

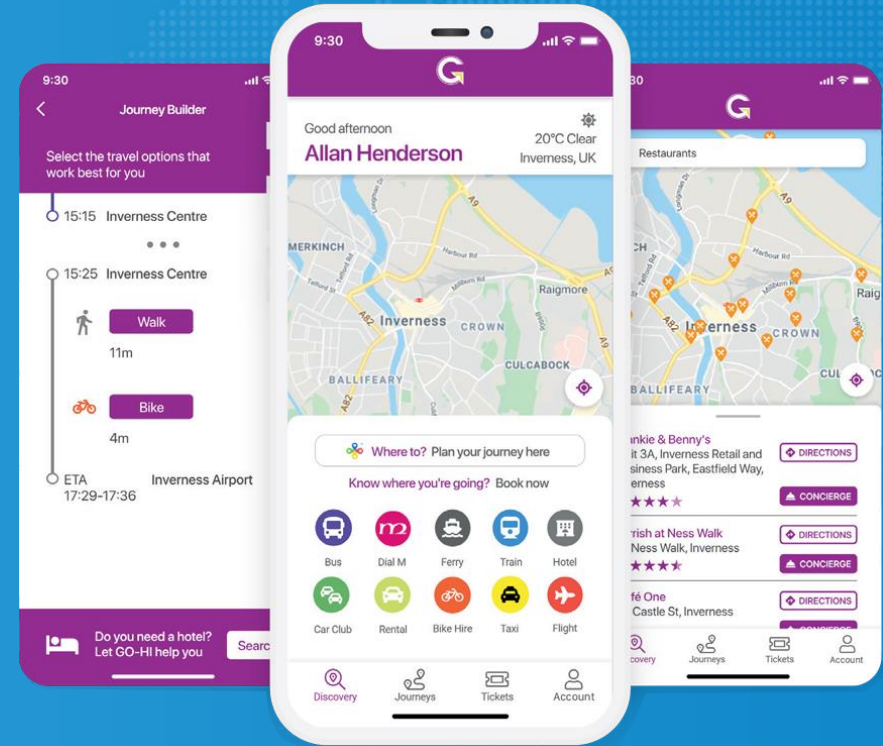


GO-HI

Highlands & Islands

MaaS Scotland Conference

Project Update June 2022



Go-Hi Recap

First UK regional large scale MaaS Deployment

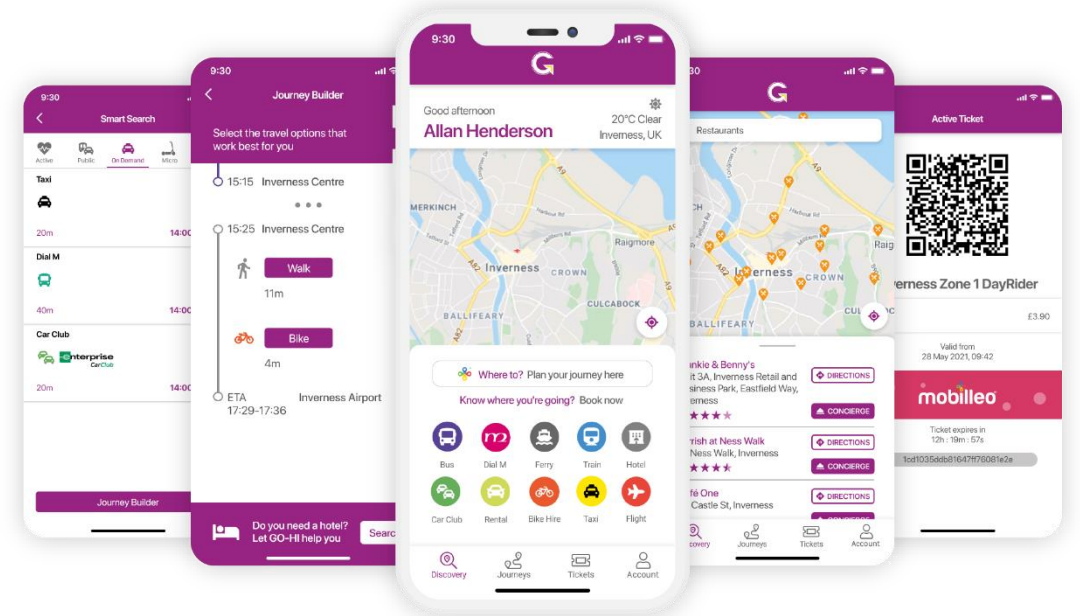
Integrated journey planning

Ability to book and pay for multiple modes:

- Bike share
- Bus
- DRT
- Ferry
- Train
- Car rental / car club
- Taxi
- Air

Integrated ticketing

Hybrid model that works for business travellers also



Increasing engagement

The key target audiences for post launch Go-Hi marketing consists of:

- Existing registered Go-Hi users.
- HITRANS residents currently using their own cars to travel around the HITRANS region.
- HITRANS residents currently using multiple public transport operators in the HITRANS region.
- Business travellers travelling into and around the HITRANS region.
- Tourists travelling to the HITRANS region for short breaks.

