



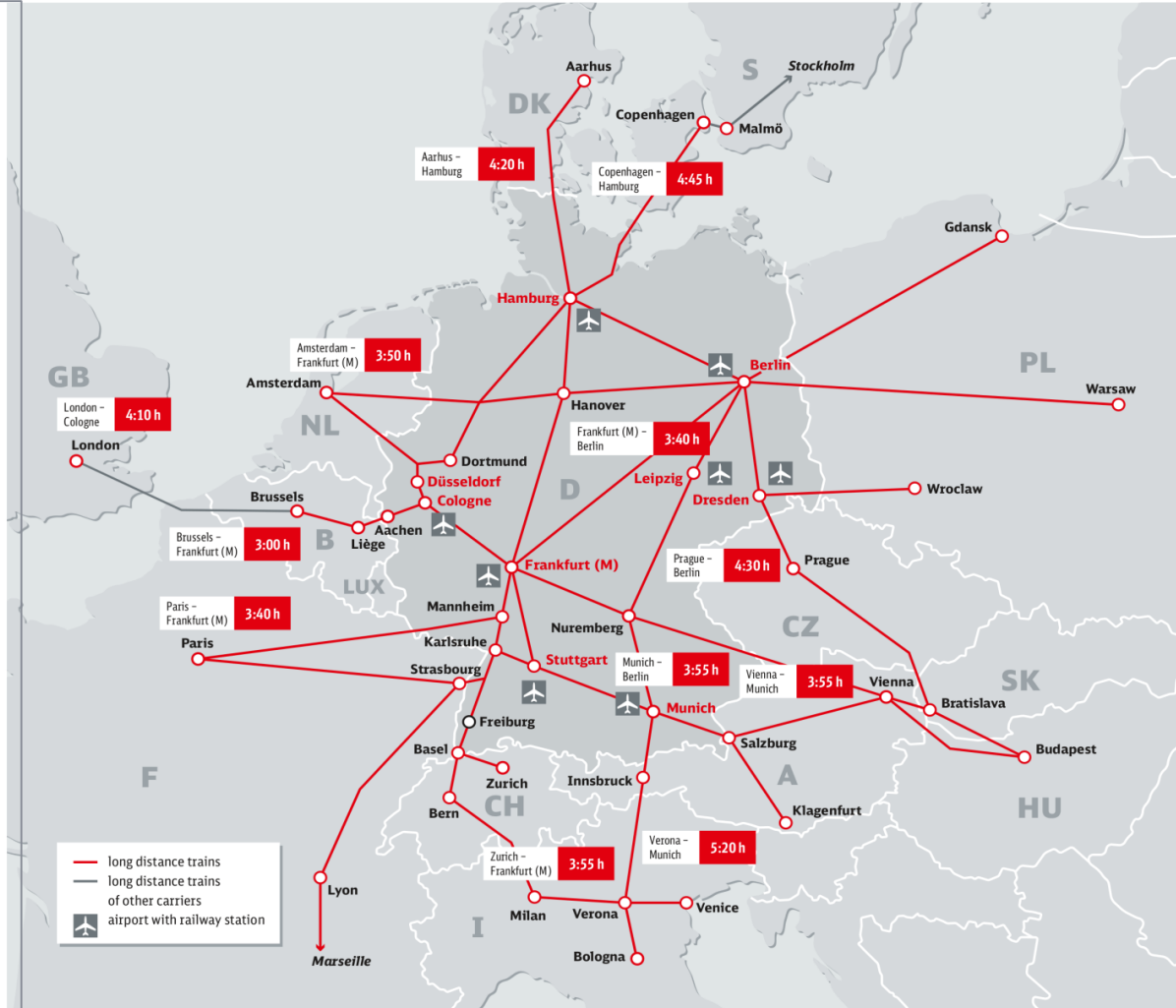
6th Florence Intermodal Forum

Deutsche Bahn AG

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Vittorio Carta | Manager Transport Policy Europe | Florence | 13 September 2019

