

Integrating tourism offer and flows into the implementation of a transit-oriented development policy within the Greater Region

UniGR-CBS Workshop – Tourism and Leisure at the Border

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Context

- Input from an ongoing research on Transit-oriented development in LATI project (Laboratory for Territorial Intelligence)
- Add another point of view in our research and complete the purpose with 2 main axes :
 - Leisure tourism
 - Business tourism



Specific features of the Greater Region

- Rapid population growth



- Wide geographical spread of cross-border workers



- Low housing density



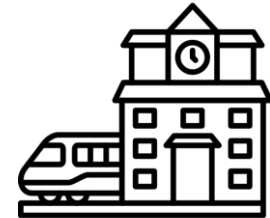
- Heavy reliance on cars



General observations

This research forms part of an effort to **reconcile urbanisation and public transport** to **reduce car dependency** for cross-border journeys between home and work, primarily towards Luxembourg City.

These **flows** of cross-border workers are **unbalanced**, with traffic concentrated in one direction during the morning rush hour and in the opposite direction during the evening rush hour, exclusively on weekdays.



Objectives



- **Include tourist flows and tourism offer** in discussions on the development of the TOD concept in the Greater Region
- **Promoting** modes of transport that are less reliant on fossil fuels
- **Strengthen** the **development of public transport infrastructure**, particularly the rail network and cycle routes, for leisure tourism, business tourism and workers' daily commutes
- **Improving residents' quality of life** and **enhancing** the **natural environment**

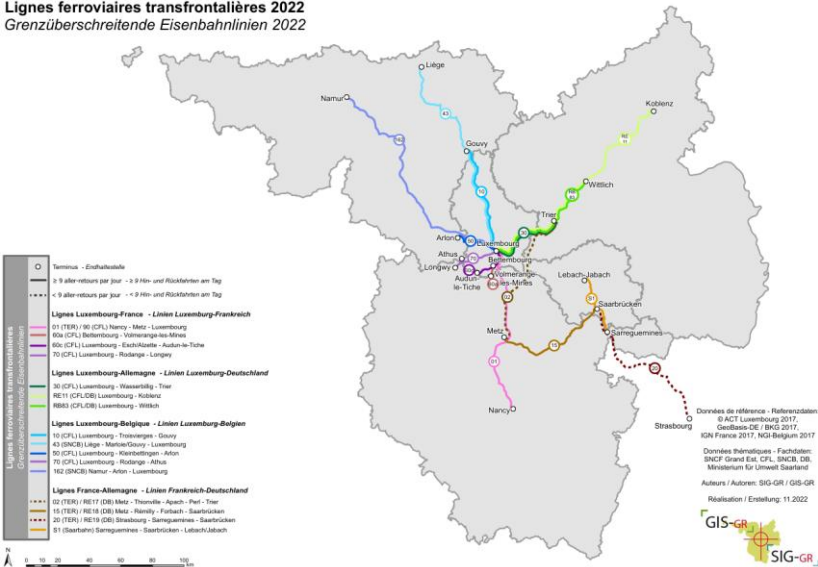
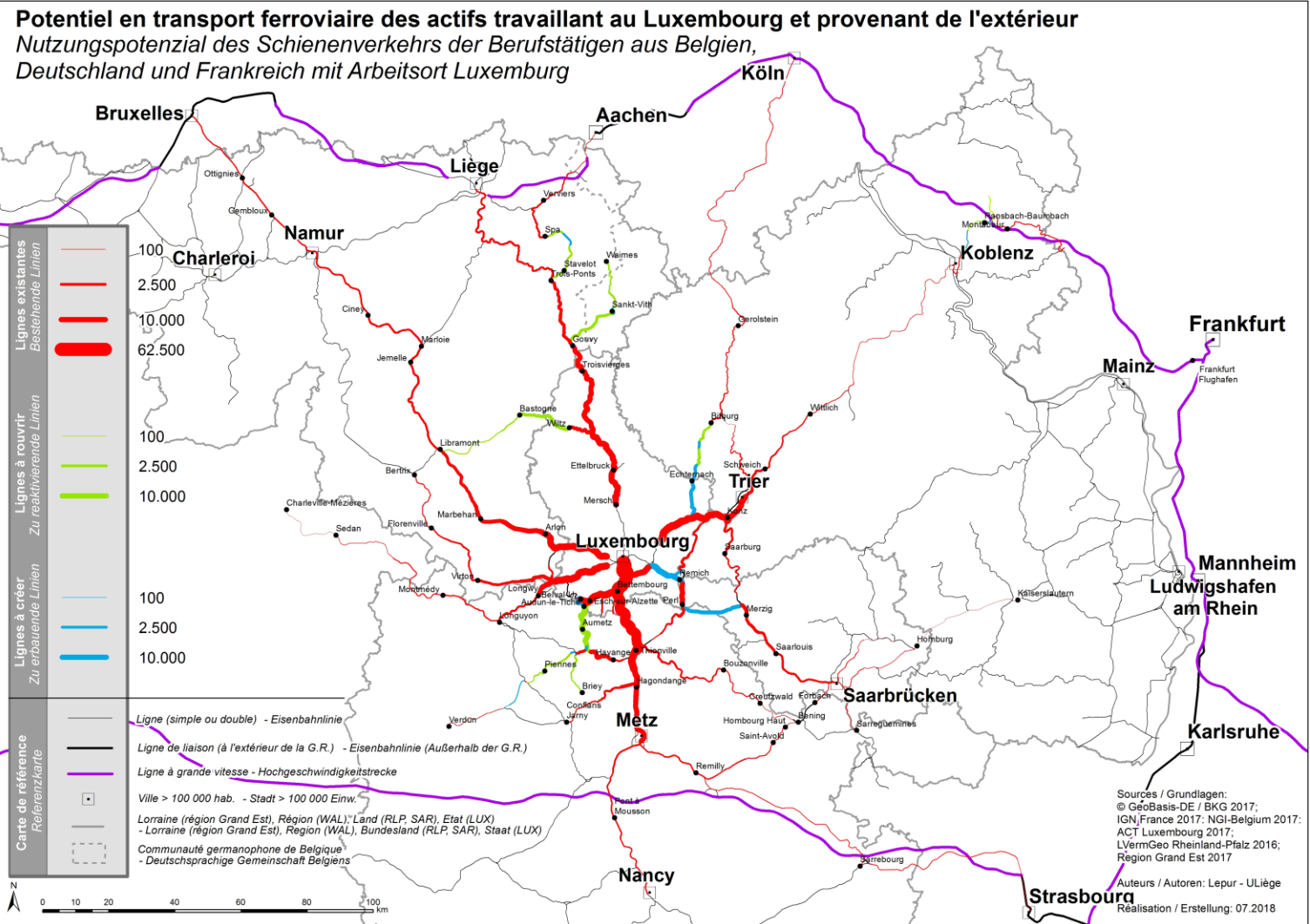
Opportunities

