

CLIMATE-SMART TRAVEL IN THE TOURISM INDUSTRY



Ten examples from The Kingdom of Crystal, Öland and Astrid Lindgren's World.



Final report for the project Climate-smart travel in the tourism industry - examples from Småland and Öland

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Photography:

Images from Destination Glasriket, Ölands turismorganisation, Mörbylånga municipality och Getty Images

INTRODUCTION

Over three years, the project "Climate-smart travel in the tourism industry - examples from Småland and Öland" has tested solutions for climate-smart and attractive travel to, from, and within three destinations in the Kalmar region - Astrid Lindgren's World, the Kingdom of Crystal, and Öland.

The project developed good practice examples that strengthen the region's attractiveness as a tourist destination without increasing its impact on the climate. The guiding principles have been to make the region accessible to everyone, increase the competitiveness of the tourism industry, and increase the knowledge and awareness of everyone working in the tourism industry about the opportunities for climate-smart travel.

New solutions are needed to meet the demands of society and visitors and reduce the risk of negative environmental impact from transport generated by the tourism industry. The destinations also need to provide better conditions for everyone, regardless of income or access to a car, to visit the region. Without new solutions, the industry's development opportunities are limited.

Along with the rest of our society, the project was heavily affected by restrictions imposed during the Covid-19 pandemic. Despite the limitations it entailed, the project team managed to change their mindset and work within the restrictions set by the pandemic. This meant that instead of focusing on activities where public transport played a major role, the project focused on developing the conditions for other climate-smart modes of transport such as bicycles and fossil fuel free cars. When the restrictions were lifted, the focus could shift back to including public transport.

Through this document, we want to share our best tips and lessons learned from the project. Not everything has worked as planned, almost nothing is "completed" (there is a continuing process to test and develop solutions), but everything in the project has contributed to a better understanding of the fact that there are opportunities and demand to invest in climate-smart travel in the Kalmar region.

WHAT THE PROJECT HAS CONTRIBUTED TO:

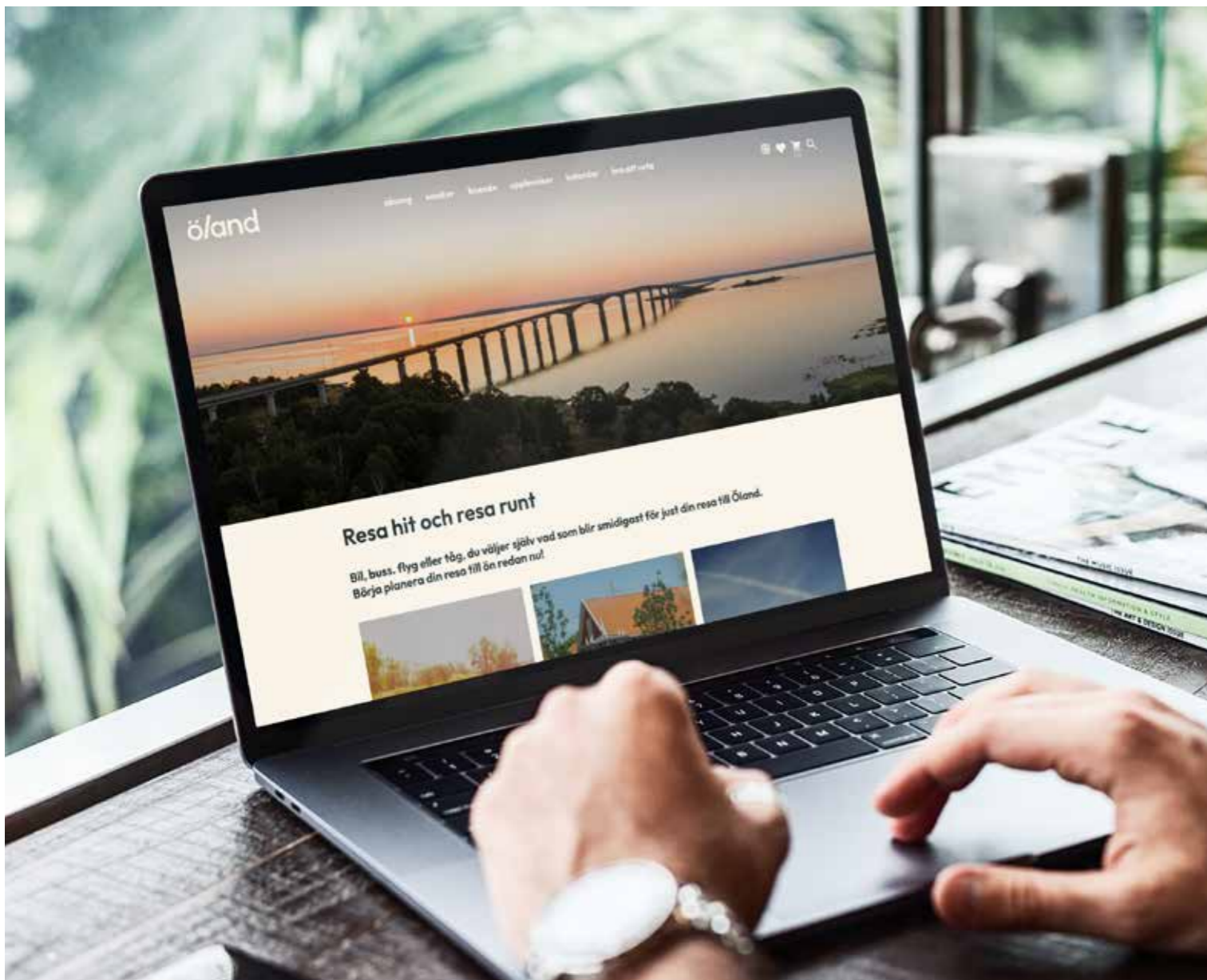
- Created collaborations between tourism businesses, which have led to more services for travelling in an environmentally friendly way
- Tourism businesses have gained increased understanding of environmentally friendly solutions and visitors' needs
- The availability of cycling routes, bicycle rentals, charging stations, car rentals, and public transportation has been mapped out and serves as a basis for communicating environmentally friendly modes of transportation
- More charging stations have been installed
- Campaigns with SJ and KLT have been carried out to increase the use of public transportation
- Cycling routes with accommodation and bicycle rentals have been created
- A sharing service with electric cars has been launched on Öland
- Information on environmentally friendly travel has become clearer for visitors to Öland and the Kingdom of Crystal.

LESSONS LEARNED FROM THE PROJECT

- To a large extent it is possible to travel in an environmentally friendly way in the region - but it requires planning.
- The combination of testing new solutions and knowledge-raising seminars increases the understanding among actors in the tourism industry.
- The new services that have been created are the result of collaboration between several actors. There is strength in cooperation.
- Mapping existing services is fundamental to creating the right service offering. The next step is to match it with the visitors' wishes.
- The desire and enthusiasm of tourist destinations to become more environmentally friendly exists. It is important to support companies in their implementation with knowledge, information, and structures so that they dare to invest.
- Co-creation increases the chance of implementation because all actors feel ownership of what has been developed.

FIND YOUR DESTINATION

– The importance of communication about environmentally friendly travel options



ABOUT THE ACTIVITY

Most tourist destinations in the region have websites that describe their activities and usually also a page with "how to get here" information, or "this is how you find us". The information on the websites differs; while some encourage visitors to, for example, take the bus, it is far from everyone who does so. The goal of this activity was to identify shortcomings on existing web pages and provide suggestions for improvement opportunities to increase environmentally friendly travel to the destination.

Within the project, a communication agency has contacted selected companies and organizations of various sizes and with different conditions and conducted a survey of their respective "how to get here" page. Suggestions and tools were developed for each company with the aim of encouraging visitors to travel environmentally friendly to them.



TIPS TO HELP VISITORS

More and more visitors want to be environmentally friendly, especially in relation to climate considerations, and will be more selective in the future when choosing destinations. When there is a bus stop or train station near the tourist destination - dare to highlight it on your web site: at the top, clearly, and with simple travel instructions.

