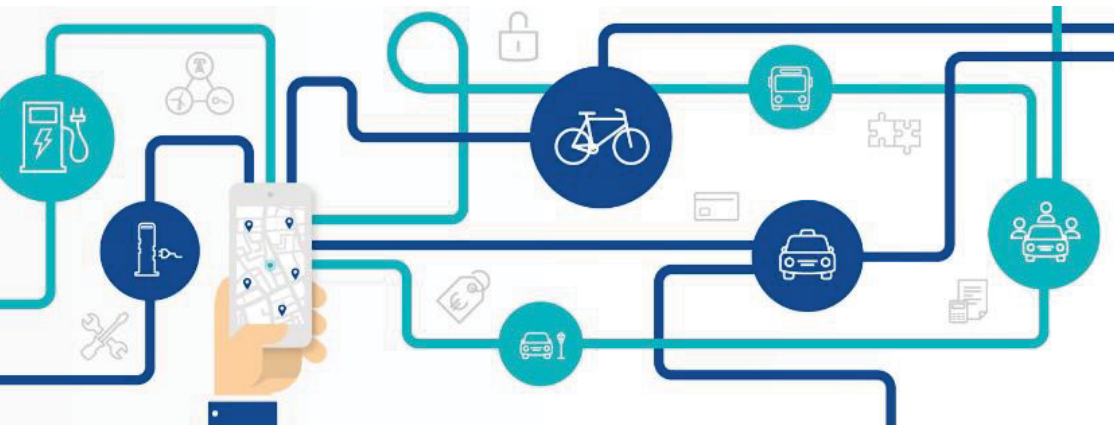




Ministry of Infrastructure and  
Water Management

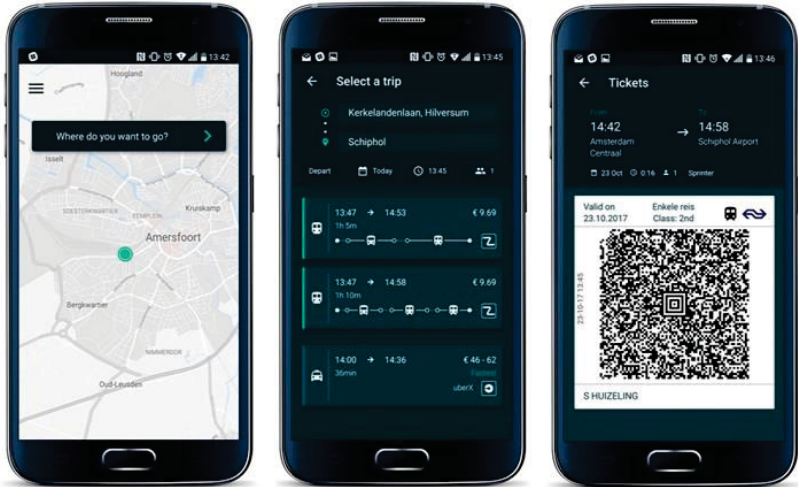


## Travel preferences and travel behaviour in a world with MaaS: first insights from literature

Anne Durand  
Lucas Harms

KiM Netherlands Institute for  
Transport Policy Analysis



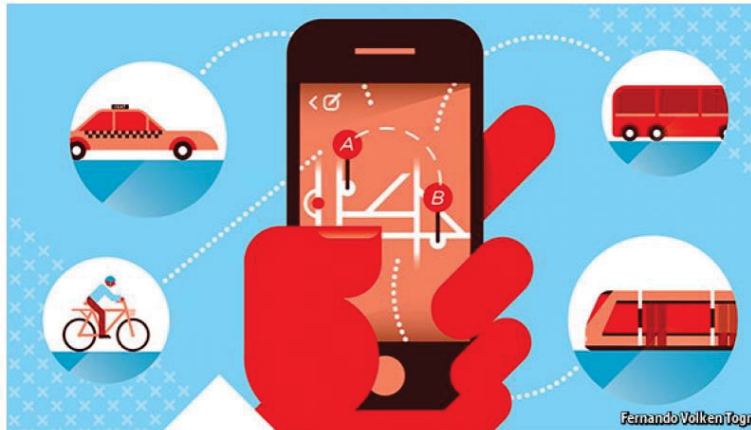


Transport as a service

## It starts with a single app

The Economist

Combining old and new ways of getting around will transform transport—and cities, too

