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# 101.6

million kilometres were covered by passenger trains of the SBB in the year 2001.

This record value is the result of the important expansion of the offer in long-distance and in regional traffic. The SBB thereby stake more strongly on combined mobility with the road.



### The Half-Fare Card and the General Abonnement (GA) continue to be top sellers.

Passenger traffic generated new record receipts in 2001: The income was 1.7 bn CHF, 4.9 percent up on the preceding year. It is true that the events of 11<sup>th</sup> September in the USA affected also the proceeds of the SBB, mainly in incoming traffic from Overseas. Thanks to increased turnover realised by RailAway, the leisure travel specialist, (+ 15.4 percent), realised in the tour-operating business (+6.5 percent) and in international travel (+3 to 6 percent, depending on destination), the losses could be more than compensated.

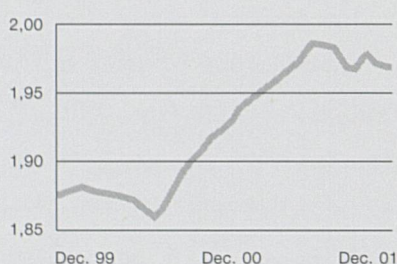
The SBB count the bigger part of the Swiss population among their regular clients. Also in the past year, the number of Half-Fare Card holders was again on the increase. With 1.97 million (+2.6 percent), the SBB once more approach the magic threshold of 2 million, surpassed the last time at the end of 1991. Although the upward trend of GA sales was less pronounced than in the preceding years, their number nevertheless increased by 4.5 percent to reach 240 717. This is not least reflected in an increase of the GA turnover of around 14 million CHF. The target for the current year is to push up repeat sales of the Half-Fare Card from 55 to 65 percent, and to maintain that of the GA at 80 percent.

With the launch of the "subscribed GA", the SBB responded to a customer wish. The GA can now be comfortably paid in monthly instalments, against a moderate surcharge. With this, the SBB

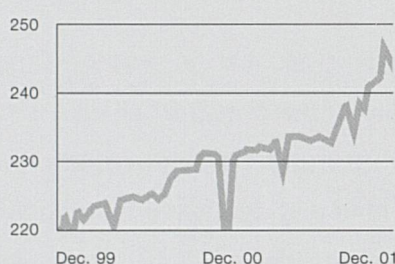
#### The Swiss, a nation of SBB card and pass holders.

The number of Half-Fare Cards and General Abonnements stabilised itself on a high level. The number of Half-Fare Cards increased to 1.97 million, that of the GA to 240 717.

Development of Half-Fare Card sales in million items.



Development of GA sales in thousand items.





try to win mainly young customers with not yet very big purchasing power for train travel, and to make them stay. With several thousand "subscribed GAs" sold, the expectations were surpassed in the first weeks of sale. Until the end of 2002, the SBB reckon with around 50 000 sales.

Half-Fare Card and General Abonnement – two synonyma for public transport in Switzerland – continue therefore to be prominently positioned by the SBB in their range of offers. All the more reason for the enterprise to advocate an area of validity covering if possible all the regions, in particular also private railways and mountain railways.

### **The offer is expanded further.**

In the past year, the passenger trains of the SBB travelled a distance of 101.6 million kilometres. This is 5.1 percent up on the previous year – not a matter of course with a network whose size has practically remained the same. The new half-hourly cadence such as for instance between Bern and Biel or between Biel and Zurich, the first-time use of Intercity tilting trains along the foot of the Jura, with their higher curve speed, as well as the extension of double-deck car services to Western Switzerland, have decisively contributed to this increase. With this expansion of the offer, also the kilometres travelled by the 304.2 million customers (+6.1 percent) have increased. With 13.4 billion passenger-kilometres (+4.1 percent) the SBB achieved a record value again in the past fiscal year.

### **SBB services expanded to the road.**

The SBB pursue the strategic orientation to "combined mobility" more strongly. This is shown by projects such as "RailLink", the "Nightbird" bus services, or the participation in the bids for bus concessions.

