

1.10.2019

CROSS BORDER PUBLIC TRANSPORT TICKETING

Andrei Novikov
Deputy Mayor of Tallinn

WHY IT IS DIFFICULT TO USE PUBLIC TRANSPORT IN NEW CITY?



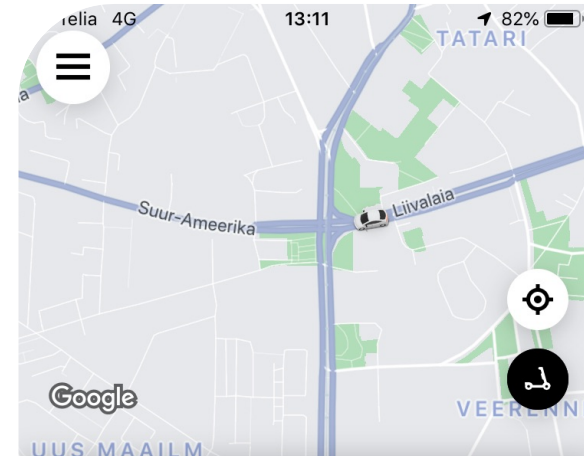
- Different zones?
- Where to buy a ticket?
- What is the logic?
- Where can I pay?
- How to validate?



CHOICES:

Let`s take a taxi!

- User friendly and understandable
- United system
- Easy to pay
- Easy to understand



Good afternoon, Andrei

Where to?

Schedule



Home

Pallasti 48



West Harbour

Helsinki



Trips



Eats

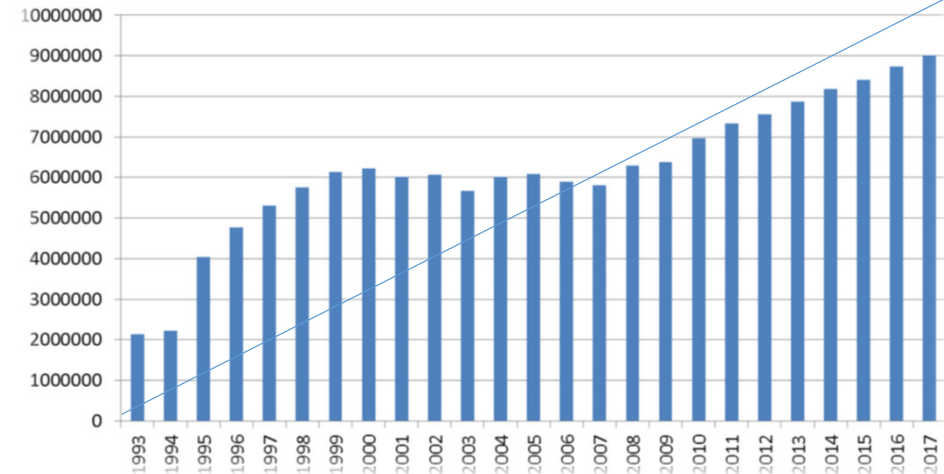
NEED FOR CROSS BORDER SOLUTION WITH HELSINKI

- Tallinn population: 450 000
- Helsinki population: 650 000
- Distance between cities: 82 km
- By ferry: ca 20 trips per day
- By plane: 44 trips per week

2030 TalSinki?



Passengers Helsinki-Tallinn (both ways)

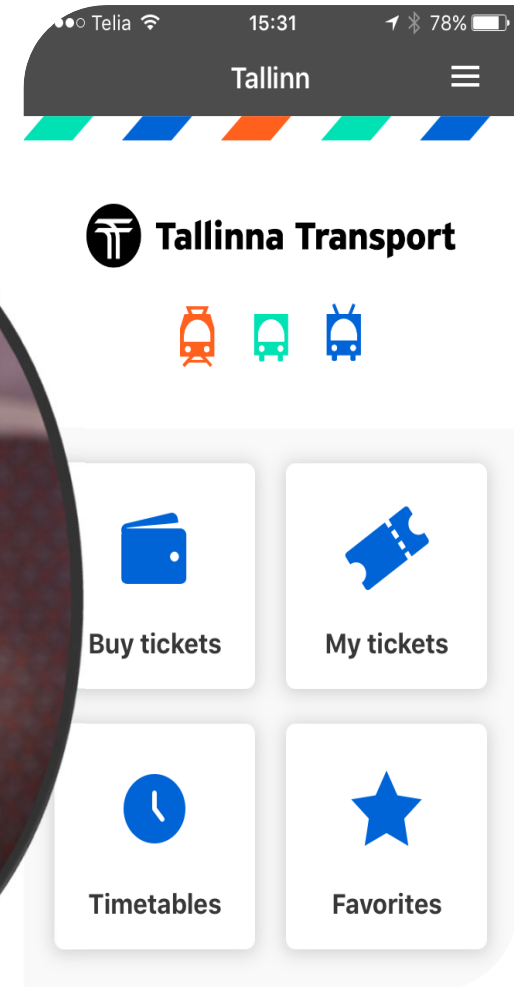


CREATING SIMPLE SYSTEM



Public transport ticketing app

- Unified design in multiple cities,countries
- Travel planner, offering you an optimal ticket price
- QR ticket, contactless card, Bank card and other possibilities in different cities
- Timetable till summer 2020



THANK YOU FOR ATTENTION

