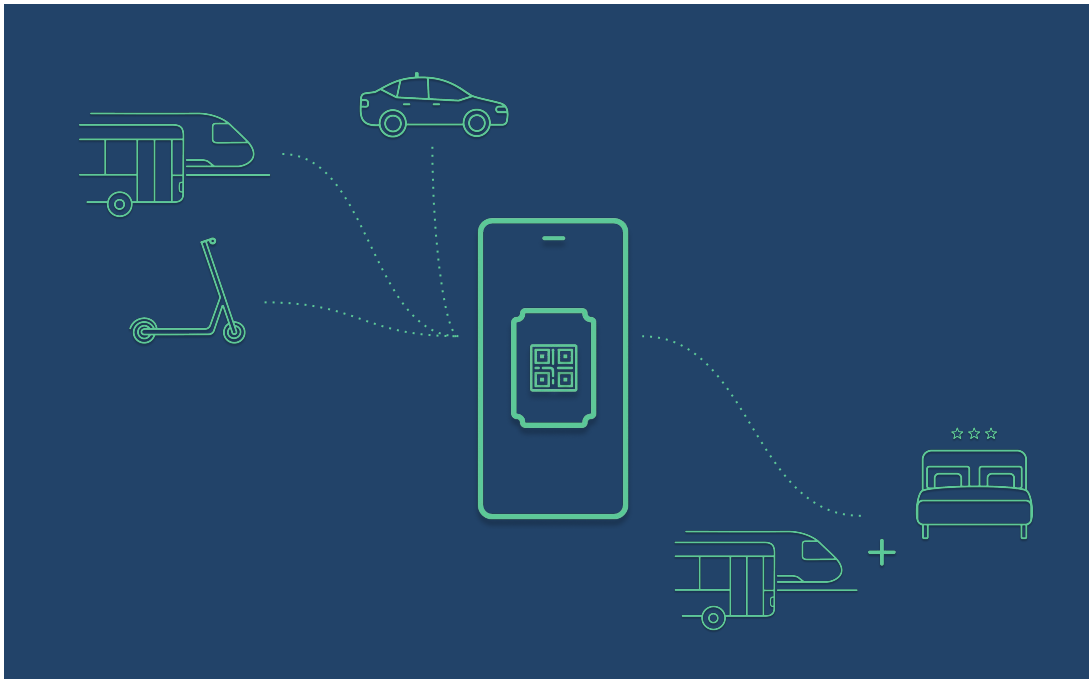


Insights from the Implementation of Third-Party Sales of Public Transportation Tickets

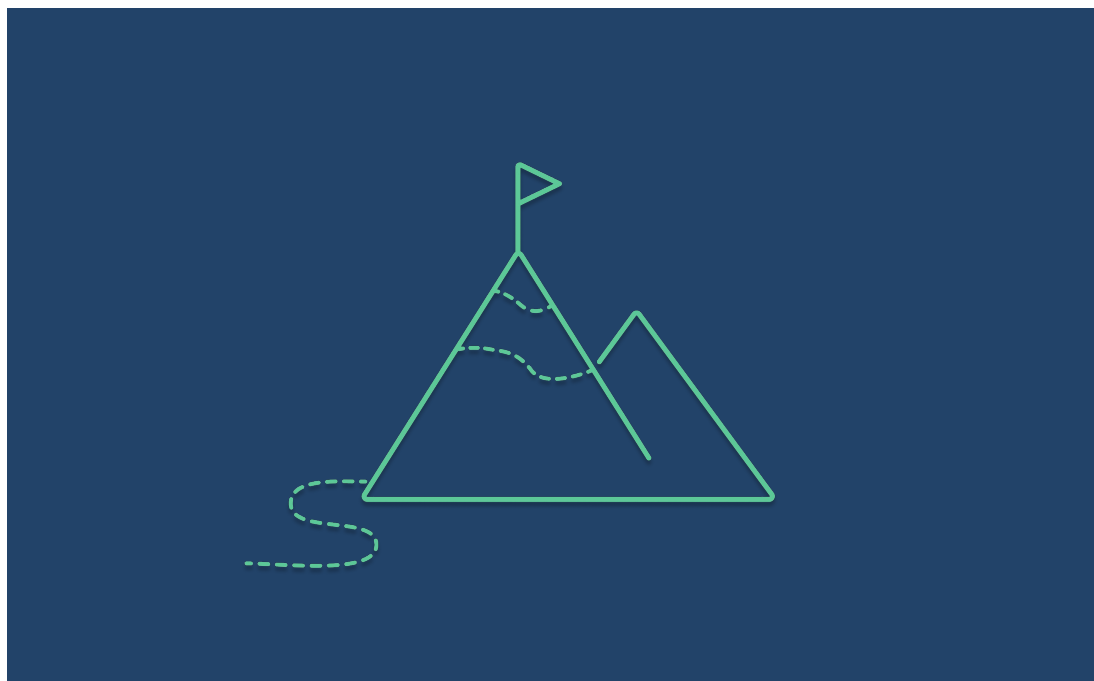
Felicia Palmqvist Nordling
Service Designer
Expedition Mondial