Since 1<sup>st</sup> October, "RailLink", a common subsidiary of SBB, DaimlerChrysler and Mobility, opens up the "last mile" of the transport chain. At 42 railstations in Switzerland, "Smart" automobiles, whose number now totals around 75, are ready to transport the passengers from the destination station to their end destination. In the first three months of operation, 600 customers used this latest transport offer on 2000 trips and 80'000 kilometres. With "Nightbird", a joint product of SBB and Postauto Schweiz, the SBB launched a nightbus offer in the second half of the



## Prospects for the future, scenario 05/16: Passenger-km will continue to go up.

According to "Prognos European Transport Report 2000", the passenger-km travelled in Switzerland will increase by 11 percent between 2000 and 2010, from 101 to 112 billion.

> **The passenger-km** travelled on the railway between cities will go up by 25 percent between 2000 and 2010, and the growth of rail traffic within the agglomerations will be situated at 12.5 percent, slightly above the growth in passenger transport overall. Railway traffic will increase its market share from 15 percent in 2000 to 17 percent in 2010. The predicted population growth of around 1.5 percent will contribute but little to this development, the dynamism stemming rather from the spacial distribution of the population, their mobility wishes and constraints. The development in detail:

> **The Swiss agglomerations** will expand further. After the population growth of the past two decades in the belt around the core communities of the agglomerations, the growth of the next decade will be more pronounced in the adjacent rural communities, specially in those with good public transport connections (whose importance as location factors increases). In most core communities the decline of the population noticed in the past decades will become less pronounced (cf. city of Bern). Because many activities (education, work, leisure) will be maintained in the centres, a further increase of passenger-km in agglomerations will ensue. If one looks back to the development between 1984 and 2000, the distance travelled per person and day (without trips outside the national border), according to "Mikrozensus Verkehr 2000", increased by 29.6 percent to reach 37.1 kilometres.

> **Industrial and trade establishments** will continue to migrate to the agglomerations or their outer belts. So in future commuter traffic, increasingly new, and often tangential travel patterns will

emerge, specially if the employees keep their place of residence.

> **Also the traffic relations** between the agglomerations will intensify. Specially the big Swiss cities act as magnets. This is evidenced by inter-city commuter traffic, but also in leisure travel.

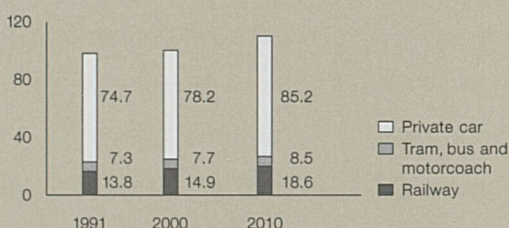
> **In the two last decades**, leisure travel contributed substantially to the increase of passenger-km. The average daily distance per person for leisure trips increased from 11.9 to 16.6 kilometres between 1984 and 2002. The increase of leisure time, income growth, expansion of transport infrastructure, as well as the strong adventure motive, speak for a further increase of passenger-km consumed in the leisure time.

> **In principle**, the individual trends are an opportunity for the railways, whose strong points lie in the medium and long distance range. The development seen in the years 1984 to 2000 will continue. In retrospect, the train-km per person (from 10 years) and year of 1533 kilometres in 1984 rose to 1918 km in 2000, a sizeable increase of 25 percent.

### Development of passenger-km in Switzerland.

Passenger-km travelled in Switzerland shall increase from 101 to 112 until the year 2010.

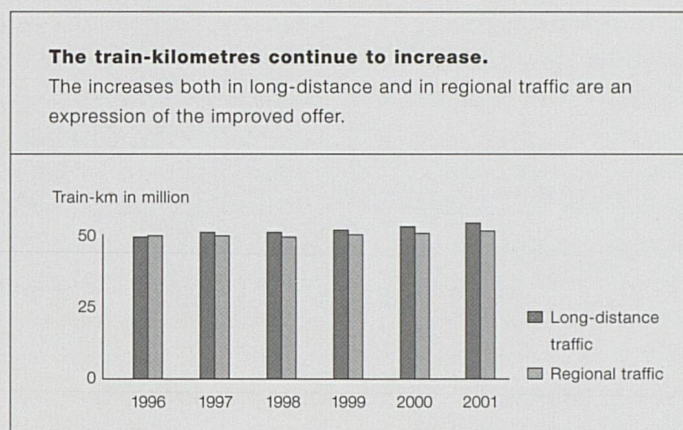
Billion passenger-km





year. The pilot sections introduced in the autumn 2000, Zurich–Lucerne and Geneva–Lausanne, are completed by four additional lines, from Zurich to Basel, St.Gallen, Bern and Biel. Against a distance-related surcharge, night-revellers can return home comfortably and safely in the small hours of the nights Friday/Saturday and Saturday/Sunday.

