



NEWSLETTER

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Wide Scale network of E-systems for Multimodal Journey Planning and
Delivery of Trip Intelligent Personalised data



THEME TPT.2007.4

The connected traveler in the
city, region and world of
tomorrow



WISETRIP Consortium
inform you!

Are you a worldwide traveller?
Are you willing to learn about
Journey Planners?

WISETRIP could help you!

Read more about the project!



EUROPEAN UNION

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State-of-the-art of
journey planning
systems (1)

State-of-the-art of journey planning systems

Previous research has highlighted the importance of accurate, good quality information for journey planning (Kenyon and Lyons, 2003). The availability of comprehensive information for the traveller can engender knowledge and confidence, foster positive attitudes towards the service provider and create favourable perceptions of efficiency and security. Indeed, information has become such a vital commodity that one can argue that informed travellers are the key to successful future transport service provision. One of the responses to the need for informed travel planning and execution has been the development of internet-based journey planners, several of which are including a series of previous EC research projects which have been focused on the development of advanced information systems for providing users with dynamic travel information and multi-modal trip planning services.

For more than a decade many advanced public transportation systems have been developed with the provision of journey planning services. The objective of this provision is to determine the shortest itineraries in terms of the en-route time or the cost (Wong and Tong, 1998; Casey et al., 1998; Horn, 2003; Modesti and Siomachen, 1998; Koncz et al., 1996; Huang and Peng, 2002; Bander and White, 1991). Furthermore, journey planning services are now directly accessible to the travellers by on-line web-based applications (Peng and Huang, 2000). One current example is Helsinki City Transport and Helsinki Metropolitan Area Council (URL: <http://www.ytv.fi/eng>) who are piloting a mobile Internet connection in selected buses and trams to test the feasibility of a Flash-OFDM mobile network as a general communications channel for all information transferred in and out of the vehicle.

The public wi-fi connection allows passengers to access schedule and real-time information including a map of the line they are currently on with current location and the names of the next stops with estimated arrival times (Lehmuskoski, 2007). Another service using Near Field Communication will deliver real-time information to mobile phones and provide the option of buying a mobile ticket, and future options include the provision of news, event information, weather forecasts etc.

Journey planning and the wider context of passenger information provision are moving forward rapidly. The increasing diffusion of information technologies offers potential for providing better multi-modal transport information potentially available for query at any place or time. Furthermore, the opportunity to increase the number of service providers is facilitating the development of cross-modal journey planning and guidance. Crucially, the concept of "service provision" need no longer be restricted to transport services but can now be understood to embrace activity management for which there is a mobility dimension.

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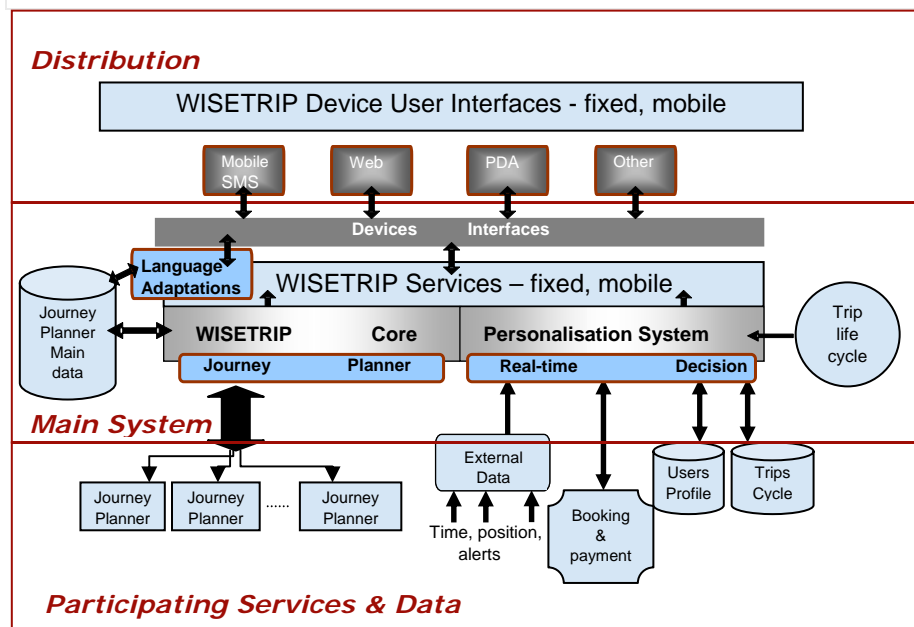
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State-of-the-art of journey planning systems (2)

On the demand side, advances in personalised information driven by technology changes mean that passenger activity management makes travel appear more seamless. However, information technologies have the opportunity to raise the expectations of passengers for better services which may not be matched by the network of services provided. The issues of meeting and managing passenger / customer expectation must not therefore be overlooked as well as the impact of providing people with user-friendly, user-empowered and efficient information. Paradoxically, there is rising expectation from the point of view of the customer for instant information which in turn requires increasing system complexity. This is the area where WISETRIP seeks to make a fundamental contribution. A second paradox is that customers' expectations are for information to be provided free of charge while new technology often carries a heavy price tag (Van Leperen, 2006).