This research could also address **tourism-related mobility**, including **business** and **leisure** travel focused on **cities**, as well as leisure tourism linked to **soft mobility and nature, starting from railway stations**.

This approach enables a focus on both the connections between **Luxembourg City and the major metropolitan centres** surrounding the Greater Region – Brussels, Paris, Strasbourg, Frankfurt, Cologne, Mannheim and Aachen – and on the **suburban and rural tourist destinations** where public transport access is often lacking.



Limited business travel by high speed train



Cross-border railway lines 2022

The potential for rail transport of workers commuting to Luxembourg from outside the country

Means of transport used for business travel

Means of transport used for business travel in 2014, by destination (%)

	Avion	Train	Bus	Voiture	Autres
Belgique	4.7	30.8	2.1	60.9	1.4
Pays-Bas	13.6	15.1	1.3	70.0	0.0
France	9.7	55.5	0.0	32.1	2.7
Allemagne	24.2	3.7	8.1	63.9	0.0
Reste de l'Europe	80.3	4.5	1.0	11.9	2.3
Reste du Monde	100.0	0.0	0.0	0.0	0.0
Total	45.7	16.9	2.3	33.6	1.5

Source : T.I.P. BIEHL & PARTNER pour le compte du STATEC



In 2014, 55.5% of **business trips** by residents of the Grand Duchy to France were made by **train**, compared with 3.7% to Germany and 30.8% to Belgium.

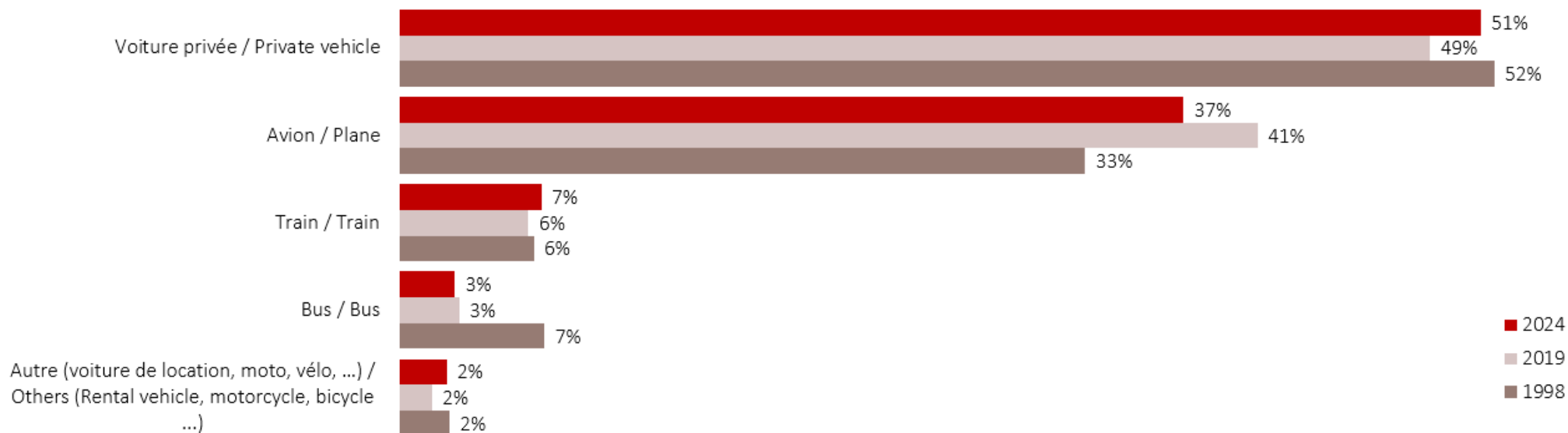


Air travel is significant for business travel between Luxembourg and Germany. Indeed, 24.2% of business trips by Luxembourg residents to Germany were made by air in 2014, compared with 4.7% to Belgium and 9.7% to France.

