

Guidance for a more sustainable mobility in rural tourism regions



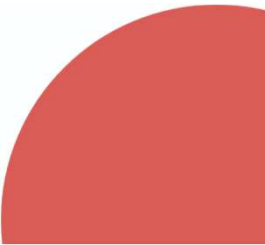
Why

Balancing conservation, accessibility, and climate goals:

Rural areas rely heavily on private cars → $\approx 72\%$ of trips (EU-27, 2023)

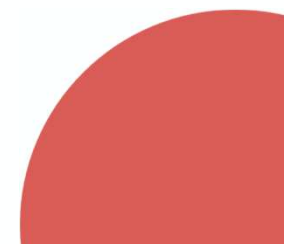
High car use → CO₂, noise, congestion, parking pressure, lower quality of stay

Goal: shift a larger share of arrivals and on-site travel to walking, cycling, train & bus



Challenges & opportunities

challenge	opportunity
Sparse public-transport networks	Develop “last-mile” shuttles, demand-responsive transit (DRT)
Low population density → poor economies of scale	Shared-mobility (car-share, e-bike, e-car) tailored to low-density settlements
Seasonal peaks & weekend gaps	Flexible weekend/holiday timetables, seasonal pop-up services
Limited information for visitors	Centralised, multilingual travel portals & on-site signage



Stakeholder groups & cooperation

Tourism actors: local tourism offices, accommodation providers, attractions.

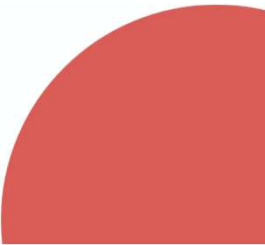
Transport providers: bus, rail, ferry, bike-share, car-share, e-scooter operators.

Public authorities: municipalities, regional bodies, climate-protection managers.

Other partners: protected-area administrations, disability organisations, cultural groups.

Collaboration tips:

- Set up a Rural Mobility Network (ERMN) to coordinate actions.
- Hold joint workshops early in the planning stage.
- Share data openly – ridership, visitor counts, mobility surveys.



Inspire & inform travelers

Pre-trip information

multimodal travel planners, CO₂ calculators, downloadable itineraries.

Transport incentives

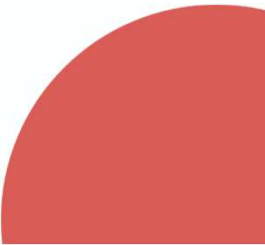
discounted rail tickets, free bike-rental vouchers, park-and-ride schemes.

Shuttle & luggage services

timed connections from stations/airports to accommodation.

Pricing tools

variable parking fees (higher near attractions), bundled travel-plus-activity tickets.



Improving arrival & last-mile

Travel-chain incentives:

- Discounted rail tickets for nearby source markets.
- Graduated parking fees – high near attractions, low near public-transport hubs.

On-site solutions:

- Shuttle buses equipped with bike-trailers and luggage-transfer services.
- Expanded bike-share/e-scooter fleets, secure bike parking, repair stations.
- Car-free zones, timed street closures, speed-limit reductions in sensitive areas.

On-site sustainable mobility options

Upgrade public-transport frequency:

Active travel:

well-maintained walking and cycling routes, signage, bike-parking, repair stations.

Shared mobility

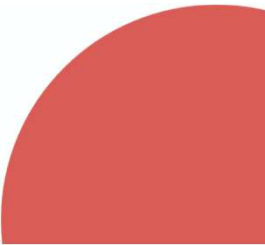
car-share fleets, e-car-share, bike-share with e-bike options, autonomous shuttles

Mobility hubs

co-location of train/bus stations, bike-share docks, ticketing kiosks

Accessibility

barrier-free vehicles, multilingual information, provisions for families and people with luggage.



Evaluation, business models & next steps

Data collection:

surveys, mobile-network analytics, ticketing data, qualitative focus groups.

KPIs:

modal-share change, emission reduction per passenger-km, visitor satisfaction scores, economic uplift (e.g., increased night-stay rates).

Business models:

guest cards with integrated public-transport access, revenue from parking fees, sponsorship of e-bike stations, grant-based financing .

Next steps: use the SMARTA-NET checklist to audit your region, identify gaps, and draft an action plan.

