

# Press Release

10<sup>th</sup> October 2013

## **CrossCountry welcomes 'Advance on the Day' trial**

CrossCountry, part of leading transport group Arriva, has welcomed the Department for Transport's announcement that the train company will lead a trial which will see Advance train tickets for sale on the day of travel.

This initiative, which was part of the Department for Transport's Rail Fares and Ticketing Review, will see CrossCountry introduce across all its longer distance routes the opportunity for passengers to buy discounted 'Advance' tickets as close as 10 minutes before their train departs.

Starting 13 October 2013, the trial has been made possible through CrossCountry's introduction of ground-breaking technology to the British rail industry representing some £1 million investment in technology by the train company.

Using its website and Train Tickets App for mobile phones, discounted 'Advance' tickets, currently only for sale until the day before travel, will be available for longer, offering passengers more opportunities to make savings on their rail travel.

This innovative and unique solution is an expansion of CrossCountry's existing industry-leading initiative which offers passengers the option to reserve a seat up to 10 minutes before a train departure anywhere on a CrossCountry journey.

CrossCountry will work with the Department for Transport and industry watchdog Passenger Focus to demonstrate the benefits to customers of expanding this pioneering 'Advance on the Day' concept, and with the wider rail industry on its potential adoption by other train operators.

Andy Cooper, CrossCountry's managing director, said: "Advance on the day is great news for our customers.

"Previously we had only been able to offer the full fare on the day, even on trains where we knew there were spare seats and wanted to encourage people to travel. Being able to offer these cheaper fares right up to the train's departure anywhere on our longer distance journeys will help customers during these difficult economic times, and help the industry by ensuring that all available seats can be offered at the best price possible."

- ENDS -

**Notes to Editors:**

- The CrossCountry network is the most extensive passenger rail franchise in Britain. Stretching from Aberdeen to Penzance, and from Stansted to Cardiff, it calls at over 100 stations. Based in Birmingham, CrossCountry connects seven of the Britain's 10 largest cities and delivers 295 services every weekday, equating to some 32 million passenger journeys a year.
- Examples of possible savings\* using 'Advance on the Day' include:

Journey	Single Anytime fare	Single Off Peak fare	Single 'Advance on the Day' fare from**
Birmingham to Manchester	£37.50	£33.20	£11.80
Edinburgh to Newcastle	£50.00	£47.30	£17.30
Bristol to Plymouth	£60.50	£37.50	£19.00

\* All prices quoted are Standard fares

\*\*Advance on the Day prices quoted subject to availability

'Advance' tickets are discounted quota-controlled fares designed to encourage customers to travel on services where spare capacity is available and are a key factor in the growth in passenger journeys on Britain's railways. The allocation of 'Advance' tickets on each train is closely controlled to account for expected demand and these tickets can be purchased up to 12 weeks before a train's departure. Customers are still advised to book their journeys as far in advance as possible to secure the best price, as once the allocation has been exhausted then only full priced tickets can be purchased. 'Advance on the Day' tickets are available on all longer distance direct journeys using only CrossCountry services and where allocation remains, and only by booking through CrossCountry's mobile App or call centre, or at [www.crosscountrytrains.co.uk](http://www.crosscountrytrains.co.uk).