



NECSTouR

European Regions for
Competitive and Sustainable Tourism

Sustainable Mobility in Destination Management Models

MONA Webinar

16 April 2026

Interreg



Co-funded by
the European Union

North-West Europe

MONA

NECSTouR 2030 Pathway

Regenerative, data-driven and resilient tourism across European Regions



VISION

Tourism has the power to make destinations and communities flourish.

Our commitment is to benefit:

Business



MISSION

Lead and collaborate to strengthen the positive value of tourism in European Regions.

Communities

Visitors



IMPACT

Better places to live, better places to visit.

Environment



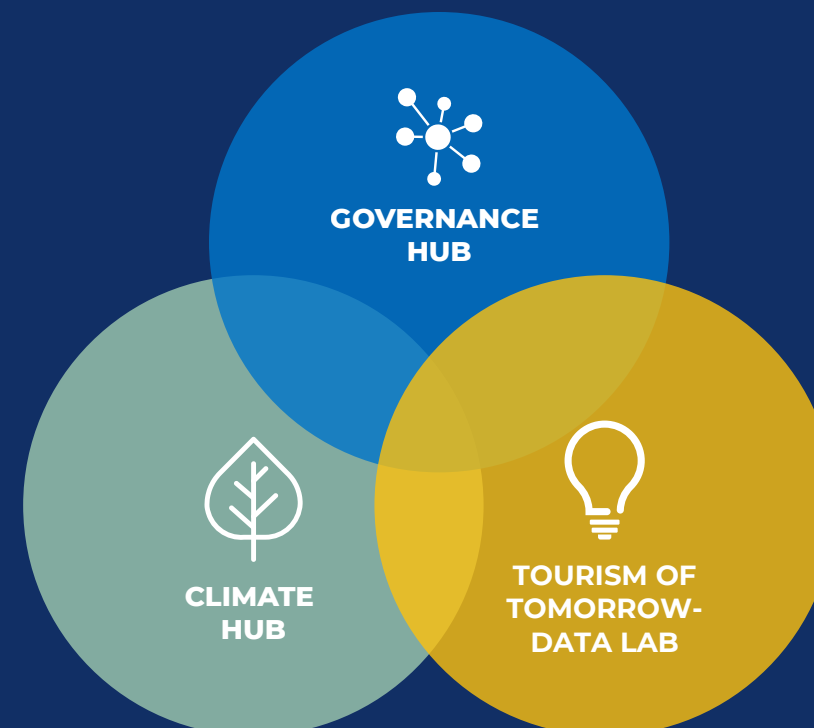
Strategic Objectives 2030

- Strengthen regional capacity for regenerative destination management.
- Support regional tourism climate action: mitigation and adaptation.
- Empower destinations to measure tourism impacts for decision-making.
- Enable regions to implement the European Tourism Agenda and Strategy.
- Double NECSTouR's network impact through collaboration and innovation.



