



NS STATIONS

WE TURN JOURNEY TIME INTO YOUR TIME

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2A Business and Services

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- Conceptual model of a station
 - Acces and Egress modes
 - Transfer
 - Retail and real estate
- Customer needs
- Commercial value
- Questions

NS Stations; the Dutch train and station Operator

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Figures

- 404 stations
- 5,500 employees in the Netherlands
- NS welcomes 1 million passengers to its stations, travelling with all carriers (NS and regional carriers)
- 56.6% of passengers gave our stations a score of 7 or higher (on a 1 to 10 scale)
- 6 shops in France with 60 employees
- 3 shops in Belgium with 25 employees

Train services



Transfer en
Station services

We welcome more than a million passengers a day

Retail

- Number 3 in the Horeca Top 100 (after McDonald's and Van der Valk)
- 4,845 employees in the Netherlands
- 352 sales outlets in the Netherlands
- 24 hospitality and retail formats: 9 owned and 15 franchise formats
- 249,000 transactions a day (average spend: €3.77)

Sytze van der Aa, NS Stations

We are pro-active about meeting passengers' needs



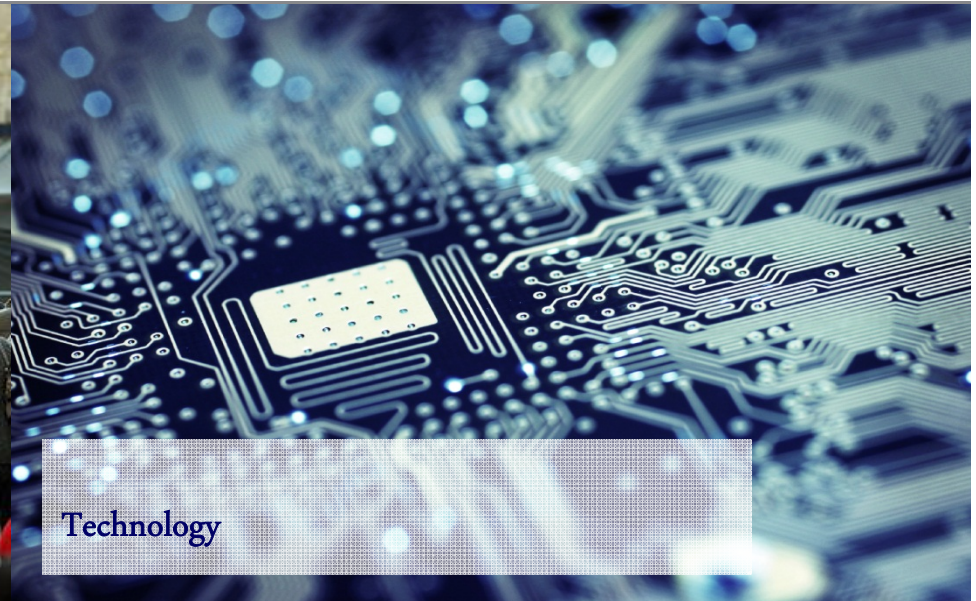
Our customer is king, in the netherlands and abroad



