INTERNATIONAL UNION
OF RAILWAYS

unity, solidarity, universality

Intermodality for ticketing

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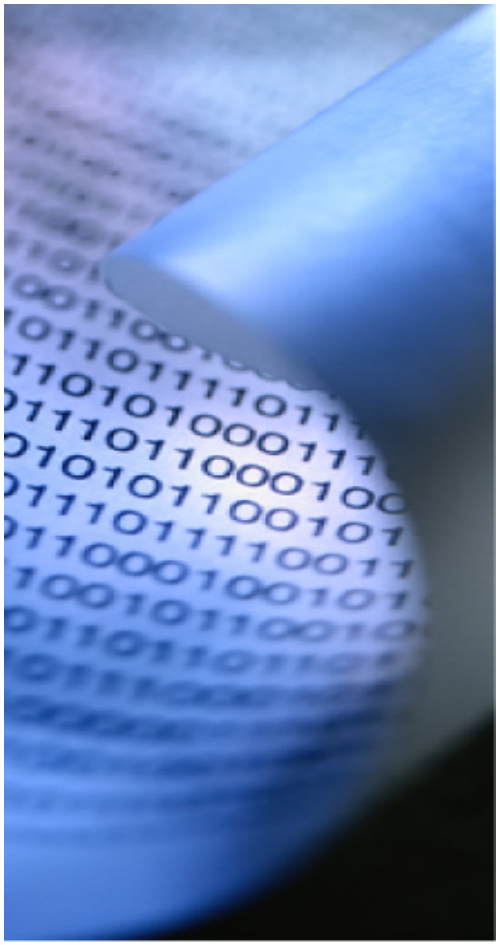
Future of eticketing : Mobility

What Needs To Be Standardised?



> **Data and Coding**

Locations
Train Identification
Company and Customer Coding
Coach Identification

> **Messaging**

XML catalogue (45+ Messages)

> **Processes Define Data Handling Responsibilities for all service areas of the TSIs**

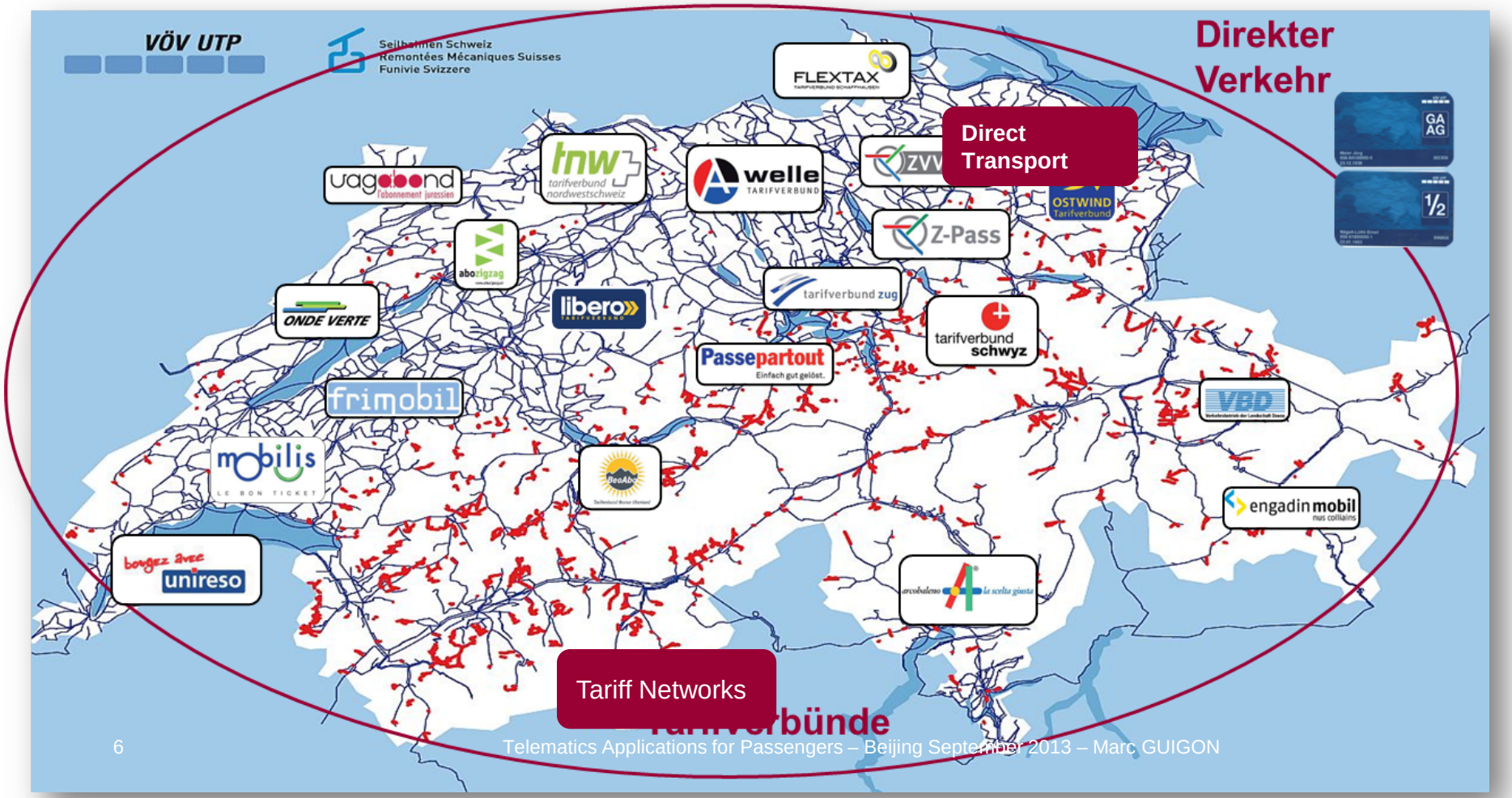
The route to electronic ticketing in the Swiss public transport network

