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Mobility as a Service and Tourism: Insights from the MaaS4EU Horizon 2020 Project

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Travelling is not easy when you are home...



But it's even worse when you are in a new country

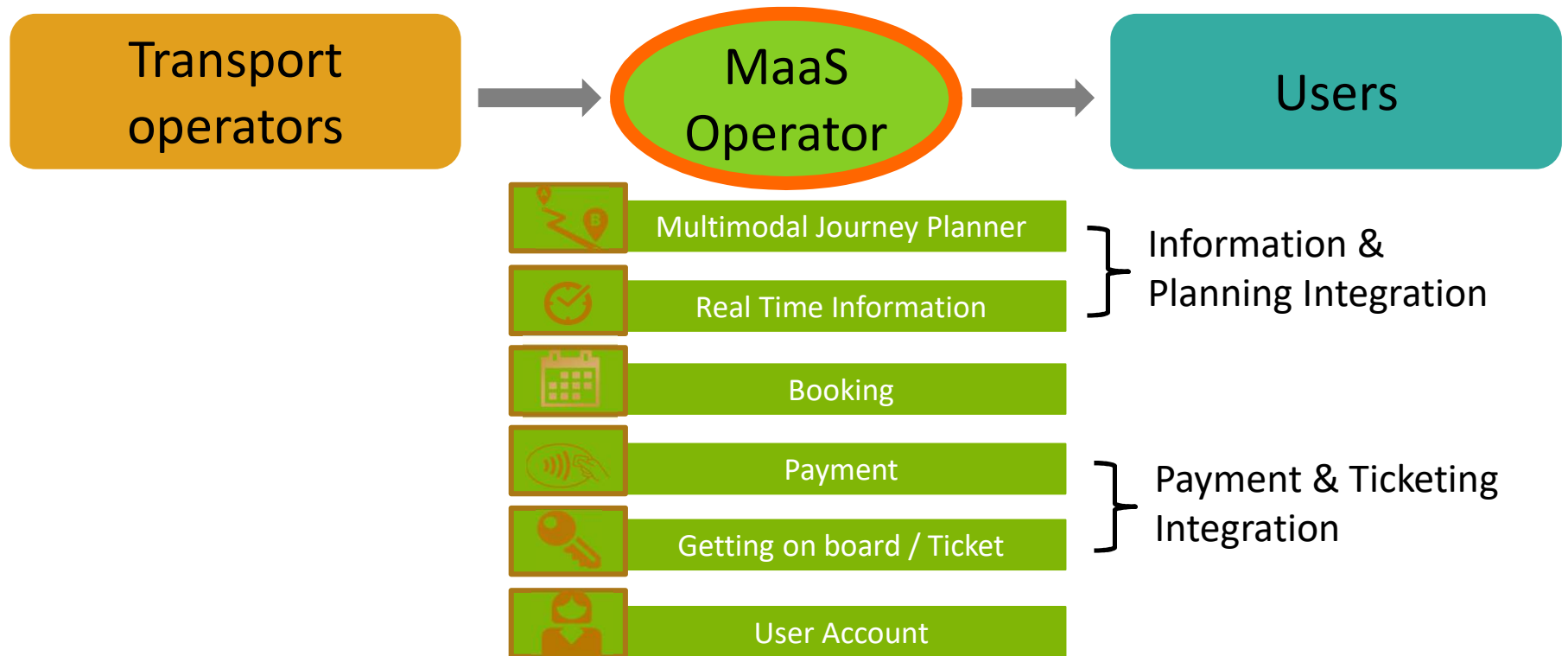
- Foreign language
- Unknown transport modes
- Complex networks
- Different payment methods
- Foreign currency





