

How to encourage travellers to use Public Transport when planning their trip and when travelling across Europe?

How to make it easy to use by them?



integra

Voyager facile

INTEGRA : objectives, tools

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WHY INTEGRA?

- Difficult to pick up information on travelling from one region to another unknown one
- Even more difficult, once arrived , to find reliable information on local transport facilities when there
- Public transport systems vary from country to country, region to region, even city to city
- Even for the regular travellers, to find out THE appropriate information is often complex



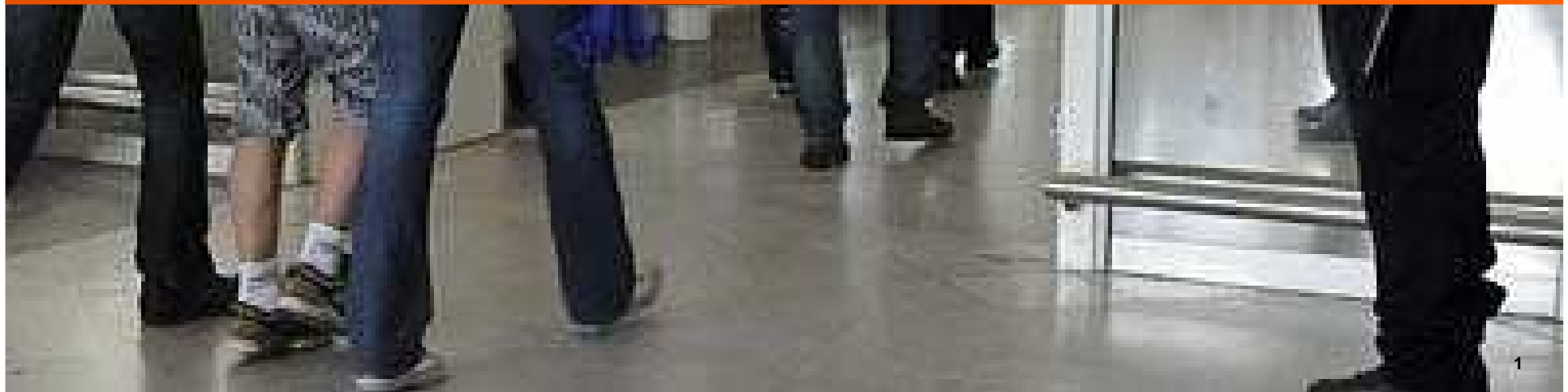


Difficult for the traveller not to feel lost when arriving at the gate of a city/region



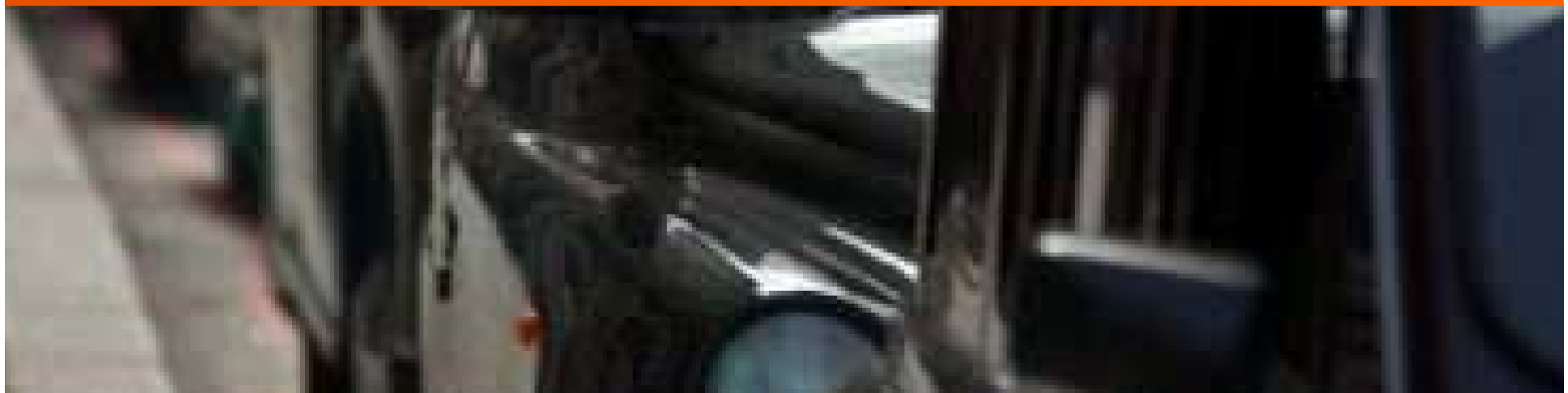


Even for the seasoned traveller, new journeys can create anxieties





And they will pay a premium to reduce this anxiety...





