

HANDBOOK TO VISITOR INFORMATION
FACILITATING AND STIMULATING A MODAL SHIFT TOWARDS
SUSTAINABLE MOBILITY IN NATURE AREAS





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Disclaimer

This document is based on original research and fieldwork conducted by their authors. Artificial intelligence (AI) tools were used to assist in editing and formatting some parts of this report. All core content and insights reflect the authors' expertise and project outcomes.



I. About the MONA project

Nature areas in North-West Europe (NWE) face an increasing number of visitors (intensified by COVID-19) resulting in an increased pressure on nature, negative environmental impacts, higher management costs, and nuisance for local residents and visitors. The high share of car use exaggerates these impacts. Therefore, effective traffic management in national parks has become crucial to enable sustainable tourism.

Project MONA is a European partnership between eight nature areas and three knowledge and dissemination partners across The Netherlands, Germany, France and Belgium. MONA stands for ‘MOdal shift, routing and nudging solutions in NAture areas for sustainable tourism’. The goal of the project is to stimulate sustainable tourism in and around nature areas in North-West Europe. The project promotes sustainable tourism by advocating for eco-friendly mobility in natural areas, inclusive route planning, and sustainable practices among park visitors.

Launched in 2023, MONA's mission supports nature, visitors, and local economies in north-western Europe. Its approach focuses on encouraging a shift to sustainable mobility, inclusive planning, and environmentally friendly practices for all involved. The duration of the project is 4,5 years, running up until the end of 2027. MONA's three pilot projects across eight nature reserves aim to manage visitor flows, reduce environmental impacts, and improve sustainable access.

A multidisciplinary research team—comprising BUAS, KU Leuven, and Wageningen University (WUR)—brings together expertise in sustainable mobility and accessibility, sustainable tourism, behavioural change, GIS, big data analysis, impact measurement tools and methods, modelling, and the assessment of social impacts.

More information on project MONA can be found on the Interreg North-West Europe website for project MONA: <https://mona.nweurope.eu>

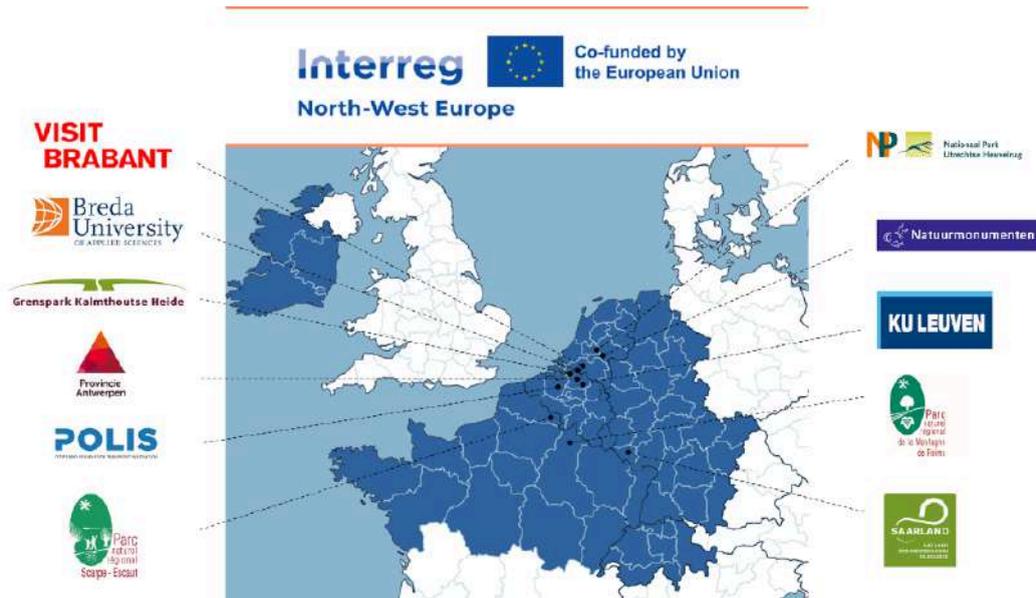


Figure: project MONA consortium



II. Introduction

Visitor information is key to encourage a modal shift from private car use to more sustainable modes of transport, and to improve the visitor experience when using sustainable mobility modalities (e.g. public transport, cycling, walking, etc.) . Therefore, this document aims at sharing a brief overview of best practices in terms of information towards visitors using sustainable mobilities when visiting nature areas.

