

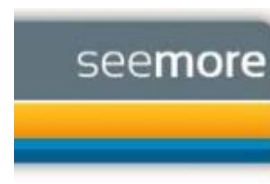


Published on *Intelligent Energy Europe* (<https://ec.europa.eu/energy/intelligent/projects>)

Sustainable and Energy Efficient Mobility Options in tourist Regions in Europe

SEEMORE

The SEEMORE project focuses on introducing energy efficient transport solutions for visitors in 8 coastal touristic regions. Its main objectives are: - Increase awareness about sustainable mobility options - Increase cooperation between the tourism and mobility sectors - Realise a shift of travel behaviour of tourists towards more sustainable modes of transport To achieve these goals, a wide range of measures are implemented in the Balearic Islands, Bohuslan, Forli-Cesena, Dobrich, Pomerania, Madeira, Limassol and Malta, including information services and awareness raising activities, introduction of new mobility options and incentives.



Results

- Visitors of tourist regions benefit from the improved traveller information, the increased choice in mobility options and the attractive integrated travel and leisure products.
- 8-15% reduction of car use by visitors for leisure trips within the SEEMORE regions; 5% increase in non-motorized leisure trips in the SEEMORE regions; total increase of 950.000 annual public transport passengers in the SEEMORE regions; and ultimately a reduction of annual primary energy use of 2.000 toe/year and 5.500 t CO₂e/year reduction of greenhouse gas emissions by the end of the project.
- Local actors in other European tourist regions are inspired through the organisation of national transfer seminars, presentations at European conferences and through written information. By the end of the action 30 other tourist regions are expected to start implementing similar activities for sustainable mobility of tourists.
- On the regional level a stronger co-operation between actors from the tourism and mobility sectors is being established with local working groups and the implementation of concrete activities like data exchange protocols.

Lesson learned

- It takes time and effort to establish good cooperation between the local transport and tourist sectors.
- When developing the action plans, it is important to focus on concrete measures that can be realised on the short term and that show immediate results.
- There is a clear synergy between the tourist and transport sectors. Achieving the mobility objectives from the SEEMORE project also means adding value to the local touristic products.

Partners and coordinator

CINESI Transport Consultancy [1]	Spain
Austrian Mobility Research / Forschungsgesellschaft Mobilitaet Gemeinnützige GmbH [2]	Austria
Club "Sustainable Development of Civil Society" [3]	Bulgaria
STRATAGEM Ltd [4]	Cyprus
Consorci de Transports de Mallorca [5]	Spain
Trivector Traffic AB [6]	Sweden
Local council's association [7]	Malta
Association of Local Authorities Fyrbodal [8]	Sweden
Central European Initiative- Executive Secretariat [9]	Italy
Province of Forlì Cesena [10]	Italy
Pomeranian Association "Common Europe" [11]	Poland
Municipality of Choczewo [12]	Poland
Horários do Funchal Public Transport [13]	Portugal
Limassol Tourist Development and Promotion Co Ltd [14]	Cyprus

Contact

CINESI Transport Consultancy
Spain

Contact point

Name: Mr Maarten van Bemmelen




E-mail: mvanbemmelen@cinesi.es






Tel: +34 971775296

Budget

Overall budget: 1.972.569,00 € (EU contribution: 75,00 %)

Key documents

- [Local Framework Document - Bohuslän](#) [15]
PDF 514.39 KB 
- [Local Framework Document - Dobrich](#) [16]
PDF 487.94 KB 
- [Local Framework Document - Limassol](#) [17]
PDF 812.77 KB 

- [Local Framework Document - Madeira](#) [18]
PDF 607.73 KB 
- [Local Framework Document - Mallorca](#) [19]
PDF 549.66 KB 
- [Local Framework Document - Pomerania](#) [20]
PDF 458.42 KB 
- [Local Framework Document - Forli-Cesena](#) [21]
PDF 502.16 KB 
- [State of the art report](#) [22]
PDF 1.55 MB 