Source: <https://statistiques.public.lu/dam-assets/catalogue-publications/regards/2015/regards-12-15.pdf>

Mean of transport used to reach destination of the leisure trip

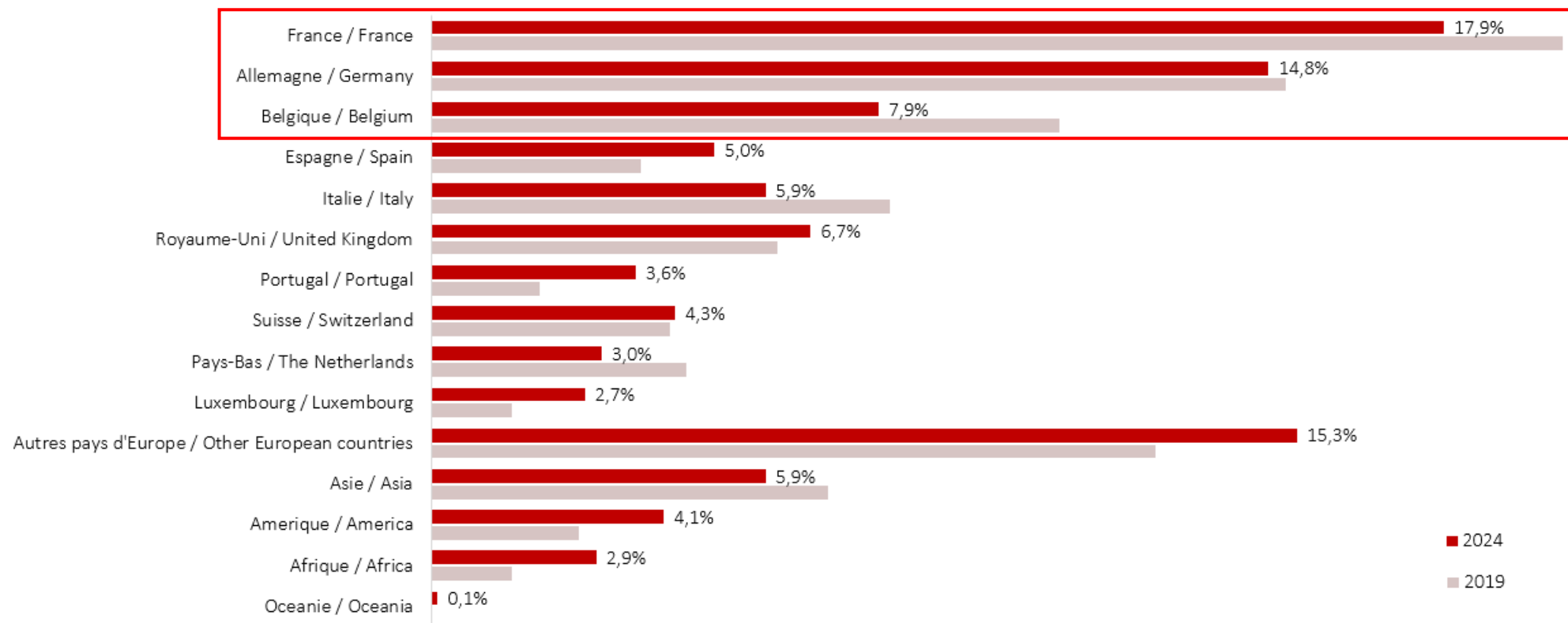
Moyen de transport utilisé pour se rendre à destination du voyage de loisirs (1998-2019-2024)/ Mean of transport used to reach destination of the leisure trip (1998-2019-2024)



Source: <https://statistiques.public.lu/dam-assets/catalogue-publications/regards/2015/regards-12-15.pdf>

