

Trainline reveals the UK's most popular routes for digital season tickets

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Trainline has revealed its top 10 most popular routes for digital season tickets since the new sTicket standard was publicly launched last year.

The top 10 most popular routes with customers so far have been:

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| 1. Brighton-Haywards Heath | 6. Crawley-Horsham |
| 2. Brighton-Burgess Hill | 7. Bramley-Leeds |
| 3. Leicester-Nottingham | 8. Northampton-London Terminals |
| 4. Milton Keynes Central-London Terminals | 9. Loughborough-Leicester |
| 5. Burley Park-Leeds | 10. Brighton-Hassocks |

The new sTicket technology was developed by Trainline in collaboration with Rail Delivery Group, and first

piloted with Govia Thameslink Railway which is reflected in the prominence of Brighton in the Top 10 list. Ten UK train operators are now offering digital season tickets on at least part of their route, with sTickets currently available for around one-third of UK journeys. The tickets are available through a number of train operator's own apps, including East Midlands Railway and Northern, as well as via Trainline's app.

sTickets provide customers with an easy and immediate way to buy a season ticket and deliver it to their phone. They can be fulfilled immediately before travel, with no need to queue to collect the ticket, and no need to carry a separate physical card. 95% of Trainline customers are now selecting a digital season ticket over a paper-based option when offered the choice, with almost 100,000 journeys made every week on digital season tickets sold by Trainline alone.

Dave Price, Chief Product Officer at Trainline, said: "Mobile-based barcode tickets have been popular with customers for years when buying daily tickets. As sTicket technology goes live across more and more of the UK's rail network, we project digital season tickets will prove equally popular with customers as an easy, quick, and secure fulfilment method."

David Gornall, Commercial Director at Govia Thameslink Railway, said: "Smartphones have become the time-saving go-to technology for so much of what we do in our daily lives and it's great to see our passengers taking up these new barcode season tickets as part of this pilot on behalf of the rail industry. We'd like to extend their use across our network because they're fast, easy and secure, and passengers love them."

Neil Grabham, Customer Services Director at East Midlands Railway, said: "We are always looking at ways to make travelling with us as easy as possible, so it's great that digital season tickets are proving so popular. It's easy to see why, as they offer EMR customers a quick, convenient, and secure way to buy their season tickets."

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