



#MPAYG

# Mobile Pay-As-You-Go 2024

## The year in review

**FAIRTIQ**

# FAIRTIQ

## Executive Summary

2024 was a landmark year for **Mobile Pay-As-You-Go (MPAYG)**. With over **200 million trips processed** across 23 regions and eight countries by the end of the year and a continuing growth, FAIRTIQ's technology hit an all-time high in 2024 — proving itself as a flexible, reliable solution for modern public transport.

Across Europe, regional and national partners embraced MPAYG by FAIRTIQ to **simplify multimodal travel** and **integrate local fare policies**. From Zlín's next-generation tariff to Denmark's nationwide rollout, MPAYG is helping shape the future of public transport. Tariff and product innovations such as **spending-based discounts, gamified loyalty programmes, and community mobility vouchers** made travel more seamless and rewarding for suppliers and users alike. And with **Companion Mode** now supporting dogs and bikes in addition to humans, inclusivity is at the heart of every journey.



*"MPAYG brings the comfort and pricing security of flat-rate passes—such as Switzerland's General Abonnement or Germany's Deutschlandticket—to occasional users who either don't need or can't commit to a subscription. By calculating the best fares in real time, MPAYG expands public transport accessibility across the entire network."*

Frank Bärnighausen, Managing Director at RVL

### Swipe. Board. Enjoy the journey.

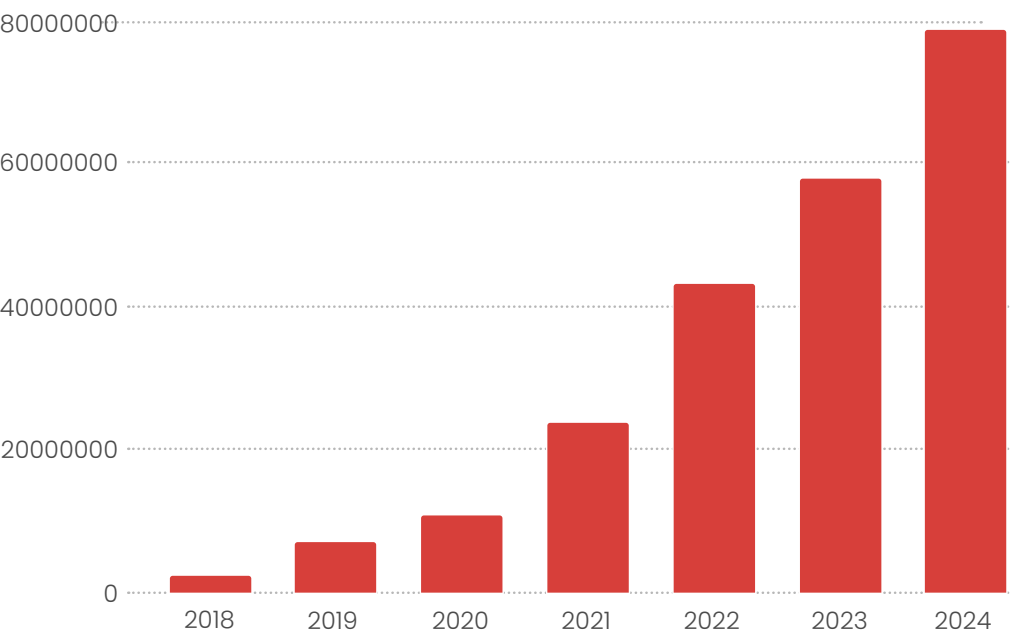
Combining dynamic best-fare calculations with a mobile-first experience, MPAYG ensures that every rider—daily commuter or occasional user—always gets the right price.





