Insights into holiday travel patterns and mobility needs of tourists

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European Commission

EU-project SMARTA-NET
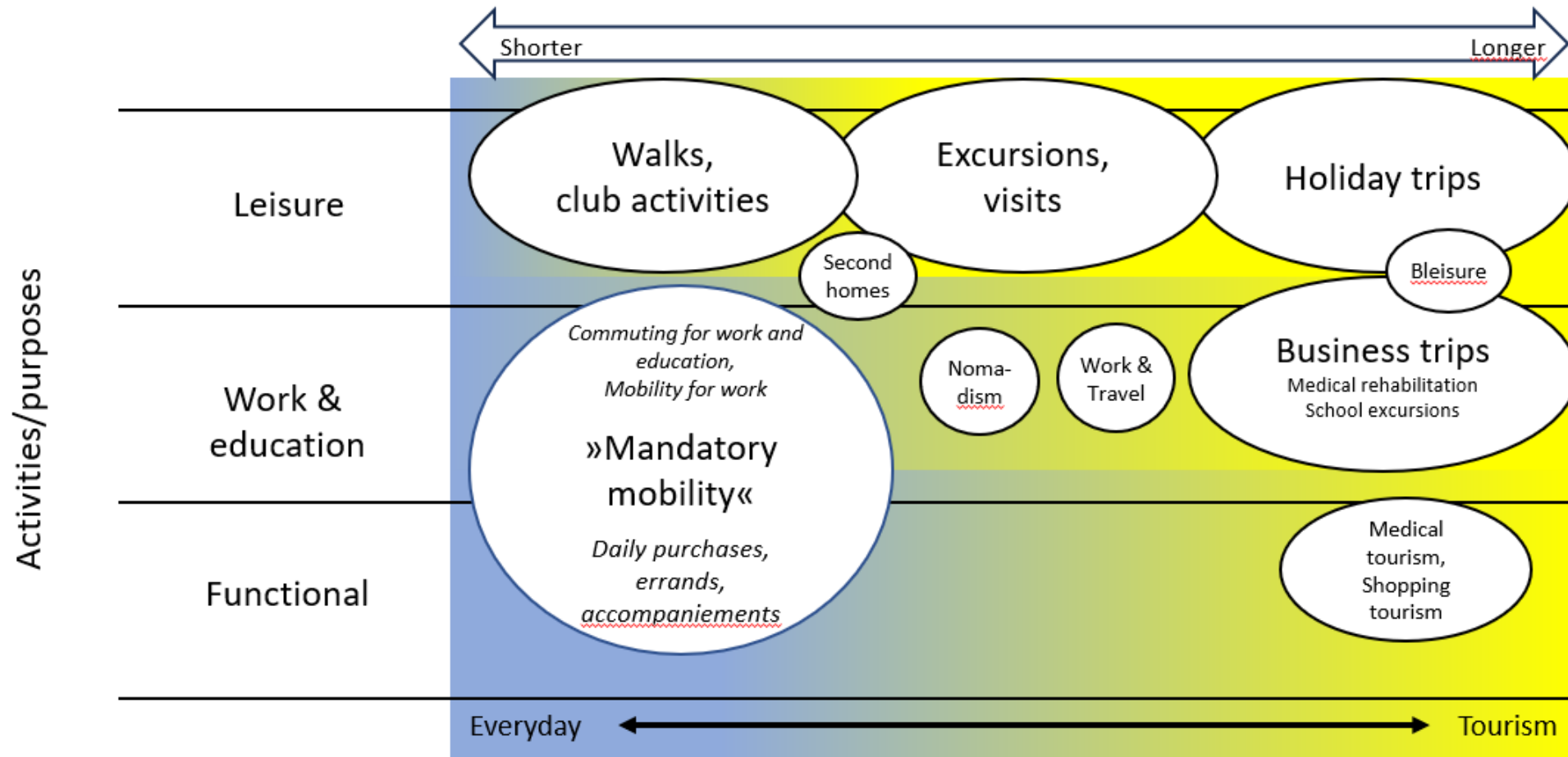## on sustainable mobility in rural tourism regions

- **Classification** of rural tourist environments and patterns
- **Guidance document**: Sustainable mobility in rural tourism regions

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Different types of mobility

Schmücker, Dirk; Grimm, Bente (2024): **Tourist mobility: Characteristics and differentiation from everyday mobility** (NIT working papers).
https://zenodo.org/records/10837450