The solution we propose

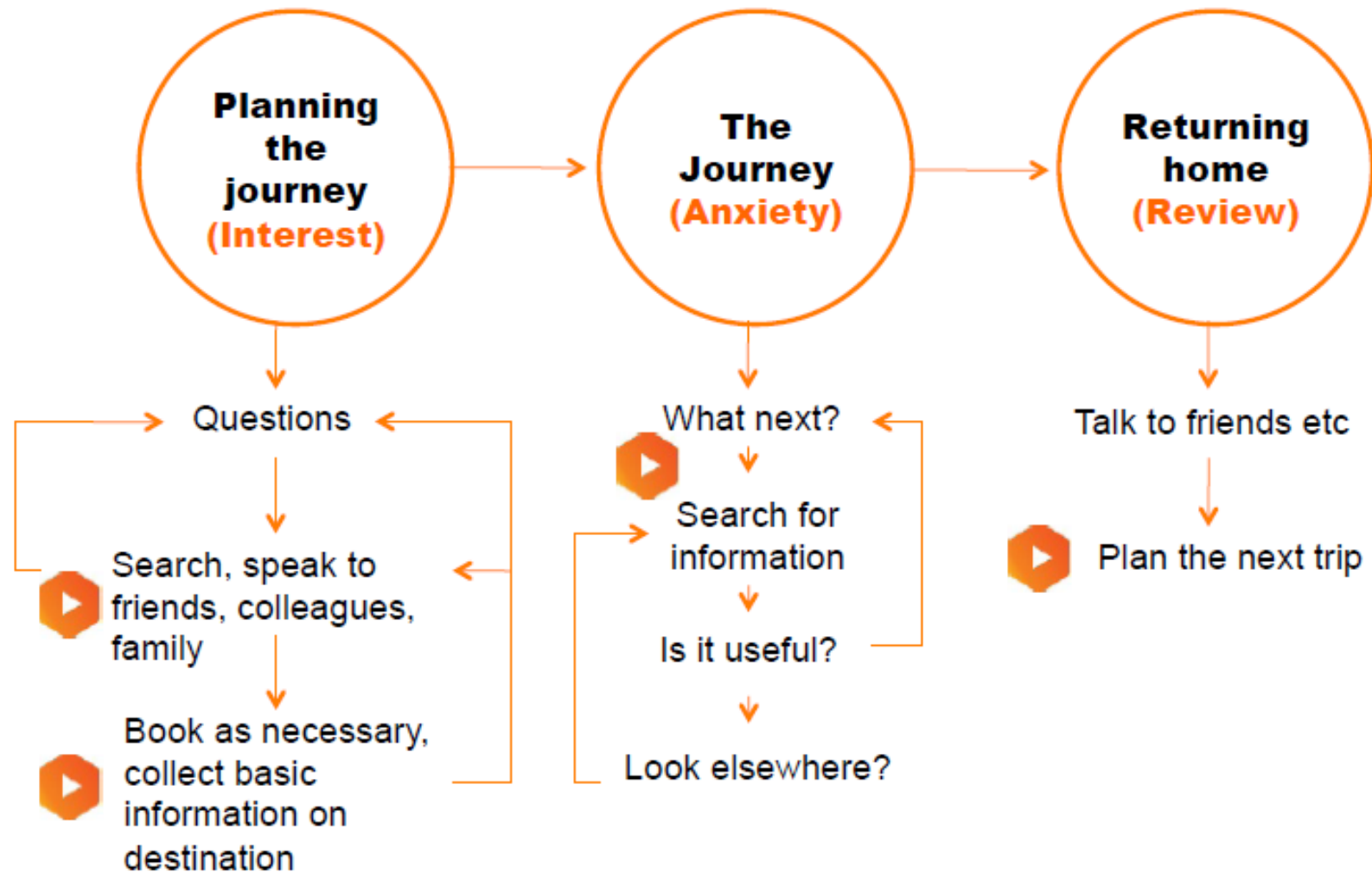
INTEGRA

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Make it easy to travel to, from, and around the
Atlantic regions - and beyond –
using environmentally friendly,
collective modes of transport

