

Second ASECAP Technical Workshop on Marketing Activities

Paris, 6th of February 2015, 10.30 – 17.00

ASFA Headquarter – 3 rue Edmond Valentin – 75007 Paris

DISCUSSION

The 2° ASECAP Marketing workshop has been a dynamic and interactive forum where the ASECAP members have the possibility to exchange ideas and practices undertaken in their own country. The workshop has taken place in the ASFA Headquarters in Paris and have seen almost 30 participants from more than 10 countries.

Mr Kallistratos DIONELIS, ASECAP Secretary General, together with Malika SEDDI, ASECAP Coper II Chair, has welcomed the participants and provide the basic elements to start the discussion.

The first part of the workshop has been focused on several presentations from Brisa, Vinci - Autoroutes, Westerscheldetunnel, DARS and KAPSCH focusing on new marketing approaches and technical applications to provide more and better services to their customers. These concrete experiences have proved to be in some case very successful in terms of people feedbacks' while others aspects have, on the other side, not achieved a positive outcomes. Indeed Toll Concessionaires have to constantly working towards the improvement and upgrading of their new services in order to meet the demand and needs of their customers. In this sense various example have been shown where studies and market analysis have been very beneficial in better understanding the market potentials of such services. The topics of road pricing and toll tariffs have also been analysed in order to better understand how to provide a more efficient and sustainable mobility along the ASECAP networks while also assuring a sustainable financial management of the network.

During the second part of the workshop the others speakers have focused more on service areas and the great developments occurring across different ASECAP members. Several concrete and successful examples in France, Spain and Italy have underlined the level of investment and efforts in restructuring service areas in order to make them a very nice, relaxing and memorable experience for drivers and their families.

Many questions and comments have been brought forward by the participants after the different presentations in order to compare the practices undertaken in other countries. The different participants have been very keen to stay in touch and exchange further information on what has been presented in Paris. A 3° ASECAP Workshop on Marketing has been foreseen in 2016 in Rome to continue the work started in Lisbon in 2013 and continued in Paris 2015.