

Integrated ticketing system for Germany

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iTransfer partner, the BIS Bremerhaven Tourist Board is working with Hal Oever and Helgoland to develop an innovative ticketing system to encourage passengers to travel on the ferry service between Bremen, Bremerhaven and Helgoland in Germany.

Travel by ferry is often quicker, easier and more sustainable than by rail or road. To encourage this element to be integrated with regional public transport fare systems and allow use of same ticket for ferry, bus and train, the partners will explore ways to create an efficient and easy way to check times and book tickets across multiple journeys.

The cruise trip from Bremen to Bremerhaven has six or seven stop overs, which require passengers to book several parts of separately. However, to take into account ship capacity, the system would need to be able to calculate capacities both at the landing port and the vessel. AS well as gathering this information, the partners will also look at improving the accounting system to collect exact number of passengers travelling by different transport modes in the region.

The proposal will explore options via a web application and get feedback from ferry owners and operators to enable this service and for tickets to be purchased on their vessels.

Helgoland together with Bremerhaven Tourist Board will prepare a "Study on ferry passenger expectations" on the ferry line from Bremerhaven to Helgoland and Hal över on the route between Bremen to Bremerhaven will put the approach and findings into one report, which will be shared as an example of best practice with iTransfer partners. It is planned that the results of the methodology as well as the results from the interviews will be complete in March 2013.