Transport for London

Understanding visitor ticketing

09083

May 2010

MAYOR OF LONDON

Transport for London

Contents

Research conducted by Synovate

Research overview

Context

- In 2008 there were over 26 million trips to London made by visitors[1]:
  - over 11 million trips by UK-based visitors, including almost 3 million business /work trips;
  - almost 15 million trips by overseas visitors, including over 3 million business / work / study trips.
- A significant proportion of these visitors are likely to use public transport in London at one time or another.
- In recent years TfL have been trying to encourage visitors to pre-purchase tickets for travel before they arrive in London, principally via the Visitor Oyster card (launched in January 2007).
- More broadly there is a drive to encourage wider take up of Oyster, particularly Pay As You Go, and to move ticket sales off-system as far as possible.

[1] Source: VisitBritain UK Tourism Survey 2008 and ONS International Passenger Survey 2008 preliminary figures, available from www.visitlondonmediacentre.com/facts_figures/

Objectives

- Ultimately the business objectives are to:
  - encourage as wide as possible uptake of Oyster PAYG, including delivery of this through the Visitor Oyster card proposition
  - encourage as high as possible proportion of off-system sales, ideally via pre-purchase.
- Broad research objectives are to:
  - understand visitors' attitudes to – and use of – their various ticketing options, particularly Oyster;
  - understand ticket purchasing patterns and preferences, particularly pre-purchase and off-system sales channels;
  - identify what improvements need to be made to the current ticketing offer, to improve desired uptake and satisfaction;
  - gain feedback on current ticketing information provision.

Approach

- **Quantitative-led** approach, with additional qualitative understanding.
- 565 face to face interviews with visitors to central London:
  - 356 leisure visitors: 219 UK; 137 overseas;
  - 209 business visitors: 105 UK; 104 overseas;
  - all visitors to: not live or work in London; not be staying for longer than two weeks
- Additional two days of qualitative interviews with visitors, conducted on street in central London. 17 interviews conducted.
- NB. sample is not *completely* representative of all visitors to London:
  - all to have used or plan to use public transport during their visit;
  - people in very large / family groups less likely to stop for interview;
  - all must be confident of conducting interview in English.
- Fieldwork conducted in March 2010.

Research among visitors in 2006

- Research was conducted among visitors to London in summer 2006, to explore their awareness and use of ticketing options.
  - Over half of leisure and business visitors were aware of Oyster, particularly UK visitors.
  - Roughly one in five visitors had an Oyster card, mostly PAYG.
  - Only a small minority of visitors to London had pre-purchased tickets for travel in London, mostly UK business visitors.
  - Around half were aware that they could pre-purchase tickets.
  - Most of these didn’t pre-purchase because they didn’t think about it or didn’t have time. The next biggest barrier is not knowing the amount of travel they would make.
  - The ability to pre-purchase tickets was appealing for around half of visitors. The ability to pre-purchase pre-loaded Oyster PAYG was more appealing than pre-purchasing other ticket types.

Key headlines for visitors in 2010

- Oyster PAYG very much more strongly established among visitors:
  - awareness almost doubled for leisure visitors, and more than trebled for overseas business visitors;
  - is the second most used individual ticket type - gaining share from One Day Travelcard (ODTC) and single / return tickets;
  - proposition is appealing, and satisfaction among users is very high.
- ODTC remains top ticket choice, and meets visitors' needs very well:
  - well established, high awareness;
  - simple, very easily understood, peace of mind when using;
  - in comparison, many have less confidence in PAYG, i.e. *When will it run out? What will I do then?*
- On-system - especially ticket office - sales still dominate for visitors:
  - buying at point of travel makes sense, can get help / advice;
  - little motivation / incentive to pre-purchase this type of travel ticket.
- Visitor Oyster card gaining a foothold, but limited by pre-purchase.

Key findings:

Understanding of the different visitor types.

UK leisure visitors.

- **Relatively short stays in London:**
  - majority (70%) staying overnight;
  - most (47%) staying for 2-3 days, very few longer than a week.
- **Arriving mostly by train (77%), some by coach / bus (14%).**
- **Broadly familiar with London and public transport in London:**
  - almost all been to London before, most at least once a year;
  - 81% at least ‘quite familiar’ with public transport in London.
- **Feel they understand and are happy with their ticket options:**
  - mostly agree it is easy to understand what ticket to buy, and less likely to prefer to buy from ticket office / staff (to check options);
  - Highest use of ODTC (including as part of rail ticket).
- Range of reasons for visiting, but shopping, sight-seeing, theatre and eating out are prominent.

Base: UK leisure visitors (n=219)

Overseas leisure visitors.

- **Longest stays in London of all visitor types:**
  - almost all staying overnight;
  - most (51%) staying for 4-7 days, many (19%) staying for longer.
- **Most arriving by plane (87%), many (also) by train (19%).**
- Least familiar with London and public transport in London:
  - one third (34%) first time visitors, others visiting yearly at most;
  - half ‘familiar’ and half not ‘familiar’ with public transport in London
- **Less confident about travel and ticket options:**
  - less aware of ticket options, but not very different ticket holding;
  - prefer to buy from channels where can ask / check options;
  - lower perceptions of value for money (but half are positive).
- Visits to London strongly driven by the history, heritage, culture, sightseeing. The group with the greatest ‘excitement’ of being in and travelling around London.

Base: oversea leisure visitors (n=137)

UK business visitors.

- **Shortest stays in London of all visitor types:**
  - more than half (58%) visiting for one day only (not overnight);
  - almost all (91%) staying for maximum 3 days.
- **Most arriving by train (77%), some by plane (10%).**
- **Most familiar with London and public transport in London:**
  - all (99%) have been in London before, half visit at least monthly;
  - almost all (90%) ‘familiar’ with public transport in London.
- **More confident with travel and ticket options:**
  - easy to understand what ticket to buy, less need for staff / advice;
  - as with UK leisure visitors, high perceptions of value for money.
- Travelling to London is typically seen more as a chore, a means to an end. Most sensitive to ‘problems’ with public transport - delays, crowding, heat. Taxis are preferred, but not always possible.

Base: UK business visitors (n=105)

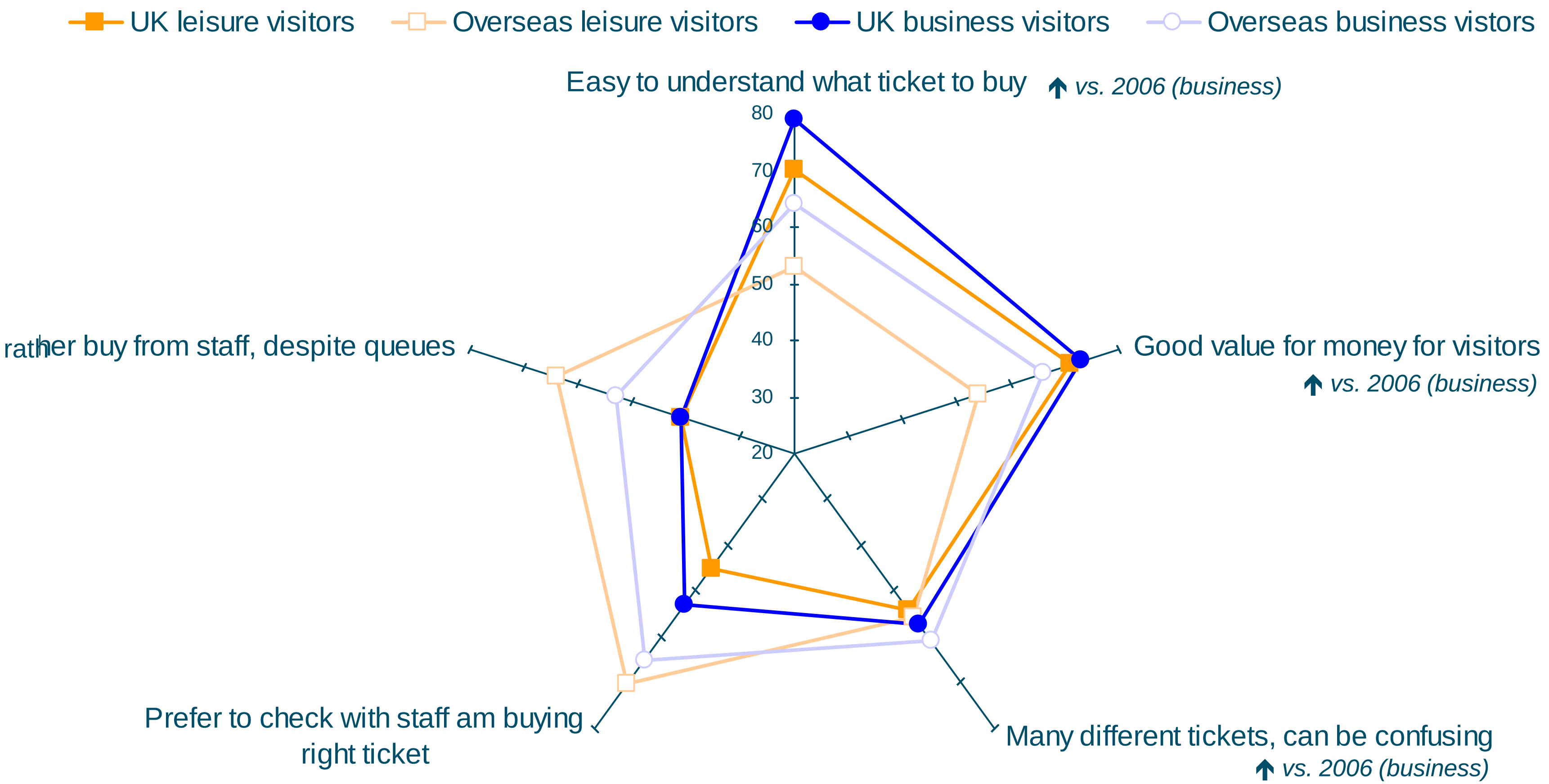
Overseas business visitors.

- More like UK business visitors in terms of travel profiles, but more like overseas leisure visitors in terms of travel / ticketing familiarity.

- **Shorter stays in London are the norm:**
  - most (88%) overnight, most staying between 2-7 days.
- **Most arriving by plane (89%) and/or train (13%).**
- **Some familiarity with London and travel in London:**
  - almost all (93%) been before, frequency yearly but not monthly;
  - half (50%) ‘quite familiar’ with public transport, only 14% ‘very’.
- **Less confident with travel and ticket options:**
  - as with overseas leisure visitors, prefer to ask / buy from staff.
- **Often a mix of business and (some) leisure visiting:**
  - extending stays or taking time to explore London a little more;
  - experiencing (travel in) London from different perspectives.

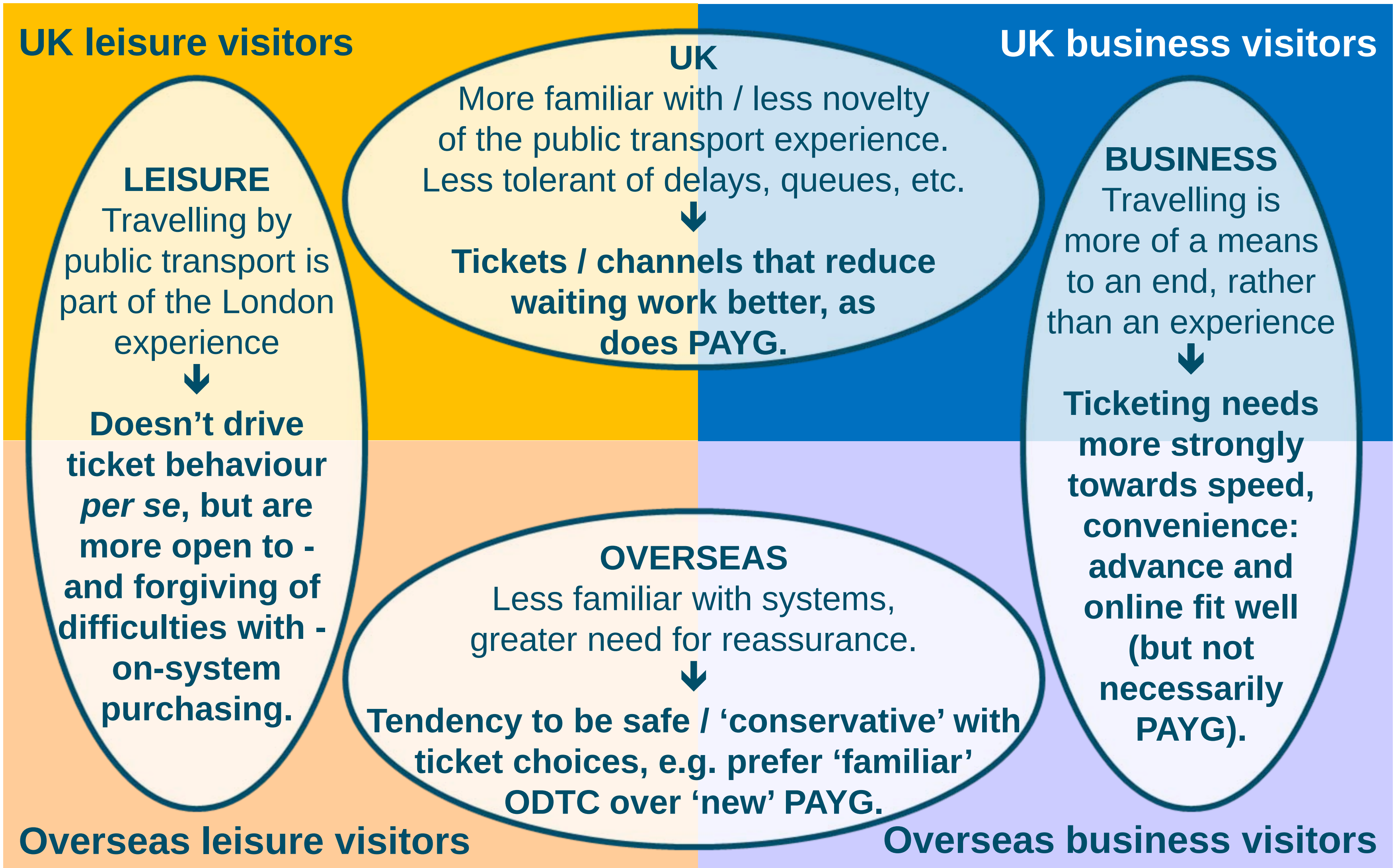
Base: UK business visitors (n=105)

Clear differences in ticketing attitudes and understanding between UK and overseas visitors. The 'reassurance' role of ticket office / staff for overseas visitors is strong.



