

# Application for the IRU City Trophy

Stockholm Coach Management Policy

  
**Stockholm**  
*The Capital of Scandinavia*





## **Content**

■	Background.....	<b>4</b>
■	Accessibility & Environment.....	<b>6</b>
■	Service & Facilities.....	<b>8</b>
■	Marketing & Promotion.....	<b>10</b>
■	The future.....	<b>11</b>

# Background

During TUR 2009, Scandinavia's largest travel and tourism fair, Stockholm was named Coach Friendly City of the Year by the Swedish Bus and Coach Federation. In connection with this we have been invited by the Federation to apply for the IRU City Trophy.



PHOTO: BJÖRN ANDERSEN/AMATION

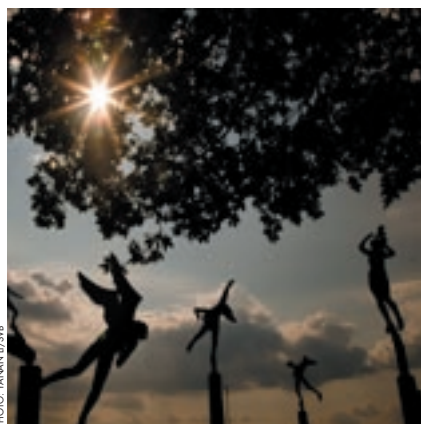


PHOTO: YANMIN LI/SVB



PHOTO: ALEXANDER DOCKEN/SVB

## Stockholm – The Capital of Scandinavia

Stockholm is the natural heart of Scandinavia, its financial centre and an influential city of culture. Stockholm also attracts more visitors than any other Scandinavian city and we can with pride call our city “The Capital of Scandinavia”.

As a visitor destination Stockholm is one of the 40 larger European cities included in The European Premier League, according to European Cities Monitor.

Stockholm was founded in 1252 and is built on 14 islands, where Lake Mälaren meets The Baltic Sea. It is impossible to ignore its proximity to sea and lake: a third of the city's area is made up of water.

The original centre of Stockholm, The Old Town, is today Europe's largest and best preserved medieval city centre. The Old Town and its neighbouring island Riddarholmen form a living, walker-friendly museum, full of visitor attractions, restaurants, cafés, bars and shops. The narrow, twisting cobble-stoned streets give The Old

Town its unique character. The whole town could be taken from a fairy tale, especially in the winter snow. The top attraction is the Royal Palace, one of the world's largest inhabited palaces, with over 600 rooms.

The Stockholm area has as many as three locations on UNESCO's list of cultural heritage sites; Sweden's very first city, Birka, the palace of Drottningholm where the Swedish Royal family live, and Världsarvet Skogskyrkogården (The Woodland Cemetery), considered to be one of modernistic architecture's most important creations, representing the Nordic philosophy concerning nature, life and death.

As well as offering a rich variety of major city experiences such as shopping, bars, restaurants, nightclubs, theatres, concerts and events, there are also more than 100 museums in the city. The most famous is The Vasa Museum, housing the world's only preserved seventeenth century ship, the Royal Warship Vasa.

Another landmark is Stockholm City Hall, built at the beginning of the last century and resembling a large Italian Renaissance palace. Here you can see the famous Blue and Golden Halls, where the Nobel Banquet is traditionally held on 10 December every year.

It is easy for visitors to make their own way around Stockholm, but there is also a wide selection of guided tours on foot, over the rooftops, by hot air balloon, taxi, horse and carriage, tram and boat. Naturally there are also guided coach tours around the city, in ten different languages.

Despite the attractions of the city, many feel the best thing about Stockholm is the wonderful, wild seascape of the archipelago, with its 30,000 islands, islets and skerries, beginning almost in the very centre of the city. It is this contrast between untamed nature and modern big city, known as urban nature, which makes Stockholm an entirely unique place to live and visit.



PHOTO: YSHUTTERSTOCK



PHOTO: RICHARD RYAN/SVB



PHOTO: GOMER SWANIN

## Stockholm's tourism statistics

The tourism industry is very important for Stockholm's economy and employment. In 2008, there were 26 million visits to attractions in Stockholm. Visitors to Stockholm spend € 2.1 billion a year, and generate work for 18,500 people.

