

Bald Head Island Transportation, Inc.



Electronic Ticketing & Reservations

"Why, What & How"

May 26, 2023

Exciting News!

Bald Head Island Transportation, Inc. along with Bald Head Island Limited, LLC will be moving to an electronic ticketing and reservation system.

The new system will provide customers with easy online access to:

- Purchase tickets on the website or through a mobile application (iPhone and Android)
- Make **Passenger Ferry** reservations
- Make Tram reservations
- Have your ticket emailed or texted directly to your phone
- Use one “QR” code for your entire group – no more managing multiple paper tickets
- Contractor/Employee ferry will remain “first in line – first to board.”
- May still walk-up and purchase paper tickets at the ticket booths without a reservation.

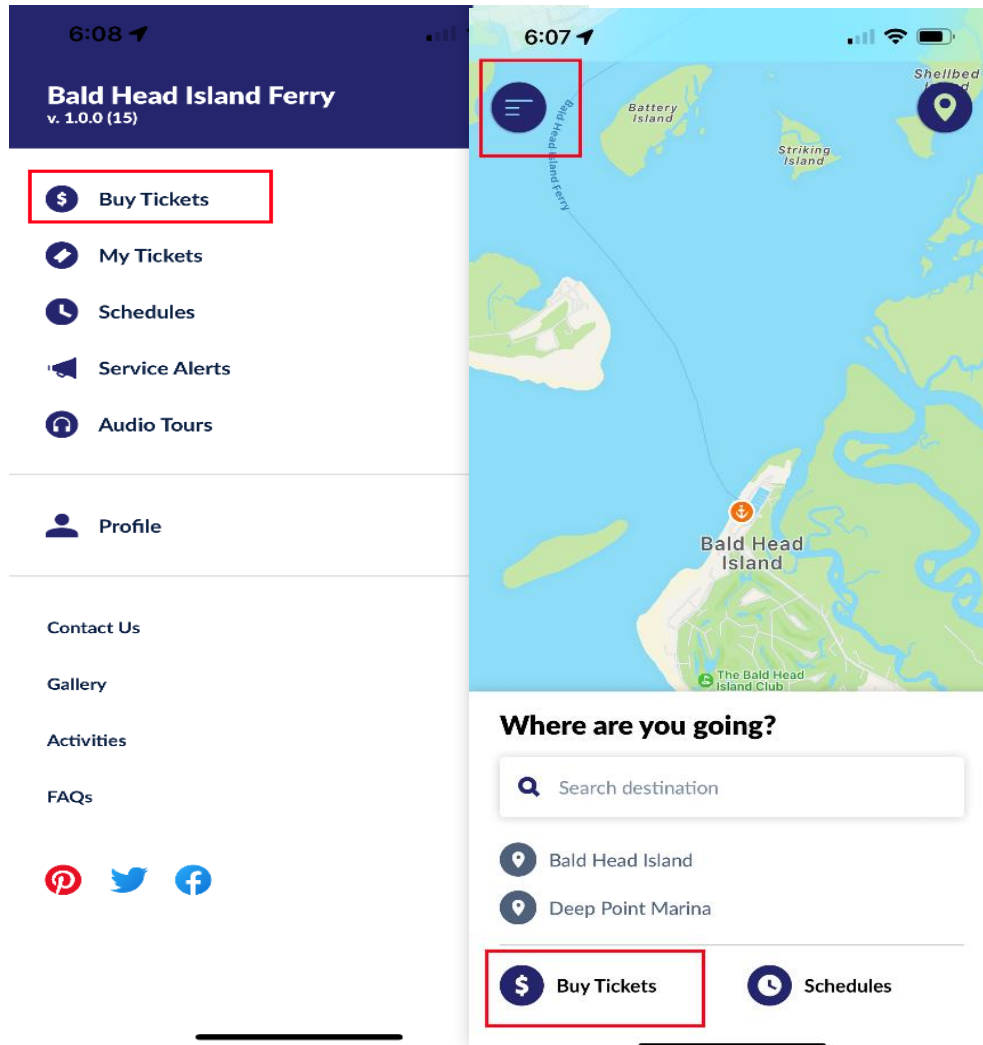


Why - Electronic Ticketing and Passenger Ferry Reservations

- Electronic ticketing provides greater access to ticket purchase options for customers. No more standing in separate ticket purchase and boarding lines.
- Passenger ferry reservations allow greater predictability and flexibility in planning your voyage.
- Reservations allow BHIT to better assess and adjust to ridership flows and trends.
- Provides “self-help” options to change or cancel travel plans remotely.
- Includes the ability to send alerts about service interruptions and other important information directly to your phone (text capable phone number required) or email.

