Graz University of Technology

Alpine Leisure Trips and Traveller Information Systems

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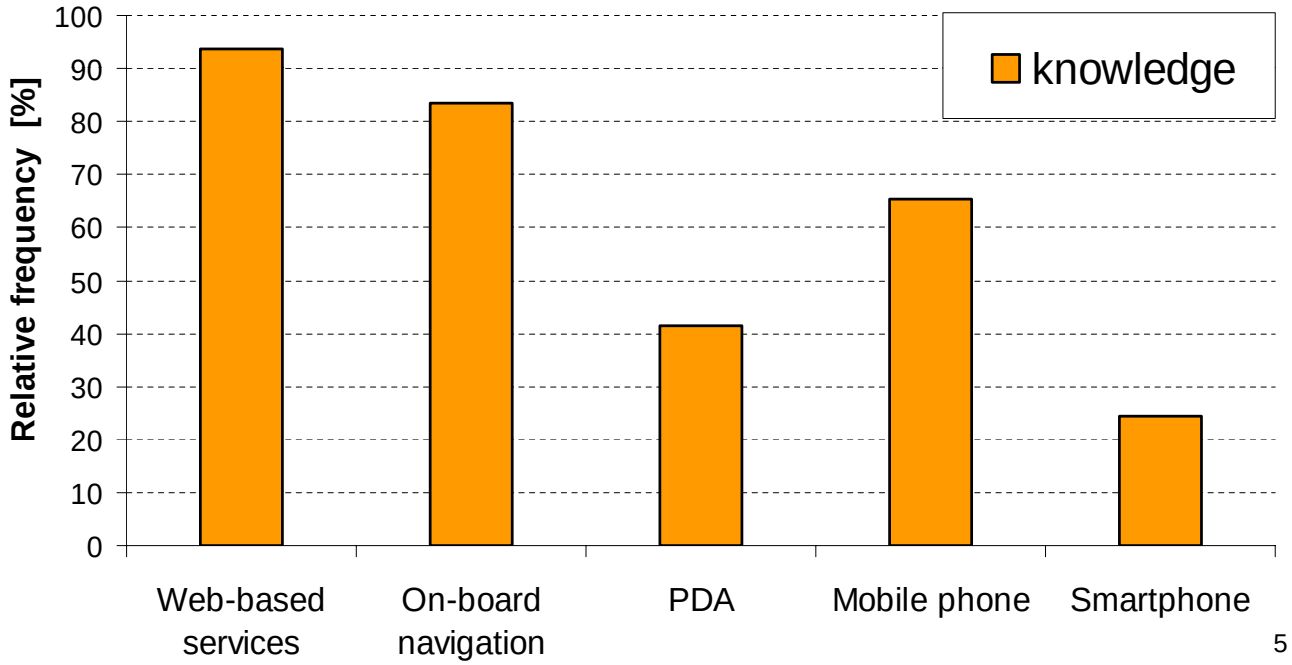
1. Data

	Target group	Medium	Sampling	Sample size
PDA	***Computer assisted personal interview (CAPI) with PDA***			
	winter tourists	PDA	random	max. 1188
Web-based	***Online web-based interviewing method (CASI-Online).***			
	winter tourists	internet	self-recruiting	ca. 103
Stated choice	***Face-to-face personal stated choice interview (SR)***			
	winter tourists	face-to-face	random	ca. 103

3. Knowledge of Traveller Information Systems

Knowledge of device (multiple answers allowed)

(Database: PDA, n=631)



2. Requirements for Traveller Information Systems

Relevance of information about **transport modes**

(Data: Web-based, 2007, n=100)

	very important	important	neutral	un-important	very un-important	don't know
monomodal information	25.3%	55.3%	14.6%	1.0%	1.9%	1.9%
multimodal information	12.0%	30.4%	38.0%	12.0%	4.4%	3.3%

Relevance of information about **routing**

(Data: Web-based, 2007, n=100)

	very important	important	neutral	un-important	very un-important	don't know
optimal path	41.0%	51.0%	6.0%	1.0%	0.0%	1.0%
travel time	31.7%	54.5%	6.9%	6.9%	0.0%	0.0%
travel cost	14.0%	39.0%	30.0%	14.0%	2.0%	1.0%

Relevance of information about **traffic situation**

(Data: Web-based, 2007, n=100)

	very important	important	neutral	un-important	very un-important	don't know
current traffic situation including vehicle position	17.2%	44.4%	26.7%	9.1%	2.0%	1.0%
short-term forecasts (hours)	22.2%	53.6%	20.2%	2.0%	2.0%	0.0%
mid-term forecasts (days)	12.1%	33.3%	38.4%	12.1%	4.0%	0.0%