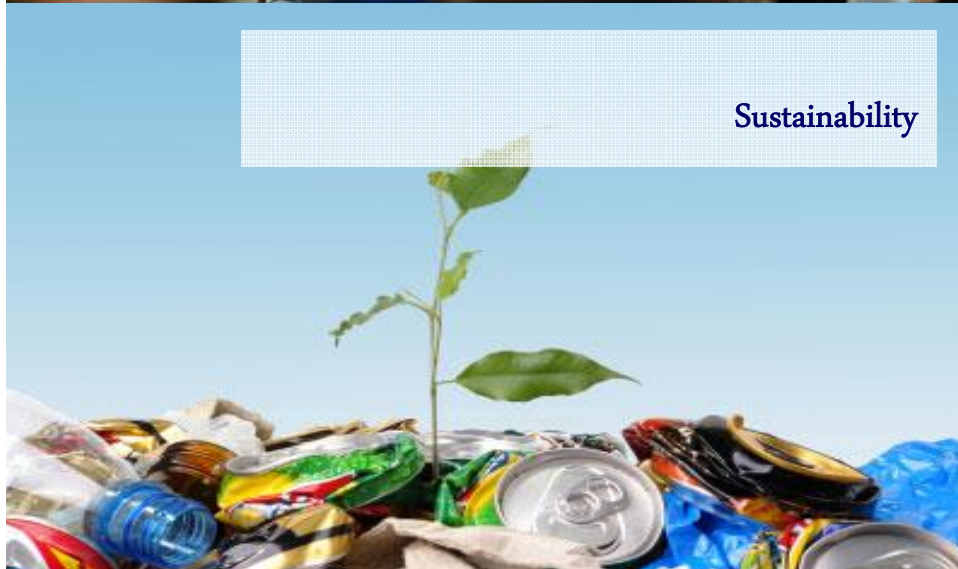
We respond to trends in society



Demographics



Technology

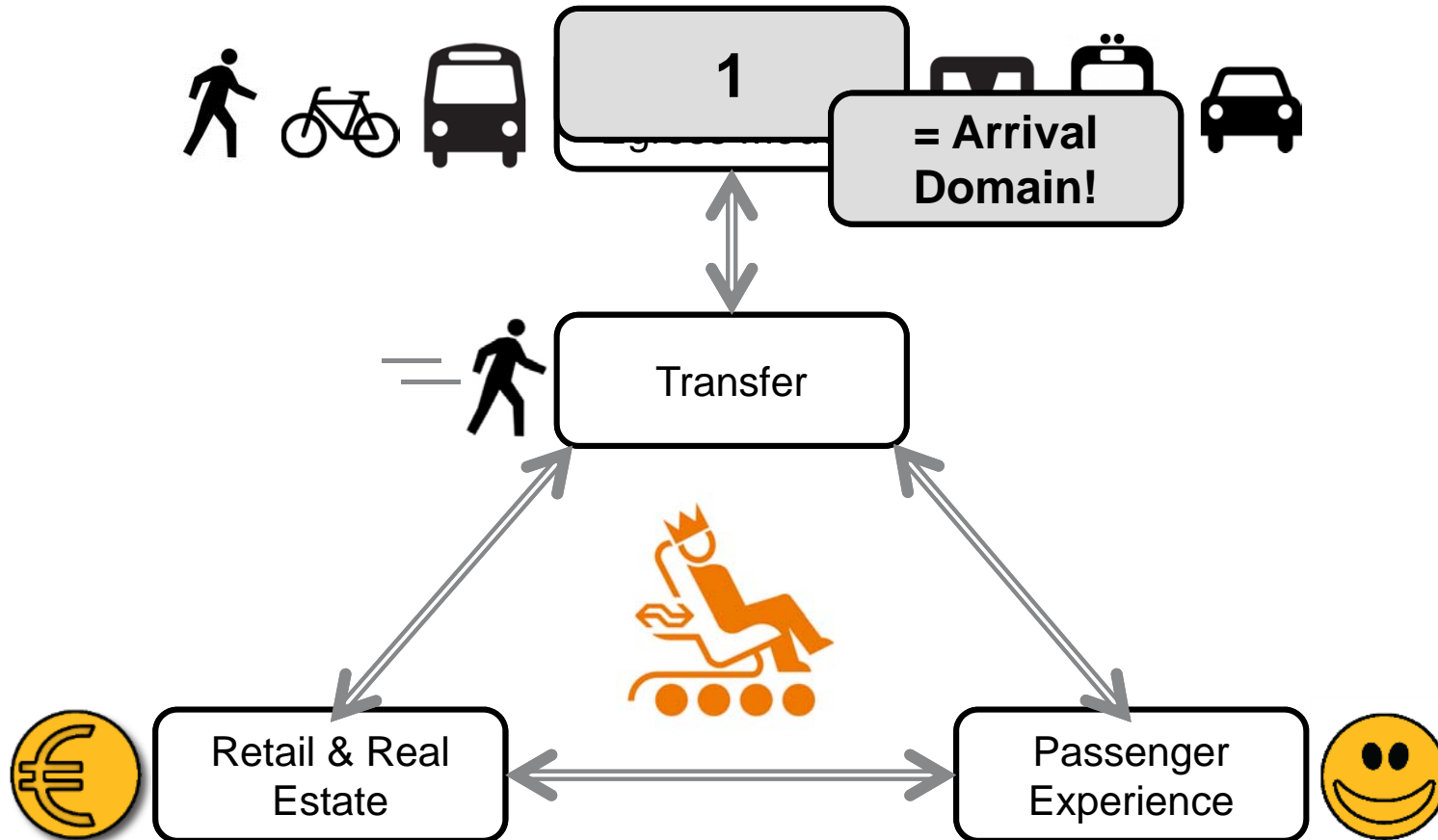
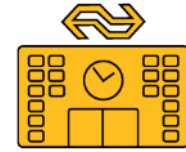