International long distance rail is a strongly growing market segment at Deutsche Bahn

- **Almost 16 mn passengers in cross border services in 2018 (+7,4% comp. to 2017) within 240 daily connections from Germany to European destinations.**
- **Main connections from/to Germany in 2018:**
 - FRA (+12%), CZE (+10,5%), ITA (+10%), BEL (+10%), AUST (+9%), SWITZ (+8%)
- **High speed networks with several connections from/to:**
 - Amsterdam, Brussels, Paris, Marseille, Bern, Zürich, Vienna
- **Continuous network expansions further optimise mobility and travel times**



Forum-Question Nr. 3) “What are the possible EU actions and initiatives, both legislative and non-legislative, which could be undertaken in view of achieving an EU-wide multimodal ticketing and payment system?”



1) REGULATORY level

TAP TSI Services Governance Association (TSGA)

- The TSGA focuses on the “Retail” provisions of the **TAP TSI Regulation**.
- **TSGA is aimed at ensuring that specific regulatory services are accessible to all TAP TSI Stakeholders in a non-discriminatory way, ensuring that basic ticketing-related information and services are widely provided for the ultimate benefit of European rail travelers**

2) COMMERCIAL level

DB Multi Carrier Platform (MCP)

- Integration of EXISTING engine on all bahn.de /.com domains, for the **sale of cross-border and international rail tickets** that currently cannot be booked via DB online sales channels
- Expansion of the international DB sales portfolio and creation of customer surplus value
- **Two or more tickets from several railway companies can be booked and paid within one single-step**

3) VOLUNTARY level

Full Service Model Initiative (FSM)

- **An Industry B2B Initiative** aiming at developing an **Open IT Specification** which **relies on and goes upon European regulation regarding distribution and ticketing (e.g. TAP-TSI)**
- **FSM complements costly individual bilateral IT-solutions** and considers the context of **multi-/intermodality**.
- **FSM offers the railway undertakings a tool for compliance with the requirements of the Directive 2016/2370 to establish an EU-wide through-ticketing systems that needs to be fulfilled by 2021.**

Establishing a long-term governance entity

■ REQUIREMENT

The TAP TSI Services Governance Association (TSGA) is a statutory response to the TAP regulatory requirements that places an obligation on the stakeholders (RUs, TVs, PAs) to establish and run a governance structure responsible for providing regulatory services that are needed for railways to meet their obligations and for third parties to enjoy their rights under the regulation. The TSGA focuses on the “Retail” provisions of the Regulation.

■ SCOPE

- *Registry Services* (indicates where to find all types of resources requested by TAP such as timetables, fares, reservation system, public keys for print@home tickets) and it helps all actors to be notified of any changes for those resources)
- *Reference Data Services* (provides standardised location information and code lists)
- *Data Quality Management Services* (tool to control the quality of data formats)
- *Administrative Services* (needed to provide the above services)

