

## **Neue Datensätze zum Verkehrsverhalten IVT-Seminar vom 5. Dezember 2002**

Datensätze zum Verkehrsverhalten bilden die Grundlage jeglicher Analysen und Strategien im Mobilitätsbereich. An einem Seminar am Institut für Verkehrsplanung und Transportsysteme IVT vom 5.12.02 wurden verschiedene Ansätze, Methoden und Ergebnisse diskutiert. Während die Schweiz mit dem Mikrozensus über eine längere Tradition in der Erhebung des Verkehrsverhaltens verfügt, sind im EU-Raum in den letzten Jahren diverse neue Erhebungsmethoden entstanden. Mit DATELINE (unter Mitarbeit von Sozialdata München) sind Erhebungen im Gang, die in nationale Programme integriert werden sollen. Ein Hauptaugenmerk gilt dem boomenden Freizeitverkehr, dessen Determinanten als relativ unerforscht gelten.

### Weitere Informationen:

ETH Zürich, Institut für Verkehrsplanung und Transportsysteme IVT

[www.ivt.baug.ethz.ch](http://www.ivt.baug.ethz.ch)

Bundesamt für Raumentwicklung ARE

[www.are.admin.ch](http://www.are.admin.ch)

Dateline: Design and Application of a Travel Survey for European Long-distance trips based on an International Network of Expertise

[www.ncl.ac.uk/dateline](http://www.ncl.ac.uk/dateline)

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# Travel Market Switzerland - Overlook

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- Key features of TMS
- Some results (selection)

## Key features of TMS

## Scope

- **Private trips:** Travel away from home with
  - at least 1 overnight stay
  - all leisure reasons
- **Private excursions:** Travel away from home with
  - no overnight stays
  - distance of at least 30km or
  - destination frequency less than 6 times a year

## Method, Sampling, Sample

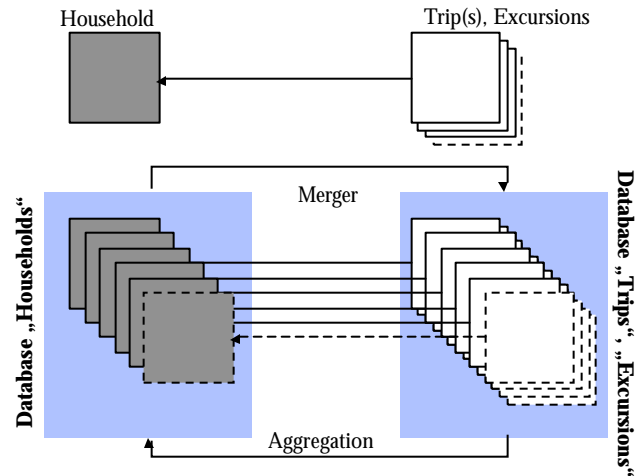
- **Method:** Self-administrated and structured written interviews of household, including the examination of
  - the households themselves
  - all trips made by their members
- **Sampling:** Representative sample of households, located in the German- and French-speaking part of Switzerland (consumer jury by IHA.GfK)
- **Sample:**
  - 1'263 households
  - 8'663 persontrips
  - 6'288 cellexcursions

## Restriction/ Underrepresentation

- Persons in collective households
- Persons older than 80
- Most of the foreign citizens in the survey come from the neighboring countries
- Trips with a regular and homogeneous repetition rate (for example to own holiday homes)

**→ Approximately 20% of all trips taken have not been recorded**

## Database rational of TMS



## Databases available by means of SPSS

- Household\_4waves.sav (1,233 cases by 126 variables)
- Household\_persons\_4waves.sav (3,149 cases by 79 variables)
- Trips\_cells\_4waves.sav (4,300 cases by 349 variables)
- Trips\_persons\_4waves.sav (8,744 cases by 349 variables)
- Excursions\_cells\_4waves.sav (6,288 cases by 81 variables)
- Additional files with more cases on a non 4-wave basis

## Key travel variables recorded 1

- Destination
- Number of participants
- Duration of trip
- Month and weekday of trip
- Time based reason of trip
- Type of trip
- Travel motivation
- Point of time of travel decision
- Sources of information before travel decision

## Key travel variables recorded 2

- Travel decision structure (pro Destination vs. pro activity)
- Sources of information for travel preparation
- Degree of packaging and time of booking
- Means of transportation to destination
- Means of transportation in destination
- Type of accommodation
- Sports activities
- Non-sports activities

