

STS market radar 2019



STS	Total				in %	on in % 31.07.
	31.07.2017	31.07.2018	31.07.2019	Diff. 18/19		
Australia	1 378 201	1 531 401	1 755 554	224 153	14.6	2.5
Brazil	1 101 085	1 153 949	1 729 134	575 186	49.8	2.6
Germany	2 333 395	2 400 862	2 445 346	44 484	1.9	-0.1
France	262 378	236 987	2 249 734	2 012 747	correction asap	1.9
Greater China	10 674 124	11 726 814	15 812 043	4 085 229	34.8	11.4
India	10 896 694	12 915 398	12 850 370	-65 028	-0.5	-1.3
Italy	103 733	124 420	140 244	15 824	12.7	-0.6
Japan	2 527 460	2 352 283	2 836 764	484 481	20.6	2.0
Canada	1 089 232	1 205 186	1 273 504	68 318	5.7	4.5
Malaysia	782 357	977 139	1 366 279	389 140	39.8	6.5
Netherlands	683 534	815 395	792 866	-22 529	-2.8	1.9
Austria	259 002	231 656	469 059	237 403	102.5	-1.9
Russia	481 202	484 509	423 981	-60 528	-12.5	-1.7
Singapore	1 130 155	1 260 539	1 716 788	456 249	36.2	5.0
Spain	450 310	443 066	457 488	14 422	3.3	-5.1
South Korea	11 333 803	10 508 413	11 280 584	772 171	7.3	-4.8
Thailand	3 542 710	3 430 552	3 723 856	293 304	8.5	-2.1
United Kingdom	7 348 266	8 038 069	7 050 303	-987 766	-12.3	-0.6
United States	9 735 218	10 914 754	11 284 626	369 872	3.4	10.4
UAE	690 861	648 272	565 936	-82 336	-12.7	-17.4
Switzerland Incoming	7 007 190	6 898 843	5 970 582	-928 260	-13.5	1.8
Total	73 810 911	78 298 504	86 195 040	7 896 536	10.1	
Other countries	5 481 700	5 877 768	6 112 957	235 188	4.0	
Overall result	79 292 611	84 176 273	92 307 997	8 131 724	9.7	1.8

Distribution channels of "Total Swiss Travel System" turnover:

Prisma - POS railway stations, AgentClient / SBB Web Service, sbb.ch, B2B interim solutions)

Railticking - Incoming agents in Europe and Switzerland

Euronet - Rail Europe in overseas

Third parties - national rail companies such as DB, ÖBB, SNCF, Trenitalia

Swiss Travel System Prisma

POS railway stations

AgentClient / SBB WebService

sbb.ch

B2B interim solution Euronet

B2B interim solution RT

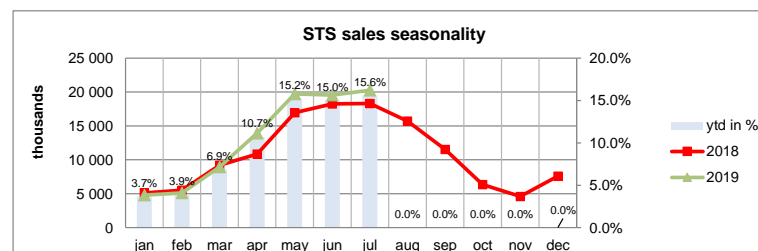
Swiss Travel System Railticking

Swiss Travel System Euronet

Swiss Travel System third parties

Total Swiss Travel System

	2018	2019	Diff 18/19	in %
Swiss Travel System Prisma	47 813 391	60 268 469	12 455 078	26.0
POS railway stations	19 050 539	17 821 451	-1 229 088	-6.5
AgentClient / SBB WebService	0	20 044 402	20 044 402	
sbb.ch	5 817 492	5 195 871	-621 621	-10.7
B2B interim solution Euronet	11 283 354	11 822 018	538 664	4.8
B2B interim solution RT	11 662 006	5 384 727	-6 277 279	-53.8
Swiss Travel System Railticking	14 414 627	13 277 236	-1 137 391	-7.9
Swiss Travel System Euronet	20 954 921	17 612 878	-3 342 043	-15.9
Swiss Travel System third parties	993 333	1 149 414	156 081	15.7
Total Swiss Travel System	84 176 273	92 307 997	8 131 724	9.7



Channel / market comments STS revenue (also see Market Radar development below incl. "RT/AC/WS others"):

Largest STS market volumes: 1. Greater China 2. India, 3. USA

Largest STS increase in CHF: 1. Greater China. South Korea 3. Brazil

Various ongoing channel and product shifts with substantial influence on market figures (Euronet/Railticking paper tickets to new AC/WS e-tickets, "New Global Partners" with point-to-point sales only, abolishment of STT eff. 01.01.2019).

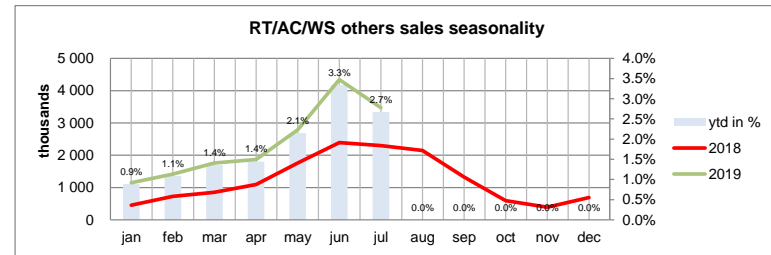
Mind France figures currently still with big question mark (correction tbd asap). Main reason for negative figures of largest European STS market UK due to strong winter impact of STT abolishment (also other European markets concerned).

