

## Moscow prized for developing the world best ticketing programme



Moscow took on TTG20 with its public transport ticketing programme “Troika” winning the ‘Best Smart Ticketing Programme of the Year’ category.

On Tuesday, January 28, Transport Ticketing Global 2020 brought together industry stakeholders to name the best-performing companies and projects during the Gala Dinner & Awards ceremony held in London. The Department of Transport and Road Infrastructure Development of Moscow and Moscow Metro’s joint application was awarded the ‘Best Smart Ticketing Programme of the Year’. Moscow’s “Troika” beat strong competition with British Arriva, Cubic Transportation Systems, German Deutsche Bahn and 5 more competitors around the globe to win in the category.

“Troika” ticketing programme was initiated back in 2013. Today, about 90% of all journeys in Moscow are made with use of smart “Troika” card, the key element of city’s fare system. Over 30 mln cards have already been issued. There are more than 10

innovative forms of the card: bracelets, tokens, rings, stickers and so on. It can be used to pay for all modes of transportation, for urban and suburban transit as well as for city services.

Queues at the metro ticket offices became 40% shorter. Annual sales of paper-tickets have dropped by 4.6 times since 2013, saving thousands of trees, while also saving up to US\$39 mln annually. 88% less tickets are now sold by drivers at trams and buses, which resulted in 5-20 minutes shorter travel time spent on certain routes.

In 2019, contactless payment with bankcard was implemented at all turnstiles of Moscow Metro and validators of surface transit. Payment through smartphone (from bank or mobile account) is now also available. The intermodality of transport system grew significantly: free interchanges between different transport modes allowed by “Troika” made the whole system interconnected and more comfortable for passengers. “Troika” can also be used to access the major touristic and cultural destinations in Moscow (museums, galleries etc). Moreover, the card has a loyalty program, prizing passengers with discounts and special offers in numerous cafes and shops.

Apart from “Troika” ticketing programme the jury also highlighted other projects from Moscow. Moscow Metro OCC was shortlisted as the “Digital Leader” nominee, while Moscow Metro itself was named as one of the ‘Most Innovative Customer Serving Operators’ among 8 other shortlisted in the respective category.

**Transport Ticketing Global** - the world's largest and most exciting public transport ticketing gathering that brings together over 1,200 attendees, all the key players from across the intelligent ticketing, data analytics, passenger information and mobility. Featuring a three-theatre conference, the event explores a global vision for intelligent, interconnected, inclusive and cost-effective public transport with high-level transport innovators keynote speakers, in-depth analysis and panel discussions.



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Moscow  
Metro

**Moscow Metro**

International relations division

+7 (495) 688-0293

[mosmetro.ru](http://mosmetro.ru)

