

From Air Miles to Mobility Rewards

InformNorden & Kollektivkonferansen 2025



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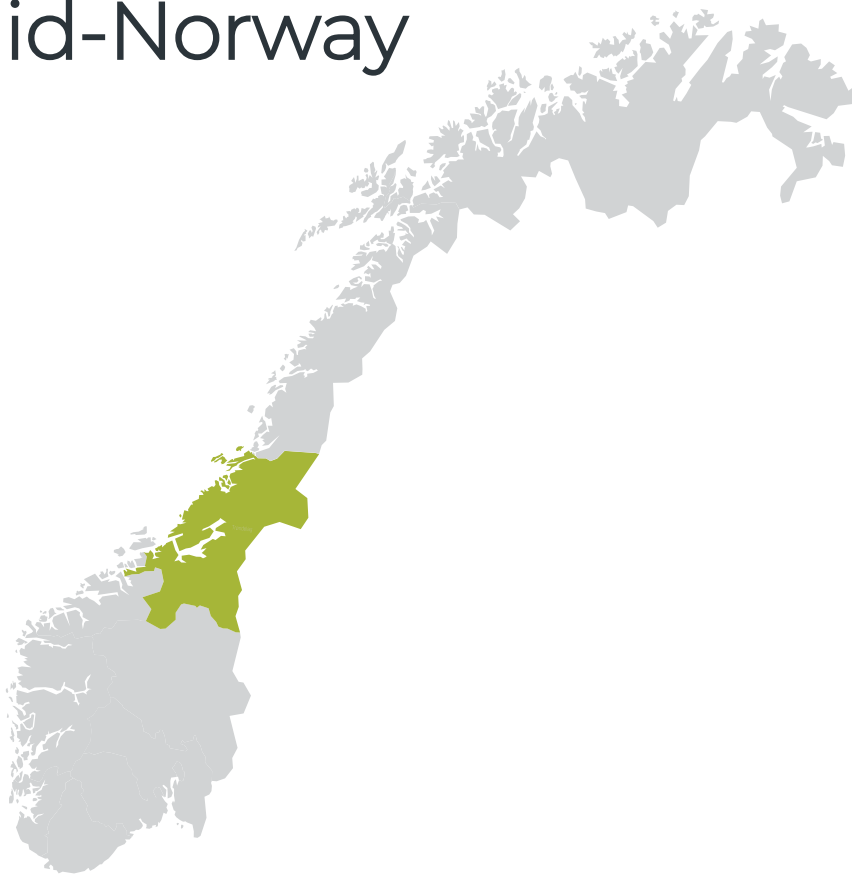
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AtB = The PTA of Mid-Norway



54 million
trips in 2024





The challenge



VS.



The inspiration



The idea



The pilot (I)



The pilot (II)



tøi

The potential



- Introducing the broad public mobility ecosystem
- Nudging off-peak travel
- Smarter rewards than «flat» bonus
- Gamification
- Great data
- Part of broader reward schemes



Spenn





Win-win!



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