



AMERICAN  
PUBLIC  
TRANSPORTATION  
ASSOCIATION

## TRANSIT NEWS

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### **Fifty-Two Percent of Vacationers Traveling to U.S. Cities This Summer Will Use Local Public Transit Services**

*Use of public transportation helps stretch travel budgets*

WASHINGTON, DC – As Americans look for ways to cut travel cost this summer, many vacationers seek affordability through the use of a city’s local public transportation system. According to APTA’s *Green Travel Forecast*, a travel survey released by the American Public Transportation Association, 52 percent of summer vacationers will use local public transportation systems to get around during their trip.

This percentage represents the highest number recorded since the initial survey three years ago (up four percentage points from 2007). Cities are among the top destinations for travelers throughout the summer and, the *Green Travel Forecast* is the only nationwide travel survey that looks at how travelers will get around once they reach their destination.

Synovate, a leading market research firm, conducted the survey for APTA among 24,711 U.S. adults in April 2010. The survey continues to reflect the growing trend of travelers using public transportation during visits to U.S. cities.

“During these economic times, travelers are looking to save money and reduce their overall travel costs, yet still have the ability to enjoy their trip,” said APTA President William Millar. “Having access to good local public transportation is becoming an essential part of a vacationer’s travel plans because it is an easy way to stretch a travel budget.”

Fifty-one percent say that the availability of a public transit system played a role when choosing their travel destinations, with 28 percent saying it had a strong influence. Slightly over half (52 percent) also said that using public transportation had a strong effect on reducing their total costs of travel.

The following list represents the top ten city destinations with the highest percentage of visitors who will use public transportation during their trip. The number in parentheses notes the percentage of city visitors who will get around using public transportation.

New York City	(50 percent)
Boston	(46 percent)
Washington, DC	(46 percent)
San Francisco	(41 percent)
Chicago	(39 percent)
Seattle	(37 percent)
Philadelphia	(36 percent)
Las Vegas	(33 percent)
Los Angeles	(32 percent)
Atlanta	(23 percent)

“With the cost of gas prices, parking, renting a car and multiple cab rides during your city visit, travelers like how easy it is to save money by using the local bus, subway or train,” said Millar. “Travelers also like the fact that using public transportation helps the environment and allows them to keep more green in their wallets.”

Public transportation saves the U.S. the equivalent of 4.2 billion gallons of gasoline annually. It also saves the nation 37 million metric tons of carbon dioxide annually – equivalent to the emissions resulting from the electricity generated for the use of 4.9 million households or every household in Washington, DC; New York City; Atlanta; Denver; and Los Angeles combined.

Cost and convenience are top concerns travelers cited when asked the most important reasons why they would choose public transportation during their city trip this summer. Forty-nine percent say it will be less expensive than taxicabs or rental car, followed by 46 percent who say they won’t have to worry about finding a parking space for their own vehicles and 36 percent say they would not have to drive around in an unfamiliar city.

The cost savings for travelers using public transportation are significant. A traveler can purchase a visitors’ pass for a local public transportation system and ride all day for as little as \$3 to \$10. This is a fraction of what it would cost to rent a car, park a car, buy gas, or take numerous cab rides around the city. For instance, the daily parking rate for midtown Manhattan (NY) is \$44, in Boston \$34, Chicago \$31, Los Angeles \$28, and San Francisco \$25.

The most popular activity for those using public transportation while visiting a city is sightseeing (49 percent), followed by dining and nightlife (38 percent), shopping (37 percent), travel to and from the airport (29 percent), travel to and from their place of lodging (29 percent).

Travelers who originate from large metropolitan areas are more likely to take advantage of a city's local public transportation system while vacationing. Sixty-five percent of those traveling to a city on their summer trip and who plan to use public transit are from large urban areas, while 17 percent are from medium-sized metro areas and eight percent are from smaller cities and towns.

To assist travelers, APTA is providing specific information on day and visitor passes, trip planners, transit maps and directions for cities across the country. Go to [www.publictransportation.org](http://www.publictransportation.org).

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*The American Public Transportation Association (APTA) is a nonprofit international association of more than 1,500 public and private member organizations, engaged in the areas of bus, paratransit, light rail, commuter rail, subways, waterborne passenger services, and high-speed rail. This includes: transit systems; planning, design, construction, and finance firms; product and service providers; academic institutions; transit associations and state departments of transportation. More than 90 percent of the people using public transportation in the United States and Canada are served by APTA member systems.*

*Synovate is a leading global market research firm. Synovate's Travel & Leisure practice provides research expertise and client service to the travel, tourism, transportation, hospitality, and cruise industries. More information on Synovate is available at [www.synovate.com](http://www.synovate.com).*