



travel swi+zerland

STS AG Update für RDK

Flims, 12.02.2025

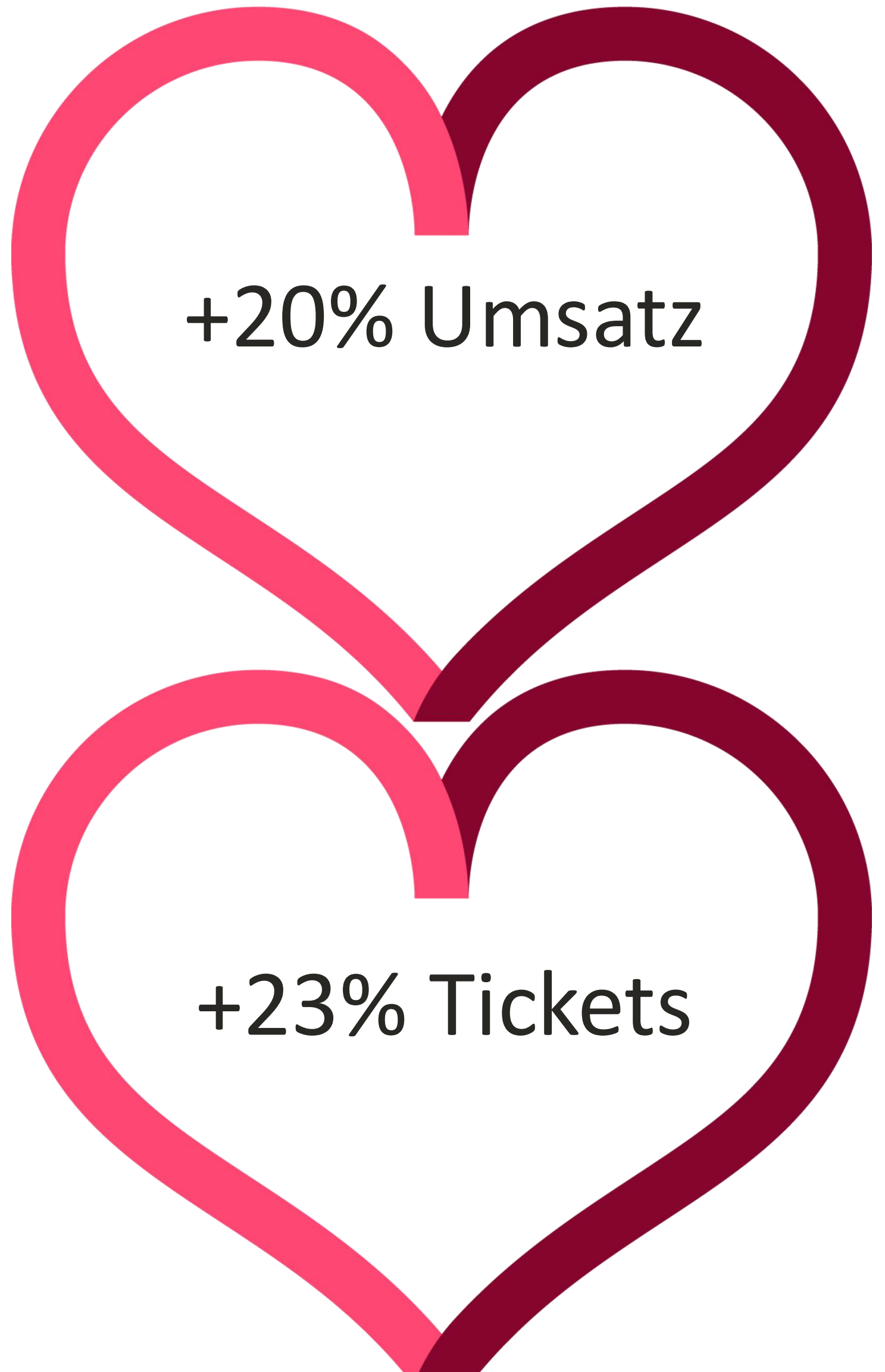


START

Rückblick 2024.



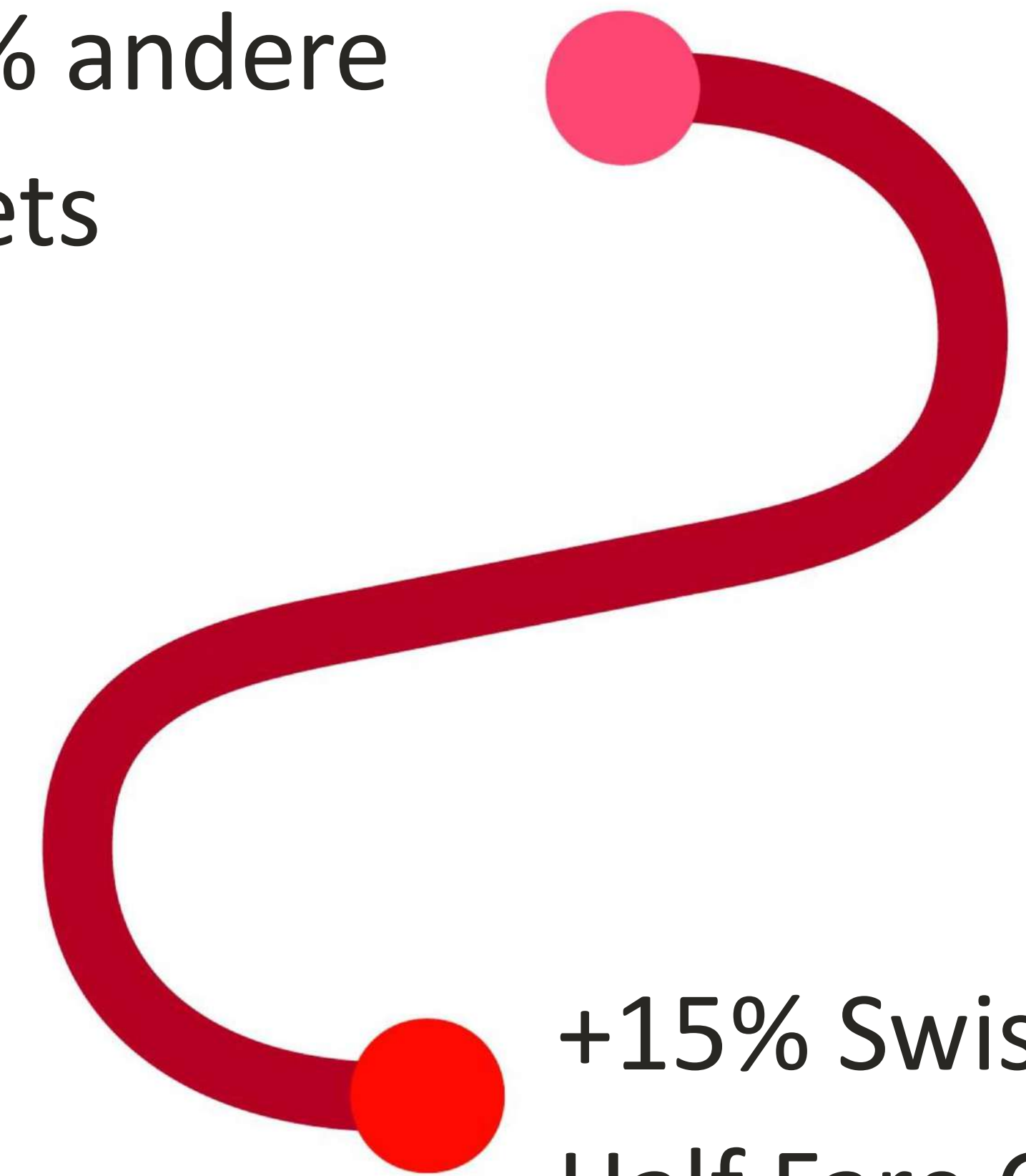
Rückblick 2024 – Ein top Jahr für den Schweizer öV



