HopOn Powers Spain's First Seamless M-Ticketing App

Partnering with HopOn, Vectalia is the first Spanish public transportation operator to offer passengers a Seamless M-Ticketing service. Currently in use on municipal bus lines in the city of Alicante, the HopOn solution improves operational efficiency as it decreases boarding time while offering a Check-in/Be-out (CiBo) service. The platform being software-based and supporting any validation and pricing schemes, Vectalia can quickly and easily implement it in other cities where it operates.

The Client

Vectalia is a Spanish transportation agency that operates bus lines in a dozen of Spanish cities. The company belongs to the Grupo Vectalia that offers a wide range of transportation services both in France and Spain. The group is committed to sustainability and the transformation of urban mobility services.

Seamless M-Ticketing Solution

Alicante is the heart of a metropolitan area with 757,000 residents, situated on the Costa Blanca, one of Spain's busiest tourist destinations. Vectalia is one of the two PTOs that operate on the municipal territory. Up until September 2017, paper tickets and smart cards sold at special kiosks and convenience stores were the only available forms of transport tickets.

Purchase: Passengers can purchase m-tickets through the Yupi App, a white-label branded version of the HopOn front-end client. Payment is made through credit/debit cards.

To date, two ticket types are available:

- **Single tickets pay-as-you-go** are valid for 45 min on one line, without transfer. Multiple tickets can be bought with a single Yupi transaction.

- **5-packs pre-paid** include five single tickets that are sold at a 50% discount. Purchasing a 5-pack requires registration with personal details and a photo.

Validation: Vectalia currently operates in a Check-in, Be-out model (CiBo). The buses are equipped with HopOn beacons transmitting ultra-sonic and BLE signals. Upon boarding, passengers activate their ticket with a simple click on their mobile phones. Alternatively, they can scan a QR code which is located at the entrance.
As the system can simultaneously validate tickets from multiple users, passengers board smoothly, without queuing up.
When passengers get off and their phones stop receiving the Beacon signal, be-out is registered.

Inspection and management: Vectalia uses HopOn's inspection App and back-end platform to manage and monitor the system.

Conclusion & Outlook

With the introduction of the first Seamless M-ticketing solution in Spain, Vectalia continues to position itself as an innovative player in the urban transportation market. It also managed to improve operational efficiency, as bus drivers aren't involved in ticketing, and boarding time is shorter. Following the successful deployment in Alicante, Vectalia plans to expand Seamless M-ticketing to other cities.

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