The Swiss Association of Public Transport (SAPT)

> **Association of all transport companies**

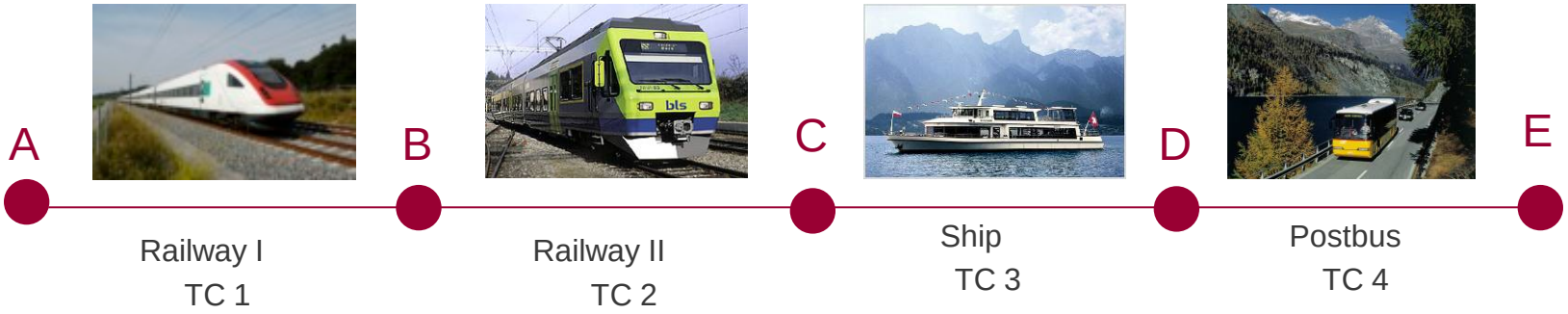
A success story

- A national tariff partnership
- Including around 250 Swiss transport companies
- 20 regional tariff networks



One journey – one ticket

The network of around 250 affiliated transport companies can be used with just one ticket.



The popular products

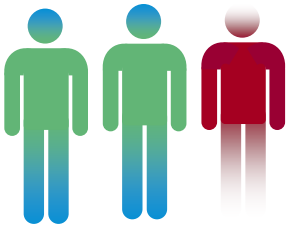
As at 09/2012

433 626

(Full fare travelcard (GA))

2 595 299

(Half fare travelcard (HTA))



« One in three Swiss residents owns a travel card! »

Distribution Channels and media

Ticket counter/
Contact center/
Ticket machine

Online

SMS

Mobile

Barcode / paper / plastic ticket

Plastic card

- Visual checking
- Distribution: counter + ticket machine
- No record of use
- Electronic checking
  Encryption
- Distribution: Internet
- Record of use
- Server security: encryption, a unique ticket number, restricted access to data on the server
- System security: automatic customer recording, unique customer number

print@home

(UIC 918.3)

