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## Passenger Traffic





**We move.**

The ICN gently leans into the curve. This newest train of the SBB is equipped with a tilting technology that functions more reliably and agreeably than that of other tilting trains. The higher curve speed however is not an end in itself. Thanks to the shorter travel time on the line of the southern foot of the Jura between Zurich and the Lake of Geneva, the connections in Lausanne can be optimised to reach the standards of a real hub. That the tilting train's exterior and interior are attractively designed, is a matter of course.



A photograph of a woman, likely a train staff member, smiling and looking to her right. She is wearing a dark blue uniform jacket over a light blue and white striped shirt. A red sash is draped over her shoulder, and a gold star-shaped badge is pinned to her chest. She is holding a small, silver handheld device in her left hand. The background is slightly blurred, showing other people in a public space, possibly a train station.

# We accompany.

Ticket control still belongs to the tasks of the train staff, and the ticket clippers remain an important tool for the time being. Yet other tasks such as the sale of tickets with the hand-held computer, as well as information and advice to railway customers gain in importance. Train personnel therefore are travel attendants in the first place.



## Passenger Traffic

The SBB passenger traffic can look back on a successful fiscal year 1999. The structures and processes of the new division were consolidated. Thanks to the good operating returns, the budgeted result was exceeded.

The Passenger Traffic Division comprises all units required for setting up client-driven offers in a short time. Responsibility is thus concentrated in one hand, contrary to the former organisation. In 1999, the principles for a strategic orientation as a division within the whole enterprise were created. The new regional structures made it possible to reduce the number of hierarchy levels, and at the same time, the SBB moved closer to the clients and mandators in their own region.

Also production was marked in 1999 by divisionalization. With the attribution of shunters, shunting locomotive and line locomotive drivers, as well as the whole fleet of driving vehicles to either of the divisions Passenger and Freight, the transition phase was terminated. After the takeover of traction in the second half of the year, the Division Passenger Traffic has now the most important operating means at its disposal. Additionally in the year 2000, three of the five main workshops will be attributed to it.

### High income expectations met

Passenger Traffic could continue its growth. The volume of passenger/km increased by a good 1 % to reach 12 615 million. The number of passenger trips rose by 3.7% to 276 million. This shows that the general tariff increase at the start of the year (to compensate for the accrued general increase of the price of living, and the increase of the VAT) was well accepted by the market in general.

The operating result could be increased by 4.6% to CHF 1603.6 million. With an increase of 7.8%, the sale of standard fare or ordinary tickets was above expectations. Particularly the attractive city connections showed a strong growth.

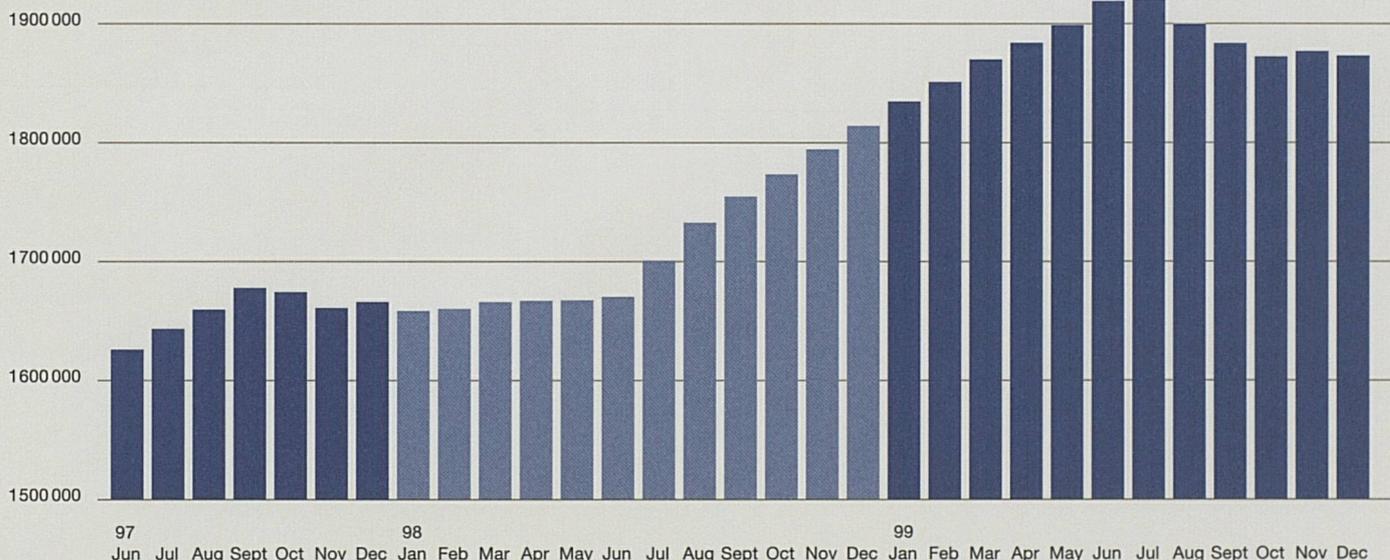
The number of Half-Fare Cards in circulation increased further and reached 1.87 million (plus 3.2%) at the end of the year. The two-year Half-Fare Card for CHF 222, introduced in 1997, proves to be a permanent success, evidenced by the rate of renewal of this card.



