



# Empirical analysis for active mode route and activity choices

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# *I. Problem description*

- I. Problem description
- II. Research approach
- III. Practical implications

# *Understanding active mode travel behaviour*

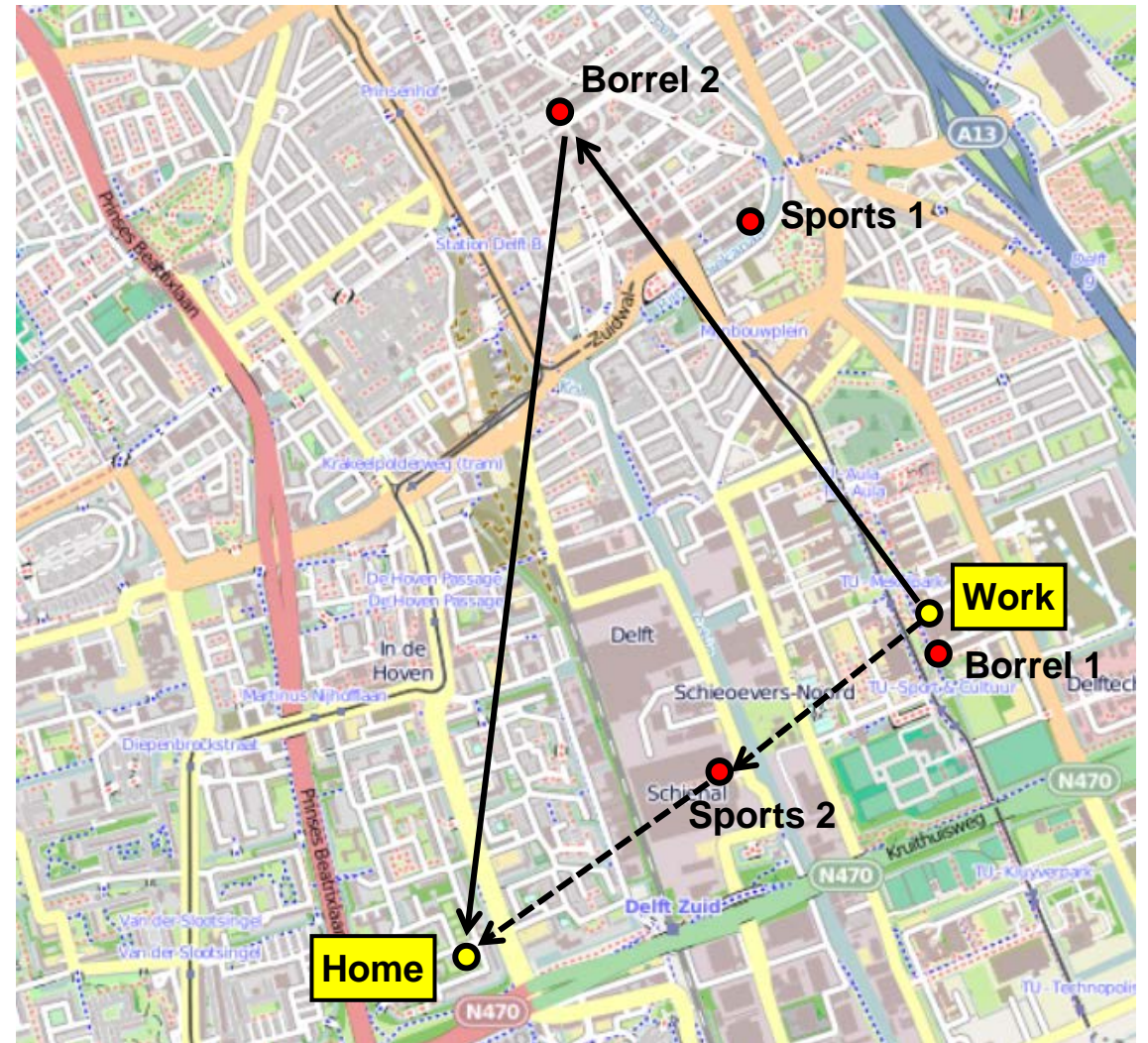


- An activity can be seen as a person's interaction within the same spatial environment to fulfil its needs
  - Travel is a “tool” to perform activities that are situated at different locations
- Understanding activity choices and route choices is essential