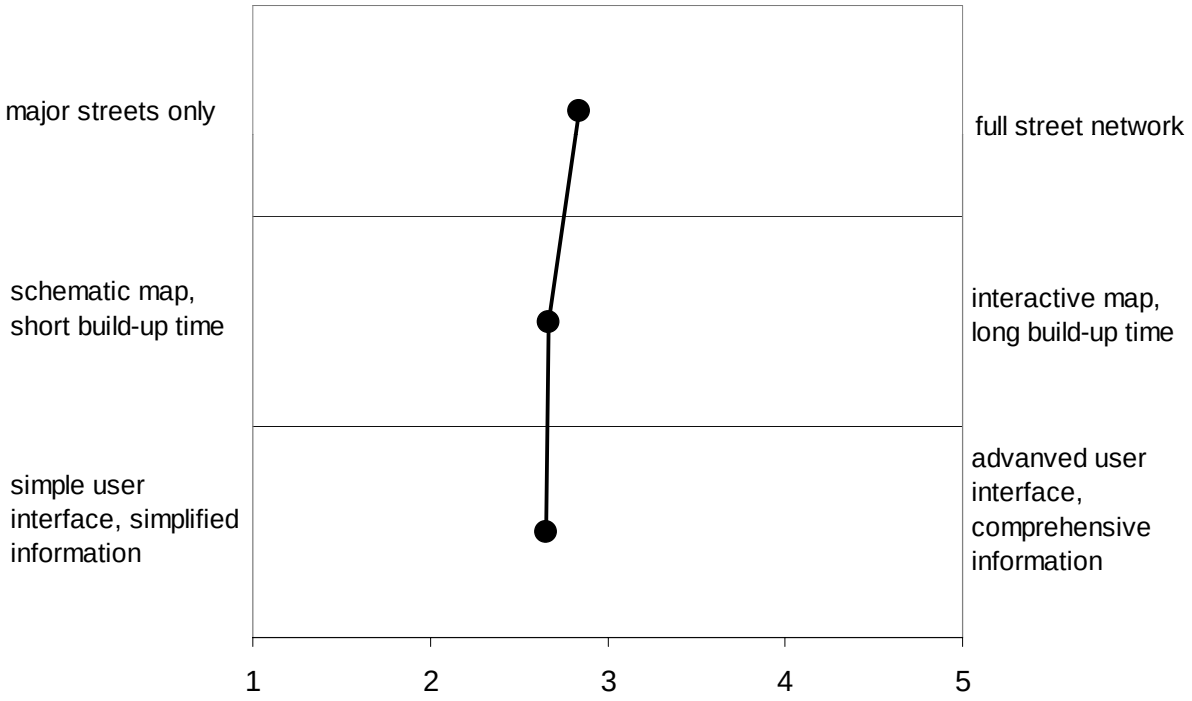
Relevance of **additional** information

(Data: Web-based, 2007, n=100)

	very important	important	neutral	un-important	very un-important	don't know
parking situation	15.0%	56.0%	21.0%	5.0%	3.0%	0.0%
road conditions	21.8	58.4%	17.8%	0.0%	2.0%	0.0%
weather for travel	25.5%	50.0%	19.6%	2.9%	2.0%	0.0%
snow condition	50.5%	42.6%	6.9%	0.0%	0.0%	0.0%
avalanche condition	41.6%	32.7%	16.8%	7.9%	1.0%	0.0%
accommodation	17.7%	48.0%	24.5%	5.9%	3.0%	1.0%
availability ski runs or lifts	35.6%	47.5%	11.9%	4.0%	1.0%	0.0%
events	6.9%	25.7%	41.6%	18.8%	7.0%	0.0%
hiking	8.9%	24.8%	39.6%	18.8%	6.9%	1.0%
gastronomy	7.9%	41.6%	36.6%	7.9%	5.0%	1.0%
sightseeing sites	3.0%	37.6%	44.6%	7.9%	6.0%	1.0%

User requests request in particular needs on the usability and the type of travel information (semantic differential)

