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 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)

Current Situation

Urban Trips

MaaS model

Intercity Trips

City X

City Y

MaaS Provider

MaaS Concept (2/2)
# MaaS Products - Example

<table>
<thead>
<tr>
<th>MaaS Product</th>
<th>Monthly Cost</th>
<th>Whim Points (Included)</th>
<th>Use Your Whim Points As You Like, For Example:</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Light</strong></td>
<td>€89</td>
<td>1,000</td>
<td>Unlimited HSL Helsinki public transport + 2 taxi trips (~10 km/trip) daytime + unlimited local public transport</td>
</tr>
<tr>
<td><strong>Medium</strong></td>
<td>€249</td>
<td>5,500</td>
<td>Unlimited HSL Helsinki public transport + 8 taxi trips (~10 km/trip) daytime + unlimited local public transport + 2 days of car rental</td>
</tr>
<tr>
<td><strong>Premium</strong></td>
<td>€317</td>
<td>8,000</td>
<td>Unlimited HSL Helsinki public transport + 8 taxi trips (~10 km/trip) daytime + unlimited local public transport + 5 days of car rental</td>
</tr>
<tr>
<td><strong>Pay-as-you-go</strong></td>
<td></td>
<td></td>
<td>Try Whim without commitment and upgrade whenever you like.</td>
</tr>
</tbody>
</table>

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?”

- I don't understand the local language
- I don't know the routes and schedules of the transport modes
- I don't know how to plan my journeys
- I don't know how to get tickets

Pie chart showing:
- 73% of respondents say No
- 27% of respondents say Yes

Bar charts showing:
- For each issue, the red bars represent Not a problem and the blue bars represent A problem.
Survey results

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

- Yes: 91%
- No: 9%

(UCL Energy Institute)
Introduction to MaaS

MaaS has all your journeys covered with:

- Public Transport
- Bike Sharing
- Taxi
- Car Sharing
Survey results – MaaS app

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

- Yes, definitely: 55%
- Yes, probably: 24%
- No, probably not: 21%
- No, definitely not:
  - I already have too many apps on my phone
  - I don’t like using mobile apps in general
  - I don’t see how this would benefit me
  - I don’t want to download a new app since I will only be here for a couple of days
  - I don’t need help with my travel
  - Some important elements are missing from the app
Most and Least Important MaaS Features

<table>
<thead>
<tr>
<th>Chosen as one of the 3 LEAST important features</th>
<th>Chosen as one of the 3 MOST important features</th>
</tr>
</thead>
<tbody>
<tr>
<td>Being able to plan my journeys in advance</td>
<td></td>
</tr>
<tr>
<td>Receive real time updates along my route</td>
<td></td>
</tr>
<tr>
<td>Being able to pay for my travel whenever I want</td>
<td></td>
</tr>
<tr>
<td>Having all my transport tickets in one place</td>
<td></td>
</tr>
<tr>
<td>Being able to see my trip history</td>
<td></td>
</tr>
<tr>
<td>Having access to my travel statistics after my visit</td>
<td></td>
</tr>
<tr>
<td>Being given an invoice for my payments</td>
<td></td>
</tr>
<tr>
<td>Being able to have a family account</td>
<td></td>
</tr>
</tbody>
</table>
Hypothetical Tourist MaaS Plans

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?

<table>
<thead>
<tr>
<th>Plan</th>
<th>Description</th>
<th>Price</th>
<th>Purchase Option</th>
</tr>
</thead>
<tbody>
<tr>
<td>BASIC</td>
<td>Free public transport, Free access to MOL Bubi bike sharing, 72-hour Budapest Card</td>
<td>13,775 Ft</td>
<td>I'd Buy This</td>
</tr>
<tr>
<td>EASY</td>
<td>Free public transport, Free access to MOL Bubi bike sharing, 1 taxi trip within central Budapest, Airport transfer: Shared shuttle bus both ways</td>
<td>14,725 Ft</td>
<td>I'd Buy This</td>
</tr>
<tr>
<td>FREE ROAMER</td>
<td>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</td>
<td>27,825 Ft</td>
<td>I'd Buy This</td>
</tr>
<tr>
<td>NONE</td>
<td>I would not choose any of these plans</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
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”
Thank you!

Melinda Matyas

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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