

Attractiveness of European regions and cities for residents and visitors

Main Aims and Objectives

- Investigate territorial attractiveness and its spatial distribution.
- Analyse the relationship between the flows of visitors/ migrants and place-based characteristics (territorial attractiveness).
- Suggest spatial development policies that might influence patterns of mobility.

What is territorial attractiveness?

- A set of place-based characteristics that result in a balance of 'attracting' and 'retaining' flows of people, finance and ideas to/within a regional economy.
- These place-based characteristics are conceptualised as a mix of: environmental capital, antropic (physical) capital, socio-cultural capital, economic and human capital and institutional capital.
- For place-based assets to 'work', they need to be mobilised by organizations and agencies (governance networks) operating in the area.

Attractiveness of what and for whom?

- The project concentrates on flows of people, as either migrants or as visitors.
- There are differing explanations as to what makes a place attractive as a destination. These tend to concentrate on the mobility drivers for different groups of 'movers':
 - ◆ Good jobs and a quality of life within the EU;
 - ◆ Opportunities of integration;
 - ◆ Good climate and cultural attractions.

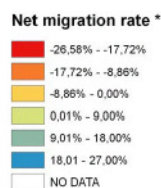
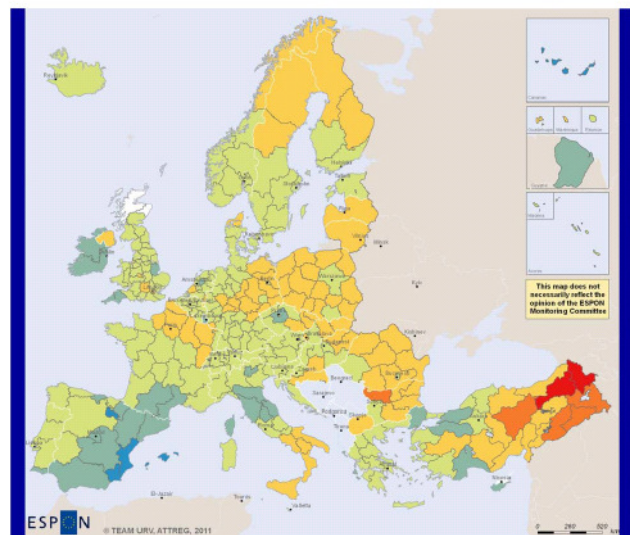
Four characteristics of attractiveness (the conventional wisdom)

- Current attractiveness depends on historic levels of attractiveness.
- The attractiveness of a place is likely influence to the attractiveness of neighbouring regions.
- Attractiveness is a relative factor of spatial differentiation: a place can become attractive when others lose some of their attractive features.
- Place-based assets need to be mobilised by policy-makers/actors.

The map shows:

- Net migration out of Eastern Europe and towards southern Spain and Portugal, Ireland, northern Italy and areas of the Mediterranean

Global net migration rates, 2001-2006



* Average net migration rate calculated over the period 2000-06

Attractiveness of territorial assets

The first phase of the project:

- Created regional typologies of mobility (migrating and visiting) patterns.
- Explored the patterns of correlation between territorial assets and people flows.
- Identified regions that appear to over/under-perform in attracting people relative to their place-based assets.

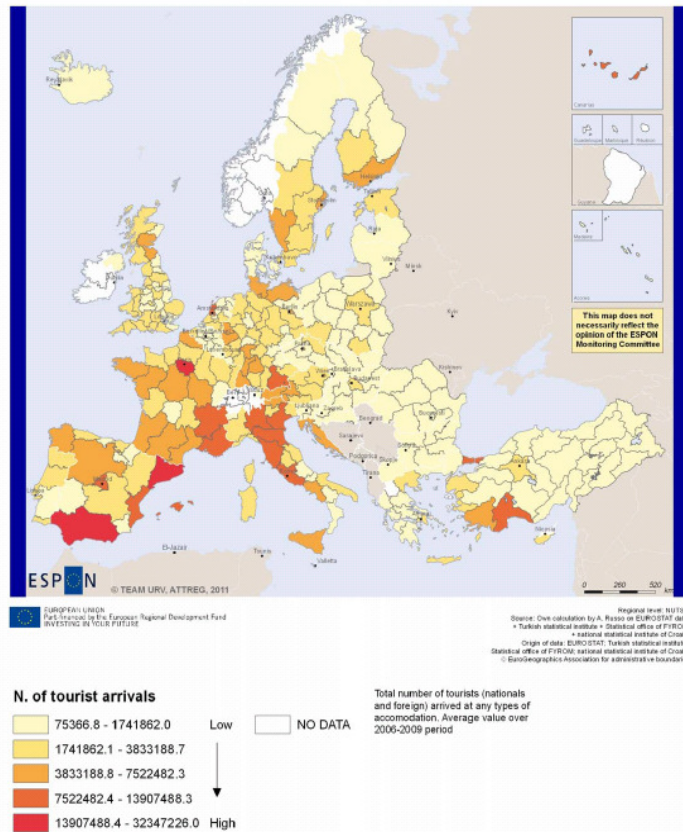
Whereas the data suggests:

- A net movement of people towards the south and west of Europe.
- Marked differences in the net migration patterns of older and younger adults across Europe.

Regions that experienced the highest net migration/visitor rates are not those that experienced the 'best' economic outcomes.

What are the limits to a region's capacity to integrate arriving population?

Tourist arrivals, 2006-2009



The map shows:

- High visitor numbers in northern Italy, southern France and Mediterranean areas.
- Lower visitor numbers in Luxembourg, Belgium, UK and Eastern Europe.

Areas of further investigation

- To identify how and by what means regional policy-makers and governance networks construct and mobilise place-based assets and thus influence inter-regional mobility (visiting and migrating).

Selection of case studies:

- Provincia Autonoma Trento (Italy)
- Algarve (Portugal)
- Lubelskie (Poland)
- Euro-metropole Lille (Belgium, France)
- Istanbul (Turkey)
- Cornwall and Isles of Scilly (UK)
- Slovenia
- Bornholm (Denmark)

Further work

- To conclude research activities by bringing together case study findings and quantitative analysis.
- To discuss research with European policymakers and policy organisations.
- To organise a 'policymakers' event to share results and insights from the project with the wider public.

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