

Public Transport Ticketing in Amsterdam





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GVB at a glance

Average number of passengers each day: 875.000. Last October we had our first day with more than 1 million passengers (excl. Ferry)

Appr. 1500 stops (bus, tram, metro), 200 busses, 200 trams, 100 Metros

Where we stand for as GVB:

- Gastvrij (Hospitality)
- Verbindend (Connecting)
- Betrouwbaar (Reliable)



Noordzuidlijn: (North-South-Line):
Only 8 stations, generating more than 10% of our passengers
Peakday: 2019 Kingsday 135k Pax

○ Ticketing as it is now...

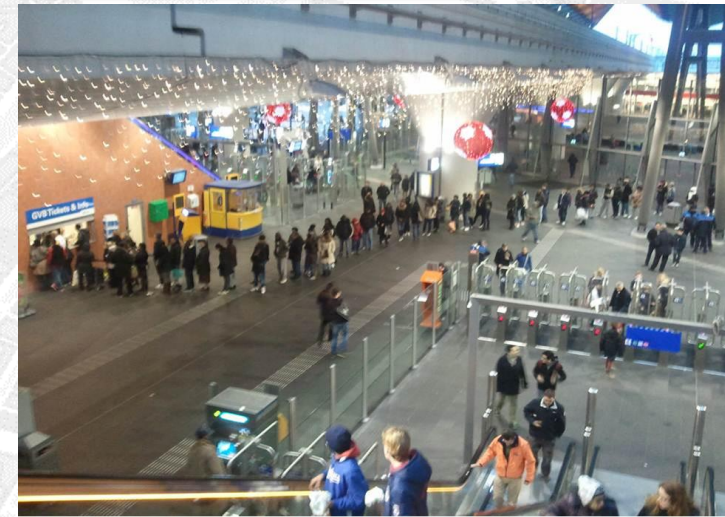
Sales on tram & bus



National smartcard



GVB ticketoffices



Partners



**"Tobacco shops
& hotels"**



**Vouchers online purchased
(to be exchanged)**

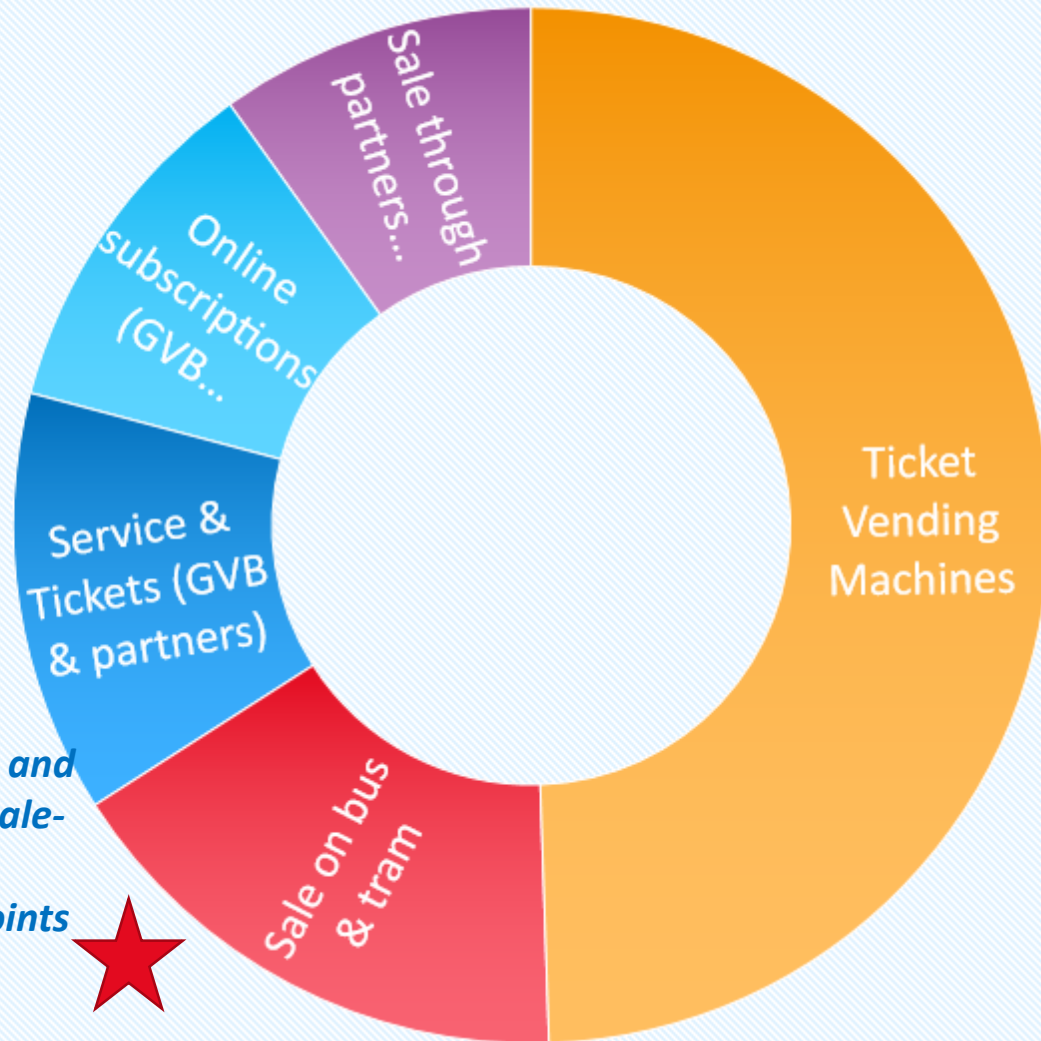
**GET
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Ticket Vending Machines



