

The public transportation crisis boosted the use of bicycles in the capital of Chile



In Santiago, around 6 million people use public buses, 2.6 million people use the subway and approx 1.1 million people ride a bicycle as a mean of transport in the capital.

In the past month, the social and political unrest in the country has boosted the outbreak and the emergency of the public transportation, mainly in the capital, Santiago.

As a consequence, several subway stations and public buses were burnt and the public transportation became a chaos: the subway started to operate only in some stations, and public buses were not able to cope with the demand. Both problems, urged people to look for the alternative in transportation, the bicycle.

Indeed, the bicycle explosion was so evident that several users in social networks have informed that in some suburbs, there is even traffic congestion in some bike lanes. According to the researcher from the Catholic University, the demand of bicycles has increased 100% in comparison to the previous two months.



Countries with the Largest Growth in Number of Bicycles Counted

Progression is calculated by comparing total bicycle counts between 2017 and 2018 in countries with at least 20 counters. This analysis is based on data coming from automated bicycle counters with at least 4 months of comparable and validated data.



However, this trend is not only due to the current situation in the country. According to the market Research Eco-counter, the country leads the ranking along with Sweden, Poland, Czech Republic and Luxembourg with a growth rate over 10% annually. Chile's growth rate is over Austria, Switzerland, Australia, France, Finland and Norway with a growth rate from 5 -10% and even over the group of New Zealand, Ireland, GB, Spain, Canada and USA with a highest growth rate of 5%.

In 2002, the market share of the bicycle use among means of transport was less than 2%, a figure that increased to 4% in 2012. Nowadays, it reaches approx 6 to 7%. The situation is very similar in other cities of the country.

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Another reason to choose a bicycle over other public transportations is its low cost. The fare of the subway and public bus is around 1 USD, it is one of the highest in the region, ranking in the 2nd position closely to the top 1, Uruguay. In fact, the current situation that the country is facing, started from October 6th, is caused by a modest subway fare increase that led high school students to jump turnstiles at metro stations in Santiago, the capital, earlier this month. They promoted it as an act of civil disobedience using the hashtag #EvasionMasiva, or “Mass Evasion,” on social media.

Cost of the public transportation in the region

PRECIOS DEL TRANSPORTE PÚBLICO EN LA REGIÓN			
Ciudad	Tipo de sistema	Precios en moneda local	Precios en dólares
 Montevideo	Sistema de Transporte Metropolitano	38 pesos uruguayos	US\$1
 Santiago de Chile	Metro de Santiago	Entre 660 y 800 pesos chilenos	US\$0,92 - US\$1,12
 Santiago de Chile	Transantiago	Entre 640 - 720 pesos chilenos	US\$0,95 - US\$1,10 aprox.
 Lima	Metropolitano	2,5 soles	US\$0,74
 Sao Paulo	Autobuses de Sao Paulo	3 reales	US\$0,72
 Sao Paulo	Metro de Sao Paulo	3 reales	US\$0,72
 Bogotá	TransMilenio	2.400 pesos colombianos	US\$0,69
 Bogotá	Sistema Integrado de Transporte Público	2.200 pesos colombianos	US\$0,64
 Asunción	Servicio Diferenciado	3.600 guaraníes	US\$0,54
 La Paz	Bus	1,97 bolivianos	US\$0,54
 Lima	Metro de Lima	1,5 soles	US\$0,44
 Buenos Aires	Colectivos	23 pesos argentinos	US\$0,39
 Ciudad de México	Mexibus	7 pesos mexicanos	US\$0,36
 Asunción	Servicio Convencional	2.400 guaraníes	US\$0,36
 Buenos Aires	Subte / Subte y Premetro	19 pesos argentinos	US\$0,32
 Ciudad de México	Metro	5 pesos mexicanos	US\$0,26

In addition, this “bike boom” was also an interesting source of investment. “Mobike”, founded by the Chinese Beijing Mobike Technology Co., Ltd landed in the country, during the first semester of last year, after some municipalities implement the bike rental system in the country in 2015 and the result for all companies has been positive.

In general terms, several other reasons can add to this increase, such as health, environment or pleasure, however, in general, the most important issue to be concerned is the “safety”. It is therefore a must to have necessary security equipment and high quality bicycle. In this regard, Thai companies in this bicycle industry should consider Chile an emerging market to introduce their wide variety of bike articles because no matter the reason to ride, the bicycle has become an essential mean of transport in the country.

Source: www.publimetro.cl
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