Describe what you do to contribute to a better environment and reduce CO2 emissions - it gives credibility and helps the visitor choose a destination. Use storytelling with role models showing how a trip can be carried out and suggest tours for cycling and hiking in your surroundings.

There are several good tools that are easy to add to your website:

- Naturkartan - outdoor guide for cycling and hiking, where package solutions with accommodation are also presented
- Climate calculator - a calculator that helps the visitor choose environmentally friendly travel
- Charging maps for electric cars
- Journey planner for train and bus - Länstrafiken Kronoberg, Kalmar läns trafik, SJ.

TEST TRAVELER

– a way to showcase that it is possible to travel sustainably



ABOUT THE ACTIVITY

For three consecutive summers, the project has had test travelers, employed individuals who have been tasked with "touring" The Kingdom of Crystal, Astrid Lindgren's World, and Öland. The test travelers have only been allowed to use sustainable modes of transports and have traveled by public transport, rented bicycles and electric cars, tested demand-driven transport, and taken the bicycle ferry to Öland.

The purpose of having test travelers was to collect personal experiences about travelling to, from, and within the project's geographical area, partly to identify shortcomings and partly to highlight what already works well. The test travelers' reports have formed the basis for the development of activities.

In the first year of the project, 2020, the pandemic made it difficult to travel, so instead, the test traveler worked on a digital compilation of opportunities for sustainable travel within the region. The second summer, a test traveler traveled around The Kingdom of Crystal and Öland, and the third summer, three test travelers traveled around The Kingdom of Crystal, Astrid Lindgren's World, and Öland. They have interviewed visitors and companies in the tourism industry in all destinations.



LESSONS LEARNED

It is possible to travel sustainably in the region, but it requires a lot of planning, and it is not easy to be flexible. Public transport is primarily the limiting factor - it is difficult to visit several attractions in a day, and there are restrictions for visitors who want to travel in the evenings and on weekends. Overall, there is a lot of potential for improvement in public transport to increase accessibility, and to inspire and encourage the region's visitors to travel more sustainably.

Another important lesson is that many visitors do not have sufficient knowledge about public transport - they have not investigated the possibility of sustainable travel. This means that information about sustainable travel needs to be made more accessible. This can be done, for example, by educating tourism business owners about the possibilities of including sustainable travel alternatives in their information.

Another insight is that there is a lack of services for transporting luggage, something that would give visitors better opportunities to travel by public transport or by bicycle.

It is possible to travel as a visitor by bicycle in the region, but there is potential for increased cycling by making it easier for cyclists to use public transport - for example, by eliminating the bicycle surcharge, having clearer procedures for handling bicycles on buses, and providing space for more bicycles on public transport.

Other recommendations are to review signage on cycle paths, make information about cycle paths clearer, and make it easier to rent bicycles.

ELECTRIC VEHICLE CHARGERS

– increasingly demanded by visitors



ABOUT THE ACTIVITY

Region Kalmar is a large and sparsely populated county where cars play an important role both now and in the future. In the future fossil fuel free cars will be driving on the roads. To speed up the expansion of electric car charging infrastructure, the project, together with Miljöfordon Sverige (Environmental Vehicles Sweden), has offered support to actors in the tourism industry who want to apply for state aid for investments in electric charging infrastructure. The support has been offered to all who showed interest and included direct advice on the choice of suppliers and contract models as well as support on how to write an application. About 30 companies received support, and they rated the support positively.

LESSONS LEARNED

Support for electric vehicle charging in the project began in 2020 and ended in 2022. Interest was greatly affected by the pandemic and the economic uncertainties it brought. In addition, EU state aid rules changed in 2022, which changed the opportunities for actively seeking grants for public electric charging infrastructure through Klimatkivet (Swedish government grant programme). The project's lessons should be seen in the light of these two factors.

- Interest in electric charging infrastructure is high among companies. They see that they have a role in supporting the expansion of electric charging infrastructure in society, just like public sector actors.
- The tourist destinations have noticed an increased demand where more and more visitors are asking if they can charge their electric cars with them. It is thus becoming a question that companies consider they need to solve in order to continue to be attractive to visitors.
- The tourist destinations where it is best to offer electric charging are those where visitors stay longer.

