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Head of Electronic Tickets, Ruter As

Norwegian public transport boom

The Norwegian capital region has in recent years become Europe's most rapidly growing metropolitan area. A 2% annual population growth is outbalanced by a 5% growth in public transport journeys. Figures from 2012 indicate a 29% increase on 2007, whereas private car use in Oslo itself remains stable at 2005 levels.

Ruter is the public transport authority for the city of Oslo and the surrounding county of Akershus. Almost a quarter of the Norwegian population lives in the area served by Ruter. Approximately 300 million public transport journeys a year represent almost 60% of all public transport journeys made in Norway.

Substantial traffic growth and increasing market shares

Ruter was established in 2008 as the result of a merger between the previously separate public transport authorities belonging to the two counties making up the Oslo region. Since then there has been a substantial increase in passenger numbers.

There is a broad political agreement on the ambition that public transport should capture the greater part of the overall growth in motorised transport.

All-electronic ticket system

The process of implementing an electronic ticket system based on contactless cards has been long and cumbersome. When Ruter was founded, an unfinished system was inherited from the two previous public transport authorities. For some years paper tickets and electronic tickets were offered side-by-side, awaiting the completion of the electronic system and the step-by-step introduction of new attractive electronic ticket products. However, as of May 2013, all pre-bought ticket products are electronic only. The contactless e-ticketing solution now provides seamless journeys across the city and the surrounding

county on a network that includes metro, buses, trams, ferries and trains.

Smartphone ticket success

Ruter launched its first mobile ticket for smartphones in December 2012, starting with single tickets. This service was very well received. By May 2013 more than 220,000 people had downloaded the app, and about



Validator showing expiry time of a ticket

10,000 mobile tickets were being sold every day. A second version of the app was launched in May 2013, offering 24-hour, 7-day and 30-day tickets in addition to single tickets. By the end of July 2013 more than two million tickets had been sold on smartphone apps since the first launch in December 2012.

Metro, trams, buses and ferries

Ruter's transport services are run by a number of different operating companies. Bus and ferry contracts are awarded subsequent to competitive tendering. Metro and tram contracts are not subject to tender, but are re-negotiated each year with the municipal metro and tram companies. Railway services are offered by the Norwegian state railways (NSB), with Ruter fare tariffs applying to all local train journeys within the Ruter area.

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Metro

The Oslo metro is the backbone of the city's transport system – with 82 million passenger boardings every year. A network of six lines and 100 stations connect densely populated suburbs with the busy city centre. Since 2007 the entire metro car fleet has been renewed and enlarged by 50%.

Trams

The trams of central Oslo are a characteristic feature of the capital's cityscape, with 72 trams serving six different lines with a total of 48 million boardings a year.

City buses

Areas not served by metro or tram connections are covered by an extensive network of 53 routes, with approximately 500 red buses and 83 million boardings annually.

Regional buses

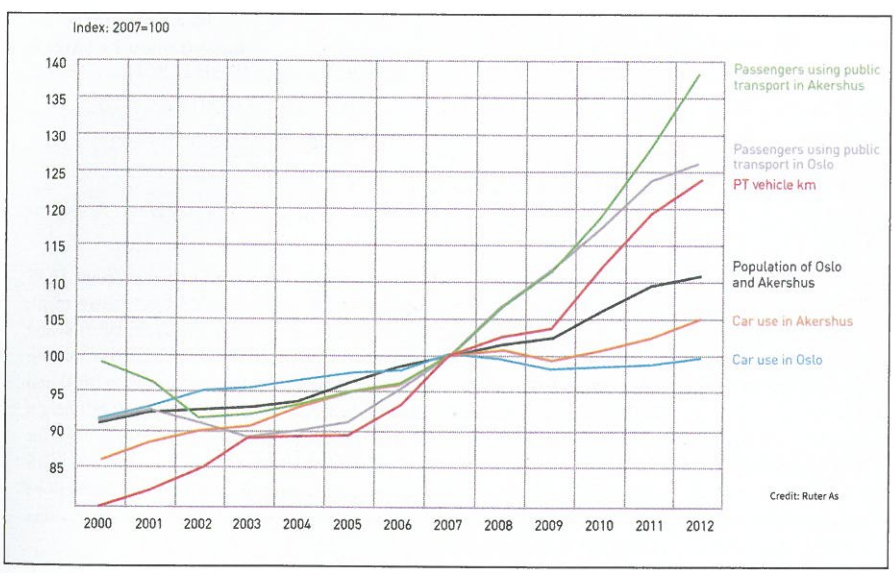
Seven hundred green regional buses serve all parts of Akershus county with 120 routes, many of them feeding important railway stations and local transport terminals.



Ruter launched its ticket app in December 2012

Ferries

Large ferries running on natural gas serve the busy connection from the Oslo City Hall piers to the Nesodden peninsula. High-speed catamarans bring rush-hour commuters to more distant destinations on the Oslo fjord. Ruter's ferry services are completed by a network of small vessels which serve the numerous islands just outside the city centre.



Trends in population, public transport and car use



Erik Kolbjørnsen has extensive experience in the Scandinavian travel industry, and since 2010 has held the position of Head of Electronic Tickets at Ruter As. He has played an important role in launching Ruter's newest sales channel – mobile ticketing – to the market and is today responsible for sales through the mobile channel. Before joining Ruter in 2010, Erik was Manager B2B Solutions & Credit Cards at the Scandinavian Airlines Systems (SAS) headquarters in Stockholm. Here he was responsible for SAS Corporate Online Booking in addition to overseeing the airline's credit card agreements. At Flytoget, the Airport Express Train in Oslo, Erik was responsible for sales made through travel agents and airlines. He played an important role in developing the Airport Express Train's distribution solution as well as facilitating the development of ticketless travelling at the Airport Express Train.