Strategic Hubs

Empowering destination leaders to deliver sustainability



Projects



Tools



Knowledge

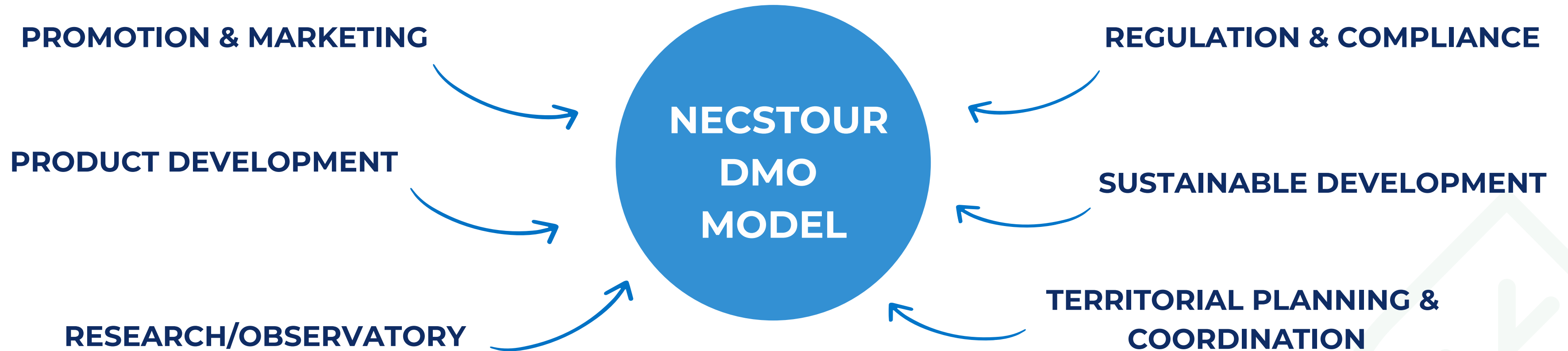


Pilots

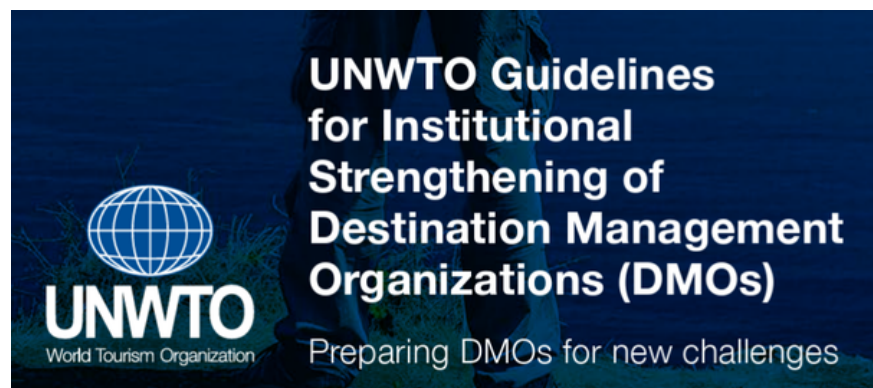


Networking

WHAT IS A DESTINATION MANAGEMENT ORGANISATION (DMO)?



VISITORS MOBILITY IS A CROSS-CUTTING PRIORITY...
EVEN IF WE ARE NOT **YET** EXPERTS!



“From traditional marketing and promotion boards the trend is for DMOs to become leading organisations with a broader mandate: Strategic planning, coordination and management of a full range of activities, within an adequate governance structure with the integration of different stakeholders operating in the destination under common goals.”

NECSTouR MEMBERS IN ACTION

✦ Make your destination accessible, attractive and eco-responsible

Cycling routes, (electric) car-sharing solutions, eco-friendly shuttles, thematic train tours, inclusive packages culture-multimodal solutions.

✦ Leverage the **opportunity of major cultural-sport events** to engage and offer a **legacy to your community** through renewed infrastructure and better services for all



 **Rejoindre les sites Olympiques de Paris 2024**
Get to the Paris 2024 Olympic venues
Cómo llegar a las sedes Olímpicas de Paris 2024

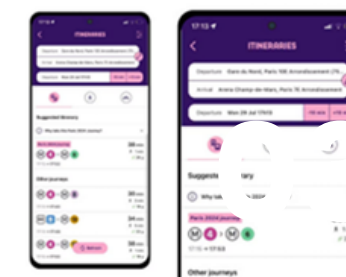


Optimize your travels, choose the "Paris 2024 Route"

The route planner in your Paris 2024 Public Transport app is updated in real time with personalized trips.

To ensure a good distribution of passengers and limit waiting times: choose the "Paris 2024 Journey" in pink in the route planner of your app.

[Read our tips for using the app](#)





Action 3: Sustainable Tourism Mobility in Destinations

Strategic Objective

To map NECSTouR members' knowledge and practices related to SUSTAINABLE VISITORS MOBILITY with the aim to ENABLE SUSTAINABLE TOURISM MOBILITY PLANNING