Sustainability



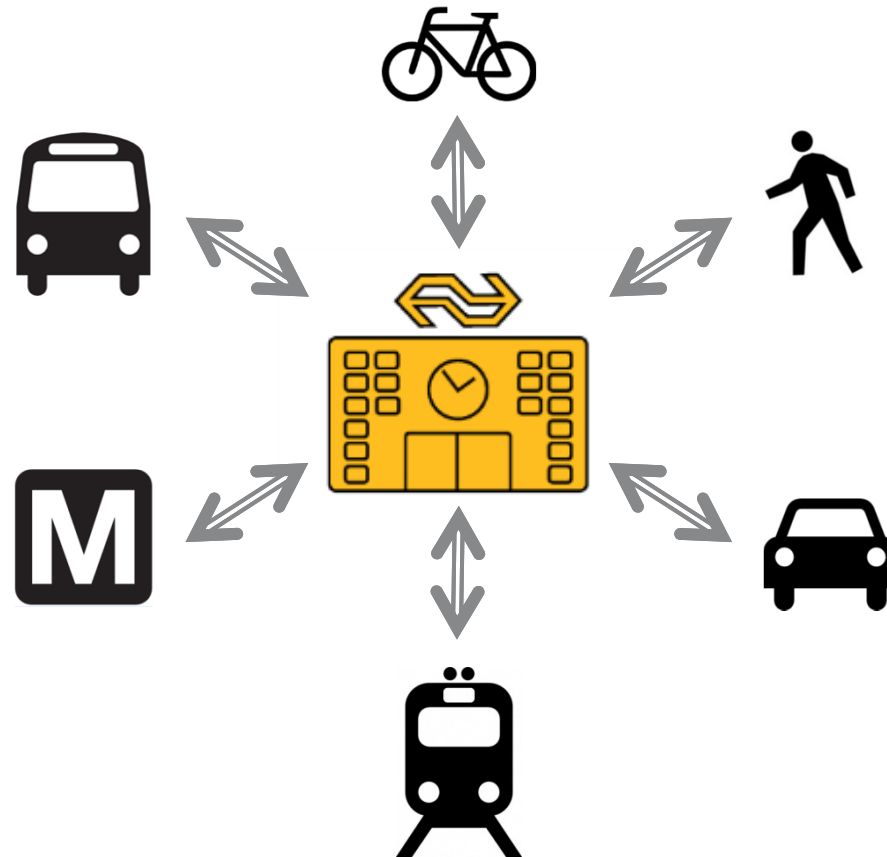
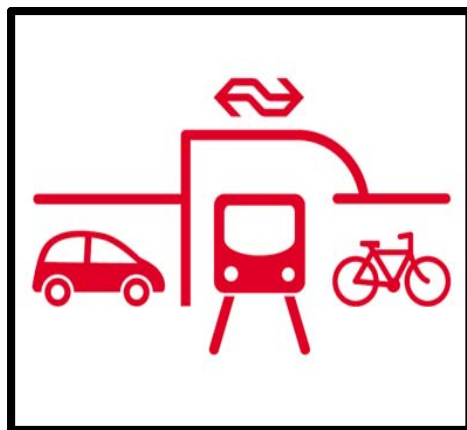
Social values and behaviour

Conceptual model of a station

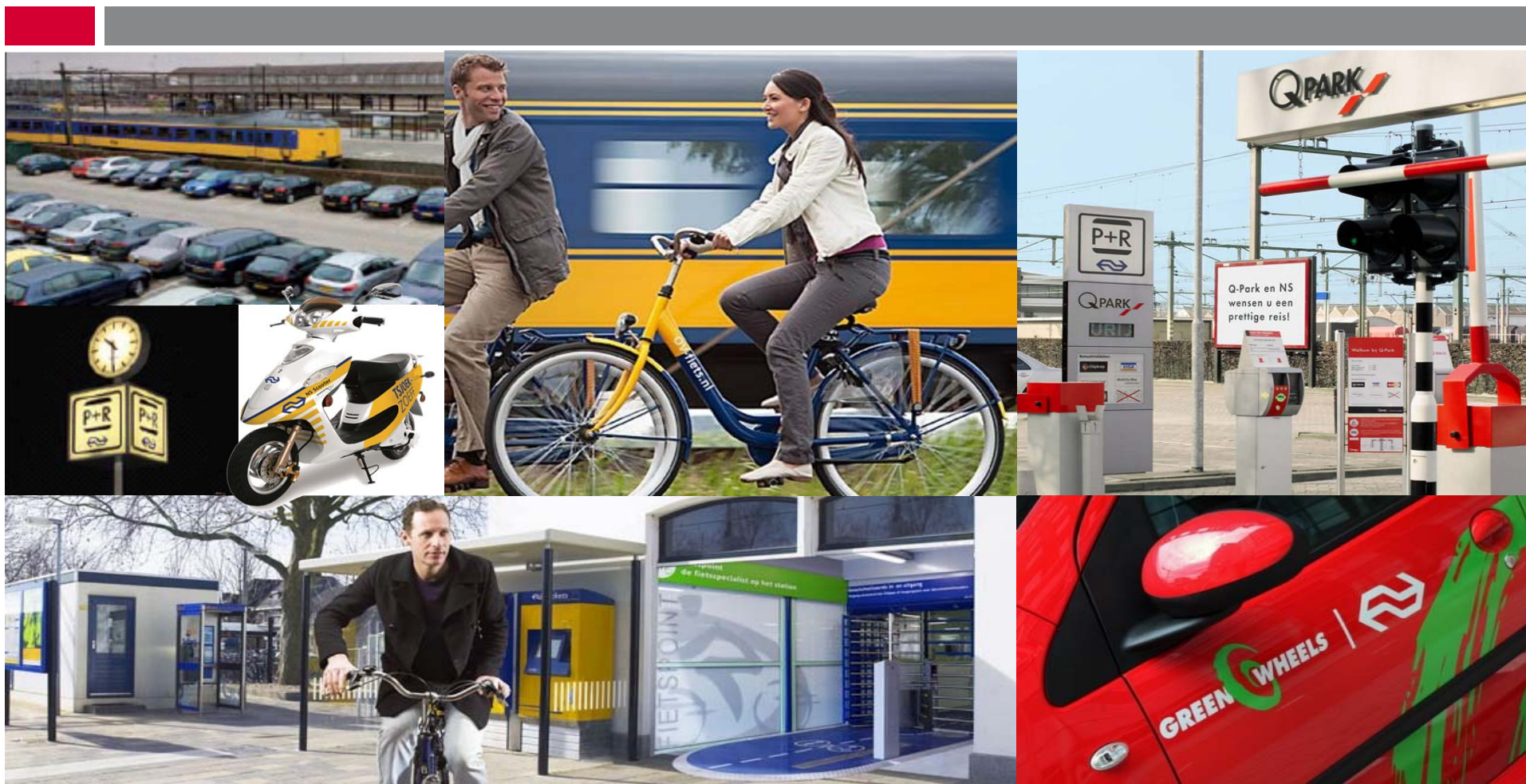


Access & Egress modes

How do people get to
& from the station?

