

Schweiz. mit Bahn, Bus und Schiff.

# STS Webinar.

### November 19, 2020

Thomas Hoffmann, Christian Bachofner

#### Who are we.





#### **Thomas Hoffmann**

Senior Manager Global Accounts & Market Manager Europe Northeast



#### **Christian Bachofner**

Head of Product & Distribution



<u>Link</u>

#### How does it works.



- Please close your mic.
- If you have questions during the webinar, send it via the chat. Questions will be answered by us directly afterwards.
- After the webinar you will receive an email with a link to a small survey and the link to this presentation.

### Public transport update Corona.



• Traveling in Switzerland by public transport is safe thanks to the protection concept.



Face masks are mandatory in all means of transport. NEW: From 19 October, the obligation to wear face masks will also apply on platforms and in
other waiting areas for train, tram and bus connections (e.g. platforms, tram and bus stops) or in stations, at stops or in other access areas (e.g. cable car
stations) of public transport. The wearing of a face mask is valid both inside and outside the specified waiting and access areas.

### Using public transport despite Corona.





The public transport is certified and has received the "Clean&Safe" label from Switzerland Tourism. For a safe and clean trip to Switzerland.





#### Corona Update – pictures and videos.



- As long as wearing a mask in Swiss public transport is mandatory, STS refrains from using pictures with "normal" guests in public transport
- Wherever possible we show train shots from outside or people which are standing on e.g. a platform, in front of a boat etc.





#### Corona Update – pictures.



- If there is a picture or video shoot STS will always shot it twice once with and once without mask. This way we can react more flexible.
- Since this is a sensitive topic in some markets, we kindly ask you to follow these guidelines
- Point of reference: SBB guidelines "picture and video corona"
- Important note: These guidelines are valid as long as the situation stays as it is. It could change any time

### Overview information.



#### mystsnet.com/corona

 International arrival: Regular bundling of the most important information on train travel to Germany, France, Italy and Austria.

### Market figures 2020. (ST)



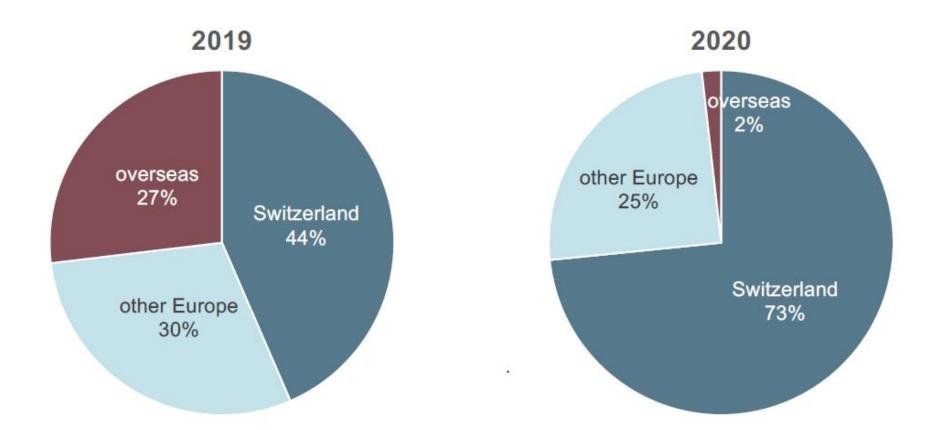


### Market distribution 2020. (ST)



#### Market distribution July-September.



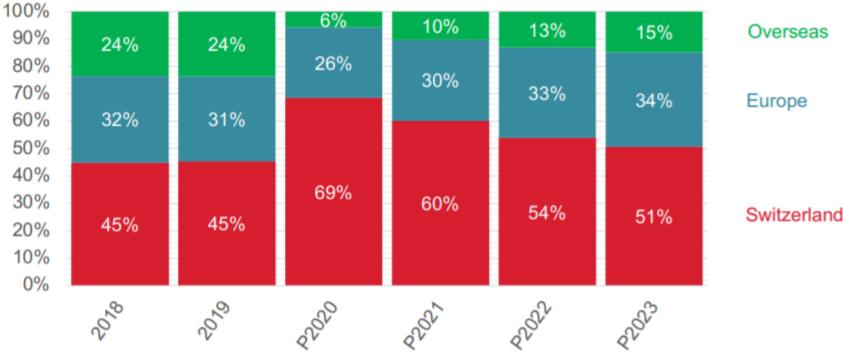


### Market Forecast until 2023. (ST)



#### ON-Forcast: Guest's origin.

Overnights Swiss Hotel industry.