Background - Third-party tickets



- Sustainability is a key component
- SL (Region Stockholm) and Västtrafik in Gothenburg has opened up their systems to let other companies sell their tickets
- Two existing collaboration models:
 1. Digital resellers (e.g. hotels and event agencies)
 2. Mobility partners (e.g. the Travis app)

Project goal



- To gather “lessons learned” - to identify success factors and challenges on the path towards digital third-party sales of public transportation tickets at Västtrafik and SL.
- To create a report that can serve as a support for the continued work in the area of third-party sales of public transportation tickets.

Method

24

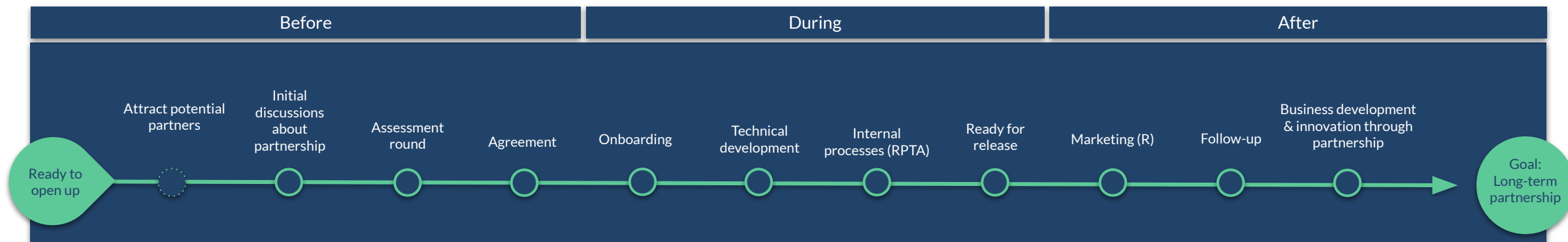
In-depth Interviews &
Desktop Research

Who did we talk to?

- Västtrafik
- SL
- Skånetrafiken
- Samtrafiken

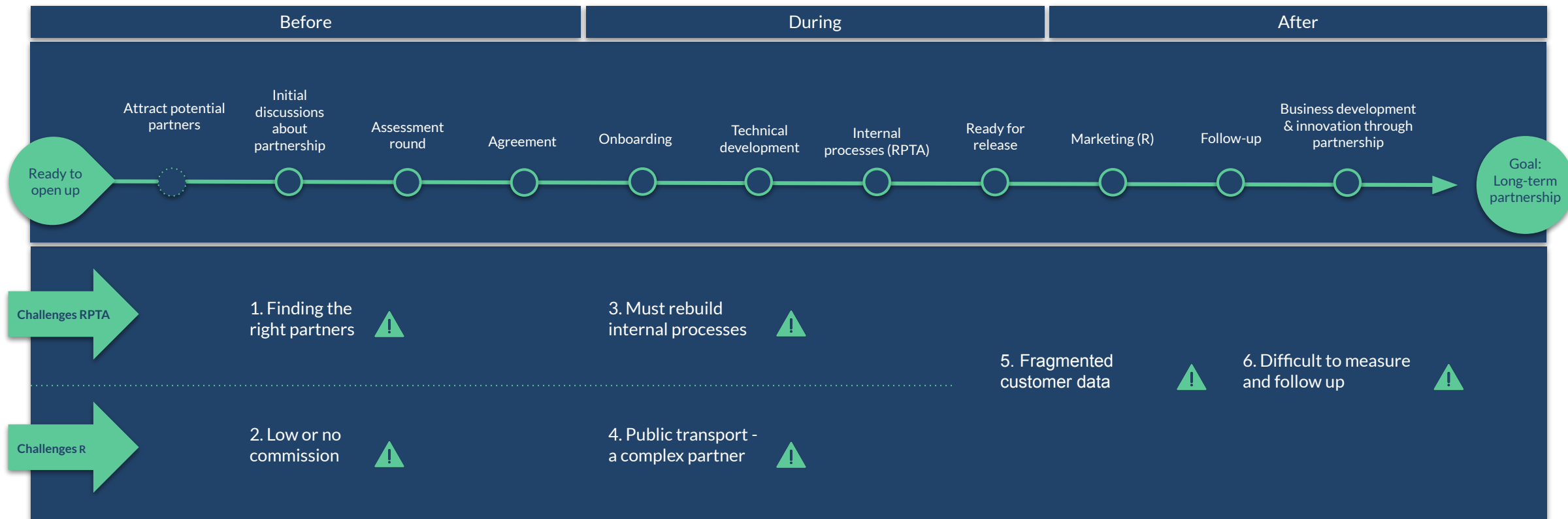
- Travis
- Parkering Göteborg
- Ubigo
- Svenska Mässan
- Voi

