

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.¹



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.²



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.³



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.⁵



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.⁴



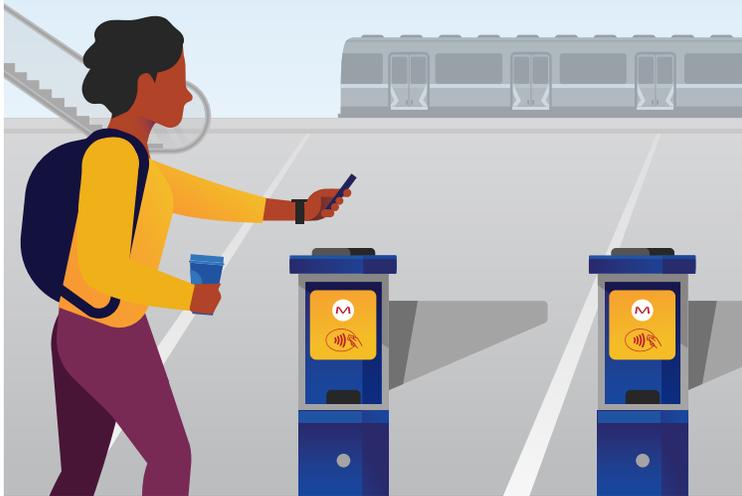
Transport for Greater Manchester recently launched contactless technology on their **Metrolink** tram network, eliminating the need to pre-purchase a ticket before traveling.



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

For merchants interested in contactless branding at checkout:
www.merchantsignage.visa.com