Source: Estimation ST based on KOF Zurich, Oxford Economics 19



### General situation STS AG.



- Currently, practically all markets worldwide are under pressure. STS is trying to develop ideas and topics for 2021/2022 with foresight.
- Furthermore, STS AG is seeking cooperation with other tourism partners in order to create added value for the trade and thus for the customer.
- Cooperation and creative ideas from distribution partners are welcome.
   Please contact the responsible market manager for verification.

### Market assessments and forecasts 2021.



- Despite the current situation for 2021, STS is sticking to the commissions valid for 2020.
- The Swiss Travel Pass Peak prices (officially valid from 2021) are currently under review. Possibly these will be postponed to 2022. Further information will follow.
- STP Flex Pass promotions have been pushed to early 2021 in many countries. STS is monitoring the situation and will inform all partners in case of a possible start of this promotion.
- Further sales support measures for 2021 are also under review. These are to be implemented together with the distribution partners if necessary.

### Post-Corona travel trends.





Discover niches and **less frequented** destinations



Less is more. Small is beautiful.



Greater focus on sustainability



Travel to **nature**, where distance is possible, more outdoor activities



Slow Tourism and regenerative leisure travel



Domestic travel and travel closer to home



Use of land-based means of transport



Autonomous & flexible travelwith own means of transport (trend towards road trips)



Smaller travel grups



Shorter trips all year round, which are planned at short notice



More comprehensive **travel planning**. **Hygiene, saftey** and **reliability** as advantages



**Working Holidays** 



Business travel at a lower level



**Inexpensive** and **qualitative** offers instead of just the cheaptest

### Focus topic 2021.



- In 2021, STS, together with ST, will icnreasingly focus on the topic of sustainability in ist stores.
- Various content will be added in the coming weeks and will also be further developed with Switzerland Tourism.
- Summervacations
- Sustainability in public transport



### Information from STS Product Management.

# Information from STS Product Management.





#### Agenda

- Update AgentClient & SBB WebService
  - Migration product range
  - Available products
  - Outlook 2021
- Overview luggage products 2021
- New reservation system for group travel
- New STS area of validity map (Leporello) 2021

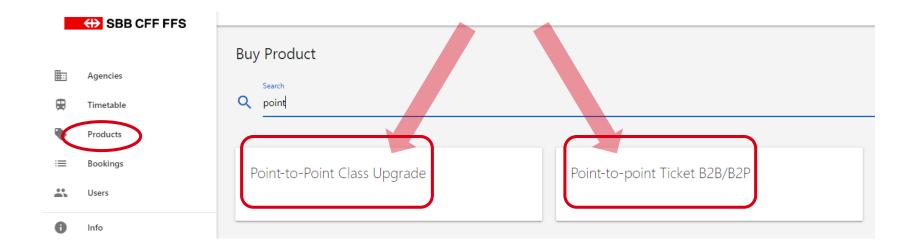




Migration of the product range in progress

#### News

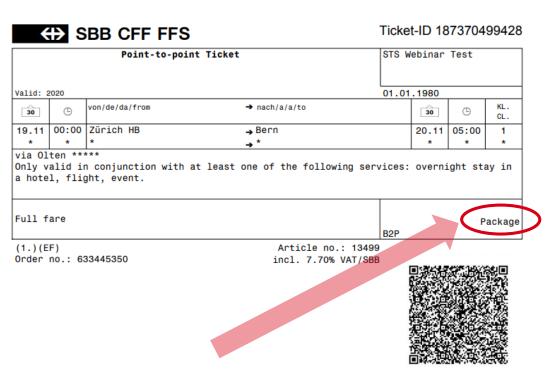
- Migration of the product range to AgentClient is in progress.
- New products have recently become available in the product-based sales:
  - STS mountain excursions (net)
  - All regional passes
  - Point to point ticket without price imprint
  - Route-based class upgrade (timetable-based also available)



