

## The Future of Travel: e-Ticketing, Smart Phones, Data Sharing

How are real-time information and integrated ticketing changing passenger transport?

**Wednesday, 2 May, 16:30-18:00**

### SESSION OUTLINE

Innovation in information technologies has brought about conspicuous changes in the use of public transport. It is now common to get information on routes, transfers, fares and travel times using smartphones. And people increasingly pay fares on buses or metros not with cash but with electronic cards. These technologies can substantially reduce waiting and boarding times and ensure passengers take optimal routes.

The introduction of information technologies in the transport sector may now trigger new transport services. They generate data that makes it possible to identify where and when the demand for public transport is high, so that operators can provide tailored services to meet demand and better match preferences. Seats in commuter trains could be reserved using smartphones. Public bike-sharing systems make use of smart-phone applications to facilitate access for pedestrians. They are also an extension to using public transport. Travel information can be integrated into shopping, dining and tourism information services.

This session will examine the changes information technologies have brought about in public transport markets from both supply and demand perspectives. It will explore innovations in the pipeline and identify the policy interventions necessary to promote the application of information technologies. Discussion will focus on the following questions:

- What information is needed from the travelling public and what information can be provided to travellers to improve their seamless journey?
- How can public and private transport actors overcome the commercial and institutional impediments to providing real-time information and integrated ticketing? How have partners overcome the challenge of revenue-sharing in integrated transport systems?
- What will be the impact of new information technologies on daily lives? Can bus routes be designed and scheduled in real time? Can taxi-share systems work reliably? Can intelligent bike-sharing systems extend the use of public transport?
- What will your smartphone be able to do next?

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