

# Degressive Pricing by User Group Occitanie's Experience

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# 2019 – The Vision: Radical Simplification



# 2021 – The Vision becomes Reality



# Introducing the + = plans



**It all starts with this  
button**



**The more you ride,  
the less you pay.**



***“With this novel and unique fare offering, travellers never lose out.”***

*Jean-Luc Gibelin, Vice-President of the Occitanie Region in charge of mobility*



The new plans are:

# Flexible



The new plans are:

**Simple**



The new plans are:

**Easy to use**



The new plans are:

**Cost effective**



The new plans are:

# Non-binding



The plans are:

# Rewarding



# The new plans are:

**+ = 0**

16 - 26y

**+ = Flex**

26 - 59y

**+ = .**

> 60y



# Built on





# ~~Period passes~~



***“True loyalty is rewarded with travel credits without any upfront payment.”***

*Jean-Luc Gibelin, Vice-President of the Occitanie Region in charge of mobility*



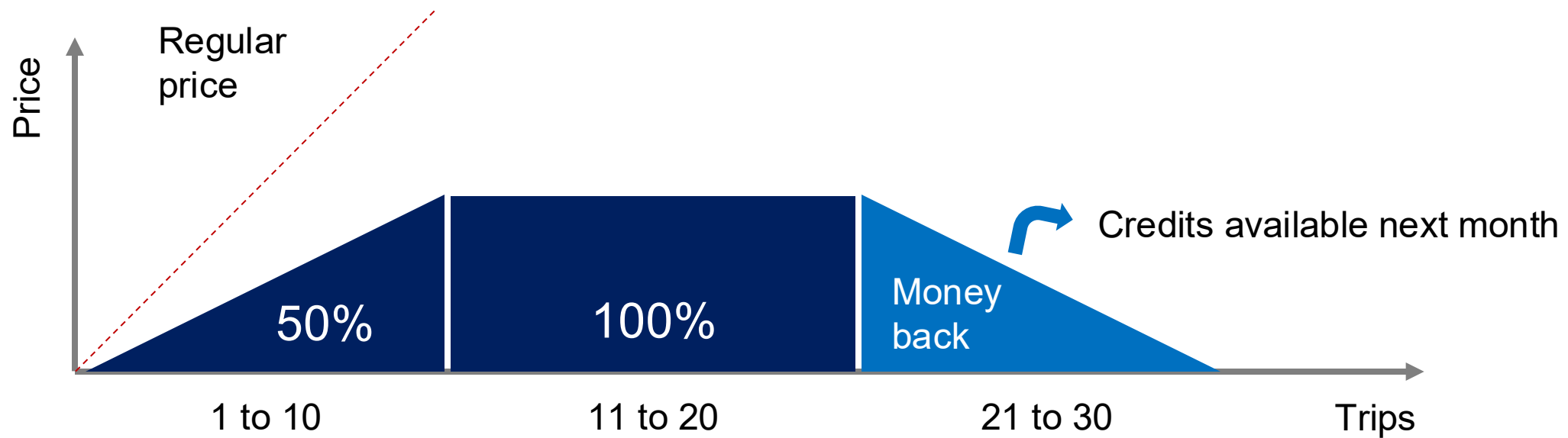
**+ = 0** for 16 - 26y

***“We are making public transport more accessible for young people and fostering sustainable mobility habits.”***

*Carole Delga - President of the Occitanie Region*



# + = 0 for 16 - 26y





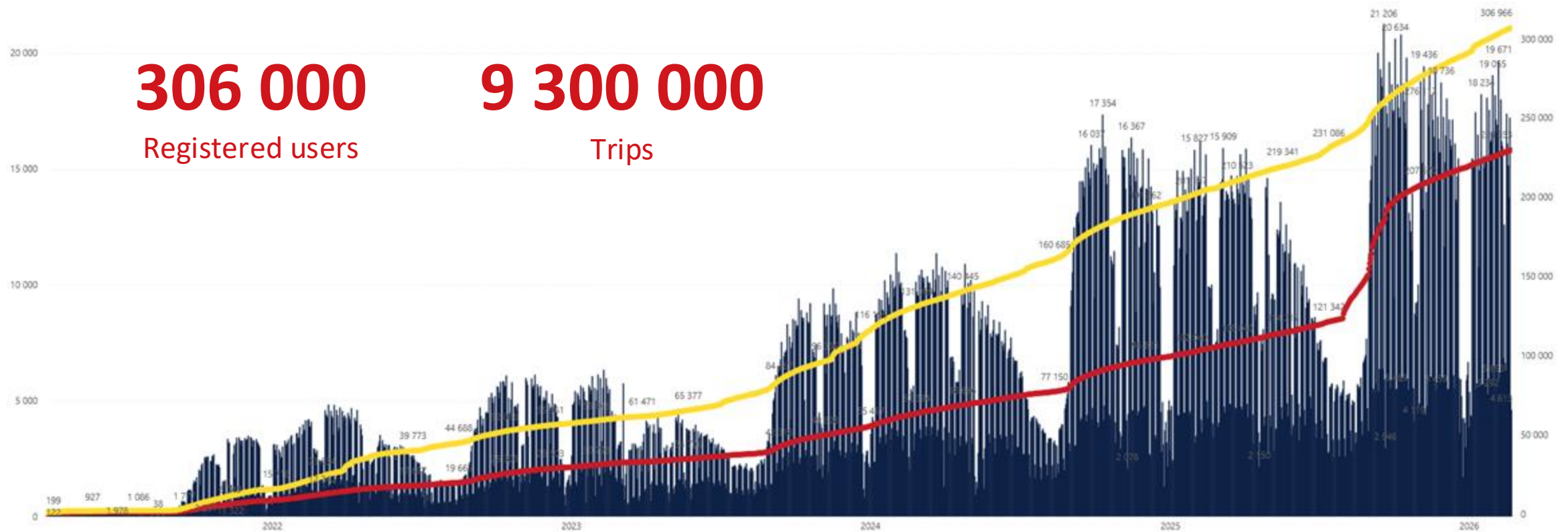
**+ = 0** for 16 - 26y

**It works:** The promise of free travel attracts users, but at 8 trips/month on average, riders often do not reach the free-ride threshold.



# **+ = 0** for 16 - 26y

● Nombre de voyages ● Nombre d'abonnés actifs cumulés ● Individus inscrits cumulés





