

# Key Factors for Successful Leisure and Tourism Public Transport Offers – some German Experiences

*"Transport and Tourist Destinations"*

Geography of Leisure and Tourism Research Group  
(GLTRG)

Royal Geographic Society

London 31st August to 2nd September 2005

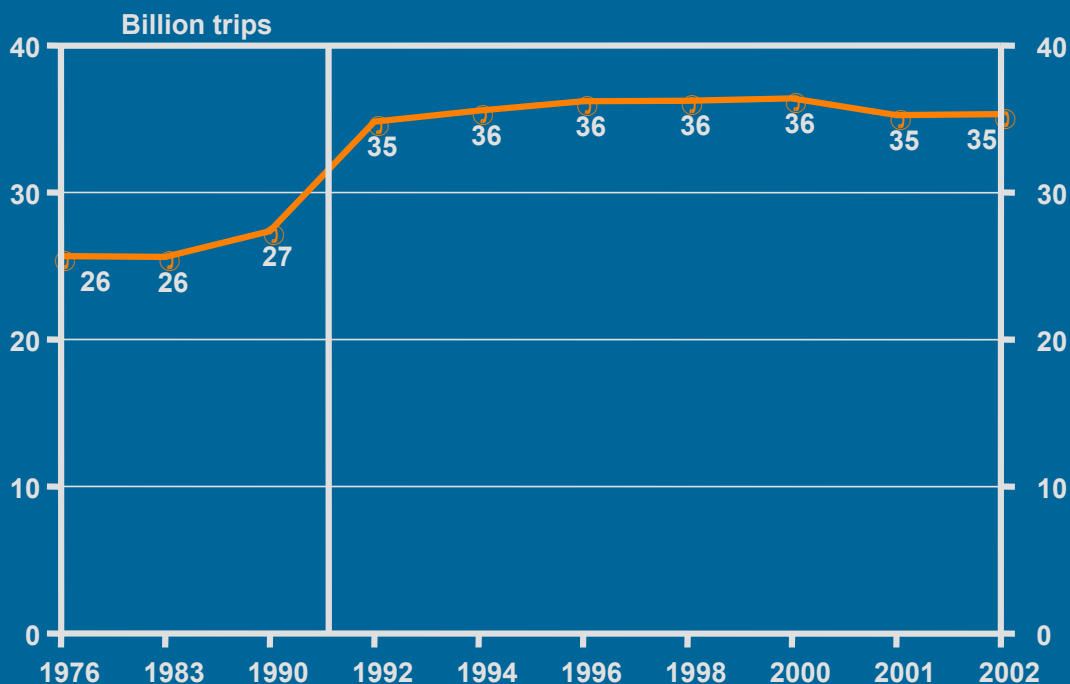
**Prof. Dr. A. Kagermeier**  
*University of Paderborn, Germany*

**Dr. W. Gronau**  
*Intercollege Larnaca, Cyprus*

## Agenda

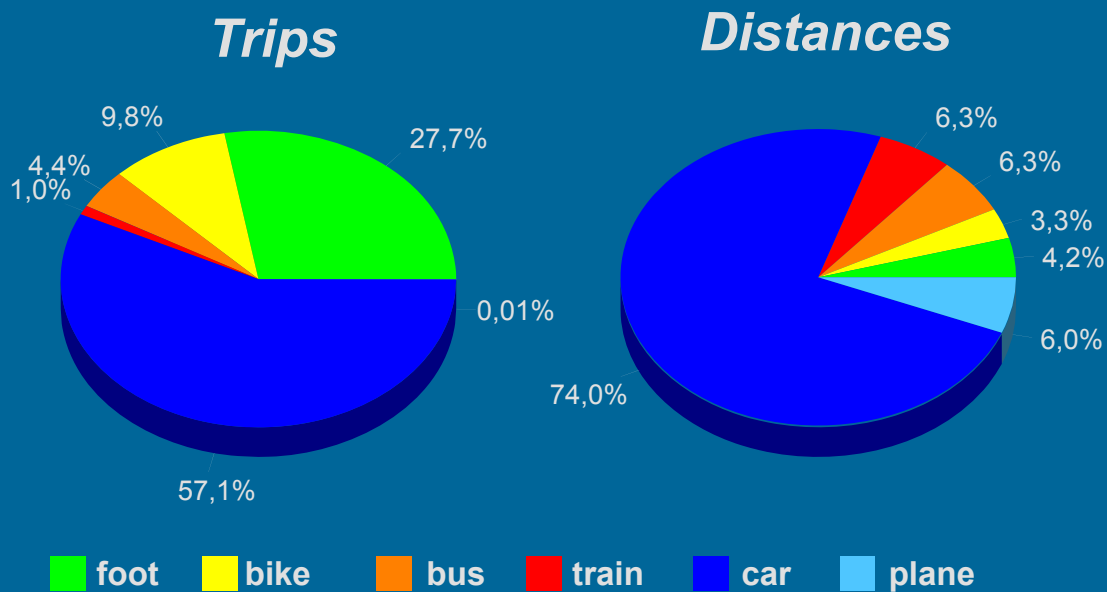
- 1) Leisure and tourism traffic as a continuously growing transport segment**
- 2) Structural conditions at the supply side for successful implementations**
- 3) Means of transport affinity as a central dimension on the demand side**
- 4) Conclusions**

