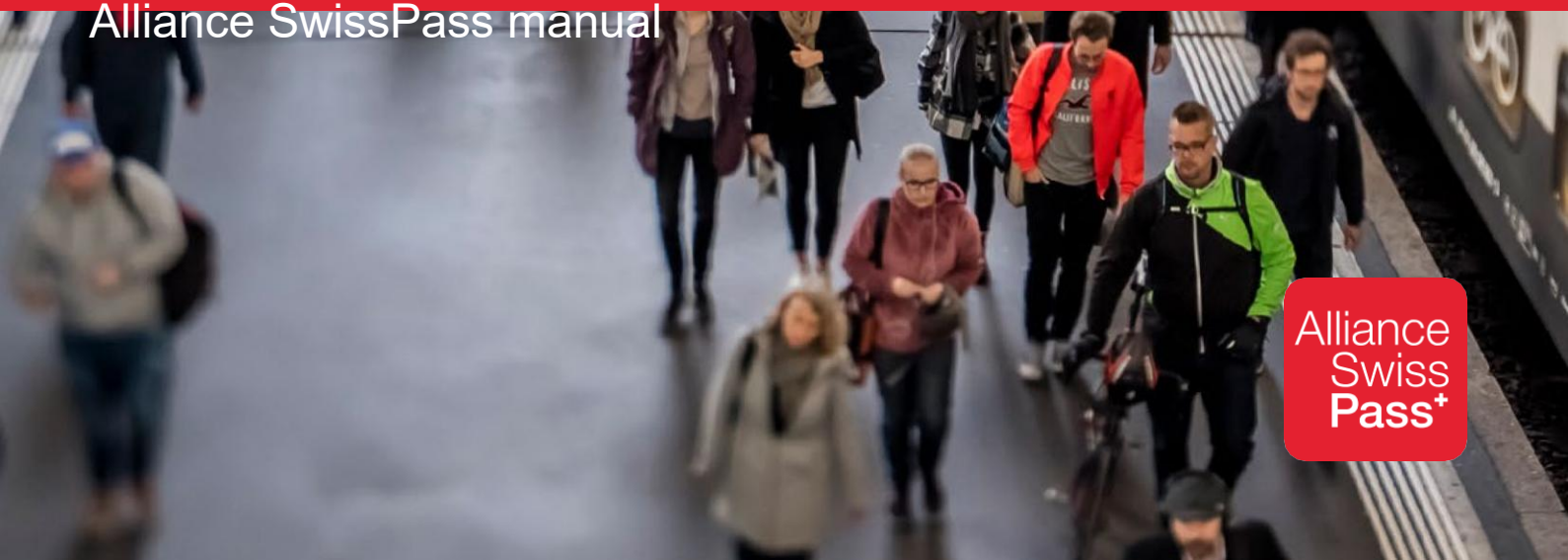




The public transport sector in brief

Alliance SwissPass manual



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Ö Alliance SwissPass, version 2024



BERNMOBIL

Foreword

Who decides on the price of the GA Travelcard? Why can I buy a BLS ticket from the Rhaetian Railway? Why are zone tickets and Point-to-Point Tickets available? How is revenue distributed on public transport? Why is it possible in Switzerland, despite 250 transport companies to introduce an innovative sales solution such as automatic ticketing?

The Alliance SwissPass manual 'The public transport sector in brief' covers 14 sections of the key areas of action and processes in the areas of tariff and assortment, distribution, Marketing, revenue and cost distribution and customer information are under the microscope. However, the first part is the focus of the industry organisation itself. Following introductory descriptions of the two key tariff systems for public transport – National Direct Service (NDS) and the fare networks – the Handbook deals with the industry organisation within Alliance SwissPass. In addition to the Strategy Committee and the commissions, which form the core of the industry organisation, many other committees and bodies are responsible for key tasks in public transport.

The second part of the manual deals with the operational topics of Alliance SwissPass. The central and unifying element in these topics is the SwissPass. On the one hand, it is the carrier medium for a whole range of public transport tickets and, on the other, it also acts as a visible joint figure sign and thus forms the basis for the industry's marketing activities. The tariffs set the guiding principles for access to Swiss public transport and define both the joint product range and the distribution options of the transport companies. Distribution is based on a joint database, the 'network-wide Public transport connection' (NOVA). Sales channels such as ticket machines, webshops or smartphone applications are docked to this data hub. NOVA is therefore the foundation for the further development of sales geared towards digitalisation.

