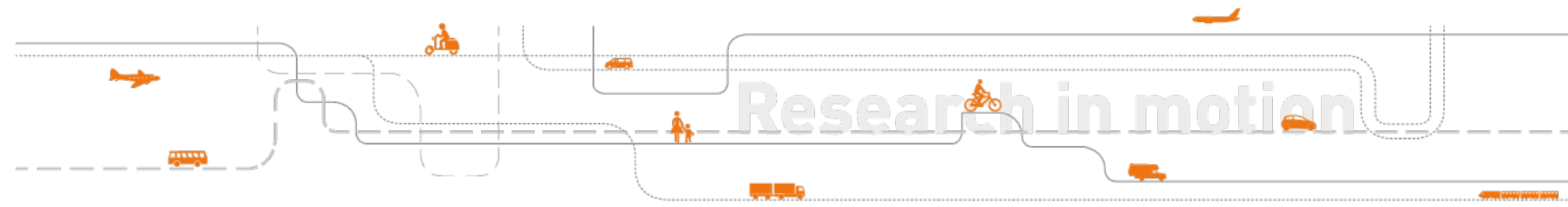


Taxi of the Future overview of trends –

Jørgen Aarhaug and Silvia Olsen
Institute of Transport Economics



Background

- New trends in travelling behavior
- Taxis currently represent 10-20 percent of urban traffic in major European cities
- Which megatrends may change this?
- Overview and discussion of overall structural and technological trends of importance for the current and future taxi markets

Terminology

- Taxi
 - *Unscheduled passenger transport with a small vehicle*
- Several terms have been used for the “new” companies
 - ***Transport Network Companies (TNCs):***
 - ***Commercial Transport Intermediaries (CTIs):***
 - ***Ridesharing:***
 - ***Ridesourcing:***
 - ***Crowd-taxis:***
 - ***Non-taxis:***
- Sharing economy
- Collaborative economy

Trends

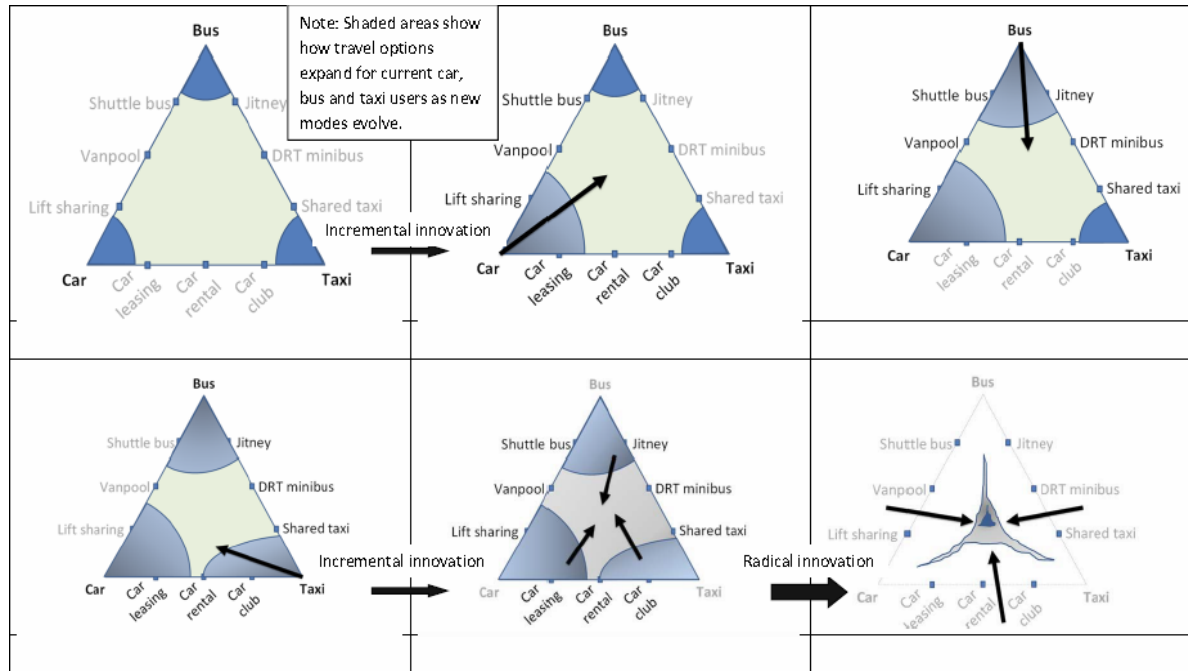
“Megatrends are fundamental, long lasting (more than 10 years), global (or at least international) transformation processes leading in a certain direction. Megatrends are characterised by their broad scope affecting multiple aspects of life. They are stable over time or at least over years and decades.” (EC FP7 OPTIMISM project)

Technological trends



ICT, The technological view

- Process of ‘modal convergence’? (Enoch, 2015)
- Rapid growth of new intermediate modes such as shared taxis, lift-sharing schemes, demand-responsive transport and car clubs
- Supported by technological and market trends
- “Dial-a-pod” as the ultimate outcome



ICT, Alternative views

- Multimodality
- ICT complement to transport rather than a substitute

Economic trends



Demographic trends



Cultural trends



The regime level

- Ridesourcing services represent significant challenges to the existing regime
- Regulation is a significant barrier to future growth for ridesourcing services
- Increasingly fractious relationship between the fast-growing ridesourcing businesses and the countries in which they are establishing
- Resolving these fractions

Conclusions

- Landscape level
 - *Increased market for public transport, taxis and ridesourcing services?*
 - Growing urbanization, decreased interested in obtaining a driving license and buying a car
 - *Decreased travel demand for the average individual?*
 - Slow economic growth, increasing inequality, levelling-off of real income
- The niche level
 - *More segmented price elasticities?*
 - *Reduced costs and disutility of transportation will push towards more demand for transport*
- The regime level
 - *Public transit agencies may use the innovations in their design of transport policies*
 - *Possibilities of collaboration*
 - *Possibilities of extending and expanding the use of public transit, and let private providers develop customer-facing technologies*