This document can help decide what information should be shared with visitors who will use sustainable mobility modalities, and how the information should be shared (e.g. online, train stations, starting points). The best practices shared in this document can be applied in all nature areas who want to encourage visitors to use more sustainable transport modes instead of the private car. However, there is no one-size-fits-all solution in terms of information format: this is an inspiration guide, but recommendations remain flexible, so each nature area can choose which elements they want to use.

Purpose of this handbook

This handbook aims to guide peri-urban parks and nature areas in general, in developing effective visitor information tools that promote and enhance sustainable transportation options. This encourages a shift away from private cars toward climate-friendly travel such as trains, buses, cycling, or walking. Sustainable transport reduces environmental impact, enhances visitor experience, and can position a park, Destination Management Organization (DMO) or nature area as a model to follow in terms of responsible tourism. Clear, inclusive, and engaging information is essential to facilitate this transition.



POLIS is a network of European cities and regions working together to develop innovative transport solutions. With extensive experience in capacity building and dissemination, POLIS is responsible for leading communication, dissemination, and capacity building within the MONA project. As part of these activities, the contents of this handbook will be shared under the MONA project framework, sharing inspiration and lessons learned with a broad network of mobility and tourism experts, policy makers, nature areas across North-West Europe, DMO's, More information on POLIS network can be found: <https://www.polisnetwork.eu/>



Framework: Who, What, How ?

Who is this handbook for?

Any DMO, Park, or nature area, who wants to encourage modal shift to sustainable mobility among their visitors. The target audience are all visitors, but especially nature- and eco-conscious individuals.

What are we talking about in this handbook?

Sharing accessible, clear, concise, and inclusive information about how to reach and explore the park using sustainable modes.

How do we propose to achieve this goal?

Through a combination of digital tools, physical signage, and engaging storytelling—tailored to each stage of the visitor journey.

General introduction to visitor information

When visitors are encouraged to explore the park in a more sustainable way, it is essential to provide ample information to make the transition from car use to public transport or biking as seamless as possible. Both online and offline information should work together to create a cohesive and accessible narrative. Visitors need easily accessible information that they can look up in advance, for example, via the park's website or transport authority websites. However, not all visitors will research beforehand. To accommodate these visitors, clear and practical guidance should be available at every step of their journey—from leaving their home and reaching the nearest train or bus station to arriving at the park.

“The objective is to reassure the public that public transport is just as convenient as using a car.” Research conducted by Wageningen University¹ emphasizes that it is crucial to “take people by the hand” and demonstrate how simple it is to use alternative modes of transportation. For example, digital platforms should prioritize public transport information. Websites should greet visitors with detailed yet straightforward details, such as travel durations, directions, and major destinations within the park. This ensures that visitors feel confident and well-prepared to make sustainable travel choices.



In addition to this other types of communication tools, like social media could potentially boost the awareness of sustainable travel, by linking the alternatives to events or branding opportunities. An example of this is the European Week of mobility². Parks could use this opportunity to highlight the need for sustainable travel.

¹ Train stations as green entrances to National Park Utrechtse Heuvelrug, the Netherlands (2023) – Wageningen University & Research

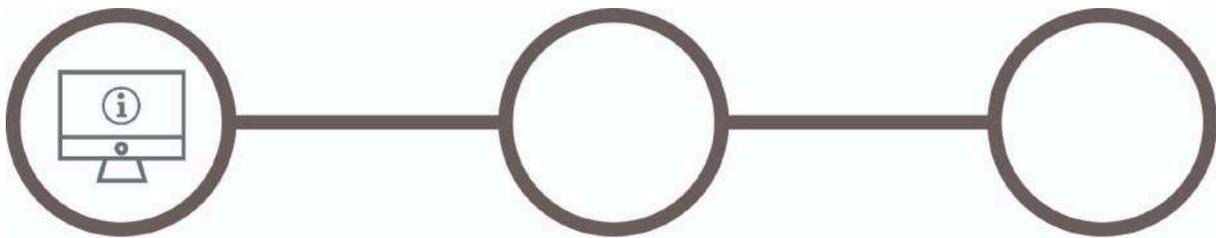
² mobilityweek.eu



III. Visitor Journey & Information Tools

In order to change peoples' mobility behaviour it is important the right kind of information is provided at the right time. In order to motivate visitors to choose a sustainable mode of transport information should be given at every stage of their visitor journey. The aim is to provide the right kind of information in the decision-making moments in order to influence visitors' mobility behaviour (e.g. selecting their destination and mobility mode) to desired direction. In this chapter the three stages of the visitor journey are explained and linked to the information tools that can be used in that stage.

