

PILOT REAL TIME COACHING

Experience concept – travel behaviour 2020

By HZ Research Centre for Coastal Tourism



RESEARCH CENTRE
.....
COASTAL TOURISM



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Colofon

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Courtesy of:
Sentiance
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Introduction

Touristic recreational mobility is now a major concern. The use of cars, the busy roads, the different types of transport, the shared bicycle and shared car, the awareness of CO2 emissions, etc., these are all mobility topics that have been more in the spotlight in recent years. Every holiday maker has his own mobility behaviour. Can this behaviour be changed? Due to the recent interest in recreational mobility, only few scientific articles have been published on influencing mobility behaviour. One of the ways to influence people's behaviour is 'coaching'. 'Can the mobility behaviour (of the holiday maker in Zeeland) change through coaching?' This was the central question in the development and implementation of the Real Time Coaching pilot. HZ Research Centre for Coastal Tourism investigated this.

Literature exploration

SUPERBUB is a European project in which motivational characteristics have been developed for sustainable urban mobility. Several authors (Gabrielli et al., 2013) (Anagnostopoulou et al., 2018) describe the things they have learnt during focus groups and workshops. From this it became clear that:

- Not everyone is motivated by environmental problems. It turns out that not everyone wants to change their behaviour for the benefit of a better environment. In some cases it is more beneficial to ensure that the recommendations better suit the transport needs (travel time, costs). Furthermore, evidence has also been found that travellers are more triggered by real-time data about the environment. For example, through information about emissions in the city where they live.
- Personal behavioural triggers are more effective: this concerns the consequences of transport choice in terms of fitness and personal health.
- Users want concrete rewards: this means that users prefer a discount on public transport instead of having 'congratulations' appear on your mobile phone.
- Users only want to share mobility data if it is meaningful and safe.

Personality and context awareness are 'the key' in behavioural change. Mobility types can also be identified based on the different personalities. Researchers Anable and Wright (2013) did this as follows:

Mobility type	Description
Devoted drivers	Prefer to use a car than any other mode of transport and they are not interested in reducing their car use
Image improvers	Like to drive, don't want their ability to drive to be restricted, but recognize that it would be good if they all reduced car use a little
Malcontented motorists	They want to cut down their car use but find that there are a lot of practical problems and issues with using alternative modes
Active aspirers	They feel that they drive more than they should and they would like to cut down
Practical travelers	They regard the car merely as a practical means of getting from A-B and largely use it only when necessary
Car contemplators	They do not have a car at the moment but would like one at some point in the not so distant future
Public transport dependents	Although they are not against cars in any way and think people should be allowed to use them freely, they don't like driving very much
Car-free choosers	They are not keen on driving and believe that cars and their impacts are something that need to be urgently addressed

Figure 1 Mobility profiles

Agreement with Sentiance

After studying the literature, the researchers from the HZ Research Centre for Coastal Tourism scheduled an appointment with Sentiance, a company specialized in analyzing mobility data and providing context. During the meeting, the various options for Zeeland were discussed. Sentiance indicated that two essential things must be determined, namely; the moment of coaching (before, during or after the ride) and the way of coaching (nudging, incentives, mirroring, comparing profiles). After the consultation and on the advice of Sentiance, it was decided to apply the comparison system in Zeeland. This is a basic system that can be applied easily. Mirroring often turns out to be sensitive, but if you compare someone with the average profile, this is often appreciated. This should motivate people to 'do better'.

In order to compare visitors, it was first of all important to gain insight into the behaviour of visitors in Zeeland. Sentiance has a source code (as part of a Software Development Kit with tracking software) which can be placed in a random app. By means of this code, users of that app can be tracked, with their permission. In 2017 and 2019 Sentiance integrated this code into the VVV Zeeland app. This was done again in 2020 so that users could be tracked again with permissions.

The panel

In order to gain insight into the behaviour of certain visitors and to coach them, it appeared also important to determine the target group. As theory showed, not everyone is willing to change his or her behaviour. The conversation with Sentiance showed that the group of visitors who are already somewhat aware of the impact of their travel behaviour, are also expected to be more willing to adapt. It is therefore expected that they can be more easily coached. Despite the fact that this group is already a little more aware, there is still much space for sustainable development in Zeeland. The 'Fan van Zeeland' panel consists of people who already have a connection with Zeeland. They were therefore also seen as potential participants for this pilot. VVV Zeeland also had the e-mail addresses of visitors who had given permission for tracking them in 2017. They were also seen as potential participants. The panel members of the Fan van Zeeland panel and the participants who were tracked were approached in December 2019 and asked to complete a questionnaire. This questionnaire was developed by the University of Ghent as a 'deliverable' for the European project MOVE, and subsequently adapted to the Zeeland context in consultation with the knowledge centre. The questionnaire consisted of various topics such as: types of travel, choice of means of transport, shared mobility systems, mobility solutions and a mobility proposition were presented.

