Item 13, Appendix 4: Metro branded activity measures

Content below is the latest extract from the Transport Committee PowerBi interactive dashboard managed by the Combined Authority Research & Intelligence team.

Metro Travel Centres

The chart shows the average number of daily (Monday to Saturday excluding bank holidays) sales and enquiries made at travel centres by month of the year. This information has been collected since April 2021. Customer counting equipment was used before this, but the data is not comparable.


Metro Travel Centres: Average Daily Transactions
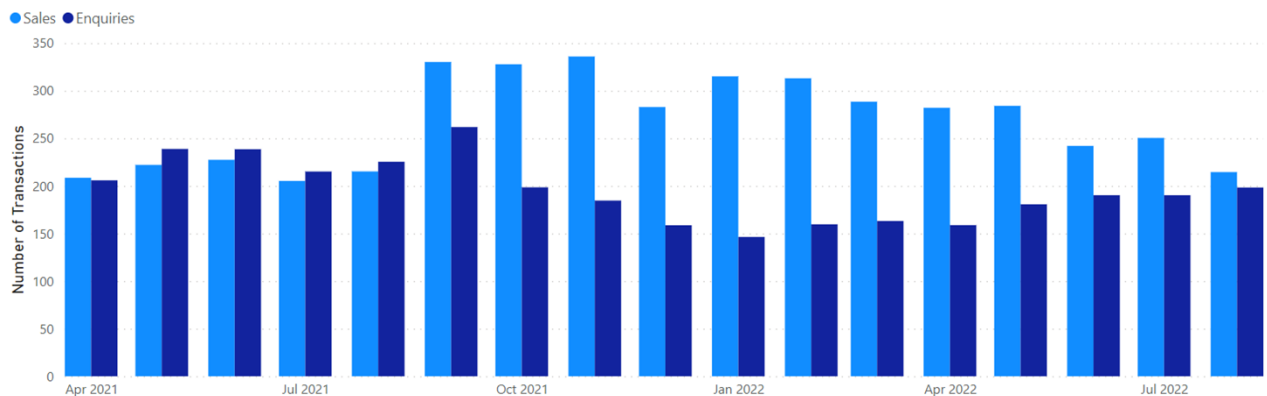
Number of journeys planned using Moovit Journey Planner

The chart shows the number of journeys planned using the West Yorkshire Moovit Journey Planner by month and year, available via www.wymetro.com . A different journey planner was in use in 2019, so comparable data is not available.

Number of Journeys planned using Moovit Journey Planner
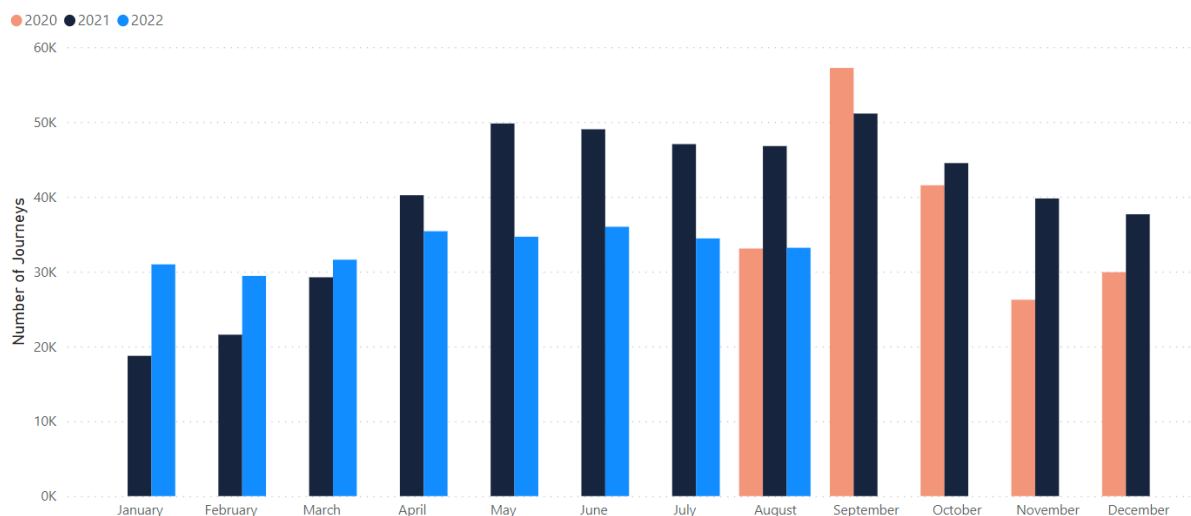
Engagement with Metro website – www.wymetro.com

The chart shows the average number of weekday (Monday to Friday) pageviews for the Metro Website by week of the year.