Mobile ticket

SMS ticket

Security paper ticket

Electronic ticketing: RFID

> **Standard: ISO 14443-2,-3,-4, ISO 7816-2,-3 and referencing mode**

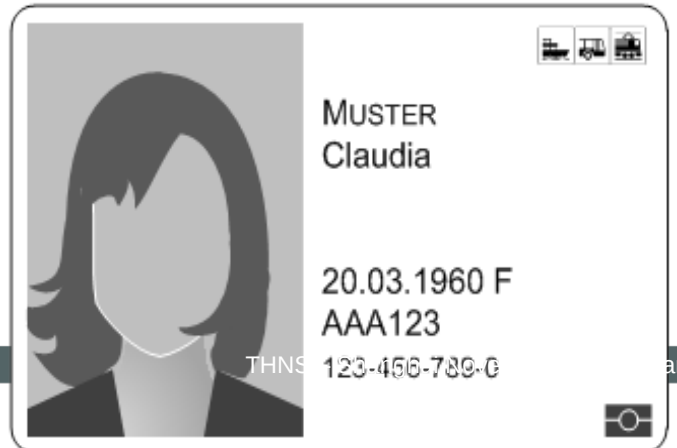
> **No CICO in Swiss public transport**

> **Distribution not dependent on channel**

> **Electronic checking: validity information**

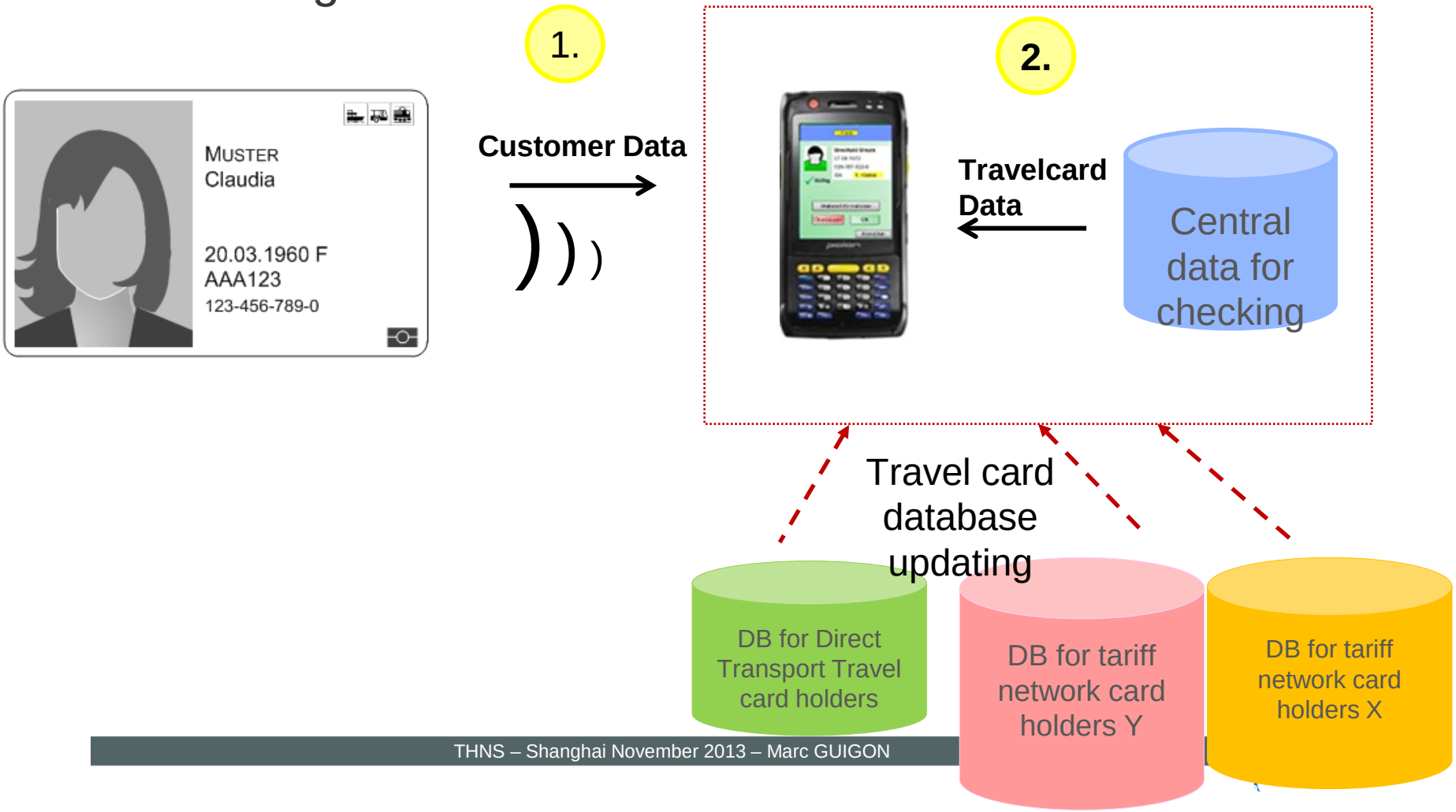
> **Chip on an RFID chipcard or NFC mobile phone**

> **Branding, vendor independence, provider independence, security**



One RFID standard in Swiss public transport

«Referencing mode for the travel cards»



Checking from 2015

Security paper
(optional barcode)

Visual checking

Public transport
Travelcard

Print@home

Smartphone

Control device

- Partial automation of the validity checking possible
- Solutions for all sectors

Electronic ticketing Be in Be out (BIBO): Easy access to public transport

Before the journey

- Purchase of public transport card.
- Public transport may then be used without the need to purchase a ticket.

