

PILOT FOLLOW UP REPORT

WP 4 Intermodal Seamless Solutions
Activity 4.2 ICARUS Cross Border
Development
D.4.2.9 ICT Systems to better connect coast
and hinterland

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Pilot activity in a nutshell



ARAP designed and created an app “HAPPY TRAVEL” to facilitate access to information and to promote sustainable mobility in the area.

HAPPY TRAVEL provides:

- 1) Real-time information on means of transport/routes
- 2) E - ticketing
- 3) Information regarding cultural and tourist walking routes and points of interest

The home page consists of two main sections. “Plan your trip” and “Discover new place to visit”

The “Plan your trip” section allows the user to find the most suitable transport operator to reach the chosen destination. The "Discover new place to visit" page has 5 buttons, clicking on one of them will display the points of interest related to that category

Now the app is ready and available to download from the Android or IOS app store.

<https://play.google.com/store/apps/details?id=it.ideait.happytravel&hl=it&gl=US>

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The first time users enter, a short presentation appears for a quick and easy use. The application help users to easily plan travel and to fit the best solution to their specific needs. Users are able:

- To find the best travel solution, integrating urban, extra-urban and national lines and different modes of transport
- To learn needed information on timetables, near lines and stops and real time information on arrivals and departures
- To avoid going to the ticket offices, directly storing tickets in smartphone.

Stakeholders

ARAP developed activities for the diffusion of the app in the territory: reached key stakeholders in order to put the app at free disposal of citizens, local administrators and tourism operators. In these months ARAP organized:

- 2 Promotional meetings 22nd July 2021 – 15th October 2021
- Partnership with the TES Association for the diffusion of the App Bon voyage within the monthly newsletter 1st October 2021 **Target reached : 5.000 email contacts; 2.000 whatsapp contacts, publication on the social pages and on the association's website**
- Webinar 28th October 2021 on Radio Parco **target reached: 506 visualization of the webinar**
- November 2021: Activities of direct engagement of the Municipalities and tourist networks of the Abruzzo Region **Target reached: 305 Mayors of the Municipalities of the Abruzzo Region**
- Social campaign: **Target reached: Post coverage: 25.515; Interactions with posts: 416; Click on the link: 197**

Press involvement

Article title	Media name	Publishing date	Link to the article or hard copy track
A Vasto presentazione Icarus	Vastoweb	23/07/2021	https://www.vastoweb.com/news/flash-news/1050527/icarus-e-framesport-a-vasto-la-presentazione-dei-progetti-europei
Icarus e Framesport, due progetti	ZONALocale	22/07/2021	https://www.zonlocale.it/2021/07/22/icarus-e-framesport-due-progetti-dell-arap-per-

dell'Arapp per mobilità sostenibile e sviluppo microportuale			mobilit-sostenibile-e-sviluppo-microportuale/51682?e=vasto
Presentazione dei progetti Icarus e Framesport	IL NUOVO ONLINE	20/07/2021	https://www.ilnuovoonline.it/2021/07/20/giovedi-a-vasto-la-presentazione-dei-progetti-europei-icarus-e-framesport-dellarap-abruzzo/
APP HAPPY TRAVEL E PROGETTI EUROPEI ICARUS E FRAMESPORT: CONFERENZA STAMPA ARAP, LA DIRETTA	ABRUZZOWEB	22/07/2021	https://abruzzoweb.it/app-happy-travel-e-progetti-europei-icarus-e-framesport-conferenza-stampa-arap-la-diretta/
Porto, un progetto con la Croazia per sviluppare i traffici marittimi	IL CENTRO	22/07/2021	https://www.ilcentro.it/chieti/porto-un-progetto-con-la-croazia-per-sviluppare-i-traffici-marittimi-1.2665196

Arap Abruzzo era in diretta. 15 ott

In diretta da Teramo. Conferenza stampa "Project Financing pubblica illuminazione e progetti strategici Arap/Regione Abruz... Altro...