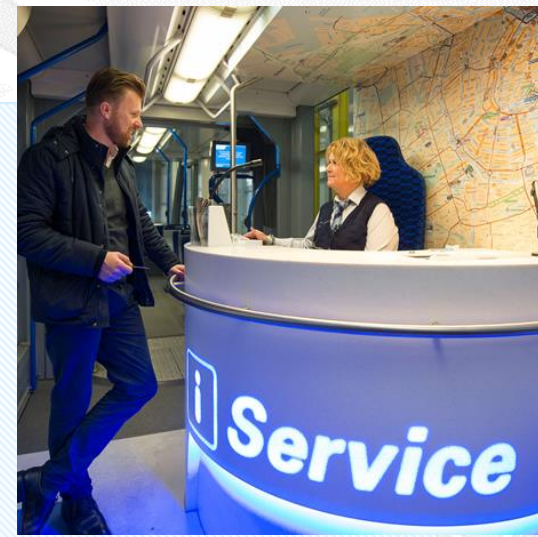
P&R, Hotels, "Online"
Travel Agency's

Sale-channels / usage



* *Expensive and unwanted sale-channels*
-> *Servicepoints*

- Service & Tickets (GVB & partners)
- Online subscriptions (GVB website)
- Ticket Vending Machines
- Sale on bus & tram
- Sale through partners (online and shops)



Not included: sale through contracts, topping-up Smartcards through partners (among others)

Insights: travel purpose determines payment method

Smartcard (70% travel with a smartcard)

- Smartcard is for frequent travellers. The smartcard is expensive and travelling relatively cheap. After a few difficult years, the OV Chipkaart has a high customer satisfaction rate (>8)
- Topping up: at vending machines (70%) or automatically when balance is low (20%)
- Travellers can use the smartcard for subscriptions with a personal pass. Anonymous passes are also available.



Tickets (30% travel with a ticket)

- Tickets are for infrequent travellers. GVB offers convenient tickets with no surprises (maximum day price, no penalties when no check-out)
- Passengers prefer to buy them from a person: in the bus/tram, in a shop.



○ Strategic vision on distribution

1) Comfort for customers

It is easy to get a ticket. Focus on online & personal preferences: intuitive ticket-machines, excellent partnerships

2) Faster trams and busses

Good service and ticket sales should not hamper busses and trams. Focus: motivate passengers to travel 'prepared'

3) Efficiency

Decrease ticket sales through (own) personnel. Invest in smart Ticket Vending Machines, **new (online) payment methods** and partnerships with high added value



Recent projects enhancing strategy

- ▶ **Free Smartcards** for specific groups (Children, Elderly etc.) to decrease ticket-sale on busses and trams
- ✓ Stimulating **pre-sale through Partners**
 - ✓ Hotels (system integrated and preloaded tickets)
 - ✓ Service points (>60 small tobacco shops in the city)
 - ✓ Tourist shops (>20 shops from Tours & Tickets)
 - ✓ Shops (at stations) (AKO, Primera, SPAR)
- ✓ **More pre-sales through Ticketing machines** at bus- and tram stops
 - ✓ on 70 busiest Tram/Bus stops of 1500 (reaching 80% of our passengers)
 - ✓ Based on our own design (customer perspective): quick and easy
- ✓ **We discouraged sales at bus and tram**
 - ✓ Only bank payments (no cash)
 - ✓ Smaller assortment (less choice)
- ✓ We recently started **online ticketing for season-tickets** and introduced GVB Flex (ABT)