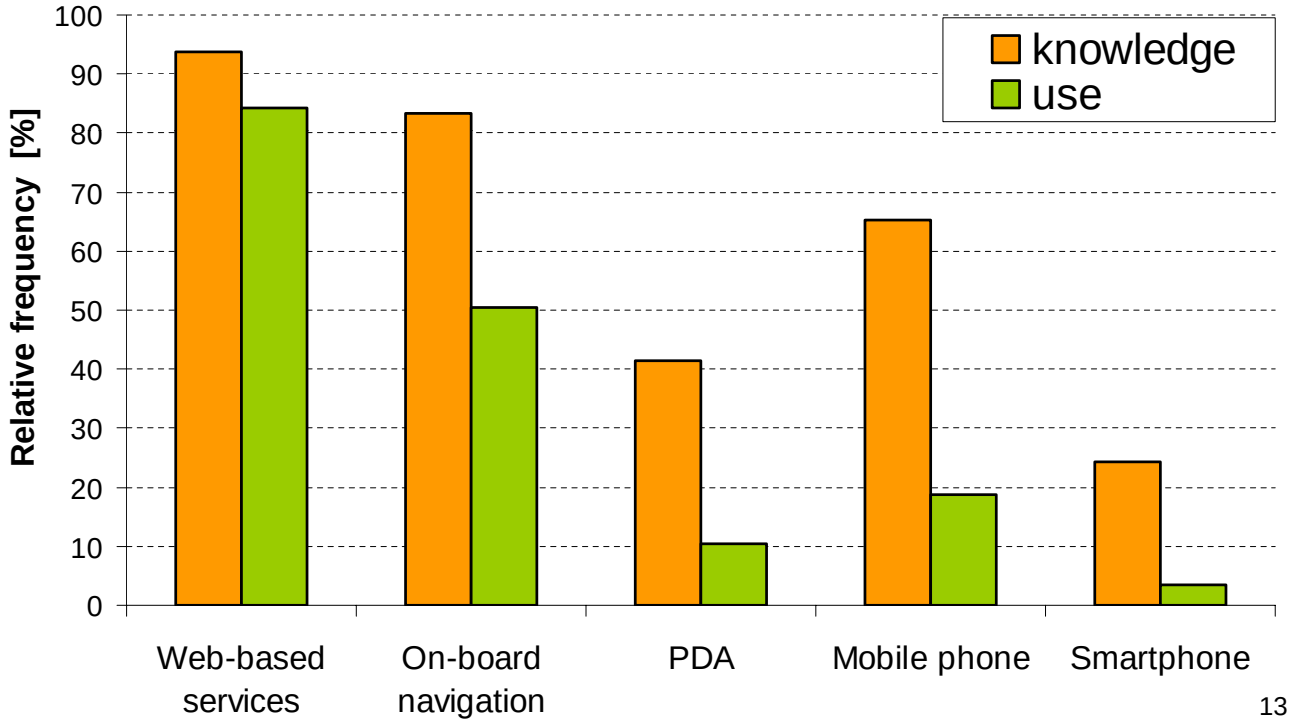
(Data: Web-based, 2007, n=103)



3. Usage of Traveller Information Systems

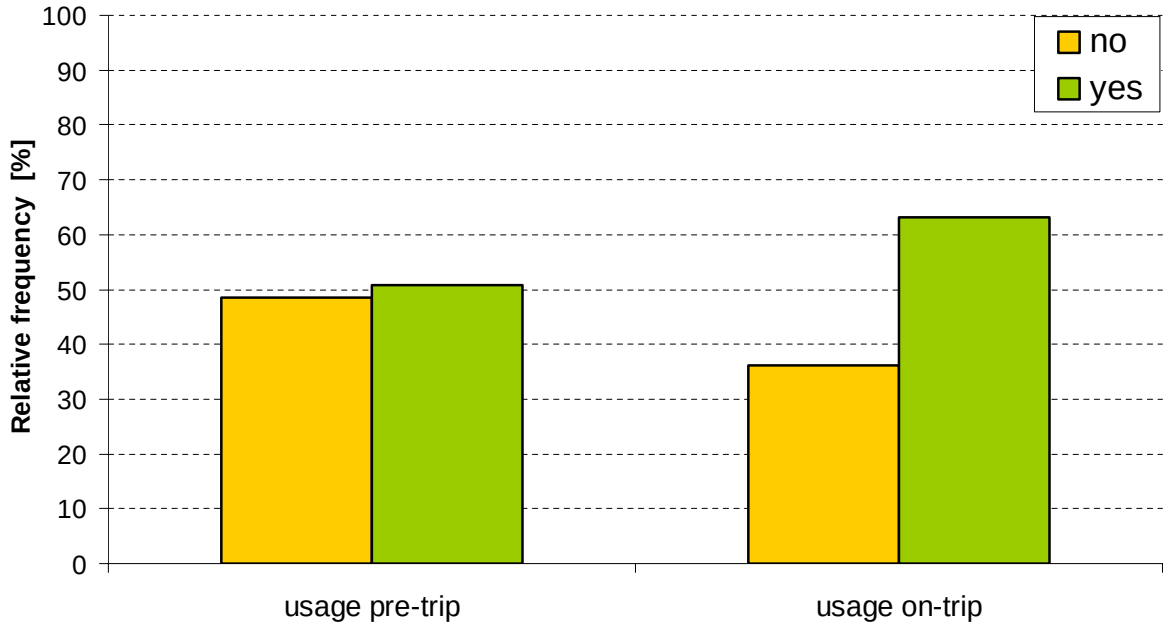
Knowledge and use of different devices (multiple answers allowed)

(Data: PDA, 2007, n=631 bzw. n=531)