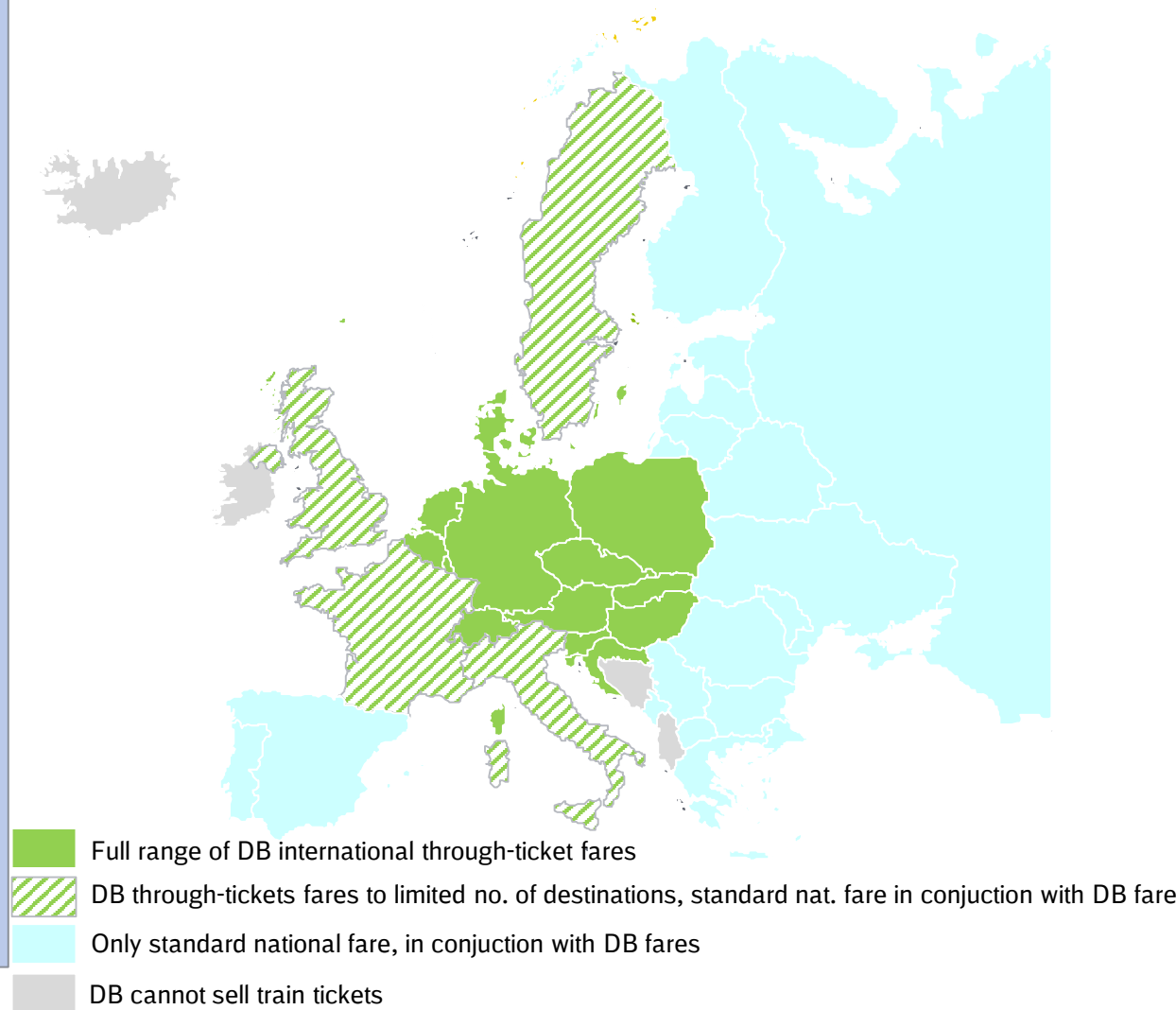
RU = Railway Undertaking
TV = Ticket Vendor (3rd Party)
PA = Public Authority

Establishing a long-term governance entity

- Since December 2016 DB, SNCF, Trenitalia (founding members), DSB (by 2017), NS and SBB (by 2019) jointly contributed and invested in terms of human and financial resources in order to design and implement TAP TSI services for the establishment of a single European railway area in ticketing.
- Making the Association swiftly operational was one of the major tasks in 2017/2018: appointing the TSGA President, Vice-President and General Manager as well as the TSGA Administrators was of utmost importance.
- The TSGA Advisory Board has been successfully established with the aim of providing advice to the TSGA and consolidates a trustful cooperation with TAP TSI stakeholders. Furthermore, TSGA is regularly submitting its reporting to ERA in the context of the TAP TSI implementation status.
- The TSGA finalized an official procurement process for the regulatory services in March 2018 and started to work on the services in August 2018 with the new business partner, Interconnective/CET4Biz d.o.o..
- The **final solution** delivery is confirmed by **September 2019** as already announced, an extraordinary TSGA Advisory Board is planned for the 16th of September.
- A large number of actions have been taken in 2018/2019 and will continue in 2020 to communicate on TSGA activities and to become more prominent in the sector. The High Level Passenger Meetings and the RU Dialogue Plenary meetings are ideal occasions to promote the main achievements of the TSGA and create a wider sector community.

