



EuroVelo 3 - Pilgrims Route

Changing Gear

**Encouraging cycling to
UNESCO cultural and heritage
sites**



Co-funded by the COSME programme
of the European Union



Front cover photo: Cycle tourists arriving at Kongernes Jelling UNESCO World Heritage Site.

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EuroVelo, the European Cycle Route Network



Contents

1	Introduction	1
2	Identifying the issues	3
2.1	Sustainable development	3
2.2	Opportunity and Responsibility	4
3	Finding your solution	5
3.1	Introduction	5
3.2	How much can you do?.....	5
3.3	Who to target?.....	7
3.4	Auditing your site.....	9
3.5	Getting to know your visitors.....	10
4	Case studies	12
4.1	Case 1: Kongernes Jelling.....	12
4.2	Case 2: The Pontcysyllte Aqueduct and Llangollen Canal.....	14
4.3	Case 3: Eden Project	16
4.4	Case 4: Cycle touring holidays.....	18
4.5	Lessons to learn	19
5	Making Changes	20
5.1	Defining the target groups.....	20
5.2	Developing a plan.....	20
5.3	Monitoring and evaluating.....	22
5.4	Review and revise	22
6	Summary	24
	ANNEX ONE.....	25

1 Introduction

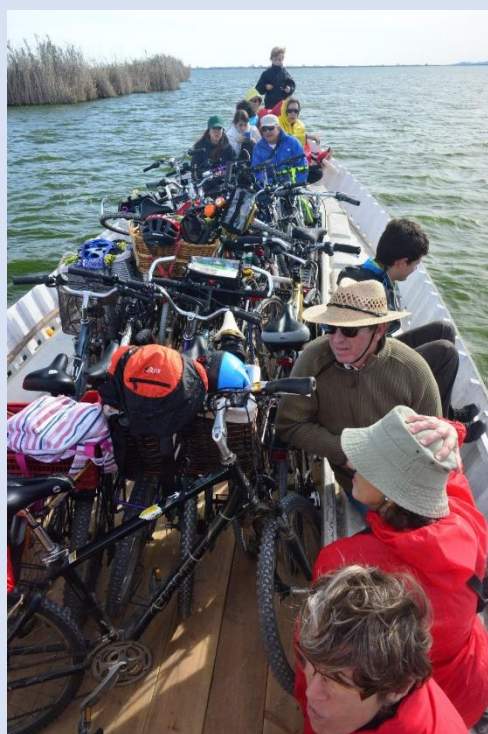
As one of the world’s largest industries, tourism is recognised as an important driver for growth. Accounting for around 10% of global GDP and employment, the World Travel & Tourism Council estimate that the sector grew by 4.6% in 2017. Table 1 below shows the top ten countries by average trips per person per year. It highlights the importance of domestic tourism as a generator of tourism trips, with around two-thirds of all tourism trips accounted for by domestic tourism.

Table 1. Top ten countries by average trips per person per year

Rank	Country	Outbound Trips	Domestic Trips	Total Trips
1	Finland	1.70	5.80	7.50
2	United States	0.20	6.50	6.70
3	Sweden	1.50	4.40	6.00
4	Denmark	1.40	3.90	5.30
5	Norway	2.00	3.20	5.20
6	Hong Kong	4.30	0.03	4.30
7	New Zealand	0.50	3.80	4.30
8	Canada	1.00	3.20	4.10
9	Australia	0.40	3.40	3.80
10	France	0.40	3.10	3.50

Source: <https://www.worldatlas.com/articles/countries-whose-citizens-travel-the-most.html>

Travel to, between, and around destinations forms a significant part of any tourism trip. Equally it has a significant impact on the destination, particularly on the environment through greenhouse gas emissions and other pollutants, but also on land use and visual amenity. All of these are especially important for cultural and heritage sites¹ where a balance must be achieved between allowing and promoting public access, and the preservation of these assets for future generations. Many of these sites are particularly sensitive to pollution and high levels of demand, which can damage the fabric of the sites; in many cases the sites were constructed before mass travel and are in locations not suited to large numbers of visitors, particularly when the private car is the dominant mode of arrival.



This guide is designed to help cultural and heritage sites start the process of encouraging visitors to think about some of the alternatives and how this might enhance not only the place

¹ UNESCO defines heritage sites as either:

Cultural heritage: the legacy of physical artefacts and intangible attributes of a group or society that are inherited from past generations, maintained in the present and bestowed for the benefit of future generations.

Tangible heritage: includes buildings and historic places, monuments, artifacts, etc., which are considered worthy of preservation for the future. These include objects significant to the archaeology, architecture, science or technology of a specific culture.

they are visiting, but also their experiences, whilst supporting the environmental, and economic, sustainability of the sites.

The objective of the *EuroVelo 3 – Pilgrims Route* project is to promote some of Europe's unique cultural heritage by encouraging cycle tourism along the route, which crosses the continent from Trondheim in Norway to Santiago de Compostela in Spain, passing through Sweden, Germany, Belgium and France, and passes close to 20 UNESCO world heritage sites. Parts of the route are already well developed as a cycle tourism destination, but not necessarily promoted as a 'cycling and cultural' tourism destinations. Even in those areas that already receive large numbers of tourists, the advantage of cycle tourism is that it often takes visitors 'off the beaten track' to less well-known cultural tourism sites and thereby improving the economic and environmental sustainability over a much wider area.

Cycle tourism is a growth sector in the tourism industry, but to maintain this it is necessary to look for innovative ways to develop. Most visits to cultural and heritage sites tend to be locally generated, even when the visitors are international (i.e. from accommodation within the country) so encouraging visitors to travel by bicycle would help to reduce their travel impact (see the 'Kongernes Jelling' case study on page 12). One of the ways this can be done for cultural and heritage sites is to theme cycle tourism holidays around the sites, which creates a strong identity with wide appeal and has benefits for the development of both cycle tourism and cultural and heritage sites, as it encourages stronger sustainable tourism development (see the 'Cycle touring holidays' case study on page 18).

The next section of this guide looks at some of the issues of increasing visitor numbers, who mainly choose to arrive by private car. It looks at the impact of this on cultural and heritage sites, which were mainly built in a time before mass tourism and often face challenges in accommodating large visitor numbers.

The following sections guides the reader through the suggested steps to develop a bespoke solution to what are often novel combinations of site issues and challenges in facilitating travel behaviour change. It helps the site to understand who its visitors are, in terms of travel choices, and how to target the different groups.

2 Identifying the issues

2.1 Sustainable development

The United Nations define sustainable development as:

"development that meets the needs of the present without compromising the ability of future generations to meet their own needs."

To which they assign four intertwined dimensions – society, environment, culture and economy. To achieve this in 2015 the United National General assembly adopted a set of 17 Sustainable Development Goals. Tourism is a multi-faceted industry and so all of these are likely to impact in some way on its sustainability, however, the United Nations World Tourism Organisation (UNWTO) places emphasis on three of the goals, 8, 12 and 14:

Goal 8 - Promote continued, inclusive and sustainable economic growth, full and productive employment and decent work for all.