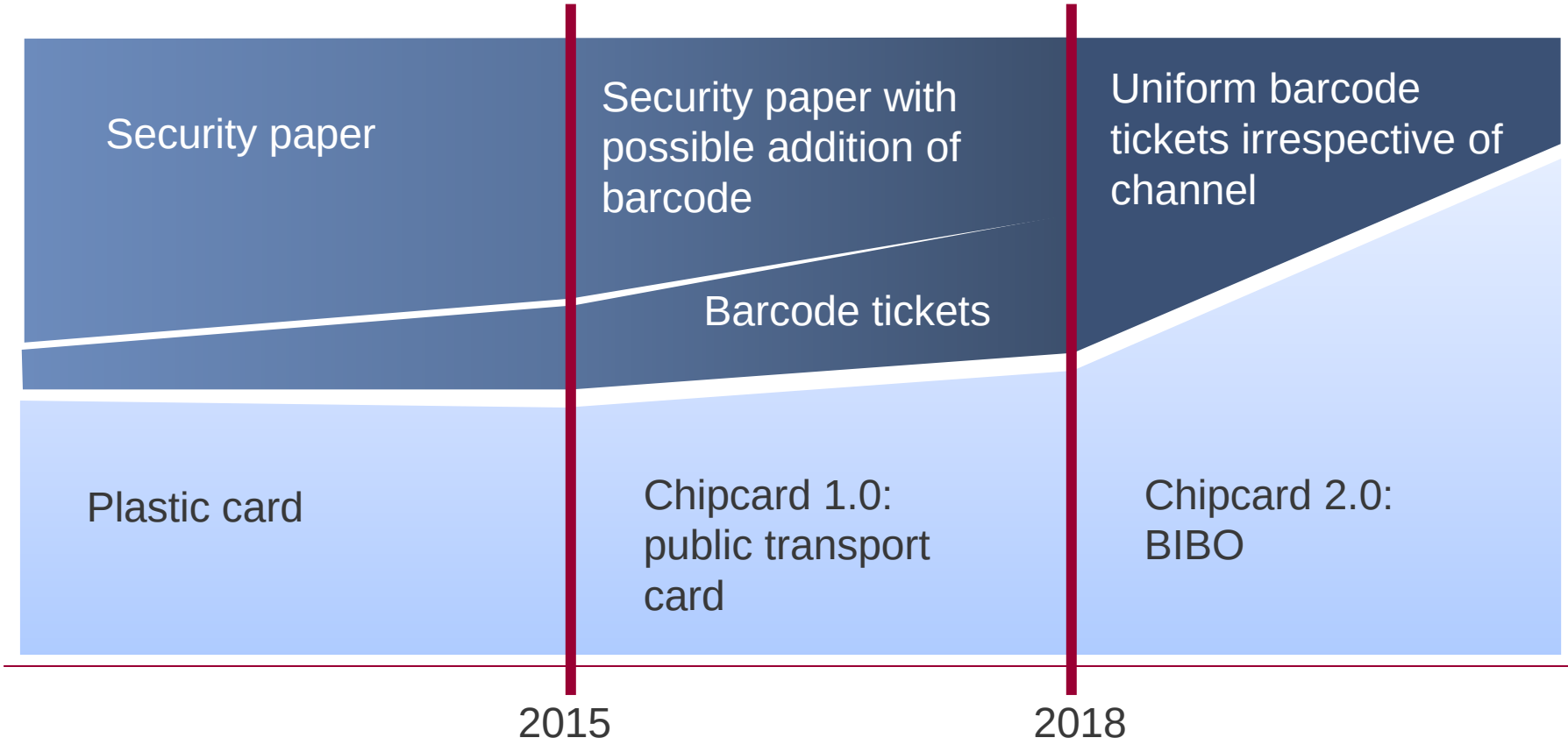
During the journey

- Automatic trip data recording (as per BIBO) enables the entire route travelled to be recorded without customer interaction.
- The data is transferred periodically to the

After the journey

- The price for the route travelled is calculated and billed.
- Pre and post-paid solutions are possible.

Development of ticketing media



AirRail
powered by SNCB Europe

INTERMODALITY – AIR/RAIL

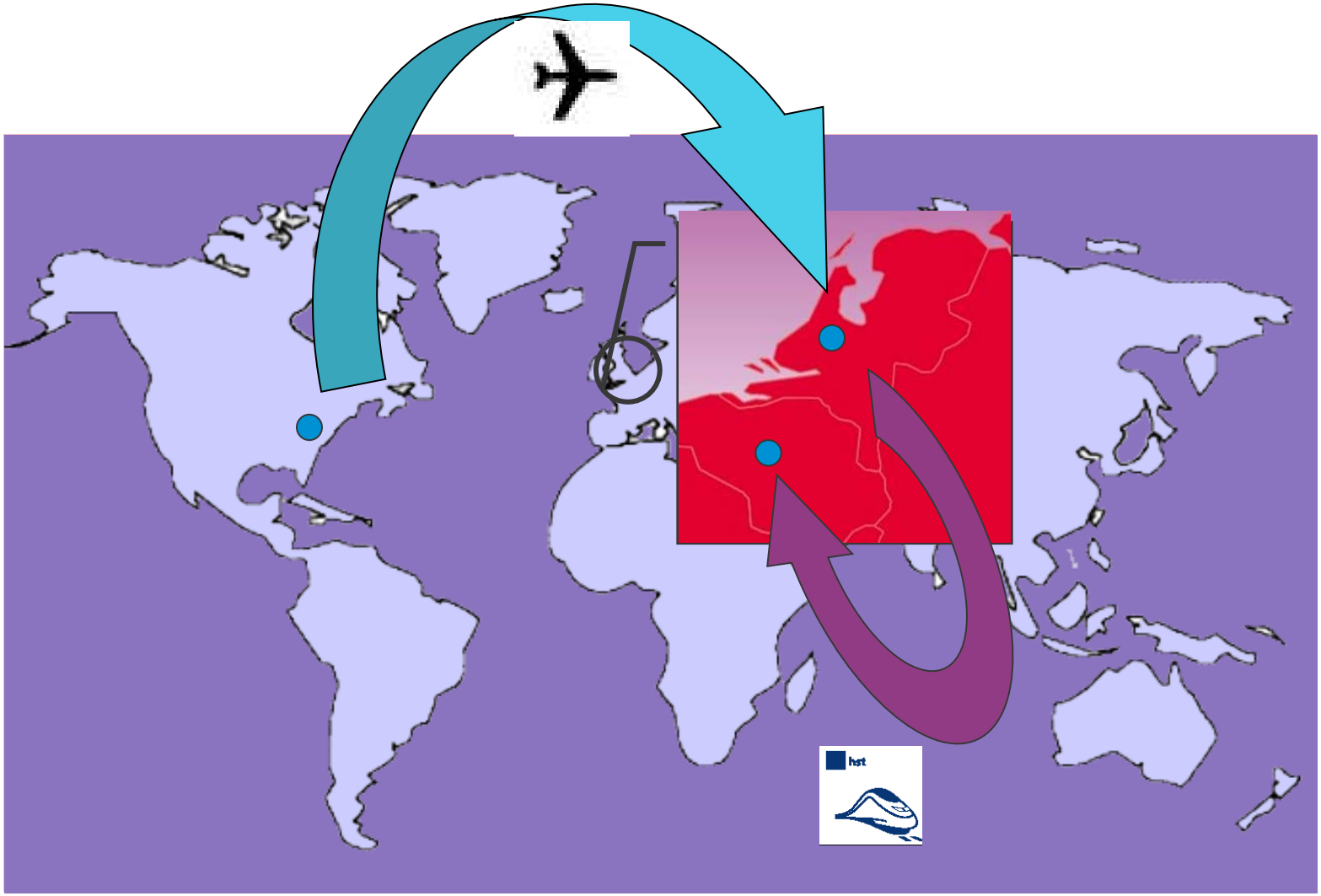
Introduction

- Important airports are connected with the high speed rail network : Schiphol, Frankfurt, Charles de Gaulle, Brussels Airport etc
- For Airlines operating from these airports, the European high speed rail network provides access to their major catchment areas :
  - Brussels and Antwerp for KLM-AF operating from Schiphol
  - Paris for Brussels Airlines, Jet Airways, Hainan operating from Brussels Airport
- For these (scheduled) airlines, high speed rail will complement their ‘hub and spoke’ model or even replace short -haul flights.

