

LIMASSOL: STEPS TOWARDS SUSTAINABLE MOBILITY



Limassol
TOURISM BOARD

WHAT MAKES US LOVE A DESTINATION WE VISIT?

**PEOPLE
LOCAL PRODUCTS
GASTRONOMY**



**EVENTS
LOCAL ART
CULTURE
COUNTRYSIDE**

**NATURAL
BEAUTY -
EXPERIENCES**



THE ROLE OF THE TOURIST INDUSTRY

There is broad consensus that tourism development should be sustainable

Without travel there is no tourism, so the concept of sustainable tourism is tightly linked to a concept of sustainable mobility

72 percent of tourism's CO₂ emissions come from transportation, 24 percent from accommodations, and 4 percent from local activities



**WHY DO WE NEED TO TAKE ACTION TOWARDS
SUSTAINABLE DEVELOPMENT IN TOURISM?**

TOURISM DEVELOPMENT





WHAT ABOUT SUSTAINABILITY?



STEPS TOWARDS SUSTAINABLE MOBILITY IN TOURISM

- increase sustainable mobility knowledge among public and private stakeholders and among locals and visitors
- encourage sustainable mobility practices and promote business prosperity
- build consumer confidence
- foster community benefits



SUSTAINABLE TOURISM IS ON THE RISE

Consumer demand is growing

Research among German travelers shows that 30% of them include the sustainability of a destination among the criteria evaluated before choosing a holiday destination

Travel industry suppliers are developing new green programs

TUI is one of the tour operators that have been very active in promoting sustainable practices in tourism.

TUI Group partnered with PwC and the Travel Foundation to measure the impact of 60,000 TUI customers who visited 8 hotels in Cyprus during 2013.

Governments and international agencies are creating new policies to encourage sustainable practices in tourism — EU funding

Trend for a more independent way of travelling

SUSTAINABLE MOBILITY AS A DRIVER OF ECONOMIC GROWTH

Information on mobility options

Communication and awareness campaigns

Data collection among tourists to identify tourists' needs and preferences as well as potentials for shifts to sustainable transport modes

Completion of infrastructure gaps

'Tourism & Mobility' products development

Establishment of cooperation between the transport and tourism sectors

Cooperation with hotels, tourist attractions, transport companies

The logo for 'seemore' is located in the bottom right corner. It consists of a dark grey rounded rectangle containing the word 'seemore' in white lowercase letters. Below this rectangle are two horizontal bars: a yellow one on top and a blue one on the bottom.

seemore

AIRPORT SHUTTLE BUS — SEEMORE PROJECT

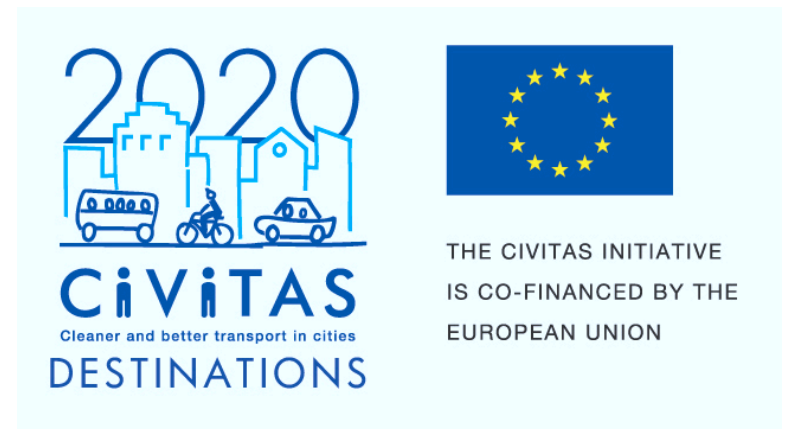


SUSTAINABLE MOBILITY IN SMALL TOURISM DESTINATIONS

OBJECTIVES

- Improve overall urban accessibility
- Reduce emissions/increase air quality
- Reduce energy consumption
- Enhance social cohesion
- Improve cost effectiveness and
- integration of transport and mobility services