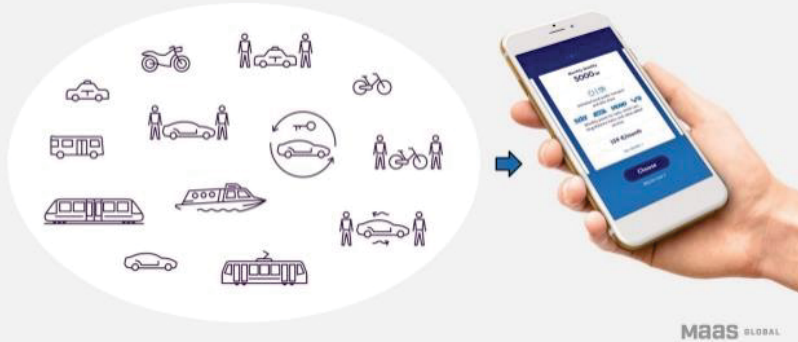


Fernando Volken Togni

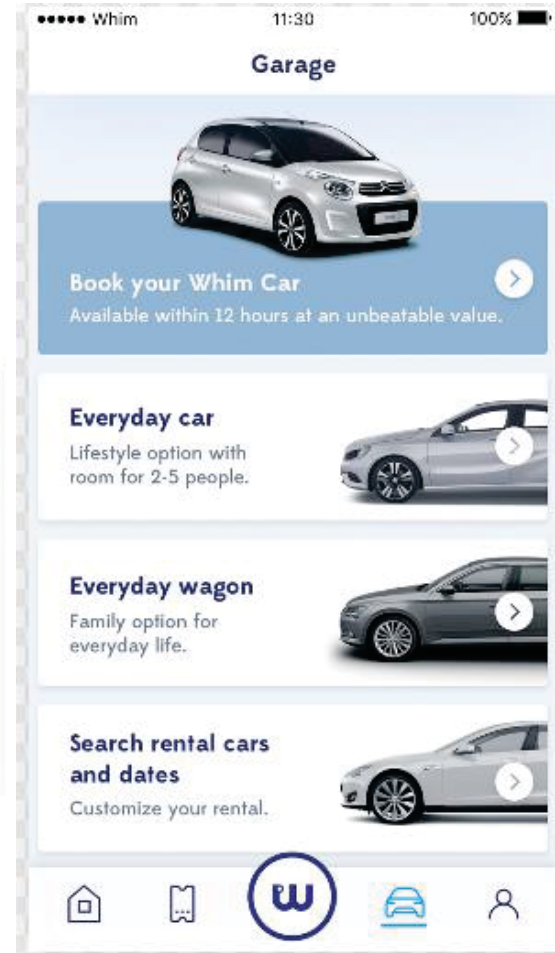
### Our Solution – The Netflix Of Transportation

What if all transportation was converged...

...and tailored to your need as monthly packages?



MAAS GLOBAL





## Research questions

### **What are the potential effects of MaaS on travel preferences and travel behaviour?**

- Acceptance of MaaS as a new form of mobility and differences in acceptance between population groups (e.g socio-spatial characteristics)?
- Influence of MaaS on travel preferences?
- Influence of MaaS on travel behaviour (and potential effects on aggregated travel patterns)?



