

Company Profile.

Allgemeine Informationen.

General Information.

Firmenname Company name	
Gründungsdatum Date established	
Adresse Address	
Telefon Phone	
Fax	
Kontaktperson Contact person	
E-mail	
Website	

Eigentumsverhältnisse.

Ownership structure.

Besitzer, Zugehörigkeit Owner, holding company	
Handelsregisternummer (nur CH) Company registration number (only CH)	
MwSt-Nummer (nur CH) Tax number (only CH)	

Organisations- und Distributionsstruktur. Organisation and distribution structure.

Firmentyp Type (e.g. tour operator, retailer, hotel etc.)	
Kundensegment Customer segment	<input type="checkbox"/> Freizeit/Leisure <input type="checkbox"/> Geschäftsreisen/Business
Anzahl Beschäftigte Reisebranche Number of employees in travel industry	
Anzahl Beschäftigte Marketing & Produkt Management Number of employees in marketing and product management	

Distribution. Distribution.

Interesse an Interested in	<input type="checkbox"/> Webservice	<input type="checkbox"/> AgenturClient
	Anzahl Filialen Number of agencies	
	Geplante Standorte Planned locations	

Allgemeine Informationen zum Verkauf. Sales information.

Aktuelles Verkaufsvolumen.
Current sales volume.

Der Reisebranche in travel industry	
Incoming* und Outgoing* CH Incoming* and outgoing* CH	
<ul style="list-style-type: none"> ➔ Erwartetes Incoming und Outgoing Volumen (nur Bahn) ➔ Expected national incoming and outgoing volume (only train) 	

*Incoming: travel to Switzerland
*Outgoing: travel from Switzerland

Anzahl PAX.
Number of PAX.

Incoming (aktuell/current)	
Outgoing (aktuell/current)	
Incoming (erwartete/expected)	
Outgoing (erwartete/expected)	

Anteil FIT.
Share of the FIT market.

zu Gruppen in % compared with groups as a %	% FITs
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Saisonale Buchungsvolumen in %.
Seasonal volume of bookings as a %.

Januar-März/January-March	%
April-Juni/April-June	%
Juli-September/July-September	%
Oktober-Dezember/October-December	%

Bahn-Produkte.

Train products.

Aktuelles Bahn-Volumen PAX und Volumen in CHF					
Current volume of train tickets PAX and volume in CHF					
Anteil Share	<table> <tr> <td>2. Klasse/2nd class</td> <td>%</td> </tr> <tr> <td>1. Klasse/1st class</td> <td>%</td> </tr> </table>	2. Klasse/2nd class	%	1. Klasse/1st class	%
2. Klasse/2nd class	%				
1. Klasse/1st class	%				

Anteil Produkte in %.

Share of products as a %.

CH-National (Point-to-point)	%
Grenzüberschreitend/International	%
Pass Angebote/Pass offers (e.g. Swiss Travel Pass/Interrail etc.)	%
Gruppen National/Group national	%
Gruppen International/Group international	%
Welche ÖV-Produkte werden gewünscht? Which public transport products are sought after?	

Systeme.

Systems.

CRS-Benutzung CRS usage	
Eigenes Backoffice System vorhanden? Own backoffice system in place?	<input type="checkbox"/> Ja/Yes <input type="checkbox"/> Nein/No
Wenn ja, welches System wird genutzt? If yes, which system is used?	
Bemerkungen Comments	
GSA-Verträge (falls vorhanden) GSA contracts (if any)	
Anbindung an weitere Reservierungssysteme (falls vorhanden) Links to other reservation-systems (if any)	

Marketing.

Marketing.

Welche Marketingaktivitäten für die Destination Schweiz (Incoming & Outgoing) werden bereits heute getätigt?

Which marketing activities for Switzerland as a holiday destination are already under way?

- Broschüren/Brochures
- Flyers
- Newsletters
- Social media
- Webseite/Website
- Schulungen/Training
- Weiteres und zwar/Others, namely:

Bemerkungen.

Comments.

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