To specifically recruit members for this pilot, the following question was added to the questionnaire:

As a knowledge centre (part of HZ University of Applied Science) we have been collecting information about the mobility behaviour of visitors in Zeeland for

some time now. We have been able to do this by tracking people via the VVV Zeeland app with their permission during their visit to the region. Tracking is one thing, but as a knowledge centre we would also like to give something in return to you as a visitor. We want to provide you with an insight into your own mobility behaviour in Zeeland via an app. This way we want to create awareness and ensure that you as a visitor to Zeeland can move around even more consciously.

This pilot will start in the spring of 2020. If you live in Zeeland or you are visiting Zeeland in 2020, you can participate in this pilot! We would like to approach you with a number of questions during the development phase of the pilot and/or ask, when the pilot starts, to send you information about how to participate.

Please indicate below how you would like to participate in this pilot:

- I would like to participate in this pilot as a participant, but not in its development
- I would like to participate in this pilot as a participant, and you can also contact me for its development
- I prefer not to participate in this pilot, but you can contact me for a follow-up survey about my travel behaviour
- I prefer not to participate in this pilot.

119 respondents indicated that they would like to participate in this pilot as a participant. Furthermore, 83 other respondents indicated that they would like to participate as a participant and that we would be able to approach them for developing the pilot. In total, a group of more than 200 interested people was created, also known as 'the mobility panel'. A number of focus groups were to be organized with the 83 panel members who wanted to help in the development and implementation phase. However, due to the outbreak of Covid-19, these focus groups could no longer take place. This is why the researchers were forced to choose a different method to involve the

panel members. It was decided to coach the visitors (inform them personally) and to compare them on the basis of the mobility profiles.

Mobility profiles

It was previously indicated in the literature that there are different mobility profiles. By answering the Golden Questions (16 statements as part of the aforementioned questionnaire), respondents could be classified into certain mobility profiles. The statements completed showed that the mobility panel consisted of the following profiles:

Profile	Number of respondents
Image improvers	58
Practical travellers	48
Active aspirers	36
Devoted drivers	12
Malcontented motorists	6
Car-free choosers	1

Table 1 Mobility profiles

One way of coaching is to ensure communication and awareness. When they filled in the statements, the panel members did not know that this meant they could be classified in a particular profile. That is why communicating this profile was an important step in this pilot. A document was created for each profile and sent to the panel members. Members who belonged to the 'image improvers' profile were first shown their own profile, explaining why they were in that profile, and then saw the other profiles so that they could compare. See Appendix 1 for an example of the 'Image Improver' reporting.

Covid-19

The monitoring of the panel members would start on May 1. However, Covid-19 shut down the entire tourism sector in Zeeland. Accommodation and day recreation facilities were temporarily closed and everyone was advised to stay at home as much as possible. Because there were hardly any tourists in the months of May and June, it was decided to postpone the start of the pilot. When the relaxation measures for the sector were announced and tourists

were able to visit Zeeland again, the pilot started. As of July 1, VVV Zeelandapp users received a pop-up notification on their phone asking if they wanted to give permission to be tracked. The research period was now from July 1 to October 31.

Because it was no longer self-evident that all panel members would still come to Zeeland for their vacation and because communication was still an important means within this pilot, the panel was contacted again during the corona outbreak. During this contact moment, the panel members were asked to complete a short questionnaire about holiday intentions (and the extent to which COVID-19 would influence these intentions). A total of 115 panel members completed this questionnaire.

The influence of Covid-19

The results showed that 42 percent of the respondents experienced a large or reasonable influence of corona on their holiday plans. 24 percent hardly experienced any influence. For example, the influence of the coronavirus ensured that respondents only travelled within the Netherlands (46%). 21 percent also chose a destination that was labelled 'safe'. The panel planned to visit Zeeland, especially in July. They then booked their holiday directly with the accommodation provider. Visitors also expected to cycle more during this holiday. Cycling is normally in position 6 in the top 10 of trips in Zeeland, but the respondents indicated in this case that they mainly expected that they would enjoy recreation (position 1) and cycling (position 2). Further results of the research can be read in the report 'Fan van Zeeland - Research on the impact of corona on travel behaviour'.

