



2020  
**CiViTAS**  
Cleaner and better transport in cities

**DESTINATIONS**



## Measure Evaluation Result

LIM 6.1 - Awareness on the use of sustainable mobility modes for leisure trips

|                           |                                       |
|---------------------------|---------------------------------------|
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## Executive summary

Before DESTINATIONS, sustainable mobility in Cyprus was not well known by residents and tourists. Under such circumstances, the local partners had the need to implement actions to provide tourists with the proper information in order to increase awareness and interest, guide them in using and combining sustainable mobility modes to reach their destination and educate them on how they can improve and maintain their own personal health.

Hence, the main goal of this measure was to increase the awareness about how to travel around using sustainable mobility modes, including bikes, electric vehicles, public transport, vehicle sharing and walking. For this purpose, campaigns and competitions have been designed to attract people and inform them about the available sustainable mobility solutions for their leisure transportation, and for their personal health. The campaigns include publicity, outdoor banners, advertising in local magazines and hotel magazines, radio, events/participation in existing events, creation of promotional material available at tourist information offices, hotels, local authority offices and distribution of material during popular events. Both tourists and residents were targeted through social media, radio broadcasts and promotional material.

The participation of tourists and residents in campaigns and events contributed in increasing awareness on the use of sustainable mobility modes for leisure trips. The participants showed an interest in future actions and highlighted that such opportunities of walking and cycling are very interesting. The unique island landscape of Cyprus gives the opportunity to map and create specific hiking and walking routes to attract more tourists and organise campaigns to promote the natural beauty of Limassol region.

A total of 500 people attended the promotional campaigns and competitions. The results of the surveys regarding the awareness level of people for the activities during the campaigns, (a common indicator reflecting the results from the actions that took place both in LIM 4.3 and LIM 6.1), revealed that 85% of residents and tourists were aware of the guided tours, 42.1% about the guided cycling tours and 58.9% about the guided walking tours. Furthermore, 47% received and were aware of the promotional material related to the sustainable traveling in the region. In all, the total share of citizens that use sustainable mobility modes for visiting touristic attractions had increased in 2019 compared to 2018, as the survey results revealed. The use of sustainable modes of transportation for leisure trips by tourists and residents resulted in a healthier and friendlier environment.

Data was successfully collected, allowing the evaluation for this measure to be completed on time. The process for collecting the data and fulfil the measure requirements was achieved without facing significant barriers. After the completion of this measure, the successful adaptation of the new way of moving for leisure and the interest that residents and tourists showed for the participation on the campaigns and competitions, there is the will of an additional number of competitions and campaigns to take place. New walking, cycling and hiking routes will be created in combination with the intention to improve the existing timetable of urban buses that are in high use by tourists and residents.

## A Description

This measure aimed to increase the awareness regarding the travel options for leisure trips using sustainable mobility modes. For this purpose, promotional campaigns and competitions (Figure 1) have been implemented to attract people and make them aware of the available sustainable mobility solutions for their leisure transportation, environment and for their personal health. The campaigns have been disseminated through publicity, outdoor banners, advertising in local magazines and hotel magazines, radio, events/participation in existing events, printed promotional materials available at tourist information offices, hotels, local authority offices and also distribution of material at popular events. Competitions have been promoted in social media in order to create awareness in the sustainable mobility modes.



Figure 1: Implementation of competitions and campaigns

### A1 Objectives and outputs

#### City policy level objectives

The measure is in line with the Limassol's Municipality Strategy aiming to raise awareness on the use of sustainable mobility modes for leisure trips, contributing in the below objectives:

- Less CO<sub>2</sub> emissions
- Less traffic noise in the city centre
- Less energy consumption
- Increase the total share of citizens that use sustainable mobility modes
- More Attractive tourist destination
- Change habits of local people and tourists
- Public health and safety

#### Measure Specific objectives

- Increase awareness of locals, tourists and urban planners
- Promote integrated products and services in the mobility and tourism sectors
- Promote shared mobility and e-mobility
- Promote environmental and personal health
- Increase the use of sustainable mobility modes
- Organise competitions for tourists

## Outputs<sup>1</sup>

- 2 promotional campaigns
- 2 competitions among tourists
- Seminar for urban planners
- \* 1 more competition among tourists
- \* Creation of a new hiking route for special interest tourists

## Supporting activities

For this measure, Limassol Municipality is responsible for the organisation of a training programme for urban planners. The Limassol Tourism Board held several meetings with the Limassol Municipality to support the organisation of urban planners' training.

