

Prairie Sky Gondola: Market Assessment and Ridership Forecast



10 August 2022

steer

Steer

We are the leading independent transport consultancy with a long history of providing strategic advice underpinned by technical excellence and expert opinion across all transport modes. We are an employee-owned company, founded in 1978 with 400+ employees across 22 offices in the Americas, Europe and Asia, where global experience is coupled with, and enhanced by, deep local knowledge.

Our core values of expertise, independence and integrity are at the heart of our offer and, as transport specialists, we are uniquely placed to offer a comprehensive and integrated services.

Sectors:

- Urban Transit & Metro
- Rail
- Road
- Aviation
- Maritime
- Parking facilities

Services:

- Technical Due Diligence
- Commercial Due Diligence
- Demand and Revenue Forecasting
- Financial Modelling and Audit
- Technical Advisory, Feasibility
- Strategic Advice/Commercial Strategy
- Operation Design



Scope of Work

Steer has been commissioned to support the Prairie Sky Gondola by developing ridership and revenue estimates for the proposed infrastructure to be carried out using a phased approach.

**Stage
1**



Review of the existing Ridership analysis and Revenue forecast developed by PSG & International benchmarks

**Stage
2**



New Data Collection & Market Assessment by undertaking a short online survey to better and using LBS (Location-based service)/cell phone data

