



# IC RegioJet - Czech Republic

## More passengers on rails

Future Mobility Camp Dresden



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## What is RegioJet?

- First private open access operator in Central Europe – 3 months earlier than Westbahn in Austria
- 18 IC train services Prague – Olomouc – Ostrava – Havířov – Žilina (Slovakia)
- Daily load factor – over 4200 Pax. / more than 80 %
- Attractive prices, excellent customer service
- New approach on the market
- On 4th March 2012 launch of regional services in southern Slovakia – Bratislava region





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KEY QUESTION FOR THE TRAIN BUSINESS  
– HOW MUCH DOES IT COST ???





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## I am happy to discuss ...

- Do railways need private operators and their approaches to move ahead?
- Is there any space?
- Will railways follow the airlines and changes after the arrival of the low-cost airlines?
- Is there any need for present national railway operators in the future? Does someone need them?
  - State?
  - Customers?
  - Trade Unions?
  - Railway fans?
  - Someone else?
- Can the CEE region be the laboratory for major changes in railways?
- How is that in Germany?
- ... ???







## New market approaches, new services, new private operators = GROWING VOLUMES

Annual growth in the rail passenger transportation in the Czech Republic in 2012 – by 8,1 %.

Only new private operators, new approaches and services on the market – no other change.

Advantage for everyone: no subsidies, more people traveling in the public transport, better offer for customers







# News from yesterday ... LEO EXPRESS entering Poland

[RK Wszystko na temat branży](#) | [www.rynek-kolejowy.pl](#) | [Tato stránka je v jazyce polština](#) | [Chcete ji přeložit?](#) | [Přeložit](#) | [Ne](#) | [Vždy překládat jazyk polština](#) | [Možnosti](#)

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## www.pkp-cargo.eu

**Najnowsze wiadomości**

**Czeski Leo Express wjeżdża na polskie tory**  
 Jeszcze w tym roku prywatny przewoźnik kolejowy Leo Express, znany ze skutecznej rywalizacji z Kolejami...

**Arriva znowu pokonała w KIO Przewozy Regionalne**  
 Jak dowiedział się "Rynek Kolejowy", Krajowa Izba Odwoławcza oddaliła dziś...

**Metro: Postępy praskich tarcz**  
 Tarcze drążące tunele na Pradze przyspieszają, pokonując kolejne metry. Teraz także...

[więcej >>](#)

**Czeski Leo Express wjeżdża na polskie tory**

Jeszcze w tym roku prywatny przewoźnik kolejowy Leo Express, znany ze skutecznej rywalizacji z Kolejami Czeskimi (ČD), może uruchomić pociągi na trasach Warszawa – Poznań oraz Warszawa – Katowice/Kraków tworząc konkurencję dla PKP Intercity i...

**Arriva znowu pokonała w KIO Przewozy Regionalne**

**Koleje Śląskie ograniczą działalność do poziomu śląskich PR**

**Bocznice - konferencja na Śląsku 21-22 maja**

**Nowy "Rynek Kolejowy" już w Empikach**

**Powstanie pool taborowy. Będą duże zamówienia z Polski?**

**RK KONFERENCJE**  
**KONFERENCJA**  
**Zasady zatrudniania maszynistów**  
**20.06.2013 Warszawa**

[rejestruj](#) | [więcej](#)

**TOR** ZWIĄZOK DOKŁADÓW GOSPODARZYCH

**Prenumerata**

**Praca**

- Rewident taboru
- Maszynista pojazdów trakcyjnych [więcej >](#)

**Katalog Kolejowy**

- WARS S.A.
- ENS0121-4, 4-portowy przełącznik warstwy trzeciej posiadający funkcje routingu oraz 2 porty szeregowe - L206-S2 [więcej >](#)

