

The Project is part-financed by  
the European Union (ERDF)



# (Foot) Passenger Requirement Analysis Karlskrona

## Final Presentation

Time for carrying out

2010 07 13 – 2010 07 14

2010 11 05 – 2010 12 05



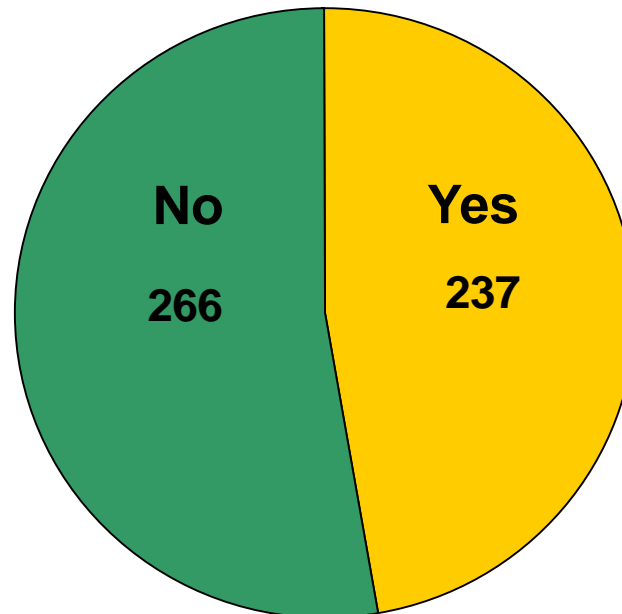
2011 02 11  
Karlskrona kommun  
Kommunledningsförvaltningen  
Leif Petersson

## Is this the first time you travel by ferry from/to Karlskrona - Gdynia?

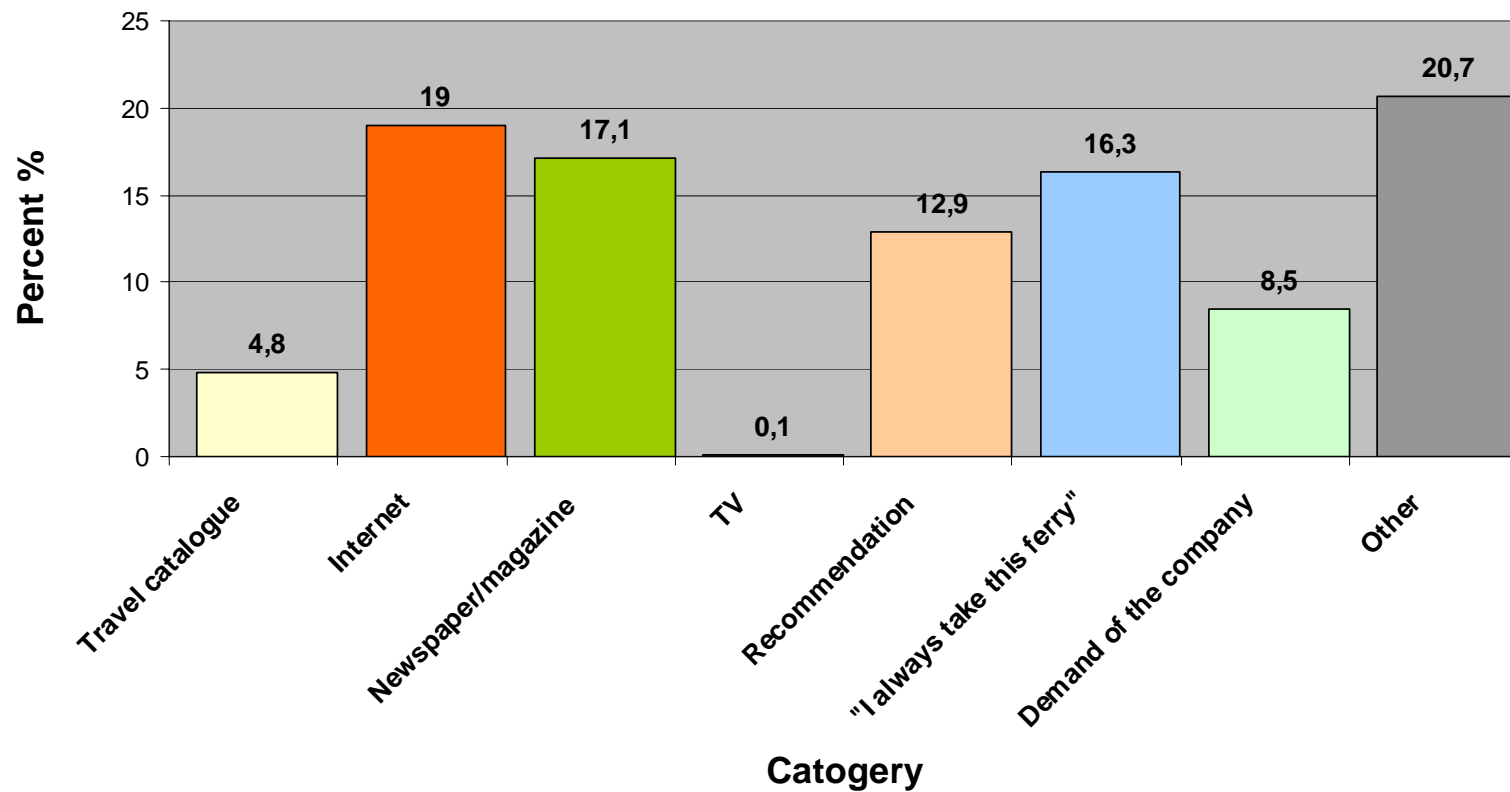
Of **503** questionnaires,  
**237** people have  
traveled with the ferry  
for the first time.

