



# What Moves Your Visitors?

Having an active travel plan can help your organisation understand visitor and staff travel behaviours, enhancing the visitor experience and staff productivity.

[www.LetsTravelWise.org](http://www.LetsTravelWise.org)

**TRAVELWISE**  
MERSEYSIDE®



Public Transport



Walking



Cycling



Traffic

# The Green Transport Plan Project

The project is promoting the use of public transport, walking and cycling to access visitor attractions throughout Merseyside, accompanied by improved provision of sustainable transport information.

## Your opportunity, Our opportunity

Demonstrating how easy it is to get to your attraction by greener means provides you with an opportunity to welcome more visitors who are not car owners, and may otherwise not have thought about visiting. We are offering FREE specialist support in all aspects of a transport plan development and sustainable marketing, including:

- Free use of our online travel survey tool
- A free online public transport journey planner for your website
- Free guidance and support from travel planning experts to help you produce a plan specifically tailored your business
- Free marketing resources and expertise

These are just a sample of the opportunities we can offer you which may help your attraction by:

- Improving transport options to your site
- Increasing visitor numbers and revenue
- Help reach current targets within Corporate Social Responsibility and environmental strategies

To get involved in any aspect of the Green Transport Plans project please complete your details below and send to:  
Andrew Elliot, 24 Hatton Garden, Liverpool, L3 2AN.

Name: .....

Business: .....

Email: .....

Telephone: .....

For more information about the project, please contact Andrew Elliot on **0151 330 1549** or email [andrew.elliott@merseytravel.gov.uk](mailto:andrew.elliott@merseytravel.gov.uk)

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