In brief

Sector: Energy-efficient transport

Duration: 20/03/2012 to 20/03/2015

Contract number: IEE-11-951

Website: <http://www.seemore-project.eu/>

Tags:

mobility
tourism
transport

Media coverage

- [Tourists urged to 'see more' using sustainable travel](#) [23]
Times of Malta - 18/01/2015
- ['See More' of Limassol](#) [24]
InCyprus - 01/09/2014
- [Φωτογραφικός διαγωνισμός από την Εταιρεία Τουριστικής Ανάπτυξης και ...](#) [25]
Travel Daily News - 08/08/2014
- [ПОКАЗВАТ ИЗЛОЖБАТА „МОБИЛНОСТ В ТУРИЗМА“](#) [26]
Нова добруджанска трибуна - 05/08/2014
- [Община Бургас представя туристическия си потенциал в Национален семинар по мобилност](#) [27]
Focus News - 20/05/2014
- [Forlì. Quale mezzo utilizzano i turisti? Ecco i risultati dell'indagine.](#) [28]
Romagna Gazette - 30/03/2014
- [Mallorca participa en un proyecto europeo de fomento del transporte público en las zonas turísticas](#) [29]
Nexobus.com - 14/06/2013
- [Албена АД участва в изпълнението на проект SEEMORE](#) [30]
NDT1 - 12/06/2013
- [Técnicos UE estudian en Palma fomento transporte público en zonas turísticas](#) [31]

Related projects

- [[MOBI](#) ^[32]] "Promoting Smart Mobility to Employees - MOBI"
- [[SMARTSET](#) ^[33]] "Sustainable MARKETdriven Terminal Solutions for Efficient freight..."
- [[ACTUATE](#) ^[34]] Advanced Training and Education for Safe Eco-driving of Clean Vehicles
- [[AENEAS](#) ^[35]] Attaining Energy Efficient Mobility in an Ageing Society
- [[ADVANCE](#) ^[36]] Auditing and Certification Scheme to increase the quality of sustainable...
- [[BAMBINI](#) ^[37]] BAMBINI - Socialisation towards clean and energy efficient transport
- [[CHUMS](#) ^[38]] Changing Habits for Urban Mobility Solutions
- [[C-LIEGE](#) ^[39]] Clean Last mile transport and logistics management for smart and Efficient...
- [[COMPETENCE](#) ^[40]] COMPETENCE - Strengthening the knowledge of local management agencies in...
- [[PRO.MOTION](#) ^[41]] Creating liveable neighbourhoods while lowering transport energy...
- [[COMMERCE](#) ^[42]] Creating Optimal Mobility Measures to Enable Reduced Commuter Emissions
- [[CYCLELOGISTICS](#) ^[43]] CYCLELOGISTICS Move goods by cycle
- [[CARMA](#) ^[44]] Cycling Awareness Raising and MARKeting
- [[CHAMP](#) ^[45]] Cycling Heroes Advancing sustainable Mobility Practice
- [[SNOWBALL](#) ^[46]] Demonstration, take-up and further dissemination of sustainable integrated...
- [[CONNECT](#) ^[47]] Developing and disseminating excellent mobility management measures for...
- [[ECOWILL](#) ^[48]] Ecodriving - Widespread Implementation for Learners and Licensed Drivers
- [[ECOMOBILITY SHIFT](#) ^[49]] EcoMobility Scheme for Energy-Efficient Transport
- [[SWITCH](#) ^[50]] Encouraging a SWITCH from car-based to active mobility using personalised...
- [[ACTIVE ACCESS](#) ^[51]] Encouraging active travel for short trips to improve health and the local...
- [[ECORAILS](#) ^[52]] Energy efficiency and environmental criteria in the awarding of regional...
- [[ENCLOSE](#) ^[53]] ENergy efficiency in City LOGistics Services for small and mid-sized...
- [[EPOMM PLUS](#) ^[54]] EPOMM - Partners Learning Urban Sustainability
- [[ECODRIVEN](#) ^[55]] European Campaign On improving DRIVING behaviour, ENergy-efficiency and...
- [[B-TRACK-B](#) ^[56]] Family cycling for energy efficiency in urban leisure travel
- [[FLEAT](#) ^[57]] Fleet Environmental Action and Assessment
- [[GO PEDELEC!](#) ^[58]] Go Pedelec!
- [[SmartMove](#) ^[59]] Increasing peoples' awareness and use of public transport through...
- [[MOVE](#) ^[60]] International Cluster for Mobility Management Development and Research...
- [[INTERACTION](#) ^[61]] INternational Transport and Energy Reduction ACTION - Energy efficiency...
- [[ISEMOA](#) ^[62]] ISEMOA - Improving seamless energy-efficient mobility chains for all
- [[MIDAS](#) ^[63]] Measures to Influence transport Demand to Achieve Sustainability
- [[MOBI-NET](#) ^[64]] Mobility Centres Network
- [[MOMA.BIZ](#) ^[65]] Mobility Management for Business and Industrial Zones
- [[ADD HOME](#) ^[66]] Mobility Management for housing areas - from car-dependency to free choice
- [[MOMO CAR-SHARING](#) ^[67]] More Options for Energy Efficient Mobility through Car-Sharing
- [[NAVIKI](#) ^[68]] Naviki - Energy Efficiency through Web 2.0 Bicycle Navigation and...
- [[OBIS](#) ^[69]] Optimising Bike Sharing in European Cities