Before the Visit



During this stage the visitor will start thinking about visiting the park. They will search for information (mostly via search engines). First they will look for information about the park, why they should visit. When they have decided they do want to visit the park, they will search for information on how to get there. During this moment of decision it's important to nudge the visitor towards the wanted behaviour: choosing a sustainable mode of transport.

Format: Primarily digital (website, mobile-optimized maps) and some analog (maps at tourist information points)

Key Features & content:

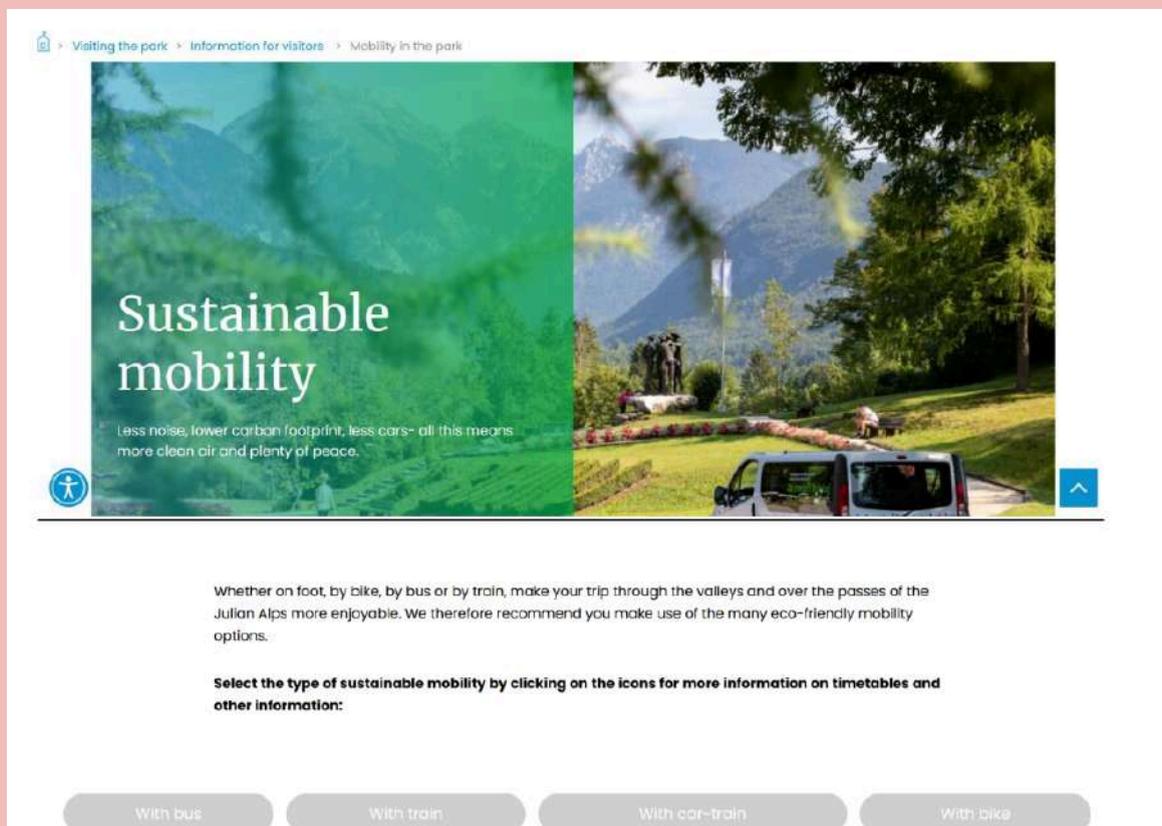
- **Why visit:** Showcase natural beauty and unique experiences.
- **Why sustainable mobility:** Emphasize the benefits sustainable mobility has on nature (low emission, quiet) and visitors (relaxing journey by public transport or health benefits of cycling). Present sustainable mobility as “the easy and enjoyable way.”
- **How to get there:** Clear guidance on transport options (train, bus, bike). Links to booking apps/services. Avoid using timetables directly on your website, to prevent communication outdated information
- **Practical information:** Starting points, trail access, facilities, link to real-time data.
- **Tip:** Create a dedicated, easy-to-navigate section on your website focused on sustainable mobility.



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Inspiring example 1: Sustainable mobility section, Triglav National Park (Slovenia)

At Triglav National Park in Slovenia, an entire, easily accessible section of the website is dedicated to presenting sustainable mobility as an appealing and enjoyable experience. It highlights how visitors can reach the park by bus, train, bicycle, or a car-train combination. Notably, private car use is not given prominence in this section, subtly encouraging more eco-friendly travel choices.



Visiting the park > Information for visitors > Mobility in the park

Sustainable mobility

Less noise, lower carbon footprint, less cars- all this means more clean air and plenty of peace.