- Larger companies that see a direct profit in providing charging stations for their visitors want quick responses, short processing times, and the money is not the most important factor. In these cases, Klimatkivet did not fit because the processing time was considered too long. A whole season could be lost before a decision on granted support was given.

- The "Ladda bilen" ("Charge the car") support is more flexible because the installation of charging stations can be done before support is sought and the processing time is shorter. The only drawback is that the charging station must be mainly intended for private use. It is suitable, for example, for residential facilities but not for mainly tourist destinations or cafes.

- For actors where a high level of financing is important, processing time is equally important.

- For smaller tourist destinations, it is more attractive to have a few charging points (1-2) and a simple setup without an external payment solution. The visitor is charged by reading how much electricity has been charged during the given time, and payment is made directly to the owner without intermediaries.

- The more charging points a tourist destination considers it needs, the more advanced solution the company prefers, preferably in collaboration with an external operator who handles support, service and maintenance.

- Most companies realize that the installation must cost something, but the total cost is discouraging. This applies especially to fast charging stations. Fast charging stations also require that there is sufficient power in the electricity grid.

- It is important that tourist destinations and tourist offices that offer electric charging infrastructure make this information visible on maps. This applies especially to private charging offered to visitors.

PACKAGE OFFER

– train travel and accommodation



ABOUT THE ACTIVITY

At the start of the project, Astrid Lindgren's World and SJ (Swedish Railways) contacted each other to initiate cooperation. It developed into package offers for SJ travelers who wanted to visit both Astrid Lindgren's World and the Kingdom of Crystal. Astrid Lindgren's World has carried out a campaign aimed at SJ-prio travelers for two seasons. By being registered as an SJ-prio (SJ customers with a membership), the visitor has been able to get a discount on the trip to and accommodation at Astrid Lindgren's World. The offer has been developed during the course of the project from covering high season and autumn holidays to covering the entire season.

The experiences from Astrid Lindgren's World led to the Kingdom of Crystal also initiating cooperation with SJ and a similar package offer was developed for the autumn of 2021. Autumn was chosen partly to show that events also take place during that season, but also as a way to extend the season. SJ-prio travelers could book train travel to Nybro, Lessebo and Emmaboda, connecting travel with Hertz (with whom SJ already collaborates) and accommodation at three visitor destinations: Kosta, Ödevata fishing camp and Grimsnäs manor.

The campaigns were marketed via SJ-prio as well as on the social media of the cooperating actors. Astrid Lindgren's World targeted families with children, while the Kingdom of Crystal focused on women over 55 and young people in big cities without their own car.

RESULTS

Both Astrid Lindgren's World and the Kingdom of Crystal have had 20-30 bookings each per year. These are small volumes, but it is also a new offer that needs time to establish.

LESSONS LEARNED

Package travel laws impose restrictions on how the setup can look like. In this case, what is called "linked travel arrangements" was chosen, which means that each booking is made on the respective company's website. In the case of the Kingdom of Crystal, the Kingdom of Crystal.se was used as a landing page to carry out the various bookings. First, the train was booked with SJ via a widget, then the visitor clicked on a link to Hertz to book a car through them and finally they were directed to the chosen accommodation to book through their site. This means three purchases and can be seen as many bookings for a visitor. This setup also makes it difficult to communicate a certain price for the experience before everything is booked.

The big lesson is to agree early on in the cooperation between actors on how to communicate this type of linked travel arrangements so that it is easy for the visitor to understand. A tip for those who want to work with linked travel arrangements is to reduce the number of choices to the smallest possible, e.g. one visitor destination, to simplify communication. Clear price examples also make it easier for the visitor to make their choices.

MATCHMAKING COACH TOURS

– collaboration between tourism businesses in The Kingdom of Crystal



ABOUT THE ACTIVITY

Around 90% of all visitors to The Kingdom of Crystal travel by car – only a few take the train or rent a car to travel around the area. Coach tour operators are therefore very important players in reducing the proportion of car-borne visitors – and tourism industry operators need to know how a coach tour operator works to be able to receive them in a good way and create good experiences for visitors as well as operators.