+20% Umsatz

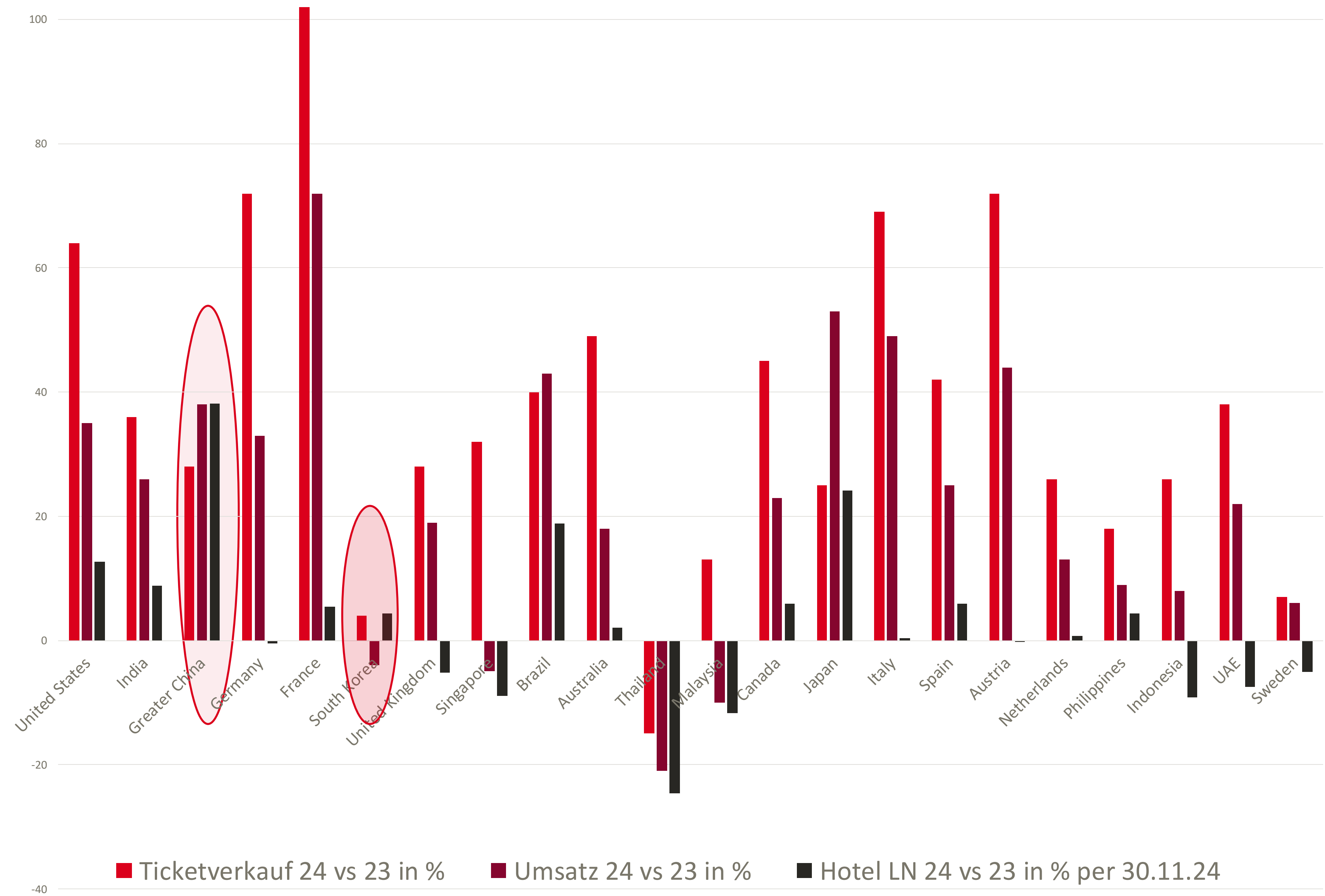
+23% Tickets

+30% andere
Tickets



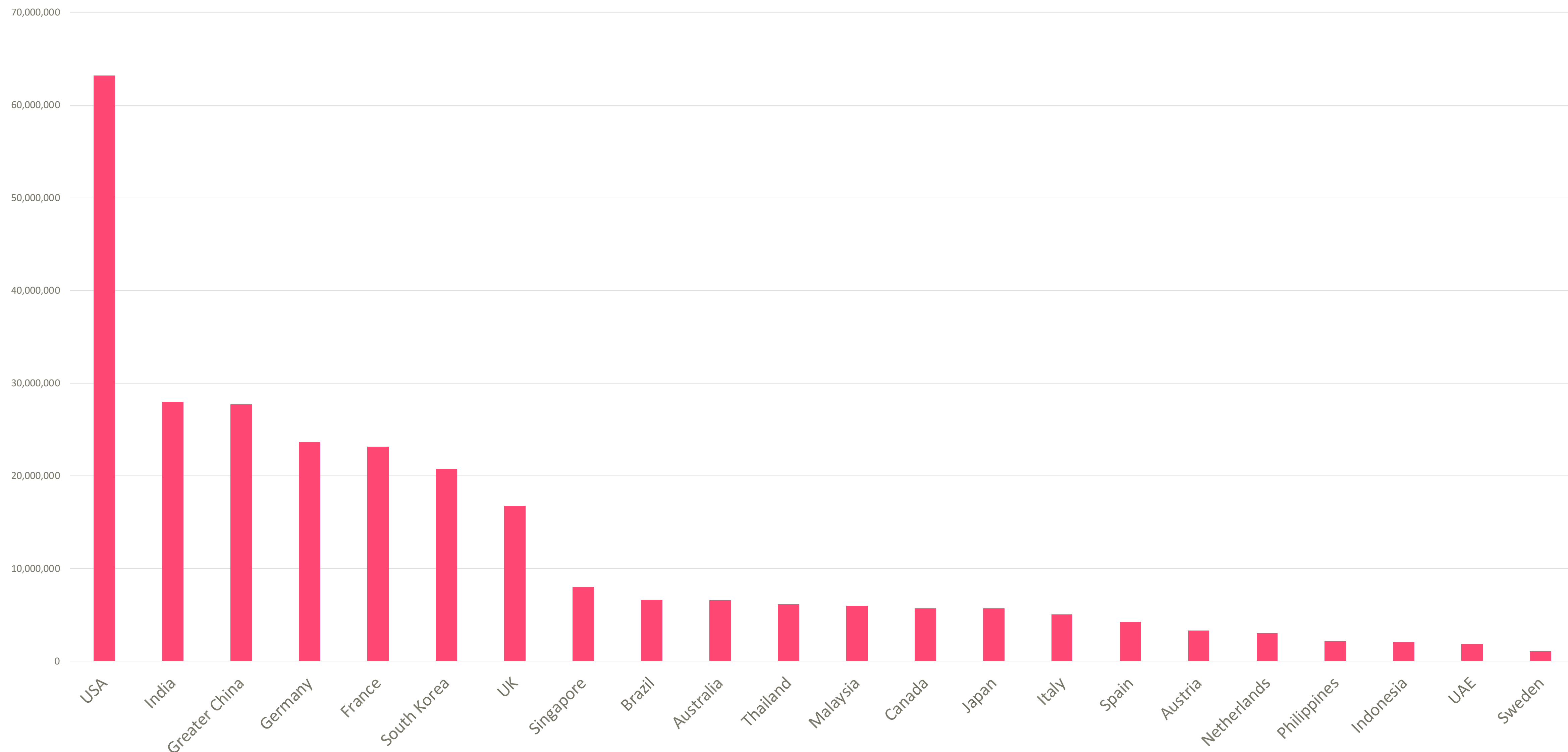
+15% Swiss Travel Pässe &
Half Fare Card

