

Successful Public Transport offers for Leisure and Tourism: some reflections on frame conditions and influencing factors based on case studies from Germany

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Agenda

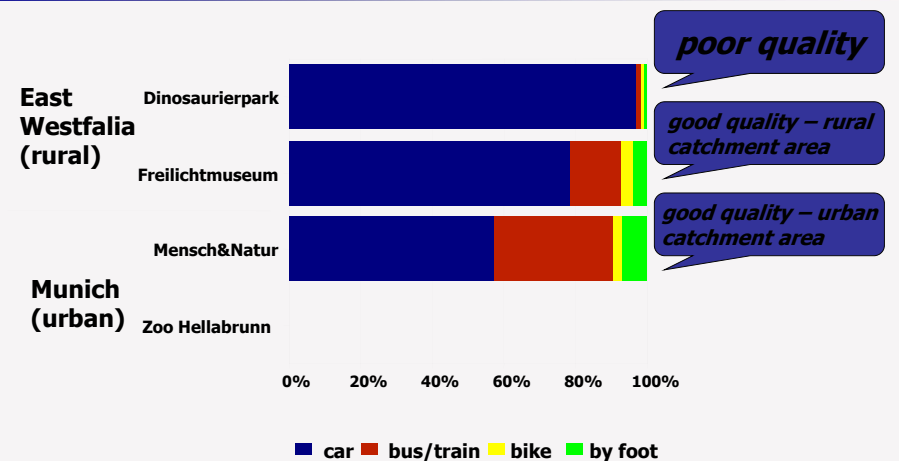
- 1) Supply side basic conditions for successful offers
- 2) Demand side conditions with a special regard on transport affinity
- 3) Conclusions

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



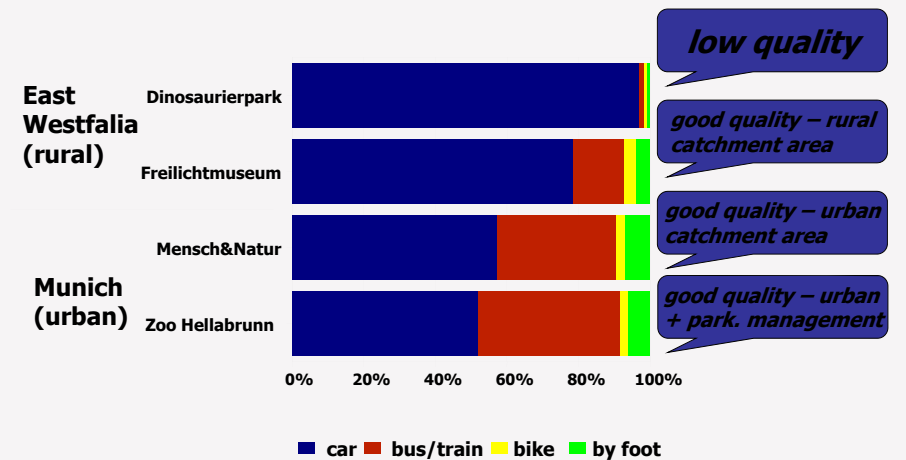
Source: own investigations

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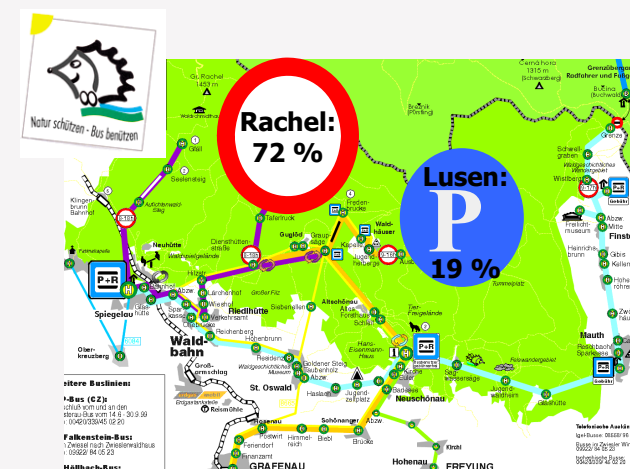
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offer side basic conditions for successful leisure & tourism public transport offers

