

The way forward

The ETC proposes that:

1. The ETC and the regional tourist boards should work with the Highways Agency and other highway authorities to ensure that data surveys are updated to include the accurate measurement of tourism traffic.
2. The ETC will work with the Department for Transport, Local Government and the Regions and the Department for Culture, Media and Sport to ensure that tourism issues are taken into account in future reviews of the *Transport 2010* Programme.
3. Transport operators, tour operators and local destinations should be encouraged to market and develop rail transport opportunities and incentives for both domestic and overseas tourists. The ETC would wish to work with the Strategic Rail Authority in the development of its Strategic Agenda.
4. Government offices in the regions, the Highways Agency and local authorities should consult RTBs to ensure that tourism traffic flows and issues are taken into account in the preparation and review of Regional Transport Strategies.
5. Regional development agencies should consider identifying what the tourism transport priorities for their regions are. Investment in transport corridors and facilities should be considered a key catalyst to enable the regeneration of England's seaside resorts and other peripheral locations.
6. Highway authorities should consult with regional tourist boards to ensure that tourism traffic issues are taken into account in the preparation, implementation and review of Local Transport Plans.
7. Destinations and operators should draw on England's rich transport heritage and other opportunities to develop alternative transport options to improve the local visitor experience.



8. The ETC and local authorities should work together to raise awareness of best practice on visitor transport initiatives in the UK and abroad, building on other best practice.
9. The ETC, local authorities and transport operators should work together to ensure the provision of accessible transport facilities.
10. The ETC should work with the BTA, government offices and other partners to improve the integration of transport information with tourism product and destination data by making use of new developments in technology.
11. Tourist Information Centres should be given a greater role in offering 'one stop shop' transport information on a face-to-face basis for the general public. Co-ordination of this service within the region should be undertaken by the appropriate regional tourist boards.
12. Accommodation and attraction operators should be aware of and encouraged to make available information on local public transport, walking and cycling routes in their localities.
13. The ETC/BTA should make the case for additional funds to support nationally important Tourist Information Centres at gateways and on strategic routes (including motorways) which are not funded by local authorities and/or port operators.
14. Local authorities and transport operators should ensure that interchange facilities from major transport interchanges to local bus route changing points are of high quality and easy to use.
15. Transport operators should ensure that their services are accessible to all potential passengers.
16. Transport operators should ensure that staff dealing with passengers are well trained in recognising and providing for all visitor needs.



Tourism and Transport

The issues and the solutions

Copies of the full strategy report, (price £15 plus £3.50 p&p) can be obtained from:

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Tourism and Transport

Tourism is a key part of the national economy, generating over £50 billion a year and supporting 1.4 million jobs in England. This could increase substantially: the World Tourism Organisation predicts a doubling of overseas visitors to the UK by 2020.

In the past, tourism-related travel has often been overlooked in transport planning decisions but tourism and travel are inseparable: since people must leave their normal place of residence to be a tourist, travel is an integral and essential part of tourism.



Transport Task Force

The English Tourism Council's (ETC) role is to help set a strategic direction for English tourism, which recognises the importance of such inter-related activities as travel and the part they play in this process.

Consisting of a wide range of interested organisations, the ETC's Transport Task Force has reviewed tourism-related travel issues and produced *Tourism and Transport – the issues and the solutions*, an important policy document which advocates:

- wider recognition that a large number of transport users are tourists;
- a better understanding of the inter-relationships between tourism and travel;
- increased consideration and prominence of tourism-related travel in development plans;
- more consultation and co-operation between key players such as the Department for Transport, Local Government and the Regions, regional tourist boards, regional development agencies, local authorities and rail operating companies;

- ensuring transport services are accessible, both in terms of physical accessibility and the availability of information;
- attractive, reliable, affordable, integrated, user-friendly and safe alternatives to the private car.

Identifying the issues

Both topical and timely, *Tourism and Transport* identifies problems, successes, priorities, solutions and the way forward for tourism-related travel in England, including 16 proposals for action.

