



AIT – FIA Automobile Clubs' Mobilising Demand for Sustainable Tourism



**Alliance
Internationale de
Tourisme**



**Fédération
Internationale
de l'Automobile**

150 AFFILIATED MOTORING & TOURING ORGANISATIONS



100 million members plus globally



More than 42 million members in Europe



AIT & FIA – Champions of the Mobile Consumer

Focus of public policy agenda

- **Sustainable Mobility,**
- **Road Safety**
- **Consumer protection and Testing,**
- **Environment**
- **Tourism**

Putting members and car use at the heart of policy



AIT & FIA take Tourism seriously

Many AIT&FIA organisations were founded for touring:
Motoring, caravanning, camping, cycling and sailing

Observers Status: WTO,
Council of Europe
European Commission

AIT & FIA Tourism Policy

Guiding Principles:

- Mobility
- Safe conditions
- Hospitality

Ethics

- Sustainability of environment, social and cultural fabric, and economy



Clubs Meeting the Challenges

Emissions : Clubs promote

- cleaner, more energy efficient cars – EcoTest, TOWCAR
- Green driving practices – Eco Tour
- Information about fuel consumption, economies and alternatives : LPG / CNG
- ECCP, Kyoto

Congestion:

- Calls for better road networks- revenue neutral taxation reinvested in roads
- Staggering of holidays
- Information to facilitate traffic Flows, route planners- ERIC

Safety:

- EuroNCAP, EuroRAP, EuroTAP
- Quality safety mobility testing programmes EuroTEST



Promoting Sustainable Tourism

Automobile clubs key roles :

- Information providers
- Consumer protection

Enormous media resources & reach

Strong Brands and reputations



Strong Brands and Reputations

Rescue Services plus public policy builds trust

- ADAC, Germany considered more credible by young people than the Church and Green Peace
- In the Netherlands 3 out of 5 households have ANWB membership
- Clubs have and will continue to consult with national and international Administrations as well as operators for improvements

The AA Motoring Trust



ACP
Automóvel Club de Portugal





CLUB	Membership	Magazine	Circulation	page (€)	Websites
AIT/FIA Brussels		"Mobility"	3,000		www.aitfiabrussels.com www.aitfiaeurotest.com
ADAC, D	14,887,019	ADACmotorwelt	14,887,019	99,840	http://www.adac.de
RACC, Es	963,531	RACC magazine	850,000	6,000.00	www.racc.es
RACE,ES	364,019	RACE Magazine	400,000	7,680.00	www.race.es
AMZS, SI	100,528	Motorevija	100,000	2,500.00	www.amzs.si
NAF, No	426,824	MOTOR	420,000	8,000.00	www.naf.no
AA, UK	13,244,935	AA Magazine	11,984,819	25,000.00	www.aanewsroom.com
Caravan club	315,455	Caravan Club	315,455	N/A	www.caravanclub.co.uk
TCS,CH	1,476,951	Touring (D, It, Fr)	1,417,554	13,000.00	www.tcs.ch
ACI, It	1,100,000	ACI L'Automobile HP Transporti	1,100,000 150,000	N/A	www.aci.it
TCB, B	504,023	Touring	520,000	9600/ 7,200	www.touring.be
OAMTC, Austria	1,524,400	Auto Touing	1,453,468	20,700	www.oeamtc.at
ANWB,NL	3,864,112	ANWB Kampioen Auto&verkeer	3,752,296 3,752,296	45,000	www.anwb.nl
HAK, HR	140,000	HAK Revija	140,000	1,300	www.hak.hr
TOTALS	39,227,252		40,920,433		

Caroline Ofoegbu,
AIT&FIA, Brussels

4th Eurometing –European Regions,
Tourism and Sustainable Development
Florence, 5th November 2004



ACI, ITALY

- 107 provincial and local clubs
- 4 publications: l'Automobile Club, HP Transporti Cambio and Auto oggi (sold at the kiosks)
Total monthly circulation : over 5 million
- Rondò – weekly programme about car related activities (TV and radio) reaches 1.4m viewers



Not Forgetting

- Hotel Guides
- Camping & Caravanning Guides
- Maps
- Holiday Guide Books
- Route planners

Based on clubs' own inspections, evaluations and assessments which take sustainable practices into account



Putting Quality Standards to the Test

- Clubs' own benchmarking / testing programmes include sustainable criteria
- Regular inspections followed by widespread publication of results in general and own press together with tips for consumers and recommendations for operators and authorities
- Examples include ro ro passenger ferries, motorway service areas, railways stations, buses and coaches, bathing water quality, access to leisure parks for disabled people.



