



Trading as  **TravelMaster**[®]

NEWS RELEASE: Buy. Load. Go. with the new TravelMaster App

7 July 2023

TRAVELMASTER, the multi-operator public transport ticketing provider for South Yorkshire, has released a new app. With the new app it is now possible to buy and load tickets to your smartcard in one easy process. TravelMaster tickets are valid on all buses, trams and trains throughout South Yorkshire.

To deliver the app TravelMaster partnered with UrbanThings, a specialist in public transport technology and developers of the UK Bus Tracker app. The app is available on Android and Apple phones and uses the same technology as Google Pay and Apple Pay to load the products to your smartcard.

John Henshall, TravelMaster General Manager said “When I joined TravelMaster last year it was important to me that we listened to the feedback from our customers. Overwhelmingly there was a need to simplify the purchase process on what was once our pioneering ecommerce system. After approaching the market, it became clear that by partnering with UrbanThings we could deliver an innovative system whilst also supporting our existing technology.”

“Customers will still require smartcards as they do now so we can continue to ensure our tickets are accepted on all buses, trams and trains in the region. However, we do continue to monitor new developments and will support the roll out of them where there is an overall benefit.”

To support the roll out of the new app, the TravelMaster team will be visiting public transport Interchanges across South Yorkshire throughout July giving out stress toys with a QR link printed on them which links to the relevant app store to download the app.

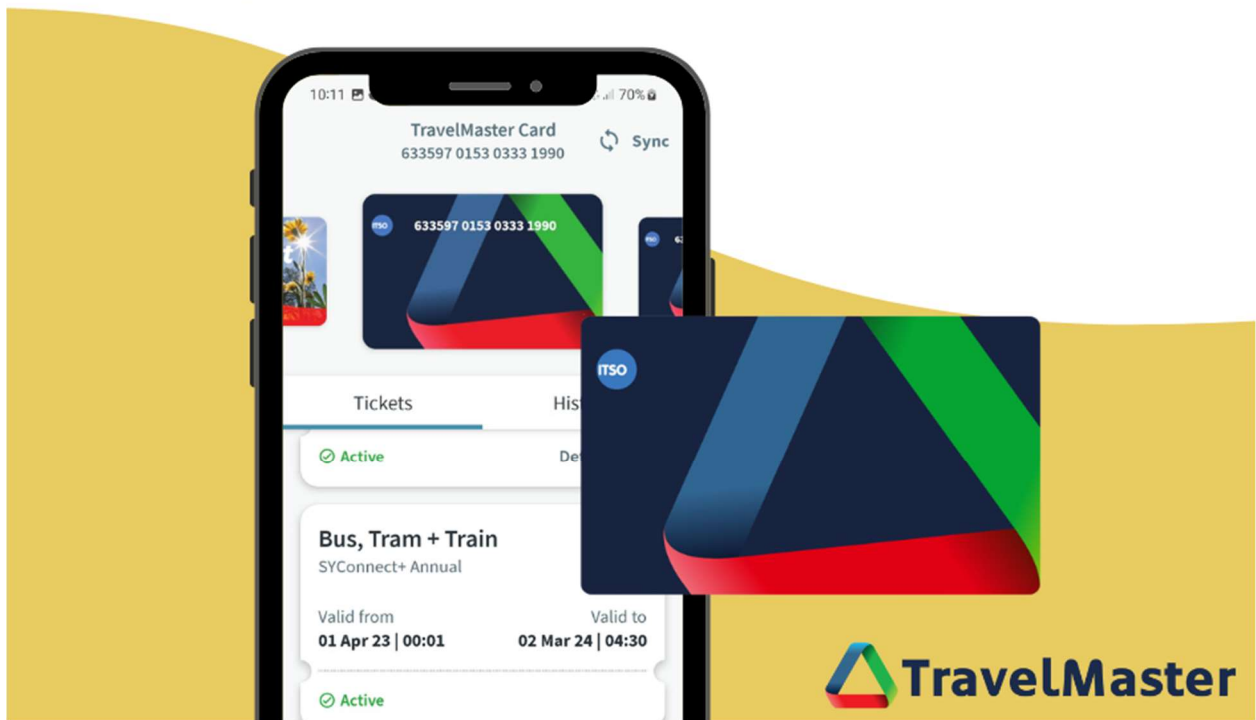
The app is available to download in the Google Play Store or Apple App Store, just search for TravelMaster.

ENDS

- TravelMaster is the trading name of the SCR Ticketing Company Limited. SCR Ticketing Company Limited is responsible for South Yorkshire's multi-operator and multi-modal transport tickets and is owned and operated commercially by local transport operators.
- TravelMaster sells the CityBus ticket valid on any bus in Sheffield, the CityWide ticket valid on any bus or tram in Sheffield, the RConnect valid on any bus and tram in Rotherham, the DonConnect valid on any bus in Doncaster, the SYConnect valid on any bus & tram in South Yorkshire and the SYConnect+ valid on any bus, tram & train in South Yorkshire.
- For more information about TravelMaster and TravelMaster tickets visit www.sytravelmaster.com
- Contact details for enquiries – help@sytravelmaster.com
- Advert for the new app - <https://www.youtube.com/watch?v=AFjMnaUWgRI>
- Images for use with article:

Buy. Load. Go.

Buy & load with one App for travel on any bus, tram & train in South Yorkshire.



Caption – the new app is available to download now.



Caption – John Henshall and Stephen Porter from TravelMaster at Sheffield Interchange



Caption – stress toy smartphones are given out to customers to raise awareness of the new app



Caption – scan the QR code to download the free app