WISETRIP Main Architecture Engine

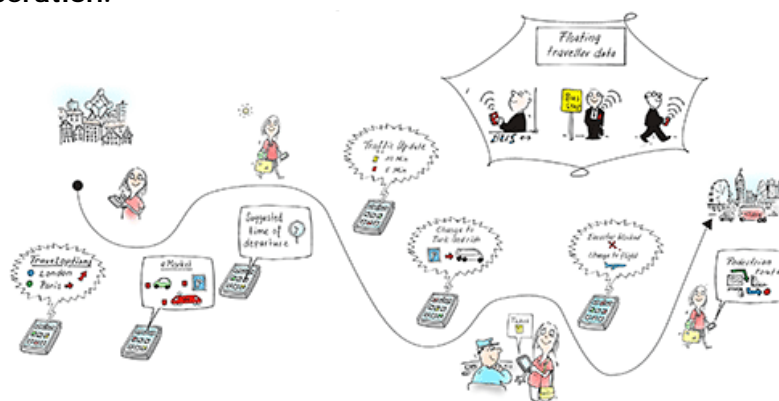
WISETRIP aims to enhance the present type of journey planning service through a PC or a mobile-while-on-the-move application by developing a service for planning multi-modal journeys beyond the borders of European countries or regions by taking into account multiple criteria and complex scheduling constraints. WISETRIP also aims to make a fundamental contribution through the personalisation engine based on multiple personal criteria, either defined before the trip or based on real-time data and events, to provide instant information to the users. The WISETRIP approach is to integrate demand responsive transport (DRT) with other public transport modes' concept of the common platform. This is built on top of participating Journey Planners which can enhance the information available to demand responsive transport planning.

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i-Travel Project overview

"i-Travel" is an 18-month project (started in January 2008) co-financed by the EC DG for Research Transport Directorate. This project is addressing similar (overlapping) needs and travel scenarios as the WISETRIP Project, but with different approaches and objectives. **The i-Travel and WISETRIP projects are currently in close cooperation.**



The i-Travel project intends to develop a service platform for the connected traveller that combines three key innovations:

1. a "virtual travel assistant" service that accompanies a traveller before and throughout each journey, providing personalised, context-aware information and support whenever, wherever, and however needed,
2. the integration of e-commerce and Internet technologies to create the first B2B "eMarketplace" in the traffic and travel information services sector, and
3. a wide-ranging community of content and service suppliers connected to customers through i-Travel to serve new markets of travellers needing instant delivery of content and trip support.

Key to the i-Travel concept is the building of a community of service providers that can operate competitively to provide services and goods to the connected traveller.

Further information about the project and its progress is available on the project web site, www.i-travelproject.com. Moreover, a blog for all the project partners and people interested has been created at <http://itravelproject.wordpress.com/>, aiming to be a place to share further ideas and comments on the project.

The ERTICO - ITS Europe-coordinated i-Travel project held its first i-Travel workshop on 13 November 2008 in Brussels, Belgium at the Espace Moselle. The aim of the workshop was to present the project results to the wider travel community and gain feedback on the business process, use cases and architecture suggested to support the i-Travel concept. The workshop attracted many companies from different sectors.



EUG members

Introduction of External User Group

The WISETRIP External User Group (EUG) plays a key role in evaluating the project results and getting users' feedback on the project outputs in various time-periods. In fact, the EUG will be regularly contacted in order to notify about project's evolution and achievements. The EUG includes Users, Traffic Managers, Public Authorities, Transport Operators, Equipment Manufacturers, Service Providers, Application and Service Developers and Research Organizations. The total number of External User Group (EUG) Members is 30, including 25 from 10 EU Countries: Belgium (1), Czech Republic (1), Denmark (1), Finland (2), Germany (2), Greece (11), Italy (1), Spain (1), The Netherlands (1), UK (4) and 5 from Other Countries: Australia (1), China (3), USA (1)

The EUG related activities have progressed according to the Workplan. In particular, the EUG members have been invited to i-travel workshop and all relevant WISETRIP information and newsletter have been distributed to the EUG members. In addition, three EUG members have been confirmed their interest in participating in peer-review of project deliverables.

