

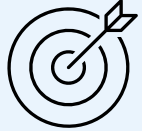


Potential of Shared Mobility for sustainable visitor flows

Paul van de Coevering, professor of Urban Mobility Planning

CREATING MEANINGFUL EXPERIENCES

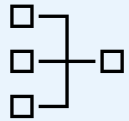
Outline



1. The challenge



2. Shared systems & Mobility HUBS



3. Potential: system perspective



4. Potential: user perspective



5. Integral perspective & takeaways for practice



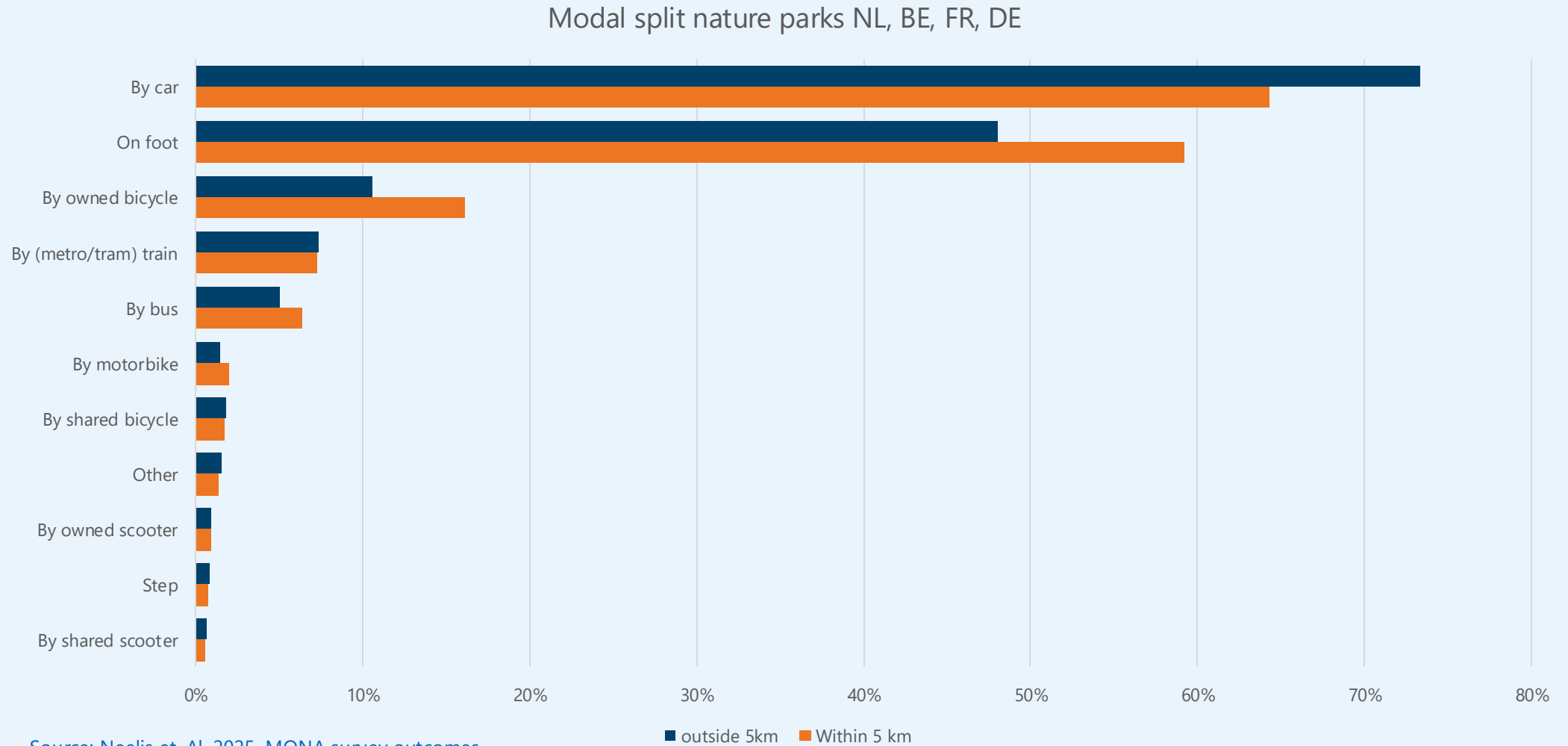
Yosemite Valley 24 mi.
Tuolumne Meadows 46 mi.



[Source: Noordollands dagblad – parking pressure Baarn en Soest – 2021](#)