**Najnowsze wiadomości**

- Czeski Leo Express wjeżdża na polskie tory
- Arriva znowu pokonała w KIO Przewozy Regionalne
- Metro: Postępy praskich tarcz
- Lokomotywy LMS
- Minister skarbu państwa odwołany
- Inauguracja akcji "Tramwajem Naturalnie!" w Dzień Ziemi
- Koleje Śląskie ograniczą działalność do poziomu śląskich PR
- Utrzymać pozycję rynkową
- Spotkanie ministrów transportu Grupy Wyszehradzkiej w Wieliczce
- Jakie będą dalsze losy dworca Warszawa Główna?
- Bocznice - konferencja na Śląsku

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**Polecane Artykuły**

**Dokumenty z audytu w KŚ przekazane...**  
 Audyt finansowo-prawny w Kolejach Śląskich...

**Łódź Fabryczna: po spotkaniu...**  
 W najbliższych dniach poznamy analizy przewidywanych...

**Piechociński: Mamy 6 mld zł...**  
 Małe i średnie gospodarstwa, które...

**Audyt w Kolejach Śląskich ujawnia...**  
 Zespół Doradców Gospodarczych TOR...

[Rynek Kolejowy](#) | [Rynek Infrastruktury](#) | [Konferencje](#) | [Railway Business Forum](#) | [Stawki dostępu](#) | [PESA](#)

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6:14  
20.4.2013



## Why did the customers come?

- Active marketing, PR, and sales – fun and creativity on rails
- Refreshments and services for free – small costs, enormous value
- New alternative – just trendy!
- Board staff / no train staff
- Emotions and customer – instead of the train in the middle
- Clients / customers – no passengers
- People on board – who did not want to travel
- Internal processes for the service – like in McDonalds'







## Breaking clichés

- Railways can be cheaper
- You do not need state subsidies
- You do not need to follow 100s years lasting traditions
- Train can be clean, staff can be smiling and at your service
- You can have full-service in the 2nd class
- You can be profitable
- You can create own procedures and your own world
- 20 people can manage a railway company
- You do not need to have „the skyscraper as the HQ“
- You can save costs and transfer them to the benefits for the customers
- You do not need trade unions, free tickets for employees ...
- Railways can be THE BRAND ... :D



## Our board dream team: Service is our success

- Over 130 trained board staff members
- One board staff member per coach serving approximately 50 passengers
- Key duties: servis, cleanliness keeping, assistance to passengers, smile 😊 information...
- Languages, university education
- Always ready to assist customers





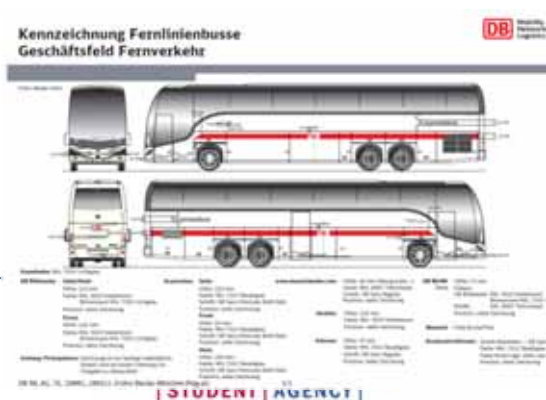


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## Student Agency / RegioJet and DB Extensive business co-operation

- Student Agency and RegioJet became DB sales agents in CR and SR – expanding active DB distribution network within the Czech and Slovak Republics
- Co-operation on DB Expressbus –for shared business responsibility and combining DB and Student Agency strong brands on Prague – Munich and Prague – Nuernberg lines
- Exclusive discussions on co-operation in long-haul train services on Prague – Berlin – Hamburg line







## Student Agency / RegioJet DB sales agents in CR and SR

- Start of the DB tickets sales in the Student Agency and RegioJet sales network – as of 14 April 2011
- Further extension of the DB ticketing to other RegioJet offices – as they have been launched in the railway stations around the Czech Republic
- Today over 10 DB station and city sales points in the Czech Republic and Slovakia

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**DB** **BAHN**

Best prices for traveling from the Czech Republic to Germany and further...  
Nejlepší ceny pro cesty z České republiky do Německa a dál...

