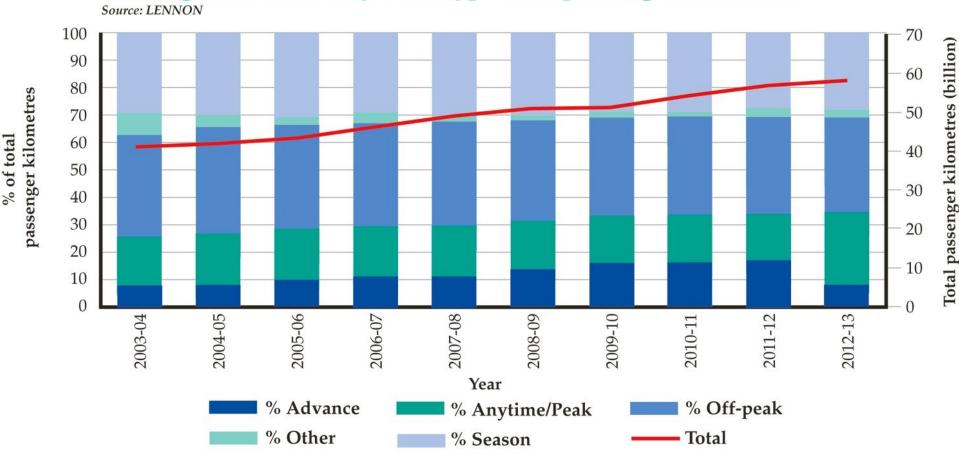
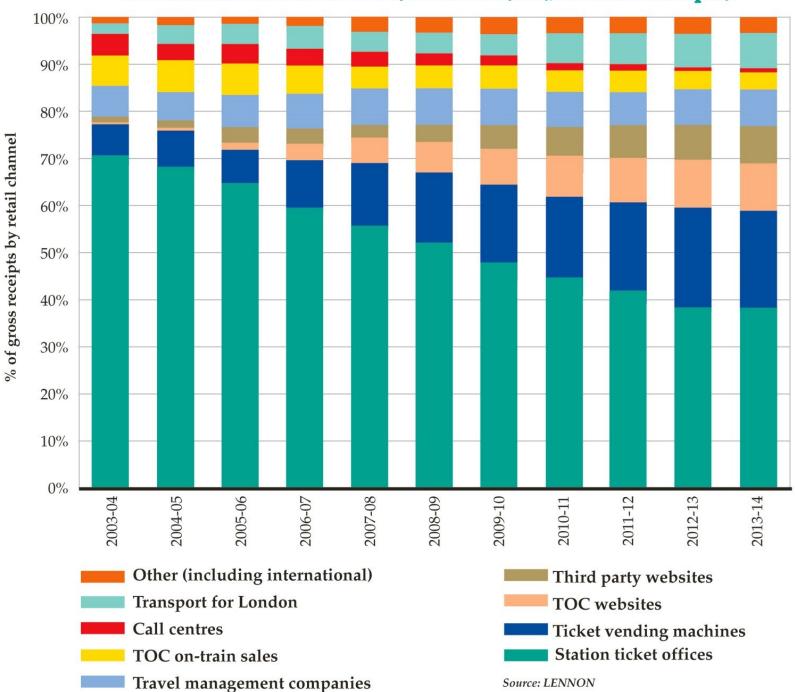
Passenger kilometres by ticket type (total passenger kilometres)



How tickets were sold: 2003/04 to 2013/14 (% of total receipts)



High-level timeline of some developments in ticket retailing

Source: ORR

1999: First website selling train tickets - The Trainline (part of the Virgin Group at the time).

2002: Ticketon-departure introduced. It was fully integrated into LENNON in 2005. This was managed by ATOC/RSP on behalf of TOCs. 2003: ATOC launches the GroupSave initiative together with train companies in the South East of England.

2006: Midland Mainline (in conjunction with The Trainline) pilot print-at-home train tickets.

2007: Virgin Trains and First Great Western begin selling single-leg tickets priced at roughly half the return fare.

2010: The Trainline launches the Best Fare Finder and the Advance Ticket Alert services.

2013: Southern becomes the first operator to offer rail passengers weekly, monthly and annual season tickets on ITSO smart cards.

2001: Gatwick Express starts delivering six-digit ticket references by text (which could be checked by the guards).

2003: TfL introduces Oyster PAYG card in London.
Acceptance of the card has expanded on National Rail services in and around London.

2006: First Capital Connect trail carnet tickets from London to St Albans offering ten journeys for the price of nine (scheme subsequently expanded to more locations).

2007: Chiltern Railways (with Your Rail) launches first mobile tickets delivered to mobile phones.

2010: The Trainline and Raileasy launch apps allowing passengers to plan journeys and buy tickets.

2013: CrossCountry starts selling Advance tickets up to 10 minutes before departure.

TOCs' estimated cost of sale by sales channels

Source: ATOC

