

nextstation
PARIS 2007

December 6&7 2007
2nd INTERNATIONAL CONFERENCE
ON RAILWAY STATIONS



Next Station

*2nd international conference
on railway stations*





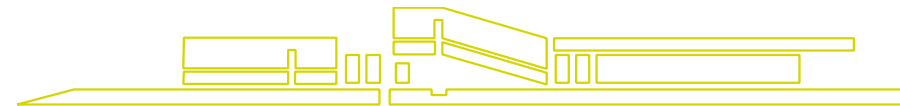
Critical size of stations

Urs Schlegel, Head of SBB Real Estate



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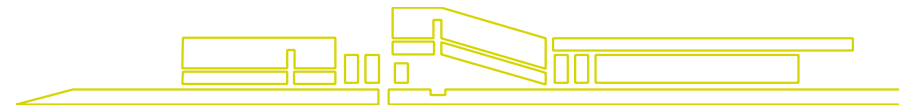
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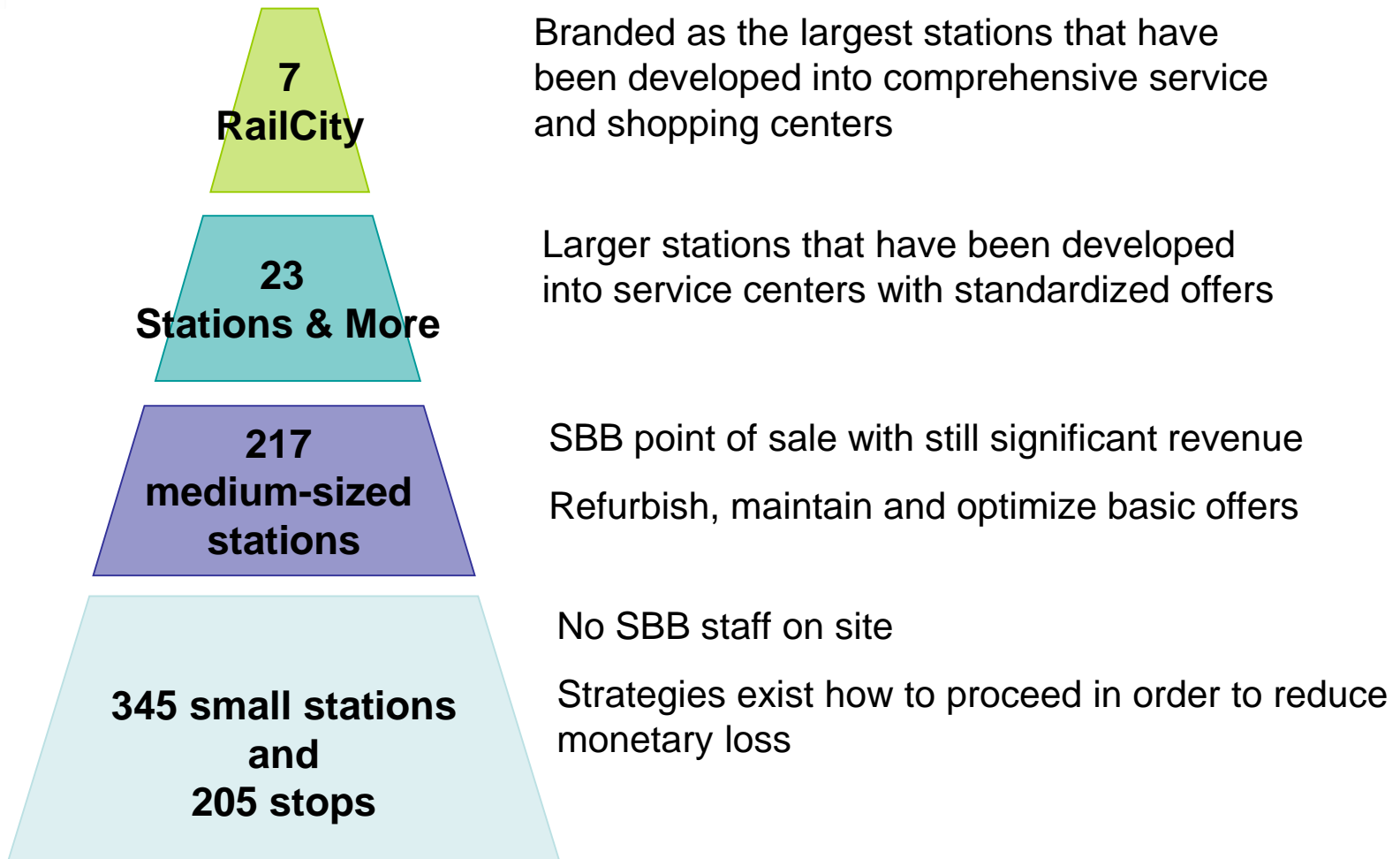
Our vision