Whether on foot, by bike, by bus or by train, make your trip through the valleys and over the passes of the Julian Alps more enjoyable. We therefore recommend you make use of the many eco-friendly mobility options.

Select the type of sustainable mobility by clicking on the icons for more information on timetables and other information:

With bus With train With car-train With bike

More information on this is to be found on:

<https://www.tnp.si/en/visiting-park/information-for-visitors/mobility/>

Inspiring example 2: Journey Planner, National Park Loch Lomond & The Trossachs (UK)

Loch Lomond & The Trossachs National Park (Scotland, UK) presents a Journey Planner app as a pilot project to share all the potential travel options in one place, making it easier for visitors to plan their sustainable journey to the park. It is even possible to compare the carbon emission of different transport modes.



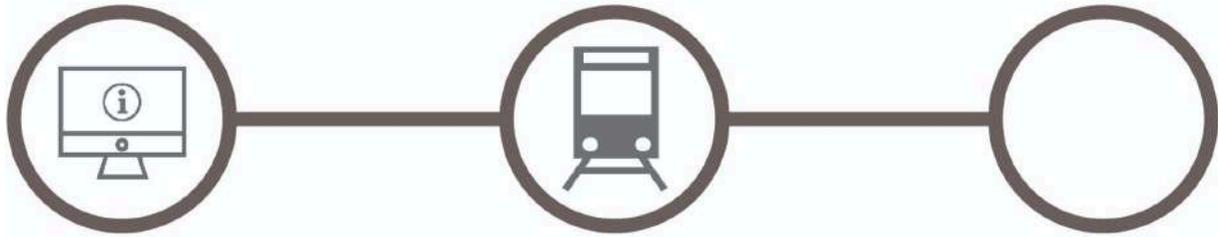
The screenshot shows the website's navigation menu: Park Authority, Planning, Contact us, News, Map. Below the menu are links: Discover the Park, Things to do, Things to see, Plan your visit, Looking after the Park, National Park Plan. The main content area features a large image of two hikers in blue and red jackets looking at a smartphone. Below the image is the heading "National Park Journey Planner" and a description: "Our new Journey Planner app is a pilot project which gives you all the potential travel options for your journey in one place, making it easier to research, plan and book a day trip." There are buttons for "Download on the App Store" and "GET IT ON Google Play". A sidebar on the right contains the app logo and a short description. The main text continues: "Loch Lomond & The Trossachs National Park is one of the most popular visitor destinations in Scotland and can be reached by more than 50% of the country's population within one hour by car. But, while it is recognised that not all areas of the National Park can be reached by public transport, there are alternatives to car travel for some of the most popular parts of the Park. Using trains, buses, bikes and even walking to make up your journey are all more sustainable ways to travel, both taking pressure off already busy roads and car parks and doing your bit to reduce carbon emissions and tackle the climate emergency. The new National Park Journey Planner is being trialled to encourage use of more sustainable modes of transport including public transport and cycling. You can try it on this page or download the app to your phone via Apple Store or Google Play. The National Park Journey Planner allows you to: Plan and pay for your journey; Check travel plans throughout the day (even when offline); Check and compare the carbon impacts of different modes of travel."

More information on this is to be found on:

<https://www.lochlomond-trossachs.org/plan-your-visit/getting-to-the-park/>



Transit to the park



The visitor is on their way to the park via their choice of sustainable mobility. To ensure the journey is part of their nature visit, provide the visitor with interesting information during their journey. This helps to make the journey more relaxing and fun, so the visitor will once again choose a sustainable form of transport the next time they visit the park. In addition, ensure that the journey is as smooth as possible by providing clear information visitors can use on their visit.

Format: Digital media for use in transit.

Key Information & content:

- QR codes on tickets or stations linking to trail maps or park highlights.
- Podcast: Short podcasts to introduce the destination during the commute. For example, a podcast about nature, biodiversity, or historical information about the area.
-

Inspiring example 3: The Boscast, National Park Utrechtse Heuvelrug (NL)

The Boscast is a 7-part podcast series that explores the nature and inhabitants of the Utrechtse Heuvelrug National Park (Netherlands). This educational, informative, musical, and imaginative podcast brings the forest to life through engaging stories (designed specifically for primary school children aged 5 to 12).