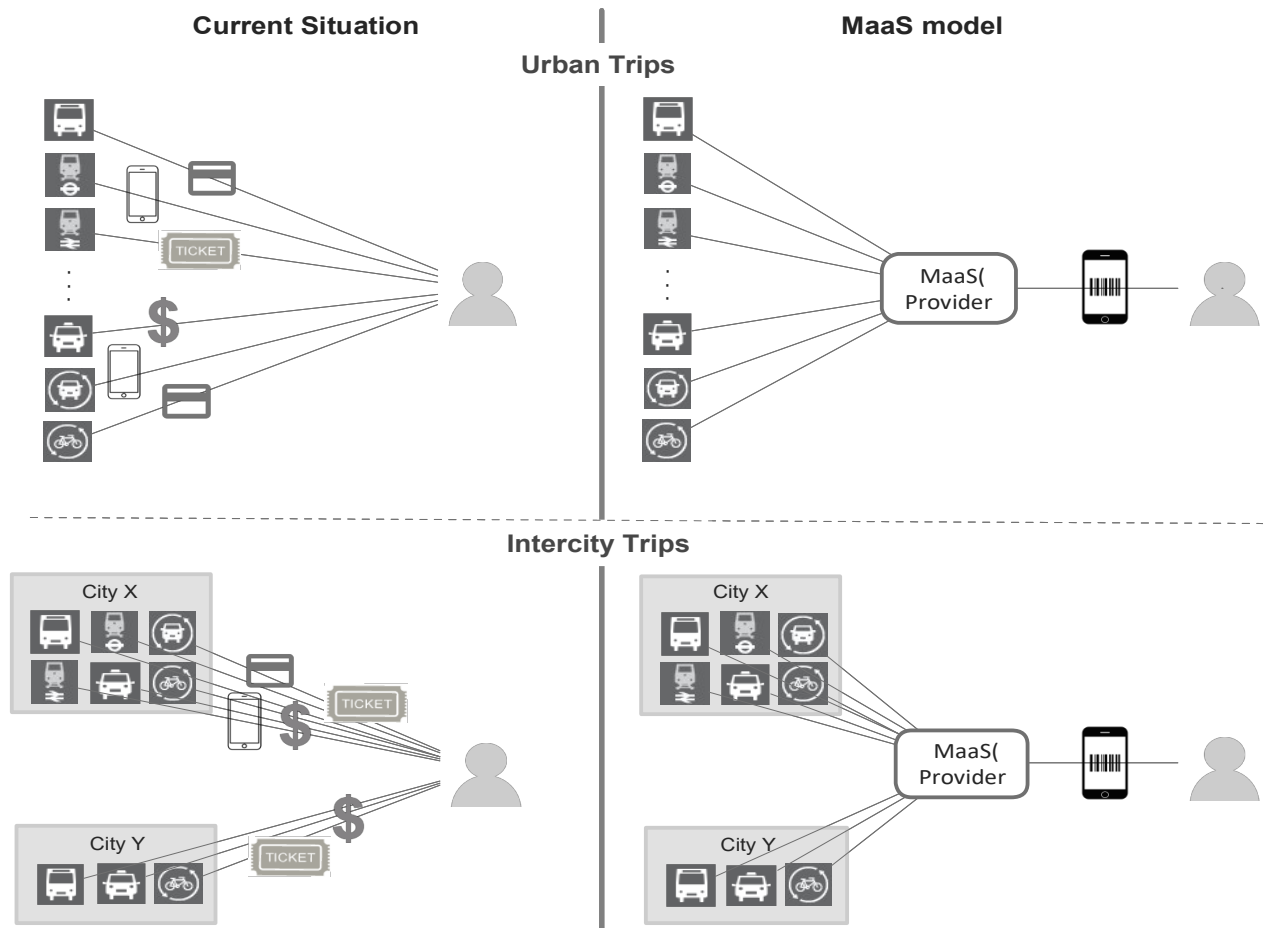
- The MaaS concept -

MaaS Concept (1/2)















“MaaS is a user-centric, intelligent mobility distribution model in which all mobility service providers’ offerings are aggregated by a mobility provider, the MaaS provider, and supplied to users through a single digital platform.”