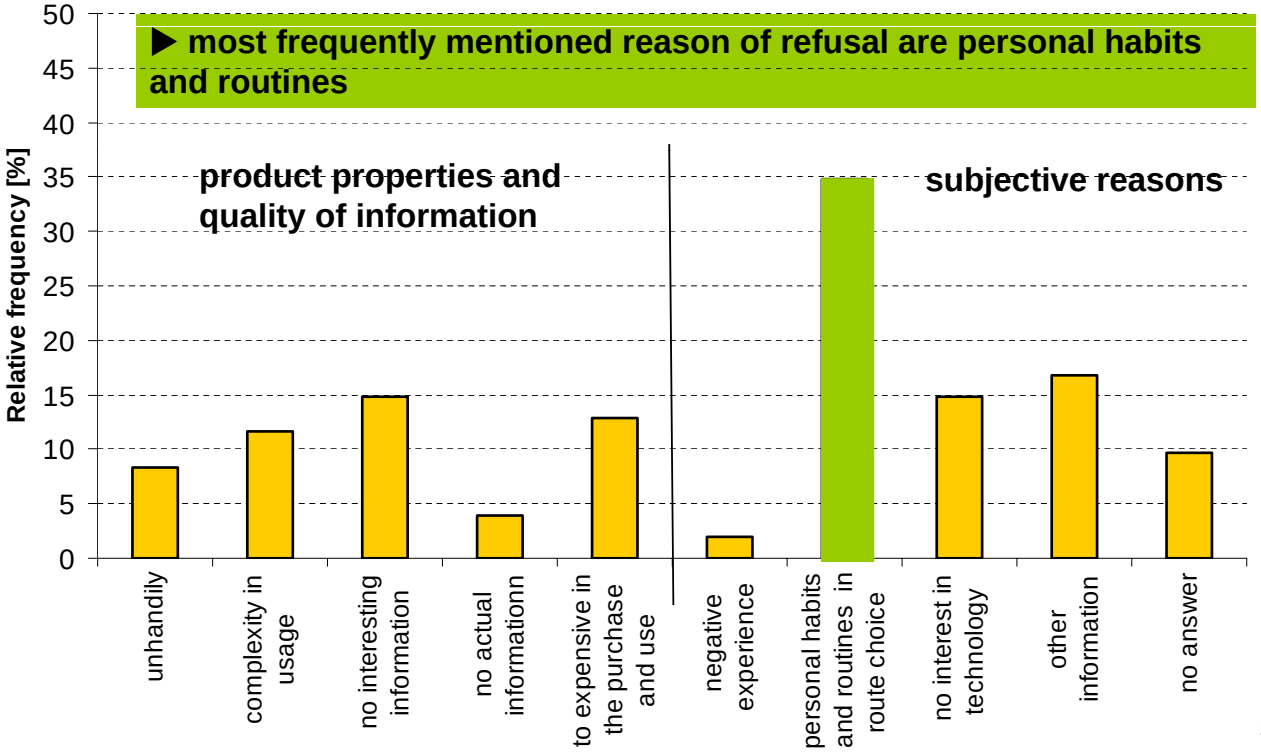
Usage of Traveller Information Systems Pre-Trip vs. On-Trip

(Data: PDA, 2007, n=681)



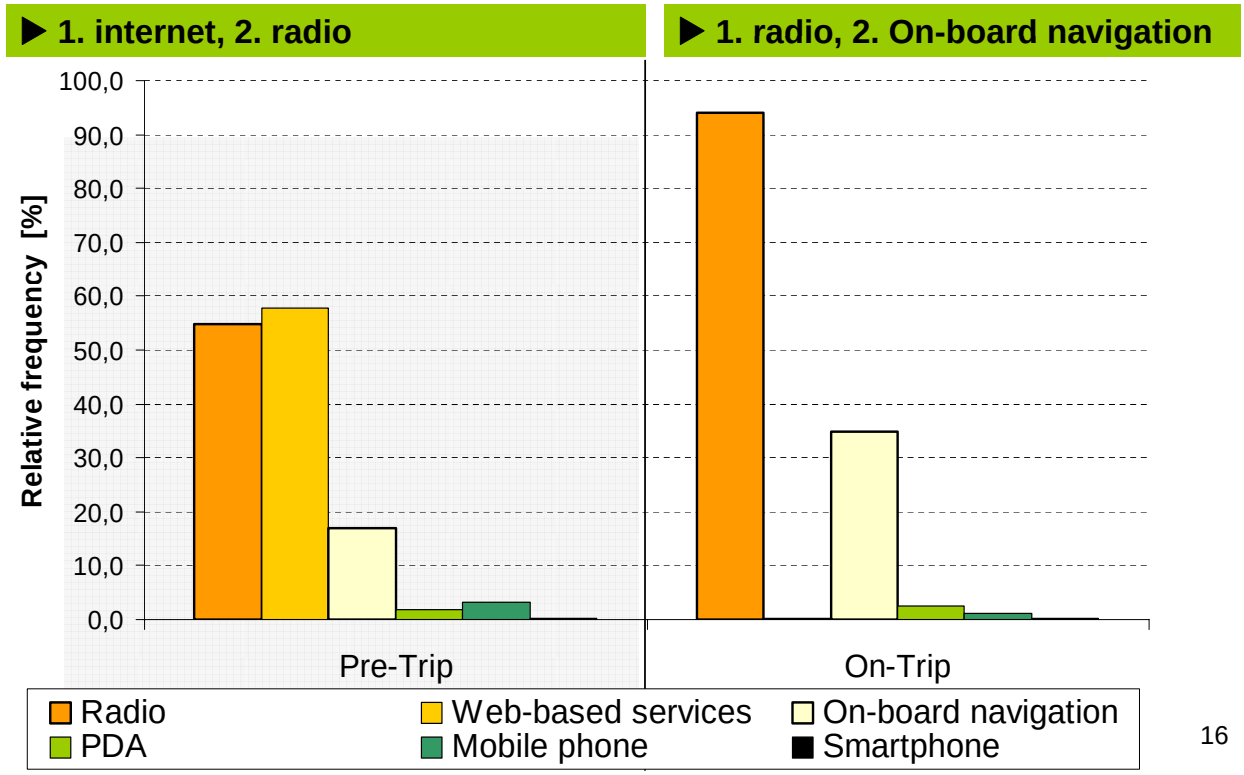
Reasons for not using Traveller Information Systems (multiple answers allowed)