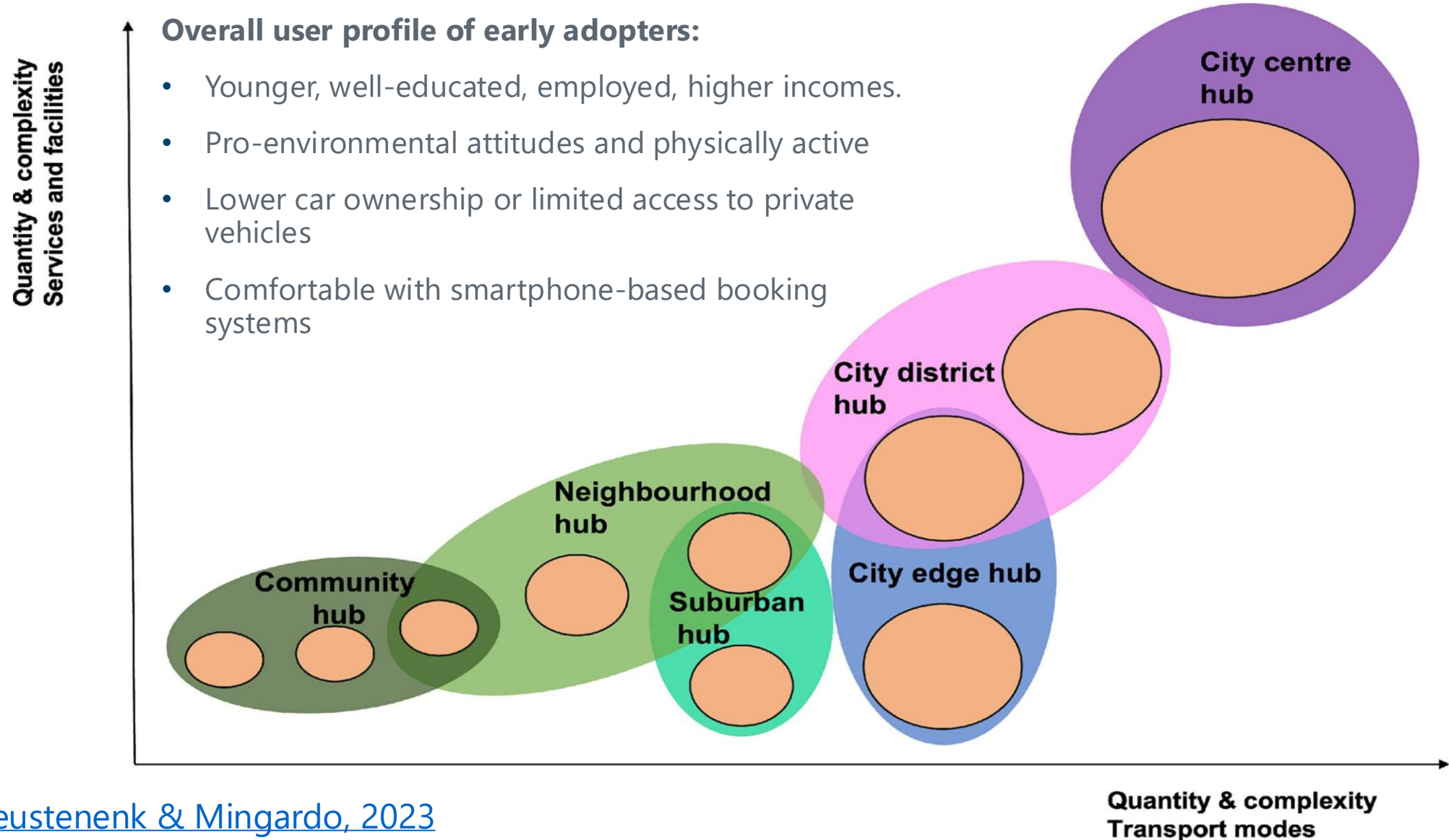
1. The challenge



[Source: Neelis et. Al, 2025. MONA survey outcomes](#)



2. Shared systems & Mobility HUBS





Source: Mijksenaar, 2022





2. Three approaches

- Expand or tailor **current shared** systems to nature parks
- Develop **new concepts** for sustainable accessibility
- Implement **bicycle sharing** or renting schemes (commercial or public)