# MPAYG Growth at a Glance

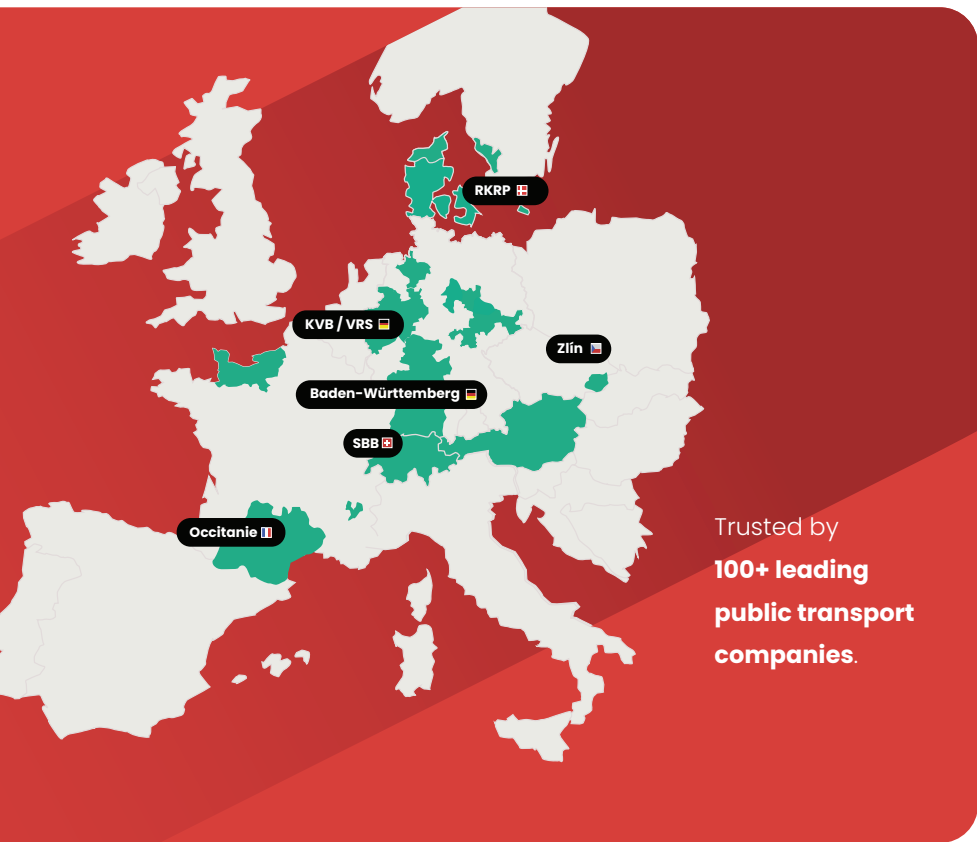
Yearly trip volume with MPAYG by FAIRTIQ



- > Over **78 million trips** powered in 2024
- > **200 million total trips** completed – new record high
- > More than **1.2 million monthly active users** reached
- > **Net Promoter Score: 9.5**—reflecting very high user satisfaction
- > **Average App Store rating: 4.65 stars worldwide\***

\*Based on FAIRTIQ app store reviews

# Unlocking a world of smart international travel



Regional availability of the MPAYG technology by FAIRTIQ, May 2025

## Regional availability of MPAYG in 2024

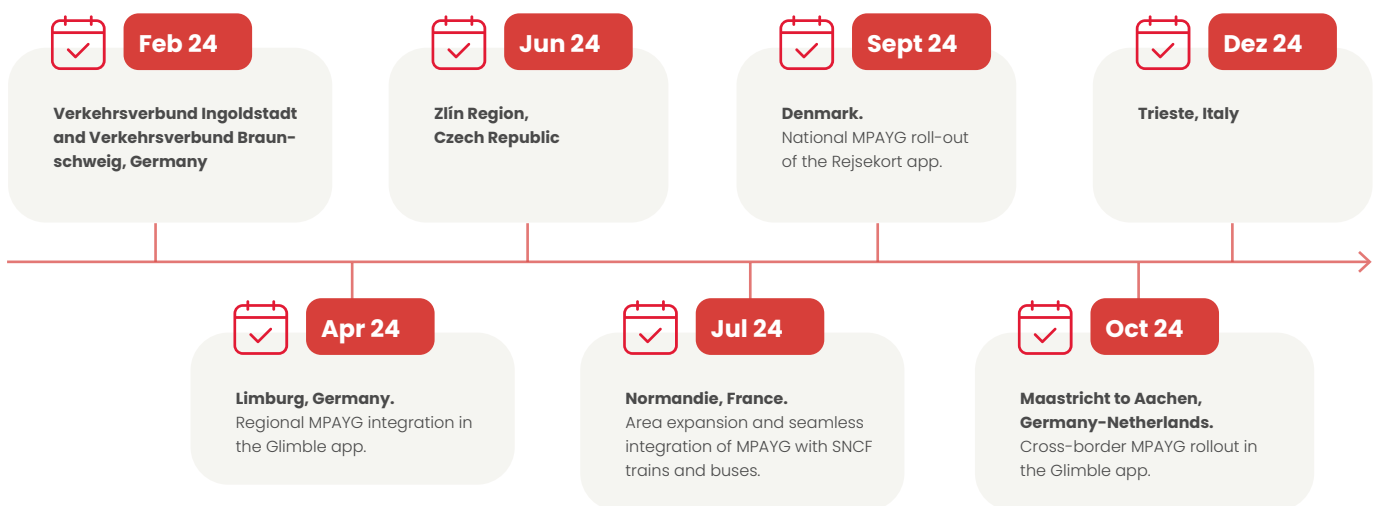
- **23 regions** across eight countries
- **72 Million people** can travel with one swipe at their nearest stop\*  
\*Based on latest population data



