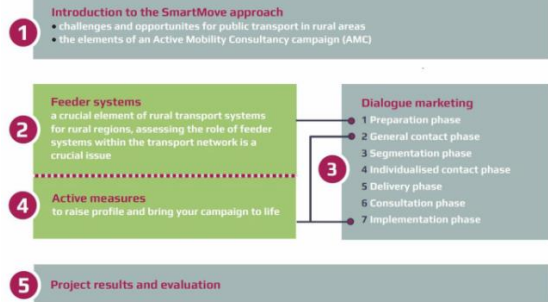


Active Mobility Consultancy campaigns



Course description

This course promotes the use of public transport in rural areas and the use of existing public transport services via personalised travel marketing approach, called Active Mobility Consultancy (AMC) campaigns. The course is specifically set up to kick-start your own AMC campaign and will provide guidance on how to adapt this to your local context. The main benefit of AMC is to gain better insight into the demands of current passengers and the views of those who do not use public transport yet. One of the core ideas promoted by AMCs are feeder systems that provide small-scale, demand-driven mobility services to bring passengers to the nearest bus or railway stops.

Target audience

Public transport operators that want to learn about direct marketing and communication tools to adapt their services to the needs of their customers.

Thematic area

Public transport

Please click [here](#) to find the course.

Date of release

2016

Associated with project

SMARTMOVE