The tourism sector's contribution to job creation is recognised in target 8.9 **"By 2030, devise and implement policies to promote sustainable tourism that creates jobs and promotes local culture and products"**.

Goal 12 - Ensure sustainable consumption and production patterns.

A tourism sector that adopts Sustainable Consumption and Production (SCP) practices can play a significant role in accelerating the global shift towards sustainability. Target 12b asserts that it is imperative to **"Develop and implement tools to monitor sustainable development impacts for sustainable tourism which creates jobs, promotes local culture and products"**.

Goal 14 - Conserve and sustainably use the oceans, seas and marine resources for sustainable development.

Coastal and maritime tourism are the industry's biggest segments, which rely on healthy marine ecosystems. Tourism development should therefore be in line with Target 14.7 **"By 2030 increase the economic benefits ... through sustainable management of fisheries, aquaculture and tourism"**

(UNWTO)

However, tourism has seen strong growth over recent year with Europe seeing 718 million international tourist arrivals in 2018, an increase of 6% over the previous year. In addition, residents of the European Union make close to 900 million overnight domestic trips, i.e. within the tourists' country of residence. However, overnight tourism trips are a small proportion of the number of day visits that occur within most countries (less than 10%), which means that there are on average over 40 million people on leisure trips daily. Over three-quarters of these are likely to travel by private car, even at an average of 2.5 occupants per car, this equates to 12 million leisure car journeys across Europe every day. Remembering that the tourist season is very seasonal with most visitors arriving during the weekends and holidays, it is not difficult to see why there are serious

consequences for popular destinations, both in terms of road congestion, air pollution, and car parking.

2.2 Opportunity and Responsibility

The UNESCO Convention Concerning the Protection of the World Cultural and Natural Heritage states that *"To be included on the World Heritage List, sites must be of outstanding universal value"*. Such recognition is important and can bring many benefits, not least a higher profile and greater recognition of the site, which often translates into significantly increased visitor numbers and the additional income that this normally brings. Recognition can also come through other channels, and provide similar economic benefits, not only to the site directly, but also the surrounding area.

However, inclusion on the world heritage list, and other forms of recognition, come *"in tandem with the duty of ensuring the identification, protection, conservation, presentation and transmission to future generations of the cultural and natural heritage"*.

It is important to find a balance between, often needed income for the conservation of the site, with the conservation itself. Visitors come to see cultural and heritage sites for what they are (safeguarded places of natural and historic value), if this is lost in any way it can impact on appeal of the site and result in reduced visitor numbers, and of course put at risk official recognitions such as UNESCO World Heritage listing. Of course, all cultural and heritage sites face the dual pressures of conservation and economic viability, whether UNESCO listed or not.



Photo by Marek Szturc on Unsplash

3 Finding your solution

3.1 Introduction

This section of the guide takes you through the process of getting to know your visitors and their travel choices. Once you understand their motivations you can then begin to encourage travel behaviour change in your visitors. Some of the characteristics will be *personal* and others will be *situational*. Personal factors are internal to the individual, like personality, preferences, past experiences, whilst situational characteristics relate to environmental factors, family, friends, work, etc.

In addition to understanding the characteristics of your visitors, each cultural and heritage site may possess unique characteristics, or combinations of factors that influence or limit actions that can be taken.

3.2 How much can you do?

There are in general terms four options for reducing the impact of visitor travel to your site:

- Reduce the number of trips
- Reduce the distance travelled on trips
- Transfer to sustainable modes
- Reduce the number of vehicles (car sharing/public transport)

Not all of these are suitable or desirable for every site, as some may impact on the number of visitors, which will have consequences for income generation through admission charges and souvenir sales. Therefore, it is the last two of these that this guide will focus on.

Reduce the number of trips

It may be possible to reduce the number of visitors to your site, through reducing car parking space or introducing car parking charges. However, this is likely to have some economic impact. Some of this may be offset, by increased car parking charges or admission fees for example, but these measures may not be feasible on some sites where the car parking is owned by third parties for example. This discriminatory action may also create a negative image of the site or be contrary to an open access ethos.

Reduce the distance travelled on trips

This would reduce the catchment area of the site but may not have a significant impact on the overall level of demand, as visitors from outside the local area may be replaced by local. However, sites are likely to have a limited influence over this and it may be undesirable.

Transfer to sustainable modes

Encouraging visitors to use more sustainable mode to visit your site such as walking, cycling and public transport. The ability to do this is likely to be dependent on situational characteristics, such as the location of the site (in

urban or rural areas), availability of local public transport links (railway stations), or who the visitors are travelling with (such as young children).

Reduce the number of vehicles

Measures like those suggested in *Reducing the number of trips* may work here, e.g. limiting car parking spaces or charging, but as with *Transfer to sustainable modes* situational factors may impact on the level of success.

The different measures can generally be seen in two groups, i.e. those that offer some form of reward or encouragement for 'beneficial' behaviour, and those which penalise or limit 'detrimental' behaviour. These can either take the form of 'soft' or 'hard' measures. Soft measures are interventions such as provision of travel information, promotion and marketing. Whilst hard measures usually involve changes to the physical infrastructure such as restricting car parking space or providing cycle or luggage storage.

Soft measures are often preferred as a first option, as they are more likely to be seen as positive 'pro-choice' measures, rather than negative 'anti-choice', and can often be easier and less costly to implement.

Mode versus destination

Unless there are urgent constraints or obligations on a site to significantly reduce the number of vehicles arriving at the destination, then careful consideration of which measures should be introduced first. Research has revealed that although most visitors believe they choose the destination first and then decide how to travel, for most the default mode is the private car and that this strongly influences the choice of destination. It is therefore important to consider carefully the impact of any measures on those who are less likely to change mode, such as the 'Die hard drivers' and 'Complacent car addicts', as these groups are more likely to switch destination.

Discretionary travel

Leisure travel comes very much under the heading of 'discretionary travel', i.e. the tourists not only have the choice of where and how to travel, but 'whether' to travel. This gives them a greater freedom in the choice of 'where' and 'how'. There is usually less of a 'time' limitation on the travel, compared to daily mobility travel such as commuting and escorting children to school. This additional freedom allows the tourist to choose the time of travel, earlier or later in the day, and to increase the duration. The time and duration of travel can have an important impact on the choice of where and how to travel, as not only does this allow for cost savings avoiding peak fares, but also to make the journey part of the visit. In this way the whole trip, travel to and around the destination as well as visits to attractions, become the experience. In some cases, this is more obvious than others, where travel is on a heritage railway for example, however this can also apply to everyday modes because of the context, i.e. different motivations for the travel and through unfamiliar places.

