

More than just a mobile phone ticket: VAB and FAIRTIQ establish a new fare structure in the Bavarian Lower Main region

From January 2022, passengers of the Verkehrsgemeinschaft am Bayerischen Untermain (VAB) can use the FAIRTIQ app on all buses and trains. Buying tickets with a smartphone not only makes using public transport more convenient, but it also ensures greater simplicity and transparency thanks to a new e-Fare.

Simplified e-Fare

In conjunction with the VAB-wide introduction of the FAIRTIQ app, the new VAB e-Fare was launched. The fare is calculated based on the most direct distance between stops. Fares are capped, meaning that customers never pay more than a set amount in a given time period.

Network-wide solution

VAB is an association of four rail transport operators and five bus service providers. The e-Fare is valid on all means of transport and with all companies. It therefore allows for convenient use of public transport, including on intermodal trips.

Best price in city transport

In Aschaffenburg, the FAIRTIQ app has already been available since summer 2020. Tickets are up to 20 cents cheaper in the app than when buying a paper ticket. In addition, the direct-distance fare for trips up to two kilometres was introduced in 2022.

“The fare structure in public transport must be simple. It is our goal to reduce barriers, for example by introducing the VAB e-fare. The new fare and the app have been well received by our passengers.” Ioan Logigan, Managing Director of VAB GmbH

Innovation, integration and future orientation: The combined launch of FAIRTIQ app and e-Fare is only the beginning

The Verkehrsgemeinschaft am Bayerischen Untermain (VAB) consists of four rail transport operators and five bus service providers. Together they run 80 lines that cover an annual distance of 12.2 million kilometres, of which 2.2 million kilometres (20 per cent) are by rail. Fares are traditionally calculated based on honeycomb-shaped fare areas in combination with fare zones and a number of special tariffs. It was the aim of VAB to reduce the complexity of the fare system in order to make travelling by public transport easier, more accessible and convenient for both, regular and occasional customers. Moreover, VAB did not merely want to introduce an easy-to-use smartphone ticket, but to prepare the ground for the digital tariff world of the future.

VAB was looking for a solution:

- to easily digitise existing fares for integrated bus and rail use,
- to flexibly develop new fares and integrate them into the existing structure,
- to offer passengers greater transparency and convenience when buying tickets,
- to encourage the use of public transport for regular and for occasional public transport users.



With flexibility and creativity to a simplified e-Fare and full transparency

Instead of meticulously replicating the existing fare structure in the FAIRTIQ app, VAB opted for a more flexible and creative approach. The e-Fare calculates the fare based on the shortest distance as the crow flies, regardless of the public transport mode. The simplicity of pricing is particularly appealing to occasional customers and spontaneous passengers. Each trip is capped regardless of distance travelled. If several journeys are made on the same day, a daily cap applies, enhancing the appeal of the e-Fare to long-distance and frequent travellers. The existing discounted weekend and holiday fares have been integrated into the FAIRTIQ app. In the city of Aschaffenburg, a combination of direct-distance fare and reduced standard fare is applied.

“Working with FAIRTIQ has been an excellent experience. The support is top! For the future we are planning a long-term cooperation, including for example the design of various special tariffs.”

Ioan Logigan, Managing Director of VAB GmbH

Best price solution for passengers, more attractiveness for public transport

- clear and transparent fares and intuitive app
- the direct distance approach of the e-Fare increases transparency for users
- the capping function ensures fair and transparent pricing for all trips
- in the city of Aschaffenburg, the e-Fare is always cheaper than a paper ticket
- a foundation is created for easy integration of future tariff changes
- success in the passenger market: in the seven months following the introduction of FAIRTIQ app and e-Fare, around 6,600 registered users have made approximately 150,000 journeys, generating 430,000 Euros in ticket revenue



The advantages of FAIRTIQ

- integrated ticketing solution covering all modes and transport providers, applicable to the city and the wider VAB area
- possibility to develop new fares and combine them with existing fare structures
- proven technology and reliable software that can be adapted to specific local needs
- after a successful test in the city of Aschaffenburg, smooth expansion and adaptation of FAIRTIQ app to the entire VAB area

What can we do for you?

Join us in making your public transport services more innovative and customer-friendly. Contact:

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