

## Promoting Public Transport among tourists in Mallorca (SEEMORE Project)

CHARTS Closing Conference  
Parallel Session 3  
Volos, 11/09/2014

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**Mallorca Transports Consortium**



# Public Transport in Mallorca



## Interurban bus

**DEMAND** 8,6 M trips/year

**SUPPLY** 10,9 M veh-km/year



## Urban bus Palma

**DEMAND** 38,3 M trips/year

**SUPPLY** 13,1 M veh-km/year

- 3.640 km<sup>2</sup>
- 865.000 inh.
  - Palma, 400.000 inh.
  - Rest of the island, 465.000 inh.



## Train & metro

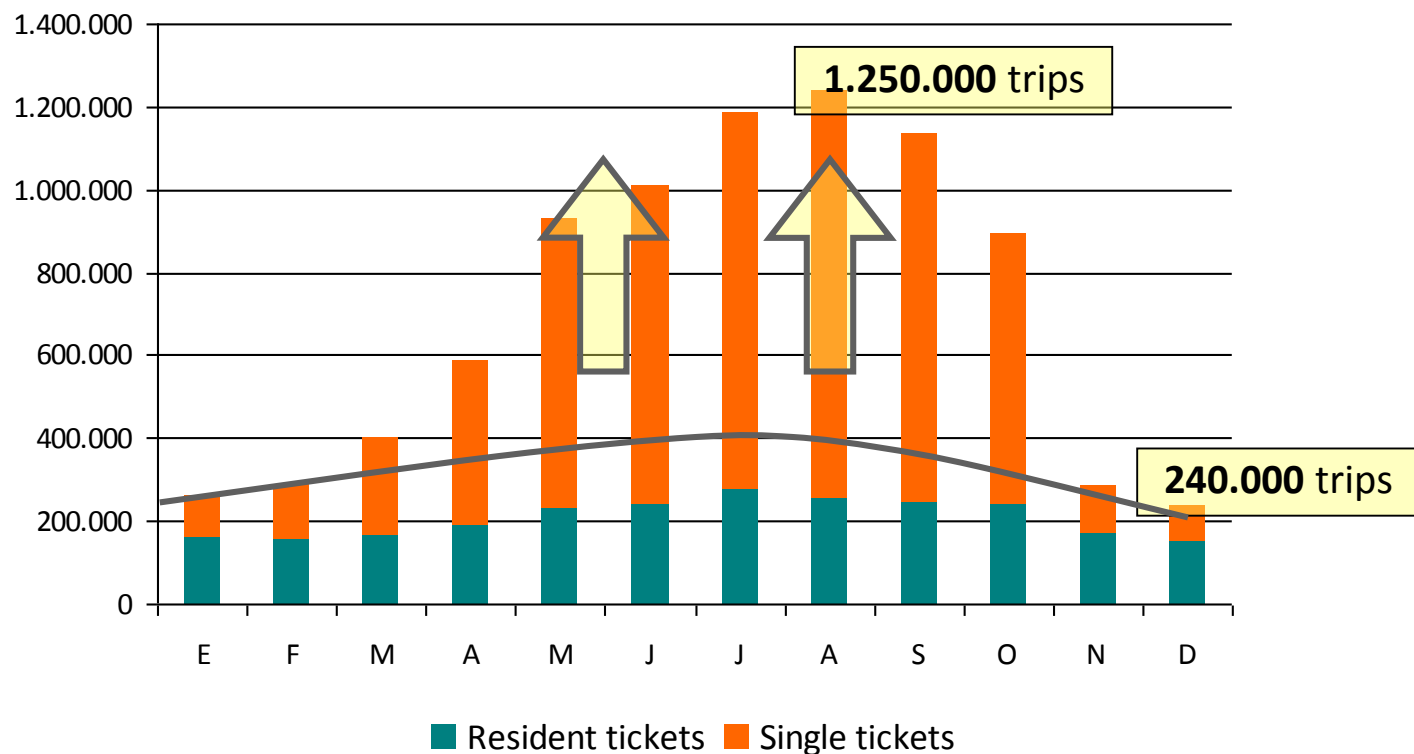
**DEMAND** 5,1 M trips/year

**SUPPLY** 1,9 M veh-km/year

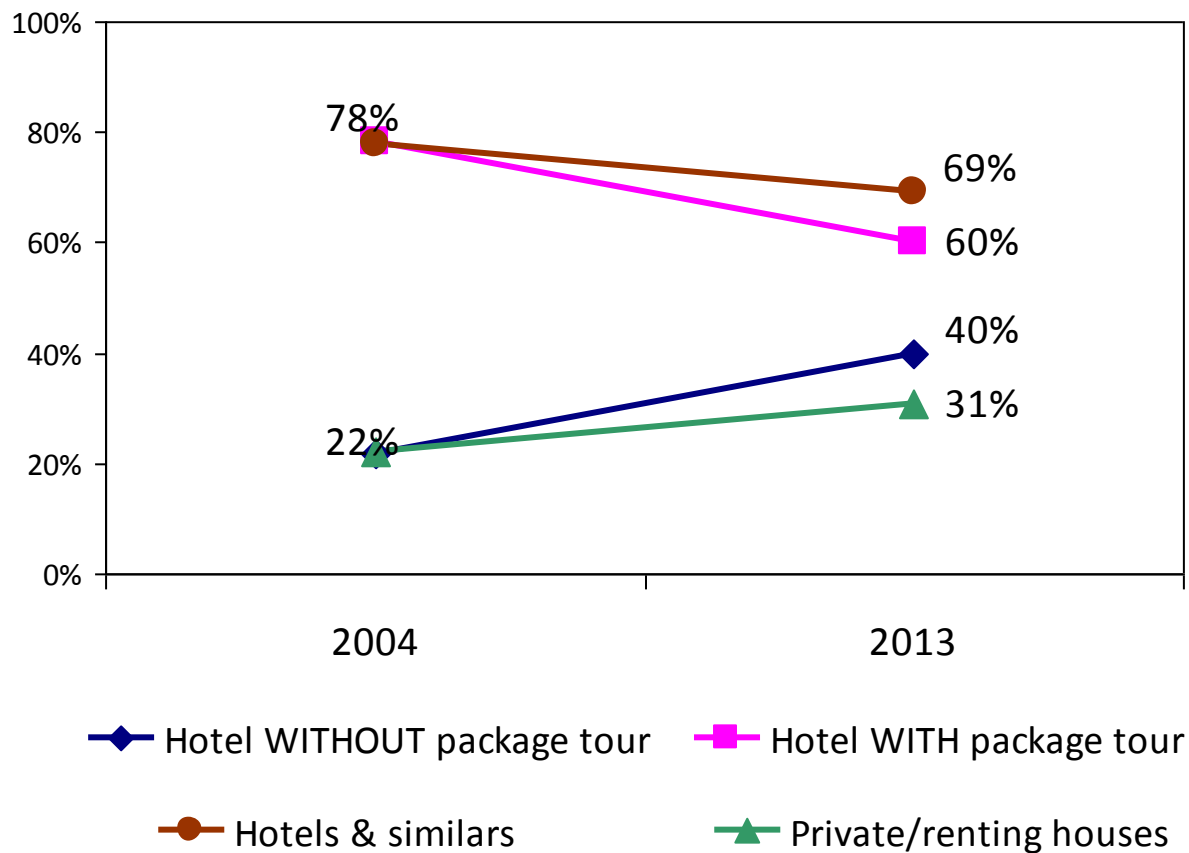
## Interurban bus demand

**Touristic demand ≈ 6,5 M trips/year, 75%**

Residents demand ≈ 2,1 M trips/year, 25%



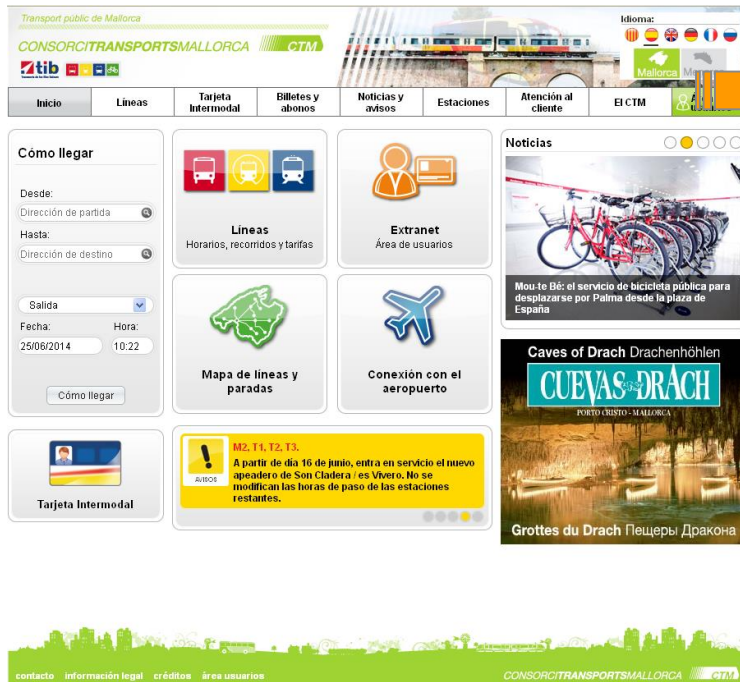
## Towards a new model of tourist demand





# Internet: Key for competitiveness of public transport in touristic regions

[www.tib.org](http://www.tib.org)



Global Rank ?  
274,449 ▼ 178,947

Rank in Spain ?  
10,396

8,6 M trips/year

[emtpalma.es](http://emtpalma.es)

Global Rank ?  
806,100 ▼ 241,674

Rank in Spain ?  
25,201

38,3 M trips/year

[trensfm.com](http://trensfm.com)

Global Rank ?  
4,925,117 ▲ 1,214,692

5,1 M trips/year

# *www.tib.org, today*

## Providing tourist confidence in the System

Transport public de Mallorca  
