

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 |
|--|--------|

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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