Why Air-Rail integration?

- An integrated air-rail product
  - Allows Airlines to strengthen their position, especially in new catchment areas
  - Is expected to be an alternative for short haul flights
  - Has as a competitive advantage over non-integrated air-rail products
- BeNe Rail International, a joint venture of SNCB Europe and NS Hispeed, has developed a platform to facilitate Air-Rail integration, matching needs of both air and rail operators.

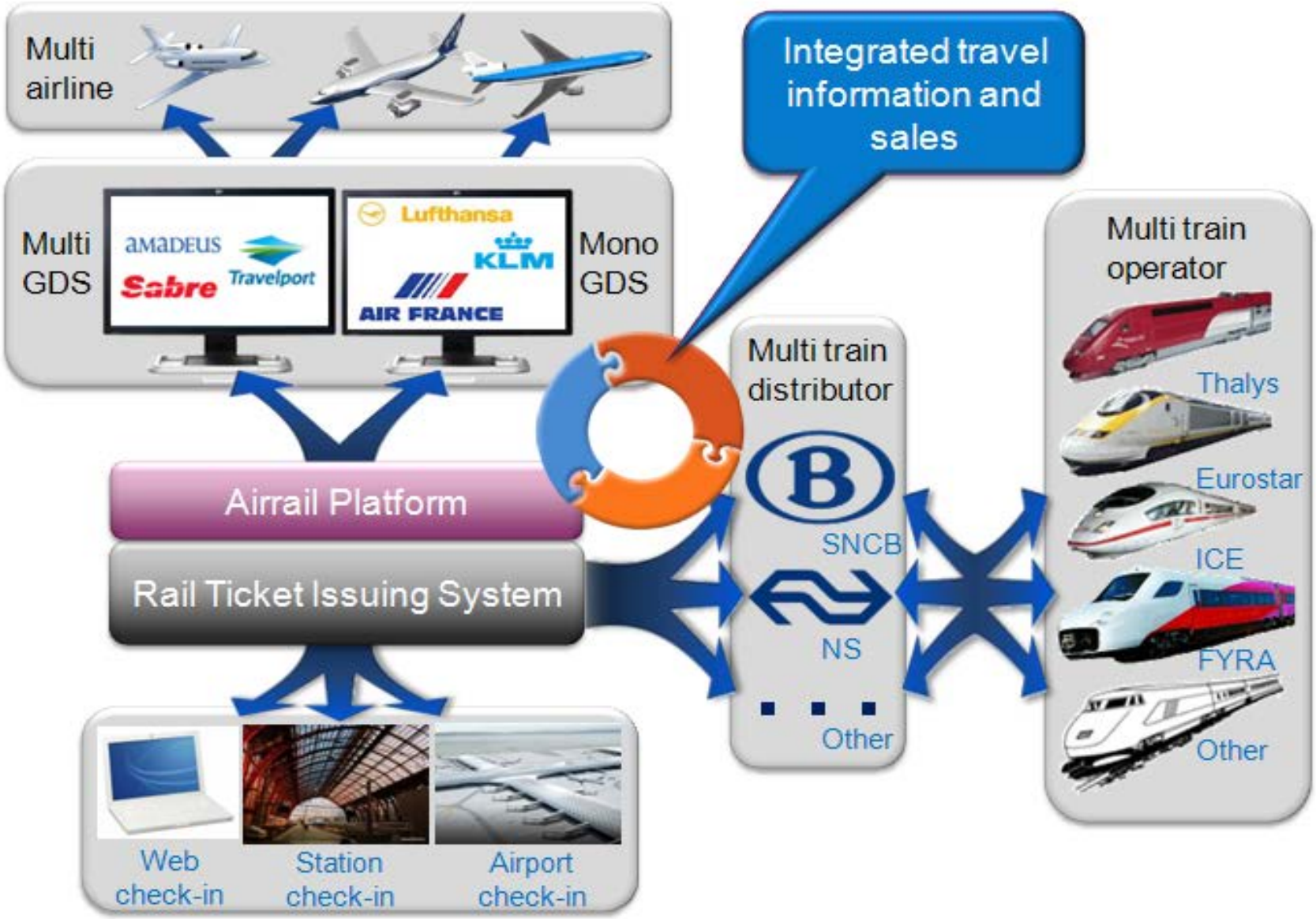
The Business model



Joint intermodal vision

- Airlines to distribute/price/sell a combined air-rail product (not rail only)
- Rail portion to match as much as possible the air portion
    - Reservations/distribution
    - Travel process
    - Back-office
- Railway to provide inventory access and facilitate distribution of combined air-rail product in the global distribution systems.

Joint intermodal concept



TGV AIR

SNCF – CODE-SHARE AGREEMENT

WHAT'S TGV AIR ?