Special features of tourist mobility

- Other points of interest
- Other days of the week
- Other times of day

- Less knowledge about the region
- Less knowledge about timetables and fares

- Greater seasonality
- More dependent on the weather
- Higher grade of flexibility

- Lower proportion of journeys travelled alone
- Luggage

- Different motives and activities
- Higher importance of experiences

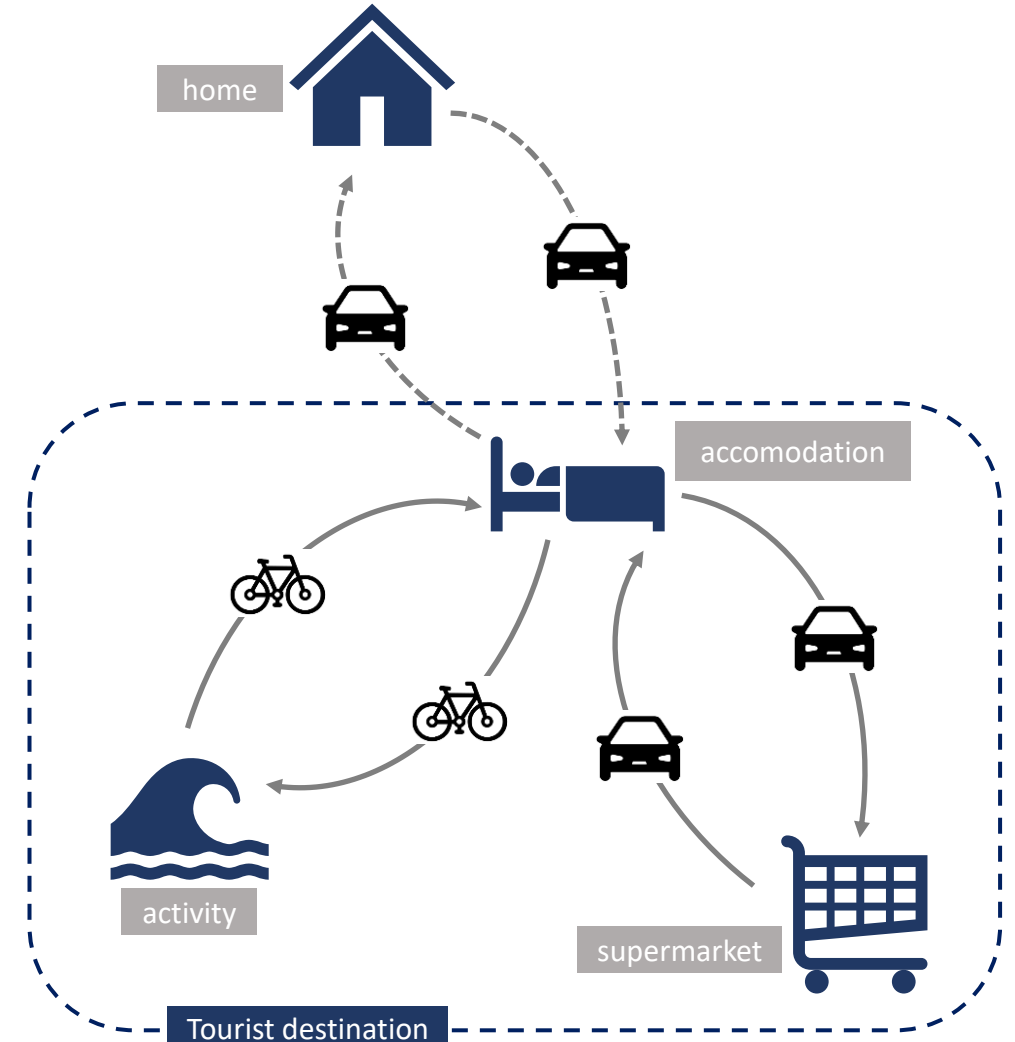# Trips by main mode of transport (EU 27) four nights and over