Timeline

RECOVERY
POST-COVID

UMD

STMF Breda

2030 PATHWAY

AGM - Survey

Webinar - next steps 2027

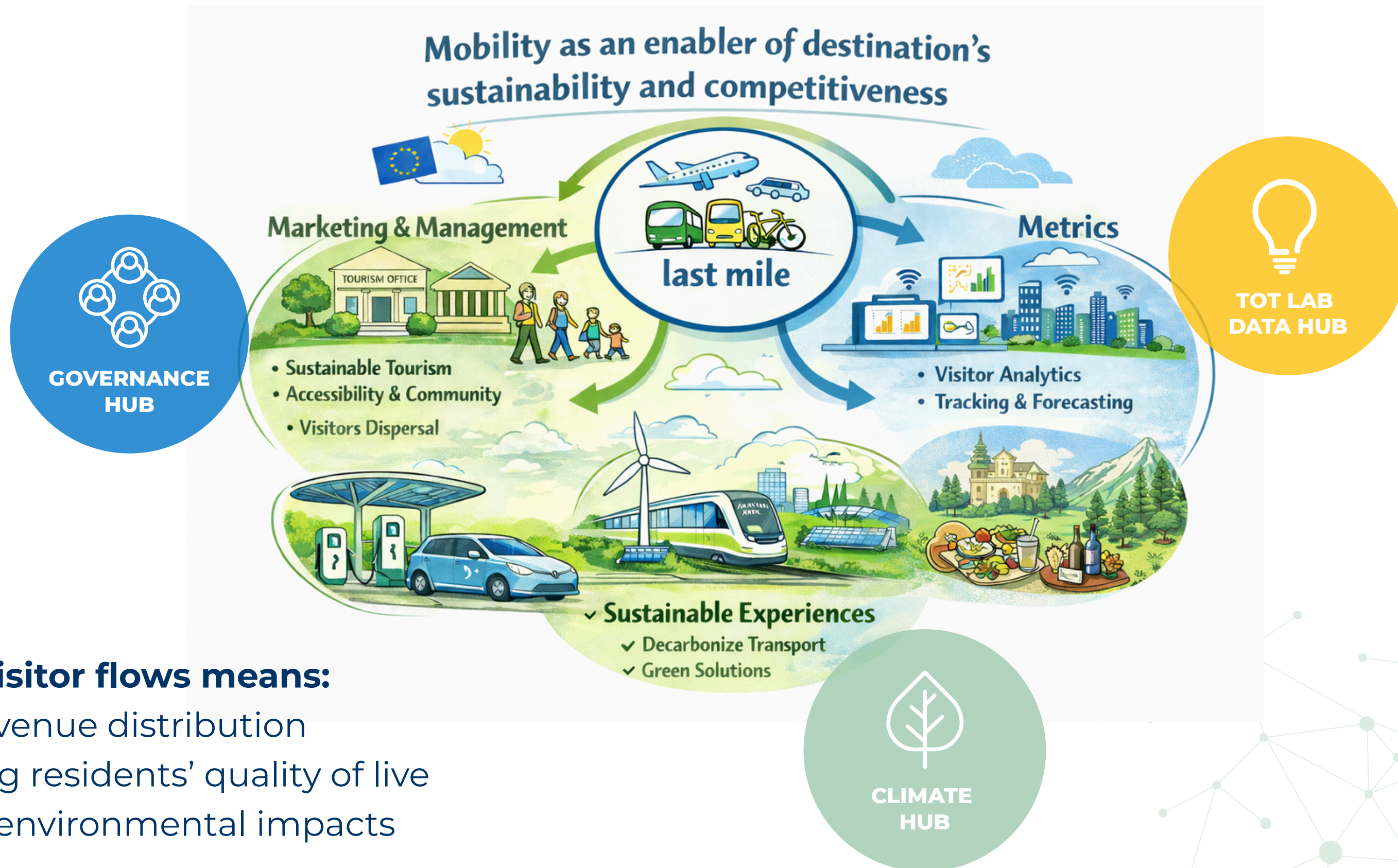


A joint journey towards sustainable tourism mobility door-to-door joint products from your international transport hub throughouth your last mile

Outcomes

Break the silos to accelerate Sustainable Tourism Mobility focussing on climate action and Data-driven Governance

SUSTAINABLE TOURISM MOBILITY: NECSTouR's vision



Balancing visitor flows means:

- Better revenue distribution
- Improving residents' quality of life
- Mitigate environmental impacts

CASE STUDY: Sustainable tourism mobility in natural parcs

Optimization Of Tourist Flows

• **Description and Objective:**

- Reduce the impact of tourist flows on the natural resource (Urederra Natural Park).
- Provide data for decision making:
 - Reusing data already available by the DMO (such as booking engine, website data, ...).
 - Grouped by management areas (financial, demand forecast, booking trends, website traffic, etc.)
 - "Real-time" updates.
 - Interactive to facilitate technicians to test hypothesis.
 - Low maintenance from the technical point of view.