TGV AIR

TGV AIR

FRENCH PROVINCES ARE MORE ACCESSIBLE

SNCF

- A combined ticket including :
- an international flight from/to Paris Airports (CDG and Orly)
- a TGV ticket from/to the french provinces

TGV AIR, IT'S …

- A SNCF brand
- Easily remembered and recognized around the World
- Consistent signage at all TGV stations
- Used by all airline partners for their Sales & Marketing communication

THE PROCESS

- Train segments are similar to flight segments in GDS under Airline Company-flight numbers (*TRN appears as the equipment type in availability display*), in complement of an inbound/outbound international flight (Paris airport are a stopover)

- Quick check-in process on the TGV and through check-in on the outbound flight at the TGV AIR counter, 20 minutes prior to departure

- The TGV are chosen by the airline company in correspondence with its flights. Maximum of 24 hours stop allowed in CDG

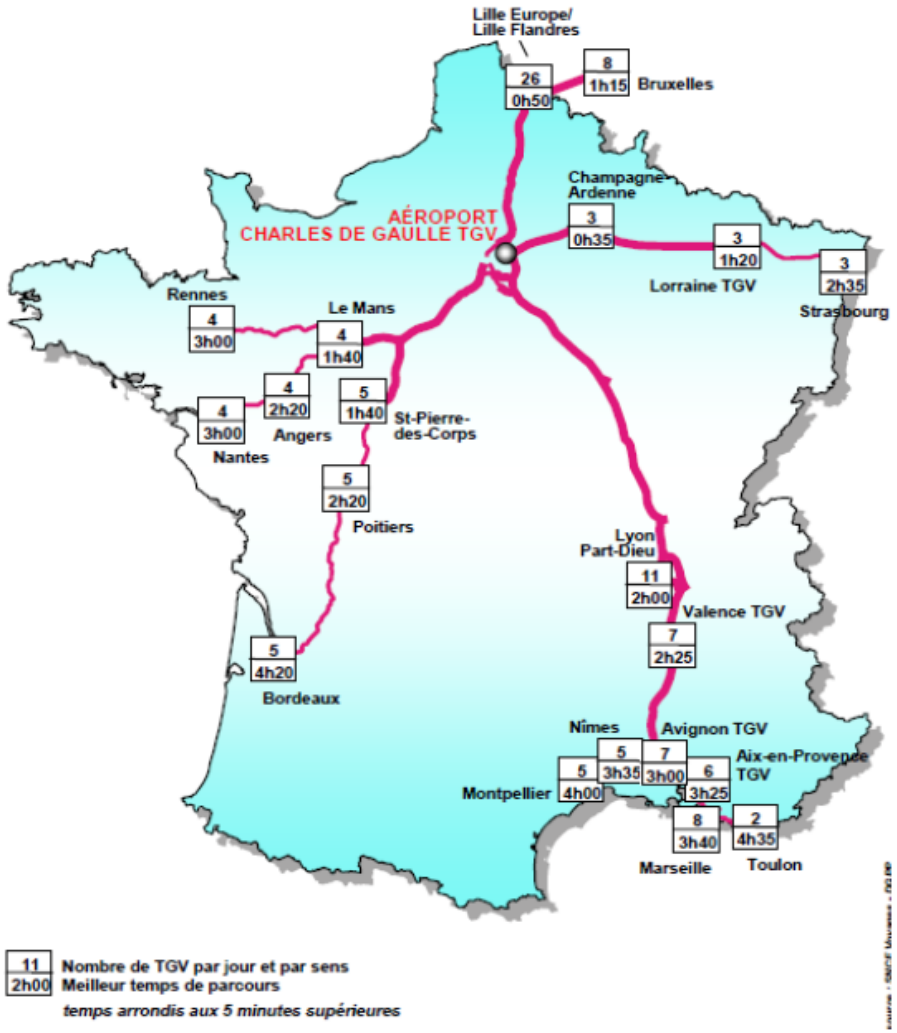
- The railway way appears on the “flight coupon” as well as the air way