Also, a meeting was held with the Cyprus Tourist Organization, Limassol Bus Company and the representative of the Ministry of Communication and Works in order to improve the existing timetable of urban buses that are in high use by tourists, especially during summer.

## A2 Inter-relationship with other measures

DESTINATION measures with a strong interaction that are related to this measure are:

- **LIM 3.1:** *Increase cycling and walking in combination with special interest tourist activities as an integrated product.* This measure aimed to upgrade and expand the cycling and walking paths, to increase the interest of locals and tourists and encouraging them to cycle, walking and hiking to explore the region. Complementary to LIM3.1, LIM 6.1 aims to increase the awareness about how to travel around for leisure trips using among others bikes and walking. To attract and increase awareness, campaigns and competitions have been designed.
- **LIM 3.4:** *Attractive and accessible public spaces to promote intermodal leisure trips.* This measure worked forward the development of an action plan for an ecological route and for this reason actions took place like the application of appropriate marking/signage and facilities to necessary collection points where people can be informed and change mobility modes to move around the city with bicycles, electric scooters and electric vehicles.
- **LIM 4.1:** *Electric car rental connecting Limassol town with airport and port,* was promoted under measure LIM 6.1.
- **LIM 4.2:** *Expansion of public bike sharing system, include e-bikes.* The expansion and upgrade of the bike sharing system which was the aim of this measure, which is in accordance with the LIM 6.1 which focuses on the increase of the awareness of travelling by using sustainability mobility modes and promoting them through campaigns and competitions.
- **LIM 6.2:** *Combined tourist and mobility products: Green Label Award and Tourist Mobility Card.* The actions of measure 6.1 (raise awareness and encourage the use of sustainability mobility modes for leisure trips through campaigns, competitions and creation of promotional material available at hotels) contribute to the fulfilment of measure LIM 6.2.
- **LIM 6.3:** *Bicycle challenge: competition between employees of companies.* By this campaign the sustainability mobility thinking was empowered, and locals were attracted more to use cycling as a way to travel from home to work and backwards.

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<sup>1</sup> Extra output with DESTINATIONS budget

### A3 Target groups and/or affected part of the city or region

The target groups of this measure were the local trade, tourists and residents moving across Limassol region will be influenced by this measure.

### A4 Stakeholders involvement

| Stakeholder name  | Activities description  |
|-------------------|---|
| Hotels            | To allow material in their properties and promote to their guests |
| Local media       | Publicity and advertising   |
| Local authorities | For urban planners to attend training                             |
| Urban planners    | To commit in greener planning                                     |

**Table 1:** Stakeholders involvement

## B Measure implementation

### B1 Situation before CIVITAS

In Limassol, and Cyprus in general, there was not much awareness about the sustainable mobility modes for leisure trips. Further efforts in this direction were urgently needed to assist in changing the mindset of the locals and also encouraging tourists to use sustainable mobility modes for their travelling on the island. Through the implementation of this measure, people have been encouraged to use sustainable mobility modes for their leisure trips. New routes have been created and people have more opportunities for walking and cycling in the Limassol region.

### B2 Innovative aspects

An action plan of promotional campaigns and competitions have been prepared. Both residents and tourists have been participated in the campaigns and events. Participants were positively engaged in all activities, a total number of 500 people attended the events, campaigns and competition. Participants expressed their interest for similar activities in the future.

- **New conceptual approach** – As the city’s ambition was to promote the sustainability modes of transportation, the promotional campaigns and competitions approach was introduced with the application of this measure.

### B3 Technology development

Not applicable.



## B4 Actual implementation of the measure

Promotional campaigns and competitions have been undertaken during the implementation of this measure, as described in detail below:

The event **Cycling of Love** has been organised for 2 years during November 2018 and November 2019. During the events more than 250 people had the opportunity to cycle in the seaside of Limassol. Radio spots have been broadcast and Live Link during the events. Furthermore, a competition took place by the radio station and the prize was a bicycle.

Additionally, 2 campaigns have been organised in May 2019: A campaign entitled '**Awareness on the use of Sustainable Mobility Modes for Leisure trips**', during which tourists had the opportunity to walk in the city centre of Limassol and be informed about sustainable mobility modes during leisure trips. The second campaign promoted the hiking trail '**Genesis Aphrodite's Trail**' in Limassol region, designed and mapped during CIVITAS DESTINATIONS.