- [[POLY-SUMP](#) ^[70]] Polycentric Sustainable Urban Mobility Plans
- [[PRESTO](#) ^[71]] Promoting cycling for everyone as daily transport mode
- [[PUSH & PULL](#) ^[72]] PUSH & PULL – Parking management and incentives as successful and...
- [[QUEST](#) ^[73]] QUEST - Quality management tool for Urban Energy efficient Sustainable...
- [[RECODRIVE](#) ^[74]] Rewarding and Recognition Schemes for Energy Conserving Driving, Vehicle...
- [[START](#) ^[75]] Short Term Actions to Reorganize Transport of goods
- [[BIKE2WORK](#) ^[76]] Smart Choice for commuters
- [[SPICYCLES](#) ^[77]] Sustainable Planning & Innovation for Bicycles
- [[STREAM](#) ^[78]] Sustainable tourism and recreation as an opportunity to promote...
- [[STARTER](#) ^[79]] Sustainable Transport for Areas with Tourism through Energy Reduction
- [[T.AT.](#) ^[80]] T.aT. - Today and Tomorrow "Students Today Citizen Tomorrow"
- [[TSG NETWORK](#) ^[81]] Traffic Snake Game Network
- [[TRAINER](#) ^[82]] TRAINing programmes to INcrease Energy-efficiency by Railways
- [[TRAVEL PLAN PLUS](#) ^[83]] Travel Reduction Attainment Via Energy-efficient Localities PLANning
- [[TRENDY TRAVEL](#) ^[84]] TRENDY TRAVEL; Emotions for sustainable transport
- [[YOUTH](#) ^[85]] Youngster Overhauls today's Urban Transport Habits

Source URL: <https://ec.europa.eu/energy/intelligent/projects/en/projects/seemore>