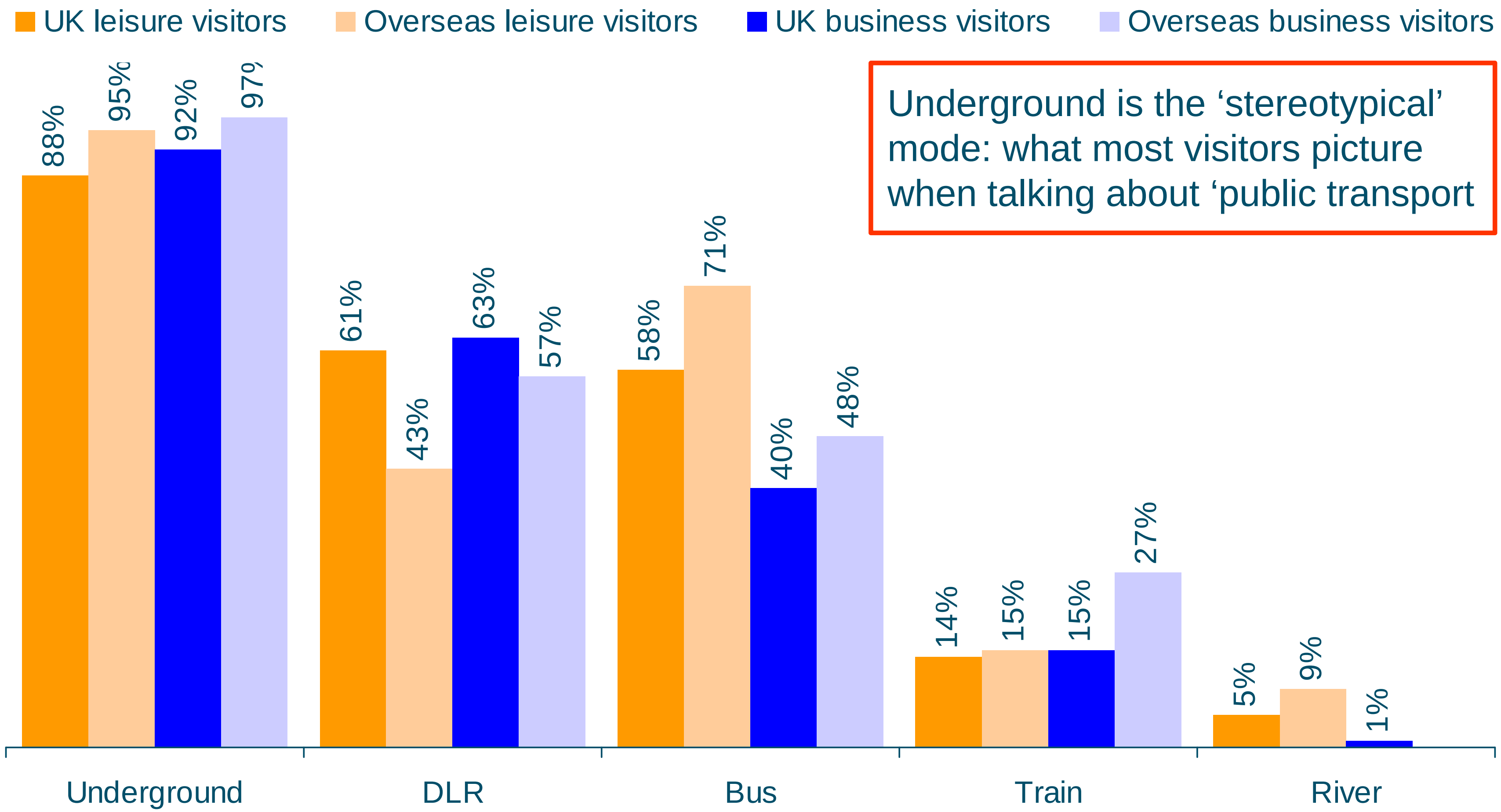
Source: Q5a / Q5b / Q5c / Q5d / Q5e
Base: UK leisure visitors (n=219) / overseas leisure visitors (n=137) / UK business visitors (n=105) / overseas business visitors (n=104)

There are some notable differences in needs and priorities between the visitor types.



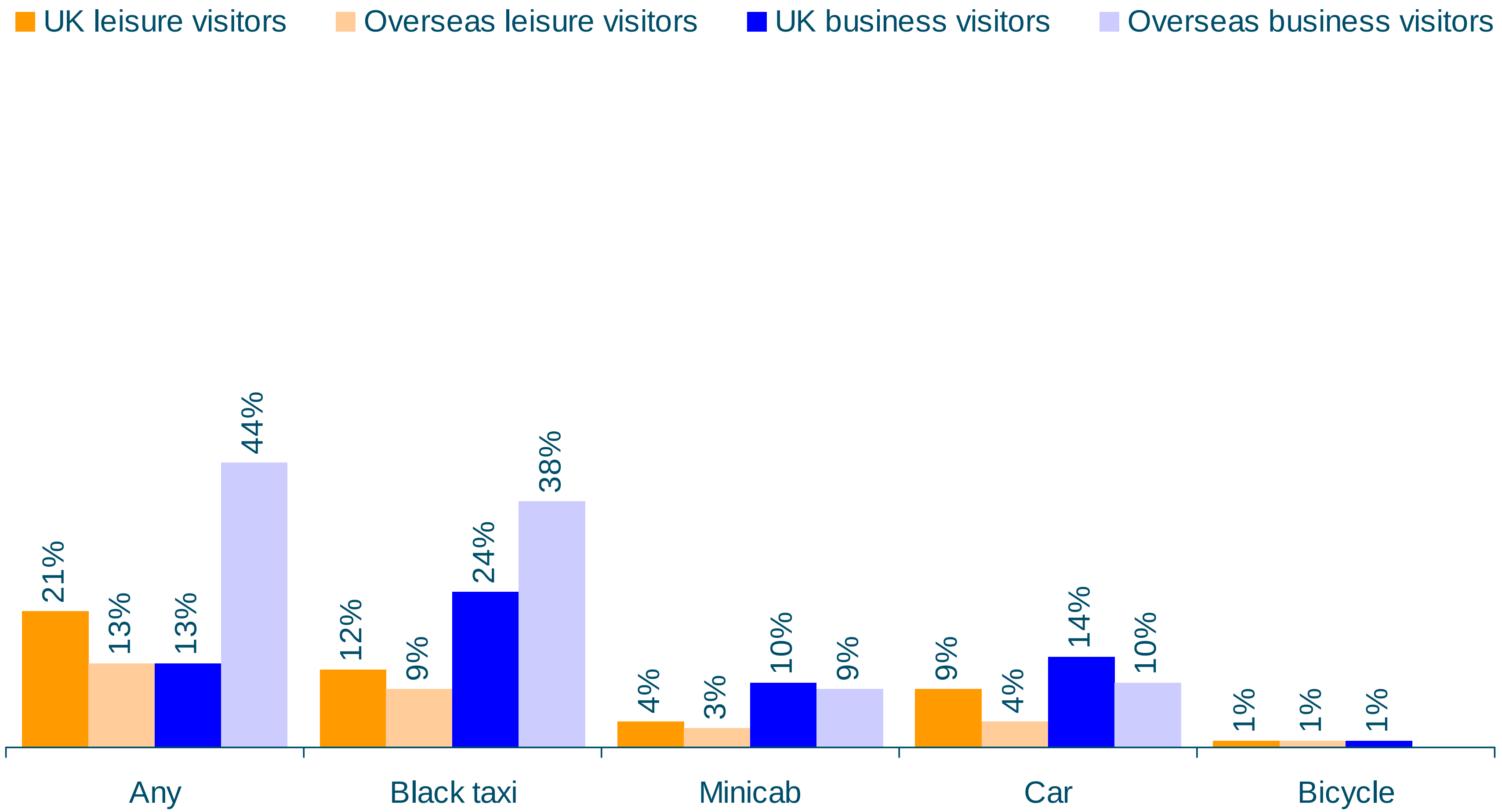
However, the visitors probably have more in broadly in common than differences.

LU is the main public transport mode used / planned to be used for all visitor types*.



*Source: S7a/b (*NB. All visitors required to have used / plan to use public transport during their visit to London)*
Base: leisure visitors (n=356) / UK leisure visitors (n=219) / overseas leisure visitors (n=137) /
business visitors (n=209) / UK business visitors (n=105) / overseas business visitors (n=104)

Business visitors significantly more likely to also use / plan to use other non-public transport modes, particularly taxis*.

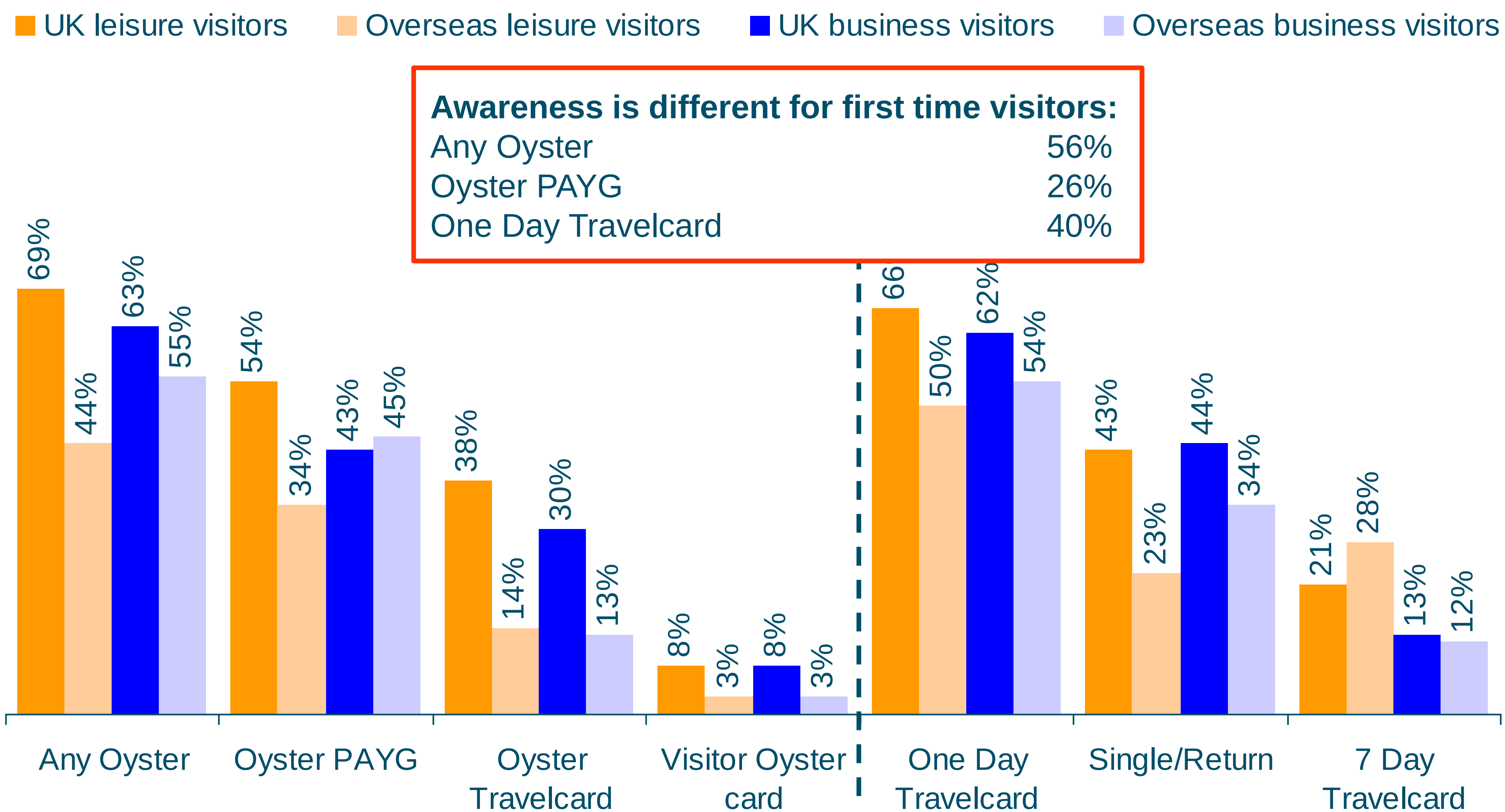


*Source: S7a/b (*NB. All visitors required to have used / plan to use public transport during their visit to London)*
Base: leisure visitors (n=356) / UK leisure visitors (n=219) / overseas leisure visitors (n=137) / business visitors (n=209) / UK business visitors (n=105) / overseas business visitors (n=104)

Key findings:

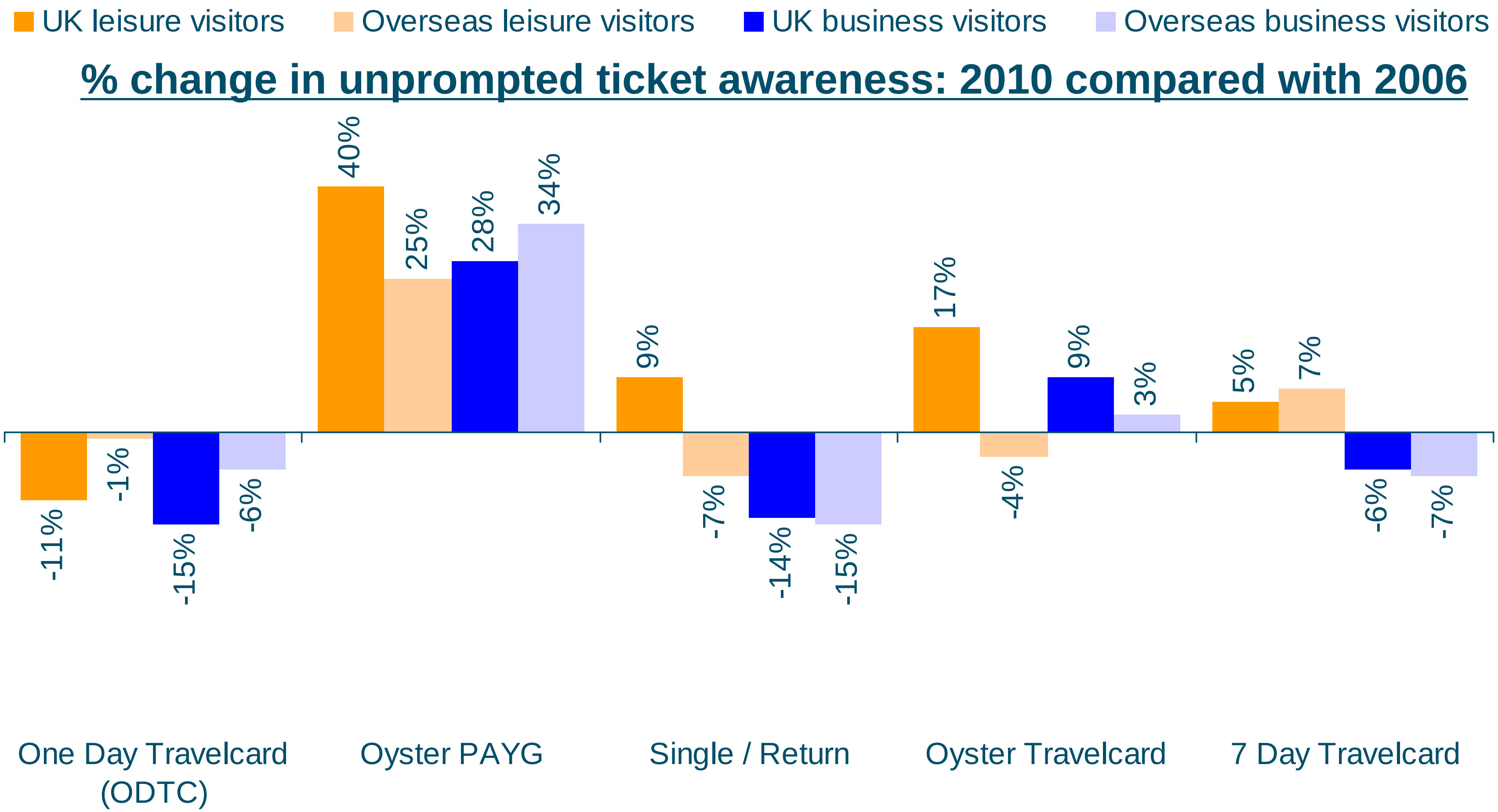
Awareness and use of ticket options.