**Figure 2:** Implementation of Competitions and Campaigns

Informational and promotional material has been distributed during the campaigns, events and competitions. Furthermore, a cycling/hiking route to promote leisure trips has been signed and created to include Arsos, Omodos, Vasa Koilaniou, Platres, of Limassol Region, a total of 22 km. Also, a training for urban planners has been organised in October 2020.

## C Impact evaluation

### C1 Evaluation approach

#### Expected impacts and indicators

| Impact category | Impact indicator   | Unit of measure |
|-----------------|--|-----------------|
| Society         | 1- Number of people that followed/attended to the campaigns and competitions                                   | N°              |
| Society         | 2- Awareness level about the sustainable mobility  | %               |
| Society         | 3-Awareness level about the activities during the campaigns  | %               |
| Society         | 4-Increase the total share of citizens that use sustainable mobility modes for visiting touristic destinations | N°              |

**Table 2:** Expected impact and indicators

#### Method of measurement

| Impact indicator  | Method * | Frequency |       |       | Target Group           | Domain (demonstration area/city) |
|---|----------|-----------|-------|-------|------------------------|----------------------------------|
|   |          | Bef.      | Dur.  | Aft.  |                        |                                  |
| 1- Number of people that followed/attended to the campaigns and competitions                                    | DC       | 26        | 32    | 38    | residents and tourists | city                             |
| 2- Awareness level about the sustainable mobility   | S        | n.a.      | 21-26 | 34-41 | residents and tourists | city                             |
| 3-Awareness level about the activities during the campaigns   | S        | n.a.      | 21-26 | 34-41 | residents and tourists | city                             |
| 4- Increase the total share of citizens that use sustainable mobility modes for visiting touristic destinations | S        | n.a.      | 21-26 | 34-41 | residents and tourists | city                             |

\*(Data collection (DC), Estimation (E), Survey (S))

**Table 3:** Method of measurement

## Detailed description of the indicator methodologies:

### 1- Number of people that followed/attended to the campaigns and competitions -

To collected data for this indicator, the number of participants attending to each event of every year was recorded. Therefore, this indicator measured the number of people which participated to the promotional campaigns and competitions.

**2- Awareness level about the sustainable mobility** - The indicator aimed to understand if the promotional material reached the audience. Therefore, in the surveys, carried out in 2018 (172 tourists; 3 locals) and 2019 (175 tourists), 350 people answered if they have received any promotional material for sustainable travel in the region.

**3- Awareness level about the activities during the campaigns** - This indicator was collected using data from the surveys that took place in 2018 and 2019 and aimed to understand if people were aware of the activities that took place during the events and if they have participated. Such activities were the guided tours by coach, the guided cycling tours and the guided walking tours. 350 people in total answered the surveys. This indicator is a common indicator that reflects the results from the actions that took place in LIM 4.3 and LIM 6.1.

**4- Increase the total share of citizens that use sustainable mobility modes for visiting touristic destinations** - This indicator was estimated using data from the surveys that took place in 2018 and 2019 and aimed to assess the most frequent transportation way for visiting a touristic destination. The most visited attractions/touristic destinations in Limassol city are the Amathus Archaeological Site, the Limassol Medieval Castle, the old Town, the Kolossi Medieval Castel, the Kourion Amphitheatre, Troodos and villages. The 350 people reached by the surveys answered the questions based only for the places that they visited and the way that they transported themselves to reach the specific destination. This indicator aimed to assess if people are adopting the use of sustainable modes of transportation for leisure trips promoted in Limassol region by the CIVITAS DESTINATIONS project.

## The Business-as-Usual scenario

Considering the type of indicators, mostly comprised of surveys and indicators whose information was gathered for the first time, carrying out a BAU analysis was not possible. However, it can be understood that the audience would not have the chance to participate in such campaigns and competitions and therefore to get educated in case this measure would not have occurred.