Migration of the product range in progress

#### News

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Overview of currently available products

Sortimentsgruppe /	Dazugehörende Produkte /		
Product range group	Associated products		
Kat. 1 Netto Fahrausweise Cat. 1 Net tickets	Swiss Travel Pass Netto / Net 3, 4, 8, 15 Tage / days Swiss Travel Pass Flex Netto / Net 3, 4, 8, 15 Tage / days		
	Alle Tickets der folgenden Verbunde: All tickets of the following Swiss fare networks: TNW (Basel), ZVV (Zurich), Engadin Mobil (St. Moritz), Ostwind (St. Gallen), Tarifverbund Schwyz (Schwyz), Unireso (Geneva), Arcobaleno (Ticino), Mobilis (Lausanne), Z-Pass (Greater Zurich Area), BeoAbo (Bernese Oberland), Tarifverbund Zug (Zug), Frimobil (Fribourg), Onde Verte (Neuchâtel), A-Welle (Aarau), Libero (Bern/Solothurn), Passepartout (Lucerne), Léman Express (Greater Geneva area)		
	Regional-Pass Berner Oberland Regional-Pass Berner Oberland TO Netto MGB Erlebnis-Card MOB Regional Pass Genfersee-Alpen / Lake Geneva-Alps RhB graubündenPass Tell-Pass Sommer / Tell-Pass Winter		
	STS Bergausflüge Netto		
	BLS/ThS/BrS Tageskarte Schiff TO Netto		
Kat. 2 Nationaler Verkehr Cat. 2 National traffic	Kindertageskarte / Day Pass Children Velo-Tageskarte / Day Bike Pass Hunde-Tageskarte / Day Pass Dogs Streckenbillett / Point-to-point Ticket Streckenbillett (Pauschal) / Point-to-point Ticket (Package) Tagesklassenwechsel / Day pass Upgrade Klassenwechsel Strecke / Point-to-Point Class Upgrade Tageskarte zum HTA / Day Pass with Half Fare Card Sparbillett / Supersaver Ticket Spartageskarte / Saver Day Pass City-Ticket / City-Ticket		
Kat. 3 STS Sortiment Cat. 3 STS product range	Swiss Travel Pass 3, 4, 8, 15 Tage / days Swiss Travel Pass Flex 3, 4, 8, 15 Tage / days Swiss Half Fare Card, Swiss Half Fare Card (P) Swiss Family Card		

#### Helpful links

- Information on the STS product range mystsnet.com/information/tickets-prices
- Information on Switzerland's fare networks sbb.ch/travelcards-and-tickets/fare-networks
- Information on product range group "National traffic" sbb.ch/travelcards-and-tickets
- Order the fact sheet "STS mountain excursions" here <u>trade@swisstravelsystem.com</u>



Group tickets, reservations & tailor-made tickets pending

#### Outlook 2021

- No guarantee, but we are optimistic that group tickets and tailor-made tickets will be available next year.
- It is not yet foreseeable when the seat reservations will be implemented → please continue to book via Railticketing.

STS AG is doing its very best to ensure that Railticketing remains in operation until the migration of all relevant products has been completed.

Current overview "Deactivation of articles on Railticketing": mystsnet.com/railticketing.



Refunds until 1 day prior to first day of validity – Businessmanager for statistics

#### **Refunding of tickets**

- Tickets can be refunded directly via AgentClient until one day prior to the first day of validity, provided the chosen fare allows for a refund.
- Tickets that are already validated or have expired cannot be refunded via AgentClient.
  - $\rightarrow$  Request can be made via online form (<u>sbb.ch/business-refund</u>)
- Refunds for mistakenly issued tickets, can be obtained free of charge, if they are marked as "service error" and submitted via the online form on the day of issue. Service errors for saver fares are only granted, if requested by phone on the day of issue. Call SBB Businesstravel: +41 (0)848 111 456.
- The current status of "manual" refunds as well as turnover statistics can be downloaded in the Businessmanager on a daily basis (<u>sbb.ch/en/businessmanager</u>).

