

Passenger requirement analysis of the ferry line between Gedser and Rostock

April 2011

COLOFON

The present Passenger Requirement Analysis focuses on the ferry line between Gedser and Rostock with a special emphasis on foot passengers.

The analysis is carried out on behalf of Guldborgsund Municipality by CELF – The Academy, Bispegade 5, DK-4800 Nykøbing Falster (www.the-academy.dk).

The passenger requirement analysis is carried out as a part of the Interreg project Interface, a cross-border cooperation between six ferry harbours in the South Baltic Sea area including Gedser Ferry Harbour. The Interface project aims to (1) develop ferry harbours to modern service oriented transport hubs for the cross-border passenger transport in South Baltic Sea, (2) improve the public transport to and from the ferry harbours and (3) develop the regional integration through cross-border traffic. The Interface project is financially supported by the European Regional Fund for Development through the Interreg IV A South Baltic Sea Programme. Read more about the Interface project on www.interfaceproject.eu.



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For more information, please visit www.interfaceproject.eu



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1 Introduction and background

CELf – The Academy has been asked by the Municipality of Guldborgsund, Denmark, to conduct a passenger requirement analysis regarding the ferry line between Gedser and Rostock. The analysis is part of the EU project Interface aiming to improve public transport in the South Baltic Area. Interface is supported by the European Regional Development Fund.

The overall purpose of the analysis is to examine the possibilities to motivate an increase in the number of passengers that uses public transportation to and from Gedser port and/or uses public transportation to and from Rostock port. In other words this analysis aims at discovering initiatives that may increase the number of foot passengers, either by attracting more foot passengers to the ferry line or to motivate a shift in the passenger's choice of preferred means of transportation to public transport.

As such, the focus of this passenger analysis lies in several areas. A central focus point is the foot passengers, including the requirements and requests regarding the service- and quality level during their journey with the ferry. Do the foot passengers have a good travel experience with the ferry or are there areas/aspects that require adjustments or improvements?

Another important focus point is to gain knowledge of the motorists that uses the ferry. Why have they chosen to use the car for their journey, why have they not chosen public transportation, do they know of the possibilities for public transportation to and from the ferry (both on the Danish and German side), are they aware of the initiatives that have been (or is going to be) implemented to increase the quality of public transportation to and from the ferry? It is important to learn about the factors that will make the motorists leave the car at home and take public transportation instead.

CELf – The Academy has developed a questionnaire for quantitative data collection. The questionnaire has been developed in close cooperation with Guldborgsund Municipality and the Baltic Institute of Marketing, Transport and Tourism at the University of Rostock. The text from the questionnaire, including the introduction text and questions/answers, are shown in chapter 6. The data collection has been performed by Guldborgsund Municipality in cooperation with Scandlines. Besides developing the questionnaire, CELf – The Academy has performed the data entry and this report.

2 Executive Summary

A total of 368 questionnaires were received from the respondents. About 55-58 respondents are foot passengers and about 319 respondents are motorists (a slight overlap, possibly due to the methodology applied).

However, the most frequent use of the ferry on an annual basis is related to either work or shopping, which constitute 23% of the total respondents. About 70% of the respondents are passengers who use the ferry for either vacation or leisure purpose (less than or equal to 1-2

times semi annually). This suggests that the target group for information or other initiatives must be aimed at passengers going on vacation or using the ferry for leisure purpose. More than 50% of the foot passengers agree that it is easy to reach Gedser port by public transportation which substantiates that the possibilities of reaching Gedser port by public transportation are sufficient for those asked and that focus to increase public transportation should be put elsewhere than on increased information.

The main reason for motorists not selecting public transports is because the car is needed locally. Other major reasons are comfort and luggage. Initiatives for “converting” motorists into foot passengers should be related to improving the comfort of the journey and resolving the problem of handling the luggage needed for the journey. It is also suggest that the number of foot passengers could be increased by focusing at the length of the travel time using public transportation and the number of changing between public transportation, which is supported by current employed initiatives (the bus route between Gedser – Nykøbing and the planned shuttle bus in Rostock).

In general the passengers are very satisfied with the service level in the Gedser passenger terminal. Improvement on these areas should be considered secondary to other initiatives when aiming to increase the number of foot passengers.

The Danish survey respondents mainly receives information via the internet, whereas the information received by German survey respondents is more based on behaviour (“I always take the ferry” and recommendations) and culture (travel catalogue).

Although some answers state that information regarding the Gedser – Rostock ferry and public transport to and from Gedser is sufficient, other answers reveal lack of knowledge about new initiatives and that they are not aware of the existence of the information/possibilities regarding public transportation available. The reason for this is may be due to the answers from the motorists which constitute the majority of the respondents. The motorists may feel that they are well informed about the things they feel they should know about, which probably does not include information regarding public transportation.

New initiatives already taken (changes concerning bus route between Gedser and Nykøbing) and initiatives scheduled (the shuttle bus starts up 1 May 2011 in Rostock) does not seem to affect the travel pattern of the respondents asked. A slightly more positive effect on the respondents travel pattern is seen when looking at the combination ticket.

As the number of respondents is in the lower range of a representative cross section of the population, focus should also be aimed at the qualitative information regarding suggestions and explanations (given as supplement questions in the analysis) to support the conclusions of the quantitative results.

At the time of finishing this report, the final results from the University of Rostock concerning the German passenger analysis were not available. It is possible that the German passenger analysis will contain a section which only focuses on data concerning the route Gedser – Rostock. If so, comparing that section with the Danish passenger analysis may support the finding of this report and/or reveal differences related to quantitative findings or methodological differences.

3 Methodology

This chapter contains a description of the methodological considerations and framework for this passenger requirement analysis.

3.1 The structure of the report

This report starts with chapter 1, where the reader is introduced to the background and purpose of this report. Following this chapter an executive summary of the main points of the report in chapter 2 is presented. In chapter 3 the methodology aspects of this report is discussed, including the methodology of data collection and the German passenger requirement analysis. Chapter 4 shows the results of the data collected with relevant cross table comparisons made. The report is concluded in chapter 5 and the English version of the questionnaire is shown in chapter 6.

3.2 The German passenger requirement analysis

Parallel with this passenger requirement analysis, a similar passenger requirement analysis is conducted by the University of Rostock. These two passenger analyses are to a large extent comparable, with different regional based differences. The regional purpose of the Danish analysis is (as previously stated) focused on foot passengers and the aspects which may improve the travel experience and thereby ensure an increase in number of foot passengers. One regional focus of the German analysis is to find out about the potential of a shuttle-service (ferry terminal - Rostock city / central station).

Although both analyses are based on surveys, there are methodological differences between the Danish and the German survey. The Danish survey is based on handing out questionnaires to the passengers from the ticket offices and it is up to the respondents themselves to fill out and hand in the questionnaire onboard the ferry. It is not possible for the respondent to receive guidance or clarification when filling out the questionnaire. The Danish survey only focuses on the route Gedser – Rostock.

The German survey is based on a direct interview where the respondent is questioned by the interviewer. As such it cannot be excluded that the two different ways of collecting data may have an influence on the quality of data and the comparability of the data between the two surveys. The Danish survey is based on answers from 368 respondents and the German survey will be based on about 1.500 respondents. Furthermore the German survey focuses on both routes; that is both Gedser – Rostock and Rostock – Gedser.

This report will make references to findings from the German report as it moves through the different questions. The reader must be aware that conclusions taken for the German survey is based on an interim count of 672 replies ("interim report: Passenger Requirements Analysis, Interreg-Project INTERFACE, 29 September 2010"). The final analysis from the German survey is not available at the time of this report.

If nothing else is stated, the term “passenger analysis” will refer to the Danish survey.

3.3 Comparability of questionnaires

The passenger requirement analysis is based on questionnaires with both quantitative (closed) and qualitative (open) questions. As mentioned in section 3.2 the questionnaire has been developed in close dialogue with the University of Rostock. Through this dialogue a significant level of comparability has been ensured between the questions asked in the Danish and the German survey.

Table 3-1 shows the questions that are comparable between the two surveys. Table 3-2 shows the remaining questions where direct comparison between the two surveys is not possible.

Table 3-1 Comparable questions

German questionnaire	Danish questionnaire
Question no.	Question no.
1	(5)
2	16
3	4
4	17
6	(2)
7	(3)
9	6 and 8
11	14
12	12
13	13
16	21
17	21
18	22

Note: () indicates a limited level of comparability

Table 3-2 Not comparable questions

Danish questionnaire
Question no.
1
7
9
10
10.A
11.
11.A
15
18
18.A
19
20

In about 60% of all questions asked it is possible to make comparisons between the two surveys. As such, a meaningful level of comparison has been ensured in order to derive both points of resemblances and differences between the two surveys.

The results of the Danish passenger analysis and the interim results of the German passenger have been discussed with the University of Rostock via mail and a meeting dated February 2, 2011.

The findings of the discussion will be included in the descriptive text following each table and/or figure in chapter 4.

3.4 Data collection

The data collection (handing out and collecting questionnaires) and quality management has been conducted by Guldborgsund Municipality in cooperation with Scandlines. By quality management in this context is meant (among other things) where the questionnaires have been handed out (in ticket offices to foot passengers and motorists), to whom the questionnaires have been handed to and the time (day of the week and time of the day) of the handout. Constanze Benzel of PLANCO, on behalf of the “Lead Beneficiary”, states in an email dated 23. June 2010 the importance of quality management due to methodological differences in the two passenger analysis.

The questionnaires were only handed out in Gedser and therefore this analysis only focuses on the route Gedser – Rostock and not Rostock – Gedser.

A total of 368 questionnaires were received from the respondents which will constitute the base of the percentage measures, unless stated otherwise. It should be noted that 368 respondents is in the lower range of a representative cross section of the population. As such, all findings in this report should be viewed in that light.

The data underlying Table 4-8 Total number of foot passengers using Gedser-Rostock in July - August and Table 4-9 Total number of foot passengers using Gedser-Rostock in September - June has been supplied by Scandlines. All data are from 2009.

3.5 The construction of the tables and figures

All tables and figures have been constructed so that it is clear how many respondents the results are based on. The number of respondents may vary from table to table. There are several reasons for this; some of the questionnaires are only partly completed (the respondent has chosen not to answer all questions). Another reason is that some of the questions allow multiple answers which cause the total number of answers for this question to increase.