The activity aimed to increase knowledge of what is required and expected of businesses in the tourism industry to be able to receive coaches at their destinations. The focus was on two different aspects: firstly, to increase knowledge about providing good service and receiving operators, and secondly, to increase knowledge about packaging travel and finding good forms of collaboration with operators and other businesses in the tourism industry. At workshops, actors in the tourism industry together considered package solutions, what they should be able to deliver and offer different target groups visiting their businesses. They gave each other feedback, and then proposals for different packages were developed. The proposals were then compiled into a joint product brochure.

The next step was to match the packages with the purposes and intentions of coach tour operators. Seven entrepreneurs from The Kingdom of Crystal participated together at the Bus & Travel Market fair in August 2022, where they showcased their offers to tour operators through a type of "speed dating".

LESSONS LEARNED

One insight from the activity is that not all destinations in The Kingdom of Crystal have the ability to receive a coach at present. There is work to be done to increase service capability and accessibility for visitors to The Kingdom of Crystal.

It is valuable to work towards specific target groups and to extend the season. The Kingdom of Crystal wants to become a year-round destination, and there are many destinations that are not seasonal but are open all year, such as in culture and glassworks. This creates good opportunities for coach operators, who often arrange trips outside of the peak season.

Businesses need help from The Kingdom of Crystal as a destination to market themselves. There are many small business owners in The Kingdom of Crystal who do not have the ability to make their own major marketing efforts. Another insight has been that it is not optimal to work on this type of development project during peak season when many small business owners are busy with visitors and do not have the opportunity to participate to the same extent as if it had instead taken place during low season.

During the activity, meaningful exchanges were made between businesses when they met within the context of the project – showing the importance of collaboration between destinations, and the importance of a continued dialogue as offers are changed and developed. With shared knowledge, there are even better opportunities to develop tourism in The Kingdom of Crystal and provide visitors with the climate-smart alternatives to travel that they deserve.

NEW CYCLING DESTINATION?

– Development of cycling routes in The Kingdom of Crystal



ABOUT THE ACTIVITY

Cycling and hiking are very climate-smart ways to travel. Småland and Norrland are the areas in Sweden that have the most gravel roads that are public roads. This was one of the reasons for starting work on mapping and packaging cycling routes in The Kingdom of Crystal.

Together with Region Kalmar County, which had previously studied and mapped different target groups for cycling tourism, the business community was invited to a meeting. There, the needs of different target groups were discussed, what they appreciate, and what The Kingdom of Crystal should focus on.

Four target groups were selected to work further with:

- Excursion cyclist - likes to stay at the same facility throughout the stay and wants to go on excursions during the day.
- Cycling traveler - appreciates convenience. Travels along a route for several days and likes to buy packages.
- Gravel cyclist - appreciates speed and coffee breaks, and is a growing target group within cycling. It is a target group that is highly interesting to work further with.
- Mountain bike cyclist - a target group with a wide age range. Here are the adventurous family, the active couple, and the group of friends who want to try something new.

RESULTS

The Kingdom of Crystal has created a completely new page on cycling with new images and information about the different cyclist groups on its website. Photos of the different cyclist groups were taken which can be used in communication for tourist destinations and in marketing the cycling routes. Cycling routes and bike paths in all four municipalities in The Kingdom of Crystal have been added to Naturkartan. In total, 27 cycling routes were added. Cycling has not been highlighted in this way in The Kingdom of Crystal before. A number of specific tours have been created together with the municipalities involved in the project, including:

- Discover the adventure in Northern Kingdom of Crystal. A two-day cycling package between Vidinge Gård and Sweden Zipline.
- Life in the countryside tour. A two-day tour between Rugstorp and Ödevata.

LESSONS LEARNED

- Involve companies directly. By being involved from the beginning, everyone can contribute and influence with their needs and experiences, knowledge is exchanged, and the material produced can be used by everyone. It creates a feeling that "we're in this together".
- Municipalities, destination companies, and businesses need to collaborate to propose routes and create cycling routes.
- Allocate time for quality control of the cycling routes - route layout, road conditions, perceived traffic safety, etc. are of great importance for the route.