Design principles:

- User friendly designed
- Software and hardware constitute one user interface
- Multi-lingual
- Top 10 products (95% of sales) on the start page



Kies de korting die bij jou past

De prijzen zijn per maand en de korting geldt op het saldo-reizen bij GVB.

Start Flex
€ 2,50

20% korting
na 20.00 uur

Meteen bestellen

Flex
€ 7,50

20% korting
de hele dag (24 uur)

Meteen bestellen

Extra Flex
€ 12,50

40% korting
de hele dag (24 uur)

Meteen bestellen

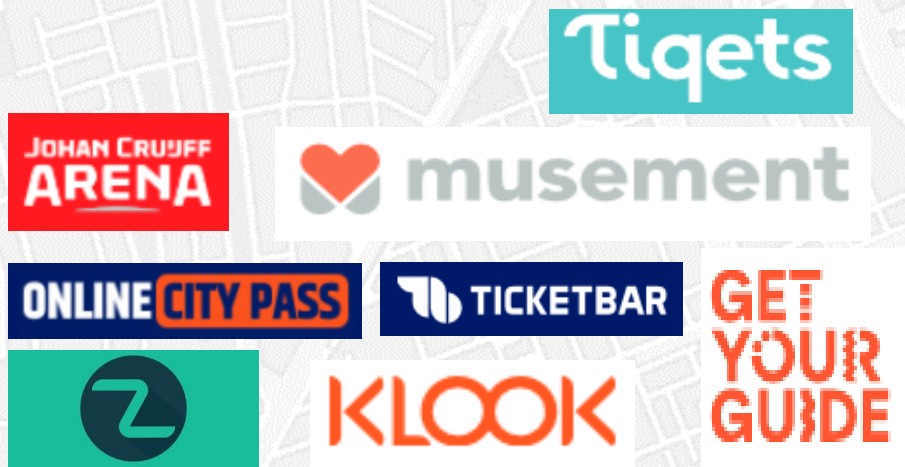
Strengthening co-operating online partners

We started online sale for day tickets through online Travel agents

We now work with numerous online partners

They sell 'vouchers' to be exchanged in our shops.

Still... it is a very popular channel and helps us to prepare for
ONLINE 2.0 (Barcode ticketing and travelling)



Why... focus on online partners

- ▶ Visitors are best served through partners which they know and choose. This is cost-effective and offers best comfort and confidence for our customers.
- ▶ These companies reach millions of potential passengers. Worldwide and in their own language.
- ▶ Passengers will have a ticket before they travel.

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Amsterdam: Ticket für öffentliche Verkehrsmittel

★★★★★ 4,4 / 5 8622 Bewertungen



AUTHORIZED TICKET SELLER

GVB



GetYourGuide has a connected partner network. One of them: KLM: After booking your flight to Amsterdam, the passenger gets a link (in KLM branding) to GetYourGuide. There you can book a tour or day ticket for GVB

The next step: Introducing EMV and Barcode (incl. ABT), phasing out Smartcard. A national programme with all transport companies, Translink and gov'tment



No “dead” money

When travelling with your bankcard, you don't need to top up first and have a balance on your smart card.



Easy travelling for visitors

No need to get to a shop or ticket-machine. No hassle.



No separate card in your wallet

Make use of what you already have: your smartphone (with your Bankcard or a Barcode) or physical Bankcard



No lines at Tram & Bus, book at home

When travelling with barcode, you can book and pay at home and get well pre-pared on tour



No registration

You can travel right away with your Bankcard. For extra service (or discount) you have to register



Mobility as a Service

Open standards allow to work more closely with partners in mobility, service and tourism. To increase market reach and develop attractive propositions

Implementing ABT, Barcode and EMV in Amsterdam

Dual phase Barcode

Metrogates ready. Visible
check-in in Bus and Tram

Complexity to be
managed due to need to
change also the tariffs

2019

2020

2021

2022

GVB Flex

GVB Flex (plus GVB MAAS)

ABT products replacing old subscriptions

Barcode (vouchers)

Barcode (mobile)

Barcode (Online validation)

Barcode (as a token)

Pilot Closed loop mobile (Metro)

Start open loop EMV (infrequent travellers)

EMV propositions for frequent travellers ...

