



Transit Australia Group

PRESS // NEWS

CAIRNS TAG'd TO BE QUEENSLAND'S FIRST FOR GOOGLE TRANSIT

• 14-OCT-2009

Sunbus and parent company Transit Australia Group (TAG) revolutionised public transport in Cairns today with the launch of a web-based journey planner that endeavors to get commuters, tourists and motorists from A to B quicker, more cheaply and with much less confusion.

Ambitious to deliver a world class standard of public transport, TAG are the first in Queensland and among the first in Australia to team with Google and proudly launch Google Transit.

The web-based tool is an interactive trip planner which integrates bus stop; timetable; and route information with Google Maps so that a trip or a sequence of trips can be planned from start to finish at a click of a mouse or by accessing the website using a mobile phone.

Cairns will trial the product before it is rolled out across TAG networks including Townsville, Rockhampton and Magnetic Island, delivering regional Queensland public transport users quality information services equal to their South East Queensland counterparts.

The cutting edge technology is easy to use and maps how your trip will physically evolve in relation to local landmarks and surrounding streets, taking the guess work out of public transport and providing great convenience to new users.

“We have researched our market carefully in Cairns and appreciate that the majority of public transport users are IT savvy. TAG understands the need to improve passengers’ access to network information, ensuring it’s the users preferred and most convenient option” said Megan Harkin, General Manager Strategic Planning for TAG.





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She says "In addition to improving the system for our local customers, we are aware that public transport plays a crucial role in promoting and retaining tourism, the foundation of the Cairns economy. By taking the guess work out of public transport and catering for people from non English speaking backgrounds, we start to deliver world class services."

"Google Transit is groundbreaking technology that is practical and promotes a sustainable transport system, assisting to preserve Cairns as a fabulous place to live and holiday," said Ms Harkin.

To date Google Maps has helped motorists with road directions and now with the aid of Google Transit, motorists will be able to see how public transport could replace a car trip, encouraging them to choose a more cost efficient and sustainable mode of transport.

"Both residents of Cairns and the many visitors to the City will benefit from being able to easily access public transport information directly from their computer or mobile device, and we hope to see more transit operators across Queensland and throughout Australia follow the lead of Transit Australia Group," said Andrew Foster, product manager for Google Australia.

To celebrate the launch of Google Transit, TAG invites you to log onto www.sunbus.com.au for a chance to win a 'Nokia N85' or free travel on the Sunbus network for a year.

TAG's recently revamped website offers trip ideas in eight languages, up to the minute timetables, customer user guides, and TAG community news and employment opportunities. Future website additions include sms/mobile technology; cost savings calculators and more.





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TAG purchased Sunbus, Surfside Buslines, Gold Coast Shuttle, and award winning bus manufacturing arm, Bustech, twelve months ago, making it the largest privately owned public transport company in Queensland.

“We are proud to be at the forefront of one of the fastest growing industries of our time and are privileged to be moving local communities with quality transport solutions,” Ms Harkin said.

