

## Rural Mobility as a Service (RMaaS)

Please read the statements below and tick the final box to confirm you have read and understood the statements and upon doing so agree to participate in the project.

I confirm that the research project *RMaaS* has been explained to me. I have had the opportunity to ask questions about the project and have had these answered satisfactorily.

I consent to the material I contribute being used to generate insights for the research project RMaaS

I understand that my participation in this research is voluntary and that I may withdraw from the research at any time (until the point of data analysis) without providing a reason.

I consent to allow the fully anonymised data to be used for future publications and other scholarly means of disseminating the findings from the research project.

I understand that the information/data acquired will be securely stored by researchers, but that appropriately anonymised data may in future be made available to others for research purposes. I understand that the University may publish appropriately anonymised data in its research repository for verification purposes and to make it accessible to researchers and other research user.

I confirm that I have read and understood the above statements (check the box).

## Local Travel Survey – Visitors

Location of Survey.....

### 1. In which town/ area do you live

1. Are you staying locally?

Yes

No

If YES: 1.b Which village are you staying in?

\_\_\_\_\_

1c. How many nights IN TOTAL will you be spending away from home on this trip?

1d. Where do you live (your normal place of residence)?

\_\_\_\_\_ Or

1e. Are you on a day trip from home, or are you staying overnight or on holiday away from home?

Overnight

Day trip

2a. Is anyone travelling with you today?

No, travelling alone <b>Go to Q3</b>	Yes, with my family	Yes, with friends	Yes, with someone else
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2b. How many people, including yourself and children, are you travelling with?

\_\_\_\_\_

3. How did you travel here today? Select any mode that you used for your journey!

Car hire	<input type="checkbox"/>	Car share	<input type="checkbox"/>	Minibus	<input type="checkbox"/>
Bus	<input type="checkbox"/>	Train	<input type="checkbox"/>	E-bike hire	<input type="checkbox"/>
bike hire	<input type="checkbox"/>	Taxi	<input type="checkbox"/>	Electric Vehicle	<input type="checkbox"/>
Private Coach	<input type="checkbox"/>	Motorbike	<input type="checkbox"/>	Walking	<input type="checkbox"/>
Car	<input type="checkbox"/>	Coach	<input type="checkbox"/>	Motorhome/campervan	<input type="checkbox"/>
Car with roof racks/trailer for outdoor equipment	<input type="checkbox"/>				

Other....

4. Is travelling by {Q3} your preferred method of transport, or would you prefer to get around in some other way?

Yes – preferred method

No – prefer something else

Don't know/not sure

**5. What would your preferred method of transport be?**

Car hire	<input type="checkbox"/>	Car share	<input type="checkbox"/>	Minibus	<input type="checkbox"/>
Bus	<input type="checkbox"/>	Train	<input type="checkbox"/>	E-bike hire	<input type="checkbox"/>
bike hire	<input type="checkbox"/>	Taxi	<input type="checkbox"/>	Electric Vehicle	<input type="checkbox"/>
Private Coach	<input type="checkbox"/>	Motorbike	<input type="checkbox"/>	Walking	<input type="checkbox"/>
Car	<input type="checkbox"/>	Coach	<input type="checkbox"/>	Motorhome/campervan	<input type="checkbox"/>
Car with roof racks/trailer for outdoor equipment		<input type="checkbox"/>			
Other....					

**6. Did you bring a bike, canoe/kayak, or climbing equipment with you?**

Yes/No

**6b. If so, where are you planning on using it?**

*(For example, bike trails at the Laggan or kayak on the River Spey)*

**7. What trips have you made or are you planning to make while you're in the area?**

VISITOR: Destinations	Mode(s) of Transport used	Number of people making the trip?	Journey purpose

**8. Are there any activities for which you would prefer an alternative mode of transport to the ones you have available?**

If yes, please describe

**9. Are there any destinations you will not be able to visit because there is a lack of transport options? E.g., go out for an evening without the use of a car**

*List the journeys, and ideal mode of transport:*

**10. How interested would you be in a 'pass' that offers discounts or loyalty rewards to local attractions, eateries, shops or accommodation? (Tick Box)**

- Very interested
- Somewhat interested
- Neutral
- Somewhat disinterested
- Very disinterested

**11. The pass would be akin to a concierge service and would offer different types of travel services. Please tick all the transport services you would wish to be included in the pass**

- |   |                          |           |                          |                              |                          |
|---|--------------------------|-----------|--------------------------|------------------------------|--------------------------|
| Car hire  | <input type="checkbox"/> | Car share | <input type="checkbox"/> | Minibus collection           | <input type="checkbox"/> |
| Bus   | <input type="checkbox"/> | Train     | <input type="checkbox"/> | E-bike hire                  | <input type="checkbox"/> |
| Bike hire   | <input type="checkbox"/> | Taxi      | <input type="checkbox"/> | Electric Vehicle             | <input type="checkbox"/> |
| Private Coach                                     | <input type="checkbox"/> | Motorbike | <input type="checkbox"/> | Walking                      | <input type="checkbox"/> |
| Door to door collection by a vehicle              |                          |           | <input type="checkbox"/> | Trailer hire (bike for kids) | <input type="checkbox"/> |
| Car with roof racks/trailer for outdoor equipment |                          |           | <input type="checkbox"/> | None of the above            | <input type="checkbox"/> |
| Other....   | <input type="checkbox"/> |           |                          |                              |                          |

**12. Would you like to choose what types of transport are included in the concierge pass for travel? Yes / No**

**Please explain your choice and reason**

**13. As part of the concierge pass, would a customer support service (phone or text) available 24/7, 365 days a year for your travel needs be useful? (Tick Box)**

- Very useful
- Somewhat useful
- Neutral
- Not very useful
- Not at all useful

**Please explain your answer..... (online include a box)**

14. Would a Guaranteed ride/Backup Ride home whereby if your mode of transport fails to turn up, you are able to access alternative ways to get to your holiday accommodation be useful? (circle on the scale where appropriate)

Very useful

Somewhat useful

Neutral

Not very useful

Not at all useful

15. How many days would you purchase for the concierge pass? Tick all that apply

3 days

5 days

7 days

10 days

Longer (specify)

None as not interested

16. How much would you be willing to pay per adult person for a concierge pass that included a guaranteed ride home?

*(To help, a day return bus trip from Aviemore to Grantown is currently £8.05, full day bike hire £25, taxi from Aviemore to Highland Wildlife Park £25.)*

Please tick only one amount per day pass offering, i.e. chose either £55, £65 or £75 for a 3-day pass.

		Tick		Tick		Tick
<b>3 days</b>	£55		£65		£75	
<b>5 days</b>	£90		£108		£125	
<b>7 days</b>	£126		£147		£175	
<b>10 days</b>	£180		£210		£250	

Or if not interested in any of the above, tick here

17. If you have access to a car, would you be prepared to collect and drop off small parcels or prescriptions to locations on your route?

*(For example, you are staying in Nethy Bridge and travel to Aviemore to the shops. Would you be willing to collect a prescription in Aviemore and deliver it to a person in Nethy Bridge?)*

Yes / No / Unsure