Terms of conditions for barcode ticketing

Any party who commits to our standards gets access to our API and will be able to sell tickets. Conditions:

Technical

- Reseller provides added value in the form of lower costs than GVB (therefore more efficient), or better (technical) competence
- Reseller commits to a technical solutions that guarantees the excellent working of the Barcode during travelling
- Reseller commits himself to mitigate the risk of fraud when using barcode (copy / duplicate). Higher requirements during dual phase

Commercial

- Level playing field reseller vs GVB (fixed consumer prices)
- There is a fixed set of products for third parties (set by PTO & PTA)
- 24 h Sliding validity – No paper tickets in dual phase

Market reach and growth: Reseller provides added value in the form of a target group where GVB has less access

Reward (provision) depends on added value

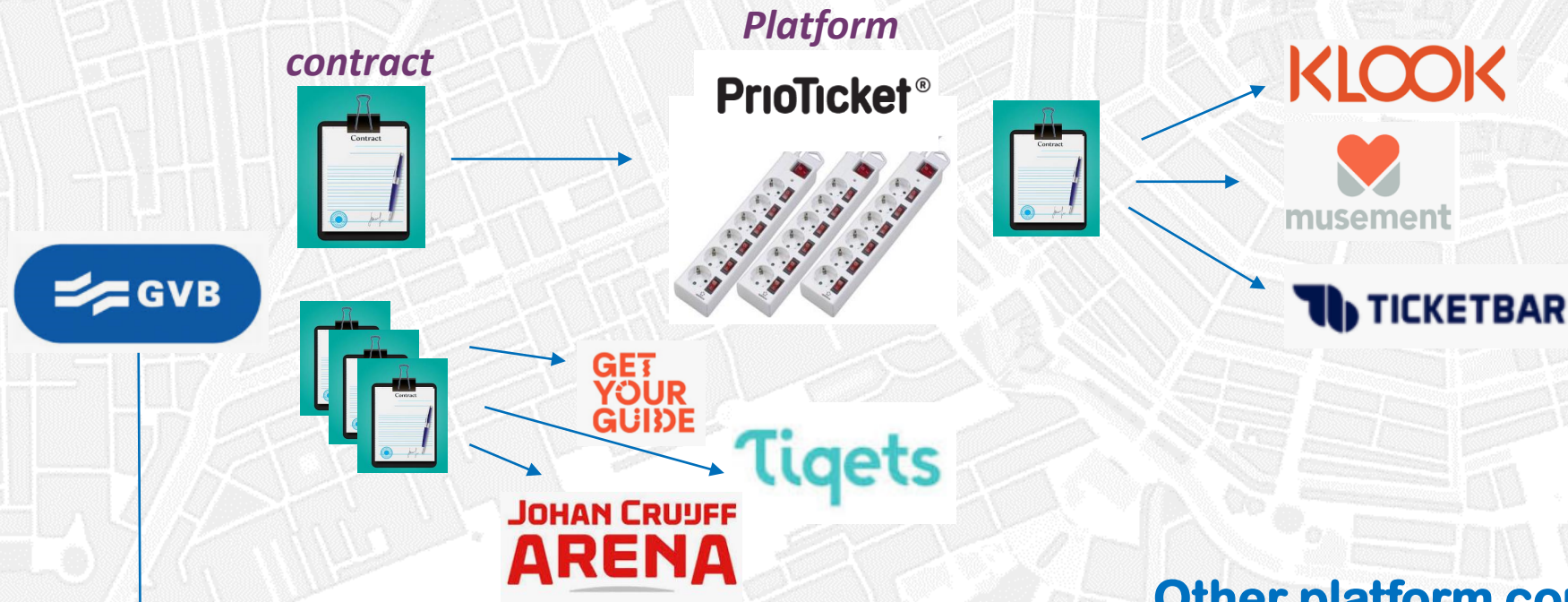


(Future) ways of reselling barcodes

We have contracts with Online travel partners, partners in tourism or partners in mobility.

Now Prioticket functions as Barcode supplier to our partners and contracting (smaller) partners.

