

Seamless Travel across the Atlantic area Regions using sustainable Transport



The INTEGRA Concept – Connecting People and Places across Europe

Paulette Lappin, Merseytravel

Mike Freeman, Transport and Travel Research Ltd

POLIS Annual Conference

Brussels, 10th December 2009



European Union
European Regional Development Fund

**INVESTING IN OUR
COMMON FUTURE**


ACCESSIBILITY & TRANSPORT



ATLANTIC AREA International Programme
ESPAÑA ATLÁNTICA Programa Transfronterizo
ESTRATEGIA ATLÁNTICA Programa Transfronterizo de
ESPAÑA ATLÁNTICO Programa Transnacional

Content of Presentation

- Introduction & Background
- PARTNER & START INTERREG Projects
- A Stranger in town
- The INTEGRA Concept
- Next Steps & Project Goal

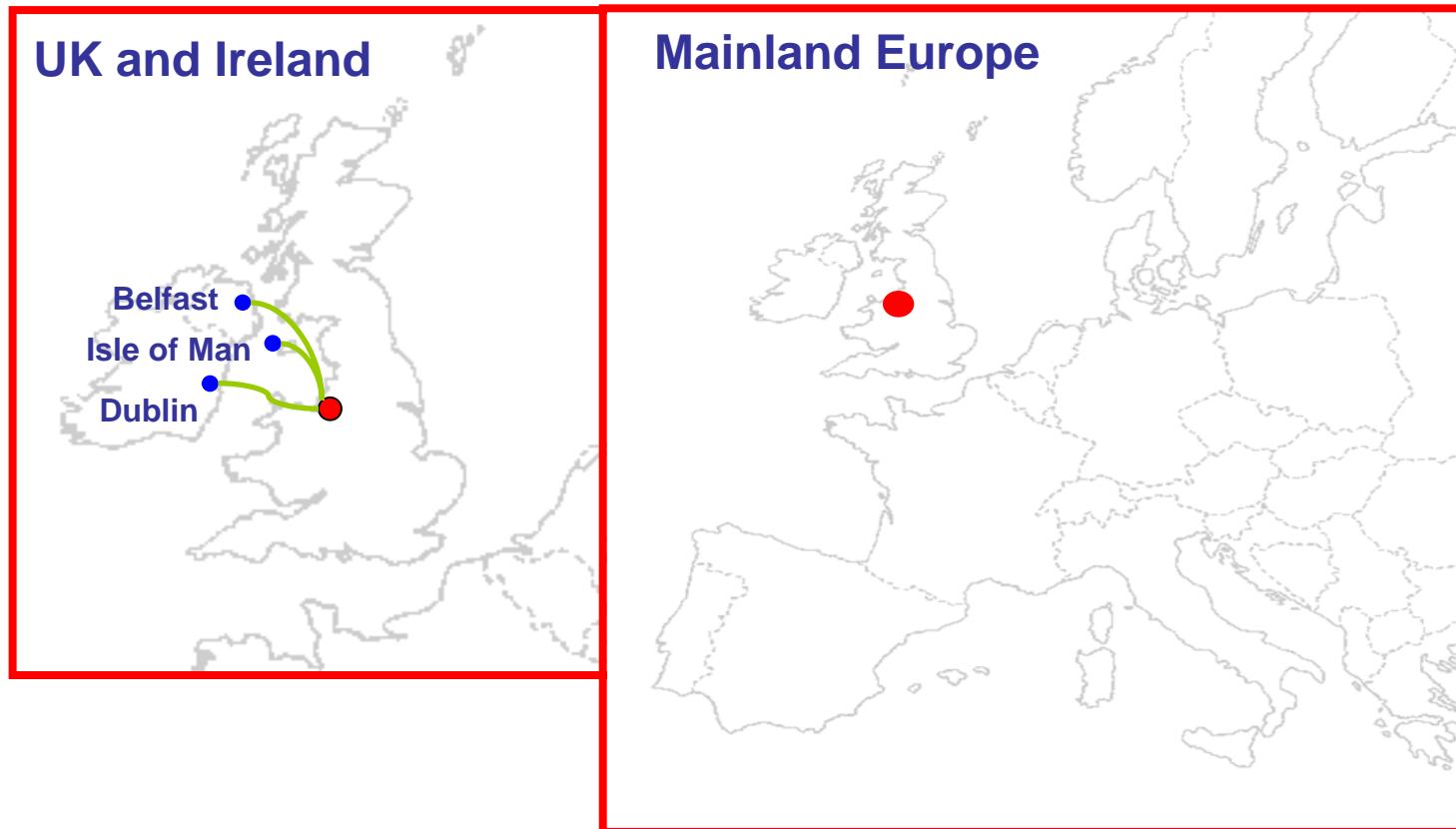


Introduction

- The last decade has seen a rapid growth in demand for travel across Europe.
- This growth has led to an increased number of visitors to regions, which can put additional strain on transport networks.

Rapid Growth in Travel

1997 - Liverpool John Lennon Airport Scheduled Destinations



European Union
European Regional Development Fund

INVESTING IN OUR
COMMON FUTURE


ACCESSIBILITY & TRANSPORT


ATLANTIC AREA Transnational Programme
ESPAÑA ATLÁNTICO Programa Transnacional
ESPACE ATLANTIQUE Programme transnational
ESPAÇO ATLÂNTICO Programa Transnacional



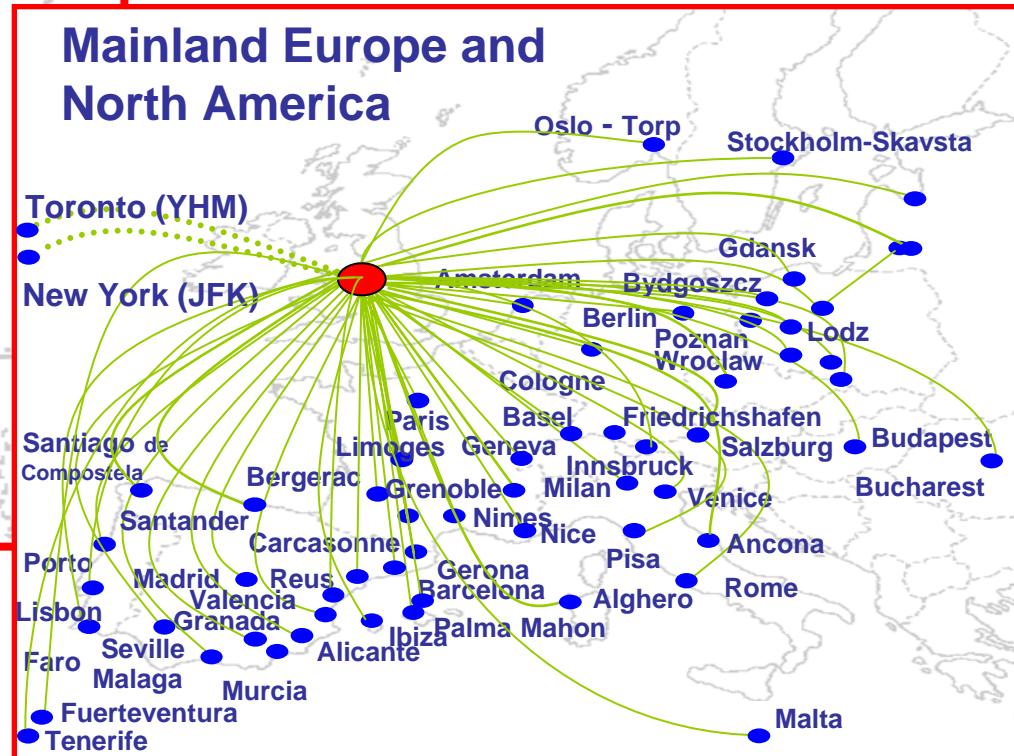
Rapid Growth in Travel

2007 - Liverpool John Lennon Airport Scheduled Destinations

UK and Ireland



Mainland Europe and North America



European Union

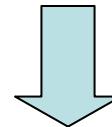
European Regional Development Fund

INVESTING IN OUR
COMMON FUTURE

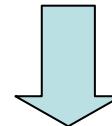


Impacts of Growth

Inter-Regional Travel Growth



Increased Independent Travel



Increased Independent Booking of Travel, Hotels, etc...

- Onward Travel ('final leg') is often overlooked



European Union
European Regional Development Fund

INVESTING IN OUR
COMMON FUTURE



ACCESSIBILITY & TRANSPORT



ATLANTIC AREA Transnational Programme
ESPAÑA ATLÁNTICO Program Transfrontalier
ESPACE ATLANTIQUE Programme transfrontalier
ESPAÇO ATLÂNTICO Programa Transfrontaliero

Regional Gateways

- Travellers look for convenient and easy transfers to their final destination
- Using public transport in a foreign country can be confusing and stressful
- Regional Gateways need to provide:
 - Convenient and easy to use public transport services; and
 - High quality and easy to understand information.
- Two INTERREG projects have been created to tackle these issues PARTNER & START



European Union
European Regional Development Fund

INVESTING IN OUR
COMMON FUTURE



ACCESSIBILITY & TRANSPORT



ATLANTIC AREA Transnational Programme
ESPAÑA ATLÁNTICA Programa Transnacional
ESPACE ATLANTIQUE Programme transnational
ESPAÇO ATLÂNTICO Programa Transnacional



EU Projects

- PARTNER INTERREG IIIB (2004-2007)

Liverpool, Belfast, Dublin, La Rochelle,
Rochefort & Santiago de Compostela



- Demonstrated the value of frequent services;
- Identified the need for high quality information for visitors;
- Demonstrated the need for a one-stop-shop and a common brand for information on inter-regional travel;
- Developed the INTEGRA concept.

EU Projects

• START INTERREG IVB (2009-2011)

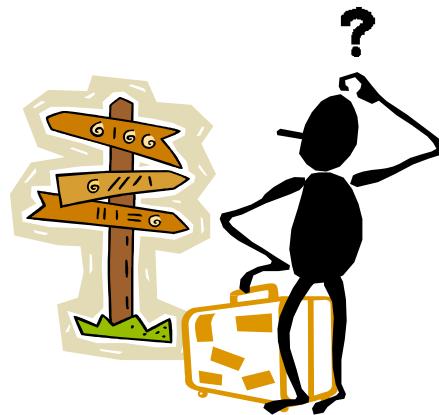
Merseyside, SW Scotland, Highlands & Islands, Haute & Basse Normandie, Bretagne, Poitou Charentes, Cantabria, Lisbon & Entroncamento

- Will build on the PARTNER project by implementing:
 - Regional Journey Planners
 - Advanced Traveller Information services
 - Advanced Ticketing
 - Improved Transport Services
- Develop the INTEGRA concept into a sustainable product to be adopted by many EU cities.



Why INTEGRA?

Stranger in Town:
Meeting the needs of the inter-regional
traveller



Why INTEGRA – Setting the scene

Independent Traveller arriving in a regional airport for the first time who:

- is tired and carrying luggage;
- has no local knowledge;
- cannot speak the local language;
- is armed with little information (emails with flight details and hotel booking confirmation);
- has been provided little supporting information (perhaps in in-flight magazine and unlikely to have travel guide);
- wants to travel to their hotel, known to be in the city/town centre; and
- wants to get there as quickly and easily as possible.



Onward travel options

- The taxi (that will take you anywhere); or
- Collective modes of transport (Bus, Train or Coach on fixed routes).
 - 12.5% of visitors arriving in the PARTNER cities used collective modes of transport



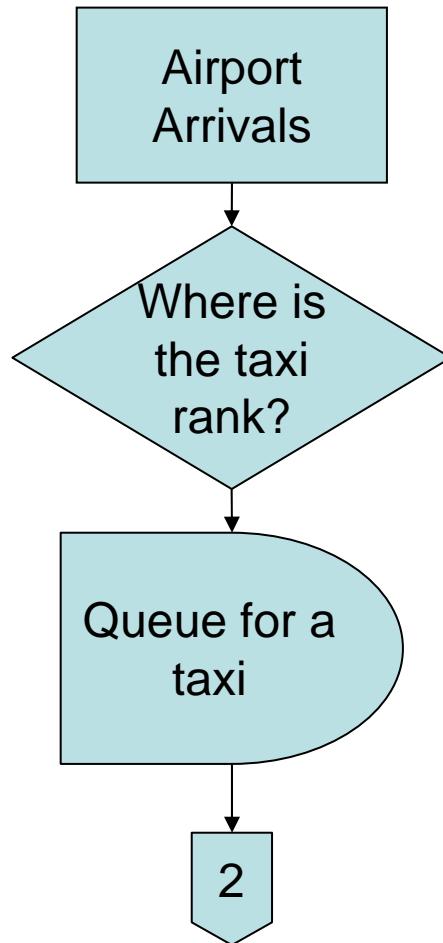
European Union
European Regional Development Fund

INVESTING IN OUR
COMMON FUTURE


ACCESSIBILITY & TRANSPORT


ATLANTIC AREA Transnational Programme
ESPAÑA ATLÁNTICO Programa Transnacional
ESPACE ATLANTIQUE Programme transnational
ESPAÇO ATLÂNTICO Programa Transnacional

Typical Taxi Journey to a City Centre Hotel (1)



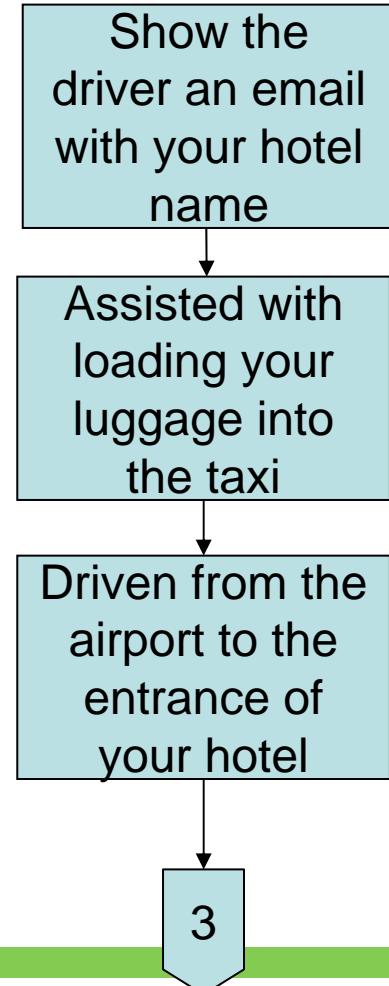
European Union
European Regional Development Fund

INVESTING IN OUR
COMMON FUTURE

ACCESSIBILITY & TRANSPORT

ATLANTIC AREA Transnational Programme
ESPAÑA ATLÁNTICO Program Transnacional
ESPACE ATLANTIQUE Programme transnational
ESPAÇO ATLÂNTICO Programa Transnacional

Typical Taxi Journey to a City Centre Hotel (2)



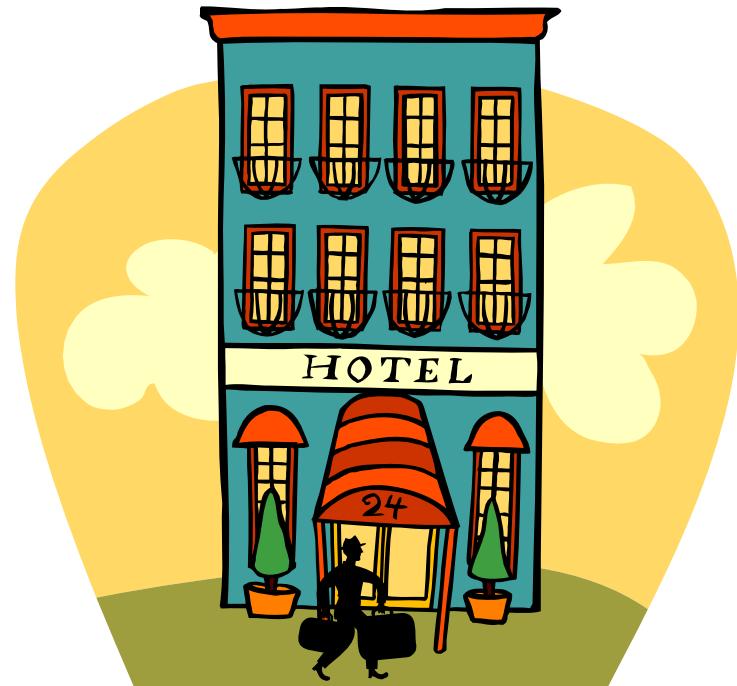
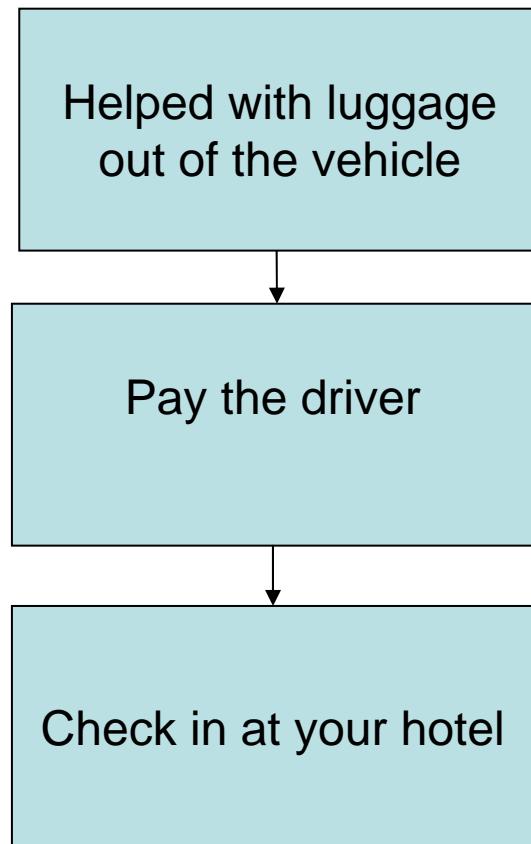
European Union
European Regional Development Fund

INVESTING IN OUR
COMMON FUTURE

ACCESSIBILITY & TRANSPORT

ATLANTIC AREA Transnational Programme
ESPAÑA ATLÁNTICO Program Transnational
ESPACE ATLANTIQUE Programme transnational
ESPAÇO ATLÂNTICO Program Transnational

Typical Taxi Journey to a City Centre Hotel (3)



European Union
European Regional Development Fund

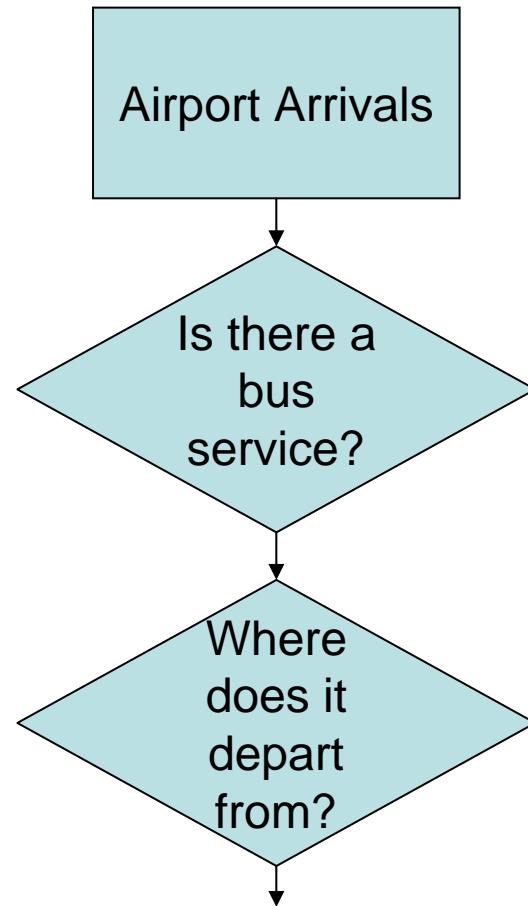
INVESTING IN OUR
COMMON FUTURE

ACCESSIBILITY & TRANSPORT

ATLANTIC AREA Transnational Programme
ESPAÑA ATLÁNTICO Programa Transnacional
ESPACE ATLANTIQUE Programme transnational
ESPAÇO ATLÂNTICO Programa Transnacional



Typical Bus Journey to a City Centre Hotel (1)



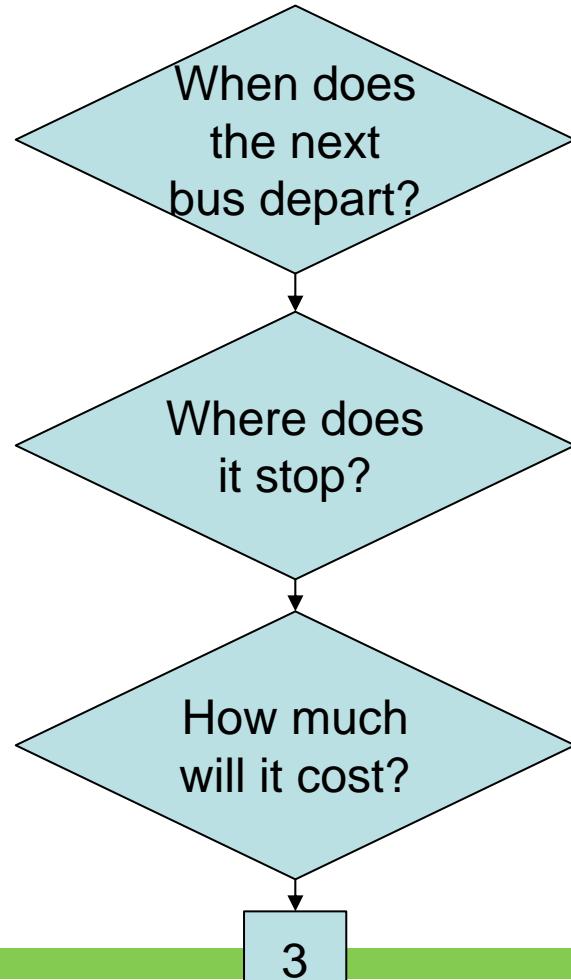
European Union
European Regional Development Fund

INVESTING IN OUR
COMMON FUTURE

ACCESSIBILITY & TRANSPORT

ATLANTIC AREA Transnational Programme
ESPAÑA ATLÁNTICO Programa Transnacional
ESPACE ATLANTIQUE Programme transnational
ESPAÇO ATLÂNTICO Programa Transnacional

Typical Bus Journey to a City Centre Hotel (2)



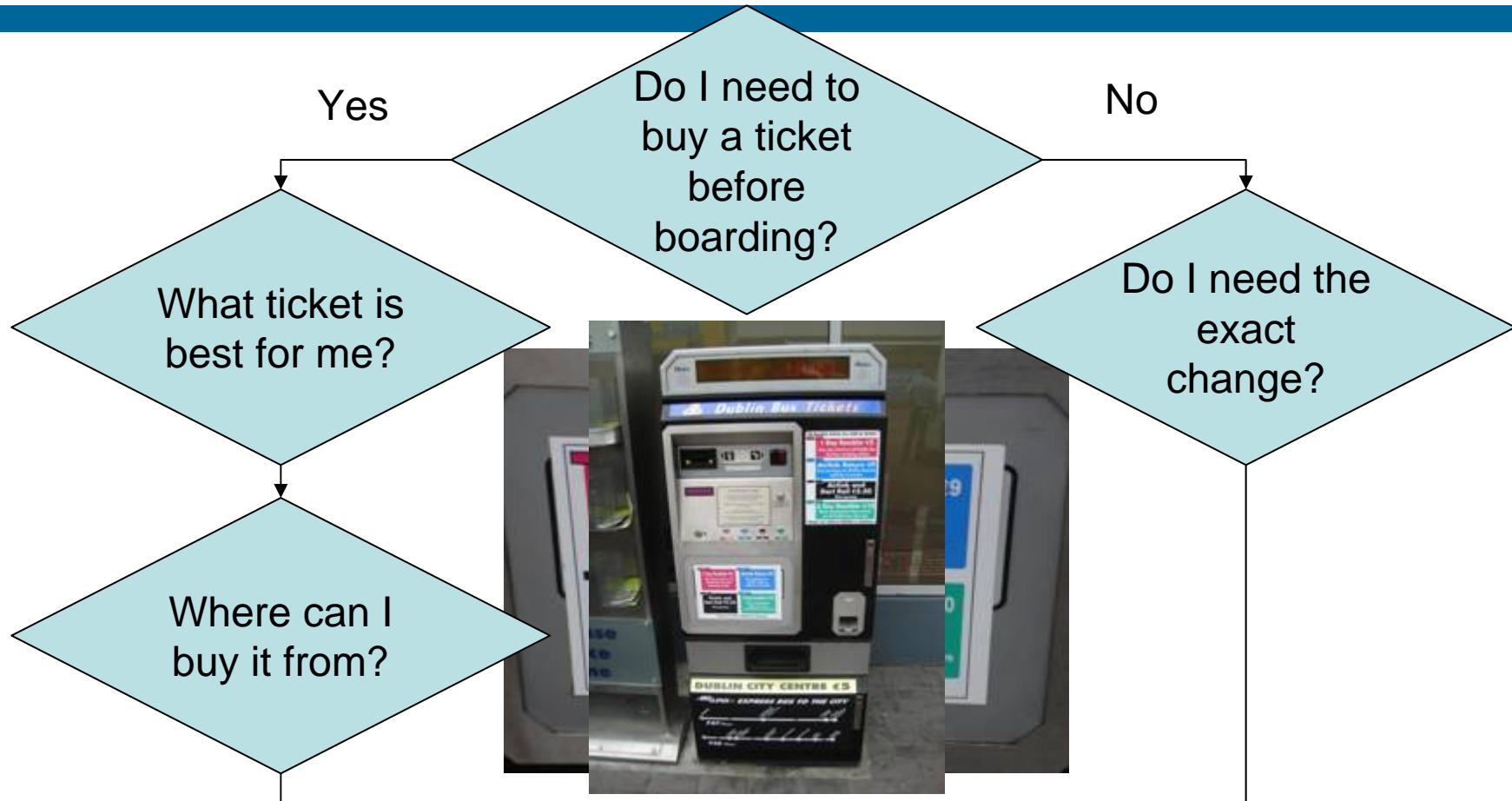
European Union
European Regional Development Fund

INVESTING IN OUR
COMMON FUTURE

ACCESSIBILITY & TRANSPORT

ATLANTIC AREA Transnational Programme
ESPAÑA ATLÁNTICA Programa Transnacional
ESPACE ATLANTIQUE Programme transnational
ESPAÇO ATLÂNTICO Programa Transnacional

Typical Bus Journey to a City Centre Hotel (3)



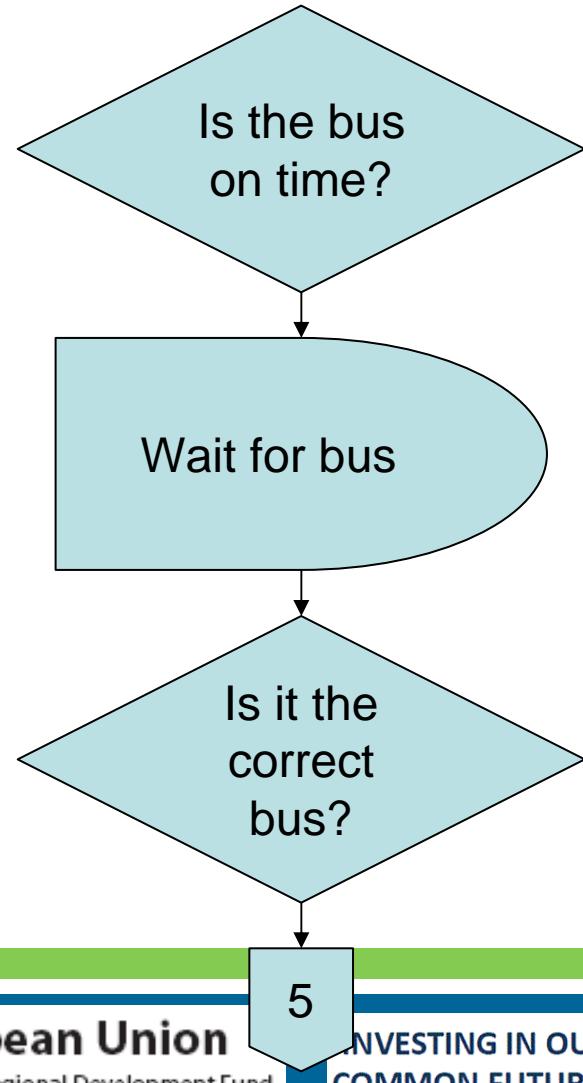
European Union
European Regional Development Fund

INVESTING IN
COMMON FUTURE

ACCESSIBILITY & TRANSPORT

ATLANTIC AREA Transnational Programme
ESPAÑA ATLÁNTICO Programa Transnacional
ESPACE ATLANTIQUE Programme transnational
ESPAÇO ATLÂNTICO Programa Transnacional

Typical Bus Journey to a City Centre Hotel (4)



European Union
European Regional Development Fund

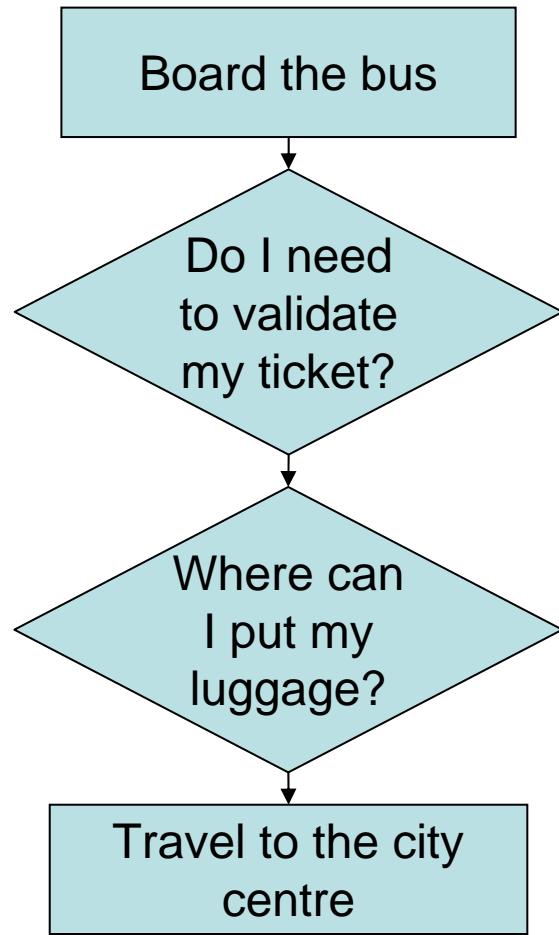
5

INVESTING IN OUR
COMMON FUTURE

ACCESSIBILITY & TRANSPORT

ATLANTIC AREA Transnational Programme
ESPAÑA ATLÁNTICO Programa Transnacional
ESPACE ATLANTIQUE Programme transnational
ESPAÇO ATLÂNTICO Programa Transnacional

Typical Bus Journey to a City Centre Hotel (5)



European Union
European Regional Development Fund

6

INVESTING IN OUR
COMMON FUTURE

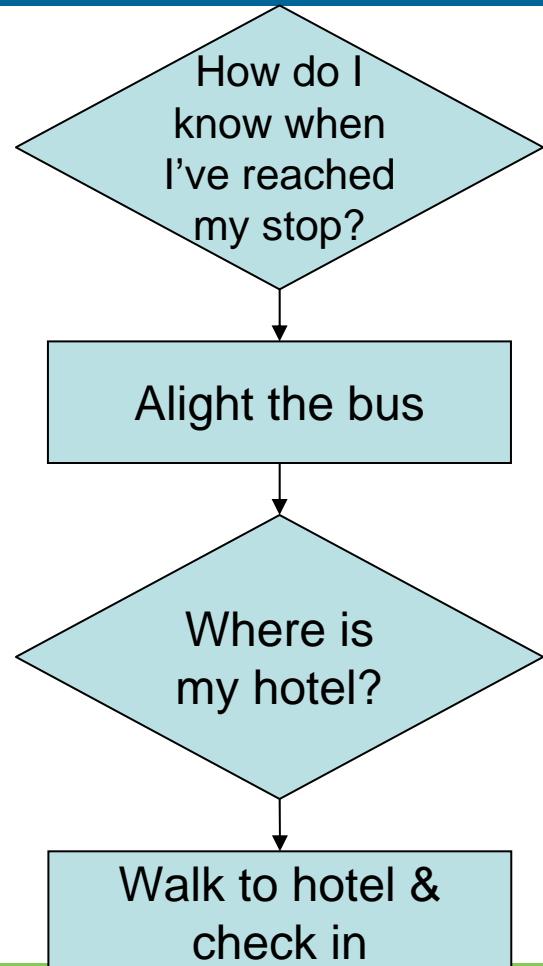
ACCESSIBILITY & TRANSPORT



ATLANTIC AREA Transnational Programme
ESPAÑA ATLÁNTICO Programa Transnacional
ESPACE ATLANTIQUE Programme Transnational
ESPAÇO ATLÂNTICO Programa Transnacional



Typical Bus Journey to a City Centre Hotel (6)



European Union
European Regional Development Fund

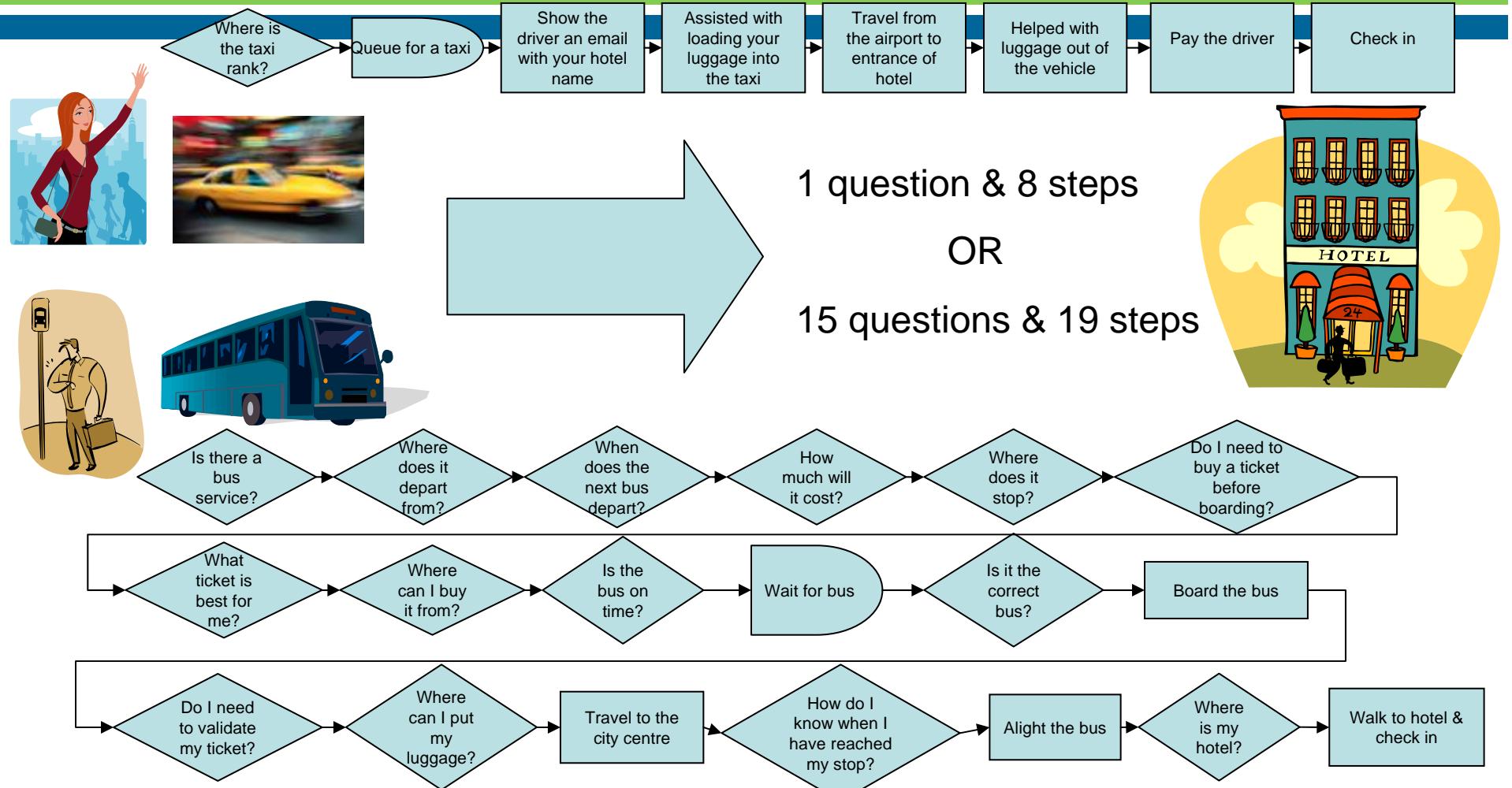
INVESTING IN OUR
COMMON FUTURE

ACCESSIBILITY & TRANSPORT

ATLANTIC AREA Transnational Programme
ESPAÑA ATLÁNTICO Programa Transnacional
ESPACE ATLANTIQUE Programme transnational
ESPAÇO ATLÂNTICO Programa Transnacional



Taxi v Bus



European Union
European Regional Development Fund

**INVESTING IN OUR
COMMON FUTURE**

ACCESSIBILITY & TRANSPORT

ATLANTIC AREA Transnational Programme
ESPAÑA ATLÁNTICO Programa Transnacional
ESPACE ATLANTIQUE Programme Transnational
ESPAÇO ATLÂNTICO Programa Transnacional



Why INTEGRA?



European Union
European Regional Development Fund

**INVESTING IN OUR
COMMON FUTURE**


ACCESSIBILITY & TRANSPORT


ATLANTIC AREA Transnational Programme
ESPAÑA ATLÁNTICO Program Transnacional
ESPACE ATLANTIQUE Programme transnational
ESPAÇO ATLÂNTICO Programa Transnacional



So Why Use Public Transport?

A Much Cheaper Option

- Usually less than half the price of a taxi and a fixed price.

To Experience the Local Culture

- Enjoy the challenge & explore as part of your trip

To Reduce Congestion

- Rapid airport growth generates additional traffic

It is Better for the Environment!



European Union
European Regional Development Fund

**INVESTING IN OUR
COMMON FUTURE**


ACCESSIBILITY & TRANSPORT


ATLANTIC AREA Transnational Programme
ESPAÑA ATLÁNTICO Program Transnational
ESPACE ATLANTIQUE Programme transnational
ESPAÇO ATLÂNTICO Programa Transnacional



The INTEGRA Concept



INTEGRA

www.integra-travel.eu



European Union

European Regional Development Fund

INVESTING IN OUR
COMMON FUTURE

ACCESSIBILITY & TRANSPORT



ATLANTIC AREA Transnational Programme
ESPAÑA ATLÁNTICA Program Transnacional
ESPACE ATLANTIQUE Programme transnational
ESPAÇO ATLÂNTICO Programa Transnacional



The INTEGRA Concept

- The ultimate aim of INTEGRA is to provide a single brand that links together and provides information on the many different public transport operations across Europe.
- It has not been designed to replace existing brands, but can be used together with existing brands.
- The brand is intended to be recognised as a European brand that symbolises good public transport information (e.g. a quality symbol) that will be easily recognised by transnational travellers.



European Union
European Regional Development Fund

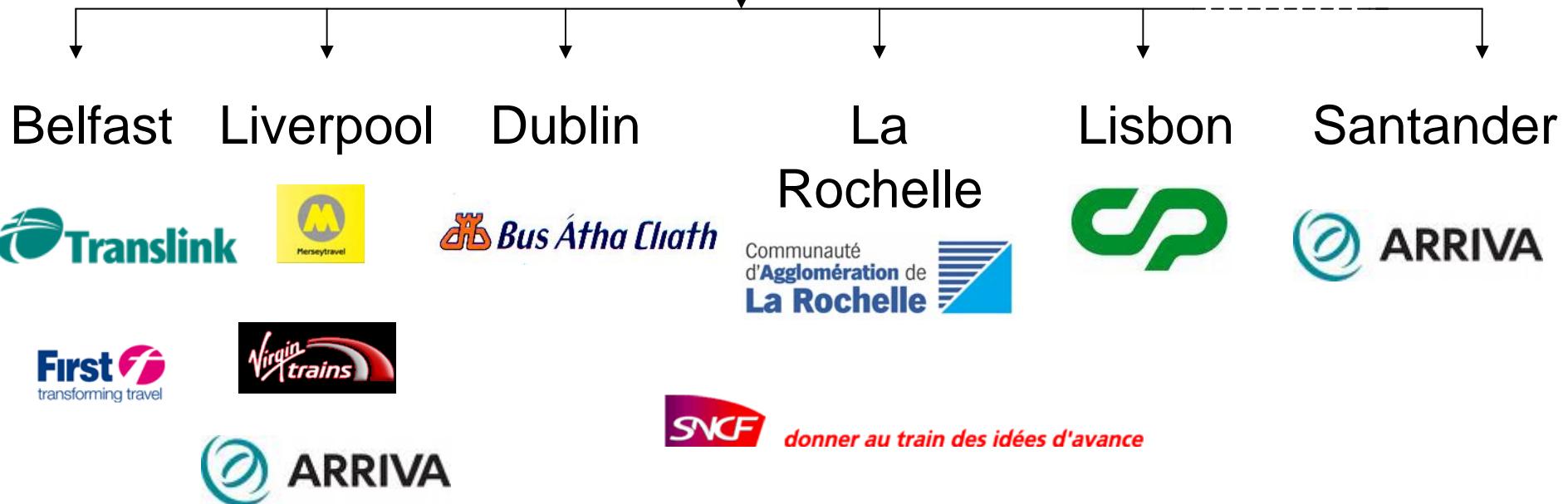
INVESTING IN OUR
COMMON FUTURE

ACCESSIBILITY & TRANSPORT

ATLANTIC AREA Transnational Programme
ESPAÑA ATLÁNTICO Programa Transnacional
ESPACE ATLANTIQUE Programme Transnational
ESPAÇO ATLÂNTICO Programa Transnacional



The INTEGRA Concept



European Union
European Regional Development Fund

INVESTING IN OUR
COMMON FUTURE

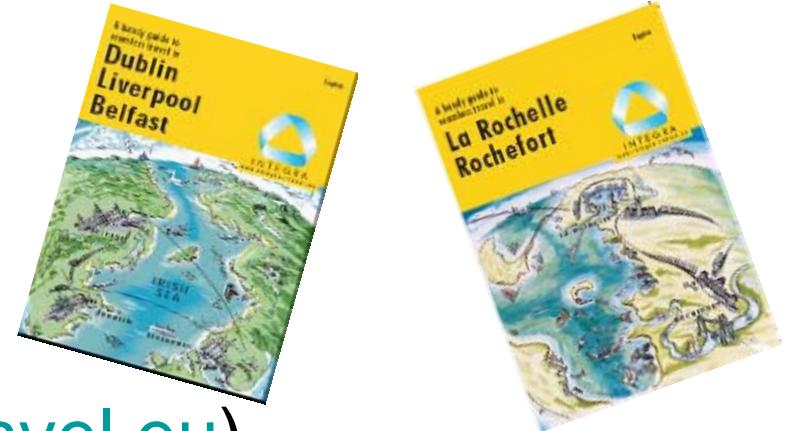
ACCESSIBILITY & TRANSPORT

ATLANTIC AREA Transnational Programme
ESPAÑA ATLÁNTICO Program Transnacional
ESPACE ATLANTIQUE Programme transnational
ESPAÇO ATLÂNTICO Program Transnacional



INTEGRA Products

- Information products



- Web portal (www.integra-travel.eu)
 - Information on how to use public transport
 - Tourist destinations accessible by public transport
 - Inter-regional travel (user experiences)
 - Due to be launched in Lisbon October 2010



European Union
European Regional Development Fund

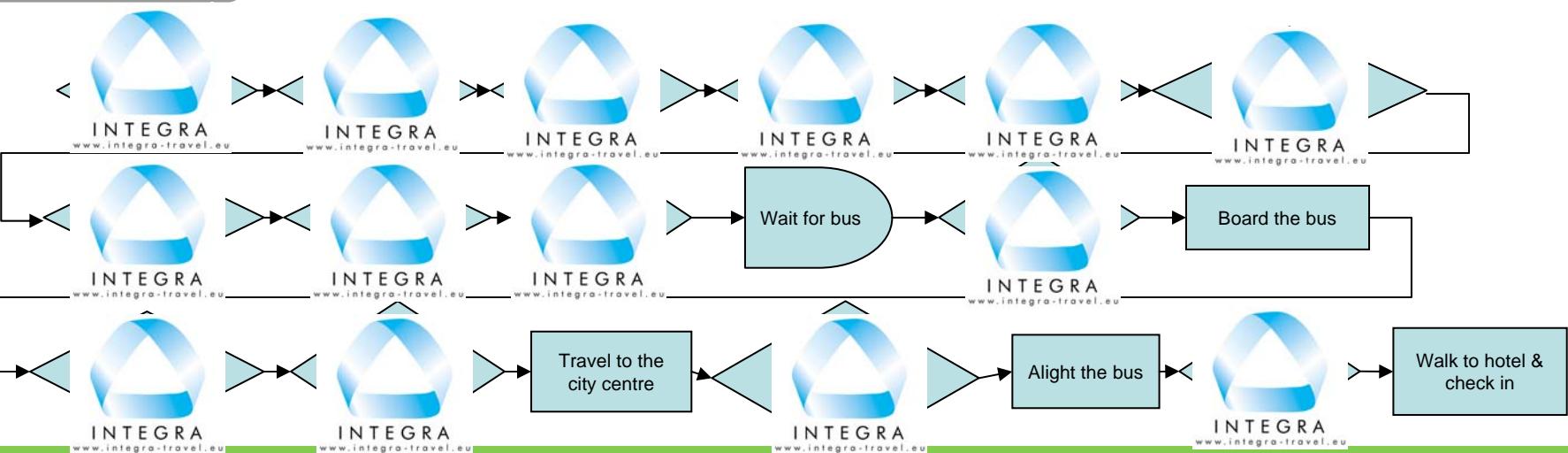
INVESTING IN OUR
COMMON FUTURE

ACCESSIBILITY & TRANSPORT

ATLANTIC AREA Transnational Programme
ESPAÑA ATLÁNTICO Programa Transnacional
ESPACE ATLANTIQUE Programme transnational
ESPAÇO ATLÂNTICO Programa Transnacional



INTEGRA Goal



European Union
European Regional Development Fund

**INVESTING IN OUR
COMMON FUTURE**

ACCESSIBILITY & TRANSPORT

ATLANTIC AREA Transnational Programme
ESPAÑA ATLÁNTICO Programa Transnacional
ESPACE ATLANTIQUE Programme Transnational
ESPAÇO ATLÂNTICO Programa Transnacional



Join Us

- The START project is looking for cities to:
 - join in with their dissemination activities/events; and
 - adopt the INTEGRA concept.
- To receive news on the project and/or become an associated partner, visit www.start-project.eu
- Transnational Forum will be held in Lisbon in October 2010.



European Union
European Regional Development Fund

**INVESTING IN OUR
COMMON FUTURE**


ACCESSIBILITY & TRANSPORT


ATLANTIC AREA Transnational Programme
ESPAÑA ATLÁNTICO Program Transnational
ESPACE ATLANTIQUE Programme transnational
ESPAÇO ATLÂNTICO Programa Transnacional



Questions?



Thank you for your attention !

Paulette Lappin
Corporate Partnership Manager
+44 (0)151 330 1300
Paulette.lappin@merseytravel.gov.uk
<http://www.merseytravel.gov.uk>
Merseytravel

Mike Freeman
Senior Associate
+44 (0)117 907 6520
mike.freeman@ttr-ltd.com
www.ttr-ltd.com
Transport & Travel Research Ltd