**To provide solutions to reassure and support the
passenger along the steps of the journey**

THE CUSTOMER JOURNEY





Integra objectives

1. Better planning and organizing for one's trip
2. Providing simple and clear information
3. Making it easy to opt for public transport

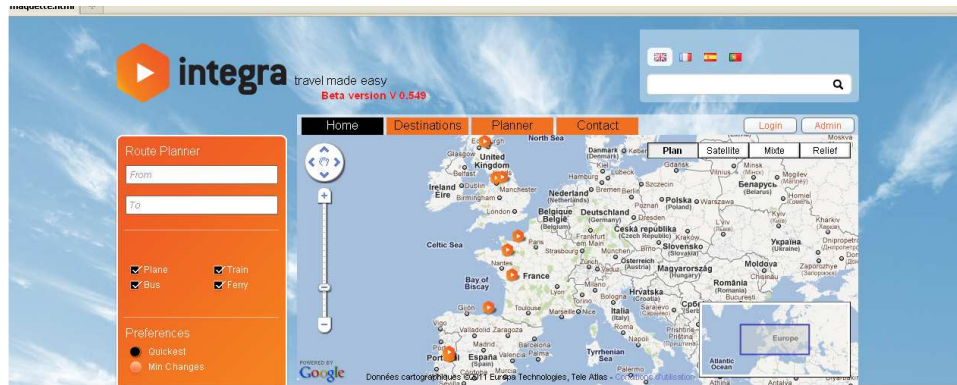
=>  **integra** , a tool box to achieve these objectives



The INTEGRA Portal : Better planning and organizing trips

A multimodal portal,
from city to city, region to
region throughout Europe

Practical information on the
destination

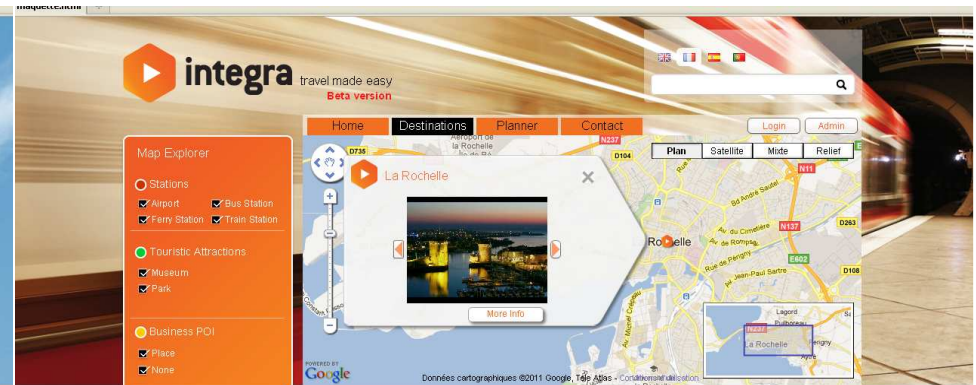


Integra's origins

The INTEGRA concept has been further developed as part of the current European funded START project. The START project aims to make journeys on public transport throughout the regions of the Atlantic area easier, by providing clear and practical information to travellers, all under the banner "Integra - travel made easy".

The Integra portal, an all-in-one transport information portal

Integra is also a multimodal and multilingual traveller information portal, which offers practical information and useful links to other websites which may be of interest to those travelling in the Atlantic area.



La Rochelle (Last Modification : 10/12/11)

Overview Transport Links Gates Places

Située sur la façade atlantique, la Communauté d'Agglomération de La Rochelle, composée de 18 communes, compte 150 000 habitants.

L'attractivité de l'agglomération se fonde entre autre, sur sa « qualité de vie », son attrait touristique, son patrimoine historique et maritime, son dynamisme économique avec notamment l'industrie nautique, le port de commerce et le salon du Grand Pavois.

Not a journey planner
Links to detailed information
A collaborative approach



Integra : a quality standard for information

- Clear and simple information
- A standardized content
- Multilingual information whenever possible
- Local authorities to get involve to ensure reliable and updated information



Integra : a beacon for the traveller

- Using the Integra brand at local level, cooperating with the existing brands
- Make it easier to use public transport
- Better identify the various transport options available





Thanks for your attention !

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