**266** people go more or  
less regularly.  
The average travel  
frequency of the  
regular passenger is  
**4** times per year.

The number of regular  
trips vary from **1** time  
per year, up to **40**  
times per year.



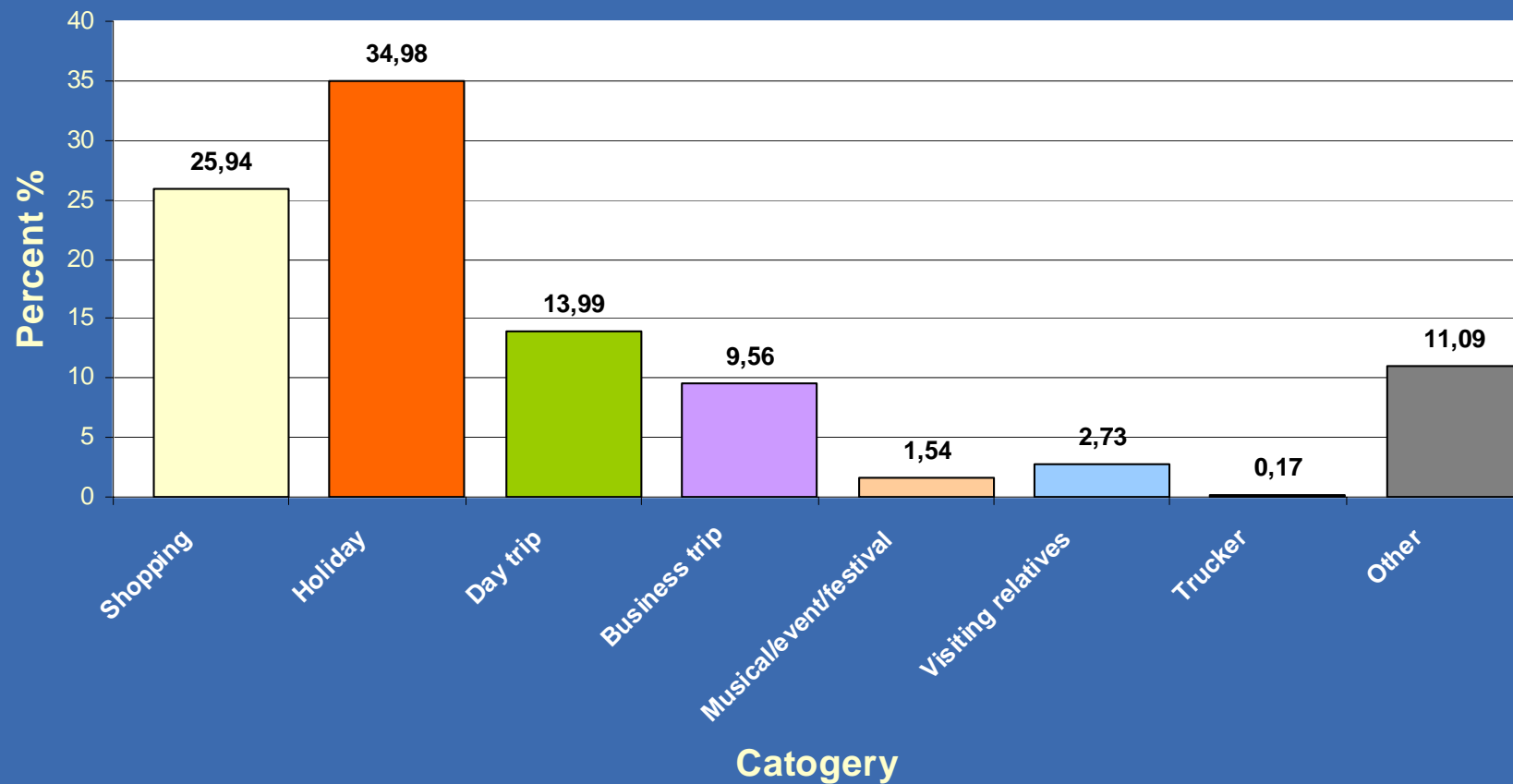
### How did you find out about this ferry service from/to Karlskrona - Gdynia?