4 Analysis of passengers on the Gedser – Rostock ferry

This chapter describes the answers provided by the respondents for each questions. The questions have been categorized into five overall sections, of which the first section contains details of the respondent’s profile. The following sections will describe the travel pattern of the respondents, the travel experience of foot passengers and the information about the journey with the Gedser – Rostock ferry. The final section in this chapter will describe new initiatives that have been implemented and are going to be implemented soon.

For each section there will be reference to the question number from the questionnaire.

4.1 Profile of the respondents

This section will describe the characteristics of the respondents derived from the questionnaire. This section will correspond to the questions 21 – 22 from the questionnaire. As the number of respondents is limited it does not necessarily represent a balanced profile of the total group of ferry passengers.

4.1.1 Age groups and nationality

The respondents were asked to state their age (Table 4-1) and nationality (Table 4-2). The purpose is to show the size of the segments regarding age and nationality that uses the ferry. In addition the goal is to support the initial belief that the primary users of the ferry are Danish citizens.

Table 4-1 Age groups of the respondents

Age group		Age group	
<20	1% 4	50<60	27% 99
20<30	8% 30	60<70	26% 95
30<40	12% 43	70<80	7% 27
40<50	17% 61	80>	1% 5
<i>Note: Percentages calculated vertical</i>		Total	100% 364

As shown in Table 4-1, 62% of the respondents consist of people at the age of 50 and above. The age group of people up to the age of 30 is only 9% of the respondents. The average age is 52 years.

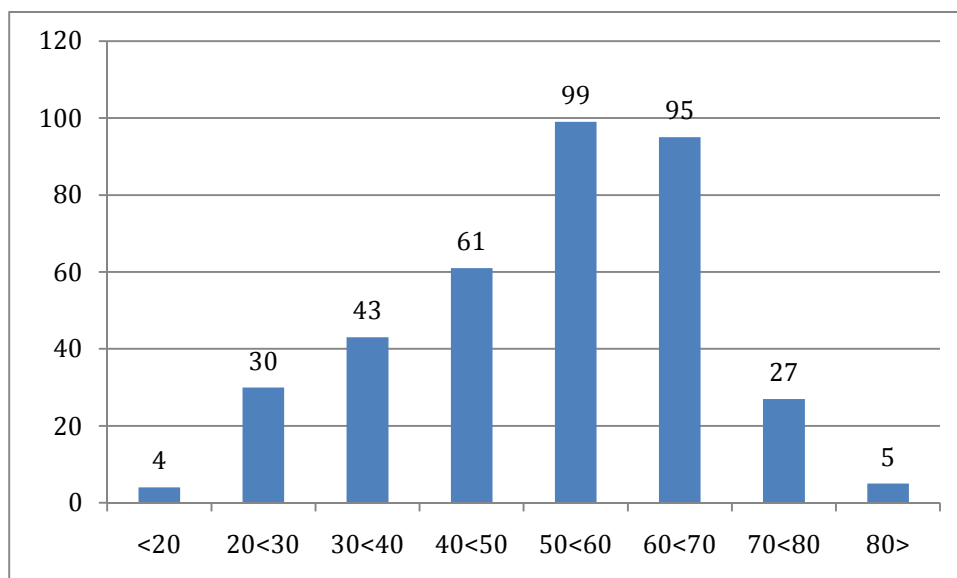


Figure 4-1 Age groups

In the German survey, the average age is 45 years and the age group of people up to the age of 30 is 19% of the respondents. This suggests that either the handout of questionnaires for the Danish survey was mostly done to older people or that more older people are travelling the route Gedser – Rostock than Rostock – Gedser. Other reasons for this could be related to quality management issues (i.e. the elder male of the family answers the questionnaire).

Table 4-2 Nationality of the respondents

Nationality		Nationality	
Belgium	0% 1	Poland	2% 6
Denmark	74% 268	Sweden	3% 10
Germany	19% 70	Ukraine	0% 1
Italy	1% 2	Great Britain	1% 2
Norway	1% 2	USA	0% 1
<i>Note:</i> <i>Percentages calculated vertical</i>		Total	100% 363

Table 4-2 states that the most frequent users of the ferry Gedser – Rostock is used by Danish passengers as 74% of the respondents has stated Denmark as nationality. Respondents with German nationality constitute 19% and after that there is a large gap to the third largest group of Swedish nationality (3%). The German survey shows somewhat different results, as the respondents with German nationality are the largest group (60%) and respondents with Danish nationality is the second large group with 23%. This difference may also be related to quality management.

4.1.2 Gender

The gender distribution of the respondents is shown in Figure 4-2.

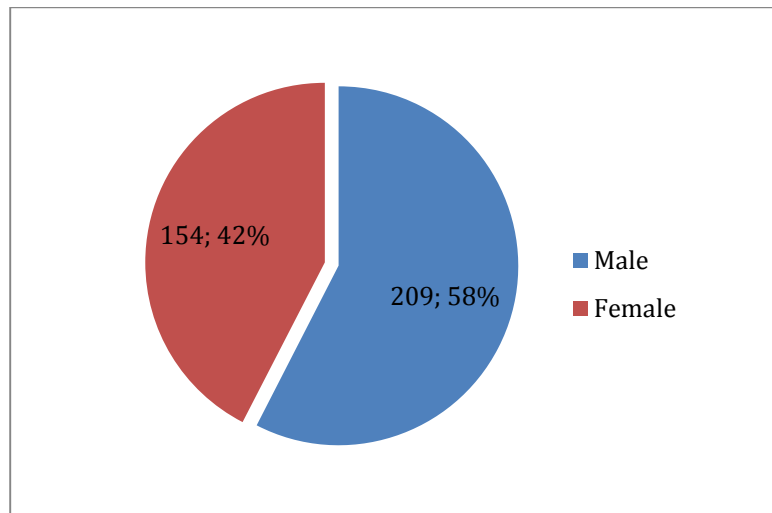


Figure 4-2 Gender

Figure 4-2 shows a slight overweight of male responses (58%) compared to the female responses. The German survey shows a more equally weighted distribution with 51% male responses and 49% female respondents.

Table 4-3 Gender and Age groups

	Male	Female	Not stated
<20	1% 2	1% 2	0% 0
20<30	8% 16	9% 14	0% 0
30<40	12% 25	12% 18	0% 0
40<50	13% 28	21% 32	50% 1
50<60	30% 63	23% 35	50% 1
60<70	26% 54	27% 41	0% 0
70<80	9% 18	6% 9	0% 0
80>	1% 3	1% 2	0% 0
Total	100% 209	100% 153	100% 2

Note: Percentages calculated vertical

Table 4-3 shows the combination of the gender from Figure 4-2 and the age groups from Table 4-1. It shows that there is a slight relative majority of male respondents over 50 years compared to the female respondents. For female respondents, there are relatively more respondents in the age group between the age of 40 and 50.

A direct comparison with the German survey regarding this table was not possible at this time. In Figure 4-3 below the percentages from Table 4-3 is shown graphically (without the “Not stated” category).

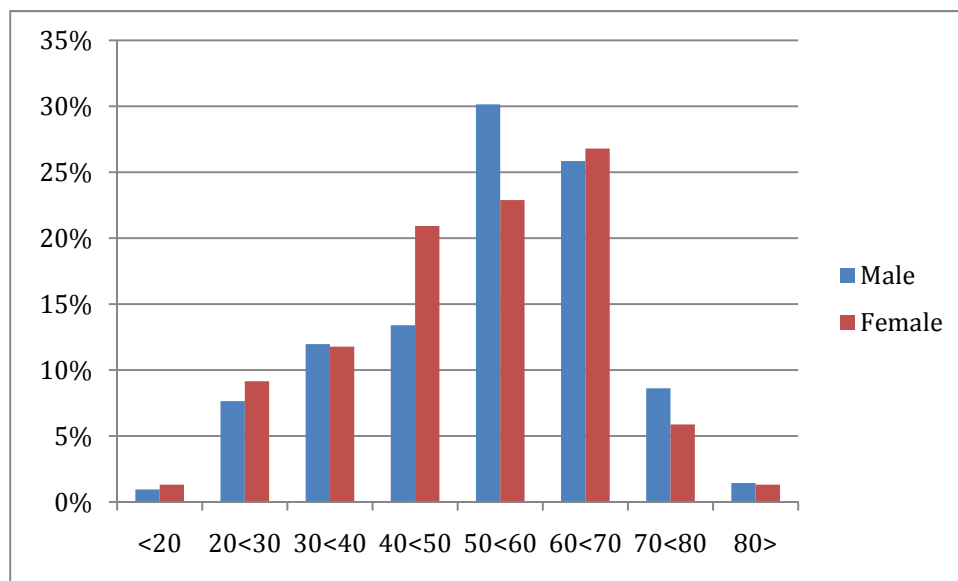


Figure 4-3 Gender and Age groups

4.2 Travel pattern with the ferry

This section describes the respondents travel pattern with the ferry Gedser – Rostock. It contains a description of the specific journey for the respondents – including the purpose of the journey, the frequency of travel activity and where the ferry ticket was bought. The section also includes information as to how the respondents arrive at the ferry, how the respondent embarks the ferry and how the respondent continues the journey when arriving at Rostock. From the questionnaire, the questions in focus will be questions 1-8 and 17.

4.2.1 The specific journey

The respondents have been asked about the specific journey related to answering this questionnaire. Table 4-4, Table 4-5 and Table 4-6 states the day of week, time of the day and the month of departure, respectively. The goal is to ensure a reasonable time dispersion of the questionnaires.

Table 4-4 Day of week

Monday	5% 17	Friday	13% 46
Tuesday	10% 38	Saturday	16% 59
Wednesday	22% 82	Sunday	10% 35
Thursday	24% 88	Total	100% 365

Note: Percentages calculated vertical

Table 4-5 Time of the day

07:00	7% 24	17:00	6% 22
09:00	28% 103	19:00	6% 21
11:00	24% 87	21:00	2% 6
13:00	11% 39	Other answer	3% 10
15:00	15% 53	Total	100% 365

Note: Percentages calculated vertical

Table 4-6 Month of departure

August	9% 32
September	37% 135
October	54% 198
Total	100% 365

*Note:
Percentages calculated vertical*

A direct comparison with the German survey on these tables was not possible as more months will be added to the interim report due to the longer survey.

