

PTEG TICKETING GROUP - KEY WORK AREA 1

PTE TICKETS & OPERATOR OWN TICKET COMPARISON

PTE Area	Operator	Standard Adult 1 Day £	Standard Adult 1 Week £	Standard Adult 4 Week £	Standard Adult 52 Week £	Overall Level of PTE Premium %	Estimated Market Share Based on Registered Kms %	Market share	% market share	Notes	Last Update
Centro	Travel West Midlands	£3.90	£16.00	£57.00	£612.00		90.3%			<i>Stagecoach prices not exactly like for like as all other tickets cover regional travel however their tickets only cover the Coventry area.</i>	May 2014
	Rotala Group (Diamond)	£3.60	£13.00	£40.00	-		6.3%				
	Stagecoach	£3.70	£11.50	£39.50	£350.00		1.4%				
	Arriva				-		2.0%				
	WEIGHTED AVERAGE	£3.88	£15.74	£55.66	£608.00						
PTE Tickets	Multi-bus (nBus)	£4.30	£18.40	£62.00	£665.00					3.5	
	Maximum price Premium	10.3%	15.0%	8.8%	8.7%	10.7%					
	Weighted Premium	10.9%	16.9%	11.4%	9.4%	12.1%					
PTE Tickets	Multi-mode (nNetwork)	£7.80	£29.50	£101.00	£1,065.00					2.2	
	Maximum Price Premium	100.0%	84.4%	77.2%	74.0%	83.9%					
	Weighted Premium	101.1%	87.4%	81.5%	75.2%	86.3%					
TFGM	Arriva	£4.20	£13.50	£47.00	£470.00		13.6%			<i>First Manchester recently reduced their ticket prices GMTL to review their prices end of May. Likely to also reduce therefore premiums will change.</i>	May-14
	First	£4.00	£13.50	£50.00	£500.00		52.9%				
	Stagecoach	£4.00	£13.00	£48.00	£-		33.5%				
	WEIGHTED AVERAGE	£4.03	£13.33	£48.92	£493.86						
GMTL Tickets	Multi-bus (Bus Saver)	£5.60	£17.00	£59.40	£680.00						
	Maximum Price Premium	33.3%	25.9%	18.8%	36.0%	28.5%					
	Weighted Premium	39.1%	27.5%	21.4%	37.7%	31.4%					
	Multi-mode (County Card)	-	£34.30	£107.00	£1,075.00						
GMTL Tickets	Maximum Price Premium	-	154.1%	114.0%	115.0%	127.7%					
	Weighted Premium	-	157.3%	118.7%	117.7%	131.2%					
Merseytravel	Arriva	£3.90	£15.50	£54.50	£545.00		72.60%			<i>Prices are for one area only to allow for a like for like comparison. Drop in operator weighted averages due to Stagecoach taking over First and reducing fares</i>	May 2013
	Stagecoach Liverpool	£3.80	£13.00	£46.00	£515.00		16.80%				
	Stagecoach Wirral	£3.80	£13.00	£46.00	£515.00		4.00%				
	Halton	£3.80	£16.00	-	-		2.40%				
	Avon	£4.00					4.20%	35939238	79.09%		
	WEIGHTED AVERAGE	£3.88	£14.34	£50.45	£516.21						
PTE Tickets	Multi-bus (Solo) (Monthly)	-	£17.60	£61.60	£616.00			5540032	12.19%	<i>PTE tickets valid for a calendar month rather than 4 weeks like the operator tickets.</i>	
	Maximum Price Premium	-	10.0%	13.0%	13.0%	12.0%					
	Weighted Premium	-	22.7%	22.1%	19.3%	21.4%					
	Multi-mode (Trio) (Monthly)	-	£21.40	£75.60	£756.00			3958948	8.71%		
PTE Tickets	Maximum Price Premium	-	33.8%	38.7%	46.8%	39.8%				<i>percentage of adult journeys by ticket type</i>	
	Weighted Premium	-	49.2%	49.9%	46.5%	48.5%					
								Total		45438218	
Metro	Arriva	£4.60	£17.50	£68.00	£660.00		26.6%			Arriva have on line monthly @ £59.40	May 2014
	First	£4.60	£19.50	£65.00	£650.00		69.1%				
	Keighly & District	£4.80	£20.00	£68.00	£570.00		4.3%				
	WEIGHTED AVERAGE	£4.61	£18.99	£65.93	£649.22						
PTE Tickets	Multi-bus (MetroCard - Countywide Bus)	£5.40	£21.50	£82.00	£865.00					Half day ticket (on bus only) @ £2.60	
	Maximum Price Premium	12.5%	7.5%	20.6%	31.1%	23.9%					
	Weighted premium	17.2%	13.2%	24.4%	33.2%	29.3%					
PTE Tickets	Multi-mode (MetroCard - Rail Zones 1 -5 & Countywide Bus)	£7.50	£38.50	£145.00	£1,513.00					percentage of market share for the total number of journeys (45% of journeys are concessions)	
	Maximum Price Premium	56.3%	92.5%	113.2%	129.2%	130.4%					
	Weighted premium	62.7%	102.7%	119.9%	133.0%	139.5%					
Nexus	Go North East	£6.20	£24.50	£85.55	£862.85		33.0%				May 2014
	Stagecoach	£3.80	£15.40	£58.00	£696.00		33.0%	39898913	79.6%		
	Arriva	£4.20	£16.80	£67.00	£555.00		33.0%				
	WEIGHTED AVERAGE	£4.69	£18.71	£69.48	£697.57						
PTE Tickets	Multi-mode (Network Travel Ticket)	£6.90	£25.90	£91.10	£982.00			10,251,377	20.44%	percentage of adult journeys by ticket type.	
	Maximum Price Premium	11.3%	5.7%	6.5%	13.8%	12.4%					
	Weighted Premium	47.2%	38.4%	31.1%	40.8%	52.5%					
									50,150,290		
SPT	First	£5.50	£18.50	£52.00	£590.00		60%			<i>FirstCard off-bus season All - 3 zones</i>	May 2013
	WEIGHTED AVERAGE	£5.50	£18.50	£52.00	£590.00						
PTE Tickets	Multi-mode (ZoneCard)	-	£23.70	£85.10	£921.00					3-Zone prices	
	Maximum Price premium	-	28.1%	63.7%	56.1%	49.3%					
	Weighted Premium	-	28.1%	63.7%	56.1%	49.3%					

SYPTE	First (Monthly tickets)	£5.00	£20.00	£74.70	£747.00		55.0%	Adult single/return (bus and tram)	17.0%	<i>First and Supertram tickets are valid for a calendar month rather than for 28 days like Stagecoach and PTE tickets</i>	May-14
	Stagecoach Bus (28 day tickets)	£4.00	£13.50	£42.00	£420.00		34.1%	Prepaid operator (bus and tram)	30.0%		
	Supertram and bus (Monthly)	£4.00	£13.50	£46.00	£540.00		10.9%	Adult single/return (tram only)	14.1%		
	WEIGHTED AVERAGE	£4.55	£17.08	£60.42	£612.93			Pre-paid operator (tram only)	39.3%		
PTE Tickets	Multi-mode (TravelMaster) 28 day tickets	£7.55	£26.60	£93.20	£1,025.00			PTE Pre paid	7.0%		
	Maximum Price Premium	51.00%	33.00%	24.77%	37.22%		48.7%				
	Weighted Premium	65.9%	55.8%	54.3%	67.2%		81.1%				