Car Based Tourism

- 180 million cars in the EU
- 56% of all tourism trips are by car (31% by plane, 10% by train)
- The car is the preferred tourism transport mode – Flexibility, independence, convenience, comfort – “Key to Freedom”



Touring contributes to tourism

- More locally based tourism
- "off the beaten track"
- "off season"
- away from "honey pots" to new tourism destinations
- "access to tourism for all"
- Regional regeneration and support of rural economies



Car-based tourism is local tourism

ADAC's route planner service 2004

Members prefer to holiday at home or nearby

Top three holiday countries for members who went camping :

- Germany -23.5%
- Italy – 19.6%
- Croatia -13.3%

Top holiday Regions for members who went camping

- Istria, Croatia (1)
- Friuli-Venezia Giulia (2)
- Tuscany (5)
- Lac Garda (6)



Important economic impacts:

■ Caravanning in the UK

- a GBP2 billion industry, 90 million employees,
- 18 million bed nights, accounts for 17% of all holiday spending
- Contributes GBP217 million to local economies



Respect for the Environment

- **“oases of biodiversity”** reference to campsites and caravan parks by Dr. David Bellamy, Biologist
- Caravan club (UK) alliance with RSPB (Song Thrush) 11% of members are members of RSBP
- Environmental audits –for camping and caravan sites
- Support for the new European Tourist accommodation Eco-label
- Monitoring of European Bathing Water Quality



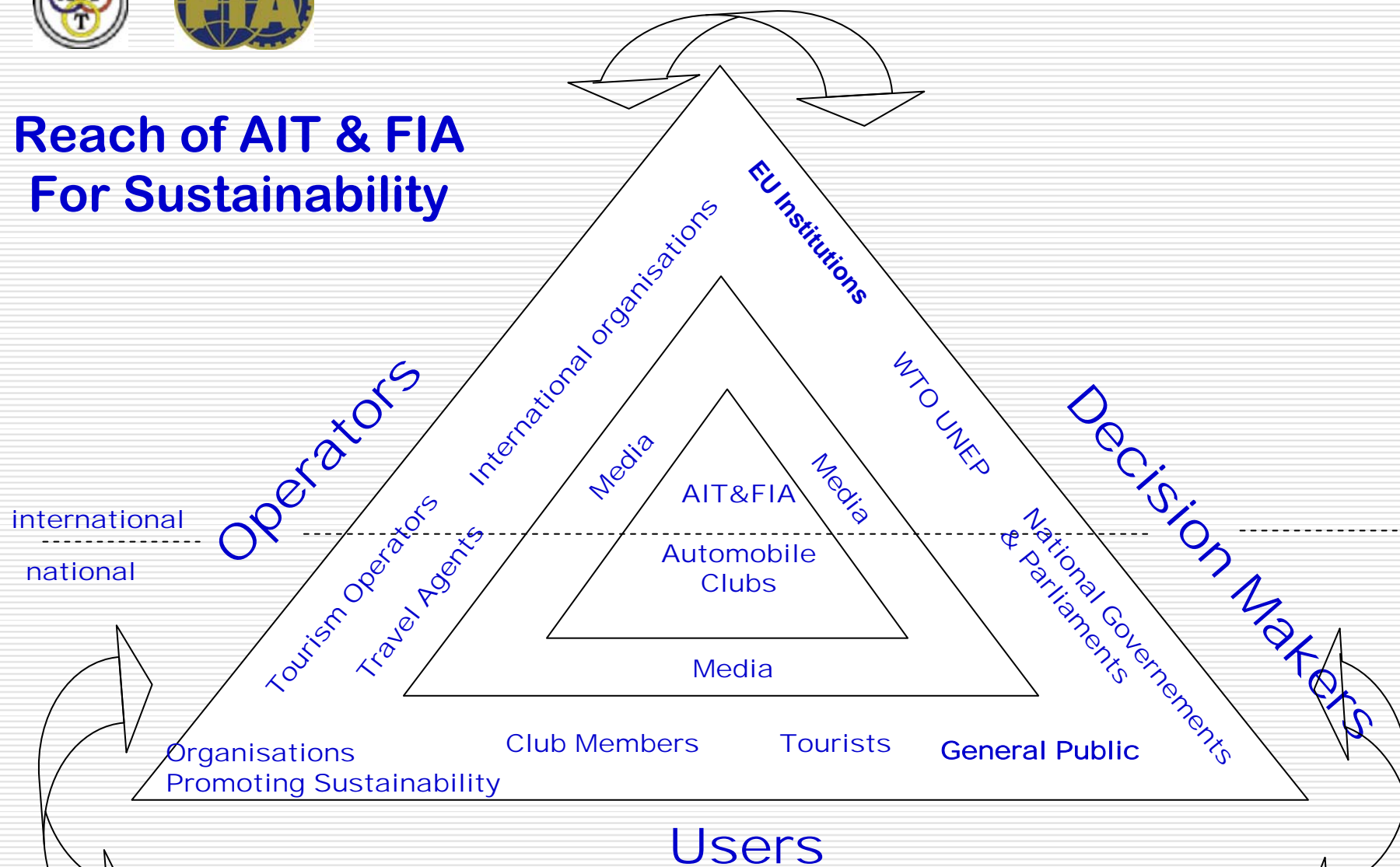
And Culture

Clubs encourage interest in man's heritage, achievements, traditions and cuisine

- Via Romana (an Italian initiative by ACI)
- Via Bono (a German initiative)



Reach of AIT & FIA For Sustainability



Caroline Ofoegbu,
AIT&FIA, Brussels

4th Eurometing –European Regions,
Tourism and Sustainable Development
Florence, 5th November 2004