Seoul Night Owl Bus — Late-Night Routes Designed From Mobile-Phone Data

City Innovation Library · Good practice · South Korea

Quality score: 76/100

Evidence strength: Strong

Summary

Seoul designed late-night bus routes from anonymised mobile-phone call data and taxi trips; a peer-reviewed study found ridership above comparable daytime routes, and about 9,900 daily riders were recorded in 2016.

Key dimensions

Dimension	Score
Evidence of impact / measured results	2/3
Transferability / demonstrated replication	2/3
Scalability	2/3
Sustainability / continuity	3/3
Innovation	3/3
Inclusiveness / equity	2/3
Multi-stakeholder collaboration	2/3

Evaluated by C-NAPSE

Data sources

C-NAPSE web research — accessed 2026-11-06

Seoul Metropolitan Government with KT — accessed 2026-11-06

Seoul Solution case — accessed 2026-11-06

Hong, Kim & Park study (UOS repository) — accessed 2026-11-06

Data Collaboratives case — accessed 2026-11-06

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