SBB Real Estate

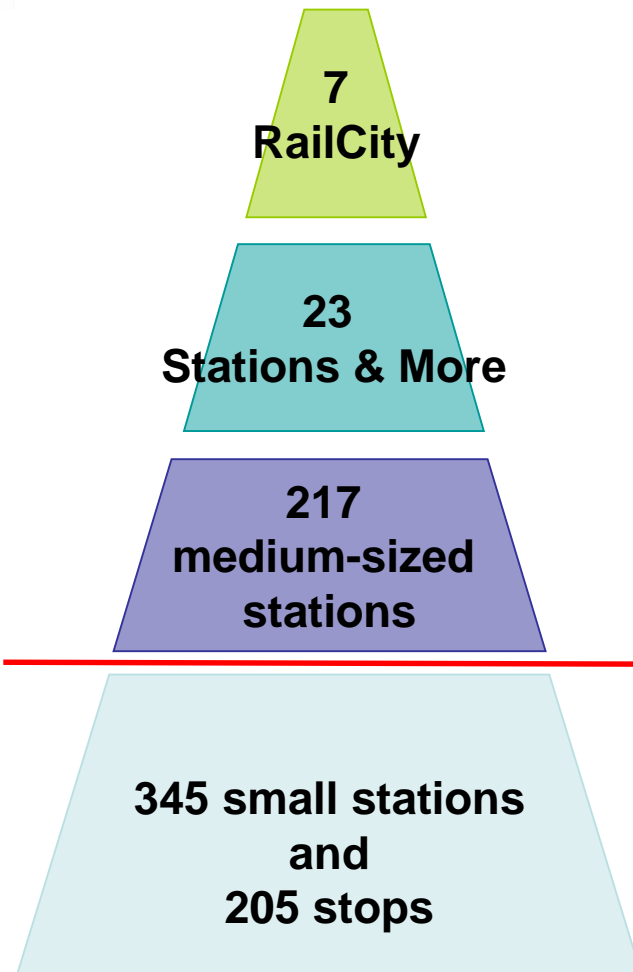
- is successful in managing one of Switzerland's largest Real Estate portfolio
- further develops its stations and surroundings
- supports train travel sustainably



Our station portfolio



Critical size of small stations



Key indicators

- Revenue of passenger traffic less than € 1.5 Mio
- Passenger frequency less than 5000 per day
- Unattractive location
- Needed for technical operation
- Distance to next station
- Political reasons

