WhereIsMyTransport

Trusted Mobility and Location Data for Emerging Markets

WhereIsMyTransport is the central source of mobility and location data for emerging markets. We produce and maintain unrivalled data that reflects the ground truth, offering the highest-quality insights from mobility networks and locations that were previously offline.

Transit Data

Fresh data for the entire public transport network—all formal and informal modes.

We offer all standard GTFS fields and official extensions, including routes, stops, timetables, fares and payment methods, and more. Data is available in global-standard formats like GTFS, CSV, GeoJson, and as a geodatabase. It can also be delivered through an API, and adapted for bespoke legacy formats.

Origin-Destination (OD) Data

Reliable OD data for passenger journeys on all public transport modes—every mode, every operational style.

Our data includes information such as origin - destination pairs, time of the journey request, and modes used—including both formal and informal modes. Data is available in a CSV format, and can also be delivered as a geodatabase.

Real-Time Alerts

Comprehensive disruption data from road and mobility networks—including formal and informal public transport.

We deliver GTFS-R alerts feeds in a neutral tone, including incident information such as summary and description, cause and effect, duration, and affected infrastructure. Live data is available through a GTFS-R feed or API. Historic data can also be delivered in geodatabase or a CSV format.

Point of Interest (POI) Data

Highly-specialised data for POIs in and around public transport hubs—formal and informal—and along the major routes that connect them.

We offer infrastructure, local amenities, and commercial locations around transport hubs. Data includes attributes such as name, location, operating times, category, and photos. It is available in formats like CSV, GeoJson, and as a geodatabase.

Research Solutions

Localised insights into emerging-market cities, their transport systems, and the people that use them.

We offer Urban Mobility Reports and bespoke, end-to-end research projects to suit your needs. We cover a range of topics to give you insight into the transport ecosystem, commuter needs, behavioural patterns, geospatial insights, and more.

Transit Data:
Product Specifications

Our Transit Data can be delivered in a range of formats, including GTFS, CSV, GeoJson, and as a geodatabase. It can also be delivered through an API, and adapted for bespoke legacy formats. It includes:

All required fields and extensions

· Agency information
· Routes and shapes
· Stops and trips
· Operating calendar and exceptions
· Operating times and frequencies
· Fare details and transfer information
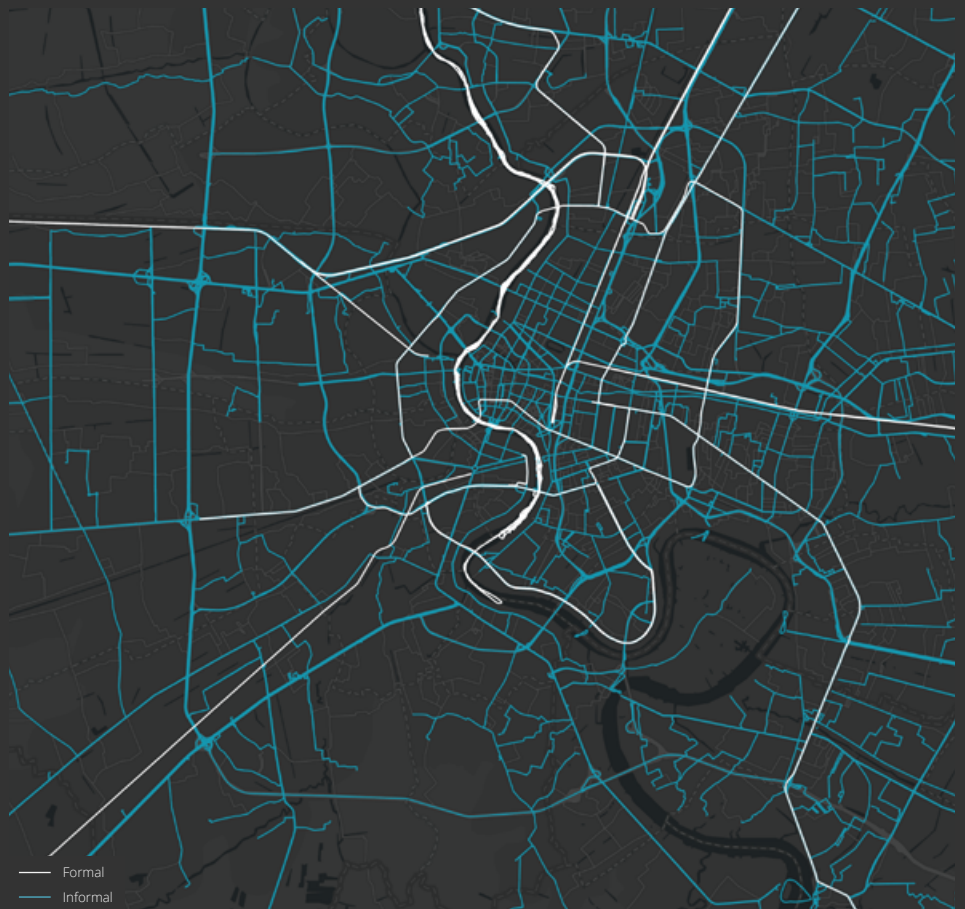· Translations

Additional attributes

· Station entrances, pathways, and levels
· Vehicle categories and features
· Payment methods
· Support for complex fare products (e.g. distance-based fares)
· Hyperlocal data (e.g. vehicle headsigns, route and stop names, route colours, iconography)

"The better the information we have about how the system operates, the better the risk profile that we can construct for a potential investor."