MaaS Concept (2/2)



MaaS Products - Example

Light	Medium	Premium	Pay-as-you-go
89€ /month	249€ /month	317€ /month	Try Whim without commitment and upgrade whenever you like.
Unlimited HSL Helsinki public transport + 1.000 Whim points	Unlimited HSL Helsinki public transport + 5.500 Whim points	Unlimited HSL Helsinki public transport + 8.000 Whim points	
Use your Whim points as you like, for example:	Use your Whim points as you like, for example:	Use your Whim points as you like, for example:	Transport providers:
 2 taxi trips (~10 km/trip) daytime +  ∞ unlimited local public transport	 8 taxi trips (~10 km/trip) daytime +  ∞ unlimited local public transport +  2 days of car rental	 8 taxi trips (~10 km/trip) daytime +  ∞ unlimited local public transport +  5 days of car rental	    <p>We get you to your destination using your preferred mode of transport, letting you pay as you go – all in one app!</p>

Source: whimapp.com



- The MaaS4EU study -

MaaS4EU – H2020 Project



3 pilot areas:

- Manchester - UK
- Budapest - HUN
- Luxembourg - LUX

“ The main goal of MaaS4EU is to provide quantifiable evidence, frameworks and tools to enable the MaaS concept, by addressing challenges under four pillars:

Business

End Users /
Customers

Technology
& Data

Policies

Tourist Survey

Carried out in two of the pilot cities:

- Manchester and Budapest
- Data collection May-July 2018

Survey parts:

1. Individual survey
2. MaaS concept in general
3. Hypothetical MaaS plans for their visit





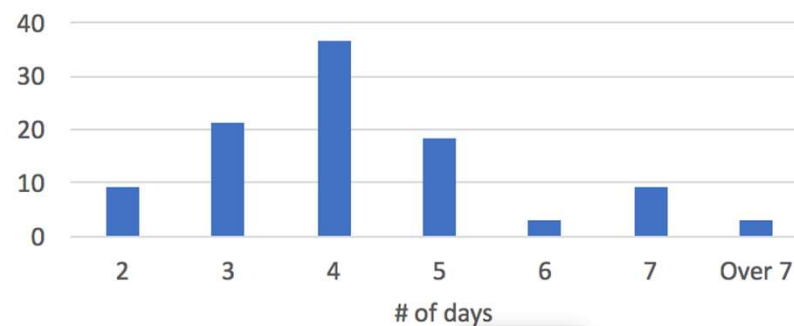
- Budapest case study- Preliminary result

Individual survey

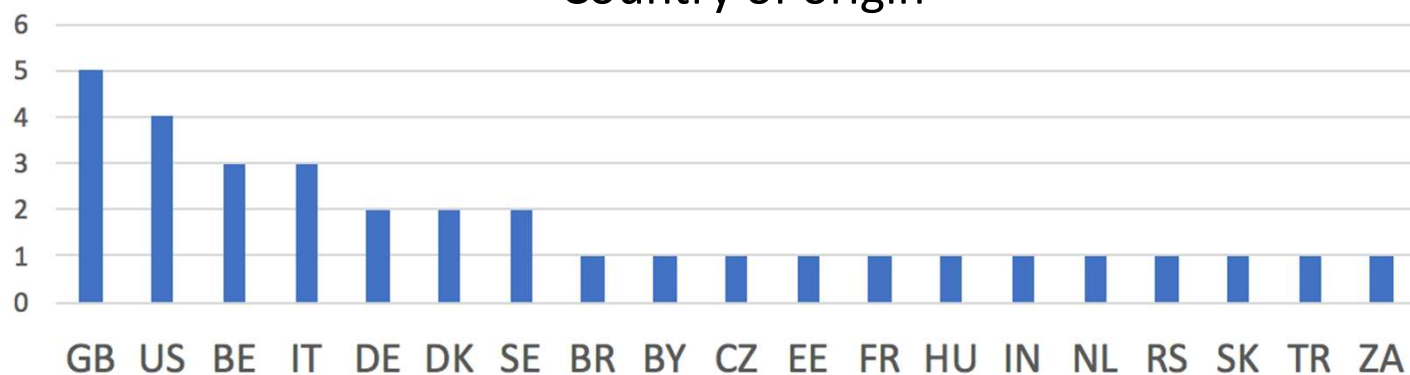
Age:

- 45% 18-30
- 27% 31-50
- 28% 51+

Duration of visit

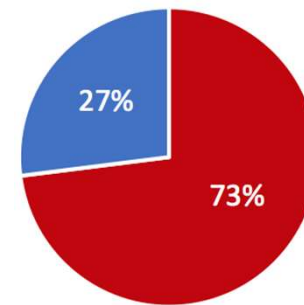


Country of origin

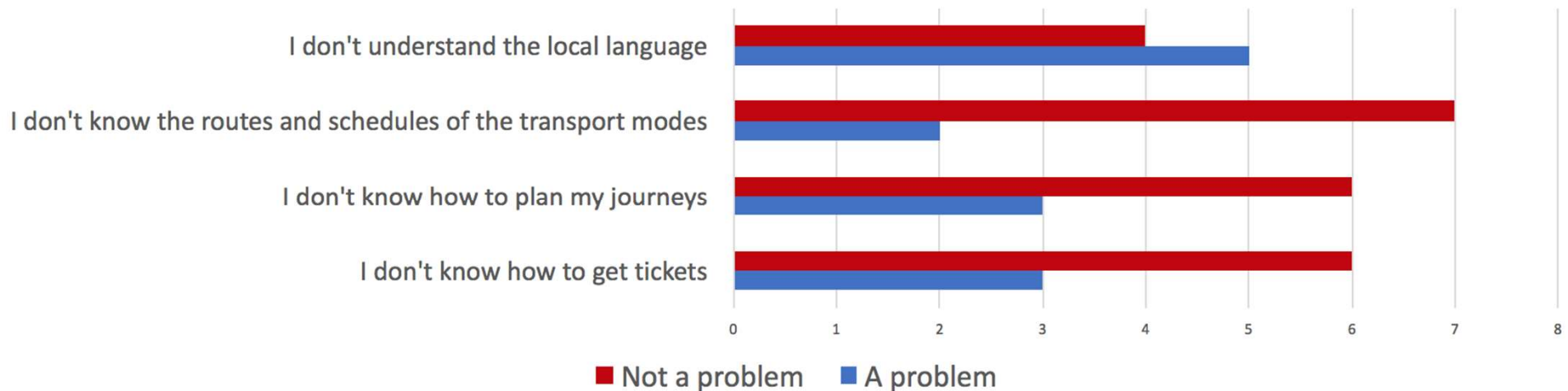


Individual survey results

“Do you ever find it difficult to get around in cities you are not familiar with?”

