

RESEARCH SUMMARY

Title	Kensington Olympia travel research		
Objective	To understand awareness and use of different modes of transport to Kensington Olympia among event attendees		
Date	August 2013	Agency:	SPA Future Thinking
Methodology	372 face-to-face interviews with people attending events at Kensington Olympia		

Abstract

A special District line shuttle service to Olympia currently operates when the venue hosts events of a certain size. Event attendees were most likely to use the District line shuttle or London Overground to arrive for their event, and the majority intended to leave via the same mode as they arrived. A third of those using the District line shuttle were not aware of any other modes available to travel to Olympia, indicating a need for marketing of other available routes if the shuttle service is to be cut back. TfL sources were the most commonly used to plan journeys to Olympia, and therefore could be the most useful for further promotion of other modes.

Key findings

People attending events at Kensington Olympia were most likely to use the District line shuttle (38%) or London Overground (42%) to arrive for the event, generally because it was thought to be the simplest route. The majority arriving by District line or London Overground intended to leave via the same mode as they used to arrive.

Significantly more event attendees were aware of the District line shuttle (82%) to Kensington Olympia than the London Overground service (66%). However, those aware of the London Overground service were more likely to actually use it to arrive for their event compared to those who were aware of the District line shuttle and used the service. Therefore, by increasing awareness of the London Overground service, this could help to aid the transition of District line users to other available modes.

The majority (67%) of those using the shuttle service were aware of other modes they could have used to travel to their event. However, this means a significant minority (33%) of District line shuttle users were not aware of *any other modes* they could have used to travel to Kensington Olympia, highlighting a potential need for further marketing of alternative modes if the shuttle service is to be cut back.

TfL sources (Journey Planner and www.tfl.gov.uk) were the most commonly used by event attendees to plan their journey, suggesting that these sources could be the most useful for promotion of services to Kensington Olympia other than the District line shuttle, such as London Overground or local buses.

Job number 12287