Encouraging regular use of Go-Hi

- User feedback survey to highlight any areas for improvement
- Targeted email campaign
- Regular booking Incentives from the Go-Hi Partners
- New Microsite
- Social Media Management
- PPC Advertising
- Local business campaign
- Revamped welcome email with link to Go-Hi user guide on the microsite
- Mobile Notifications*



We'd love to hear your views

Dear ,

Thank you for downloading and registering with GO-Hi, we are excited to have you on board and hope you find the app useful in making travel simple in the Highlands.

The concept of putting lots of transport operators into a single app is very new, and we are keen to better understand how providing such a platform might help change travel behaviour more widely in the future.

We would love it if you could help us evaluate GO-Hi. We have partnered with the University of Leeds to understand more about how using GO-Hi helps people to get around the region and whether it supports reducing carbon emissions from transport.

There will be three survey links e-mailed to volunteers over the next 12 months, and to show our appreciation, participants who complete all the surveys will be entered into a draw to win one of five hampers of fine Highland foods.

If you would like to help us please click the button below, which will take you to the survey, along with more information about what is involved.

Take our Survey

Thanks for being part of our exciting journey!

Best Regards

The GO-Hi team at Mobilleo



Find GO-Hi on:



Email: gohi@mobilleo.com | Visit: <https://gohiloop.com>

GO-Hi (Mobilleo), Unit 5, Festival Building, Ashley Lane, Setaire, BD17 7DQ

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Travel Made Simple

Go-Hi is your one stop shop for door to door travel across the Highlands and Islands.

Download the app free for iPhone or Android

Download the App Watch the Video

Bus, Dal M, Ferry, Train, Hotel, Car Club, Rental, Bike Hire, Taxi, Flight

Access a wide range of travel options all in one place

Go-Hi gives you access to multiple transport operators across the highlands to find, book and pay for all your journeys using one app. This includes buses, trains, taxis, ferries, flights, bike hire, car clubs, car hire and hotels.

Pay with ease by debit card, credit card or Paypal

Go-Hi makes paying for your trips super simple. You can pay by debit card, credit card or via your Paypal account. You can also access all your current and past payments within the app itself.

Operator Perspective



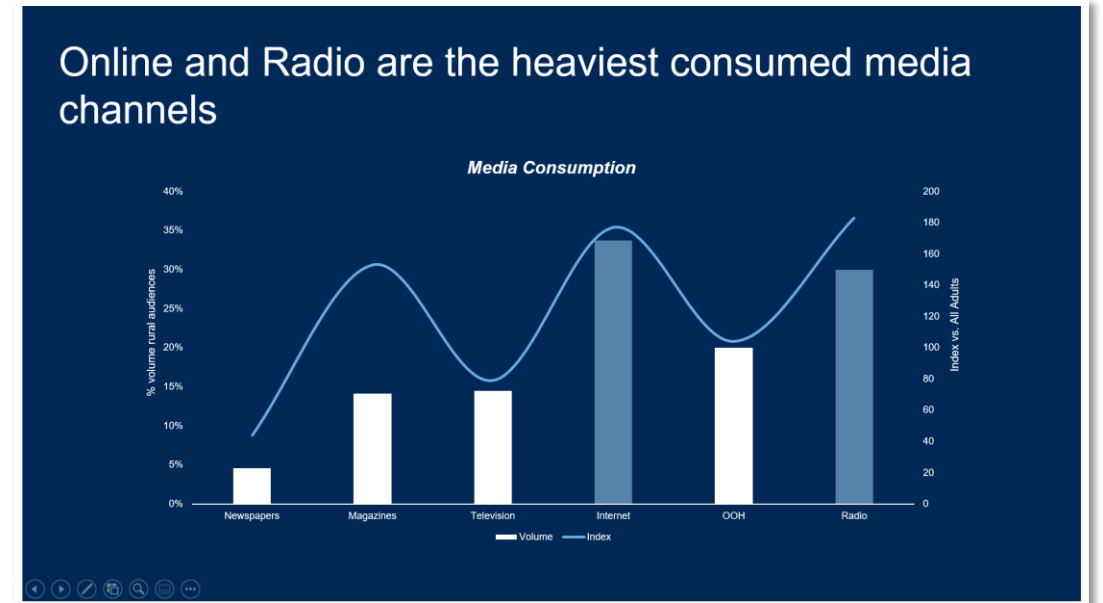
**COLLABORATION
IS THE KEY**



Promoting New Mobility to Rural Communities

Promotion is critical to success but there are some key considerations:

- Average age 45.1 (rural) vs 37.8 (urban)
- Social media has strong penetration but variable mobile network coverage impacts performance outside of work & home
- Local media (esp. radio) has strong reach and engagement with business and consumer audiences
- Direct Marketing (e.g. leaflet drops) effective in sparsely populated areas
- Local business and community groups, particularly those that embrace social media, offer access to engaged and receptive audiences
- Digital Video On Demand (VOD) allows greater targeting and localisation than linear TV.
- Target Out of Home towards more densely populated areas and at transport hubs (e.g. bus shelters, train stations, fuel stations).



Coming Soon