DB Multi Carrier Platform (MCP) offers in all major sales channels* a wide range of through-ticket international fares** to 16 European countries

- In addition to fares and tickets for DB's high-speed direct connections to major central-European cities, DB offers also its own international through-ticket fares to/from and in some cases*** between 16 countries
 - customers benefit from DB's attractive fares (as of 19,90 EUR one-way) with full PRR services
 - one fare - one ticket - one contract: online & offline sales
- For countries without DB through-ticket fare, DB offers standard national fares provided by national RU's
 - booking possible as stand alone fare or in conjunction with DB fares (two or more tickets)
 - booking possible in all major offline channels and via DB hotline (24/7)



* Online (bahn.de & bahn.com), Mobile (DB Navigator app), DB Travel centers & agencies worldwide, DB hotline, ticket machines in Germany
 ** DB fare - one ticket for the complete journey: DB full-flex and saver fares.
 *** Precondition for DB fares is that Germany is at least "transit" country (e.g. Brussel > (deutschland) > Vienna)

DB's MCP aims to improve sales for international routes of DB self-service distribution channels

SCOPE

- **Integration of a White Label booking engine on all bahn.de / .com domains, for the sale of cross-border and international rail tickets that currently cannot be booked via DB online sales channels**
 - Expansion of the international DB sales portfolio and creation of customer surplus value on bahn.de / .com
 - Implementation of the offer manager logic: two or more tickets from several railway companies can be booked and paid within one single-step

GOALS

- **More international passengers use the railway**
- **Larger offer of international travel routes**
 - MCP inventory focuses on combining DB's NRT and IRT fares of other carriers

CHALLENGES

- **High complexity through integration of different technical interface...**
- **Additional commercial agreements**

Lufthansa Express Rail: the INTERMODAL seamless travel process

Lufthansa offers **today** a wide range of possibilities to start the journey from the home town to the final destination together with its partners under the brand Lufthansa Express.

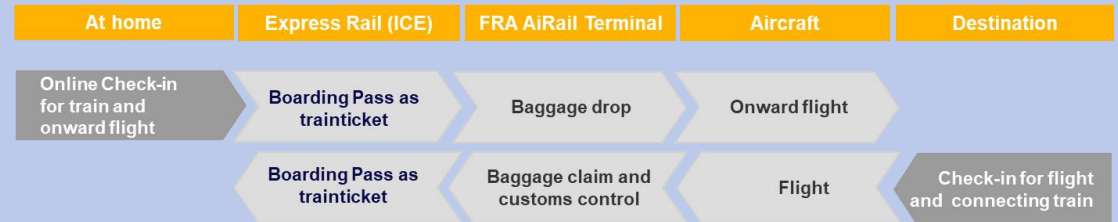


Lufthansa Express Rail Connects important regions with FRA

- LH flight number (one ticket)
- Incl. Miles&More miles
- Incl. connectivity guaranty*

Product

- ICE of Deutsche Bahn
- Boarding pass as ticket
- Reserved seat
- Guest carries his baggage on-board
- Bag drop/ pick-up at the AiRail Terminal in FRA
- C-Class Guests traveling in 1st class coaches
- C-Class Guests, HON, SEN have access to DB Lounge