**+ = 0** for 16 - 26y

**Degressive pricing also  
rewards fare compliance.**

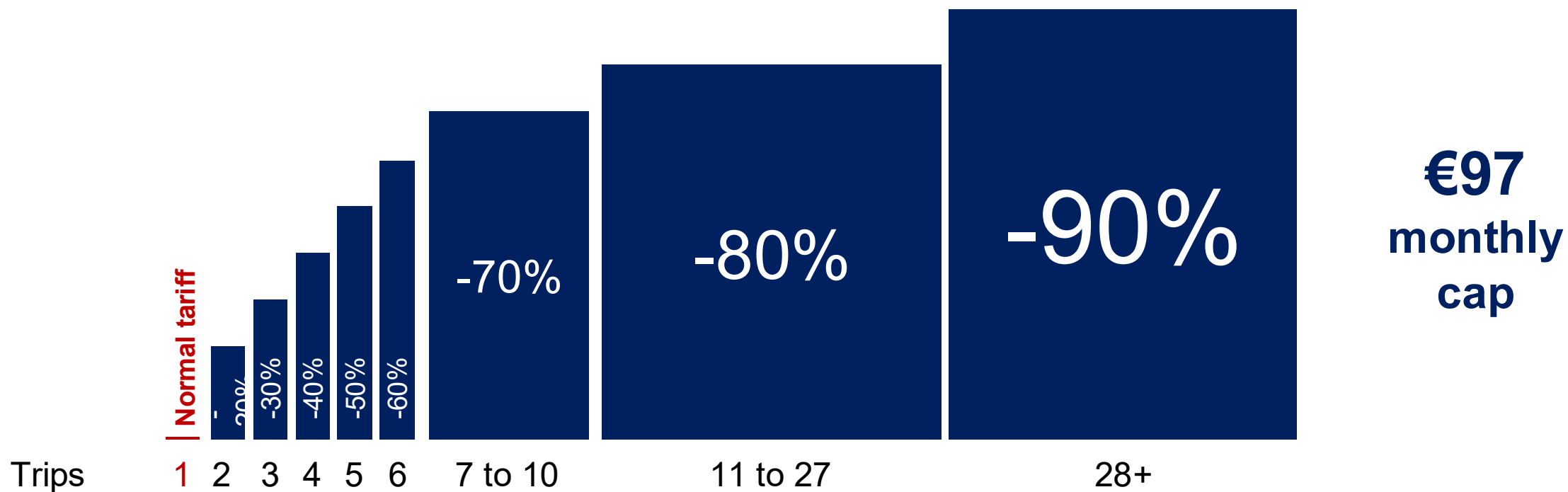


**+ = Flex / + = .** for 26 - 99y

**For commuters and travellers  
with varying travel patterns**



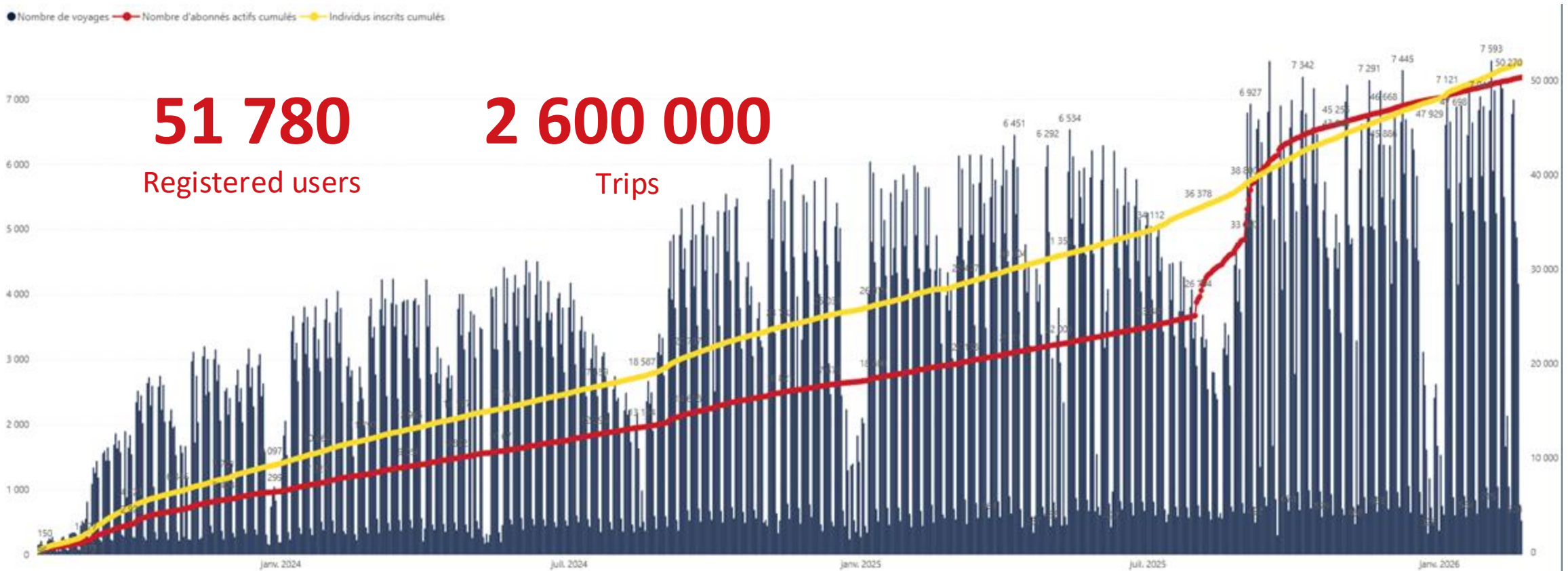
# + = Flex / + = . for 26 - 99y





# + = Flex / + = . for 26 - 99y

● Nombre de voyages ● Nombre d'abonnés actifs cumulés ● Individus inscrits cumulés