## Key travel variables recorded 3

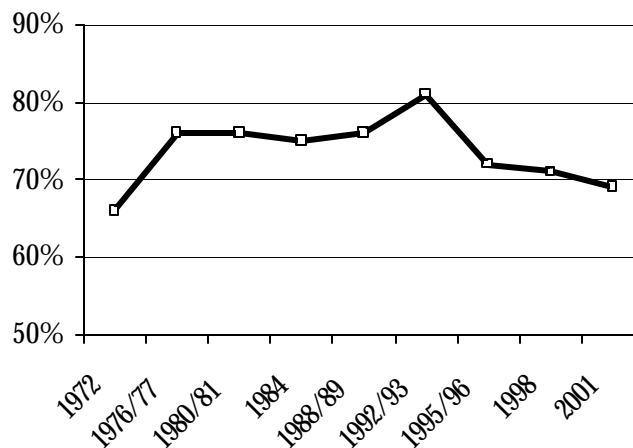
- Satisfaction: with trip as a whole, with the products offered in the destination, with the accommodation chosen
- Travel costs
- Probability of returning to the same destination or the same accommodation

## Some results

## Results overview

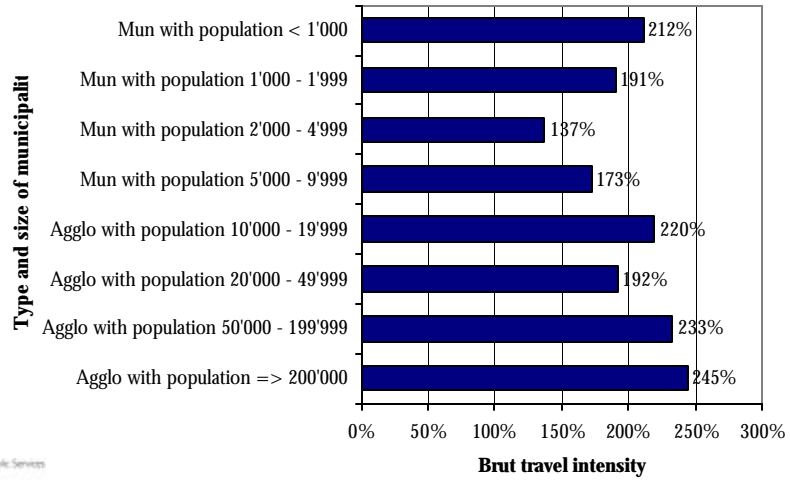
- With regard to travel propensities, a high level stabilization can be observed
- There is an indication of a trend termination with regard to the shorteing of trips
- Switzerland remains the favourite destination, even with market shares continously declining
- Summer season is loosening to spring and fall
- Visiting friens and relatives is among the stongest drivers of travel
- Cars and planes still dominate more than ever
- The hotel industry is reclaiming market shares at cost of the parahotel sector

## Net travel propesnity with regard to trips with 4+ overnight stays

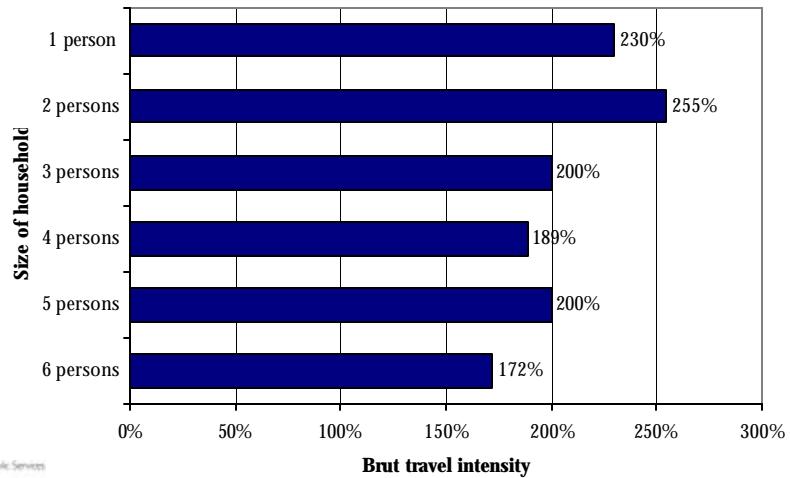




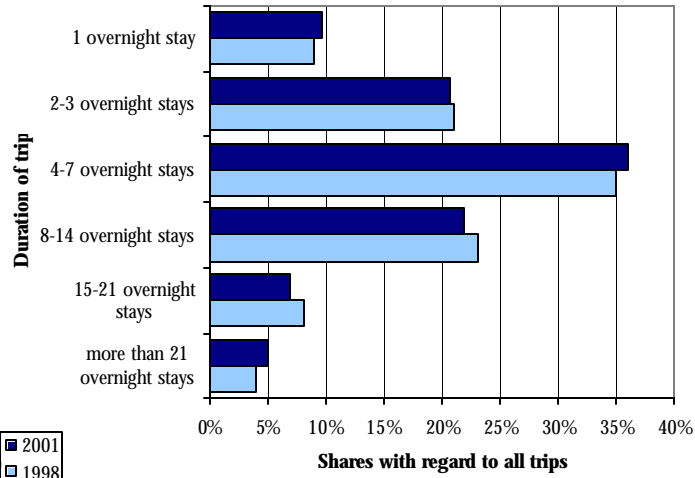
## Brut travel propensity by size of origin