Discover FAIRTIQ's interactive validity map

## MPAYG Rollouts in 2024

In 2024, MPAYG technology continued to grow, with FAIRTIQ supporting eight key rollouts across Europe. These new launches marked an important step for digital ticketing, helping transport operators **simplify fare collection, improve passenger experience, and reduce reliance on costly hardware**. Each rollout reflects how MPAYG can adapt to different regional contexts, supporting operators and making public transport more convenient and accessible on a regional or national level.





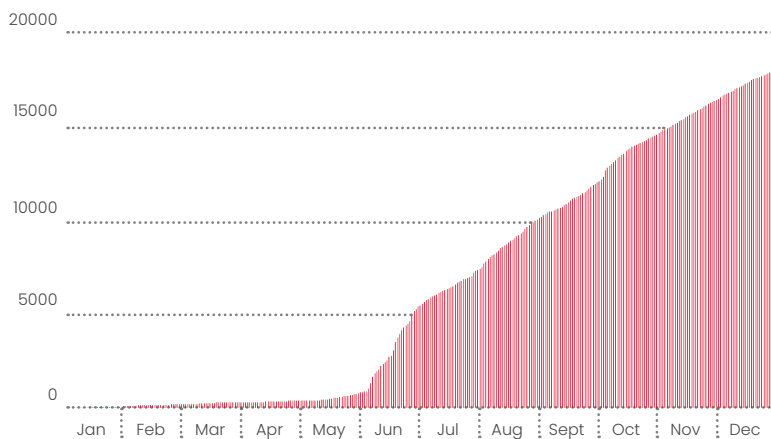
## Highlight: Zlín Region, Czech Republic



*"I cannot stress enough how professional FAIRTIQ's project management is, but the whole communication was also very human."*

Martin Štětkař, MD of IDZK

### Cumulative FAIRTIQ Downloads in Zlín, 2024



#### Key Success Factors

- **Seamless integration** across all operators and modes
- Rapid rollout and customer acceptance thanks to **strong local partnerships**
- **Awareness campaigns** that built trust



#### Go-Live: July 2024

Fully digital MPAYG rollout, bypassing additional hardware investment.

- **6,400 app downloads** in the first month.
- Over **10,000 FAIRTIQ trips** in four weeks.
- More than **200,000 trips** within six months.



#### Partner Goal

Simplify ticketing and enable seamless multimodal integration.



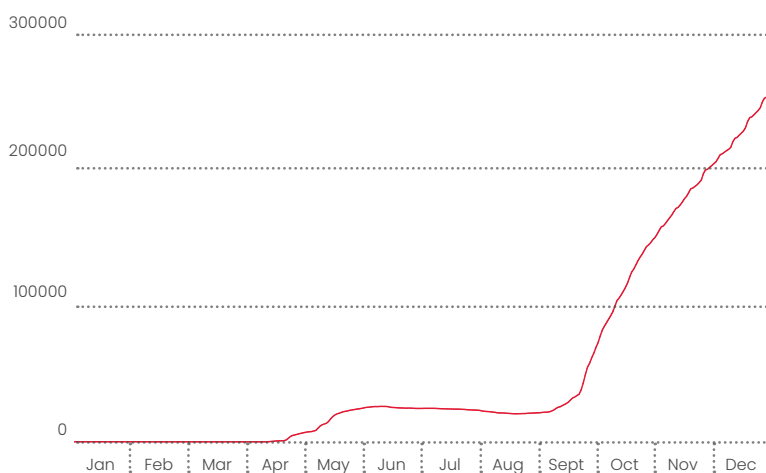
## Highlight: Denmark



*"Many countries believe that their transport systems are too unique for standardised solutions. My advice is: think again. A standard solution saves time, money, and just works."*

Tina Hørbye Christensen, CEO of Rejsekort & Rejseplan A/S

### Number of monthly active Rejsekort app users in Denmark (2024)



#### Key Success Factors

- **High public demand** for a digital solution without the pain of 'forgotten tap-outs'
- **Strategic decision to go, mobile-first** on national level
- **Fast, scalable and cost-efficient rollout** thanks to a fully digital solution



#### Go-Live: September 2024

Nationwide rollout just **ten months** after contract signing.

