



Mobility Management in Ageing Societies

The AENEAS project

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Older people – a heterogeneous target group



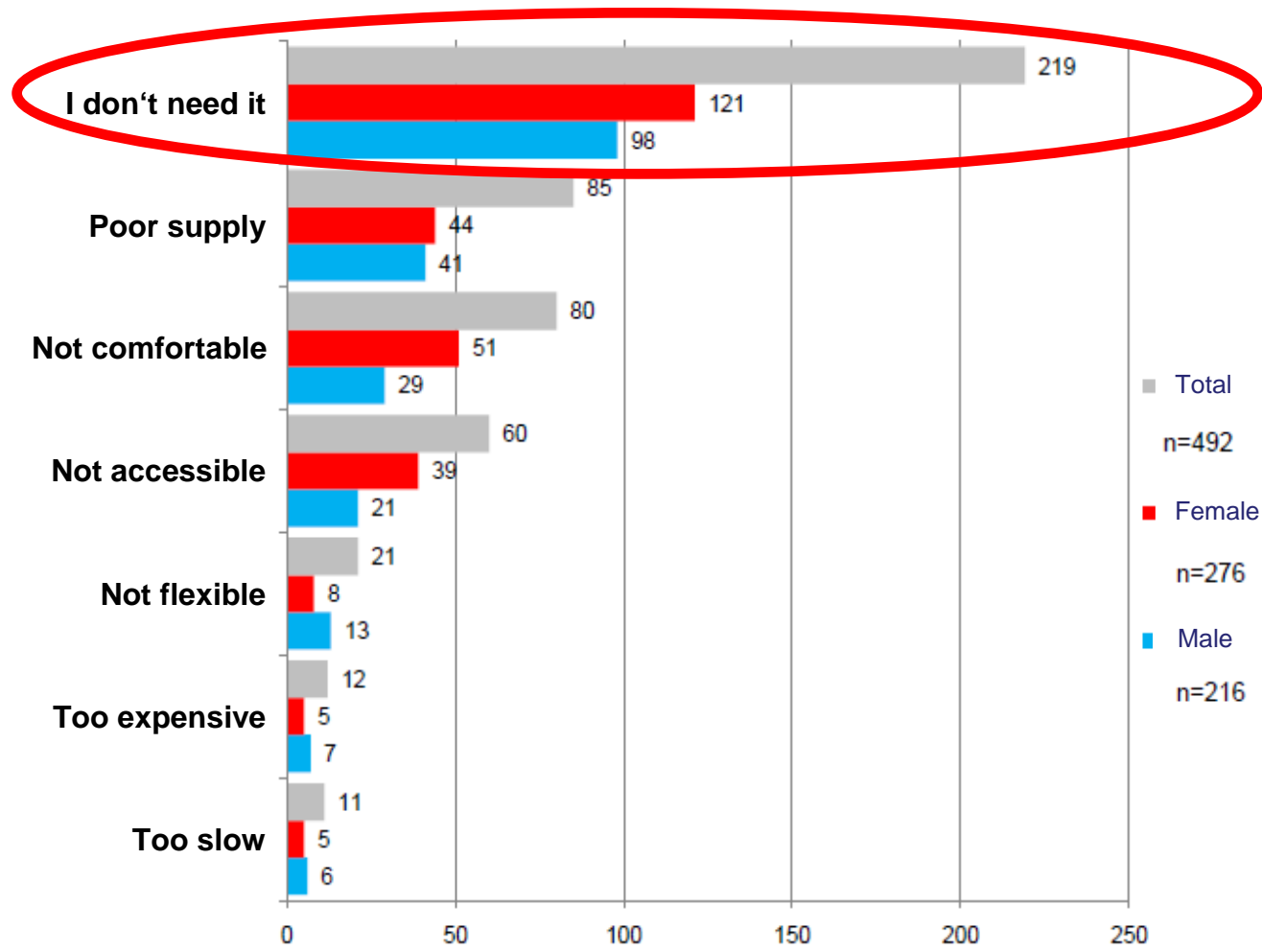
Differences in

- Backgrounds
- Expectations
- Abilities
- Needs

Different **self-image**

- Retirement as a “**second spring**” rather than the “beginning of the end”
- The “Rolling Stones Generation” compared to the modest war-generation

Why don't older people use public transport?



Source: ILS 2010


What do older travellers expect?

A transport system that is

- **easy** to use and **comfortable**
- **safe** and **secure**
- **accessible**
- good for their **health**

➔ **Older people need a transport system that supports active and healthy ageing**

Can car-based mobility offer this?

A yellow starburst graphic with multiple points, containing text.

Older people's needs are well in line with general user expectations!

Use major life events to achieve change of behaviour

Munich: individualised travel marketing



(Re-)activate skills of older travellers

Salzburg: travel training and communication



Promote active, safe and healthy travel



**Walking tours in
Donostia -
San Sebastián**



“Cycle captains“ guide trips in Odense

Thank you for your attention!

www.aeneas-project.eu

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