Bus, coach
3%

Waterways
2%

Railways
9%

Air
14%

Passenger cars
72%
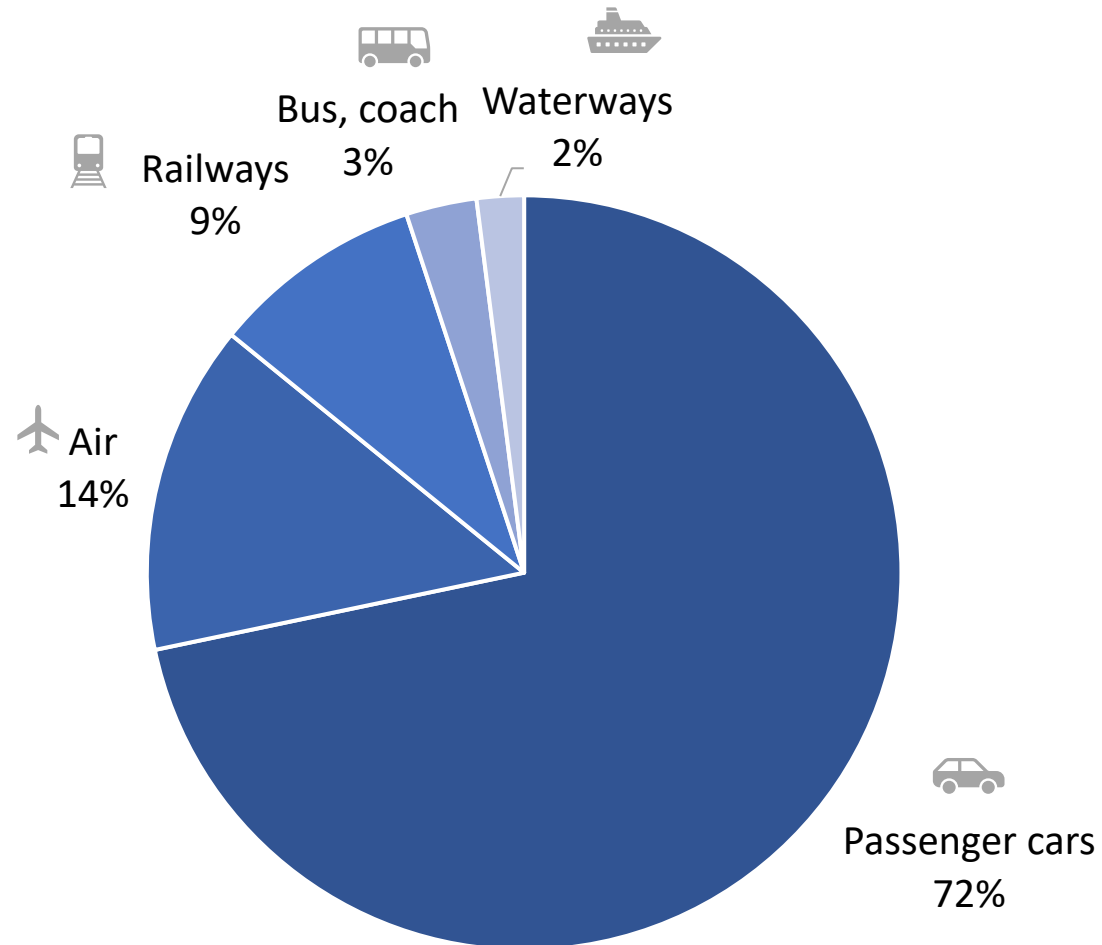
Source: Own illustration, data from Eurostat, 2023