Rückblick 2024 – Ein klarer Shift zum öV

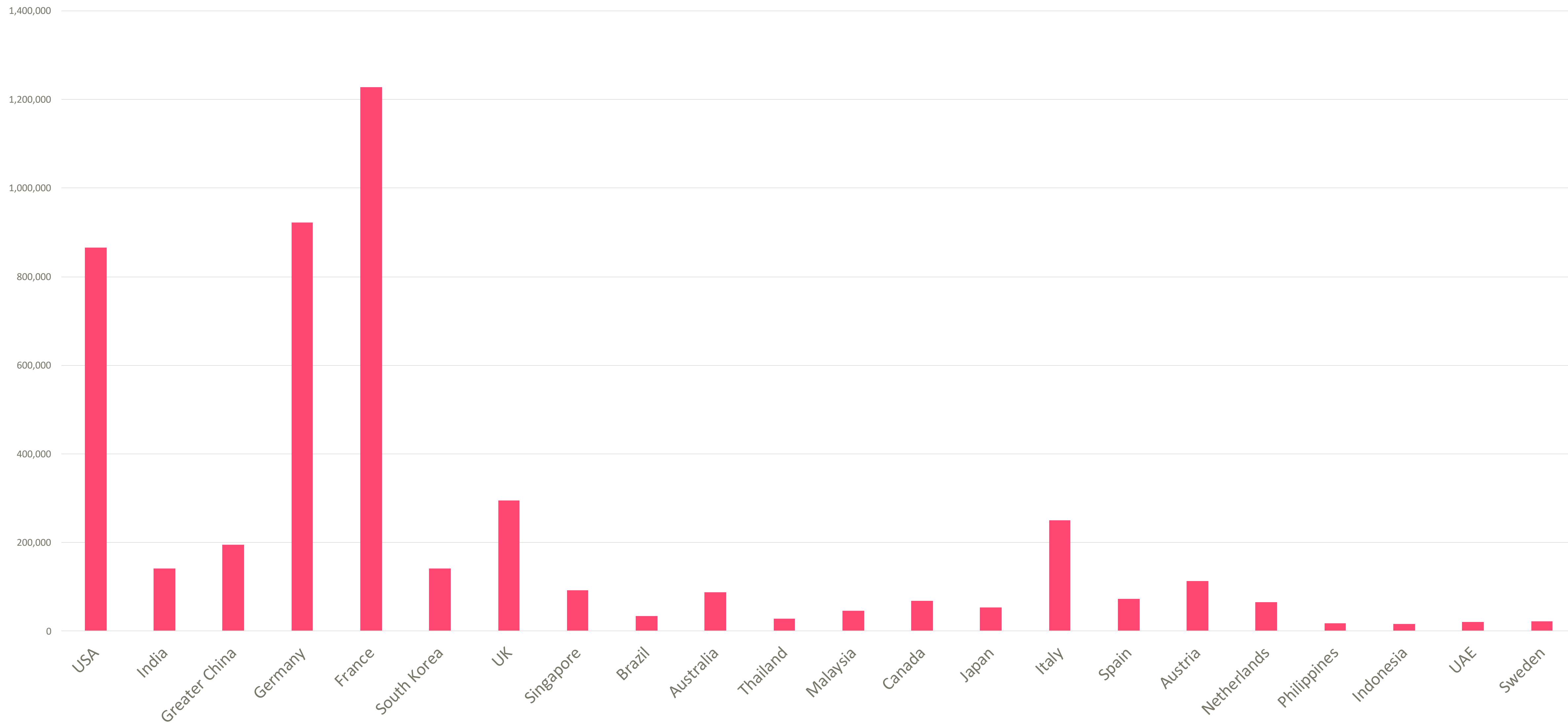


+1,6% Logiernächte
+22% öV Umsatz
+23% Tickets

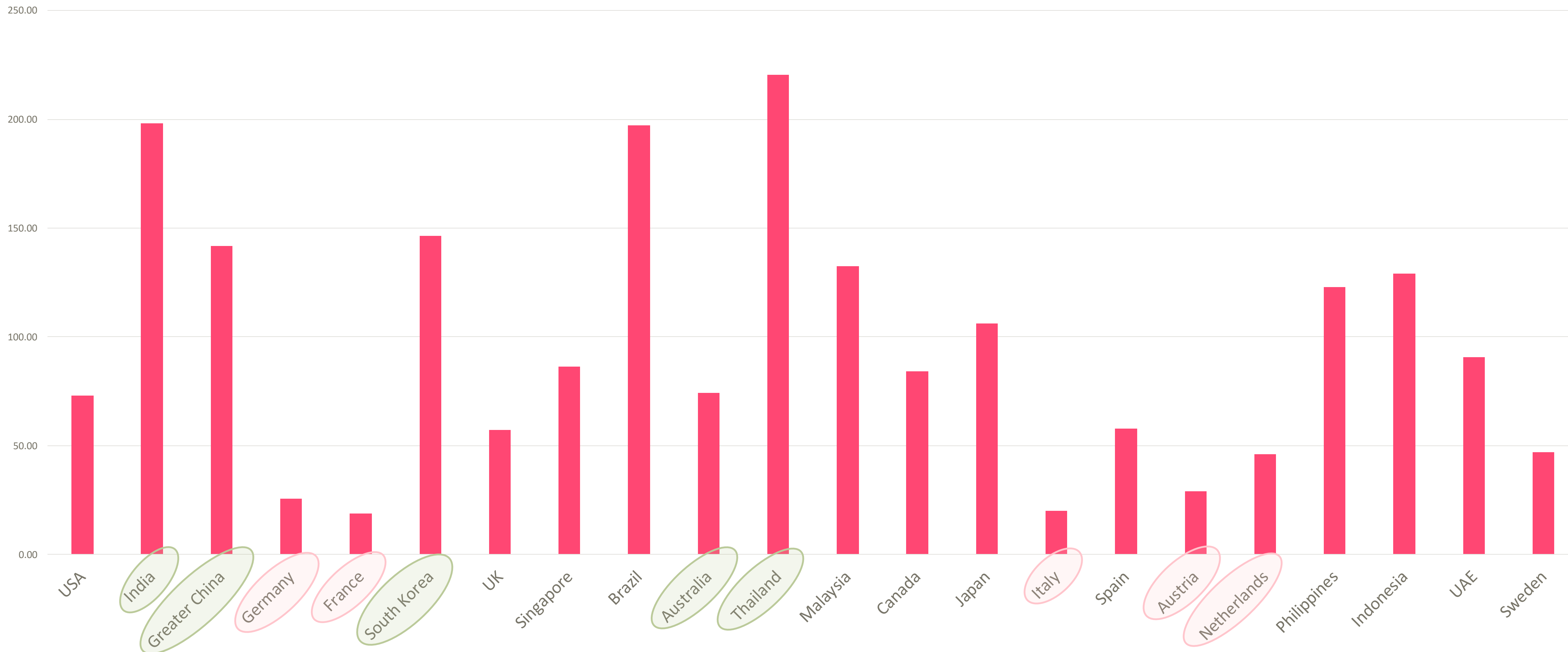
Märktesplit – Gesamtumsatz in CHF



Märktesplit – Verkaufte Tickets



Märktesplit – Ø Umsatz pro Ticket in CHF



Marktanteil nach Markt 2024

TOP 3

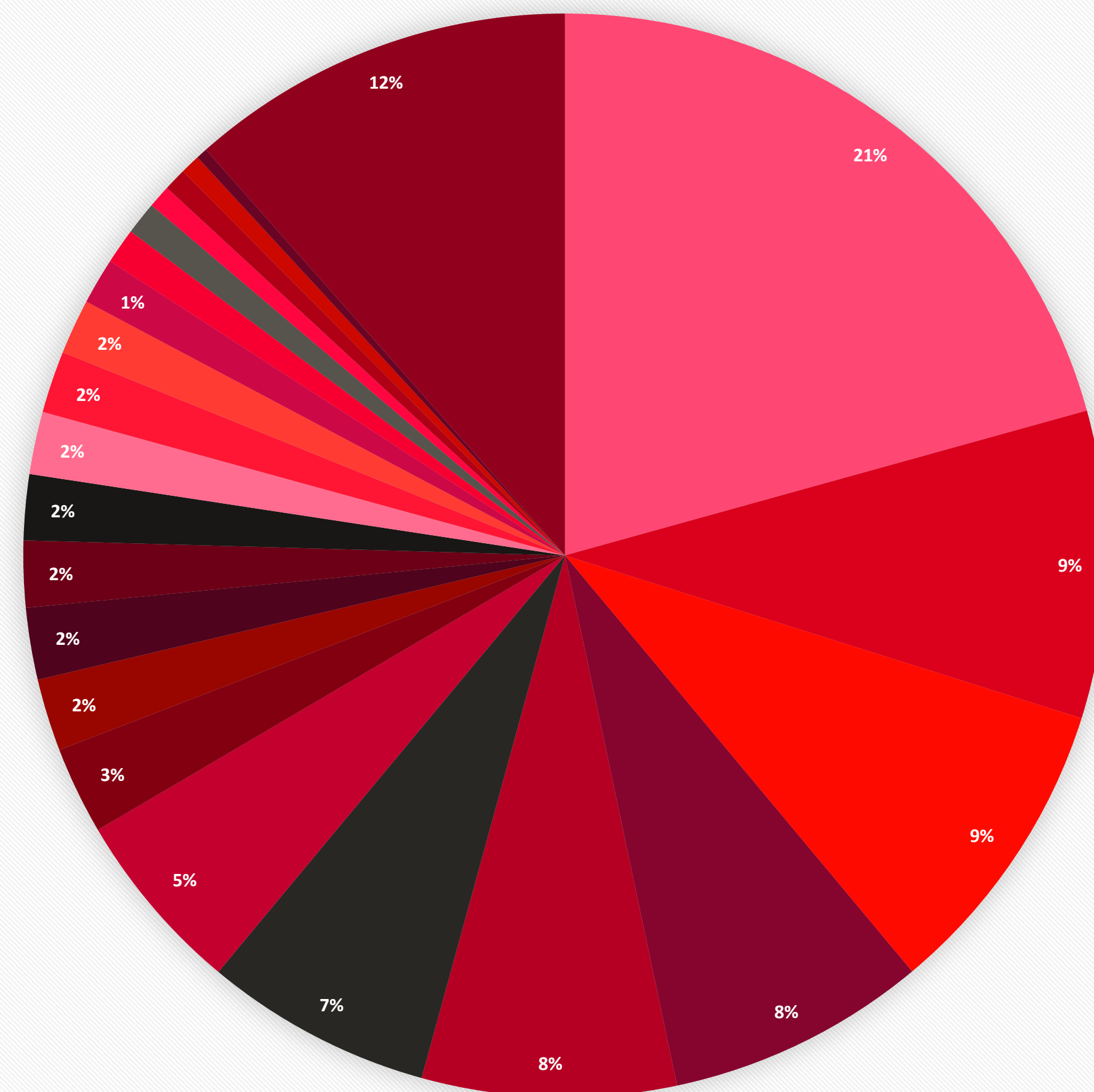
USA + India + Greater China = 39%

Top 5

+ Germany + France = 55%

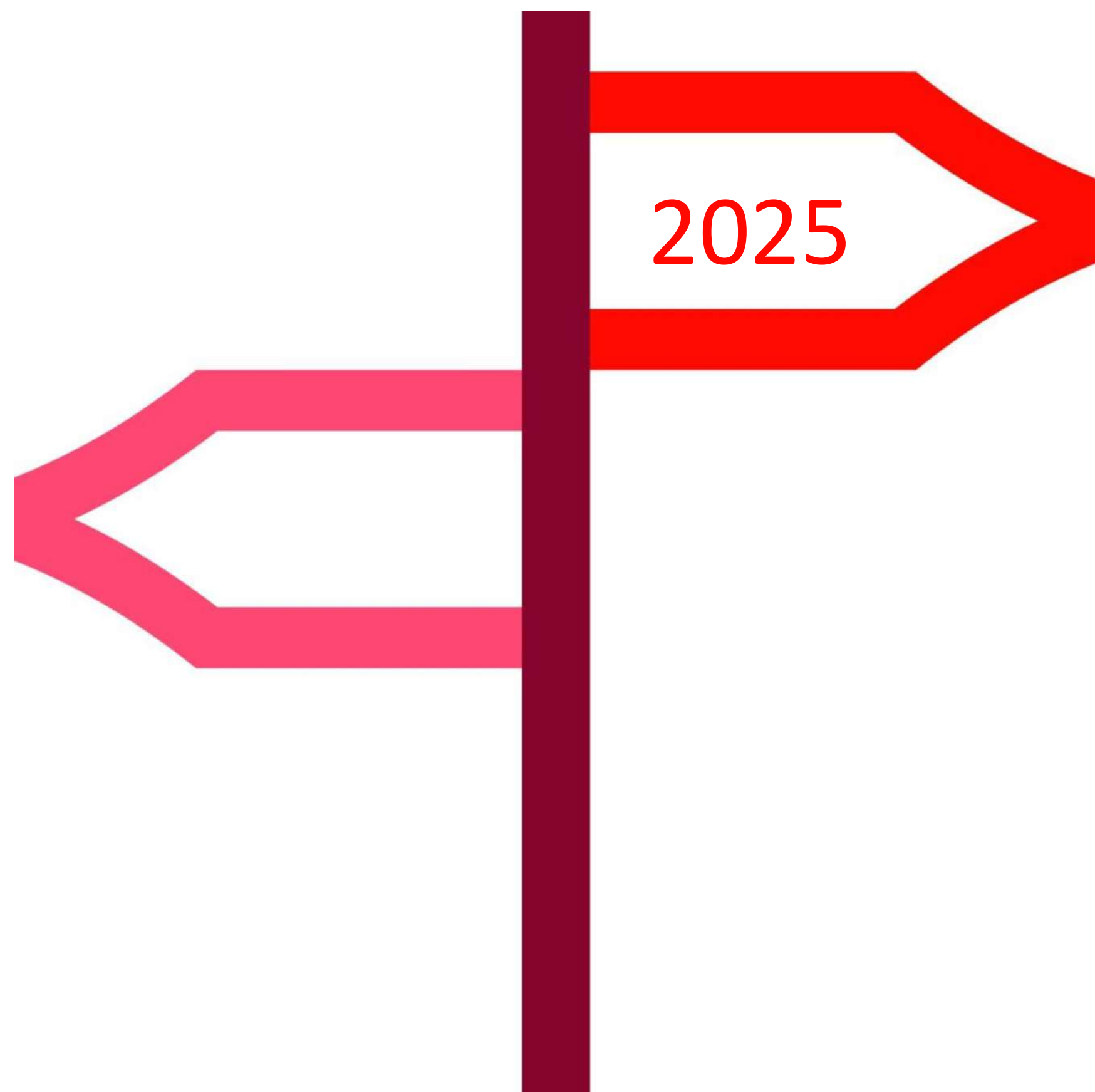
Top 7

+ South Korea + UK = 67%



United States India Greater China Germany France South Korea United Kingdom Singapore Brazil Australia Thailand Malaysia Canada Japan Italy Spain Austria Netherlands Philippines Indonesia UAE Sweden other markets

Ausblick 2025



- 2025 Vorverkauf +15%
- Januar 2025 +13%
- Ziel: +7.6% Incoming Gesamtumsatz für den öV



STS AG Marketing

Marketing Finanzierung



Fünf Fokus-Themen für 2025&26

1. 5 Reasons: Why travel Switzerland by train, bus and boat.

