Tourist travel demand management

Introduction

For both domestic and international tourists, transport is key to their ability to experience all that a city or region has to offer.

At the same time, the type of transport used by tourists will vary greatly. For example, budget travellers may want to walk to as many places as possible and active travellers may want to hire a cycle to get around, while elderly travellers may want to travel in groups on buses and trains.

Objective

To ensure the transport network provides multiple travel choices for tourists within New Zealand that are efficient, cost-effective and sustainable.

Benefits

Economic

In 2007, tourism contributed over 9 percent of New Zealand’s gross domestic product (GDP) (approximately $20b) and just under 10 percent of all employment in equivalent full-time positions. International tourism was worth $8.8b to the economy, which is over 18 percent of all exports. The dairy industry contributed $8.5b in exports in the same year. Offering tourists a good choice of high-quality transport modes will help improve New Zealand’s reputation as a place to visit. Conversely, any bad experiences that tourists have with transport are likely to damage New Zealand’s reputation and deter new tourists.

Congestion management

Managing tourist transport and other local traffic in a tourist area can help reduce congestion and improve the tourist experience.

Efficient transport spending

Focusing transport expenditure on tourism-related transport initiatives around high tourism routes and locations is likely to contribute to growing New Zealand’s GDP and exports.

Liveability

An important aspect of New Zealand’s attractiveness as a place to live is the accessibility of recreational opportunities. This means that improving transport options for tourists will benefit all New Zealanders and even attract highly skilled migrants.

Health

Providing better access to recreational facilities for tourists will benefit the health of all New Zealanders. This will in turn help improve the productivity of the New Zealand workforce.

Choice

The main objective of managing tourist transport is to provide modal choice so tourists can choose the mode that will give them the experience they are seeking.
Tools for tourist travel demand management

Introduction
The types of measures and activities that can be considered to help improve the movement of tourists are:

- event transport management
- tourist-specific information
- parking and rest facilities
- park and explore
- integrating alternative transport into tourist activities
- promoting other modes
- reducing local traffic in tourist spots.

Event transport management
Events that are ‘one-off’ or only occur infrequently and attract large numbers of attendees are likely to need special transport management, especially when attendees all arrive and/or depart at the same time. For yearly events, a transport management plan can be developed and tweaked in future years. However, large one-off events, especially those with international attendees, will require in-depth planning to ensure the event is not marred by transport issues.

It is particularly important to manage the use of transport modes to reduce the number of cars accessing these large events. This will reduce the pressure on a road system that was not designed for such heavy volumes of traffic.

*The Vancouver Skytrain was a successful link in the transport network for the 2010 Winter Olympic Games.*
Tourist-specific information

Tourists need information if they are going to gain the best experience out of the time that they have. From a travel point of view, tourists need to know exactly where tourist attractions are located and how to get there. This includes what modes are available and how long it will take to get to the location as they may have limited time, money or modal choice. For example, an elderly tourist on a coach tour with a half-day free will not have a hire car or be able to walk, so public transport may be the only way for them to get to and from a tourist site.

The information may be delivered before the journey (such as in airline magazines or brochures at an information site), on the journey (such as directional and distance signs along a route or information from a bus driver), or at the site, but visible from a distance so it is obvious that the tourist is nearing the site. Clear and concise maps showing landmarks and facilities (or a lack of facilities, such as no footpaths or a one-way road) will also help tourist transport.
Tools for tourist travel demand management  continued

**Stopping and rest facilities**

Most tourists come to New Zealand to see the landscape. Stopping places and associated facilities are important to make the tourist experience as good as possible. This may simply be a seat along a pedestrian path, an area for cars to pull off the road, or information boards and toilets. Marking these facilities on maps is also likely to make a route more attractive.

*Attractive rest areas enhance the tourist travel experience.*

**Park and explore**

Unless serviced by tour operators, many tourist spots are only accessible by car. High-use locations can become clogged with people trying to find a park or simply driving around for a look without getting out of their car. ‘Park and explore’ encourages people to park once and walk, cycle or use a bus service to explore the location. This can include tourist towns or cities where parking is provided at the outskirts and a regular free bus service travels around the tourist spots.

