

STS market radar 2019



STS	Total				in %	ON in % 31.05.
	31.05.2017	31.05.2018	31.05.2019	Diff. 18/19		
Australia	815 692	943 580	1 021 835	78 255	8.3	5.4
Brazil	752 099	810 677	879 796	69 119	8.5	-1.7
Germany	1 306 732	1 325 075	1 283 124	-41 951	-3.2	-2.1
France	153 906	147 582	102 248	-45 334	-30.7	1.0
Greater China	5 634 909	5 920 310	8 260 606	2 340 296	39.5	14.2
India	6 693 074	8 214 790	7 890 489	-324 301	-3.9	-1.2
Italy	56 485	73 940	68 039	-5 901	-8.0	-0.4
Japan	1 071 314	985 117	1 170 214	185 098	18.8	4.8
Canada	614 183	629 480	572 902	-56 578	-9.0	2.7
Malaysia	481 699	603 110	801 378	198 268	32.9	9.0
Netherlands	389 389	477 529	377 650	-99 879	-20.9	-0.7
Austria	150 025	142 185	152 697	10 512	7.4	0.2
Russia	320 677	343 130	216 401	-126 729	-36.9	-4.2
Singapore	750 792	858 961	1 029 656	170 695	19.9	5.7
Spain	210 131	209 189	142 591	-66 598	-31.8	-3.5
South Korea	6 511 913	6 155 703	5 327 262	-828 441	-13.5	-8.6
Thailand	2 856 430	2 706 519	2 805 645	99 126	3.7	-1.8
United Kingdom	4 311 182	4 883 408	4 204 521	-678 887	-13.9	-1.0
United States	5 469 115	5 668 548	5 008 539	-660 009	-11.6	12.0
UAE	288 100	220 304	195 751	-24 553	-11.1	-9.1
Switzerland Incoming	3 037 214	3 236 953	6 774 598	3 537 645	109.3	0.3
Total	41 875 059	44 556 088	48 285 942	3 729 854	8.4	
Other countries	2 965 899	3 060 712	4 211 714	1 151 002	37.6	
Overall result	44 840 958	47 616 799	52 497 655	4 880 856	10.3	0.9

Distribution channels of "Total Swiss Travel System" turnover:

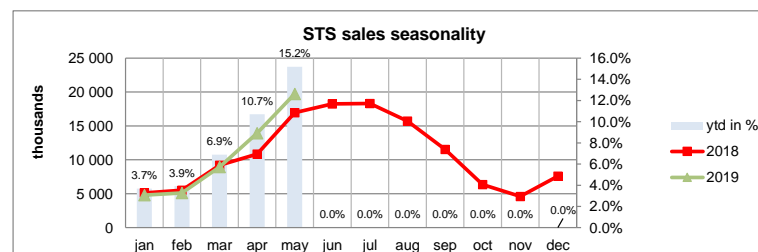
Prisma - POS railway stations, AgentClient / SBB Web Service, sbb.ch, B2B interim solutions)

Railticking - Incoming agents in Europe and Switzerland

Euronet - Rail Europe in Overseas

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

	2018	2019	Diff 18/19	in %
Swiss Travel System Prisma	26 682 479	34 211 480	7 529 001	28.2
POS railway stations	9 553 593	9 203 827	-349 766	-3.7
AgentClient / SBB WebService	0	7 769 979	7 769 979	
sbb.ch	3 650 007	3 038 286	-611 721	-16.8
B2B interim solution Euronet	6 303 519	9 504 777	3 201 258	50.8
B2B interim solution RT	7 175 360	4 694 611	-2 480 749	-34.6
Swiss Travel System Railticking	7 462 383	6 808 863	-653 520	-8.8
Swiss Travel System Euronet	12 894 762	11 175 916	-1 718 846	-13.3
Swiss Travel System third parties	577 175	301 396	-275 779	-47.8
Total Swiss Travel System	47 616 799	52 497 655	4 880 856	10.3



Channel / market comments STS (without "RT/AC/WS others"):

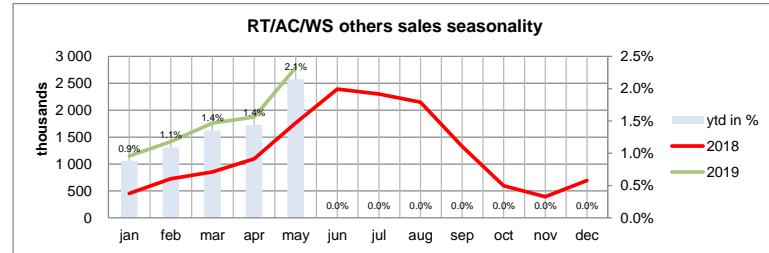
Channel	Main STS sales seasonality: May-August	Comments
Prisma (incl. B2B interim solution)		No representative data/trends yet - main STS sales seasonality May-Aug. Various ongoing channel and product shifts with influence on market figures - e.g. abolishment of STT eff. Jan with large Q1 impact on markets like UK/Russia.
Railticking		No representative data/trends yet - main STS sales seasonality May-Aug. Various ongoing channel and product shifts with influence on market figures - e.g. abolishment of STT eff. Jan with large Q1 impact on markets like UK/Russia.
Euronet		No representative data/trends yet - main STS sales seasonality May-Aug. Various ongoing channel and product shifts with influence on market figures.
Global - all channels		No representative data/trends yet - main STS sales seasonality May-Aug. Mind substantial South Korean revenue is shown in Greater China figures due to incorrect reporting. Currently largest STS market: Greater China / STS markets with largest CHF increase: 1. Greater China 2. Malaysia 3. Japan

RT/AC/WS others

	Total			Diff. 18/19	in %	ON in % 31.05.
	31.05.2017	31.05.2018	31.05.2019			
Germany	576 407	328 697	511 696	182 999	55.7	-2.1
Italy	817 071	939 159	1 097 109	157 949	16.8	-0.4
Netherlands	69 804	73 590	169 022	95 432	129.7	-0.7
Austria	97 326	105 609	193 572	87 963	83.3	0.2
Russia	9 588	5 916	12 181	6 265	105.9	-4.2
Switzerland Incoming	2 255 425	2 249 433	2 304 190	54 757	2.4	
Spain	11 639	2 038	819	-1 219	-59.8	-3.5
United Kingdom	1 499 508	1 257 493	1 546 604	289 111	23.0	-1.0
New Global Partners			3 032 427	3 032 427		
Total	5 336 768	4 961 935	8 867 620	3 905 685	78.7	
Other countries	6 882	107 852	121 410	13 558	19.4	
Overall result	5 343 650	5 069 788	8 989 030	3 919 243	77.3	0.9

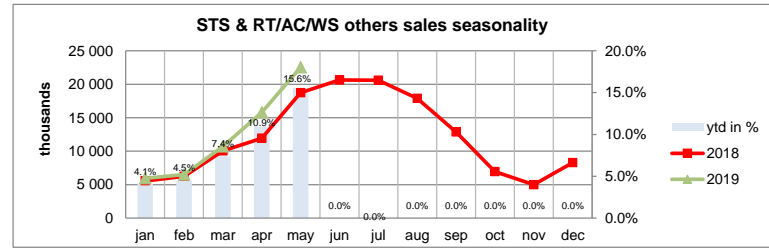
Composition of "RT/AC/WS others":

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



STS + RT/AC/WS others

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Australia	815 692	943 580	1 021 835	78 255	8.3	5.4
Brazil	752 099	810 677	879 796	69 119	8.5	-1.7
Germany	1 883 139	1 653 772	1 794 820	141 048	8.5	-2.1
France	153 906	147 582	102 248	-45 334	-30.7	1.0
Greater China	5 634 909	5 920 310	8 260 606	2 340 296	39.5	14.2
India	6 693 074	8 214 790	7 890 489	-324 301	-3.9	-1.2
Italy	873 556	1 013 099	1 165 148	152 048	15.0	-0.4
Japan	1 071 314	985 117	1 170 214	185 098	18.8	4.8
Canada	614 183	629 480	572 902	-56 578	-9.0	2.7
Malaysia	481 699	603 110	801 378	198 268	32.9	9.0
Netherlands	459 193	551 118	546 672	-4 446	-0.8	-0.7
Austria	247 351	247 794	346 269	98 475	39.7	0.2
Russia	330 265	349 046	228 582	-120 464	-34.5	-4.2
Singapore	750 792	858 961	1 029 656	170 695	19.9	5.7
Spain	221 770	211 227	143 410	-67 817	-32.1	-3.5
South Korea	6 511 913	6 155 703	5 327 262	-828 441	-13.5	-8.6
Thailand	2 856 430	2 706 519	2 805 645	99 126	3.7	-1.8
United Kingdom	5 810 690	6 140 901	5 751 125	-389 776	-6.3	-1.0
United States	5 469 115	5 668 548	5 008 539	-660 009	-11.6	12.0
UAE	288 100	220 304	195 751	-24 553	-11.1	-9.1
New Global Partners	0	0	3 032 427	3 032 427		
Switzerland Incoming	5 292 639	5 486 386	9 078 789	3 592 402	65.5	
Total	47 211 827	49 518 023	57 153 562	7 635 539	15.4	
Other countries	2 972 781	3 168 564	4 333 124	1 164 560	36.8	
Overall result	50 184 608	52 686 587	61 486 686	8 800 099	16.7	0.9



KPI reporting 31.05.2019:

	2018	2019	Diff 18/19	in %
Total sales STS product range	47 616 799	52 497 655	4 880 856	10.3%
RT/AC/WS others	4 890 878	8 761 038	3 870 160	79.1%
B2B Interim solution others	178 910	227 993	49 083	27.4%
Euronet NRT Overseas	2 050 023	2 216 375	166 352	8.1%
Eurail / Interrail (CH revenue share)	5 606 487	5 579 148	-27 339	-0.5%
Total KPI STS AG	60 343 097	69 282 209	8 939 112	14.8