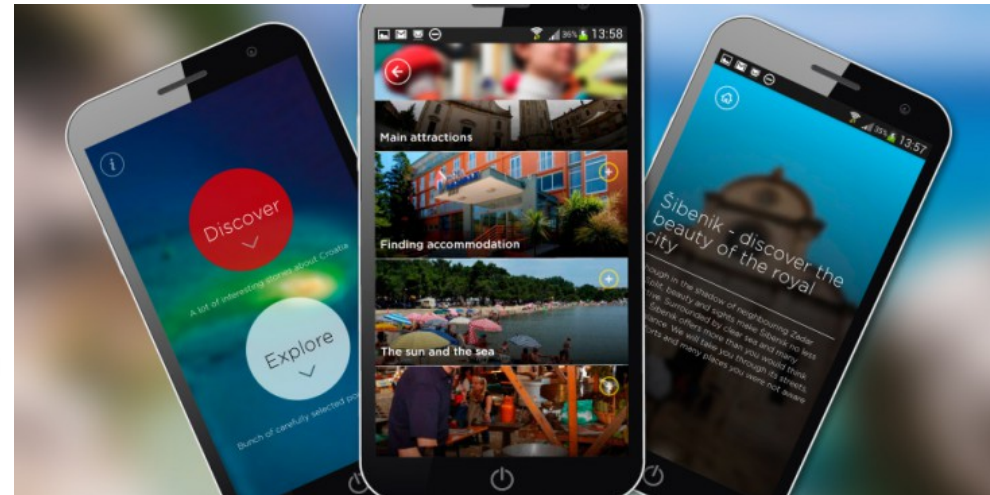
In Limassol, Elba, Valletta, Las Palmas, Funchal, Rethymno



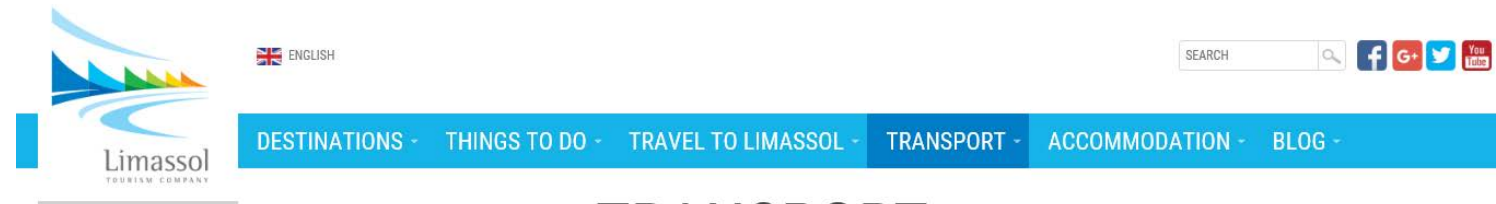
THE IMPACT

- **Economic:** job creation and contribution to local economic development
- **Social:** raise the quality of life to reduce the risks of poverty and exclusion
- **Environmental:** reduce greenhouse gas emissions, increase the use of renewable energy sources and energy efficiency; while protecting natural habitats.

MEASURES MOBILITY APPLICATION AND TRAVEL PLANNER



PRINTED & ELECTRONIC PROMOTIONAL MATERIAL



TRANSPORT

[HOME](#) / [TRANSPORT](#)

Due to Limassol's centralised location, other cities and towns are relatively short distances away.