# Activity choices



- a) Activity selection
- b) Activity order
- c) Activity location



# Route choices

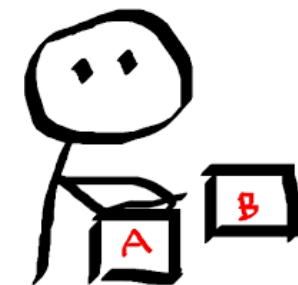
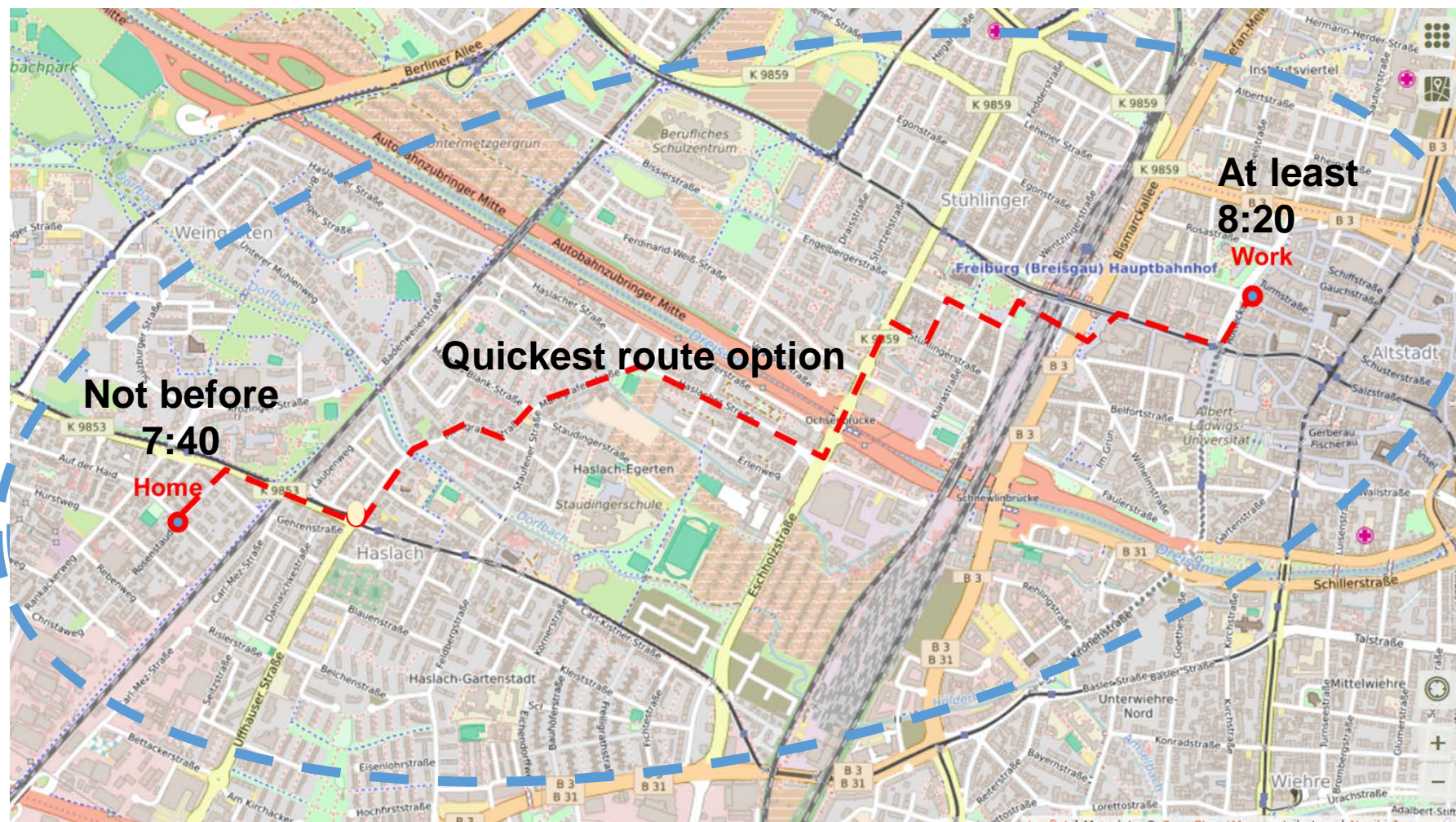


## *II. Research approach*

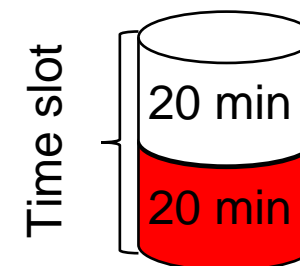
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Which factors determine travel-related decision making of active mode travellers between spatially and temporarily predetermined activities in an urban environment based on empirical data?

# Route and activity choices: mutual dependency



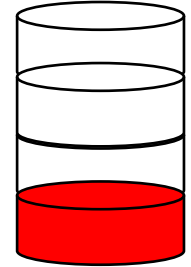
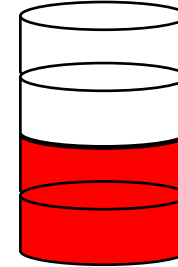
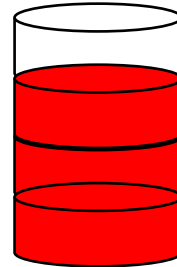
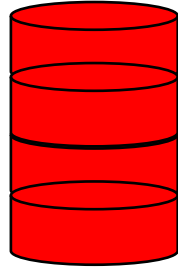
Remaining time for route alternative and/or activity