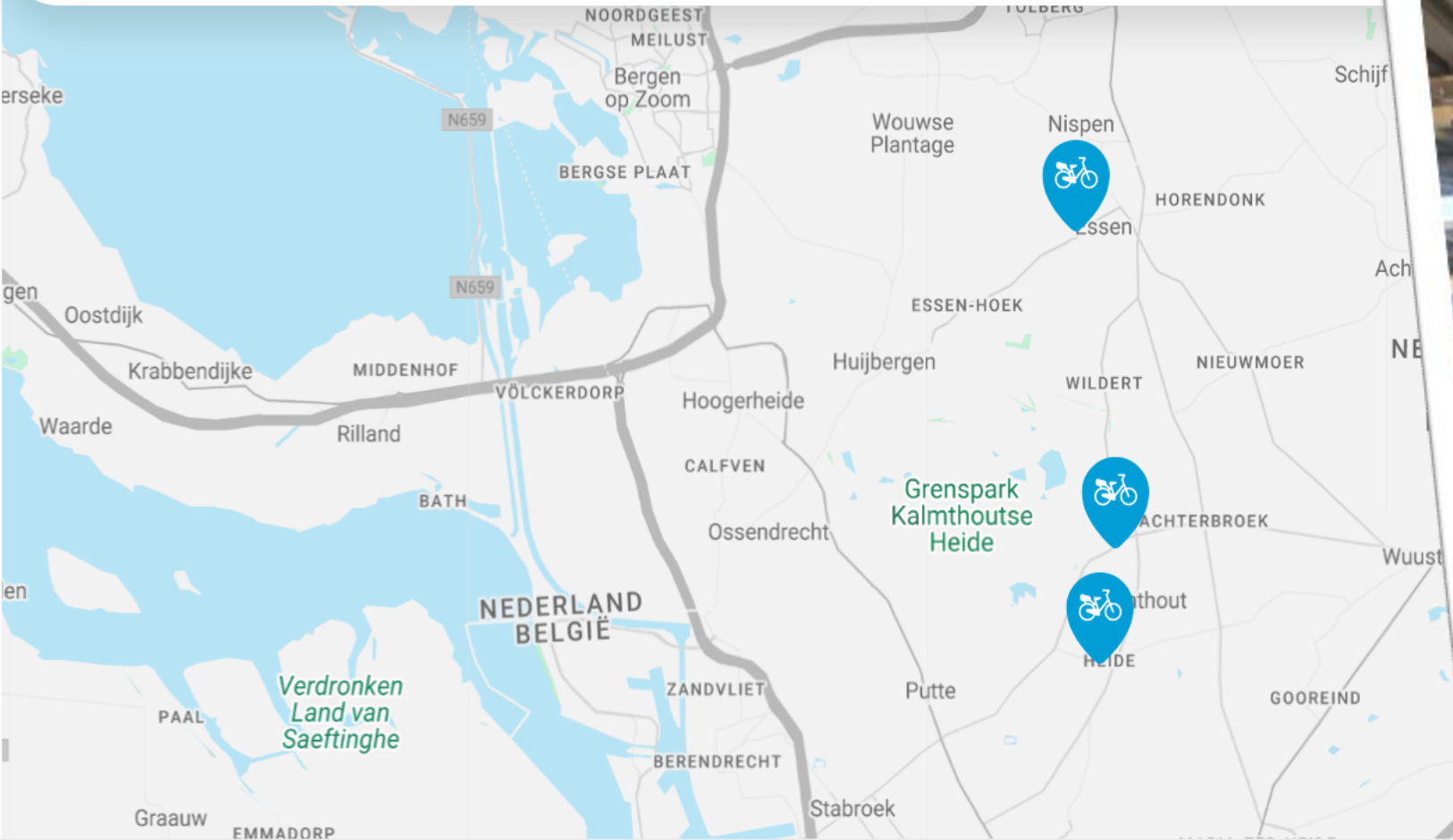
NLFREN

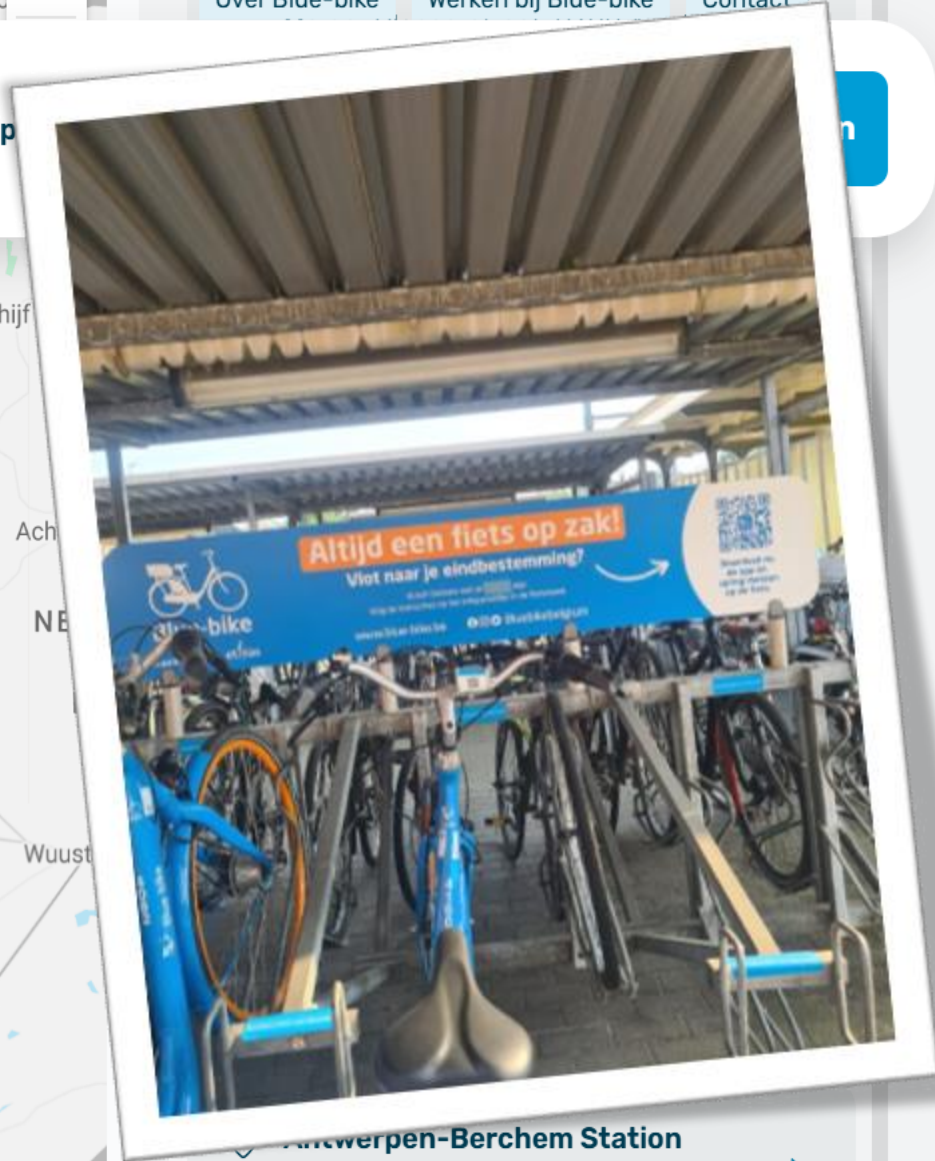
Oud-VossemeerKruislandBosschenho

Aalst Station
