

WP3, IMPLEMENTATION

State-of-the art and next steps

Dobrich
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1. Summary of local evaluation results

Task 3.1. Sustainable mobility information, marketing and awareness campaigns – main findings

- Elaboration and dissemination of 2500 mobility packages on paper and uploading the information on district, municipal, CSDCS and Albena sites (reached more than 300 000 people)
- Sustainable mobility information provision in long distance collective transport services: information provided through ETAPP-GROUP Bus Lines and Bulgaria Air (advertising in the board journal)
- Elaboration and dissemination of regional video (long and short version) via internet, TV Tourism channel and Albena Hotels TV. The video approved and uploaded on the ELTIS side having more than 1000 visitors daily.

1. Summary of local evaluation results

Task 3.2. Incentives for enhancing usage of sustainable mobility options - main findings

- new higher parking fee was introduced in Albena
- new parking policy was introduced in Balchik
- new bicycle and pedestrian lanes were innovated, marked and officially opened – 2 in Kavarna and 1 in Dobrich

1. Summary of local evaluation results

Task 3.3. Energy efficient mobility options – main findings

- New bus line was launched in Kavarna from the city centre to the beach and its timetable was included in the Mobility package. Another new bus line making a round of the city neighborhoods was established in 2013 to serve the local population. Minibus services were organized in summer 2013 for visitors from Dobrich to the seaside (Balchik - Tuzlata).
- A meeting was held with the management of the biggest long distance transport provider Etapp-Group in Sofia and a new bus line Sofia-Albena-Balchik-Kavarna was launched in 2013, which is the second one departing from Sofia at 21:00 h. every day. There was only one till 2013 at 11:30 h.
- 6 hotels in Albena opened low-cost rental schemes for bicycles in summer 2013. In 2013 Albena resort rented: 64 velo-rikshas (for 4-6 persons); 10 electrical velo-rikshas; 60 bicycles and 10 electrical bicycles.

2. Lessons from evaluation for implementation in 2014

Task 3.1. Sustainable mobility information, marketing and awareness campaigns

- The information disseminated was highly appreciated not only by visitors (following the data collected from hotel receptions and tourism agencies), but also from the local population
- Tourists like to receive information on their own languages and they use more PT, when they have information about the destinations and the time-tables.
- Not only regional PT-providers, but also the national ones were interested in the campaign and allow the dissemination of SEEMORE materials in Sofia Central Bus station and their busses.
- In summer 2014 a new portion of post-cards will be disseminated (25 000) thus reminding to visitors on which websites they can find mobility information
- The advertising in the Bulgaria Air journal will be published in the issue of April/May 2014, when the season starts and many tourists come to the target region for profiting from the low prices before the top-months of July and August.
- The hotels and TA still keep the SEEMORE posters and they will be shown again during the summer time

2. Lessons from evaluation for implementation in 2014

Task 3.2. Incentives for enhancing usage of sustainable mobility options

- Visitors don't like to have many cars in the resorts and nobody in Albena protested against the increased parking fee.
- The main street in Balchik along the seaside became free of cars and people liked this, because they a free-of-car place for walking.
- The new biking facilities in cities are used mainly by children thus promoting among the youth the sustainable mobility options.

All the measures were successfully introduced during the last season, but the project team together with the Albena resort managers and the municipalities will continue their efforts for increasing the number of sustainable transport offers in the region. Balchik and/ or Kavarna will have their SUMP till the end of the project.

2. Lessons from evaluation for implementation in 2014

Task 3.3. Energy efficient mobility options

- Some of the new local/regional bus lines were not very profitable in financial aspect but they met the needs of the visitors and locals and the transport operator will sustain them.
- With the inclusion of the national transport providers SEEMORE became a well known project at national level.
- E-vehicles are very much appreciated especially by tourists from western Europe.

As there was a demand last summer, in 2014 Albena, and probably also Balchik and Kavarna will increase the number of bicycles for rent.

Albena will elaborate together with the project team new sustainable offers for collective transport and combined tickets thus enlarging the sustainable mobility offers for visitors.

3. Main Local Actions for Tourist Season 2014

Task 3.1. Sustainable mobility information, marketing and awareness campaigns

- Conducting the actions related to the photo-competition (disseminating post-cards, collecting and proceeding the received pictures, evaluating the results by a jury, buying objects for rewards, informing media, etc.
- Organizing a big photo-exhibition in Albena in August 2014 (negotiated with Albena to be arranged in the Resort Information Centre, situated in the heart of Albena), which will last one month.
- Organizing the Second Transfer Seminar in Autumn 2014 just after the end of the season for exchanging experience with the other summer resort regions.

3. Main Local Actions for Tourist Season 2014

Task 3.2. Incentives for enhancing usage of sustainable mobility options

- negotiating with transport operators and Kavarna municipality the possibility to launch combined tickets for transport and participation in the Kavarna Rock festival in 2014.
- elaboration of SUMP for Balchik and /or Kavarna – preparation stage.

3. Main Local Actions for Tourist Season 2014

Task 3.3. Energy efficient mobility options

- Working with Albena management for increasing, if possible, of sustainable tourism offers for collective transport.

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