Destination of business trips from Luxembourg

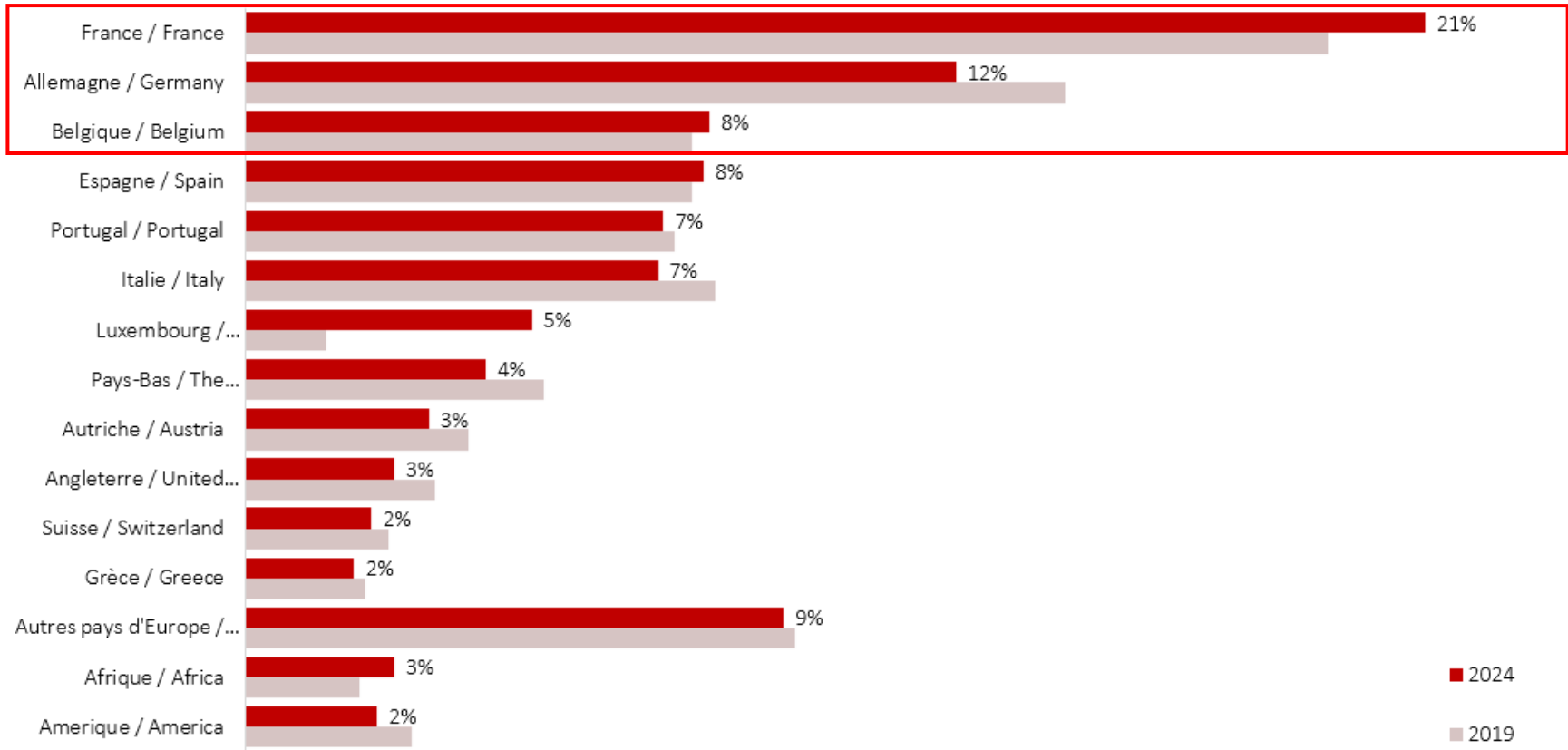
Destination country of business trips



Source: <https://statistiques.public.lu/dam-assets/catalogue-publications/regards/2015/regards-12-15.pdf>

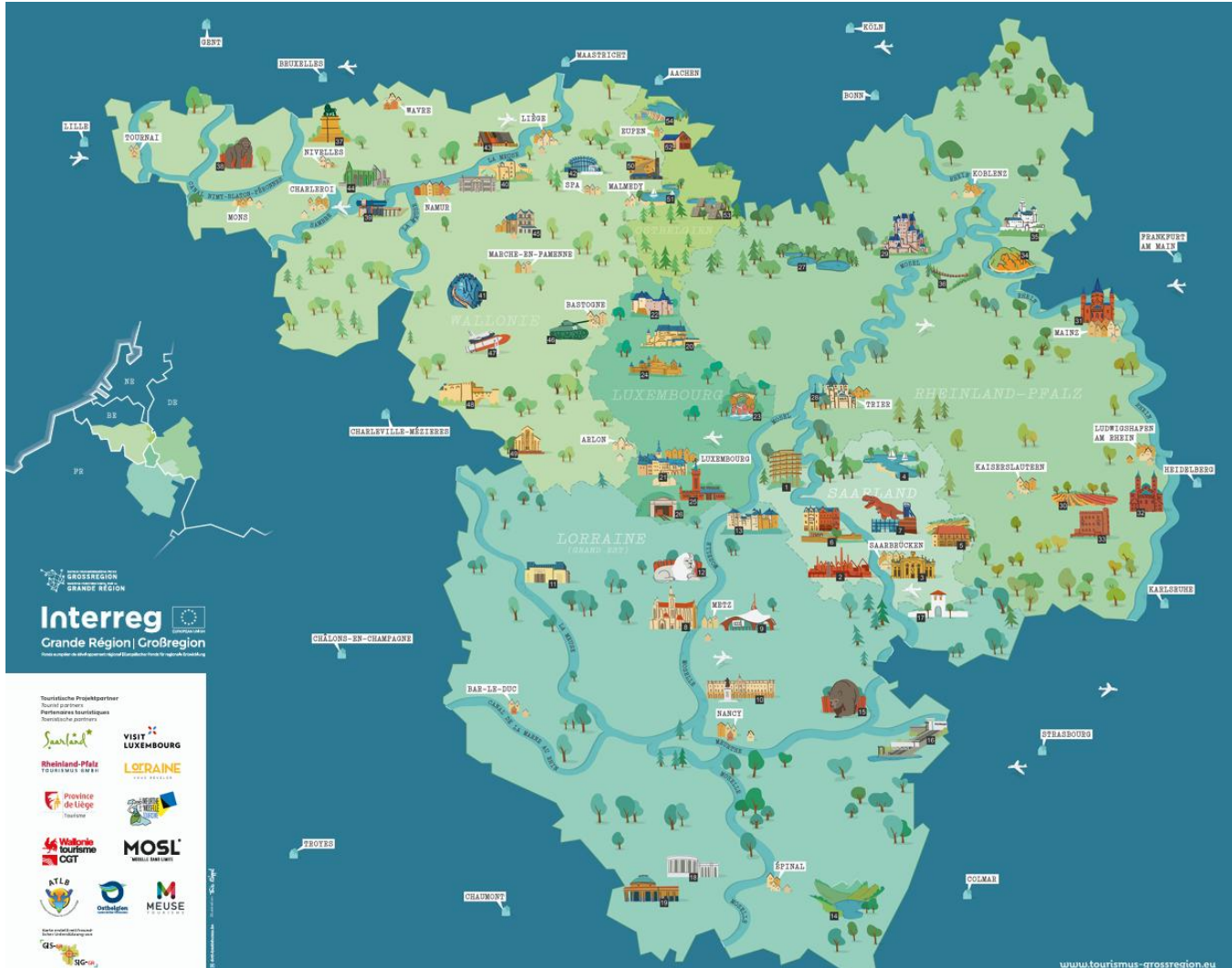
Destination for leisure trips from Luxembourg