Dossier no.Order dateInvoice centreProduct nameClassReductionOutbound dateReturn dateFromToAmount83506776101.10.2020Swiss Travel System AGSwiss Half Fare Card0KEINE08.10.20206612083506776101.10.2020Swiss Travel System AGRefund6001.10.2020Credit: RefundSwiss Half Fare Card-120

Statistics (CSV file) downloaded from Businessmanager

### Overview luggage products 2021.

Services for FIT travellers will remain available in 2021, with a few adjustments

#### **Current situation 2020**

Luggage product			Timings and prices (gross)		
Luggage transportation abroad – Switzerland		Delivery the same day after arrival	Delivery one day after arrival	Delivery two days after arrival	
1a	Flight luggage foreign airport to station	-	CHF 22 per item	-	
1b	Flight luggage foreign airport to station	_	_	CHF 22 per item	
1c	Express flight luggage foreign airport to station	CHF 22 per item + 30 flat rate	-	-	
2a	Flight luggage foreign airport to door	-	CHF 22 per item + 40 flat rate	-	
2b	Express flight luggage foreign airport to door	CHF 22 per item + 70 flat rate	_	-	

Lug	gage transportation within Switzerland	Delivery the same day	Delivery the next day	Delivery after two days
3a	Luggage door to door	=	CHF 12 per item + 40 flat rate	
3b	Express luggage door to door	CHF 12 per item + 70 flat rate	-	-

Lug	igage transportation Switzerland – abroad	Registration on the morning of flight departure	Registration one day before flight departure	
4a	Flight luggage station to Zurich airport	-	CHF 22 per item	-
4b	Express flight luggage station to Zurich airport	CHF 22 per item + 30 flat rate	_	_
5a	Flight luggage door to Zurich airport	-	CHF 22 per item + 25 flat rate	-
5b	Express flight luggage door to Zurich airport	CHF 22 per item + 55 flat rate	_	_
6a	Flight luggage door to foreign airport with check-in (SWISS and Edelweiss Air)	-	CHF 22 per item + 40 flat rate	-
6b	Express flight luggage door to foreign airport with check-in (SWISS and Edelweiss Air)	CHF 22 per item + 70 flat rate	-	-

#### New as of 1 January 2021

Lu	ggage product		Timings and prices (gross)		
Lug	gage transportation abroad – Switzerland	Delivery the same day after arrival	Delivery one day after arrival	Delivery two days after arrival	
1a	Flight luggage foreign airport to station	-	CHF 24 per item	-	
1b	Flight luggage foreign airport to station	-	_	CHF 24 per item	
1c	Express flight luggage foreign airport to station	CHF 24 per item + 30 flat rate	_	_	
2a	Flight luggage foreign airport to door	-	CHF 24 per item + 30 flat rate	-	
2b	Express flight luggage foreign airport to door	CHF 24 per item + 60 flat rate	_	_	

Luggage transportation within Switzerland	Delivery the same day	Delivery the next day	Delivery after two days
3 Express luggage door to door	CHF 12 per item + 73 flat rate	-	-

Lug	gage transportation Switzerland – abroad	Registration on the morning of flight departure	Registration one day before flight departure	
4a	Flight luggage station to Zurich airport	_	CHF 24 per item	-
4b	Express flight luggage station to Zurich airport	CHF 24 per item + 30 flat rate	-	-
5a	Flight luggage door to Zurich airport	-	CHF 24 per item + 30 flat rate	-
5b	Express flight luggage door to Zurich airport	CHF 24 per item + 60 flat rate	_	-
6a	Flight luggage door to foreign airport with check-in (SWISS and Edelweiss Air)	-	CHF 40 per item + 30 flat rate	-
6b	Express flight luggage door to foreign airport with check-in (SWISS and Edelweiss Air)	CHF 40 per item + 60 flat rate	-	-



### Overview luggage products 2021.

Market test group luggage will be continued as official offer

#### ➔ Express group luggage door to door

Transport between any two Swiss addresses.