In regional traffic, the SBB offer is being enhanced by own bus lines. With local bus operators as partners, the SBB were commissioned by the canton of Glarus with the operation of various bus lines in the area Unterland/Kerenzerberg. The modern low-floor buses operate in the “Glarnerland” for at least three-and-a-half years with the SBB colours.



### View across the border.

A mild sensation was caused by SBB Regional Traffic also in the canton of Zug. Jointly with the “Zugerland Verkehrsbetriebe”, the SBB won the contract for the operation of the “Stadtbahn Zug” starting by end of 2004. This entails the procurement of twelve new vehicles for regional traffic. Besides, SBB Regional Traffic looks back on a business year marked by border-crossing services. Already for some years now, SBB trains have been running on the “green line” between Basel and the French city of Mulhouse. This international line is seconded by that of the new line from Geneva to Bellegarde in the French Ain department. Thus, ideal local connections to Geneva’s urban transport are offered to the many frontier commuters. This market orientation looking beyond the borders is also underlined by the foundation of “Turbo”, the common subsidiary of SBB and Mittelthurgaubahn. The joint undertaking offers transport serv-



ices in the Lake of Constance area, including the adjacent region outside the national border. Its range of action shall in the coming years be expanded even further. In order to secure this expansion, "Turbo" has already ordered 80 new vehicles for regional transport. Cooperation between SBB and BLS (Lötschberg Railway) has been put on a new footing. In a base contract, the partners have newly staked out the respective sectors of operation in order to benefit from synergies. While BLS will handle the whole Bernese S-Bahn from end of 2004, the SBB at that time assume responsibility for long-distance passenger traffic on the BLS network.

Also the organisation of the railway police has been newly "re-railed". On August 2001, the 125 men and women of the railway police of the SBB have been integrated in "Securitrans", a newly founded joint venture of Securitas and SBB. With their presence on trains and in stations, they enhance the safety offer, and will in future also be responsible for the supervision of the construction sites of the railway.

## Prospects for the future, scenario 06/16: The future of the economic area of Zurich.

*The prognostics for the economic area of Zurich elucidate in an exemplary way what the future of railway traffic will be. This economic area encompasses more than the canton of Zurich. It can be delimited, at least in certain defined respects, by the area served by the S-Bahn of Zurich.*

**> For the period extending from 1995 until 2025, the following developments are forecasted:**

### **> Population:**

in the economic area of Zurich	+ 9%
in the canton of Zurich	+ 3%

### **> Passenger trips within the economic area of Zurich:**

overall	+ 11%
public transport	+ 5%

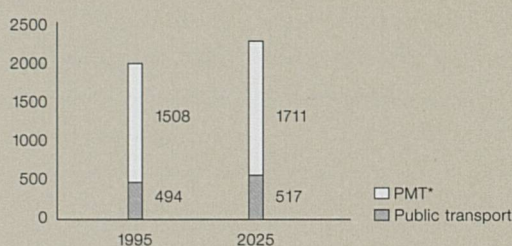
### **> Passenger trips with source and destination in the other parts of Switzerland:**

overall	+ 44%
public transport	+ 65%

### **Trips within the economic area of Zurich.**

In the period from 1995 to 2025, the passenger trips within the economic area of Zurich shall go up by 11 percent.

