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# Travel demand estimation: Exploring the diversity of information in the TRICS database

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# Research into national ‘activity-based’ travel behaviour patterns

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# Re-inventing the wheel?

V.A.T.

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*A timeless classic!*

# Evidence of Diversity

- Range of activities/ land uses
- Level of aggregation
- Dynamic Range of data
- Mixture of socio-economic variables with traffic engineering data
- Proposed Growth of the Database

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# Bright new horizons with TRICS