Lufthansa Express Rail: Seat Block at ICE 3



Lufthansa Express Rail: the INTERMODAL seamless travel process



	Stuttgart (ZWS)	Cologne (QKL)	Dusseldorf (QDU)	Karlsruhe (KJR) [Mannh. (MHJ)]	Dortmund (DTZ)
Eröffnung	2001	2003	2013	2014 [2015]	2016
Zug Typ	ICE 1 u. ICE3	ICE 3	ICE 3	ICE 3	ICE 3
Reisezeit (Min)	72	55	72	65/ [25]	132
Frequenz täglich	12	22	16	8	9



Lufthansa Express Rail vs. Rail & Fly

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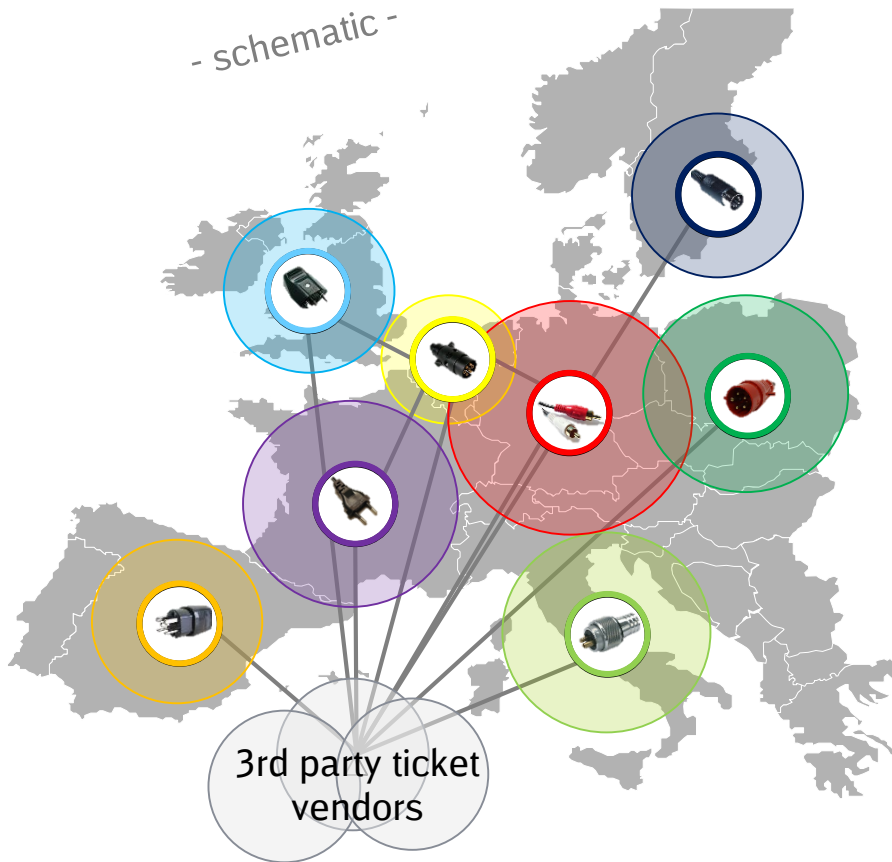
Rail & Fly

Individual from every German railway station to/from the airport.

- Open train ticket, passengers can choose any train
- Passenger is responsible to reach airport in time
- Availability
 - Germany: via all sales channels
 - Worldwide: only via LH sales channels
- The discounted Rail&Fly ticket is only available in combination with an international flight
 - No flight Number
 - No Miles&More Miles
 - No connectivity guarantee

*) Guests will be rebooked to the next flight in case of a delayed arrival in FRA, free of charge

While intermodal ticketing is developing solidly on national levels, some European challenges remain



Current barriers to European intermodal ticketing

■ Technical interoperability

- Highly complex, proprietary IT systems
- Limited availability of plug-and-play standards

■ Business models & business processes

- In response to customer needs and market demand, RUs primarily cater to their home turf
- Different go-to-market approaches have evolved (NRT, IRT, various hybrids)