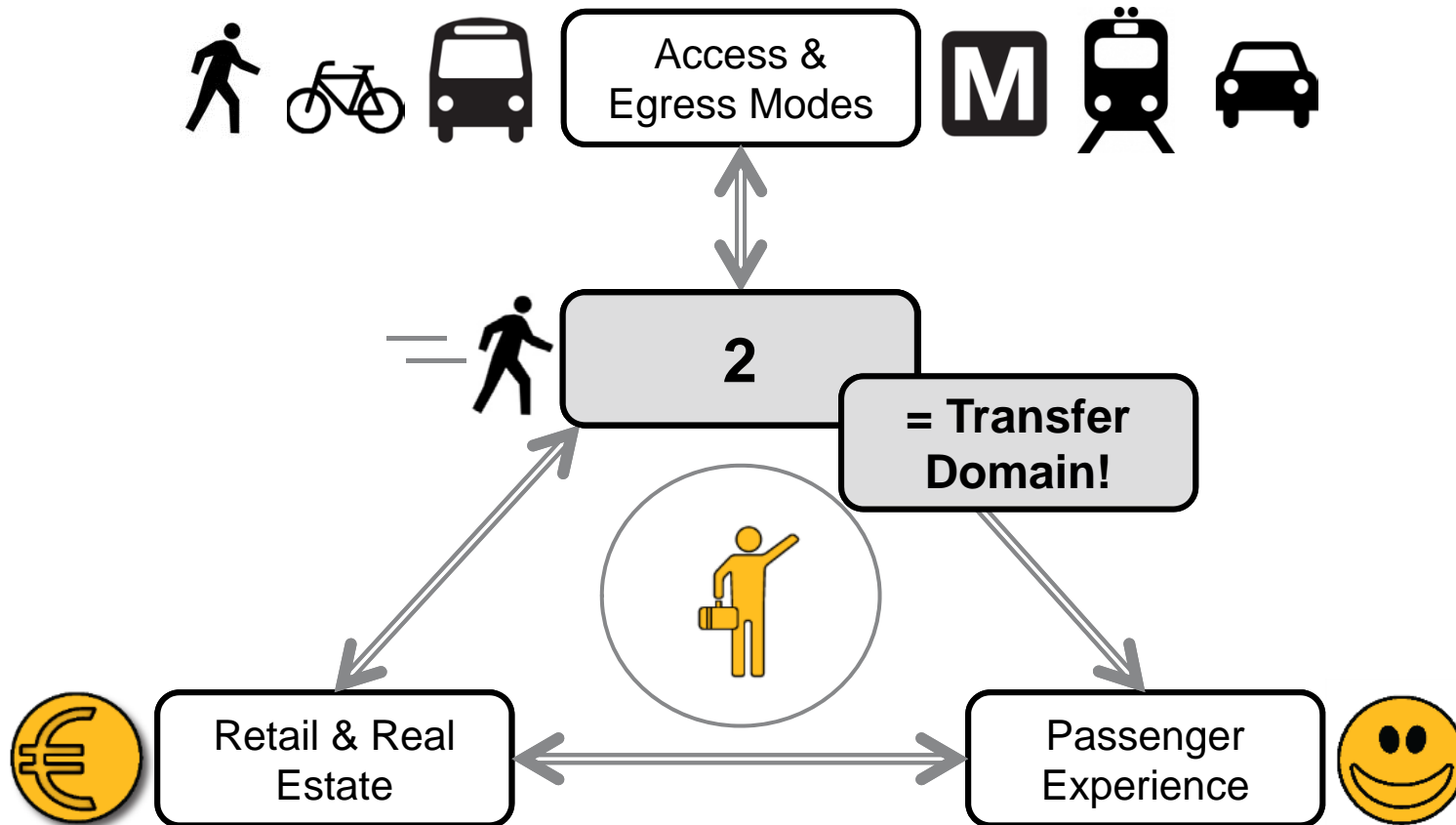
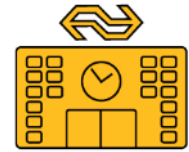


