



Benefits of Offering Ticket As Fare

Give Your Ticket Holders a Stress-Free Ride

You just spent months planning the perfect event but are now noticing that parking will be in short supply. Why not give your ticket holders a parking-free travel solution? That's where UTA's Ticket As Fare program comes in. It lets your ticket holders ride UTA bus, TRAX, S-Line, UTA On Demand, or FrontRunner to your event without having to purchase additional UTA fare. That means your customers get added value for their event ticket and they can arrive to your event without the stress of finding parking.

We Can Fit Your Needs

UTA's Ticket As Fare program can be customized to fit your specific event's needs. The way it works is easy: As the event holder, you typically pay a discounted rate to ride UTA services for each event ticket you sell. The pricing varies by how many tickets you sell and what UTA services you want to include. Most event holders include the discounted cost of riding UTA in the total ticket price.

To participate in the UTA Ticket As Fare program or to find out more information, please email passprograms@rideuta.com.