Metro and MCard Website Pageviews

Year ● 2019 ● 2020 ● 2021 ● 2022
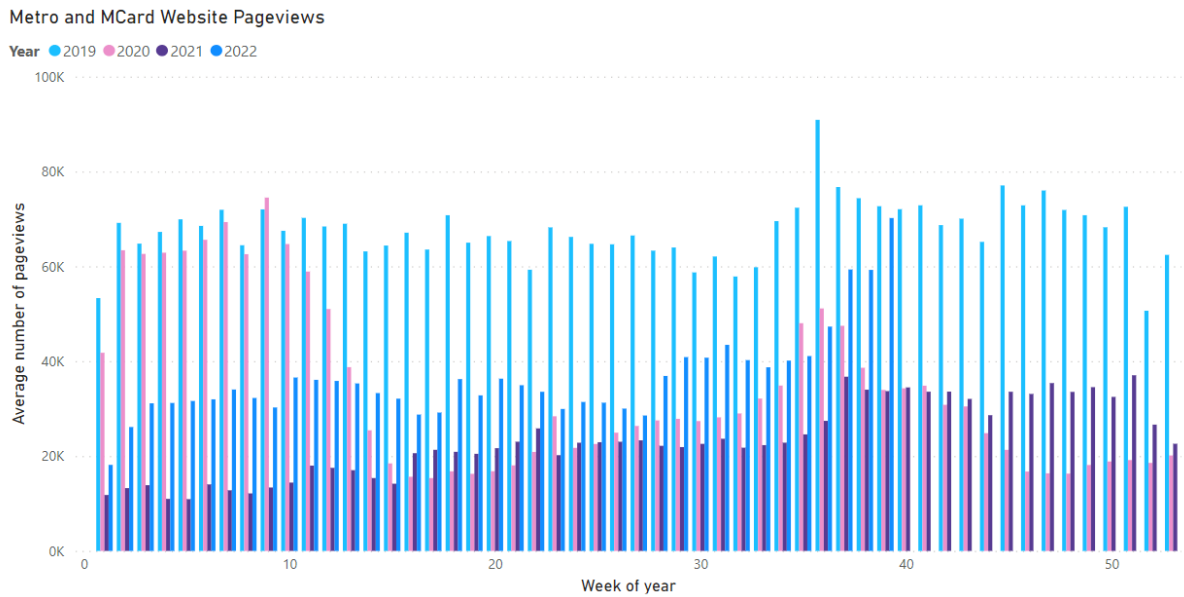
MetroLine calls

The chart shows the average number of weekday (Monday to Friday) calls to MetroLine by month.

Metro Line Calls
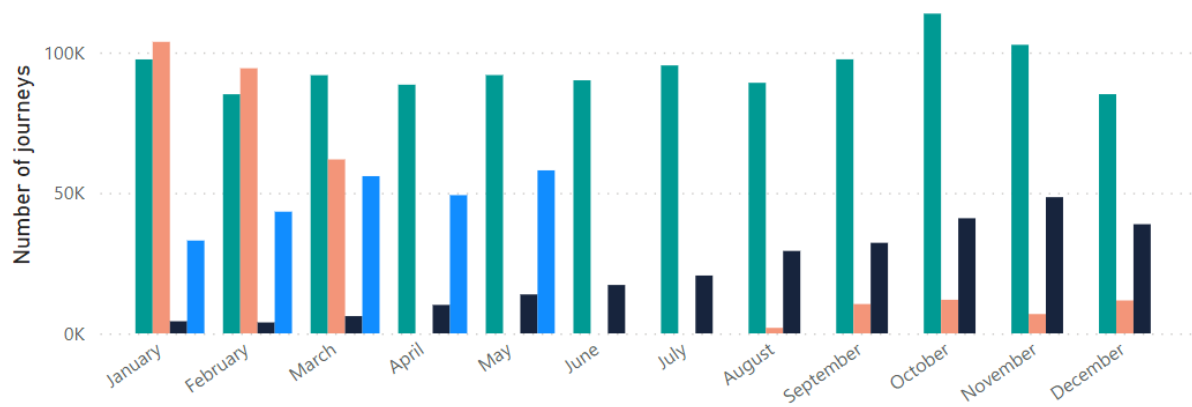
Year ● 2019 ● 2020 ● 2021 ● 2022
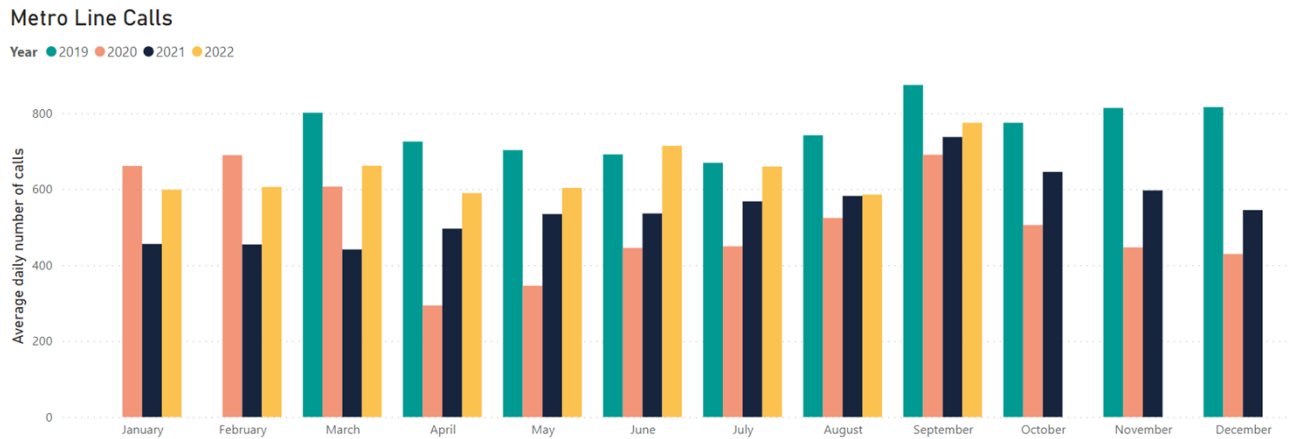
Use of Park and Ride services

The chart shows the total number of Park and Ride journeys (using both smart and paper tickets) made by month of the year.

Social media interactions with "Metro Travel News" channels

'Engagement' is all the interaction that people have with the content, including likes, shares, responses.