More information on this is to be found on: <https://www.np-utrechtseheuvelrug.nl/deboscast/>
Podcast also on Spotify: <https://open.spotify.com/show/2IQY9QK30SnLYVpGPRvhtA>

Inspiring example 4: Audiotour Train ride to Nieuw Land, National Park Nieuw Land (NL)

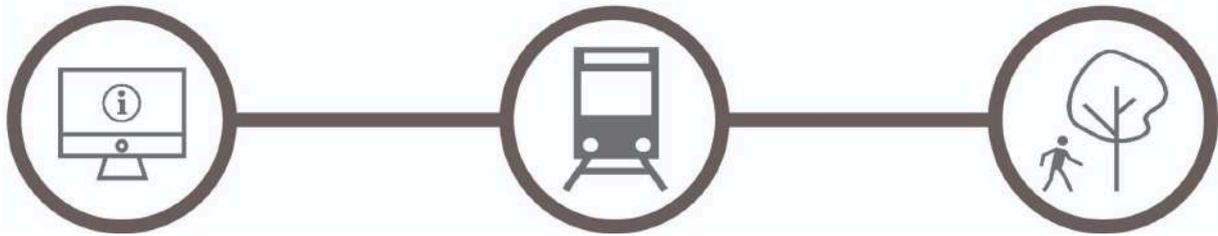
This audio journey tells the story of the "Nieuw Land (New Land)" and is specially made for the train ride on the train from Amsterdam Central via Almere Centrum to Lelystad Centrum.

The podcast can be easily downloaded to a smartphone. At each stop, a short audio segment provides the listener with insights about the surrounding area and their destination. This makes the train journey more engaging and encourages sustainable travel. It also allows passengers to begin connecting with the nearby nature reserve even before they arrive. In this way, the experience begins right at the station.

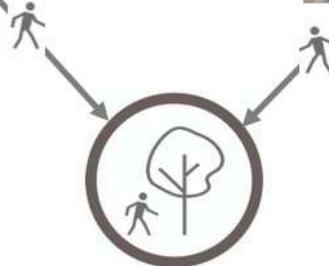
More information on this is to be found on:

<https://www.nationaalparknieuwland.nl/nl/route-overzicht/349769885/audiotour-treinreis-nieuw-land>

On Arrival & On-Site Experience



To ensure a smooth and enjoyable travel experience, it's essential that visitors can easily find their way to hiking trails and attractions upon arriving at the park. This helps reinforce the idea, presented in pre-visit information, that sustainable mobility is not only responsible, but also convenient and pleasant. Understanding how visitors travel to the park, and identifying the moments when they most need guidance, is crucial. With public transport, the so-called 'last mile', the final stretch from the station or bus stop to the park itself, can often present challenges. Reducing these barriers is key.



Providing clear, step-by-step information for the entire journey, including the last mile, helps ensure visitors feel confident and supported throughout their trip. This information should be available in both digital and analog formats to accommodate all types of travelers. The visitor's experience should begin the moment they step off the train or bus, with the feeling that their journey into the area has already started.

Key Features:

- Welcome signage at transport hubs to signal entry into the nature area.
- Prominent wayfinding and maps near mobility nodes (e.g., train stations, bike hubs).
- Consider including tactile elements, braille, large print, and multilingual content to make the information more accessible and inclusive



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- QR codes for digital expansion so visitors can still check the map while hiking
- At car parks: promote alternatives for future visits (“next time, come by train”).
- Ensure signage is easy-to-read, accessible, inclusive, and visually inviting.

The ideal information panel

Highlighted here are some key features in providing a clear information panels for visitors:

- Ideally the information provided to visitors should be located near the transit points and sustainable mobility facilities like train stations, bus stops and bicycle racks. This makes for a seamless journey where visitors get the information as soon as they arrive in the area. Park regulations should be considered for signage.
- A “You Are Here” map and a welcome message help orient visitors upon arrival.
- Information on how to explore the area sustainably encourages responsible behavior.
- Real-time updates, such as trail busyness and alerts, keep visitors informed and safe.
- Suggested trails and activities provide inspiration for how to enjoy the area.
- A QR code for mobile access allows visitors to access additional information on their phones.
- Route information should start at the point where the visitor got off (train station, bus station).
- Use the branding from the nature reserve to further enhance the experience of ‘already being there’.



Left: Information panel next to bicycle facilities at Parc naturel régional de la Montagne de Reims (FR). The information should be placed closeby transfer points and mobility facilities.

Right: an example from Grenspark Kalmthoutse Heide, near a train station



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Inspiring example 5: Van Gogh National park (NL)

A welcome sign placed at mobility hubs welcomes visitors as if they would already be in the park. It provides a tease of what experience they might have. .