## C2 Measure results

| Impact category | Impact indicator  | Unit of measure | Base line | Ex-Ante  | Ex-Post  |
|-----------------|---|-----------------|-----------|--|--|
| Society         | 1. Number of people that followed/attended to the campaigns and competitions                                    | Nº              | -         | 250  | 500  |
| Society         | 2. Awareness level about the sustainable mobility   | %               | -         | 20%  | 47%  |
| Society         | 3. Awareness level about the activities during the campaigns  | %               | -         | 20%  | guided tours 85%<br>guided cycling tours 42.1%<br>guided walking tours 58.9%                   |
| Society         | 4. Increase the total share of citizens that use sustainable mobility modes for visiting touristic destinations | Nº              | -         | Walking: 100<br>Rented Car: 300<br>Taxi: 200<br>Public bus: 200<br>Chartered bus:100<br>Bike: 50 | Walking: 172<br>Rented Car: 88<br>Taxi: 67<br>Public bus: 208<br>Chartered bus:101<br>Bike: 76 |

**Table 4:** Measure results

### C 2.1 Society

#### 1 – Number of people that followed/attended to the campaigns and competitions

The total number of people who participated in the campaigns and competitions for raising awareness on the use of the sustainable mobility modes for leisure trips in Limassol region, reached 500 people. This number of people followed and attended the promotional campaigns and competitions as well as participated in the different activities.

#### 2 - Awareness level about the sustainable mobility

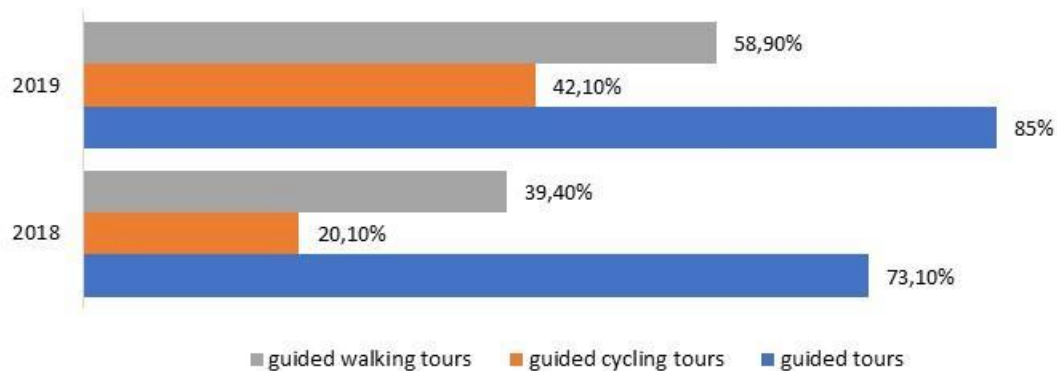
In 2018 81.6% of the surveyed people answered that had received/seen information about travel options other than by car in the region while in 2019 the percentage reached 98.8%. In both years, 80% of the people got this information from hotels and 20% from Information centres.

Additionally, from the people who answered in 2018, 44% received/seen a CIVITAS promotional material related to sustainable traveling in the region, while this percentage increased in 2019 reaching 47%. Therefore, as an average, 45.5% of the surveyed population in 2018 and 2019 were aware of sustainable travelling through received promotional material.

### 3 - Awareness level about the activities during the campaigns

During the campaigns/events, specific activities took place and the people surveyed answered if they were aware of these activities. In 2018 73.1% of the people answered that were aware of the guided tours by coach, whereas 27.3% participated. As for the guided cycling tours, only 20.1% were aware of the activity with 14.4% of these people had participated, with 93% of the participants having a very positive experience. Finally, in the guided walking tours, only 39.4% were aware of the activity while the 37.1% of this population (of the 39.4%) had participated with 95% of the participants being very satisfied with the experience.