TGV STATIONS & IATA CODE

TGV AIR

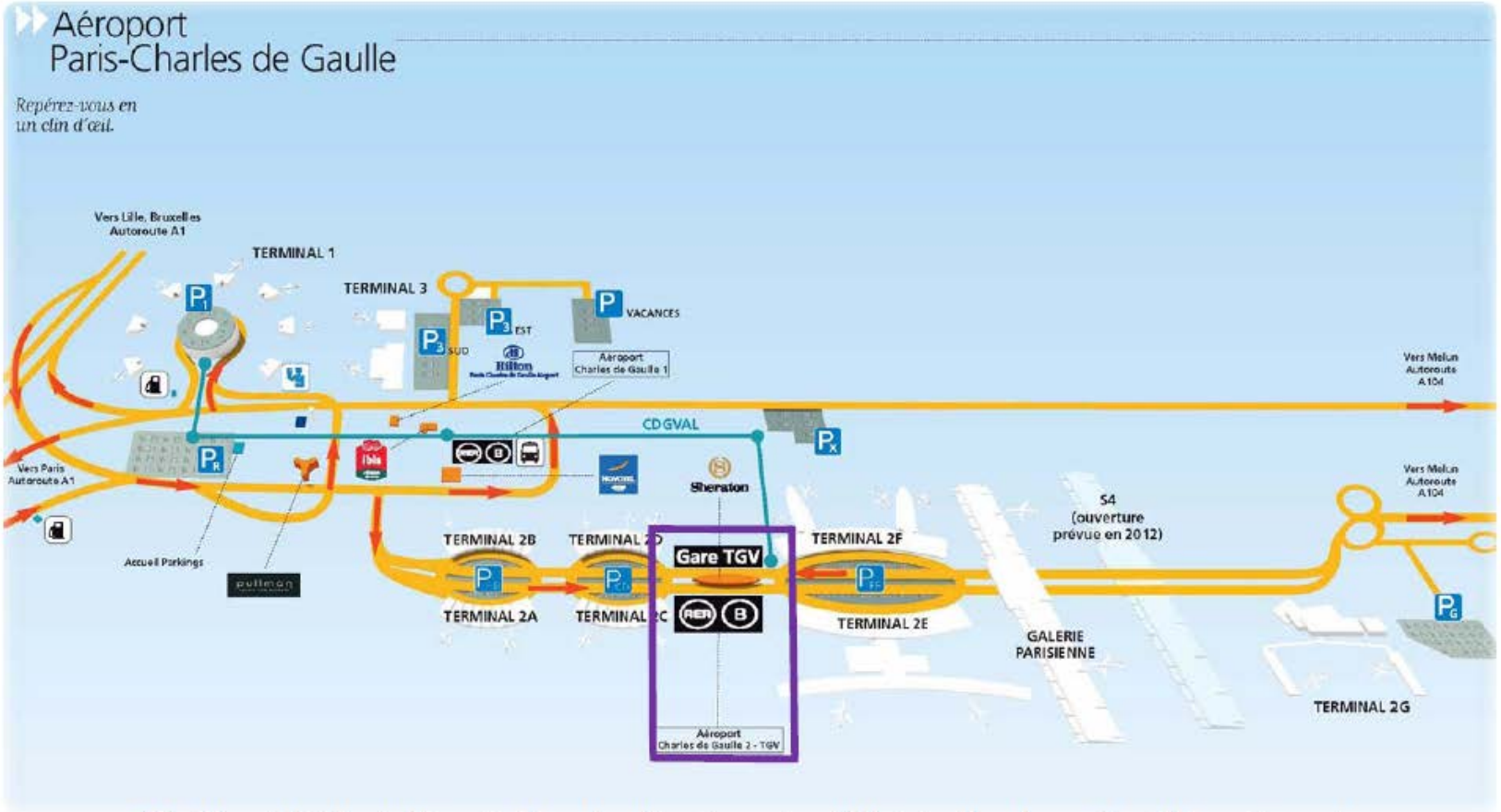
Aéroport CDG TGV	CDG	Airport TGV stations	
Massy TGV (Orly Airport)	XJY		
Aix en Provence TGV	QXB	Montpellier	XPJ
Angers St-Laud	QXG	Nantes	QJZ
Avignon TGV	XZN	Nîmes	ZYN
Bordeaux St Jean	ZFQ	Poitiers	XOP
Champagne TGV	XIZ	Rennes	ZFJ
Le Mans	ZLN	St-Pierre des Corps	XSH
Lille - Europe	XDB	Strasbourg	XWG
Lorraine TGV	XZI	Toulon	XZV
Lyon Part - Dieu	XYD	Valence TGV	XHK
Marseille St Charles	XRF	Bruxelles Midi	ZYR

TGV AIR NETWORK



Number of daily services
Travel time to CDG

THE TGV STATION WITHIN THE AIRPORT



- The TGV station is located in terminal 2F, in the heart of the airport
- CDG VAL connects every terminal very easily for free

TRAVELLING FROM FRENCH PROVINCES TO UPBOARD

TGV AIR

- At the TGV station, the passengers proceed to TGV AIR counter to exchange flight coupon or E-Ticket for a TGV boarding pass

↓

- They validate it at one of the yellow validation machines located near the departure platform

↓

- They board the train with bags

↓

- At CDG, either walk or take CDGVAL from TGV Station (terminal 2F) to airline counter

↓

- Register luggage

↓

- Go to the gate and board on the flight.

TRAVELLING FROM UPBOARD TO FRENCH PROVINCES

TGV AIR

- Take luggage after passport control

↓

- Walk or take the CDGVAL to TGV Station (Terminal 2F)

↓

- Proceed to TGV AIR counter to exchange flight coupon or E-Ticket for TGV boarding pass

↓

- Validate it at one of the yellow validation machines located near the departure platform