Errol Tan, WSP

In emerging markets, billions of people rely on public transport. Commuters use a combination of government-run and informal (privately-run, flexible-route) services to travel. Informal networks can be up to 10x larger in size than formal networks, and despite their size, value, and importance, data for these networks is often incomplete and unreliable—if it's available at all.
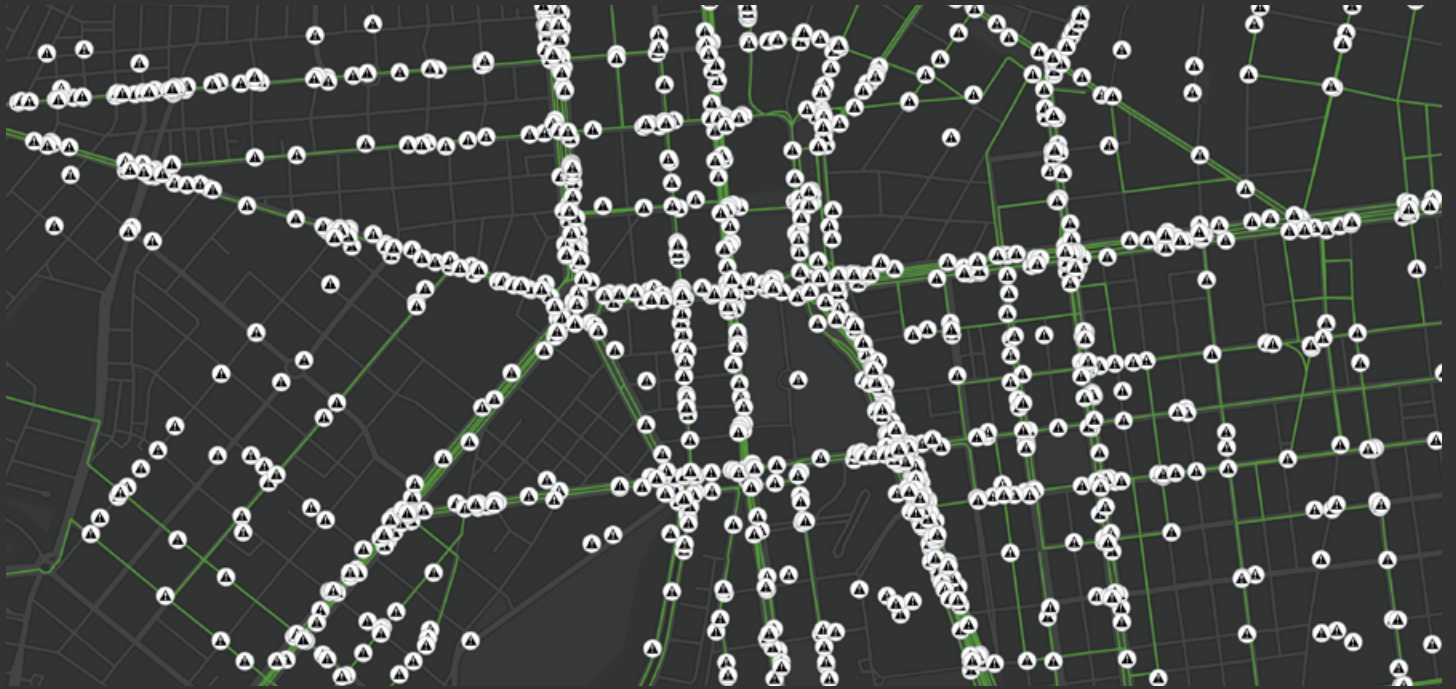
WhereIsMyTransport fills these critical data gaps in emerging markets, where up to 90% of public transport network data is missing from other data providers. We map and maintain data for the entire public transport network—every mode, every operational style—delivering accurate, reliable, and fresh Transit Data.

— Formal
— Informal

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Real-Time Alerts:
Product Specifications

Our Real-Time Alerts are available through a GTFS-R feed or API. Historic data can be delivered in a CSV format, or as a geodatabase. Our offering includes:

Data attributes
· Alert summary
· Incident description
· Cause and effect
· Affected infrastructure
· Create date and time
· Alert duration, if applicable

In emerging-market cities, billions of people are on the go every day. Public transport users can spend up to five hours on their commute, using a combination of government-run and informal (privately owned, flexible-route) services. Despite the size, value, and importance of public transport services, real-time information is still the exception, rather than the rule. In most markets, information is incomplete, unreliable, and difficult to get at; and in many of them, there is no data at all.

"Having this kind of service, these real-time alerts, brings value to people, helping them have better journeys and make better decisions."

