

GARA Global AirRail Awards

CASE STUDIES: Intermodal Partnerships 2012 WINNER - Partnership of the Year Lufthansa & Deutsche Bahn



AIRail is a branded service offered by Lufthansa in cooperation with Deutsche Bahn, offering cost-effective and seamless transfers between the train stations in Cologne, Stuttgart, and the Frankfurt Airport. The train fare is included in the airfare offering a 'free-of-charge' connection. Operating under Lufthansa flight numbers this segment can be booked in all airline booking channels in conjunction with an international Lufthansa/Star Alliance flight.

AIRail service has replaced all 4000 yearly Lufthansa flights between Frankfurt and Cologne. This helped reduce operational costs by shifting aircraft capacity to trains, half the CO2 emissions, save 6.5 million

litres of fuel, shorten travel times and use airport slots for other destinations.

Strong passenger growth of 40% in 2011 showed that intermodal networking (flight and train) can be successful, however product identity and integration of AIRail into airline flight network is essential.

Lufthansa and Deutsche Bahn have further expanded their cooperation with a new AIRail route to Düsseldorf.



AIRail offers seamless travel between DB and LH



KEY DATA

- Cologne Central Station – Frankfurt Airport
- 13 daily round-trips with LH flight number
- Travel time: 48-56 minutes
- Exclusive LH seating area in Wagon 21
- AIRail Guide and Porter Service on train
- Only in conjunction with international flights
- LH Check-in and Baggage Services in AIRail terminals
- Snack and beverage service for C/CI passengers
- Connection published in all Airline Reservation Systems

2012 FINALLIST - Partnership of the Year

KLM & Thalys

AirRail has been defined as an important customer-centric focus area within the Air France KLM Group, with the objective to improve the customer experience.

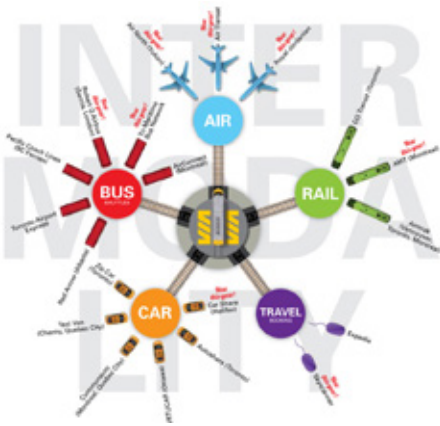
KLM has implemented automated interline e-ticketing with Thalys. Thalys e-tickets are offered worldwide in GDS (Global Distribution Systems) for airline and travel agent reservations and are sold in combination with a KLM flight. KLM has

extended its cooperation with Thalys on the route Brussels-Amsterdam since August 2011 (high-speed rail as alternative to existing KLM flights Brussels-Amsterdam). KLM already cooperated with Thalys since 2002 on the Antwerp route. As a result since 2011, passengers have larger choice and have 31-daily intermodal connections from Brussels towards/from 130 KLM destinations.



2013 WINNER - AirRail Concept of the Year

VIA Rail



VIA Rail Canada works with number of intermodal partners, including airlines, busses and travel search companies.

VIA Rail's motivation for such partnerships is to enable and encourage airlines and other transport providers to offer intermodal services (co-opetition), to

make passengers and sales agents aware of intermodal options, and to produce an easy, seamless trip as well as to ensure the protection of passengers in case of missed connections.

"Unlike Europe, in Canada we do not have many inter-city rail links to airports or high speed trains. This lack of physical infrastructure for intermodality has not deterred us. In fact, it has inspired us to become innovative and focus on the "soft" aspects by making it easier and simpler for the customers at all touch points to plan, book, pay and travel on their intermodal trips," says Mohamed Bhanji, Director of Marketing Technologies at VIA Rail Canada.

VIA Rail does not have "one size fits all" type of solution, instead their intermodal

implementations cover a wide spectrum of cooperation and integration approaches with their partners from a combined air-rail display in a travel search engine, to a code share arrangement with international airlines.

In 2012, 9,275 passengers booked their train trip on www.viarail.ca to Montreal Trudeau Airport (YUL) and used VIA's free AirConnect shuttle from the Dorval Rail Station to the airport to catch their flight. 7,965 passengers booked their train trip on www.viarail.ca to Toronto Pearson Airport (YYZ) and connected with Airport Express (operated by Pacific Western Transportation) from the Toronto Union station in downtown to the airport to catch their flight.



VIA Rail
 Amtrak
 Airport shuttle / Airline partners
 Commuter trains and buses / Taxis
 Ferry
 Car-sharing service