Destination country for leisure trips



Source: <https://statistiques.public.lu/dam-assets/catalogue-publications/regards/2015/regards-12-15.pdf>

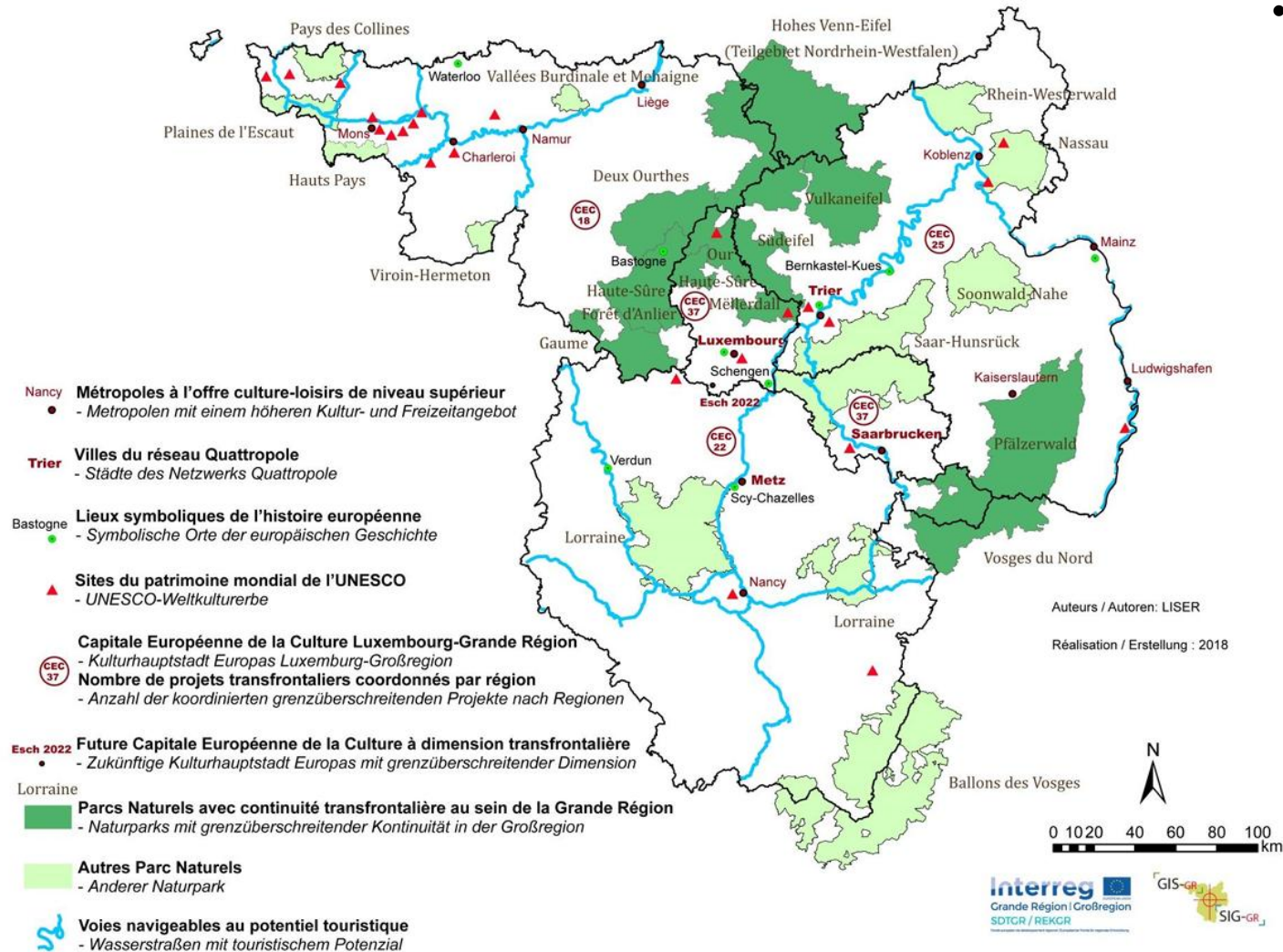
Tourist attractions and accessibility



- Numerous tourist attractions, both in **urban centres** and **remote areas** that are currently **poorly served by public transport**.
- Wide range of tourist attractions : heritage, natural, sporting, cultural, etc.
- **Tourism and mobility** (waterways, railway lines etc) have always been closely **interconnected**.

