



# Awareness and journey planning

Insights from HS2 online panel



# Task:

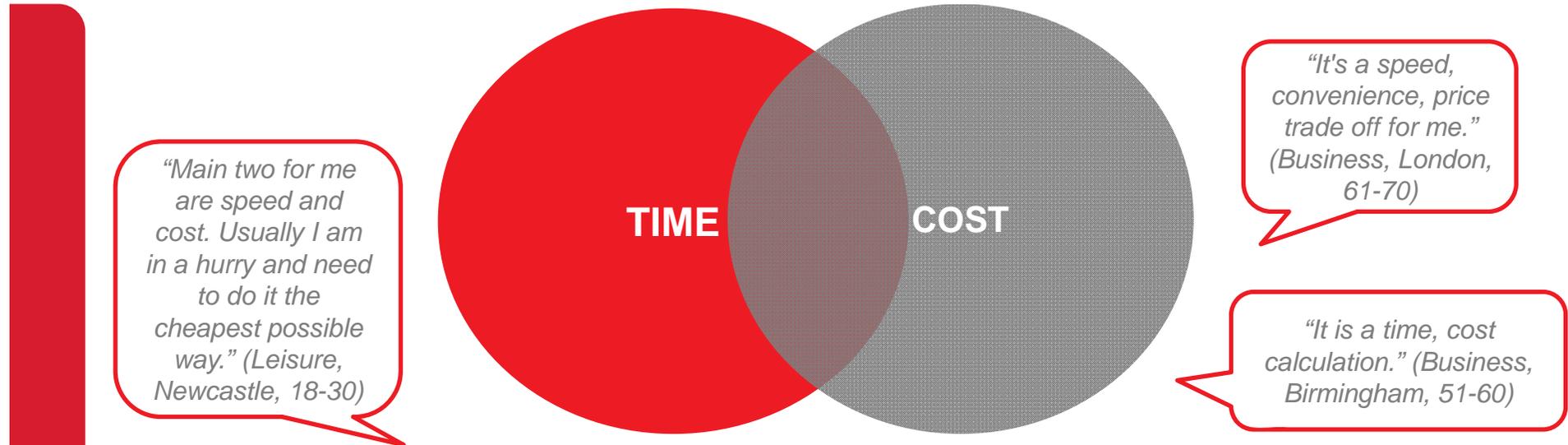
- What factors would make you choose to travel by air rather than rail?

Task 5, posted 09/05/2014



# The time versus cost trade off

- The two key factors influencing decisions to travel by rail or air are time and cost:



- If a destination can be reached by both plane and train, passengers look at the time to complete the *entire* journey and its cost. Shorter journeys were always preferred but only if additional cost was outweighed by time savings.

Convenience covers many factors that collectively carry weight in the decision-making.

# The influence of “convenience”

- Although not necessarily decisive factors in the decision making process, there were clear preferences for aspects of one transport mode over another.



- Guaranteed, allocated seat
- Luggage is safe, secure and stored
- No changes
- Airport has restaurants & shops to enjoy
- Better customer experience
- Simple tariff of fares
- An experience!



- Easier access with terminals in city centres
- Arrival at station shortly before departure time
- No check-in or security process
- View out of the window
- Wider choice of refreshments and can bring own
- More spacious and can socialise (table seats)
- Can use electrical devices with internet

*“Air travel still has a sense of adventure and the exotic whilst train travel stirs memories of a steadier more predictable bygone age. Rail travel feels grounded, practical, industrial - we understand it, it feels safe and ordinary.” (Business, London, 51-60)*

*“I would much prefer to travel by air if I could because it feels like more of an experience and is a bit more special than rail” (Business, Manchester, 31-40)*

*“Looking ahead 15 years, if the luggage problem is solved, the price is competitive, the door-to-door travel time isn't hugely different and the "experience" is good I would travel by train - no question.” (Business, London, 61-70)*

*“The fact that all seats are allocated, you are guaranteed a seat and you and your luggage feel safe thanks to all the security measures makes a massive difference” (Business, Manchester, 31-40)*