Switzerland Incoming represents paper ticket sales of Switzerland based agents and tourist offices.

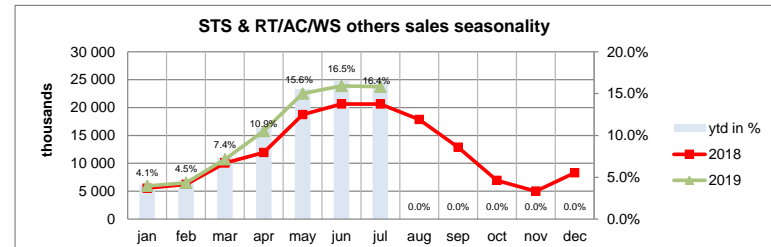
RT/AC/WS others	Total				in %	ON in % 31.07.
	31.07.2017	31.07.2018	31.07.2019	Diff. 18/19		
Germany	1 520 149	857 232	977 286	120 054	14.0	-0.1
Italy	1 182 461	1 339 787	1 520 503	180 716	13.5	-0.6
Netherlands	124 386	149 456	308 096	158 639	106.1	1.9
Austria	194 304	184 166	459 354	275 188	149.4	-1.9
Russia	12 450	8 081	16 114	8 033	99.4	-1.7
Switzerland Incoming	4 923 119	4 995 113	5 208 467	213 354	4.3	
Spain	17 666	5 310	3 159	-2 151	-40.5	-5.1
United Kingdom	2 556 610	2 194 883	2 484 367	289 483	13.2	-0.6
New Global Partners	0	0	5 577 849	5 577 849	#DIV/0!	
Total	10 531 145	9 734 028	16 555 194	6 821 166	70.1	
Other countries	20 283	137 107	244 770	107 662	19.4	
Overall result	10 551 428	9 871 135	16 799 964	6 928 828	70.2	1.8

Composition of "RT/AC/WS others":

Railticketing - Incoming agents in Europe and Switzerland
Point to point, groups, regional passes, reservations etc.



STS + RT/AC/WS others	Total				in %	ON in % 31.07.
	31.07.2017	31.07.2018	31.07.2019	Diff. 18/19		
Australia	1 378 201	1 531 401	1 755 554	224 153	14.6	2.5
Brazil	1 101 085	1 153 949	1 729 134	575 186	49.8	2.6
Germany	3 853 544	3 258 094	3 422 632	164 538	5.1	-0.1
France	262 378	236 987	2 249 734	2 012 747	correction asap	1.9
Greater China	10 674 124	11 726 814	15 812 043	4 085 229	34.8	11.4
India	10 896 694	12 915 398	12 850 370	-65 028	-0.5	-1.3
Italy	1 286 194	1 464 207	1 660 747	196 540	13.4	-0.6
Japan	2 527 460	2 352 283	2 836 764	484 481	20.6	2.0
Canada	1 089 232	1 205 186	1 273 504	68 318	5.7	4.5
Malaysia	782 357	977 139	1 366 279	389 140	39.8	6.5
Netherlands	807 920	964 851	1 100 961	136 111	14.1	1.9
Austria	453 306	415 822	928 413	512 591	123.3	-1.9
Russia	493 652	492 590	440 095	-52 495	-10.7	-1.7
Singapore	1 130 155	1 260 539	1 716 788	456 249	36.2	5.0
Spain	467 976	448 376	460 647	12 271	2.7	-5.1
South Korea	11 333 803	10 508 413	11 280 584	772 171	7.3	-4.8
Thailand	3 542 710	3 430 552	3 723 856	293 304	8.5	-2.1
United Kingdom	9 904 876	10 232 952	9 534 670	-698 282	-6.8	-0.6
United States	9 735 218	10 914 754	11 284 626	369 872	3.4	10.4
UAE	690 861	648 272	565 936	-82 336	-12.7	-17.4
New Global Partners	0	0	5 577 849	5 577 849		
Switzerland Incoming	11 930 309	11 893 956	11 179 049	-714 907	-6.0	
Total	84 342 057	88 032 532	102 750 234	14 717 702	16.7	
Other countries	5 501 983	6 014 876	6 357 726	342 851	5.7	
Overall result	89 844 040	94 047 408	109 107 960	15 060 552	16.0	1.8



KPI reporting 31.07.2019:

	2018	2019	Diff 18/19	in %
Total sales STS product range	84 176 273	92 307 997	8 131 724	9.7
RT/AC/WS others	9 581 523	16 505 400	6 923 877	72.3
B2B Interim solution others	289 612	294 564	4 951	1.7
Euronet NRT Overseas	3 264 501	3 503 754	239 253	7.3
Eurail / Interrail (CH revenue share)	7 505 098	7 755 097	249 999	3.3
Total KPI STS AG	104 817 007	120 366 811	15 549 804	14.8