

- [Print page in PDF](#)
- [More Printable Documents](#)

Why should cities foster coach tourism?

26 May 2015

Tags:

[urban transport](#)

[coach](#)

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](#)

Why should cities foster coach tourism?

26 May 2015

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... [Read more](#)

[How public transport supports business and tourism in cities](#)

25 May 2015

Alain Flausch, Secretary General, International Association of Public Transport (UITP)
Cities are the powerhouses of the world economy. They generate more than 80% of the global economic output. The economic health of cities is thus central to global economic growth. High quality public transport improves connectivity in metropolitan areas and reduces constraints on growth, by... [Read more](#)

[Sharing economy and collective transport: a level playing field is key](#)

21 May 2015

Oleg Kambarski, IRU Head of Passenger Transport

The desire for innovative businesses to make the most of new technology is driving the economy. Current technology allows for companies to work more efficiently, offer new products to customers and create new or meet unsatisfied consumer demand. Today, people have access and the opportunity to... [Read more](#)

[How to Be a Smart Freight Leader](#)

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](#)

[Long-distance freight transport - innovation for climate mitigation](#)

6 May 2015

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

Innovation can facilitate the modal shift to rail, a key component for climate change mitigation. However, rail's network structure and insufficient legal and technical interoperability need to be tackled in order to achieve such innovation. In terms of interoperability... [Read more](#)

[Transforming urban mobility for a better future](#)

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

additional 2.5 billion people to cities by 2050, by which point two-thirds of the world's population will be based in urban areas. As such, cities around the world will face increasing demand for urban... [Read more](#)

Keeping the world's top transport policy event on track

17 April 2015

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](#)

Make logistics a pillar of a global sustainable development strategy!

10 April 2015

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

In the year 2000, the 189 member states of the United Nations set themselves eight priority objectives to be achieved by 2015. Known as the Millennium Development Goals (MDGs), they ranged from eradicating extreme poverty and achieving universal primary education to ensuring environmental stability... [Read more](#)

Aviation's climate action takes flight

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](#)

Boost global growth through better logistics connectivity!

26 February 2015

Nicolette van der Jagt is Director General of CLECAT

Ensuring convenient access to global trade by providing logistics connectivity is the best political investment policy makers can make. The Global Connectedness Index 2014 compiled by logistics DHL shows that emerging economies are about as globally connected as advanced economies in terms of trade... [Read more](#)