ODTC has highest <u>unprompted</u> awareness, next is Oyster PAYG. Overseas visitors have lower awareness overall.



Source: Q6
Base: leisure visitors (n=356) / UK leisure visitors (n=219) / overseas leisure visitors (n=137) / business visitors (n=209) / UK business visitors (n=105) / overseas business visitors (n=104)

Unprompted awareness of PAYG has increased significantly since 2006 for all visitor types. Interestingly, awareness of other ticket types is lower.

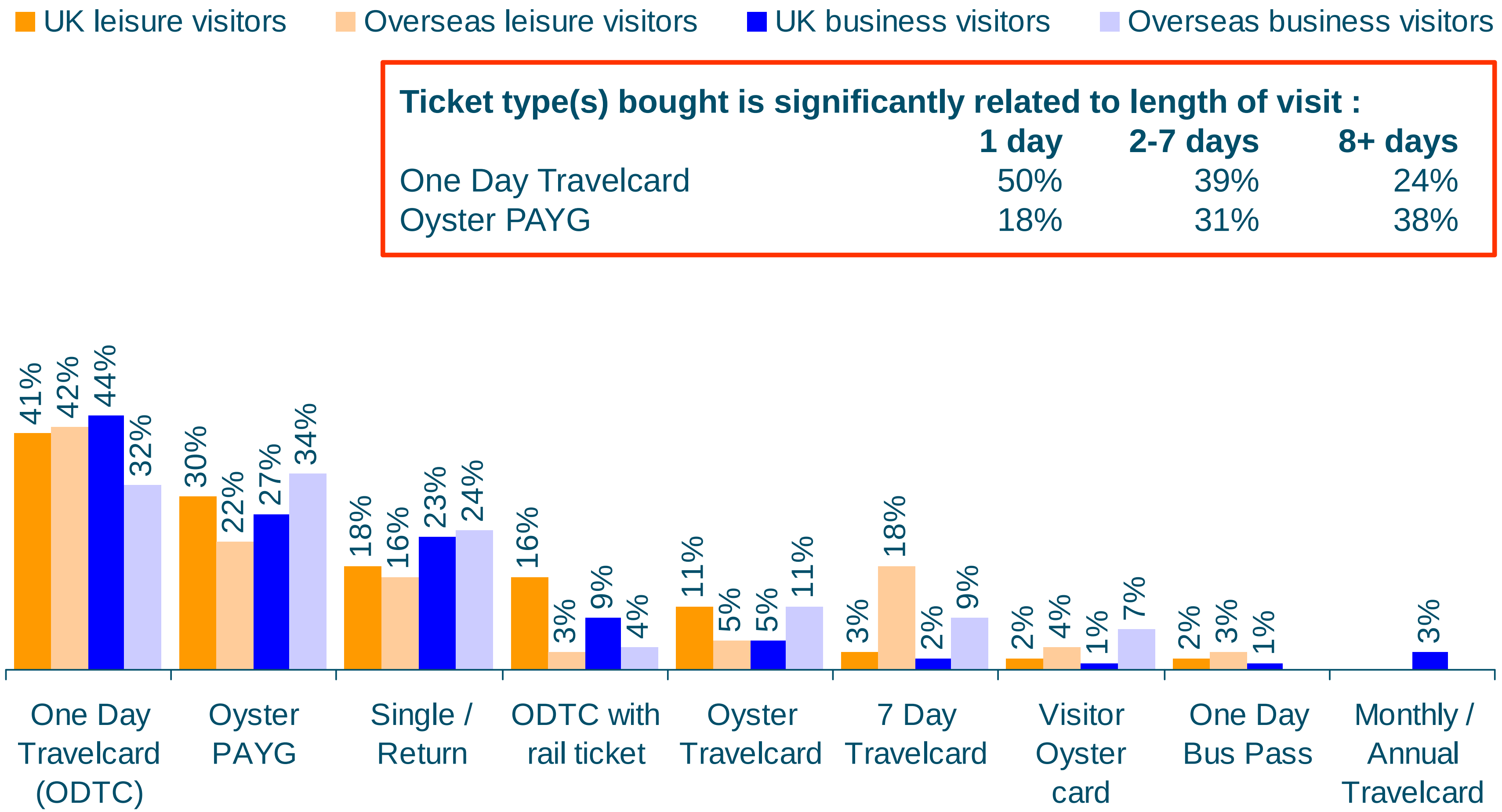


Source: 2006: Q1a / 2010 Q6
Base: leisure visitors (n=356) / UK leisure visitors (n=219) / overseas leisure visitors (n=137) / business visitors (n=209) / UK business visitors (n=105) / overseas business visitors (n=104)

ODTC and PAYG account for the majority of visitor ticket use, with ODTC more widely used than PAYG. 'Cash' use is still notable.

Ticket type(s) bought is significantly related to length of visit :

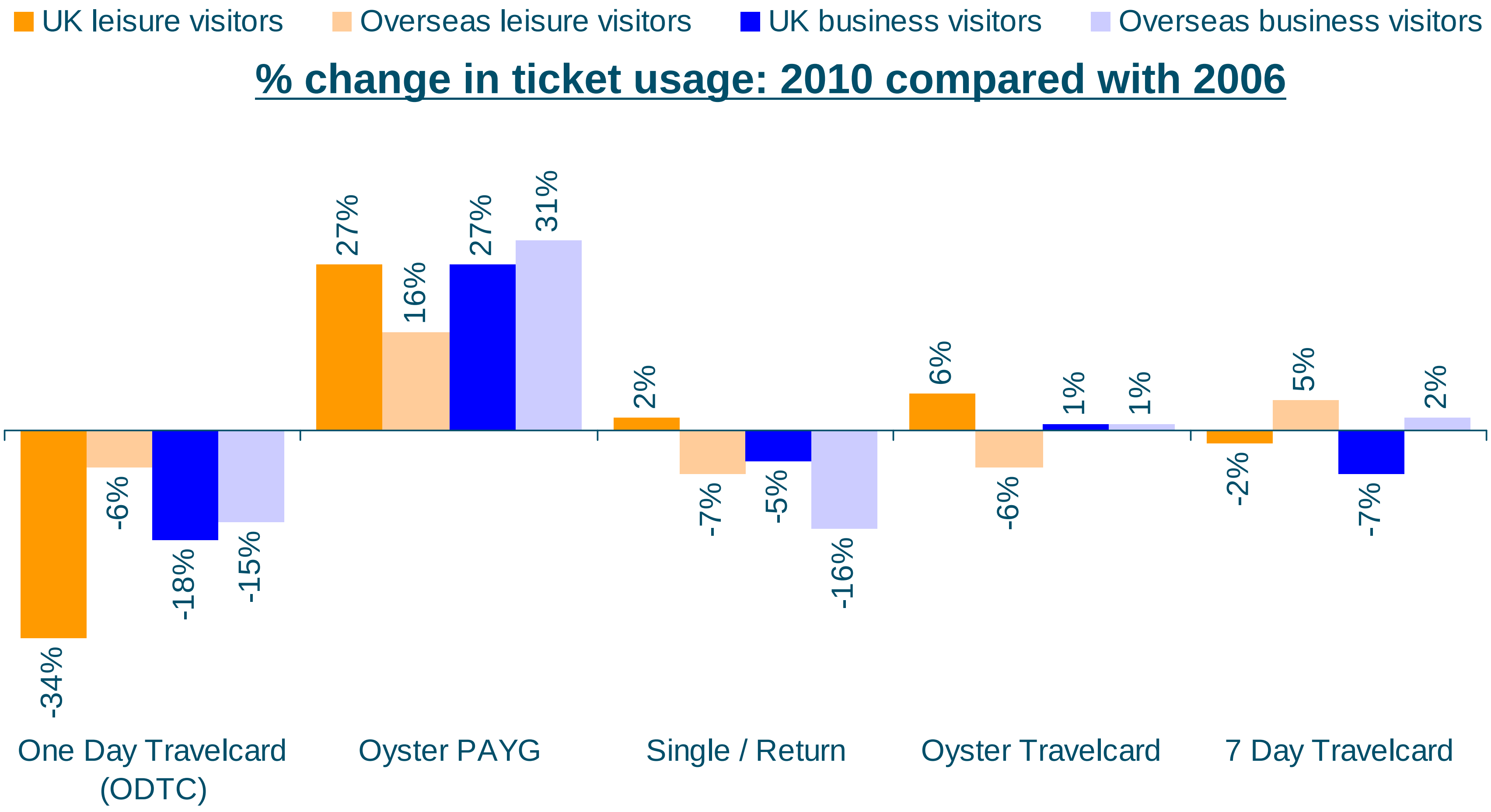
	1 day	2-7 days	8+ days
One Day Travelcard	50%	39%	24%
Oyster PAYG	18%	31%	38%



Source: Q9a

Base: all who have bought tickets for travel in London on this trip - leisure visitors (n=305) / UK leisure visitors (n=192) / overseas leisure visitors (n=113) / business visitors (n=171) / UK business visitors (n=86) / overseas business visitors (n=85)

PAYG has significantly increased usage share among all visitor types since 2006, at the expense of ODTC and single / return.



Source: 2006: Q2 / 2010 Q9a

Base: all who have bought tickets for travel in London on this trip - leisure visitors (n=305) / UK leisure visitors (n=192) / overseas leisure visitors (n=113) / business visitors (n=171) / UK business visitors (n=86) / overseas business visitors (n=85)

The core ticketing need for visitors is confidence in what they are using.

UK leisure visitors

UK business visitors

Essentially, all visitors want
a ticket that they can **have confidence in.**

↓

i.e. knowing they can travel: whenever they want; wherever they want; without risk of being fined / 'caught out'

Visitors are - relatively - **less sensitive to cost**:
a cost of the holiday; a business expense.

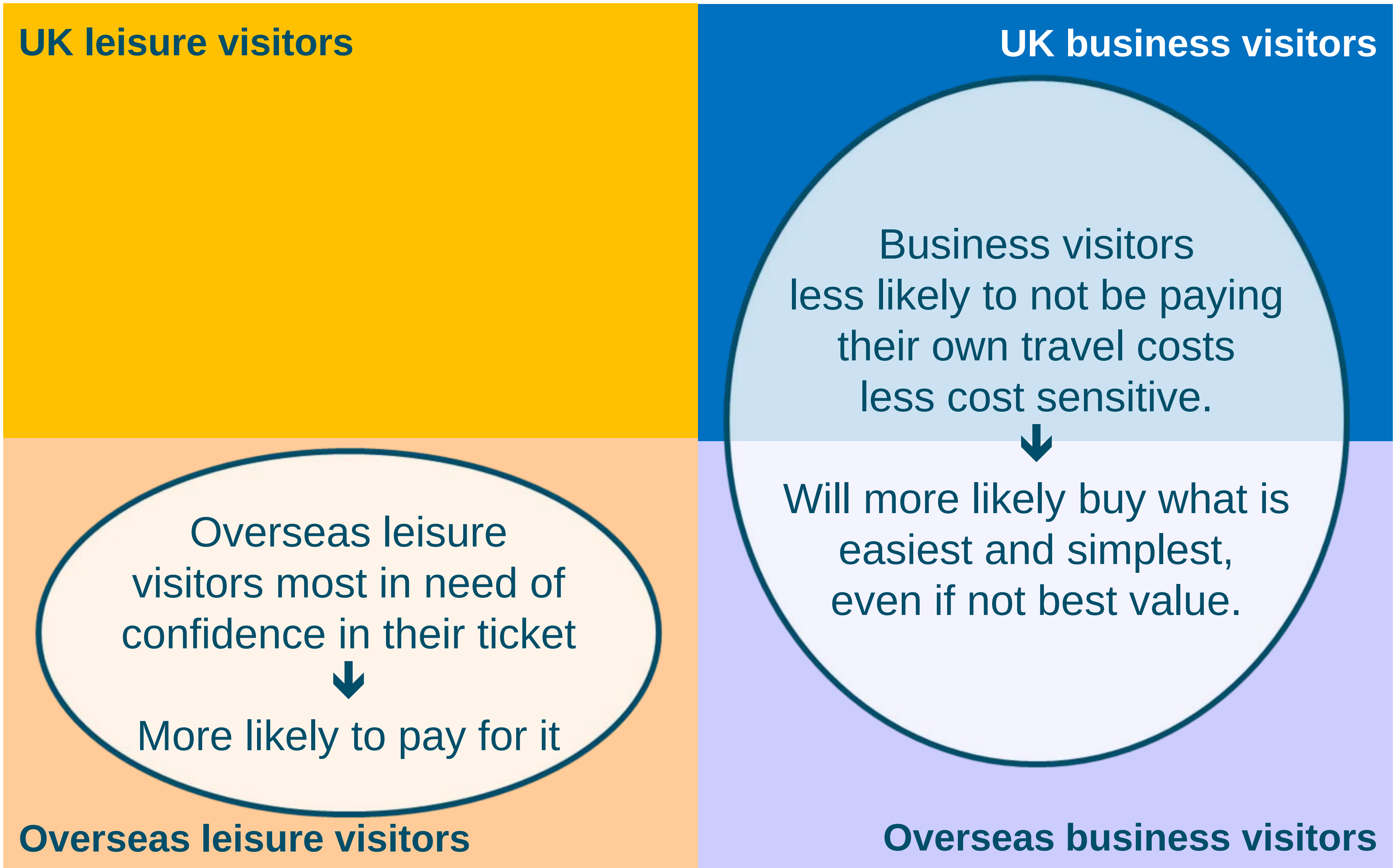
↓

They can and will trade off cost and/or time for this confidence.