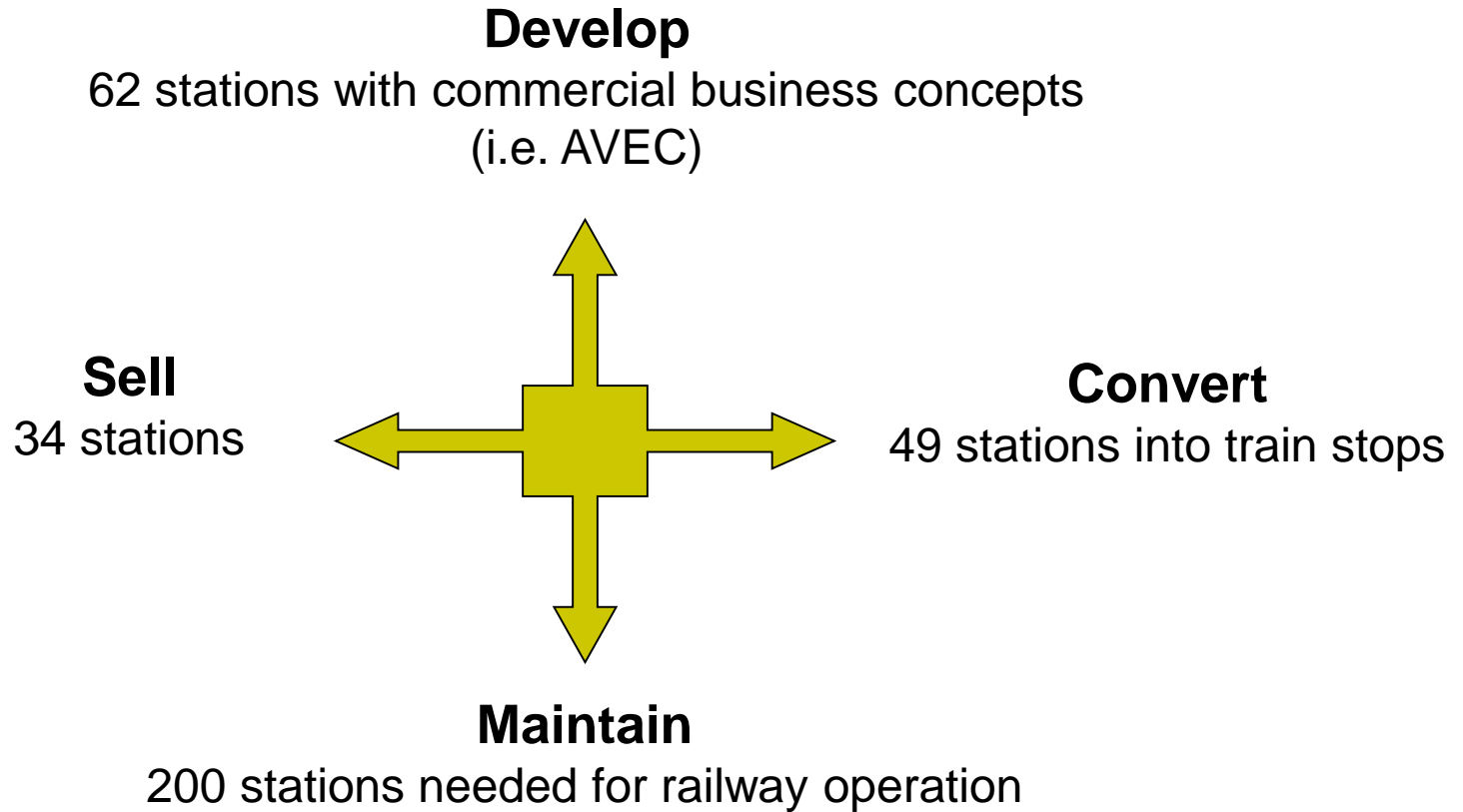


Goals

- Best possible presence at lowest cost
- Support Corporate Image
- Cover customer needs
- Integrate station as part of « rail access » functions
- Offer Mobility solutions



4 strategies



Develop – 62 stations

- Central located stations
- Integrated in „rail access“ functions
- Ensure value
- Enhance profit margin by launching new business models (i.e. AVEC)
- Improve Mobility (P+Rail, Bike+Rail, CarSharing)
- Potential store revenue more than € 1 Mio



Develop – 62 stations

Out of 62, 35 stations with AVEC-concept:

- AVEC-staffed SBB-ticket counter
- Coffee shop
- Newspapers and magazines
- Groceries
- Open 365 days
- All AVEC-stations with an accumulated revenue of € 98 Mio per year



Develop – 62 stations

AVEC-concept: 3 partners – 3 winners

 SBB CFF FFS

- New business models in existing stations
- Distribution of domestic tickets
- Commercial use of real estate

MIGROS

- Entering Convenience Food Business
- Adapt to modern selling structures

kiosk

- Refurbishment of existing points of sale
- Fully integrated in trendy convenience shops



Sell – 34 stations

- Restrictive handling
- Smaller buildings
- No relevance in „RailAccess“ function
- No operational use for SBB
- Building does not make a visible unit with entire station (Image)



Convert – 49 stations

Demolition of stationbuilding -
Conversion into simple and
modern train-stop

- Unattractive location
- No relevance in „RailAccess“
- No use for SBB
- Building in poor condition
- No market for buyers



Maintain – 200 stations

- Stations equipped with technical infrastructure
- Relocation of technical infrastructure too expensive
- Buildings protected by authorities



How to manage small stations

Most important:

- Ensure customer orientated services
- Reduce costs

In order to reach high level standards, SBB's small stations are maintained and kept clean by RailClean and other FM-partners.

To keep in mind: Small stations are entrance-doors and representatives of public transportation