Table 4-7 combines the month and time of departure of the specific journey.

Table 4-7 Month and time of departure

	August	September	October	Total
07:00	0% 0	2% 3	11% 21	7% 24
09:00	28% 9	20% 27	34% 67	28% 103
11:00	19% 6	19% 26	28% 55	24% 87
13:00	22% 7	13% 17	8% 15	11% 39
15:00	22% 7	17% 23	12% 23	15% 53
17:00	3% 1	10% 13	4% 8	6% 22
19:00	3% 1	13% 18	1% 2	6% 21
21:00	0% 0	4% 6	0% 0	2% 6
Other answer	3% 1	1% 2	4% 7	3% 10
Total	100% 32	100% 135	100% 198	100% 365

Note: Percentages calculated vertical

The questionnaires have been dispersed evenly over the weekdays. The largest concentration of respondents is found on Wednesdays and Thursdays (46%). From Table 4-5 it is stated that over 50% of the respondents took the departure from Gedser at 9:00 or at 11:00. About 75% of all respondents sailed with departures between 07:00 and 15:00. More than half of the total respondents were asked in October whereas only 9% were asked in August.

Please note that the distribution of time of the day, weekday and month might be related to methodological issues. I.e. the questionnaires may be handed out more frequently at departures with fewer passengers (due to a lower workload for the ticket offices) than departures with many passengers (higher workload for the ticket offices).

“Other answer” is answers that do not correspond to a specific departure.

For comparison, Table 4-8 and Table 4-9 have been prepared based on data supplied by Scandlines. The tables show how many foot passengers were using the ferry Gedser – Rostock in July and August (Table 4-8) and in the other months September – June (Table 4-9)

Table 4-8 Total number of foot passengers using Gedser-Rostock in July - August (summer)

	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday	Total
07:00	1% 19	1% 12	1% 22	1% 39	3% 78	6% 120	3% 40	2% 330
09:00	8% 120	8% 114	8% 133	6% 149	6% 168	9% 197	6% 95	7% 976
11:00	15% 231	14% 205	15% 255	10% 256	10% 279	18% 374	9% 141	13% 1741
13:00	40% 640	32% 480	31% 538	22% 580	27% 736	31% 656	17% 267	28% 3897
15:00	16% 248	15% 232	16% 287	22% 565	17% 455	15% 311	36% 550	19% 2648
17:00	13% 207	20% 307	18% 318	21% 557	20% 560	12% 246	18% 284	18% 2479
19:00	6% 89	7% 108	7% 130	13% 352	11% 309	7% 141	6% 89	9% 1218
21:00	2% 29	2% 37	3% 60	4% 107	3% 96	2% 44	3% 52	3% 425
Night	0% 4	1% 8	0% 7	1% 16	3% 76	1% 18	1% 21	1% 150
Total	100% 1587	100% 1503	100% 1750	100% 2621	100% 2757	100% 2107	100% 1539	100% 13864

Note: Percentages calculated vertical

Table 4-9 Total number of foot passengers using Gedser-Rostock in September - June

	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday	Total
07:00	2% 60	2% 78	1% 61	1% 117	4% 357	9% 462	2% 77	3% 1212
09:00	15% 530	15% 501	10% 452	4% 348	5% 498	10% 496	5% 210	8% 3035
11:00	16% 555	15% 508	10% 477	7% 621	7% 620	13% 687	9% 377	10% 3845
13:00	36% 1278	32% 1101	31% 1447	23% 2118	25% 2257	28% 1469	15% 620	26% 10290
15:00	15% 537	17% 594	16% 752	17% 1573	19% 1769	16% 833	43% 1750	20% 7808
17:00	9% 320	10% 346	17% 807	27% 2455	20% 1804	11% 581	15% 615	18% 6928
19:00	5% 163	6% 195	9% 419	12% 1109	10% 919	9% 466	7% 297	9% 3568
21:00	3% 90	3% 95	6% 264	7% 639	6% 526	2% 114	2% 73	5% 1801
Night	1% 42	0% 10	0% 23	2% 155	4% 411	1% 60	0% 20	2% 721
Total	100% 3575	100% 3428	100% 4702	100% 9135	100% 9161	100% 5168	100% 4039	100% 39208

Note: Percentages calculated vertical

Comparing Table 4-8 and Table 4-9 with Table 4-5 reveals that the analysis is more based on morning passengers (from 9:00 – 11:00) compared to the overall peak of foot passengers at 13:00 (disregarding Sunday). Comparing Table 4-8 and Table 4-9 with Table 4-4 also shows that the data of the analysis is slightly skewed with more respondents from Wednesday and Thursdays and fewer respondents on Monday and Friday. Please also note that Table 4-8 and Table 4-9 only comprises foot passengers, whereas that Table 4-4 - Table 4-7 contains both foot passengers and motorists.

Table 4-10 Country: Destination of departure and arrival

	Destination of departure	Destination of arrival
Denmark	82% 301	7% 26
Germany	9% 34	68% 241
Sweden	8% 30	2% 6
Poland	0% 1	12% 43
Italy	0% 0	4% 15
Austria	0% 0	2% 6
Other countries	0% 0	5% 17
Total	100% 366	100% 354

Note: Percentages calculated vertical

As shown in Table 4-8 most of the respondents starts their journey in Denmark (82%) and most journeys terminate in Germany (68%). It is noted that 7% have indicated Denmark as the destiny of arrival which most likely can refer to shopping as purpose of journey (look at Table 4-13).

“Other countries” is Croatia, France, Greece, Hungary, Slovenia, Switzerland and Turkey.

The German survey shows a reversed picture, with 50% of the respondents selecting Germany and 33% selecting Denmark as the country of departure. In the case of destination of arrival, 44% stated that Germany was the destination of arrival, 39% wrote Denmark, 10% wrote Sweden and 1% wrote Poland.

As opposed to the German survey, the methodology of the Danish survey does not support the possibility of verifying whether the answers cover a correct specification of the departure of the journey or simply a specification for departure of the ferry.

The respondents have also been asked to state the city of departure and arrival for the specific journey. The answers are stated in Table 4-11 and Table 4-12.

Table 4-11 City: Destination of departure

	Destination of departure
Gedser	12% 44
Greater Copenhagen	32% 118
Nykøbing Falster	3% 12
Roskilde	2% 9
Holbæk	2% 8
Elsinore	2% 8
Rostock	2% 9
Berlin	2% 7
Næstved	2% 7
Other cities	39% 144
Total	100% 366

*Note:
Percentages calculated vertical*

Table 4-12 City: Destination of arrival

	Destination of arrival
Berlin	2% 8
Rostock	17% 60
Gedser	3% 12
Prague	3% 10
Stettin	3% 12
Marielyst	1% 5
Rügen	2% 6
Other cities	69% 249
Total	100% 362

*Note:
Percentages calculated vertical*

The area of Greater Copenhagen (32%) is the largest city of departure for the specific journey. The second largest city is Gedser with 12%. The primary city of arrival is Rostock with 17% of the respondents. For Table 4-11 and Table 4-12 a large part of the respondents have stated "Other cities" which contains all cities that have received less than 5 answers from the respondents.

As with Table 4-8 it is not possible to verify whether the statement of Gedser covers a correct specification of the departure of the journey or simply a specification for departure of the ferry.

A direct comparison with the German survey regarding this table was not possible at this time.

The purpose of this specific journey is stated in Table 4-13 and shown graphically in Figure 4-4.

Table 4-13 Purpose of journey

Vacation	45% 166
Work	17% 62
Leisure	25% 93
Shopping	6% 21
Other	7% 25
Total	100% 367

Note: Percentages calculated vertical

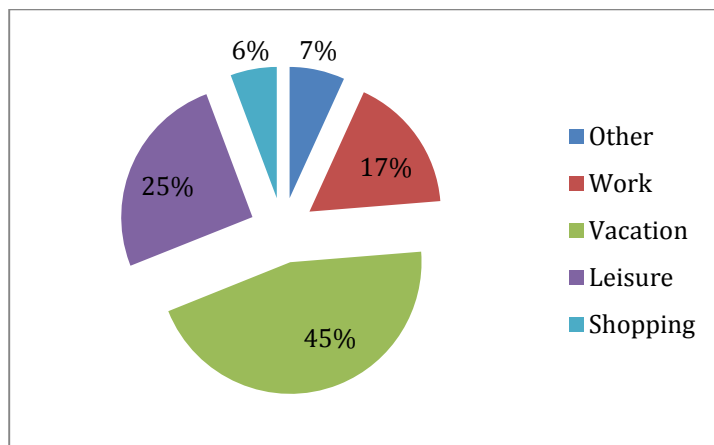


Figure 4-4 Purpose of journey

Both vacation (45%) and leisure (25%) is the most common purpose of the specific journey. Work related use of the ferry constitutes only 17% of the total respondents. The supplement answers given under the category "Other" covers family visits, moving, study related purpose, dentist and dog exhibition.

The German survey suggests another distribution. 69% of the passengers stated vacation ("Urlaub") as purpose of the journey and 12% stated work as the reason (business trip). 18% stated that the purpose was a daytrip, which is somewhat comparable with the Leisure category from the Danish survey.

In Table 4-14 below, both the purpose of the journey (Table 4-13) and the month of departure (Table 4-6) are shown.

Table 4-14 Purpose of journey and month of departure

	August	September	October
Vacation	47% 15	38% 51	50% 99
Work	9% 3	22% 30	14% 27
Pleasure / Leisure	31% 10	24% 32	26% 51
Shopping	6% 2	7% 9	5% 10
Other	6% 2	10% 13	6% 11
Total	100% 32	100% 135	100% 198

Note: Percentages calculated vertical

The relative distribution shows a high travel activity related to vacation in both August and October and a slight decrease in September. Travel activity related to work shows a different pattern as the activity is relatively higher in September than August and October.

Conclusion based on August should be interpreted with caution due to the low number of respondents. The relative high respondents selecting vacation as purpose of travel in August may be due to the autumn break in the Danish educational system.

4.2.2 Frequency

The respondents have been asked about how often they use the ferry.