# Leisure & Tourism Traffic: a fast growing Market?



Source: DIW 2004

# Affinity of Leisure & Tourism Traffic for Motorized Private Vehicle Traffic



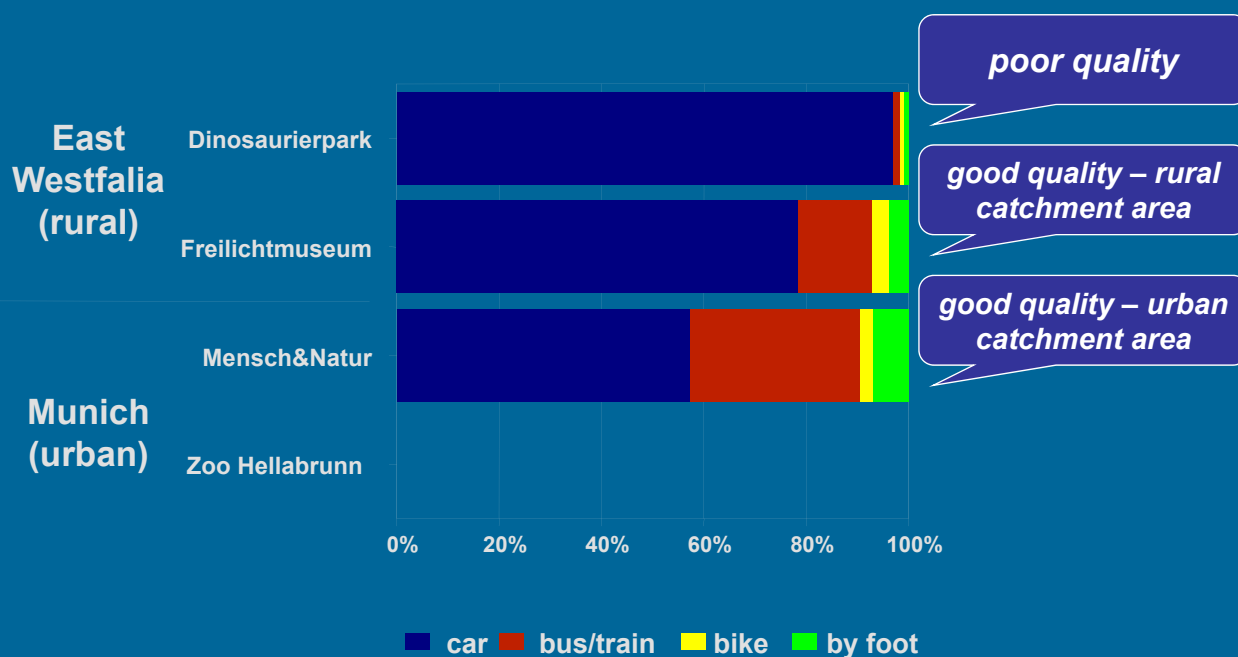
Source: DIW 2004

# Supply Side Basic Conditions for Successful Leisure & Tourism Public Transport Offers

structural precondition:  
***aiming at choice-riders/non-captives***

- transparency and quality of the offer (frequency, direct relations, ...)
- service quality in the catchment area

