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<b>Title</b> <b>Impacts of Matka.fi journey planner service</b>		
<b>Abstract</b> Matka.fi is an internet-based journey planner for long distance public transport. It facilitates the planning of trips and new trip alternatives. Matka.fi benefits bus and train operating companies as new passengers generate additional ticket revenues. The society benefits from better mobility of the citizens and from the decreased use of private cars, also resulting in a reduction of environmental costs.  In this study these impacts were estimated based on statistical data and user questionnaire. Most impacts were also monetized. The service is maintained by Destia Ltd., the main financier so far being the Ministry of Transport and Communications Finland.  According to questionnaire the users appreciated the service as very useful. Based on the information on the use of the service it was estimated that the cost of starting and running the service will have a payback ratio of 4. The 2006 running version of Matka.fi service generates approximately three times more ticket revenues for public transport operators than are the direct costs of Destia for maintaining and developing the service.		
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