An attractive interior design of the trains gains in importance.

The prices of the General Abonnements (GA) had been increased, effective as from the beginning of the year. Nevertheless, with 223 000, the number of GAs in circulation remained practically at the previous year's level. The revenue they generated increased by 9.1%. Hence the number of regular customers of public transport could be increased on the whole, and client affectation could be strengthened.

### Half-Fare Cards in circulation





The SBB's regional traffic is a feature in the everyday life of big parts of the population.



The first of the new ICN tilting trains was accepted by the SBB at the end of 1999.

### The customers are satisfied – except with the prices.

Surveys on customer satisfaction have shown that the strong points of public transport are comfort, friendliness and helpfulness of the staff, as well as the sequenced offer of train services. The price/performance ratio is perceived as the weakest point. The Swiss residents are satisfied on the whole with the public transport system, even slightly more than with individual traffic. From the SBB it is generally expected that it assumes a leading role in various areas. In the German-speaking part of Switzerland, the SBB receives better marks throughout than in Western Switzerland and the Ticino.

### A further step towards Rail 2000

The timetable change 1999 brought a further improvement of the offer. The offer of train services was stepped up by 8000 km per day (plus 5% in long-distance traffic, plus 1.5% in regional traffic). With the introduction of the half-hour sequenced timetable on the sectors Lucerne–Zurich, and Lausanne–Fribourg, the long-distance

network of half-hourly services was strongly extended. With the new "Flugzug" from Basel to Zurich airport (bypassing Zurich main station), a tangential connection in long-distance traffic was introduced for the first time. The train offer in the Valais was improved by new direct connections. Travel times between Geneva and Milan, as well as Zurich and Stuttgart were cut down. Within the scope of the traffic community of Zurich, a new timetable system with partial quarter-hour cadence and direct connections to the airport was introduced on the line of the right-hand shore of the Lake of Zurich.

The extensions of the train offers of the last year proved successful, the same as those of 1997. In particular the introduction of the half-hour sequence led each time to regular thrusts of demand. The registered passenger increase was 16% for the line Lucerne–Zurich, and 10% for the line Lausanne–Fribourg.

The timetable 1999 is only an intermediate step on the way to Rail 2000. The next major extension step is planned for 2001. The new ICN tilting trains will be taken into service on the Foot-of-the-Jura line (Zurich–Biel/Bienne–Lausanne). The travel time gains they bring make this line as fast as the one through the midlands (Zurich–Bern–Lausanne). This allows the realisation of a second optimal connections hub in Lausanne (like the one of Zurich).

The integral implementation of the timetable of the first phase of Rail 2000 is planned for 2005, when the new line Mattstetten–Rothrist will have been taken into service.

### Responsibility for the overall system

The SBB AG is the biggest provider of services in public passenger transport of Switzerland. It carries a big part of the responsibility for coordination and further development of the country-wide overall system of public transport. An integrated tariff system of all public transport enterprises, but also the development of harmonised timetables, are important parts thereof.

The Passenger Traffic Division provides its services on two distinct markets: long-distance traffic (incl. international passenger traffic) and regional traffic. The SBB's long-distance traffic is commercially self-supporting. With regional traffic, the mandates of the Cantons and the Federal Government decide on the offer.