Access & Egress modes: Products NS



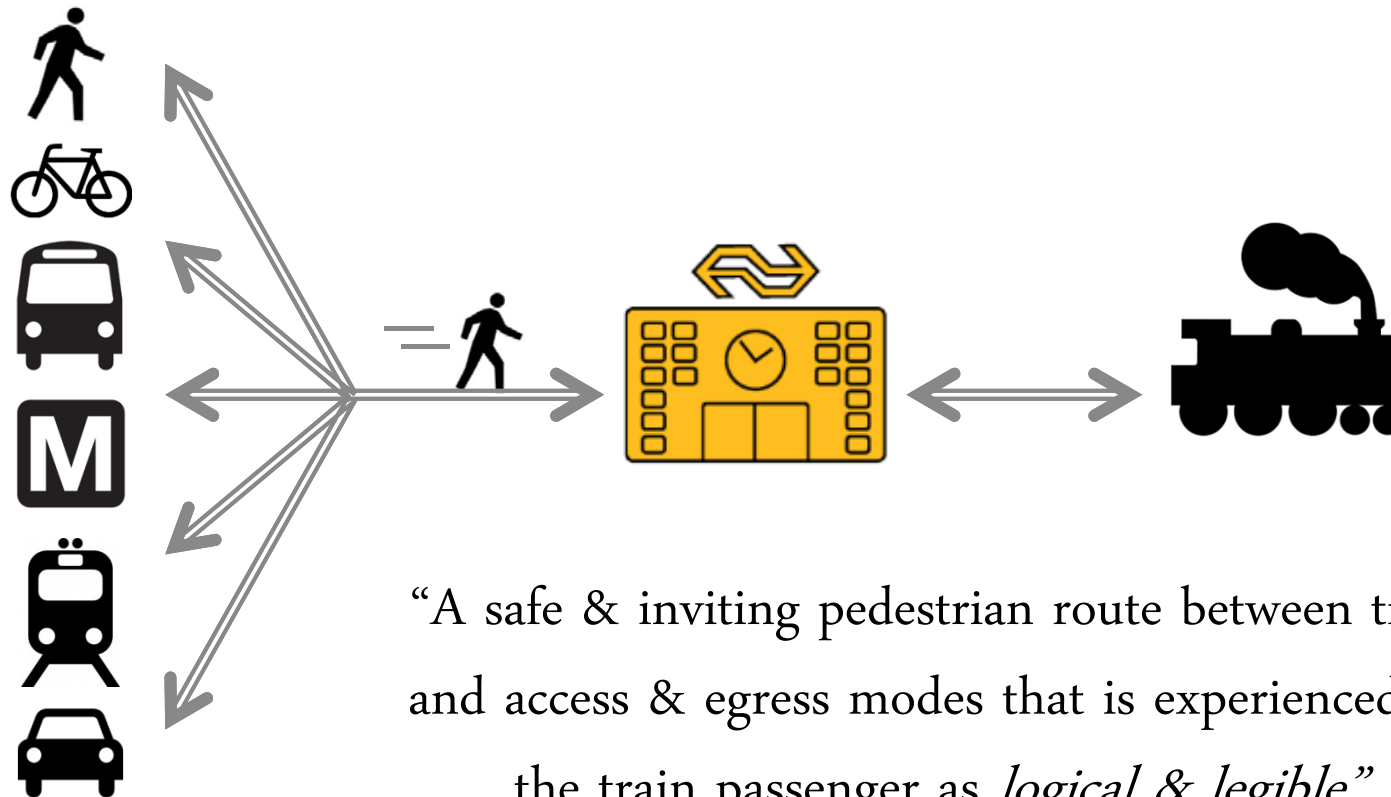
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Conceptual model of a station



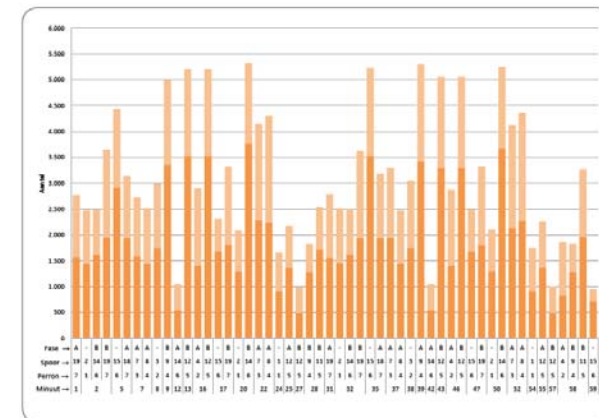
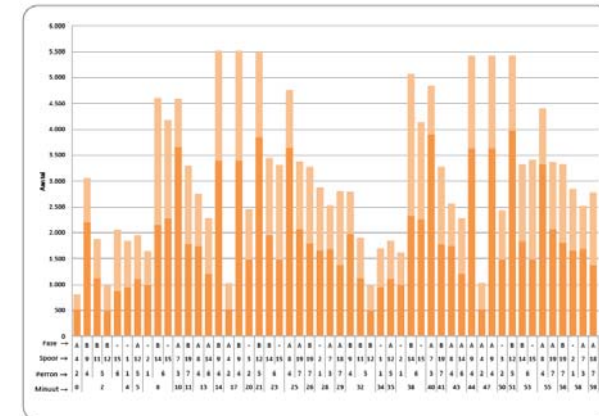
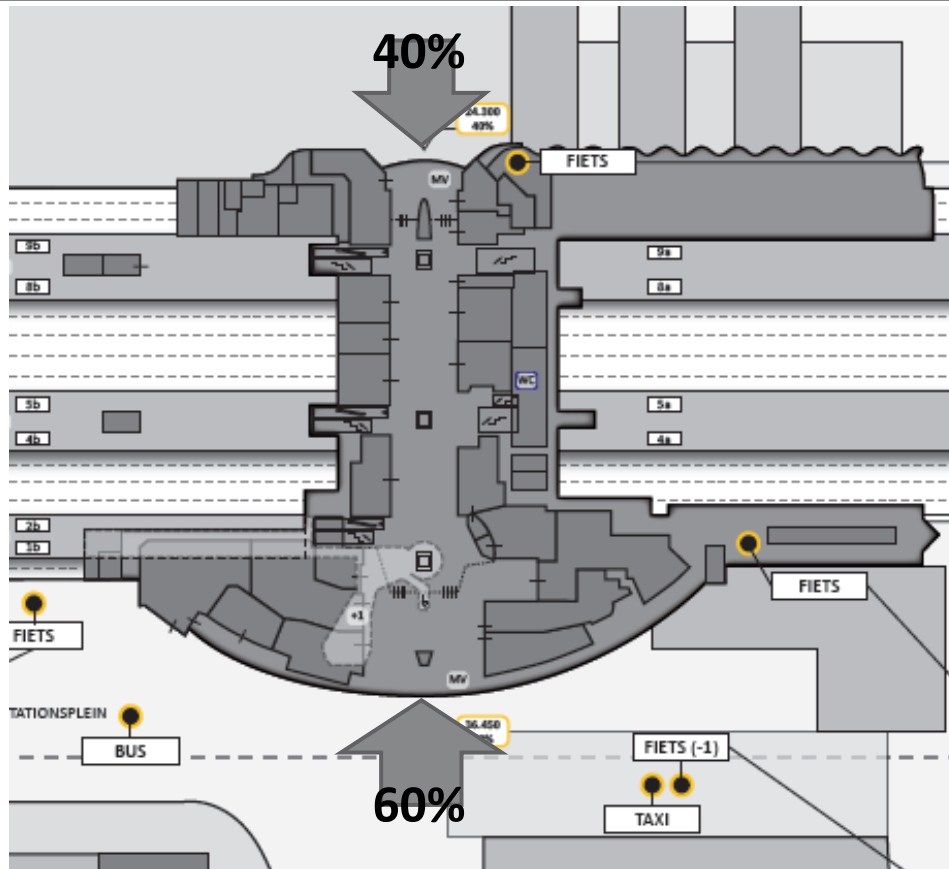
Transfer

