

Measure Evaluation Results

ELB 6.1 - Combined products for tourism and mobility: the accommodation and mobility package

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Executive Summary

On Elba Island, the Municipalities of Portoferraio and Rio were able to anticipate an answer to a growing mobility need, which was later confirmed during the project period. This was delivered through the use of electric bikes, addressing a tourist target group interested in travelling around the island using eco-friendly vehicles, even for short trips. The territory of the two municipalities, located on the north-eastern coast and composed of narrow streets with steep slopes, often overhanging the sea, can be appreciated without using the car, as it allows tourists to stop and enjoy beautiful views and places of interest which would otherwise not be reachable.

In addition to improving the island's overall accessibility and attractiveness, this measure aimed at reducing polluting emissions, traffic congestion, and energy consumption by increasing the number of tourists coming to Elba without a car and interested in using more sustainable vehicles for their trips. Moreover, another relevant objective was the involvement of hoteliers in the promotion of public transport services, in order to address potential customers more directly and serve as informed 'ambassadors' of the local mobility strategy.

Portoferraio and Rio have begun an involvement process of local tourism and mobility stakeholders, in order to create an offer (territorial marketing) including accommodation and mobility services. This will continue beyond DESTINATIONS, considering the success of the pilot actions that have been realised so far. In particular, in 2018 and 2019, the two Municipalities involved hotels, bike rental companies, and the local public transport operator CTT Nord to carry out two parallel actions – the provision of 40 e-bikes to selected accommodation facilities, to be offered to tourists to facilitate short trips without a car, and the involvement of hoteliers to activate information and sales points for the new public transport (PT) subscription "Elba Card" at their reception.

The Municipalities selected a total of 11 hotels, between whom the e-bikes' cost was shared, redeemable at the end of the pilot's two-year period. The win-win approach of cost-sharing triggered an innovative process of participation by the tourist stakeholders, now promoters of the project objectives as true "ambassadors" of an integrated offer that increases the attractiveness of both the tourism and PT sectors, with the common advantage of promoting an eco-friendly island.

For this measure's activation, hoteliers have played a leading role, since they created a widespread promotion and ticket sales service, thus solving the difficulties linked to the PT ticket supply, as well as obtaining information on mobility alternatives on the island. In this way, they were important in promoting sustainable access and travel without a car around Elba Island.

As a result, the initiative of making e-bikes available was generally appreciated by hotel guests. About 80% of the tourists declared they were very satisfied or satisfied with the service. However, the sale of PT subscriptions (Elba Card) was limited, as the 11 hotels (open on average 120 days a year) were only able to sell 160 Elba Cards during Summer 2019, although this is still significant.

A Description

One of the major problems on Elba Island is road mobility in the summer, due to the presence of a high number of tourists and the wide use of private vehicles. This measure addresses this problem by trying to provide tourists with alternative transport options to improve the use of sustainable mobility, in order to reduce the use of private cars. Two main actions are included in this measure. On the one side, the provision of electric bicycles to hotels, with the aim to discourage the use of one's own car for small daily commutes (e.g., travelling from the hotel to the beaches or to the city centre), and thus contributing to the reduction of traffic and the overcrowding of the few car parks. On the other side, efforts were made in increasing local public transport (LPT) accessibility and attractiveness, by launching new seasonal tickets specifically tailored to tourists' needs.

Concerning the first action, in 2018, 11 accommodation facilities were selected to be engaged in the long-term rental of 40 electric bikes (30 in Portoferraio and 10 in Rio). These were supported by the Municipalities of Portoferraio and Rio from an economic and administrative point of view. Two tenders were launched in order to select the rental operator and the hotels or campsites to be involved in the measure. The Municipalities paid for first transport of bicycle to the island, and for the first year of rental, maintenance and assistance costs were included. The hoteliers paid for the second year of rental costs, with the possibility to redeem the vehicles at the end of the rental period if they felt satisfied by this initiative's results.