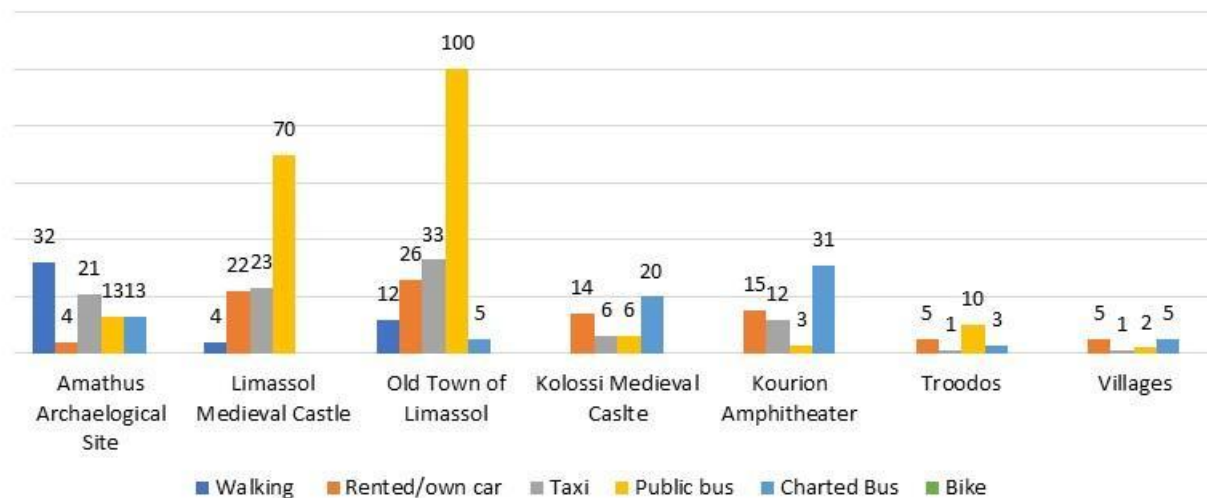
After one year, in 2019 people seemed to be more aware of the activities of the campaigns/events. The results revealed that 85% were aware of the guided tours by coach, and 67.2% participated. As for the guided cycling tours in 2019, 42.1% were aware of the activity, 21.4% of these people (the 42.1%) had participated and 86% of the participants indicating a very positive experience. Finally, in the guided walking tours, 58.9% were aware of the activity while the 30.9% of this population (of the 58.9%) had participated with 86% of the participants being very satisfied with the experience.



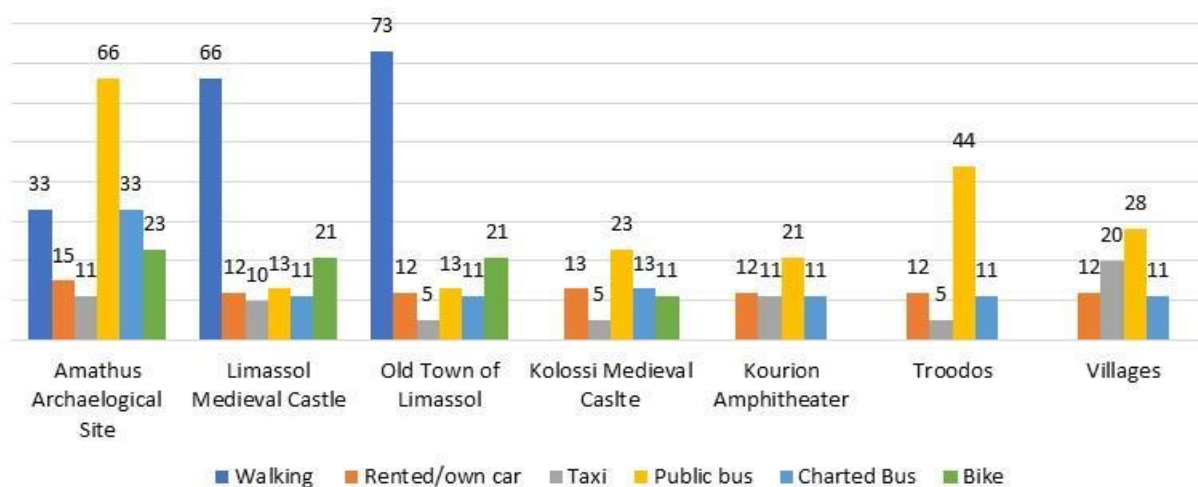
**Figure 3:** Awareness level of people about the activities during the campaigns from the survey results of 2018 and 2019

### 4 - Increase the total share of citizens that use sustainable mobility modes for visiting touristic destinations

350 people in total answered this question based on the places that had already visited recently and indicated the mode of transport they used to reach these places. Each person could mark more than one place that had recently visited. The results from the surveys in 2018 and 2019 are depicted below.



**Figure 4:** Attractions visited and ways to get there (mode of transportation) in 2018



**Figure 5:** Attractions visited and ways to get there (mode of transportation) in 2019

By observing the graphs for the years 2018 and 2019, it can be seen that people continued walking to reach the Amathus Archaeological Castle but at the same time the people who rented a car to reach their destinations increased. Meanwhile people who used taxi decreased by half in 2019 compared to 2018. A significant increase in the use of PT was observed in 2019 as well as the use of chartered buses. It is very important to highlight that in 2018 the cycling to reach Amathus was not an option, but in 2019, 23 people visited this place by bike.