Last year, visitors to Stockholm stayed for a total of 24 million nights. Of these, 9.3 million were in commercial accommodation such as hotels, hostels or camping. The average visitor stayed for 2.6 nights.

Hotels are the most popular form of accommodation among Stockholm visitors. There are 260 hotels in the Municipality of Stock-

holm, with a total of 23,600 beds. Stockholm also offers accommodation in 58 hostels, 20 camping sites and 9 holiday villages.

Over the last ten years, commercial overnight stays in Stockholm increased by almost 50 percent, and this trend looks set to continue.

Domestic tourism is important for Stockholm, with Swedish tourists accounting for two out of three commercial night stays. Among other nationalities, visitors from Germany, the UK, the US, Norway, Italy and Denmark generate most overnight stays at hotels.

Apart from visits including overnight stays there are also 5 million day visits to Stockholm by tourists travelling at least 100 km one way. Swedish visitors are also overrepresented here, while Finns make up the largest single foreign group.

Of Sweden's considerable domestic tourism market, Stockholm is the most popular destination for coach trips. Of the Swedish visitors to Stockholm, 8% arrive by coach. The average for other Swedish destinations is 6%.

## Co-operation & dialogue

Large visitor numbers contribute to the development and economy of a city in many ways. At the same time, more resources are needed, for example in the form of investment to improve infrastructure to handle the increased flow of visitors.

And sometimes an increase in tourism can conflict with other interests. That is why we need a close and constructive dialogue between the city and other stakeholders within, for example, the coach tourism industry, to minimise the problems as much as possible and work towards sustainable growth.

Over the past few years regular consultancy meetings have been held in Stockholm between the Municipality's Directors of Environment Health and Transport, and representatives of the Swedish Bus and Coach Federation, public transport and large local players within the bus and coach industry and transport.

The meetings include a tour around the city to assess coach traffic problem areas and how these can best be improved.

The latest consultancy meeting was held in February 2009 and one of the outcomes was a decision to increase traffic controls at tourist attractions and hotels, in order to improve access for coaches and their passengers.

"Sometimes an increase in tourism can conflict with other interests. That is why we need a close and constructive dialogue between the city and other stakeholders within, for example the coach tourism industry."

# Accessibility & Environment

Stockholm city is taking an active approach towards sustainable development that respects the environment and provides economic growth and employment opportunities. An important element is the enhancement of accessibility for visitors, which in turn facilitates the continued growth of the tourist industry. Below are some of the most important steps that have been taken to improve accessibility and environmental conditions.



PHOTO: HENRIK TRYGG/SVB



PHOTO: JONAS ROSJUNEN/STROMMA



PHOTO: JANE SWENSON

## Congestion tax

To reduce traffic congestion in Stockholm, a trial was begun in January 2006 imposing congestion tax on all Swedish vehicles passing in and out of the city. The aim was to increase accessibility and as a result improve environmental conditions. As part of the trial, public transport was enhanced and new parking areas created at the entrance of all main routes into the city.

The congestion tax came into effect in 2007 after being approved by the Swedish

Parliament. The main players are Stockholm City, Stockholm Transport (SL) and the Swedish Road Administration (VV).

The core objectives for congestion tax in Stockholm are to reduce traffic to and from the city by 10-15 percent during rush hour, enhance the level of service for Stockholm city traffic, reduce emissions of carbon dioxide, nitric nitrogen oxide and particulate matter, and to improve the city environment for both residents and visitors.



## Stockholm – the first European Green Capital



Stockholm has been named the first European Green Capital. The European Commission's new award encourages cities to improve the quality of urban life by

taking environmental considerations into account in urban planning. Everything from water protection plans to public transport and work to reduce fossil fuel emissions was assessed and Stockholm is considered a front-runner in all aspects. The Swedish capital will be the 2010 European Green Capital.

## Bus lanes for tourist coaches

Since January 2009 tourist coaches have been permitted to use the bus lanes on all roads in and out of Stockholm to further facilitate accessibility.