3.3 Who to target?

The Max Project² developed a theoretical model which explains the level of readiness and willingness of individuals to change their travel behaviour or choices. The four main stages are:

1. **Pre-contemplative stage.** Individuals in this stage are quite happy with the way they currently make their ... trips (i.e. car drivers) and have ... no wish, or desire to change to another mode.
2. **Contemplative stage.** Individuals in this stage are not ... content with their current travel behaviour (as pre-contemplatives). They would like to change to another way of travelling (mode), but ... are unsure of which mode to switch to, or don't have enough confidence at this stage.
3. **Preparation stage.** Individuals in this stage have decided which mode they intend to switch to for some or all of their trips and may have already tried this new mode for some of their trips.
4. **Maintenance stage.** Individuals in this stage have successfully replaced some, or all of, their trips to the new mode and this new behaviour (way of travelling) becomes the dominant mode they use for most of their trips (a new habit has been formed).

However, Anable³ in a study of visitors to National Trust⁴ properties in England, segmented visitors by their attitudes and used these to determine the likelihood of travel behaviour change as well as the options most likely to encourage this change.

The policy options highlighted in green in Table 2 below are the ones judged to be the most suitable for individual sites rather than transport authorities who have a wider range of options available to them. The research suggests "*that efforts to encourage the use of alternatives are best concentrated on those segments with the greatest potential to increase their frequency of use.*" Which suggests that targeting the 'Aspiring Environmentalists', who already use the alternatives to some extent, and the 'Malcontented Motorists', who express an openness to trying the alternatives.

These groups are both in the 'contemplative stage' noted above, who often lack the information or confidence to make the switch, but with the appropriate support and incentives are likely to be willing to try alternative modes, particularly for leisure trips where 'time' is less of an issue.

Usefully, according to Anable, these groups respond well to the 'soft measures' noted above, which offers sites the opportunity to encourage changes in travel

² http://www.epomm.eu/old_website/index.phtml?ID=2182&id=2183,%20Civitas,%202012

³ Anable, J. (2005) 'Complacent Car Addicts' or 'Aspiring Environmentalists'? Identifying travel behaviour segments using attitude theory. *Transport Policy*, Volume 12, Issue 1, Pages 65-78

⁴ The National Trust is the commonly used name for "The National Trust for Places of Historic Interest or Natural Beauty". It is a charity which conserves important landscapes and heritage sites in England, Wales and Northern Ireland.

behaviour in those who are open to the alternatives, whilst not penalising those who are not so open or have limitations on their travel choices.

Table 2: Visitor segments, potential for modal switch and strategies for promoting change

	Potential switchability	Next best mode	Policy options
Die Hard Drivers	Very low	None	- Hard push measures (non-fiscal). - Weaken stereotypical images of PT users.
Complacent Car addicts	Low	Public transport, bike	- Promotion of positive qualities PT (value for money, relaxation). - Education into negative effects of car use and the monetary costs of car use.
Malcontented Motorists	Moderate	Public transport	Promotional messages which reinforce: - Moral obligation and positive qualities of PT (e.g. scenery, novelty); - Negative aspects of the car (congestion, stress).
Aspiring Environmentalists	High	Public transport, bike	- Promote positive aspects of alternatives (fitness, adventure, fun for children). - Reinforcement of environmental message. - Promote the difference that individual actions can make.
Reluctant Riders	Very high	Coach, public transport	- Provide information on alternatives. - Promote positive attributes of PT and coach travel (scenery, sociability, relaxation).
Car-less Crusaders	Very high	Public transport, bike	- Information on alternatives will be used. - Reinforcement of positive aspects of PT and bike (fun, relaxing, etc.). - Reinforcement of environmental message. - Provide alternatives to the car.

Source: Adapted from Anable (2005)

A good example of this type of action is the 'Give the Driver a Break' campaign in the Lake District National Park, where over 90% of visitors arrive and travel around by private car. Leaflets were circulated through local businesses and centres encouraging visitors to think about the benefits of options such as "trains, buses, boats, bikes and boots". Many of the Park's 'honeypots' become heavily congested, so reducing the number of vehicles during peak periods not only has a positive environmental impact on the area, but also allows the 'driver' to relax and enjoy the landscape.

Be innovative, work together

An interesting example of this is can be seen in Somerset in the south-west of the UK where the West Somerset Railway and Dunster Castle have developed a joint ticketing offer. The two attractions have developed a 'day out' combining travel on the heritage railway and a visit to the heritage site. Visitors join the train at the railway terminus, which is better connected to bus and rail networks, and enjoy a pleasant journey through the countryside to the Dunster station where

they are met by a bus that takes them the short distance to the Castle. Not only does this reduce the number of car journeys to Dunster Castle and the surrounding countryside, but also both attractions draw additional visitors who would not normally visit them by combining the two as a single experience (see also the 'Kongernes Jelling' case study on page 12).

3.4 Auditing your site

Of course, if you are to encourage modal shift or develop new 'products' it is important to know what alternatives are available. Therefore, one of the first tasks is to audit your site, or more correctly the options for travel to and around your site. As already discussed, one of the factors in determining the choice of travel, particularly for the Aspiring Environmentalists and Malcontented Motorists target groups, is accurate information regarding the other travel options. It is important that this is comprehensive and accurate, particularly if it involves more than one alternative mode and therefore an additional element of risk.

Rail: how close is the nearest rail station, is it within walking or cycling distance of your site, do the trains have a cycle carriage policy and what is it? Alternatively, are there local bus services available to make the final connection? How regular are the services, are there connections from other towns and cities?

Bus services: how close do the route of local services to your site, is the nearest stop within walking distance, is it well signposted from there?

For both rail and bus services up-to-date timetable and fare information is important. However, maintaining this yourself can be a considerable task, often the best way to provide this for your visitors is to have links from your website directly to the service provider or details of their website on your printed promotional material. This should provide your visitors with the most current information.

Cycle routes: do any local, national, or even international cycle routes pass near to your site? Are they suitable for different groups of cyclists, e.g. traffic-free or on quiet local roads? Is your site clearly signposted from the route, again is this route suitable for cyclists of all abilities?

If your site is beyond walking distance from the nearest rail station or bus route, and even if it's not, is there any cycle hire that visitors can use to make the final connection. They might even extend their visit to the area with bikes as it will increase the number of attractions within reach, perhaps a 'joint ticketing' offer with the cycle hire and other local attractions will promote this option.

It is also important to highlight any other facilities that might be important or helpful, such as local cycle route connections, secure bike and luggage storage, e-bike charging, fresh water, and as mentioned before the cycle carriage policy for the local trains. If your area is popular for cycling, then why not speak to the local train and bus operators about offering and promoting bicycle carriage if it is not currently available; it's extra business for them too!

Websites: many visitors 'research' their day out using the internet before travelling, make sure all of the options are highlighted and links to more detailed information, such as cycle route planners, are available.

Car parking: of course, you need to know how many cars you can accommodate, especially if this is limited or you rely on public parking facilities. Remember to discourage visitors from parking illegally or in place that might conflict with the local population – be a good neighbour!

