New passenger needs and new mobility solutions

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The yellow class.

PostBus

integrated

A brief introduction to PostBus Switzerland Ltd.

Some key facts on PostBus' public transport services in Switzerland.

PostBus stops at about 14'500 bus stops

7 x

Driving more than 7 times around the world on a daily basis.

Over 140 m customers per year – 8.5 times A.C. Fiorentina stadium per day!

In competition

PostBus' business activity abroad and along the mobility chain.

CarPostal France SARL - a focused transport provider

- Siège social et administratif
- Réseau urbain
- Transport à la demande
- Réseau interurbain

Bike Sharing - PubliBike
- 177'687 trips in 2014
- 121 bike stations
- 1'100 bikes and e-bikes

PostAuto Liechtenstein Anstalt 2013
- 5 m passengers travelled 2.8 m km
- 13 routes totalling 105 km in length
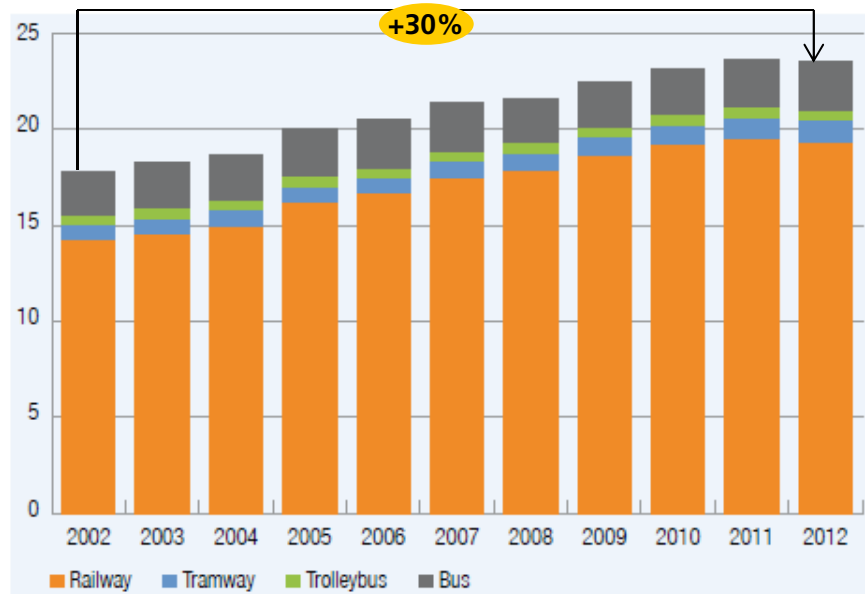- 39 vehicles

System services
- Passenger counting
- Operational support
- Passenger information system
- Ticket control
- Money collection
- Vending solutions

on the move

Current trends and developments in the Swiss mobility market

Demand for personal mobility is constantly growing – public transport with stronger growth rates than individual motorised traffic.

Development of demand in billions of passenger kilometres

+30%

Legend: Railway, Tramway, Trolleybus, Bus

Share of public transport in overland passenger traffic (in %)