As for the Limassol Medieval Castle, 4 people answered that they walked to reach this destination while in 2019, 66 people walked to this place, a significant increase. While the use of rented cars and taxis was decreased to almost half, the use of public bus was decreased by 81%. The use of chartered buses and the use of bikes was introduced in 2019 for the first time.

84% more people have walked to visit the Old Town of Limassol in 2019, while the number of people used a rented car had decreased by almost 50% since 2018. Most likely the people who were using the public bus in 2018 had turned to the walking option as it is observed that in 2018 100 people used the bus while this number decreased to 13 people in 2019. It is very important to mention that the use of taxi was limited significantly in 2019 compared to 2018. Additionally, the use of chartered buses had doubled in 2019. The most important result was that 21 people chose to cycle to the Old Town, an option not available in previous years.

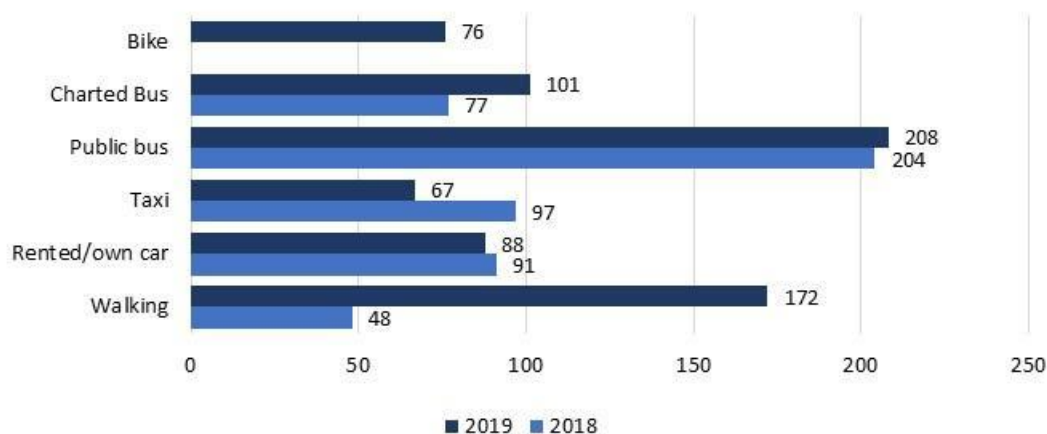
As for Kolossi Medieval Castle, the trends of the use of rented cars and taxis remained the same while the use of Public bus was increased in 2019 by 74%. The use of chartered buses was decreased by 35% in 2019 compared to 2018 but the use of bike was introduced for the first time.

People who visited the Kourion Amphitheatre in 2019 changed the trend from 2018 and used more the public bus than the chartered bus. The trend on the use of rented cars and taxis did not change significant. Cycling and walking are not an option for traveling to this place due to the location.

In 2019, it is observed that more people visited Troodos and this happened probably due to the development of the new public bus line from/to Limassol. It took some time from people to know it and use it but finally this new route was accepted from the residents and tourists. The survey of 2018 and 2019 included a question asking people if they knew about the new bus line connecting Limassol to Troodos and in 2018 27% of the people answered that they knew it, while in 2019 this number increased reaching 86%. Additionally, the use of rented cars has doubled since 2019 from 5 people to 12 people that travelled to the attraction by car, as well as the number of people who travelled by taxi which increased from 1 in 2018 to 5 in 2019.

It has been observed that more people are visiting the villages in 2019 than in 2018. The survey question "Do you know about the bus in rural areas" collected 32% positive answers in 2018, while in 2019 collected 45% positive answers. Although the percentage of people who know about the buses in rural areas has increased, it still has a lot of space for improvement. However, it is obvious from the survey trend that in 2019 people visited villages in rural areas mostly through public bus (28 people in 2019 versus 2 people in 2018), followed by taxis (20 people used taxi in 2019 versus 1 in 2018) and then by rented cars (12 people in 2019 versus 5 in 2018). Meanwhile, the use of chartered cars was decreased from 5 persons who used it in 2018 to 1 person in 2019.