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Tourist mobility patterns in rural regions (examples)
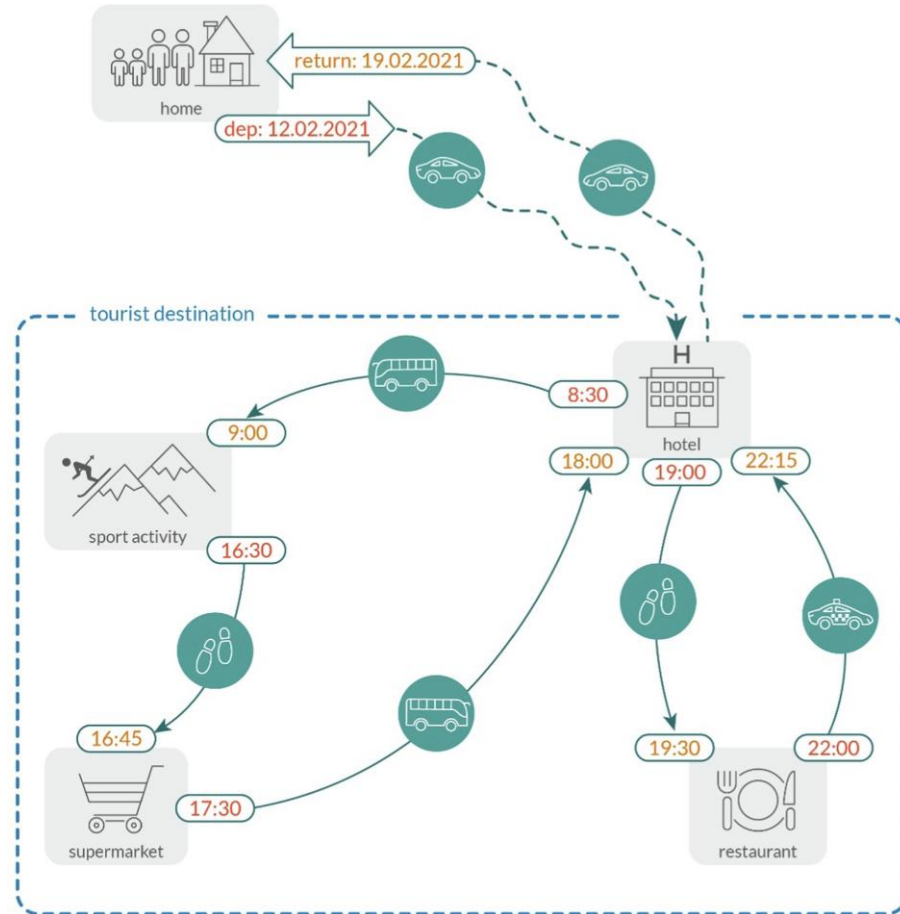
Source: Bartosz Bursa, Markus Mailer, Kay W. Axhausen (2022)

Source: Own illustration

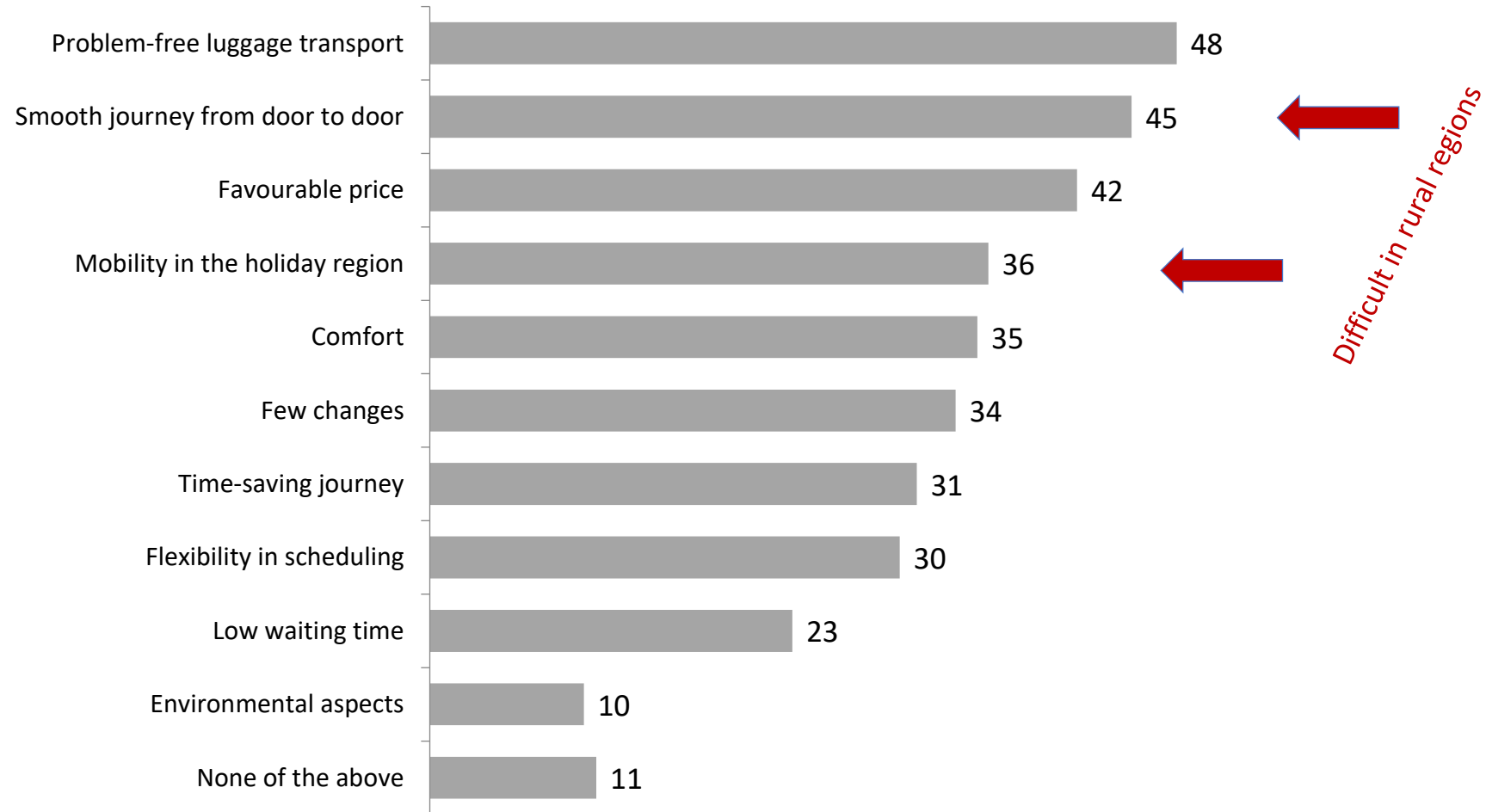# Mobility in the holiday region is highly dependent on main mode of transport