Overseas leisure visitors

Overseas business visitors

Cost sensitivity is less of an issue for visitors, and particularly for certain overseas leisure and for business visitors.



Balance in confidence and cost leads to three basic ticket types dominating most visitors' consideration and usage.

cash / single / return

Not always a 'positive' choice (unless only making one journey).

Many say they used because it was easier / quicker to buy this, or they didn't know to buy differently.

ODTC

Well known, and users have confidence in it.

single transaction

fixed price
(few consider zones)

can use anywhere

know what to ask for

Oyster PAYG

Well liked by users:

quick, easy to use, am 'part of the system'

BUT some unknowns can dent confidence:

Will it run out?
What happens then?
Am I committed to it?

All considered by users to be (at least reasonably) easy, convenient

All users have confidence in their chosen ticketing option

Lack of certainty in Oyster PAYG compared to ODTC potentially significantly limits migration from ODTC to PAYG.

Possibly move more single/return users to ODTC or PAYG on convenience and value basis

cash / single / return

ODTC

Oyster PAYG

Transition from ODTC to PAYG likely to be difficult - they both operate in very similar territories / equally meet needs.
➔ **significant migration probably only via 'coercion' (price, withdrawal).**

Key findings:

The Oyster proposition

Oyster PAYG works well for those who use it, although it does not significantly ‘out-perform’ ODTC.

Good broad awareness of Oyster

At least of Oyster brand

Many aware of basic PAYG concept…

…although fewer aware of details of function

Visitor Oyster card not widely recognised

Satisfaction high among users

Very few bad words to say about it, and many good ones

A bit of time to get used to value / top-up…

…but few operational difficulties once started

Users do see benefits over ODTC

Have more control over when need to ‘buy’

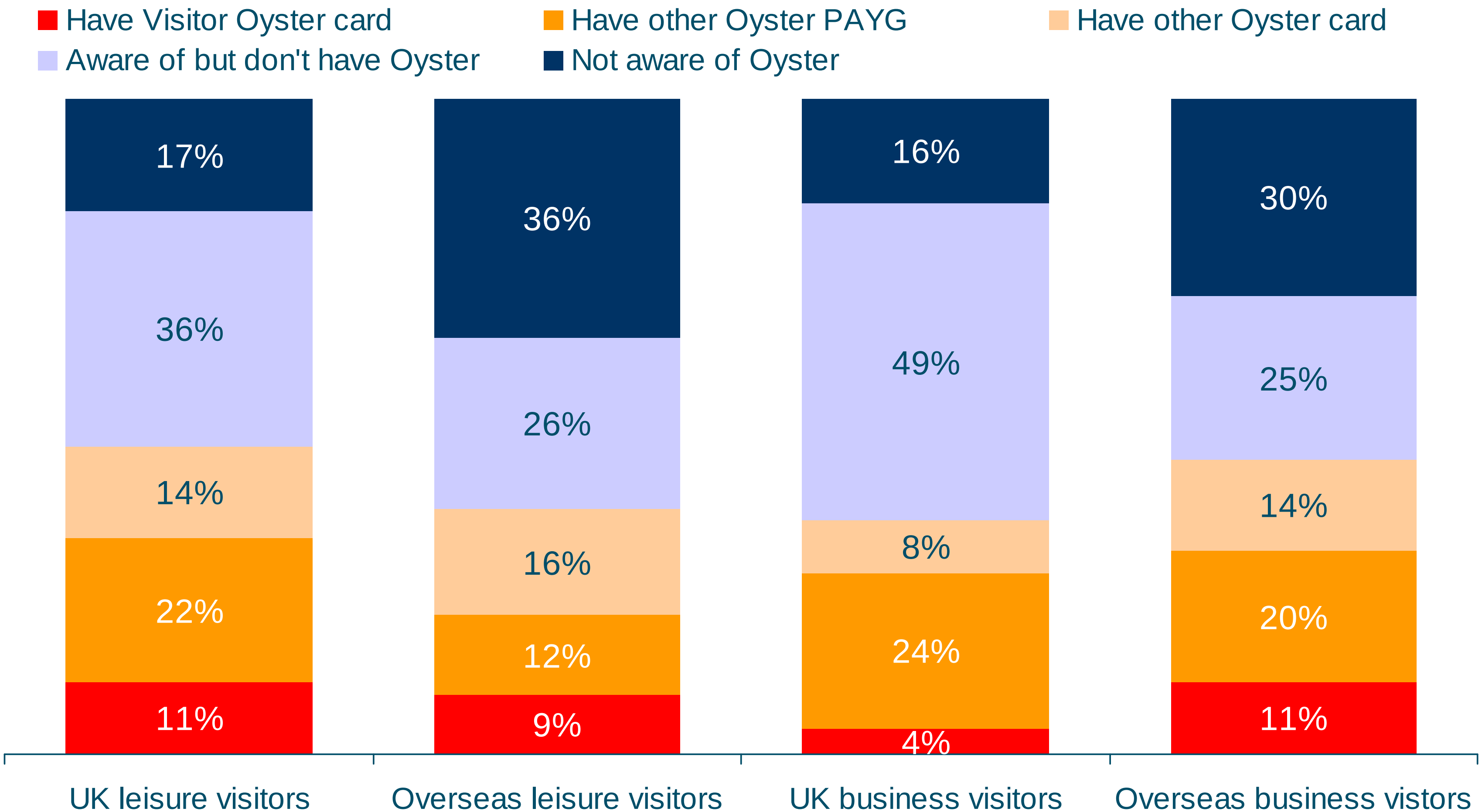
Can use it without thinking (e.g. zones)

Cheapest travel

Robust, can be re-used

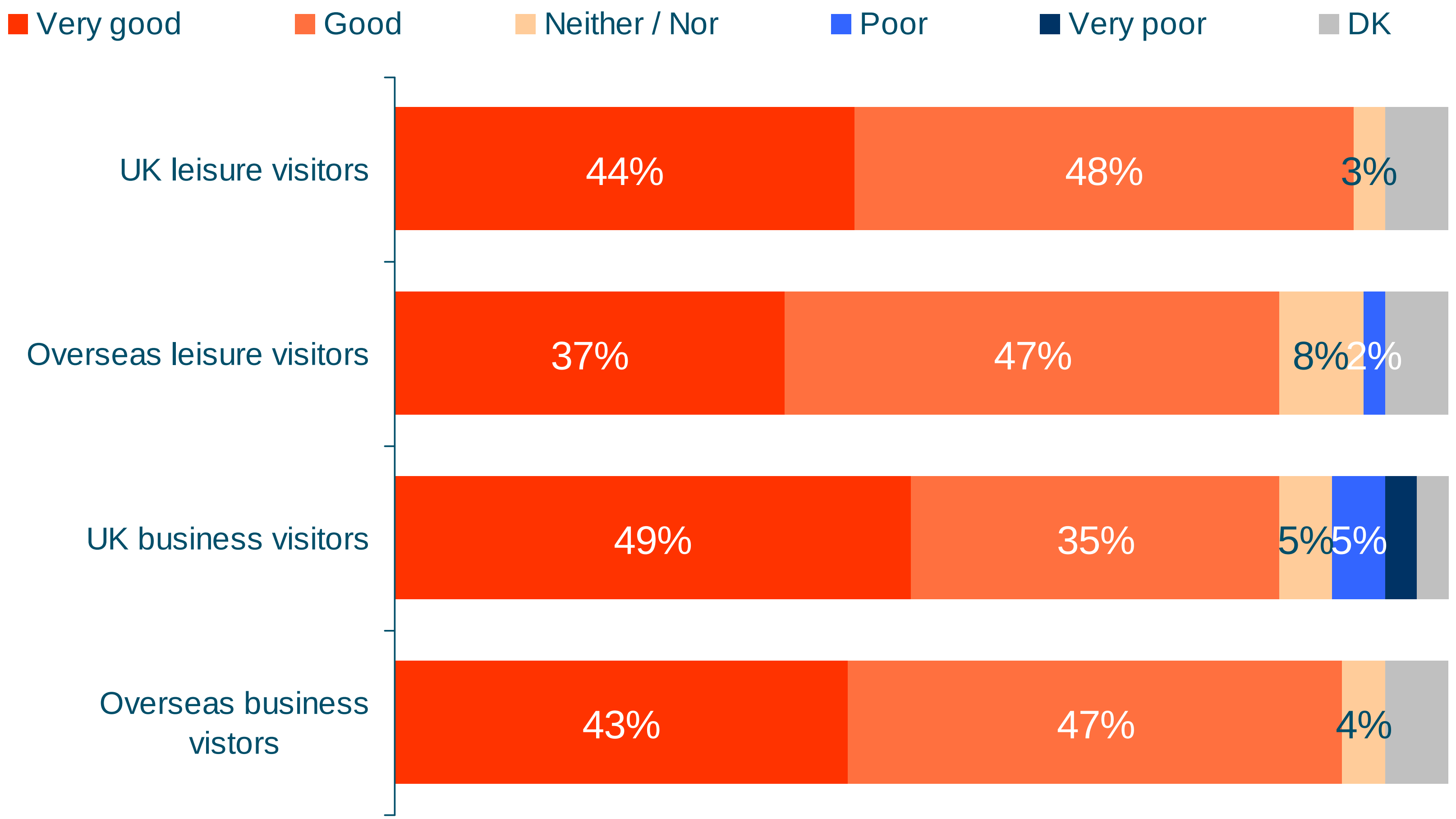
‘Part of London’

At least one fifth of all visitor types have experience of Oyster PAYG. Greater proportions are at least aware of Oyster.



Source: Q20 / Q21 / Q22 / Q23
Base: leisure visitors (n=356) / UK leisure visitors (n=219) / overseas leisure visitors (n=137) / business visitors (n=209) / UK business visitors (n=105) / overseas business visitors (n=104)

If and when visitors have used Oyster, the experience is overwhelmingly positive.



Source: Q26

Base: all who have ever used Oyster - leisure visitors (n=154) / UK leisure visitors (n=103) / overseas leisure visitors (n=51) / business visitors (n=84) / UK business visitors (n=37) / overseas business visitors (n=47)

High satisfaction with Oyster suggests that visitor testimonials may help increase others' confidence in PAYG.

Experience of using Oyster is very good *(n=102)*

Simple / easy to use	42%
Cheaper / saves money	33%
Convenient / handy	25%
Quicker	15%
Very good (unspecific)	13%
Saves time queuing	9%
Easy to top up	7%
Money does not expire	7%
Can use at any time / re-use	7%
Can use anywhere in London	6%

"it took a bit of getting used to, with the topping up, but to be honest, that's much better than queuing"

"we have company ones now at work - we don't have to worry about it at all"

"we feel like we're real Londoners with these, and it is not really difficult to use at all"

"the guy in the [ticket] office said this was better as we're around for a few days"

Source: Q27 / qualitative
Base: all whose opinion of 'Oyster PAYG is very good (n=102)

(Where) Does Oyster 'fit' for each of the visitor types?

UK leisure visitors

PAYG can work because…
- more likely to repeat visit: benefits over time
- less queuing and hassle when arrive / when on system

BUT! Difficult to compete with integrated rail-ODTC tickets.

UK business visitors

PAYG can work because…
- avoid waiting to buy
- you don't have to think about it - travel anywhere, any time
- transferrable to colleagues

BUT! Competing with integrated rail-ODTC tickets. Also less cost concern.

Overseas leisure visitors

PAYG can work because…
- no buying again each day
- no worries about zones
- you can control your spending
- you can be part of London
- potential tourist offers?