How do people get from access/egress mode to the train?



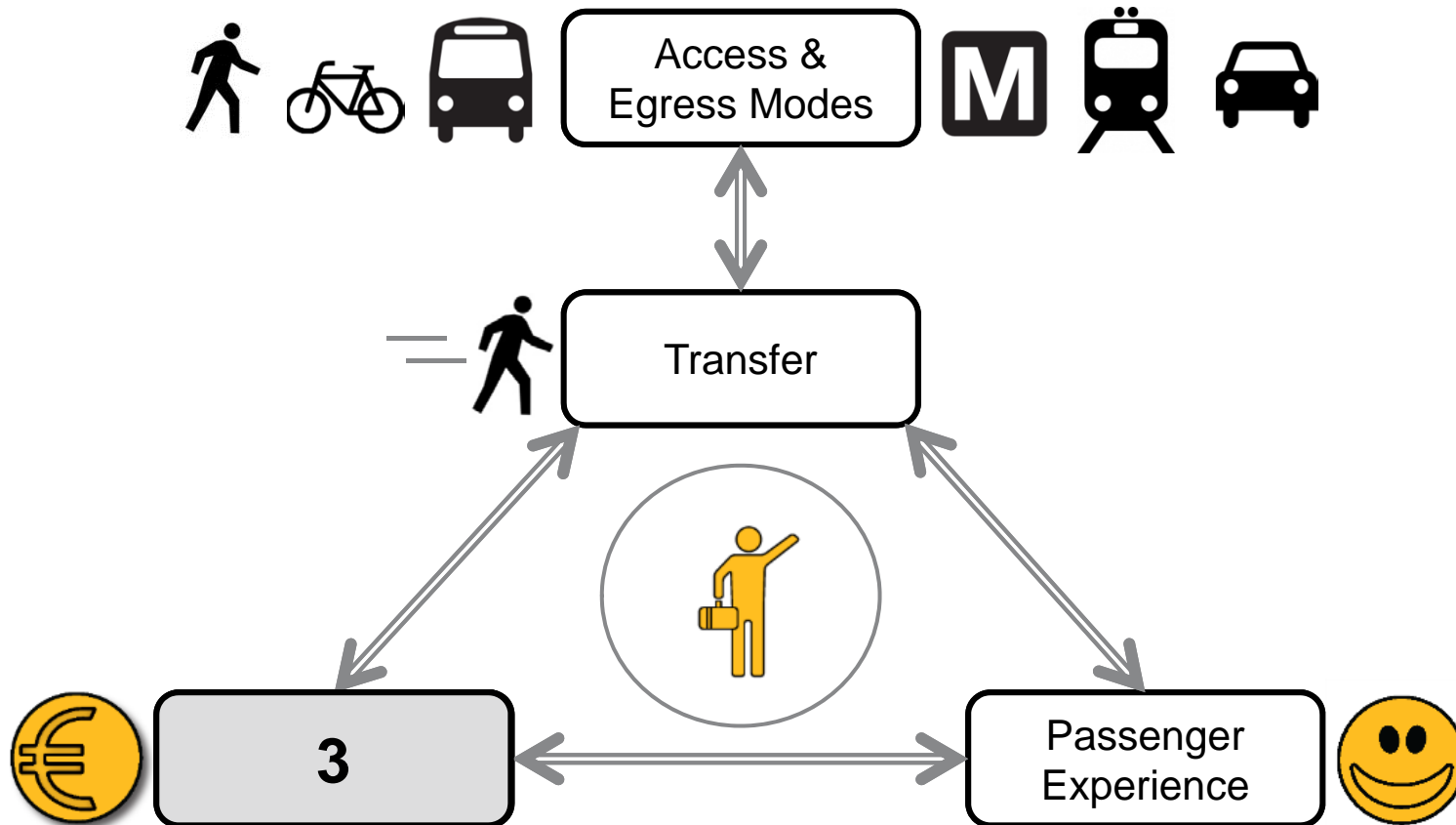
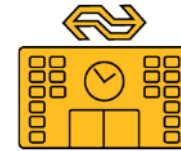
“A safe & inviting pedestrian route between train and access & egress modes that is experienced by the train passenger as *logical & legible*”