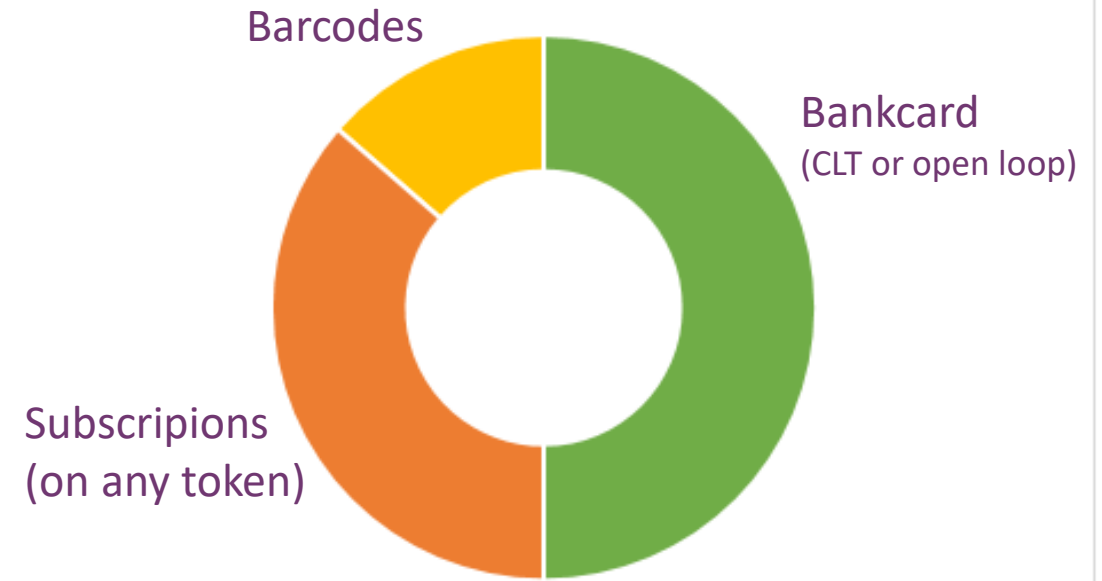
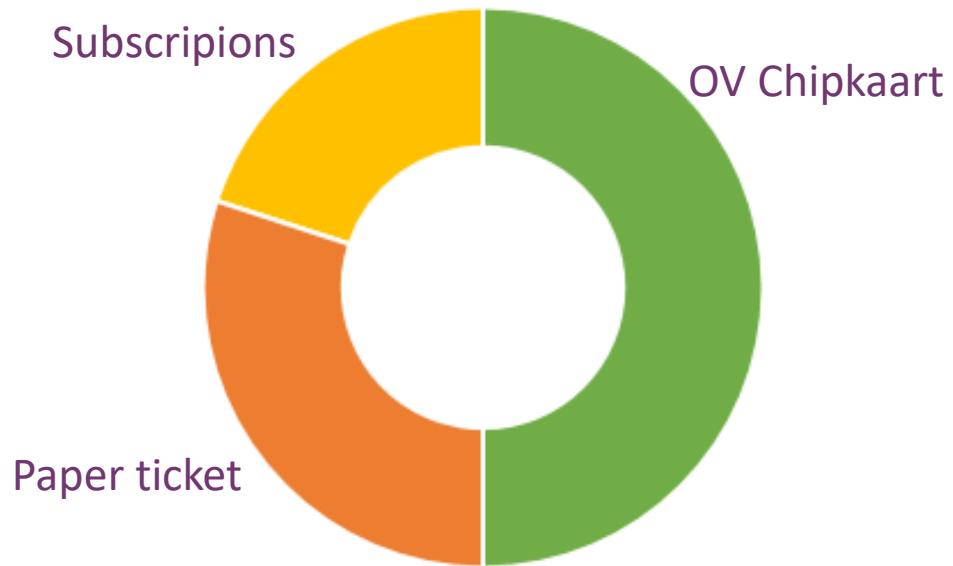
In the future we will issue our own barcodes. Platforms will also in the future function as a connector to increase volumes. All (direct and indirect) partners selling our tickets will have to commit to the same requirements.



GVB backoffice issues barcodes (and also provides online validation)

Other platform companies (besides PrioTicket) will also enter the market to strengthen distribution.

Way of travelling today and in the future



Indicative