

PRESS RELEASE

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Enjoy bumper Bank Holiday fun across the North West and Wales with Arriva 2 for 1 day ticket

With the hope of some welcome spring sunshine over the Bank Holiday, Arriva North West and Wales are encouraging you to make the most of the long weekend with their exclusive 2 for 1 offer on a day ticket, designed to make all those places you wanted to explore a lot more affordable and easier to reach than ever before.

Giving more people the chance to hop-on and have fun with family and friends during the Bank Holiday, the exclusive 2 for 1 m-ticket is available from 28th – 30th May and gives two people unlimited travel for the price of one, during one day.

So if you've never travelled by bus or only use it as part of your daily commute, why not enjoy the benefits which bus travel with a friend or family member has to offer this Bank Holiday weekend?

It couldn't be easier to take advantage of this fantastic offer; you simply need to download the Arriva m-ticket app (available for iPhones and Android devices), purchase the Bank Holiday 2 for 1 day ticket* in advance, activate it before travel and present it to the driver when you board the bus with your friend or family member.



Mark Bosworth, marketing director at Arriva North West and Wales explains: “We all love the idea of having an extra day off work but how many of us really make the most of it? Worries about congestion chaos, delays and finding a convenient place to park understandably put many people off having a fun day out. Our exclusive 2 for 1 m-ticket offer has been designed to help people seize the day, giving them the chance to swap stressful car journeys and disrupted train travel for a quality and relaxing experience on an Arriva bus.

“With the m-ticket you don’t need to print anything out and there is no change required – your ticket is literally in the palm of your hand. What’s more it gives friends and families throughout the North West of England and North Wales the chance to make the most of every moment of their Bank Holiday; whether they want to make one return journey to a favourite place, such as Southport, New Brighton, Wigan or maybe Bangor or Llandudno or simply hop on and off the bus to cram in as many different sights as they can in a day. It really does give people the freedom to travel where they want, when they want for a fantastically low price in one day.”

And, to make the journey even easier you can also take advantage of the Arriva travel app, which enables you to pinpoint your nearest bus stop, the time of the next bus and which bus to catch to get where you need to go, with real time updates so you don’t need to waste any time waiting around.

Mark concludes: “Arriva buses offer a flexible and quality travel experience which is fantastic value for money and our Bank Holiday 2 for 1 m-ticket offer is the perfect opportunity for people throughout the North West of England and North Wales to see for themselves the benefits which bus travel has to offer. Don’t delay – take the Arriva Travel Challenge this weekend and see how much you can do in a day. ”

*Limited to one purchase per handset

Ends