Other sources of information: local tourist information centres usually provide a wide range of information on travel and attractions in the area, and websites like Google Maps can provide personalised, door-to-door, travel information.

3.5 Getting to know your visitors

It is as important to know your visitors as the travel options to your site, as this will enable to see the match, or miss-match, between the two and allow you to make evidenced based decisions of interventions. You may already collect a certain amount of data through entrance fees or car parking charges and so have a good picture of your 'average' visitor. However, it may be useful to have information about how other visitors have travelled to your site. One of the easiest ways in which to do this is to conduct a short travel survey. This can be done both online through your website, or face-to-face with visitors arriving at your site. Both approaches have benefits and limitations, the decision on which approach to take is often a pragmatic one based on time and cost constraints.

There are some simple points to consider when composing your survey:

- Make sure your questions will produce the information you need to do your evaluation – think about what question(s) you are trying to answer and how you will use or analyse the data when you have collected it. Only ask one question at a time and multiple-choice questions should be mutually exclusive (i.e. two answers cannot be correct).
- Think about your audience, only ask questions that they can be expected to know the answer to, in this case about their travel decisions and the mode they used, rather than detailed information about the alternatives. Try to avoid technical terms and other words which they may not be familiar with and use neutral terms so that respondents are not 'pushed' into particular responses.
- Some questions can ask personal information that respondents are reluctant to answer, such as personal income. There is a balance here between the number of responses and the importance of the information to the survey and it may be worth reassuring respondents about the use of the data and confidentiality when asking these types of questions. Generally, it is better to leave these questions towards the end of the survey in case it discourages further responses.

Don't forget that if you are unsure how well the survey will work in practice, you can try it out on colleagues first.

There is an example of a simple travel survey in Annex One. As well as asking where your visitors travelled from and what mode they used, other information such as what their main considerations when in choosing to travel as they did and why they rejected the any alternatives. It is also important to recognise if they have any limitations on travel choice, such as disabilities and recognise these in any intervention.

4 Case studies

4.1 Case 1: Kongernes Jelling

The Jelling Stones are situated in the small market town of Jelling in southern Denmark. The first smaller rune stone was erected by King Gorm in tribute to his wife Thyra. However, it is the second larger rune stone raised by their son King Harald Bluetooth around 965 in memory of his parents, which is most famous. It is thought to be the first recorded use of 'Danmark' to refer to the modern country of Denmark. It also records Harald's unification of Denmark, conquest of Norway and conversion to Christianity; converting much of the rest of the country at the same time.

The Stones have a close association with Danish nationhood, a depiction of the Jelling Rune is shown on the inside cover of Danish passports. This has made it a very popular destination for Danish visitors as well as international tourists. Its importance as site of international cultural importance was recognised in 1994 when it was granted UNESCO World Heritage status.



Location

Situated near to the east coast of the Jutland peninsula, the town of Jelling is centrally situated within Denmark. It is approximately 250km from Copenhagen, the country's capital and 80km from Aarhus, the second largest city in Denmark. The town has good transport links; connected to the Danish motorway system via the Østjyske Motorvej (European route E45), rail stations in Jelling and nearby Vejle, with regular services to major cities and an international airport at Billund, approximately 25km from the site.

The site is also situated on the Danish National Cycle Route 3 the *Hærvejen* or 'The Ancient Road', which also forms the Danish section of EuroVelo 3 – Pilgrims Route.

Increasing visitor numbers

The completion in 2014 of a new visitor centre with interactive displays and other improvements to the site has made it especially popular with family groups, with an increase in annual visitor numbers from around 35,000 to 225,000 over a period of four years. As a World Heritage Site, it is important to protect the old Monument Area. However, many visitors come for just one or two hours, so the impact on the site is condensed into a few peak hours. The management of the site are now working on ways to encourage visitors to stay longer and take their time during their visit. A more "slow-touristic" attitude is the goal, which fits well with visitors coming by bicycle.

A short survey of visitors to the site conducted as part of the EuroVelo 3 project revealed that around 55% of visitors arrive by car⁵, over 60% of these saying that they would have “gone somewhere else” if this option were not available and just 17% open to travelling by another means.

There is currently no designated car parking at the site, and whilst the local supermarket was happy to accommodate some of the visitors, benefitting from additional sales, the level of demand has grown to such an extent that there is now not enough space for visitors and locals using the car park for shopping. The need to encourage as many visitors as possible to travel by more sustainable means is now more important than ever.

The solutions

Improvements to the website now give visitors information on the alternatives, providing information on connections to the national cycle route and details of the rail and bus connections from the main cities, with a link to the timetable information.

During the busy holiday season VisitVejle and the Vejle Municipality have introduced a free tourist bus between Vejle and some of the area's major sights, including Kongernes Jelling, which has been very popular in its first summer. The bus provides a hop-on-hop-off service with three departures a day and further encourages visitors to leave their cars behind.

In 2019 the site installed cycle parking and provide basic tools for bike repairs (air pump and puncture kit), they will refill cyclists water bottles and provide charging facilities for e-bikes. These small changes have been noticed already by visiting cyclists who feel more



welcome and are therefore more likely to linger longer, spending time (and money) in the visitor centre or café. The site has also been the distinction of *Cykelvenner Vejle* or ‘Bike Friends Vejle’, increasing its visibility to those cycling on holiday in the area. The position of the cycle racks and air pump does not taken space from other facilities but is still highly visible to visitors, both cyclists and non-cyclists alike, raising awareness of the facilities and the potential for visiting by bike in the future.



⁵ This may not be representative of annual demand as it did not include holiday periods, which attract a greater proportion of family groups.

In 2021 the Tour de France will pass the site as part of the *Grand Départ* hosted by Denmark that year, which no doubt will further encourage more cycling visitors. The local Municipality and other partners in the area will use the focus on Tour de France to organise workshops, activities and projects in the run-up to the Tour in 2021. It presents a great opportunity to focus on cycling – both for tourists and local citizens. The engagement of both local authorities and citizens is very important to make the success of Kongernes Jelling, in particular more cyclists on the roads around Jelling.



These changes have already started to have an impact on visitors' perceptions of Kongernes Jelling and should gradually encourage a modal shift in those car travellers who are open to change, perhaps even those who are less willing when they see others enjoying the alternatives.

4.2 Case 2: The Pontcysyllte Aqueduct and Llangollen Canal

The Aqueduct crosses the Dee valley in north Wales and from the northern end the canal follows the valley side to Llangollen. The Aqueduct and the canal from Chirk on the English border to the Horseshoe Falls just beyond Llangollen, around 17km, were granted World Heritage status in 2009.

It is estimated that close to 500,000 people visit the Aqueduct every year. Of course, many of these arrive by narrow boat⁶, but the dominant mode of arrival is by private car. There are just three car parks available (See Figure X below), so it is surprising that the "Find Us" page on their website offers no information about the alternatives but poses the question "Driving?" without challenging this, even in a 'soft' way (see Figure 1 below).

