

Eurailspeed

Parallel Session A.1

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The role of European Railways



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iDTGV

Maria HARTI-BOURI

CEO iDTGV

Eurailspeed Novembre 2005



- To gain additional market shares on consumer/leisure market against airline companies
- Test and learn by implementing new services and innovative fare policy
- To promote sales on the Internet

❑ What we copied from low cost models

- ✓ Distribution only through Internet channels
 - Easy to use for customers
 - Low cost model
- ✓ Attractive fares and yield management tools to maximize revenues

❑ Our added value

- ✓ Attractive fares are necessary but not sufficient on very competitive markets and on long haul trips
- ✓ Services on board are important to value time spent by leisure travelers during long haul trips

- ❑ Distribution costs are reduced by using internet as the sole distribution channel and by ticketing on the web. Online agencies bring the business, but do not process the transaction. Tickets are non refundable but are exchangeable with a 10€ fee / ticket on a call center
- ❑ Infrastructure costs are shared with TGV by using a double unit train (TGV+iDTGV)
- ❑ Tickets control is done before boarding to avoid onboard control

- ❑ A simple fare policy without any restriction like age conditions, round trip or Saturday night stay
- ❑ « The earlier you book the less you pay »
- ❑ A very attractive and « symbolic » 1st market price : 19€
- ❑ Tickets can be bought at least 4 months in advance
- ❑ Maximize revenues through a highly flexible yield management and innovative pricing model
 - ✓ A very large price scale
 - ✓ Efficient yield management tools to load trains when demand is low with lower fares

- ❑ Entertainment services like DVD, Video games, magazines and food sold at the bar and in the coaches
- ❑ One or two supervisors guarantee quietness in silent coaches and give information to passengers
- ❑ Free events organized in the train with commercial partners (concert with Universal, new technology with Sony...)