Downloading the VVV Zeelandapp

To ensure that the mobility panel could be followed, it was important that the members downloaded the VVV Zeeland app. This contained the tracking software. Because this was new for some panel members and because it was time for a new contact moment with the panel, all panel members received an email about downloading the app. It stated exactly how to download the app and how to consent to the tracking. This moment of contact was also used

to again state the purpose of this research so that the panel members were once more made aware of it.

Start of the research period

On July 1, the tracking software was active and the tracking of visitors started. All app users who gave their consent were tracked. However, it turned out that stricter privacy legislation regarding the sharing of location data led to an adjustment in the operating software of IOS and Android. As a result, an interim analysis showed that far fewer people had been tracked than desired.

Because of this tightening, there was a chance that panel members did give permission to be tracked, but in the end could not be found in the data set. That is why a short questionnaire was chosen again. The members of the panel were asked whether they had been to Zeeland and whether they downloaded the app. If they had not downloaded the app, or did not consent to the tracking, they were asked to share the reason. A total of 66 panel members completed the questionnaire. The results showed that most panel members visited Zeeland in the period from 1 July to 1 September. 77 percent were on holiday in Zeeland, three percent visited Zeeland for a day and 15 percent were already in Zeeland because they are residents. Only five percent did not visit Zeeland. All respondents planned to (again) visit Zeeland in the period from 1 September to 31 October. 83 percent for a holiday and two percent for a day. Because it turned out that data was missing due to the stricter measures of IOS and Android, it was important to test whether the panel members had actually downloaded the app. It showed that 53 percent downloaded the app and also gave permission to share their location. Eight percent downloaded the app but did not give permission and 39 percent had not downloaded the app. This is striking because the panel members knew (after all contact moments) that they had to download the app and give permission. As a result, these persons could not receive personal feedback.

It turned out that some did not need the app, others felt that their battery was draining too quickly due to the app or indicated that they had not

downloaded the app for privacy reasons. Some also indicated that they had simply forgotten. Those who had downloaded the app but did not give permission indicated that they had not yet done so for privacy reasons. For example, one of the panel members did not like that it was always known where he/she was.

As described earlier, it is remarkable that not everyone downloaded the app even though they knew that this was one of the requirements to become a panel member. It turns out that it was difficult to maintain the momentum and that people showed a deviation from what they had said what they were going to do and what they ultimately did.

Results

Due to the stricter measures regarding location data with Android and IOS, unfortunately only three panel members were ultimately traced in the dataset. These three people received personal feedback on their behaviour in Zeeland. In order to meet the other panel members and to thank them for their involvement, they also received feedback. Not personally, but about the behaviour of the holidaymakers followed in Zeeland during the period that they were there too. In this way they could still try to place themselves in the bigger picture. Per respondent there is an insight into the number of trips made and the travel time. An example of one of the feedbacks can be seen in Appendix 2. Figure 2 shows the total of the places visited by the holidaymakers followed. In total, 2640 journeys were made by these app users. As can be seen in Figure 1, these journeys were mainly on foot (41.6%). A large part of the trips was also by car (32.9%). Looking at the total travel time of these trips, it can be seen that the users mainly travelled by car (35.1%). Part of the total travel time also consisted of walking (32.6%).

Conclusion

Through communication and involvement of the visitors in Zeeland, we can work together on a conscious destination. The participants in the pilot were approached several times about their travel behaviour with the aim of travelling around in a more conscious manner. It is therefore good to see that a large part of the trips followed were made on foot. By dividing the participants into profiles, awareness is created. The participants themselves can determine to what extent the profiles match their actual behaviour. In follow-up research it could be determined how the actual behaviour can be linked to certain profiles so that the researchers can also determine whether a desired change is visible in the behaviour (on our way to a more conscious destination in Zeeland with conscious visitors).