In addition, actions were taken to promote and facilitate the use of PT through the sale of a new PT seasonal ticket directly in the hotels' receptions. One of the most relevant weaknesses of the local PT service on the island was precisely this ticketing issue – in general vendors do not consider it a good business and therefore there are very few ticket sales points, and also for the long queue of vehicles that often used to occur behind a bus while the driver was managing ticketing operations directly from the bus. The two Municipalities of Portoferraio and Rio made an agreement within DESTINATIONS with the local PT operator, CTT Nord, to address this problem. On one side, providing new SMS ticket options (related to the measure ELB 7.2), and on the other side, launching a new seasonal ticket, for one or six days, called "Elba Card", that lets tourists travel with no limits on all urban and extra urban lines. The other innovative aspect of this action has been the possibility to purchase this new ticket directly from hotel receptions, thus activating a "mobility + accommodation package" and contributing to solve the problem of the lack of ticket vendors on the island.



Figure 1: E-bikes rented by a couple of tourists

A1 Objectives and outputs

City policy level objectives

- Increase the number of tourists coming to Elba without their private vehicles
- Expand and enhance the quality of the tourist offer
- Reduce polluting emissions, traffic congestion, and energy consumption

Measure specific objectives

- Promote the use of healthier and greener vehicles for short trips
- Promote new PT subscriptions, specifically created to meet tourist demands
- Allow tourists to purchase PT tickets in hotels, rather than finding a selling point
- Involve tourism facilities in the local PT strategy

Outputs

- Agreement with 11 hotels to provide accommodation and electric bicycles for their guests
- 40 electric bikes rented by the hotels, with the possibility of redeeming them at the end of the rental period
- Possibility for guests to buy two kinds of subscription for public transport “Elba Card” (one day or six days), and obtain correct information on Public Transport, directly at the hotels’ reception. This result was achieved thanks to the possibility given to hoteliers by the local public transport operator to purchase the “Elba Card” on consignment
- Presentation and training meetings for hotel owners and reception staff to deepen their knowledge of PT products and services, organized by the local public transport operator with the staff of CIVITAS DESTINATIONS and the Hoteliers Association
- Promotion of the use of electric bikes for short trips
- Sharing of PT services and info-mobility between PT operators and Municipalities

Supporting activities

For both the actions included in this measure, the cooperation of hoteliers was crucial. The **Hoteliers’ Association** was involved in order to let hoteliers know about the call for tenders launched for the selection of a number of accommodation facilities interested in the long-term rental of e-bikes. The Association’s intervention was relevant in particular regarding the “Elba Card” initiative, in particular for the following tasks:

- the selection of the most appropriate accommodation facilities to be involved in the measure
- the facilitation and mediation work together with the DESTINATIONS staff among the hoteliers and the CTT Nord transport company
- the suggestion about how to properly develop the measure in order to meet the hoteliers’ needs

On the Public Transport operator side, whose intervention has also been crucial in order to properly implement the measure of the “Elba Card” seasonal ticket, good consideration must be given to the initial agreement signed among the company and the Municipalities of Portoferraio and Rio within DESTINATIONS, which also included for the provision of a new seasonal ticket more tailored to tourist needs.

A2 Inter-relationship with other measures

This measure is linked to:

- **ELB 2.1 - Elba SUMP.** Being a SUMP, the policy framework concerning every sustainable mobility strategy on the island, it foresaw the realization of interventions aimed at increasing the use of public transport and green vehicles.
- **ELB 7.1 - Improve public transport service for tourists in Elba.** The measure was part of the overall strategy to promote and facilitate the use of public transport services, by providing tourists with integrated information on the different active services.
- **ELB 7.2 – Integrated payment services.** This service allows users to purchase PT tickets via SMS and choose between a travel distance of 10km, 20km, 30km, and 40km. This is the first time a travel subscription is not calculated through a time parameter but on the basis of a kilometres' travel range.

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

The target groups influenced by this measure were the **tourists** demanding to use cheaper and more sustainable vehicles to travel around the island, and **hoteliers** adding e-bikes and PT tickets to their tourism offer.