What - Mobile and Website Ticket Purchase and Reservations

Mobile Application



Mobile and website access available to purchase tickets and make passenger ferry and tram reservations.


The red boxes show two ways to purchase tickets in the mobile app.

Access and change already purchased tickets directly in the app.

What - Mobile Application: Easy-to-navigate Drop Down Menus

6:08

BALD HEAD ISLAND FERRY




Bald Head Island Ferry

Book Now

6:08

Bald Head Island Ferry

Time remaining for checkout 15:00



Bald Head Island Ferry
April 24th, 2023
\$0.00

1 Select Date & Tickets

Choose a Tour Date

← April 2023 →

| | | | | | | |
|----|----|----|----|----|----|----|
| Su | Mo | Tu | We | Th | Fr | Sa |
| | | | | | | 1 |
| 2 | 3 | 4 | 5 | 6 | 7 | 8 |
| 9 | 10 | 11 | 12 | 13 | 14 | 15 |
| 16 | 17 | 18 | 19 | 20 | 21 | 22 |
| 23 | 24 | 25 | 26 | 27 | 28 | 29 |
| 30 | | | | | | |

Where will you be traveling?

Departure
Bald Head Island

Destination
Deep Point Marina

Shopping cart: \$0.00

6:09

Bald Head Island Ferry

23 24 25 26 27 28 29

Time remaining for checkout 15:00

Where will you be traveling?

Departure
Bald Head Island

Destination
Deep Point Marina

Select Your Time

| | | | |
|------------------------------|---|-------------------------------|---------------|
| Bald Head Island 6:30 AM | → | Deep Point Marina 6:50 AM | SELECT |
| Bald Head Island 7:30 AM | → | Deep Point Marina 7:50 AM | SELECT |
| Bald Head Island 8:30 AM | → | Deep Point Marina 8:50 AM | SELECT |
| Bald Head Island 9:30 AM | → | Deep Point Marina 9:50 AM | SELECT |
| Bald Head Island 10:30 AM | → | Deep Point Marina 10:50 AM | SELECT |
| Bald Head Island 12:30 PM | → | Deep Point Marina 12:50 PM | SELECT |

Shopping cart: \$0.00



What - Mobile Application – Ticket Class and Add-Ons

6:10

Bald Head Island Ferry

Deep Point Marina → Bald Head Island
6:00 PM Time remaining for checkout 14:57 **CHANGE**

Select Tickets & Quantity

Class I - General Fare Round Trip
\$23.00 **1**

Class VII Children Round Trip (Ages 3 - 12)
\$12.00 **0**

Class VII Children Round Trip (Ages 2 and under)
Free **0**

BACK **CONTINUE**

2 Enhancements or Upgrades
3 Attendees
4 Billing Information
5 Payment Information
6 Confirmation

\$23.00

Select tickets and any add-on services.

Select Tram to make your reservation for a tram ride. The time will automatically coincide with your ferry reservation.

6:52

Bald Head Island Ferry

2 Enhancements or Upgrades
Time remaining for checkout 14:48

Merchandise
Following merchandise are available for purchase:

Excess Baggage
\$23.00 **0**

If you plan on bringing more than 3 pieces of baggage

Oversize Baggage
\$23.00 **0**

If your baggage is oversized




Tram Round Trip
Free **0**

BACK **CONTINUE**

\$23.00



What - Mobile Application: Tram Service Information

6:10   

← **Bald Head Island Ferry**

✓ Enhanced Time remaining for checkout 14:27 EDIT

3 Attendees

Class I - General Fare Round Trip Traveler 1

Full Name *

Tour Specific Questions

Where are you staying?

Street Number *


Street Address * × ▼

Are you bringing a pet?