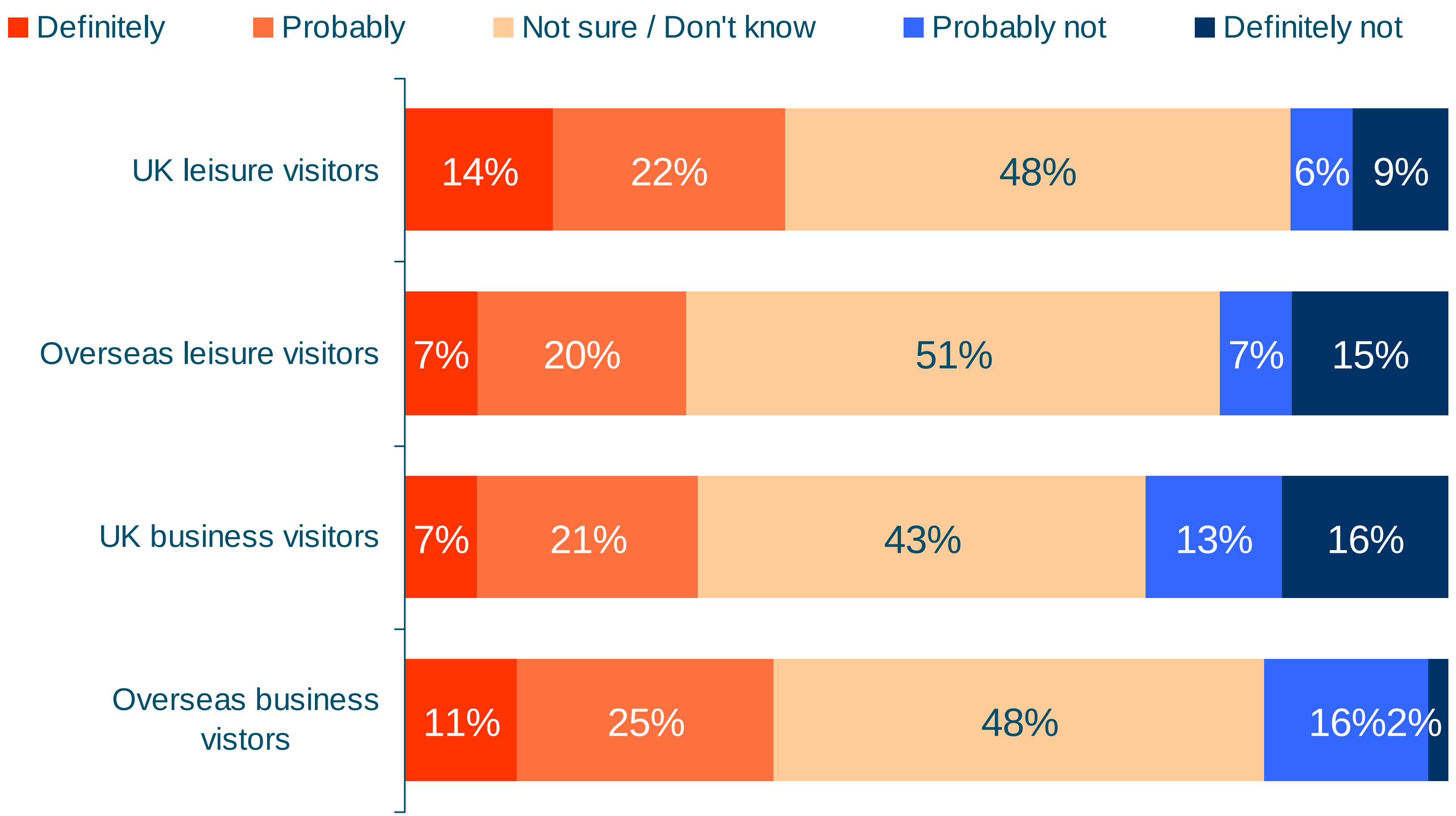
BUT! A 'leap of faith' over ODTC.

Overseas business visitors

PAYG can work because…
- avoid waiting to buy
- you don't have to think about it - travel anywhere, any time
- transferrable to colleagues

BUT! Need to be thought about in advance, not last minute.

Among that that have never used Oyster, opinion is divided as to whether they might use it in future (after proposition explained).



Source: Q29
Base: all who have never used Oyster - leisure visitors (n=202) / UK leisure visitors (n=116) / overseas leisure visitors (n=86) / business visitors (n=125) / UK business visitors (n=68) / overseas business visitors (n=57)

Value is inferred from the proposition, and is a strong potential driver to uptake, despite visitors on the whole not being very cost-conscious.

Why would use Oyster PAYG *(n=104)*	
Cheaper / value for money	32%
Simple / easy to use	17%
Very good (unspecified)	17%
Can use again	15%
Convenient	12%
Easy to top up	10%
Might try / will consider	9%
Transferable between people	8%
Can claim unused balance	7%
Quicker	5%
Planning to visit more often	5%

NB. No mention was made of price / value in the prompted product description

"well it's certainly cheaper than single tickets"

"it if will mean I don't have to queue up at Heathrow, then excellent"

Source: Q30
Base: all who would use Oyster PAYG in future (if not used it previously) (n=104)

Many visitors don't think PAYG is the right produce for them (and ODTC is). Happy with what they have, and little need to move.

"I know where I am with the One Day Travelcard"

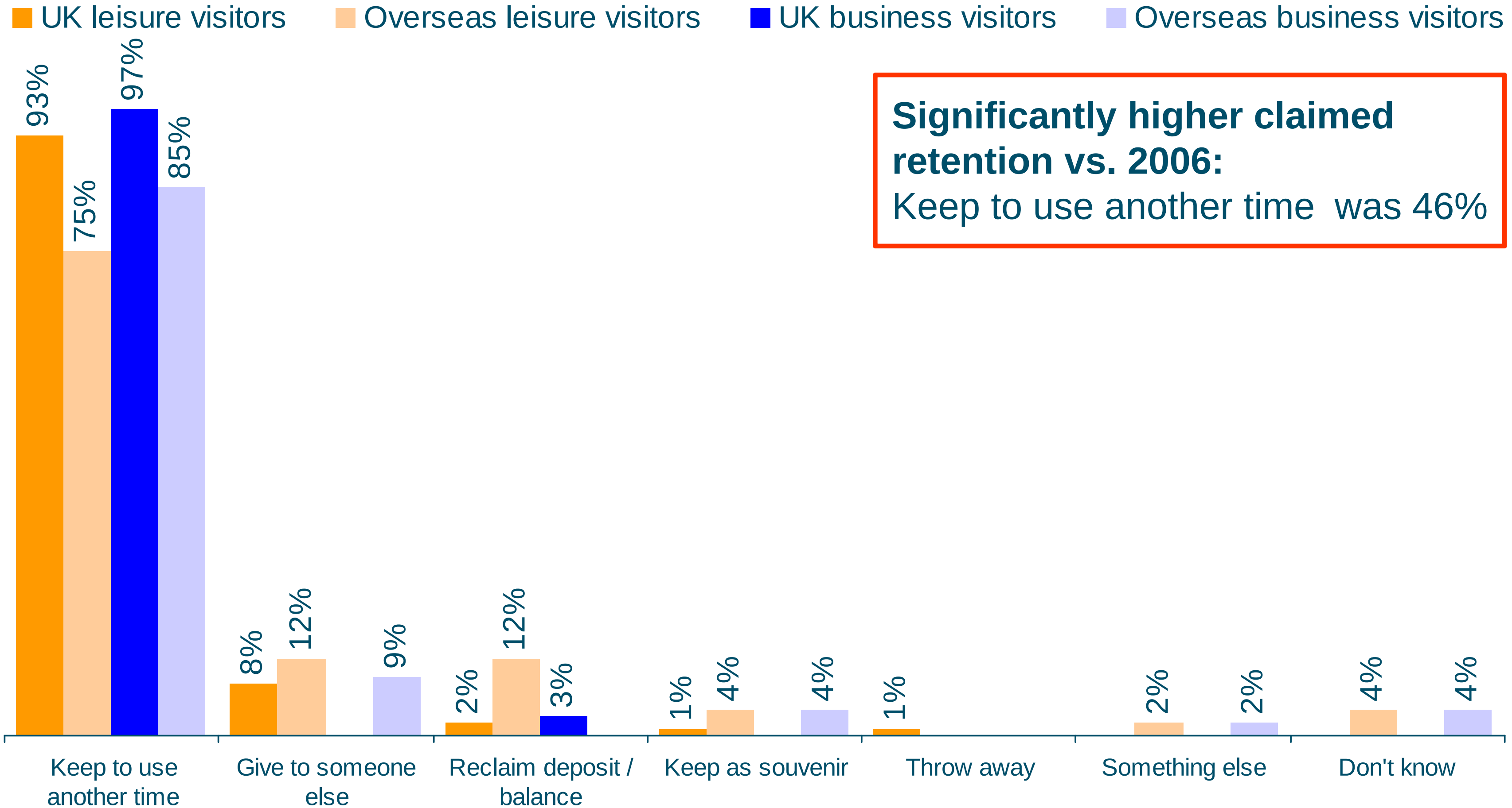
"I'm only here for the day, and probably won't be down in London again until next year"

"it's part of my rail ticket already, so it's no hassle at all"

Why would not use PAYG *(n=67)*	
Only one day / short visit	34%
Easier with ODTC	18%
OK with what normally do	15%
Don't need it / not necessary	15%
Not in London often	4%
Expensive / cost effective	4%
Cheaper / value for money	3%
Advised to get ODTC	3%
Might lose it	3%

Source: Q30
Base: all who would not use Oyster PAYG in future (if not used it previously) (n=67)

The great majority of Oyster users say they will keep it to use another time, or at least will ‘recycle it’.



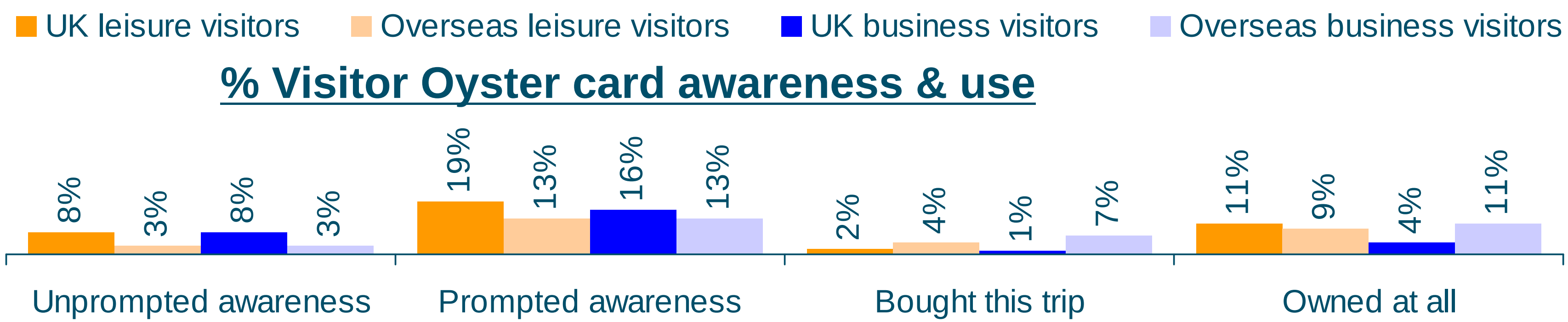
Significantly higher claimed retention vs. 2006:
Keep to use another time was 46%

Source: Q28
Base: all who have / have used Oyster (including Visitor Oyster card) - leisure visitors (n=154) / UK leisure visitors (n=103) / overseas leisure visitors (n=51) / business visitors (n=84) / UK business visitors (n=37) / overseas business visitors (n=47)

Key findings:

Visitor Oyster card.

Visitor Oyster card has relatively low awareness and claimed use, but this still translates to significant visitor numbers.



"it looks like it is more for foreign tourists"

"how is this different from the usual Oyster?"

"yes, this is the one I have - with the pictures on it"

"I don't think I've seen this"

"is this the one you can get on the internet?"

Source: Q6 / Q7 / Q9a / Q22
Base: all who have never bought tickets for travel in London 'off system' - leisure visitors (n=74) / UK leisure visitors (n=34) / overseas leisure visitors (n=40) / business visitors (n=35) / UK business visitors (n=9) / overseas business visitors (n=26)

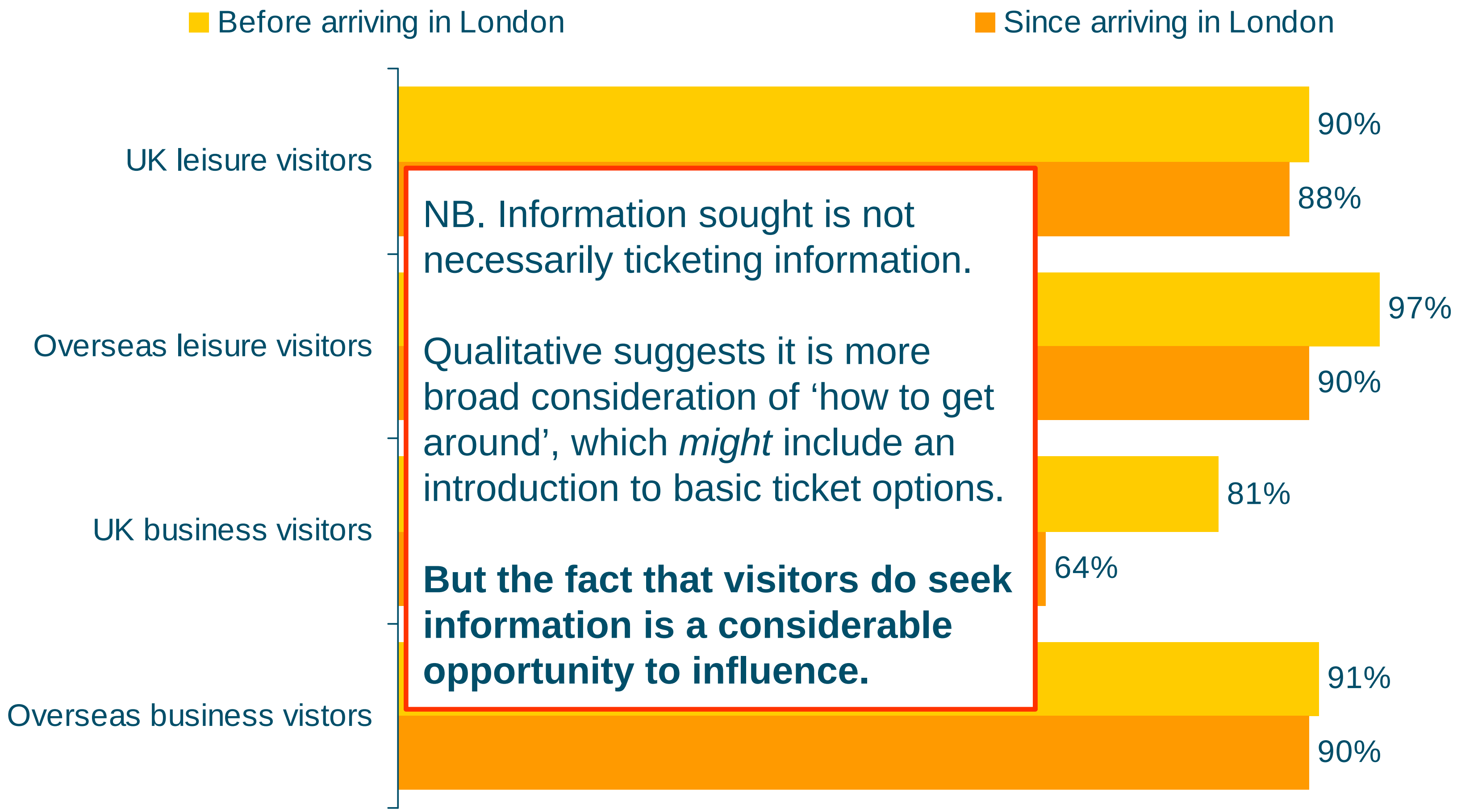
Limitations on take up of Visitor Oyster card driven more by barriers / lack of incentive to advance purchase, rather than the proposition.

