

Imagin'R: concessional fares for young people in Paris

Topic

Integrated ticketing

Summary

A regional ticket to enable young people (aged 12-26 years old) to travel at a discounted rate in Paris and in the Ile de France region was introduced. This case study was collected in the framework of the Eclipse project.

Case Study

Introduction

Previously there was no special public transport fare for younger people in Paris. However, in and outside Paris, public transport is very important as distances from home to schools and universities can be significant.

Basic facts

The objective is to introduce a regional ticket to enable young people (aged 12-26 years old) to travel at a discounted rate in Paris and the Ile de France region.

Users and stakeholders

The users of this ticket introduced in Paris are young people (aged 12-26 years old in education or training).

Implementation set-up

This smart card scheme allows young people (aged under 26 in education or training) discounted travel, between 30% and 50% reduction in the City of Paris and Ile de France region. At weekends, during school holidays and bank holidays, Imagin'R is also valid for trips anywhere in the Ile de France region, irrespective of the zones that they travel in.

The payment for the yearly card can be paid for in instalments in the same way as most season tickets (10 monthly payments by direct debit) which can be made from the young person's bank account or, more commonly their parent's bank account.

The Imagin'R card also offers young people discounts and special offers at cinemas, Mc Donalds, clothes retailers etc.

A dedicated website has also been set up (<http://imagine-r.com>) operated by RATP, STIF and OPTILE for young people, serving as a key source of information.

Results

- There are 680,000 card holders, which represents 75% of the core market.
- Imagin'R has reduced the incidences of fare evasion among younger people as they now have valid tickers for their leisure time.

<http://www.osmose-os.org/>

Future prospects and conclusions

The reasons of success are:

- Considerable effort was invested in branding and marketing the initiative to make it attractive to young people. The advertising has been positive-focusing on the idea of full mobility in terms of freedom, living life to the full etc.
- The brand is seen as "cool" which means that it will continue to be popular among young people.
- The promotional offers and links with cinema chains, Mc Donalds, clothes retailers and Euro Disney.

Web links

<http://www.eclipse-eu.net/>

<http://imagine-r.com>

Author contact details

Case study collected in the framework of the Eclipse project. Information taken from the Good Practice Guide, produced in the framework of the Benchmarking project.

See <http://www.transportbenchmarks.org>

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