

# National ticketing app launched in Denmark

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# Program

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A

- 1. Ownership and products
- 2. Our approach and strategy
- 3. Prepaid app: Rejsebillet
- 4. Pay as you go: Rejsekort as an app
- 5. Alternative solution

B

# Ownership

The Danish State

Municipalities and regions

Owners:  
Danish public transport authorities



Board: Owners and The Ministry of Transport

## Rejsekort & Rejseplan A/S



# National solutions to public transport

Rejsekort & Rejseplan delivers journey planning and ticketing solutions to the entire sector of public transport in Denmark.

The public transport authorities in Denmark collaborate on our national solutions through their ownership of Rejsekort & Rejseplan.

In 2011 we launched the first national ticketing solution "Rejsekort"

- Pay as you go, tap in/ tap out
- Closed loop
- No gates
- Across all transport forms: bus, trains, subway and trams



# We provide national ticketing and journey planning



Nationwide card-based tap-in, tap-out ticketing system



Nationwide app-based swipe in, swipe out ticketing system



Nationwide pre-paid ticketing app



Nationwide journey planner and live traffic information





# Our approach and strategy



# Solutions of the future



MaaS app  
2026



Journey  
planner:  
Rejseplan  
Since 1998



Prepaid:  
Rejsebillet  
Summer 2023



Pay as you go:  
Rejekort  
Spring 2024



Alternative to the app  
Pilot ultimo 2025



# Rejsebillet

## Journeys and tickets across Denmark

Single tickets

Zone tickets

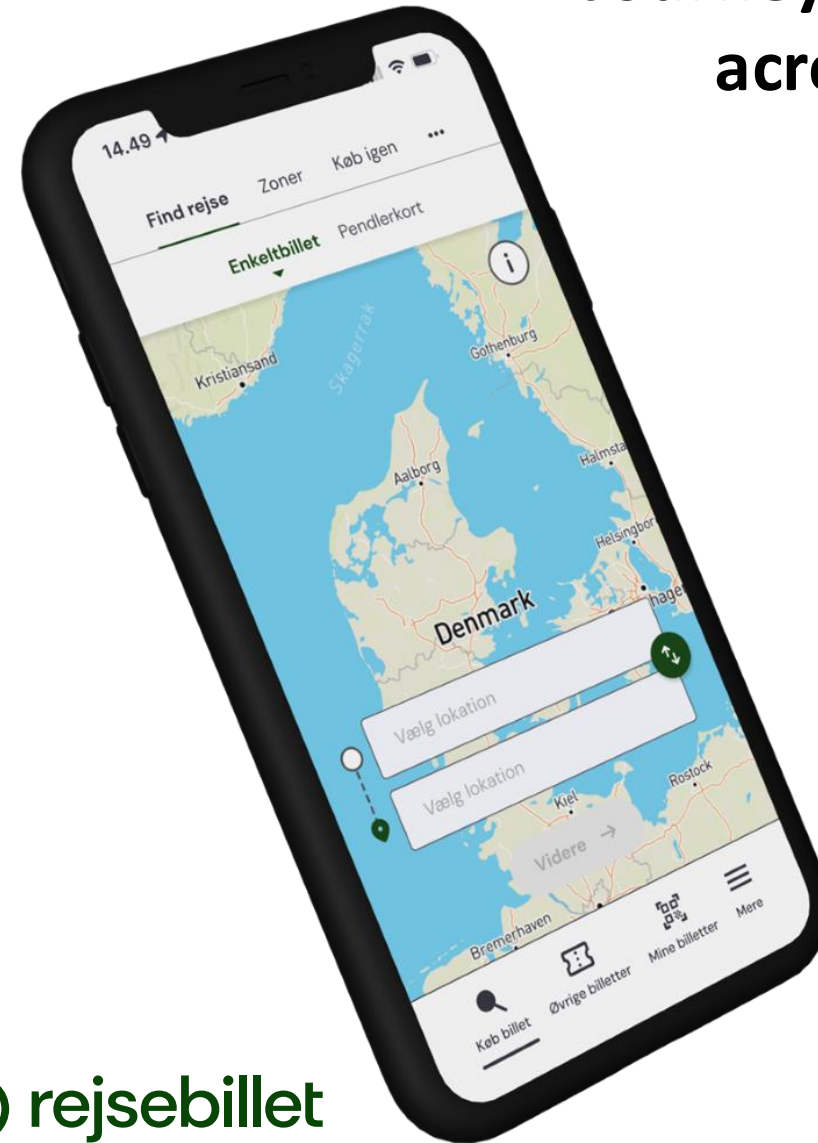
Special tickets

Commuter cards

Youth cards

Traffic information

© rejsebillet





# Rejsebillet in numbers – 2024 in total

Up until 2023 public transport authorities handled their own local prepaid ticket apps.

## Rejsebillet takes over

In 2024, 5 out of 8 public transport authorities closed their own apps in favour of Rejsebillet.