# Travel preferences and travel behaviour in a world with MaaS

1. Research methods
2. Learning from MaaS schemes
3. Learning from survey studies
4. Conclusions and follow-up



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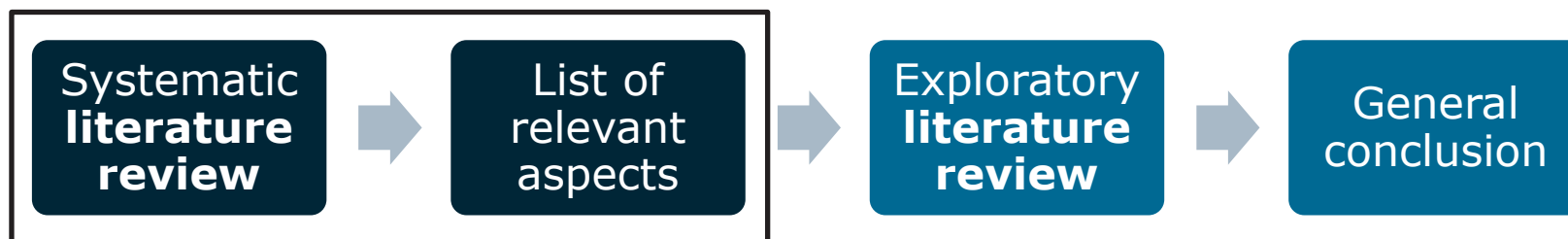


## Research methods

### Three steps

- Literature review
- Explorative research: focus groups
- In-depth research: survey

### Literature review approach





# Travel preferences and travel behaviour in a world with MaaS

1. Research methods
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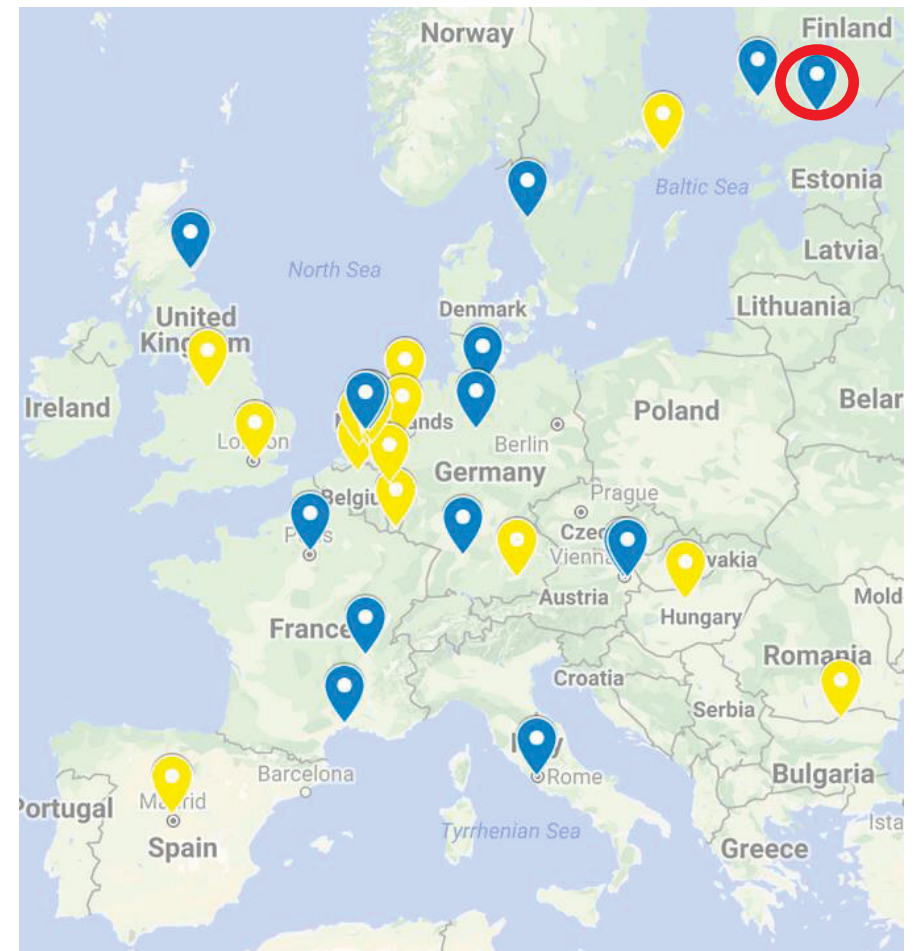
## MaaS schemes in Europe