RA ReiseAnalyse

Mobility on-site (selection)	Total	Main mode of transport (arrival)		
		Car	Train	Plane
Walking	70	65	73	76
Own car	36	78	6	4
Taxi	23	7	27	39
Public bus (regional or local)	16	12	43	17
Ship	16	13	11	19
Bike	14	19	22	8
Rented car (incl. car-sharing)	14	1	3	29
Coach	9	1	4	13
Shuttle-service	8	1	3	17
Regional train, tram, underground	7	6	28	5
Cable car, mountain railway	5	7	8	2
Ferry	4	5	5	2
E-Bike/pedelec	3	4	5	1
Public transport (net value)	21	16	63	22

Question: "Now we come back to your main holiday trip to … You had said that you travelled mainly with … travelled to … Which of these means of transport did you use to get around locally?" (List with 19 answer options, multiple answers, representation of all answer options that were mentioned by at least 3% of the respondents)
Basis: Main holiday trips with 5+ days of Germans aged 14+, n = 5.455 bzw. 53,1 m., in %
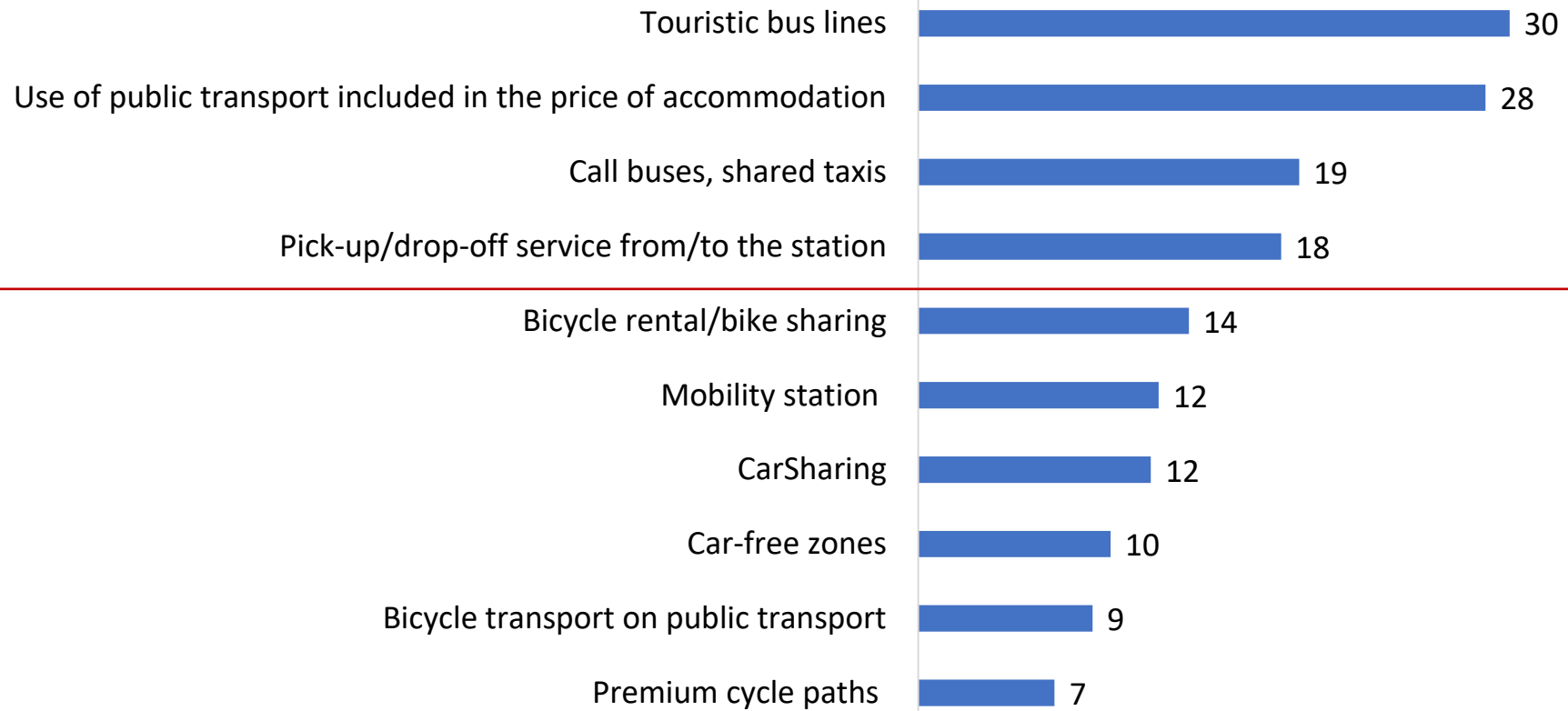Source: FUR, RA 2023 *face-to-face, module holiday mobility*