A4 Stakeholders involvement

Stakeholder name	Activities description
Hoteliers' Association	"Accommodation + mobility" package offered by hoteliers
Tourism Agencies	Provide tourists with information about "accommodation + mobility" package
CTT Nord	PT provider offers advantageous subscriptions to hotels' guests
Bike/car/scooter renting companies	Agreements with hotels to provide tourists with an advantageous e-vehicle's rental service

Table 1: Stakeholder involvement

B Measure implementation

B1 Situation before CIVITAS

On Elba Island, no strategy combining accommodation and mobility existed before CIVITAS DESTINATIONS. Some hotels gave their guests the chance to rent electric bikes, but these often had a very limited autonomy range. Regarding PT ticket availability, one of the main weaknesses on the island was the presence of very few vendors, and, as this kind of business is generally not considered convenient, there was only one official ticket office located in the main port area of Portoferraio and very few retailers around the island. Increasing the number of vendor machines would not, however, have been a good solution, as significant time and money would be required for repairs should a malfunction or act of vandalism occur. This is due to specialized technicians and spare parts not being available on the island, but would have to be sent from the mainland.

B2 Innovative aspects

An innovative aspect of the e-bike rental initiative is the win-win approach that was the main driver for its realization. The Municipalities of Portoferraio and Rio sustained half of the e-bikes' rental price instead of providing the bicycle for free to the hoteliers, who would have paid for the other half. This win-win approach based on cost-sharing let the two municipalities involve a greater number of hoteliers.

Another innovative element is the hoteliers' commitment to provide information and sell public transport tickets in their facilities. With a very low investment and, thanks to the cooperation of CIVITAS DESTINATIONS staff and the Hoteliers' Association, the local PT CTT Nord organized a promotional campaign that also included meetings with hotel front-office staff and directors/owners. This enabled the Elba Card to be presented, as well as other PT services and products, and enabled the receptionists to be sufficiently trained to work as official ticket office personnel. Thus, the accommodation facilities became true 'ambassadors' of the island's mobility strategy and the initiative contributed to solving the problem of the lack of ticket selling points on the island, and to reinforcing tourists' satisfaction towards the hotels' integrated services.

Finally, the PT operator's approach must also be mentioned, as great consideration was taken for hoteliers' needs and consequently to supply the "Elba Card" on consignment, thus providing a suitable solution to the risk of economic loss for hoteliers.

In general, the actions of this measure reveal the importance of working in cooperation among different stakeholders and the facilitation of commitment between the two Municipalities to make this cooperation very effective.

B3 Research and technology development

For the development of this measure, no research or technological actions have been necessary. However, a previous survey has been conducted among hoteliers over the whole island in order to collect their opinions on which kinds of sustainable mobility solutions would have been successful. In addition, an in-depth analysis of the technical characteristics of the electric bikes' different typologies was realized, in order to define which type of e-bike was more suitable to the island's territory and to the mobility demand, on the basis of a good price-quality parameter. Previous meetings among the Municipalities and the Hoteliers' Association were crucial in understanding the hoteliers' needs and worries in terms of ticket retail, and to define the best product and process to supply the local public transport operator.

B4 Current implementation of the measure

The e-bikes rental operation was implemented in summer 2018 and summer 2019, but the preparatory actions began in the previous months. The Municipality of Portoferraio carried out a public tender, also on behalf of the Municipality of Rio, to select a bike rental operator to whom to entrust the availability of 40 e-bikes. Then, a second public tender has been launched to choose a number of tourist facilities to be involved in the pilot action: 11 structures (hotels and camping sites) were selected (8 in Portoferraio and 3 in Rio). In June 2018, the e-bikes were delivered to the hoteliers, 30 to those in Portoferraio and 10 to those in Rio, in two public ceremonies.