Figure 1 number of trips + travel time of tracked visitors in Zeeland in 2020

Number of journeys (N=2624) 2020



Journey time 2020

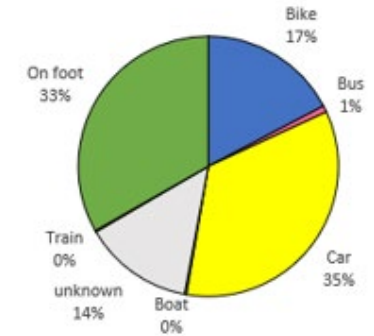


Figure 2 Places visited of (tracked) holidaymakers in Zeeland

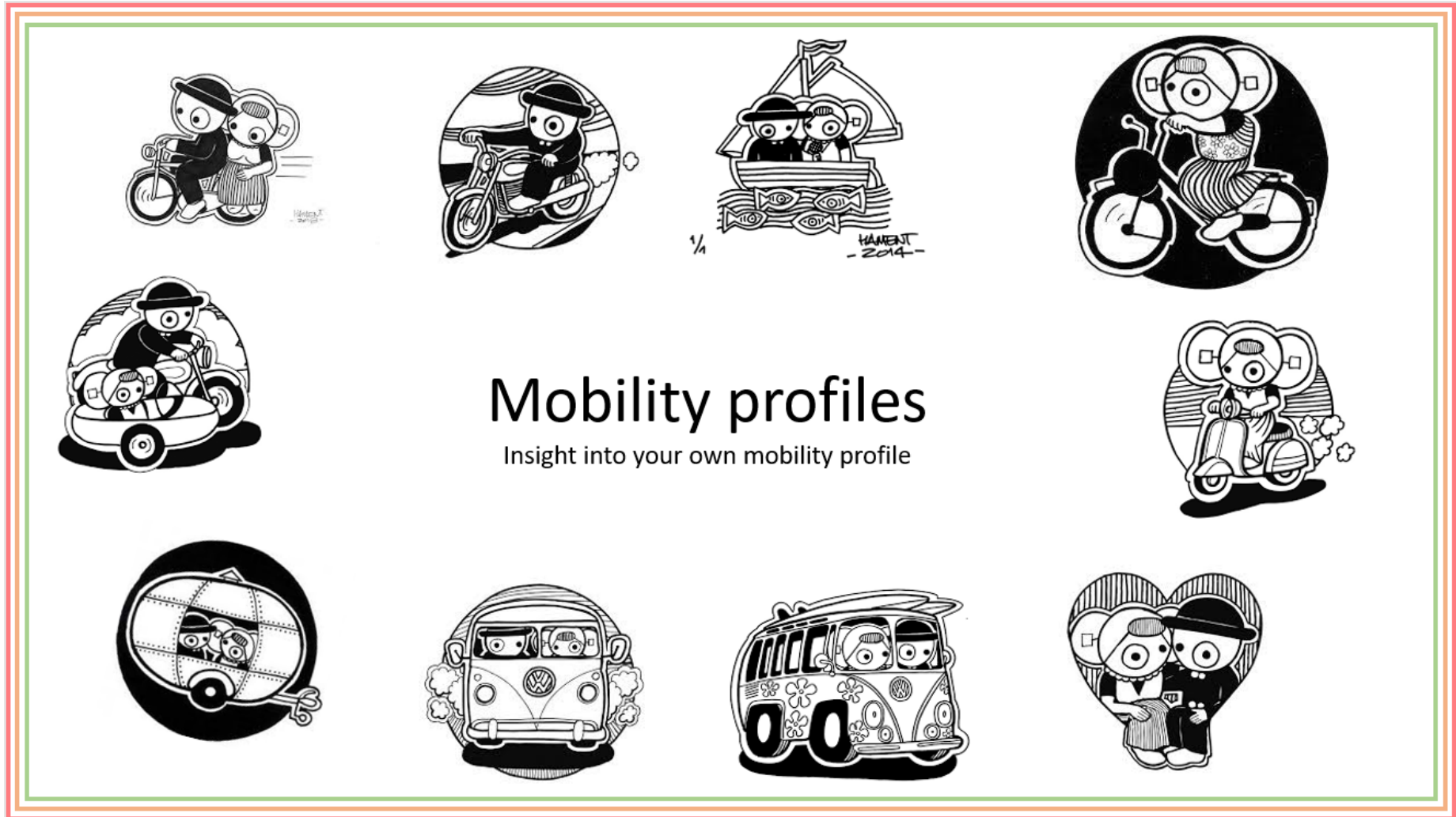
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Anagnostopoulou, E., Bothos, E., Magoutas, B., Schrammel, J., & Mentzas, G. (2018). Persuasive technologies for sustainable mobility: State of the art and emerging trends. *Sustainability*, 10(7), 2128.

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Appendix 2 – Example of the report of Image Improvers



Road users Leuntje & Merien from Zeeland

Dear Zeeland Fan,

It is a real pleasure for us to approach you personally, outside of the surveys we send you once every six months. We very much appreciate your (regular) visits to Zeeland to share in the beauty of our great province. We are proud of our province, our residents, and our regular guests. This time, we want to involve you in our study aimed at, together, ensuring Zeeland remains a province we can be proud of.