20,6%

Total volume of passenger traffic has increased by 17% since 2002 – public transport has had stronger growth rates (30%) than individual motorised traffic (15%).
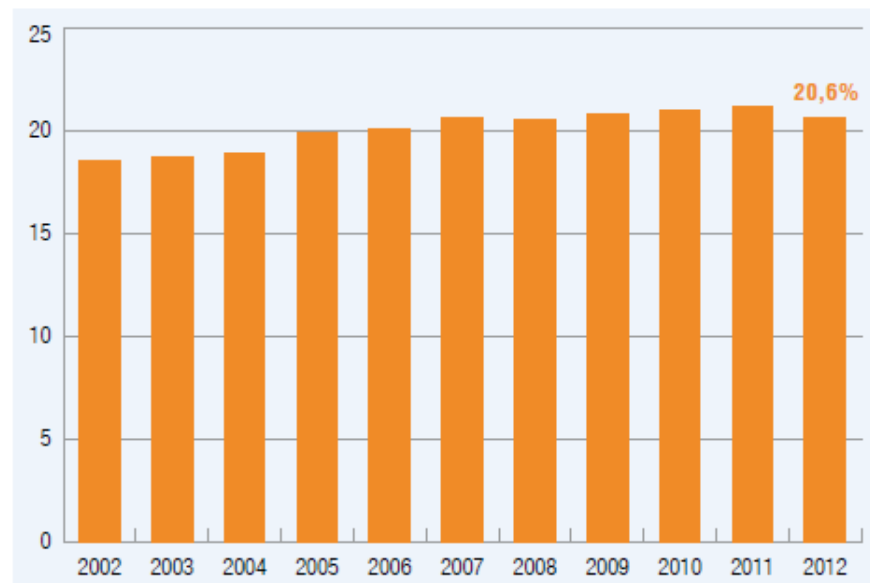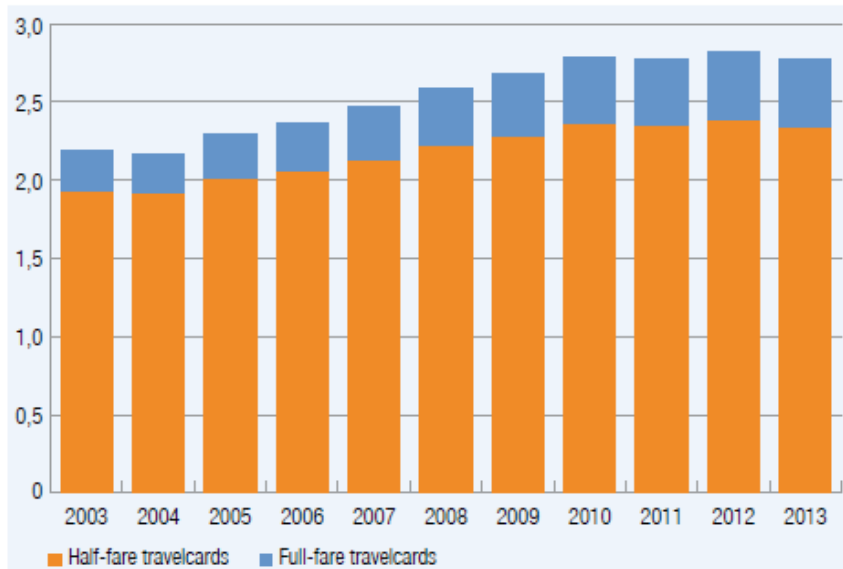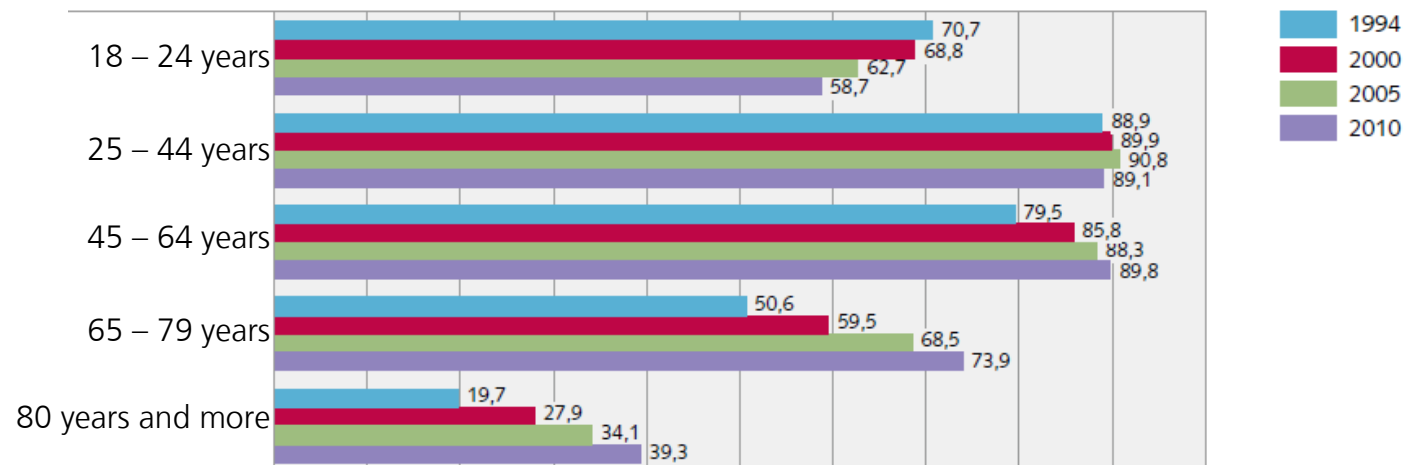
Modal split for public transport is higher than average for urban and interurban passenger traffic and lower for leisure and shopping traffic. Nearly 80% of Swiss households own a car.

