



MINISTÈRE  
DE L'ÉCONOMIE,  
DES FINANCES  
ET DE L'INDUSTRIE

*Liberté  
Égalité  
Fraternité*

# **Sustainable tourism mobility – Inspiration for the countries of the pan-European region**

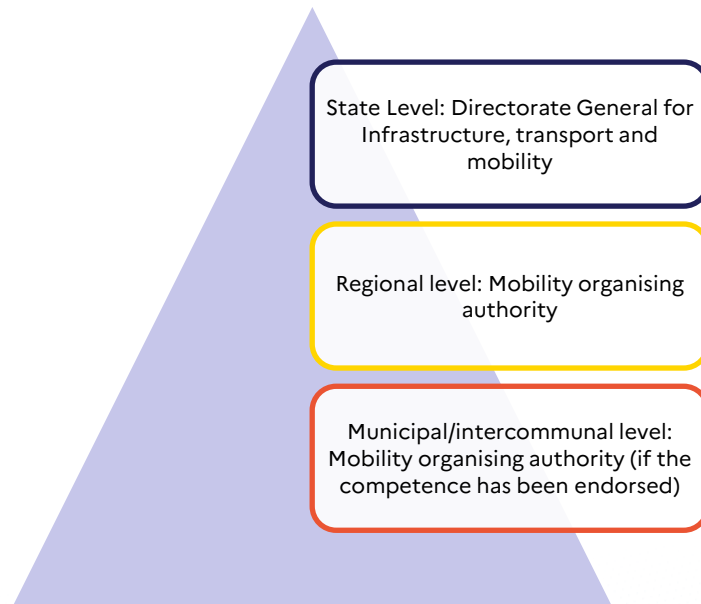
## **Panel 2: Governance, resources and cooperation**

### *Examples from France*

# Tourism and transports: a multi-stakeholder environment



Tourism



Transport / Mobility

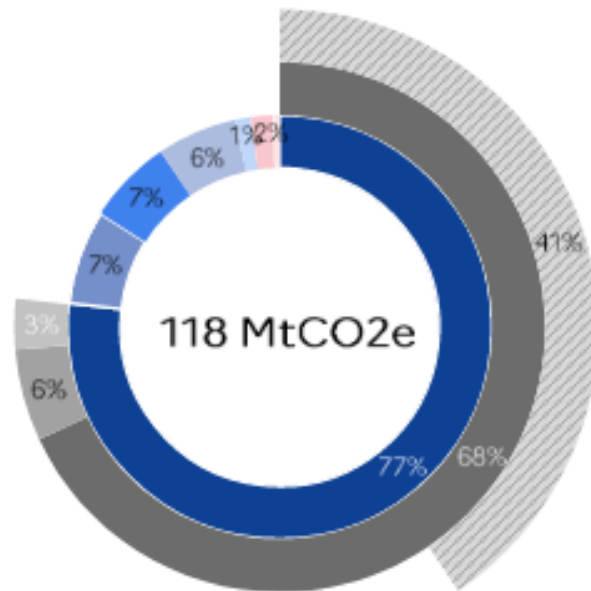
# A key to entry: the greenhouse gas inventory



2021 report (ENG)

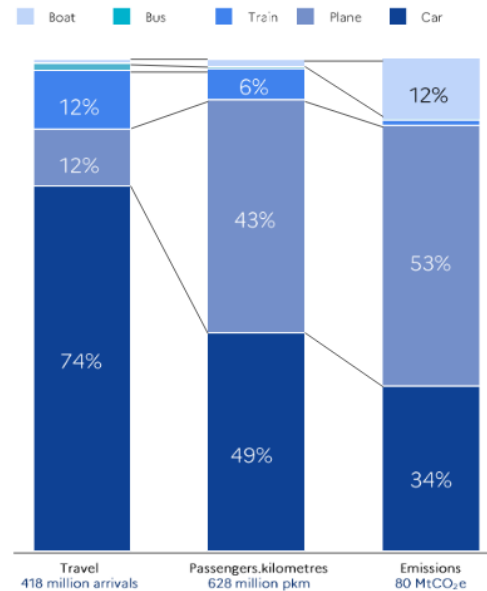


2024 report (FR)