**Integrating alternative transport**

Integrating transport into tourist activities is an excellent way of managing tourist transport demands. Hotels and tour operators providing group pickups from airports, tourist attractions picking up people from hotels, and meeting points for tour operators to take patrons to their activity site are all examples of this initiative. Tour operators and tourist booking offices could also consider adding additional mode options that might be available at the time of booking. For example, skiers booking accommodation in Ohakune could also be offered bus or train connections from Auckland or Wellington, or cycle hire to get around Ohakune. Cycle hire could also be added to a hotel room booking system as an option for getting around a tourist town or city.
Tools for tourist travel demand management continued

Promoting other modes

Explicit promotion of all modes available and booking methods should be sent to all potential tourists. They can then be incorporated into any journey planning, rather than investigated once tourists arrive. This is especially important for tourist-related modes such as train or cycle journeys that can be both an attraction and a way of moving people between tourist locations.

Cycle hire

For cycles to be a viable choice for tourists, they need to be available from a location at or close to accommodation. This enables tourists to leave their large bags in their room or in storage before using the cycles. Ideally, large hotels, motels and backpackers would have cycles available on-site, while smaller sites would share or be serviced by one or more suppliers. To make such a system work, tourist locations, shopping areas, cafes and dining locations will need suitable cycle parking to ensure the cycling experience is not marred by cycles being stolen or damaged.

Reducing traffic in tourist spots

To improve the tourist experience in some locations, it might be worth reducing the amount of local traffic. This will be especially important in locations where:

- parking is at a premium and international and domestic tourists are likely to be arriving in vehicles (including campervans)
- walking or cycling is an important mode for tourists to access the site.

Increased promotion of public transport and other modes for locals will also help reduce local traffic.
Where to apply these tools

<table>
<thead>
<tr>
<th></th>
<th>Centre</th>
<th>Urban</th>
<th>Suburban</th>
<th>Rural</th>
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<tbody>
<tr>
<td>Event transport management</td>
<td>★★★</td>
<td>★★★</td>
<td>★★★</td>
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<tr>
<td>Tourist-specific information</td>
<td>★★★</td>
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<tr>
<td>Stop and rest facilities</td>
<td>★</td>
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<td>Park and explore</td>
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<td>Integrating alternative transport into tourist activities</td>
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This table is an indication only. Individual projects should consider the unique features of the local environment.
## Case study – Hadrian’s Wall bus

### Introduction
Tourist travel to and along the Hadrian’s Wall World Heritage Site has been supported and enhanced by the provision of integrated transport options based around the Hadrian’s Wall bus service.

### Background
The Hadrian’s Wall bus has been operating for 30 years. The service currently runs along the full length of Hadrian’s Wall from Newcastle-upon-Tyne to the Solway Coast. Around 95 percent of visitors to the park and Hadrian’s Wall access the area by car, so the park authority’s policy is to encourage visitors to park their cars inside the park and make use of the walking trails and bus network to get around. About 50 percent of those responding to questionnaires were using the bus specifically to access the recently opened Hadrian’s Wall Path National Trail.

### Approach
The Hadrian’s Wall bus service (number AD122, named after the date that the Roman Emperor Hadrian started building the wall) is coordinated by a public–private sector partnership, headed by Northumberland National Park Authority. 50 percent of the operational costs of the service are generated through passenger revenue and the remaining shortfall is met through contributions from seven of the partners. The services are currently operated by Stagecoach under contract to Northumberland and Cumbria County Councils.

In 2000, additional resources were obtained in order to achieve major improvements as a part of the Hadrian’s Wall Tourism Partnership Single Regeneration Budget project. The project includes work on the development of sustainable tourism infrastructure – resulting in the establishment of a Hadrian’s Wall Sustainable Transport scheme with its own dedicated officer and funding for marketing and development of the bus.

### Implementation
Buses are fitted with a PA system and drivers are trained to provide information about the heritage sites along the routes. At peak times, local heritage guides are employed to provide interpretation and visitor guidance on the bus. Currently, one of the AD122 buses is low floor and some vehicles can carry up to four cycles.

To encourage modal shift, visitors wanting to walk the National Trail who arrive by car are encouraged to park at a visitor centre or car park (covered by CCTV and a staff presence) and then walk along the trail in sections, using the bus to get back to their vehicle.

A day pass for the bus is £6.00 or £12 per family. It is also possible to buy a Hadrian’s Wall flexi Rail Rover ticket (£12.50) that is valid for any two days out of three and covers both bus and train. In addition, a ‘Kids go free on Mondays’ promotion is operated throughout the summer and it is also possible to purchase cheaper fares for individual (rather than all-day travel) journeys, which are favoured by families. Residents can use concessionary passes, allowing half-price travel. This fare profile is regularly updated based on staff feedback and consultation.
Case study – Hadrian’s Wall bus continued

Critical factors

The critical factors, benefits, funding information and timescales are described in the table below.