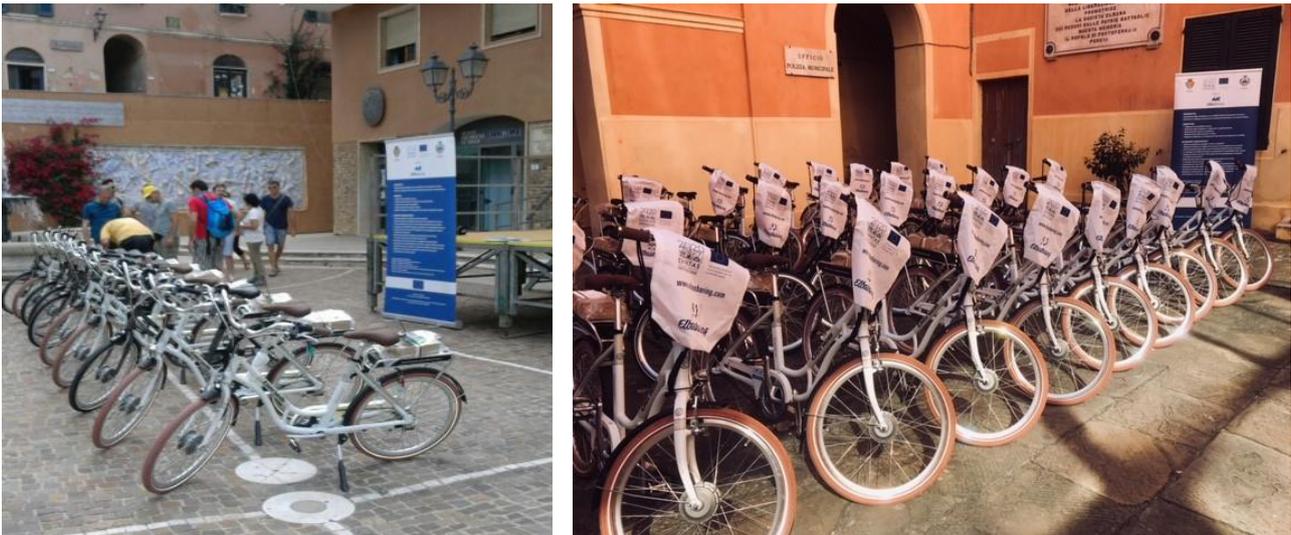


Figure 2: Delivery ceremonies of the e-bikes in Rio and Portoferraio

In the same period, the local PT operator, CTT Nord, by virtue of the agreement with the two municipalities, activated a new form of subscription for PT called “Elba Card”, valid for 1 or 6 days, allowing tourists to travel all over the island by any kind of urban and extra-urban bus, at a special price.

In order to promote the new “Elba Card” subscription, as well as the ticketing and information services already active, CTT Nord, with the collaboration of the DESTINATIONS staff and the Hoteliers’ Association, organized a promotional campaign called "Take a bus, leave your car". The campaign was aimed to increase the knowledge among the public about all the local PT services and products. Particular promoted services included:

- App “B-On-Time”, useful to plan trips, see PT timetables, and view bus lines and routes; this App was put into service by CTT Nord just before the start of the DESTINATIONS project
- “Elba Card”, allowing travel on any urban and extra-urban bus, for 1 day at €10 or for 6 days at €25
- Ticketing services via SMS, allowing users to purchase tickets for 10km, 20km, 30km, and 40km trip ranges

TAKE A BUS, LEAVE YOUR CAR.

ELBA ISLAND BY BUS
A bus service runs the whole island from the city centres to the main places of interest. By bus you can travel along scenic routes, with breathtaking views. By bus you can travel safely and comfortably and you travel respecting the environment.

CHECK THE TIMETABLES ON
www.livorno.cttnord.it
Or download the free apps
tesep CTT Nord **B On Time**

WHERE CAN I BUY A TICKET?
At every authorised retailer

Via SMS
Send an SMS to 4858306 writing:
ELBA 10 - extra-urban up to 10km/0€ min + 1.00€
ELBA 20 - extra-urban up to 20km/0€ min + 2.00€
ELBA 30 - extra-urban up to 30km/0€ min + 3.00€
ELBA 40 - extra-urban up to 40km/0€ min + 4.00€
+ 300€ cost

WHAT IS ELBACARD?
A tourist ticket that allows you to use all the buses of the urban and extra-urban network for 1 or 6 days at a special price.