The report shows that, while much progress has been made, there is still a long way to go. It includes:

- the special characteristics of tourism travel;
- forecasts for the future;
- the importance of the private car, rail investment and rail-air links;
- the role of water transport, cycling, walking and visitor management at tourist destinations;
- how more investment and innovation, user-friendly public transport, better information and greater integration would improve – and often transform – the interface between travel and tourism.

Travel and tourism in England

Roads reach all areas of England and offer flexibility but they also carry by far the greatest number of users. Road congestion occurs in cities, national parks, resorts, strategic corridors and elsewhere. It is usually worse during morning and evening peaks, when many additional vehicles compete for limited roadspace.

Other transport problems include the inconsistent provision of information; variable quality, timekeeping, integration, ticketing, facilities, equipment and service; environmental impact; and accessibility.

Emerging solutions

Extra capacity can smooth the flow of traffic and reduce congestion, especially at key locations. For this reason, transport investment is often targeted at pinch points.

Similarly, infrastructure investment and route development at regional airports such as Newcastle, Liverpool and Bristol relieve pressure on the busiest London airports. Thriving regional airports also help to boost regional economies and create or sustain jobs.

Other investment schemes, market developments, technological improvements, policies and initiatives are successfully increasing transport efficiency and containing or reducing adverse environmental impact. These include:

- new park and ride operations
- through ticketing
- real-time train and bus information
- internet and phone-based timetable information
- electronic signs and other traffic management measures
- new cycling and walking trails.

Strategic direction

The ETC's broad objective for transport and tourism is:

To improve access to tourism destinations throughout England, and enhance transport management at those destinations, while minimising the impacts associated with travel.

Unless the capacity of existing transport infrastructure can be increased, tourists are increasingly likely to face congestion while travelling to their destination - reducing their enjoyment of the trip and therefore potentially encouraging both UK residents and prospective overseas visitors to seek alternative destinations abroad.

While investment in extra road capacity (such as bypasses and dual carriageways) and changes in technology and taxation will reduce damaging emissions, investment in roads to meet unconstrained demand is not sustainable either financially or environmentally.

Crucially, if travel demand is to be met, more effort will be needed to encourage tourists to use alternatives to the car. This requires:

- investment in public transport infrastructure, vehicles and service, often through public-private partnership. Greater investment should also facilitate the take-up of quality standards;
- improved travel information, potentially linked to associated information on accommodation and attractions;
- user-friendly public transport including better interchanges, improved accessibility, well-trained staff, convenient connections, joint ticketing and combined travel-attraction packages;
- greater strategic and operational co-operation between public and private organisations in the transport and tourism sectors. Tourists' travel requirements must be more clearly taken into account in transport policies, plans and operations.

National, regional and local action

- **At a national level**, the ETC will work with government departments to ensure that tourism is taken into account in *Transport 2010* investments and other programmes. The ETC would also like to work with the Strategic Rail Authority in developing railway improvement plans.
- **Regionally**, the ETC recommends that government offices, the Highways Agency, local authorities and others should consult regional tourist boards to ensure that tourism traffic flows and issues are taken into account in regional transport strategies.
- **At a local level**, action is needed to manage visitor flows around and within destinations. For example, more destinations and operators should draw on England's transport heritage to increase the choice of transport and enrich the visitor experience.

The ETC and local authorities should work together to raise awareness of national and international best practice in visitor transport.

Better information, facilities and connections

Information influences visitors' behaviour and choice of transport mode. There have been significant advances in the provision of information over recent years, including Traveline nationally and Travel Cumbria regionally.

There are opportunities for the ETC, British Tourist Authority (BTA), government offices and other partners to expand and improve the integration of transport and destination information.

Tourist Information Centres should be given a greater role in offering 'one stop shop' transport information to the public, particularly along strategic tourist routes.

Once they have the information they need, visitors would then like to experience high-quality transport facilities accessible to all, helpful staff, efficient connections and through-ticketing capabilities.