Results - The Journey

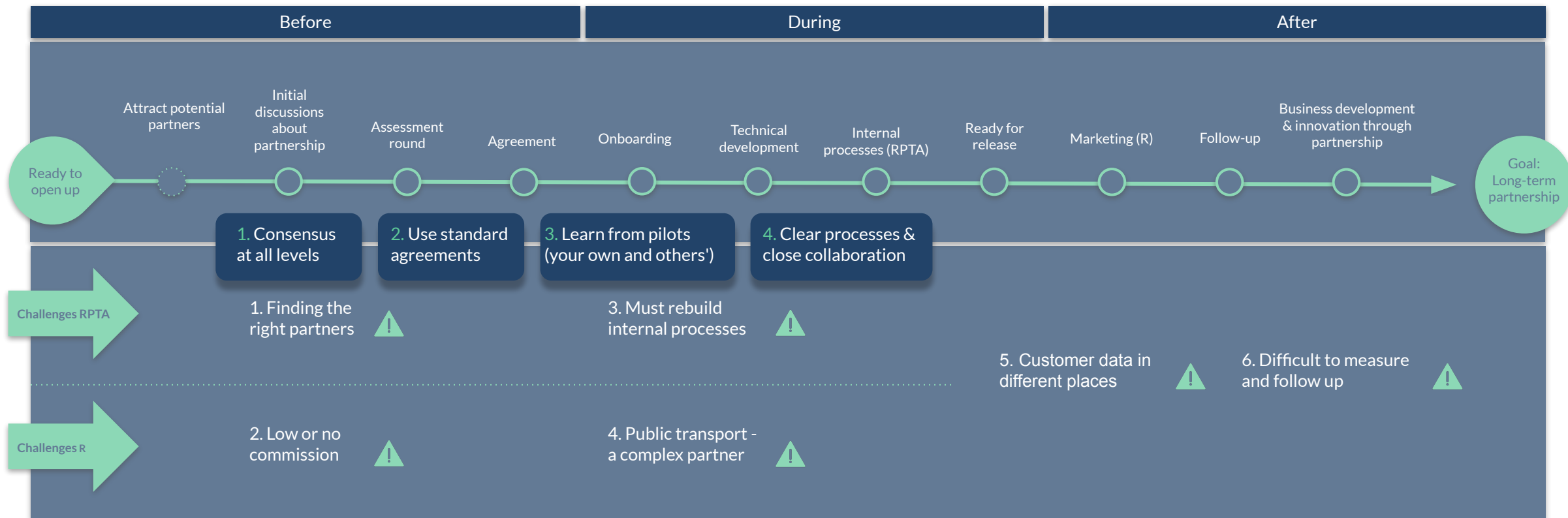


- Implementation Journey - Regional Public Transport Authorities (RPTA) and Resellers (R)
- From “Ready to open up” to “Long-term partnership”

Results - Challenges



Results - Success Factors



Contact

- Felicia Palmqvist Nordling
Service Designer
Expedition Mondial
- E-mail: felicia.p.nordling@expeditionmondial.se
- Also involved:
Sara Othman, Service Designer, Expedition Mondial
Fredrik Bergfalk, Service Designer, Expedition Mondial