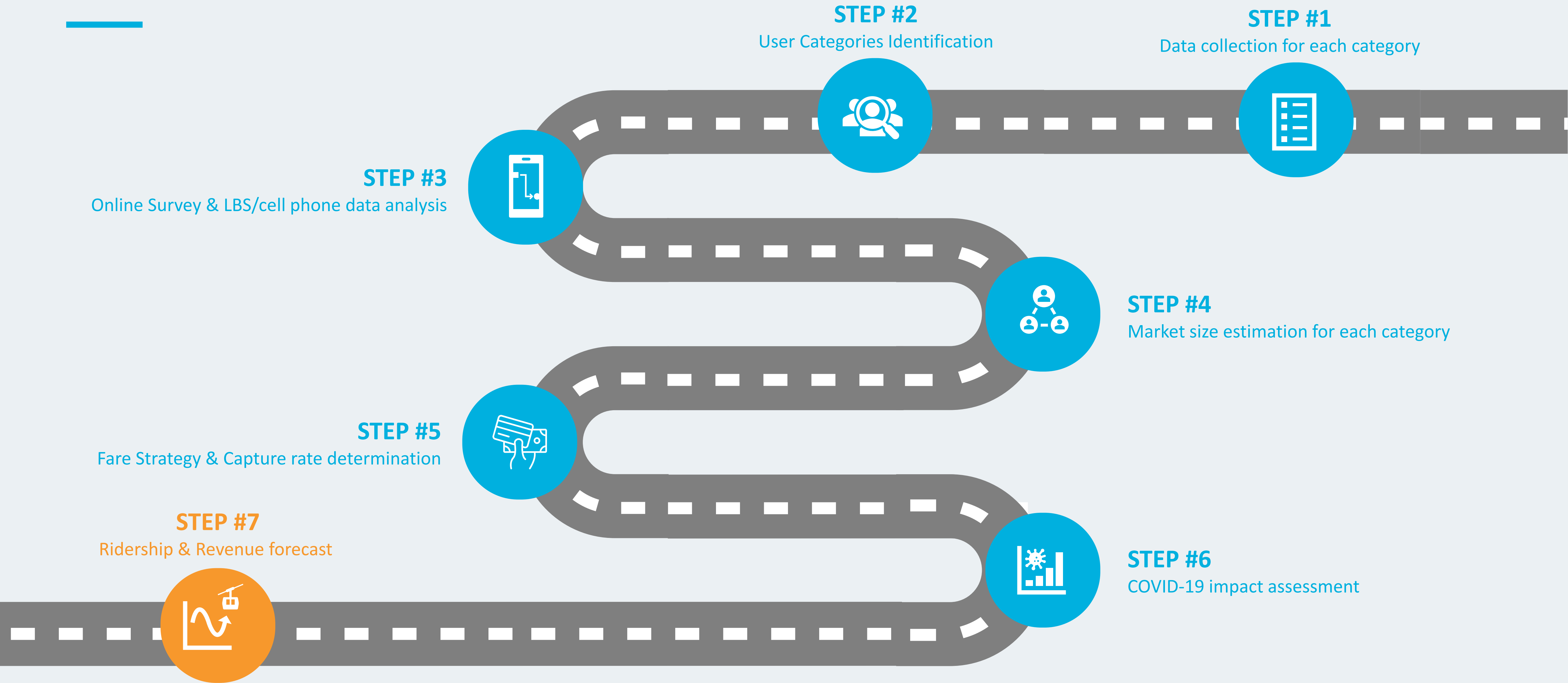
**Stage
3**



Final Forecast and Reporting

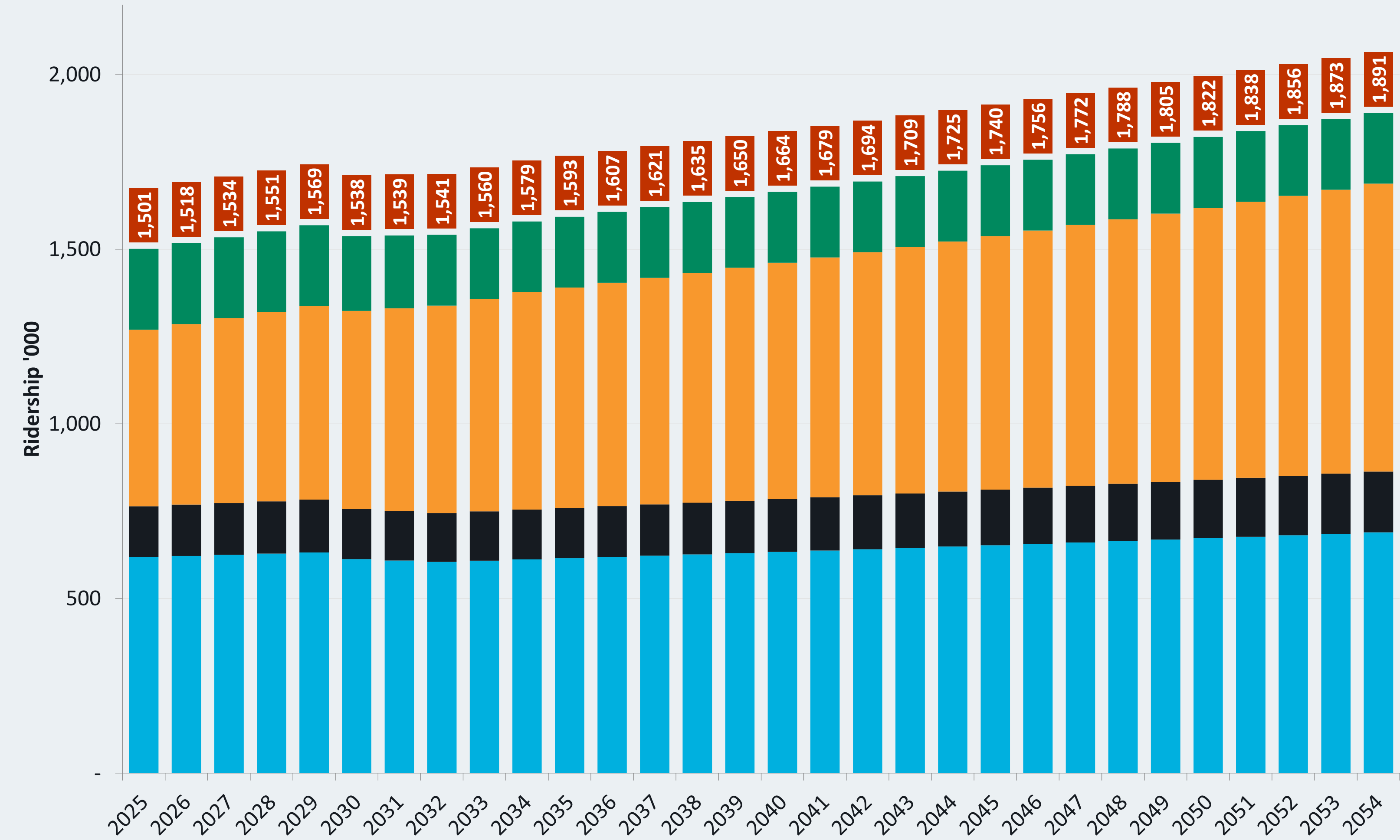


Methodology

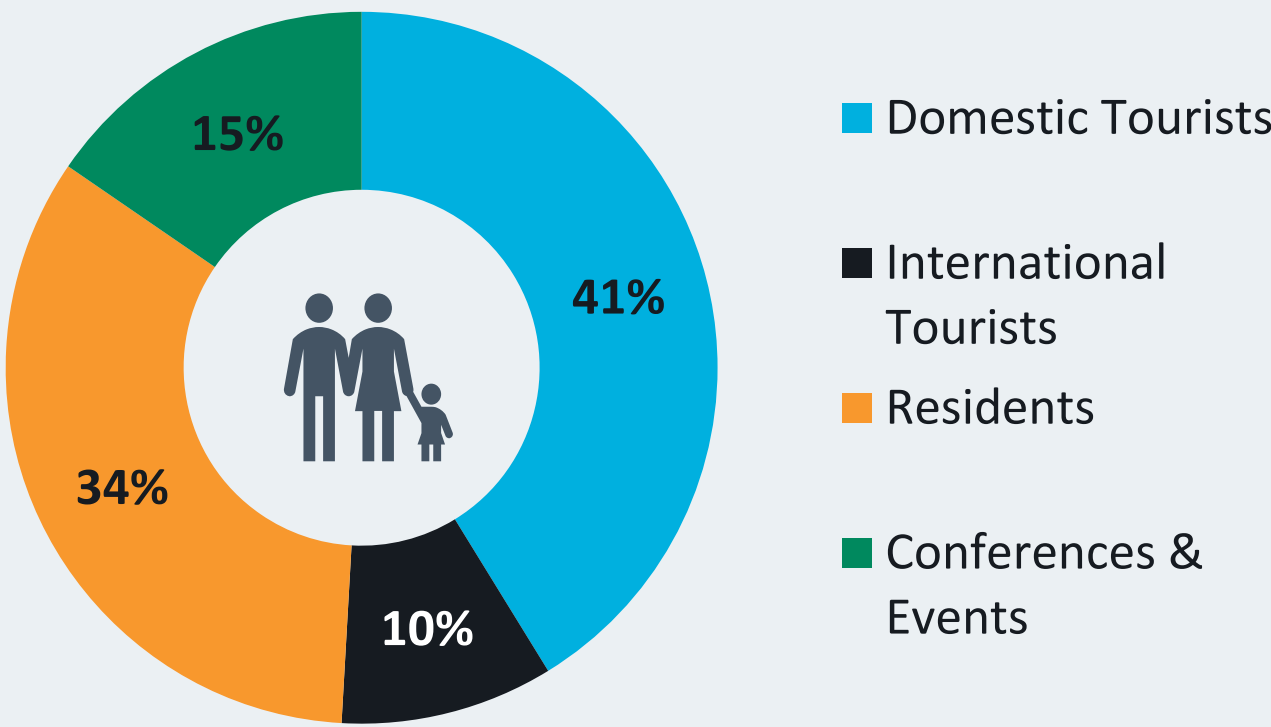


Ridership forecast – Results by user categories

Ridership by category (2025-2054)



Ridership composition (%) - 2025



Thank you

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