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Inspiring example 6: 'Buitenpoorten' Sustainable Gateways to Nature (NL)

'Buitenpoorten' are public transport hubs – often train stations – that provide a sustainable connection between the city and surrounding natural areas. Their purpose is to bring together recreation, cultural heritage, nature, and amenities, improving sustainable access to the landscape.



To truly turn stations into sustainable gateways to nature, the landscape must already be felt at the station itself. Greenery and nature-themed visuals – such as footprints, deer tracks, and subtle landscape cues – help evoke a sense of the nature experience from the moment travelers arrive. Clear and visible routes guide visitors to walking and cycling paths, creating a seamless, intuitive, and inviting transition from the station into nature while ensuring an optimal visitor experience.

Sustainable access to natural areas

- **Encouraging sustainable recreation:** Buitenpoorten promote the use of trains for leisure travel, contributing to a healthier and more sustainable living environment.
- **Improving sustainable accessibility:** Buitenpoorten enables people to reach nature and recreational areas in a sustainable way.
- **Spreading visitors:** They help distribute visitor flows more evenly across regions, reducing pressure on popular spots.



At Bussum Zuid railway station (Netherlands), the first elements of the *Buitenpoort* concept are now visible. A large *Buitenpoort* logo is prominently displayed on the platform. Animal tracks on the ground guide travelers to an information pillar featuring local routes and points of interest.

As part of the launch, a campaign titled “**Step into the outdoors—follow the trail from city to countryside!**” invites hikers, nature enthusiasts, and those seeking tranquility to take the train to the *Buitenpoorten*.

Buitenpoorten is an initiative of the Province of North Holland, NS (Dutch Railways), the Amsterdam Metropolitan Area, IVN Nature Education, municipalities, and various nature organizations. The province also collaborates with Recreatie Noord-Holland, ProRail, railway master agency local entrepreneurs, organizations, and residents

More information on this to be found on:

<https://www.buitenpoorten.nl/>

https://www.noord-holland.nl/Onderwerpen/Ruimtelijke_inrichting/Projecten/OV_Knooppunten/Buitenpoorten

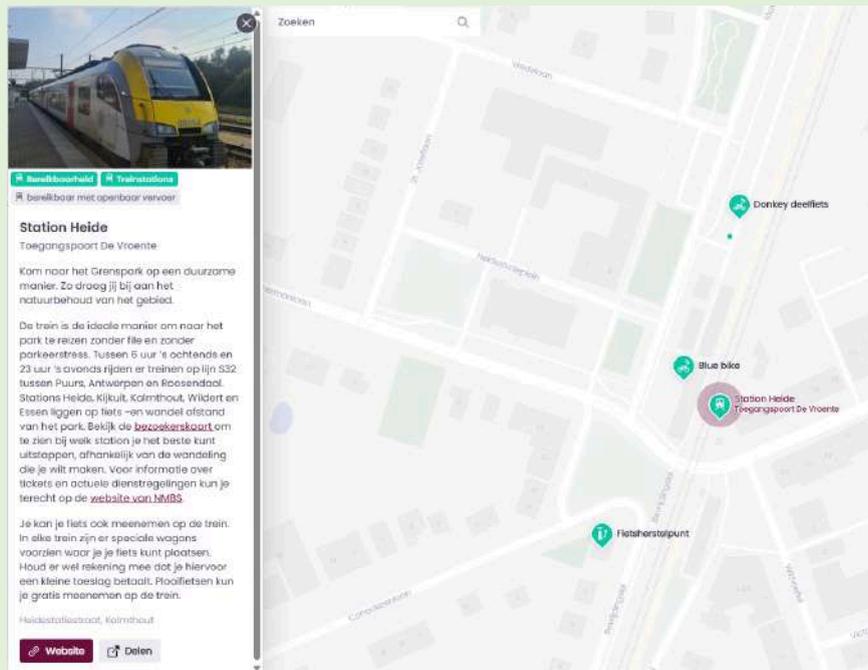
IV. Communication strategies and inspiring examples

When communicating sustainable mobility to visitors, it is important to tell an overarching story. In this chapter some general directions of communication strategies are described. In addition, some inspiring examples are given.

Inspiring example 7: Mobility communication in Grenspark Kalmthoutse Heide (BE)

Grenspark Kalmthoutse Heide is committed to sustainability and has developed a clear vision for green mobility. Through its communication, the park aims to encourage visitors to choose environmentally friendly modes of transport in order to protect the vulnerable natural area and prevent congestion and disruption.

One key initiative supporting this vision is the 'Digital Interactive Visitor Map'. This map not only showcases hiking routes, experiences, and facilities in and around the park, but also places strong emphasis on sustainable travel options. It clearly communicates that taking the train or bus is the most logical and eco-friendly way to reach Grenspark.