<table>
<thead>
<tr>
<th>Critical Factors of Success</th>
<th>Key Benefits</th>
<th>Funding Information</th>
<th>Timescales</th>
</tr>
</thead>
<tbody>
<tr>
<td>Partnership working with seven stakeholders, including the County Councils, the National Park and operators;</td>
<td>People without access to a car can explore the Park by bus or use the bus to access the Hadrian’s Wall Path National Trail;</td>
<td>Cost: Approx £80,000 p/a revenue (for 3 vehicles running all day on 2 hr frequency); Source: (2004): Revenue: £40,000 passenger revenue, £7,000 each from Cumbria and Northumberland County Councils; £12,000 from NMPA plus funding from partners including, English Heritage, National Trust and district councils; Capital: Latest vehicle purchased using Rural Bus Challenge and Countryside Agency funding and obtained via Committee Approval, Rural Bus Challenge</td>
<td>Established 30 years ago. Expanded in 2002 to include new services from Newcastle to the Solway.</td>
</tr>
<tr>
<td>Integrated delivery through Hadrian’s Wall Tourism Partnership;</td>
<td>People with cars leave them behind to do linear walks along Hadrian’s Wall resulting in reduced impact on the environment; and</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Funding source; and</td>
<td>Bus patronage in 2002 was 19,442 and in 2003 was 26,458.</td>
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<tr>
<td>Ability to expand services through purchase of additional vehicle, using Rural Bus Challenge.</td>
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</table>

The future

On peak days in summer 2004, the passenger revenue generated covered the operating costs of Hadrian’s Wall bus. However, long-term funding is still required and uncertainty from year to year is an issue. Other funding partners and resources are being sought. In terms of social inclusion, the park has recently commissioned research to better understand why some groups of people, including people with disabilities and those from ethnic minorities, are not using the transport to access the World Heritage Site or the park.

Good practice tips

• Integrate public transport services with other modes, including walking and cycling routes and car parks, to maximise use of the service.

• Promote services through the use of branding and advertising, in order to generate public awareness.

Link

The Department for Transport (DfT), UK document ‘Encouraging sustainable travel’ ([www.dft.gov.uk/pgr/regional/buses/busgrants/rbs/parks/gpg/encouragingsustainabletravel.pdf](http://www.dft.gov.uk/pgr/regional/buses/busgrants/rbs/parks/gpg/encouragingsustainabletravel.pdf)) includes information on the Hadrian’s Wall bus and other national parks (Grassington Interchange, Yorkshire Dales and Snowdrop Valley Park and Ride).
Case study – ‘City enjoyed by walking’, Kyoto, Japan

Introduction

Kyoto city is located in the central part of the Japanese archipelago and, until about 150 years ago, it was the flourishing capital of Japan.

The current population is about 1.4 million people and it ranks 7th in terms of population in Japan. It is a tourist destination, with over 47 million visitors (about 6.7 million tourists in the November peak season) each year.

Issues

In the spring and autumn seasons, tourists from both home and abroad travel to Kyoto. A shortage of bus transport, traffic congestion and other issues have been identified as major problems. In particular, tourists’ main complaints about the city are ‘transportation’ and ‘the streets’.

‘City enjoyed by walking’ strategy

The areas that make up the historical city centre, which are ‘the face of Kyoto’, are marred by traffic congestion, on-street parking, illegally parked cycles and undeveloped footpaths. The following steps have been taken to address these problems:

• Open spaces have been set aside for the use of pedestrians and public transport, instead of cars.
• Since 2007, a traffic pilot programme, including a public transport mall and limits on car numbers, has been implemented in this area.