## Basic Conditions: Quality of the Offer



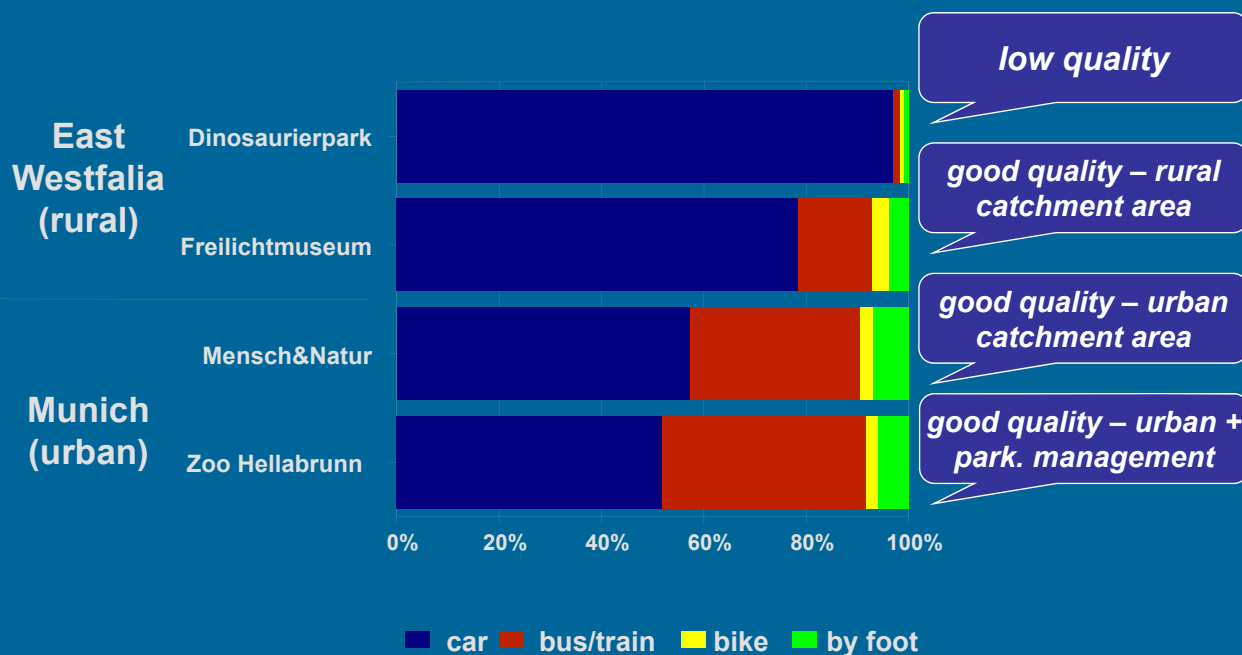
Source: own investigations

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- management of car parking facilities
- intensive marketing activities (cooperation / "combined-tickets")

## Role of „combined-tickets“



- 2/5 of car users know the ticket
- 1/3 of combined-ticket users have a high affinity to private car use
- 1/3 of combined-ticket users could have used their own car

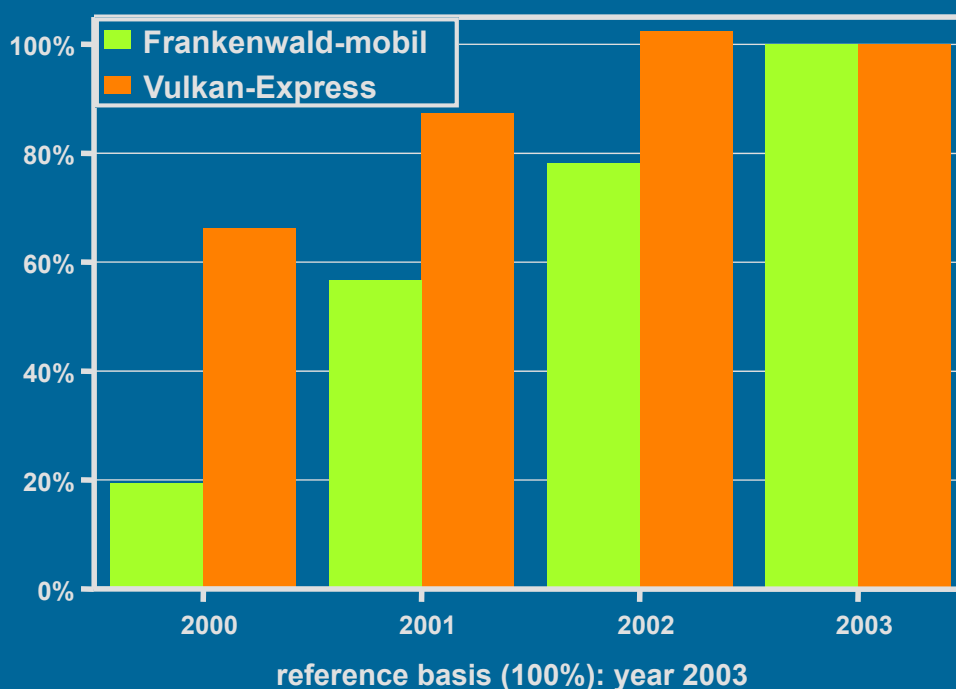
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- management of car parking facilities
- intensive marketing activities (cooperation / "combined-tickets")
- slow reaction speed (2 to 3 years start-up time)