Over Blue-bikeWerken bij Blue-bikeContact

 Blue-bike voor **particulier** 

 Locaties Tarieven Help





Aalst Station

STAP UIT OP SANTPOORT NOORD



9:41

Spoor 1

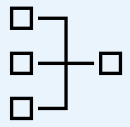
29 min



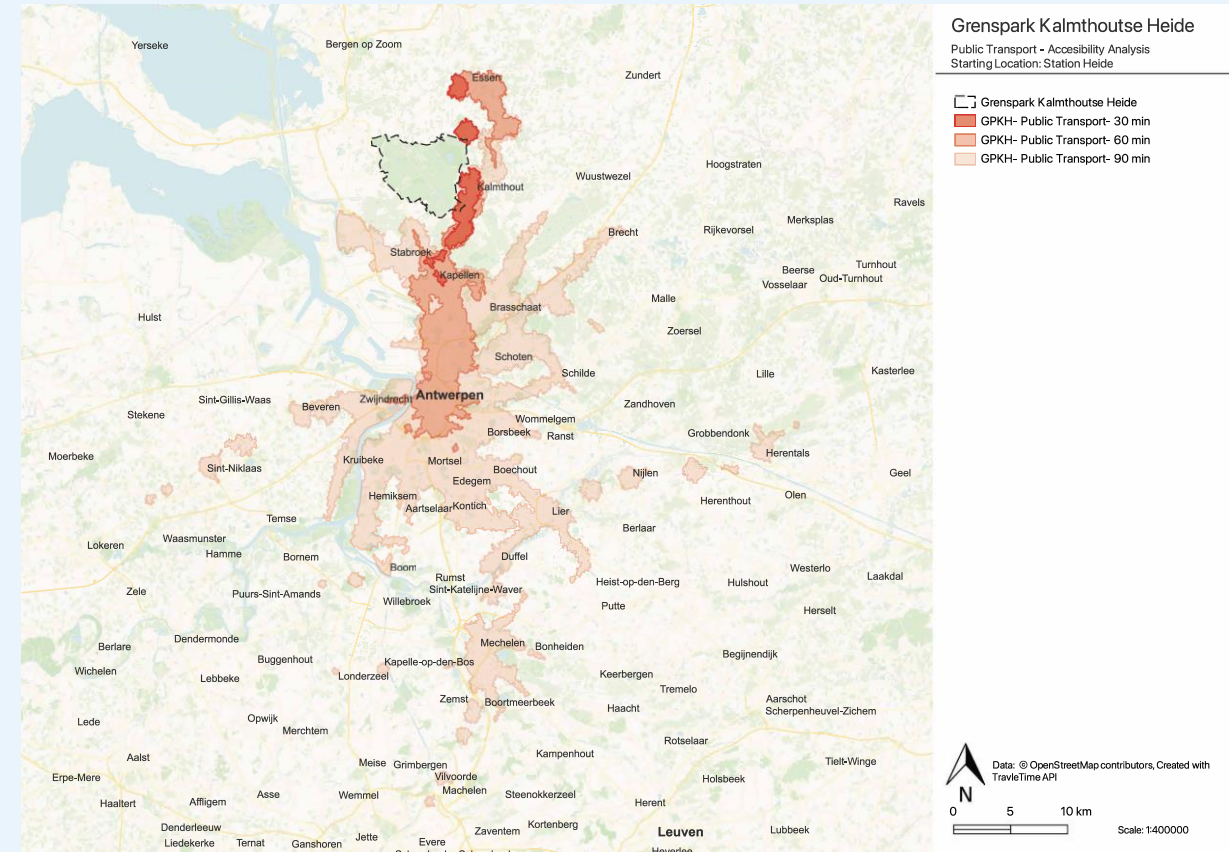
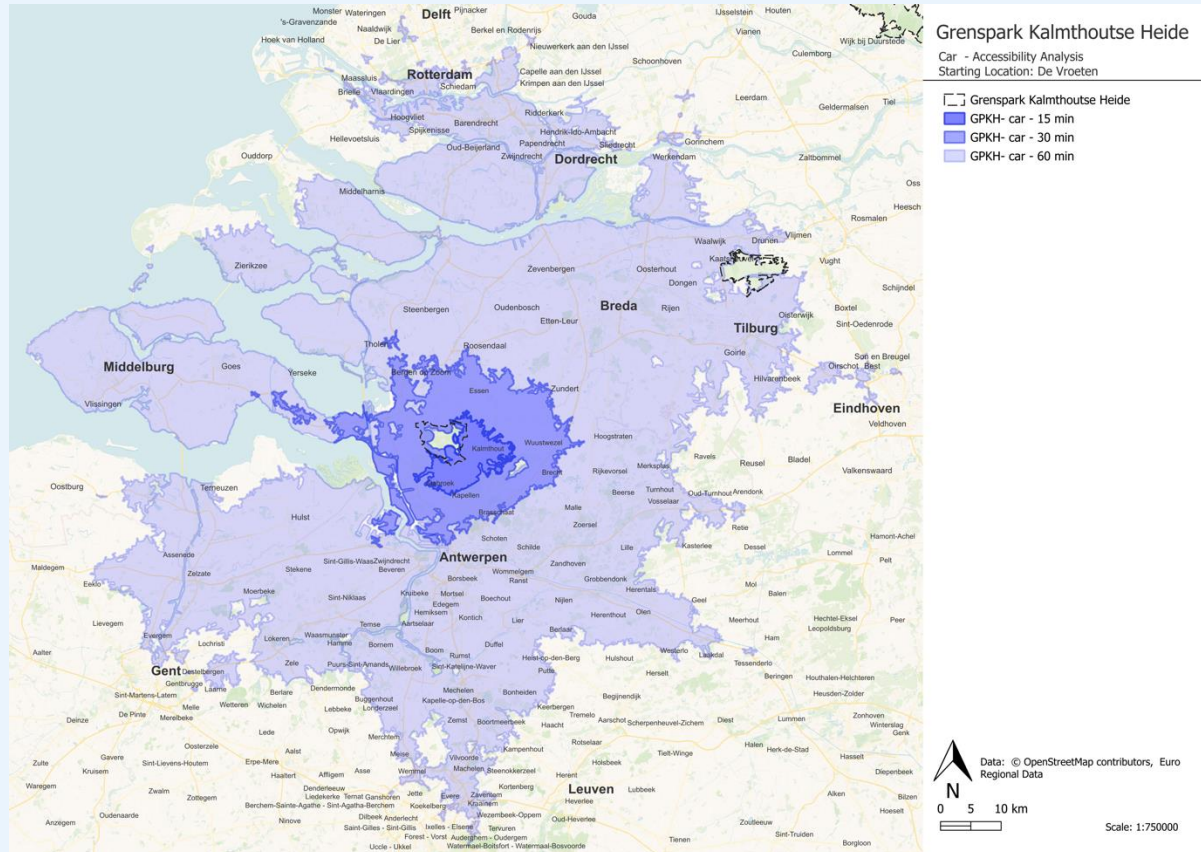
Santpoort Noord



