

# ptv vision

VISUM – State-of-the-Art Travel Demand Modeling



# VISUM – Travel Demand Modeling

VISUM is a comprehensive, flexible software system for transportation planning, travel demand modelling and network data management. VISUM is used on all continents for metropolitan, regional, state wide and national planning applications. Designed for multimodal analysis, VISUM integrates all relevant modes of transportation (i.e., car, car passenger, goods vehicles, bus, train, motorcycles, bicycles and pedestrians) into one consistent network model. VISUM provides a variety of assignment procedures and 4-stage modelling components which include trip-end based as well as activity based approaches.

VISUM is a PC-based programme using MS Windows and offers data and image exchange in the Windows environment via clipboard or interfaces to industry standard formats. In addition, VISUM has an open object-oriented concept that enables users to programme their own applications using Visual Basic or the programming language of their choice. PTV Vision® is more than just traditional demand modelling. Our software integrates demand modelling with microscopic traffic and pedestrian simulation (VISSIM), providing transportation professionals with the most complete suite of analysis tools. To round out the software package, VISUM includes embedded components from other leading software packages such as ArcGISTM from our business partner ESRI for better GIS integration.

VISUM is used to build conventional four-step models for regional and state-wide planning while also serving as a powerful analysis and data management tool for traffic engineers and transportation planners. A unique strength is detailed public transportation service planning, with a data model for routes and schedules that goes far beyond traditional demand models. Furthermore we do support operating systems with 64bit and so it is possible to edit bigger networks and models even more efficiently through the enlarged memory.