Figure 1: Extract from Pontcysyllte Aqueduct website

Driving?

We are situated in North East Wales and as a general guide, you can get here via the M53 or M56 from the North West, and the M54 from the Midlands.

Just follow the road signs from the A539 (Ruabon interchange)

There are three car parks signposted off the A539:

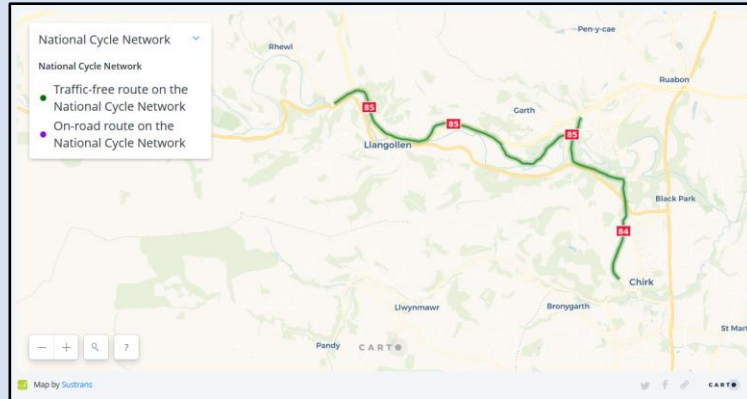
- the main car park is on Queen Street (LL14 3SG) near Cefn Mawr
- one car park off Station Road for disabled blue badge and permit holders only (LL20 7TY)
- an overspill and coach parking at Wimbourne Gate, Queens Street, Cefn Mawr (LL14 3NP)

⁶ Narrowboats are a design of boat distinctive to the United Kingdom canals.

What are the other options?

Rail – Ruabon railway station is just 4km from the Pontcysyllte Aqueduct visitor centre, with a connecting bus service every 30 minutes, or 15 minutes easy cycle ride – the trains carry two bicycles.

Figure 2: Cycle routes following the Llangollen canal



Bus – the Wrexham to Barmouth service, which connect to wider rail and bus networks, runs every 30 minutes stopping near to the Aqueduct (less than 10 minutes' walk) and Llangollen town centre.

Cycle – Sustrans⁷ route 85 follows the canal towpath to Llangollen and so is completely traffic-free (see Figure 2 below). If visitors did not want to cycle between Ruabon railway station there is an alternative route connecting Chirk railway station in the south along Sustrans' route 84, which also follows the canal towpath. There is also bike hire available in Llangollen.

Figure 3: Extract from the Canals and Rivers trust website

By car - SATNAV LL14 3SG. Please look out for the brown signs in the area to avoid narrow and steep routes. It is now pay and display parking at Pontcysyllte Aqueduct and Trevor Basin.

There are three car parks signposted off the A539:

- one car park off Station Road for disabled blue badge and permit holders only (LL20 7TY)
- the main car park is on Queen Street (LL14 3SG) near Cefn Mawr
- an overspill and coach parking at Wimbourne Gate, Queens Street, Cefn Mawr (LL14 3NP)

Both car parks are just a short walk from the aqueduct.

By train - [Ruabon or Chirk stations](#) are the nearest, and while they are a fair walk to 'Ponty', you could cycle from the stations.

By bus - [regular buses](#) run from Wrexham via Ruabon station and Trevor. Buses also run from Chirk via Froncysyllte.

By boat - there's mooring and turning facilities for canal boats at Trevor Basin, north of the Pontcysyllte Aqueduct. You'll find public toilets and visitor moorings at our visitor centre. For more facilities, see our [North Wales facilities sheet](#).

⁷ Sustrans is a UK based sustainable transport charity, which created the National Cycle Network

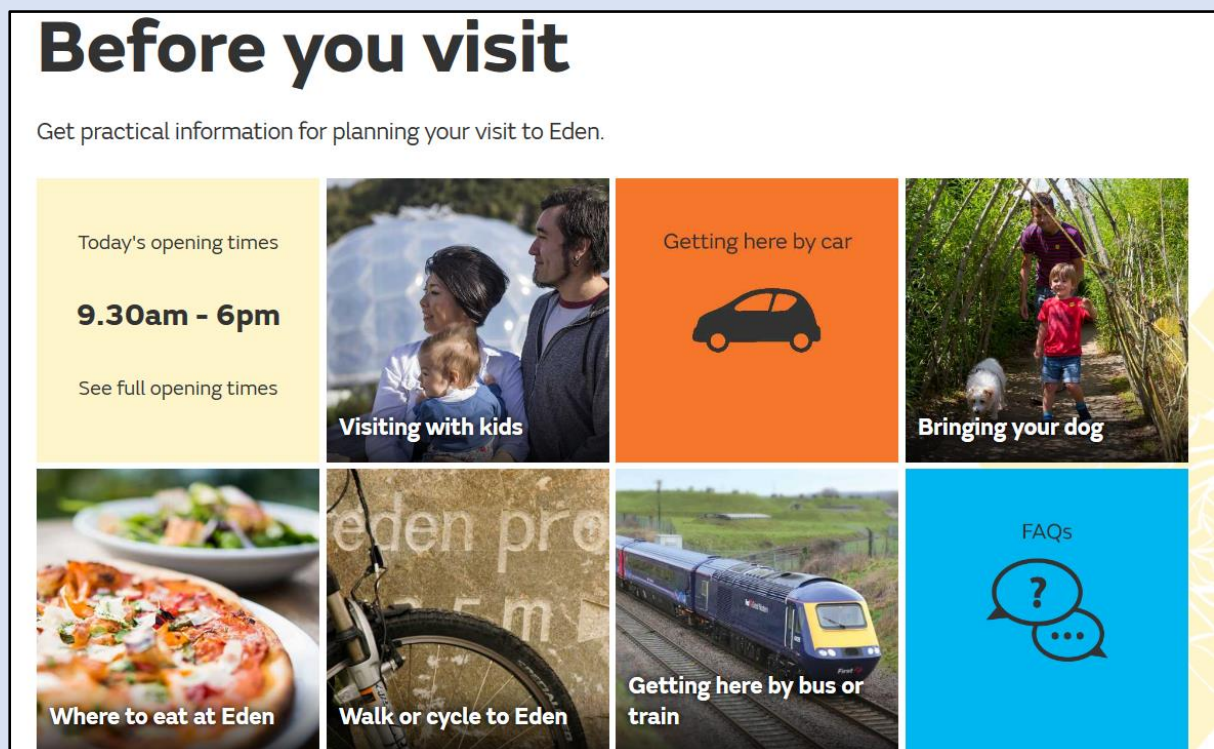
The Canals and Rivers Trust website (see Figure 3 above) for the aqueduct and canal do list the alternatives but offer limited information (and encouragement) about the public transport options and almost discouraging of cycling and the potential offered by this option. Although notice the hierarchy, 'car' is listed first so readers are not encouraged to see and consider the alternatives.

