

# Shared cars

## within Scottish tourism

Car clubs and ride sharing can have a positive role to play in helping visitors and tourists get to, and around, Scotland.

### Why shared cars?



Providing tourists with access to shared vehicles once they are in Scotland, can be a benefit to tourists, tourist attractions, and the local community, by:

- Improving access to local services, attractions, events and nearby destinations, thereby supporting the local economy.
- Reducing visitor-related traffic and parking congestion enhancing the quality of visitor experiences.

- Reducing environmental impact including reductions in transport-related carbon emissions.
- Enabling tourist destinations to build and promote their sustainability credentials, thereby helping to attract new and repeat visits.

### Car sharing models



Car sharing could cover a number of models including:

- **Car club** - gives people access to pay-as-you-drive vehicles which are available for hire on an hourly or daily basis, 24 hours a day, 7 days a week.
- **Peer to peer car club** - people who have underutilised vehicles can rent them out to other people typically through a service provider that supplies insurance and booking system.
- **2+ car sharing (ride sharing)** - sharing journeys in a private car with one or more passengers.

# How to make car sharing work?



The viability of establishing successful shared car services for use by visitors and tourists is dependent on a wide range of factors, such as density of visitors, seasonality, existing transport services and how it is embedded into the wider tourist / visitor offer.

## How to get involved



To find out more about how car clubs and ride sharing can play a positive role in the tourism sector, check out CoMoUK's report 'Shared Car Services in the Scottish Tourism Sector' available on the website [www.comouk.org.uk](http://www.comouk.org.uk), if you would like further information email [scotland@comouk.org.uk](mailto:scotland@comouk.org.uk)

## Case Studies

On our website you will also find three case studies focused on how shared transport has been used to enhance tourists experiences to the [Isle of Wight](#), [Lake District](#) and [Werfenweng](#). Each case studies looks at how each location has made shared transport work for them in highly unique ways.



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