



# SEEMORE CENTRAL EUROPEAN TRANSFER SEMINAR



**30 October 2014**

Hotel Novotel Bucharest City Centre,  
Bucharest





## Information Note

### SEEMORE Central European Transfer Seminar

**30 October 2014, Hotel Novotel Bucharest City Centre, Bucharest**

The **SEEMORE** (*Sustainable and Energy Efficient Mobility Options in Tourist Regions in Europe*) project, co-funded by the EU programme *Intelligent Energy Europe* (IEE), has the objective of **improving the offer of sustainable transport modes for tourists** in eight European coastal tourist regions, as well as to transfer the successful approaches in this field to other touristic regions in Europe.

Studies show that leisure travel accounts for 50% of all travel in industrialized countries and is expected to grow further in the coming years. The impact of growing leisure travel is especially felt in tourist regions, that have to cope with seasonal changes in transport demand and road congestion because of private car use. **An inefficient organisation of mobility can lead to a decrease in the attractiveness of a destination. For tourist destinations to remain competitive and attractive in a global market, cooperation between local actors from tourism and mobility sectors is essential.**

Within SEEMORE, **innovative measures** such as sustainable mobility tourist guides, targeted awareness campaigns and specific cooperation schemes with hotels and other stakeholders of the tourism industry are being implemented in the following regions: Balearic Islands (Spain), region of Bohuslän (Sweden), Province of Forlì-Cesena (Italy), Dobrich District (Bulgaria), Pomerania (Poland), Madeira (Portugal), Limassol District (Cyprus) and Malta.

The seminar is addressed to **professionals from the tourism and mobility fields** from tourist coastal (sea, river, lake) destinations of CEI countries (e.g. local decision makers responsible for tourism or public transport/mobility; representatives of public transport operators, hotel associations, local tourism boards, etc.). During the seminar, **experienced SEEMORE partners** will present the activities under implementation in their regions, with the aim to **exchange views** with the present stakeholders. The discussion will also focus on **concrete actions** in the field of visitors' mobility that could be promoted in tourist regions in CEI countries.

The official language of the seminar is English.

#### **Practical details**

The seminar will take place on **30 October 2014** at **Hotel Novotel Bucharest City Centre** (Calea Victoriei 37B, Sector 1, 010061 Bucharest, Romania).

Participation in the seminar is free of charge. The CEI will cover the travel and (if relevant – see paragraph below) accommodation expenses of the first two eligible participants per country (provided they are not from the same organisation nor from the same tourist locality), **according to the registration order, on a first-registered, first-served basis.**

**Travel and accommodation expenses** will be covered for the participants coming from a distance of at least 200 Km from Bucharest. **Travel expenses only** will be covered for the participants coming from a distance of less than 200 Km from Bucharest.

If eligible for expense refund, before registering please **explore the best options regarding travel and hotels** and include related details in the registration form. Upon CEI's approval tickets may be purchased and refund



shall follow upon the presentation of original tickets/boarding passes and hotel accommodation bills (if appropriate).

To register, please fill in the attached **registration form** and send it to [radovanovic@cei.int](mailto:radovanovic@cei.int) and [baronio@cei.int](mailto:baronio@cei.int), taking into account that only those participants who register first will have their expenses covered. The last deadline for registrations is **10 October 2014**.