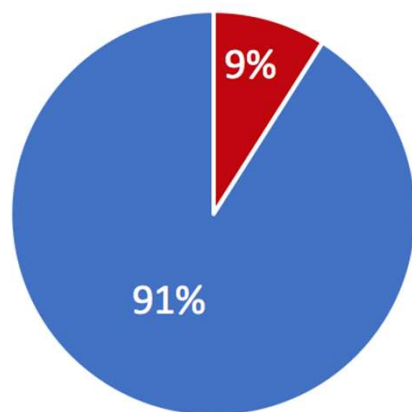


■ No ■ Yes



Survey results

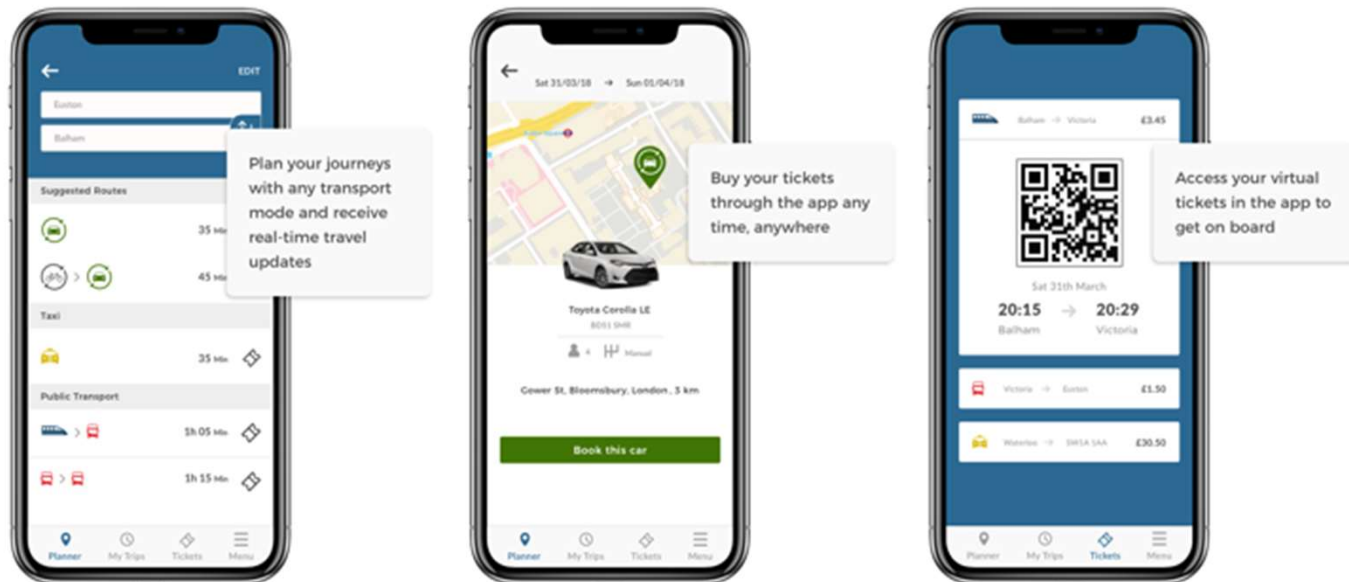
Do you ever use journey planners when you are visiting a new city?
(e.g. Google Maps, Apple Maps, Citymapper, Waze etc.)



