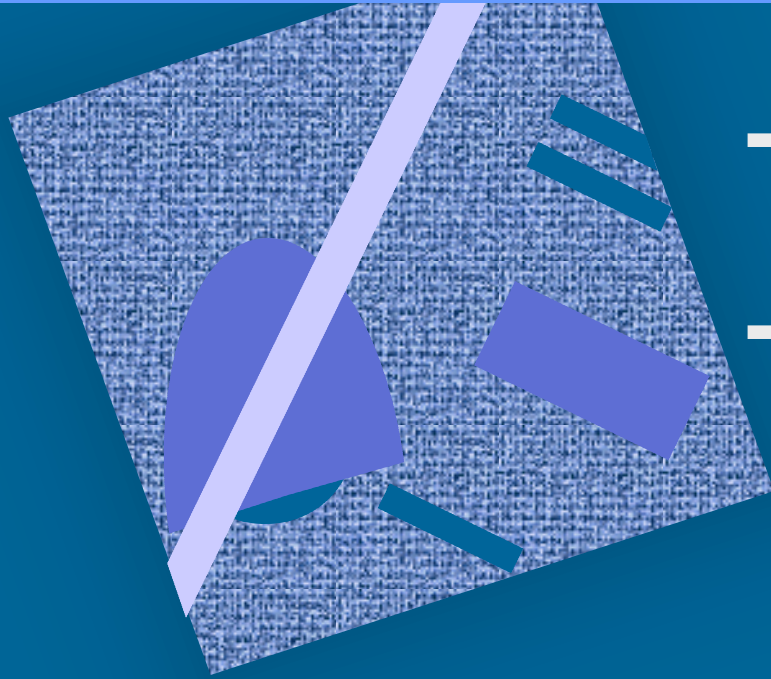


Module 8



Travel & Tourism

Travel & Tourism

User Needs

- Advisory Information
- En-Route Services Information
- Emergency Assistance
- Transit Information
- Economic Development
- Data Sharing

Stakeholder Partners

Who are they?



Applicable Technologies

- Internet
- Highway Advisory Radio
- In-Vehicle Route Guidance
- Real-Time Transit Schedules
- Smart Card Payment System
- Variable Message Signs

Projects

- Safe Passage -- Traveler Information
- Frontier Rural Travel Time Estimation
- Arizona I-40 Traveler & Tourist Information System
- Branson, Missouri Travel & Recreational Information Project
- Greater Yellowstone Rural ITS

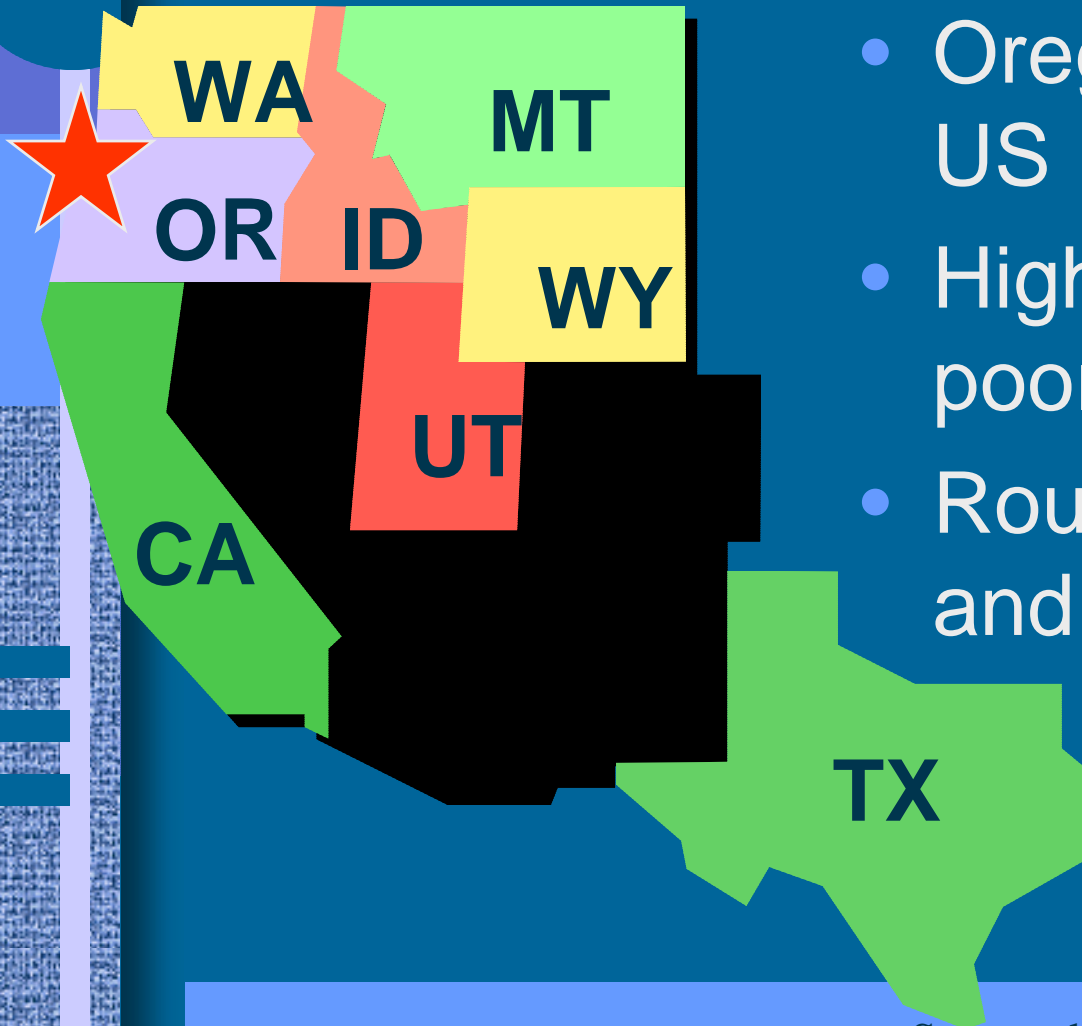
Safe Passage -- Traveler Information



- Mountainous region near Bozeman, MT
- System for conveyance of roadway information while en-route
 - Variable Message Signs
 - Highway Advisory Radio
 - Cellular Phone (800 #)

ACCIDENT AHEAD
SOUTH BOUND I-75
LEFT LANE CLOSED

Frontier Rural Travel Time Estimation



- Oregon Highway 39/ US 101
- High traffic volumes/ poor geometrics
- Routine congestion and incidents
- License plate recognition technology

Arizona I-40 Traveler & Tourist Information System

- Providing travelers with information about the area
- Includes
 - nearby National Parks,
 - welcome/tourist information centers,
 - a truck stop in Flagstaff, AZ,
 - the Kingman port-of-entry, and
 - 25 other recreation areas



Branson, Missouri Travel & Recreational Information Project

- Provides information on
 - tourist attractions,
 - weather,
 - traffic, and
 - road construction information
- Information is provided through
 - internet,
 - dial-in telephone services,
 - changeable message signs,
 - highway advisory and commercial radio,
 - kiosks, and
 - cable TV



Greater Yellowstone Rural ITS

- Strategic Plan with limited deployment
- Current projects
 - information kiosks
 - VMS and dynamic warning VMS
 - automated toll collection
 - incident management coordination