4.3 Case 3: Eden Project

The Eden Project is a visitor attraction and educational charity based in Cornwall in the south-west of the United Kingdom. Opening in 2001, the attraction was developed within a disused china clay quarry, it has several 'biomes' which house collections of tropical and subtropical plants, with other plant collections outside, as well as an exhibition centre, performance spaces, restaurant and visitor centre. The site has a strong sustainability ethos and promotes social as well as environmental values.

The Eden Project's website has a "Before you visit" page (see Figure 4 below), which clearly tries to promote forward planning for the visit. You can see from Figure X below that the images used for the modes are different; more interesting and colourful for the alternatives.

Figure 4: Extract from the Eden Project "Before you visit" webpage



The modes have separate pages with useful information.

Bus and Train – positive language is used "We are just a few miles from St Austell railway station, which is on the main line from London Paddington" as well as providing information on services from local towns, and links to more detailed timetables etc. They also offer "a green travel discount" for those using public transport.

Walk or cycle – again the webpage is introduced by positive language:

"We'd love you to come to Eden by foot or bike, so if you do, we'll offer you a reduced entry price when you arrive. Once you're here, we have bike racks and luggage lockers for you to use."

The website (see Figure 5 below) has links to several maps and websites giving alternative routes to the site from around the area, and in addition to providing free bike and luggage storage they offer to recharge e-bike batteries.

Figure 5: Extract from Eden Project "Directions and maps webpage"

Directions and maps

- Explore Cornwall's mining heritage along the off-road Clay Trails (Eden was built in a clay pit) on 4-5-mile walking/cycling/horse-riding routes. [Visit the Clay Trails website](#)
- Walk or cycle the 2.5 miles from Luxulyan railway station (on the Newquay branch line) on a section of the Saints' Way or country road. [Download directions from Luxulyan to Eden Project \(PDF\)](#).
- Cycle from St Austell rail and bus station to the Eden Project
[Download St Austell to Eden cycling directions \(PDF\)](#)
- Cycle from Par rail station to the Eden Project
[Download Par to Eden cycling directions \(PDF\)](#)
- Follow Sustran's on-road national cycling route 3, which runs past the Eden Project.
[See on-road cycling directions to Eden Project.](#)

Bike racks and luggage lockers

- Lock your bike to one of our bike racks, in our patrolled car park.
- Leave your luggage in our lockers (you'll need a £1 coin, which is returnable). The lockers are located near the main entrance at our Visitor Centre Park and Ride Bus Stop, as well as at Banana Coach Park.

Recharging your e-bike battery

If you ride an e-bike with a removable battery, Eden will charge up the battery while you visit. Simply bring your battery and lead down to the ticketing hall with you, and hand it over at the Admission Information Desk. You can then collect it, all charged up, when you are ready to leave.

Private car – even visitors choosing the "**Getting here by car**" page (see Figure 6 below) are encouraged to think about sustainability with links to 'car share' websites and the provision of electric vehicle charging points.

Figure 6: Extract from Eden Project "Getting here by car" webpage

Car share your journey to Eden

If you fancy some company, want to save money on fuel or reduce your carbon footprint, you might find someone to share your journey through the national [Liftshare](#) network.

Electric vehicle charging points

Standard / fast charging points

We have two electric vehicle charging points in our Banana car park; a standard and a fast charger, which are free of charge for our visitors to use and operate on a first come, first served basis.

Superfast charging points

You can also access a rapid 50kW point in Melon car park, which is available for public use during Eden's opening hours, and which customers pay to use. It is operated independently through [ChargePoint Genie](#), with whom car owners must register to make use of the charging point. You can [see online when this and other local charging points are in use/available](#).

4.4 Case 4: Cycle touring holidays

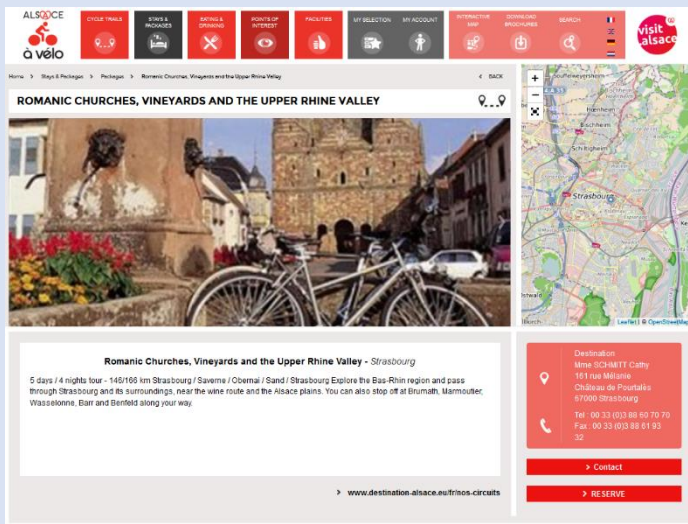
Many of those visiting cultural or heritage sites will be on holiday rather on a day visit from home. These visitors present other opportunities to attract visitors by alternative modes, such as attracting coach tours and cycle tourists.

Cycle touring is becoming increasingly popular across Europe, a recent study estimated it to be worth €44 billion annually in Europe. Cycle tourers are known to be particularly interested in the natural and historical surroundings on their route and do not usually need much encouragement to take a rest and absorb some of the sights, and perhaps spend a little money in the café or gift shop.



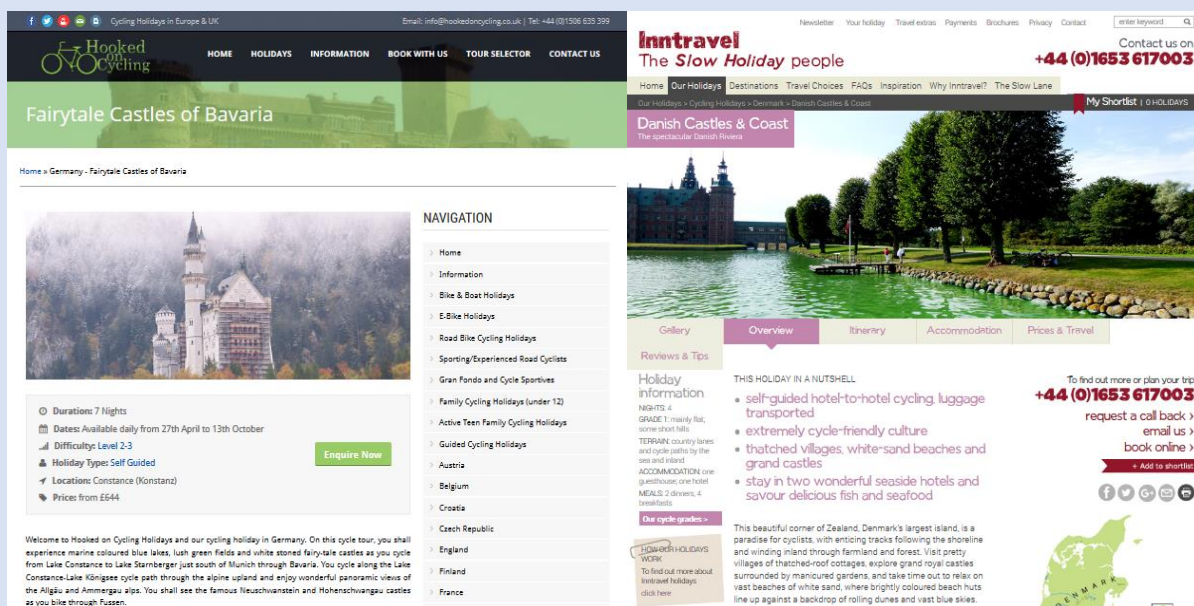
There are several ways in which you can attract cyclists, most of them fairly easy and inexpensive:

