

## Travel-Time Use in the Information Age

Workshop January 2006



### Research Summary 1: Stakeholder Interviews

*Interviews conducted with 10 stakeholders across the private & public surface transport sectors, technology development, and passenger representatives groups. Key aim: to explore organisational interest, knowledge, and exploitation of Travel-Time Use.*

#### Overview

Only a few transport providers have directly engaged with the concept of travel time and travel time use, and most of these have a fairly sophisticated approach to considering Travel-Time Use strategically as a marketing tool. Most organisations approached had less knowledge of travel time use, but would like to know more about it, and potential ways of exploiting this area.

#### Marketing

A number of bus and train companies have existing marketing strategies that capitalise on the concept or use of Travel-Time.

#### Competition

Marketing and technological design impact on competition between modes (e.g. air, rail, car and public transport) as well as in particular sectors (e.g. rail, coach travel). Exploiting an understanding of Travel-Time Use could impact on competition.

#### Technological Design

Interest varies across sectors. Car industry is leading in developing 'quality interiors' and focus on the travel experience inside the vehicle, however there is new design work in train and bus industry. Culture of public transport design is a crucial issue. Cars are being technologically enhanced for work and leisure, and navigation. Mainline rail - variety of innovations in bringing technology into the train for work and entertainment aimed at longer distance business and leisure travellers. Potential for innovative rail design affected by stringent health and safety legislation. Bus – some innovation occurring with bus design, but mostly the focus is on everyday management rather than innovative future visioning.

#### Everyday Management

Passenger representative groups shaped by issues such as punctuality, reliability, accessibility, seat availability, and cost. The journey experience or quality affects passenger perception of service.

#### Interchanges

Many service providers do not have control over interchange spaces and these can detract from developments in onboard journey quality. First class rail lounges capitalise on different time uses while waiting, including provision of meeting rooms.