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## Record Result in the Expo Year.

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For Passenger Traffic, 2002 was a record year. The passenger trains of the SBB covered a total of 105 million kilometres, and the number of passengers rose to 320 million. The increases are mainly due to the Expo effect. 3.5 million visitors travelled to the national exhibition by train. This corresponds to a market share of 61 percent.

In the past year, SBB Passenger Traffic increased its offer of train services once again. The passenger trains of the SBB covered a distance of 105 million kilometres, 3.5 percent more than in the previous year. This offer was strongly used. The number of transported persons rose by 5.3 percent to reach 320 million. And the volume of passenger-km increased by 6.6 percent to a record mark of 14.25 billion. Traffic revenues, including internal services, rose from CHF 1.851 billion to CHF 1.937 billion (+4.6 percent).

### **Stable customer satisfaction.**

Punctuality improved in spite of extra performances for the Expo. In 2002, 81 percent of all trains arrived at their destination punctual to the minute (previous year 80 percent), 95 percent arrived within a time margin of 4 minutes of schedule (previous year 94 percent). Customer satisfaction remained stable with a rating of 81 percent. The main cause for customer complaints is the offer of seats (not enough seats, or not the desired ones). The number of complaints because of insufficient cleanness has gone up, mainly in regional traffic. Measures to improve the situation have been initiated.

### Expo as an impressive proof of performance.

The good annual result of Passenger Traffic was mainly due to the Expo, apart from the general increase of demand and the tariff measures. It was the central event also for the SBB. 3.5 million visitors travelled to the national exhibition by train. This corresponds to a railway market share of 61 percent. This value is significantly higher than the 50 percent aimed at. The share of train users among the visitors from the German-speaking parts of Switzerland was around 68 percent, that of the visitors from Western Switzerland was 39 percent.

These figures give impressive proof of the efficiency of public transport and the SBB in particular. With the Expo, the SBB has performed extraordinarily well in all areas, from ticketing via transport until customer reception on the Arteplages, and has recommended itself as general contractor for transport at future major events. The precise planning of the additional train services and the flexible timetable have proven their worth. From Olten, packed passenger trains departed every three to five minutes for Biel at peak traffic periods. During the 159 Expo days, 1,700 special trains were operated. All these additional services were provided in parallel to those of other major events such as the Swiss Gymnastrics Festival or the Street Parade.

### More than 60 percent of the visitors to the Expo used the train.

The SBB distinctly surpassed the goal of transporting half of the visitors to the Expo by train. In fact, its share was 61 percent. Particularly the visitors from the German-speaking part of Switzerland used the train, while those from Western Switzerland rather tended to use the private car or bus. Also for the transfers from one Arteplage to the next, the railway had the biggest share (42%), followed by the private car and the «Iris» boats (19% each), line service boats (7%) and motorcoach (4%).

Transport mode used	Visitors* (in percent)
Railway	61
Private car	37
Motorcoach	5
Bus/Tram	3
Bicycle	1
On foot	1

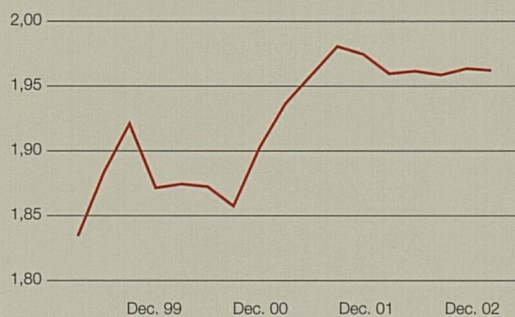
\*multiple visits possible

Survey: Link

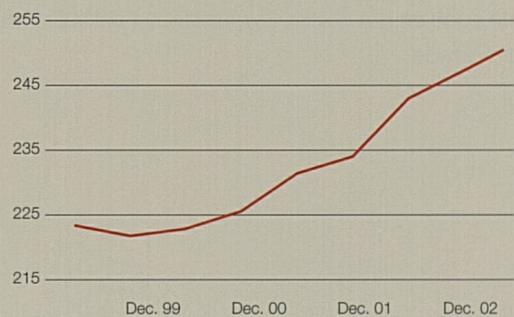
**The Half-tax Card and the GA continue to be very popular.**

New highlight in the success story of the General Abonnement: Never before did so many customers of the SBB travel with a GA. Last November, for the first time over 250,000 General Abonnements were in circulation. Until the end of the year, their number rose to 252,400. The number of Half-tax Cards in circulation stabilised itself in 2002 on a high level of 1.97 million items.

Development of Half-tax Card sales in million items.



Development of GA sales in thousand items.