WHERE CAN I BUY ELBACARD?
At Portoferraio bus station, some authorised retailers and affiliated hotels and campsites

1 day €10.00 - 6 days €25.00

Ticket price from Portoferraio to the main destinations

Destination	Normal ticket	Ticket on board	Ticket on SMS
Marina di Campo	2,00	4,00	2,50
Marina di Massa	2,00	4,00	2,50
Marina di Campo	3,00	6,00	3,50
Porto Azzurro	2,00	4,00	2,50
Porto Azzurro	2,00	4,00	2,50
Rio	3,00	6,00	3,50
Cape	4,00	8,00	4,50
San Giuliano	2,00	4,00	2,50
Lacina	2,00	4,00	2,50

NETWORK OF EXTRA-URBAN LINES

Portoferraio - Marina di Massa
Portoferraio - Marina di Campo (extension to Capoliveri, extension to S. Ilario)

Portoferraio - Porto Azzurro
Rio Elba - Marina di Campo (extension to Capoliveri)

CTT Nord
Portoferraio Bus Station - Viale Elba, 20 - Tel. 050 884000 - www.livorno.cttnord.it

Figure 3: Elba card information campaign leaflet

To promote the actions developed under this measure, the local partners carried out dissemination campaigns and specific meetings, destined to hoteliers. These meetings aimed to describe services and products of the local PT and to present the “Elba Card”, the possibility for them to buy it on consignment and the advantages (collective ones and also for the accommodation facility itself) that could have been derived from the functioning of their receptions as ticket offices.



Figure 4: CTT Nord campaign with the representatives of Portoferraio and Rio

At the end of the implementation period, the hoteliers provided constructive feedback, highlighting that the type of e-bike available was much appreciated and used by the hotel staff, as it proved to be especially suitable for quick and short trips around the town. On the other hand, with regard to tourists interested in using the bike for sporting or on extra-urban routes (e.g. trails, Mining Park of the Elba Island, access to specific beaches), the conclusion was that a different type of bike would have been necessary: an electric mountain bike.

Finally, it should be noted that 3 of the 11 hoteliers involved in the pilot redeemed the e-bikes, thus confirming their interest in the activated service, with the evident intention of implementing their tourist offer with this opportunity.

Concerning the Elba Card, after two years of experimentation, the municipalities and the involved stakeholders continue to work on its improvement, by involving a greater number of accommodation facilities. Eventually, an additional type of seasonal ticket, the “Elba Card – Family” will be launched, valid for 6 days, alongside the removal of the 1-day Elba Card, which was demonstrated to be less favourable than the longer-lasting one.



Figure 5: Tourists in Portoferraio

C Impact evaluation

C1 Evaluation approach

Expected impacts and indicators

Impact category	Impact indicator	Unit of measure
Society	1-Level of satisfaction of hoteliers with regards to e-bikes	%
Society	2-Level of satisfaction of tourists with regards to e-bikes	%
Transport	3-Purchase of Elba cards by hotel guests	Number

Table 2: Expected impact and indicators

Method of measurement

Impact indicator	Method	Frequency			Target Group	Domain (demonstration area or city)
		Bef.	Dur.	Aft.		
1-Level of satisfaction of hoteliers with regards to e-bikes	S	-	-	M39	Hotel owners	Elba island
2-Level of satisfaction of tourists with regards to e-bikes	S	-	-	M39	Tourists	Elba island
3-Purchase of Elba card by hotel guests	DC	-	-	M39	Tourist/ Accommodation owners	Elba island

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

Table 3: Method of measurement

Detailed description of the indicator methodologies:

1 - Level of satisfaction of hoteliers with regards to e-bikes. All 11 hotels were interviewed, seven of which were interviewed in more detail. The interviews were conducted by Portoferraio and Rio staff during the month of November 2019, and were related to the summer 2019 experience. Various information was requested regarding the service offered to their customers, such as “*How many times have the bicycles been used by the guests?; Has usage data been collected?; Was the service well-advertised?; Were the customers aware of this service?; Was the service required?; Was there interest?; How can the service be improved?; Do you think you will redeem the bikes at the end of the rental period?; What was the period of greatest use?; Was the service free or was a fee requested?*”

The analysis of all received answers led to three options regarding the indicator “level of satisfaction of the hoteliers about the service offered”: very satisfied, satisfied, not satisfied.