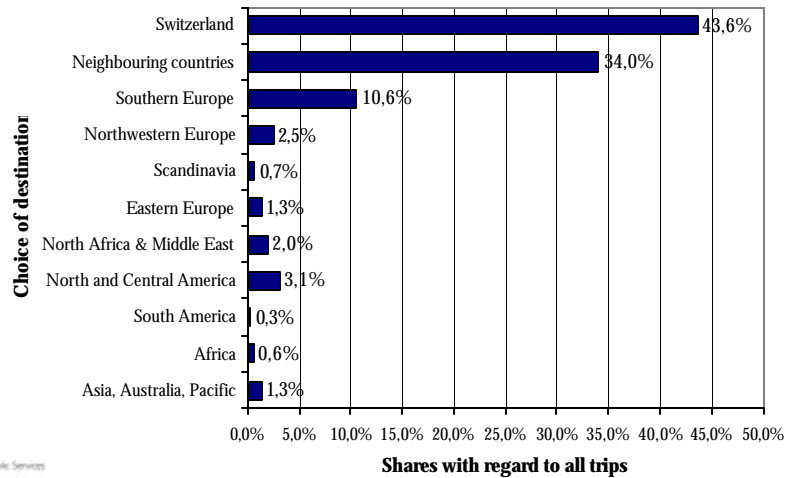
## Brut travel propensity by size of household