(Data: PDA 2007, n=155)



Usage of devices before or during a trip (multiple answers allowed)

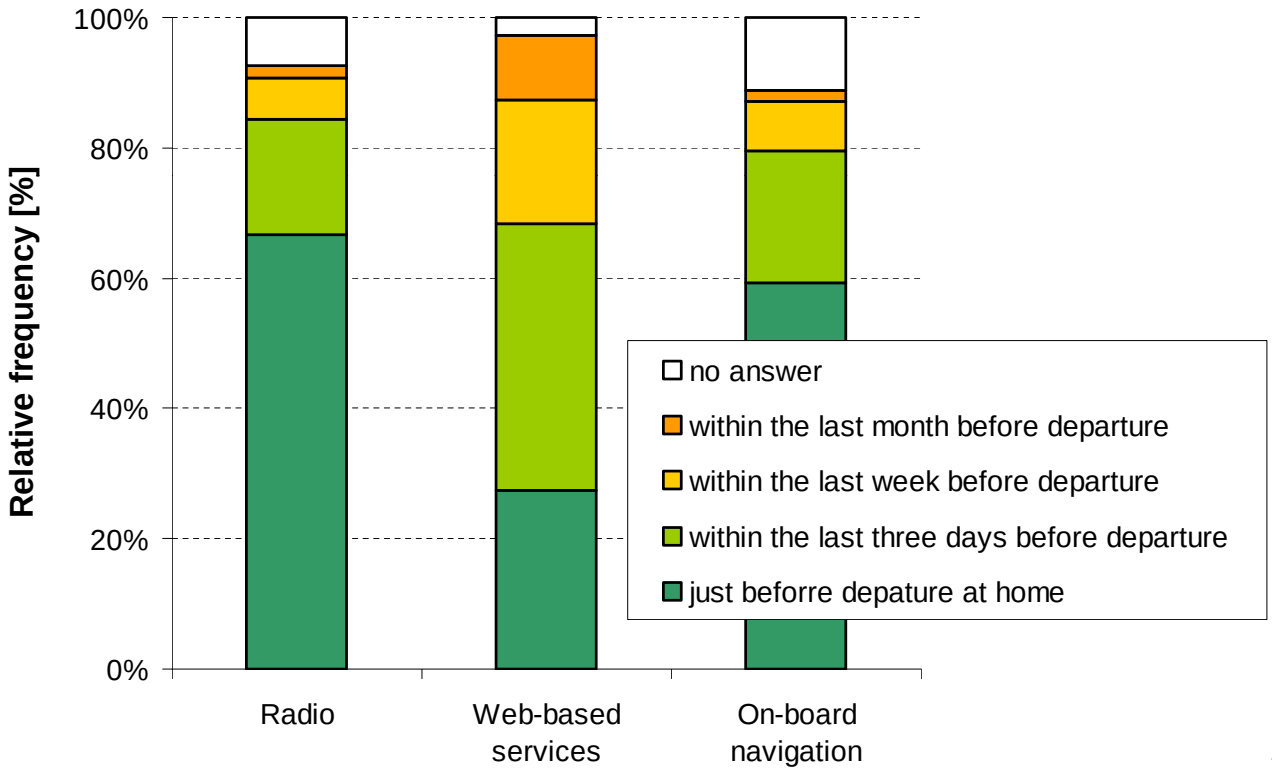
(Data: PDA, 2007, n=317 bzw. 445)