2- Level of satisfaction of tourists about e-bikes. Hoteliers providing the accommodation and mobility package (e-bike) service agreed to present a survey to 107 tourist guests in order to investigate their level of satisfaction towards this new service. The question asked was “*Were the tourists satisfied with the availability of electric bikes?*” Tourists could choose among three different options: Very satisfied, satisfied, not satisfied.

3- Purchase of Elba card by hotel guests. The number of Elba Cards purchased by hotel guests was obtained in November 2019 through telephone interviews with the hotels that were authorized to sell the subscriptions. The question was: “*How many bus subscriptions did you sell last summer? What were the drivers and barriers for this service?*”

The Business-as-Usual scenario

Before this measure, a few hotels had purchased a very small number of electric bicycles. Unfortunately, there is no precise data about the numbers of e-bikes available. If this measure had not been implemented, the supply of electric bikes by hotels and campsites would certainly have increased over the years, but in a very limited way. The possibility to experiment with electric bike rental enabled hoteliers to better decide on future investments: for example, some hoteliers found the service not as suitable for their guests due to the geographical position of the hotels themselves, or to the typology of guests usually choosing their premises. Therefore, if the measure was not implemented, their investment could have failed as the purchased means of transport would have not been adequate for their needs. If hoteliers had not been involved in this action, the Elba Card would likely have been less successful among tourists and the problem of the lack of official resale points would still have been felt very strongly.

C2 Measure results

Impact category	Impact indicator	Unit of measure	Baseline	Ex-Ante	Ex-Post
Society	1-Level of satisfaction of hoteliers with regards to e-bikes	%	N/A	70% Vs 10% S 20% N	50% Vs 50% N
Society	2-Level of satisfaction of tourists with regard to e-bikes	%	N/A	80% Vs 10% S 10% N	61% VS 18% S 17% N
Transport	3-Purchase of Elba Card by hotel guests	Number	N/A	400	160

Vs = very satisfied S = satisfied N = not satisfied

Table 4: Measure results

C2.1 Society

1 - Level of satisfaction of hoteliers with regards to e-bikes

Half of the interviewed hoteliers declared to be very satisfied with the provision of e-bikes to their customers. On the contrary, the remaining half declared that the type of bike made available was

not suitable for the unpaved and very steep conditions of the roads surrounding their hotels. They apologized for joining the initiative, explaining that they had no previous experience with electric bikes. Some hotels have stated that they intend to purchase mountain bikes to be made available to their customers next year.

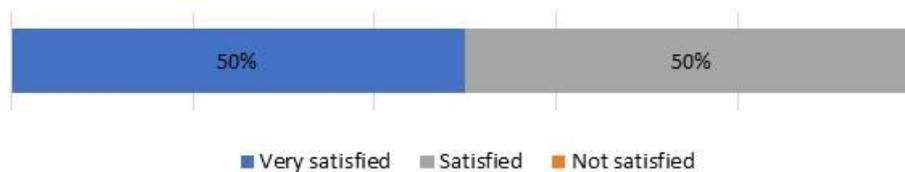


Figure 6: Hoteliers satisfaction with e-bikes

2- Level of satisfaction of Tourists with regards to e-bikes

The information was received from the hotels involved in the initiative for allowing guests to use the e-bikes in whole or in part (depending also on the morphology of the surrounding roads). Most tourists were very satisfied with the service (61%). A fairly significant percentage declared little or no satisfaction. This is not because they did not appreciate the service, but because the type of e-bike had proved to be unsuitable for some stretches of roads they had travelled.



Figure 7: Tourists satisfaction with e-bikes

C2.2 Transport

3 - Purchase of Elba Card by hotel guests

The ex-ante estimate of the number of subscriptions derives from the following hypotheses agreed with the transport company: 11 hotels which are open on average 120 days a year. The average attendance is 15 guests, of which at least 2% buy the Elba Card. In total: $11 \times 120 \times 15 \times 2/100 = 396$.