## Example of Time-Lag for Inventing new Offers

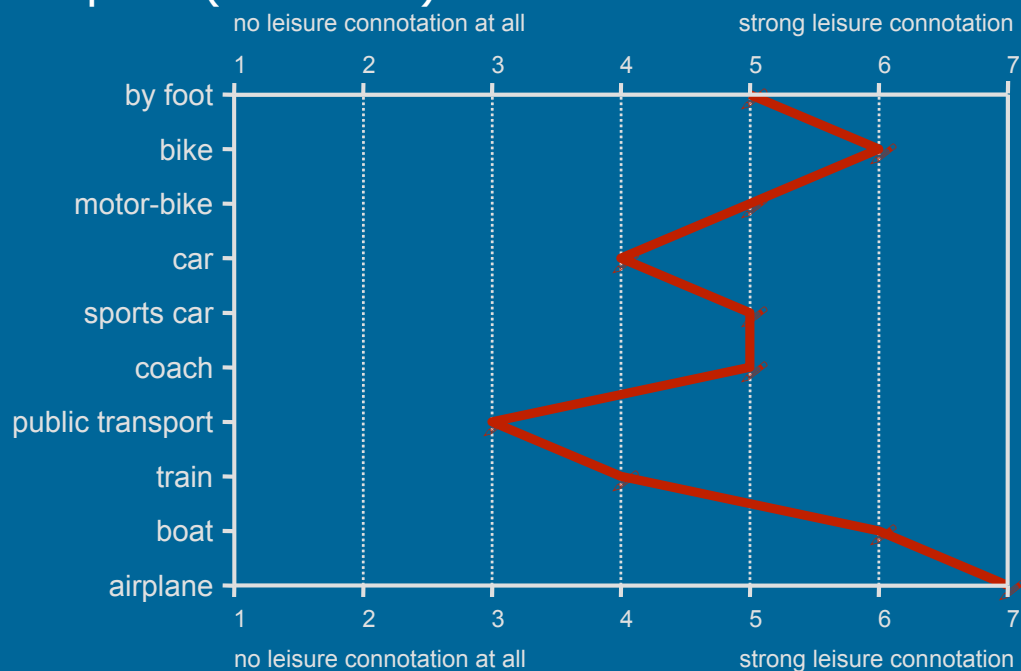


# Conditions on the Demand Side

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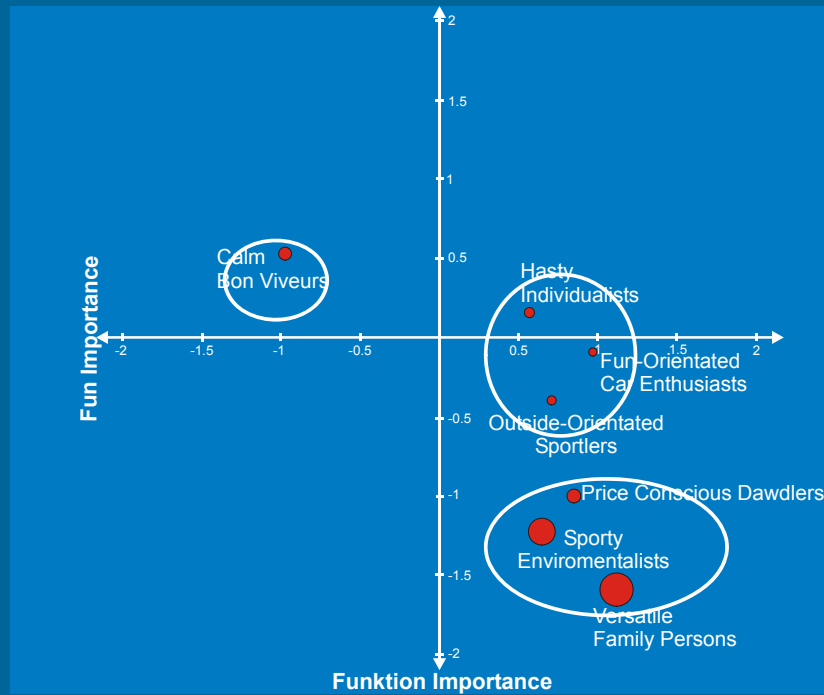
**Dr. W. Gronau**  
Intercollege Larnaca, Cyprus