**Constancy in the provision of services brings regular customers.**

In the business sector «regular customers», the SBB achieved sales increases mainly with the General Abonnements (GA). By end of the year, 252,400 GAs were in circulation (+5 percent). This means that for the first time after the launch of this product, more than a quarter million GAs had been sold in a year. The quota of repeat sales reached 80 percent, as the year before. The new product launched in December 2001, the «subscribed GA» that can be paid in monthly instalments, meets a genuine customer need. In the first year, 25,000 items were sold without cannibalising effect on the standard GA offer. Revenues from GA products went up by CHF 29 million to reach 365 million. The main reasons for the revenue increase were growth, the new offer «subscribed GA», as well as tariff adjustments. With the Half-tax Card, sales reached 1.96 million cards which equalled the prior-year result. Revenues from the Half-tax Card increased by 7.5 percent and reached CHF 139 million.

The SBB is newly active also in online ticketing. With the product «Click&Rail», a first pilot test was started in November 2002 on the north-south axis, which will be expanded in 2003 with offers on the east-west connection. SBB customers who have an Internet connection can choose online an offer from out of a daily changing choice of trains and lines, and can print their ticket by themselves, on their own printer. First experiences exceed expectations.

### Challenges in the area of safety.

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The subjective perception of safety by the passengers who sometimes feel menaced by fellow passengers, increasingly represents a great challenge for public transport. As an immediate measure, the SBB has started a test on the S-Bahn Zurich with a specially marked passenger meeting car. In December, the «Zürcher Verkehrsverbund» (ZVV) and SBB have passed a packet of safety improvement measures on the S-Bahn. Its main points are accompanying the S-Bahn services outside the normal daytime hours by specially trained S-Bahn train escorts. Mobile cleaning squads will see to it that stations and trains are more clean. Additionally, each S-Bahn train has a passenger meeting car. SBB and ZVV invest around CHF 14 million into these safety improvement measures.

### Riding on regional trains across the border.

Surveys show that public transport has a low market share in border-crossing commuter traffic. With this fact in mind, the SBB will create cross-border regional services linking regions on either side of the border, offering to the commuters an alternative to the private car. In the scope of a tendering process last year, the SBB was for the first time awarded the contract for the operation of a railway line abroad: From mid-2003, the regional services in the Wiesental in Baden-Württemberg, namely on the lines Basel Badischer Bahnhof–Zell, and Weil am Rhein–Lörrach, will be the responsibility of the SBB.

The aim is to optimally integrate the Wiesental line into the existing master concept of the Regio-S-Bahn Basel. The line is 32 km long, nine of which being on Swiss territory. With a better harmonisation of the public transport services, the attractiveness of the Regio-S-Bahn Basel will be considerably increased also on the German side. By way of a well-networked overall system out of one hand, the lines can be integrated into the S-Bahn system even better. More offers for border-near regions are in preparation.

With its regional traffic offer in the Seetal (Lenzburg–Lucerne), the SBB has shown flexibility and innovative power. The new rolling stock for example was specially designed to meet the special local conditions (confined space between the track and the road). Additionally, the SBB has taken the first step towards realisation of its non-smoker strategy in regional traffic. The SBB aims for a smoke-free regional traffic in the future.

Regional traffic also serves as feeder for long-distance traffic and as a link to urban services. In this regard, the S-Bahn systems play a central role. The realisation of the seven S-Bahn systems in Switzerland (Léman, Bern, Basel, Central Switzerland, Ticino, Zurich und St. Gallen) is onerous. The planned development of the offer (half-hour interval services on all lines, and quarter-hour interval services in the central parts of the agglomerations) can be realised mainly thanks to investments into new rolling stock. To safeguard these considerable investments, the SBB endeavours to conclude long-term agreements with the Cantons (orderers of regional services). The attractiveness of public transport is to a large degree determined by an intelligent networking. By its participation in 19 different tariff communities, the SBB makes a big contribution in this area.

### **Long-distance traffic with connection to Europe.**

The new technologies in railway traffic allow for always higher travel speeds. The railway thereby constantly improves its competitiveness against air transport. In keeping with this development, the SBB has put important projects under way in the past year. The main focus is placed on the connection to the European high-speed network and on transalpine traffic. Since the timetable change in December, there have been 21 services with high-speed trains from Basel. Travel time from Basel to Cologne is reduced by a full hour to less than four hours, thanks to the «Neubaustrecke» Frankfurt Flughafen–Cologne. The trains come from Germany into the station of Basel SBB. There, connections exist to the Swiss railway network. On both axes, Ruhr District–Basel and Berlin–Basel, a two-hour interval service via Frankfurt was introduced. The offer is completed by five direct ICE connections from Zurich, Basel and Interlaken via Frankfurt to Hamburg. Added to this is a new direct connection Zurich–Berlin. There are seven direct trains every day from Zurich to Stuttgart and return.

### Performance increase at subsidiaries.

#### RailAway increases turnover in spite of competition.

The SBB tour operator for leisure travel, RailAway, has noticeably increased turnover in spite of a general decline in the tourism sector, a weak economy and the competition from the Expo. RailAway achieved record figures in 2002: A total of 435,884 combo offers sold, and a gross turnover of just under CHF 33 million. This represents an increase of 6.7 percent in terms of number of arrangements sold, and an increase of turnover of 33.7 percent over the previous year.