Prague - Dresden from **19 EUR**/470 Kč

Prague - Berlin from **29 EUR**/720 Kč

Prague - Hamburg from **39 EUR**/960 Kč

Prague - Nuernberg from **19 EUR**/470 Kč

Prague - Frankfurt from **29 EUR**/720 Kč

Prague - Brussels from **58 EUR**/1 450 Kč

Prague - Paris from **58 EUR**/1 450 Kč

Prague - Amsterdam from **58 EUR**/1 450 Kč

Prague - Basel SBB from **58 EUR**/1 450 Kč

Všechny ceny ověřte na v RZ jsou pouze orientační a budou kalkulovány podle aktuálního kurzu

Tickets for all European routes including Eurostar, Thalys, TGV, AVE.  
Jízdenky na všechny evropské linky včetně Eurostar, Thalys, TGV, AVE.



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## Supporting joined expansion of transportation services between the Czech Republic and Germany

Co-operation on Expressbus services from Prague to NUE and MUC – Student Agency buses operating on that line for DB

- DB ticketing by Student Agency – directly supporting success of the expressbus lines

Exclusive talks about potential train co-operation between DB and RegioJet on the Prague – Berlin – Hamburg line

- DB ticketing by Student Agency opening new business perspectives for such co-operation







# Higher class service for everyone



## Modern interiors, everyone travelling first class...

- Air-conditioned modern trains with 48-66 seats per coach
- Leather seats in business class and First class configuration – used as 2nd class by RegioJet
- 230 V sockets
- Open space coaches and compartments for 4-6 passengers







## Extensive complimentary board service

### Complimentary board service for all passengers

- Free high speed wi-fi
- GSM Repeater technology for better mobile phones communication
- Czech and Slovak newspapers
- Hot and soft drinks
- Other refreshment from the board menu served at place for attractive prices
- Seat reservation always guaranteed





http://www.regiojet.cz/cs/ - Windows Internet Explorer

http://www.regiojet.cz/cs/

Obilíbené položky | Amadeus Selling Platform | Galerie oblastí Web Slice | no | Navrhované weby

http://www.regiojet.cz/cs/

Stránka | Zabezpečení | Nástroje

# REGIOJET

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Online rezervace | Akční nabídky | Jízdní řády | Ceníky | Prodejní místa | Naše jízdenky | Sms rezervace | Důležité informace

Servis pro cestující | Nástupní místa | Spoje na cestě | @Kavárny | Převravní řád | Vaše podniky

## Rezervace jízdenek

jednosměrná  zpáteční

Z: Ostrava - Česko Tam: 7.9.2011

Do: Praha - Česko Zpět: 14.9.2011

Počet osob: 1

↑ Dospělý >26

VYHLEDAT

## Přihlášení kreditové a otevřené jízdenky

Kliknutím na tlačítko "PŘIHLÁSIT" budete přesměrováni do rezervačního systému

PRIHLÁSIT

Získejte kreditovou jízdenku

## FOTOGALERIE

ZDARMA Parkování v Ostravě

Servis pro cestující

Internet | Chráněný režim: Zapnuto

CS 8:13 7.9.2011





## Quality refreshments for low-cost prices

Board menu served at place

- Italian Illy coffee for free
- Top quality refreshment selection for low-cost prices
  - Sushi
  - Fresh sandwiches
  - Mediterian salads
  - Delicious deserts
  - ... and more





## Our distribution network – access to our trains around the Czech Republic

- Own sales counters at stations
  - Praha hl.n., Pardubice hl.n., Olomouc hl.n., Ostrava-Svinov, Ostrava hl.n., Havířov
- Off-network sales Agents in all important centres in the Czech Republic
- Over 60 Pay+ vending machines in key shopping malls in the CR
- All Student Agency branches
- Internet [www.regiojet.cz](http://www.regiojet.cz) / [www.regiojet.sk](http://www.regiojet.sk) a [www.studentagency.cz](http://www.studentagency.cz)







## Additional services for our customers

- Free guarded parking in Ostrava
- Partner taxi in Prague – top quality taxi service for special prices
- Car rental partnership with Hertz





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