Table 4-15 Travel frequency

1-2 times semi annually	21% 76
1-2 times a month	6% 23
1-2 times per week	3% 12
1-2 times annually	43% 158
Other	22% 81
Multiple times per month	4% 15
Multiple times per week	0% 1
Total	100% 366

Note: Percentages calculated vertical

Only 13% uses the ferry on a monthly basis or more often. 64% have stated that they only use the ferry 1-2 times annually or semi annually. The “Other” category comprises all answers that were not included in the other categories. Among these, 9 have stated “rarely”, 14 have responded “first time” and 20 have stated more than 1-2 a year.

The German survey has estimated the annual frequency of using the ferry to about 5 times. This may be slightly higher than the Danish survey which is believed to be below 5 times a year. An exact calculation of the annual frequency from the Danish survey is not available due to the nature of the question asked. An estimate would be based on a number of assumption and therefore provide no additional valuable information.

Table 4-16 below shows the combination of frequency as well as the purpose of the journey.

Table 4-16 Frequency and purpose

	Vacation	Work	Pleasure / Leisure	Shopping	Other
1-2 times semi annually	19% 31	15% 9	28% 26	25% 5	21% 5
1-2 times a month	1% 2	18% 11	6% 6	20% 4	0% 0
1-2 times per week	0% 0	16% 10	2% 2	0% 0	0% 0
1-2 times annually	55% 92	19% 12	38% 35	30% 6	50% 12
Other	25% 41	18% 11	25% 23	0% 0	25% 6
Multiple times per month	0% 0	13% 8	1% 1	25% 5	4% 1
Multiple times per week	0% 0	2% 1	0% 0	0% 0	0% 0
Total	100% 166	100% 62	100% 93	100% 20	100% 24

Note: Percentages calculated vertical

This table shows that 74% of the respondents going on vacation use the ferry equal to or less than 1-2 times semi annually. The same tendency can be seen for the respondents using the ferry for pleasure or leisure purpose. The most frequent users of the ferry are work related and shopping related.

4.2.3 Transport to, onboard and from the ferry.

This section focuses on how the respondents arrived at Gedser port, how they embarked the ferry and how they continued the journey upon arrival in Rostock.

Table 4-17 Transport to ferry

Other	2% 8
Car / Motorcycle	95% 348
Bicycle	0% 1
Long distance bus / tourist bus	1% 5
Truck	0% 1
Public transport (route 39)	1% 4
Total	100% 367

Note: Percentages calculated vertical

Table 4-18 Transport from ferry

Other	4% 14
Car / Motorcycle	87% 319
Bicycle	0% 1
Long distance bus / tourist bus	1% 5
Truck	0% 1
Public transport	2% 8
Taxi	4% 16
Train	1% 2
Total	100% 366

Note: Percentages calculated vertical

From Table 4-17 it is noted that 95% of the respondents states that they arrived at Gedser port in a car / motorcycle and that 1% have used public transportation. From Table 4-18 it can be seen that 87% of the respondents have continued their journey by car / motorcycle upon arrival in Rostock port. Below is shown the combination of Table 4-17 and Table 4-18.

Table 4-19 Arrival at the ferry and departing from the ferry

To Ferry From Ferry	Other	Car / Motorcycle	Bicycle	Tourist bus	Truck	Public transport
Other	63% 5	3% 9	0% 0	0% 0	0% 0	0% 0
Car / Motorcycle	13% 1	92% 319	0% 0	0% 0	0% 0	0% 0
Bicycle	0% 0	0% 1	0% 0	0% 0	0% 0	0% 0
Tourist bus	0% 0	0% 0	0% 0	100% 5	0% 0	0% 0
Truck	0% 0	0% 0	0% 0	0% 0	100% 1	0% 0
Public transportation	13% 1	1% 4	100% 1	0% 0	0% 0	50% 2
Taxi	13% 1	4% 14	0% 0	0% 0	0% 0	25% 1
Train	0% 0	0% 1	0% 0	0% 0	0% 0	25% 1
Total	100% 8	100% 348	100% 1	100% 5	100% 1	100% 4

Note: Percentages calculated vertical

Looking at the respondents arriving in Gedser port by car / motorcycle (second column in Table 4-19), 92% of these have continued their journey by car / motorcycle from Rostock, whereas only 4% have chosen to continue the journey by taxi. Only 1% chose to continue with public transportation (bus and/or train).

The German survey also has a high number of users of cars, although not as high as the Danish survey. Out of a total of 646 respondents, 452 respondents arrived at the ferry by car and 446 respondents continued by car upon arrival. This corresponds to about 70%, which suggest a different travel culture from the German side. Looking at the German findings, 6% of the respondents arrived and continued by the use of long distance bus, 5% arrived and continued by the use of public busses and 10% arrived and continued by coach.

Caution is advised when comparing these German survey findings with the Danish survey findings. The German survey focuses on how the respondents arrived at the ferry (onboard the ferry), where the Danish survey have two questions to cover this (arriving at the port and embarking the ferry). Due to different methodology, the interviewer of the German survey is able to elaborate on the specific meaning of the question, where no additional information is provided to the respondent of the Danish questionnaire. The respondent may have understood the Danish question in more than one way (i.e. does the Danish question mean that the respondents arrive by car *at* the ferry or *onboard* the ferry?).

Table 4-20 Embarking the ferry

Walk onboard	20% 72
Drive onboard in a car / MC	79% 291
Drive onboard in a bus	0% 0
Drive onboard in a truck	0% 1
Other way	1% 3
Total	100% 367

Note: Percentages calculated vertical

Table 4-20 shows how the respondents embarked the ferry. 79% (291) states that they drove onboard the ferry by car / motorcycle and 20% (72) walk onboard. The latter of the two groups constitutes a special focus of this analysis, cf. chapter 1.

Careful attention must be given to the fact the 72 respondents may be overstated, perhaps due to misunderstanding the question. The respondent may have answered that he/she walked onboard (from the car deck of the ferry) which is a false response, given the nature of the question. The possible misinterpretation of the question is supported by the fact that 291 respondents drove onboard in a car / MC (table 4-18) but 319 of the respondents continued upon arrival in cars / motorcycle as stated in Table 4-19.

A direct comparison of Table 4-18 with the German survey is not possible.

4.2.4 Purchase of ferry tickets

Related to the specific journey, the respondents have been asked where the ferry tickets were bought. The answers are shown in Table 4-21.

Table 4-21 Purchase of ferry tickets

At the ferry terminal	25% 91
On the internet/online	54% 194
Directly with Scandlines	12% 43
With travel agency	4% 13
Other ways	4% 16
Total	100% 357

Note: Percentages calculated vertical

The table shows that most tickets are sold on the internet / online (54%) and at the ferry terminal (25%). 12% bought the tickets directly at Scandlines. The category “Other ways” is primarily answers like “Brobizz”, telephone and DCU.

The German survey shows slightly different results. 44% of the respondents bought their tickets online and 31% at the ferry terminal. 16% bought the ticket with the travel agency and only 5% bought the ticket directly at Scandlines. In order to investigate these differences further, the purchase of tickets has been compared with the nationality (Table 4-21 with Table 4-2).

Table 4-22 Purchase of tickets and nationality

	Denmark	Germany	Other countries
At the ferry terminal	23% 59	34% 23	32% 9
On the internet / online	59% 153	41% 28	46% 13
Directly with Scandlines	10% 26	19% 13	14% 4
With travel agency	4% 11	1% 1	4% 1
Other ways	5% 12	4% 3	4% 1
Total	100% 261	100% 68	100% 28

This table shows that Danish passengers use the internet more when purchasing tickets compared to other nationalities, whereas Germans and other nationalities buy tickets relatively more at the ferry terminal and directly with Scandlines.

There can be many possible reasons for this behaviour. One reason could be that Danish passengers generally use the internet more than other nationalities. Another reason could be that Danish passengers are more motorized and the need for purchasing/reserving tickets is more needed to ensure space on the ferry for the vehicle, whereas space available for the foot passengers will always be available.

To make a deeper comparison with the German survey, further details are needed.

4.2.5 Why motorists do not select public transport

Another focus of this analysis is to clarify the reasons for motorists not selecting public transportation for their journeys. For this question, each respondent is allowed to make multiple answers. The answers given are shown in Table 4-23.

Table 4-23 Reasons for not selecting public transportation

The travel time is too long (including waiting time before and after ferry crossing)	21% 64
Too much effort is needed to buy a ticket for public transport for the entire journey	3% 10
Too much changing between public transports is needed (inconvenient)	20% 62
It is new information that the bus route 39 (Gedser - Nykøbing F.) is scheduled to fit the ferry's arrival and departure time.	3% 8
Due to luggage	32% 99
I/we need the car locally (flexibility)	58% 179
Comfort	29% 89
It is too expensive	4% 13
I am not familiar with the possibilities of public transport	6% 20
I lack information regarding public transport (departure times, price, etc.)	4% 11
Other reasons	17% 51
Total	- 309

Note: Percentages calculated vertical

Multiple answers allowed. The basis for the percentages is the total number of respondents, who have answered this question. This is a total of 309 respondents. Summing the percentages will give a number higher than 100%.

58% of the respondents states that the reason for not selecting public transport is because they need the car locally. There can be various reasons for this, one of which may be the lack of public transportation possibilities at the destination. Another reason may be the need to visit attractions and/or sightseeing at specific times in the area of the destination.

Almost 30% state the reason to be due to comfort related issues and 32% due to luggage. As no explanation is given to the “Comfort” category, there can be many reasons for the respondents to select this option. The most likely reason might be related to the respondents perception of the comfort standard of public transportation (interior, facilities and similar) being lower than the car. Whether this perception is correct or not is hard to determine as the respondent might never (or rarely) have used public transportation. The “luggage” category also offers no explanation, suggesting that the respondent may have many reasons for selecting this option. The most likely reason may be the troubles related to carrying luggage back and forth when switching between public transportation and perhaps also related to the decline in comfort (seats and similar) when placing/stowing away the luggage.

21% does not select public transport because the travel time is too long and 20% states that too much changing between public transports is needed. Although these categories are ranked 4th and 5th of the categories within this table, it is still important to consider the potential for addressing solutions to these issues. If actions were taken to reduce travel time and reducing the number of changing between public transportation, the result may be a relatively large increase in number of (foot) passengers using public transportation. At present, the initiative already implemented on the Danish side (the bus route Gedser – Nykøbing) and the scheduled initiative on the German side (The shuttle bus) may have positive effect on the number of foot passengers using the ferry.