CONSORCI TRANSPORTS MALLORCA CTM

Language: Mallorca Menorca

Home Routes Intermodal Card Tickets and saver News and alerts Tourism by Public Transport Stations Customer service User space

**How do I get there?**

From: Start address To: Destination address

Leave Date: 09/09/2014 Hour: 11:36

Work out the route

**Routes**  
Timetables, routes and fares

**Transport**

**Route and bus stop map**

**Airport connection**

**Extranet**

**Intermodal card**

**News**

The number of logs into the website tib.org has increased in 10,7% between 2013 and 2014

**Caves of Drach Drachenhöhlen**  
CUEVAS DRACH  
PORTO CRISTO - MALLORCA  
Grottes du Drach Пещеры Дракона

**L301. 03-09-2014**  
A partir de divendres, dia 5 de setembre, entren en servei 5 noves parades a Pòrtol i sa Cabaneta per a l'itinerari d'anada de la línia 301 (Pòrtol - es Figueral):

Routes / Bus / 100 section / Route 104

### **L104** Peguera - Magaluf - Palma

Route timetables and fares L104



Fares and hops



Current times  
Download PDF



Timetables from previous seasons

Itinerary and bus stops L104

Peguera → Palma Palma → Peguera

Peguera • Santa Ponça • el Toro • Son Ferrer • Magaluf • Palmanova • Son Caliu • Marineland • Portals Nous • Bendinat • Cala Major • Palma

Map Satellite

Av. Jaume I, 52

Routes at this stop

**104**

More information on the bus

**Bus stops**

- Santa Ponça
