



Shuttle Bus Economic Impact Study

Prepared by:



Project Overview

PURPOSE

The purpose of the Seattle Southside Shuttle Bus Economic Impact Study was to estimate shopping revenue generated from shuttle bus riders as well as provide a profile of those who used the shuttle to visit the Westfield Southcenter.

TARGET AUDIENCE

The Seattle Southside Shuttle Bus survey was conducted among those riding the Shuttle Bus for the past 9 months. The surveys were distributed by shuttle drivers and passengers were asked to fill out the surveys and return them upon departing the shuttles.

SAMPLE

A total of 1,865 respondents were interviewed for this study providing a maximum margin of error of +/-2.3% at a 95% confidence interval.

Executive Summary

Seattle Shuttlebus Offers Great Service

- Travelers to the Seattle Southside area only use a handful of hotels to catch the shuttle, and most hear about the service at the front desk of their hotel.
- Those who use the shuttle to travel to the Westfield Southcenter are primarily shopping and dining and spend around 3 hours at the shopping center.
- Shuttle riders spend around \$172/person* on their trip to the shopping center, with those visiting from outside the United States spending more (\$190 vs. \$158).
- Shuttle riders were very satisfied with their experience on the shuttle bus. More than nine in ten riders indicated they were somewhat/very satisfied with the friendliness of the driver, the cleanliness of the shuttle and the comfort of the ride. Additionally, 85% indicated they were satisfied with the timeliness of the shuttle.
- Finally, eight in ten shuttle riders would recommend the services to their friends. However, the word-of-mouth buzz is fairly low (5%). Giving visitors the tools they need to recommend the shuttle service will only help increase ridership and the amount of money spent in the area.

*An outlier is an observation in a data set that lies a substantial distance from other observations. These unusual observations can have a disproportionate effect on statistical analysis, such as the mean, which can lead to misleading results. Only those who spent more than \$25 and less than \$1,000 were included in the calculations.



Thank You!



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