After summing all the travelling options that people chose to reach the touristic destinations of their preference in 2019 and 2018, we can observe the increase of the use of sustainable modes of transportation. In general, people use cycling for leisure trips, which one year before it was not an option. Moreover, the chartered buses became more popular in 2019. The use of public buses still remained a popular option, but the difference which cannot be reflected on this figure (it can be reflected on figures 3 and 4) is that before (in 2018) people used to take the bus for covering a distance which is now covered through walking and cycling. In 2019 people used to take the bus to travel longer distances which in 2018 were covered by the use of taxis and cars. Additionally, people limited the use of taxis and cars (either rented or owned) and significantly increased walking as an option for leisure trips.



**Figure 6:** Trend of transportation modes between 2018 and 2019 (Number of residents and tourist)

### C3 Quantifiable targets

| No. | Target   | Rating |
|-----|--|--------|
| 1   | Less CO <sub>2</sub> emissions: 47,78t   | N/A    |
| 2   | Less traffic noise in the city centre: 25 dB   | N/A    |
| 3   | Less energy consumption: 81MWh   | N/A    |
| 4   | Save fuel costs: 11160€  | N/A    |
| 5   | Save fuel consumption: 9000L   | N/A    |
| 6   | More attractive tourist destination  | *      |
| 7   | Change habits of local people and tourists   | *      |
| 8   | Contribute to train urban planners of Municipalities at regional and national level for sustainability       | ***    |
| 9   | *Number of people that followed/attended to the campaigns and competitions: 250                              | ***    |
| 10  | *Increase the awareness level about the sustainable mobility: 20%  | ***    |
| 11  | *Increase the awareness level about the activities during the campaigns                                      | ***    |
| 12  | Increase the total share of citizens that use sustainable mobility modes for visiting touristic destinations | ***    |

**N/A = Not Assessed 0 = Not Achieved \* = Substantially achieved (at least 50%) \*\* = Achieved in full \*\*\* = Exceeded**

\*New target, not in GA

**Table 5:** Assessment of quantifiable targets

Target 1 to 8 are Grant Agreement Targets. However, from 1 to 5 were not assessed specifically under this measure because it was not possible to monitor the reduction on fuel consumption and cost, CO<sub>2</sub> emissions and energy consumption, and noise pollution related to the campaigns and competitions organized within this measure. Though, considering the importance of adhering to the sustainable mobility campaign and competitions, it was understood by the local partners that the measure contributed to the common indicators related to CO<sub>2</sub> emissions, energy consumption, noise pollution, fuel cost and consumption. Hence, the results of these indicators were achieved through the implementation of LIM 3.1, LIM 3.4, LIM 4.1, LIM 4.2, LIM 6.2 and LIM 6.3.

Target 6 “More attractive tourist destination” was not possible to be quantified but the local partners consider that the Target has been Substantially Achieved as all the activities carried out under this measure and the interrelated measures (analysed in section A2) implemented during the DESTINATIONS project contributed to a more attractive tourist destination. The measures added value to the city as through the campaigns and competitions people became aware of traveling around for leisure trips using sustainable mobility modes which overall improved the air and noise pollution of Limassol city centre. Additionally, the infrastructure that was developed under the interrelated measures made more convenient tourist’s leisure travelling and mobility options which is a very important advantage for visiting a place.

For Target 7 “Change habits of local people and tourists” it was not possible to perform a complete evaluation of the Target as it was not possible to specifically assess the change of habits of residents or locals. In general, the results of indicator 12 revealed that people have changed habits between 2018 and 2019 as people got more educated through the campaigns and competitions and turned to sustainable mobility solutions for their leisure transportation. Hence, the local partners consider that the campaigns and competitions designed to attract and inform people contributed to change the habits of locals and tourists at least substantially.

Target 8 “Contribute to train urban planners of Municipalities at regional and national level for sustainability” was exceeded as the seminar/training for urban planners has been organized and completed successfully in October 2020. Limassol Municipality organized the training Programme for urban planners and was supported by Limassol Tourism Board.

Targets 9, 10 and 11 are new targets which were not included in the Grant Agreement. Target 9 “Number of people that followed/attended to the campaigns and competitions” was exceeded as 250 people more attended the campaigns and competitions that organized under this measure.