Running or past MaaS schemes



MaaS schemes to come  
(non exhaustive list)



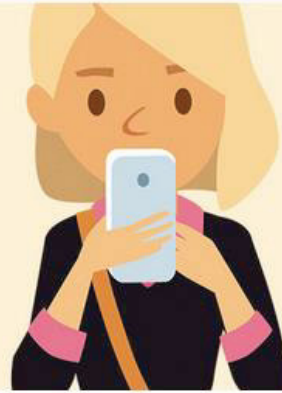


### Whim to Go

0€

per month

For those who want to try Whim first or simply don't travel that much. Pay per ride, no commitment, no surcharges.



### Whim Urban

49€

Unlimited **urban public transport**  
Unlimited **bike sharing** (30 min)  
10€ for each 5km **taxi** ride  
49€ for each day **car sharing**



### Whim Unlimited

499€

per month (cancel any time)

INTRODUCTORY OFFER

Modern alternative for owning a car. At the price of owning a car you get unlimited access to public transport, taxi or a car according to your daily need.

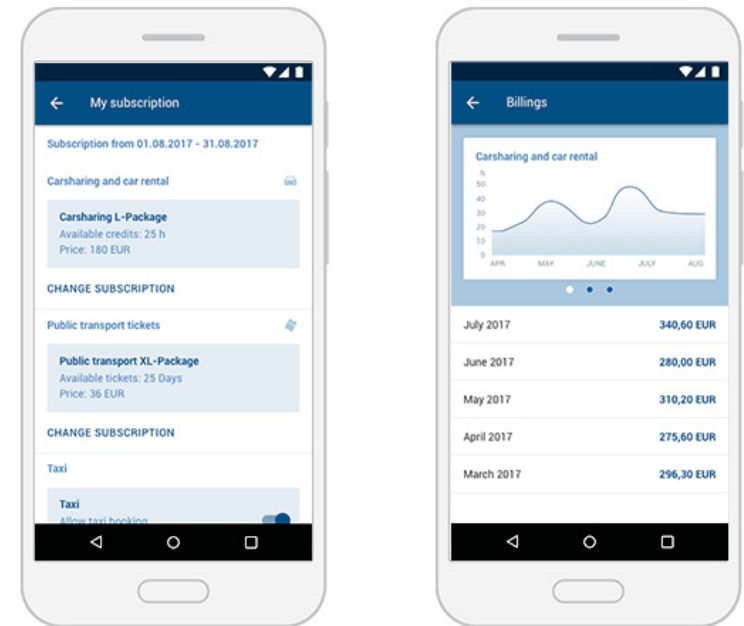
Whim, Helsinki (FI)



## Smile, Vienna (AT)



## UbiGo, Gothenburg (SE)





# Travel preferences and travel behaviour in a world with MaaS

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## Methods used in surveys

- Stated preference experiments
- Attitudinal statements

The screenshot displays four different transport plans for a survey:

- Plan A:** £125/month. Features include unlimited access + 30 min, 10 miles, and 6 hours. A radio button at the bottom is selected for "I'll Buy This".
- Plan B:** £60/month. Features include unlimited public transport in your zones and unlimited access + 30 min. A radio button at the bottom is selected for "I'll Buy This".
- Plan C:** £170/month. Features include unlimited public transport in your zones, 12 miles + only luxury cabs, 1 hour + floating car sharing anywhere in London, and free dinner for two (up to the value of £50). A radio button at the bottom is selected for "I'll Buy This".
- Create Your Own Plan:** £TBD/month. Features include radio buttons for "None", "Unlimited public transport in your zones", and "Unlimited bus"; radio buttons for "None" and "Unlimited up to 30 minutes"; a slider for distance from 0 to 100 miles; and sliders for time from 0 hours to 10 hours and 0 days to 7 days. A radio button at the bottom is selected for "I'll Buy This".

