



Episode 36 Downloadable: Emerging Trends in Travel Demand Modeling

Why are Emerging Trends important in travel demand modeling?

Emerging trends play a crucial role in travel demand modeling and transportation planning, as they significantly reshape travel behavior. For instance, the COVID-19 pandemic and the increase in telework highlight this challenge. Additionally, trends such as shared mobility, micromobility, e-commerce, and autonomous vehicles are influencing demand in ways that historical data cannot adequately capture.

5 KEY TRENDS REVOLUTIONIZING HOW TRANSPORTATION PLANNERS UNDERSTAND AND PREDICT TRAVEL BEHAVIOR

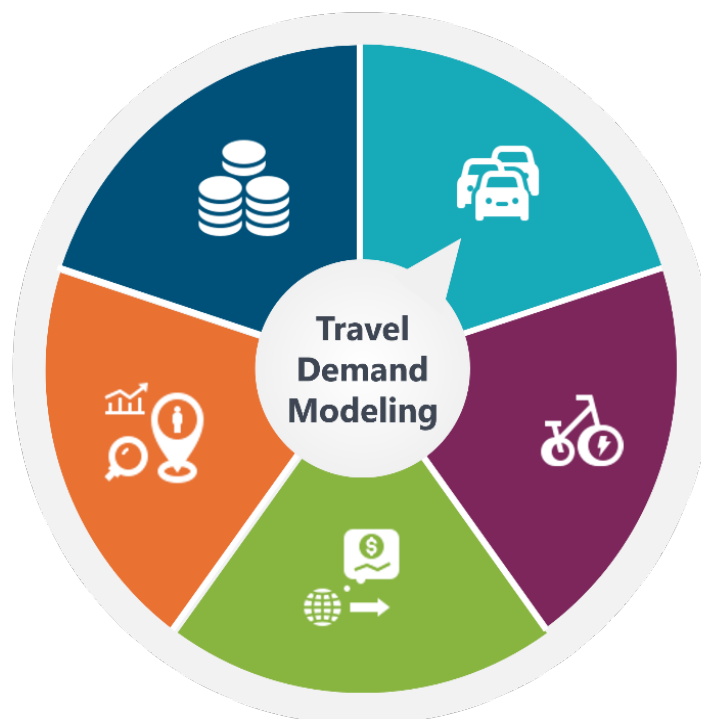
**Big Data &
Machine Learning**

**Dynamic Traffic
Assignment &
Real Time Updates**

**Multimodal
Integration &
Micromobility**

**Scenario Planning
for Uncertainty**

**Activity-Based
Modeling**



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