## Comments Question No 2

- **"I always take this ferry"**  
A significant proportion of ferry tickets purchases, are likely done directly at the terminal.
- **Others**  
Due to the rather large part of group travels.  
Some of the travellers comments:
  - Charter trip
  - I live in Karlskrona...
  - My Club booked the travel
  - My school booked the travel
  - Commercial
  - I have gone every year since the line started

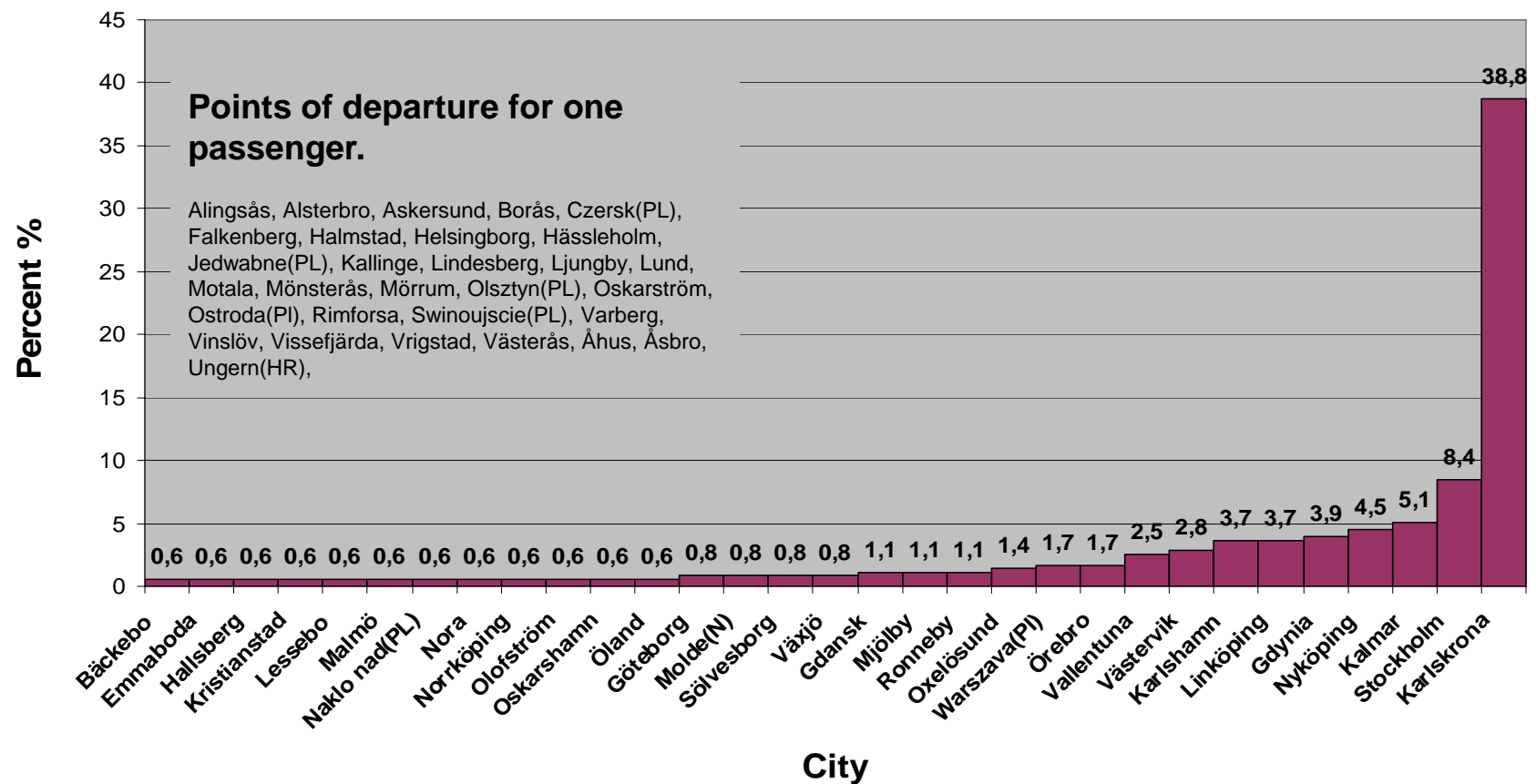
## For what reason did you use this ferry-service today?