- The most important of these is somewhere secure to lock their bicycles; simple Sheffield stand hoops are great, but why not install something themed to your site or unusual like those above, or better still bike lockers where luggage can also be stored
- Luggage storage will be next on a cycle tourers list and it will save them bumping into your displays whilst browsing or cluttering your café whilst enjoying their break.
- Access to fresh water, cycle pumps and repair kits are always welcome, but are less important than the first two.



Don't forget to tell everyone that these are available (see the Eden Project example above), cyclists will make unplanned stops when the opportunity is there, but why not encourage them to include you in their itinerary from the start. Make sure you are listed with local tourist information centres and 'cyclist friendly' schemes.

If you like the idea of cyclists visiting your site, why not talk a cycle holiday company about getting your site included on their itinerary or work with other sites in your region to present your own cultural or historic cycle tour like the ones offered below.



As we have already mentioned the EuroVelo 3 – Pilgrims route passes close to 20 UNESCO World Heritage Sites on its journey from Trondheim to Santiago de Compostela, making it a great opportunity to develop cycle tourism improving the economic and environmental sustainability of areas it passes through.

4.5 Lessons to learn

- **Look for the possibilities** – what already exists, promote the alternatives and reward 'good' behaviour.
- **Do what you can** – even on a limited budget it is possible to encourage some groups to think about changing, which is the first step to real change.
- **Make the changes a 'positive' story** and tell everyone why you are making them, especially your staff.
- **Work together** with other local sites or attractions and transport providers (bike hire providers, bus and rail companies, etc.), for example joint ticketing, can increase visitors for both sites whilst not creating additional car traffic. Don't forget the local tourism authority or officers, sometimes they can do more, or support your efforts.

5 Making Changes

This stage is where you start to implement your plan. Remember to do the simple things first, often these are the lowest cost, but can still have a positive impact because some of your visitors are ready to change the way they travel, especially for leisure trips where time is less important. Also, it's important to keep people informed of the changes you are making and why; this is particularly important for your staff and volunteers as they will often be the ones who are explaining the changes to visitors.

5.1 Defining the target groups

Once you have collected the information about your visitors it is important to take a little time to understand how their travel choices 'fit' with the possible travel options you have identified in the audit of your site. There is little point in promoting alternatives if it is impossible or difficult for your customers to switch. Of course, from the short survey we have presented (see Annex One) it is not possible to clearly identify the groups suggested by Anable. However, it is possible to identify some of the options, for example, you discover that many of your visitors arrive by car from a nearby town or city, but there is a regular rail service. By promoting and providing information about rail travel on your website you may capture some of the Aspiring Environmentalists or Malcontented Motorists, whilst not discouraging the Die-hard Drivers or Complacent Car Addicts from visiting, as well as helping the Reluctant Riders and Car-less Crusaders to find the information they need to continue to travel sustainably.

5.2 Developing a plan

How much influence do you have?

- Review of car parking, e.g. limiting space or access. For sites that own or have control of the car parking this is an option, although it is normally seen as a 'stick' measure and may be unpopular with some visitors. However, it is possible to present these changes in a positive way, e.g. "We are reassigning some of the parking space for guests with disabilities to improve access".
- Providing facilities for those who arrive by more sustainable transport, e.g. bike racks, left luggage facilities, etc. This is a 'carrot' measure making it easier for those who chose to travel by more sustainable means.
- Supporting alternative modes through infrastructure development. Providing space for bus services to stop or turn on-site or supporting the creation of cycle friendly infrastructure for example.
- Increase awareness of the alternatives and the way in which you support them. This is as important as the measures in the previous points, good information is key to encouraging travel behaviour change. Don't forget lots of visitors still use tourist information centres for ideas, make sure they have the latest information – why not organise a local workshop where you can explain your changes and why you are making them.

Set some targets by which you can measure your success. This is important because later you will need to review what you have done to see what has worked best for your site and if it has been cost effective. When setting targets, it is useful to use the SMART model:

Specific – targets should be specific and clear so that they can be easily understood and measured, e.g. “Active travel modal share should increase by 25%”.

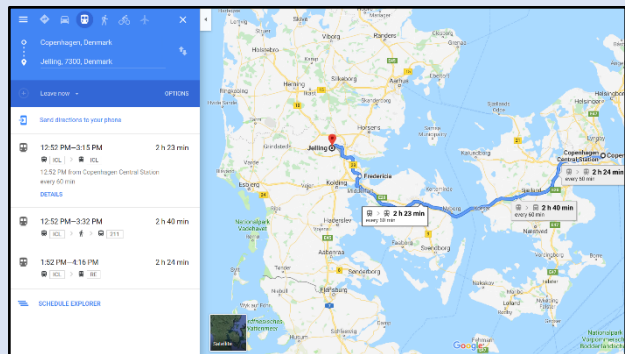
Measurable – if possible, targets should be set in easily quantifiable terms, this helps to make them clear and to see what progress is being made.

Assignable/Accepted – who is responsible for the action(s), monitoring the progress and do they accept that they are realistic.

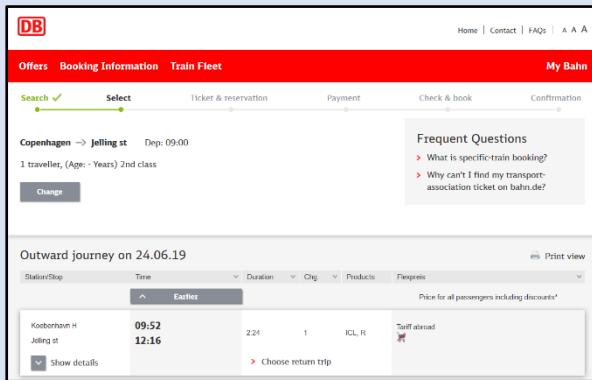
Realistic – whilst it is important to be ambitious when setting targets, which will make them more rewarding, but if they are unachievable, they are less likely to be accepted and provide a strong motivation. Remember, if you can always set new targets if you achieve your initial ones.

