ABSTRACT: The range of technologies currently available to obtain records of daily travel behavior makes matching study goal and survey approach more difficult than in the past, when the diary was the only relevant alternative. The talk will present examples of current state of the art studies employing either GPS based tracking or travel diaries to illustrate the range currently available.

It will stress the issue of the associated processing technologies as one of the key element in the choice. The economics in terms of time needed for the study, survey period, reporting period, monetary cost and effective sample obtained will be discussed to inform any choice which needs to be made.

Bio: Dr. K.W. Axhausen is Professor of Transport Planning at the Eidgenössische Technische Hochschule (ETH) Zürich (Swiss Federal Institute of Technology). He holds his post in the Institute for Transport Planning and Systems of the Department of Civil, Environmental and Geomatic Engineering. Before his appointment at ETH he worked at the Leopold-Franzens Universität, Innsbruck, Imperial College London and the University of Oxford. He holds a PhD in Civil Engineering from the Universität Karlsruhe (now KIT) and an MSc from the University of Wisconsin – Madison.

He has been involved in the measurement and modelling of travel behaviour for the last 30 years contributing especially to the literature on stated preferences, micro-simulation of travel behaviour, valuation of travel time and its components, parking behaviour, activity scheduling and travel diary data collection. One strand of his current work focuses on the micro-simulation of daily travel behaviour and long-term mobility choices and the response of the land-use system to those choices (See www.matsim.org for details). The second strand of his work is dedicated to the evaluation of transport projects. He was the chair of the International Association of Travel Behaviour Research (IATBR) and is an editor of Transportation and DIsp, both ISI indexed journals.