- Plaça Santa Ponça
- Apmt. Portofino
- H. Bahía Sol
- Av. Jaume I, 52
- Club Náutico Santa Ponça
- Av. Penyes Rotges, 1
- Av. Penyes Rotges - C/ Malgrats

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## Providing tourist confidence in the system

How do I  
get to...

All routes  
available at  
Google Transit

Transport públic de Mallorca

CONSORCITRANSPORTSMALLORCA CTM

tib

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**Caves of Drach Drachenhöhlen**  
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**AVISOS**  
L301. 03-09-2014  
A partir de divendres, dia 5 de setembre, entren en servei 5 noves parades a Pòrtol i sa Cabaneta per a l'itinerari d'anada de la línia 301 (Pòrtol - es Figuerà):



# [www.tib.org](http://www.tib.org), today

## Providing tourist confidence in the system

Transport públic de Mallorca

MALLORCA CTM

Language:

Card Tickets and saver tickets News and alerts Tourism by Public Transport

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5 de setembre, entren en servei 5 noves parades a Pòrtol i a l'anada de la línia 301 (Pòrtol - es Figueral):

El Aeropuerto de Palma es la puerta de entrada y salida de visitantes más importante de Mallorca. Con 20 minutos de trayecto, las líneas 1 y Aeropuerto expreso de la EMT de Palma conectan con una frecuencia de 15 y 30 minutos respectivamente el Aeropuerto y la Estación Intermodal de Palma.