■ No ■ Yes



Introduction to MaaS

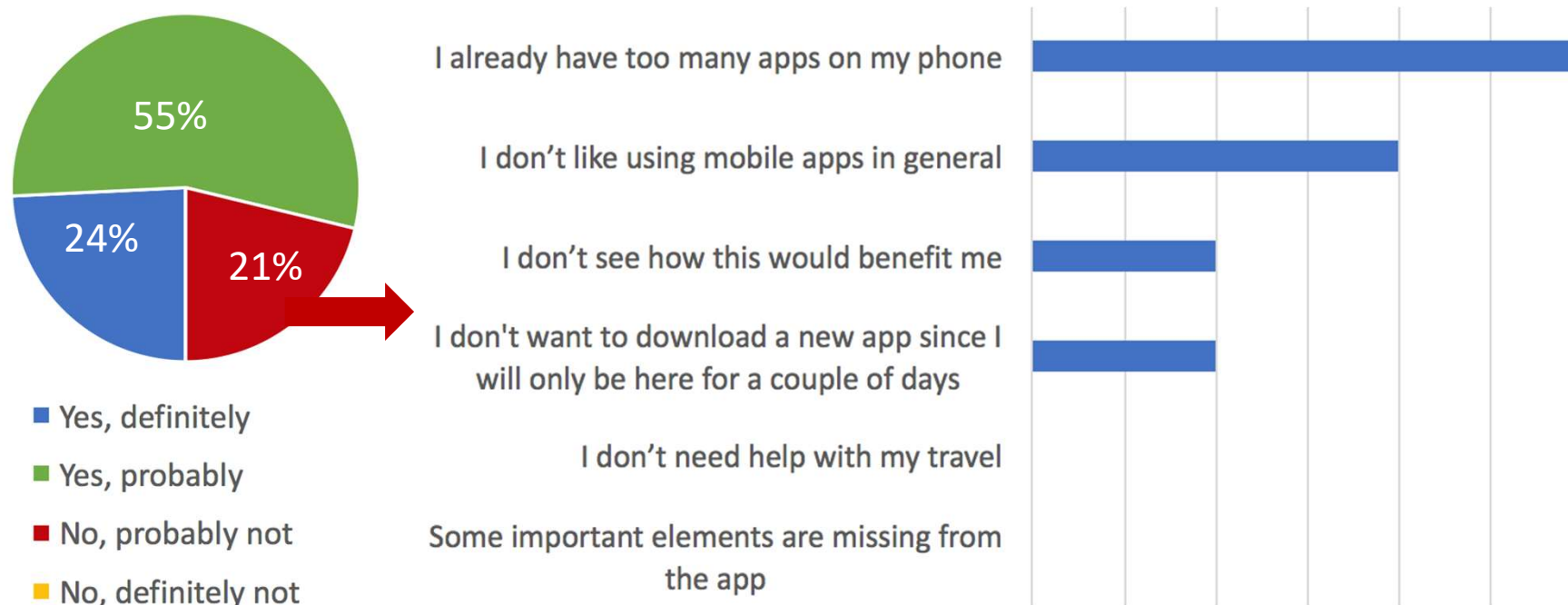


MaaS has all your journeys covered with:



Survey results – MaaS app

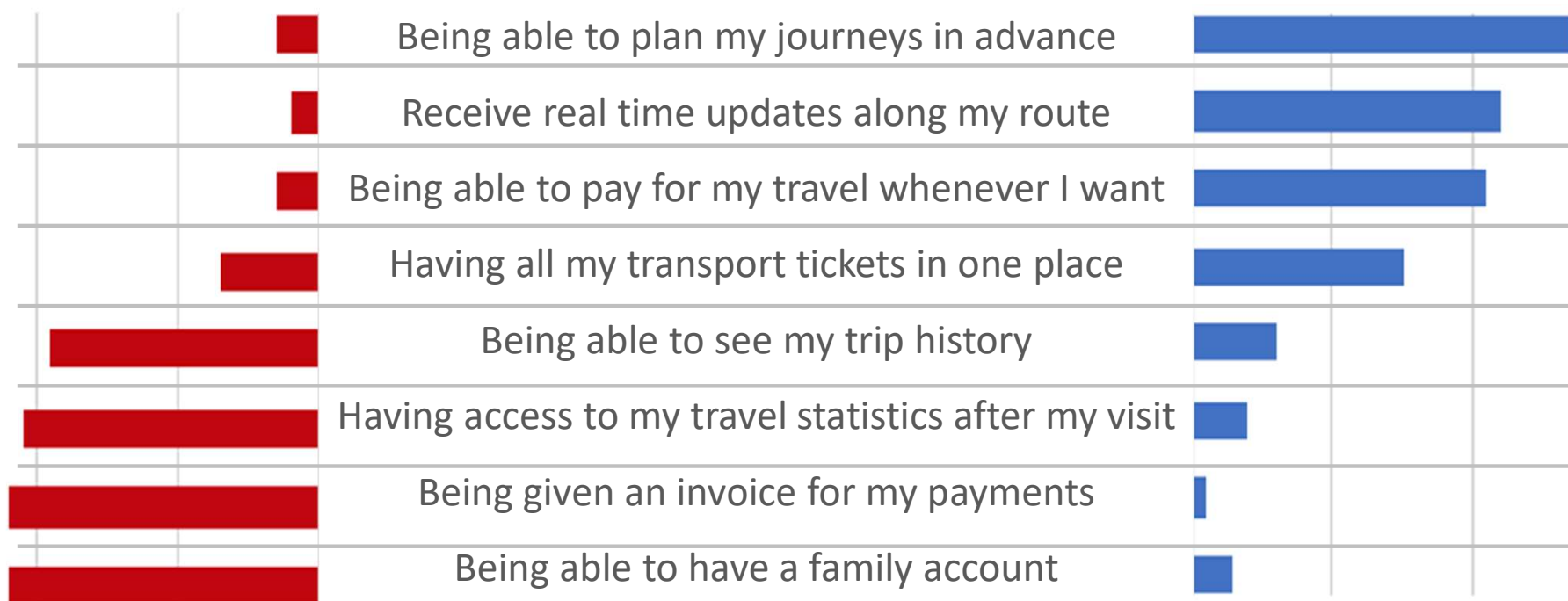
If it were available, would you download the MaaS application?