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- constraints for car use

Role of car-restrictions in combination with Parkingplace-Management



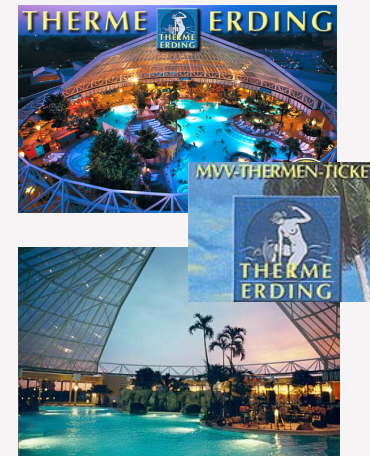
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- management of car parking facilities
- constraints for car use
- intensive marketing activities (cooperation / "combined-tickets")

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

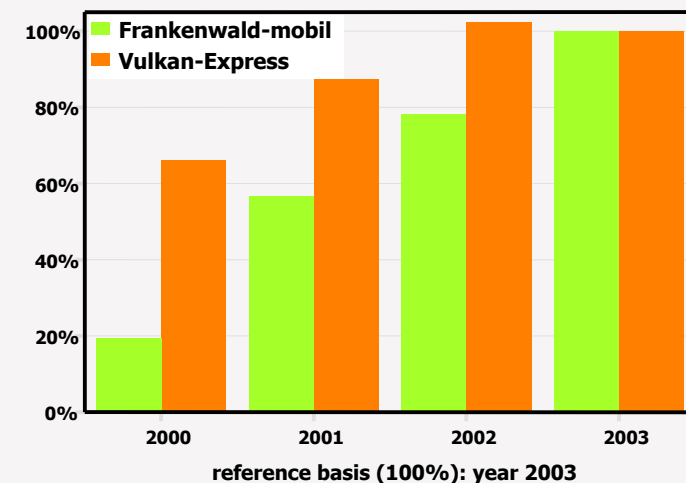
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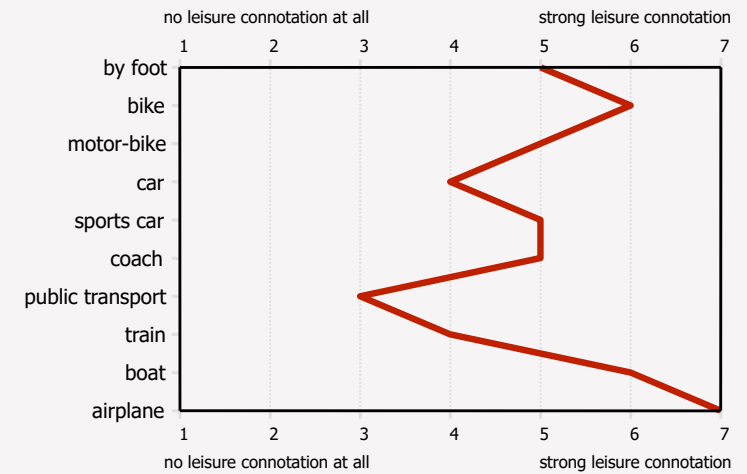
- transparency and quality of the offer (frequency, direct relations, ...)
- service quality in the catchment area
- management of car parking facilities
- constraints for car use
- intensive marketing activities (cooperation / "combined-tickets")
- slow reaction speed (2 to 3 years start-up time)

Example of Time-Lag for Inventing new Offers



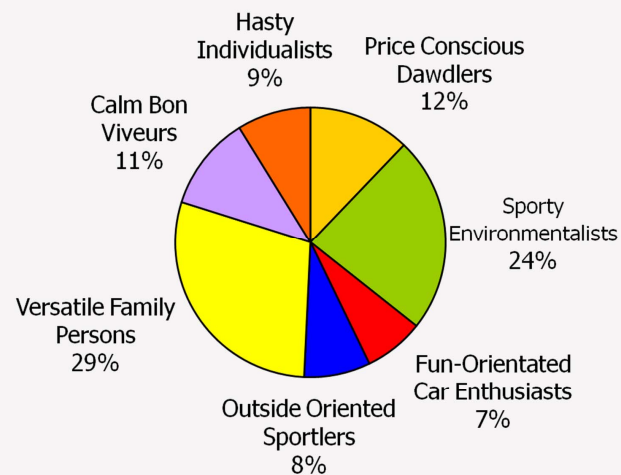
Conditions on the Demand Side

Leisure Time Connotation of Different Means of Transport (Medians)

