

Improving market opportunities for local public transportation requires marketing strategies which put the customer in the centre of business considerations. The customer is the “source of wealth”, for he or she provides for turnover, income and market dynamics. This context is the crucial market-strategy approach in the public transport sector. Therefore the most important element in the strategic marketing approach of *customer orientation* in public transport is not only to design a self-contained system of marketing measures for convincing potential customers of the advantages of the product, but also to create “product quality” in order to gain “customer confidence”. The key point of the concept of a *customer-oriented* “public transport supply structure” is to develop a simplified method of estimating the market potential in order to confirm or verify sufficient demand effects that are predominantly based on traffic corridors burdened with heavy car traffic. Correspondingly, a public transport supply structure is developed which will offer the customer extensive and therefore attractive access to public transport. Applying this attractive public transport system enables the use of “economic potentials” for financing public transport outside urban agglomerations, which is only made possible by a consistent strategic marketing concept of *customer orientation*.