When users click on information about train stations or other mobility options, a message appears: *'Travel sustainably to Grenspark – help protect this unique natural area.'* This message reinforces the role visitors play in conservation and highlights public transport as the preferred way to access the park.

More information on this to be found on [Grensparkkalmthoutseheid.com](https://www.grensparkkalmthoutseheid.com) or :

<https://wolfmaps.com/kaart/beleefkaart-grenspark-kalmthoutse-heide-dbed83b?preview=true&c=b976d2b&c=5b3e89b&c=7b4838b&c=b3642ab&c=bdd898b&c=7b8d2ab&c=b68678b&c=b5566eb&c=b839e2b&c=ba36e2b&c=ba3228b&c=8b5398b&c=b4a236b#11.93/51.40119/4.45573>



Inspiring example 8: Reims-Epernay Visitor pass (FR)

In 2022, Reims and Epernay DMOs launched together a common visitor pass. This 100% paperless pass includes access to a long list of sites and museums, including the main tourist attractions.

Both 48H and 72H passes include :

- Unlimited public transport use in Reims and Epernay,
- A Reims-Epernay round-trip train journey (which can also allow people visit Montagne de Reims regional park, since the Reims-Epernay train line stops at 4 train stations in the Park).

Negotiations with several transport operators were needed in order to include these offers in the Visitor Pass. This is a very relevant addition to this visitor pass, in order to encourage visitors to use public transport (buses, tramways, train...).

More information on this is to be found on:

<https://www.reims-tourisme.com/pass-reims-epernay/>



Communication strategies

- Promote sustainable modes as the **first obvious choice**, not “just an alternative”. The Default Effect is a behavioural occurrence where people are more likely to stick with the pre-selected option, or default, when making a decision. This tendency occurs because selecting the default requires no action or effort, whereas choosing an alternative requires a deliberate decision. Thus when framing the sustainable mode of transport as the default of getting to the park and as part of the nature experience, visitors are more likely to choose this mode of transport.
- **Framing** visits as a healthy, active adventure—an **eco-journey** where walking, cycling, or taking the train is **part of the overall nature experience**. When visitors embrace the journey itself as part of the adventure, sustainable travel feels more engaging and the distance seems shorter. For example, starting the experience with a scenic train ride, a bike path, or a walk from the station to the park creates a sense of immersion long before reaching the trailhead. Promoting this mindset not only supports sustainable mobility but also encourages physical activity and well-being as integral parts of the outdoor experience. Create themed campaigns or events (e.g. “La Grande Traversée”, see inspirational examples) to reinforce this.
- Framing train or bus stations located within or near the nature area as **sustainable entry points** for visitors.



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- Share stories of “nature-conscious visitors” as ambassadors. By showing visitors that other visitors also use sustainable modes of transport for getting to the park, they are more likely to perceive this as achievable. Especially when the visitor shown in the story is relatable and just like them. By telling the stories of nature-conscious visitors the **social norm** is set that traveling sustainable is a normal thing to do
- Link every **activity/event promotion** with clear eco-transport info. In order to make it as easy as possible for the visitor to choose sustainable transport, add a clear description on how to get to events with sustainable transport. Preferably choose locations for the events that are easily accessible with public transport.
- Use **altercasting & social labelling**: invite visitors to see themselves as nature stewards. Altercasting is a technique that nudges people into social roles to make them more likely to act in a manner that is congruent with those roles. It’s about labeling visitors as environmentally friendly individuals. For example: “Protecting nature is important for visitors of this park. To protect this nature, visitors often take public transport to get to the park.”

Inspiring example 9: “Naturally, I take public transport” campaign (RET and municipality of Rotterdam)

The campaign “Naturally, I take public transport” in Rotterdam, organized by RET and the municipality, aimed to encourage the use of public transportation and to promote sustainable and efficient travel choices among the population.

Passengers were labeled as environmentally friendly individuals with the following message: **“Naturally, I use public transport. During the week or on the weekends, naturally you travel sustainably”**. In Dutch, the word “naturally” is a very common word for ‘of course’ and it makes a strong reference to nature. Also, this holder had drawings of green tree leaves printed on a blue background reminding of an image of Earth from space.