Transfer: Example



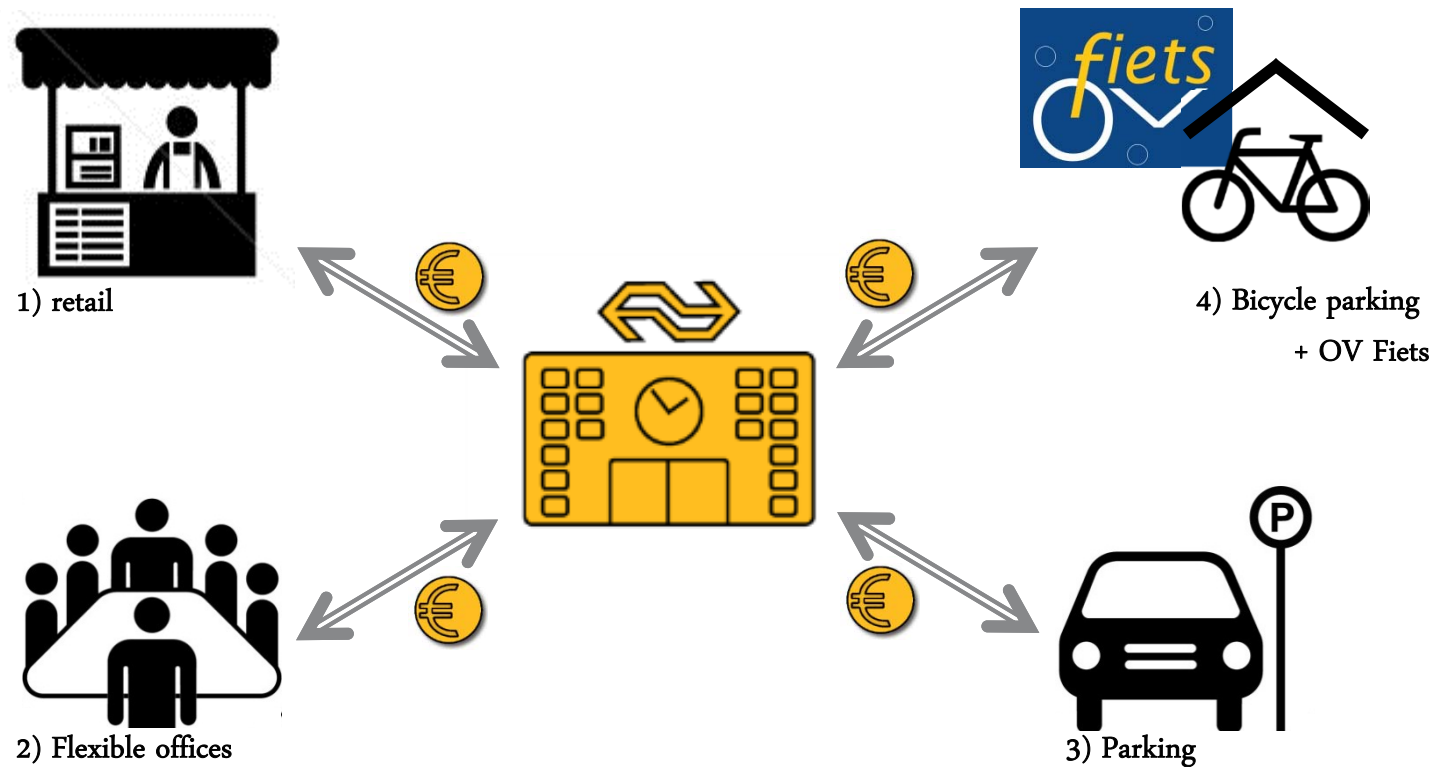
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Conceptual model of a station



