

## 2012 BECC Conference: Poster Presenter Abstracts

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### ***The Impact of Environmental Attitudes on Intercity Travel Choice in China***

The demand for air travel has increased steadily since liberalization of the aviation sector. In China, air passenger travel increased at an annual rate of 16% between 1978 and 2009, and is projected to continue to increase at a rate of 12% in the near future (Civil Aviation Administration of China). This substantial growth has significant implications for local air quality and climate change. Over \$300 billion USD has been invested in the development of high-speed rail infrastructure in China, potentially providing a lower-carbon alternative to air travel. This research aims to improve our understanding of individual preferences for transportation in China, incorporating information about the traveler, current trip attributes, and their attitudes towards the environment and safety. This research investigates passenger choice for the Beijing-Shanghai intercity corridor. A travel choice survey was designed and conducted in Beijing and Shanghai at major rail stations and airports. Passengers traveling to Shanghai or Beijing were intercepted and asked to complete an anonymous voluntary survey that collected information about their basic demographics, current trip attributes, hypothetical future travel choices, and attitudes towards various issues, including environment and safety. An overview of the survey design and discrete choice analysis of the data will be presented, highlighting the major factors that impact travelers' decisions and the potential for underlying environmental preferences to shape transportation choices.