

Young travellers in Occitanie flock to FAIRTIQ

The Occitanie regional council, Région Occitanie, and SNCF Voyageurs Occitanie wanted to encourage more 18-26-year-olds to travel by train. The challenge was finding a solution that would offer young people the flexibility they want without putting extra strain on their often tight budgets. In 2021, Occitanie turned to FAIRTIQ and its innovative check-in/check-out technology. Together, they trialled a model that offers free travel after a number of paid journeys. The reliable and easy-to-use incentive hit the bull's-eye.

SIMPLE AND AFFORDABLE

Any solution aimed at increasing public transport use among young people has to be affordable and easy to use. In 2021, the Occitanie regional council, Région Occitanie, together with SNCF Voyageurs Occitanie joined forces with FAIRTIQ to trial the new easy to use, cost-effective pay-as-you-go (PAYG) fare model.

TURNKEY SOLUTION

The offer, called «+ = 0», was rolled out in Occitanie in record time. Accessible via FAIRTIQ's free mobile app, it lets 18- to 26-year-olds travel free of charge by train across the region as soon as they make 10 journeys in a single month. If the user makes 21 or more journeys in a month, credits go into a virtual kitty, which they can use to pay for their first 10 journeys during the following month or the next month.

SUREFIRE SUCCESS

Eighteen months on from the launch and the results speak for themselves: over 57,000 young people have signed up and make around 4,000 train journeys a day via the FAIRTIQ app. The app-based pay-as-you-go solution has attracted other users, too.

Bringing more young people on board with a free travel offer

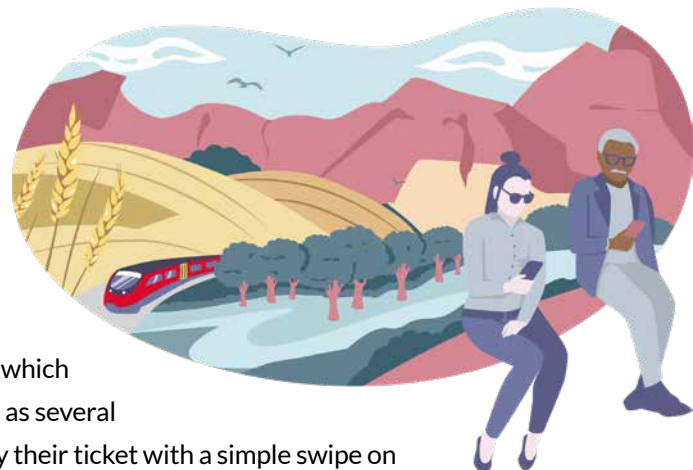
To encourage more young travellers to take the plunge and use the train for their daily and leisure trips, the Occitanie regional council, Région Occitanie, and SNCF Voyageurs Occitanie launched a new offer during the summer of 2021. Called «+ = 0», the principle behind it is simple: the more you travel, the less you pay. The first five return journeys made during the same month are charged at half price. From the 6th return journey, the user travels free of charge until the end of the month. From the 11th return journey, they accumulate credits in their virtual kitty, which they can use to pay for their journeys the following month or the month after that. From the 15th return journey, they travel free the whole of the next month. The offer comes with no strings attached and zero stress for the user, because the app takes care of all the calculations for them.

It's great. You're basically being paid to take the train!

Emma, student at Toulouse Business School

The benefits of dynamic pricing

Thanks to FAIRTIQ technology, this unique solution had a very short lead time and was fully customised to the needs of Région Occitanie and SNCF Voyageurs Occitanie. The FAIRTIQ mobile app, which has long been available across Switzerland and Liechtenstein as well as several German and Austrian public transport networks, lets passengers buy their ticket with a simple swipe on their smartphone screen. It uses GPS to automatically track the route covered and the FAIRTIQ algorithms ensure that they are charged the lowest fare for the journey.



For public transport companies, it offers optimised customer tracking by providing anonymised data on travel and consumption behaviours, and also makes a considerable contribution to combatting ticket fraud.

1.4 million journeys made with the FAIRTIQ app since its launch

The numbers speak for themselves. When the + = 0 offer launched, there were 1,000 registered users. By January 2023, the number had jumped to 57,000. In 18 months, more than 1.4 million train journeys had been made in Occitanie using the FAIRTIQ app.

The popularity of the + = 0 offer among young people shows that train travel combined with innovative technology like the FAIRTIQ app meets their needs.

Jean-Luc Gibelin, Vice-President of Région Occitanie, with responsibility for the Mobility for All and Transport Infrastructure dossier

Sustainability and expansion of the model

Buoyed by this success, Région Occitanie and SNCF Voyageurs Occitanie expanded the solution to other target groups:

- Following the pilot phase, the + = 0 offer was made available from September 2021 onwards to all young people aged 18 to 26 living in Occitanie. A similar solution was developed for the over 60s. Known as + = -, it offers seniors progressive discounts on their fares when they use the FAIRTIQ app: 10% discount on their 1st train journey, 20% on the 2nd, 30% on the 3rd, and up to 50% on the 5th.
- Despite these targeted campaigns that drew considerable attention, the use of the FAIRTIQ app allowed anyone to enjoy convenient train travel in Occitanie, with no advance planning or ticket purchases required.



What FAIRTIQ can do for you:

- FAIRTIQ lets you test and launch digital solutions without the need for proprietary software at your end.
- We offer customised templates to meet your and your customers' specific needs.
- FAIRTIQ digitises the entire journey process, from boarding to arrival at the destination. Our technology does not require the installation of any hardware, as it works via a smartphone application, with the backend processing in the cloud.

Contact our mobility experts today!

Let's work together to make your public transport services more efficient and in line with your customers' needs.

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