



# Crossroads

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IRU Forum  
“Buses & Coaches at a Crossroads: Long-Distance and  
Innovation”  
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# World is changing

Households owning a drilling machine  
in US

**73%**

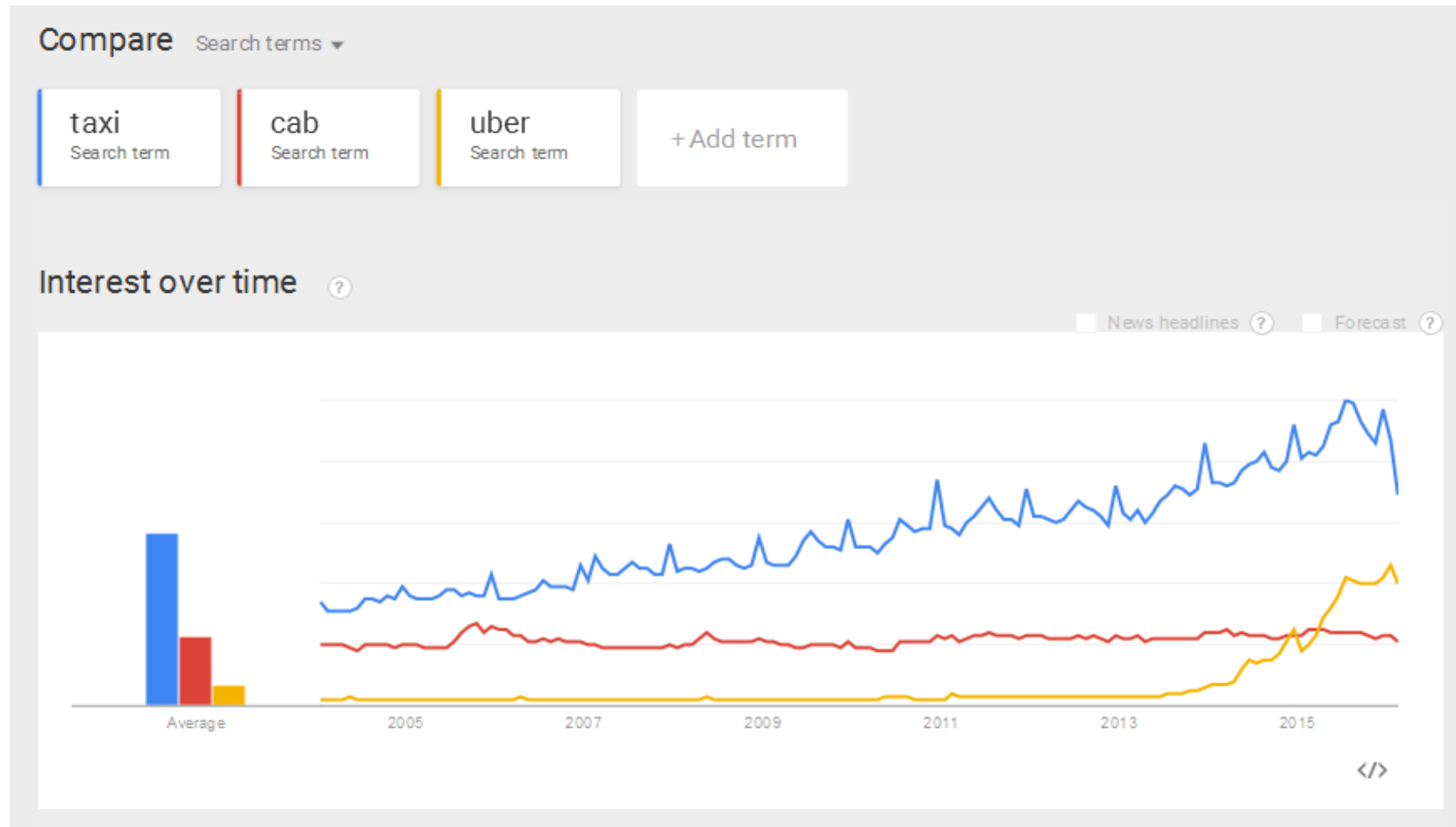
Average usage during lifetime

**13 min**



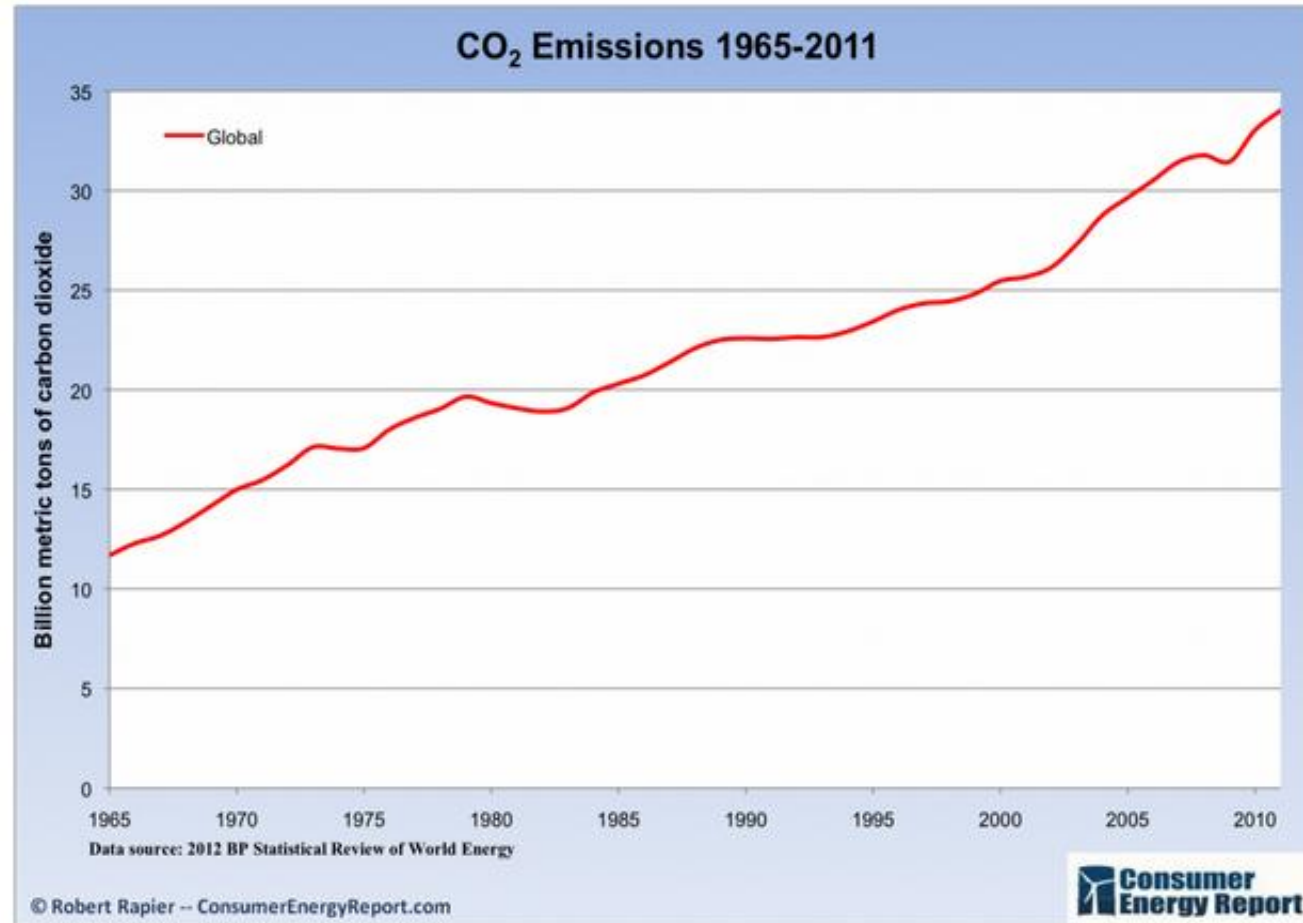


# Words are changing



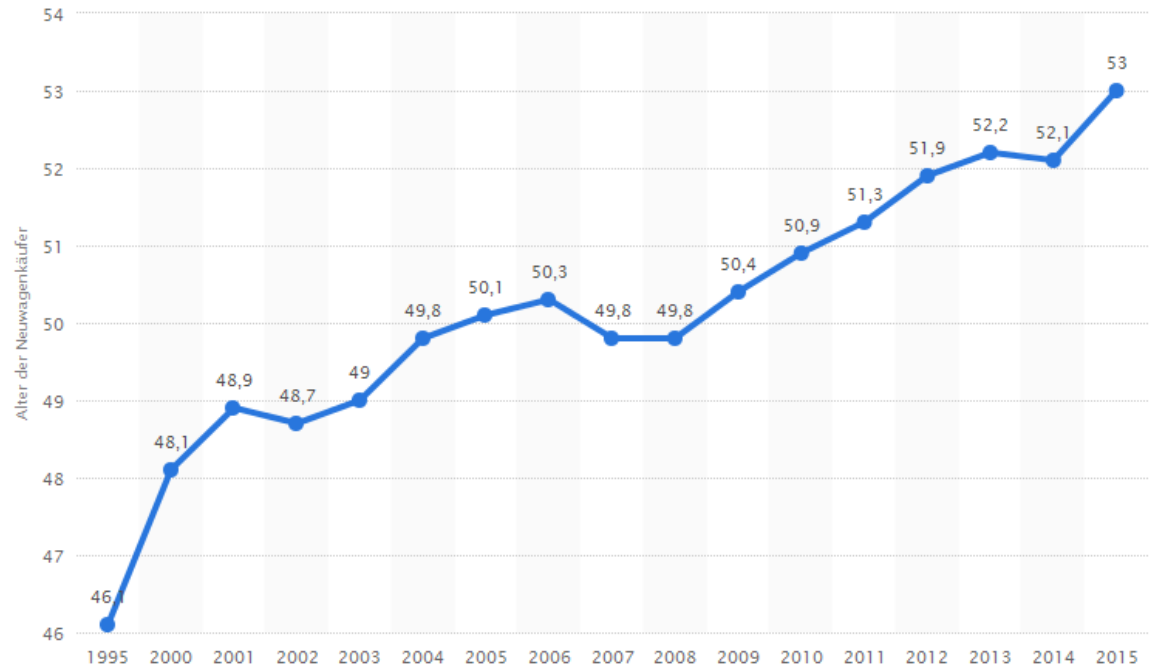


# Air is changing





# Dreams are changing



## Entwicklung des Personenverkehrs

	2004	2006	2008	2010
Beförderte Personen (Mrd.)	100,3	99,1	101,6	101,8
Durchschnittliche Wegelänge (km)	11,6	11,8	11,6	11,7
Beförderungsleistung (Mrd. Pkm)	1 160,1	1 167,8	1 179,1	1 193,3

Quelle: Verkehr in Zahlen, BMWBS (Hrsg.), 2010 vorläufige Werte.



What do they need?



All Info

„In the Crowd“

Easy





# The CheckMyBus Model = Show every possible bus

↔

Búsqueda avanzada ▾

**249 Compañías - 776.030 Conexiones**

les résultats