#### Cisalpino consolidates its success.

For the fourth consecutive year, Cisalpino AG achieved a positive company result in 2002. Turnover, cash flow and net profit could again be improved. Profit increased by 18.6 percent as against the previous year and makes up around 10 percent of turnover. The Italo-Swiss joint venture succeeded in further consolidating its position as turntable of international passenger traffic between Italy and Switzerland. The yearly kilometric performance amounts to around 2.6 million kilometres.

#### New impulses in railway catering.

In July 2002, Passaggio Rail AG took over the operative Swiss business of the former competitor Mitropa Suisse SA. Within a very short time, the 400 employees were integrated. Additionally, the logistics systems had to be standardised and expanded. In the future, the SBB which holds a 60 percent stake in Passaggio Rail, wants to exert a direct influence in the area of catering on tracks and to have a direct say in matters of service and quality. The timetable-imposed decentralised structures, the high logistics costs arising from them, the changing eating habits and the increasingly attractive catering offers in the stations sets the stakes high for this services company. Passaggio Rail now operates 53 dining cars, 25 Bistro cars and 160 snacks trolleys called Railbars and Minibars. Every day, around 1,100 staff in around 700 trains are offering their catering services. Following a broad survey conducted among passengers, the assortment in the trains shall be adapted to customer requirements in a more targetted way this year. Additionally, the Bistro cars shall be adapted to modern requirements. In the future, Passaggio shall appear on the market under the name of «elvetino».

#### Thurbo – a lasting solution.

The past year has left obvious traces in the young history of the subsidiary company Thurbo AG. Through the financial difficulties of the Mittelthurgaubahn, the subsidiary of the SBB and the Canton Thurgau for regional traffic in Eastern Switzerland was placed into the focus of public attention overnight. With concerted actions, the political authorities, the SBB and Thurbo AG have combined their efforts so that the offer of public transport to the customers was in no way affected. By mid-December 2002, Thurbo AG has successfully gone into business.

#### With the motorcar to the train, and vice-versa.

By end of September 2002, RailLink AG in which the SBB holds a stake of 55 percent, and the cooperative society Mobility merged their operational activities and thus provide a growing offer of carsharing services out of one hand. In the future, the clients of Mobility and the users of RailLink can use all vehicles at no additional cost: The 115 Smarts of RailLink, stationed at central locations near railstations, and the 1,750 Mobility cars.

#### Lyria Partnership – over 1.3 million passengers.

On 1 March 2002, the company Lyria was founded in which the SBB held an 11 percent share by end of 2002. Lyria is the successor company of the «Groupe d'intérêt Economique (GIE) TGV France-Suisse» («TGV Ligne de Coeur»). In the year under review, over 1.3 million passengers were transported with the new TGV trainsets. A gratifying result was achieved with the TGV connections Paris–Bern–Zurich, and Paris–Lausanne–Brig. In the winter 2001/2002, four direct trains («TGV des Neiges») every week, and for the first time also in the summer three direct TGVs every week, ran from Paris directly to the Valais and back.

### Big investments into rolling stock.

A performing railway must also have new, modern rolling stock, both in regional and in long-distance traffic. In 2002, 13 articulated trainsets 520 were delivered for service on the Seetal line. In the past year, also the fleet of Intercity double-deck cars IC-2000 was enlarged by 21 1<sup>st</sup> class cars and 22 2<sup>nd</sup> class cars.

Concurrently, the SBB decided last year to invest a total of CHF 511 million into new stock. At Stadler AG, Bussnang, an order was placed for 42 vehicles of the «Flirt» type for regional traffic. Of these, 12 are earmarked for the Stadtbahn of Zug, 10 will be deployed on the German Wiesental line, and 20 of these railcars will stamp the image of the Regio S-Bahn Basel. Further, 10 shuttle trains for the valley sectors of the Brünig Railway were ordered. Further orders include 21 Intercity double-deck cars and 30 Intercity driving trailers, built by Bombardier, to expand the long-distance fleet for the first phase of Rail 2000. Additionally, 16 Intercity double-deck Bistro cars IC 2000 are converted into dining cars. Production of the new vehicles for Switzerland for the most part takes place in Switzerland. With these orders, the SBB makes a contribution to the creation of added value in Switzerland and thus also to the preservation of jobs.

### The 1<sup>st</sup> phase of Rail 2000 brings time gains.

The implementation of the 1<sup>st</sup> phase of Rail 2000 on 12 December 2004 is a great challenge for SBB's passenger services. Preparations have been going on for years so that the project of the century can be taken into service on 12 December 2004 without a hitch. Part of the new rolling stock to be used on the more heavily used line network is already procured and in use. More will follow. The Rail 2000 scheme, 1<sup>st</sup> phase, is of fundamental importance to passenger traffic, because with it, the needs of the customers shall be placed into the focus of attention even more than now, with better connections and service frequencies stepped up to quarter-hour intervals on certain lines. For the passengers, these innovations mean yet more flexibility in the future, and more time gains. Saving time when travelling by train, a vision that turns into reality always more.