

Fullers ups prices on visitor fares

Fullers360 is upping the prices of visitor fares by \$5 from 21 December to 10 February. During these seven weeks, adult return visitor fares to Waiheke will increase from \$40 to \$45 per ticket.

The fare increase will not affect other ticket types and won't impact customers travelling with AT Hop cards and commuter passes such as off-island tickets, or the FlexiPass and Monthly Pass. The increased ticket price will only apply to purchases of visitor adult return tickets over the seven-week period, and there are no changes to children and family visitor fares.

Fullers360 say a substantial increase in visitor numbers was observed last year during the high season and that the extra earnings on adult return visitor fares will be used to cover operating schedules over the seven-week period.

"Fullers360 aims to maintain a sustainable business and network, support a 400-strong staff and crew and invest in improving its ferry operations," says CEO Mike Horne.

"We are actively encouraging residents and local Auckland customers to purchase tickets before the fare increase period for visiting family and friends."

Over the high season 'locals lanes' will be implemented to maintain fast access for Waiheke residents and frequent travellers. These local lanes allow priority ferry boarding over tourists and visitors.

"Locals lanes were designed to ensure Waiheke residents can get home, especially at peak times. They allow frequent travellers with commuter passes to queue



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separately from visitors during busy times of day - and generally, locals who are in the queue at the start of boarding will board first to ensure we depart on time," says Mr Horne.

Locals lanes will cover eligible pass types including Monthly Pass, 40-Trip Ticket, FlexiPass, Local Off-Island Ticket and Waiheke AT HOP SuperGold cards.

The summer fare increase comes in the wake of other changes by the ferry company including recently increasing commuter and visitor fares by an average of \$1 for each leg of the return journey to Auckland, limiting freight services and discontinuing many ticketing options.

Fullers360 attributed the fare increases last month to rising operational costs, which CEO Mike Horne said include "the increasing cost of labour, licences, fuel, regulation, occupational health and safety, and wharf licences. They've all gone up substantially, and we have to make some changes."

Adult off-island return fares increased by \$3, from \$29 to \$32 in November this year. Other core commuter products also became more expensive - an adult 40-trip card increased from \$475 to \$520, and the monthly pass went from \$325 to \$365. Adult 10, 20 and 30-trip passes are no longer available, nor are Waiheke workers' weekly, tertiary 10-trip and 30-day passes, and child 10, 20 and 30 trips.

Many of these options were replaced with the FlexiPass, which can be purchased online and enables people to buy trips in increments of 10.

"The introduction of FlexiPass has greatly simplified the ticketing system," says Mr Horne. "We've had some teething problems with the technology and have ironed out most of the bugs. Additionally, we've had some feedback about the discontinuation of the 30-day pass, but we're working to implement an open start date to the monthly pass to solve this."

• Sophie Boladeras

The power of print

People linger longer on paper than on screen.

SOURCE: MIRATECH, 2011.

Waiheke Weather

Supplied by Weatherwise Auckland, 020 4023 0106

26 Nov-2 Dec 2018	Rainfall mm		Maximum temperature °C		Minimum temperature °C	
	Waiheke	Auckland	Waiheke	Auckland	Waiheke	Auckland
Monday	2.5	16.1	21.0	23.6	15.0	16.2
Tuesday	0.0	0.0	20.6	24.4	15.4	15.6
Wednesday	0.0	0.0	23.2	25.4	15.3	14.9
Thursday	0.0	0.0	22.5	24.8	17.0	18.6
Friday	0.8	3.5	20.5	23.8	16.5	17.6
Saturday	4.0	2.5	20.0	20.9	17.1	17.7
Sunday	4.5	7.0	22.5	24.6	16.7	17.1
Weekly Total	11.8	29.1				
December Total	8.5	9.5				
Weekly ave			21.5	23.9	16.1	16.8
December Hist Ave	85.3	104.3	21.2	21.7	14.1	14.0