Passenger Demand Forecasting Handbook (PDFH 5) Training Day

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| Institute for Transport Studies |

**Course fee: £450 (excl. VAT)**

This course explains the demand forecasting principles underlying the Passenger Demand Forecasting Handbook, as widely used in the UK railway industry, and provides a guide to the forecasting procedures contained within it.

A wide range of worked examples are covered in the course and delegates will apply PDFH6 recommendations to real-world demand forecasting problems. The course is designed for railway managers and consultants involved in rail demand and revenue forecasting.

The programme will cover the following:

* Outline and objectives
* Principles and concepts
  + Principles of demand models and brief overview of different types of model
  + Relationships between elasticities: own elasticities, cross elasticities and conditional elasticities
  + Generalised Journey Time (GJT) and rooftop model
  + Implicit/deduced elasticities
* PDFH6
  + Discussion of PDFH as a forecasting framework
  + Forecasting the impact of external factors (eg GDP, population, employment, age, occupation type and car ownership), fares and timetable factors
  + The effect of crowding, other service quality factors and impacts of new services
  + Demand build up or lags
  + Worked forecasting examples
* Practical Session covering demand forecasting exercises

**Venue**: the course will be held at the Rail Delivery Group’s offices - 200 Aldersgate Street (South Building), London EC1A 4HD. Refreshments and lunch will be provided during the course.

For further information on the **course content** please contact

Fitsum Teklu – Tel 0203 882 9169; Email: [fteklu@systra.com](mailto:fteklu@systra.com)

**Bookings** for the course should be sent to the **Short Courses Secretary**, Institute for Transport Studies, University of Leeds, Leeds LS2 9JT. Tel: 0113 343 9904; Email: [cpd@its.leeds.ac.uk](mailto:cpd@its.leeds.ac.uk)