

# An Easier Way to Get Around – with a Tap

More cities around the world are enabling contactless technology to deliver an improved experience for riders, helping save valuable time by eliminating the need to purchase or reload a fare card.

In a recent Visa survey, nearly half of UK commuters cited the introduction of contactless payments as the single most significant improvement to their overall public transport experience.<sup>1</sup>



On select subway and bus lines, the **New York MTA** has seen positive feedback and adoption, already seeing 1 million taps coming from contactless cards from all over the world, representing 93 countries. In fact, more than 22,000 people tapped on a single weekday in July.<sup>2</sup>



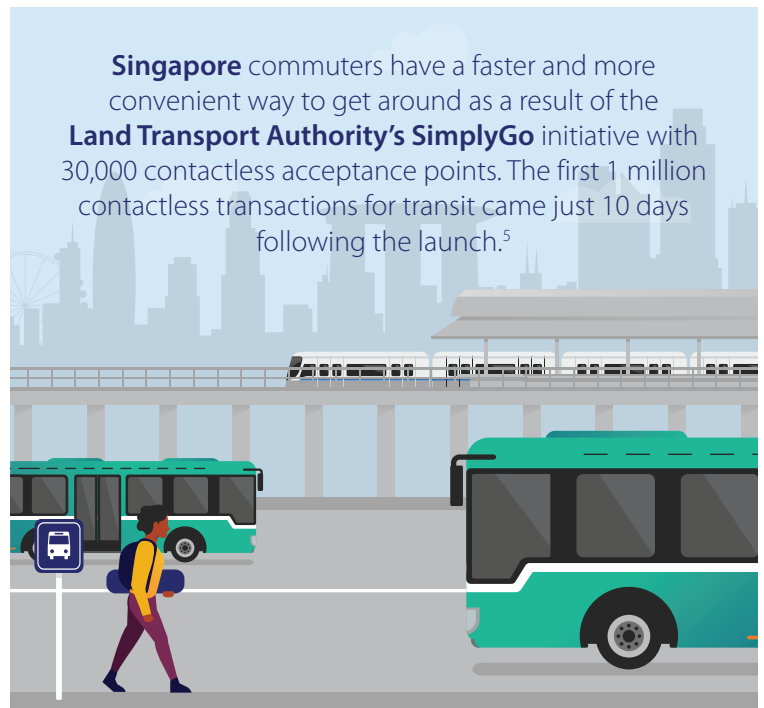
**Florence** locals and visitors can now tap to pay on over 355 buses in the city including the airport bus service and The Mall shopping outlet route.<sup>3</sup>



**Singapore** commuters have a faster and more convenient way to get around as a result of the **Land Transport Authority's SimplyGo** initiative with 30,000 contactless acceptance points. The first 1 million contactless transactions for transit came just 10 days following the launch.<sup>5</sup>



**MetroRio** rolled out contactless payments across all of its 41 stations in April 2019. Just two months after launching, they have seen 50,000 contactless transactions.<sup>4</sup>



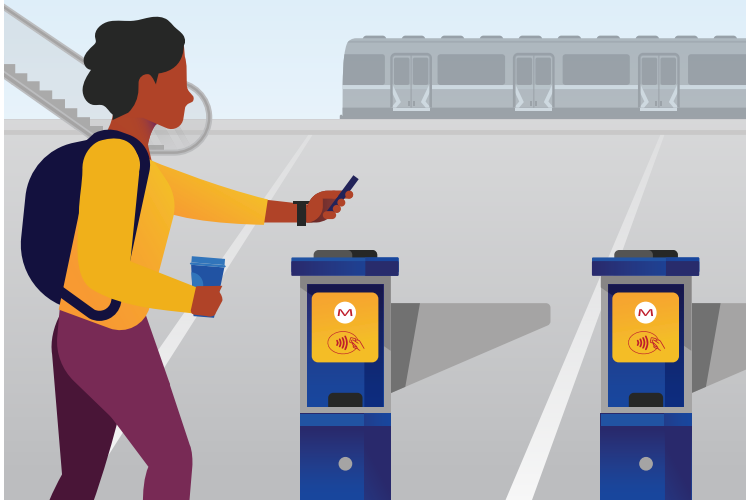
**Transport for Greater Manchester** recently launched contactless technology on their **Metrolink** tram network, eliminating the need to pre-purchase a ticket before traveling.



**Miami-Dade Transit** is giving riders a new way to tap on its rail lines with contactless cards and contactless-enabled devices.



As one of the first capital cities to accept contactless at all underground transit stations, **Minsk, Belarus** will expand acceptance to all city trains and ground transport.



**Edinburgh's Lothian Buses** recently launched acceptance of contactless cards and contactless-enabled devices on their network, giving locals and visitors a more convenient way to get around the city.



Learn more about contactless payments:  
[www.visa.com/contactless](http://www.visa.com/contactless)

For merchants interested in contactless branding at checkout:  
[www.merchantsignage.visa.com](http://www.merchantsignage.visa.com)

©2019 Visa. All rights reserved.

1. Visa commissioned study, 2019; <https://www.visa.co.uk/about-visa/newsroom/press-releases/2897869.html>
2. New York Metropolitan Transportation Authority data; July 2019; <https://new.mta.info/>
3. <http://www.theflorentine.net/news/2019/07/ataf-contactless-payment/>
4. MetroRio data; April 2019; <https://www.metrorio.com.br/>
5. Land Transport Authority data; May 2019; <https://www.lta.gov.sg>

**VISA**