CTT Nord trained the staff at the reception of various hotels, not only regarding the Elba Card subscription, but also regarding other available PT services. The main features of the Public Transport service were illustrated (such as main routes served, Teseo App for providing real time information of the bus service to users, nearest bus stops, etc.) and maps of the active routes on the island were provided, in order to entice hotel guests to use PT. The sale of Elba Cards registered by the hotels in 2019 was 160 tickets, which was lower than expected. The limited sale was attributed to the cost of the one-day season ticket (€ 10 per person), which was judged to be too high by tourists. In particular, families comprising of 4 people found it cheaper to use their own car. It should be noted that 3,450 season tickets were sold throughout the island in 2019 (CTT Nord data).

C3 Quantifiable targets

No	Target	Rating
1	Increase the overall accessibility to the Elba PT services by the integrated offer	★
2	Push the use of green services (form taxi to sharing services and bike) in order to reduce the private car from residents and tourists.	★
3	*Redemption by the hotels of the 20 leased e-bikes	O
4	*Purchase at least 40 e-bikes from other hotels and campsites by 2020	★
5	*Sale at least 400/year of Elba Card to tourists hosted by hotels	O
NA = Not Assessed O = Not Achieved ★ = Substantially achieved (at least 50%) ★★ = Achieved in full ★★★ = Exceeded		

* New target, not in GA

Table 5: Quantifiable targets

Target 1 was Substantially Achieved. The creation of the Elba Card subscription allowed the promotion of the accessibility of the public transport services. By presenting the Elba Card, the hotel staff also had the opportunity to illustrate the positive characteristics of the public transport service.

Target 2 was Substantially Achieved. The supply of electric bikes to the 11 hotels for their provision to customers pushed both hoteliers and tourists to use greener vices. The use of electric bikes by tourists has certainly reduced the use of private cars.

Target 3 was Not Achieved. The type of bike used for this measure was mainly intended for city use and asphalted roads. This has significantly reduced the number of hotels that have chosen to redeem the bikes at the end of the trial. Furthermore, problems with the batteries were also detected. In fact, in several cases they had to be replaced, after not being adequately protected by the hoteliers during the long winter break.

In the ex-ante phase, it was expected that at least 50% of the hotels would have redeemed the bikes assigned. After the experimentation, only 27% of the hotels declared their willingness to redeem the e-bikes. The pilot was in any case positive as other hotels on the island have been encouraged to consider the possibility of adopting this e-bike service for their customers.

Target 4 was Substantially Achieved. From telephone interviews carried out both with the various hotels and with the island's electric bike sellers, it turned out that about 30 hotels have equipped themselves with electric bikes for their customers. Certainly, the COVID-19 emergency and the difficulty of hoteliers to invest in equipment for the future has held back this initiative.

Target 5 was Not Achieved. The objective of selling at least 400 Elba Cards by hotels has not been entirely achieved (only 160 Elba Card were subscribed in 2019), due to different factors, such as the very high cost of subscription tickets (€ 10 per person per day) and the still prevailing car-dependent lifestyle of most of the tourists visiting the island.

C4 Up-scaling of results

Not applicable.

D Process Evaluation Findings

At the beginning, it was difficult to involve hotels, B&B (Bed and Breakfast), camping, and other accommodation structures to adopt integrated packages of tourist accommodation and use of sustainable means of transport (public transport and e-bikes). Only through a wide information campaign and participation by stakeholders in the selection of the methodology to implement sustainable mobility services, have the hotel owners warmly welcomed the initiative. Among the agreements with the hotels, there is also the commitment of data collection regarding the use of electric bicycles and public transport, which were useful for comparison with the forecasts made ex-ante.

This pilot, despite the chosen e-bike proving to not be very adequate for some hotels, is to be considered very positive. It was a concrete demonstration that the use of e-bikes was well accepted by all hoteliers. The progressive introduction of electric bikes for tourists on the island, in addition to increasing sustainable mobility, is seen very favourably by the Association of hoteliers as the promotion of hiking with electric bikes (mountain bikes) is considered essential to attract tourists also in low seasons.

