



An Roinn Iompair
Department of Transport

Embedding sustainable mobility principles and practice into tourism activity

A national perspective

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Some Relevant Irish Policies

- [National Sustainable Mobility Policy \(2022\)](#)
- Climate Action Plans (annual)
- [EV Infrastructure Strategy 2022-2025](#)
- [Tourism Policy Framework \(2024\)](#)
- [Draft 'systems change' strategy – Moving Together: A Strategic Approach to the Improved Efficiency of the Transport System in Ireland \(possibly 2025\)](#)
- New Programme for Government





Our Ambition

- Make our towns and cities clean, liveable, attractive and safe
- Reduce overall vehicle kilometres travelled by 20% by 2030
- Halve emissions in transport by 2030.

What do we need to do by 2030?

- › Cut transport emissions by 50%
- › Change the way we use our road space
- › Reduce the total distance driven across all car journeys by 20%
- › Deliver 35 walking, cycling and public transport Pathfinder Projects around the country by 2025
- › Continue to enhance accessible public transport services
- › Invest circa €11 billion on new public transport infrastructure
- › Increase walking and cycling networks
- › Walking, cycling and public transport to account for 50% of our journeys
- › Nearly 1 in 3 private cars will be an Electric Vehicle
- › Annual increase of biofuels in transport fuel





National Sustainable Mobility Policy

Policy lifetime 2022 – 2030.
Action Plan 2022 – 2025 (91 Actions)

Targets - 50% increase in daily active travel journeys, and a 130% increase in daily public transport journeys by 2030

Focus on Delivery - Leadership Group ('Taskforce'), Delivery Team, PMO, Implementation Plan

Annual progress report each August

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Ireland's new Sustainable Mobility Policy will make it easier for you to walk, cycle and use public transport daily.

To cut Ireland's carbon emissions in half by 2030 we need to reduce our use of petrol and diesel cars. The policy will improve and expand walking, cycling and public transport options across the country to help you travel more sustainably.

Consider your journey
Can you move from place to place in a greener way? Over half of all trips under 2km are made by car. Can you walk or cycle short journeys instead? Or use public transport instead of driving a petrol or diesel car?

What's in the policy?

- Safe and green mobility**
 - > Expanding walking, cycling and public transport infrastructure across the country
 - > Moving the public transport fleet to low and zero emission vehicles
 - > Improving the safety of walking, cycling and public transport networks
- People focused mobility**
 - > Making walking, cycling and public transport more accessible for all users – including those with reduced mobility, disabilities and the elderly
 - > Introducing a more attractive fare structure
 - > Reallocating road space to prioritise walking, cycling and public transport
- Better integrated mobility**
 - > Adopting a transport-orientated approach to housing development to place new housing close to public transport
 - > Making it easier to switch between walking, bike, bus and rail on your journey

Sustainable Mobility is cheaper, good for your health and better for the environment!

For more information see www.gov.ie/transport

#ClimateActionIRL
#TransformingHowWeTravel

Mainstreaming policy through information



Getting to Ireland more sustainably

Want to reduce your carbon footprint when you travel to the island of Ireland? Here's our guide to making a more sustainable trip

Encourage tourists to use sustainable modes when they get here

How to get to and from Dublin Airport

Dublin Airport is located approximately 10km north of Dublin City Centre, which is accessible by bus, taxi, car, cycling or walking.

There are several transport options for those travelling to Dublin City Centre and beyond. You can travel direct to central locations such as O'Connell Street or connect to the rest of Ireland, by reaching Connolly and Heuston train stations, as well as Ireland's central bus station, Bus Áras.

View our transport map [here](#) for more information on the locations of our car parks, bus stops and taxi pick up points.

Encouraging tourists to use sail/rail initiatives



Travel to France by Rail and Ferry

SailRail tickets offer fantastic value for travel from any Iarnród Éireann Irish Rail station to France.

Bus



Dublin Airport is accessible by over 1,000 buses and coaches daily, reaching many areas in and around Dublin and towns and

Cycling and Walking



If travelling by foot or by bicycle, here's how to get to Dublin Airport safely.