## App rating



iOS: 4.4  
Android: 3.13



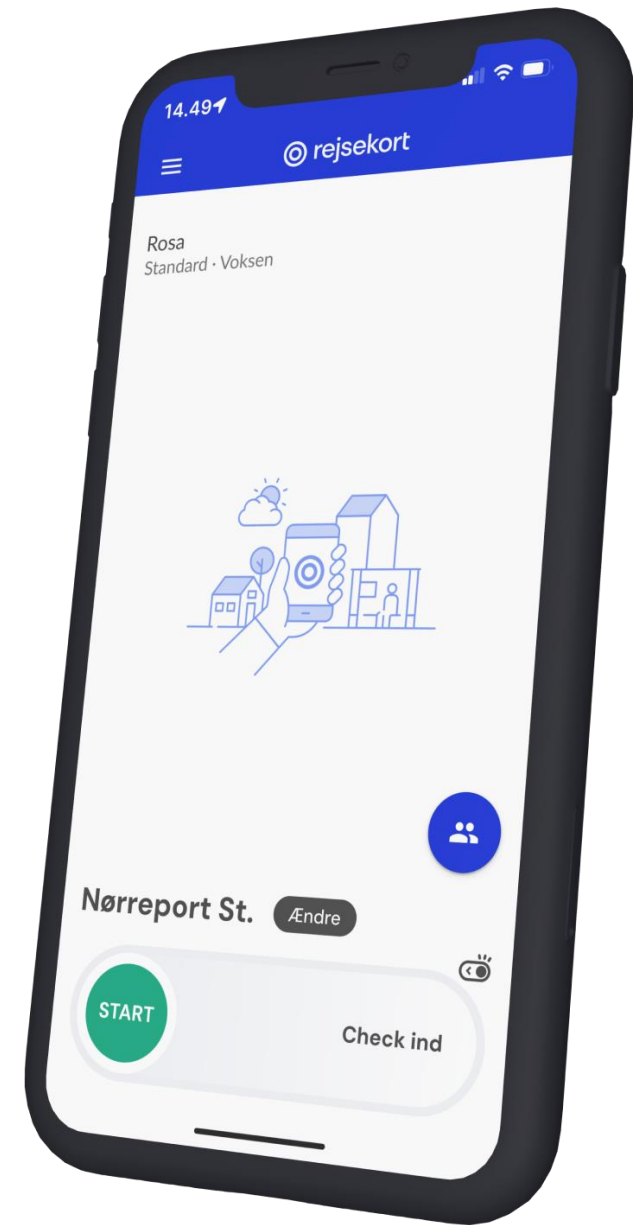
**480,000**  
unique users



**3.4 mil.**  
completed purchases



# Pay as you go: Rejsekort as an app







# A national IT project delivered on time and on budget



We build on what already works

- Thoroughly tested standard app
- Best of Breed
- Reuse as much as possible



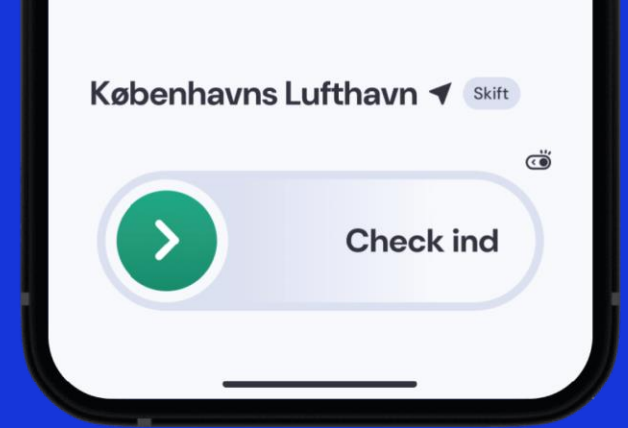
6 months from signed contract to launch

- Focus on what matters most
- Acquire feedback from users early on

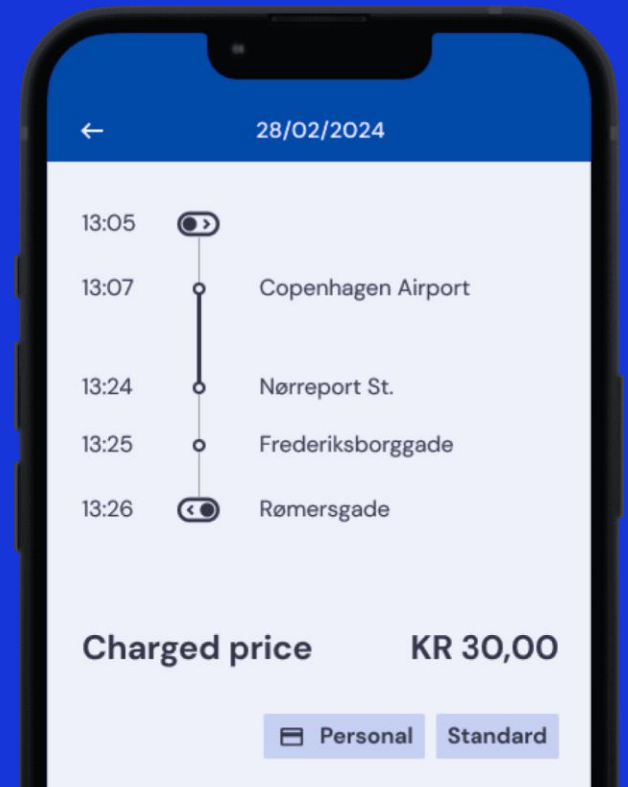


Projects are fundamentally uncontrollable

- Create transparency in collaborations
- Manage risks early and efficiently



 rejsekort



# A user-friendly solution for everyone

## User survey 2024

90 % public transport users are familiar with Rejsekort as an app

90 % find that the app makes it easier to use public transport

90 % rate the app as user-friendly

81 % have faith in the app and its features



Journeys

**11.2 mil.**



Users

**853,000**



App rating

iOS: 4.6

Android: 3.6



# Change management on a nation

Travellers' challenges with the physical travel card and expectations and concerns about the app



## **Challenges with Rejsekort as a card**

Forgetting your card.  
Checking in when changing modes of transport.  
Having to find the card every time you check in and out.  
Loading money onto the card is a hassle.



## **Expectations of using Rejsekort as an app**

Features of the app is an advantage.  
Having the app at hand on the phone and the check-out functions are positive.



## **Concerns of using Rejsekort as an app**

What if the app does not work?  
What if your phone runs out of power or has no coverage?  
The use of location data.



