainable Tourism Mobility

Tool-kit to push sustainable mobility in tourism
Objective & strategic approach of the tool-kit

Objective: pushing sustainable mobility in tourism forward
Follow a strategic approach focusing on
• How the national level can integrate the promotion of sustainable mobility in tourism in their daily actions / strategies / …
• How the national level can support destinations willing to push sustainable mobility in tourism
• Highlighting existing good practices from the participating countries (focus on the role of the national level in making the example a good practice)

➡ Different to existing manuals and tool-kits which in many cases focus on destination level / address stakeholders from the destination level
Draft structure

• What are we dealing with? **Status & challenges ahead** (chapter 1)
• Why are we dealing with it? Highlighting the **benefits** (chapter 2)
• What do we want to achieve/Where would we like to go? A joint **vision and clear objectives** (chapter 3)
• What do we have to do? Concrete **recommendations** based on good practice examples (incl. destinations) clustered in selected fields of action (chapter 4)
Possible fields of action

1. Active Mobility (cycling & hiking) as part of the tourism experience
2. Mobility requirements of different user groups
3. Multimodal travel information (systems) - requirements of tourists
4. Long-distance trains (renaissance of night trains; charter trains)
5. First/last mile services
6. Mobility management at the destinations
7. Integration of sustainable mobility services in tourism packages and marketing
### Timeline for the elaboration of the tool-kit

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<th>Adoption</th>
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<td>Meeting tbd</td>
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