14 Condivisioni: 5 • Visualizzazioni: 668

Mi piace Commenta Condividi

Vasto 30

PUNTA PENNA » NUOVE OCCASIONI DI SVILUPPO

Il porto entra nei circuiti europei su mobilità e turismo sostenibile

Presentati dall'Arap i progetti "Icarus e Framespori" per incrementare rapporti anche internazionali. Il presidente Savini: «Chi arriva qui deve avere informazioni e servizi necessari alla sua permanenza»

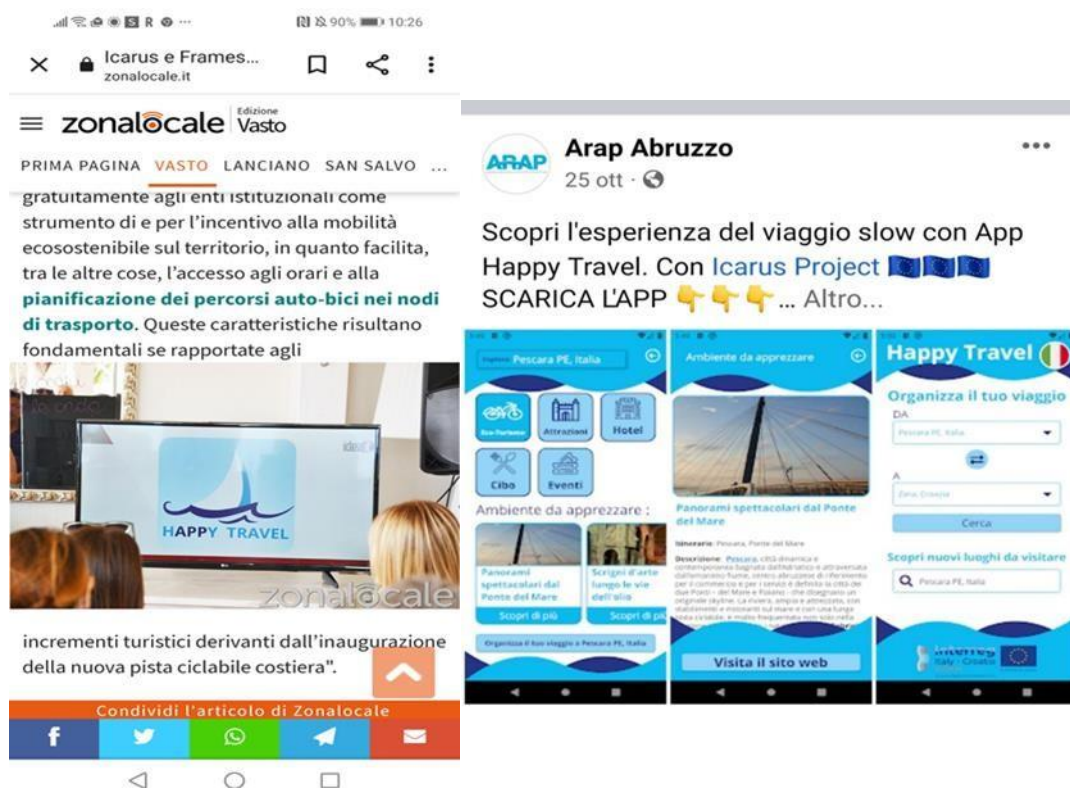
Dispartimento e riviera si allo sviluppo

Antonia salvata dall'engagement: è il quarto case stagionale

Incendio distrugge 15 ettari di vegetazione

Carpineti Sinello. Devastata l'area di contrada Polcorvo, lingue di fuoco vicino a case e agriturismo





Pilot outcomes

Until now the app collected the following information:

- n. of POI → 6614
- n. hotels → 4450
- n. of destinations → 358
- n. means of transport → 6

Satisfaction Questionnaire administered to a sample of users → positive feedback

Arap involved in a permanent cooperation the following stakeholders:

- All the Municipalities of Abruzzo Region
- Regional Authorities/associations: (Abruzzo Region, ASPO , Confesercenti Abruzzo, Assoturismo, Federalberghi, Chamber of Commerce Chieti/Pescara)
- Public transport: (TUA , Sangritana , Aeroporto d’Abruzzo, Trenitalia)
- Private transports: 2 (Pronto Bus , Di Carlo)
- Logistic center: 1 (Interporto d’Abruzzo, POLO INOLTRA)
- Non profit associations: 5 (Tes - CISC -Italia Nostra, La Cura del Tempo, Legambiente)
- Educational Institutions: Polo Liceale Mattioli Vasto . Istituto Onnicomprensivo Ridolfi Serzani, Istituto Onnicomprensivo S. Salvo

Arap intends to continue the collaboration with its partners and stakeholders even at the end of the project: on the one hand, it wants to enrich the app with new information on places and events; on the other hand, it wants to continue the activities to promote sustainable mobility through new initiatives and projects.