D1 Drivers

The main driver was the general agreement of all hoteliers regarding the need to introduce forms of sustainable mobility on the island, and in particular, e-bikes. The economic facilitation of being able to provide e-bikes for their customers has encouraged the interest of hoteliers to respond positively to the initiative. The effective collaboration with CTT Nord (LPT supplier) in promoting PT and the purchase of the Elba Card (one day or 6 days PT subscription) has also been a driver.

D2 Barriers

The e-bike typology was not very suitable for some rough island trails. Furthermore, the e-bike supplier did not prove to be punctual in the maintenance of the bikes themselves, so only a few e-bikes were redeemed by the hotels. The high cost of the one-day Elba Card was not justified by CTT Nord for economic sustainability.

D3 Lessons learned

Too much weight has been given to the cost in choosing the bike typology. The choice was taken mainly to be able to buy as many bikes as possible as they had been requested by many hotels. This led to a selection of bikes that was not suitable for many roads on the island, with consequent limited use of the bikes themselves. On the contrary, the type of bike should have been selected first, based on the specific use that the guests of the various hotels would have made of them.

In preparing the public tender for the selection of the rental operator and the bicycles, scores were assigned based on some technical characteristics of the brakes or the battery and to the final discount, but not to the fact that the bicycles were suitable for outdoor routes. Having to provide an alternative means of transport to private car for short road trips, the "city bike" model was considered appropriate at the beginning.

In fact, according to some hoteliers, “mountain bike” models would also have been useful, as they would also have been used for hiking along the trails. Furthermore, some accommodation facilities involved were located in extra-urban areas, where mountain biking would be more suitable. So, the lesson learned is that, while paying more, it would have been preferable to choose a more versatile mean of transport, able of responding adequately to different needs.

Even the bike dealer must be selected based on proven references to ensure adequate and timely maintenance.

Regarding the sale of Elba Cards at hotels, CTT Nord should examine the possibility of discounted rates for families, in order to make it cheaper than a private car.

An overall lesson learnt is the importance of working in cooperation among different stakeholders, and the important role that a public authority such as a municipality can play in terms of mediation and facilitation.

E Evaluation Conclusion

The implemented package for “accommodation + mobility” is a small contribution to the island’s sustainable mobility, but is an important first step in particular for the promotion of electric bike use by residents and tourists. The goal is to increase the adoption of electric vehicles towards a future fossil fuel free island, and with considerable development of e-bike excursions.

After this pilot, many hotels (about 30) have equipped themselves with bicycles (normal and electric) for their customers. In addition, some hotels and campsites interviewed in September 2020 declared their intention to equip themselves with electric mountain bikes which are in great demand during the low season.

F Additional information

F1 Appraisal of evaluation approach

The measure was applied to 11 hotels, the success of the initiative is also confirmed by the interest shown by many hotels in wanting to participate in the initiative.

The measure was applied to accommodation facilities which were very different to each other in terms of type and location. Despite the lower number of participating structures, it is possible to determine a fairly definite idea of what worked most and what did not. Furthermore, at the end of the measure, accurate interviews were carried out and the hoteliers were pleased to provide their point of view, aware that they had taken part in an interesting and useful test for the improvement of bike mobility all over the island.

F2 Future activities relating to the measure

The feedback of the hotels involved in the initiative was varied. Some hotels redeemed the bikes, some others decided to continue providing bicycles to their guests but oriented to another model, such as electric mountain bikes, and some others understood that the bike was not the most suitable means of transport for their geographical position or requirements of their usual guests, so they would eventually invest in something else.

The hoteliers Association, and in general all the municipalities of the island, wish to introduce electric bikes for travel and mainly for the development of bike hiking, taking advantage of the natural beauty of the island. The purpose is to avoid the problems linked to seasonality by extending the tourist season throughout the whole year and by varying the tourist offers (not only sea and beaches but also nature and sport).