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Criteria for the choice of transport for holiday trips

Problem-free luggage transport — 48

Smooth journey from door to door — 45

Favourable price — 42

Mobility in the holiday region — 36

Comfort — 35

Few changes — 34

Time-saving journey — 31

Flexibility in scheduling — 30

Low waiting time — 23

Environmental aspects — 10

None of the above — 11

Difficult in rural regions

Question: "What criteria play an important role for you when choosing the means of transport to travel to and from your holiday?" (multiple answers possible)
Basis: German population aged 14+, n = 7.259 resp. 70,6 m., in %
Source: FUR, RA 2023 *face-to-face, module holiday mobility*

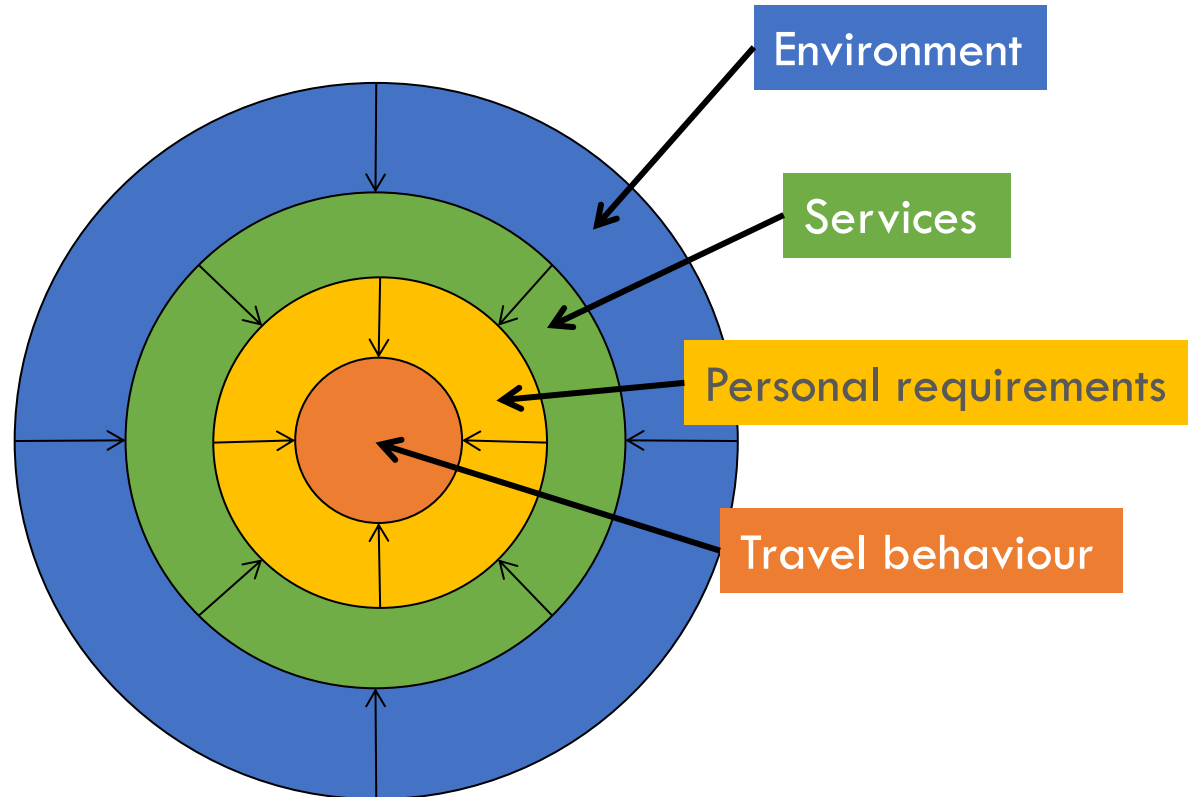# Attractive offers for more environmentally friendly local transport of tourists