Therefore, we would like to introduce Leuntje and Merien, road users in Zeeland, to you. We all travel in some form or way. We go to work, to school, drop-off and pick-up our children at/from school, and in our free time we make many trips for the purpose of hobbies, visits to friends and family, and holidays. Leuntje and Merien also travel frequently. They take their bicycles to go to the beach for nice walk in the sand and they also regularly go for a swim in the sea. Leuntje and Merien usually prefer to leave their car at home. They are seeing a constant increase in the use of cars in Zeeland and they want to do something about it.

Leuntje and Merien are already featured on a number of rubbish bins around Noord-Beveland. In this way, they strive to stimulate visitors to dispose of their rubbish in the bins. Now, they also hope to make a difference in the travel behaviour, so that residents and visitors alike become more aware of travel in the region.

In the survey, among other things, you are asked about your willingness to participate in a pilot that is linked to your travel behaviour when visiting Zeeland. You, and 200 other enthusiastic fans of Zeeland, responded positively to that question. Together, you will form the panel for this pilot. The aim of the pilot is to work together with you on an (even) more conscientious tourist destination Zeeland, by taking even more time to consider the impact of your travel behaviour in the region. If, in the period of 1 May through 30 September 2020, you are residing in Zeeland, we would like - with your permission of course - to follow you through the "VVV Zeeland app". We obtain insight into how, how much, and how often travel movements take place in Zeeland and because you are a member of this panel, we also want to share those insights with you. After the study period, you will receive a personal report containing insights into your travel behaviour in Zeeland.

While answering the survey about travel behaviour you (subconsciously) entered several statements. This has allowed us to place you into certain mobility profiles. Based on the answers you gave, we know how you think about your own travel behaviour, but the question is; does your actual (holiday) behaviour match that profile? We will let you know at the end of this study period!

Curious as to what profile you are currently assigned to? You can find out on the next page!



Image Improver

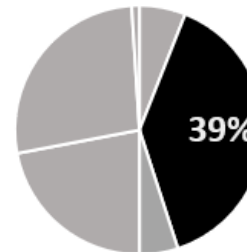


Based on your answers, you fall within the profile of: Image Improver

Together with 74 other panel members, you enjoy driving your car and do not feel that you should be limited in your choice to drive. You feel driving is practical and that it is part of your identity. Despite acknowledging that it would be good for the environment if there were fewer cars on the road, you are not quite convinced. Public transport does not appeal to you and you would prefer to increase your time spent walking or cycling before getting on a bus. You feel cycling can be a good way to get/stay fit. You also feel walking would be a good way to keep moving but you are discouraged by the amount of time that would involve.

Image improvers...

- Enjoy driving their cars and see it as a form of self expression
- Do not want to reduce their use of the car
- Are interested in cycling as a way to stay fit
- Believe it would be good if everyone would spend a little less time driving
- Are not really the type of people to get on a bus
- Would consider walking more but are worried about the amount of time that would take
- Would prefer to cycle more and maybe walk a little, rather than taking the bus



Motivation for the environment



Motivation for staying fit

Curious as to what other profiles there are? On the next pages, all profiles are detailed.



Devoted driver

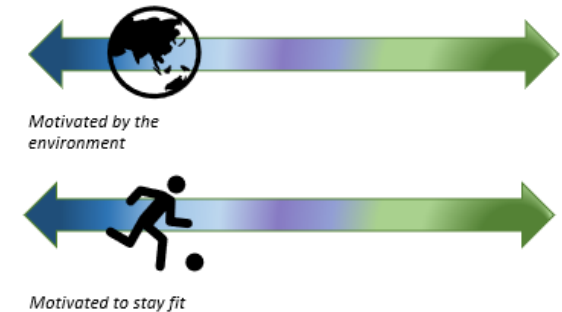
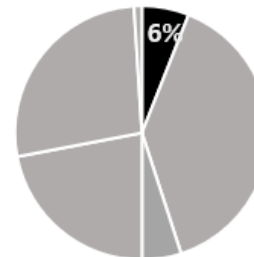


11 panel members are devoted drivers. For most trips, they prefer to take the car and they are not convinced that there are any other, realistic alternatives to the use of their own car. Devoted drivers have a tendency to think that successful people travel by car, it is a form of self expression.

A devoted driver is unlikely to even consider using public transport and preferably would not get on a bicycle either. The devoted driver finds means of transport other than the car to be too slow or too stressful. The devoted driver is less motivated to use their travel time to get/stay fit (by cycling or walking). Moreover, they are not especially motivated to reduce their (CO₂) emissions and the devoted driver does not feel there is any need to reduce the use of cars in general. Adding more roads would be the preferred method for avoiding traffic queues for car enthusiasts.