Million passenger trips



\* Private motorised transport



### Cisalpino AG in the upwind.

In the past year, the "TEE-Allianz", backed by the SBB, the Deutsche Bahn (DB) and the Österreichische Bundesbahnen (ÖBB) put into action two projects for border-crossing traffic between the three countries. Since past autumn, the ICE and EuroCity trains between Zurich and Stuttgart and between Zurich and Munich are manned by Swiss and German train crews that remain the same on the whole route. In traffic with Austria, the international deployment of train staff, however, has been daily routine for a number of years already. Under the TEE roof, the three part-

## Prospects for the future, scenario 07/16: Combined mobility is the trend of the future.

***In the future, the availability of a private car will in people's minds not be connected as unquestioningly as up to now with the possession of a car.***

Estimates in the scope of the national research programme "Verkehr und Umwelt" show that in Swiss agglomerations in the medium term, there is a potential of around 200 000 holders of driving licences who are likely clients of so-called "mobility packages". With these package services, the customers can benefit from a simplified access to means of public transport, to car-sharing offers, to car-rental and to bicycle hire. These services, however, will not contribute substantially to a reduction of the number of private cars. For the next five years, they can bring about a reduction of a mere 1.4 percent.

***To whom, and why, are such combined offers attractive in the future?***

> ***For car-free households***, and these make up a remarkable 40 to 50 percent of all households of non-retired people in the towns of German-speaking Switzerland, combined offers can contribute to a stabilisation of the number of people having no private car.

> ***Combined offers*** make it possible for formerly highly-motorized households to do without a second or third car.

> ***In certain periods of life*** of the people in the household, such offers may prompt them to do without a private car. Young adults for instance renounce a purchase, or postpone it. Elderly people may be prompted to give it up. A changed situation in life may also incite people to give up their car, for instance a move into an agglomeration with a good offer of public transport and good bicycle lanes.

> ***A big part of the transport users*** is mainly concerned with arriving at destination quickly and flexibly, the means of transport in their view being almost of secondary importance. They are used to combine means of transport and to use them very flexibly, purpose-orientedly and pragmatically.

***The transport service providers***, among them mainly the SBB, are faced with the task of integrating the different non-public transport means and services into their planning and elaboration of offers.



ners simultaneously launched a common Family Card, allowing parents and grandparents to take their children or grandchildren up to age 17 into these three countries for free. The joint efforts of all three railways in the area of marketing continue with undiminished drive. In the future, holders of a GA or Half-Fare Card for instance, will benefit from a 25% discount in Austria and Germany on trips across the border.

Seen that the political outline conditions have changed, the SBB refrain from the participation in the bidding process for the operation of regional railway networks in Britain. But as consultant, the SBB continue to assist their British partners.

Also in the past year, the Cisalpino AG, the joint venture of the SBB, the Italian State Railways FS, the BLS and some Swiss cantons, could further consolidate its position as turntable of international passenger traffic between Italy and Switzerland. For the third consecutive year, the company succeeded in writing black figures, also reflected in the constantly growing load factor. From January to August, the average load factor could be increased by 8 percent, compared with the year before. And in the ensuing months, this indicator could again be surpassed because of a growth in the number of business travellers in 1<sup>st</sup> class. The yearly turnover could be increased by around 11 percent, and the cash-flow was accordingly high. The net profit has doubled, compared to the previous year. Also the technical condition of the ETR 470 could be improved thanks to purposive measures. After Cisalpino AG had received the concession already earlier, it now received a 10 years extension of the licence for the Swiss line network.

### **New Services.**

How quickly and unbureaucratically the complex enterprise SBB can react, was proven in manifold ways by the employees in the past year. After the heavy accident in the Gotthard road tunnel, the SBB immediately filled the gap in transport possibilities and re-opened the car-carrying service inside of 24 hours, 20 years after this service was abandoned. Around 70 000 private cars could be transported between Göschenen and Airolo in the two months the road tunnel was closed. Also during the Swissair grounding in early October, the SBB came to the rescue: additional special trains between Zurich and Geneva catered to the increased demand on this sector.

The SBB proved flexible also in far more agreeable circumstances. Around 120 000 school-children on their annual outing during a two-days spell of good weather in June were brought to their destination without stress. Not less than 109 special trains from inside and outside of Switzerland transported the techno-enthusiasts to the city on the Limmat, in safety and



comfort. This helped the Streetparade to record visitor numbers. Professionalism in planning and disposition, as well as the staff's enormous readiness to perform made it possible to translate the major events into market success and to give the enterprise a competitive image.