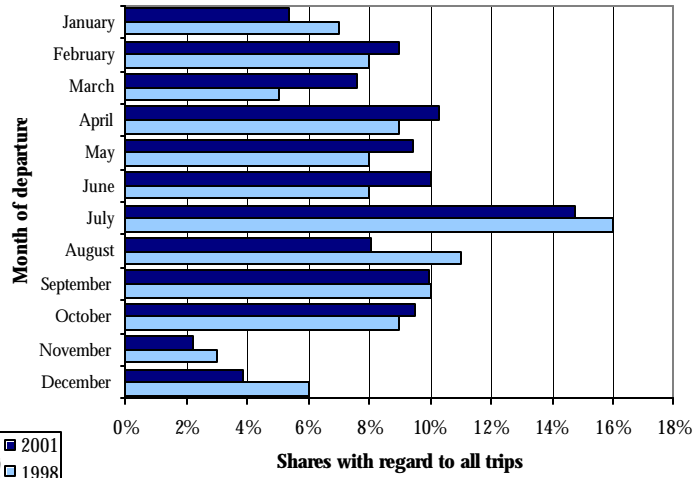
## Duration of trip



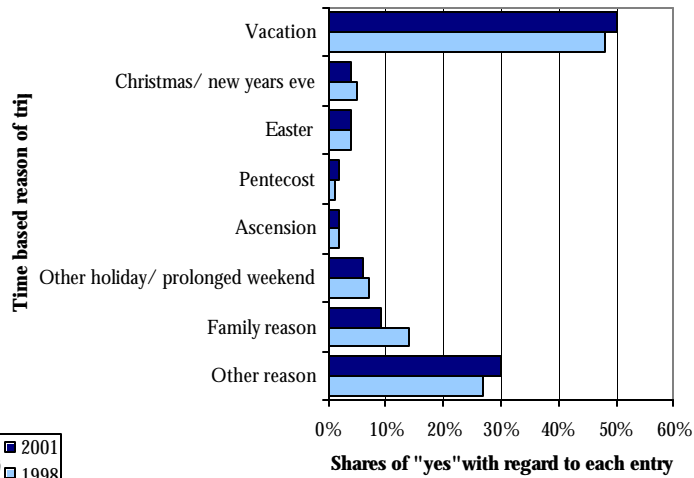
## Destination choice



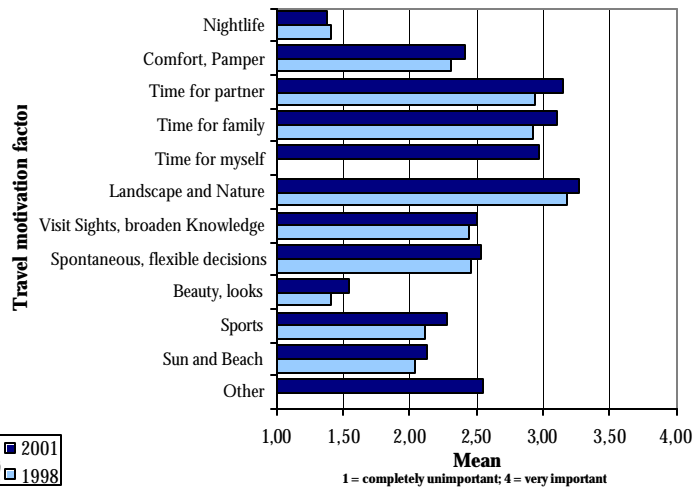
## Month of departure



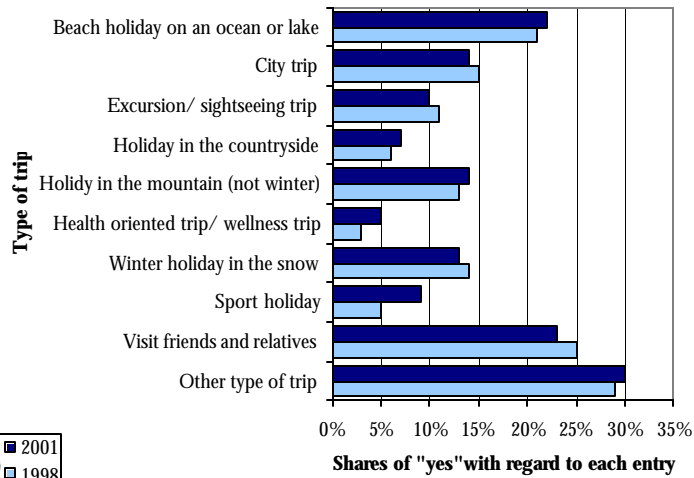
## Time based reason of trip



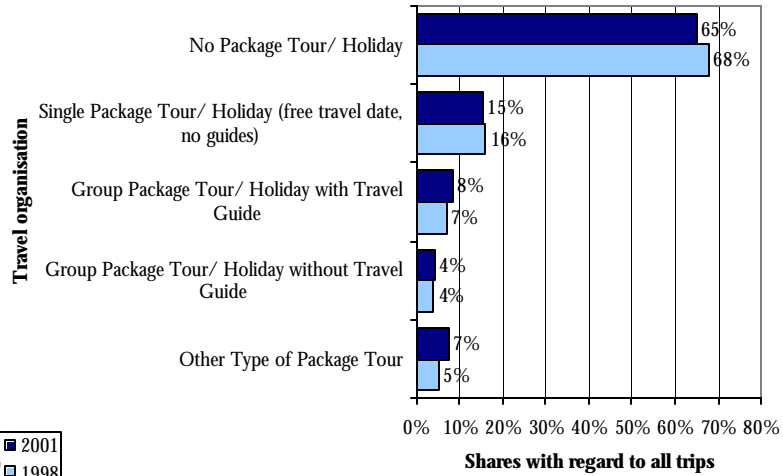
## Motivation



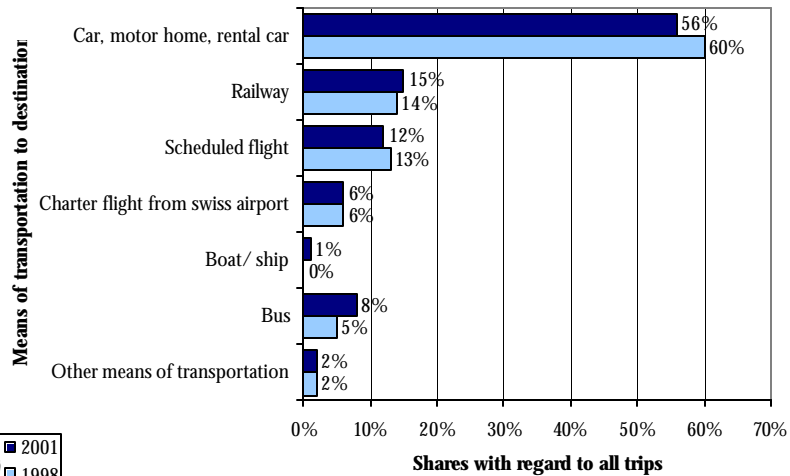
## Type of trip



## Organisation of trip



## Transport to destination



## Choice of accommodation

Means of accommodation at destination