Devoted drivers...

- Regularly use their car and have no intention to cut back
- Believe successful people travel by car
- Find the use of public transport stressful
- Are not/less motivated to reduce car usage for environmental reasons or for staying fit
- Feel walking is too slow



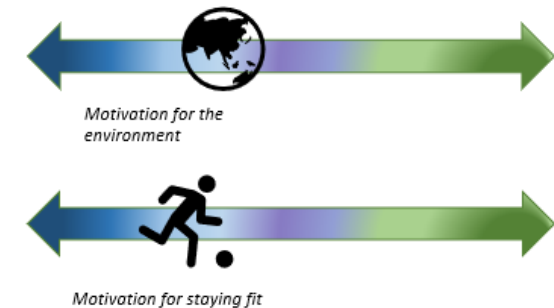
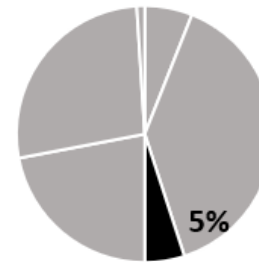
Malcontented motorists



10 panel members do a lot of their travelling by car but do find it quite stressful. They would like to reduce their use of the car but feel the alternatives are not sufficiently practical. Public transport does not always suffice and the hesitant traveller also does not like the idea of cycling. They do some walking now and again and actually wouldn't mind doing that more often. Purely because it is practical, not necessarily because it is healthier. The malcontented motorist is well aware of the environment but at the same time far from an expert in the matter. As such, the travel options they consider are not based on environmental reasons. Really, the malcontented motorist does not really know what the best mode of travel would be.

Malcontented motorists...

- Do not enjoy driving their car, they find it stressful
- Want to reduce their car usage, but do not want to increase their use of public transport
- Prefer to take the bus over the bicycle but do see the disadvantages of travel by bus
- Will walk because in some cases it is the practical choice
- Acknowledge that cycling is healthy but do not enjoy doing it themselves



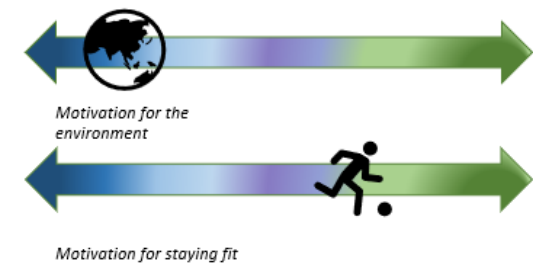
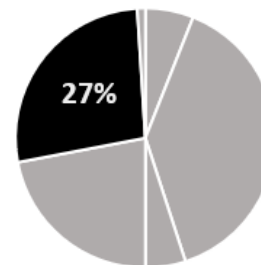
Practical traveller



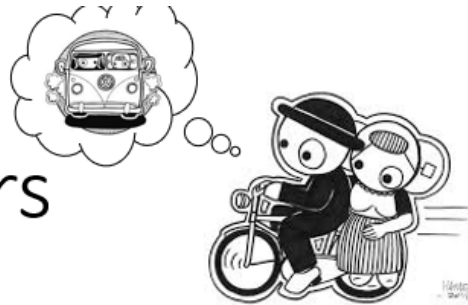
51 panel members primarily see the car as practical and use it only when necessary. They will often walk or cycle because, according to them, it is a fast and cheap option and because staying fit is important to them. The practical traveller is slightly less enthusiastic about public transport because it costs a lot of time. They are not easily motivated to adjust their behaviour because their current behaviour is already satisfactory to them. The practical traveller would not readily adjust their behaviour for environmental reasons.

Practical travellers...

- Use the car to get from A to B but will also consider alternatives like public transport, cycling, or walking
- Only use the car when necessary
- Would not adjust their behaviour for environmental reasons
- Walk and cycle regularly because they see it as a fast and cheap option
- Feel their behaviour is appropriately balanced
- Have no intention to reduce their car usage



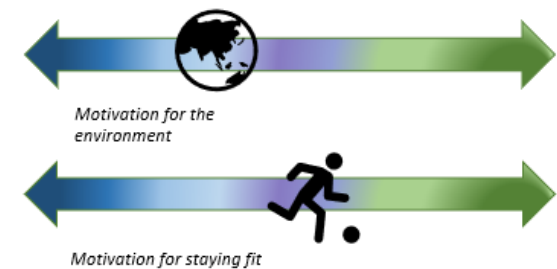
Car contemplators



The panel does not include any car contemplators. Car contemplators do not have a car at their disposal but would like to have one in future. They view car ownership as a symbol of success, freedom, and independence. Cycling is not something the car desirer enjoys, it is impractical and stressful, and despite believing walking to be healthy, they spend little time doing it. The car contemplator regularly uses public transport.