[Cycling and Walking Information](#) →



Mainstreaming policy through practice and options

- Increasing the use of public and active transport by tourists, by providing options at key hubs e.g. ports and airports
- Rollout of charging points for EVs
- Extensive greenways programme
- TFI Leap Visitor Card (Dublin)



Greenways Visitor Experience & Interpretation toolkit



NCN - Galway to Dublin



[EV Infrastructure Strategy 2022-2025](#)



Climate Action Plans

Tourism

Strong focus on amenity and recreation use, and the potential for sustainable “slow” tourism and strategic trails development.

Small Intersection between Tourism and Transport

Local Authorities, Transport Infrastructure Ireland, Fáilte Ireland, Waterways Ireland etc are working together to progress a number of important tourism infrastructure opportunities e.g. the Galway-Dublin Cycleway; the Midlands Cycling Destination.

Climate Action Plan for Transport

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What are we doing already?

- Cutting public transport fares by**
 - ✓ 20% for all
 - ✓ 50% with Young Adult Card
 - ✓ Up to 43% on Nitelink services
- Delivering safe walking and cycling infrastructure**
 - ✓ Circa €360m spent on walking and cycling infrastructure every year
 - ✓ Including €60m on Greenways
- Improving bus services**
 - ✓ Connecting 67 towns
 - ✓ Providing extra 98,000 kms of service weekly to rural Ireland
 - ✓ Operating 1.3million kms of BusConnects services in Dublin in 2022
- Driving the switch to Electric Vehicles**
 - ✓ €100m in supports to help people switch
 - ✓ Zero Emission Vehicles Ireland set up to oversee the transition
 - ✓ 68% increase in EVs in 2022
 - ✓ €2m purchase support scheme for alternatively fuelled heavy-duty vehicles
 - ✓ Fleet Trials for commercial / light duty electric vehicles
- Progressing major transport projects**
 - ✓ MetroLink
 - ✓ DART+
 - ✓ BusConnects
 - ✓ Cork Commuter Rail
- Increasing biofuels in transport fuel**
 - ✓ Annual increase in the renewable transport fuels obligation rate
 - ✓ Establishing an advanced biofuel obligation rate
- Growing our public transport fleet**
 - ✓ Rolling out fully electric bus fleet in Athlone
 - ✓ 185 new battery-electric / electric train carriages
 - ✓ 41 new inter-city rail carriages

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New 'Moving Together' Strategy in development

- It's a strategy to improve the efficiency of existing system rather than building additional capacity
- It focuses on generators of transport demand, like tourism



Stakeholder Engagement

KEY

-  Government Department
-  Transport Agency & Operator
-  Local/Regional Authority
-  Other







Generators of Demand: People

-  Department of Transport
Department of Education
DECC
Department of Health
DTCAGSM
-  Irish Rail
Bus Éireann
daa
-  Laois County Council
-  An Taisce
Failte Ireland
HSE
OPW
Sport Ireland
Trinity College Dublin







Generators of Demand: Freight

-  Department of Transport
-  NTA
TII
Irish Rail
-  Dublin City Council
-  Amazon
Dublin Port
Enterprise Ireland
FTAI
IDA Ireland
IRHA
Port of Waterford



Captive Car Users

-  Department of Transport
DECC
DRCD
-  NTA
TII
-  Kilkenny County Council
North Western Regional Assembly
-  ATU Sligo
Dingle Hub
IBEC
NESC
Trinity College Dublin
Western Development Commission
Individual from consultancy, journalism



Recommendations

- Currently 30+ recommendations proposed as part of draft Strategy

Recommendation Themes



National Planning



Enabling Legislation



Empowering Local Authorities



Engaging Business & Industry



Citizen Engagement



Building the Evidence Base



Implementation



Public Sector



Long-term Approach to Taxation



Strengthening supports



Freight Efficiency



Engaging Education and Sport



Engaging with Business Sector to Embed Demand Management Principles and Practices





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Work with the operators of visitor attractions, tourist hubs and major event organisers to increase the proportion of visitors arriving at sites/festivals by public transport and other sustainable options.