Otis Donald, WhereIsMyTransport

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Point of Interest (POI) Data: Product Specifications

Our POI Data is available in formats like CSV, GeoJson, and as a geodatabase. It includes:

Categories
· Transport and transport infrastructure (e.g. Maps and information points, ride-hailing and public transport locations)
· Local amenities (e.g. ATMs, wifi points, toilets, storage facilities)
· Commercial and social locations
· Market-specific POIs

Data attributes
· Name and description
· Location information
· Contact information
· Category
· Operating times
· Restaurant-specific information, if applicable
· Photos

> "Our task team are able to use [data from WhereIsMyTransport] to provide insights into otherwise opaque markets."
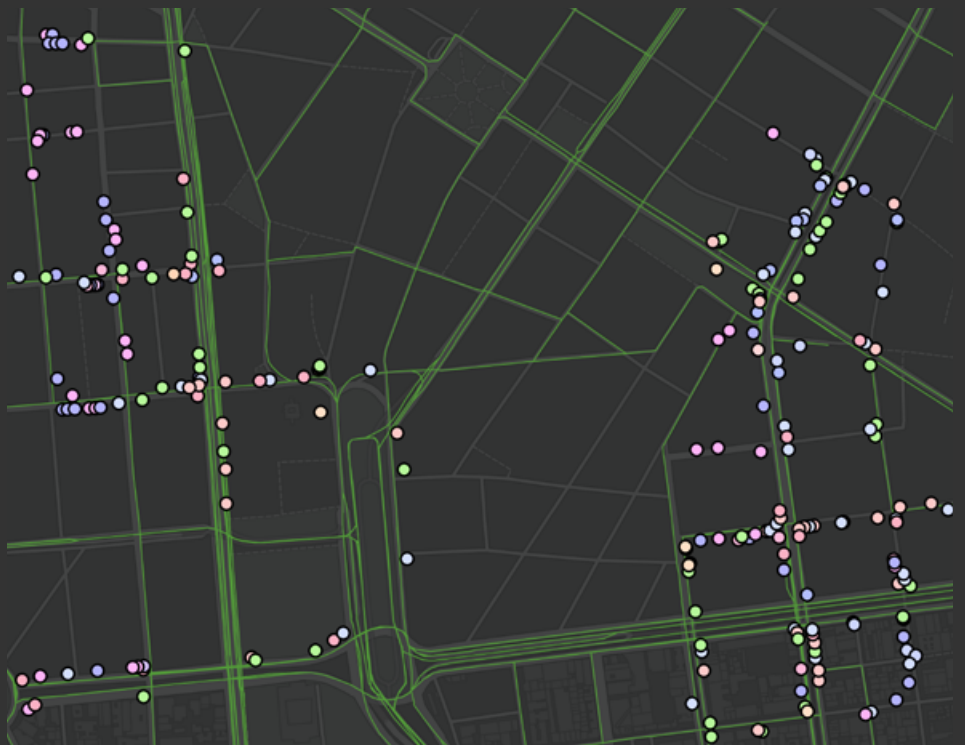>
> Steven Rubinyi, World Bank

In emerging markets, two thirds of the population relies entirely on public transport, and can spend up to five hours a day on the move. Public transport hubs double up as centres of economic activity, and the Points of Interest (POIs) in and around them are the backbone of a vast, informal economy that remains mostly offline.

WhereIsMyTransport collects POI data in and around transport hubs—formal and informal—and along the major routes that connect them.

We prioritise POIs not only for their value to commuters—and their role in the informal economy—but also for their strategic location in places with high footfall on a daily basis. Our highly specialised POI offering fills critical data gaps in emerging markets, where up to 90% of our POI data is missing from other providers.

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Research Solutions

Our Research and Insights reveal the ground truth for vast public transit operations—formal and informal—in the world's largest cities. We also examine the street-level experience for commuters, uncovering and explaining their needs, preferences, and behaviours.

With more than 50 cities mapped—plus thousands of hours of interviews and workshops with officials, operators, drivers, and commuters—nobody knows Majority World mobility like we do.

Bangkok:
Urban Mobility Analysis

Urban Mobility Reports

Our Urban Mobility Reports are a rich source of insights and data that cannot be found anywhere else, including:

· Mobility network overviews
· Transport ecosystem maps
· Modal characteristics and usage
· Commuter needs, preferences, and behaviours
· Local trends and outlook
· Geospatial insights on network coverage, access and accessibility, last-mile integration, demand patterns, and more.

Contextual Research

Our research experts will design and run an end-to-end project based on your needs, or join an existing project. We use our extensive networks in emerging markets to handpick the best local research specialists.

Using human-centred methodologies, we decode mobility at street level: the transport ecosystem, information landscape, passenger needs and inequalities, behavioural patterns, and more. The result? An evidence-based, inclusive account of how a city and its citizens really move.

"WhereIsMyTransport develops innovative and sophisticated research solutions. In addition to the logistical and technical handling of data production, the precise consideration and analysis of socio-cultural aspects, especially in relation to sensitive issues and experiences, is particularly impressive."

Leonie Guskowski, GIZ

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