Usage of Traveller Information Systems

Point in time of usage of a pre-trip information device

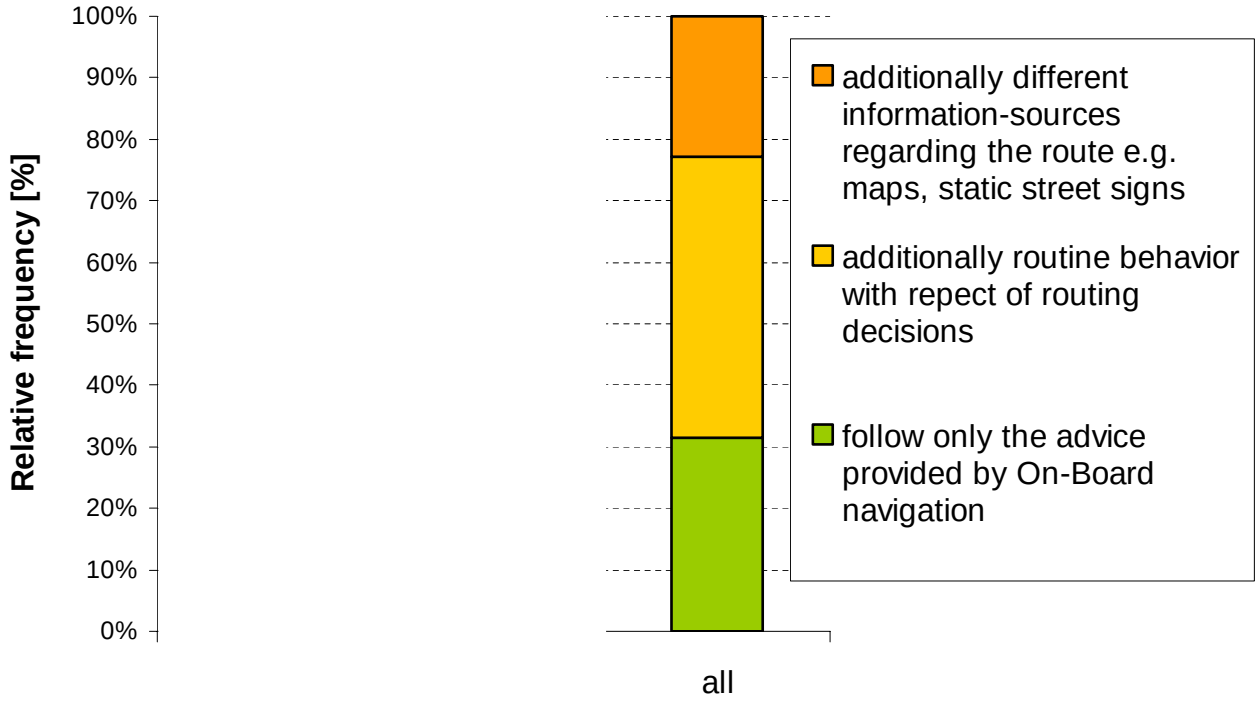
(Data: PDA ,2007, n=317)