☐ Yes ☐ No

BACK CONTINUE

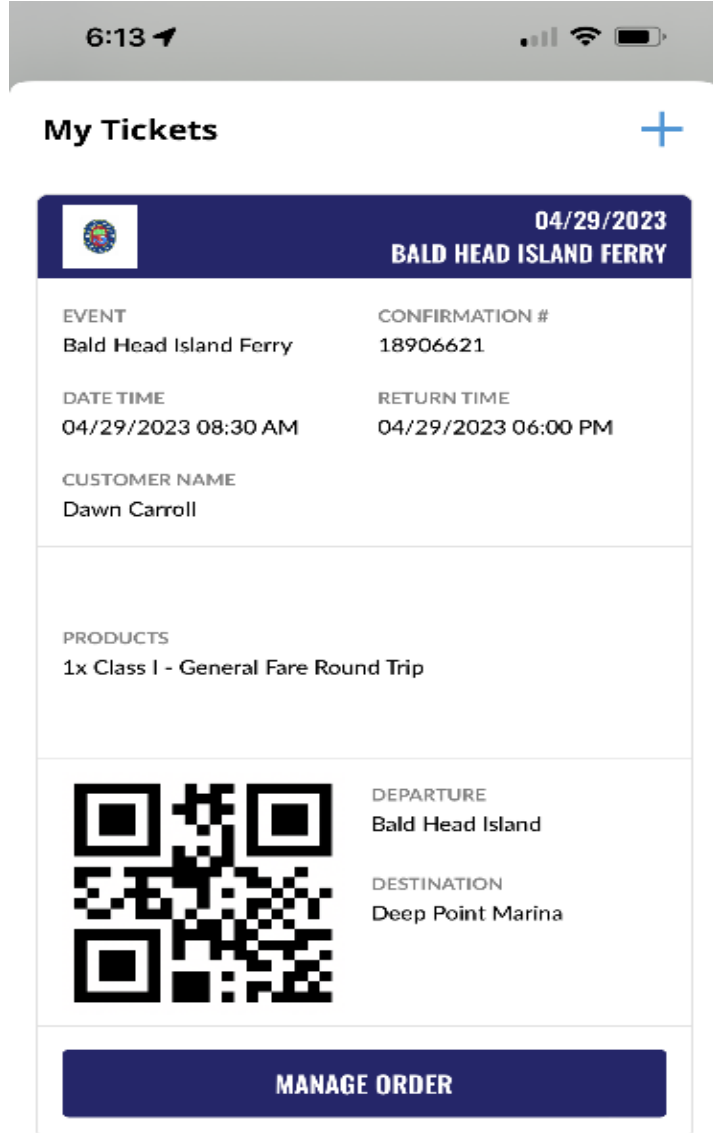
4 Billing Information

 \$23.00 ^

- Pet information is requested for those using the tram service.
- Select if you plan to use the bicycle pickup service (not shown).



What - Ticket Displayed in the Mobile App



- The QR code will be ready in the app for scanning upon boarding.
- iPhone users will be able to transfer their ticket to Apple Wallet.

What – Website Ticket Purchase and Reservations

1 Select Date & Tickets

Choose a Tour Date

You have selected

Select the Date of your Ferry Ride

Bald Head Island Ferry

April 24th, 2023

Where will you be traveling?

Departure Destination

BACK CONTINUE

Select the Route

Summary

| | |
|------------------------|------------|
| Bald Head Island Ferry | |
| Subtotal | USD \$0.00 |
| Tax | USD \$0.00 |
| Total | USD \$0.00 |

2 Attendees

3 Billing Information

Document Information

A link to purchase tickets will be available on the baldheadislandferry.com website once the new system “goes live.”

The ticket purchase and reservation process looks similar and operates the same as the mobile app.

What - Website Ticket Delivery – Email and Text

Home icon

VIEW ORDER DETAILS CHECK IN BOOKING EMAIL PAYMENT RECEIPT

Text Me My Tickets

Phone Number *

+1 (334) 718-8086

Hide prices in Tickets

SEND

Thank you for your purchase!

Purchase Date: Monday, April 24, 2023

Thank you for making a reservation with Bald Head Island Ferry! We are excited that you will be joining us for your upcoming visit. Please see the details for your reservation below.