**Aeropuerto > Estación Intermodal de Palma > Parada de destino**

**Parada de origen > Estación Intermodal de Palma > Aeropuerto**

**Aeropuerto a Estación Intermodal Palma a Parada destino**

1 Coja la línea 1 o la línea de bus Aeropuerto expreso de la EMT (Aeropuerto-Palma).

- Frecuencia de paso:
  - L1 15 minutos
  - Aeropuerto expreso: 30 minutos
- Tiempo del trayecto: 20 minutos
- Precio del billete sencillo: 3€

Para una información detallada de la L1, consulte la web de la EMT.

2 Desde la parada de la plaza de España, camine 70 metros y baje en la Estación Intermodal.

Estación Intermodal

Plaza d'Espanya

L1/Aeroport Expres Parada (Plaça d'Espanya)

L1/Aeroport Expres Parada (Plaça d'Espanya)

Grottes du Drach Пещеры Дракoна



## The SEEMORE project

- **SEEMORE** is a 3 years “Intelligent Energy Europe” project promoted by the European Agency of Competitiveness and Innovation (EACI).
- its **goals** are:
  - Improving **communication on public transport among tourists** visiting Mallorca.
  - Promoting **cooperation** among **Tourist Sector stakeholders** and **Public Transport services**.
- **8 tourist regions**
  - Mallorca, Bohuslän (Sweden), Forli-Cesena (Italy), Dobrich (Bulgaria), Pomerania (Poland), Madeira (Portugal), Limassol (Cyprus), Malta.
- **14 partners**
  - 4 transport/energy engineering companies.
  - 4 Associations of Public Transport promotion.
  - 6 public bodies, among them the Mallorca Transports Consortium.



# **www.tib.org, since SEEMORE** **Providing tourist confidence in the system**

Transport public de Mallorca

CONSORCITRANSPORTSMALLORCA CTM

tib

Language: [Spanish] [French] [Russian]

Mallorca Menorca

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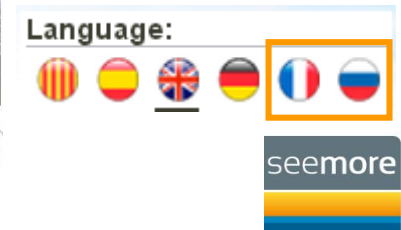
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Caves of Drach Drachenhöhlen CUEVAS DRACH PORTO CRISTO - MALLORCA Grottes du Drach Пещеры Дракона

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- French & russian since 20/03/2014

# www.tib.org, since SEEMORE



## “Yes, you can” visit Mallorca by public transport



# *www.tib.org*, since SEEMORE

## “Yes, you can” visit Mallorca by public transport

Choose the route type:

<input checked="" type="checkbox"/>  WALKING	<input checked="" type="checkbox"/>  HERITAGE	<input checked="" type="checkbox"/>  BEACHES
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Platja de Muro - es Comú



The Platja de Muro - es Comú is a sandy beach th...

From Banyalbufar to Port des Canonge



The intense red of the rocks around the cove and the ...

Climb to the Puig de Bonany from Vilafranca



From the top of Puig de Bonany, on a clear day, ...

Castell de Bellver



Bellver Castle is at an altitude of 112 metres anc...

Lluc



This route goes along one of the most typical Majoro...

Cala Sant Vicenç: Cala Barques, Cala Molins and Cala Carbó



On this outing, we visit three coves in the Sierra de ...

Trip to Cala Bóquer



Cala Bóquer's highlight is its limestone rock cliffs. ...

Cala Mesquida - Cala Torta - s'Arenale d'Albaroa



This is a delightful route from Cala Mesquida to ...



# *www.tib.org*, since SEEMORE

## “Yes, you can” visit Mallorca by public transport

Tourism by Public Transport



BEACHES | TOURIST ROUTE P503

**ES DOLÇ AND ES CARBÓ BEACHES**



es Carbó. Autor: JM92.