#### → Express group luggage foreign airport to door

Transport from any airport worldwide to any Swiss address.

- For groups of 10 persons or more, maximum 50 items of luggage
- Same day pick-up and delivery (landing at Zurich Airport until 11.30h)
- CHF 300 net without commission
- Each person must hold a valid ticket for the entire transport distance
- Booking under <u>www.sbb.ch/en/luggage-groups</u> or <u>baggage@sbb.ch</u>



### Group reservations for public transport in Switzerland.

PLABE has been replaced by CAPRE «Capacity and Reservations»

Group reservations for trains, buses and boats not subject to a supplement can be made free of charge. As a result of a system replacement (CAPRE for PLABE) there are some adjustments:

#### Distribution partners without direct access to the reservation system

• Reservation requests should now be sent to gruppen.servicecenter@sbb.ch.

#### Distribution partner with direct access to the reservation

- Existing reservations from PLABE were transferred to CAPRE. They are still visible in PLABE, but can
  no longer be edited there.
- CAPRE is developed according to the agile development method. This means that the system will continue to be developed and improved.
- Each user usually needs a personal login and should have been contacted by us in this matter. For questions: <u>trade@swisstravelsystem.com</u>



### New STS area of validity map (Leporello).



Please provide your customers with the PDF or this link every time you sell a Swiss Travel Pass (Flex): mystsnet.com/areaofvalidity

#### Jungfraujoch TOP OF EUROPE

The leader in mountain trips and excursions in Europe. The best place to discover ice and snow · open 365 days





#### Congratulations!

A ride up to Mount Rigi in the heart of Central Switzerland

Find out more:

MySwitzerland.com/swisstravelsystem

You're holding the key to the world's best public transport system.

With the Swiss Travel Pass all doors to train, bus and boat are open to you.

Discover the country in all its diversity: in nostalgic cog railways, through ceiling-high train windows, and on state-of-the-art motor vessels. This rich variety is capped off by punctuality, comfort and culinary highlights – that's travelling the Swiss way. Stoos

Train, bus and boat are perfectly synchronised on excursions the world's densest traffic network. When the train arrives, bus and boat are at the ready in walking distance. Easy, convenient and direct.

Travel through the Lavaux

vineyards - a UNESCO World Heritage Site



Here's what you get with your all-in-one

ticket: unlimited travel by train, bus and boat Inlimited travel on premium panoramic trains (seat) reservation fees and/or surcharges apply) unlimited use of public means of transportation in more than 90 towns and cities free admission to more than 500 museums unlimited travel to Mount Rigi, Stanserhorn and

= up to 50% discount on many other mountain

= up to 30% discount on SBB RailAway offers; available at all ticket counters within Switzerland = Family vacation at a reasonable price: with the complimentary Swiss Family Card, your children travel free of charge from their 6th up to their 16th birthday

Children under 6 years of age who are accompanied by a holder of a valid Swiss Travel System ticket travel free of charge.

Please contact the issuing point-of-sale for cancellations and refunds.

More information about the Swiss Travel Pass:

MySwitzerland.com/swisstravelpass



The prestigious Chillon Castle

of Transport In Lucerne

Watch craftsmen in action at the Coan-Air Museum Ballenberg A yummy experience in the chocolate museum Frev

You'll find a list of all museums here: MySwitzerland.com/500museums

Enrich your travels.

Visit famous castles, interactive museums

and even UNESCO World Heritage Sites.

The Swiss Travel Pass is also your entry ticket to

to more than 500 museums - unlimitedly. The

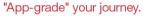
Swiss Travel Pass at the entrance and step inl

the world of museums. Benefit from free admission

following six are particularly popular. Just show your

Immerse vourself in Swiss history

at the National Museum in Zuric



Enloy many benefits and never miss a highlight - with the Swiss Travel Guide.