Embed demand reduction principles in tourism and event planning by:

OPW and tourism companies' attractions with annual visitor numbers over 300,000 will be encouraged to develop Vehicle Proportion Reduction Plans.

Where public transport alternatives are in place, airports (with over 500 Pax) and events attracting over 20k will also identify measures, including the promotion of available public transport, to support captive car users/event attendees.

Avoid & Shift

DoT, D/
Taoiseach,
DHLGH,
DTCAGSM

OPW, Tourism Operators, Airports, Event Promoters, DHLGH, LAs, NTA

Q1 2025

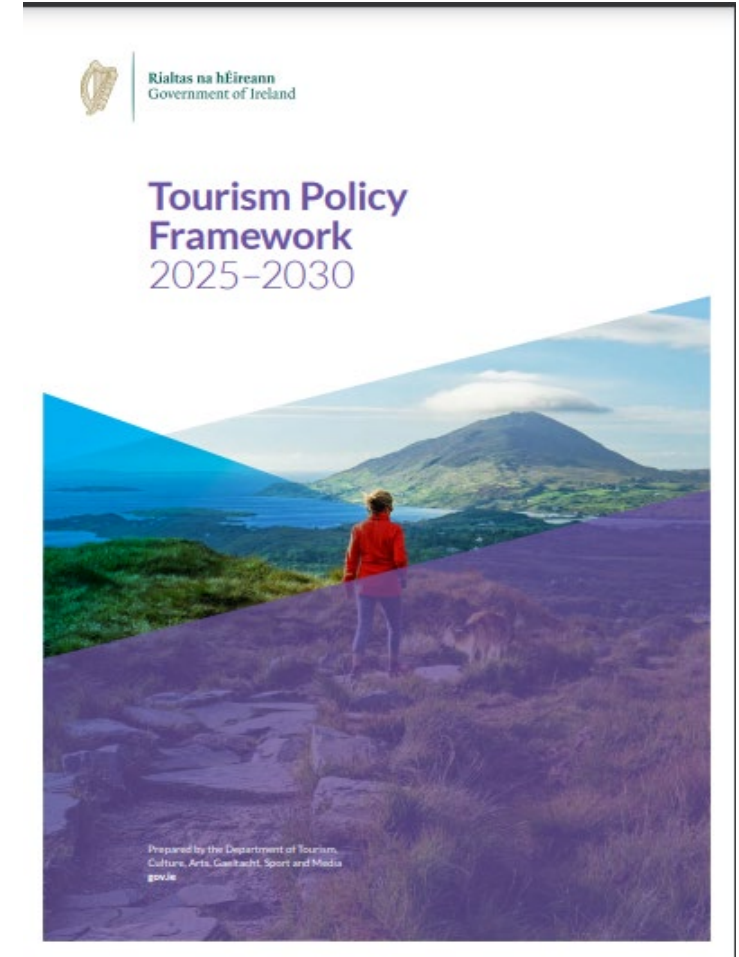
Template Vehicle Proportion Reductions Plans to be developed to assist companies. Explore whether licensing for large events, which are managed by promoters and coordinated with local authorities, takes sufficient account of demand reduction principles.

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Tourism Framework



- Section on addressing Transport Associated Emissions
- Larger tourism attractions will examine feasibility of using sustainable transport modes
- Tourism agencies will explore development of an online tool to enable decarbonised touring.
- Other approaches could include orientation plans for tourists, mapping electric vehicle infrastructure to tourism hotspots, transitioning car rental fleets to EVs, encouraging the coach tourism sector to adopt EVs, promoting active travel options such as cycling and walking and developing mixed mobility hubs.
- Commitment that all Destination Experience Development Plans (DEDPs) will include transport and access measures.





New Programme for Government

- Continue to support objectives in SMP & CAPs
- Work with local authorities and national bodies to improve public transport options and infrastructure to key tourism spots, making travel more convenient for visitors.
- Continue the development of greenways and cycle routes across Ireland expanding scenic options for tourists.
- Develop a connected network of greenways and cycle routes across Ireland.

<https://www.tii.ie/en/active-travel/greenways>
<https://www.failteireland.ie/Product-development/Activities/Cycling/Greenways.aspx>





Thank you

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