# Ridership growth confirms the success of all three plans:

**+ = 0**

16 - 26y

**+ = Flex**

26 - 59y

**+ = .**

> 60y

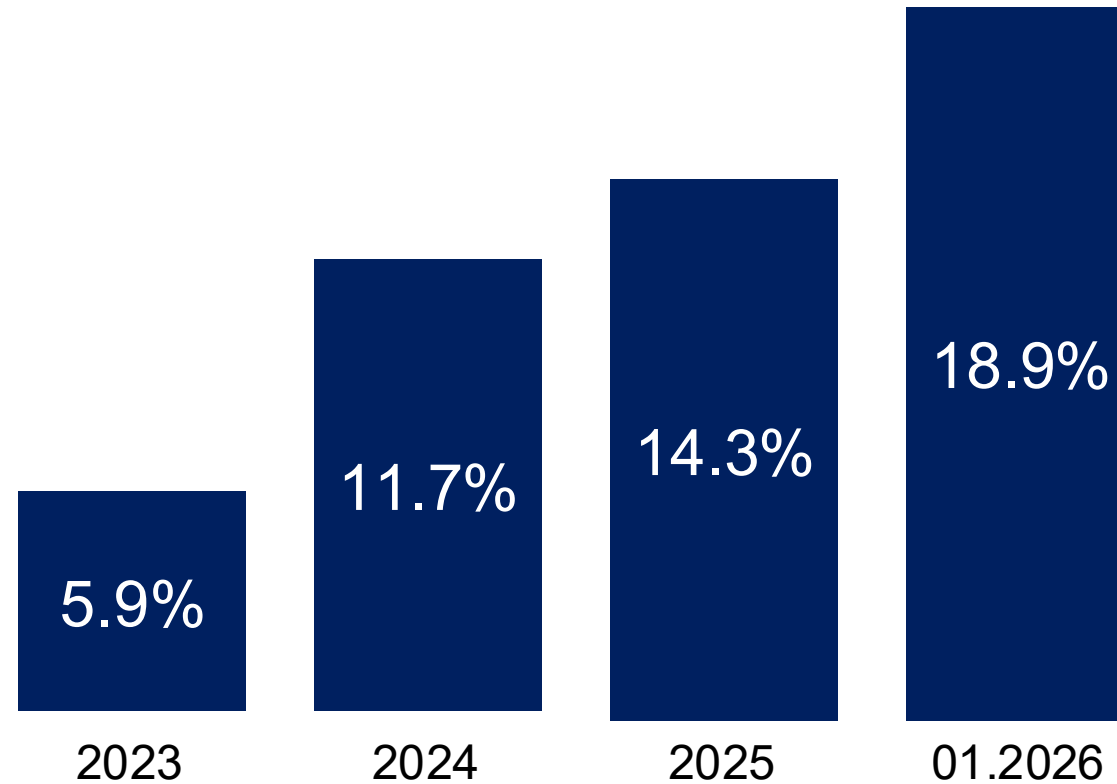


# 12.1m “+=” trips



# +360 000 regular users

# More and more users choose “+=” plans





**With 68% ridership growth between 2019 and 2024,**



**Occitanie is France's #1 growth leader**



# What comes next?

**+=Solidario**

**Urban  
Systems**

**Corporate  
Travel (B2B)**



**+ = 0**

**+ = Flex**

**+ = .**

**Travelling in Occitanie is now  
as simple as swiping right.**