# Roadmap 2025-26

## Recently launched

Check in more people with Rejsekort as an app

It is now possible to take more people with you on your journey



Bring your bike or pet along for the ride



## Coming soon

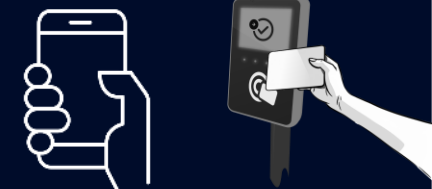
More travelers can use the app

Children, people with disabilities and pensioners under 67



## 2026

Phasing out Rejsekort as a card and phasing in travellers to the new solutions



# Alternative to

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Outstanding



by Let at finde ud af - Nov 11, 2024

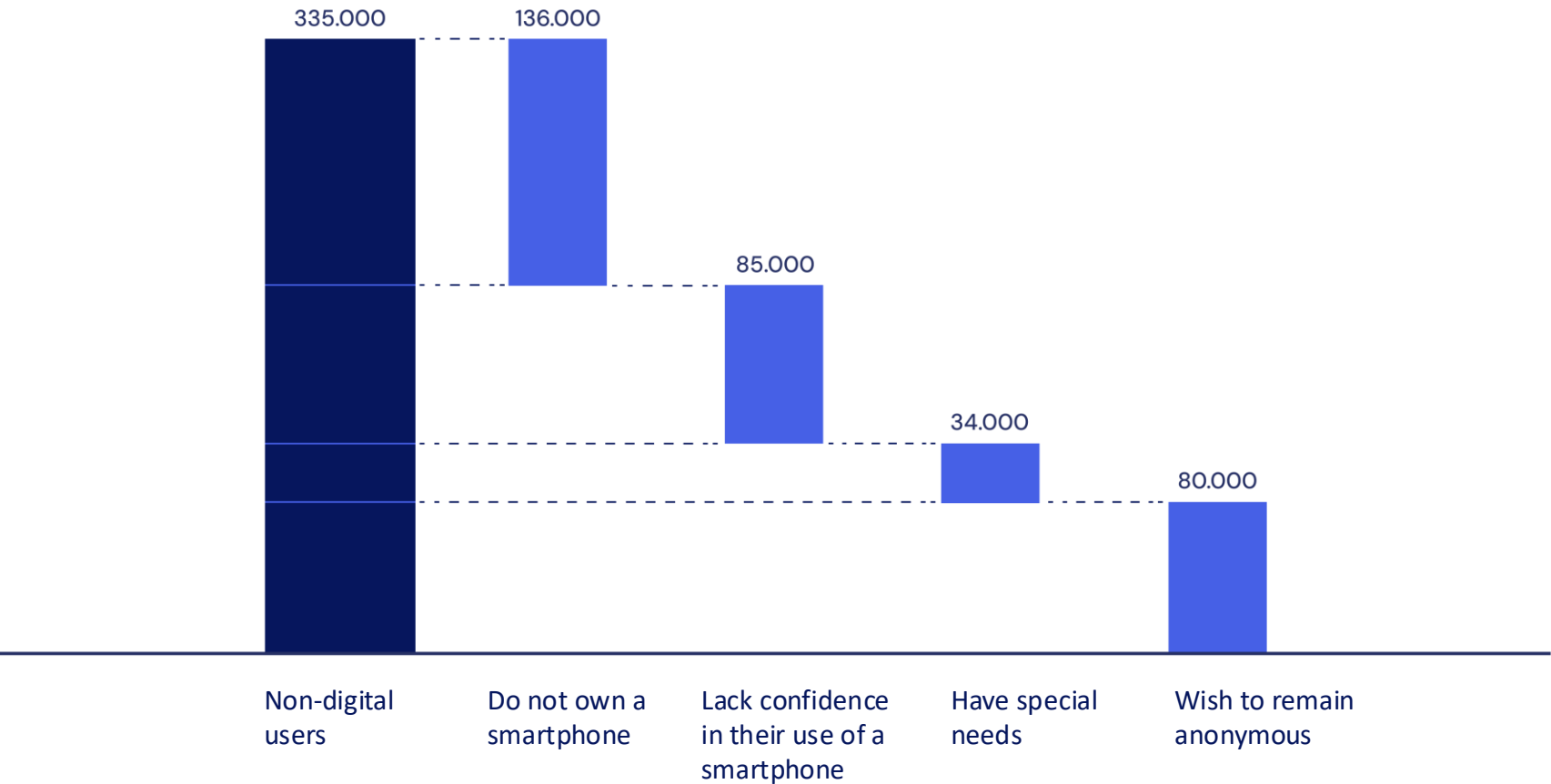
*"I'm 88 years old and therefore not good at all the digital stuff - but the Rejsekort here is really easy to figure out. And it works every time!"*

Danske Handicaporganisationer • Dansk Blindesamfund • Lev – livet med udviklingshandicap • Autismeforeningen • Ældre Sagen • Danske Seniorer Folkebevægelsen for et Demensvenligt Danmark • KL • Bibliotekernes netværk for digital inklusion

# Digital inclusion



Ongoing user involvement and close collaboration with user organisations





Thank you  
for your attention