### WHAT IS IT?

The natural beauty and isolated nature of the Es Dolç and Es Carbó beaches make them a space where you can relax and disconnect from the stress of daily life. The fact that there is a path accessing the two beaches (even though the last part is not cobbled) means that lots of trips are made here, especially by families. Es Dolç beach also has leisure services, with boats and kiosks.



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## “Yes, you can” visit Mallorca by public transport

### VISIT

#### Visiting hours:

Unrestricted.

#### Price:

Free-of-charge.

#### Beach services:

See the plan of Services offered on the beaches.

#### Location and contact:

Start point for the route: TIB bus stop in the Plaça de la Constitució in Colònia de Sant Jordi.

Colònia de Sant Jordi Tourist Information Office

Address: Avenida de Gabriel Roca, s/n

Telephone: +34 971 656073.

Web site:

<http://www.ajsessalines.net>

<http://www.mallorcainfo.com>

E-mail: [turisme@ajsessalines.net](mailto:turisme@ajsessalines.net)



Tourist route map

Download

#### Available public transport

	January	February	March	April	May	June	July	August	September	October	November	December
Monday to Friday	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Saturday	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Sunday	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓

# *www.tib.org*, since SEEMORE

## “Yes, you can” visit Mallorca by public transport

### PUBLIC TRANSPORT

#### How to get there

From:

Start address

Route destination:

Es Dolç and Es Carbó beaches

Date:

09/09/2014

Outward time:

13:46

Return time:

15:46

How to get there

How to get back

#### → ROUTES SERVING THIS ROUTE **OUTWARD**

- 495** Santanyí - Manacor
- 502** Colònia de Sant Jordi - Palma
- 530** Palma - Es Trenc
- 844C** Colònia de Sant Jordi - Mercat de Felanitx

#### ← ROUTES SERVING THIS ROUTE **RETURN**

- 495** Santanyí - Manacor
- 502** Colònia de Sant Jordi - Palma
- 530** Palma - Es Trenc
- 844C** Colònia de Sant Jordi - Mercat de Felanitx

# ***www.tib.org, since SEEMORE***

## ***“Yes, you can” visit Mallorca by public transport***

### **DETAILED DESCRIPTION**

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Es Dolç beach is round 300 metres from the Colònia de Sant Jordi, an old fishing village that has become a highly attractive tourist destination. There is a stone path leading directly from the end of the beach in the Colònia de Sant Jordi harbour to Es Dolç beach.

Es Dolç is a stretch of dunes some 350 metres long with an average width of 58 metres. A highlight is the fine, white sand that, along with the abundant vegetation surrounding it, makes the beach an area of great natural beauty. The sea bed is sandy, with a gentle slope, and the waters are calm. There are small boats moored near the coast. From the beach you can also see the islet of Na Guardis – where there are important archaeological sites dating back to the Phoenician and Punic era – and other islets that act as a natural barrier.

From the end of Es Dolç beach, Es Carbó beach can be reached by following the path along the coastline for about 1,500 metres. The final part of the path may cause some difficulties for people with reduced mobility. Es Carbó beach can also be reached from the Ses Salines head, although in this case the distance to be covered is 6 kilometres. Es Carbó is 1,400 metres long and 45 metres wide. The beach is mainly frequented by locals and holiday makers from Colònia de Sant Jordi, so it is not usually crowded. The sand is very fine and the dunes are populated with various salt-loving plants, pine trees, junipers and wild olives. The sea bed at the beach is sand and seaweed. In addition, Es Carbó runs next to the Sa Vall private estate, which can be visited on Thursdays to see its cactus garden from where we can go into the March family mansion which was built next to a 14<sup>th</sup> Century defence tower.



## Other actions in SEEMORE

- **Specific Training Sessions for Tourist Information Points staff:**
  - Airport.
  - City of Palma.
  - Main hotel areas.
- Creation of **New transport tickets** specially focused to **tourist demand**:
  - Selling points in shops and hotels.
  - Discounts for visiting associated tourist attractions.
  - Following the previous experience of other tourist destinations.



## Other actions in SEEMORE

- Seemore Video (in website and national fairs):

<https://www.youtube.com/watch?v=5luHJ0Vr48E>

# Thank you for your attention