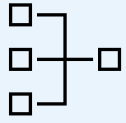




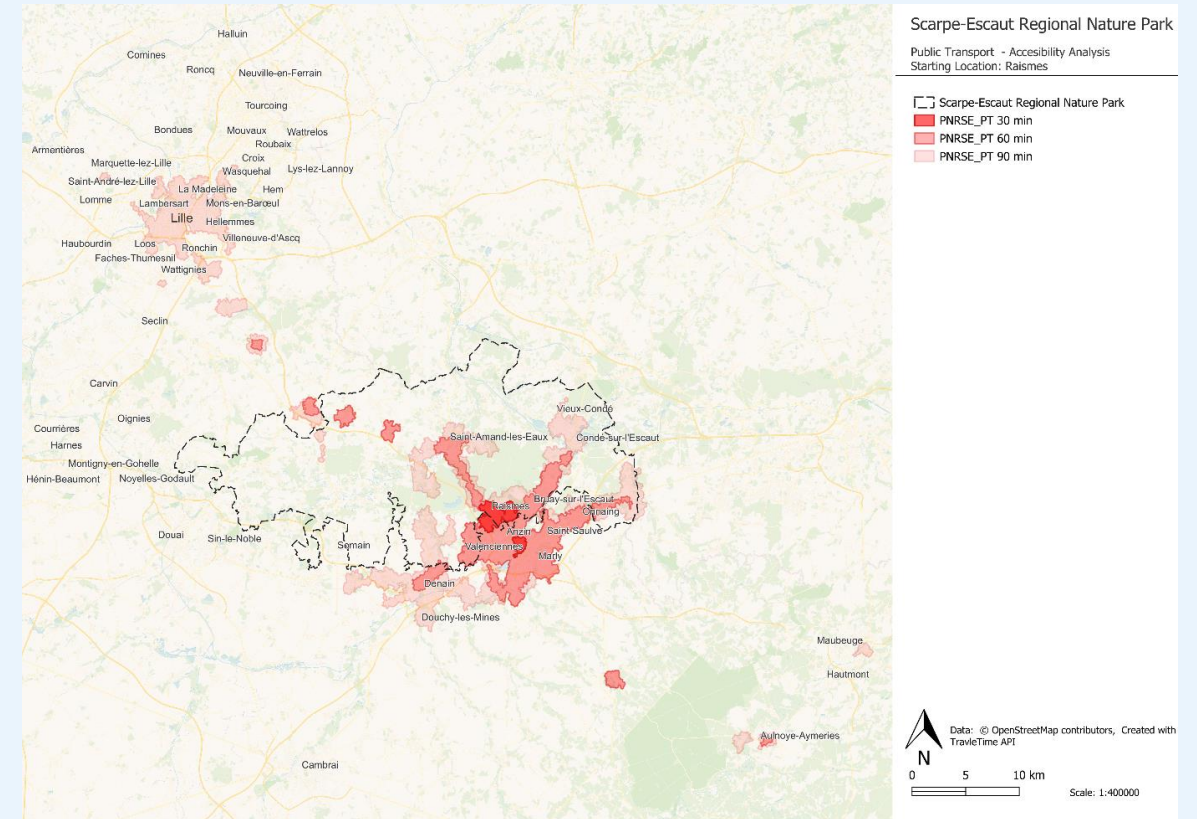
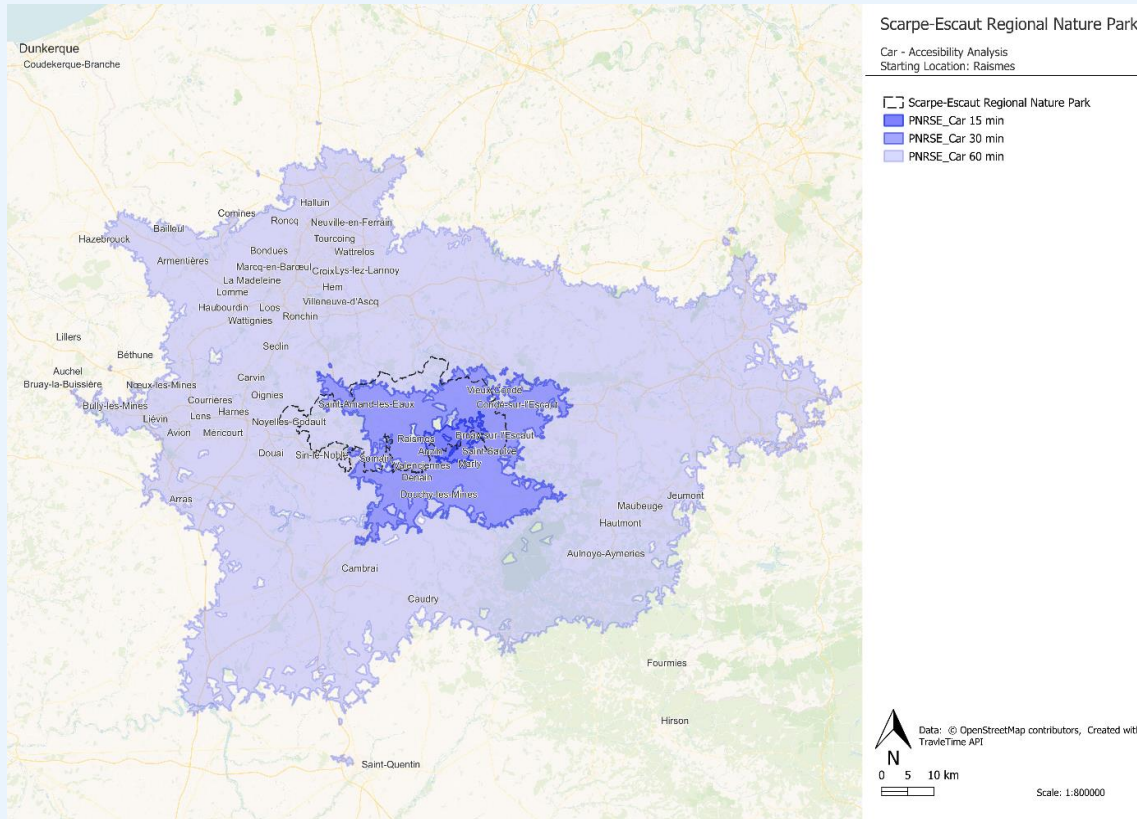
3. Potential systems perspective: selective PT accessibility



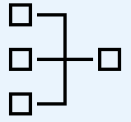
Oorschot et al (2025) General inventory nature areas (1.2): example Kalmthoutse heide