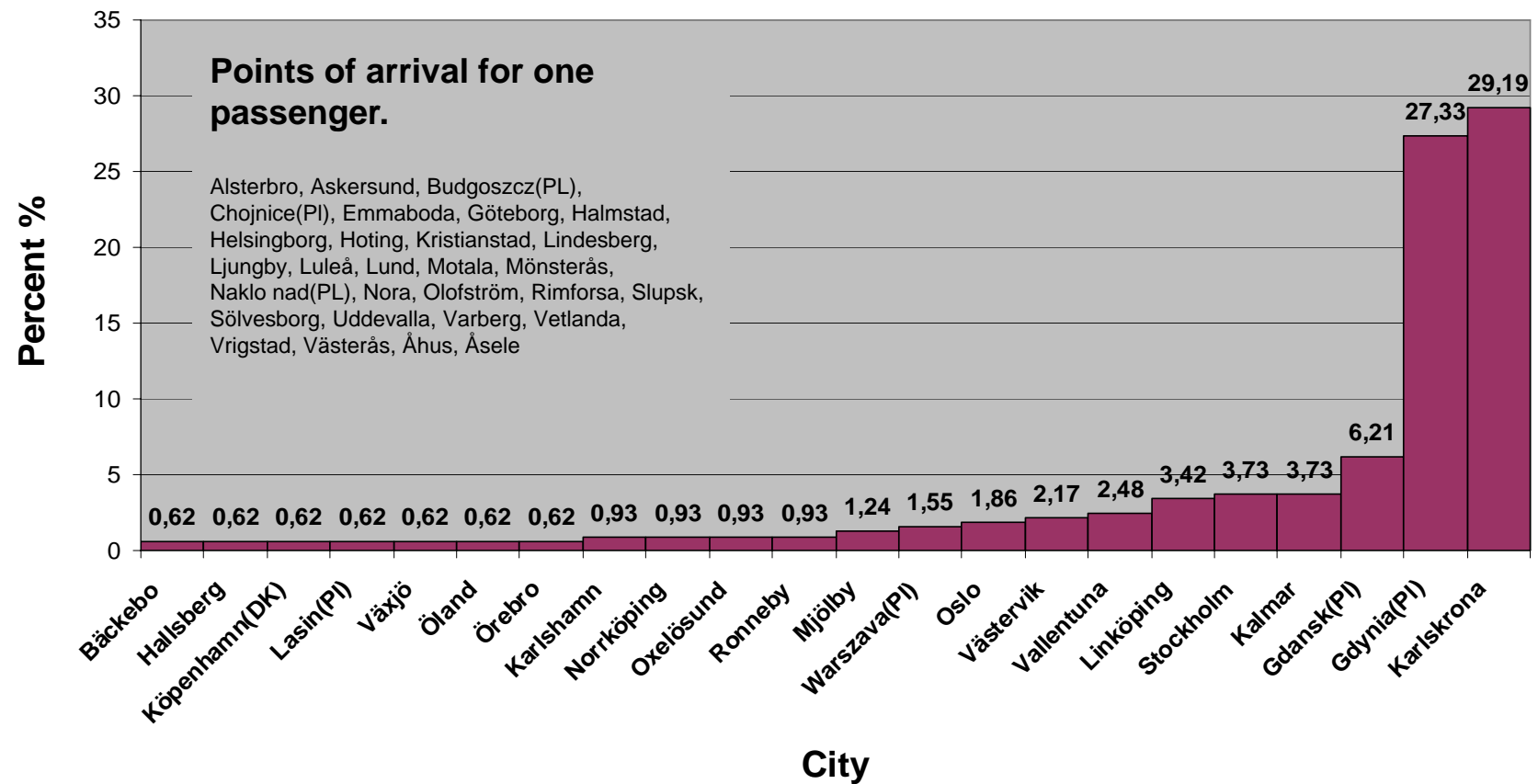
### ■ Other

- Some reasons:
  - Conference
  - Try the new ferry
  - Training camp
  - School travel
  - Sightseeing in Three-city area
  - Work meeting
  - Dental care
  - Celebration/Party
  - Tradition.....

## What was the starting destination?

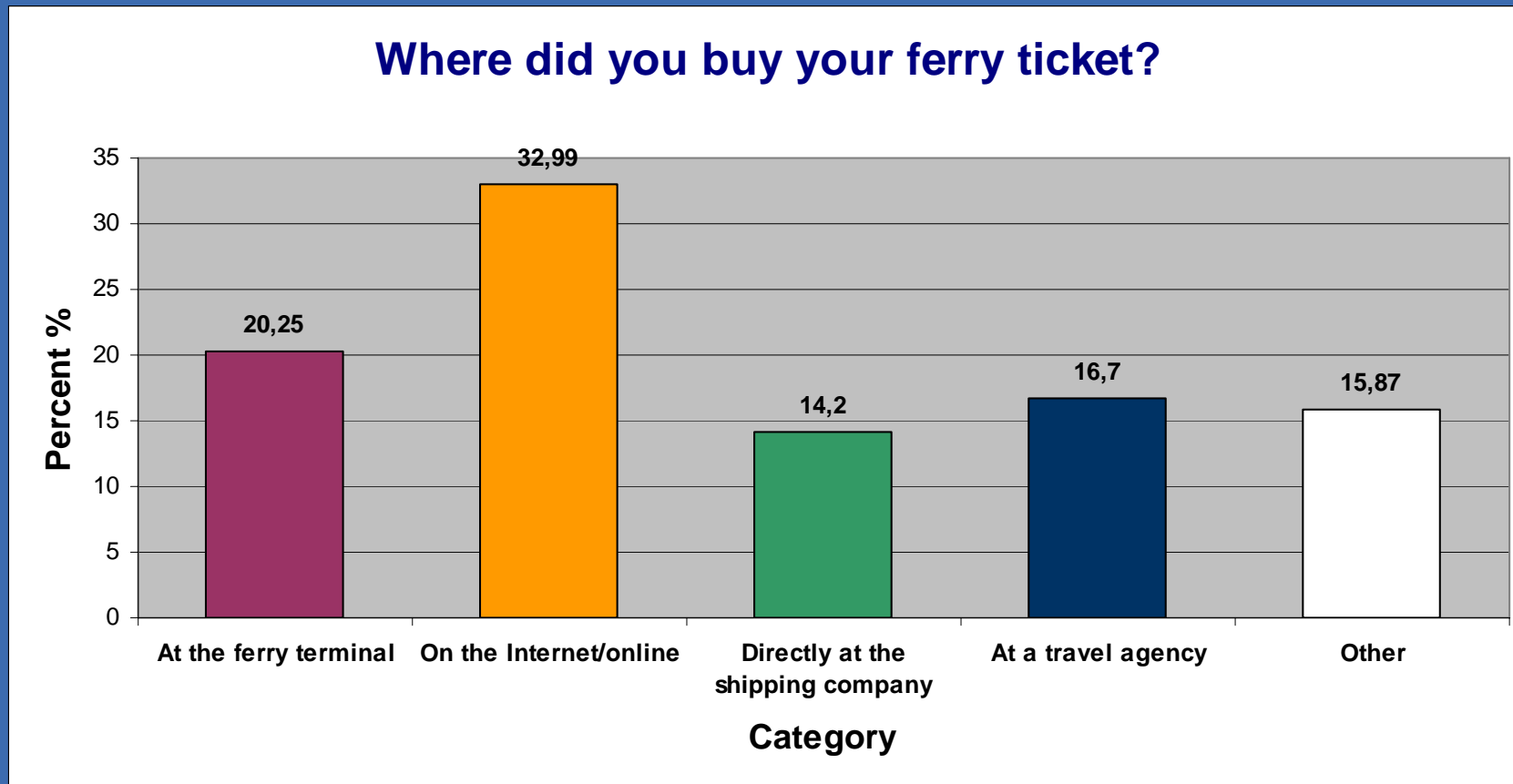


## What was the ending destination?



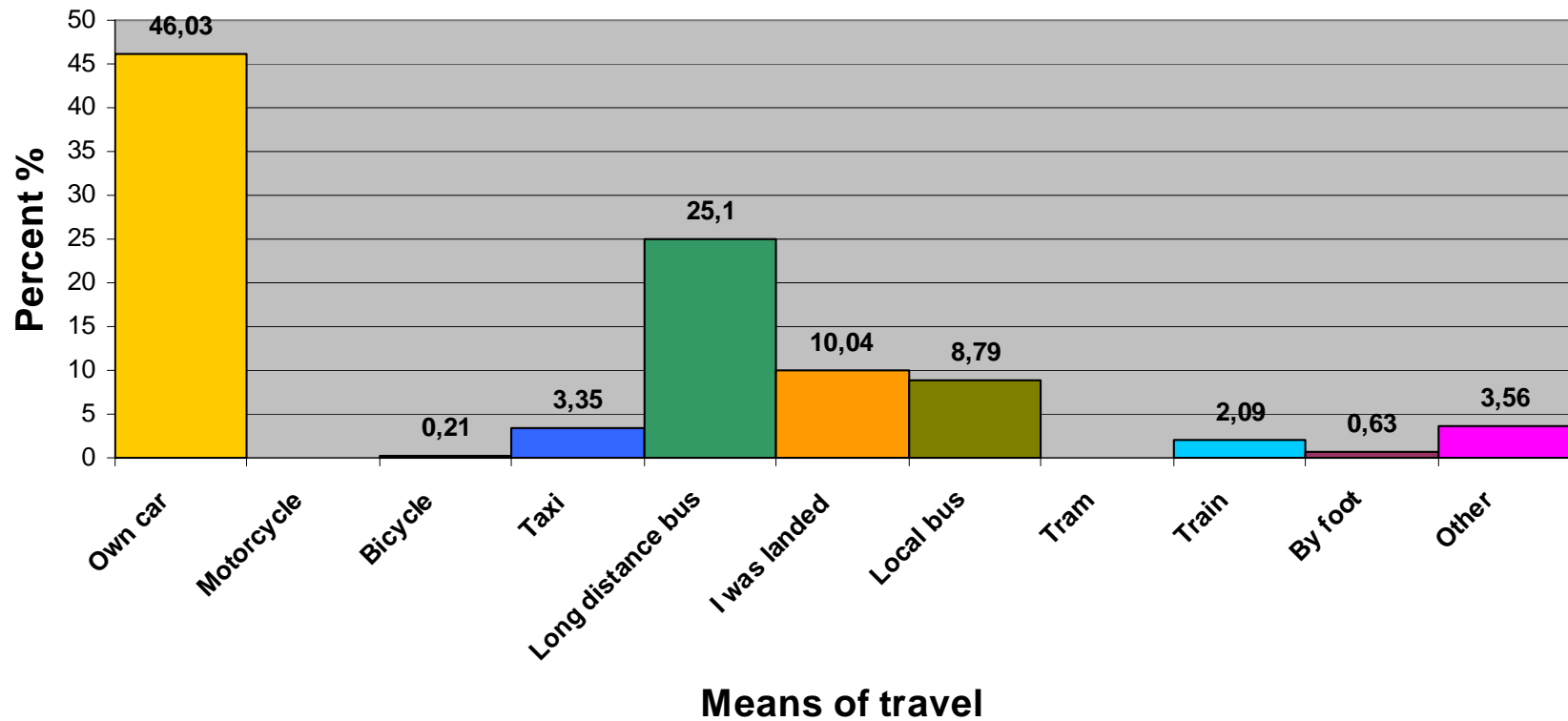


## Where did you buy your ferry ticket?



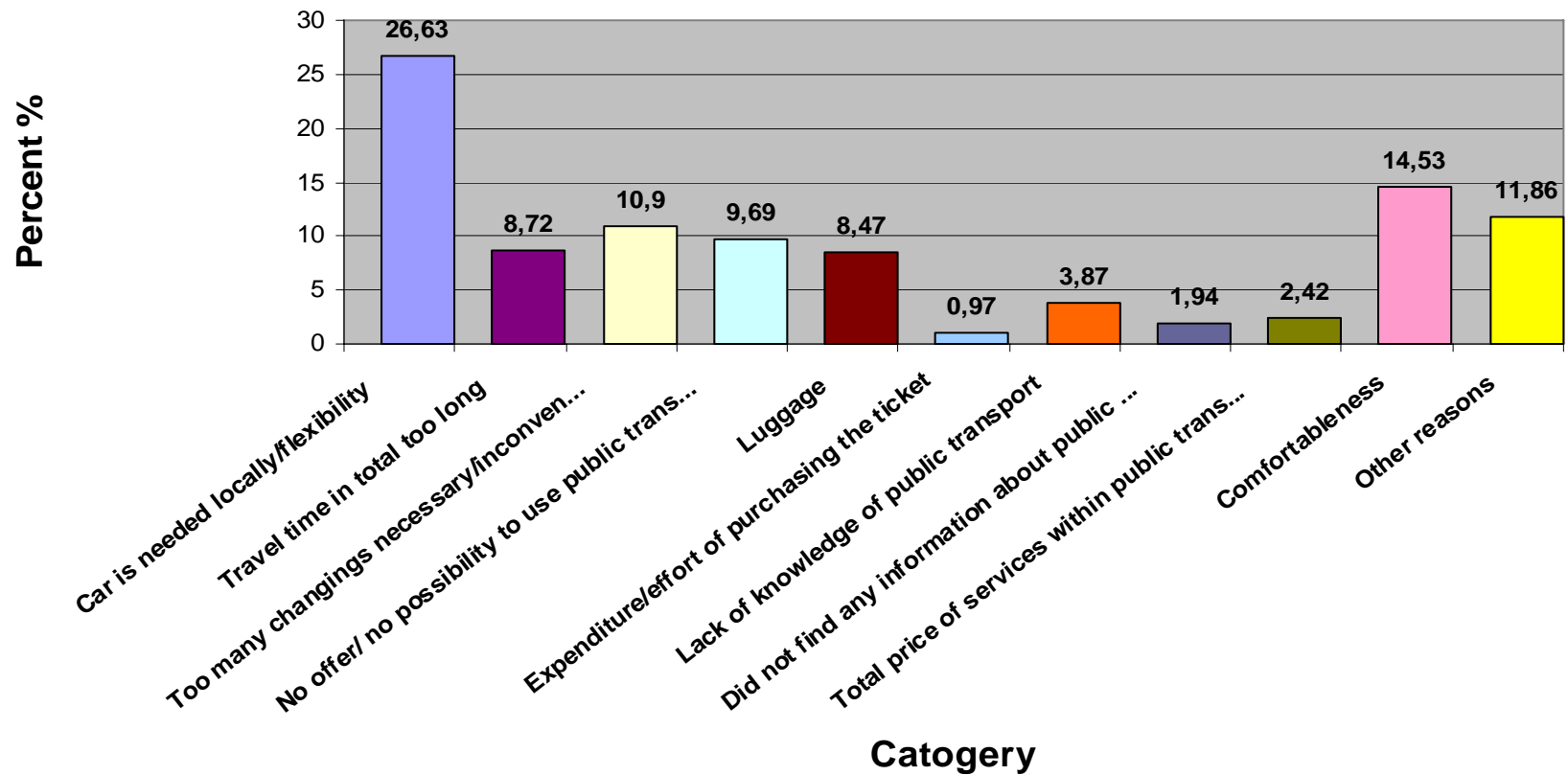
- **Other**
  - Bus Charter companies
  - Senior organizations (SPF, PRO)
  - Society
  - Friends ordered
  - ATG/Betting shop
  - By phone
  - The employer
  - Tour booking
  - BTH, Blekinge institute of technology

## With what types of transportation have you arrived to the ferry in Karlskrona?



- Other reasons
  - I was picked up
  - Tour trip with bus
  - Went with a friend
  - Bus charter
  - Bus company

## What was the reason you decided not to use public transport services for today's journey?



- Other reasons
  - Bus Charter trip/Tour trip with bus
  - Shared car with friend
  - There is no bus from home
  - Live close to the terminal
  - Never thought about it
  - Mission
  - Chartered bus

How easy is it to find the following information concerning ferry route  
Karlskrona - Gdynia?

	Very easy				Very difficult	Don't know
	1	2	3	4	5	
<u>Departure time of the ferry</u>	258	43	24	7	8	36
<u>Prices on ferry tickets</u>	177	41	37	12	19	65
<u>Public transport to and from the ferry in Karlskrona</u>	73	19	30	17	18	151
<u>Arrival and departure times of public transport to/from the ferry in Karlskrona</u>	60	20	29	12	16	160
<u>Places to purchase public transport tickets in Karlskrona</u>	69	13	25	10	13	160
<u>Map of Karlskrona Port</u>	45	23	23	11	17	154
<u>Other requirements to information</u>	15	18	18	3	0	116

## Comments Question No 9

- Comments (Don't know)
  - Group ticket
  - Bus journey
  - Charter journey



How satisfied are you with the service in the passenger terminal in Karlskrona?

	Very satisfied				Very unsatisfied	Not used
	1	2	3	4	5	
Kindness of staff	142	35	15	7	2	33
Ways between terminal and stop	137	49	35	4	10	70
Luggage/baggage storing	59	32	30	10	10	149
Bridging of waiting time	56	35	64	48	47	74
Number of seats	70	56	58	41	65	45
Toilets	101	71	46	12	16	63

## Comments Question No 10

- **Some comments in column “Not used”**
  - No bar or coffee shop.
  - I want somewhere to sit and have coffee or otherwise
  - No bar/Where's the bar?
  - Where can I change money?
  - Boring waiting room
  - Cafeteria or equivalent is missing
  - More elevators or moving walkways
  - Bad signs for where to go for termination

How can thye travel with the ferry Karlskrona - Gdynia be improved for foot passengers?

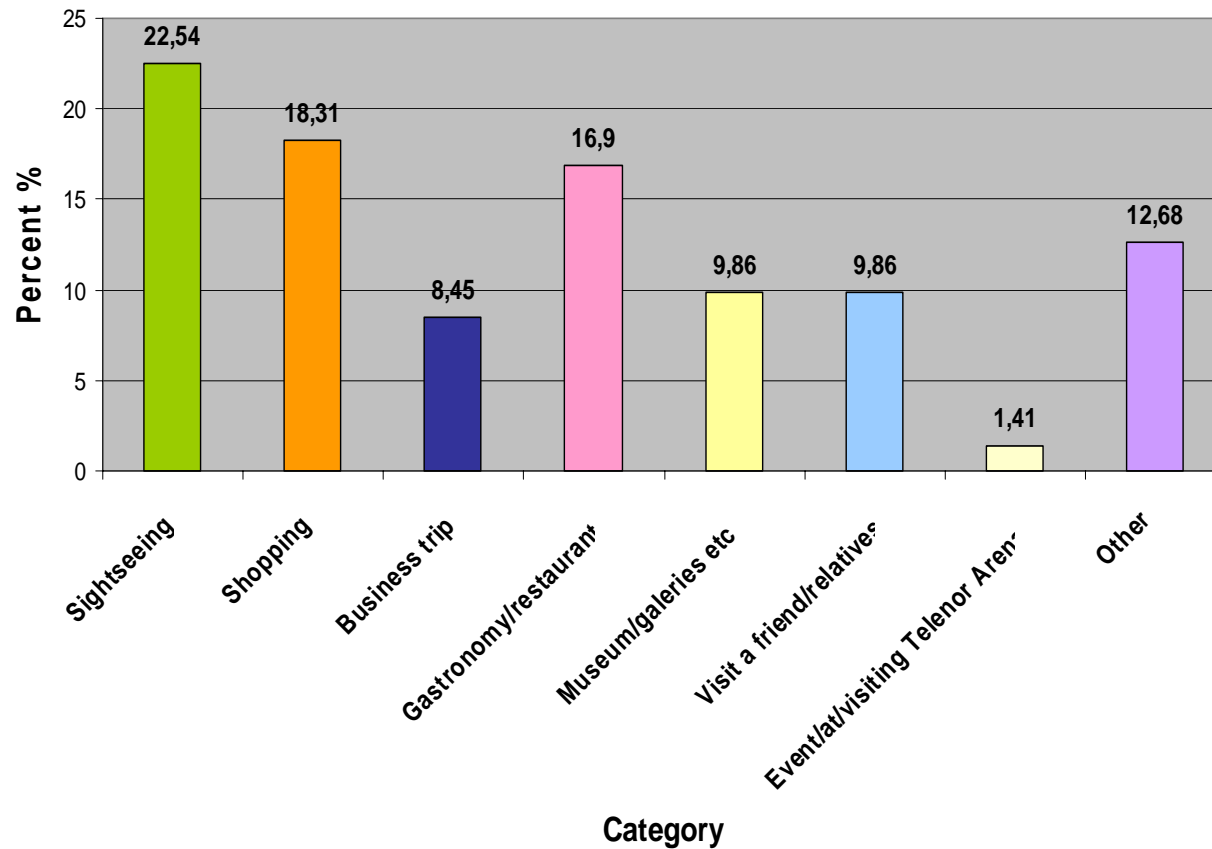
	Very important				Less important	Don't know
	1	2	3	4	5	
Improved embarking facilities in Karlskrona	60	20	25	7	17	102
Direct departures with public transport from and to Karlskrona Port	54	21	15	3	9	109
Information on public transport available on board of the ferries	46	22	18	4	10	110
Other things related to Karlskrona	25	7	6	2	5	110

## Comments Question No 11

- **Some comments in column “Not used”**
- In these issues it can be seen that a large percentage of interviewed people have found it difficult to form an opinion.
- Comments:
  - Information about Karlskrona is missing on board
  - Cheaper public transport ticket which you can book at the same time with the ferry ticket
  - Better harmonization of bus schedules, Passengers on the Karlskrona terminal ask where Karlskrona centre is located and how to get there
  - Purchase tickets on board
  - It goes too fast on arrival to Karlskrona
  - Escalator is often turned off when going ashore

## Question No 12

If you don't live in Karlskrona! Is/was your ferry passage combined with a short stay in Karlskrona?



Yes 71 persons

No 145 persons

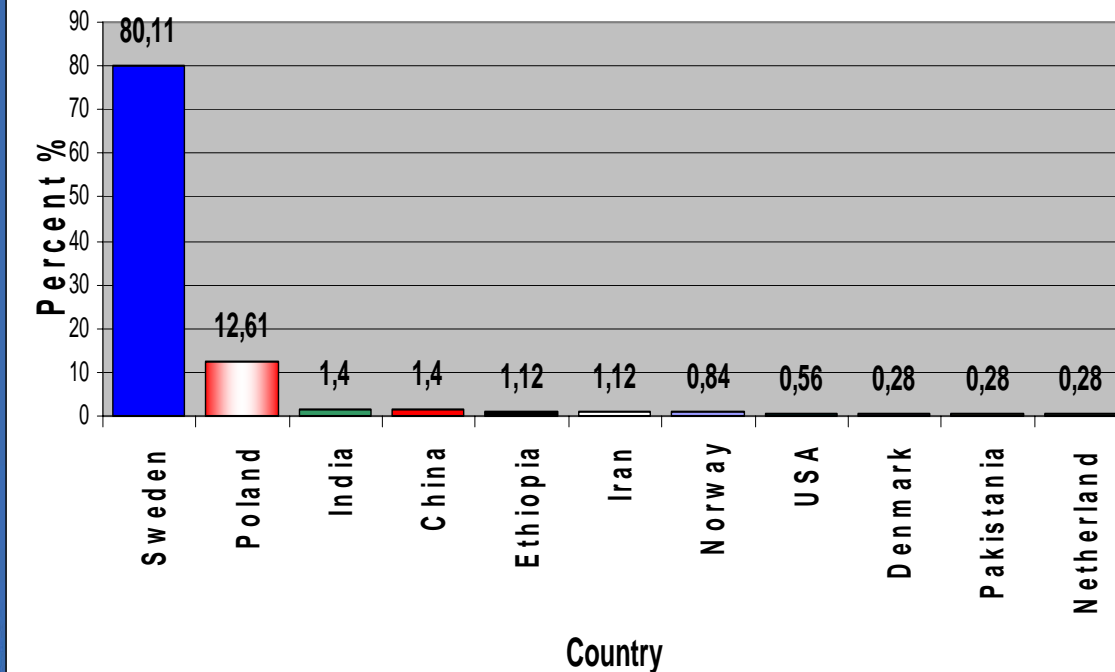
Do you plan to visit Karlskrona in the future?

62 persons answer yes.

## Comments Question No 12

- Some comments in column "Other"
  - I don't have time
  - Not my goal
  - Bus charter
  - Charter trip
  - I live in Karlskrona
  - I live close to Karlskrona
  - Business trip

## Question 14, Travellers nationality



### Question 13

Average age of women 50,0 years  
 Average age of men 54,6 years  
 Total average age 52,3 years

### Question 15

Percentage women 46 %  
 Percentage men 54 %