PRODUCT ✓	All the positives - and the concerns - of PAYG: - ease, convenience, speed, no queues, etc.; - BUT! *When will it run out? What will I do then?*
FULL PROPOSITION ~✓	Some feeling that it is more of a 'tourist' product: less for UK visitors, or business visitors.
CHANNELS ~✓	Need to provide multiple access points: - strong fit with travel channels - rail, plane, coach; - also wide range of online / travel partners.
PRE-PURCHASE ~✗	Biggest limit to appeal appears to be difficulties with driving consideration of purchase in advance. Even stronger emphasis on reassurance needed.

Key findings:

On-system and off-system ticket purchasing.

Most visitors claim to have looked for information about using public transport in London, and most before arriving here.



NB. Information sought is not necessarily ticketing information.

Qualitative suggests it is more broad consideration of 'how to get around', which *might* include an introduction to basic ticket options.

But the fact that visitors do seek information is a considerable opportunity to influence.

Source: Q31 / Q32
Base: leisure visitors (n=356) / UK leisure visitors (n=219) / overseas leisure visitors (n=137) / business visitors (n=209) / UK business visitors (n=105) / overseas business visitors (n=104)

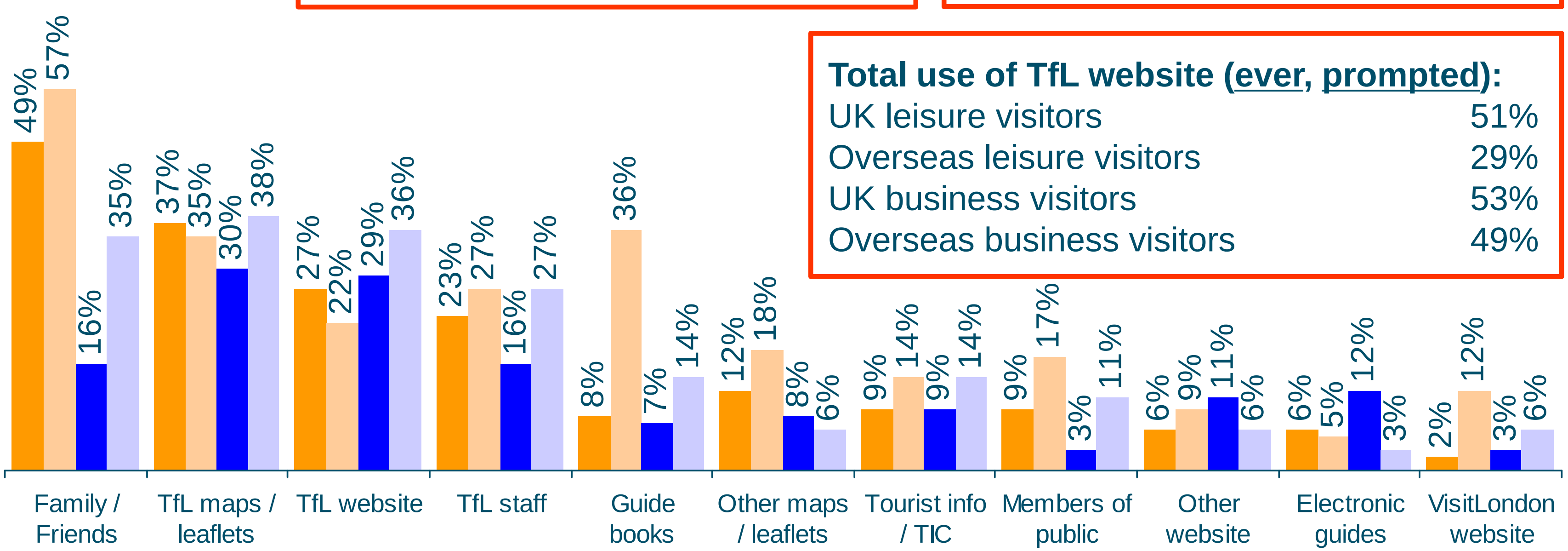
Family / friends are an important source of information for leisure visitors. TfL sources are used by all, especially by business visitors.

UK leisure visitors | Overseas leisure visitors | UK business visitors | Overseas business visitors

Any TfL source of information:	
UK leisure visitors	64%
Overseas leisure visitors	64%
UK business visitors	54%
Overseas business visitors	67%

Any online source of information:	
UK leisure visitors	34%
Overseas leisure visitors	36%
UK business visitors	40%
Overseas business visitors	46%

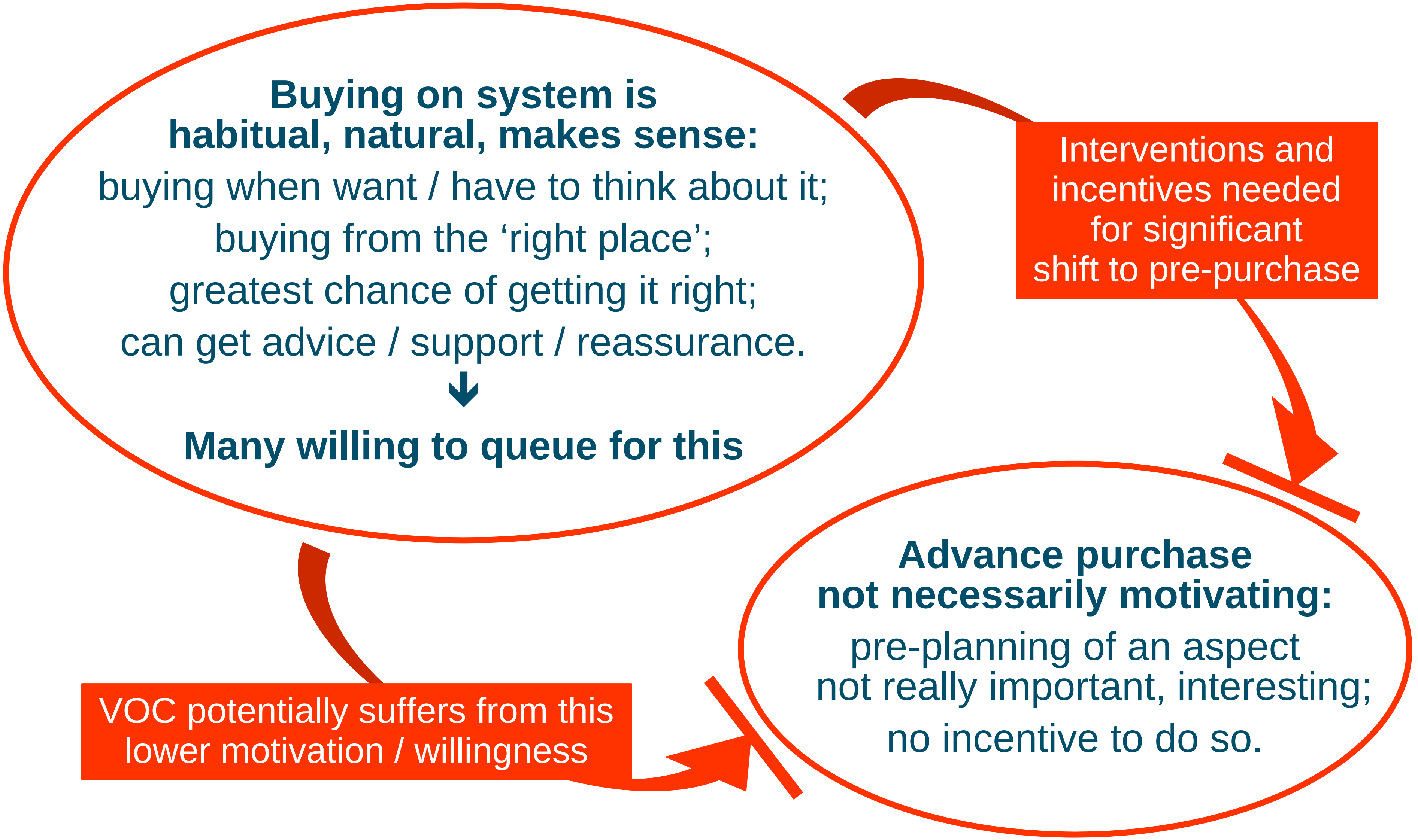
Total use of TfL website (ever, prompted):	
UK leisure visitors	51%
Overseas leisure visitors	29%
UK business visitors	53%
Overseas business visitors	49%



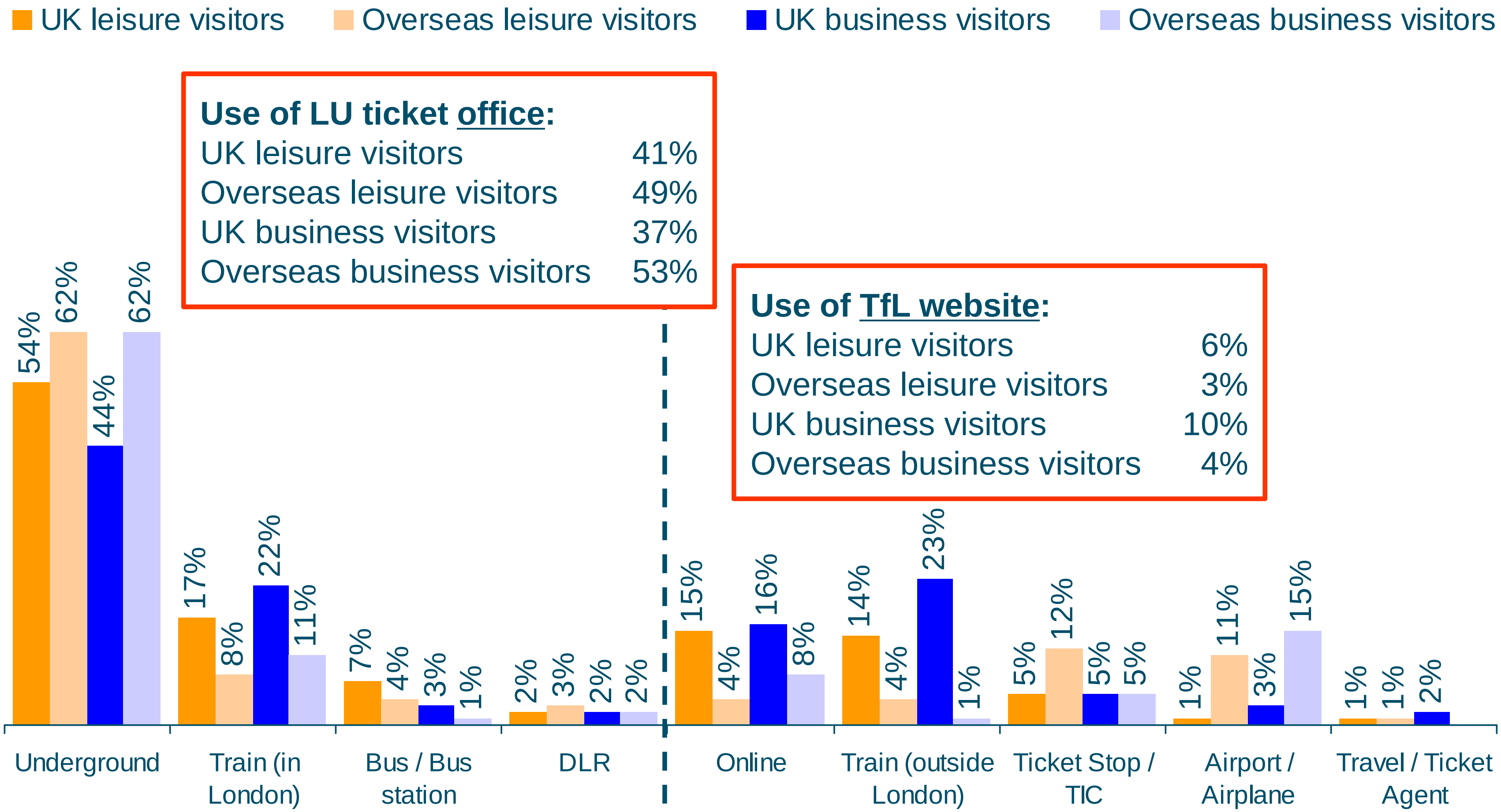
Source: Q31 / Q32 / Q33

Base: leisure visitors (n=356) / UK leisure visitors (n=219) / overseas leisure visitors (n=137) / business visitors (n=209) / UK business visitors (n=105) / overseas business visitors (n=104)

As with ticketing options, customers feel they way they bought their ticket worked for them.



LU is the single biggest ticket purchasing channel for all visitor types. Most used the LU ticket offices rather than ticket machines.