The full details of EUG can be requested from Dr Xiwen Zhang from BPV (e-mail: xiwen.zhang@bpv-ac.de)

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Hangzhou – The WISETRIP Site in China

Located in the centre of the Chinese Yangtze Delta Area and covering a total of 16596 km², Hangzhou is the Capital of Zhejiang Province and one of the WISETRIP demonstration sites. The population of Hangzhou amounts to 6.43 million, 61% of whom are registered in the urban areas. With a history of some 2,200 years and beautiful landscape, Hangzhou is one of China's most famous and important tourist destinations. Hangzhou has been titled as "the Best Tourist City" by World Tour Organization and China National Tourism Administration; and "the Leisure City in East" by World Leisure Organization. In 2007, 41.1 million domestic tourists and 2.09 million overseas tourists visited Hangzhou, with an annual growth rate of 11.7% and 14.6% respectively.

To meet the huge demand for passenger and goods transportation, the Municipal Government of Hangzhou has heavily invested in transportation infrastructures. As an important hub of railway transportation in southeast China, two main railways are linking Hangzhou with other Chinese cities and regions, such as Shanghai, Ningbo, Jaingxi Province, etc. New breakthrough has also been made in construction of the Hangzhou road network. With Hang-Qian and Hang-Hui Expressways opened to traffic in 2006, the so-called "One Hour and a Half Transportation Circle" of the Hangzhou Municipality has been established. By the end of the 2007, the total length of roads in Hangzhou reached 14462 KM, including 484 KM Expressways. New improvement has been achieved in air transport as well. There are currently 191 flight routes operated at the Hangzhou Xiaoshan International Airport, including 38 international routes. The volume of passenger transportation amounted in 2007 to 11.73 million person-trips, representing an annual growth rate of 18.3 %.

Hangzhou has also provided a strong public transport services to the general public. The public transport network involves more than 400 bus routes and some 5000 public transit vehicles. With the first express bus-route (BRT) being recently put in operation, Hangzhou is one of the Chinese pioneer cities in providing such a rapid bus transport service. In addition, Hangzhou has started to construct and establish underground transport services. In order to enable public transport users to plan their trip, the schedule of all public transport service routes is available online. This has provided a sound basis for the WISETRIP demonstration in China.



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WISETRIP in operation

WISETRIP project meeting

3rd: Helsinki (FI) October 15th – 16th 2008

Presentation of Architecture Design and D2.2 contents (led by Forthnet). Detailed discussion on WP3 - Journey Planner core system development - and allocation of Tasks work for beneficiary partners (led by MOBISOFT). Presentation of WP4 on Personalisation System Design and Development (led by ETRA). The second day focussed on WP6 on Integration, Validation and Demonstration followed by presentation of the draft Evaluation Plan (led by AUEB). The meeting was finalised with the overview of dissemination activities (led by ATAF).

The 4th will be held in Cologne (GER) on February 5th – 6th 2009

Focusing on WP3 and WP4 progress and initial reports for the later stages Deliverables.

WISETRIP presence

1. ITS Finland Summer Seminar Heureka, Tikkurila, May 2008 (MOBISOFT)
2. 10th International Conference on Application of Advanced Technologies in Transportation, Athens, May 2008 (AUEB)
3. INOVATE with Aberdeen at University of Aberdeen September 2008 (UoA)
4. European Week of Regions and Cities, Brussels, October 2008 (ATAF)
5. EASYWAY/VIKING workshop, Copenhagen, October 2008 (DESTIA)
6. 24th International Tourism Exhibition Thessaloniki, November 2008 (Forthnet)
7. i-TRAVEL project workshop Brussels, November 2008 (Forthnet, DESTIA, ATF)
8. 15th World Congress on ITS, New York, November 2008 (MOBISOFT)
9. 88th Transportation Research Board (TRB) Annual Meeting, Washington DC, January 2009 in Washington DC (ATF/UoA)

The third Newsletter will appear in Spring 2009 and will be edited by Brian Masson and Forthnet, The Newsletter will cover topics related to WISETRIP architecture and status of implementation. Contributions should be sent by the middle of March 2009 to brian.masson@btinternet.com

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MemEx srl, Italy
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BPV GmbH, Germany
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ANGUS Transport Forum, UK
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