Sources: Swiss Association of Public Transport APT, Swiss Federal Statistical Office FSO

Every other Swiss adult benefits from travel subscriptions, number of young adults holding a driving licence is decreasing.
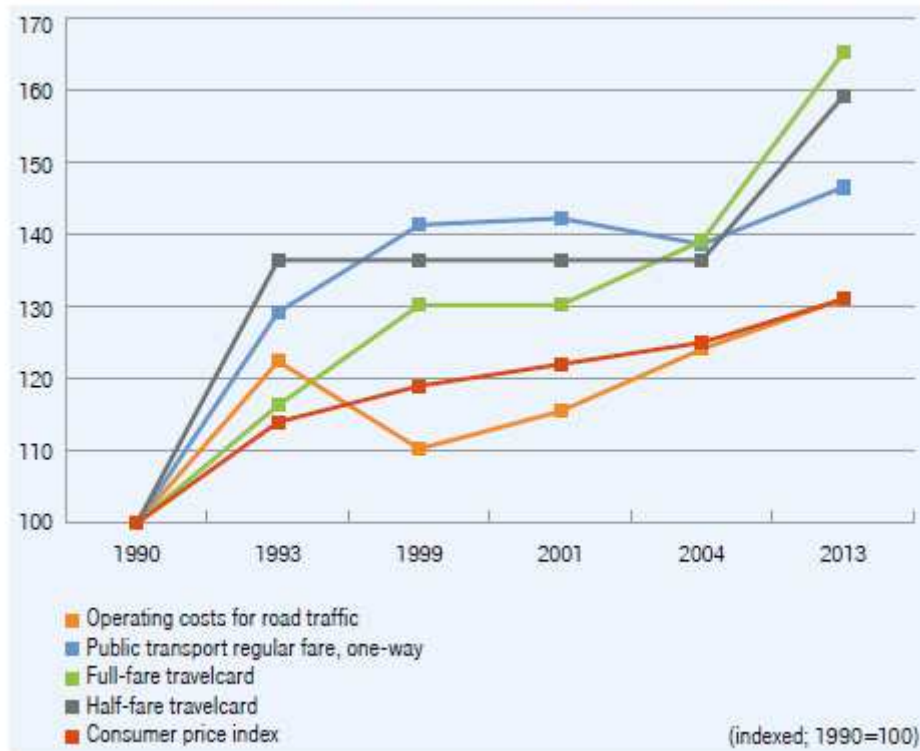
Number of travel subscriptions

	2003	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013

- Half-fare travelcards
- Full-fare travelcards

Share of age group holding a driving licence (in %)

Age group	1994	2000	2005	2010
18 – 24 years	70,7	68,8	62,7	58,7
25 – 44 years	88,9	89,9	90,8	89,1
45 – 64 years	79,5	85,8	88,3	89,8
65 – 79 years	50,6	59,5	68,5	73,9
80 years and more	19,7	27,9	34,1	39,3

Sources: Swiss Association of Public Transport APT, Swiss Federal Railways SBB, Swiss Federal Statistical Office FSO

Continuous expansion of services and high expectations regarding quality and safety is driving costs and prices.

Growth in public transport fares and operating costs for road traffic

- Operating costs for road traffic
- Public transport regular fare, one-way
- Full-fare travelcard
- Half-fare travelcard
- Consumer price index

(indexed; 1990=100)

- Increasing costs are challenging public transport operators to become more and more efficient.

- Traveling by public transport is getting more and more expensive for our costumers.

- Target agreements is becoming a more and more popular instrument among authorities to measure and compare public transport companies.

Sources: Price Supervisor

The new Swiss Pass (starting 1 august 2015) – a further step towards seamless mobility.

Half-fare and full-fare travel cards

Mobility Car Sharing

Ski tickets

PubliBike Bike Sharing

Regional network travel passes

→ All relevant information on subscriptions is saved on RFID chip.
→ No visual control possible anymore.

next stop: future

New mobility solutions

Developing and testing innovative systems and new offerings in a real-world environment.

mobility★lab
SION VALAIS

Starting projects
1. Study on modes of transport
2. Check-in / Be out: new pricing and e-ticketing solutions
3. Business intelligence for self-service bike hire schemes
4. Car sharing in regions with poor public transport offering

More projects to come!

Integrating real-time information and payment solutions for different modes of transport into one mobile application.