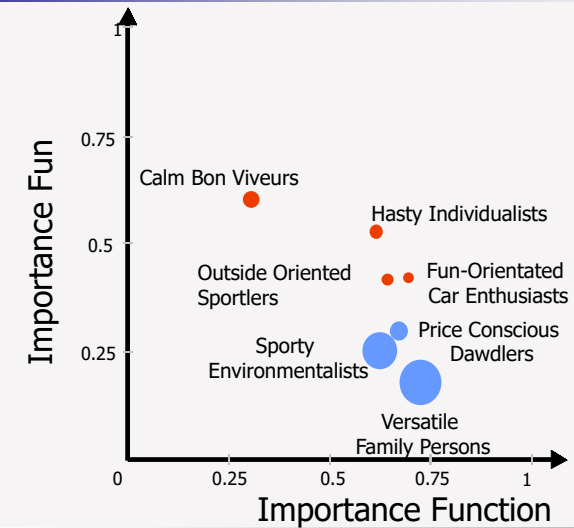


Quelle: Fastenmeier, Gstalter & Lehnig 2004, p. 19

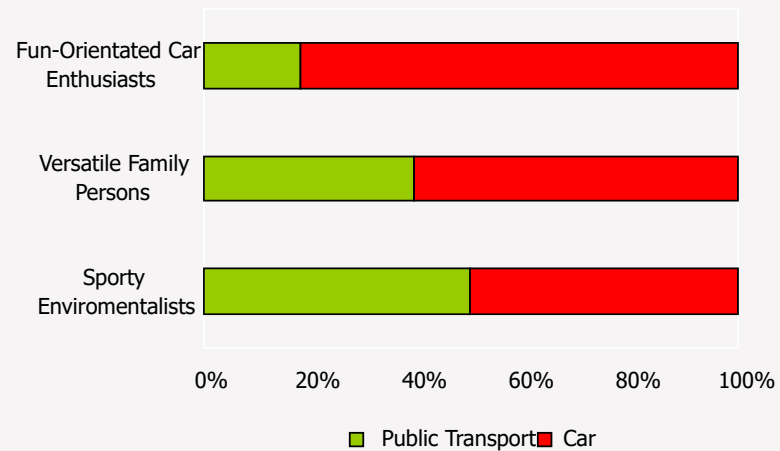
Leisure Mobility Groups



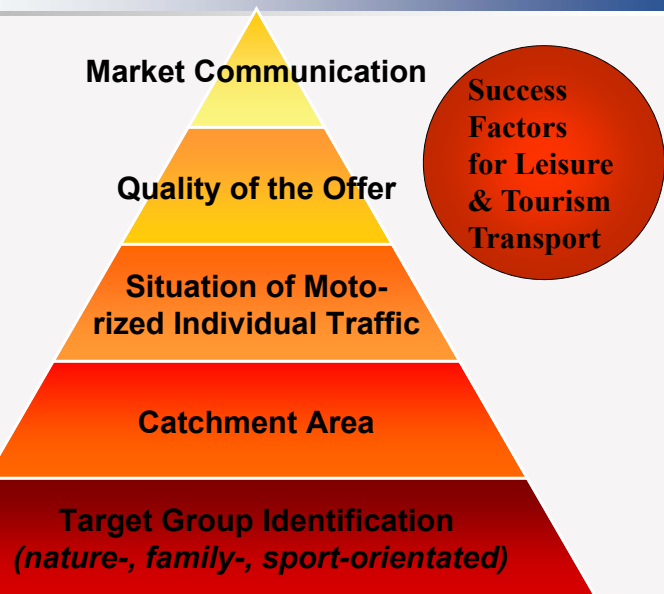
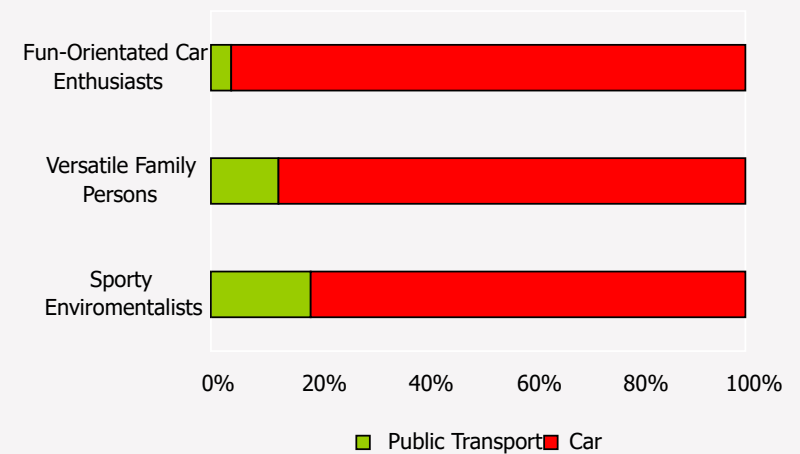
Importance of Fun and Function for Transport Alternatives in Leisure Time by „Leisure Mobility Groups“



