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PRESS RELEASE

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Subject: **Publication of Study No. 70, of Dr. Theodore Tsekeris, Research Fellow at KEPE, entitled:
'Travel Consumption and Market Competition in Greece'**

The increasing deregulation and interconnectivity and interoperability of various types of transport infrastructure and services have resulted in more complex patterns of travel consumption and substitution-complementarity between modes. These changing conditions and patterns and the peculiar geo-morphological characteristics of Greece create significant variations in the accessibility and range of travel choices among regions. The study puts forward a more integrated and theoretically sound approach for a holistic investigation of the competition relationships among all modes in the Greek travel market. It builds on an extended Almost Ideal Demand System, taking into account both the temporal and spatial variability of travel expenditure, based on data originating from the Greek Household Budget Surveys.

The findings suggest that policy-makers need to consider the broader effects of price changes associated with each travel commodity on the whole transport system for the consistent formulation and assessment of transport strategies. The most significant competitive relationships were found in the urban travel market between private vehicle and urban public transport, and the inter-urban public transport market, particularly between airplane, and coach and rail. Thus, a bundle of place- and time-based strategies should be designed in the context of a national transport policy that will integrate all the modes in order to promote the financial viability and sustainable development of the system and peripheral areas. Such strategies encompass integrated pricing schemes to manage private vehicle usage and to promote quality-enhanced, combined public transport operations. Long-range strategies, such as coordinated transport and land-use control and other planning and administrative regulatory measures, are recommended to be used as complements to subsidy and taxation policies.

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