CLAIMS

1. A system for evaluating travel behaviour by subscribers to the system, said system comprising:

   data storage comprising an electronic register of subscribers to the system and an account containing individual subscriber data for each subscriber;

   data-recording means comprising:

      a wireless transmission-enabled device uniquely associated with the subscriber, and

      location-determining means for locating the subscriber in real time,

   the data-recording means being configured for automatically gathering and retaining data relating to a subscriber's travel behaviour while undertaking a journey,

   electronic memory storing a set of criteria for determining the desirability of a subscriber's travel behaviour;

   a computer processor programmed to process said data automatically and:

      identify, from the data, use of one, or more than one, mode of travel by the subscriber during the journey and the or each mode of travel used, wherein each mode defines a journey leg,

      determine, by testing the data against the criteria, a value for each leg,

      update the account of the subscriber according to said value, and

      determine, from an accumulation of value in said account, said subscriber's eligibility for a reward or penalty;

   wherein the data-recording means, comprises means for capturing and communicating said travel behaviour-related data to the computer processor.

2. The system of claim 1, comprising a profile of each subscriber generated from the individual subscriber data.

3. The system of claim 1 or claim 2, wherein the data retained comprises a record of changes in subscriber location over time.

4. The system of any one of the preceding claims, wherein the data retained includes beginning and end point locations for the or each leg from travel origin to destination.

5. The system of any one of the preceding claims, wherein the individual subscriber data comprises the subscriber's historical travel event data.

6. The system of any one of the preceding claims, wherein the individual subscriber data comprises an address associated with the subscriber.

7. The system of any one of the preceding claims, wherein the individual subscriber data comprises the subscriber's working/contact hours.

8. The system of any one of the preceding claims, wherein identifying mode of travel comprises comparing the travel behaviour data under evaluation with historical travel event data.

9. The system of any one of the preceding claims, wherein identifying mode of travel comprises comparing a subscriber's location data against a map.

10. The system of any one of the preceding claims, wherein a mode of travel used is human-powered.

11. The system of any one of the preceding claims, wherein a mode of travel used is external to a public transport network.

12. The system of any one of the preceding claims, wherein the criteria relate to mode of travel.

13. The system of any one of the preceding claims, wherein the criteria relate to a consequence associated with mode of travel.

14. The system of any one of the preceding claims, wherein the criteria relate to a consequence associated with the subscriber's travel behaviour.

15. The system of any one of the preceding claims, wherein value is attributable to a journey or a journey leg according to one or more of the following criteria: mode, location, distance travelled, speed of travel, time/date of travel, peak hours, duration of travel, purpose of travel, special events, holidays, route taken, traffic/transit conditions, network/infrastructure demand, congestion, efficiency, resource consumption, use of space, parking, infrastructure costs, weather/environmental conditions, carbon emissions, pollution, city liveability, safety, risk, productivity, exercise, the subscriber's physiology/health/exertion, the subscriber's profile and the individual subscriber data.

16. The system of any one of the preceding claims, wherein the value is in a range comprising zero and negative values.

17. The system of any one of the preceding claims, including provision for penalising a subscriber for an accumulation of value associated with undesirable travel behaviour in said subscriber's account.

18. The system of any one of the preceding claims, wherein the computer processor is programmed to process said travel behaviour-related data and determine whether the journey qualifies as a qualifying travel event, by testing the data against qualifying travel event criteria.

19. The system of claim 18, wherein only qualifying travel events can generate values that are eligible for rewards.

20. The system of claim 18 or claim 19, wherein said qualifying travel event criteria comprise purpose of journey.

21. The system of claim 20, wherein the qualifying purpose of journey is to commute.

22. The system of any one of claims 18 to 21, wherein determining a qualifying travel event comprises comparing the travel behaviour data under evaluation and other individual subscriber data against a map.

23. The system of any one of the preceding claims, wherein the subscriber-associated device has on board sufficient computational capacity to store data relating to the subscriber's travel events and data relating to reward eligibility criteria and to determine the subscriber's eligibility for a reward.

24. The system of any one of the preceding claims, wherein the computer processor is programmed to identify conformance by the subscriber to a pattern of location change behaviour.

25. The system of any one of the preceding claims, wherein the data-recording means comprises a sensor for sensing the subscriber's activity.

26. The system of any one of the preceding claims, wherein the data-recording means comprises location-determining means for locating the subscriber at intervals.

27. The system of any one of the preceding claims, wherein the data-recording means is configured for automatic activation.

28. The system of any one of the preceding claims, wherein the data-recording means is programmed not to be activated during a preselectable time period.

29. The system of any one of the preceding claims, wherein the data-recording means comprises a transponder.

30. The system of any one of the preceding claims, comprising a plurality of data-recording means in a communications network.

31. The system of any one of the preceding claims, wherein the subscriber comprises a group of individuals and wherein the group has an account.

32. The system of any one of the preceding claims, wherein the computer processor is programmed and configured for exchanging data with a database relating to any one or more of transportation, ticketing, events, sponsorships, institutions, private enterprise and public authorities.