## Leisure Time Connotation of Different Means of Transport (Medians)

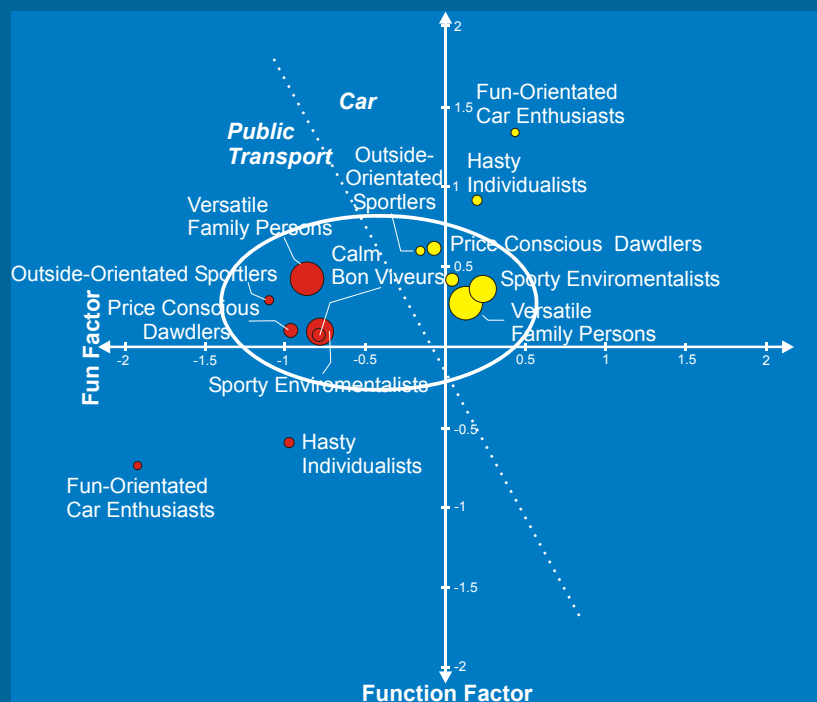


Quelle: Fastenmeier, Gstalter & Lehnig 2004, p. 19

# Importance of Fun and Function for Transport Alternatives in Leisure Time by „Mobility Groups“

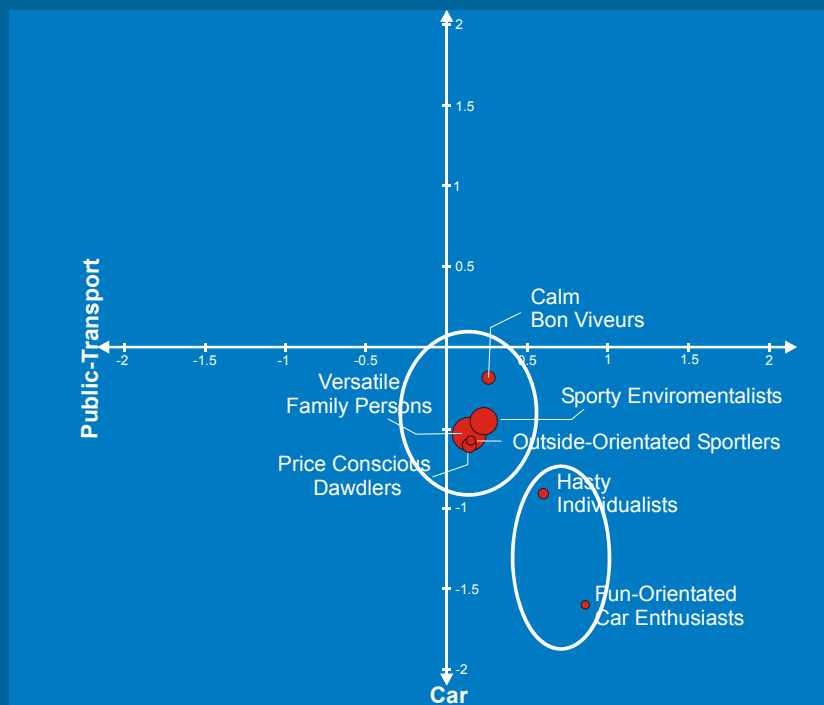


# Connotations for Different Transport Alternatives in Leisure Time by „Mobility Groups“





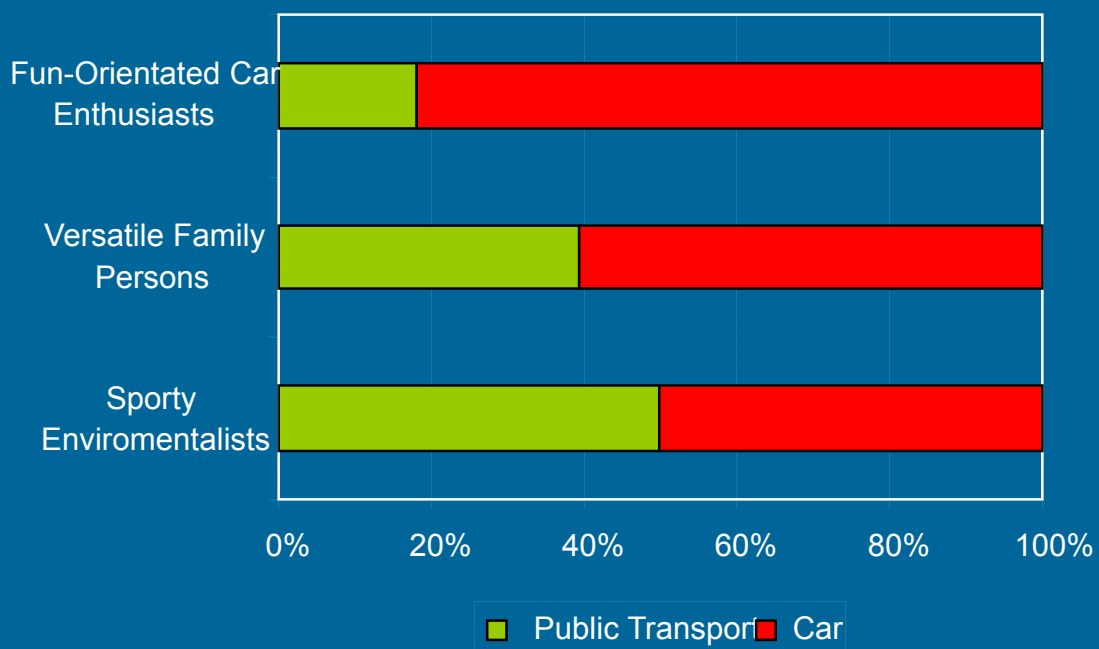
