From A to B
focus on the passenger

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The starting point ...

conference
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... is always the primary consideration:

Because we want to...

- attend an event
- visit family or friends
- go on holiday
- visit a customer
- commute to work

Family visit
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→ **Therefore: mobility is not an end in itself, but a means to an end**

Vacation
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How is the passenger on the move supported today?

Primary need

Alternative means of transport
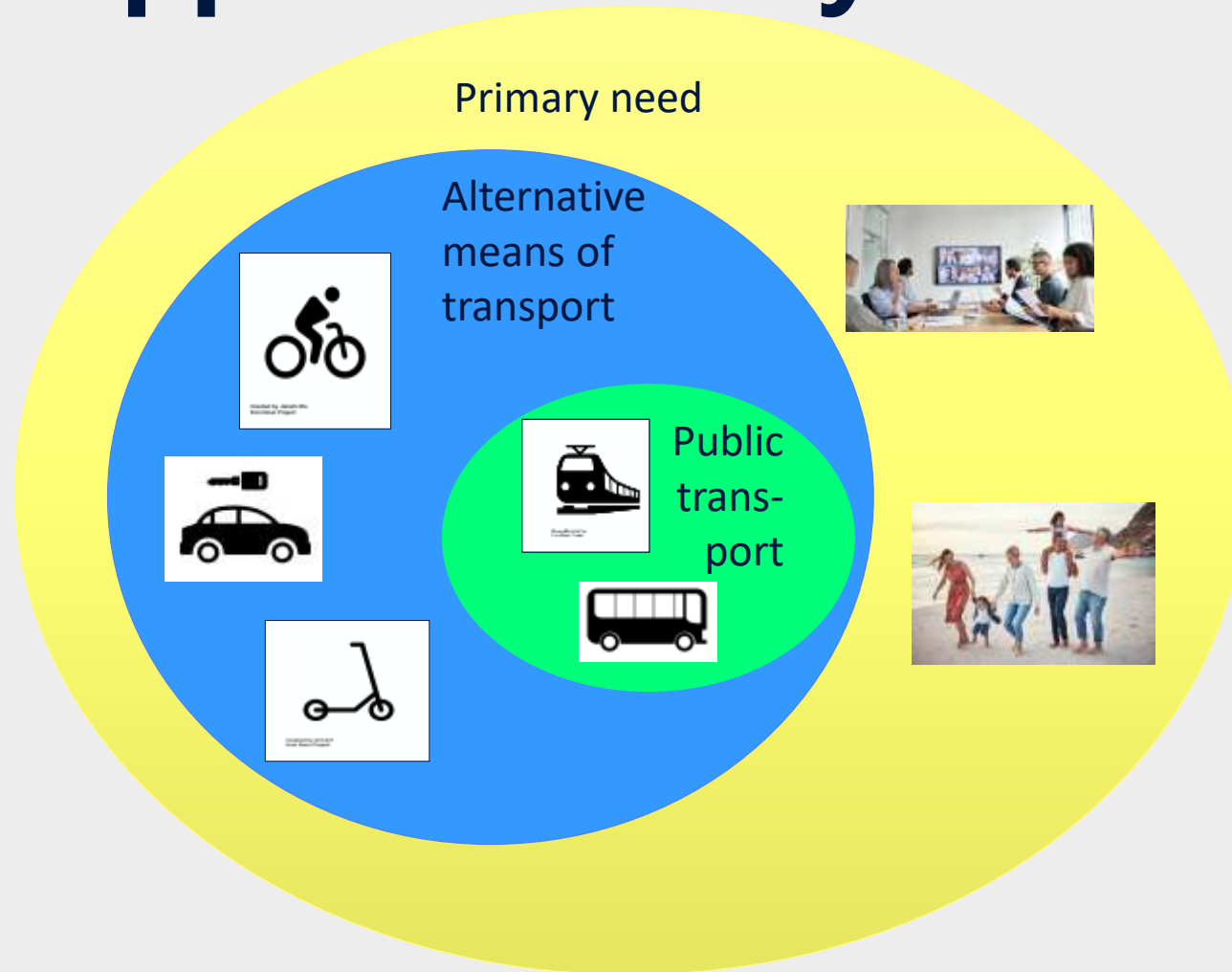
Public trans-port

- there's more to mobility than just public transport!

- we need to give greater consideration to all sustainable forms of transport in travel chains …

- … and establish links with the passengers' primary needs

Mobility information today: DB Navigator

- Flagship among German mobility apps

- Timetable information for the entire German public transport system **since 1998**

- Tickets provided for more than 40 transport associations

- New: Nationwide €49 ticket with validity across transport authority regions
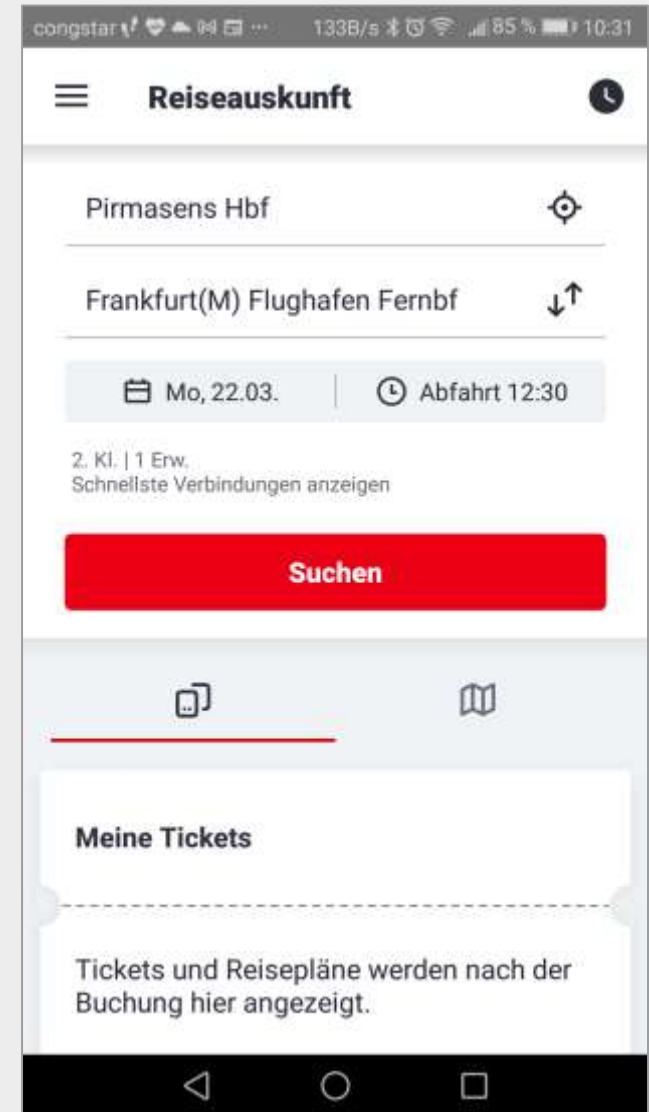
But, it still only applies to public transport. What about ...

- long-distance buses?

- bike for the first/last mile?

- taxi for the first/last mile?

- car to the Park & Ride?

- on-demand transport?

Many providers = confused passengers

… a travel chain that the passengers have to link together for themselves – a real hassle!

then they rather reach for the car key because it's so nice and convenient.

How do we plan a trip with different means of transport?

This is a complicated process

Thesis: Without offering a continuous travel chain "from a single source", alternatives to private car use are unlikely to be considered.
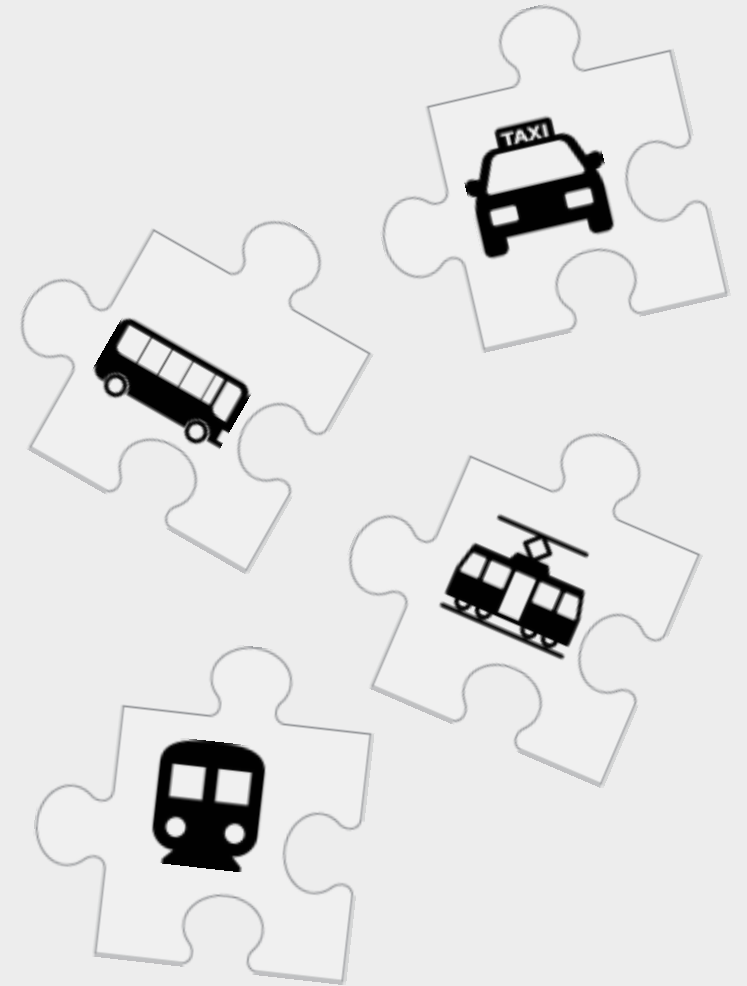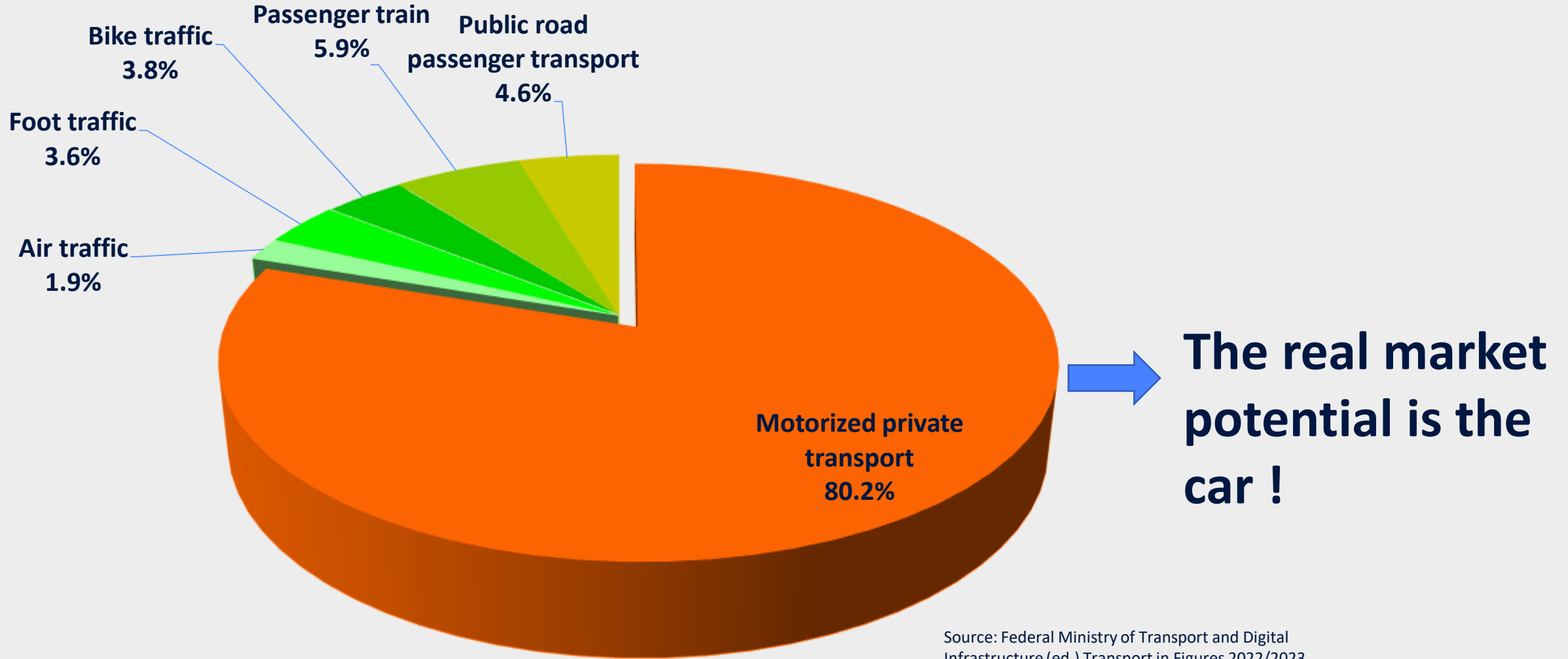
Mobility information

- is currently mostly provided by **individual transport providers**

- **should enable intermodal travel chains**

- should be available with **open data** and **non-discriminatory** interfaces, thereby allowing an open market for third parties

- should be made **open** and **available** to all relevant parties by law, as it is in Finland

Modal split shows market potential

Bike traffic
3.8%

Passenger train
5.9%

Public road passenger transport
4.6%

Foot traffic
3.6%

Air traffic
1.9%

Motorized private transport
80.2%

The real market potential is the car !

Source: Federal Ministry of Transport and Digital Infrastructure (ed.) Transport in Figures 2022/2023

"Pick low-hanging fruits"

- The goal is ambitious, the implementation is complex, but the first steps are simple…

- **Integrate:**

  - **Park & Ride / Bike & Ride**

  - **Carsharing / Bikesharing**

  - **Taxi for the first / last mile**

Thank you

for your attention