Links

- [1] <https://ec.europa.eu/energy/intelligent/projects/en/partners/cinesi-transport-consultancy>
- [2] <https://ec.europa.eu/energy/intelligent/projects/en/partners/fgm-amor-0>
- [3] <https://ec.europa.eu/energy/intelligent/projects/en/partners/club-sustainable-development-civil-society>
- [4] <https://ec.europa.eu/energy/intelligent/projects/en/partners/stratagem-ltd>
- [5] <https://ec.europa.eu/energy/intelligent/projects/en/partners/consorci-de-transportos-de-mallorca>
- [6] <https://ec.europa.eu/energy/intelligent/projects/en/partners/trivector>
- [7] <https://ec.europa.eu/energy/intelligent/projects/en/partners/lca>
- [8] <https://ec.europa.eu/energy/intelligent/projects/en/partners/association-local-authorities-fyrbodol>
- [9] <https://ec.europa.eu/energy/intelligent/projects/en/partners/central-european-initiative-executive-secretariat>
- [10] <https://ec.europa.eu/energy/intelligent/projects/en/partners/province-forli-cesena>
- [11] <https://ec.europa.eu/energy/intelligent/projects/en/partners/pomeranian-association-common-europe>
- [12] <https://ec.europa.eu/energy/intelligent/projects/en/partners/municipality-choczewo>
- [13] <https://ec.europa.eu/energy/intelligent/projects/en/partners/horarios-do-funchal-public-transport>
- [14] <https://ec.europa.eu/energy/intelligent/projects/en/partners/limassol-tourist-development-and-promotion-co-ltd>
- [15] https://ec.europa.eu/energy/intelligent/projects/sites/iee-projects/files/projects/documents/seemore_local_framework_document_-_bohuslan_en.pdf
- [16] https://ec.europa.eu/energy/intelligent/projects/sites/iee-projects/files/projects/documents/seemore_local_framework_document_dobrich_en.pdf
- [17] https://ec.europa.eu/energy/intelligent/projects/sites/iee-projects/files/projects/documents/seemore_local_framework_document_limassol_en.pdf
- [18] https://ec.europa.eu/energy/intelligent/projects/sites/iee-projects/files/projects/documents/seemore_local_framework_document_madeira_en.pdf
- [19] https://ec.europa.eu/energy/intelligent/projects/sites/iee-projects/files/projects/documents/seemore_local_framework_document_mallorca_en.pdf
- [20] https://ec.europa.eu/energy/intelligent/projects/sites/iee-projects/files/projects/documents/seemore_local_framework_d

ocument_pomerania_en.pdf

[21]

https://ec.europa.eu/energy/intelligent/projects/sites/iee-projects/files/projects/documents/seemore_local_framework_documento_forli_cesena_en.pdf

[22]

https://ec.europa.eu/energy/intelligent/projects/sites/iee-projects/files/projects/documents/seemore_state_of_the_art_report_en.pdf

[23]

<http://www.timesofmalta.com/articles/view/20150118/travel/Tourists-urged-to-see-more-using-sustainable-travel.552552>

[24] <http://incyprus.philenews.com/en-gb/Top-Stories-News/4342/43517/see-more-of-limassol>

[25] <http://traveldailynews.gr/news/article/58260>

[26] <http://www.ndt1.com/article.php/20140805182910577>

[27] <http://www.focus-news.net/news/2014/05/20/1920899/obshtina-burgas-predstavva-turi>

[28] <http://www.romagnagazette.com/2013/03/30/forli-qual-mezzo-utilizzano-i-turisti-ecco-i-risultati-dellindagine/>

[29]

<http://www.nexotur.com/nexobus/mallorca/participa/proyecto/europeo/fomento/transporte/puacuteliblico/zonas/turiacutesticas/59160/>

[30] <http://www.ndt1.com/article.php/20130612180404311>

[31] <http://www.abc.es/agencias/noticia.asp?noticia=1410433>

[32] <https://ec.europa.eu/energy/intelligent/projects/en/projects/mobi>

[33] <https://ec.europa.eu/energy/intelligent/projects/en/projects/smartset>

[34] <https://ec.europa.eu/energy/intelligent/projects/en/projects/actuate>

[35] <https://ec.europa.eu/energy/intelligent/projects/en/projects/aeneas>

[36] <https://ec.europa.eu/energy/intelligent/projects/en/projects/advance>

[37] <https://ec.europa.eu/energy/intelligent/projects/en/projects/bambini>

[38] <https://ec.europa.eu/energy/intelligent/projects/en/projects/chums>

[39] <https://ec.europa.eu/energy/intelligent/projects/en/projects/c-liege>

[40] <https://ec.europa.eu/energy/intelligent/projects/en/projects/competence>

[41] <https://ec.europa.eu/energy/intelligent/projects/en/projects/promotion>

[42] <https://ec.europa.eu/energy/intelligent/projects/en/projects/commerce>

[43] <https://ec.europa.eu/energy/intelligent/projects/en/projects/cyclelogistics>