Tourist attractiveness in the Greater Region

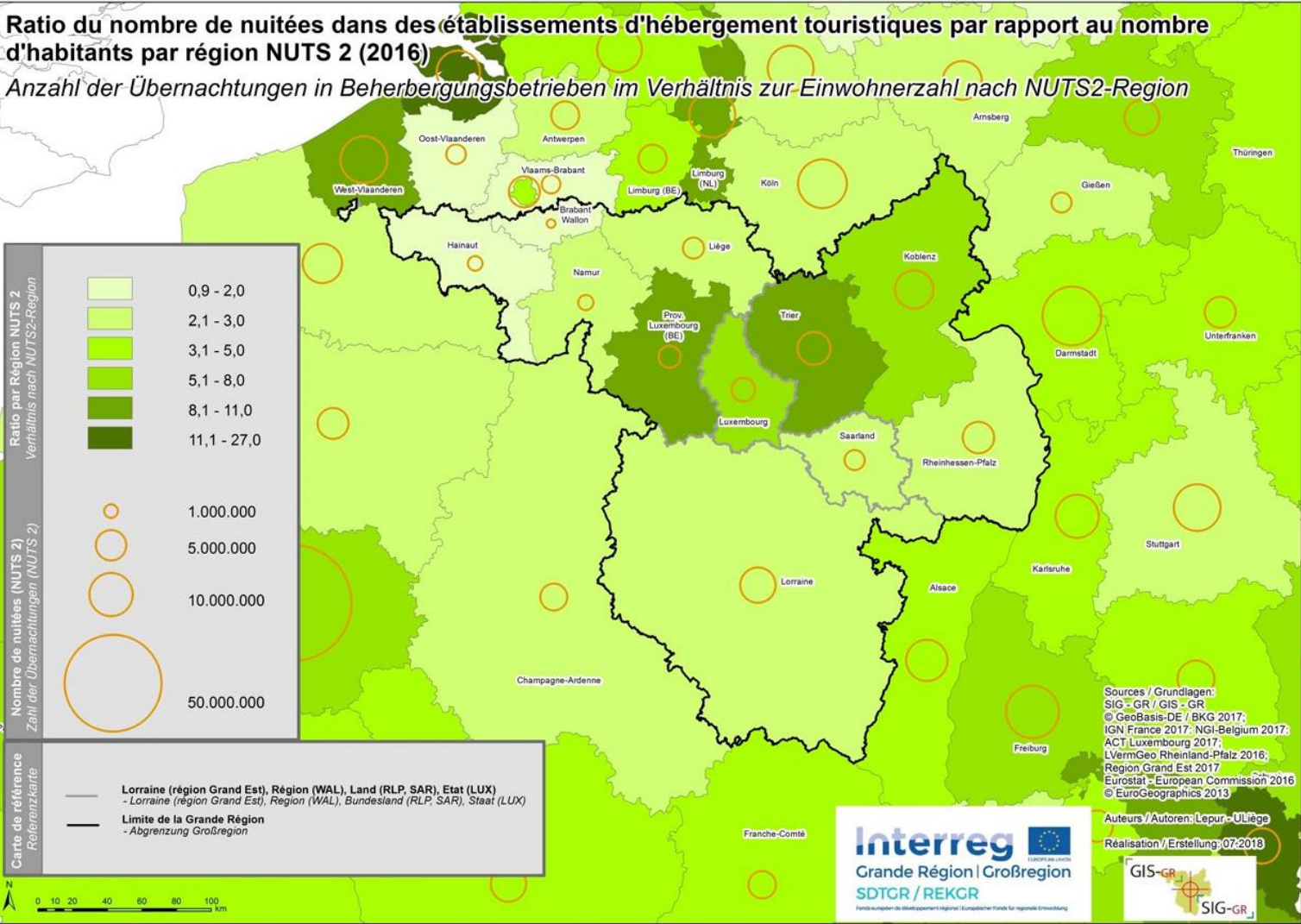
Attractivité touristique dans la Grande Région - Touristische Attraktivität in der Großregion



- The predominance of nature-based tourism with natural and national parks

Number of overnight stays in tourist accommodation establishments

Ratio of the number of overnight stays in tourist accommodation establishments to the number of inhabitants by NUTS 2 region (2016)



Number of commercial tourist overnight stays in the Greater Region in 2016 and trends from 2012 to 2016

Territoire	Nombre de nuitées en 2016	Evol. 2012-16 (en %)	Ratio nuitées par habitant en 2016
Rheinland-Pfalz	19.050.730	4,82	4,70
Koblenz	7.942.785	4,22	5,34
Trier	5.774.139	3,63	10,84
Rheinhessen-Pfalz	5.333.806	7,08	2,63
Saarland	3.020.012	32,00	3,03
Wallonie	7.749.825	19,18	2,14
Prov. Brabant Wallon	429.537	4,64	1,08
Prov. Hainaut	1.183.443	34,63	0,88
Prov. Liège	2.341.931	13,47	2,12
Prov. Luxembourg (BE)	2.565.695	23,49	9,06
Prov. Namur	1.229.219	14,71	2,50
Lorraine	6.754.112	6,69	2,89
Luxembourg	2.955.593	16,19	5,13
Allemagne	388.851.871	10,99	4,73
Belgique	36.855.214	17,87	3,26
France	404.763.426	1,06	6,27
Grande Région	38.685.557	10,58	3,34

Sources / Grundlagen : Eurostat, Saarland Statistisches Amt

Breakdown of overnight stays

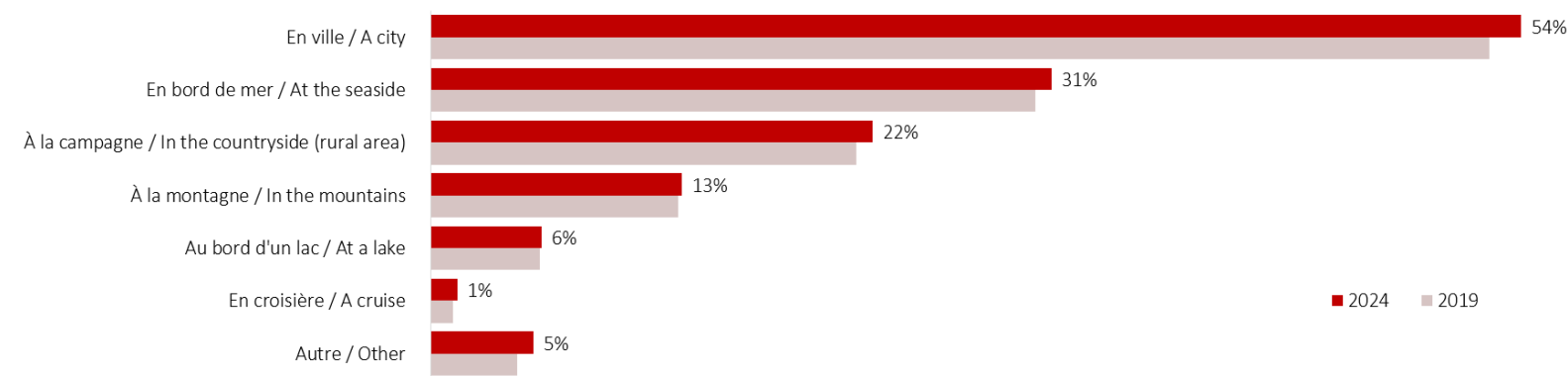
Breakdown of overnight stays in 2016 by destination and country of origin