# Affinity for Different Transport Alternatives in Leisure Time by „Mobility Groups“



Prof. Kagermeier, Paderborn & Dr. Gronau, Larnaca

Successful Leisure & Tourism Public Transport

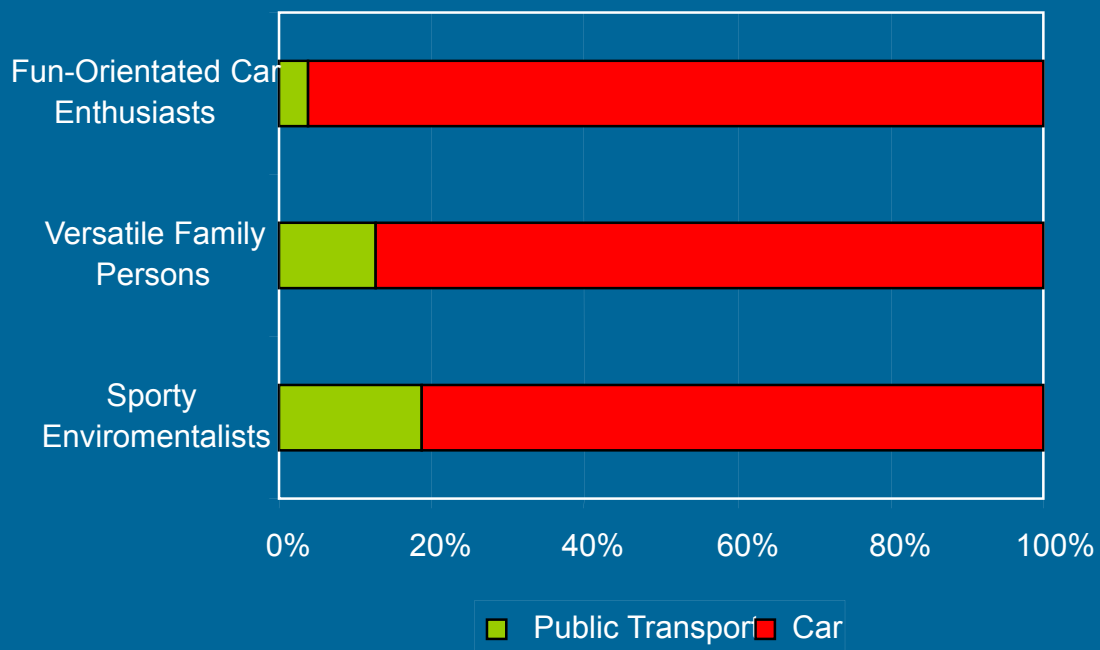
# Influence of „Mobility Groups“ I (Location Zoo Munich)



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## Influence of „Mobility Groups“ II (Location Therme Erding)



### Market Communication

Quality of the Offer

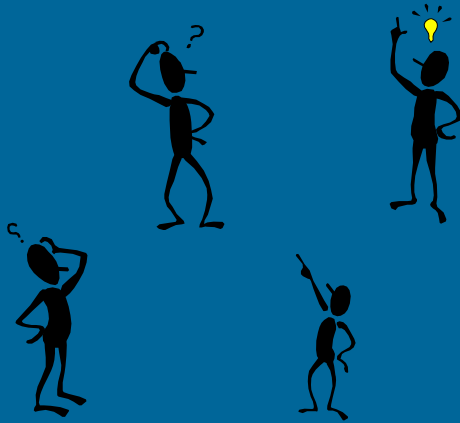
Situation of Moto-  
rized Individual Traffic