2. Sustainability: Travel sustainable by train, bus and boat.

3. International Connections: Travel from Europe to Switzerland by train.

4. Grand Train Tour of Switzerland: New travel suggestions (Touring).

5. Scenic Excursions: Discover Switzerland with single day trips. (Hub & Spoke)

Travel Switzerland – 5 Reasons



the reliability

Be on time,
every time

the reach

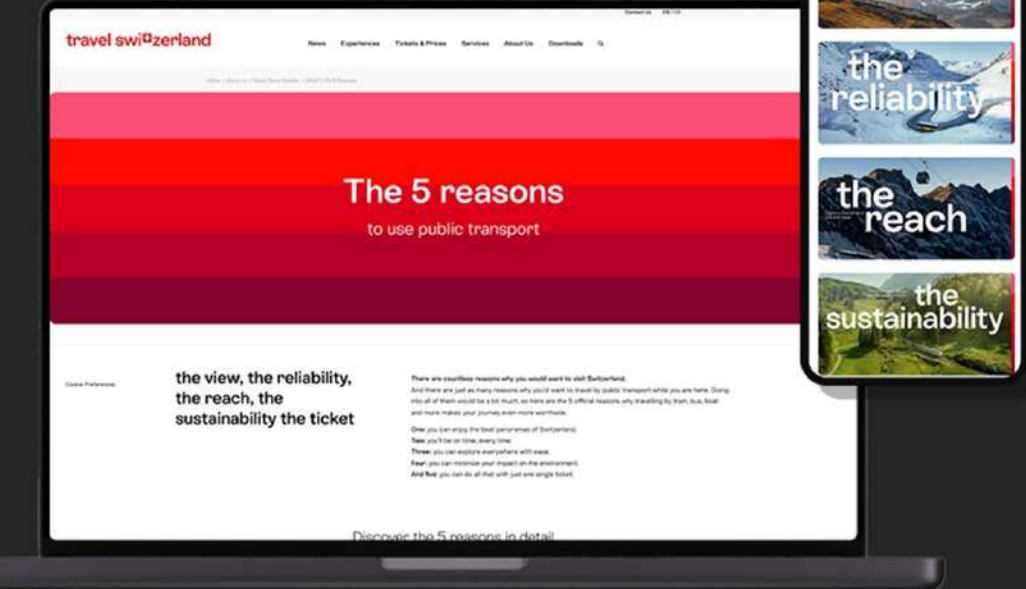
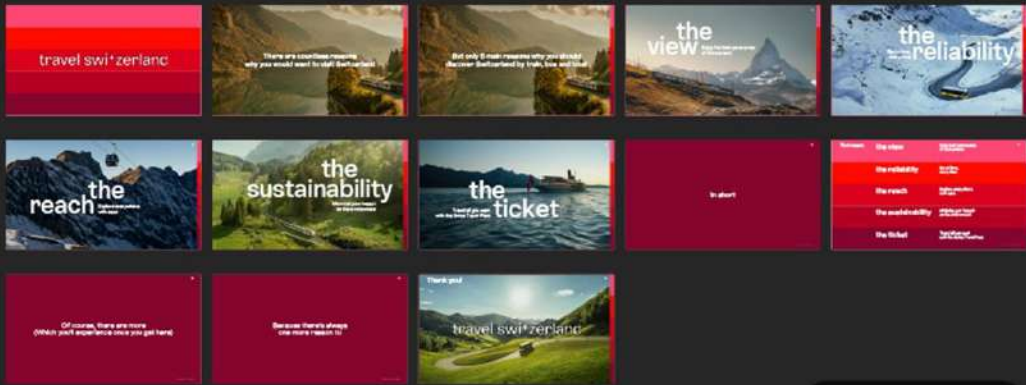
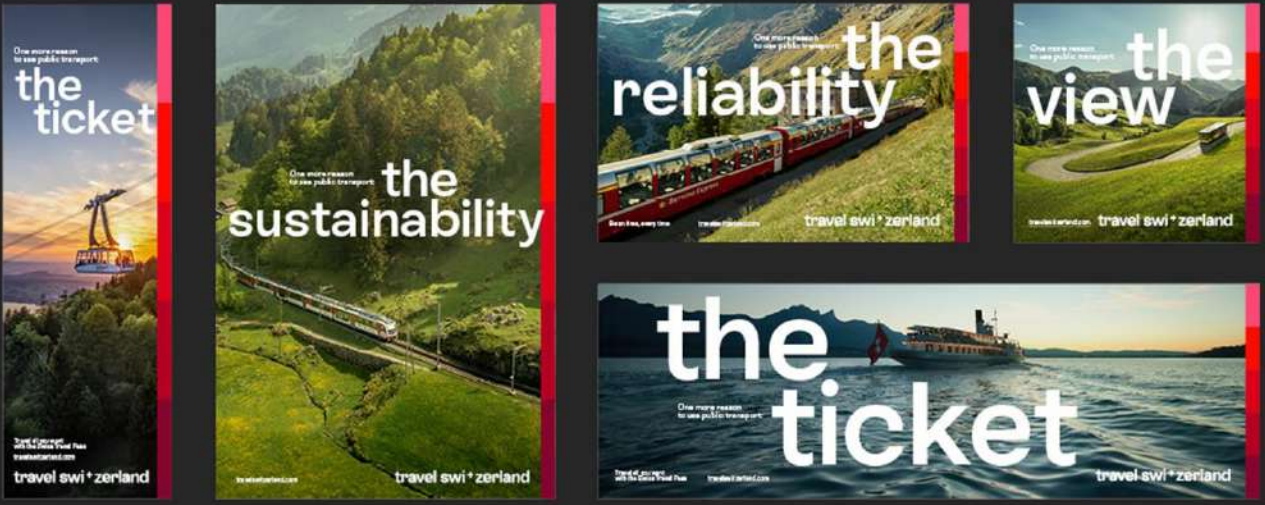
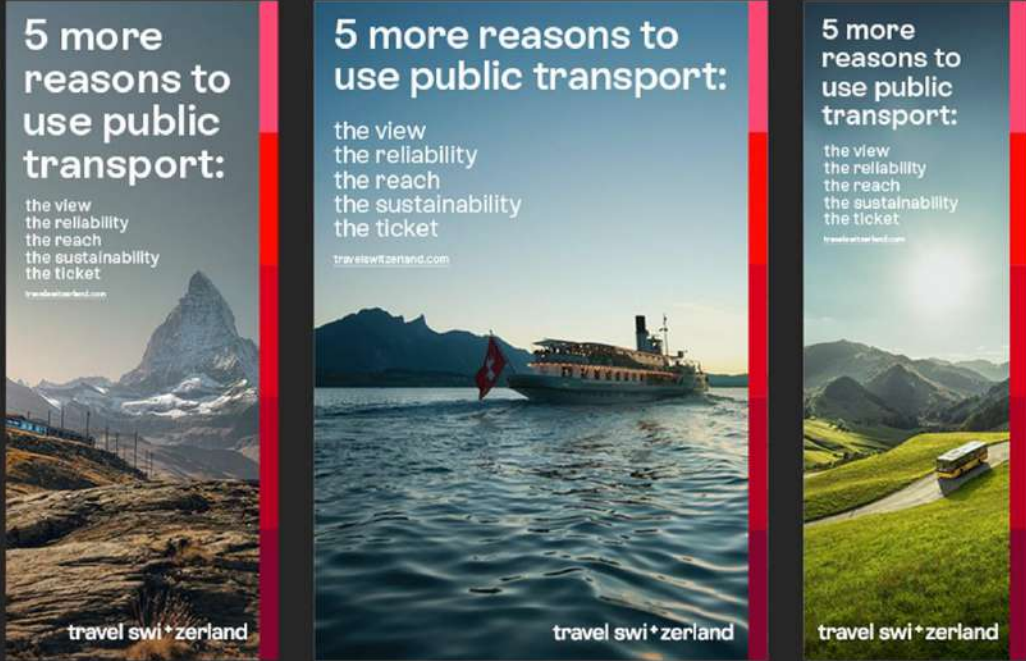
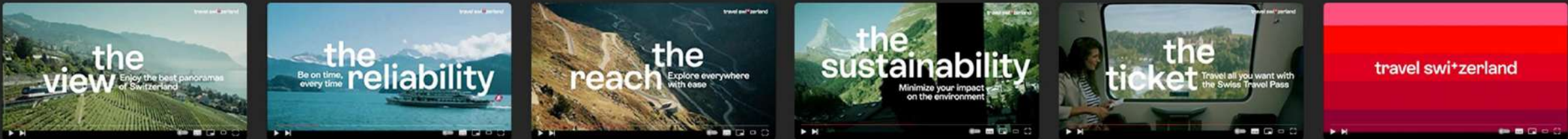
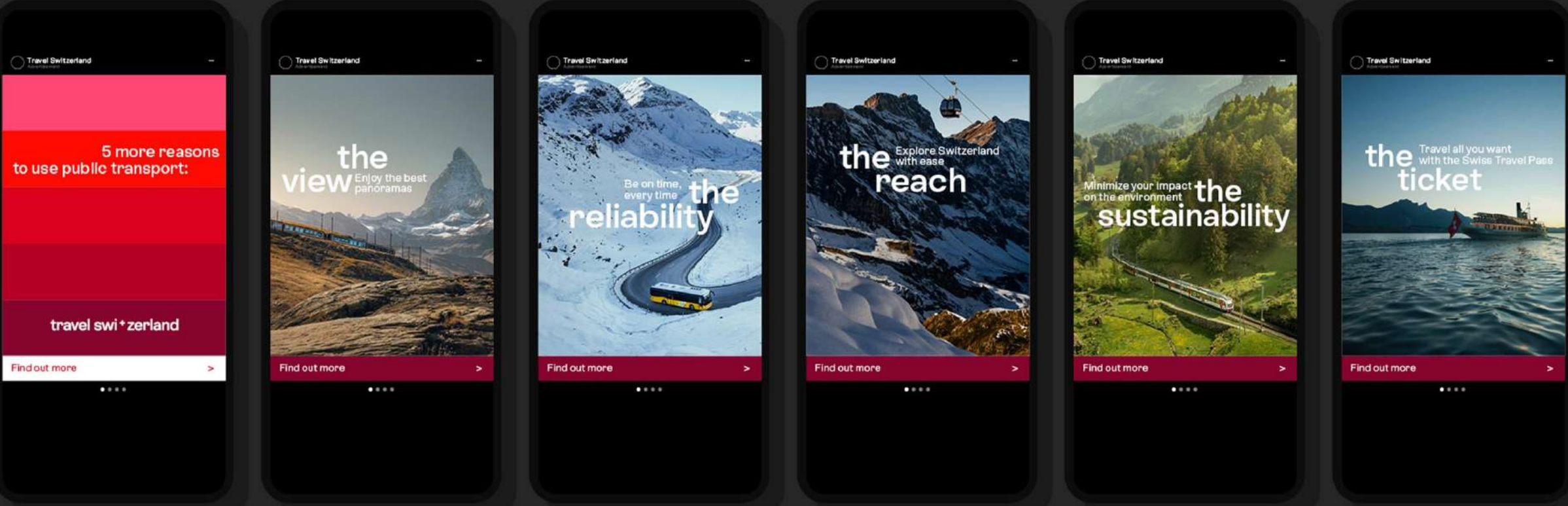
Explore everywhere
with ease