ÖLAND STEPS UP

– increased range of cycling routes



ABOUT THE ACTIVITY

Öland's tourism has for quite some time been working to promote cycling and market Öland as a cycling destination. Previously, long cycling routes designed for road cyclists have been the focus, but with this project, a new approach has been taken to make the routes more attractive also for the regular visitor. The goal is for more people to be able to experience Öland and for cycling on Öland to be an enjoyable experience - but it should also be easy to stop at various visitor destinations along the way. Another goal is to have public transport near cycling routes so that cycling and bus travel can be combined.

In the wake of the pandemic, the following trends have been observed that affect cycling tourism:

- Visitors demanded shorter cycling routes
- Visitors wanted to experience nature
- Visitors wanted choices and flexibility



RESULTS

During the project, several cycling routes were developed to cater to a broader range of visitors. Routes for four different target groups are presented on oland.se:

- Road cycling - In Ironman's tracks, a 100 km long route
- Cycling routes - The largest category with a total of 16 routes of varying lengths from 3 km up to 40-50 km
- MTB trails - 3 trails in Rällaskogen in Ekerum
- Ölandsleden – 370 km from north to south and back

Several of the routes are designed around a theme. Some examples are the World Heritage Route, the Camel Route, and the Brewery Route where visitors can customize the content based on their own interests. Some of the routes are also adapted for specific target groups, for example: the Camel Route is perfect for families with children. Shorter routes provide more opportunities for visitors. It is also easier for Öland's tourism to assure quality control of the routes: improve signage, traffic safety, adapt routes and define which visitor destinations can be reached.

During the summer of 2022, an increase in pure cycling tourists has been seen, where many travel to Öland to experience the island.

LESSONS LEARNED

An important part for Öland is to market climate-smart travel to visitors. The project has contributed to many new collaborations between companies and has provided increased knowledge about climate-smart travel. There is a good foundation for Öland to become a sustainable destination in the near future. The next step is to see how visitors can travel to and from Öland in a sustainable way.

BUS AND BICYCLE

– travel with your bike and public transport on Öland



ABOUT THE ACTIVITY

“Buss o'hoj” aimed to make it easier for visitors to travel by public transport on Öland. The activity began with a survey of the possibilities for taking bicycles on buses in different regions of Sweden. Several bottlenecks were identified early on, for example, it was found that public transport has inadequate timetables during evenings and weekends. It was also found that information about bus stops etc. was lacking - partly on the Mörbylånga Municipality's website, but also among private actors in the tourism industry. The possibility of taking bicycles on buses exists, but was perceived to be limited. To address these shortcomings and investigate how possibilities for visitors can be improved, a dialogue was initiated with Kalmar County Traffic (KLT) about the possibility of testing various new routes during the summer and making it easier for travellers to bring their bicycles on the bus.

The result was a marketing campaign - Buss o'hoj. The campaign has focused on the possibility of travelling in an environmentally friendly way by combining public transport with cycling for trips between Kalmar and Öland as well as for trips on Öland. The target group for the campaign was visitors in the region between June and September.

Three different films were produced to show the different travel possibilities available:

- A film focused on the combination of bus and bike
- A film focused on the bicycle ferry Dessi (which runs between Kalmar and Färjestaden)
- A slightly longer film about bus, bike and bicycle ferry

The films were shown on social media through Destination Kalmar and Öland's tourism's own channels and during the summer also on KLT's buses. One of the films is available on the project's website. In connection with the campaign, KLT has also produced an instructional film on how to hang bicycles on the bus. The film is available on KLT's website and is also shown on the buses. The project is a collaboration mainly between Mörbylånga municipality, Öland's tourism, Destination Kalmar and KLT.