Catchment Area

Target Group Identification  
(*nature-, family-, sport-orientated*)

Success  
Factors  
for Leisure  
& Tourism  
Transport

# We want to thank you for your attention



... and are looking  
forward to a lively  
discussion

Prof. Kagermeier, Paderborn & Dr. Gronau, Larnaca

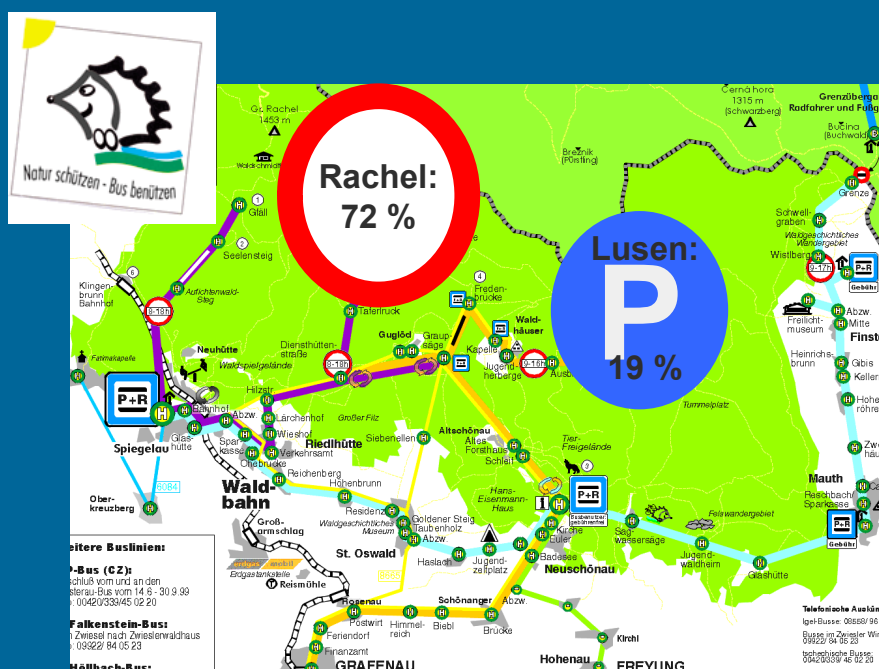
Successful Leisure & Tourism Public Transport

# offer side basic conditions for successful leisure & tourism public transport offers

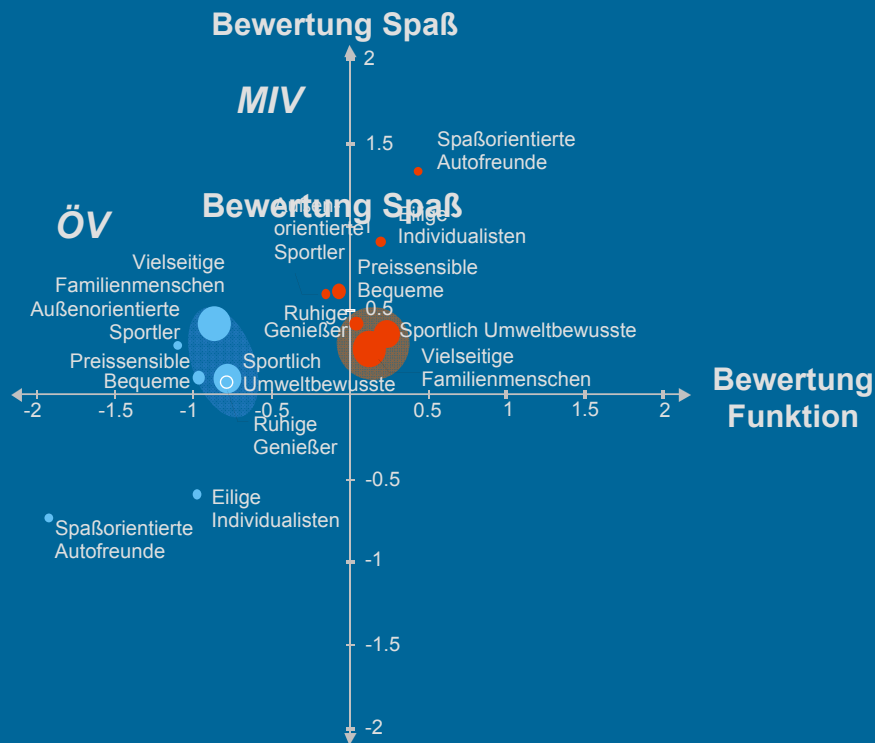
structural precondition:  
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- transparency and quality of the offer (frequency, direct relations, ...)
- service quality in the catchment area
- management of car parking facilities
- constraints for car use

