

# How To Achieve The Switch From Private Car Use To Sustainable Transport Options In Leisure Travel

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## Abstract

The goal of this paper is to analyse the impact of financial and non-financial measures on mode choice in leisure travel in Switzerland. Moreover, we are examining how expected quality of life factors related to mode choice influence car use. Since the mobility sector accounts for more than a third (36.4 % in 2015) of the total energy consumption of Switzerland it is of major concern due to its reliance on fossil fuel and its emissions. Despite intensified policy efforts, private motorised vehicle use is still on the increase. Within the private mobility context one major issue is the car use for leisure purposes, which substantially exceeds commuting travel. We designed an online choice experiment with five treatment and one control group to analyse what instrument (financial or non-financial) is effective under which circumstances in bringing about a switch from individual motorised leisure travel to a more sustainable form of transport. The choice task was followed by a set of questions determining the expected quality of life factors related to that choice. First results show that the tested treatments do not influence the behaviour significantly but that path-dependencies are very important drivers of mode choice.

**Keywords:** car use, sustainable transport, leisure travel, expected QoL factors

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