Use of LU ticket office:

UK leisure visitors	41%
Overseas leisure visitors	49%
UK business visitors	37%
Overseas business visitors	53%

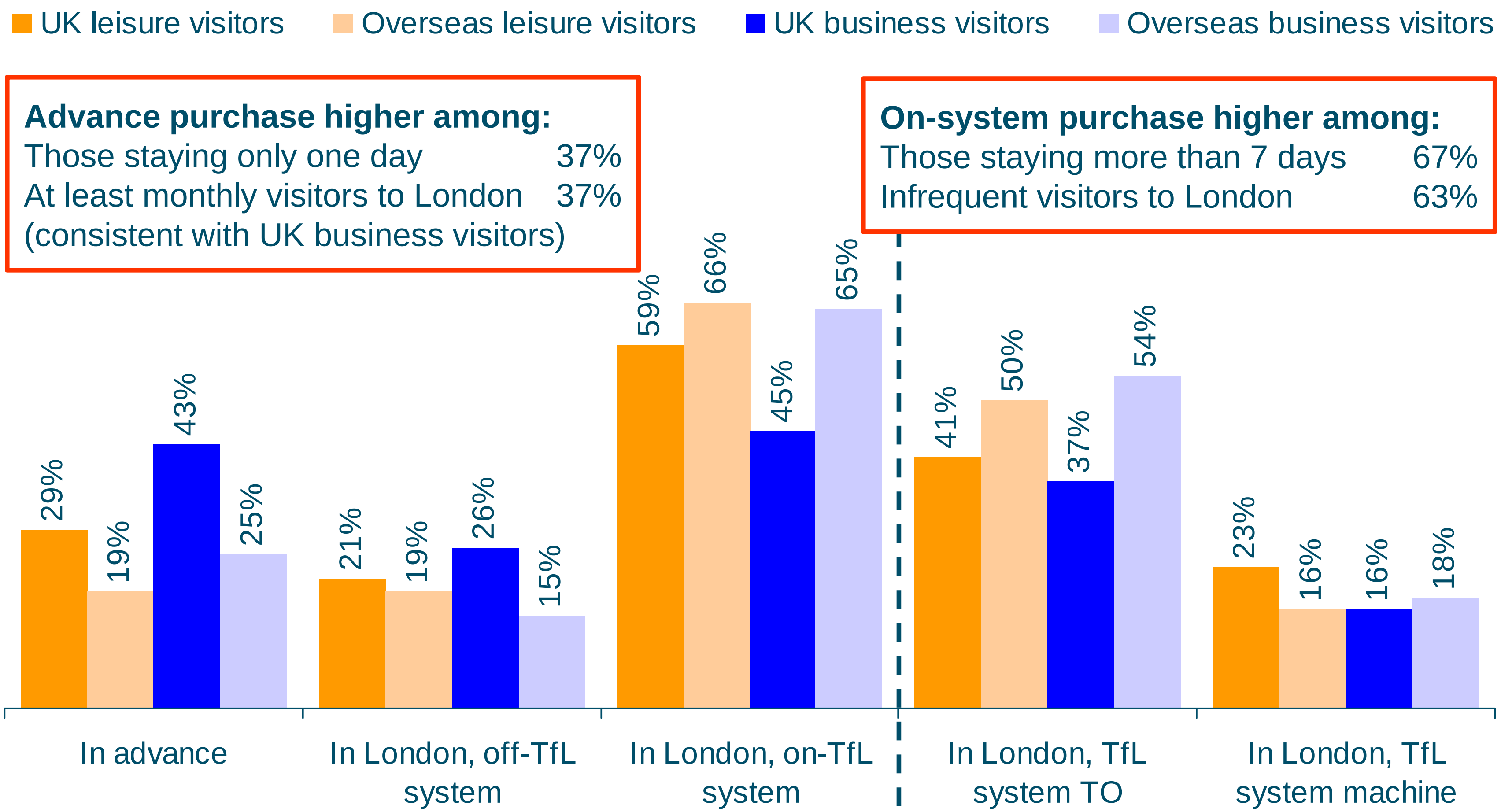
Use of TfL website:

UK leisure visitors	6%
Overseas leisure visitors	3%
UK business visitors	10%
Overseas business visitors	4%

Source: Q10

Base: all who have bought tickets for travel in London on this trip - leisure visitors (n=305) / UK leisure visitors (n=192) / overseas leisure visitors (n=113) / business visitors (n=171) / UK business visitors (n=86) / overseas business visitors (n=85)

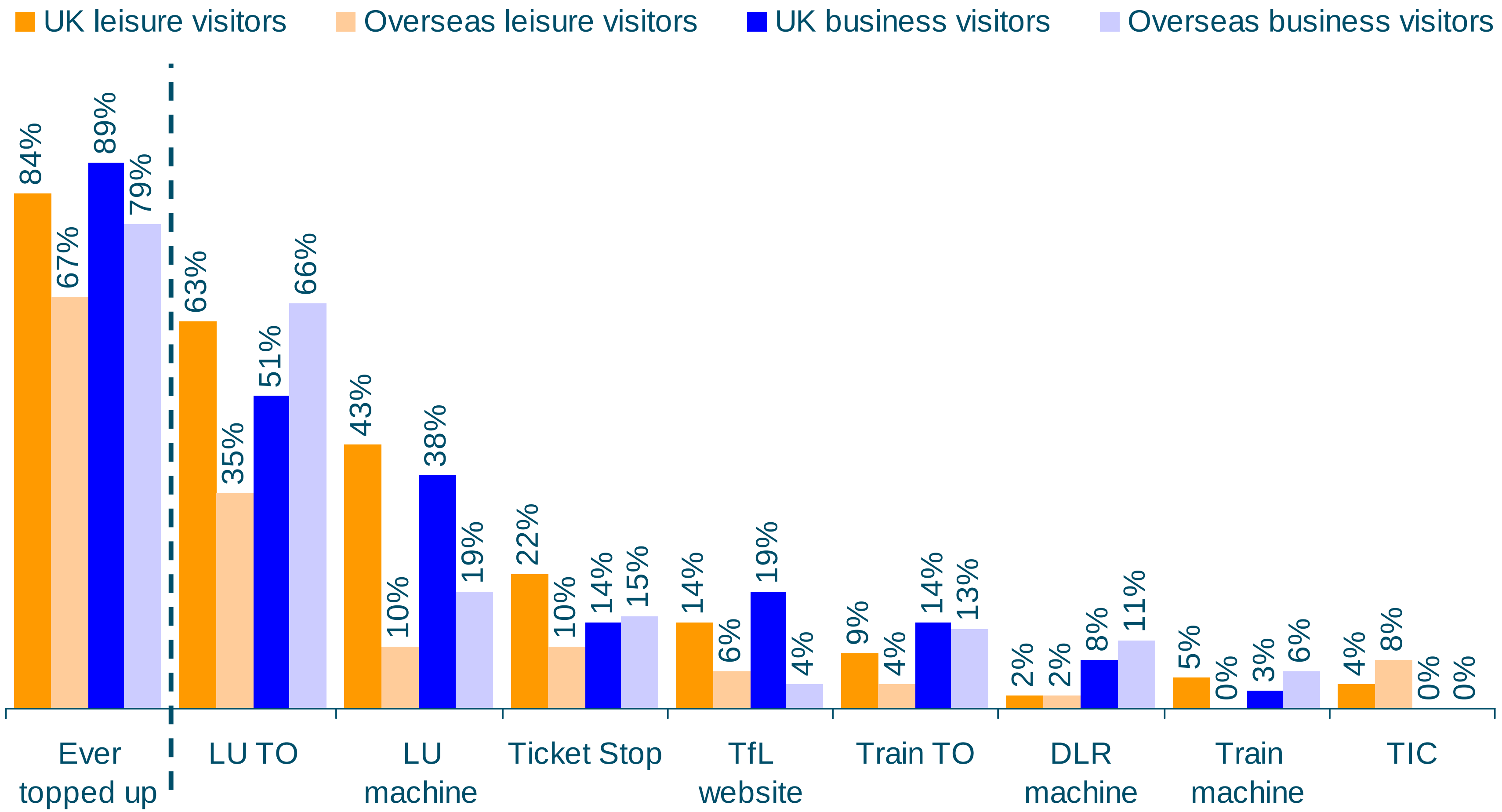
On-system sales - particularly via LU - accounts for the majority of visitor ticket purchase activity.



Source: Q10

Base: all who have bought tickets for travel in London on this trip - leisure visitors (n=305) / UK leisure visitors (n=192) / overseas leisure visitors (n=113) / business visitors (n=171) / UK business visitors (n=86) / overseas business visitors (n=85)

PAYG doesn't necessarily shift transactions off-system: most used top-up channel is LU ticket office.



Source: Q24 / Q25

Base: all who have ever used Oyster PAYG / Visitor Oyster card- leisure visitors (n=154) / UK leisure visitors (n=103) / overseas leisure visitors (n=51) / business visitors (n=84) / UK business visitors (n=37) / overseas business visitors (n=47)

All channels are claimed to be easy by users. Off-system (even) more likely to be seen as convenient. Some do want to speak to someone.

All who bought in advance *(n=136)*	
Easier / Easy	33%
Convenient	32%
Cheaper / Save money	12%
Quicker	8%
Better than queuing	6%
Nearest place	5%
Done it before	5%

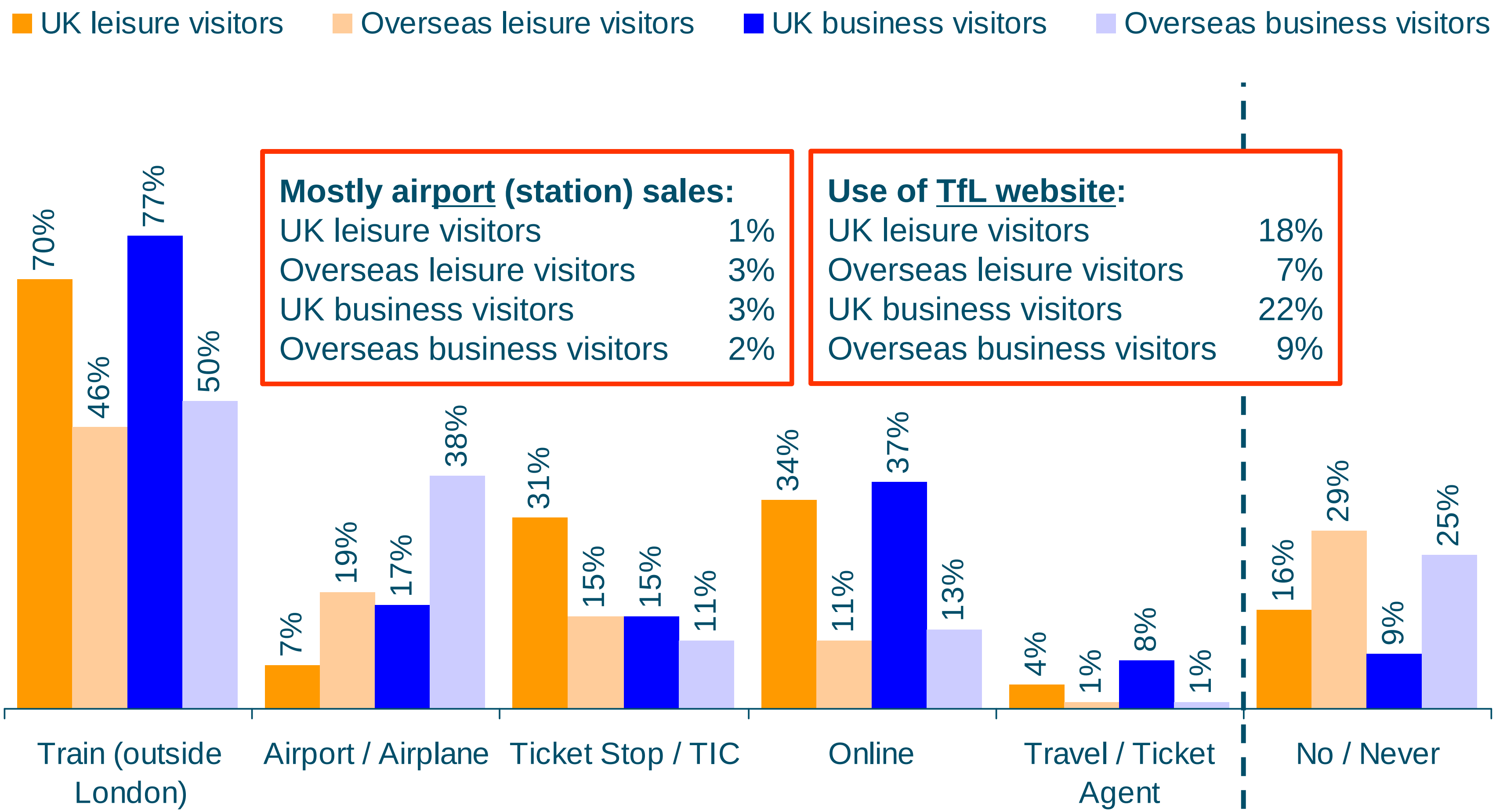
All who bought off-TfL system *(n=98)*	
Easier / Easy	30%
Convenient	19%
Want to speak to someone	23%
Quicker	9%
Nearest place	8%
Cheaper	7%
Better than queuing	7%

All who bought on-TfL system *(n=329)*	TO	POM
Easier / Easy	29%	39%
Convenient	21%	17%
Want to speak to someone	15%	5%
Quicker	2%	24%
Cheaper	8%	7%
Nearest place	8%	3%
Done it before	6%	7%
Make sure get right ticket	9%	0%
Better than queuing	2%	11%

Source: Q11

Base: all who bought tickets for travel ‘in advance (n=136) / all who bought tickets for travel in London, off-system’ (n=98) / all who bought tickets on-TfL system, at ticket office (n=214) / all who bought tickets on-TfL system, at ticket machine (n=92)

The majority of visitors - especially UK visitors - claim to have bought off-system. Even 56% of first time visitors claim this.



Mostly airport (station) sales:

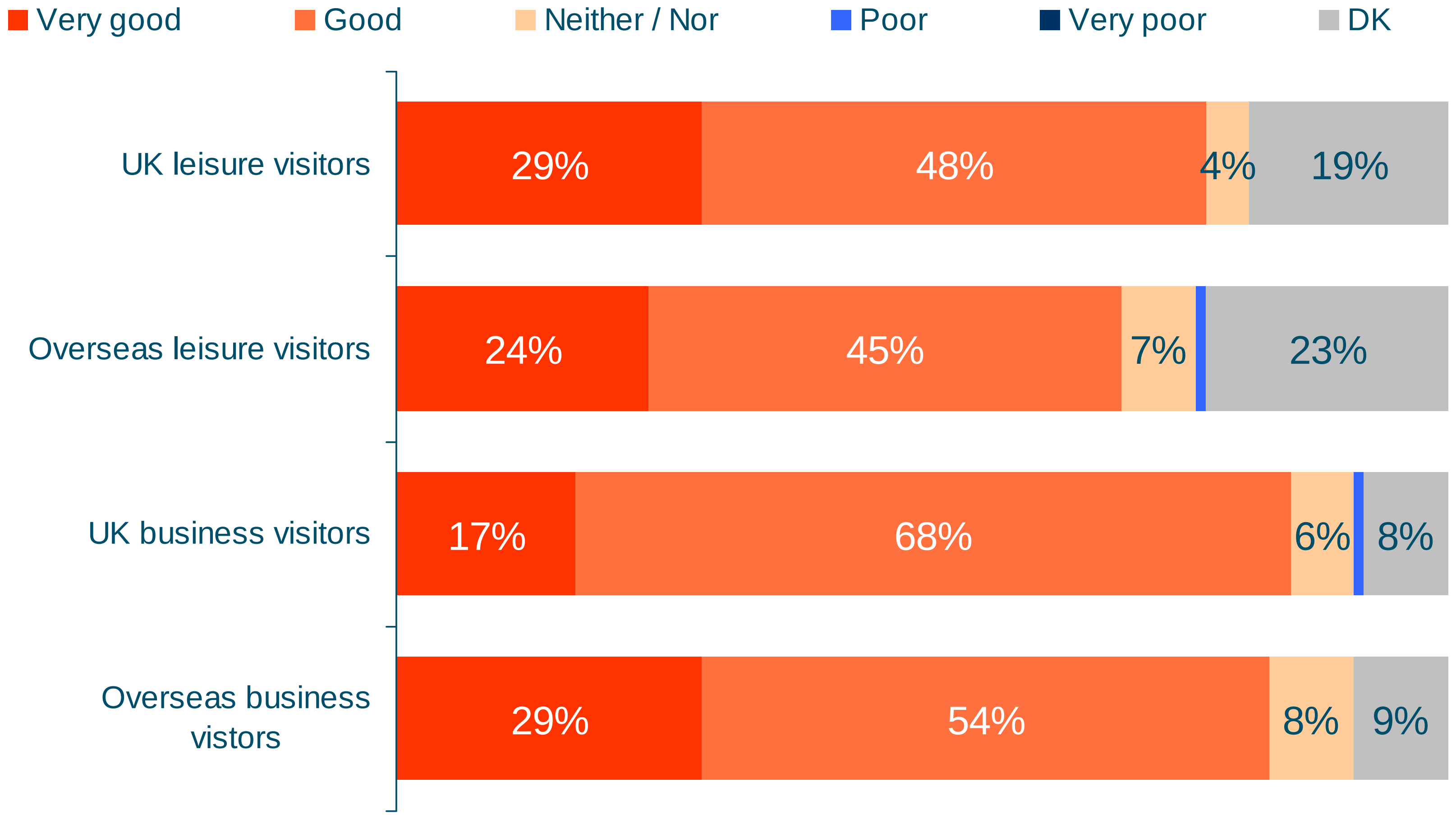
UK leisure visitors	1%
Overseas leisure visitors	3%
UK business visitors	3%
Overseas business visitors	2%

Use of TfL website:

UK leisure visitors	18%
Overseas leisure visitors	7%
UK business visitors	22%
Overseas business visitors	9%

Source: Q13
Base: leisure visitors (n=356) / UK leisure visitors (n=219) / overseas leisure visitors (n=137) / business visitors (n=209) / UK business visitors (n=105) / overseas business visitors (n=104)

All who have experience of buying ‘off-system’ are positive about it. No significant differences by ticket type or channel used.