The offers in long-distance traffic and in regional traffic complement each other. More than half of the clients in long-distance traffic also use offers of regional traffic. In the reverse case, it looks different. Half of the SBB clients only make use of regional traffic, which plays a central role for every-day mobility of a major part of the population. With a performance of 49 million train-km, the figure for regional traffic is slightly higher than the one for long-distance traffic, which is 44 million train-km.

Wherever the half-hour train sequence was introduced, it led to leaps in demand.

## Forward strategy in regional traffic

Regional traffic in Switzerland is – despite sustained economisation policies of the public authorities – in the upcurrent. While in the early 90s, for financial reasons, line closures and reductions of the offer were the main topics of discussion, today the discussions are about targetted extensions of the offer.

With the revision of the railway law four years ago, a decisive system change was effected. Now the responsibility for the offer lies primarily with the Cantons that order performances from the transport companies. This has led to a big pressure on costs. It became evident that in public transport, big productivity increases are possible. Therefore the yearly compensation payments from the Federal Government and the Cantons for the SBB's regional traffic could be reduced by nearly CHF 170 million since 1994. As against the previous year, compensations decreased by 70.4 million to a total of CHF 557.9 million.

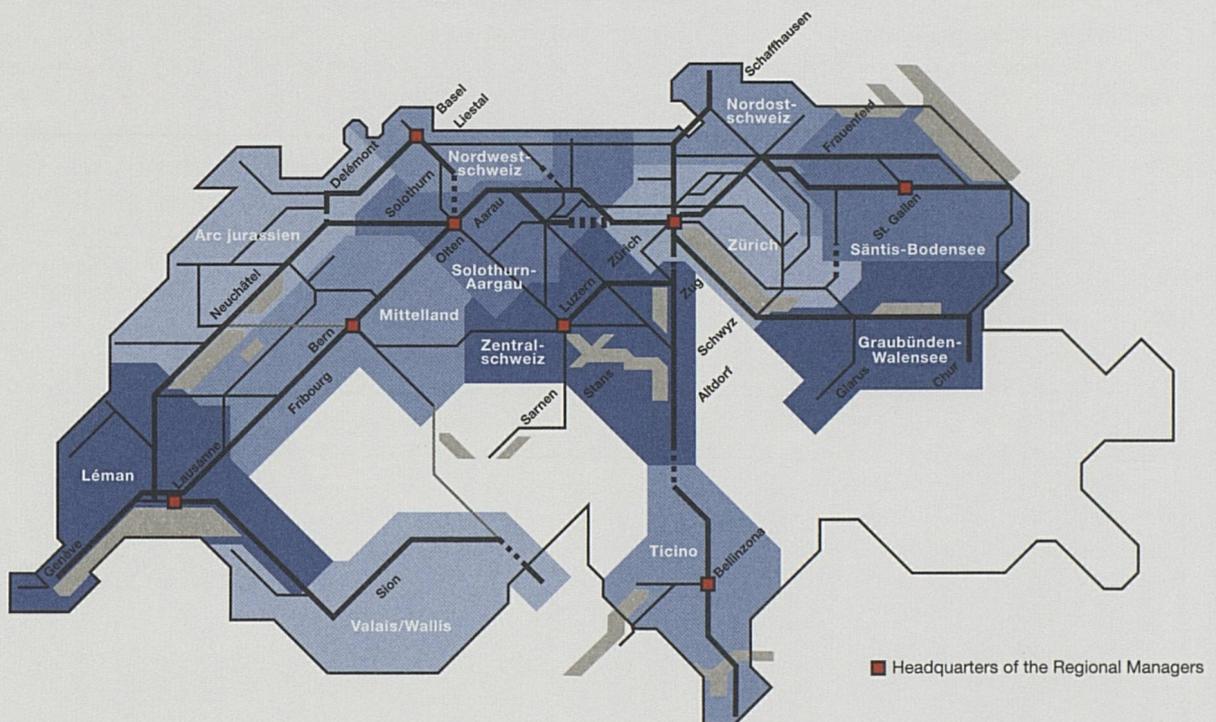
In the next years,  
around 50 new stopping  
places shall be created.