Most and Least Important MaaS Features

*Chosen as one of the 3
LEAST important features*













*Chosen as one of the 3
MOST important features*



Hypothetical Tourist MaaS Plans

MaaS Plans - page 2

Imagine that you were given the option to choose from the following plans to help you get around the city.
Which one would you choose?

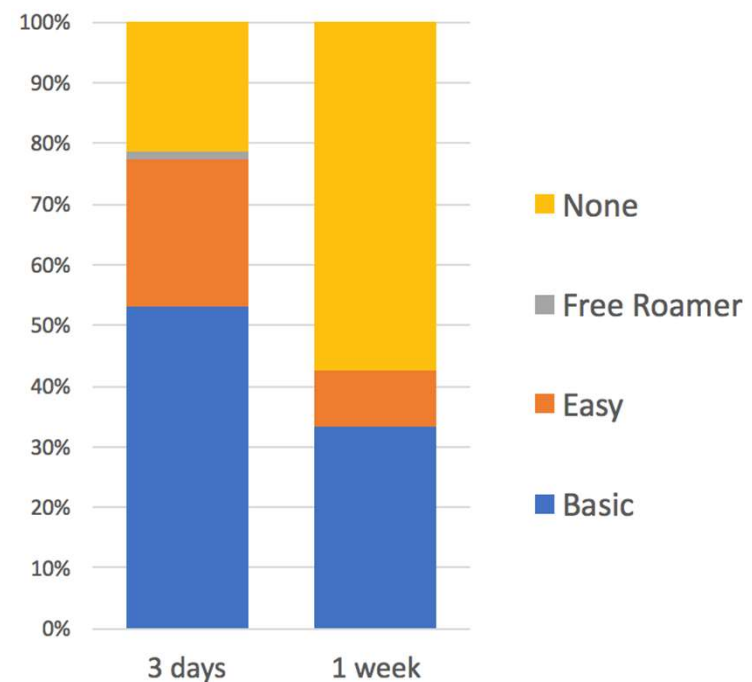
BASIC	EASY	FREE ROAMER	NONE
 Free public transport  Free access to MOL Bubi bike sharing  72-hour Budapest Card	 Free public transport  Free access to MOL Bubi bike sharing  1 taxi trip within central Budapest  Airport transfer: Shared shuttle bus both ways	 Free public transport  Free access to MOL Bubi bike sharing  2 taxi trip within central Budapest  72-hour Budapest Card  Airport transfer: Shared shuttle bus both ways	
<p>13,775 Ft</p> <p>for a week</p> <p><input type="radio"/> I'd Buy This</p>	<p>14,725 Ft</p> <p>for a week</p> <p><input type="radio"/> I'd Buy This</p>	<p>27,825 Ft</p> <p>for a week</p> <p><input type="radio"/> I'd Buy This</p>	<p>I would not choose any of these plans</p> <p><input type="radio"/></p>

Tourist MaaS Plan Preferences

Overall choice:

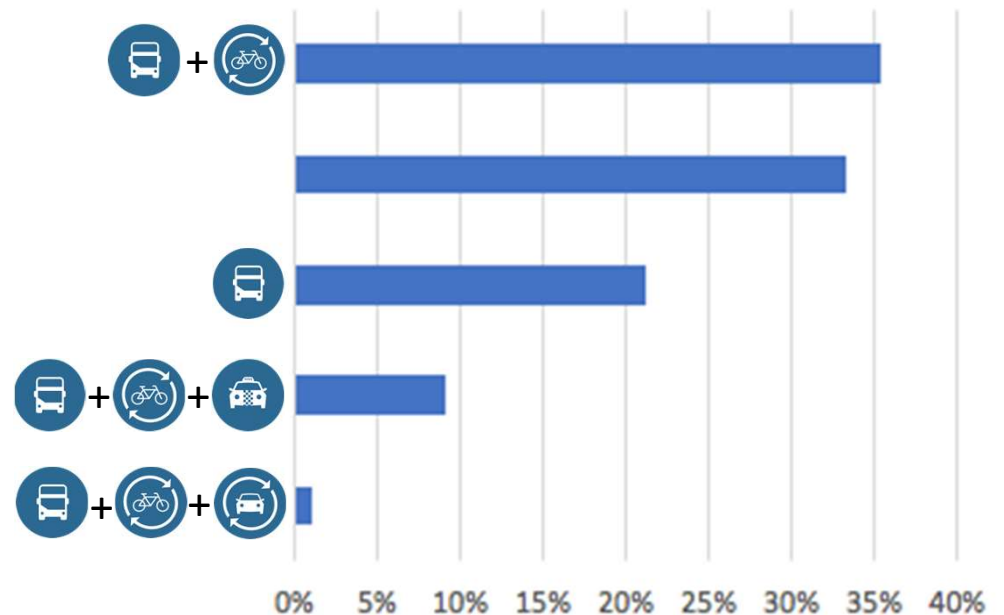
- 46% chose basic plan
- 33% chose none
- 19 % chose easy
- 1% chose free roamer

→ Tendency towards simpler plans



Modes in chosen plans

- Most preferred combination is public transport + bike sharing
- Car sharing does not seem to be appealing to visitors

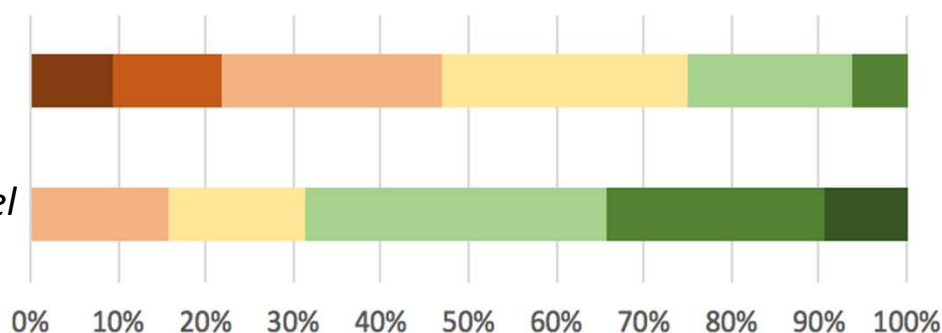


Attitudes towards MaaS

Points of worry about MaaS plans

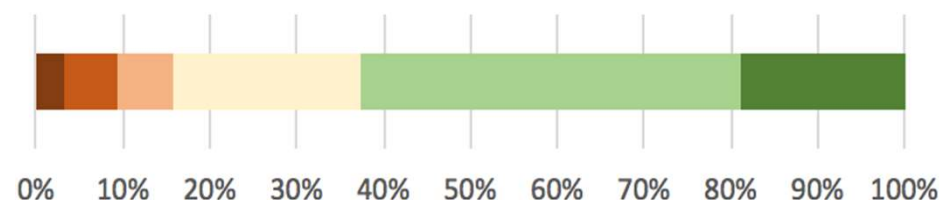
"I would worry about running out of my subscribed amount of travel"

"I would worry about losing any unused travel if I subscribed"



Use of new modes with MaaS plans

"I would be willing to try modes I previously did not use if my MaaS plans included them"



Strongly disagree 2 3 Neutral 5 6 Strongly agree



www.maaseu.eu



Thank you!

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Budapest card was part of 26.3% of chosen plans



Airport/station to hotel transfer

- Shared minibus – 5 % of plans
- Private taxi – 6 % of plans