Destination /Zielort	Provenance Provenienz	Belgique	Deutsch-land	France	Luxem-bourg	Pays-Bas/ Niederlande
Wallonie	Nuitées/Über-nachtungen	4.470.152	277.446	591.367	41.038	1.621.015
	Part/Teilen (%)	57,7	3,6	7,6	0,5	20,9
Rheinland-Pfalz	Nuitées/Übern.	948.364	19.167.958	152.592	85.700	2.745.584
	Part/Teilen (%)	3,8	76,6	0,6	0,3	11,0
Saarland	Nuitées/Übern.	54.163	2.551.469	83.993	36.113	93.951
	Part/Teilen (%)	1,8	84,5	2,8	1,2	3,1
Lorraine	Nuitées/Übern.	174.630	149.232	3.051.601	19.590	135.280
	Part/Teilen (%)	4,5	3,9	78,8	0,5	3,5
Luxem-bourg	Nuitées/Übern.	512.382	330.829	244.669	317.892	757.784
	Part/Teilen (%)	17,3	11,2	8,3	10,8	25,6

Sources / Grundlagen : SPF Economie – DGS ; Statistisches Landesamt Rheinland-Pfalz ; Statistisches Landesamt Saarland ; Portail statistique de la Grande Région ; STATEC

Geographical characteristics of the place of stay

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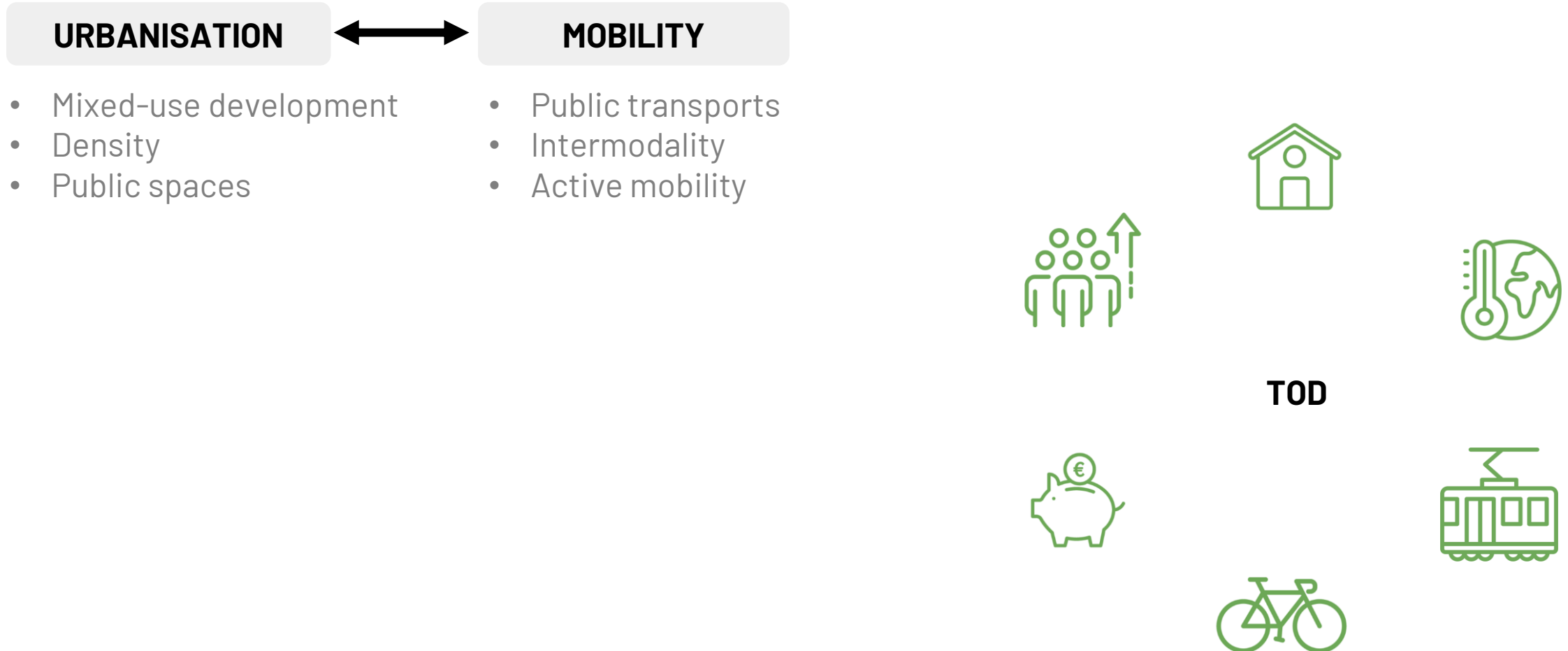
Number of overnight stays in 2016 in tourist accommodation in towns and cities with a population of over 100,000