The answers given in the category “Other reasons” is (among others) vacation, dog, use of caravan / mobile home, lack of public transports at the destination of the journey and poor cooperation between DSB (the Danish railroads) and bus route Gedser – Nykøbing Falster.

An interesting observation from Table 4-23 is that the reason for not selecting public is not due to lack of information. Only 3% were not aware of the new timetables for the bus route Gedser - Nykøbing, 6% were not familiar with the public transport possibilities and 4% were lacking information regarding the public transports.

The German findings were roughly the same as the Danish survey. 27% of the respondents did not select public transport because of too long travel time, 28% because of too much changing between public transports, 55% needed the car locally, 34% due to luggage, 35% due to comfort. 19% were not familiar with the possibilities of public transport.

4.3 The travel experience of foot passengers

The foot passengers have been asked to relate to various statements and questions regarding the journey to Gedser port, the accessibility to embark the ferry, the service in the Gedser passenger terminal and possible initiatives to improve the travel experience for foot passengers. These issues are related to questions 10, 10.A, 11, 11.A, 12 and 13 of the questionnaire.

4.3.1 Public transport to Gedser and embarking the ferry

Table 4-24 "Gedser Port is easy to reach with public transportation"

Completely agree	31% 17
Somewhat agree	20% 11
Neither agree or disagree	36% 20
Somewhat disagree	5% 3
Completely disagree	7% 4
Total	100% 55

Note: Percentages calculated vertical

Slightly over 50% agrees that it is easy to reach with public transportation. Only 12% of the respondents disagree somewhat or completely. When combining Table 4-24 with Table 4-13 the following table can be seen:

Table 4-25 Combining easiness of reaching Gedser by public transport with the purpose of the journey

	Completely agree	Somewhat agree	Neither agree or disagree	Somewhat disagree	Completely disagree
Other	0% 0	0% 0	15% 3	0% 0	0% 0
Leisure	53% 9	27% 3	20% 4	33% 1	50% 2
Vacation	18% 3	9% 1	25% 5	0% 0	0% 0
Shopping	18% 3	27% 3	5% 1	0% 0	0% 0
Work	12% 2	36% 4	35% 7	67% 2	50% 2
Total	100% 17	100% 11	100% 20	100% 3	100% 4

Note: Percentages calculated vertical

Table 4-23 suggest that the majority of respondents who find it easy to reach Gedser by public transport have leisure as their travel purpose. This suggest that they are either local residents or that information about the possibilities have been disclosed before the journey. The leisure category is also represented in the category that does not find it easy to reach Gedser by public transport along with the work-related category.

These two tables table suggests two conclusions: (i) The possibilities of reaching Gedser port by public transportation are sufficient for “Leisure”-purpose journeys and (ii) efforts should be focused on improving the possibilities for passengers with work-related purposes.

It is also noted that the percentages are based on a relatively low number of respondents (55) and the above findings should be viewed accordingly.

The respondents who have answered “Somewhat disagree” or “Completely disagree” have been asked to elaborate their reasons for disagreeing with the statement. Below the comments received are shown (the comments have been translated to English):

1. *Hard to find timetable from Cph to Rostock*
2. *Lack of info regarding connection.*
3. *No train*
4. *The train from Gedser to Cph only departs once each day, in addition train + bus, waiting hours, bus arrivals and departures do not fit with the ferry.*
5. *Confusing*
6. *Train from Næstved to Nykøbing and bus from Nykøbing to Gedser – not all departures.*

Comment number 4 suggests lack of knowledge to the recent initiatives taken with regards to fitting the time schedule for bus route Gedser – Nykøbing with the ferry. A direct comparison of Table 4-24 with the German survey is not possible.

Table 4-26 How easy is it to embark the ferry?

Very easy	64% 37
Relatively easy	24% 14
Neither easy or difficult	2% 1
Relatively difficult	9% 5
Very difficult	2% 1
Total	100% 58

Note: Percentages calculated vertical

88% states that it is either very easy or relatively easy to embark the ferry. 11% have stated that is relatively difficult or very difficult to embark the ferry. As with Table 4-24 the percentages are based on a relatively low number of respondents (58).

The respondents who have answered “Relatively difficult” or “Very difficult” have been asked to elaborate their reasons for disagreeing with the statement. Below the comments received are shown (the comments have been translated to English):

1. Carry luggage onboard using stairs is not up to date --> elevator/escalator
2. Bus to Nykøbing drives not often enough, unfortunately the train does not drive at all
3. The stairs!
4. The stairs!

A direct comparison of Table 4-26 with the German survey is not possible.

4.3.2 Satisfaction with service and suggestions for improvement

All respondents have been asked to assess the satisfaction with regards to Gedser passenger terminal in six different areas. These areas are: *Kindness of staff*, *Gangways between terminal and ferry*, *Transporting luggage on board the ferry*, *Experience of waiting time*, *Number of seats* and *Toilets*. The assessment is done on a scale ranging from 1 to 5, where (1) indicates “Very satisfied” and (5) indicates “Very unsatisfied”. The responses are provided in Table 4-27.

Table 4-27 Satisfaction with Gedser passenger terminal

	1	2	3	4	5	Don't know	Total
Kindness of staff	61% 133	23% 50	4% 9	1% 3	0% 1	10% 21	100% 217
Gangways between terminal and ferry	58% 99	24% 42	4% 7	1% 2	1% 1	12% 21	100% 172
Transporting luggage on board the ferry	57% 95	24% 40	4% 7	2% 3	1% 1	13% 21	100% 167
Experience of waiting time	58% 102	25% 44	3% 6	2% 3	1% 1	11% 20	100% 176
Number of seats	56% 100	27% 48	4% 7	2% 3	1% 1	12% 21	100% 180
Toilets	56% 99	26% 46	4% 7	2% 3	1% 1	11% 20	100% 176

*Note: Percentages calculated horizontal
(1) equals “Very satisfied” and (5) equals “Very unsatisfied”*

The general impression from Table 4-27 is that about 83% of all answers for each of the six areas are placed in the category 1 and 2. This suggests that the passengers on a general level are satisfied with the service level in each of these areas.

For comparison with the German survey, Figure 4-5 has been created.

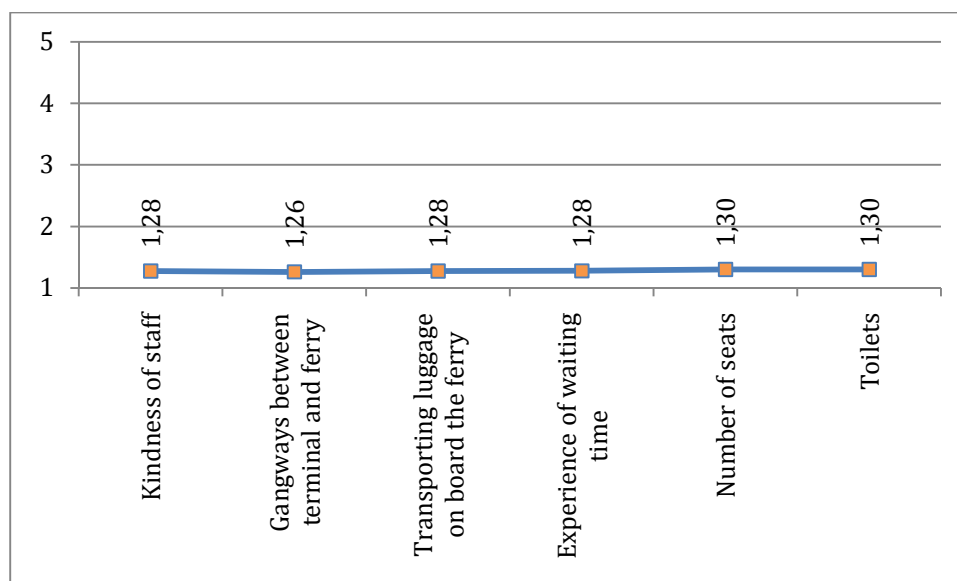


Figure 4-5 Satisfaction with Gedser passenger terminal

From the responses received, it is clear that all the passengers are very satisfied in all areas. The average satisfaction is 1.28. The responses from the German survey also shows satisfaction with all areas although the average satisfaction level of 2.1 is somewhat lower. “Kindness of staff” and “Gangways between terminal and ferry” are valued 1.5 and 1.8, whereas the other categories have values ranging from 2.2 and 2.6. From the responses it seems that improvement on these six areas (Kindness of staff, Gangways between terminal and ferry, Transporting luggage on board the ferry, Experience of waiting time, Number of seats and Toilets) should be considered secondary to other initiatives when aiming to improve the number of foot passengers.

In Table 4-25, the foot passengers have been asked to relate to different areas where the travel experience might be improved. The areas are given as four specific areas and two open categories where the respondents can state their preferred area of improvement in Gedser and in Rostock, respectively. The four specific areas are:

- *Improved embarking facilities in Gedser (escalator, elevator etc.)*
- *Improved embarking facilities in Rostock (escalator, elevator etc.)*
- *Direct departures with public transportation to and from Rostock Port*
- *Faster / direct connection with public bus route Gedser – Nykøbing (less stops en route).*

The assessment is done on a scale ranging from 1 to 5, where (1) indicates “Very important” and (5) indicates “Less important”.

Table 4-28 Improvement of journey for foot passengers

	1	2	3	4	5	Don't know	Total
Improved embarking facilities in Gedser (escalator, elevator etc.)	21% 12	23% 13	5% 3	9% 5	29% 16	13% 7	100% 56
Improved embarking facilities in Rostock (escalator, elevator etc.)	22% 12	22% 12	6% 3	9% 5	28% 15	13% 7	100% 54
Direct departures with public transportation to and from Rostock Port	21% 11	23% 12	6% 3	9% 5	28% 15	13% 7	100% 53
Faster / direct connection with public bus route 39 Gedser – Nykøbing (less stops en route)	21% 11	21% 11	6% 3	10% 5	29% 15	13% 7	100% 52
Other things related to Gedser	29% 7	25% 6	8% 2	0% 0	25% 6	13% 3	100% 24
Other things related to Rostock	14% 2	43% 6	14% 2	0% 0	14% 2	14% 2	100% 14

*Note: Percentages calculated horizontal
(1) equals "Very important" and (5) equals "Less important"*

It is noted that there is a very low number of responses to this question (about 54 responses for the first four areas). For each area, the answers are roughly the same. About 44% believes that it is important to focus on this particular area, whereas 38% states that it is not important to focus on this particular area.

