



NEW OPPORTUNITIES FOR TRAVEL PLANNING

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Current challenges

- Public sector budget pressures and increased scrutiny to deliver best value
- Sustainable travel enjoying increasing levels of political support due to contribution to many policy outcomes
- Universities and colleges face increased competition to attract students (and staff)
- Quality of life a factor, but so too is being able to access education conveniently and cheaply

Making the case for travel planning



- Site accessibility
- Health and wellbeing of students/staff
- Carbon and CSR targets
- Relief of car parking pressures
- ***Saving money from business travel***

New opportunities for change

- Universities applying academic expertise and innovation to own operations
- Smarter Choices, Smarter Places
- Growing comfort with access rather than ownership
- Big data to understand when, where and how people travel
- Social media is a proven and powerful means of communication

On technology and social media

- 63% of adult population in Scotland own a smartphone
- 37% of internet users use smartphone to go online (up from 21% in 2014 and overtaken the laptop)
- 52% of UK population regularly use social media
- Twitter is the world's 3rd largest search engine

To sum up

- Strong opportunities exist for travel planning going forward
- But we (still!) need to do better at making the case
- More needs to be done to bring industry practice in line with broader societal developments, and to keep up with rapid pace of change



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