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Why should cities foster coach tourism?

26 May 2015

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Nick Greenfield, ETOA - the European Tourism Association



Polis and EMTA are hosting a side event at the ITF Summit about cities and coach transport. Several European cities, such as Budapest and Amsterdam have developed strategies for coach tourism, access and routing in answer to the increasing challenges that coach tourism and travel brings. The IRU will present the views of coach operators. I was asked to chair the session.

Cities should foster coach tourism. As destinations rush to attract 'high-end' individual travellers, it is easy for them to neglect coach tourism. This is down to, as much as anything, how the sector is perceived. If you pick up a paper in say, Italy, your story about group tourism will involve usually how coaches are blocking the streets of the city.

Yet stop for a moment and consider the economic impact of those groups arriving in cities across Europe, in an efficient and manageable way, bringing in a variety of nationalities and sectors of society from school groups to senior citizens and you might start to see another story. And also consider what if all those people were to arrive in private cars instead or take public transport? One exclusive hotel in London decided not to reserve a spot for coaches because it wasn't their 'market', only to backpedal when they received complaints from corporate groups. So, by all means pursue different tourism strategies, but be careful not to forget coach tourism; you don't know what you might be missing out on.

An important challenge for cities that build a strategy for coach, is the fragmentation of the market, and the complexity of user needs and expectations. When it comes to cities and coach tourism being a success, it is all about three Cs: communication, consultation and collaboration. Smart cities consider coaches as an extension to their public transport system and accordingly integrate them into their overall strategy.

If you would like to know more about urban strategies for managing coach transport, and are interested to understand the operators needs and expectations, join me at the [Polis and EMTA Side Event "Planning access for coach transport in Europe"](#), on 29 May, 9.00-10.30.

Changing World - Latest posts

Women in transport

12 June 2015

Magdalena Olczak-Rancitelli, International Transport Forum

The role of women in the transport sector is something that needs to be addressed. Women account for only 17.5% of the workforce in EU urban public transport for example, and hold less than 10% of technical and operational jobs. In the United States, women comprise only 15% of transport and related... [Read more](#)

Transport, trade and tourism

27 May 2015

Pravin Krishna, Chung Ju Yung Distinguished Professor of International Economics and Business at Johns Hopkins University

To mark the opening of the International Transport Forum's Annual Summit, today's post is by the Summit's keynote speaker Pravin Krishna, Chung Ju Yung Distinguished Professor of International Economics and Business at Johns Hopkins University We live in exciting times.... [Read more](#)

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25 May 2015

Alain Flausch, Secretary General, International Association of Public Transport (UITP)
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21 May 2015

Oleg Kambarski, IRU Head of Passenger Transport

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13 May 2015

Sophie Punte (Executive Director, Smart Freight Centre) and Angie Farrag-Thibault (Associate Director, BSR)

Imagine you are the CEO of a multinational company trying to get millions of shoes, laptops, and candy bars to consumers around the globe. Your global freight supply chain is vast and complex, involving thousands of contractors who use a combination of trucks, trains, ships, and planes to reach... [Read more](#)

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6 May 2015

Francois Davenne, Secretary General, International Organisation for International Carriage by Rail (OTIF)

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23 April 2015

Andrey Berdichevskiy, Senior Community Manager, Automotive Industry, World Economic Forum

Urbanisation, coupled with strong population growth in certain regions, will add an

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Lesley Brown, EURAILmag, The Magazine for European Rail Decision Makers
The ITF's Annual Summit has become the must-attend event for high-level exchange on global transport strategies for the 21st century. With only weeks to go to the 2015 Summit, EURAILmag caught up with José Viegas, ITF Secretary-General, and Mary Crass, ITF Head of Policy and Summit... [Read more](#)

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Marco L. Sorgetti, Director General, FIATA (International Federation of Freight Forwarders Associations)

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3 April 2015

Michael Gill, Executive Director, Air Transport Action Group

I would like you to think for a moment about the coordination it takes to get one flight into the air. From the engineers who build and maintain the aircraft, to the airline flight crews and the airport baggage handlers and ground teams, the catering staff and the air traffic management personnel... [Read more](#)

Getting more from city tourism growth

12 March 2015

Ruud van der Ploeg, Secretary-General, European Metropolitan Transport Authorities (EMTA)

City tourism is a thriving income source for local economies. Innovative local authorities will make the most of recent "shared economy" opportunities, from increased employment as rentals and goods' hire boom, to technology jobs for app-makers to design better city mapping,... [Read more](#)

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26 February 2015

Nicolette van der Jagt is Director General of CLECAT

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