

sustainable mobility by offering the users alternative solutions and making them aware of the carbon footprint of their transport choices, while rewarding them for behavioural changes in favour of more sustainable solutions.

Find out more at: <https://fsr.eui.eu/publications/?handle=1814/68840>

4.2.3.2 Spreading the flow through urban planning; Porto

Decentralisation at the heart of tourism; Porto: In order to relieve pressure of high demand areas and facilities Porto has, as a part of its municipal master plan, promoted the dispersion of tourist flows and the creation of new centralities as well as stimulating the extension of stays. The decentralisation of tourism accommodation is encouraged by municipal regulations, and creation of new accessibilities and requalification of infrastructures have also had a pollinating effect, attracted new investors, and contributed to physical, economic, and social regeneration of these areas. Dispersion of fairs and markets has also created new poles of interest and attractiveness, reducing socio-spatial asymmetries.

Find out more at: <https://www.investporto.pt/en/news/porto-city-council-approves-new-municipal-master-plan/>

4.2.3.3 Spreading the flow with transportation; Bordeaux; Copenhagen; Dubrovnik

A destination that strikes a balance;

Bordeaux: Bordeaux aims to maintain a balance, such as the equilibrium found between the city's urbanised zones and natural spaces. This balance, sustained through the promotional activities of the Bordeaux Convention Bureau (BCB), avoids a bottleneck effect in terms of in-season tourist presence. Business travellers mainly come to Bordeaux in June, November and March (according to 2015-2018 statistics). Natural pathways are central to the city's tourism strategy,



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