PHOTO: RICHARD RYAN/SYGMA

## Environmental zones

### Background and legislation

Environmental zones were introduced in Stockholm in 1996. The regulations for environmental zones apply to diesel trucks, buses and coaches weighing over 3.5 metric tons. These heavy vehicles comprise about 5% of the total traffic in Stockholm but account for 40% of nitric (nitrogen) oxide emissions.

Since environmental zones were introduced the regulations have been amended three times: 1998, 2002 and 2007. The current regulations state that vehicles not Euro certified or certificated Euro 1 and less than 6 years old may travel in an environmental zone. Vehicles certified as Euro 2 or Euro 3 must be under 8 years old, vehicles certified as/ or adapted to Euro IV may travel in the zones until 2016, and vehicles certified as/ or adapted to Euro-V/EEV until 2020.

### Evaluation and environmental gains

Since the environmental zones were introduced in Stockholm three evaluations have been carried out, the first in 1997, the year following their introduction, the second in 2000 and the most recent in 2008.

The results show that one year after the introduction of environmental zones, particulate emissions had fallen by 15-20%, hydrocarbons by 5-9% and nitrogen oxide by 1-8% compared with a non-environmental zone. In 2000 particulate emission had fallen by 40%, hydrocarbons 25% and nitrogen oxide emissions by 10%. During 2007, the environmental zones are estimated to have reduced emissions of nitrogen oxide by 3 – 4%, hydrocarbons by 16 - 21% and particulates by 13 – 19% compared with a non-environmental zone.

### The future

The purpose of environmental zones is to improve air quality in built up areas. Various methods can be used in continuing efforts to reduce traffic emissions. For example, vehicle categories other than diesel driven lorries and buses with a total weight of over 3.5 tons, such as lighter commercial vehicles, could be included.

# Service & Facilities



## Central parking for tourist coaches

In Stockholm's inner city there are about 40 different locations where tourist coaches can stop for parking, boarding and disembarking. The work of finding new, innovative parking solutions is ongoing in consultation with representatives of the coach industry.

Coach parking is available at many of the city's larger attractions, for example at the

Royal Palace in the historical Old Town, where coaches can park next to the entrance.

As far as possible coach parking and other traffic facilities in Stockholm have internationally recognised signage and use minimal text to make it easier for foreign drivers.

Information about coach parking with details about the length of stay, parking regulations, etc. is provided via an interactive map on the website [www.trafiken.nu](http://www.trafiken.nu) (in Swedish) and on the Stockholm Visitors Board's website [www.stockholmtown.com/traveltrade](http://www.stockholmtown.com/traveltrade) (in English).

## Current traffic information via web & mobile

The website [trafiken.nu](http://trafiken.nu) is a collaboration between Stockholm City, Stockholm Transport (SL) and the Swedish Road Administration (VV). The idea is to supply all travellers, regardless of method of transport, with up-to-the-minute and relevant information to contribute to a smooth journey.

The website also includes current information such as current traffic speeds on various roads and highways, road works, the location of road traffic accidents and their effect on traffic, disruptions in public transport services, public transport timetables and routes, road and weather conditions,

parking facilities, maps and cycle routes. For those already on the road, [trafiken.nu](http://trafiken.nu) is also available as a mobile service and as an interactive voice response. Currently all services are in Swedish.



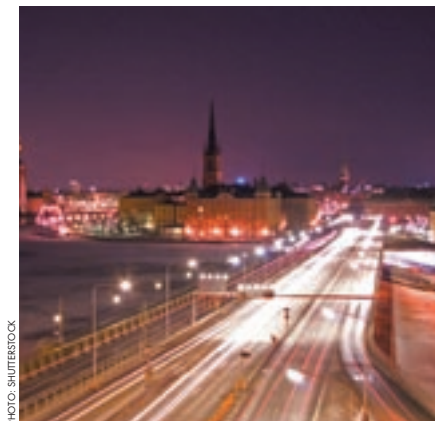


PHOTO: SHUTTERSTOCK



PHOTO: G. KAISER



PHOTO: SHUTTERSTOCK

## Cityterminalen – a complete travel centre

At the end of 2008 Stockholm's largest bus terminal, Cityterminalen, was re-inaugurated following considerable reconstruction aimed at optimising capacity and offering travellers and passenger transport companies enhanced service.