Ticket Summary



Bald Head Island Ferry

Departure: Deep Point Marina

Destination: Bald Head Island

Departure: Thursday, May 04, 2023 | 7:00 AM - 7:20 AM

Return Trip: Saturday, May 06, 2023 | 06:30 AM

Class I - General Fare Round Trip - 1 x \$23.00 = \$23.00

Dawn M Carroll

Pickup Location: Ballantrae Court

Home icon

Confirmation Number: 18907846

Subtotal: \$23.00

Total: \$23.00

Pickup Time: 7:00 AM

Customer Information

Dawn M Carroll
202 Daphne Drive
Dothan, AL 36303, US
carroll.dawn1@gmail.com, +13347188086

Payment Receipt

Order #: 18907846
Amount: \$23.00 USD paid in cash
Date of Purchase: Monday, April 24, 2023
Time of Purchase: 5:01 PM

Directions

Bald Head Island Ferry
1301 Ferry Rd SE, Southport, NC 28461, USA

Terms & Conditions

All baggage, containers, and the contents thereof are stored and transported at owner's sole risk. Bald Head Island Limited, LLC and Bald Head Island Transportation, Inc. assume NO RESPONSIBILITY for loss of or damage to baggage, containers, or their contents, or for any personal property, unless such loss or damage was caused by the willful act or misappropriation on the part of Bald Head Island Limited, LLC, Bald Head Island Transportation, Inc., or their employees. "No Frills" tickets are only available for purchase on Bald Head Island, are valid only on the day of purchase, and provide NO BAGGAGE HANDLING service. All baggage/containers/personal

- You will be able to print or receive a text and/or email with your QR code ticket and receipt.
- The QR code will include all members of your party in a single scan.
- You may forward/share your QR code with party members to scan in separately if necessary.
- Be sure to retain the QR code for your return trip.
- We recommend saving your QR code on your phone for easy access and scanning.



How – Transition Information

- The following slides provide information on how we will be implementing electronic ticketing and reservations.
- As we adapt to the new system, there may be some adjustments to these processes.
- The goal is to improve the customer experience with more options to access and manage ticket purchases.
- Once fully implemented iCards issued for some ticket classes will be replaced with electronically issued QR codes. Paper tickets will remain an option.

How - Bulk 40 and Bulk 80 Tickets

- Bulk 40 and Bulk 80 tickets may be purchased at the Deep Point ticket window.
- Bulk 40 QR code(s) will be good for 80 rides and may be shared.
- A coupon code will be issued to allow bulk 40 holders to make reservations online for both the passenger ferry and the tram. Once a reservation is made, a QR code will be generated for use. Once 80 rides are scanned, the coupon code will become invalid. Paper tickets may still be printed, but will not allow access to ferry reservations (must ride stand-by). May still call for tram reservations.
- Bulk 80 cards will remain valid until your 160 rides are used. New purchases of Bulk 80 tickets will be issued a QR code.



How - Employee Cards

- Employee cards will remain valid until replaced with a QR Code;
- Employers will need to track their account status and ensure their account has sufficient funds to cover planned employee rides;
- Accounts with insufficient funds will not be able to use their employee card/QR code, and must buy a separate ticket at the ticket window.



How – Annual Pass

- Annual passes will remain valid for unlimited rides until replaced with a QR Code at next renewal.



How - Legacy Paper Tickets

- Holders of legacy paper tickets may transfer their tickets to a QR code ticket at the ticket window.
- Paper ticket transfers may be requested for a period of 90-days following the date the electronic ticketing system is made publicly available.

How - Standby Passengers (Passenger Ferry Only)

- Those with reservations on the passenger ferry will be scanned onboard the ferry first;
- Those without reservations, including “walk up” passengers may board the ferry as a stand-by passenger as long as the ferry has not reached its 150 passenger capacity;
- Passengers holding Employee and Contractor tickets riding the passenger ferry during authorized times will be allowed to board as stand-by passengers;
- Those with reservations for other dates and/or times may board the ferry as a stand-by passenger if space is available.

We Remain Available to Assist

- The ticket booths and phone lines remain open to assist customers.
- Tickets may be purchased and ferry and tram reservations may be made at the ticket windows using cash and credit card.
- Special event coordination will continue to be conducted in person or over the phone.
- While we have made every effort to make this transition as seamless as possible, mistakes will be made and unforeseen challenges will need to be resolved. We ask for your patience and understanding as we try to deliver a better customer experience for everyone.