SMART BUS STOPS



TECHNOLOGY IN BUSES



EV CHARGING STATIONS



HYBRID HOP ON HOP OFF BUS SERVICE



SMART PARKING SYSTEM



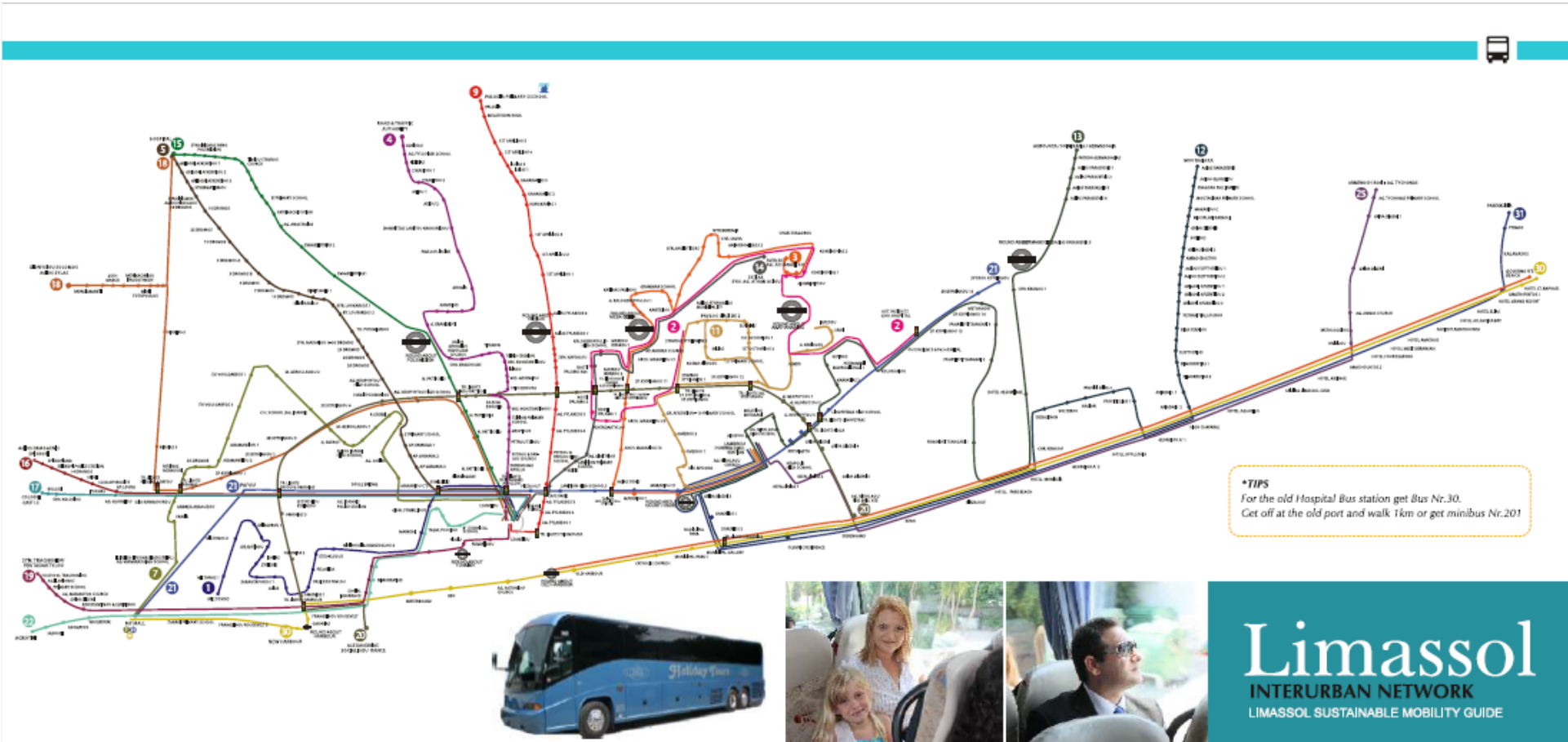
GREEN LABEL



TOURIST MOBILITY CARD



IMPROVEMENT OF PT ROUTES AND TIMETABLES



UPGRADING CYCLING AND WALKING ROUTES



PROMOTING CYCLING AND WALKING AS SPECIAL INTEREST TOURISM PRODUCTS

Note: There are several Troodos Cycling Routes (CTO #1 Troodos Cycling Routes brochure & map) **Route 1(a)** Pilo Dendro (Platres) Kaniouas, 16.3km **Route 1(b)** Kaniouas Prodninos, 22.7km **Route 1(c)** Prodninos Pilo Dendro (Platres), 18.2km



Cycling routes

LIMASSOL SUSTAINABLE MOBILITY GUIDE



4 Limassol Circular Cycling Route



5 Pitsylia-Troodos Cycling Route



6 Germasogeia-Kalo Chorio-Polemidia Cycling Route

Total distance: 63.5km
Difficulty rate: Average.
 It requires a mountain bike with at least 21 speeds
Road conditions: A combination of paved and dirt roads
Start Point: Germasogeia roundabout
End Point: Polemidia roundabout





SUSTAINABILITY IN TOURISM ADDS VALUE TO A DESTINATION'S BRAND EQUITY

LIMASSOL IS NOT JUST A PLACE

Limassol is colours, scents,
flavours,
experiences
and
feelings!



THANK YOU FOR YOUR ATTENTION

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www.limassoltourism.com

<http://www.civitas.eu/destinations>