Usage of Traveller Information Systems

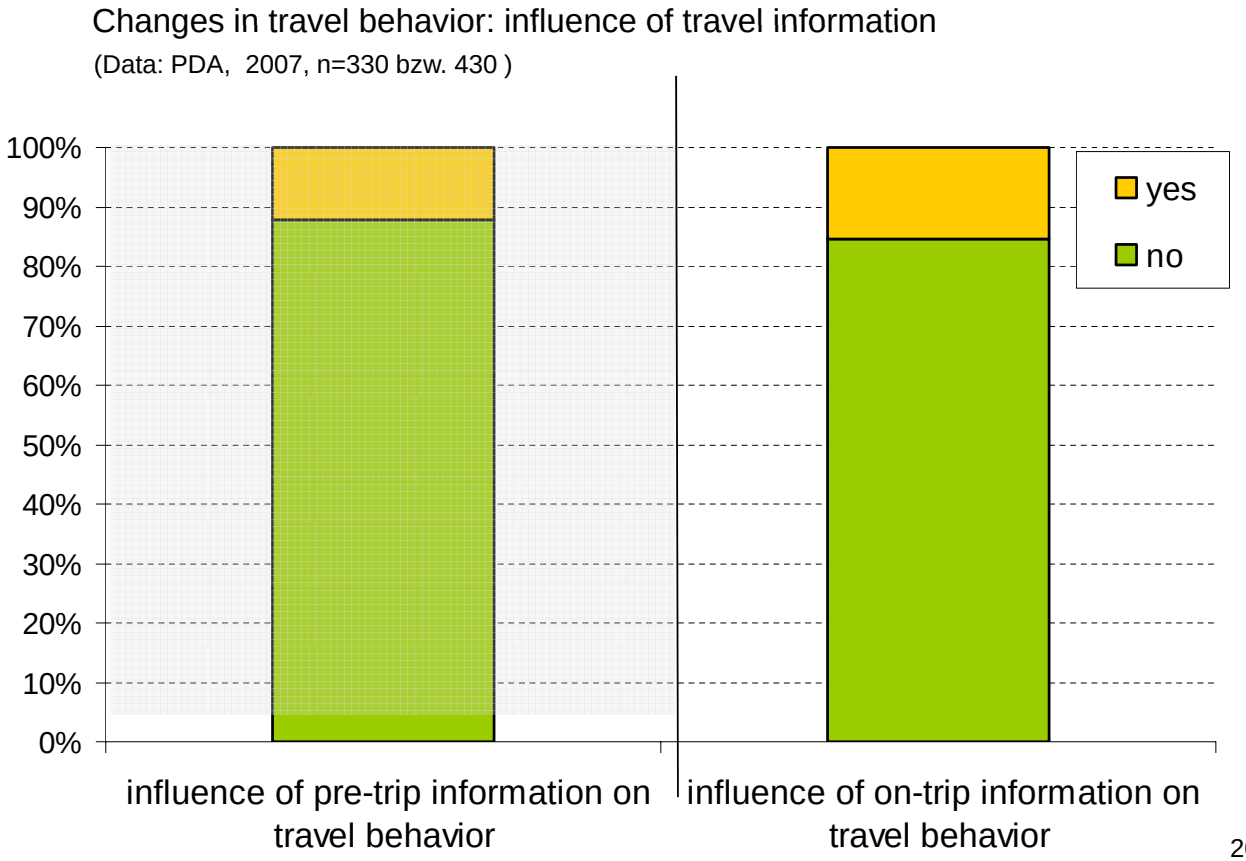
Compliance of on-board navigation services

(Data, PDA , 2007, n=139)



4. Acceptance of information: reactions of travellers

Reactions of travellers



Type of change in travel behavior Pre-Trip vs. On-Trip (multiple answers allowed)

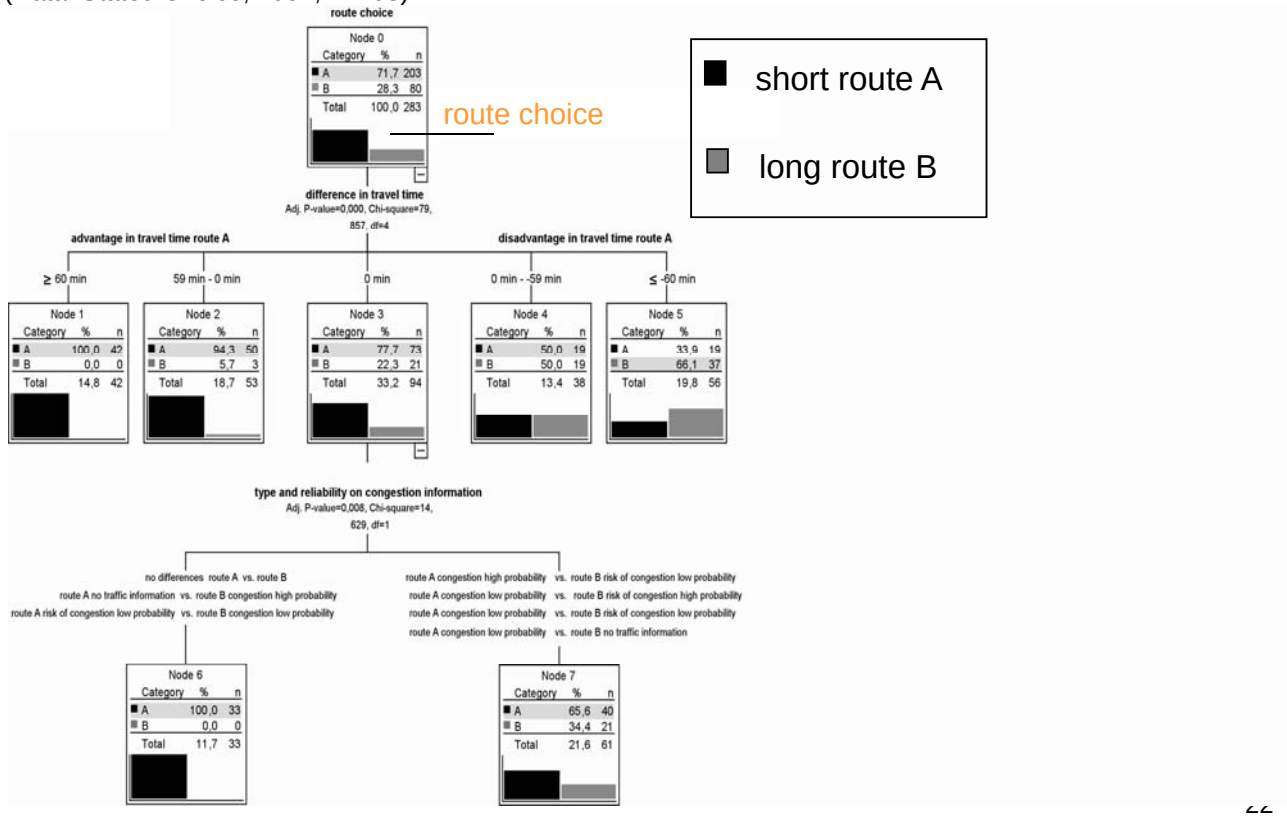
(Data: PDA, n=40 bzw. 43)