### **Expo.02 already in 01.**

In the year 2002, already the next major event is in the offing: the Expo.02. For months already, extensive planning work has kept the "Official Carrier" SBB on the go. 50 percent of the expected 4.8 million visitors will presumably arrive (and depart) by train. Nevertheless, the 830 000 passengers on SBB trains every day shall continue to enjoy the accustomed SBB quality, despite the surplus traffic for the Expo. For months already, 24 Intercity tilting trains have been running through Switzerland as flying ambassadors of the Expo.02. Advance booking at SBB stations, started in October, has gone off extremely well. In the few weeks from the start of ticket sale until the end of the year, nearly a million Expo tickets have been sold.

With the project EasyRide, passenger tests were made in Basel and Geneva between March

## Prospects for the future, scenario 08/16: The big future of the leisure markets.

**Leisure travel will count among the big growth markets of passenger traffic in the coming years, on short as well as on long distances.**

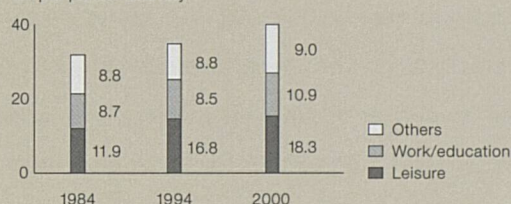
*> In 2015, leisure travel will account for 45 percent of all trips, and for distinctly more than 50 percent of distances travelled (in 2000, this value was 43 percent). According to "Mikrozensus Verkehr 2000", at present 1.4 leisure trips are effected on the average per person and day (persons of 10 years and more). An average leisure trip is at present 11.5 km long, and takes something more than half an hour. Per day, every person covers 16.5 km on the average in the leisure time. Since 1984, this daily distance has gone up by 40 percent. The leisure trips account*

*already now for a share of nearly 40 percent of all trips that the Swiss effect overall (on Sundays nearly 80 percent even) and make up nearly half of the overall travel time.*

#### **Distances per person and day, broken up by travel purposes.**

The share of leisure trips of all trips made today is 40 percent. On Sundays, the share is even 80 percent.

km per person and day.





and June. The quality of the capture of travel data was over 99 percent, and acceptance of the ticketless system was high with the around 1800 test clients. The SBB project organisation subsequently worked out a Business Case, formulating innovative migration strategies for EasyRide for phased realisation. A complementary "Marketingvision ÖV Schweiz", worked out in parallel by the SBB, the Public Transport Association and various transport enterprises, shall in a new alliance secure cooperation in Swiss public passenger transport for the future.

In transport gastronomy, the SBB decided to change the course. By end of the year, the SBB purchased from Autogrill AG its 60 percent shareholding in the railway catering subsidiary Passaggio Rail AG. Quality and service shall again be better geared to customer needs, thanks to the greater influence exerted. The refurbishment of the 26 double-deck "Bistros" is initiated and the build-up of a completely new catering concept under a new brand is in progress.

In the past fiscal year, the SBB have again increased their commitment in favour of persons with a mobility handicap. In the future, when vehicles are refurbished, newly constructed or purchased, the standards jointly worked out with the Public Transport Association (VöV) and with the "Fachstelle für Behinderte im öffentlichen Verkehr" will be applied. These standards shall facilitate the access to public transport for disabled persons, shall also make it possible for them to use the complete transport chain, and open up a new mobility for them in everyday life.

Since beginning of July 2001, the SBB have been involved in the sale of entrance tickets to events, with over 100 Ticketcorner sales points at stations for advance bookings. No less than 418 000 entrances to concerts, theatres, musicals, sports events etc. have found their purchaser at SBB stations. For 2002, turnover is expected to increase to 1.2 million tickets sold.