Timely – the timescale set for achieving the target should be meaningful, which fits with your ability to measure the change and helps to have a visible impact on travel behaviour, e.g. “Reduce arrivals over the peak months (June, July & August) by 20%”.

Multi-modal travel can be a very efficient way of encouraging travel behaviour change, combining personal modes of travel, like walking and cycling, with public transport can often replace car journeys very efficiently. However, one of the barriers to travel behaviour change for many people is the uncertainty over connections between modes. Typically, people using public transport overestimate the time needed to travel to and from the interchange (e.g. railway station) and their home or destination, allowing for parking, ticket purchase, etc. Whilst they underestimate the time taken when driving directly between the start and end points.



Even those willing to try the alternative are sometimes reluctant to 'take the risk' because they are uncertain of the best route, which modes to use, the cost, or



what to do in case of missed connections, etc. Therefore, it is important for site wishing to encourage travel behaviour change to provide as much of this information as possible and to make sure it is as accurate as possible. It is unrealistic for sites do this for themselves; taking staff away from their primary tasks to constantly check for changes in timetables, connections, etc., and update websites would not be

productive. However, providing links to sources of this information provide a relatively easy solution, for example the Deutsche Bahn railway website will provide rail journey details for almost anywhere in Europe. Whilst the Google Maps website will provide details of how to travel by a variety of modes, including multi-modal travel.

5.3 Monitoring and evaluating

Once you've made your changes it is important to monitor and evaluate the impact they are having of visitor behaviour. As well as checking that the measures are working, and working in the way intended, it is also a good way to find out which measures are most successful and why. This information will help you to continuously develop your travel plan.

For example, by repeating your original travel survey you can directly compare things like the travel choices made and how attitudes to the alternatives have changed. At the beginning it is quite likely that you will see only a small change in behaviour, but that more are aware of or are considering the alternatives. This greater awareness of the alternatives is a good measure of whether your marketing is working.

Of course, you may wish to introduce some new questions directly related to the changes you have made, so you can see directly how visitors are reacting to these and hope they might be further improved in the future.

Once you have completed your monitoring it is important to take a little time to consider the results and to analyse the responses. What has worked, what has not, what can be further improved, etc.

5.4 Review and revise

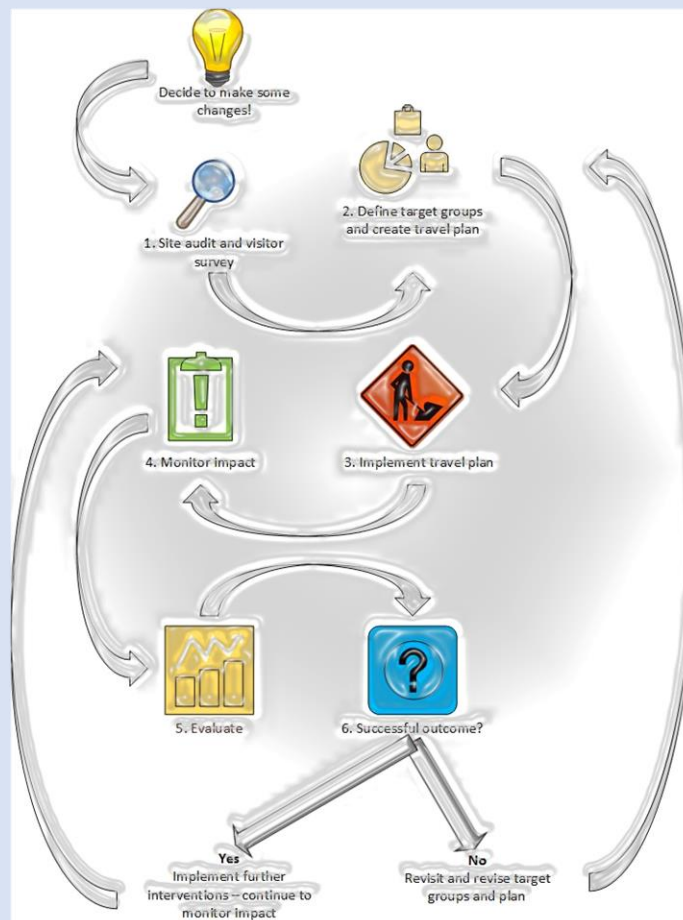
The final step in the process is to look again at your travel plan reflect on the results of your monitoring and evaluation, other changes that may have happened in or around your site that will impact on visitors, and of course the availability of the alternatives as these also can change. Using this information, you can update your plan ready for the new visitor season. Depending on the nature of your site and its location, it is probably sufficient to conduct this type of review annually, but of course if you become aware of any significant changes in between reviews,

for example if a visitor informs you that a service is no longer running, you should try to reflect this as quickly as possible, especially if it is information that your visitors may rely on. Nothing is likely to discourage sustainable travel behaviour more than a missing connection and a spoiled day out.

6 Summary

The key steps:

- ✓ Complete site audit and visitor surveys – get to know your issues and problems.
- ✓ Define target groups and create your travel plan – what will work for you?
- ✓ Implement you plan – introduce the changes to your site and tell people about them.
- ✓ Monitor the changes and the impacts on your site and visitors.
- ✓ Evaluate the changes – are they delivering your plan?
- ✓ Review and revise your plan – is it working for you **and** your visitors? If not change it!



Good luck!

ANNEX ONE

Dear visitor,

Thank you for visiting (INSERT NAME OF SITE) today. So that we can provide a better service, we are interested in how you travelled here today and what influenced your choices. Completing the short survey below will help us in this and as a thank you we would be pleased to exchange the completed survey form for a complementary cup of coffee. Please take your completed form to our café.

1. Where did you travel from today?
2. Is this your home?
Yes / No
3. How did you travel here today?
Car/other private transport
Train
Bus
Cycle
Walk
Coach trip
Other – please specify
4. What would you have done if this was not available?
Come here by another means
Gone somewhere else
Stayed at home
5. What was the main reason for choosing this option?
It was the cheapest
It was the quickest
It was the most convenient
Other
I had no alternatives (they were aware but could not use, e.g. disability)
I was not aware of any alternatives
(respondents choosing one of the last two options will omit Qs 6, 7 & 8)
6. Did you consider any alternatives?
Yes / No
7. If yes which?
Car/other private transport
Train
Bus
Cycle
Walk
Coach trip
Other – please specify (open response)
8. What was your main reason for not choosing one of these?
It was too expensive

It would take too long to travel here
It was not convenient for my journey
Other – please specify

9. Are you aware that 'name of local cycle route' passes close to this site?

Yes / No

10. Was there any information or facilities travelling here today that you found particularly helpful or useful?

Open response

11. Is there anything else you think we could provide to make your journey here easy or more pleasant?

Open response

12. How many people travelled here with you today:

Adults ..., Children ...?

13. How old are you? (open question)

14. Are you:

Female/Male/Non-specified