You'll find everything you need on your journey by public transport in the Swiss Travel Guide app: information about the Swiss Travel Pass, a digital map of the Swiss Travel System and links to the online timetable. It's the perfect companion for any visitor travelling by public transport. But there's more:

The app shows you all highlights near you. You'll benefit from discounts on culinary delights, guided city tours or mountain railways. You can access important contact numbers and information offline at any time, e.g. lost-and-found offices, timetable information or transport police.

The app is available for download via App Store or Google Play Store in five languages.



More information about the app: MySwitzerland.com/SwissTravelGuide



Switzerland





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A ride up to Mount Rigi in the Travel through the Lavaux heart of Central Switzerland vinevards - a UNESCO World Heritage Site

#### That's how you benefit.

Here's what you get with your all-in-one ticket:

- unlimited travel by train, bus and boat
- unlimited travel on premium panoramic trains (seat reservation fees and/or surcharges apply) unlimited use of public means of transportation
- in more than 90 towns and cities free admission to more than 500 museums
- unlimited travel to Mount Rigi, Stanserhorn and Stoos
- up to 50% discount on many other mountain excursions
- up to 30% discount on SBB RailAway offers; available at all ticket counters within Switzerland
- Family vacation at a reasonable price: with the complimentary Swiss Family Card, your children travel free of charge from their 6th up to their 16th birthday.

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Please contact the issuing point-of-sale for cancellations and refunds.

#### Enrich vour travels.

Visit famous castles, interactive museums and even UNESCO World Heritage Sites.

The Swiss Travel Pass is also your entry ticket to the world of museums. Benefit from free admission to more than 500 museums - unlimitedly. The following six are particularly popular. Just show your Swiss Travel Pass at the entrance and step in!



The prestigious Chillon Castle on the shores of Lake Geneva

Immerse vourself in Swiss history at the National Museum in Zurich



Watch craftsmen in action at the Open-Air Museum Ballenberg

A yummy experience in the chocolate museum Frey



Glacier Garden in the heart of Lucerne



The interactive Swiss Museum of Transport in Lucerne

### 1

The perfect travel guide for your journey



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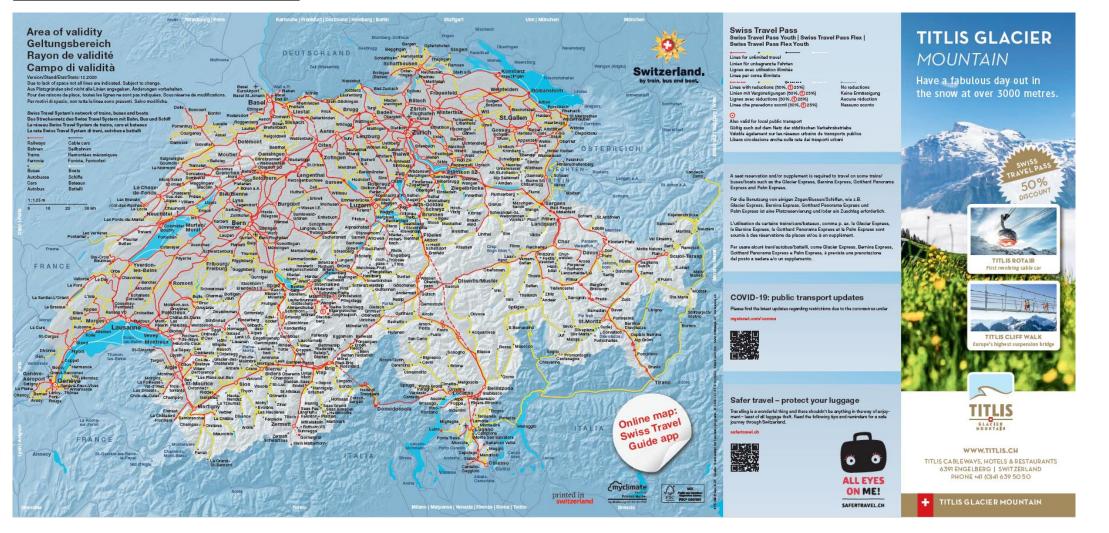
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MySwitzerland.com/swisstravelpass



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### Transportation News 2020/2021.