### Filter results

Departure:

- Birmingham Hill Street (9)
- Birmingham Coach Station (61)

Arrival:

- London - Victoria Coach Station (70)

Mode of Transport:

- Intercity bus (70)

Company:

- megabus (9)
- National Express (31)
- Eurolines UK (30)

Fri 02/12
Sat 02/13
Sun 02/14
Mon

**Coach: Birmingham Hill Street - London - Victoria Coach km**

Departure/Arrival	Duration	Company	
<input type="checkbox"/> 4:00 AM - 6:45 AM	02:45	megabus	
<input type="checkbox"/> 4:45 AM - 8:00 AM	03:15	megabus	
<input type="checkbox"/> 6:10 AM - 9:30 AM	03:20	megabus	
<input type="checkbox"/> 7:40 AM - 11:00 AM	03:20	megabus	<b>\$10.71</b>
<input type="checkbox"/> 9:25 AM - 12:30 PM	03:05	megabus	<b>€12.40</b>

Arrivée:

- Paris-Galliéni - Gare routière internat (6)
- Paris Bercy (15)
- Paris Porte Maillot- Gare routière (8)

Moyen de transport:

- Bus longue distance (29)
- Covoiturage (75)

Transporteur:

- isilines (6)
- OUIBUS (7)
- FlixBus (8)
- megabus (8)

ven. 12.02
sam. 13.02
dim. 14.02
lun. 15.02
mar. 16.02

**Bus : Lyons - Gare SNCF de Lyon Perrache - Paris-Galliéni - Gare routière internat. (6 trajets) - 391 km**

Départ/Arrivée	Durée	Transporteur	Prix	
<input type="checkbox"/> 07:30 - 14:45	07:15	isilines	19,00 €	<input type="button" value="Voir l'offre"/>
<input type="checkbox"/> 14:00 - 20:30	06:30	isilines	15,00 €	<input type="button" value="Voir l'offre"/>
<input type="checkbox"/> 14:15 - 21:00	06:45	isilines	15,00 €	<input type="button" value="Voir l'offre"/>
<input type="checkbox"/> 15:30 - 22:00	06:30	isilines	15,00 €	<input type="button" value="Voir l'offre"/>
<input type="checkbox"/> 22:00 - 06:00	08:00	isilines	28,00 €	<input type="button" value="Voir l'offre"/>
<input type="checkbox"/> 23:15 - 06:00	06:45	isilines	15,00 €	<input type="button" value="Voir l'offre"/>

Départ

Destination





What is the effect of improved online services?



All Info

„In the Crowd“

Easy



Quality of Service



Online Share



+5500%

Conversion wins



„Share of Voice“



