



NEWS RELEASE
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Survey proves **PLUSBUS** is just the ticket for regular bus and train passengers

A nationwide discount-priced ticket for combined train and bus travel is growing in popularity, new research shows.

A survey carried out by independent watchdog Passenger Focus shows that 90% of PLUSBUS users are either 'very' or 'fairly' satisfied the integrated ticket, which offers passengers unlimited bus and tram travel in towns and cities from which their rail journey starts or finishes.

Key reasons for the high satisfaction levels were that the ticket is convenient and simple to use, and is good value for money, because it offers unlimited travel with no peak restrictions.

The survey of over 2,000 rail users aimed to measure awareness of PLUSBUS, and how it is used by passengers. The report published today shows that:-

- 43% of rail passengers are aware of PLUSBUS;
- 70% of PLUSBUS users own a car, showing that the ticket encourages people to opt for the bus rather than driving;
- 20% of prospective PLUSBUS users said they would buy a ticket having recently been introduced to it.

The survey results help to explain the growth in PLUSBUS, with almost a million tickets now sold every year, a doubling in the last five years.

Jonathan Radley, Commercial Director of PLUSBUS, said: "I am delighted that 9 in 10 customers are satisfied with their PLUSBUS ticket. This demonstrates that Britain's only multi-modal and multi-operator travel ticket continues to be a huge success."

"We're pleased that customers recognise the benefits of convenience and value it provides, but we are keen to encourage more rail passengers to use PLUSBUS. We will continue to work with industry partners to further promote PLUSBUS and raise awareness to both customers and the staff who sell it."

Conrad Haigh, Head of Integrated Transport at the Association of Train Operating Companies (ATOC), added: "PLUSBUS offers an attractive, low cost, door-to-door public transport option, so it's good news that growing numbers of passengers are recognising its benefits. It's a great example of bus and train companies work together to deliver even better services for customers."

David Sidebottom, passenger director at Passenger Focus, said: "Passengers tell us that value for money is important to them. This research found that PLUSBUS could help deliver this.

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“PLUSBUS is a great example of the bus and train operators working together to further improve passenger satisfaction. The next step is to ensure more passengers are aware of how PLUSBUS can make onwards journeys easier.”

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NOTES TO EDITORS

- PLUSBUS ticketing is managed and funded by Journey Solutions, a not-for-profit partnership of Britain’s five leading bus and train operators (Arriva, First, Go-Ahead, National Express and Stagecoach) along with trade organisations ATOC, ALBUM and Confederation of Passenger Transport.
- The average PLUSBUS day ticket costs £2.50, prices vary from £1.50 to £4.80 depending on the area. Railcard holders get a discount of a third, and children get 50% off adult day ticket prices.
- Standard PLUSBUS tickets can be bought at all National Rail ticket offices, over the phone or online. For more information visit: **www.plusbus.info**
- The Association of Train Operating Companies (ATOC) was set-up in 1993, it brings together all train companies to preserve and enhance the benefits for passengers of Britain’s national rail network.
- Passenger Focus is the independent consumer organisation representing the interests of rail users nationally and bus, coach and tram users across England (outside London).
- For comment and interviews, contact: **Jonathan Radley** on **07738 766 872**.
- A PowerPoint presentation of the full research results can be viewed at: **www.plusbus.info/news**