Car contemplators...

- Do not own a car but would like to own one in future
- Use public transport more frequently than bicycles but find both to be stressful
- Believe walking is good for your health



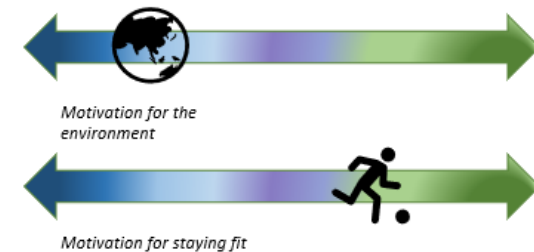
Public transport (PT) dependents



This panel does not contain any PT dependents. The PT dependent travellers do not drive a car themselves but do feel others should not be limited in their choice to do so. They feel public transport costs a lot of time but they do not see themselves getting on a bicycle either. They do not mind walking and, for health reasons, would prefer to do more of it. They show very little interest in the environment.

PT dependents...

- Believe that people should be allowed to use their car as often as they want
- Are less environmentally conscious
- Prefer walking over cycling or using public transport
- Use public transport but do not feel the bus is the fastest way



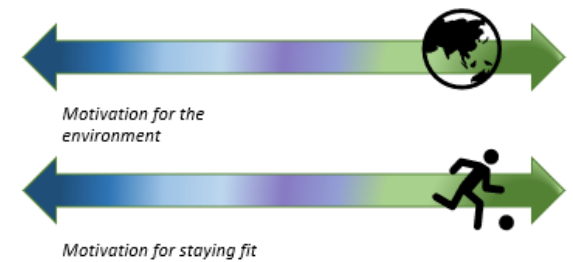
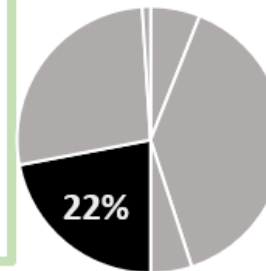
Active aspirers



42 panel members would like to reduce the use of their cars, especially over shorter distances. The active aspirer sometimes feels guilty when they use their car for short distances. However, they do not feel public transport is a suitable alternative. For practical reasons, they use the car quite often, for example to transport goods and/or children. The active aspirer would prefer to cycle or walk. According to them, it is healthy, enjoyable, stress free, fast, and gives them a sense of freedom. Walking and cycling is something they try to do as much as possible as part of their daily routine. Furthermore, they are highly motivated by environmental considerations, giving extra weight to the decision not to take the car.

Active aspirers...

- **Feel guilty when they use their car for a short distance**
- **Want to reduce the use of cars because it is better for the environment**
- **Enjoy cycling and walking as way of getting/staying fit**
- **Feel that reducing their own car usage can in itself make a positive difference.**



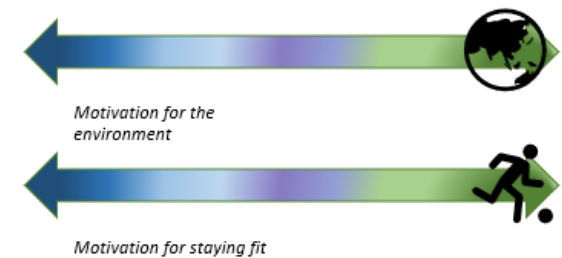
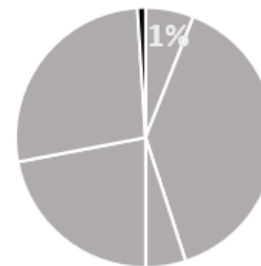
Car-free choosers



2 panel members deliberately choose not to drive a car. They also feel the car usage of others should be addressed. The car-free chooser primarily sees advantages in travelling by bicycle or on foot. It gives them a sense of freedom, it contributes to their health, and it is good for the environment. They also see no issues in using public transport (the bus in particular), it is relaxing and enjoyable.

Car-free choosers...