the sustainability

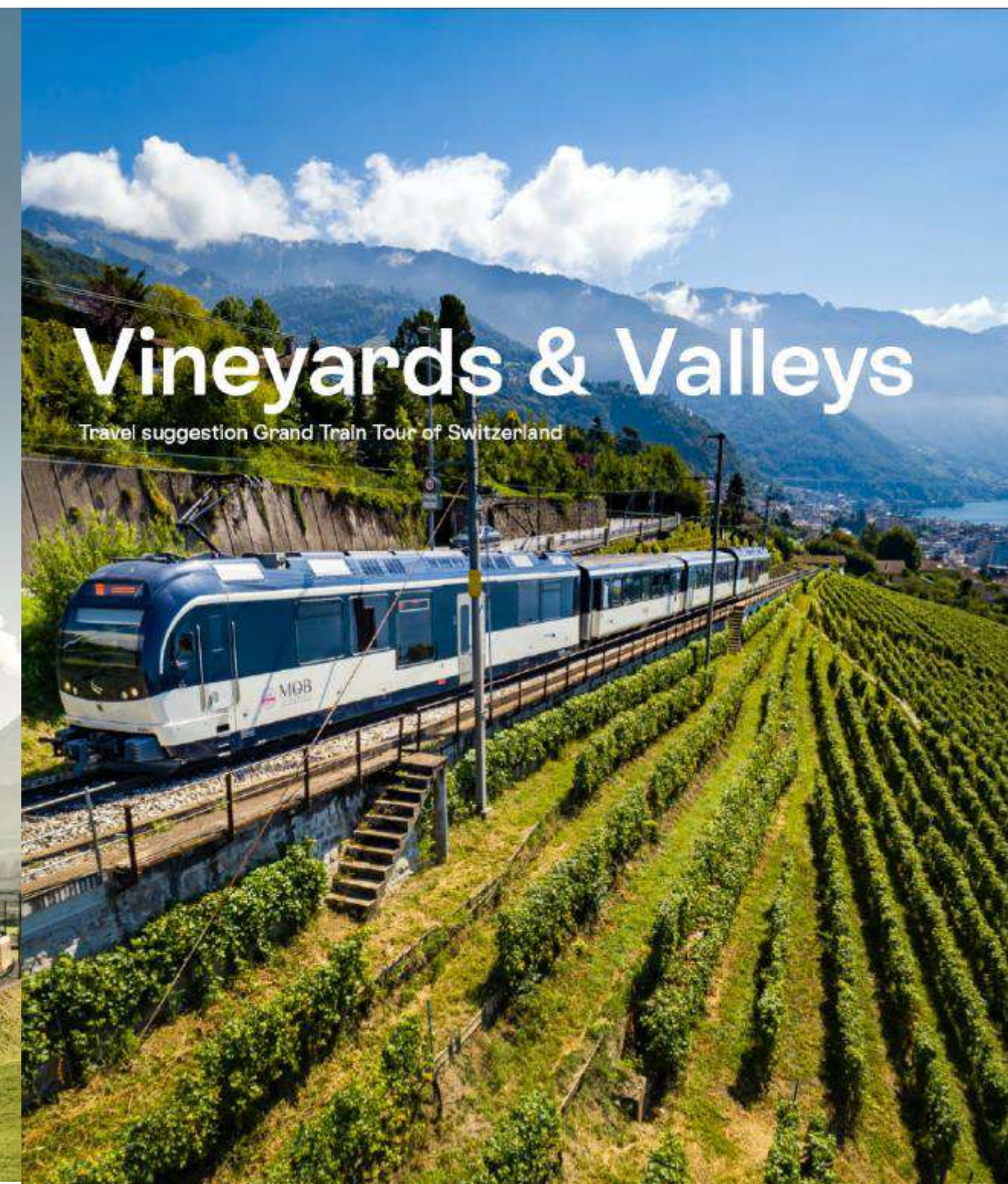
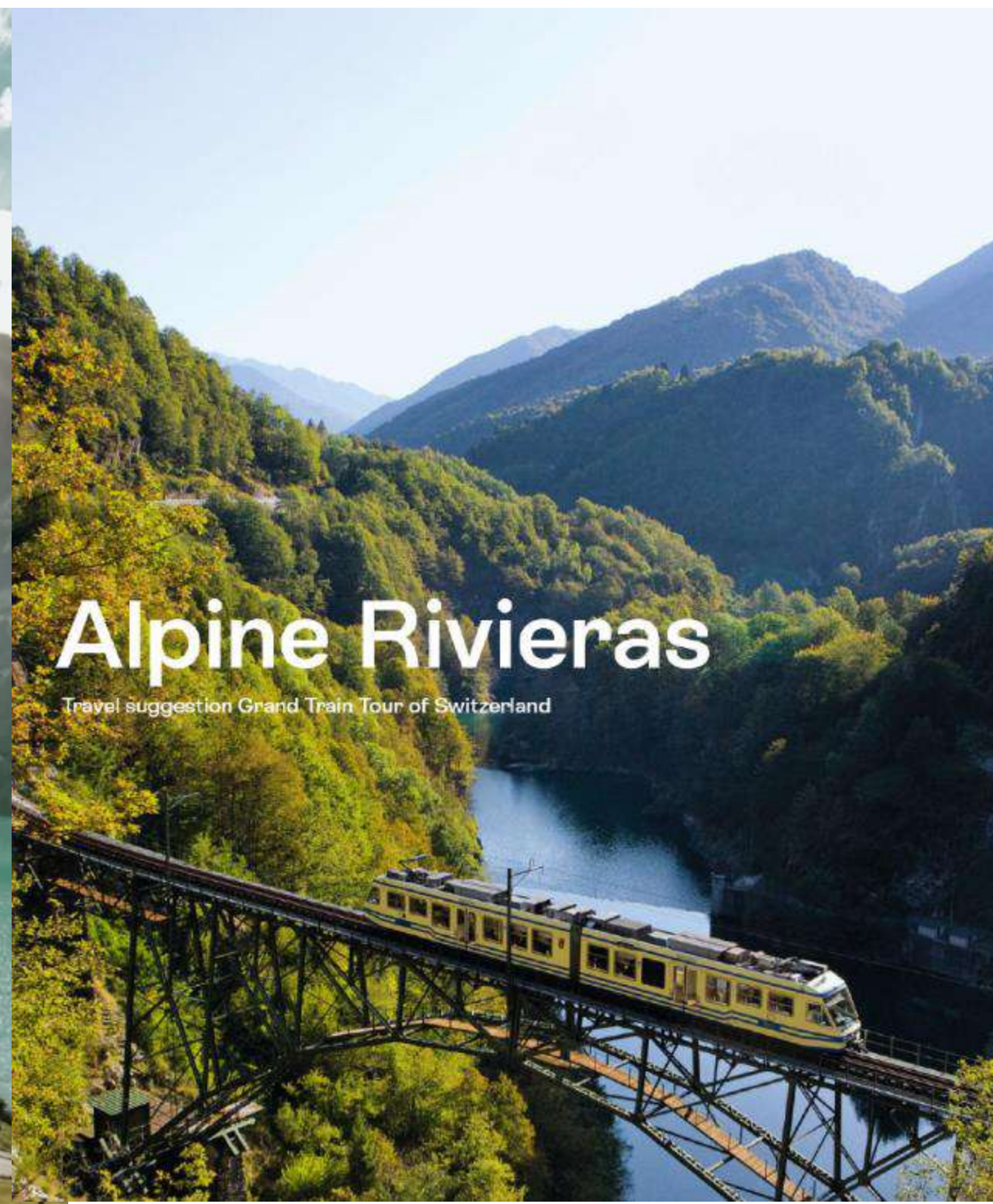
Minimize your impact
on the environment

