

22 Feb 2016

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“The most active smart ticketing scheme outside of London” deployed in partnership with PayPoint and ACT

22 February 2016: Merseytravel’s smart ticketing scheme has reached a major milestone. Delivered by PayPoint and ACT in November 2014, a million tickets have been sold on Walrus cards, Merseytravel’s ITSO smart ticketing scheme covering bus, rail and ferry travel.

Following a successful phased roll-out, Walrus cards can be picked up and loaded at around 800 PayPoint stores across Merseyside, including local stores, newsagents, supermarkets and forecourts, many of which operate extended opening hours for maximum convenience.

As a result of partnering with PayPoint, Merseytravel was able to significantly increase the availability of its Solo and Saveaway tickets, with both being readily available across the PayPoint network.

“To reach one million ticket sales since launching the smart ticketing service just 15 months ago is incredible. We are delighted to have been instrumental in delivering Merseytravel the latest smart ticketing solution and bringing seamless travel to the area,” commented Lewis Alcraft, Commercial Director at PayPoint. “We continue to build on our success in the transport sector. Earlier this month we launched a multi-operator service across the Greater Manchester area which allows passengers to load smart cards at more than 1,300 PayPoint retailers in the region,” he added.

Said Cllr Liam Robinson, Chair of Merseytravel:

“Walrus is now the most active smart ticketing scheme outside London, supported through the extensive PayPoint network.

“Our progress and achievements with Walrus to date will be built on this year and coming years. Working with operators, we will continue to broaden the ticket choice available, hand in hand with simplifying fare structures and zones to make it easier for people to tell whether the ticket they are buying is the best value for them.”

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