The area "Other things related to Gedser" provided the following suggestions (the comments have been translated to English):

1. *Connection by train*
2. *more free parking spots*
3. *Better signs*
4. *more information about tourism*
5. *More long time parking lots.*
6. *food & beverages*
7. *Restaurant*
8. *More life... more attractions*

The area "Other things related to Rostock" provided the following suggestions (the comments have been translated to English):

1. *Skip extra control in Rostock (check-in) before shuttle bus to ferry*
2. *free parking spots, shuttle buses more often*
3. *free parking spaces*
4. *Better signs (both German and Danish)*

For comparison with the German survey, Figure 4-6 has been created.

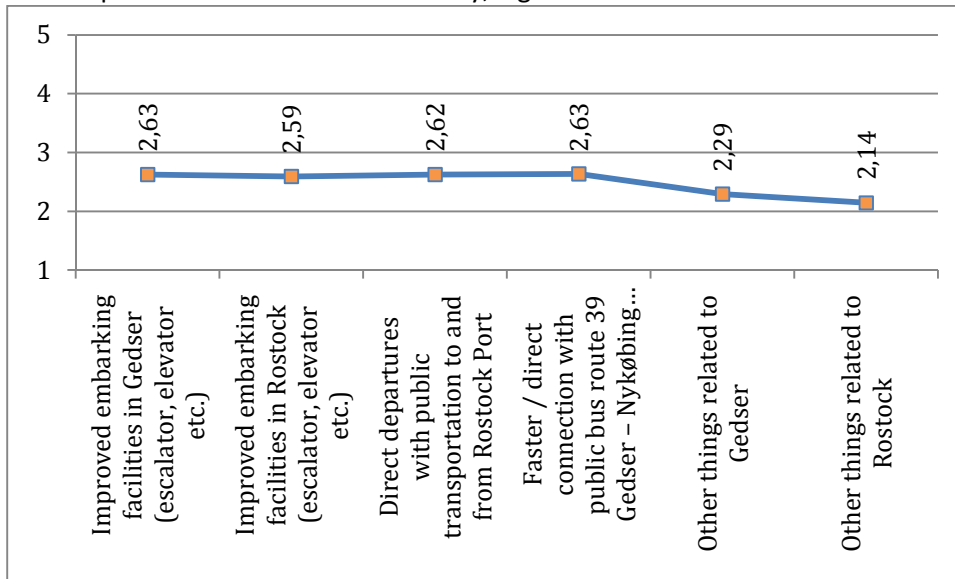


Figure 4-6 Improvement of journey for foot passengers

This figure shows the average level of importance for the first four areas is about 2.6, suggesting that each area is somewhat important, but not very important. The findings in the German survey shows about the same results with a slightly less importance to the embarking facilities in Gedser and Rostock (3.1 for both areas) and a slightly more importance for the direct/faster connection with public transportation.

4.4 Information about the journey with the Gedser – Rostock ferry

Another focus of this analysis is how the respondents gather information. The respondents have been asked how easy it is to find relevant information for different areas. They have also been asked where the information was found and what kind of initiatives that could be implemented in order to improve the information. These areas are equivalent to question 15, 16 and 20 of the questionnaire.

4.4.1 Information concerning the Gedser – Rostock ferry

All respondents have been asked to assess how easy it is to find information regarding the Gedser – Rostock ferry in eight different areas. These areas are: *Departure times of the ferry, Prices on ferry tickets, Public transportation to and from the ferry, Arrival and departure times of public transport to/from the ferry in Gedser, Arrival and departure times of public transport to/from the ferry in Rostock, Map of Gedser Port, Map of Rostock Port and Other requirements to information.* The assessment is done on a scale ranging from 1 to 5, where (1) indicates “Very easy” and (5) indicates “Very difficult”. The responses are provided in Table 4-29.

Table 4-29 Information search concerning Gedser – Rostock

	1	2	3	4	5	Don't know	Total
Departure times of the ferry	64% 219	26% 89	4% 13	1% 5	0% 1	4% 15	100% 342
Prices on ferry tickets	64% 211	26% 86	4% 12	2% 5	0% 1	5% 15	100% 330
Public transportation to and from the ferry	62% 185	27% 80	4% 13	2% 5	0% 1	5% 15	100% 299
Arrival and departure times of public transport to/from the ferry in Gedser	62% 184	26% 78	4% 12	2% 5	0% 1	5% 15	100% 295
Arrival and departure times of public transport to/from the ferry in Rostock	63% 188	26% 76	4% 13	2% 5	0% 1	5% 15	100% 298
Map of Gedser Port	62% 188	26% 80	4% 13	2% 5	0% 1	5% 15	100% 302
Map of Rostock Port	63% 187	26% 77	4% 13	2% 5	0% 1	5% 15	100% 298
Other requirements to information	76% 16	24% 5	0% 0	0% 0	0% 0	0% 0	100% 21

Note: Percentages calculated horizontal

From Table 4-26 it can be seen that about 88% find it easy or very easy to find the above mentioned information. Only about 2% find it difficult or very difficult to find the above mentioned information.

The following suggestions were given in the category “Other requirements to information”:

1. *info regarding service:interruption due to bad weather conditions available 27/7 on website and by smart phone*
2. *There are no prices for foot passengers on the web site*
3. *Discount options*
4. *Difficult to find information about where and how to embark the ferry*
5. *Whether the “bro biz” works*
6. *GPS adress to the ferry easy as possible*
7. *Ticket prices should be shown for the whole year*
8. *ticket/touristticket rostock/train Rostock*
9. *S-Bahn times in the Rostockk Harbour*
10. *booking pr telephone*
11. *connection Marielyst-Gedser*
12. *Train schedule and directions for the Metro*
13. *More open ticket /weeks*
14. *The option to search for low price departures*
15. *Public transport times and prices. Gedser and Rostock should be linked to the Scandlines web site*
16. *Better price information*

17. Notice onboard the ferry with time table
18. Prices in the ferry shop
19. Use "brobizz" when ordering/paying the ticket online

A direct comparison of Table 4-26 with the German survey is not possible.

In addition the respondents were asked as to where the information regarding the journey Gedser – Rostock was found. The answers are given in Table 4-30.

Table 4-30 Where is the information about Gedser – Rostock found?

	Responses from the Danish survey	Responses from the German survey
Travel catalogue	2% 9	12%
Internet	84% 310	31%
Newspapers / magazines	2% 8	3%
Enquiry at the Danish railways (DSB)	3% 11	
Enquiry at Scandlines (the operator of the ferry)	12% 44	
Recommendation by friends, colleagues, etc.	8% 28	16%
TV (including teletext)	4% 13	1%
"I always take the ferry"	11% 39	33%
Other ways	2% 8	
Total	100% 368	

Note: Percentages calculated vertical

Multiple answers allowed. The basis for the percentages is the total number of respondents, who have answered this question. This is a total of 368 respondents. Summing the percentages will give a number higher than 100%.

84% of the respondents have selected the internet as the media/source of information concerning the ferry Gedser – Rostock. 15% receives information either by Scandlines or DSB (the Danish Railroads), 8% via recommendations from friends, colleagues etc., and 11% get information by frequent journeys with the ferry ("I always take the ferry"). Only 2% got information from travel catalogues.

The German survey shows a different picture. Only 31% of the German survey respondents found the information through the internet which is far less than the Danish survey respondents. 33% answered “I always take the ferry”, which suggests that the German survey respondents are more frequent users of the ferry and information is provided in this way. 16% of the German survey respondents receive recommendation via friends and colleagues compared to only 8% of the Danish survey respondents. Finally 12% receives information via travel catalogue compared to only 2% of the Danish survey respondents.

The following suggestions were given in the category “Other ways”:

1. *from “sol og strand” (travel agency)*
2. *ticket+office+Gedser*
3. *Touristoffice*
4. *Internet-Scandlines*
5. *We live locally*
6. *mobil net*
7. *Brochure/Flyer Warnemünde*
8. *brochure on gas station (freeway)*

Finally, the respondents have been asked to relate to the importance of improving the information level for the Gedser – Rostock ferry. The respondents were asked within six different areas, which are:

- *Fixed section in local/regional newspapers showing departure times, prices etc.*
- *SMS service concerning public transport (departure times, prices etc)*
- *SMS service concerning ferries (departure times, prices etc)*
- *Applications / services to smart phones (iPhone, etc.)*
- *Brochures, posting of signs at trains- and bus stations about ferry information*
- *Other requests*

The assessment is done on a scale ranging from 1 to 5, where (1) indicates “Very important” and (5) indicates “Less important”. The responses are provided in Table 4-31.

Table 4-31 Improvement of information concerning Gedser – Rostock

	1	2	3	4	5	Don't know	Total
Fixed section in local/regional newspapers showing departure times, prices etc.	9%	11%	11%	5%	29%	34%	100%
	28	33	32	16	87	103	299
SMS service concerning public transport (departure times, prices etc)	7%	10%	11%	6%	30%	36%	100%
	21	29	30	16	86	101	283
SMS service concerning ferries (departure times, prices etc)	7%	10%	11%	6%	30%	36%	100%
	21	29	30	16	84	101	281
Applications / services to smart phones (iPhone, etc.)	6%	10%	11%	6%	31%	36%	100%
	18	29	30	16	85	99	277
Brochures, posting of signs at trains- and bus stations about ferry information.	8%	11%	10%	5%	30%	36%	100%
	22	30	29	15	83	101	280
Other requests	8%	13%	10%	5%	40%	25%	100%
	3	5	4	2	16	10	40

Note: Percentages calculated vertical

For each area (excluding “Other requests”), only about 16% – 20% indicates that improving the information level is very important or somewhat important. Between 34% and 37% indicates that improving the information level is less important and about 11% are indifferent. The largest response for this question is “Don’t know” suggesting that the respondents have difficulties relating to the question and probably also that it is not important.

