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DIGITAL TICKETING FOR VIRGINIA BEACH OCEANFRONT
Bytemark makes it easy to get around during summer vacations

Virginia Beach, Virginia: Bytemark today announced the launch of mobile ticketing for summer tourists at the Virginia Beach Oceanfront. Residents and visitors can now purchase tickets and passes for VB Wave and Bayfront Shuttle services using the *Journey by Bytemark* customer app. Passengers get a simple mobile ticketing app to make travel seamless along the East Coast's premier vacation destination while enabling HRT to quickly deliver a rider solution.

In 2021, 11.5 million visitors made their way to Virginia Beach with a financial impact of over $3 billion dollars. This not only translates into high numbers of tourists utilizing the service, but also reflects the need to get the people working to support the tourism industry to their place of employment. A significant number of tourists rely on the service to make travel comfortable during their stay along the shore.

HRT provides public transportation to the cities of Norfolk, Virginia Beach, Chesapeake, Portsmouth, Hampton, and Newport News. The agency selected Bytemark to provide HRT customers with a convenient and accessible solution to pay for transit in the Virginia Beach resort area. To meet the demand of the throngs of seasonal visitors, Bytemark has added HRT to their *Journey by Bytemark* app.

Bytemark launched the *Journey by Bytemark* app to efficiently, effectively, and easily make mobile ticketing available for agencies and their riders. This digital ticketing application simplifies paying for transit tickets and passes across North America. *Journey* brings multiple agencies into a single app, providing public transit organizations with a mobile ticketing opportunity regardless of the size of the agency. Working with HRT has shown that *Journey* can be scaled for agencies both large and small.

"Launching HRT into the *Journey* app makes Virginia Beach travel simple for summer tourists," says Lisa Taapken, Business Development Manager at Bytemark. "Using a dynamic and configurable backend allows agencies, of any size, to quickly bring mobile ticketing to their riders."

The app was designed for riders. Its intuitive user experience helps infrequent transit passengers maneuver mass transit systems by making it easier for riders to pay and display their ticket. Available on both the App Store and the Google Play store, *Journey by Bytemark* complements the convenience that HRT has enabled by getting tourists to their favorite Virginia Beach destination.

About Bytemark: Founded in 2011, Bytemark provides comprehensive Mobility as a Service (MaaS) and Payments as a Service (PaaS) solutions to cities and agencies around the globe. Bytemark helps partners deliver a seamless and enjoyable travel experience for their riders. The company's core offerings include tools for travel planning, parking management, fare payments, and more. Bytemark holds patents for distributing electronic tickets with visual display as well as electronic ticket validation using proximity detection. Learn more at https://www.bytemark.co.

About Hampton Roads Transit: HRT is the regional provider of public transportation in Hampton Roads, Virginia, serving the cities of Chesapeake, Hampton, Newport News, Norfolk, Portsmouth and Virginia Beach. HRT delivers high quality, safe, efficient, and sustainable regional transit services to a population area of 1.3 million. The Agency operates nearly 300 buses on 50 bus routes throughout the region, 11 light rail stops in Norfolk, regional express bus service, and paratransit services for persons with disabilities.

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