3. Potential: systems perspective: selective PT accessibility

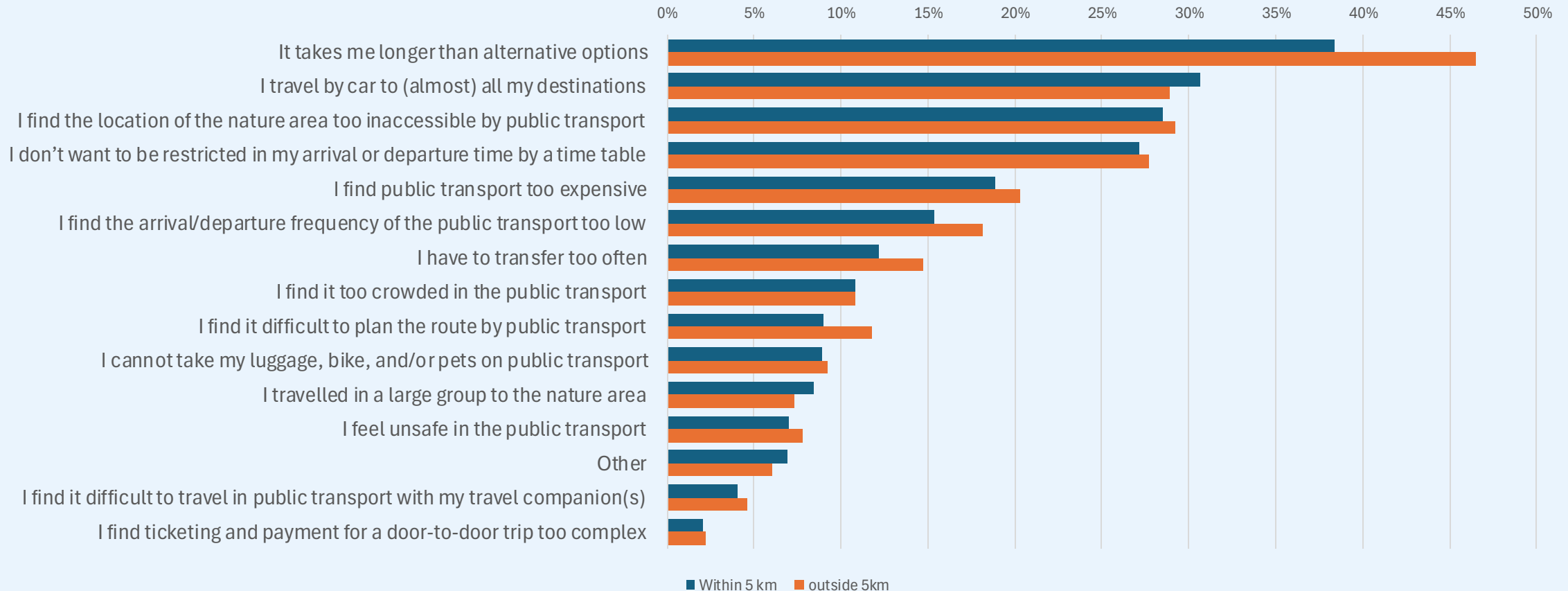


Oorschot et al (2025) General inventory nature areas (1.2): example Scarpe-Escaut



3. Potential: systems perspective

Reasons for not using Public transport, NL, BE, FR, DE



Source: Neelis et. Al, 2025. MONA survey outcomes

3. Systems perspective: potential

- PT networks provide very **selective** accessibility
- Shared mobility improves **'last mile'**
- Provides **regional** accessibility
- **E-bikes** could further enhance the **scope**