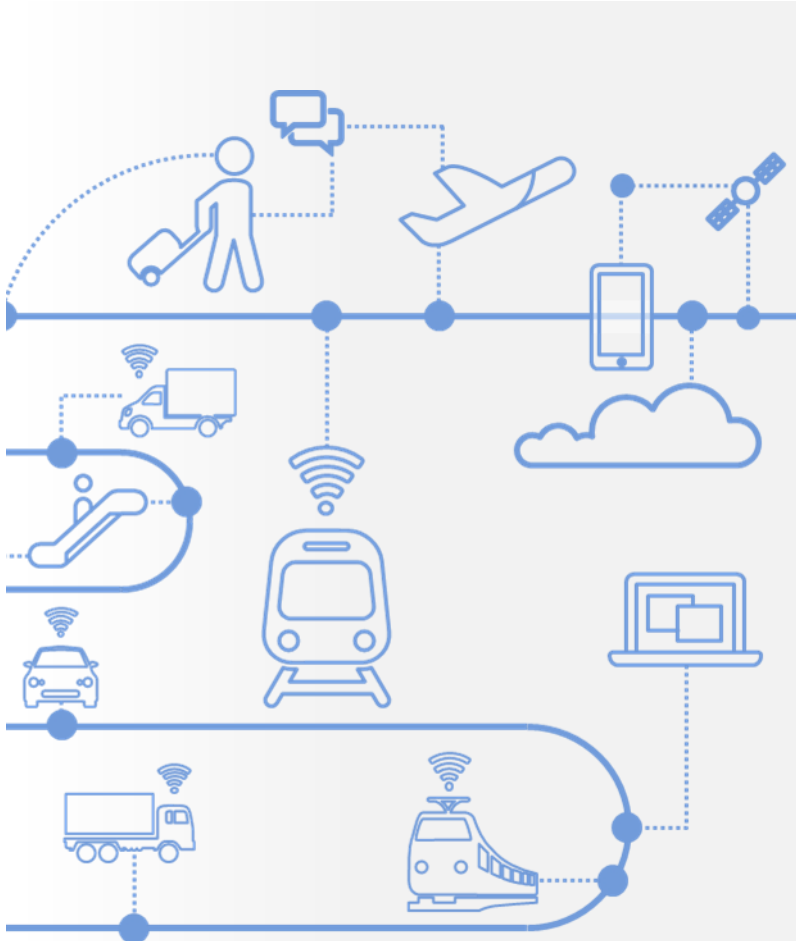
■ Legal background

- Discrepancies between legal bases in Member States (What is a child? Social tariffs, ...)
- EU legislation yet to bear fruits to some extent

■ Macroeconomic environment

- Even if growing, cross-border and international intermodal ticketing are likely to remain a fringe business in light of main passenger flows

Several initiatives already tackle barriers to European intermodal ticketing – other barriers are still to overcome



Ways to overcome current barriers

■ Technical interoperability

- ✓ Full Service Model (FSM) provides plug-and-play connectivity; major step towards an open IT framework
- ✓ TAP TSI to provide level playing field re. access to data and reference data mgt.

■ Business models & business processes

- ✓ Variety of models is key to a free market
- ✓ Collaboration with ticket vendors where there is a win-win opportunity

