

COTMA CONFERENCE 2002

TICKETING AND INCREASING REVENUE

PRESENTER: Ron White (AETM)

A system of ticketing began at St Kilda with the commencement of electric tramway operation in 1974.

(Overhead transparency 1)

Serial numbered, tear-off tickets of four categories were designed to a similar style as used on the existing city bus and tram network. There were Admission & Ride tickets for adults and Concession visitors including children. These covered admission to the site plus one return ride over the two kilometre line. Extra ride tickets were available on the trams each for one return ride at a cost of 20c/10c for adults and concession fares, in those early years. This arrangement gave a fairly accurate idea of rider statistics and cash received.

By the mid to late 70's, extra ride fares were abolished concurrent with a rise in admission fees. There was no need for extra trips as there was spare capacity in the tramcars on most runs. The Pink and White Admission and Ride tickets gave an accurate number of visitors and cash received. However it did not cover freebies and children under four. The Yellow and Blue tickets were now a free ticket issued to extra ride patrons, so we still had a fairly accurate idea of souls carried on our trams

(Overhead transparency 2)

A new batch of tickets was commissioned in the late 80s at great expense. Similar to the original batch in general concept, they, were in the style used by the MTT in 1909. Our ticketing system kept our conductors well occupied on every trip, especially on busy days.

Early this year, our Executive Committee thought about the future cost of a new batch of tickets and decided it was an expense we should defer or avoid if we can. With this mind, we took decisions to reduce the usage of tickets, and at the same time benefit both crews and patrons. Now, patrons are issued with one ticket only. The original Pink and White tickets are issued on receipt of an Adult or Concession/Child fare. The former Yellow Extra Ride tickets are issued to full-fare patrons who are admitted free as a guest or the second person on a two-for-one voucher. Similarly, the Blue ticket is issued to Concession/Children patrons who are admitted free as a guest or second person on a two- for-one voucher. All under-age children are, issued with a Blue ticket in order to give a fairly accurate idea of admissions. We now depend very much on passenger counts by the Conductor on each trip to give figures on over-all ridership for the day.

(Overhead transparency 3)

Since the mid 70s we had a complimentary pass which was used conservatively. A new Complimentary Pass has been designed and produced in-house for promotional purposes. When presented to the Ticket seller/Conductor, it is exchanged for a Yellow or Blue ticket. Also, members of kindred societies are admitted free on showing a relevant membership card.

These benefits have resulted from these changes:

1. Conductors process the tickets only once. After the first trip of the day, they ask for "any new tickets?" or "any tickets not clipped yet"
2. Conductors can now spend more time being vigilant in the more important matters of safety.
3. The patrons are no longer harassed for their tickets each way on every journey. It was a source of annoyance having to find the current tickets among a fist full of paper.

In future years, we will need to study just what information we want from our ticketing system, and find a far more cost-effective way of doing that.

QUESTIONS

1. At St Kilda we have used a ticket style of four categories, replicating tickets from Adelaide's tramway past. What form of ticketing does your organisation use?

Sydney Tramway Museum – Peter Khan

All tickets are based on former Sydney Tramway tickets with a relative nominal value shown in pence for historical purposes. Current ticket prices are:

Adult All Day	\$12
Concession All Day	\$6
Adult Group	\$10
Primary School Group	\$4.40
Excess Family & under 5 child	Free

Royal National Park Line only

Adult Return	\$5
Concession Return	\$3
Adult Single	\$3
Concession Single	\$2

There is also a Free Family Pass Exchange which is issued to schools and community groups on request for use as raffle or trivia night prizes.

(Aside: AETM also have complimentary tickets issued as tokens on charity based vouchers – no printing costs incurred by AETM)

A standard bag block consists of 9 ticket sets. A study of usage of the all day tickets reveals an average of 3 trips per person. Free tickets are issued (eg remainders of old stock) to builders etc and children under 5 years. The National Park line caters for tourists so one-way & returns are available. Complimentary tickets show old pence values eg 4d – Gold Pass, VIP members, etc.

Perth Electric Tramway Society – Bob Pearce

A block is 200 tickets. Tickets issued 1985 were \$1 adult. With a fare rise, stick-on labels were placed over the old values until the old blocks were used up.

Costs now are:

6d – Adult	\$3.00
3d – Child	\$1.50
2d – Adult	\$1.50 one-way
1d – Child	\$1.00 – one-way

There are also Family Tickets which have no pence value printed. These cost \$8.00 for 2 adults + 2 children ie a saving of \$1 over separate tickets. The dollar value is not printed on the ticket so that the only alteration necessary for a fare rise is to update signs in trams, notice boards and brochures.

A ticket covers one trip only – return from either Village or Mussel Pool – but alighting and boarding during the day to complete ride is allowed. PETS offers a commuter rather than tourist service.

An orange coloured complimentary ticket is issued to persons donating or providing valuable service to the Society.

Bob Campbell (STM) raised the issue of how many children should be included in a Family Ticket. Discussion ensued. It was stated that AETM did not charge enough but their response was that they did not worry about “extra” children as they were more concerned with increasing overall passenger numbers.

Other responses were:

Bruce Dale - THS

The Christchurch City Tramway charges \$10 for a ticket, but a yearly pass is also available to ratepayers for \$10.

Barry Ollerenshaw - WTM

A donation fee applies as GST is not payable on donations.

All tramway Museums in New Zealand offer concessions for pensioners.

David Verrier – TTM

Pensioner groups tended not to visit the museum as no concession was offered.

AETM analysis shows 25% full fare tickets compared to 75% concessions.
STM has 30%/70% ratio.

Bob Merchant made the observation that once people were inside the Museum “losses” on concessions could be made up for by increased souvenir sales.

2. How do you deal with categories such as adults, concessions, children, complementary etc?

At St Kilda, we are currently charging \$8 regular (adult), and \$5 for concession/child. These rates are likely to rise again soon to \$10 reg and \$6 concession/child to get closer to covering our operating costs but we are considering a family fare ceiling of \$26.

3. What does your organisation charge for charters

For many years we have offered charter visits for community groups on non-operations days. A per-head rate of \$5 is charged with a minimum of \$120 for the group. We sometimes do quite well in the souvenir shop, and catering has been offered in the past. As part of the charter work we now promote a Party Tram service by which children can celebrate e.g. birthdays. The Hirer is given access to our Kiosk facilities but do their own catering. They are permitted to decorate the tram (294 or 21) but are expected to clean the tram and kiosk after use. For this we charge a flat rate of \$120. All charter jobs are managed by a crew of driver and conductor.