↓

- Board train with bags

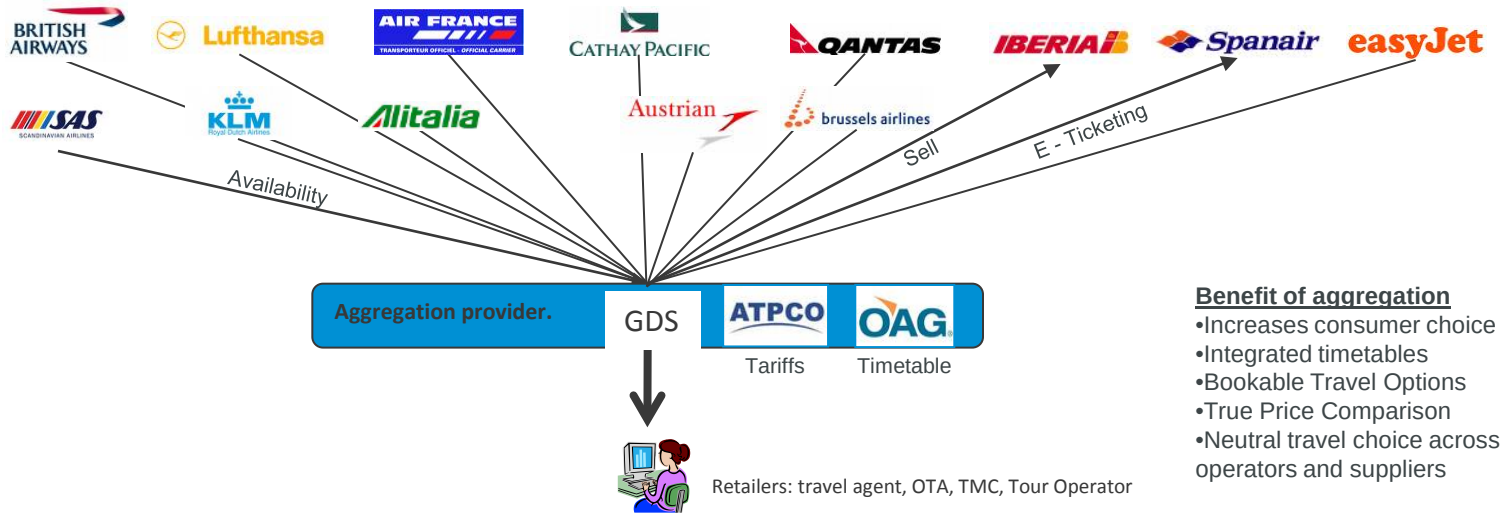
SOME PICTURES …

TGV AIR

- The TGV AIR stations are accessible, modern and comfortable

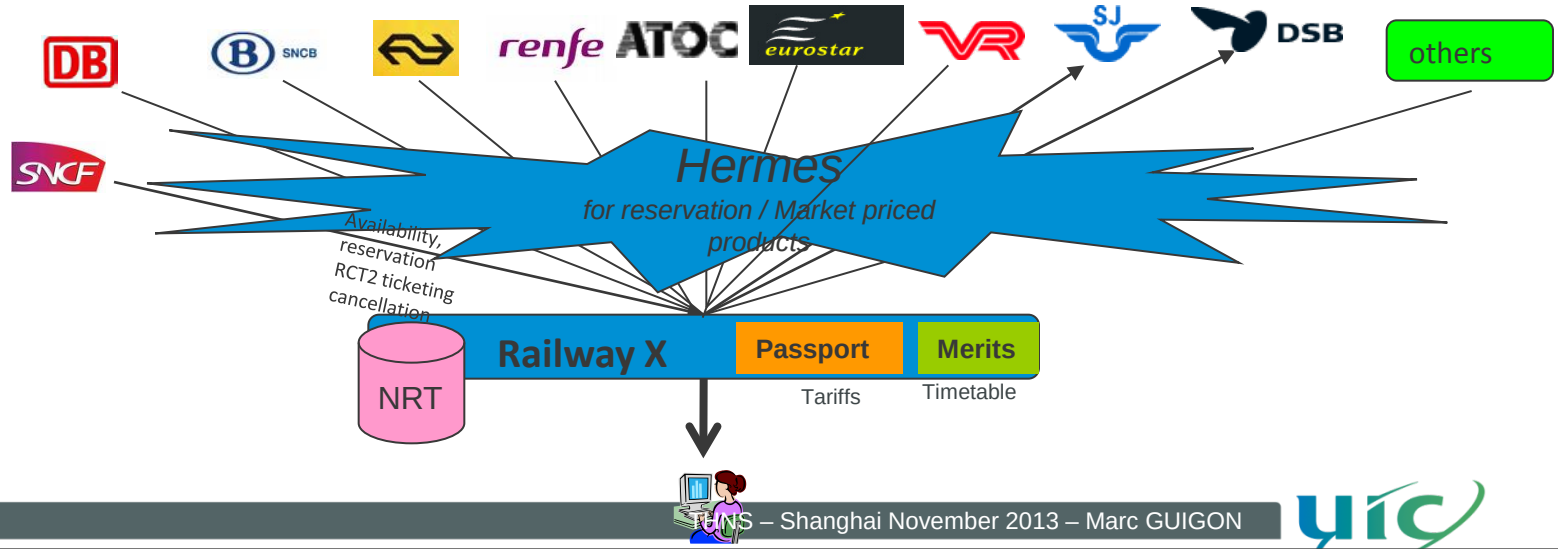
Importance of Standards

Air:
Standards
Enable
Effective
distribution



Benefit of aggregation
- Increases consumer choice
- Integrated timetables
- Bookable Travel Options
- True Price Comparison
- Neutral travel choice across operators and suppliers

Rail:
Standards
Enable
interoperable
distribution



What are the main intermodal challenges ?

- **Reservations & distribution:**
  - **Schedule publication and availability**
  - **Dynamic inventory access/messaging**
  - **Booking horizon**
- **Travel process:**
  - **Check-in & boarding**
  - **Service recovery**
  - **Transfers at SPL hub (incl. signage/facilities/baggage drop-off)**
- **Back-office:**
  - **E-Tickets**
  - **Settlement**
  - **Partners: interline partners > co-operation > alliance partners**
  - **Management- and real time travel information**

So an opportunity for air-rail?

- **Yes from a (high speed) train perspective:**
  - **More passengers, also originating outside the train's immediate catchment area and from other distribution channels**
  - **Feeder function from/ to airports – centers of cities**
  - **Perfect alternative for other transportmodalities**
- **Yes from a (scheduled) airline perspective:**
  - **A high-frequency, high-quality feeder product strengthens the airport's catchment area**
  - **High speed rail can substitute short-haul flights**
  - **An integrated air-rail product is a competitive advantage**

complement rather than compete

Summary

- **Highly integrated air-rail product**
  - **High degree of seamlessness and convenience for passengers**
  - **Incremental (profitable) revenue for both partners**
  - **IT-solutions rather than manual intervention or added complexities**
  - **Generic solution suitable for all (scheduled) airlines and available for other rail operators with on-board control (handheld PDA's)**

Thank you for your kind attention

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