33. A method for evaluating travel behaviour by subscribers to a travel monitoring system, said method comprising steps of:

providing data storage comprising an electronic register of subscribers to the system and an account containing individual subscriber data for each subscriber;

providing and operating data-recording means comprising:

a wireless transmission-enabled device uniquely associated with the subscriber,

location-determining means for locating the subscriber in real time, and

means for capturing and communicating a subscriber's travel behaviour-related data to a computer processor in data communication with the data recording means,

the data-recording means being configured for automatically gathering and retaining data relating to the subscriber's travel behaviour while undertaking a journey;

providing electronic memory and storing therein a set of criteria for determining the desirability of a subscriber's travel behaviour;

providing and operating a computer processor programmed to receive from the data recording means and to process said data automatically, access said memory and data storage, and:

identify, from the data, use of one or more than one mode of travel by the subscriber during the journey and the or each mode of travel used, wherein each mode defines a journey leg,

determine, by testing the data against the criteria, a value for each leg,

update the account of the subscriber according to said value, and

determine, from an accumulation of value in said account, said subscriber's eligibility for a reward or penalty.

34. The method of claim 33, comprising causing said computer processor to generate a profile of each subscriber from the individual subscriber data.

35. The method of claim 33 or claim 34, comprising retaining data of a record of changes in subscriber location over time.

36. The method of any one of claims 33 to 35, comprising retaining data of the beginning and end point locations for the or each leg from travel origin to destination.

37. The method of any one of claims 33 to 36, wherein the individual subscriber data comprises the subscriber's historical travel event data.

38. The method of any one of claims 33 to 37, wherein the individual subscriber data comprises an address associated with the subscriber.

39. The method of any one of claims 33 to 38, wherein the individual subscriber data comprises the subscriber's working/contact hours.

40. The method of any one of claims 33 to 39, wherein the step of identifying mode of travel comprises comparing the travel behaviour data under evaluation with historical travel event data.

41. The method of any one of claims 33 to 40, wherein the step of identifying mode of travel comprises comparing a subscriber's location data against a map.

42. The method of any of claims 33 to 41, wherein a mode of travel used is human-powered.

43. The method of any of claims 33 to 42, wherein a mode of travel used is external to a public transport network.

44. The method of any one of claims 33 to 43, wherein the criteria relate to mode of travel.

45. The method of any one of claims 33 to 44 wherein the criteria relate to a consequence associated with mode of travel.

46. The method of any one of claims 33 to 45, wherein the criteria relate to a consequence associated with the subscriber's travel behaviour.

47. The method of any one of claims 33 to 46, wherein value is attributable to a journey or a journey leg according to one or more of the following criteria: mode, location, distance travelled, speed of travel, time/date of travel, peak hours, duration of travel, purpose of travel, special events, holidays, route taken, traffic/transit conditions,

network/infrastructure demand, congestion, efficiency, resource consumption, use of space, parking, infrastructure costs, weather/environmental conditions, carbon emissions, pollution, city liveability, safety, risk, productivity, exercise, the subscriber's physiology/health/exertion, the subscriber's profile and the individual subscriber data.

48. The method of any one of claims 33 to 47, wherein the value is in a range comprising zero and negative values.

49. The method of any one of claims 33 to 48, including penalising a subscriber for an accumulation of value associated with undesirable travel behaviour in said subscriber's account.

50. The method of any one of claims 33 to 49, wherein the computer processor is programmed to process said travel behaviour-related data and determine whether the journey qualifies as a qualifying travel event, by testing the data against qualifying travel event criteria.

51. The method of claim 50, wherein only qualifying travel events can generate values that are eligible for rewards.

52. The method of claim 50 or claim 51, wherein said qualifying travel event criteria comprise purpose of journey.

53. The method of claim 52, wherein the qualifying purpose of journey is to commute.

54. The method of any one of claims 50 to 53, wherein the step of determining a qualifying travel event comprises comparing the travel behaviour data under evaluation and other individual subscriber data against a map.

55. The method of claim 33, wherein the subscriber-associated device has on board sufficient computational capacity to store data relating to the subscriber's travel events and data relating to reward eligibility criteria and to determine the subscriber's eligibility for a reward.

56. The method of any one of claims 33 to 55, comprising the step of operating the computer processor to identify conformance by the subscriber to a pattern of location change behaviour.

57. The method of any one of claims 33 to 56, wherein the data-recording means comprises a sensor for sensing the subscriber's activity.

58. The method of any one of claims 33 to 57, wherein the data-recording means comprises location-determining means operable for locating the subscriber at intervals.

59. The method of any one of claims 33 to 58, wherein the data-recording means is configured for automatic activation.

60. The method of any one of claims 33 to 59, comprising preselecting a time period during which the data-recording means is not permitted to be activated.

61. The method of any one of claims 33 to 60, wherein the data-recording means comprises a transponder.

62. The method of any one of claims 33 to 61, comprising utilising a plurality of data-recording means in a communications network.

63. The method of any one of claims 33 to 62, including configuring an account for a subscriber comprising a group of individuals whose travel behaviour data is being gathered.

64. The method of any one of claims 33 to 63, comprising programming and operating the computer processor for exchanging data with a database relating to any one or more of transportation, ticketing, events, sponsorships, institutions, private enterprise and public authorities.

65. The method of any one of claims 33 to 64, comprising the step of electronically activating a reward following the subscriber being determined eligible for said reward.