77% due to transports

Comparison of number of trips, distance travelled and GHG emissions by mode of transport for the "origin-destination" transportation" emission source



# Adequate resources to face mobility challenges

THE PEP - VIENNA

Digital

Financial

Ingenierie

## "France Mobilité"



This collaborative platform is based on **four objectives**:

- Sharing best practices
- Identifying solutions for territories
- Promoting the deployment of innovative solutions
- Accelerating the implementation of pilot projects.

## "France Tourisme Durable"



This platform provides resources, guides, and tools tailored for the tourism ecosystem, including mobility, biodiversity, climate adaptation...

## "France Ruralité"



A fund focus on deploying sustainable, innovative, and inclusive "last-mile" transport options on the French countryside.

## "ADEME's cycle tourism program"

The program encourages investment in routes, amenities, and support services tailored to cycle tourists, aiming to strengthen local economies and promote low-impact travel.

## "CEREMA"



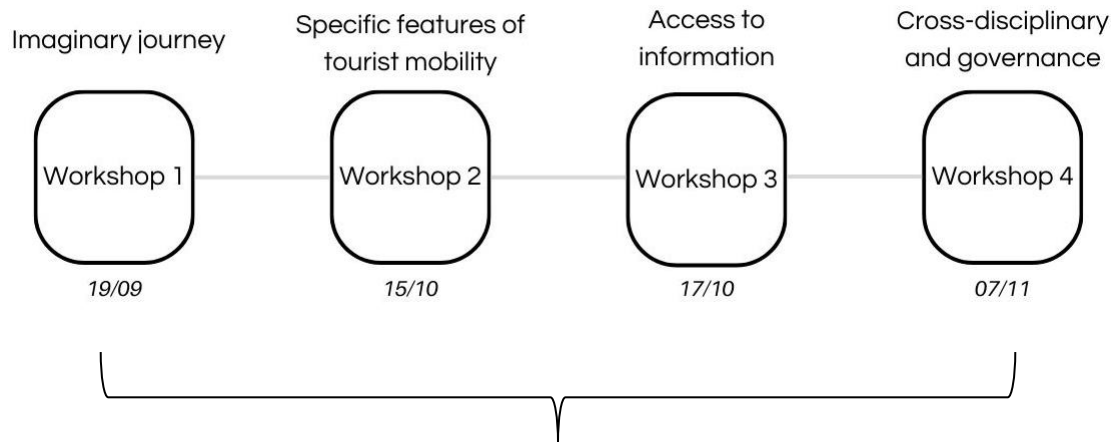
The "Center for Studies and Expertise on Risks, Environment, Mobility, and Urban Planning" supports local areas and help local authorities to bring their projects to fruition.

## "France Tourisme Tech"



France Tourisme Tech is a program for start-ups lead by the French ministry of tourism. Young companies are supported to help them enter the market.

# 1/ Multi approach project – roadmap for sustainable mobilities



*Roadmap 2025 for sustainable tourist mobility*

## 2/ Multi approach project – National cycling tourism strategy

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### Objectives

1. Promote cycling as essential to French tourism
2. Create a sustainable, inclusive cycling experience



*Led by V&T, more than  
100 people were  
involved over 2 years*



### Strategic Priorities

1. Climate-aware tourism
2. Expanded infrastructure for diverse cycling types (touring, gravel, road, MTB, ...)
3. Enhanced intermodality for travel ease
4. Foster a cycling tourism culture to encourage learning and attract new customers
5. Comprehensive, accessible information for tourists



### Impact by 2030:

A fully structured, eco-conscious cycling destination, appealing to global audiences.