RA ReiseAnalyse

Offer	%
Touristic bus lines	30
Use of public transport included in the price of accommodation	28
Call buses, shared taxis	19
Pick-up/drop-off service from/to the station	18
Bicycle rental/bike sharing	14
Mobility station	12
CarSharing	12
Car-free zones	10
Bicycle transport on public transport	9
Premium cycle paths	7

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Factors controlling tourist mobility

Environment

Services

Personal requirements

Travel behaviour

Own illustration, based on Lohmann, Martin et al (2020): Reiseanalyse Trend Study 2030

Motivate and inform potential guests

Stakeholders with
**open communication channels:**

- **Actively** inform visitors about sustainable mobility options for travel to and within the destination.

- Provide **pre-trip** information to encourage eco-friendly transport choices.

- Offer guidance **during the trip** to ensure visitors feel informed and can navigate sustainably without issues.

Stakeholders without
open communication channels:

- Proactively provide **essential information** on tourist services, attractions, and accommodations.

- **Assign a contact person** for tourism-related requests and share their details.

The SMARTA-NET Guidance:
Sustainable mobility in rural tourism regions

- Purpose:
  - to inform about how to connect **tourist destinations** to resilient sustainable **mobility networks** and
  - to adapt **mobility offers** to **tourists needs**

- Main **target groups**:
  - local authorities
  - rural tourism providers

Guidance for a more sustainable mobility in rural tourism regions
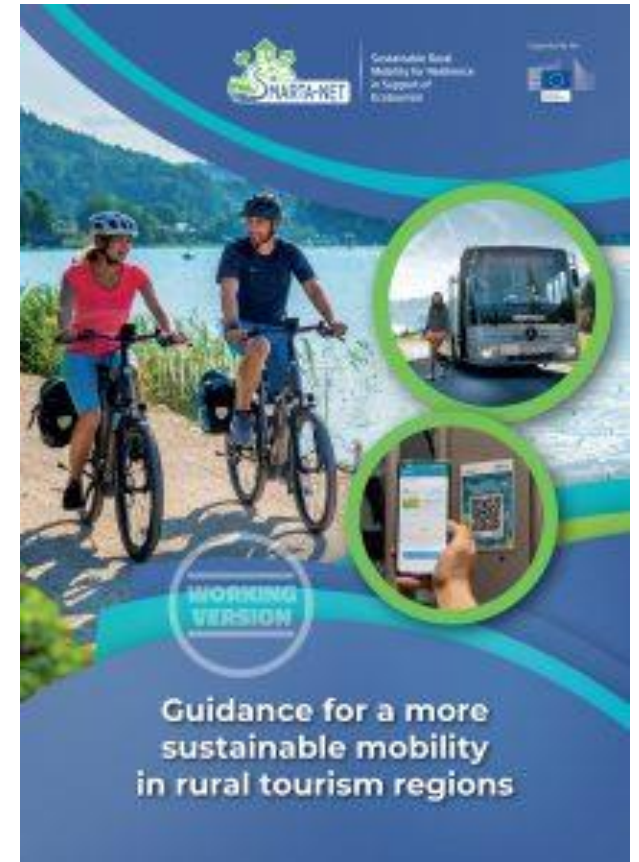
https://www.smarta-net.eu/guidance_documents/

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