

SEEMORE TRANSFER WORKSHOP III

4th April 2014

Cesenatico, Palazzo del Turismo, Viale Roma 112

INSTRUCTIONS

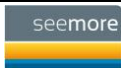
The first part of the workshop is organised following the format of a **speed dating session**. Four “host” regions write down the three most successful measures they have implemented, together with the key to their success. Then, they present one measure to their partner (“visiting region”) in 5 minutes and the 4 visiting regions have 5 minutes to ask questions and get more details. Then regions/roles change (please refer to the table below for further details).

In the second part of the workshop, **group discussions** will take place. Regions will be divided in two groups and will have around 10 minutes to gather ideas on the proposed topics, following the short questionnaires provided. Each group will then choose a spokesperson and discuss its members’ ideas in around 20 minutes. Finally, each spokesperson will present the outcomes of his/her group, followed by a plenary discussion among all participants. Please find below the groups’ members and the themes chosen for discussion.

Agenda	
8.00 – 8.45	Departure by bus from Forlì (Hotel della Città, Corso della Repubblica 117) and arrival to Cesenatico (Palazzo del Turismo, Viale Roma 112)
9:00 – 9:15	Introduction to speed-dating on transferability
9:15 – 09:25	Speed-dating on successful measures: 1 st round
09:25 – 09:35	Speed-dating on successful measures: 2 nd round
09:35 – 09:45	Speed-dating on successful measures: 3 rd round
09:45 – 10:15	Plenary presentation on conclusions on transferability by: • Pomerania • Balearics • Provincia FC • Bohuslän
10:15 – 10:20	Introduction to parallel sessions on marketing of sustainable mobility among tourists

10:20 – 10:50	Theme 1: Sustainable mobility information for tourists Balearics Bohuslän Madeira Malta	Theme 2: Marketing at hotels Cyprus Dobrich Pomerania Provincia FC
10:50 – 11:00	Conclusions from group discussions	
11:00 – 11:20	Coffee break	
11:20 – 11:50	Theme 3: Promotion with institutional stakeholders Balearics Bohuslän Madeira Malta	Theme 4: Commercial strategies to promote sustainable mobility options Cyprus Dobrich Pomerania Provincia FC
11:50 – 12:00	Conclusions from group discussions	
12:00 – 13:15	Roundtable discussion with stakeholders from Provincia Forlì – Cesena	
13.15 – 13.30	Bike transfer to the restaurant La Baia, Via del Porto 17, Cesenatico	
13.45 – 14.45	Lunch	
14.45 – 16.30	Study visits on foot, by bike, by bus. Short visit of the electric charging station near the Canal Harbour, the Seafaring Museum and the Spiaggia delle Tamerici.	
16.30 – 17.15	Departure from Cesenatico (Palazzo del Turismo) and arrival to Forlì (Hotel della Città)	

SPEED DATING SESSION

Region: 	
<i>Please list the 3 most successful measures implemented in your region and the key to their success</i>	
Measure	Key to success
1.	
2.	
3.	

COUPLES		
1 st round (10')	2 nd round (10')	3 rd round (10')
Madeira – Pomerania	Madeira – Mallorca	Madeira – Bohuslän
Malta – Provincia FC	Malta – Pomerania	Malta – Mallorca
Limassol – Bohuslän	Limassol – Provincia FC	Limassol – Pomerania
Dobrich - Mallorca	Dobrich – Bohuslän	Dobrich – Provincia FC

Note: Regions in **red** are **host regions**, regions in **blue** are **visiting regions**.



GROUP DISCUSSIONS SESSION

Inputs for discussion

Theme 1: Sustainable mobility information for tourists

- If I were a tourist visiting your region, where could I find information about sustainable mobility options? At home? At the destination?
- What kind of tourists are you addressing in SEEMORE?
- What message did you choose to reach the right target?
- What information channels are most effective in each case?
- What are the most cost-effective channels?

Theme 2: Marketing at hotels

- How did you address hotels? Were there any previous contacts between them and you or any activities carried out together?
- What did you ask hotels to do?
- What did you propose in return?
- What was the hotels' response? Were they willing to cooperate or did they show little interest? If they showed little interest or declined any cooperation proposal, which reasons did they put forward or which problems did they arise?
- Did you sign any protocols or reach any formalised agreement?

Theme 3: Promotion with institutional stakeholders

- How many institutions are working with you within SEEMORE (municipalities, museums, chambers of commerce...)?
- What kind of cross-selling activities are you implementing?
- How are the actions developing? Are you facing any problems?
- What are the best results you achieved through this cooperation?

Theme 4: Commercial strategies to promote sustainable mobility options

- What kind of commercial strategies (discounts, incentives, mobility cards...) you think are more relevant to increase the promotion of sustainable mobility?
- What kind of commercial strategies exist in your region?
- What kind of cross-selling activities are you implementing?
- What's the best practice in your region with regard to commercial strategies?
- What are the main problems you are facing in implementing commercial strategies?



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NOTE: This questionnaire is intended to be handed out to local stakeholders immediately after they reach the meeting venue. Some minutes will be dedicated to their filling in, then the discussion with stakeholders can start. Referring to the workshop's agenda, the questions deal with the evaluation of SEEMORE actions and suggestions for improvements.

Questions for local stakeholders

1. In your opinion, what are the **benefits** of the SEEMORE project for your region?

2. In your opinion, what is **missing** in the project and what could be **improved**? Any suggestions?

3. How would you better **promote** the project and PT options available among tourists? Which **communication channels** would you use?