Target 10 “Increase the awareness level about the sustainable mobility” was exceeded as people answered in 2018 that 44% had received the promotional material and therefore are aware of the sustainable traveling in the region while this percentage increased in 2019 reaching 47%. The awareness level of people was expected to increase by 20% but fortunately this number was exceeded as in both years the awareness had doubled.

Target 11 “Increase the awareness level about the activities during the campaigns” is considered a common indicator that reflects the results from the actions that took place in LIM 4.3 and LIM 6.1. This target (as in LIM 4.3) was exceeded. People answered in 2019 that 85% were aware of the guided tours , 42.1% of the guided cycling tours and 58.9% of the guided walking tours.

Target 12 “Increase the total share of citizens that use sustainable mobility modes for visiting touristic destinations” planned in the Grant Agreement was exceeded. A trend analysis between



2018 and 2019 revealed that people had turned more to the use of sustainable modes of transportation to reach their desired touristic destination. The campaigns and competitions that took place under this measure contributed to this behavioural change as people got educated and understand the need of traveling by sustainable modes of transportation. The outcome of this target is that people walked and cycled when they had the option, while they increased the use of public buses and chartered buses to reach a distant location.

## **C4 Up-scaling of results**

Not applicable

# **D Process Evaluation Findings**

## **D1 Drivers**

Through Local Festivals, Campaigns and Events sustainable mobility has been actively promoted. Stakeholder's engagement and support played a significant role for the success of the measure.

## **D2 Barriers**

All outputs of this measure have been completed in time. The local partners faced no barriers during the implementation of the measure.

## **D3 Main Lessons Learned**

Participation in campaigns and events contributed in increasing awareness on the use of sustainable mobility modes for leisure trips both for tourists and residents. Participants in all the activities were interested in future actions and highlighted that such opportunities of walking and cycling are very interesting.

The landscape of Cyprus gives the opportunity to map and create specific hiking and walking routes to attract more tourists and organise campaigns to promote the natural beauty in the specific area of Limassol region. The unique environment of the island in relation to the appropriate promotion of hiking and walking routes increase the awareness as well as the interest of tourists for hiking and walking.

## E Evaluation conclusions

Through the implementation of this measure people have been encouraged to use sustainable mobility modes in their leisure trips in Limassol. New routes have been created and people have more opportunities for walking and cycling in Limassol region. Mostly all of the outputs have been implemented on time allowing to undertake the evaluation of the measure.

## F Additional information

### F1 Appraisal of evaluation approach

Data was successfully collected and analysed, allowing the evaluation for this measure to be fully completed and on time. The new way of living was adopted fast from the tourists and residents and improve their quality of life and daily life. A series of surveys, estimations and data collection took place since the beginning of the project and during the whole duration of the project.

Although two indicators, indicator 6 (More attractive tourist destination) and indicator 7 (Change habits of local people and tourists), were not possible to be quantified, it is expected that they have been substantially achieved. This is concluded both from the achievement of other relevant indicators (indicator 12: Increase the total share of citizens that use sustainable mobility modes for visiting touristic destinations) and the successful implementation of the other interrelated measures (section A2). Additionally, indicators related to the CO<sub>2</sub> emissions, energy consumption, noise pollution, fuel costs and savings has been planned to be assessed but since this measure aimed to increase the awareness regarding the sustainable mobility modes and by promotional campaigns and competitions, it was impossible to assess these targets (Targets 1 to 5). However, it is expected that these targets have been achieved through the interrelated measures referred in section A2.

A third survey was planned to occur between M44 and M47 to observe the impact of the measure in 2020 and how it evolved from 2018 and 2019. Unfortunately, the arrivals of tourists in Limassol decreased dramatically and even the residents moves in the region decreased due to the COVID-19 pandemic. Therefore, the data resulting from surveys in 2020 would have not been representative and it was decided to only consider the results from the survey carried out in 2019 for impact evaluation purposes.

### F2 Future activities relating to the measure

After the completion of this measure, the successful adaptation of the new mobility modes for leisure and the interest that residents and tourists showed for the participation in the campaigns and competitions, there is the will of an additional number of competitions and campaigns to take place in the future. Moreover, the Municipality has expressed their willingness to create new routes, so people will have even more opportunities for walking, cycling, and hiking in Limassol region. Finally, it is expected that the Cyprus Tourist Organisation, Limassol Bus Company and the Ministry of Communication and Works will further improve the existing timetable of urban buses that are in high demand by tourists, especially during the summer months.