the ticket

Travel all you want
with the Swiss Travel Pass



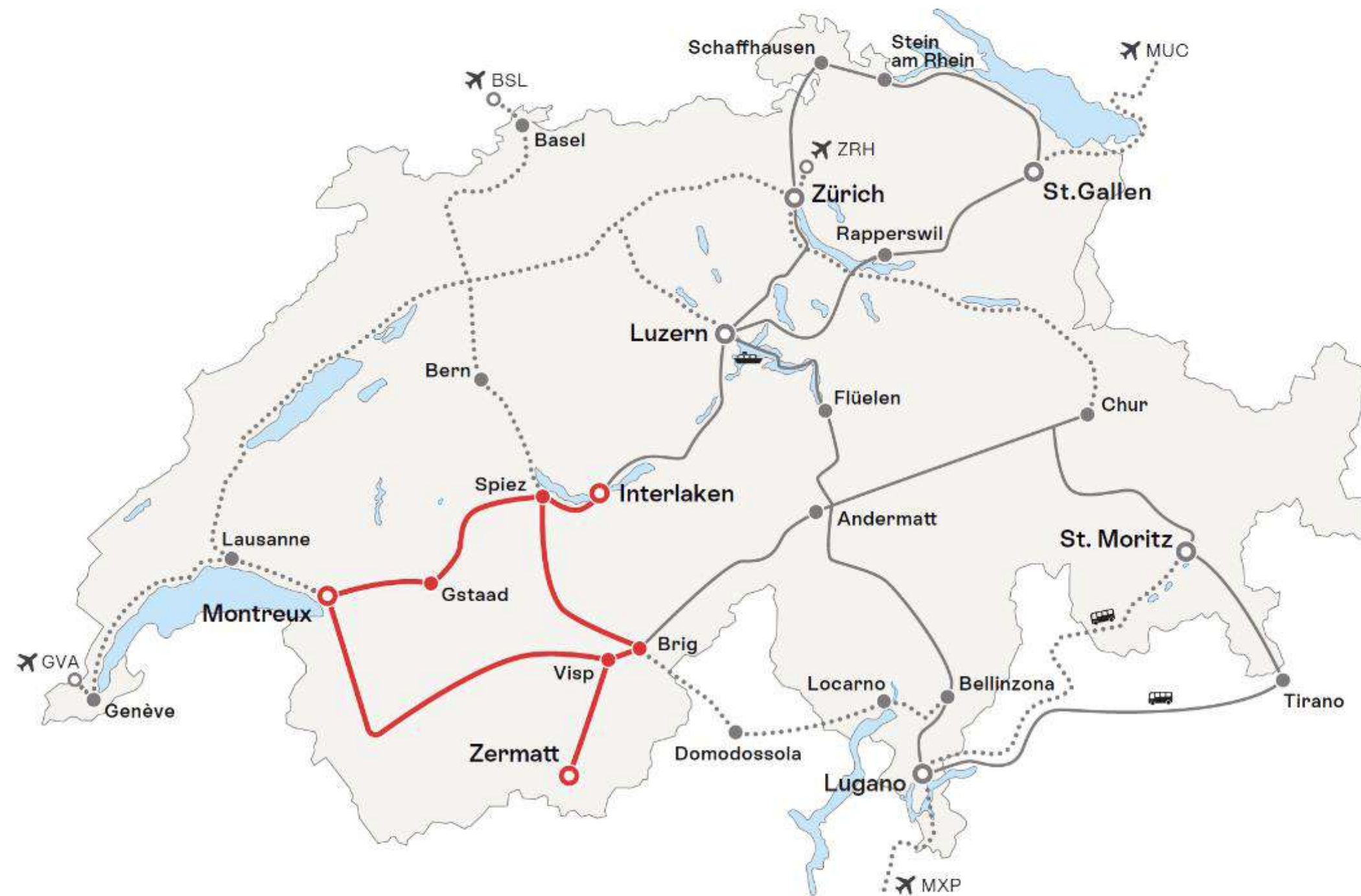
New additional GTToS travel suggestions (4)



Vineyards & Valleys

from 3 days

West-Loop with Lötschberger-Mountain-Route



- *Day 1: Interlaken – Montreux*
- *Day 2: Montreux – Zermatt*
- *Day 3: Zermatt – **Brig** – **Spiez** – Interlaken*

GoldenPass Express | **Lötschberger-Bergstrecke**

East West

from 5 days



From lake Constance to lake Geneva
(Brig-Andermatt with MGB)

- *Day 1: Zürich – St. Gallen*
- *Day 2: St. Gallen – Luzern*
- *Day 3: Luzern – Interlaken – Montreux*
- *Day 4: **Montreux – Andermatt***
- *Day 5: **Andermatt– (via Göschenen) – Zürich***

Voralpen Express | Luzern–Interlaken Express |
GoldenPass Express | Treno Gottardo

Lakes & Peaks

from 6 days



South-Loop (Brig -Lugano-Tirano-St. Moritz)

- *Day 1: Zürich – Luzern – Interlaken*
- *Day 2: Interlaken – Montreux*
- *Day 3: Montreux – Zermatt*
- *Day 4: Zermatt – **Domodossola – Locarno-Lugano***
- *Day 5: **Lugano – Tirano - St. Moritz***
- *Day 6: St. Moritz – Zürich*

Luzern–Interlaken Express | GoldenPass Express |
Vigezzina-Centovalli Bahn | Bernina Express

Alpine Rivieras

from 5 days



West Switzerland & Ticino

- *Day 1: Zürich – Luzern – Interlaken*
- *Day 2: Interlaken – Montreux*
- *Day 3: Montreux – Zermatt*
- *Day 4: Zermatt – Bellinzona*
- *Day 5: Bellinzona – Luzern – Zürich*

Luzern–Interlaken Express | GoldenPass Express |
Vigezzina-Centovalli Bahn | Gotthard Panorama
Express

Ich freue mich auf die Zusammenarbeit!

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