Retail and Real Estate

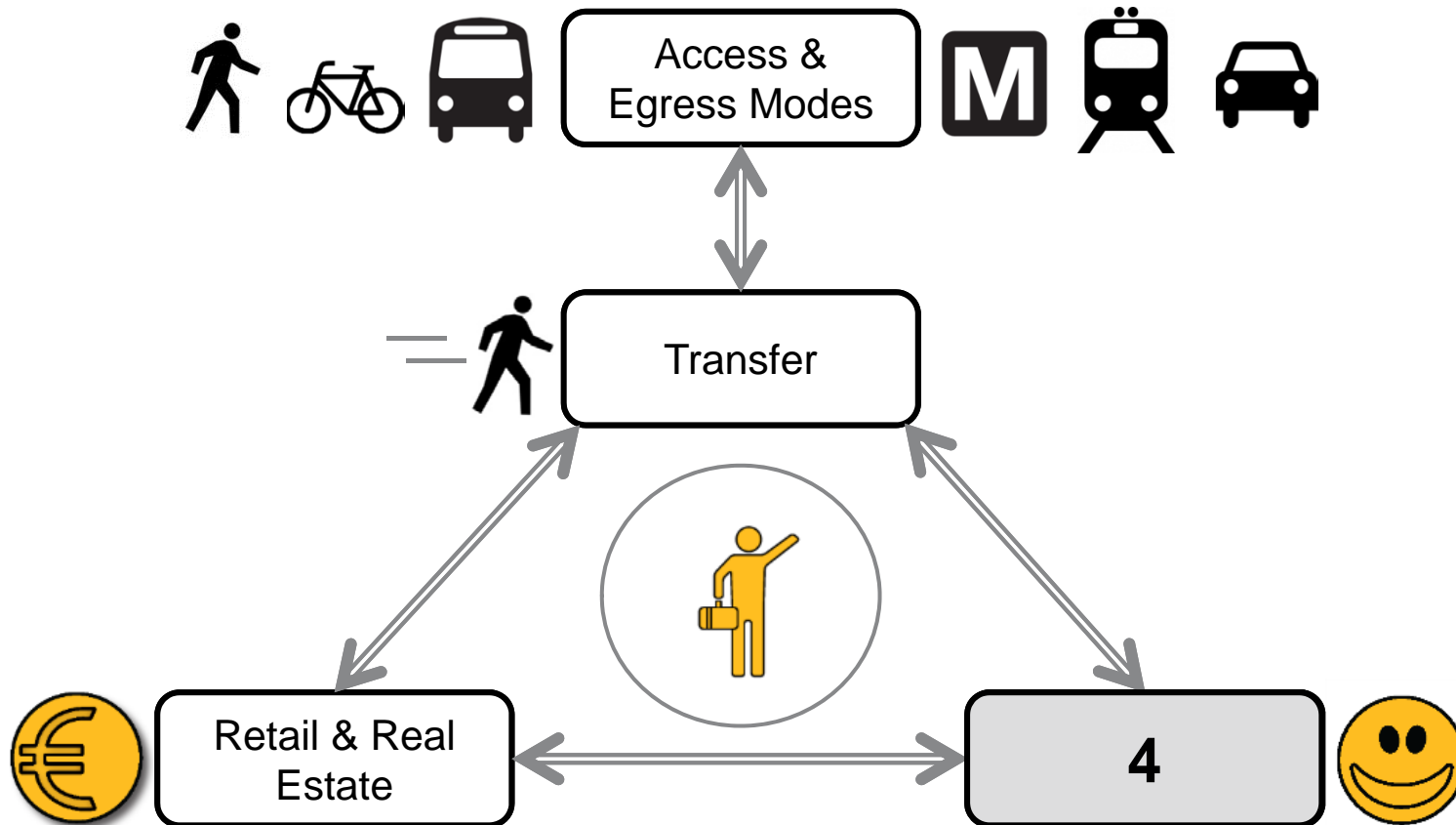
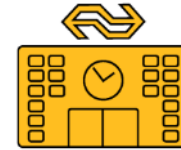
How can we make money from the station?



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Conceptual model of a station



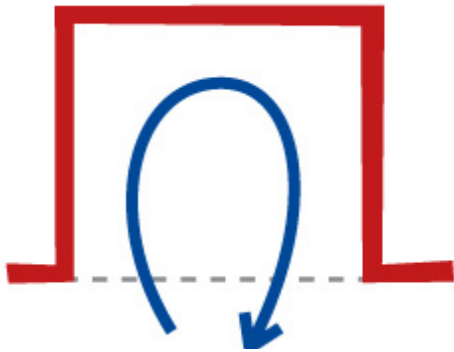
Customers needs

How can we make the customer happy?



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Commercial value: we provide speed at our stations

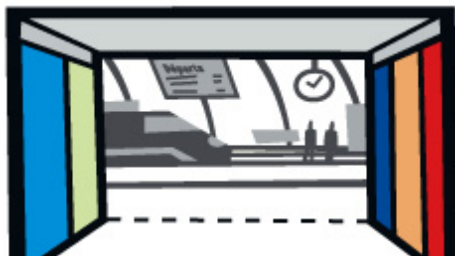


As quickly as possible in
& out of the shop



Overview:

fast decision making



Travel domain in sight:
full control



More cash registers:
fast service



We turn journey time into your time

We provide:

More than 53,000 cups of coffee,
50,000 rolls, sandwiches and hamburgers, 41,000 soft drinks and 19,000 portions of chips sold a day

With expertise in door-to-door travel, retail and facilities





...Thank you

for your kind attention

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