- **1.5 million user** registrations in seven months.
- Over **one million active users** travelling with one swipe at least once in 2024
- **Market share above 30%** within six months of the launch



#### Partner Goal

Replace an aging card-based system with a requested, smartphone-first solution accessible to all.

**December 23:**  
FAIRTIQ selected

**April 24:** Controlled nation-wide MVP launch to 2,000 users—reached capacity in 40 minutes

**February 25:** Launch of additional travellers

**February 24:** Beta test with RKR and PTO employees, family and friends

**September 24:** Public rollout for travellers aged 18+



**Next:** Launch of complex customer types (children, early pensioners, disabled) and other products (Rejsekort Corporate, commuter cards)





## Product and Tariff Innovation

# Building Tomorrow's Travel Experience

In 2024, FAIRTIQ's MPAYG technology continued to deliver features that **simplify travel, build loyalty, and open up new revenue streams** for public transportation authorities and operators.



Read more  
about premyo

## Spend-Based Discounts

Launched in 2024 in collaboration with FAIRTIQ, A-Welle's **premyo** programme offers dynamic, monthly spending-based rebates, **increasing ridership and revenue** with tiered discounts embedded directly in the FAIRTIQ app.



Read the Bonus  
Case Study

## Gamified Loyalty & Fare Capping

Introduced in 2024, the scientifically proven FAIRTIQ Bonus loyalty programme rewards frequent travel with a discount of up to 15% off monthly fares, **driving repeat usage while maintaining pay-as-you-go flexibility.**



Read more about  
Flensburg's community  
mobility

## Community Mobility Vouchers

Implemented in 2024 alongside FAIRTIQ, Flensburg's "Engagierte Stadt" program uses voucher-based grants to offer free rides to local volunteers—no paper tickets required. Katharina Bluhm, coordinator for the city's volunteer network, reports **overwhelming uptake and sees this as a template for socially-driven, data-backed mobility incentives.**



There's a lot more! Find  
the latest case studies in  
our Knowledge Hub

## Tickets for Dogs and Bikes

In 2024, FAIRTIQ took a step forward by expanding the **Companion Mode** feature to include not just **people**, but also **dogs** and **bikes**. With this new functionality, FAIRTIQ users can now travel with their four-legged friends or their bicycles with a single swipe in the app, just like they would with any human companion\*.

\*feature availability can differ across regions

## International Recognition

FAIRTIQ's commitment to simplifying and modernising public transport ticketing was recently recognised at the **Transport Ticketing Global (TTG) Awards 2025 in London**. Two key partners—Occitanie and Rejsekort & Rejseplan A/S—were honoured for their achievements in partnership with FAIRTIQ:



### Best Commercial Strategy Initiative – Occitanie

La Région Occitanie / Pyrénées-Méditerranée & SNCF Voyageurs received this award for their **innovative, flexible, and data-driven pricing solution** developed in collaboration with FAIRTIQ. This approach has already attracted over **237,700 users** and delivered more than **7.3 million journeys—a 68% increase in traffic** since 2019.

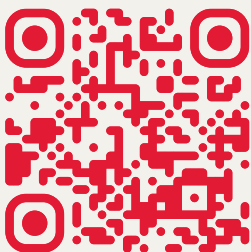


### Best Passenger Experience Initiative – Rejsekort & Rejseplan A/S

This award recognises the nationwide deployment of FAIRTIQ's MPAYG solution in Denmark. Together with Rejsekort, we enabled a **seamless, mobile-first experience** that has set a new standard in passenger convenience.

## The journey ahead

2024 proved that MPAYG is more than a digital ticket—it's a catalyst for change. Working alongside partners, FAIRTIQ continues to shape smarter, more inclusive mobility. Looking forward, we're committed to helping build the next generation of user-friendly, sustainable public transport. Together, we're making travel simpler, fairer, and more accessible for everyone.



Stay informed on how MPAYG evolves worldwide. Get monthly updates by subscribing here

### Get in touch with us

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