

Becoming part of Integra

An exciting opportunity to join an ever growing network

Integra provides greater interconnectivity between transport systems and clearer information within regional gateways, hubs and interchanges

Why become an Integra partner?

- ▶ Make your region/city more visible and accessible to visitors
- ▶ Give assurances and confidence to your visitors through the **Integra** quality label on collective transport information
- ▶ Promote a simplified transport experience, making travelling easier to/in the region/city and thereby encouraging visitors to use collective transport
- ▶ Gain a reputation as an 'open', collaborative and modern sustainable region/city (good for business)
- ▶ Remain in control of the information provided
- ▶ Share best practice, knowledge and networking with other partners

There are many benefits to becoming an **Integra** partner, from marketing communications to support and networking opportunities

What you get?

- ▶ New means to give information to visitors
- ▶ Portal and online travel guide with unique way of presenting your city to a large audience
- ▶ Marketing tools such as brochures, newsletters etc
- ▶ Networking opportunities (Integra Forum and workshops)
- ▶ Support & advice to shape travel information to various types of travellers
- ▶ The Integra reference that guarantees information quality, and gives assurance and confidence to your visitors



Connecting people & places across Europe



Welcome to Integra

A one stop-shop travel portal for Europe (starting with the Atlantic area)

Integra making it easy to travel to, from, and around the Atlantic regions using environmentally friendly, collective modes of transport

Integra Priorities

- ▶ Facilitate travel planning and organisation
 - ▶ Better use of collective transport systems
 - ▶ Enhanced network of local transport organisations
 - ▶ Where are the main places of interest (tourist, business, culture, education,..) and how to reach them with collective transport
- The Integra portal will provide global information on:**
- ▶ How to reach a "gate" of a city/region, then the city centre with collective transport
 - ▶ How to use the different transport modes available in the city/region
 - ▶ Be interfaced to the regional/ local journey planners
 - ▶ Be based on the cooperation with Regional/local transport Authorities
 - ▶ Open to a 'collaborative approach' (Web 2.0 approach)

How can you join Integra?

Integra has already built a network of interested organisations across Europe. We would like to invite you to join this transnational network.

Your organisation will benefit from updates on our research and development work, as well as widening our network and allowing us to deliver a stronger travel policy for the Atlantic area region.

Integra will keep members fully up to date with the project's progress as well as inviting them to seminars and events discussing the challenges that it can address.

The **Integra** Transnational Forum will take place in Lisbon 27-28 October 2011.

To be kept informed on developments in the Integra project, please visit www.integra-travel.eu and register for further information; or contact info@integra-travel.eu



European Union
European Regional
Development Fund

Investing in our common future