■ Legal background

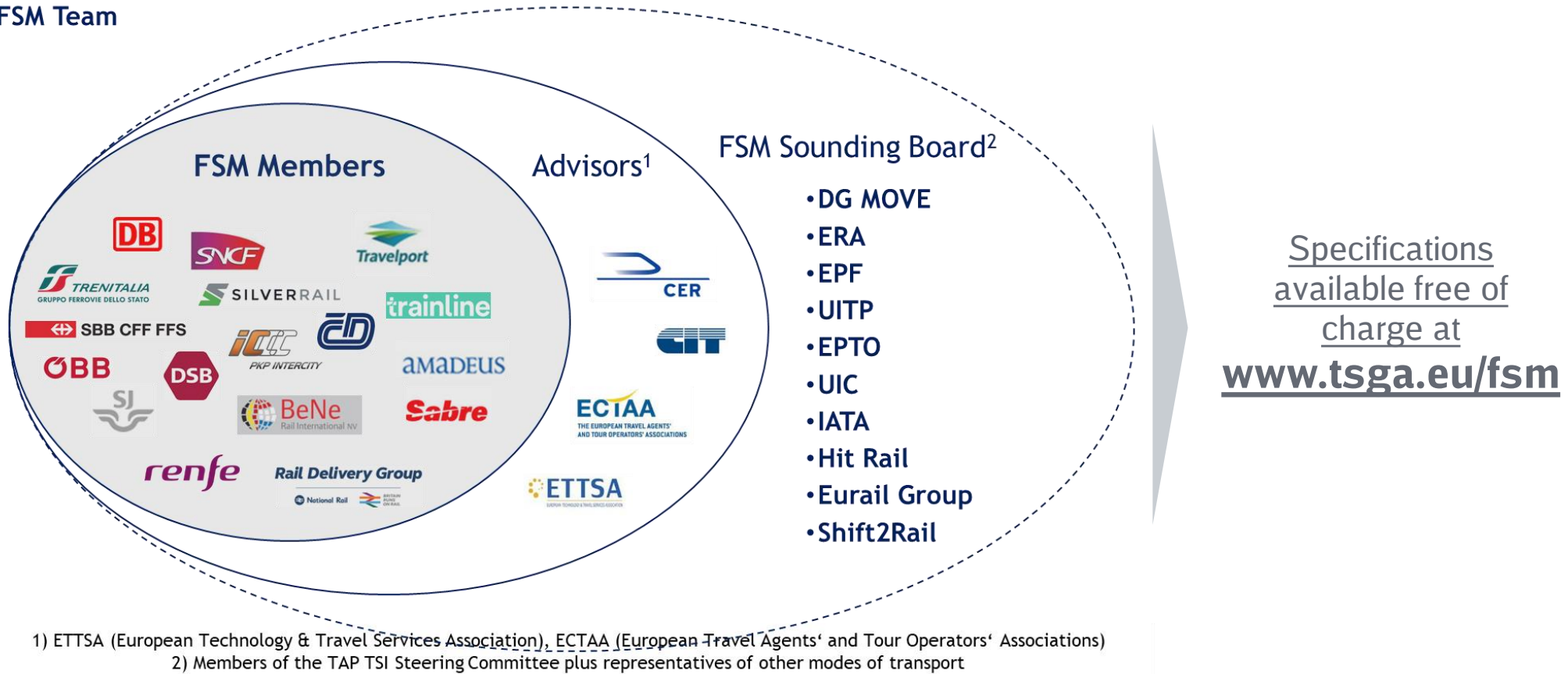
- ✓ MMTIS Delegated Act will facilitate multimodal data exchange
- Basic standard for terms and conditions of data usage needed

■ Macroeconomic environment

- Further cross-border infra improvements

Full Service Model Initiative of rail sector and ticket vendors is key to overcome technical barriers on EU level – well on track

FSM Team



Some points to consider...



- Which intermodal improvements are most relevant to European customers?
- **What are they willing to pay for, and how much?**
- **How can European intermodal ticketing be realized in an economically sustainable way?**
- How can we return a maximum of profits to European citizens and communities?
- How can operators best manage the customer interface in an intermodal ticketing world?
- How crucial is it that railways push innovation based on customer needs with a close interaction at the customer interface?

A woman with long, wavy red hair is smiling and waving her right hand. She is wearing a light blue top under a tan jacket. In the background, a high-speed train is visible, with a large number '2' on its side. The train has a grey upper section and a red lower section.

Thank You!

In case of any questions, please contact:

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