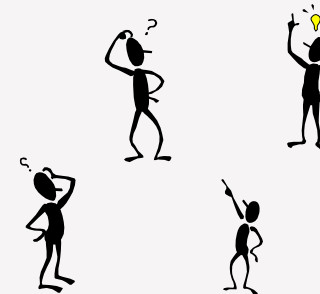
Influence of „Mobility Groups“ I: Zoo Munich



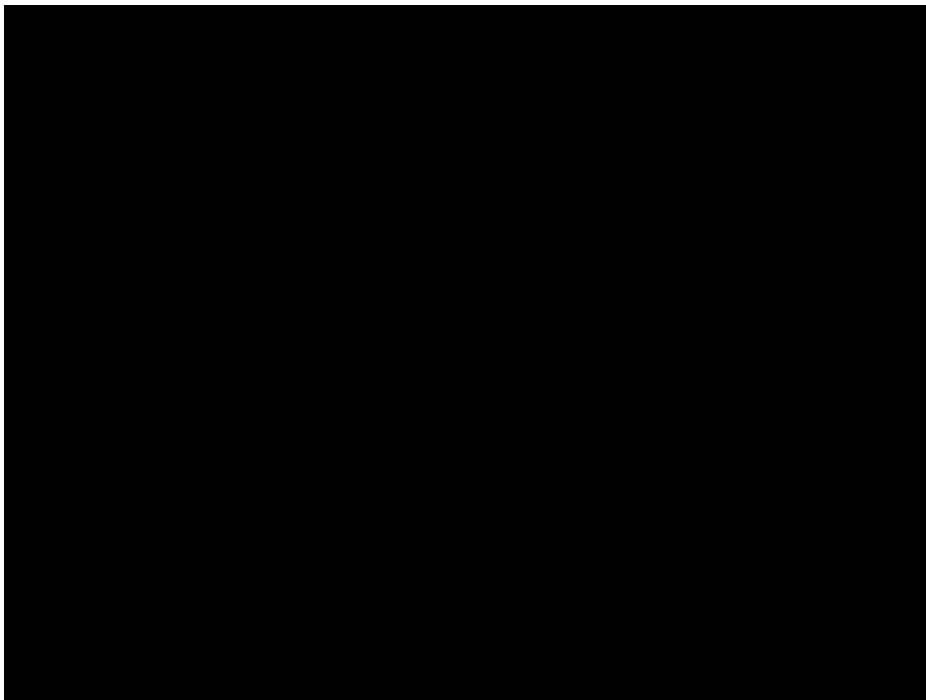
Influence of „Mobility Groups“ II: Therme Erding