#### The New Alpine Transversal has been completed.



Ceneri Base Tunnel © AlpTransit Gotthard AG

- Basel Zürich St. Gallen Olter Aarau Neuchâte Q Bern Luzern Arth-Goldau Erstfeld Chur - Frutigen Gotthard Lausanne Brig **Q** Biasca Genève Steg Ceneri Lugano Chiasso Ceneri and Gotthard Base Tunnel © AlpTransit Gotthard AG
- Commissioning of the 15.4 km long Ceneri Base
   Tunnel in December 2020
- The portals are in the north in Camorino (Bellinzona) and in the south near Vezia
- The continuous flat railway from Altdorf to Lugano becomes reality
  - $\rightarrow$  through the alps in no time due to the two Base Tunnels
- Shortened travel time: Zürich–Milano 3 hours 17 minutes

### Rase Zürich Arth-Goldau Luzern Flüelen Lausanne Genève Locarno Bellinzona Lugano Treno Gottardo in Giornico. Ticino

Treno Gottardo.

#### The new train on the Gotthard panoramic route



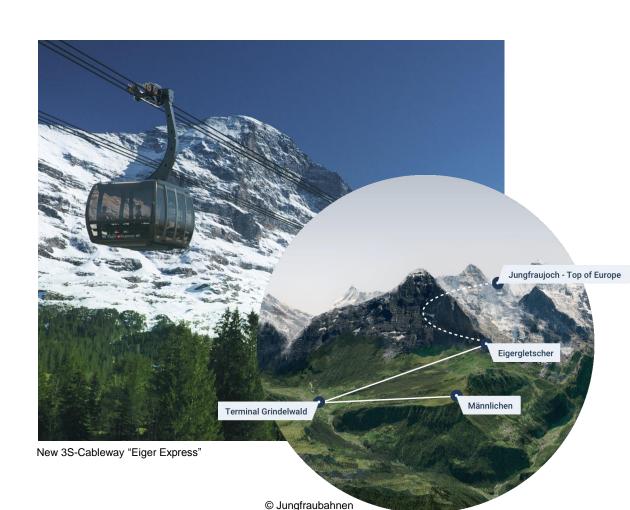
- Route: Basel/Zürich–Arth-Goldau–Bellinzona– Locarno
- Runs every hour from Basel or Zurich on the 120-year-old Gotthard panoramic route
- Year-round operation
- 359 seats, 68 of which are in 1st class
- Two modern bistro areas with vending machines for snacks and drinks as well as a coffee machine





#### V–Cableway. Inauguration of the innovative Alpine construction





- Opening and commissioning of the entire V-Cableway as of the 2020/21 timetable change
- Terminal Grindelwald Männlichen 10-seater gondola lift (open since December 2019)
- New 3S-Cableway from the Grindelwald Eigergletscher terminal. Opening December 2020
- Travel time Interlaken–Jungfraujoch
  - So far: 2 h 17 min
  - New: 1 h 30 min

→ Thanks to Eiger Express travel time reduced by 47 minutes

#### Happy Birthday Rigi Railways! Europe's oldest mountain railway turns 150 in 2021



Steam locomotive in Vitznau station



### 150<sup>th</sup> anniversary Rigi Railways.





- This important moment in Swiss history will be celebrated with commemorative events and programs throughout the year
- Unlimited skiing: Swiss Travel Pass holders or holders of a valid train ticket, can ski for free on Mount Rigi
- Diverse royal experiences: aperitif in a historic salon carriage, a glimpse behind the scenes of the railway depot, or a Sunday brunch

Rigi Railways in winter

### 150<sup>th</sup> anniversary Rigi Railways.



Nostalgic steam train ride with the «Steam Locomotive #7.

The locomotive that was built in 1873. After 64 years of operation, the steam locomotive was retired from official duty in 1937 and was inducted into the Swiss Museum of Transport in Lucerne in 1959. To commemorate the 150th Anniversary of Mount Rigi Railways, Locomotive #7 will be restored and brought back into operation. From June to October 2021, there will be exclusive departures with the Steam Locomotive.



Crossing of the Locomotive 7 from the Swiss Museum of Transport to Vitznau





- The premiere of the Goldenpass Express, which connects Montreux and Interlaken without changing trains, has unfortunately been postponed due to the consequences of the current pandemic.
- Rendezvous NEW on December 11, 2022.





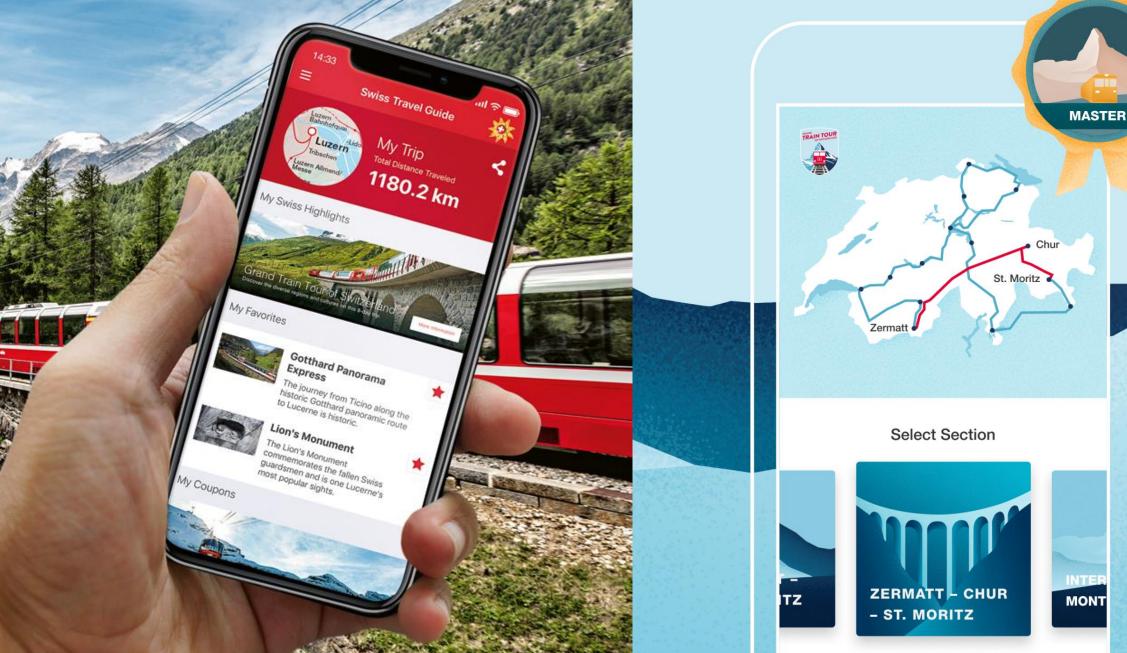
### Playful learning at the highest level.



- Swiss Travel System launches a new learning platform for the travel industry and ST / STS employees.
- The Swiss Travel System Excellence Program is an e-learning tool about Swiss public transport.
- The content is playfully structured in several modules and different levels of knowledge and guarantees learning at the highest level.
- Lancierung in Q1 2021. Keep updated..!

#### Swiss Travel Guide App

#### Grand Train of Switzerland App.



### "App-grade" your journey.





#### Swiss Travel Guide App

Informative travel guide, which helps to plan the trip and to travel relaxed through Switzerland.



#### **Grand Train Tour of** Switzerland App

App for the playful touring experience Grand Train Tour through Switzerland.

- Travel companion with integrated map and timetable
- Notes on more than 500 Swiss highlights
- Attractive digital coupons,

e.g. 2 for 1 offers

Q&A and offlince access to important contact numbers

- "Must-Sees" along the Grand Train Tour of Switzerland
- Push notifications for upcoming sights
- Collect and share stamps, awards and

#### coupons

## Danke. Merci. Grazie. Grazia.