More information on this to be found on:

<https://www.interregeurope.eu/good-practices/nudging-experiment-testing-whether-social-labelling-can-increase-bus-use>



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Inspiring example 10: framing of Baarn railway station “Sustainable starting point to Nationaal Park Utrechtse Heuvelrug (NL)”

As part of the MONA project, NPUH information panels were launched during the ‘150th anniversary of the station and railway in Baarn’ anniversary, in collaboration with the municipality of Baarn, NS (Dutch railways) and ProRail (Dutch national railway network). These panels provide cultural-historical context and information about the surrounding nature area, aiming to bring the story to life for visitors, while encouraging visitors to travel sustainably and frame the station as a sustainable entry point of visits to the Utrechtse Heuvelrug National Park. Baarn railway station offers direct access to the nature area of Utrechtse Heuvelrug.



More information on this to be found on:

<https://www.np-utrechtseheuvelrug.nl/bericht/station-baarn-duurzaam-startpunt-voor-een-bezoek-aan-nationaal-park-utrechtse-heuvelrug/>



Inclusive communication

At every stage (before or during the journey, and at destination):

- Avoid digital-only approaches — some visitors may not use digital tools.
- Ensure materials are available in multiple formats (print, audio, easy-read, multilingual).
- Keep under-served groups in mind: information must be easy to access, easy to use and to understand.
- Information must be as accessible and inclusive as possible. Refer to inclusion-europe.eu for examples of inclusive and accessible design.

Inspiring example 11: NaviLens - cutting edge technology for blind and partly sighted people

Many blind and partly sighted people have difficulty using traditional signage and therefore find it a challenge to be autonomous in unfamiliar environments.

NaviLens is a free app that allows users to navigate spaces with minimal or no assistance. NaviLens is particularly helpful for people with visual impairments, offering features like:



- **Long-Distance & Wide-Angle Reading:** NaviLens codes can be read from significantly farther away than traditional QR codes, up to 12 times further. Users don't need to be directly in front of the code or have their phone camera perfectly aligned; NaviLens can detect and read codes from a wide range of angles.
- **Auditory cues:** the app provides audio feedback when a code is detected and to guide users to the code.
- **Location mode:** helps users locate codes in their environment by providing directional feedback through vibrations and sounds.
- **Customizable settings:** Users can adjust the app's settings to suit their preferences, such as text size and audio output.

The capabilities of this code allow users to interact more easily and accessible with their environment in places such as train stations, bus stops, public buildings, nature and cultural sites and trails.

More information to be found on: <https://www.navilens.com/en/>
<https://www.nationaltrust.org.uk/services/navilens-trial>

Photo : NaviLens at National Trust Saltram (UK) outdoor cultural site



Inspiring example 12: The “Smart Mobility” approach developed by Grand-Est Destination Management Organization (France)

This initiative aims to develop sustainable transport solutions for tourists through innovation, experimentation, and design thinking. It brought together public and private stakeholders to co-create mobility solutions that reduce barriers, support regional travel, and manage visitor flows. One key outcome is a digital platform that models mobility solutions for regional stakeholders—providing practical tools, including enhanced visitor information at train stations.



“As I leave the station, a tourist map shows me the main nearby sites of interest, places where I can park my bike, find car-sharing, shops and walking and cycling distances...”

More information on this to be found on:

<https://scetartge.wixsite.com/artge>



Inspiring example 13: Occitanie region (France) and SNCF (National Railway Company) developed the “Occitanie Rail Tour

This tour offers

- inspirational content (videos, photos, articles,...),
- very attractive rates,
- an interactive map of all destinations which can be reached with train lines and train stations in Occitanie,
- for each train line: a themed “branding”, tips about points of interest that can be seen and visited along the train line when stopping at different train stations,...
- for each line, information about carbon footprint saved by using the train.



More information on this to be found on:

<https://www.ter.sncf.com/occitanie/decouvrir/rail-tour>

Inspiring example 14: “La Grande Traversée du Parc naturel régional de la Montagne de Reims”, an event along a train line to promote walking trails

This event is organized by Montagne de Reims regional nature park (France). The first editions took place in 2022, 2023 and 2025.



During one day, festivities take place in some villages of the park that can be reached by train from nearby cities (including Reims and Epernay, the main cities and entry gates to the Park). From different train stations, participants can follow a hiking trail and can discover nature and landscapes along the way.

The Park and its local partners offer different activities during that day, on several “festive stopover” where participants can take a break during their hike. There, the activities offered aimed to raise awareness of Montagne de Reims’s natural environments and fragile biodiversity.

One key element of this event is to invite and nudge people to take the train, since the main hike during that day is not a loop but a walk from one train station to another. “La Grande Traversée” has welcomed between 1500 and 2000 participants for each edition.



More information on this to be found on:

<https://lagrandetraverseeduparc.fr/> or

<https://www.parc-montagnedereims.fr/en/agenda/la-grande-traversee/>

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