RESULTS

After the campaign, statistics from the summer have been collected, which show that the number of bicycles taken on buses has increased compared to the summer of 2021, although it is not as many bicycles as before the pandemic. Bicycle rental on Öland has increased in turnover, and more passengers have travelled with the bicycle ferry compared to previous years. It is difficult to measure the campaign's impact with certainty, but it has probably contributed to the increasing number of cyclists travelling to, from and on Öland.

LESSONS LEARNED

- It is important to discuss and agree on the objectives of campaigns and the message to convey to travellers early on. In this case, there were different intentions where KLT wanted to convey the message that visitors can take the bus to a bicycle rental, while the project wanted to highlight the possibility for visitors to bring their own bike on the bus.
- Engagement from all parties with clear frameworks and open discussions is crucial for the process.
- Start communication early to reach the target groups and work on the websites to promote environmentally friendly travel in a credible way.

MORE ACCESSIBLE HARVEST FESTIVAL

– with hop-on-hop-off bus and guided bus tour



ABOUT THE ACTIVITY

Öland's harvest festival attracts over 200,000 visitors every year. The activities are scattered throughout the island and many visitors choose to travel around by car, which leads to a significant negative environmental impact and traffic safety issues. In 2022, two different bus services were tested for the first time as a way to reduce car use: guided bus tours and a hop-on-hop-off bus.

During Öland Sprouts in May, a guided bus tour was held for the first time. The theme was "Öland's gardens" and several gardens were visited with a guide. The tour departed from Kalmar at 10 am and ended at 5:30 pm. The price for the tour was SEK 450, including lunch and refreshments. The bus was fully booked several days in advance and the passengers were very satisfied.

The typical passenger was a woman in her upper middle age or retirement age. Visitors were offered another guided bus tour during one of the Harvest Festival days. This time, the theme was "Kings, Limestone and Churches" led by an Öland guide. Lunch, refreshments, and guidance were included at a cost of SEK 450. There were 29 very satisfied passengers on the tour. Information about the bus tours was spread on the Öland Sprouts and Öland's Harvest Festival websites, as well as on their social media channels. Information was also distributed in the Harvest Festival's own newspaper, which is distributed throughout southeastern Sweden, in local media, and through Öland's tourism organization and Destination Kalmar.

During the Harvest Festival, a hop-on-hop-off bus was also tested for the first time on Friday, September 30. The bus departed from Färjestaden to Kastlösa once an hour from 2 pm to 8 pm with stops at five other Harvest Festival-decorated locations.

The last bus back left Kastlösa at 9:30 pm and arrived in Färjestaden at 10:45 pm. The service consisted of three buses from two local bus companies. Information about the bus was disseminated through tourist offices, Öland's Harvest Festival website, Radio Kalmar, and social media. For SEK 145, it was possible to ride as much as you wanted throughout the day. 45 passengers chose to ride the bus. The typical passenger was a woman of retirement age who lived in a camping van. About half came from the local area and half from other parts of Sweden. The reason they saw the bus as an alternative was to avoid traffic congestion and parking.

LESSONS LEARNED

A well-thought-out communication plan with targeted marketing to selected target groups is required to get more passengers for both guided tours and hop-on-hop-off buses. It would have been good to more clearly link the guided bus tour to the Harvest Festival theme in a similar way to what was done during Öland Sprouts.



ÖLAND'S FIRST CAR SHARING

– fossil fuel free car sharing



ABOUT THE ACTIVITY

The purpose of the activity has been to investigate the possibilities of offering fossil fuel free rental cars on Öland, as there are currently no rental car companies on Öland that offer fossil fuel free cars. When the framework for the activity began to take shape, the original idea was to collaborate with a rental car company, but it was decided that a sharing company would be most optimal for the purpose. There has been an established corporate car sharing company in Kalmar for many years - dELbil - which receives electric vehicles through the car sharing operator MoveAbout.

Contact was established with the car sharing company and they were positive about developing the car sharing services for Öland. In connection, surveys were also sent out to companies on Öland to investigate interest in participating the car sharing services, which was followed up by a stakeholder meeting. The plans for establishment continued during the spring of 2022, which resulted in some companies and municipalities being interested in participating and starting up a fossil fuel free car sharing service on Öland in the summer of 2022.

