



MOBILITAS - MOBility for nearLy-zero CO2 in medTerranean tourism destinAtions

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Basic information

- 75 062 inhabitants
- Heavily relies on tourism
- 1 974 163 overnight stays
- 542 859 arrivals
- Concentrically built with the old town being the city centre with almost all key institutions, businesses and landmarks
- Constant traffic jams during the summer months
- No parking places
- Reduced quality of air



Zadar riviera



Implementation of WP3 Testing – Activity 3.4

Activity 3.4 Sustainable Urban Mobility Plans (SUMP) & other Policy Documents on Sustainable Tourism Mobility (STM)

ZADRA NOVA had developed the document *Study of cycling traffic and infrastructure in the City of Zadar*, which

- Defines measures for improving the cycling traffic in Zadar
- Is consistent with the master traffic plans (national/regional/municipal)
- Defines improvements to infrastructure, services, and communication
- Increases the capacity of the infrastructure for greater use of the bicycle
- All stakeholders were involved in the document



Project co-financed by the European Regional Development Fund

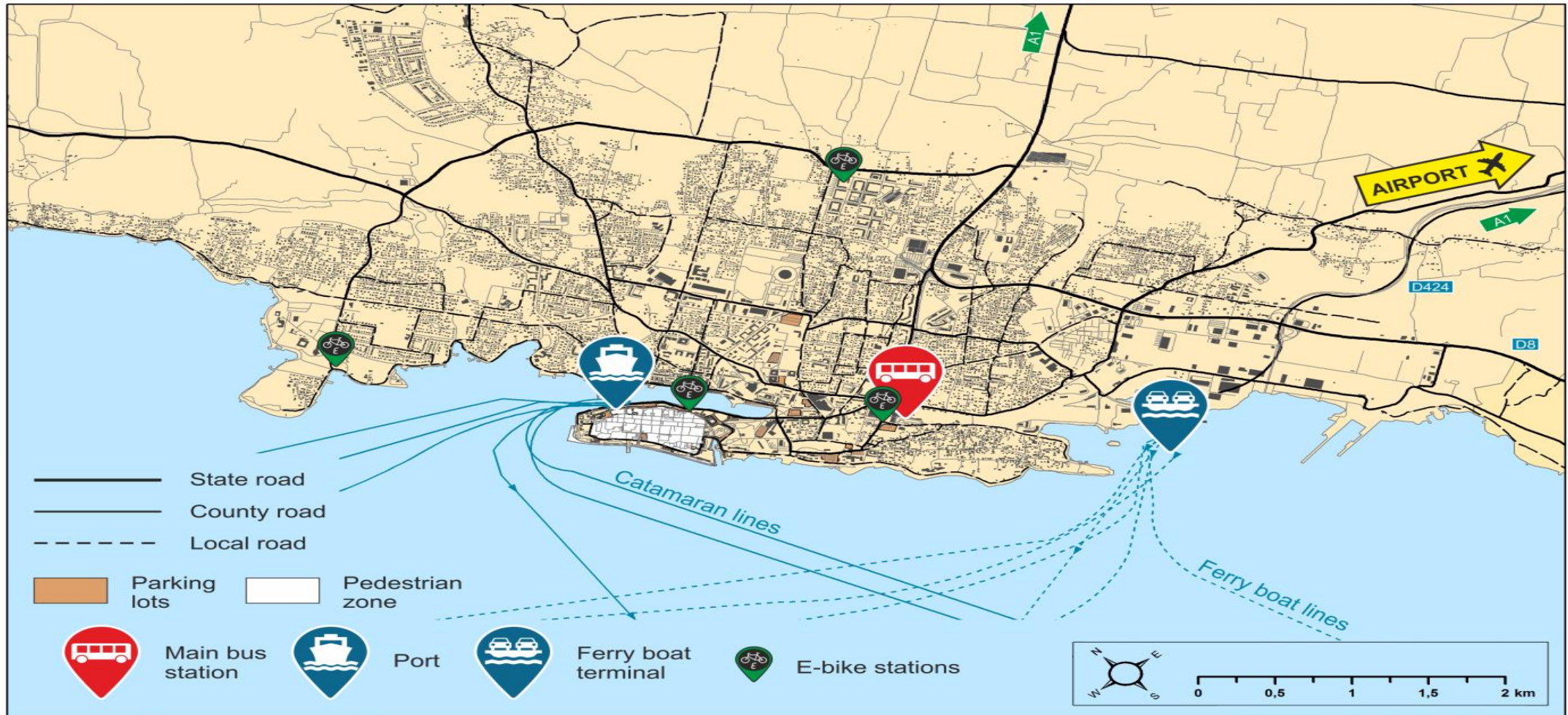


STUDIJA BIKIKLISTIČKOG PROMETA I INFRASTRUKTURE U GRADU ZADRU



Siječanj, 2019.

Transport system in the City of Zadar



Proposal of cycling network in the City of Zadar



Implementation of WP3 Testing – Activity 3.5

Activity 3.5 IT Tools applied to sustainable tourist mobility

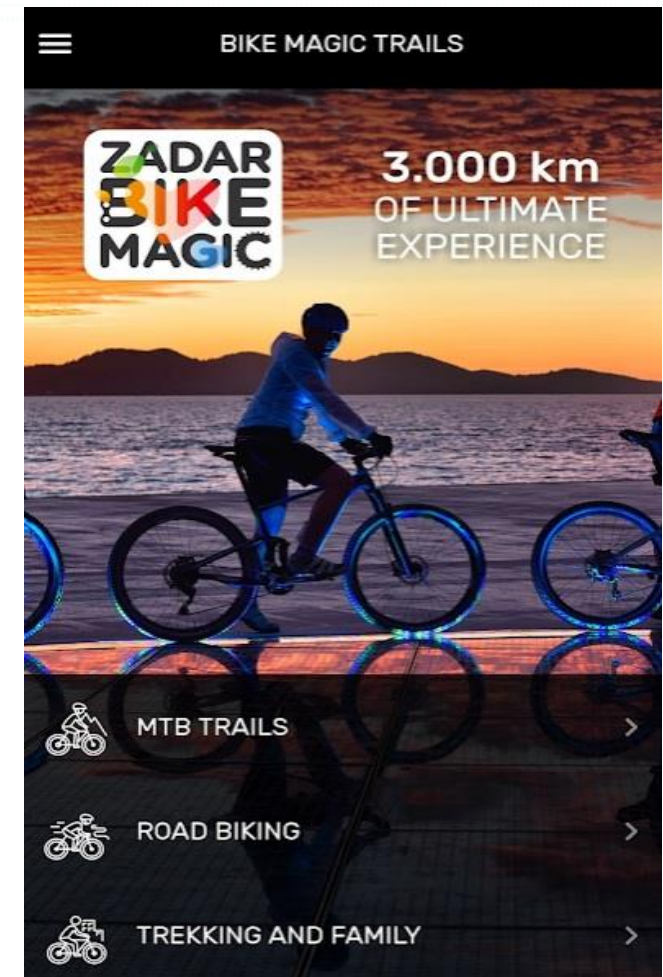
We have upgraded the existing mobile APP Zadar Bike Magic for iOS and Android platforms with traffic information

Source: <http://www.zadarbikemagic.com/>

The application:

- Defines 86 standardized cycling trails
- Defines around 3000 km of cycling routes in Zadar County
- Is an all-around guide for both tourists and local citizens promoting bike use

Status: finished, completed in February



Thank you for your attention 😊



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