- **Feel driving a car is part of an unhealthy lifestyle**
- **Feel car usage should be reduced**
- **Prefer to cycle over taking the bus**
- **Believe walking is healthy and would prefer to do this more often**
- **Are very environmentally conscious and believe that reducing their own use of cars already makes a positive difference**





This concludes our explanation of the mobility profiles. Please note, this is a profile based on the statements you entered during the survey about travel behaviour. These profiles have been prepared as part of a European project named Segment (segmented marketing for energy efficient transport). You may not feel entirely happy about the profile that has been assigned to you. If that is the case, please do not read too much into the explanation of the profile. To gain better insight into your actual travel behaviour in Zeeland, we will send you an additional report after the conclusion of the study period. This will give you insight into your actual travel within Zeeland, which will likely be more agreeable to you than any suppositions made as part of these predetermined profiles. We will shortly send you more information about how we intend to measure this.

We very much appreciate your cooperation with this pilot and we look forward to sharing the results with you.



Feedback about the study

Dear Zeeland Fan,

Once again, thank you very much for your willingness to participate in our study. Together with you, as a 'Zeeland fan', we were able to take a first step in the right direction on the road to even more conscientious destination Zeeland. Because, through being more conscious and aware specifically about our travel behaviour, and by, among other things, making different travel choices, it is possible to reduce the impact of our travel behaviour. As such, we are happy to inform you that a lot more travel in Zeeland was completed on foot in comparison to previous years. By making even more people (visitors) aware of their travel behaviour, we can further reduce the use of cars in Zeeland and develop and provide suitable travel alternatives. That is what we, together with you, will continue to work towards.

When you applied for this study, you indicated that you would like to be more aware and conscious about your travel behaviour when visiting Zeeland. We appreciate that enormously. Subsequently, you indicated (through a short survey) that you have downloaded the VVV Zeeland app and that you give permission to share your location data. However, due to an unforeseen tightening of privacy legislation concerning the sharing of location data and related changes in IOS and Android operating software, we have had to determine that far fewer people were actually tracked than we wanted and had initially expected. So, despite the fact that a significant portion of the panel members did consent to being tracked, ultimately they are not present in the GPS dataset. Your data, unfortunately, is among the information we have been unable to retrieve.

Because we do very much appreciate that you wanted to take part in this study, we do want to provide you with more general feedback. On the next page, you can find more information about the general travel behaviour of the (overnight) visitors who were tracked through the VVV Zeeland app.

We hope that you have enjoyed your visit to Zeeland and look forward to welcoming you back in the future.

Kind Zeelandish regards,

HZ Kenniscentrum Kusttoerisme



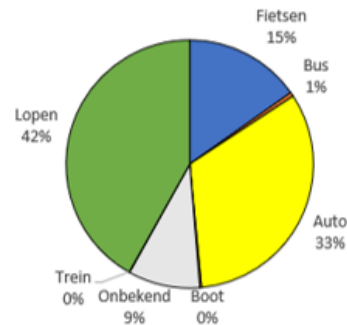
The average traveller



In total, 3200 people consented to being tracked. This concerns both overnight and daytrip visitors from within the region (residents) and from elsewhere. The holidaymakers were filtered out, they made a total of 2640 trips. These trips were primarily on foot (41.6%). Another large proportion of the trips were by car (32.9%). Looking at the total travel time of these trips, we conclude the users spent most of their travel time in cars (35.1%). Another significant segment of the total travel time was spent walking (32.6%), see images 1 and 2.

Image 3 shows the different locations visited by the app users. The dark green dots are the most visited places (hotspots), the light green saw fewer visitors. Perhaps you can remember your own activities? Did you visit relatively more busy or quiet places? And what were your primary means of travel? For example, did you also take relatively many trips on foot? Then, by doing that, you positively contributed to a more conscientious destination. Keep it up!

Aantal Reizen in 2020 = 2624



Reistijd in 2020

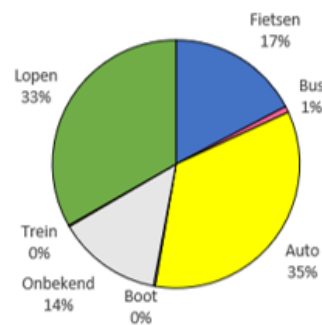


Image 1: number of trips in 2020 Image 2: travel time in 2020



Image 3: all locations visited by tracked holidaymakers in Zeeland in 2020

Thank you so much!

This pilot is part of the European project MOVE (Mobility Opportunities Valuable for Everybody) and is performed by researchers of HZ Kenniscentrum Kusttoerisme (Knowledge Centre Coastal Tourism). We have now come to the end of the project. We want to thank you very much for your involvement. We hope that you have found our communication enjoyable and hope to be able to approach you in future about further collaboration towards a 'conscientious destination' Zeeland.



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