The following suggestions were given in the category “Other requests”:

1. *Info about disruption available by smart phone*
2. *Comfortable website is very important*
3. *Complete info on web site*
4. *email service*
5. *better website-information about public transport*
6. *better and precise information about discount options*
7. *We want to know fast whether the departure is sold out and whether the ferry operation is stable*
8. *Good web site*
9. *Free Wifi onboard*
10. *Information hotline*
11. *Integration with “rejseplanen.dk”*
12. *“www.rejseplanen.dk”; Berlin travel books for tourists*
13. *Prices should be seen in Scandlines brochure*
14. *Connection to airport Rostock and Deutsche Bahn*
15. *information board on ferry about connection times and possibilities in the harbours*
16. *improved telephone service in Rostock*
17. *use Scandlines card more flexible without extra charge*
18. *being called if ferry is cancelled*
19. *Please keep passengers in mind that come from far away*

20. *special offers from D-DK.-S via mail*
21. *at gas stations on the free way*
22. *good travel offers – hotel included*
23. *SMS about delays*
24. *Public transport schedule + prices. Gedser and Rostock should be linked to Scandlines web site*
25. *For those who don't have mobile phones or internet*
26. *Purchase of tickets at DSB stations*

A direct comparison of Table 4-31 with the German survey is not possible.

4.5 New initiatives

The questionnaire has also been aiming at the respondent's knowledge and experience of new initiatives taken, including the change of the arrival / departure schedule and the movement of the bus stop to the ferry. These areas are covered by question 9, 18, 18.A and 19 in the questionnaire.

4.5.1 New possibilities for public transportation

The respondents have been asked if they were aware that the arrival / departure schedule of bus route Gedser – Nykøbing has been changed to fit the ferry's arrival and departure time. In addition the respondents were also asked if they knew that the bus stop has been moved from Gedser Square to the ferry terminal.

Table 4-32 Awareness of new schedule and new bus stop for bus route Gedser – Nykøbing

Yes	8% 27
No	92% 316
Total	100% 343

Note: Percentages calculated vertical

From Table 4-32 it is clear that the majority of the respondents were not aware of the improved possibilities of using public transportation (bus route Gedser – Nykøbing) to the ferry. This lack of awareness is contradictory to the respondents' answers regarding information in Table 4-23 and Table 4-31. As only 3% were not aware of the new timetables for the bus route Gedser - Nykøbing, 6% were not familiar with the public transport possibilities and 4% were lacking information regarding the public transports, the respondents seem to have the necessary information regarding public transportation (Table 4-23) and the call for improvement of the information is not that significant (Table 4-31)

However, the findings in Table 4-32 suggest that the passengers do not get information about new initiatives and that they are not aware of the existence of the information/possibilities available. The reason for this is may be due to the answers from the motorists which constitute the majority of the respondents. Generally speaking, it is hard to know what you don't know that you don't know. The motorists may feel that they are well informed (as can be seen from Table 4-23) about the things they feel they should know about. However, Table 4-32 suggests that the motorists were not aware of the fact that the bus route Gedser – Nykøbing has a new schedule and new bus stop. The contradictory answers from the respondents suggest that the responses shown in Table 4-23 are only partly reliable.

The respondents have been asked to state whether the changes for bus route Gedser - Nykøbing along with the planned shuttle bus between Rostock City and Rostock port will affect their travel pattern when using the Gedser – Rostock ferry. The questions were specified within four different areas, which are:

- *I will use public transport between Gedser – Nykøbing Falster more often*
- *I will use public transport between Rostock City and Rostock Port more often*
- *I will use the ferry Gedser – Rostock more often*
- *I will use public transport for the entire journey.*

The assessment is done on a scale ranging from 1 to 5, where (1) indicates “Very likely” and (5) indicates “Very unlikely”. The responses are provided in Table 4-33.

Table 4-33 Changes in travel patterns

	1	2	3	4	5	Don't know	Total
I will use public transport between Gedser – Nykøbing Falster more often	3% 10	3% 11	4% 12	9% 29	60% 190	20% 64	100% 316
I will use public transport between Rostock City and Rostock Port more often	3% 10	3% 10	4% 11	9% 28	62% 188	19% 58	100% 305
I will use the ferry Gedser – Rostock more often	3% 10	4% 11	4% 11	9% 28	61% 188	19% 59	100% 307
I will use public transport for the entire journey	3% 9	3% 10	3% 10	9% 27	62% 185	19% 58	100% 299

Note: Percentages calculated vertical

It is clear that the responses given in Table 4-33 for all four areas states that these new initiatives will not affect their current travel pattern (69% to 71%). Only about 7% states that these initiatives are likely or very likely to affect their travel pattern.

The respondents who have stated that changes in their travel pattern are very unlikely (category “4” and “5”) have been asked to elaborate their answers. Below are given some of the comments received:

<i>No suggestions</i>	<i>Direct train connection (Berlin) -Rostock-CPH</i>	<i>Better roads to ferry</i>
<i>need the car locally</i>	<i>Car-train roll-on/roll off abroad/DK</i>	<i>Direct bus or train Haslev - Nykøbing F</i>
<i>Theatertrip to Rostock impossible.</i>	<i>A bus connection is a good idea, there should also be a link on the ferry web site allowing people to book the bus/train through there</i>	<i>I often use the ferry when having vacation. The car is loaded with family and baggage and therefore not interested in public transport.</i>
<i>Impossible for me to change</i>	<i>Direct route-Warnemünde,</i>	<i>Direct bus/train between</i>

<i>as I am travelling with car from Prague-Sweden-Prague each time</i>	<i>Lütten, Klein--> Schiifsanleger</i>	<i>Gedser and Copenhagen would increase the possibility for me to use public transport</i>
<i>Car vacation</i>	<i>Busconnection seems like a good idea</i>	<i>A fast and direct train to Krakow in Poland</i>
<i>Cheaper departures for foot passengers</i>	<i>Direct connection from Copenhagen to Berlin or other destination</i>	<i>Better and much cheaper public transport. With unlikely often departure?</i>
<i>Bus between Nykøbing & Berlin more often daily</i>	<i>Depends on my other options</i>	<i>Have always used car when having vacation in Germany</i>
<i>Train should start and end at the port i Rostock or carried onboard</i>	<i>we have lots of baggage and a dog, so we will rather take the car</i>	<i>More departures to choose from between Copenhagen and Gedser in bus</i>

The public transport in Denmark and Germany are working together with Scandlines to develop a combination ticket that covers public landside transport and the ferry passage. The respondents have been asked to assess how likely this combination ticket will affect their travel pattern.

Table 4-34 Will the new combination ticket effect the travel pattern of the respondents

Very likely	8% 26
Somewhat likely	14% 45
Neither likely or unlikely	16% 52
Somewhat unlikely	16% 53
Very unlikely	46% 152
Total	100% 328

Note: Percentages calculated vertical

As stated in Table 4-34, 22% finds it somewhat likely or very likely that this initiative will affect their travel pattern.

5 Conclusions

The goal of this analysis is to examine the possibilities to motivate an increase in the number of passengers that uses public transportation to and from Gedser port and/or uses public transportation to and from Rostock port. The focus of the analysis was the foot passengers and the motorists.

A total of 368 questionnaires were received from the respondents. The number of foot passengers and motorists participating in this survey cannot be stated with certainty, but Table 4-24 and Table 4-26 suggests that about 55-58 respondents are foot passengers and Table 4-19 suggests that 319 respondents are motorists. If added together, this shows a slight overlap of respondents, possible due to the methodology applied.

The most frequent use of the ferry on an annual basis is related to either work or shopping (Table 4-13). These two categories of purpose constitute 23% of the total respondents. About 70% of the respondents are passengers who use the ferry for either vacation or leisure purpose. These two categories uses the ferry less than or equal to 1-2 times semi annually (Table 4-14). This suggests that the target of information or other initiatives must be aimed at passengers going on vacation or using the ferry for leisure purpose. As these passengers do not use the ferry on regular basis, this has to be considered when formulating the nature of information and information channels.

When asked directly, more than 50% of the foot passengers (Table 4-19) agree that it is easy to reach Gedser port by public transportation. Only 12% disagrees with this, suggesting that the possibilities of reaching Gedser port by public transportation are sufficient for those asked and that focus should be put elsewhere.

When looking at the motorists (Table 4-23), the main reason for not selecting public transports is because the car is needed locally. Other major reasons are comfort and luggage. In order to increase the number of foot passengers, initiatives that aims at improving the comfort of the journey and initiatives aiming at resolving the problem of handling the luggage needed for the journey may be needed.

However, Table 4-23 also suggest that the number of foot passengers could be increased by focusing at the length of the travel time using public transportation and the number of changing between public transportation. Current employed initiatives (the bus route between Gedser – Nykøbing and the planned shuttle bus in Rostock) support these categories and may have a positive influence on the number of foot passengers. Additional initiatives may be implemented to support the effect of the bus route and the shuttle bus.

In addition, Table 4-23 shows that the reasons for motorists not selecting public transport is not due to the lack of information. This is supported by the answers given in

Table 4-31 which does not call for significant need of improvement of the information level. These findings suggest an initial interpretation that information regarding the public transportation possibilities available is known to largely everybody. However this is contradicted by the responses given in Table 4-32, which shows that the respondents are not aware of the new initiatives taken with regards to bus route between Gedser and Nykøbing. As suggested in section 4.5.1, these findings show that the passengers do not get information about new initiatives and that they are not aware of the existence of the information/possibilities regarding public transportation available.

From data given in Table 4-27, the satisfaction level of six different areas in the Gedser Passenger terminal is very high, with an average level 1.28 (1 is very satisfied and 5 is very unsatisfied). Based on the responses given it seems that improvement on these areas is not important when aiming to increase the number of foot passengers.

The findings from Table 4-30 could be seen as an indicator of a larger tourist base of the Danish survey. The Danish survey respondents mainly receives information via the internet, whereas the information received by German survey respondents is more based on behaviour (“I always take the ferry” and recommendations) and culture (travel catalogue), compared to the Danish survey. This difference in obtaining information should be considered important when designing marketing campaigns aiming to inform passengers of new initiatives taken.

As the number of respondents is in the lower range of a representative cross section of the population, focus should also be aimed at the qualitative information regarding suggestions and explanations (given as supplement questions in the analysis) to support the conclusions of the quantitative results. Table 4-31 Improvement of information concerning Gedser – Rostock indicates that only about 16% – 20% thinks that improving the information level is very important or somewhat important. The category “Other requests” gave 26 different suggestions as to how information concerning Gedser – Rostock could be improved. Some of these suggestions were “*better website-information about public transport*”, “*Integration with “rejseplanen.dk”*”, “*Connection to airport Rostock and Deutsche Bahn*”, “*information board on ferry about connection times and possibilities in the harbours*” and “*Public transport schedule + prices. Gedser and Rostock should be linked to Scandlines web site*”. Linking relevant websites as suggested may ease the passenger possibilities of planning the journey using public transportation. The suggestions mentioned are supported by comments provided from Table 4-29 (Information search concerning Gedser – Rostock).