The SBB wants to distinguish itself as a leading supplier of comprehensive solutions in public regional traffic. Today, the services are ordered by the Cantons each year and for each separate line, a procedure which entails big administrative expenditures. The SBB therefore tend to offer long-term agreements to the Cantons.

To be able to provide a better orientation to the regional clients (orders and users), the regional traffic SBB is organised in 12 regions. The region managers are the contact partners for the public authorities. Additionally as coordinators, they shall secure a harmonisation of the various SBB departments on a regional level.

Regional traffic of the SBB has adopted a forward strategy. One of the tasks of the system leader in public transport is the improvement of access to the railway. So for instance it is planned to create 50 new stops to take account of changed settlement structures.

Besides, special attention is given by people responsible for SBB regional traffic to improvements in border regions, which can also include cross-border operation.



On connections with strong demand, attractive trains with shorter travel times shall be offered.



The TGV trainsets of the «Ligne du Cœur» have been refurbished inside and outside.

### New paths in international traffic

At the SBB, international train traffic is integrated into the national long-distance service and the tariff system. But in addition, new ways are sought in international train traffic in order to counter the fierce competition from the air and the road. Especially on connections in the medium distance range and with strong demand, attractive trains with shorter travel times shall be offered. To reach this goal, innovations are necessary, not only as regards rolling stock, but also at the organisation of the railway companies.

With the Cisalpino AG, a common subsidiary of the SBB and a neighbouring railway had been founded for the first time. The start of the tilting trains operating predominantly between Swiss cities and Milan, had been overshadowed by big technical problems with the trainsets. Meanwhile, most of these problems are solved. Besides, the trainsets will be subjected to a general overhaul at the plant of the manufacturer. The Cisalpino AG, in which the SBB holds a stake of 40.2%, operates with increasing commercial success. The extension of the services to destinations such as Florence and Venice in the south, and Stuttgart in the north has contributed to this.

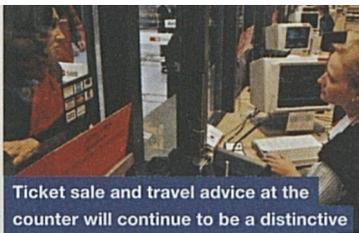
TGV traffic between Switzerland and Paris is organised differently. The company GIE, jointly operated with SNCF, will be replaced by a public limited company. The proven model of a cooperation of the two railways remains. The offer has been extended by the introduction of a second daily pair of TGV trains between Zurich and Paris.

## Reassessing the sales organisation

New client needs, technical progress and considerations of economic efficiency prompted the SBB to reassess its sales organisation. New forms of sales increasingly gain in importance, for instance telephone sales or E-commerce, or via the modern ticket vending machines with their broad variety of ticket offers, and the possibility of cashless payment.

Due to increased automation of train operation, the technical installations of small and medium stations do no longer have to be controlled at-site in the future. In such stations, a sales point of the SBB can only be maintained if a minimum turnover is reached. However for such stations, other solutions are also possible, with which even the quality of services can be improved. At many places, "avec." shops will be set up in the coming years, where railway clients not only can buy train tickets, but also many other commodities of daily use. At other places, the station holder system (stations run by self-employed people) will be used. Each station is individually examined if and in which form a sales function can be provided.

With its services, the SBB wants to be closer to the clients. In luggage transport for example, a door-to-door service shall become a future possibility.



Ticket sale and travel advice at the counter will continue to be a distinctive feature of the bigger railway stations.

## Success with the new trade mark for leisure travel offers

At the station, the clients shall have the possibility to effect all travel transactions. In addition to the existing 38 SBB Kuoni travel agencies, a further 180 stations are listed under the label "Best Ticket" since spring 1999. These are offering the whole range of seaside holidays and city tours of all major tour operators. In addition to this, a pilot operation has started in the stations of Bern, Basel and Zurich with the sale of tickets to sport and cultural events, in cooperation with "TicketCorner".

To improve the railway's position in the growth market leisure travel, the trade mark "RailAway" has been launched in spring. Advantageous inclusive offers of leisure travel including train transport are offered. Sales have shown gratifying results, with increases of up to 50%. In order to develop this leisure travel label even more, the 100% SBB subsidiary RailAway AG was founded on 2nd December.

For each station it is examined individually  
in which form a sales function will be provided.