Today:
Information on public transport
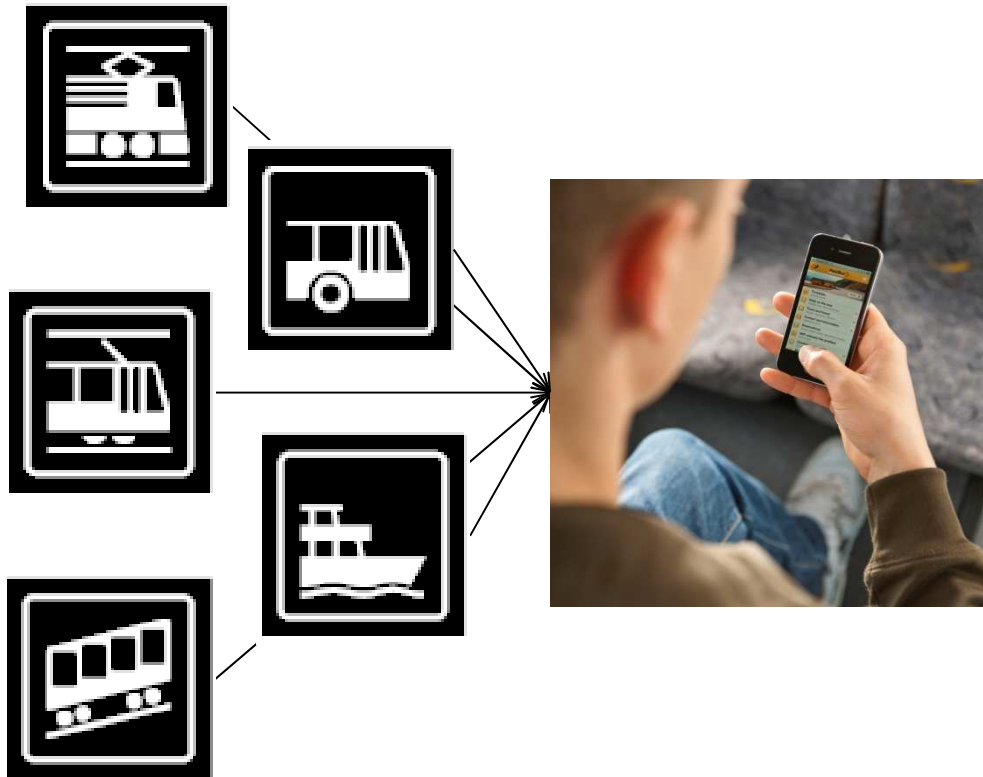
Tomorrow:
information, booking, paying

Integrating more modes of transport and further services into one platform.

Introducing a car sharing service as a complementary mobility offering to municipalities, Swiss cantons and private companies.

PubliRide
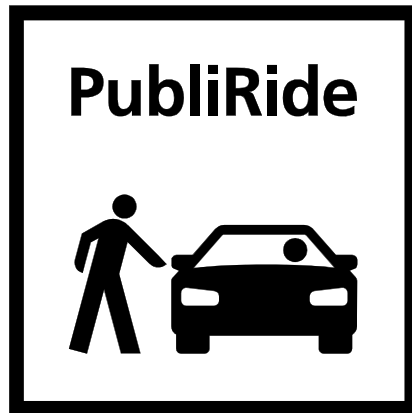
More mobility for people living in sparsely populated areas.

Less traffic problems in cities during rush hour.

Completion to public transport offering in rural areas.

●●●●○ Swisscom 4G 11:04

‹ Zurück   Verbindungen   +

Blauen, Dorfplatz
Nach: Laufen
05.03.14 10:20

Ab	An	Gleis	
12:42	13:02		20min
			119 S3
13:13	13:29		16min
			119 119
15:41	15:59		18min
			119
11:30	12:11		41min
Blauen nach Seewen			flinc
14:00	14:08		8min
Blauen nach Laufen			flinc

Informationen zu flinc   flinc•

Früher   Gegenrichtung   Später

Fahrplan   Haltestellen   Favoriten   Störungen   Einstellungen

Improving existing services with new technologies to meet customer needs even more.

ePaper for passenger information at bus stops
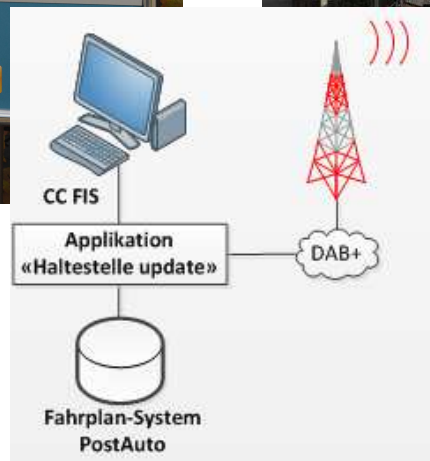
GPS triggered **iBeacons** for PostBus' audio guide on touristic bus routes

Thank you very much for your attention.

The yellow class. PostBus