

APPENDIX 5: Competitor Analysis- Continued

Product Category Competition

Sydney Monorail and trams (called Metro Light Rail) are run by Australian company Metro Transport Sydney. Sydney Ferries as well as CityRail and Sydney Buses are government owned and therefore offer certain cooperation and often complement each other's services. One example of such cooperation is a \$15 "DayTripper" ticket which entitles its holder to use ferries, trains and buses unlimitedly for one whole day. In terms of usage patterns trains are more convenient for longer distances (travelling across more than 2 suburbs), buses for shorter distances or often to transport train passengers from their station to their homes. Buses are generally less expensive than trains and due to their reliance on traffic conditions are mostly slower. Ferries are most convenient for commuters travelling across harbour or from harbourside suburbs to CBD.