Travel demand management policy

This figure has been taken directly from the source presentation (www.env.go.jp/air/traffic_env/2007mayor/jp/pdf/day01/23_1135_1b_kyoto.pdf).
Case study – ‘City enjoyed by walking’, Kyoto, Japan  continued

<table>
<thead>
<tr>
<th>Traffic measures for tourist spots</th>
<th>To make the concept of ‘Enjoying tourist spots by walking’ a reality, Kyoto authorities are implementing the following measures to decrease congestion and control traffic movements:</th>
</tr>
</thead>
<tbody>
<tr>
<td>• In the Arashiyama area, some roads have been changed to one way and specific tour bus parking has been provided that requires operators to pre-register.</td>
<td></td>
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<tr>
<td>• In the Higashiyama area, on-street parking is restricted but an alternative tour bus parking lot has been established. On-street parking by tour buses has been subsequently reduced by more than two-thirds in two years. A shuttle bus service has also been established from Kyoto railway station to the area.</td>
<td></td>
</tr>
<tr>
<td>• Park and ride locations have been established for locals to reduce the amount of general traffic entering the tourist areas. This has had the additional effect of speeding up travel times and reducing carbon dioxide emissions.</td>
<td></td>
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</tbody>
</table>

The NZ Transport Agency’s Integrated planning toolkit
1 edition, Amendment 0
Effective from February 2010
Case study – Alpine Pearls in Austria

**Origins**

Alpine Pearls is the result of two European Union projects (Alps Mobility and Alps Mobility II – Alpine Pearls) that were set up by the Austrian Federal Ministry of Agriculture, Forestry, Environment and Water Management. It was co-funded by the European Union and carried out by 15 project partners from Austria, France, Germany, Italy and Switzerland.

The main focus was on creating sustainable tourism by combining tourist sites with environmentally friendly transport.

In 2006, 17 municipalities joined together to form the umbrella group ‘Alpine Pearls’, the largest tourist association in the Alps. The association's main aim is to provide what they call 'soft mobility': transport options that do not damage the environment.

This environmentally friendly transport concept is offered in 22 alpine towns, the so-called Alpine Pearls, across Europe. A long-distance hiking trail links all Alpine Pearls in Austria, Switzerland, Italy, France, Germany and Slovenia.

**Werfenweng**

Werfenweng, a small town near Salzburg with just 800 inhabitants, is an Alpine Pearl resort that offers their guests holidays from their cars. About 40 hotels in Werfenweng participate in the ‘holidays from your car’ scheme.

Visitors are encouraged to travel by train (a pick-up service from the station is available). While there are no restrictions placed on motorised traffic in the resort, Werfenweng does manage to convince many visitors who come by car to leave them parked. Those who do come by car can hand their car keys over to the tourist office, in exchange for a special transport pass.

The pass allows visitors to use the free electric taxis that operate day and night, and run on solar power. The pass also gives complimentary use of cross-country skis, ice skates, snowshoes, sledges and a ticket for a horse-drawn sleigh ride during winter.

In summer, the resort puts a fleet of electric vehicles at the disposal of its guests, from battery-powered cycles to three-wheeled scooters and even a hybrid Toyota Prius car for trips beyond the village.
Case study – Alpine Pearls in Austria continued

Impact of car-free tourism

The car-free tourism concept was initially developed uniquely for economic reasons, following a sharp drop in tourist occupancy rates. Given the resort’s pristine image, it made sense to link its economic survival to environmentally friendly transport.

The new concept has had a major impact on visitor numbers: nights spent in holiday accommodation increased from 98,000 in 1998 to 210,000 five years later. About 25 percent of visitors to Werfenweng come by train.

Renewable energy

Werfenweng also uses renewable energy sources. A photovoltaic system provides the power not only for its electric vehicles, but also for more than half of the village’s households.

Some of the streetlights have been replaced by energy-efficient lamps, each topped by a small solar panel. Since they are also equipped with motion sensors, they are only activated when people pass by, thereby also reducing light pollution.

Werfenweng has played a key role in the creation of the Alpine Pearls network of alpine resorts, which include Switzerland’s Arosa and Interlaken.

For more information, visit www.werfenweng.org and www.alpine-pearls.com.
### Complementary measures

<table>
<thead>
<tr>
<th>Land-use planning</th>
<th>Land-use planning around tourist destinations and activities will impact on travel demand.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Public transport</td>
<td>Convenient links and a comprehensive network will encourage tourists to use public transport.</td>
</tr>
</tbody>
</table>

### What other policies will this address?

<table>
<thead>
<tr>
<th>Environment</th>
<th>Tourism impact on the environment can be mitigated through the provision of more environmentally sensitive travel modes.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Economy</td>
<td>High-quality and convenient transportation will attract further tourists and provide increased benefit to the economy.</td>
</tr>
<tr>
<td>Safety</td>
<td>Tourists not used to driving in New Zealand can have a high risk of being involved in motor vehicle crashes. Coordinating tourist travel and providing safer systems will improve safety.</td>
</tr>
</tbody>
</table>

### Further information

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