	reaction pre-trip	reaction on-trip
changes in destination choice	0%	0%
changes in mode choice	0%	0%
changes in departure time choice	21%	X
extending breaks	X	8%
changes in route choice during <100 km before destination	17%	31%
changes in route choice during >100 km before destination	63%	65%

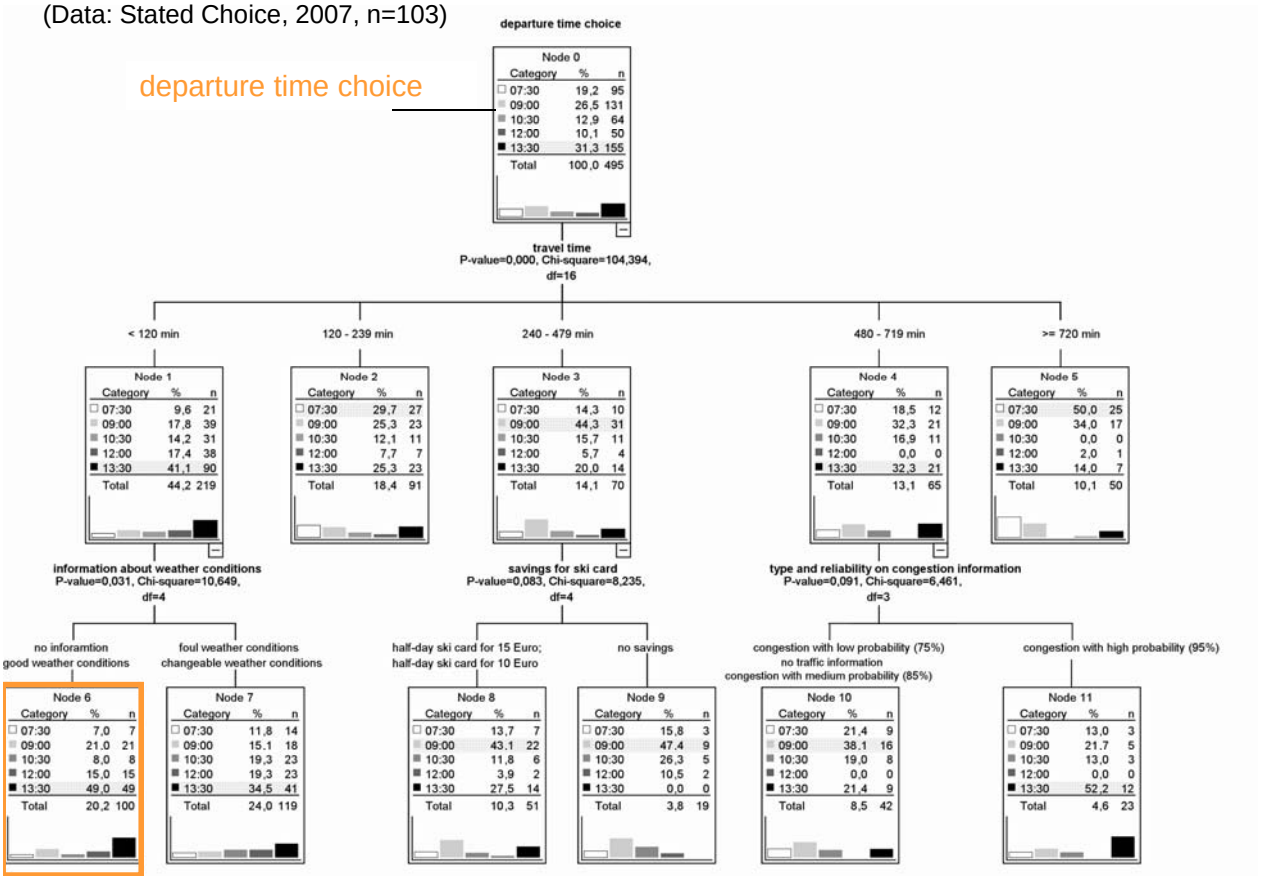
X alternative irrelevant

Decision tree for route choice, number of cases = 283

(Data: Stated Choice, 2007, n=103)



Reactions of travellers

Decision tree for departure time choice

(Data: Stated Choice, 2007, n=103)