[44] <https://ec.europa.eu/energy/intelligent/projects/en/projects/carma>

[45] <https://ec.europa.eu/energy/intelligent/projects/en/projects/champ>

[46] <https://ec.europa.eu/energy/intelligent/projects/en/projects/snowball>

[47] <https://ec.europa.eu/energy/intelligent/projects/en/projects/connect>

[48] <https://ec.europa.eu/energy/intelligent/projects/en/projects/ecowill>

[49] <https://ec.europa.eu/energy/intelligent/projects/en/projects/ecomobility-shift>

[50] <https://ec.europa.eu/energy/intelligent/projects/en/projects/switch>

[51] <https://ec.europa.eu/energy/intelligent/projects/en/projects/active-access>

[52] <https://ec.europa.eu/energy/intelligent/projects/en/projects/ecorails>

[53] <https://ec.europa.eu/energy/intelligent/projects/en/projects/encluse>

[54] <https://ec.europa.eu/energy/intelligent/projects/en/projects/epomm-plus>

[55] <https://ec.europa.eu/energy/intelligent/projects/en/projects/ecodriven>

[56] <https://ec.europa.eu/energy/intelligent/projects/en/projects/b-track-b>

[57] <https://ec.europa.eu/energy/intelligent/projects/en/projects/fleet>

[58] <https://ec.europa.eu/energy/intelligent/projects/en/projects/go-pedelec>

[59] <https://ec.europa.eu/energy/intelligent/projects/en/projects/smartmove>

[60] <https://ec.europa.eu/energy/intelligent/projects/en/projects/move>

[61] <https://ec.europa.eu/energy/intelligent/projects/en/projects/interaction>

[62] <https://ec.europa.eu/energy/intelligent/projects/en/projects/isemoa>

[63] <https://ec.europa.eu/energy/intelligent/projects/en/projects/midas>

[64] <https://ec.europa.eu/energy/intelligent/projects/en/projects/mobi-net>

[65] <https://ec.europa.eu/energy/intelligent/projects/en/projects/momabiz>

[66] <https://ec.europa.eu/energy/intelligent/projects/en/projects/add-home>

[67] <https://ec.europa.eu/energy/intelligent/projects/en/projects/momo-car-sharing>

[68] <https://ec.europa.eu/energy/intelligent/projects/en/projects/naviki>

[69] <https://ec.europa.eu/energy/intelligent/projects/en/projects/obis>

[70] <https://ec.europa.eu/energy/intelligent/projects/en/projects/poly-sump>

- [71] <https://ec.europa.eu/energy/intelligent/projects/en/projects/presto>
- [72] <https://ec.europa.eu/energy/intelligent/projects/en/projects/push-pull>
- [73] <https://ec.europa.eu/energy/intelligent/projects/en/projects/quest>
- [74] <https://ec.europa.eu/energy/intelligent/projects/en/projects/recodrive>
- [75] <https://ec.europa.eu/energy/intelligent/projects/en/projects/start>
- [76] <https://ec.europa.eu/energy/intelligent/projects/en/projects/bike2work>
- [77] <https://ec.europa.eu/energy/intelligent/projects/en/projects/spicycles>
- [78] <https://ec.europa.eu/energy/intelligent/projects/en/projects/stream>
- [79] <https://ec.europa.eu/energy/intelligent/projects/en/projects/starter>
- [80] <https://ec.europa.eu/energy/intelligent/projects/en/projects/tat>
- [81] <https://ec.europa.eu/energy/intelligent/projects/en/projects/tsg-network>
- [82] <https://ec.europa.eu/energy/intelligent/projects/en/projects/trainer>
- [83] <https://ec.europa.eu/energy/intelligent/projects/en/projects/travel-plan-plus>
- [84] <https://ec.europa.eu/energy/intelligent/projects/en/projects/trendy-travel>
- [85] <https://ec.europa.eu/energy/intelligent/projects/en/projects/youth>