Ville	Nombre de nuitées
Luxembourg	1.185.742
Mayence	934.642
Trèves	797.474
Nancy ¹	761.749
Metz ¹	691.557
Coblence	675.756
Sarrebruck	544.637
Liège	349.940
Ludwigshafen	243.636
Charleroi	242.703
Namur	174.708

Sources / Grundlagen : SPF Economie – DGS ; Statistisches Landesamt Rheinland-Pfalz ; Statistisches Landesamt Saarland ; Lorraine Tourisme (2017) ; STATEC

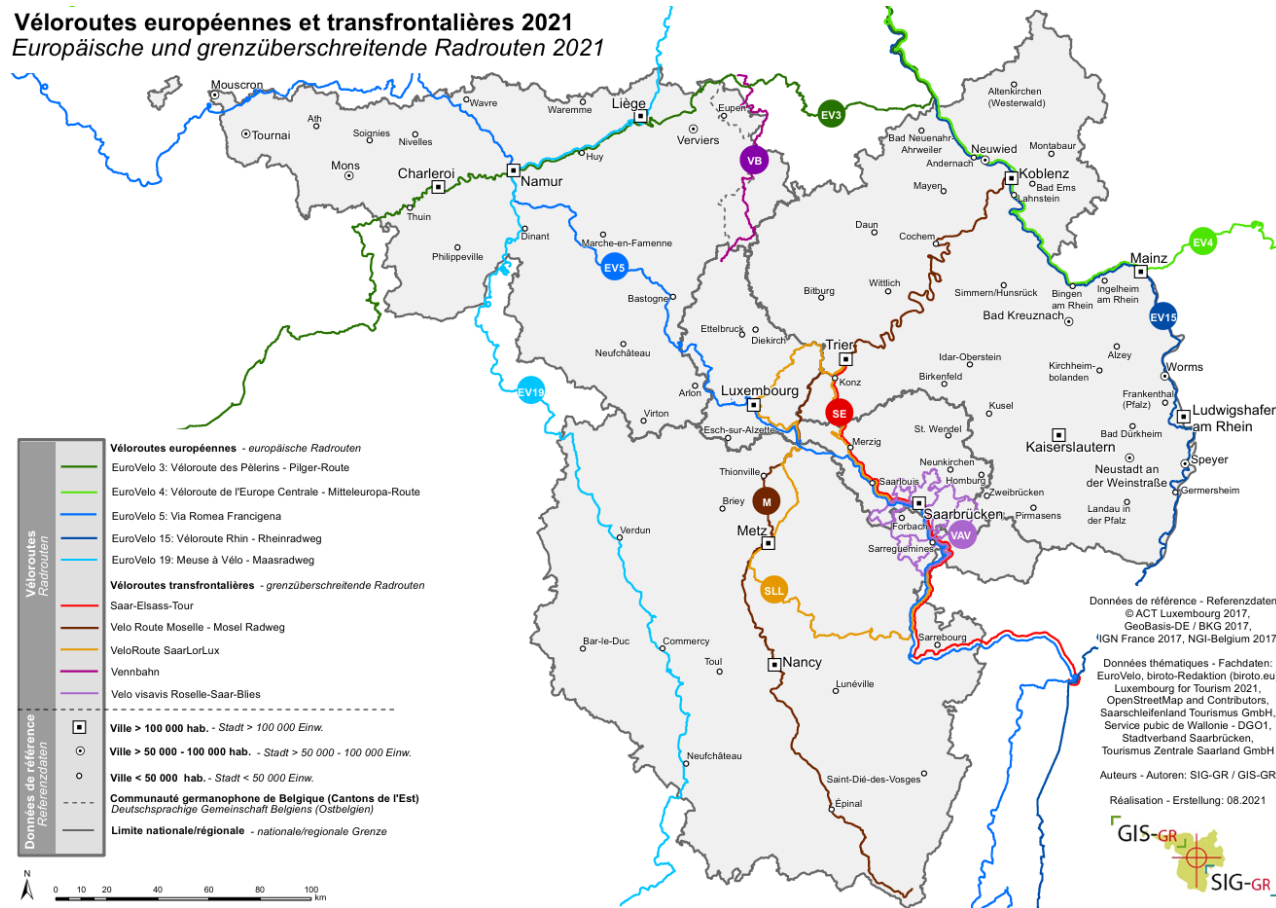
Source: <https://statistiques.public.lu/dam-assets/catalogue-publications/regards/2015/regards-12-15.pdf>

The potential of tourism and transit-oriented development (TOD)



Soft mobility and intermodal travel with rail

Véloroutes européennes et transfrontalières 2021
Europäische und grenzüberschreitende Radrouten 2021



European and cross-border cycle routes 2021

- **Cross-border cycle routes** include the **Vennbahn**, which follows a former railway line through three countries, and **EuroVelo 5**, linking London to Brindisi via Namur, Martelange, Luxembourg City, Schengen, Saarbrücken, and other towns.
- A network of **national and regional cycle paths** completes the cycling infrastructure
- **Soft mobility linked to train station** : “Bike and Rail” and “Hike and Rail” by the Luxembourg National Railway Company (CFL)

Complementarity between commuting and leisure and business travel

- To justify the investment required for infrastructure and rail transport projects, it is necessary to attract travel beyond commuting, particularly outside working hours.
- **Leisure and tourism flows** can boost demand when commuter traffic is low, such as at **weekends and during holidays**.
- **Combined**, business and leisure tourism, along with cross-border commuter travel, can help create the **critical mass** needed to **improve and strengthen rail and soft-mobility infrastructure**.
- In addition to providing a comprehensive international solution, this infrastructure enhances the **quality of life** for local residents by improving travel, environmental, and living conditions.





Thank you for your attention!