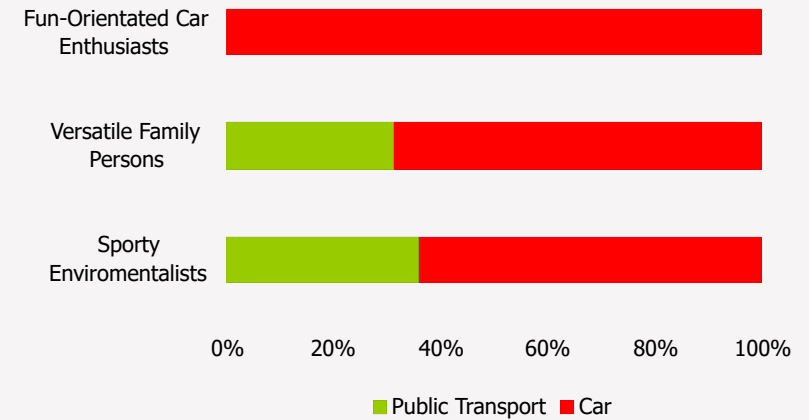
I want to thank you
for your attention



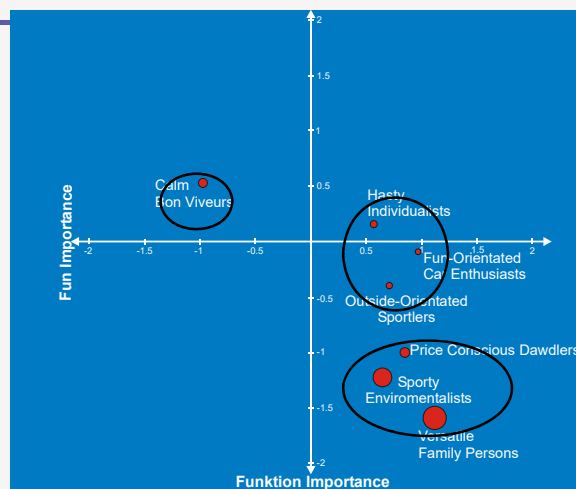
... and I am looking
forward to a lively
discussion!



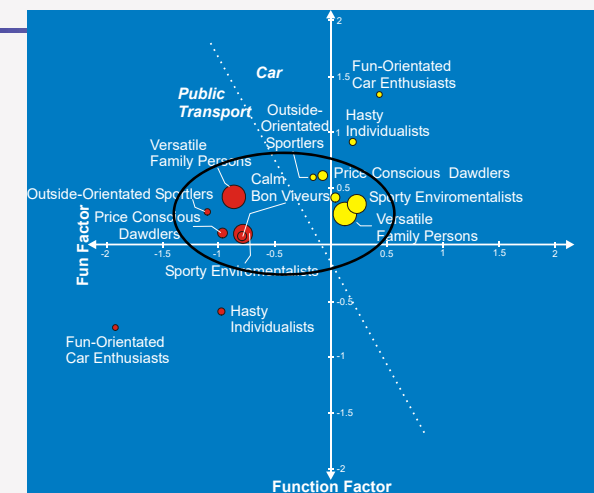
Influence of „Mobility Groups“ III (Location Museum Munich)



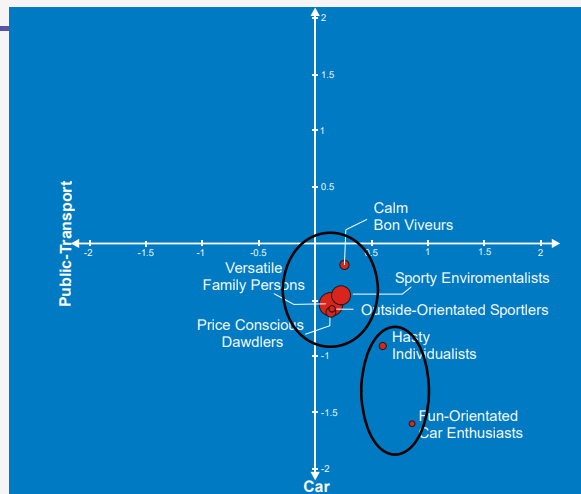
Importance of Fun and Function for Transport Alternatives in Leisure Time by „Mobility Groups“



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



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



Verkehrsmittelbewertung nach Freizeitmobilitätsstilgruppen

