



MoTiV



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Mobility and Time Value

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What is the MoTiV project?

A holistic approach to Value of Travel Time (VTT) estimation

MoTiV addresses the emerging topic of exploring the dynamics of individual preferences, behaviours and lifestyles that influence time use in mobility contexts.

What are the benefits?

Comprehensive overview about preferences, behaviours and lifestyles that influence the travel option choice and the time spent for travel preparation and travelling.

Identification of influence factors for mode choice and travel time value perception in the context of lifestyle and personal values.

New knowledge about the value of time in mobility contexts, considering different geographical, cultural, economic and gender factors.



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