

Birgitte Lomholt-Woolridge

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Speaker Qualifications

Birgitte Woolridge has worked with Rejseplanen for several years. Her main responsibilities are marketing & PR, as well as joining in on various Rejseplanen development projects.

Challenges of Implementing and Communicating Real Time and Realistic Travel Time Information to the End User in Denmark

Rejseplanen - the Danish national journey planner for public transport (www.rejseplanen.dk) - has implemented real time information into the different journey planner services (journey planning, stop and station departure- / arrival information, disruption alarms etc.). Furthermore, a co-modal journey planner has been implemented with realistic travel times based on historic data collected to cover peak hour traffic and days of the week. This offers a comparison between journeys with public transport, car and a combination of the two and provides information on travel time, price and environmental impact.

Both real time information and the co-modal journey planner with realistic travel times are new services with lots of different challenges when it comes to building the service and communicating this to the end-user.

Rejseplanen will present the challenges, thoughts and choices behind the current services and feedback from the end-users so far. The presentation will focus on the current implemented services and future development plans to optimize information to the end-user in the both the public transport journey planner and co-modal planning.