Source: Q15

Base: all who have ever bought tickets ‘off system’ - leisure visitors (n=282) / UK leisure visitors (n=185) / overseas leisure visitors (n=97) / business visitors (n=174) / UK business visitors (n=96) / overseas business visitors (n=78)

Awareness is the single biggest reason why not bought off-system. However, desire to wait / check is also strong.

Never made an 'off system' ticket purchase *(n=109)*

Didn't know I could	36%	*overseas visitors = 41%*
Prefer to buy in London	15%	*business visitors = 29%*
Not necessary / buy when I need to	14%	
First time here / just arrived	13%	*overseas visitors = 21%*
Able / wanted to ask questions	7%	
Easy / easier / easier to understand	6%	
No hassle / no problem	4%	*business visitors = 11%*
To make sure I get the right ticket	3%	

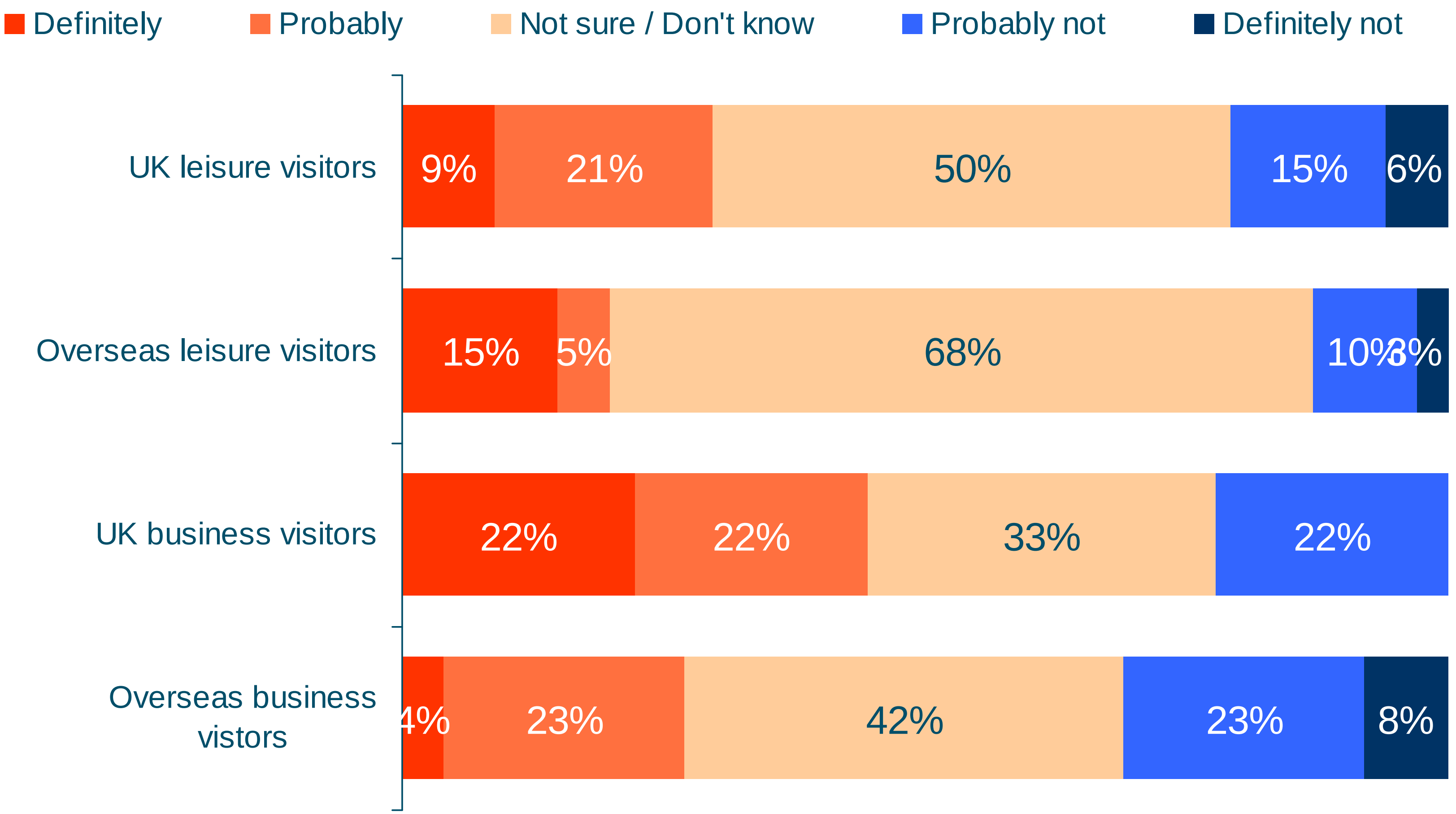
"it's just not something I would think about beforehand"

"worry about it when I get here"

"I was not sure what I needed, so I wanted to ask"

Source: Q17
Base: all who have never bought tickets for travel in London 'off system' (n=109)

More visitors likely to buy off-system than unlikely, but many are also unsure. No significant differences by length of stay.



Source: Q18

Base: all who have never bought tickets for travel in London 'off system' - leisure visitors (n=74) / UK leisure visitors (n=34) / overseas leisure visitors (n=40) / business visitors (n=35) / UK business visitors (n=9) / overseas business visitors (n=26)

Conclusions & recommendations

Recap:
Key headlines for visitors in 2010

- Oyster PAYG very much more strongly established among visitors:
  - awareness almost doubled for leisure visitors,
    and more than trebled for overseas business visitors;
  - is the second most used individual ticket type - gaining share from One Day Travelcard (ODTC) and single / return tickets;
  - proposition is appealing, and satisfaction among users is very high.
- ODTC remains top ticket choice, and meets visitors' needs very well:
  - well established, high awareness;
  - simple, very easily understood, peace of mind when using;
  - In comparison, many have less confidence in PAYG,
    i.e. When will it run out? What will I do then?
- On-system sales still dominate for visitors:
  - buying at point of travel makes sense, can get help / advice;
  - little motivation / incentive to pre-purchase this type of travel ticket.
- Visitor Oyster card gaining a foothold, but limited by pre-purchase.

Next steps:
increasing Oyster take-up

- **Key challenge is competition with One Day Travelcard, which meets customer needs well.**

- Need to increase confidence in PAYG proposition:
  - guidance on typical daily amounts so customers can avoid / manage their *“When will it run out?”* concerns;
  - guidance / reassurance in relation to top-up channels and what to do, to avoid / manage their *“What will I do if it runs out?”* concerns.

- However, likely that major shift from ODTC requires ‘coercion’:
  - price differential in favour of PAYG (but visitors less cost-sensitive)
  - withdrawal of ODTC (positive experiences of those who use Oyster suggest this should not create widespread problems).

- ODTC linked with rail ticket works well for UK visitors:
  less opportunity to transition to PAYG for these customers.

Next steps:
increasing off-system and advance sales

- **Key challenge is that on-system purchase makes sense for most visitors, and for many has advantage of information / guidance.**

- Most visitors don't / don't want to think about advance purchase, but:
  - visitors *are* seeking information before arriving;
  - maximise opportunities through partners (as current strategy);
  - corporate travel could be targetted for business visitors;
  - but still little advantage to advance purchase (unlike National Rail).

- Off-TfL system during journey sales have greater potential:
  - sales partners on other modes - rail, plane, coach - into London is seemingly the right strategy. Potential to expand?

- If most visitors want to transact on-system, can some of these be moved to machine purchase:
  - will need to actively encourage / reassure use of ticket machines;
  - recognise that some will stay at ticket offices, for personal guidance for their purchase - queue-combing / demonstrations?

Next steps:
Visitor Oyster card

- **Key challenge for Visitor Oyster card is promoting advance purchasing / off-system purchasing.**

- Current strategy is correct, as it maximises opportunity:
  - other mode sales partners - rail, plane, coach;
  - online sales partners (e.g. VisitLondon, VisitBritain, also TOCs);
  - travel agency sales partners (does this research give a good story - positive news re. Oyster and potential for it?).

- May need to expand PAYG information / guidance in addition.

- Future ticketing strategy might ease some of the concerns of PAYG proposition:
  - *“When will it run out?”* situation should not need to arise?

Summary:
Key visitor types.

UK leisure visitors

Primary target for PAYG:
- more frequent visitors
- more familiar/confident with systems.

Opportunity to link initial PAYG sale to National Rail?
- majority arrive via train;
- not just a day-trip market.

UK business visitors

Secondary target for PAYG:
- frequent visitors, familiar;
- quicker, more convenient travel;
- transferrable to colleagues.

PAYG sale ideally should be advance or on mode: otherwise may go for 'quicker to buy' tickets or ODTC+rail integrated.

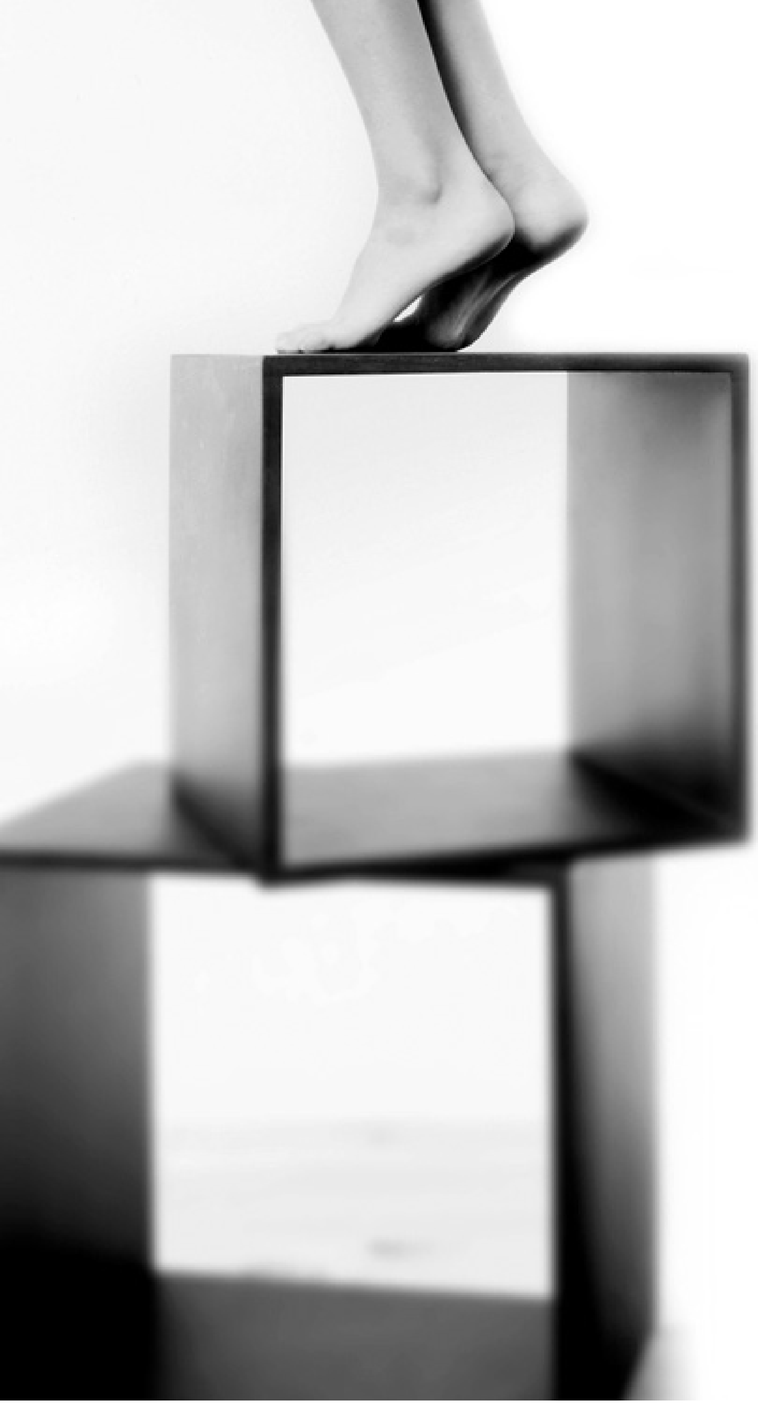
Overseas leisure visitors

VOC is challenging, given other tickets:
- many lack confidence for PAYG;
- want face to face reassurance in sale;
- less repeat visiting.

Need much greater support / reassurance to transition: guide books; TfL leaflets; TfL point of purchase.

Overseas business visitors

Similar opportunity profile as for UK business visitors:
- maybe better if more longer stays *BUT!*
- being less frequent visitors and less familiar with systems may limit use;
- and difficult to prompt pre-purchase.



Thank you

Any questions?