RESULTS

The plans for starting up car sharing service were almost ready for a pilot project during the summer of 2022, but fell short. The main reasons were that the cooperation with Öland's municipalities needed more time and the fact that there were not enough private companies that could contribute their own cars or lease vehicles. Instead, the continued work focused on developing a business plan to enable future establishment of the car pool.

However, the preliminary work led to a discussion about the need for car sharing service on Öland. The discussions within the municipalities have continued throughout the year, which has resulted in Mörbylånga municipality and Mörbylånga housing company before 2023 will contribute two cars each and establish Öland's very first car sharing service - fossil fuel free cars available for visitors, residents and professionals.

LESSONS LEARNED

Lessons that can be drawn from the activity are that there are many puzzle pieces that need to fall into place to start up a car sharing service. Some aspects that are particularly important to consider are:

- Participating actors - This form of car sharing service concept requires several companies and organizations to contribute either their own cars, parking spaces with charging stations, or lease vehicles from the car sharing operator.
- Internal and political support - There is a lot that needs to be coordinated internally, and a long decision-making process can be expected.
- Strategic location of parking spaces - For example, near major tourist attractions or campsites and hotels. Shared cars can also not be placed on public land, only on private property.
- Accessible to the target group - The booking system must be adapted for visitors, it needs to be easy for the user to create an account and book a car at the location without having a membership.
- Charging infrastructure - If there are electric cars in the service, there needs to be charging stations at the intended parking spaces, or the possibility of arranging charging stations at regular locations.
- Marketing - For the service to gain traction, both actors and visitors need to know that it exists. Printed and digital marketing material needs to be produced, and campsites, hotels and major tourist attractions need to be informed about the service so that they can communicate it to their visitors.

DEVELOPMENT OPPORTUNITIES:

For many of the activities carried out within the project, there are good opportunities for further development for increased dissemination and greater impact. This includes, for example, reaching out to more target groups through targeted marketing; developing simpler booking services; or further increasing the knowledge of actors in the tourism industry.

Below are suggestions for possible development opportunities for some of the project's activities:

PACKAGE OFFER

– travel by train and accommodation

- Explore more potential target groups.
- Develop communication efforts with messages and channels.
- Explore how booking systems can be developed to make it less complicated.
- Develop additional services such as luggage transport, bicycle rental, meals on the trip, etc.

NEW CYCLING DESTINATION?

– development of cycling routes in The Kingdom of Crystal

- Quality assure the cycling trails and bike paths that are included in Naturkartan.
- Develop more cycling route packages together with companies.
- Continue to work on conditions and packages for gravel road cyclists.
- Continue to educate entrepreneurs on the needs and desires of cyclists.

BUS AND BICYCLE

– travel by bike and public transport on Öland

- Conduct a test to book a bike space on the bus. This has been tested in other counties and the possibilities for development are great.
- Develop booking possibilities for alternative transport options to an accommodation facility or through a car sharing service.

MORE ACCESSIBLE HARVEST FESTIVAL

– with hop-on-hop-off bus and guided bus tour

- Targeted marketing to get more travelers for both guided tours and hop-on-hop-off bus.
 - Explore possible target groups and adapt routes to specific visitor destinations.
- Motorhome tourists are an important target group to get rid of large vehicles on the roads and because it provides a better climate benefit.
- More clearly link the guided tour to the Harvest Festival in a similar way to what was done during Öland Sprouts.
 - Involve actors in the tourism industry, such as campsites on Öland, and jointly develop routes, as well as jointly develop business and payment models.
 - Develop proposals for cycling routes together with participants during Öland Sprouts and the Harvest Festival, campsites on Öland, and bicycle rental companies.





Climate-smart travel in the tourism industry -examples from Småland and Öland ran throughout 2020-2022 with co-funding from The Swedish Agency for Economic and Regional Growth through the European Regional Development Fund. In the project, solutions for climate-smart and attractive travel to, from, and within Astrid Lindgren's World, The Kingdom of Crystal, and Öland have been tested, evaluated, and disseminated.

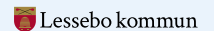
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Medfinansierare:

