

“Getting there is half the fun”

The contribution of experience factors and activities while travelling on the worthwhileness of a walking trip

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Introduction

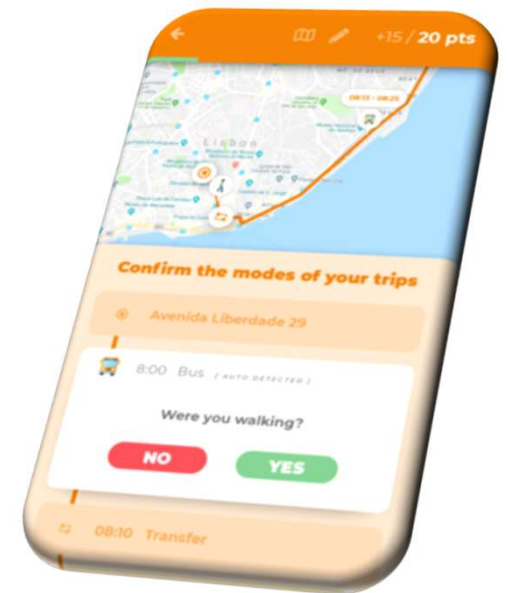
- Conventional cost-benefit analysis or other transport project appraisal methods:
 - travel time is considered **wasted** time
 - value of a trip comes from the activity at the destination and not from the trip itself
 - ➔ Benefits of a transport project stems from travel time savings
- But travel time itself can also be **worthwhile**
 - Value of a trip comes not only from the activity at the destination but also from the trip itself
 - ➔ Benefits of a transport project stems also from the **quality** of travel time
- However, the 'worthwhileness' of travel time is rarely explored and not explicitly featured in planning and appraisal.
 - ➔ Topic of today's presentation: exploration of factors contributing to the travel time experience



MoTiV project

- EU Horizon project “Mobility and Time Value” led by University of Žilina (UNIZA), 2017-2020
- Main purpose: to collect data on the quality of the travel experience by transport mode and their explanatory factors
- Method:
 - App-based (Woorti app)
 - Automatic trip and transport mode detection
 - Simple additional surveys (Likert scales)

Visit <https://motivproject.eu> to learn more about the project and to get access to the data





Concept of 'worthwhile travel time'

- Focus on the individual traveller experience
- Four types of value:
 - Productivity
 - either for paid work ...
 - or for personal tasks
 - Fitness
 - Enjoyment

Productivity

Taking travel time to get things done, not only for work or study, but also personal things like managing home or family stuff ...



Fitness

When you walk, cycle or maybe even run on your travels, you're contributing to your health and good look.

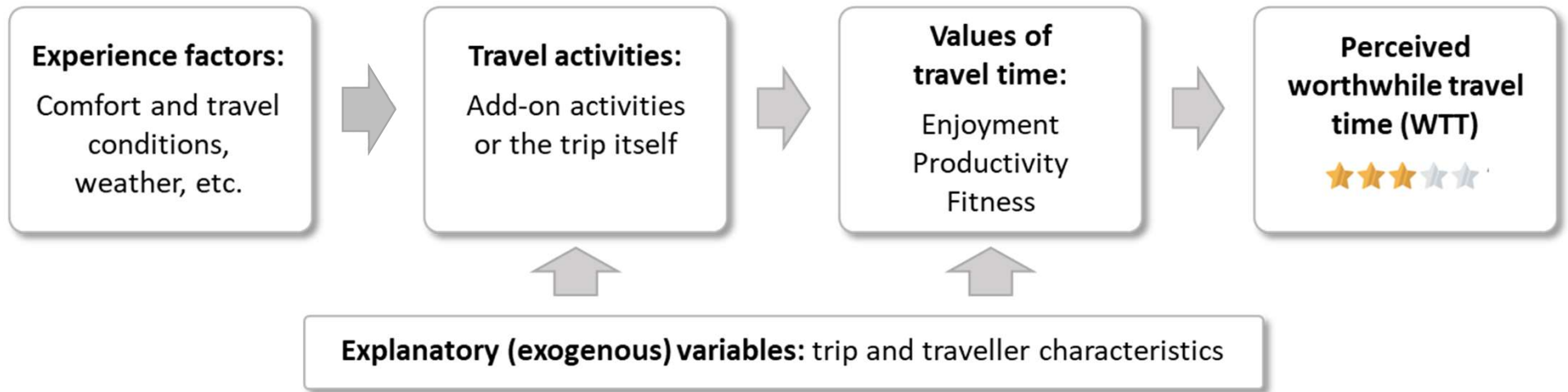
Enjoyment

Relaxing or having fun, taking travel time to do things like listening to music, resting or meditating, engaging in social media, observing ...



Conceptual framework

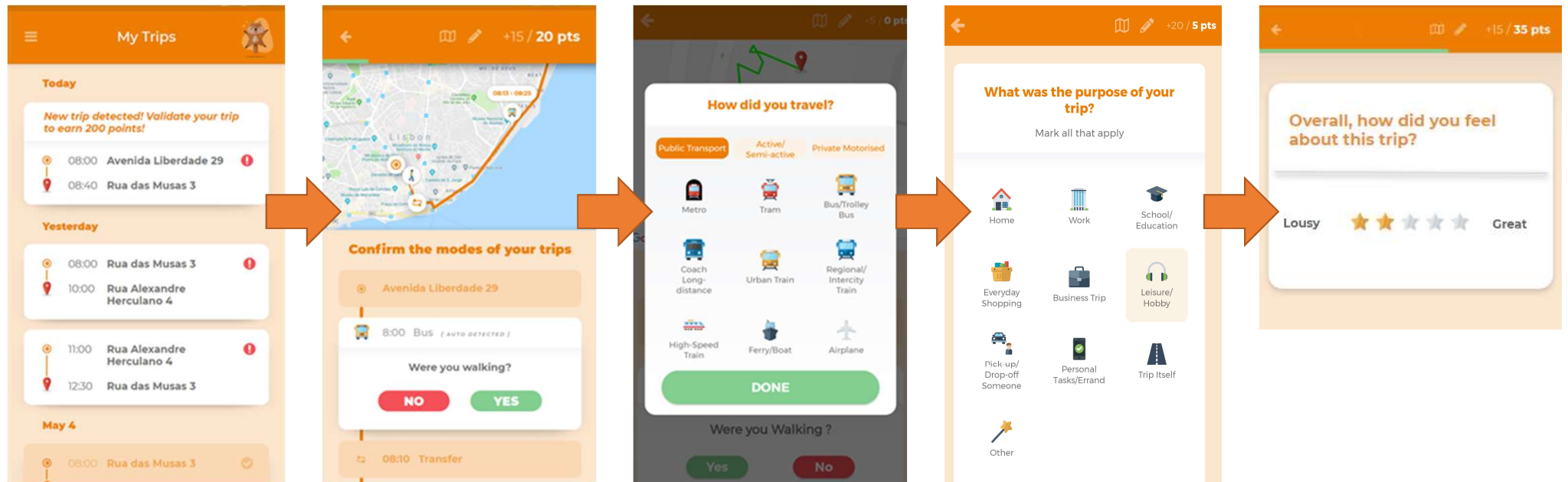
Under what conditions travel time becomes worthwhile ?



Cornet, Y., Lugano, G., Georgouli, C., & Milakis, D. (2021). Worthwhile travel time: a **conceptual framework** of the perceived value of enjoyment, productivity and fitness while travelling. *Transport Reviews*, 42(5), 580-603. <https://doi.org/10.1080/01441647.2021.1983067>

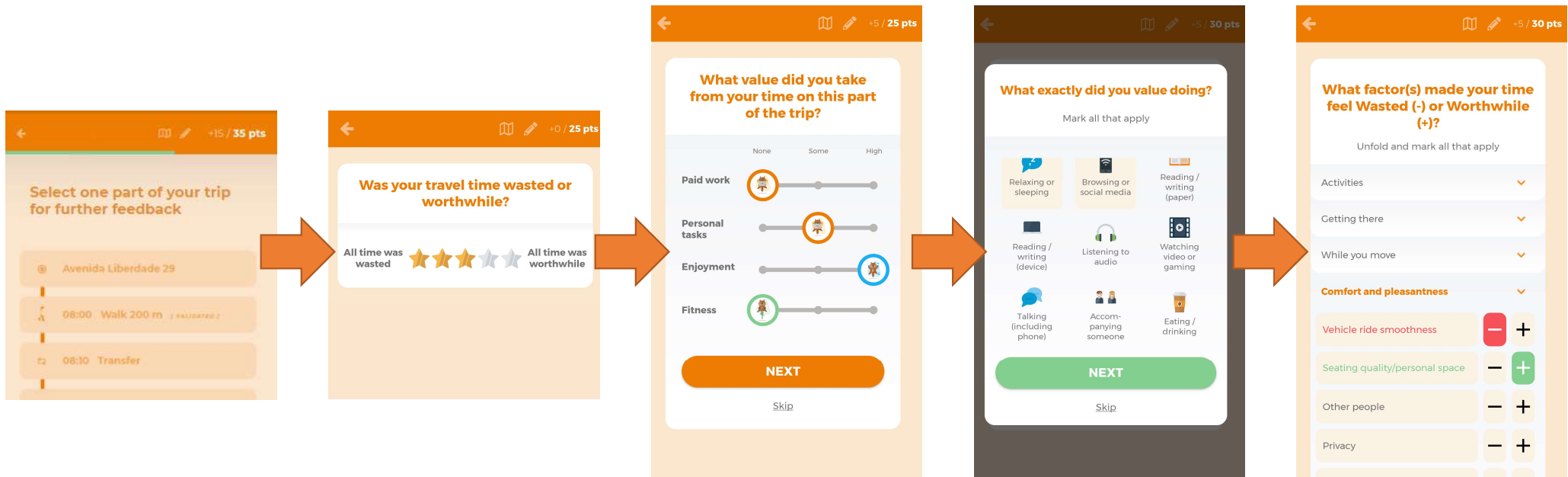


Woorti app & MoTiV dataset





Woorti app & MoTiV dataset



Information collected of 3,300 respondents for more than 67,000 trips and almost 159,000 trip legs in 8 European countries (Belgium, Finland, France, Italy, Norway, Portugal, Slovakia, Spain)



MoTiV sample

Variable	Frequencies
Gender ⁴ (N = 2,576 respondents)	45.1% female, 54.9% male
Age (N = 2,576 respondents)	19.8% 16 to 24 year; 60.2% 25 to 49 year; 20.0% 50+ year
Country of residence (N = 38,838 trip legs)	15.6 % Belgium; 10.1% Finland; 4.9% France; 8.3% Italy; 13.6% Norway, 9.8% Portugal, 20.0% Slovakia, 14.4% Spain, 3.4% Other
Transport mode (N = 38,838 trip legs)	34.5% walking; 22.6% cycling; 12.6% public transport ¹ ; 30.5% private motorised ²
Trip distance (N = 38,838 trip legs)	80.5% less than 15km; 19.5% more than 15km
Trip purpose (N = 38,838 trip legs)	24.3% home; 35.3% work & business; 30.3% maintenance (including shopping, personal tasks & picking up someone); 19.1% leisure
Trip frequency (N = 38,838 trip legs)	47.2% regularly; 52.8% non-regularly
Time constraint (N = 38,838 trip legs)	58,2% yes; 41.8% no
Day of week (N = 38,838 trip legs)	78.9% weekday; 21.1% weekend
Temperature (N = 27,594 trip legs)	36.3% cool (less than 15°C); 41.8% comfortable (15 - 24.9°C); 13.1% warm (25 - 31.9°C); 8.9% uncomfortably hot (32°C and more)

1 'public transport' includes train, bus, tram and metro

2 'private motorised' includes car driver, car passenger, car-sharing, moped, motorcycle and taxi



Results - descriptives

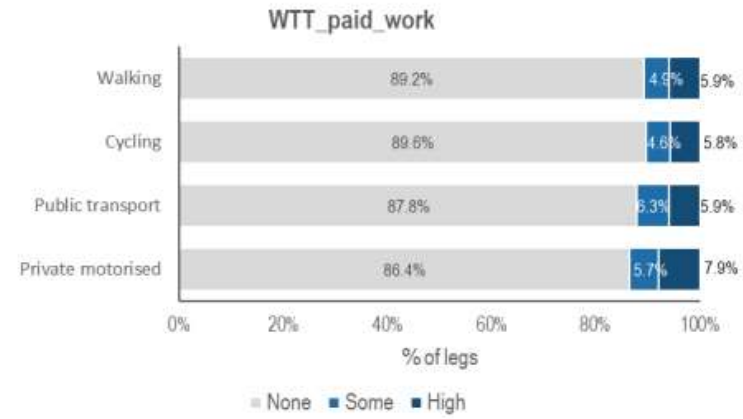
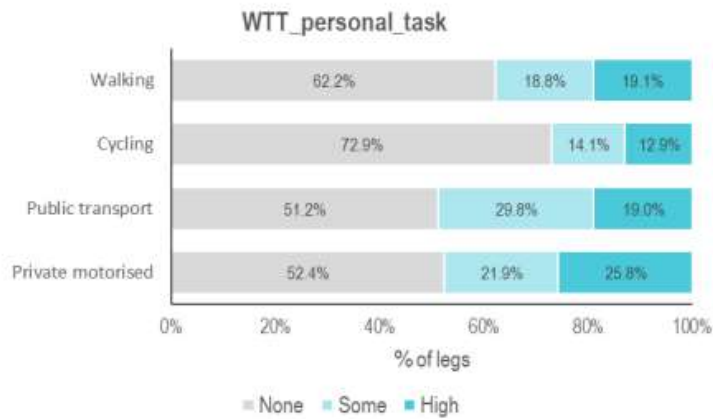
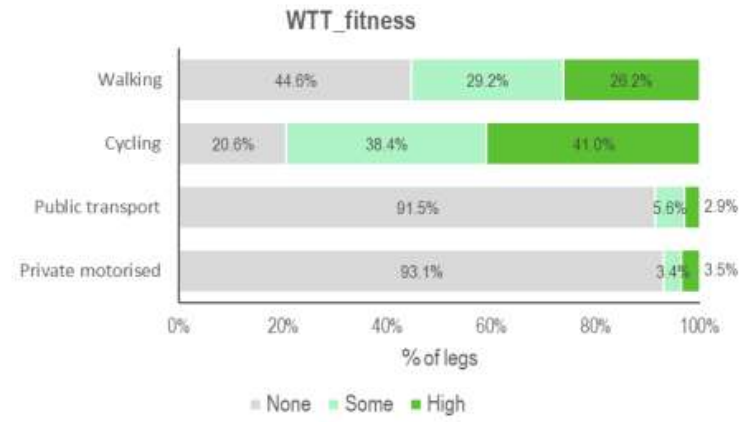
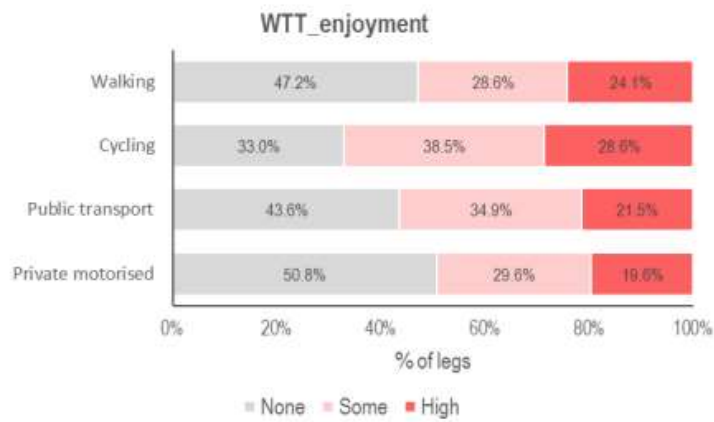
Worthwhileness of travel time (WTT) by transport mode





Results - descriptives

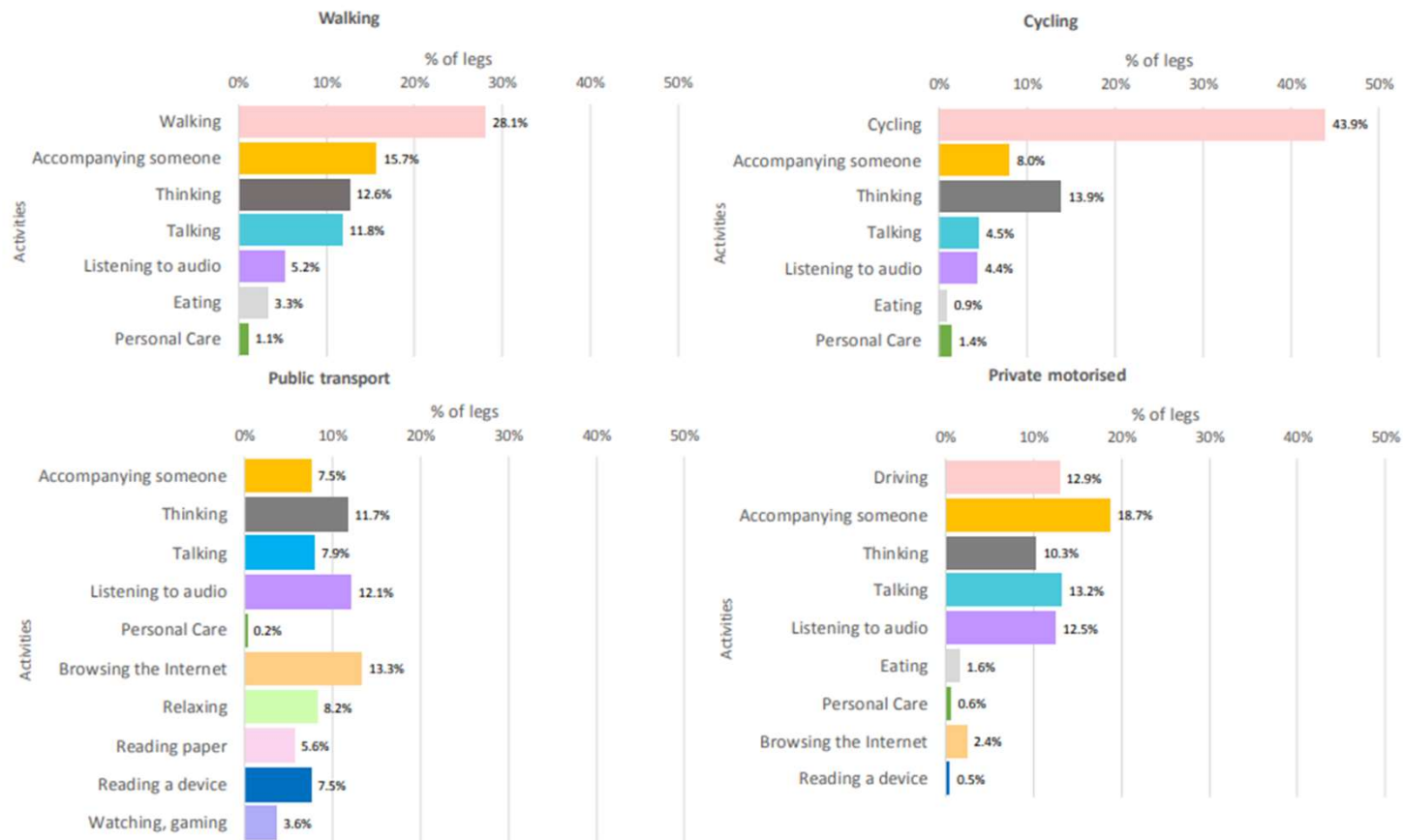
Contribution of value domains to WTT by transport mode





Results - descriptives

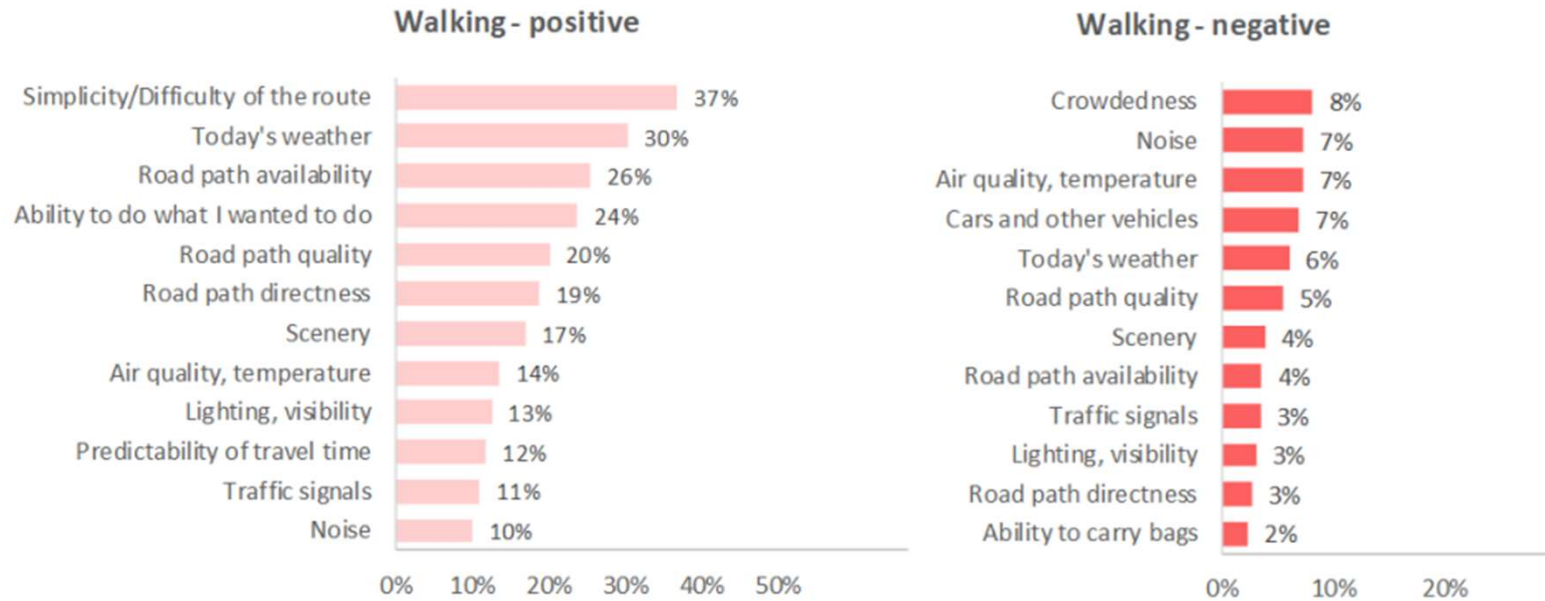
Frequency of positive and negative experience factors for walking





Results - descriptives

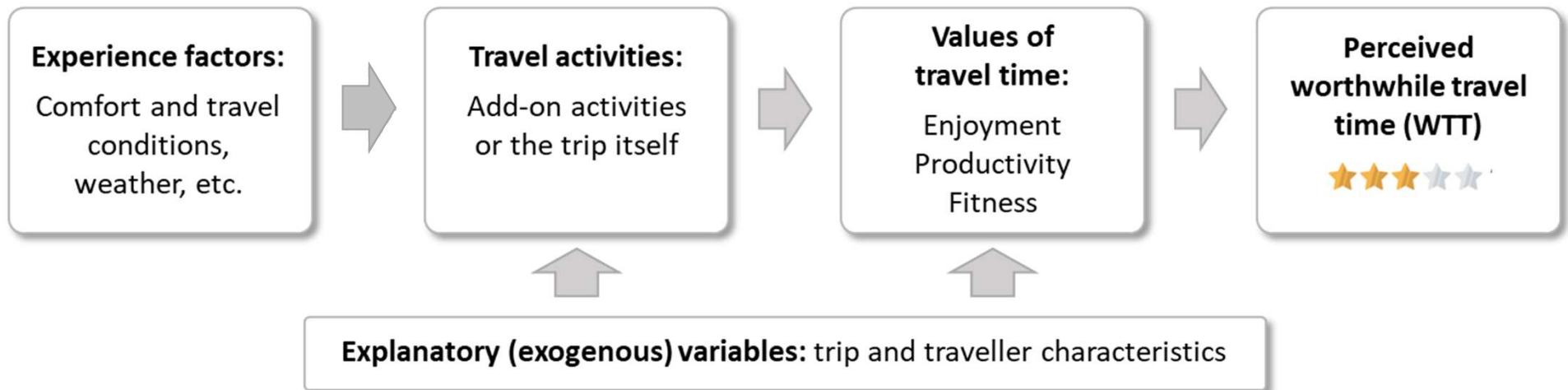
Frequency of positive and negative experience factors for walking





Results – SEM

- Analysis for each transport mode **separately**, taken into account



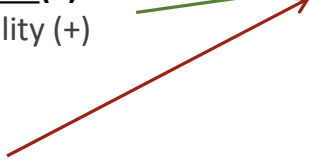


Results – SEM – most important pathway

Today's weather (+)
Road path quality (+)

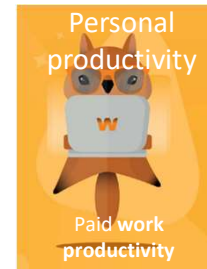


Scenery (-)

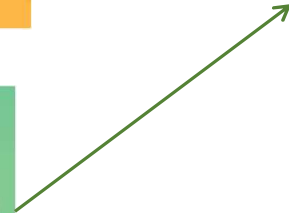
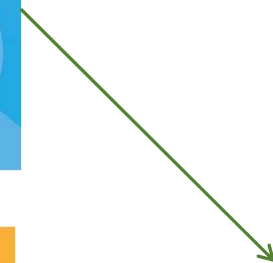


Accompanying someone

Listening to audio
Talking
Eating
Thinking
Browsing the Internet

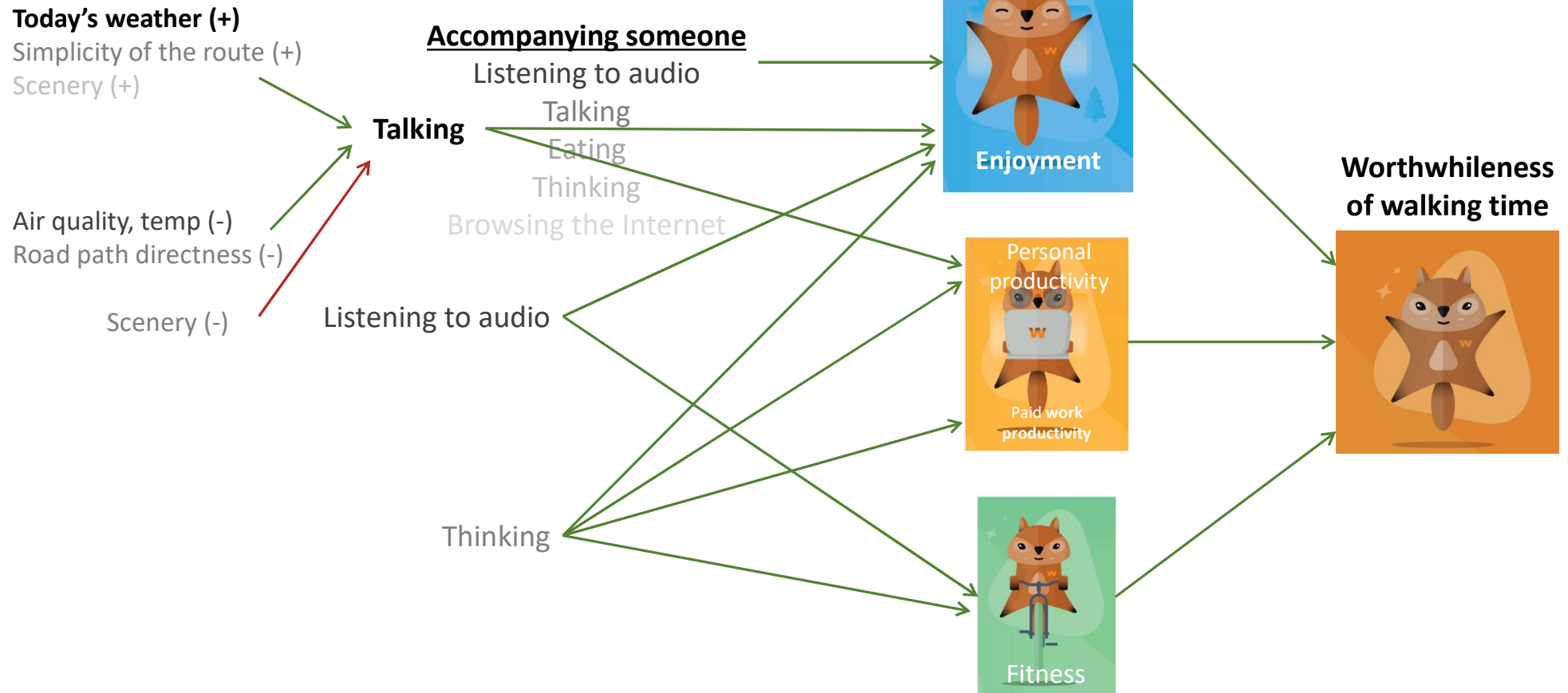


**Worthwhileness
of walking time**



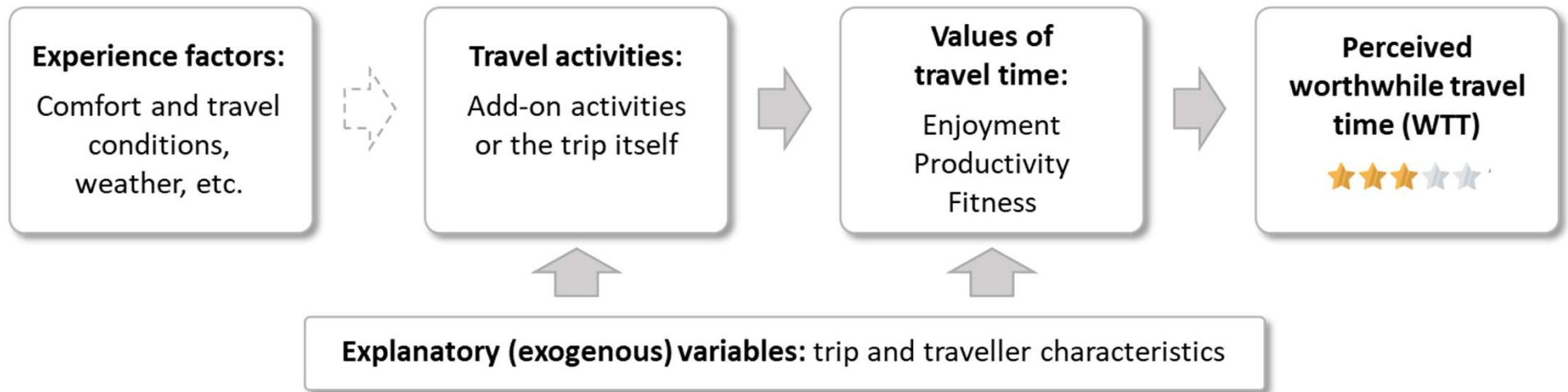


Results – SEM – most important travel activity





Results – SEM – SED and trip characteristics



- Gender: no significant effect on WTT
- Age: older age groups have lower WTT because they are less likely to participate in a variety of travel activities
- Of all trip characteristics is weather the most important one
 - Warm/hot temperatures results in lower WTT because people are less likely to participate in travel activities
 - Cold and rain not necessarily result in lower WTT because people are still able to do travel activities



Conclusions

- Walking time is definitely not wasted time
 - Do not focus on minimizing travel time, but maximize how people *experience* their travel time
 - ... by creating a pleasant, safe and comfortable environment that allows people to participate in activities *while* travelling
- Value of travel time is not primarily linked to productivity for paid work
 - Values of enjoyment, personal productivity and fitness are more important
- Different types of pedestrians: walking as a solitary or social practice
- Important sociodemographic differences (age) and trip influences (weather)



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“Discovering the lost value of travel experience in transport planning: An empirical investigation of worthwhile travel time across modes”.

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