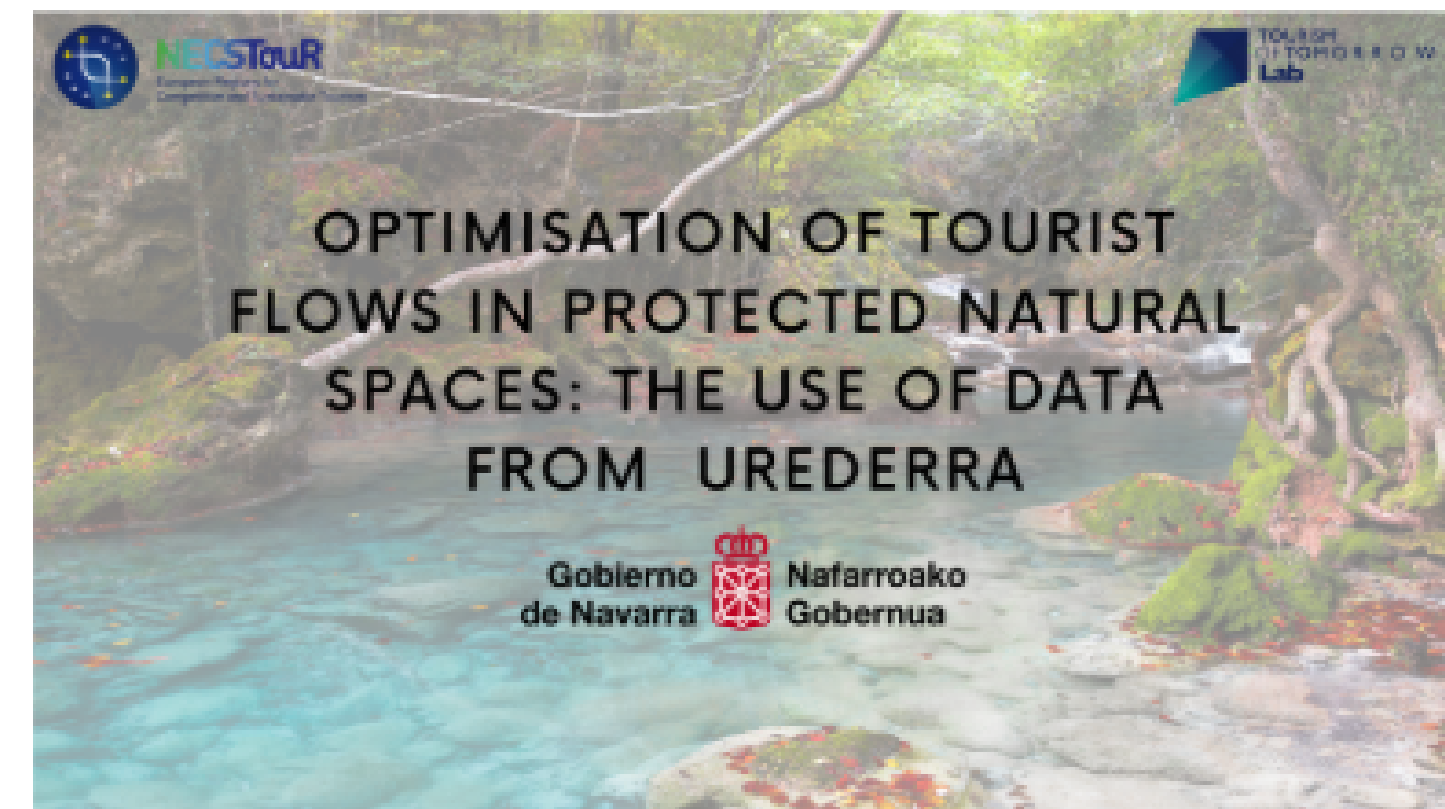
• **Output:**

- Methodology to apply in other POIs to reduce the impact of tourist flows.
- Interactive dashboard aggregating several internal data sources.
- Report analyzing the main highlights and making recommendations to decision makers.

• **Continuation in 2023 scaling out the MVP:**

- 10 POIs (nature, cultural, etc.).
- Perform deeper analysis:
 - Profiling of visitors by point of interest.
 - Relationships between POIs.
- Develop an API and two dashboards:
 - For regional DMO.
 - For local DMO.

Tourism of Tomorrow Data Lab



WHY DATA-DRIVEN MOBILITY STRATEGIES MATTERS FOR NATURAL PARCS

Measure: which data do you need?

1.1 The way we travel: GHG Emissions & Modal Patterns

- ✓ Total GHG emissions from tourist transport (including aviation, rail, road, bus, and local mobility)
- ✓ GHG emissions per passenger-kilometre by mode (highlighting that air travel has higher emissions per passenger than rail or bus)
- ✓ Share of tourists arriving by:
 - ✓ Train
 - ✓ Bus/Coach
 - ✓ Bike/On foot
 (indicates how sustainable and accessible the destination is)



1.2 The mobility supply chain: Sustainable Mobility Infrastructure



1.3 The demand patterns

- ✓ where my visitors come from
- ✓ what is their motivation
- ✓ how long they stay
- ✓ which "persona"
- ✓ how they behave



Transform data into intelligence for decision making:

1.1 Communication: engage visitors in carbon-neutral mobility solutions



1.2 Shared infrastructure for visitors and residents: bike facilities & last mile



1.3 Inclusive ticketing with tourism partnerships for seamless travel



Connect to your value chain



WAY FORWARD TO COLLABORATION

- ✦ **Align policies across sectors (tourism, transport, culture, climate)**
to enable sustainable mobility at EU and destination level
- ✦ **Invest in inclusive, flexible mobility infrastructure**
that serves both visitors and residents and enhances the travel experience
- ✦ **Strengthen public–private collaboration**
to co-develop, distribute and promote integrated tourism and mobility products
- ✦ **Clarify roles across territorial levels**
to ensure effective, coordinated action (local, regional, EU)
- ✦ **Engage DMOs as key actors**
to share best practices, identify needs, and drive sustainable tourism–mobility solutions





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Thank you!



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