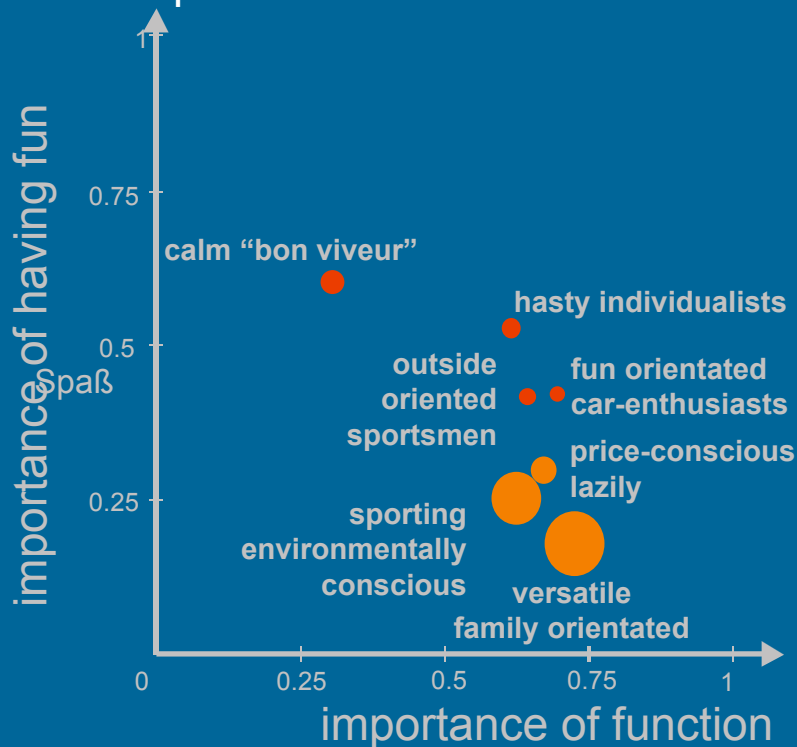
# Role of car-restrictions in combination with Parkingplace-Management



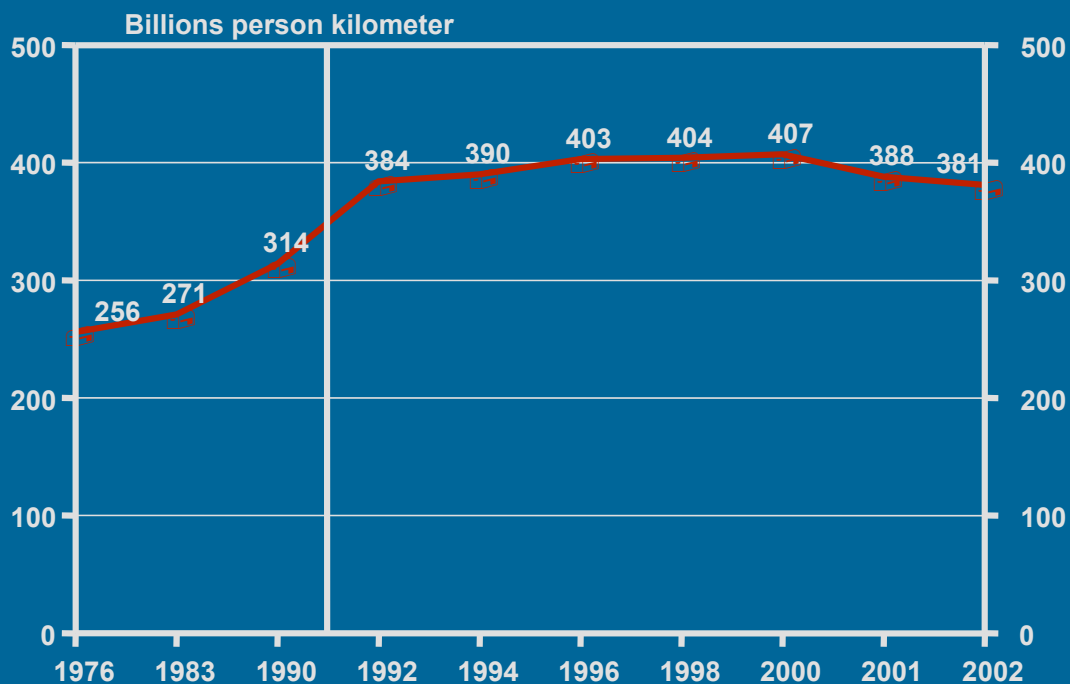
# Verkehrsmittelbewertung nach Freizeitverkehrsgruppen



## importance of fun and function for choosing a mean of transport



## Leisure & tourism traffic: a fast growing market?



Source: DIW 2004

## Influence of „Mobility Groups“ III (Location Museum Munich)