### **New double-deckers.**

With the order for a fourth series of double-deck cars, the SBB complete their fleet in view of the termination of the first phase of the Bahn 2000 programme by end of 2004. The double-decker fleet will thus grow to 320 cars. Because of the Expo.02, the currently existing 250 double-deck cars are subjected to an intensive and tightly scheduled renovation in the first four months of the year 2002. Additionally, 20 more Intercity tilting trains ICN were ordered. Ten of these trainsets will be used from 2004 mainly on the foot-of-the-Jura line between Geneva and



Basel. The second batch of ten new tilting trains will mainly run between Biel and Zurich, and thanks to their higher curve speeds, will save a few minutes valuable to the timetable planners. The SBB had great luck to come off with little harm done when an ICN derailed in Zurich Oerlikon. The cause of the accident was a loose bolt connection at a torque bracket. Metallurgic investigations of the Federal Laboratory for Materials Testing (EMPA) confirmed that the bolts in the ICN trains present no material defects. For several days, the ICN were withdrawn from service. In a logistic strong-man act, SBB specialists together with the manufacturer Alstom examined 54 600 bolt connections on all ICN vehicles.

The reorganisation of vehicle maintenance was a big challenge. Although structurally, this process is now terminated, the new service procedures do not yet function properly everywhere. After the timetable change, this made itself felt specially as regards cleanness and availability of the rolling stock. Regarding cleanness: A critical factor nowadays is growing vandalism. Concurrently, cleanness in the interior of trains is not always on a sufficient level. The SBB do everything in order that the rightly expected quality and safety can be better guaranteed in the future. However, the SBB are a means of mass transport, open to everybody. So to a certain extent, the railway is also a mirror image of society. Specific training modules and enhanced coaching shall help to protect the train personnel from aggressive behaviour of some individual passengers which is in correlation to the situation in regard to cleanness.

## Prospects for the future, scenario 09/16: Not all regions make an equally strong use of public transport.

***The differences between individual regions in the choice of transport modes are the result of the attractivity of the respective public and private transport offers, and of the geographical structures.***

**> This is shown** for instance by mobility polls on transport behaviour "Mobilität in der Schweiz", effected by "Mikrozensus". While in the greater

agglomeration of Zurich, 16.4 percent of the trips are on public transport, in Basel 15.7 and in Bern 16.2 percent, the figures for agglomerations in Western Switzerland are perceptibly lower (Geneva 12.1, and Lausanne 11.6 percent).



## Few locomotive drivers, much readiness to perform.

SBB Passenger Traffic prepares itself intensively for growing competition in railway transport. This process demands a high degree of flexibility and readiness for service on the part of the staff. Only thanks to this readiness and willingness to perform, it was at all possible in the past year to expand the passenger services, although there was a shortage of around 200 locomotive drivers. A first ray of hope appeared when 20 newly trained locomotive drivers took up work in the drivers' cabin. A lessening of tension in this situation is expected for end of 2002, when a further 200 drivers will have terminated their training. □

## Prospects for the future, scenario 10/16: More people with reduced mobility.

***It is to be expected that the percentage of people with reduced mobility or with other impairments will be higher in the future.***

**> This is mostly due** to a continued rise in the ratio of old people in the total population. In 2010, already about 24 percent of the population will be over sixty (in 2000, the ratio still was 20 percent). In the next 50 years, the number of Swiss in the age group 65 to 79 years will be doubled, and the number of those with 80 years and more will even be two and a half times higher.

**> Not all the old people** are physically handicapped in their mobility, and conversely, those with a mobility handicap must not necessarily be old. Those who are hampered in walking or who have a visual or hearing impairment, need transport possibilities that offer easy access and a high measure of comfort, service and safety. The same applies to people with luggage or pushchairs.

**> Even sportive people** sometimes have injuries that restrict them in their movements and when walking. Estimates say that around 25 percent of Europe's population are mobility-impaired, in the wider sense of the term.

**> With the gradual renewal** of rolling stock and stations, technical innovations and new services will make their appearance on a wide front. Among them are platform heights that are level with vehicle floors, access to platforms by ramps, broad doors (like those of the double-deck cars of the IC 2000 train), and the combination of acoustic and visual information so that people with poor vision or with hearing defects are also informed about train arrivals, stations and connections. With their programme for the benefit of mobility-impaired people, and the measures already implemented, the SBB are ready for the requirements of the future.