ACP Rail International
Seamless Intermodality in Europe Today
Brussels – 05/03/2013
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
  • Is 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 Passenger Perspective
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
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 hubs/airports (incl. signage/facilities/baggage drop-off)

- Back-office:
  - E-Tickets
  - Settlement
  - Partners: interline partners > co-operation > alliance partners
  - Management- and real time travel information
Intermodal Air-Rail Platform
Intermodal Air-Rail Platform

- **Air-Rail platform**
  - Multi GDS, multi airline multi railway carrier
  - Codeshare, interline, sold alone
  - Seat reservation in train
  - Check-in and settlement following airline standards

- **Challenges:**
  + Passenger rights
  + Irregular Operation
  + Luggage

- **GDS booking and E-ticketing**
- **Onboard control**
- **Airline coupon ‘flown’**
- **Airline based settlement**
- **Translate IATA messages into rail messages**
- **Make reservations in RU inventories**
- **Check-in airline coupon**
- **Rail ‘boarding pass’ = UIC 918.3 ticket**

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BeNe Rail International
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 transport modes
➢ 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 multiple rail operators

But ...
... there are Challenges linked to Intermodality

> Uncertainty on business/demand side
  • Market potential perceived limited
  • Different business models in different transport environments
  • Grey areas in legal domain eg liability
  • No standard solutions available, investment needed

> Uncertainty on provider/supply
  • Lack of standardisation
  • Lack of proven solutions on large scale

> Possible actions
  • Capitalize on knowledge, best practices → sector organizations
  • Sponsor pilot projects → sector organizations, public bodies
  • Legal framework → sector organizations, public bodies