Cityterminalen is constructed on two levels with 19 gates. Around 100,000 buses and coaches from 500 different destinations in Sweden and the rest of Europe arrive and depart annually. Most are for scheduled long distance travel, but a considerable number are chartered. Cityterminalen is

often the first encounter with Stockholm for many air passengers, as it is the arrival point for buses serving Stockholm's four airports.

Tourist information is available at Customer Service in the terminal. Here you can also find various shops, cafés, restaurants, foreign exchange, toilets, access to the Internet, and a left luggage facility.

There are also amenities for drivers and other personnel, with a rest room, toilets and access to Traffic Control.

A new addition is an online service providing information about departure and arrival times updated in real time.

Next to Cityterminalen is Stockholm's Central Railway Station and T-centralen, the hub of the Underground. Easy access to all locations is provided by escalators and lifts. Taxis and inner city buses stop outside Cityterminalen and Central Station.

## Tourism service for tour operators & visitors

The Stockholm Visitors Board offers various types of service for arrangers of group travel. Many of the services are free of charge.

The website [stockholmtown.com](http://stockholmtown.com) offers an agent's manual in English containing practical information about Stockholm for tour operators and travel agents promoting visits to Stockholm.

Here you can find contact details and practical information about suitable hotels and restaurants for groups, coach parking, attrac-

tions, events and Swedish traditions.

There are also tips for arranging excursions, access to picture libraries and a whole range of sales texts, which can be used to market trips to Stockholm. It is also possible to order or print sales material and travel guides.

For those who want to hire an official tourist guide, there are currently 327 licensed Stockholm guides working in 30 different languages, including signed language.

Visitors can also visit the centrally located Tourist Centre with well-trained and multi-

lingual staff. In addition, a tourist service is offered via 350 virtual tourist offices located around the city at popular tourist locations.

Stockholm Visitors Board is continuously teaching staff at hotels and visitor sights about the city's attractions. And for the past two years even the city refuse collectors have been trained as Stockholm hosts, able to direct visitors and answer the most common questions.

# Marketing & Promotion



## Marketing activities

In close co-operation with the local tourism industry and other partners, the Stockholm Visitors Board is active in both the Swedish and ten international markets. It takes part in all the major travel fairs and workshops

and offers a range of services and sales support to tour operators and agents promoting Stockholm. Online and offline campaigns are run in selected markets.



## The Stockholm Card

The Stockholm Card has been created to make it easier for visitors to experience all of Stockholm's attractions. The card gives the visitor free entry to more than 75 museums and attractions, free travel on local traffic, free boat sight-seeing trips and bonus offers. The Stockholm Card is reasonably priced and valid for one or several days. Many tour operators and agents sell the card, encouraging their customers to get the most out of their visit.

## Familiarisation trips for travel trade & press

Seeing is believing! The best way to get to know a destination and plan a programme is to experience it for yourself. That's why the Stockholm Visitors Board helps over 3,000 representatives from international tour operators and agents annually with programmes and practical arrangements for

familiarisation trips. In addition, about 700 planned press visits are organised with the aim of attracting media attention to facilitate the marketing carried out by the tourism industry in Stockholm and travel arrangers.

# The future



PHOTO: SHUTTERSTOCK



## Co-operation & dialogue

In Stockholm we are well aware that coach tourism plays an important part in our success as a travel destination. This awareness encourages sensitivity to the needs of the business world for good infrastructure and accessibility.

That is why we are working towards an even closer dialogue with the coach tourism industry so that as far as possible any obstacles to growth and accessibility are removed

in line with sustainable development and good environmental conditions.

We also want to continue acting as a sounding board for product development and innovation within the coach tourism industry, to an even greater extent than we do today, so we can strengthen our role as a visitor destination and contribute to the success of businesses that arrange visits to our city.

“In Stockholm we are well aware that coach tourism plays an important part in our success as a travel destination.”