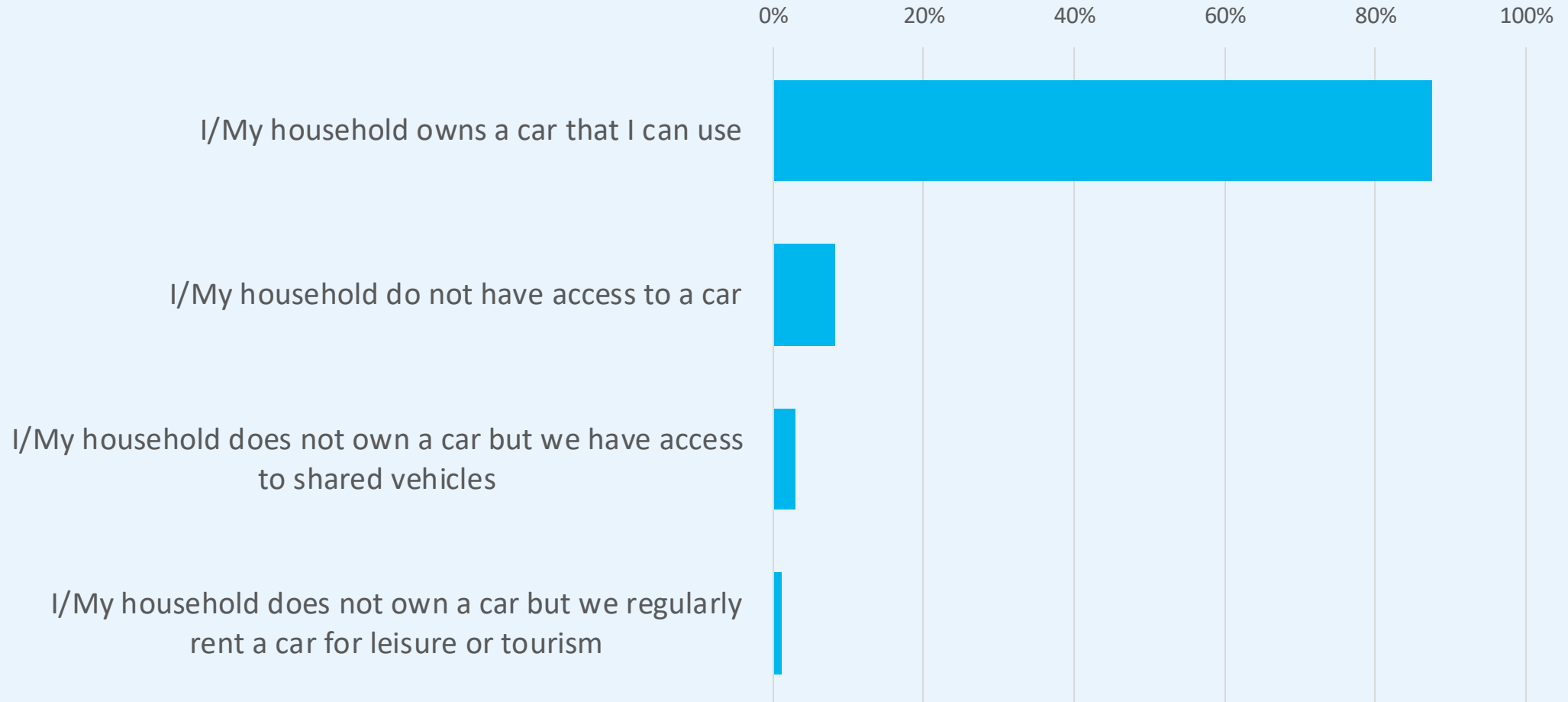
4. User perspective

- **Travel distance:** higher distance more attractive for PT
- **Visitor frequency:** lower frequency, more attractive for shared mobility
- **Time spent:** longer time more attractive for PT and shared mobility
- **Type of activity:** some activities less convenient (e.g. walking dog, visit with family)
- **Type of park:** large national parks (tourism) versus regional nature areas (Leisure)





4. User perspective: car access

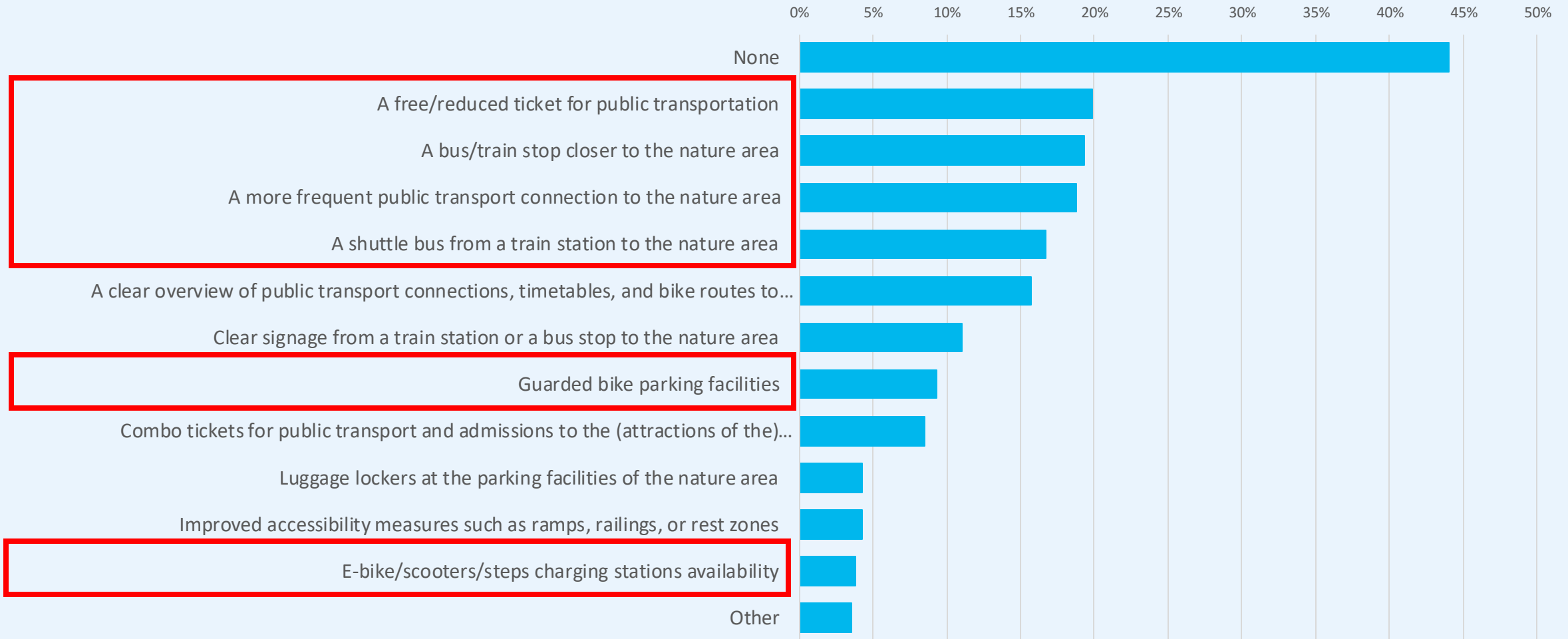


Source: Neelis et. Al, 2025. MONA survey outcomes



4. User perspective: more sustainable?

Motives for sustainable transition



Source: Neelis et. Al, 2025. MONA survey outcomes



4. User perspective: could it work?

- **For non-car owners:** better opportunities to visit nature areas
- **Current (local) shared mobility users:** corresponding attitude and knowledge of system
- **For non-frequent visitors:** opportunity to shift to PT in combination with shared mobility
- **Day-tourism activities:** for longer visits, additional travel time is less of a burden.
- **For frequent local visitors:** modal shift to own bicycle offers better opportunities





5. Integral perspective & takeaways

Shared mobility helps but is no magic bullet

- Support **inclusivity** by providing access to non-car owners
- Shared mobility has a **selective user group**
- Modal shift will be **limited** as the car use is more convenient and habitual

Integral perspective: combine shared mobility with:

- **Regional** approach with parking measures and car access restrictions
- Developing **park and bike** facilities at park edges together with shared mobility options
- **Marketing** campaigns and seamless integrated **ticketing/booking**
- Enhance facilities for (secured) **bicycle parking** to promote cycling by local users