Travel time for quickest route

# Investigation aspects

Time slot



Decision process

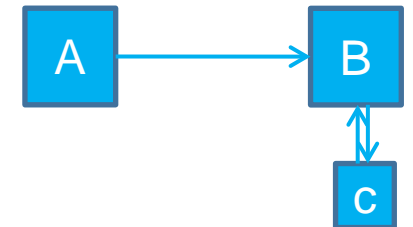
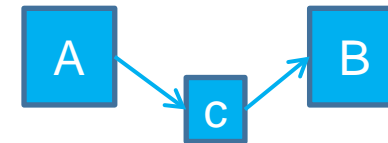
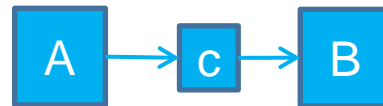
1. Limited route choice
2. No activity choices

1. Route choice
2. Route-dependent activity choices

Joint route and activity choices

1. Activity choices
2. Route choices

Spatial integration

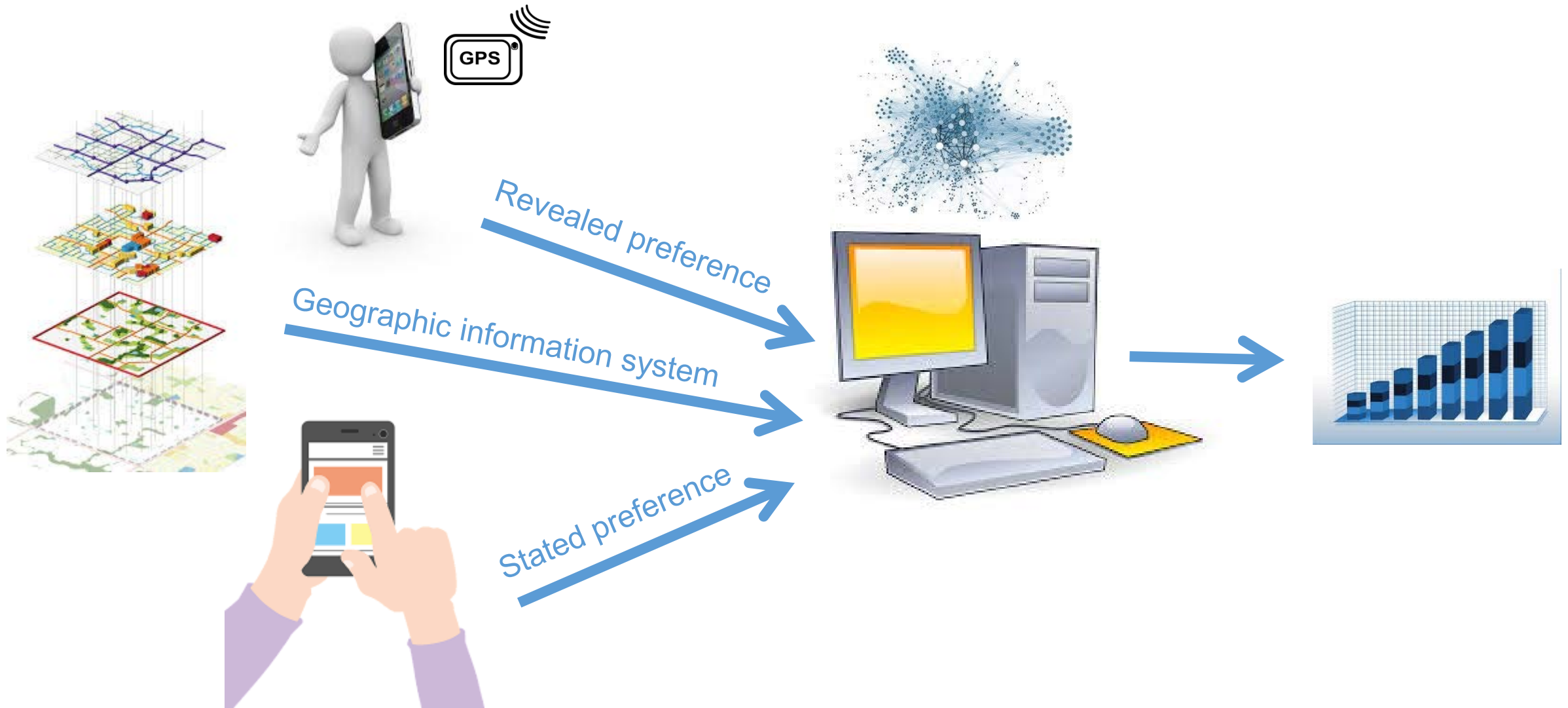


- Influence of personal characteristics (sportiness, desired time buffer,...)?
- Types of activities that are involved (rigour concerning punctuality, optional or mandatory,...)?

# Route choice factors



# *First ideas for data collection*



### *III. Practical implications*

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# Discussing relevance for policy and practice



- Designing walking and cycling infrastructure in accordance with the preferences of the users
- Use the knowledge to guide pedestrian and cycling flows