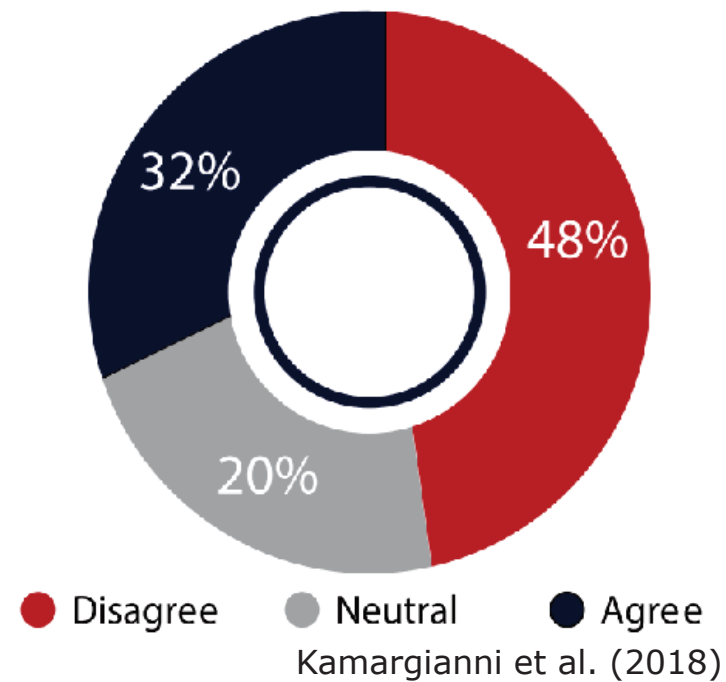
Matyas and Kamargianni (2017)



## Main findings

- Owning versus using

“I would love to have access to a car without the hassle of owning one”





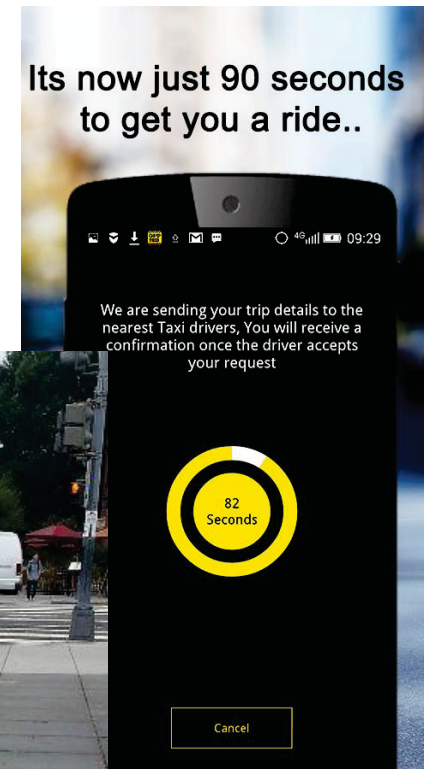
## Main findings

- Owning versus using
- Importance of current travel behaviour & traveller's characteristics



## Main findings

- Owning versus using
- Importance of current travel behaviour & traveller's characteristics
- Reliability of innovative modes







## Main findings

- Owning versus using
- Importance of current travel behaviour & traveller's characteristics
- Reliability of innovative modes
- Price sensitivity



# Travel preferences and travel behaviour in a world with MaaS

1. Research methods
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## Relevant aspects according to literature

- Service-specific determinants:
  - Simplicity
  - Trialability
- Travel determinants:
  - Convenience
  - Choice freedom
  - Flexibility
  - Autonomy
  - Reliability of innovative modes
- Costs:
  - Costs of the service, willingness to pay
- Travellers' characteristics:
  - Sociodemographic, -economic and cultural characteristics
  - Past and current travel behaviour & travelling skills



## Gaps in research

Most research focuses on...

- Urban areas
- Individual level
- Car user/owner versus non-car user/owner



## Follow-up

### **Explorative research: focus groups**

Amsterdam, Zwolle and rural areas around Zwolle.

### **In-depth research: survey**

SP experiment and attitudinal questions: 1.000 MPN-respondents 18+ year old.



## Questions and discussion

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