From Table 4-33 it is clear that new initiatives already taken (changes concerning bus route between Gedser and Nykøbing) and initiatives scheduled (the shuttle bus in Rostock) does not seem to affect the travel pattern of the respondents asked. The initiative of the combination ticket (Table 4-34) seemed to have a slightly more positive effect on the respondents travel pattern.

Suggested initiatives were received from respondents who states that changes in their travel pattern are very unlikely (category “4” and “5” of Table 4-33). These suggestions comprises “*Direct train connection (Berlin) -Rostock-CPH*”, “*A bus connection is a good idea, there should also be a link on the ferry web site allowing people to book the bus/train through there*” and “*Direct bus/train between Gedser and Copenhagen would increase the possibility*”

for me to use public transport". These suggested initiatives may increase the number of foot passengers. It could be interesting to investigate these areas even further, perhaps by employing more qualitative in-depth interviews with some of the respondents.

At the time of finishing this report, the final results from the University of Rostock regarding the German passenger analysis were not available. It is possible that the German passenger analysis will contain a section which only focuses on data concerning the route Gedser – Rostock. If so, comparing that section with the Danish passenger analysis may support the finding of this report and/or reveal differences related to quantitative findings or methodological differences.

6 Questionnaire

Thank you for participating in this survey. The purpose of the survey is to improve the travel experience for passengers using the ferry between Gedser and Rostock. The survey is part of the EU project Interface aiming to improve public transport in the South Baltic Area. Interface is supported by the European Regional Development Fund. The survey is conducted by CELF – The Academy, on behalf of Guldborgsund Municipality.

We kindly ask you to fill out the below mentioned questions and return the questionnaire at the information desk onboard the ferry. When you hand in the questionnaire you are participating in a draw for 4 gift vouchers of 100 Euro to be used on the ferry between Gedser and Rostock. Please state your e-mail address or phone number so that we may contact you if you win. The draw is made Monday 11 October.

- 1) I am taking the ferry (state both date and time of departure of the ferry):
Date _____ Time _____
- 2) My destination of departure was (state both city and country):
City _____ Country _____
- 3) My destination of arrival is (state both city and country):
City _____ Country _____
- 4) Why do you use this ferry service today? (Only one 'X')
 Holiday Work Pleasure / Leisure
 Shopping Other (state here): _____
- 5) How often do you use this ferry service? (Only one 'X')
 Daily 1-2 times per week Multiple times per week
 1-2 times a month Multiple times per month 1-2 times semi annually
 1-2 times annually Other intervals (state here): _____
- 6) With what type of transportation did you arrive at the ferry today? (Only one 'X')
 Car / Motorcycle Bicycle Taxi
 Public transport Long distance bus / Truck
(bus route 39) tourist bus
 Other ways (state here): _____
- 7) How do you embark the ferry?
 I walk onboard I drive on board in a car/MC I drive onboard in a bus
 I drive onboard in a truck Other ways (state here): _____

- 8) With what type of transportation will you continue from the ferry today? (Only one 'X')
- | | | |
|---|---|-----------------------------|
| <input type="radio"/> Car / Motorcycle | <input type="radio"/> Bicycle | <input type="radio"/> Taxi |
| <input type="radio"/> Public transport (bus route 39) | <input type="radio"/> Long distance bus / tourist bus | <input type="radio"/> Truck |
| <input type="radio"/> Tram | <input type="radio"/> Train | |
- Other ways (state here): _____

- 9) From June 27th, 2010 the bus route 39 (Gedser – Nykøbing Falster) is scheduled to fit the ferry's arrival and departure time. In addition, the bus stop will be moved from Gedser Square to the ferry terminal. Were you aware of this?
- Yes No

- 10) ONLY FOR GANGWAY PASSENGERS: What is your opinion about the following statement: "Gedser Port is easy to reach with public transportation". (Only one 'X')
- | | | | | |
|--|--------------------------------------|---|---|---|
| Completely agree <input type="radio"/> | Somewhat agree <input type="radio"/> | Neither agree or disagree <input type="radio"/> | Somewhat disagree <input type="radio"/> | Completely disagree <input type="radio"/> |
|--|--------------------------------------|---|---|---|

- 10.A) ONLY FOR GANGWAY PASSENGERS: If you answered "Somewhat disagree" or "Completely disagree" in the previous question, please state why you disagree:

- 11) ONLY FOR GANGWAY PASSENGERS: You have arrived at Gedser Port and you are about to embark the ferry. How easy do you find it to embark the ferry? (Only one 'X')
- | | | | | |
|---------------------------------|---------------------------------------|---|--|--------------------------------------|
| Very easy <input type="radio"/> | Relatively easy <input type="radio"/> | Neither easy or difficult <input type="radio"/> | Relatively difficult <input type="radio"/> | Very difficult <input type="radio"/> |
|---------------------------------|---------------------------------------|---|--|--------------------------------------|

- 11.A) ONLY FOR GANGWAY PASSENGERS: If you answered "Relatively difficult" or "Very difficult" in the previous question, please state why you find it difficult:

12) ONLY FOR GANGWAY PASSENGERS: How can the travel with the ferry Gedser – Rostock be improved for gangway passengers?

	Very important			Less important		Don't know
	(1)	(2)	(3)	(4)	(5)	
Improved embarking facilities in Gedser (escalator, elevator etc.)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Improved embarking facilities in Rostock (escalator, elevator etc.)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Direct departures with public transportation to and from Rostock Port	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Faster / direct connection with public bus route 39 Gedser – Nykøbing (less stops en route)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Other things related to Gedser (state which):	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Other things related to Rostock (state which):	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

13) How satisfied are you with the service in the Gedser passenger terminal?

	Very satisfied			very unsatisfied		Not used
	(1)	(2)	(3)	(4)	(5)	
Kindness of staff	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Gangways between terminal and ferry	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Transporting luggage on board the ferry	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Experience of waiting time	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Number of seats	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Toilets	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

14) ONLY FOR MOTORISTS: What caused you not to use public transportation today? (Multiple 'X' may be used)

<input type="radio"/> The travel time is too long (including waiting time before and after ferry crossing)	<input type="radio"/> Too much effort is needed to buy a ticket for public transport for the entire journey
<input type="radio"/> Too much changing between public transports is needed (inconvenient)	<input type="radio"/> It is new information for me that the bus route 39 (Gedser-Nykøbing Falster) is scheduled to fit the ferry's arrival and departure time.
<input type="radio"/> Due to luggage	<input type="radio"/> I/we need the car locally (flexibility)
<input type="radio"/> Comfort	<input type="radio"/> It is too expensive
<input type="radio"/> I am not familiar with the possibilities of public transport	<input type="radio"/> I lack information regarding public transport (departure times, price, etc.)
<input type="radio"/> Other reasons (state here): _____	

15) How easy is it to find the following information concerning Gedser – Rostock?

	Very easy			Very difficult		Don't know
	(1)	(2)	(3)	(4)	(5)	
Departure times of the ferry	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Prices on ferry tickets	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Public transportation to and from the ferry	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Arrival and departure times of public transport to/from the ferry in Gedser	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Arrival and departure times of public transport to/from the ferry in Rostock	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Map of Gedser Port	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Map of Rostock Port	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Other requirements to information (state here)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

16) Where did you find information about the ferry Gedser – Rostock? (Multiple 'X' may be used)

<input type="radio"/> Travel catalogue	<input type="radio"/> Internet	<input type="radio"/> Newspapers / magazines
<input type="radio"/> Enquiry at the Danish railways (DSB)	<input type="radio"/> Enquiry at Scandlines (the operator of the ferry)	<input type="radio"/> Recommendation by friends, colleagues, etc.
<input type="radio"/> TV (including teletext)	<input type="radio"/> "I always take the ferry"	
<input type="radio"/> Other ways (state here): _____		

17) Where did you buy your ferry ticket? (Only one 'X')

<input type="radio"/> At the ferry terminal	<input type="radio"/> On the internet/online	<input type="radio"/> Directly with Scandlines
<input type="radio"/> With travel agency		
<input type="radio"/> Other ways (state here): _____		

18) **Denmark:** From June 27th, 2010 the bus route 39 (Gedser – Nykøbing Falster) is scheduled to fit the ferry's arrival and departure time. The bus stop will be moved from Gedser Square to the ferry terminal.

Germany: From May 1st, 2011 there will be a bus shuttle from Rostock City to Rostock Port and back.

State whether the initiatives in Denmark and Germany will affect your travel pattern.

	Very likely			Very unlikely		Don't Know
	(1)	(2)	(3)	(4)	(5)	
I will use public transport between Gedser – Nykøbing Falster more often	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I will use public transport between Rostock City and Rostock Port more often	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I will use the ferry Gedser – Rostock more often	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I will use public transport for the entire journey	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

18.A) If you answered "(4)" or "(5)" in the previous question, please state which initiatives are needed to change your travel pattern:

(e.g. a direct bus connection from Gedser to Copenhagen and vice versa)

- 19) Public transport and ferry operators on the Danish and German side aim to develop a combination ticket which includes public landside transport and the ferry passage. Will this initiative affect your travel pattern? (Only one 'X')
- Very likely Somewhat likely Neither likely or unlikely Somewhat unlikely Very unlikely
-

20) How can information regarding the ferry Gedser – Rostock be improved?

	Very important			Less important		Don't know
	(1)	(2)	(3)	(4)	(5)	
Fixed section in local/regional newspapers showing departure times, prices etc.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
SMS service concerning public transport (departure times, prices etc)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
SMS service concerning ferries (departure times, prices etc)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Applications / services to smart phones (iPhone, etc.)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Brochures, posting of signs at trains- and bus stations about ferry information.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Other requests (state here): _____	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

21) What is your age and nationality?
 Age _____ Nationality _____

22) Gender:
 Male Female

Thank you for participating in this survey. Please state your mail address or phone number if you wish to participate in the draw:
