

Cross-border market potential study

Lightrail Maastricht-Flanders



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Gemeente Maastricht

Overview presentation

- Main aim of the market potential study
- Research framework
- Market potential
- Characteristics of the market potential
- Investment planning



Main aim market potential study

Does there exist a cross-border market potential
for a lightrail connection
between Flanders and Maastricht?



Research framework

Three research groups

- Current users of public transport (bus) between Flanders and Maastricht (and vice versa)
- People living in the region, currently using other means of transport between Flanders and Maastricht
- People currently not travelling between Flanders and Maastricht

Identify the potential (intensified) use of the connection among these groups



Market potential (1)

Question asked:

There will be a lightrail connection between Hasselt and Maastricht, with stops in Diepenbeek, Bilzen and Lanaken. This will decrease the travel time to Maastricht substantially. Travel time will be much faster than travelling by car.

Would you use (or if already travelling, make increased use of) public transport on (parts of) the Hasselt-Maastricht connection once the lightrail connection is realised?

(definitely, depends/perhaps, surely not)



Market potential (2)

Number of travellers per day

	Minimum number of travellers/ day	Maximum number of travellers/ day
Definite travellers, current public transport (bus) users	3.556	4.068
Definite travellers, current non-public transport users	3.067	3.409
Definite travellers, current non-travellers	780	900
Number of travellers/day	7.403	8.377



Characteristics market potential

- The market potential defined in the study is a minimum potential
- Frequent use expected: at least 2-3 times/week, large group substantially more, 5-7 times/week
- Expected use mostly on weekdays
- Travel motives: mainly shopping and leisure; for the Flemish also work; for the Dutch also school, visits to family and friends



Investment planning

- Start of the work (to discuss with municipalities and to lay down in cooperation agreements)
 - Start 2012
- End of the safety case work
 - End 2013



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