Two other key areas of activity for Alliance SwissPass are revenue distribution and customer information. In revenue and cost distribution, the aim is to share the revenue and costs generated by the joint product range and tasks fairly between the companies involved within the industry. In customer information, the organisation is committed to making it easy for customers to find their way around stops and modes of transport. The handbook ends with a look into the future, which will be shaped by the Alliance SwissPass '2035 Strategy', progressive digitalisation and the further development of the public transport tariff system.

As a guide to organising the public transport sector, this manual is intended to help you gain an overview of the wide range of topics within Alliance SwissPass. You will find descriptions of the industry organisation's key areas of action.

The handbook provides valuable additional information, such as the history of the GA Travelcard, the introduction of automatic ticketing or the wide range of institutions involved in public transport. So we hope you enjoy reading it.



René Schmier
President of Alliance
SwissPass



Helmut Eichhorn
Managing Director of Alliance SwissPass

Public transport

Public transport (public transport) is part of Switzerland's identity and an important cornerstone of society and the economy. The public transport network by rail, road, water and air is around 28,700 kilometres long. The number of stops varies in a similar range, which means that on average there is one stop for every kilometre of public transport. Switzerland has one of the densest transport networks in the world. There is hardly a place that cannot be reached by public transport, and the network is also heavily used. No other European country covers more kilometres per year per inhabitant by public transport. Before the Covid-19 pandemic, everyone in Switzerland – from infants to old people – travelled around 3,170 kilometres by public transport. Austria comes second with just under 1,500 kilometres per person (source: Litra Verkehrszahl, 2021 edition). The recipe for success of the Public transport in Switzerland is based on many essential ingredients, such as the expanded infrastructure, the clock-face schedule, the coordinated service offer, clear financing and modern rolling stock. Alliance SwissPass deals with those aspects that govern access to public transport.

PBG as a regular green location

An important basis for strong public transport is legal anchoring. For public transport to function smoothly, it requires, amongst other things, promotion, financing and regulation by the state. The legal public transport in Switzerland is governed by the Federal Act on Passenger Transport, or Passenger Transport Act (PTA), which entered into force in January 2010 and incorporates the relevant provisions from the Transport Act. The PTA governs the carriage of passengers on railways, buses, trams, boats and other track-based means of transport.

Together with the PBG, the Confederation distributes the concessions to transport companies. The Federal Office of Transport (FOT) is responsible for the allocation, modification, renewal and withdrawal of concessions. Transport companies that receive a concession are obliged to comply with the basic obligations associated with the concession. These include, but are not limited to:

- Timetable obligation: Companies are obliged to draw up and publish a timetable and deliver it to the national collection point.
- Operational obligation: Companies are obliged to carry out their journeys as per the timetable, except in circumstances that cannot be avoided.
- Compulsory collective bargaining: Companies are obliged to draw up a collective bargaining agreement, to publish it and to apply it equally to everyone.
- Obligation to carry: The companies are obliged to carry any passenger who complies with the conditions of carriage. No one may be excluded from public transport.

These and other legal bases ensure that public transport can function in its form.

Public funding public transport with

The public transport service offer in Switzerland follows the stipulations of the public sector regarding 'public service'. This stipulates a minimum service offer which is intended to ensure equal access to all parts of the country. In return, the Confederation, Cantons and municipalities contribute directly to the financing of public transport and cover around half of the total costs for regional passenger services (RPZ) by means of corresponding target agreements. The other half is financed by users via the revenue from ticket sales. Regional passenger services without a connection function, i.e. connections to places with less than 100 inhabitants, as well as local transport are ordered and financed independently by the cantons and/or the municipalities. No provision is made for the Confederation to contribute to the costs of providing a service on these services.

Long-distance services are not ordered by the Confederation or the Cantons and do not receive any compensation payments. When awarding the concession, the Confederation sets out minimum requirements for transport companies active in long-distance services, but does not co-finance them. This means that long-distance services are to be operated on a self-supporting basis and must generate the income necessary for this exclusively from ticket sales. The same applies to purely tourist services, which also operate on its own financial basis but have no other service requirements beyond the obligations under the concession.

'One journey, one ticket' – national and

Article 16 of the Passenger Transport Act requires public transport companies to offer customers a continuous transport contract – i.e. just a single ticket – when travelling with more than one transport company. This provision is a major success factor for Swiss public transport. Although there are around 250 transport companies operating in Switzerland, it is usually possible to use them with a single ticket – thus combining different means of transport, such as rail, bus, boat or cable car. This ticket is also available at practically any point of sale. It does not matter whether it is a staffed counter or an unattended sale via ticket machines, webshops or smartphone apps.

The 'One journey, one ticket' principle is also structured differently at national and regional level, in line with the different political powers with regard to ordering and financing services and the associated framework conditions.

Nationally, the transport companies in National Direct Service (NDS) combined. All stops within NDS can be freely linked to each other. This means that passengers can buy a single ticket from each departure stop to each destination stop, regardless of which companies or trans-

means of transport. The price is calculated on a route-based basis based on the distance between the start and the destination. The main feature of this tariff system is its simplicity for passengers. As a matter of course, you can now buy a single ticket for the excursion from the bus stop on your doorstep to the mountain summit. In addition, NDS offers a consistent distance discount: The price for one kilometre travelled becomes cheaper the more kilometres travelled. **For details, please refer to Section 8.**

Regionally, transport companies in large parts of Switzerland have also organised themselves into fare and regional transport networks. The fare networks fulfil the same basic concept of 'One journey, one ticket' at regional and local levels. Within a fare network, it is also possible to use the network of several transport companies with one ticket. Unlike in National Direct Service, however, in the fare networks, prices are not calculated on the basis of the distance travelled over a specific route, but rather by adding the fare zones travelled through. For this purpose, the fare network areas are divided into individual zones, which are determined on the basis of the respective regional and local needs. The advantage of the zone system is that customers can use all means of transport within the selected zones without restriction for a certain period of time, i.e. also make detours or return journeys.

National Direct transport

DVj (N

As a kind of national fare network, National Direct Service enables continuous travel across municipal and cantonal borders. Within fare network boundaries – which in principle is equivalent to a national border in the case of NDS – it does not matter how many different means of transport are used on a journey. A single ticket is enough. With integrated travelcards and Point-to-Point Tickets, customers can board all trains, buses and trams, as well as many boats and some mountain lifts or railways – true to the principle of 'One journey, one ticket'. With the exception of a few tourist routes, NDS covers practically the entire Swiss public transport network. This is because transport companies that do not operate long-distance services or receive compensation from the Confederation, Cantons or municipalities for their transport services are, with a few exceptions (which are specified in the concession award process), obliged to take part in National Direct Service and to accept its conditions. Participation is optional for all other companies.

An idea as old as the railway

The idea of national cooperation in the form of a fare network is almost as old as the railway itself. Shortly after the first railway lines went into operation, the largest private railways in Switzerland at the time began to standardise their passenger tariffs. In 1857, the first integrated tariff was introduced in Switzerland. Since then, it has developed steadily and continues to this day to ensure that travel is possible with different means of transport and companies with one ticket.

Point-to-Point Ticket, General and Half Fare Travelcards – the premium products of National Direct Sales

Public transport customers have different needs. A wide range of different tickets is offered to ensure that both commuters and occasional users of public transport have the right offer. The Point-to-Point Ticket, the basic product of NDS, is so much part of everyday life in Switzerland that its benefits are no longer realised. Only when you travel abroad, when you have to purchase several tickets for one journey at various points of sale and under different conditions of use, do you remember the advantages of the NDS integrated tariff system and its uniqueness. National Direct Service is best known worldwide for its GA and Half Fare Travelcards. Well over three million people hold these tickets. The GA Travelcard enables unlimited travel with around 160 transport companies. The Half Fare Travelcard gives you a 50% discount on all Point-to-Point Tickets within NDS. All details about the two offers, such as the area of validity or the price, are regulated in Tariff 654. You can find out more about the public transport product range in section 9.

The vision of National Direct Service

NDS is simple

There are around 250 different transport companies in Switzerland. However, it is still possible to travel on different modes of transport, such as rail, bus, boat and cable car, with a single ticket – and this ticket can also be purchased at practically any point of sale. 'One journey, one ticket' is the most important vision.

NDS rewards its customers

For long journeys, NDS grants a distance discount, which often also applies across the board for journeys with different transport companies.

NDS offers a lot of flexibility

National Direct Service does not require reservations and does not require trains to take them. Any connection purchased during the period of validity can be used with a normal ticket. The GA Travelcard even gives you unlimited travel on practically all transport company lines for 365 days. In addition to the coordinated timetable across the various modes of transport, NDS customers also enjoy continuous access to this service.

However, NDS does not only benefit passengers, but also the transport companies involved. The attractiveness of the overall system attracts more customers by rail, bus, boat and cable car.

by rail. By joining NDS, the transport companies will join a Switzerland-wide distribution network and a marketing organisation with enormous communications power. If each company had to operate its own distribution network, this would lead to significantly higher costs.

Zonenplan/Plan des zones

libero»



3-Bahnen Olten-Solothurn.

SBB CFF FFS



The public transport networks

At the national level, the public transport networks represent what NDS is at the regional level. They make it possible to travel with a single ticket within their respective perimeters. While National Direct Service covers regional, long-distance and to some extent tourist services, the fare networks primarily manage and simplify access to local and urban transport.

The first fare network was founded in 1984 in Basel in the wake of the environmental debate in Switzerland. Customers should choose their means of transport and travel route

and customers can also enjoy freedom in urban and regional environments. Today, SwissPass Alliances comprises 20 participating fare networks, covering all regions of Switzerland with the exception of the Alpine regions.

Fare networks simplify the use of public transport, especially in local and urban transport, because there are often several travel options for short routes and the dense frequency and network of cities, which would make a route-based ticket complicated for customers.

Unlike in National Direct Service, the fare network area is divided into different zones in a fare network. The price is not calculated based on the distance but rather on the zones travelled through. This gives customers the option of travelling freely on different means of transport for a defined period of time in the purchased zones. Read more about this in Section 8.

Overview of the different fare networks (according to Convention 500)

Name	Type	Transport network
Arcobaleno	Integral fare network	
A-Welle	Integral fare network	
BÜGA	Travelcard network	
Engadin	Integral fare network	
mobile Frimobil	Integral fare network	
Libero	Integral fare network	
Mobilis	Integral fare network	
Onde Verte	Integral fare network	
East wind	Integral fare network	
PassepartoutDavos	Integral fare network	
fare network Klosters	Integral fare network	
fare network	Integral fare network	
Northwestern Switzerland fare network	Integral fare network	
network Schwyz fare network	Integral fare network	
Zug fare network	Integral fare network	
TransReno	Integral fare network	
Unireso	Integral fare network	
Vagabond	Integral fare network	
Z-Pass Zurich Economic Area fare network)	Integral fare network	
Zurich Transport Network (ZAV)	Travelcard network	
	Integral fare network	

Region

Ticino	Monastery	au and Solothurn Schwyz
Aargau and Solothurn	B	Train
Graubünden Oberenpadin	a	Chur/Landquart
Fribourg and Vaud Broye Bern	s	Gem
and Solothurn	e	Jura
Vaud and Valais	l	ZVV fare network area and parts of neighbouring fare networks
Neuchâtel	,	Zurich and neighbouring areas of the surrounding cantons
Appenzell, Glarus, St. Gallen, Thurgau and Schaffhausen	A	
Lucerne, Obwalden and	a	
Nidwalden Davos	r	
	g	

Types of fare networks

Each of the 20 fare networks is organised independently and functions differently. For example, each fare network has its own decision-making structures. Nonetheless, all fare networks share the common goal of simplifying access to public transport for customers in local and urban transport. As regards the scope of the fare networks, a distinction must be made between pure fare networks (travelcard fare network, integral fare network) and regional transport networks.

Travelcard fare network

As the name suggests, the products offered by a travelcard fare network is limited to travelcards – with the aim that customers with a travelcard can use all transport companies within the purchased zones.

As a result, the products offered by a travelcard fare network appeal primarily to a target group of commuters and frequent travellers. Travelcards are generally divided into different zones, priced at a flat rate and offered as monthly or annual travelcards. Within the selected zones, the transport services of the different transport companies can be freely combined, thus enabling travelcardstotravel easily from A to B within the fare network area. For single tickets, the route-based National Direct Service offer applies.

Integral fare network

The integral fare network is a further development of the travelcard fare network and is now the most common type of fare network in Switzerland. Unlike in a travelcard fare network, the product range of an integral fare network is expanded to include single tickets. It also includes single tickets, Day Passes or multiple-journey tickets. All customer groups can benefit from the advantages of freedom of movement within the purchased zones, regardless of whether they hold a travelcard or a single ticket.

Transport network

In Switzerland, there are also regional transport networks. In addition to the tariff, these also determine the timetable and assume the role of the ordering party vis-à-vis the transport companies. In other words, they not only plan the tariffs, but also take on responsibilities in network and timetable planning and the organisation of financing. With this type of fare network organisation, the tariff sovereignty that is otherwise held by the transport companies is transferred to the ordering party organisation.

The organisation of Alliance SwissPass

National Direct Service, with its supra-regionally oriented and route-based tariff structure, and the public transport networks, with their zonal logic and a focus on local and urban transport, differ in their systems. However, they pursue the same objectives, sometimes serve the same customers and are involved in comparable areas. In addition, both systems work according to the basic principle of 'One journey, one ticket', which is enshrined in law.

For this reason, the public transport networks and the transport companies participating in National Direct Service united in a joint organisation from 2020: the Alliance

SwissPass. The previously separate bodies and decision-making structures of NDS and the public transport fare networks merged into Alliance SwissPass. Almost all areas of responsibility that were previously held by the bodies of NDS or the public transport networks, were transferred to the new organisation. The topics dealt with within Alliance SwissPass are generally still divided into the areas of NDS and fare networks. However, all parties involved now have a right of co-determination. In the joint business area of 'public transport', the industry organisation also deals with topics that affect both tariff systems. In doing so, it facilitates safe, more harmonious interaction between communities for the benefit of customers and the public transport sector.

more efficient processes and more coordinated developments in both fare systems. Alliance SwissPass can also act as a legitimate representative for the entire public transport sector in its dealings with politicians, the authorities and other stakeholders.

In National Direct Service, Alliance SwissPass will continue to coordinate joint activities in the areas of tariff, product range and marketing. Within the fare network, Alliance SwissPass will support efforts to achieve greater harmonisation, taking regional conditions into account. The governance structures also enable the industry organisation to work in the interests of customers and

What does 'saving' on public transport mean?

The Passenger Transport Act distinguishes between categories of public transport in order to separate the areas eligible for compensation, such as regional passenger services.

In accordance with this principle, passenger transport companies are divided into divisions. In addition to Regional Passenger Services, which is co-financed by the Confederation and the Cantons, there are local and cantonally financed local services, as well as the privately run Long-Distance Services and Non-Development Services divisions.

- Long-distance services connect Switzerland's centres and subordinate ones with each other and ensure that Switzerland is connected to major European transport links. These are in particular InterCity connections, for example Zurich to Bern or Lausanne to Geneva.

Regional Passenger Services (RPV) comprises transport companies whose transport services are compensated by the Confederation and the Cantons. Regional services comprise a large number of both small and large bus companies as well as S-Bahn operators. Individual ski operators, cableways and mountain railways also offer connections within RPV

- Local transport comprises mostly urban local transport, i.e. tram and bus lines Urban local transport is often fully integrated into a regional public transport network and is financed by the cantons and municipalities.

Tourist services which do not have an access function essentially cover routes in peripheral areas, on the water and in mountain regions. These lines are characterised by a different occupancy distribution compared to long-distance, regional and local services.

While long-distance, regional and local services carry more passengers on weekdays, tourist routes are heavily used, especially at weekends. Tourist routes are often not served all year round or not every day.

Customers should also be harmonised and standardisation is to be introduced across the entire public sector as to which responsibilities and competences transport – i.e. both in NDS and within the organisation.

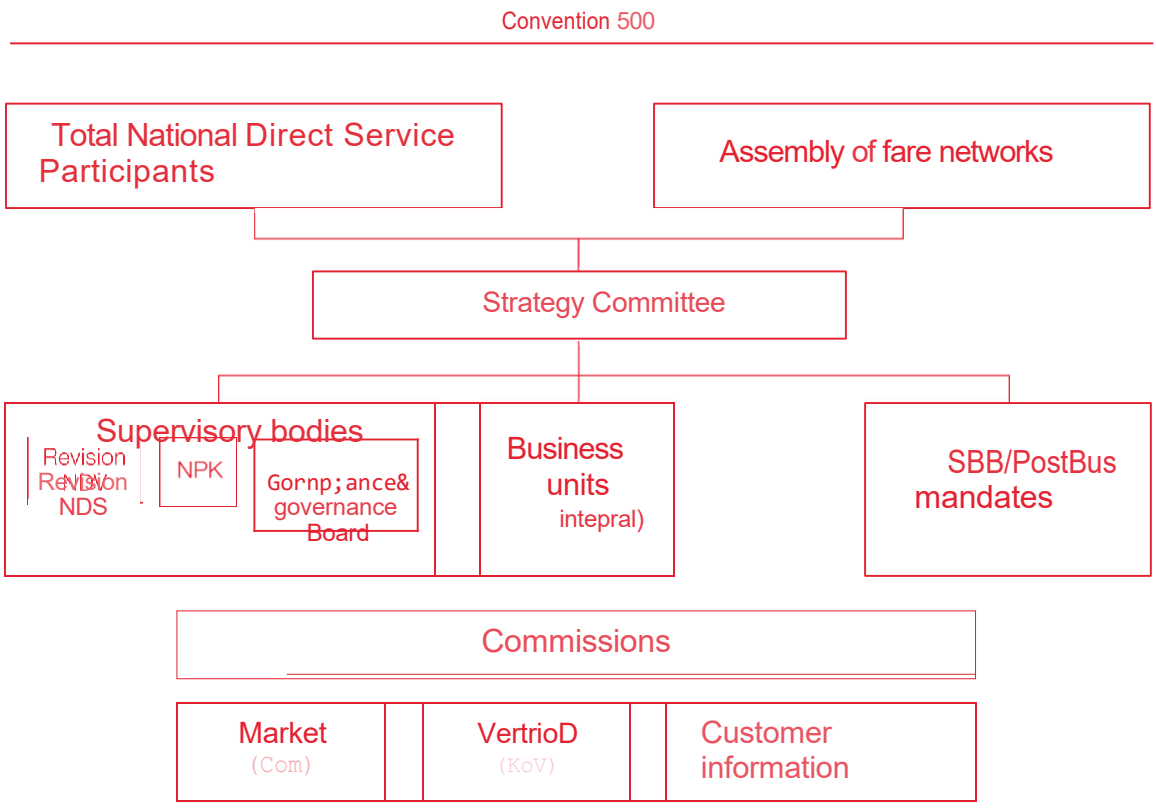
as well as within the fare networks. How long is is valid for a multiple-journey ticket? Under which For this reason, Alliance SwissPass has drawn up the circumstances for a dog to be included in Convention 500 (CoE 500) free of charge. What compensation can CoE 500 rules be claimed in the event of delays in implementing the Articles? 16 and 17 of passenger transport- These and other regulations apply by law to the relationship between Alliance SwissPass participants and Swiss public transport routes. thus

The statutes: DüS Convention 500

It includes in particular:
 — the foundations and structure of the work of the public transport companies involved,
 — Jurisdiction, rights and obligations of the interested parties,

A national industry organisation such as — Areas of activity, competencies and Be Alliance SwissPass as an association of powers of the organisation and its of 250 transport companies and 20 bodies, government needs appropriate structures and — financing and remuneration of the processes that enable efficient cooperation resulting from the with Convention 500 and the various costs involved.
 Interests of the public transport companies involved

Alliance SwissPass organisation chart



Remien G of the Alliance SwissPass

5

All topics covered by Convention 500 are developed and decided upon in a joint committee structure of the fare networks and transport companies.

AllianceSwissPass has a similar structure to that of a cooperative. The 'Totality of National Direct Service Participants' and the 'Assembly of Fare Networks', which were adopted from the previous, separate structures of the two tariff worlds, form the democratic basis and supreme bodies. All decisions beyond a certain scope must be confirmed by both bodies. The Strategy Committee acts under this umbrella. It reports to three commissions. The commissions also have the option of setting up working groups to provide technical support.

All National Direct Service Participants

The 'Total National Direct Service Participants' is the highest authority for National Direct Service. This total includes all transport companies and fare networks that accept at least one NDS tariff, i.e. one component of the product range. For example, this could be the Half Fare Travelcard. Decisions are made exclusively by correspondence.

The totality of those participating in NDS will make the final decision on all important decisions in National Direct Service that involve major investments and changes for those involved. This applies in particular to:

- Fundamental price and assortment adjustments where they go beyond the remit of the Strategy Committee,
- amendments to Convention 500 or its annexes;
- Changes to the conditions of sale and use for public transport with significant financial implications,
- Principles of revenue and cost distribution,
- Cost-intensive adjustments and upgrades to the joint distribution systems.

The Assembly of Fare Networks

The 20 travelcard, fare and transport networks in Switzerland that are part of Alliance SwissPass are brought together in the Assembly of fare networks. Unlike all NDS participants, this committee meets in person twice a year. However, decisions can also be made by correspondence.

Since tariffs are the responsibility of each individual fare network, the areas of activity and powers of the Assembly of Fare Networks are more limited. Nor is the primary aim of fare network cooperation the further development of a joint product range, but rather to improve cooperation between the fare networks and National Direct Service and to harmonise the conditions of use. The Assembly of Fare Networks takes decisions in the following areas:

- Amendments to Convention 500,
- Inclusion of topic-specific supplementary agreements within the public transport networks.

All members have equal voting rights in all NDS participants as well as in the assembly of fare networks. As a general rule, the following applies: An application is accepted if it is received by at least two thirds of all voting, respecting. If less than two-thirds but more than half of the votes cast in each case agree, a proposal shall be deemed to have been accepted if these votes together account for at least 50 per cent of the revenue or cost shares of the transaction in question.

The Alliance SwissPass committees identify three business areas

Within Alliance SwissPass, the tasks assigned to it are divided into the business areas of 'Public Transport,' 'National Direct Service' and 'Fare networks'. This section takes into account the *mostly defined in Convention 500 at national and regional level. Irrespective of the business area, all MEPs are always entitled to vote in the relevant bodies. This means that the Commissions of transport companies can shape fare network topics and the Commissions of fare networks can shape fare network topics and the Commissions of fare networks can shape fare network topics.

- In the Transport business unit, all transactions that are binding for all Alliance SwissPass participants are processed. This includes, for example, the supplementary tariff provisions for the Grundtari 600, sales developments or control standards
- The National Direct Service business unit handles transactions relating to NDS topics such as price and assortment design or marketing.
- The business area focuses on issues relating to harmonisation and coordination between the individual fare networks.

The Strategy Committee

The Strategy Committee is responsible for the strategic and operational management of Alliance SwissPass. In this role, it decides on strategic business, issues and principles in all three business areas and defines the key points for the further development of access to public transport.

The Strategy Committee consists of 8 to 13 members with voting rights and is made up of the representatives of NDS participants with a fixed head office (SBB, PostBus AG and Zürcher Verkehrsverbund) and the representatives of the Long-Distance Services, Regional Passenger Services, Local Services and Tourist Services without a network function (see box on page 11). Fixed members may appoint a deputy.

The Strategy Committee has a quorum if at least eight members (relative to their alternates) are present; the permanent members must count amongst those present. Each member has one weighted vote. The votes shall be weighted in such a way that:

the fixed members together have the same weighting as the other members present together. An application shall be deemed to have been adopted if it secures a majority of the weighted votes cast.

In order to carry out its activities, in particular to prepare and advise on important transactions, the Strategy Council has set up three committees: 'Strategy,' Finance and Risk and Appointment.

The Commissions

The commissions have operational responsibility for the specialist areas covered by Convention 500. All commissions work according to defined specifications approved by the Strategy Council, which governs in particular the areas of responsibility and responsibilities. Their decision-making powers are more limited; transactions beyond a defined financial scope must also be approved by the Strategy Council. There is no weighting of votes within the commissions.

Market Commission (KoM)

The Market Commission (Kommission Markt) makes operational decisions in the specialist areas of price and assortment, marketing, revenue distribution and compensation models in sales. It is responsible for the ongoing analysis and development of the NDS ticket range and tariffs and submits corresponding proposals to the Strategy Committee. It also makes decisions about the inclusion of transport companies in the National Direct Service tariffs.

Commission Sales (KoV)

The Sales Commission (decision-making takes operational decisions on all sales topics. These include payment methods, clearing, securing revenue, ticket checks and cost distribution. In Sales, it defines the standards for new sales methods as well as for data carriers and data exchange and is responsible for the layout and security of tickets. It is also responsible for controlling

and further development of the central sales platform NOVA ('network-wide public transport connection'). Most National Direct Service regulations are also attached to KoV.

Commission Customer Information Transport (CCI)

The national Commission for Customer Information (KKI) coordinates and develops customer information for public transport. With the help of a permanent working group 'National Industry Standards' and other temporary working groups, it will develop the technical requirements for the national industry standard for customer information. The aim is to further develop customer information in the Swiss public transport system in line with the vision. To this end, it takes binding decisions for all licensed transport companies in Switzerland. The Commission is led by the Alliance SwissPass Strategy Committee and the Federal Office of Transport.

The work tests

The Alliance SwissPass commissions can set up topic-specific temporary or permanent working groups to carry out their tasks. For a permanent working group, the commissioning body draws up a specification document. This defines, in particular, the composition, tasks and responsibilities of the working group. The commissioning body elects the working group members. The working groups act

acting exclusively on behalf of the body which set up the working party and having a right. Decisions in the working groups shall be taken in accordance with the provisions applicable to the commissions.

The number of active working groups fluctuates yearly. Three working groups must be established on a permanent basis under Convention 500:

- **Working Group on Common Ancillary Tariff Provisions:** The task of this working group is to maintain and further develop the common ancillary tariff provisions of National Direct Service and the fare networks. These are laid down in Tariff 600. They regulate, for example, age limits for public transport or provisions on the carriage of animals.
- **Fare networks working group:** This working group explores harmonisation potential between the public transport networks in the areas of product range, pricing regulations and distribution. It ensures permanent exchange within the fare networks and promotes the convergence of National Direct Service and fare networks on specific topics.
- **Working group of financial experts:** The working group manages the billing of actual or anticipated costs within Alliance SwissPass in Regulation 512. This also includes Alliance SwissPass 's joint budget, three-year medium-term planning and actual billing. In doing so, it acts as an advisory body for decision-making by the Sales Commission.



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Overview of Alliance SwissPass

In addition to the hierarchically organised Committee structure exists in the Alliance SwissPass also various cross-sectional organ. On the one hand, there are mandate holders, on behalf of and on behalf of the Alliance SwissPass defined tasks of the industry organisation. for example, the Management Board will hear about the maintenance of Alliance SwissPass, the marketing of the National Direct Service product range Transport or the maintenance of the with only partial National Direct Ticket. In this role, assortment companies that hold the mandate the various committees. Companies, on the other representative basis in Control bodies which, amongst other things, manage of the international assortments with requirements the Alliance SwissPass Terms and Conditions Committee.

Mandate of Alliance SwissPass

The areas of Tariff and Assortment, Distribution, Marketing, revenue and cost distribution division and customer information the Alliance's key areas of action SwissPass. There are also other rational activities, such as the joint IT systems, the production of the National Direct Service product range central information system database (SynServ). For passengers without or use of this and other services, the Price and Assortment mandate primarily involves the men develop operational tasks – including within the Price and Assortment mandate It includes the price and areas of action – allocates NDS strategy and Pla applications with opportunities for further development for Alliance SwissPass to individual committees and to implement measures in hand, exercise them on a this unit. Operationally, there are various internal and external for the public mandate holder's entire sector to provide the traffic. The mandates will review the existing assortments, price determination or compliance with the organisational Exception of the Automatic Ticking business management mandate as well as , which reports to the Strategy for the entire Swiss public transport system managed by the individual commissions

Alliance SwissPass's 7 mandates

Price and assortment

Develop and introduce new assortment customers

Marketing SBB

Develop and develop new components

Sales – Services SDD

Make the product range available for sale, ensure cross-company control and after-sales service.

Distribute the costs and income amongst the

IT and Services SBR

SynServ

public

Business – management ch-integral

for transport companies.

Operate, maintain and develop the public transport systems.

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lliance SwissPass carry out its business without or only with as per the partially valid journey 500. operate an ID card.

Marketing mandate
(SBB mandate holder)

The marketing mandate covers the entire marketing activities for NDS. Strategically, this is the planning of marketing activities (e.g. campaign planning). Operationally, the mandate includes the entire conception and implementation of marketing activities such as campaigns or promotions, but also the operation of customer relationship management (CRM) and the interpretation of sales evaluations in order to implement further measures. For example, SBB ensures the branding of the NDS service offer as part of its mandate.

Sales - Services mandate (SBB
mandate holder)

The Sales — Services mandate covers distribution services for all Swiss public transport companies and networks. The strategic tasks include the design, establishment and further development of uniform, industry-wide standardised sales services, the carrier media (SwissPass, e-tickets, etc.), inspection (securing revenue) and after-sales service (SAV). The aim of the mandate is to enable transport companies to make distribution simple and efficient and to ensure interoperability in inspection and after-sales service in fully digital distribution. The further development of SwissPass sets and partnerships is also part of the sales mandate.

In the operational area, the mandate tasks include operating voucher and coupon solutions, operating the automatic travelcard renewal process for GA Travelcards, Half Fare Travelcards and Half Fare Travelcards PLUS as well as managing passenger rights and assisted mobility.

Mandate for billing (mandate holder
SBB)

Since transport companies also sell tickets from other transport companies, it must be ensured that the revenue also passes to the respective company. The accounting mandate ensures this by balancing the traffic revenues of all public transport companies (clearing) and public transport accounting reporting. All companies hand over their revenue to the concession holder, who then distributes it again in accordance with the sales evaluations or distribution key.

The mandate also includes the standardisation and automation of the billing process in Swiss public transport and the fiduciary management of Half Fare Travelcard PLUS customer assets.

IT and Services mandate (mandate
holder SBB)

The IT and Services mandate covers the maintenance and further development of the IT systems, including the planning and further development of the architecture of the NOVA platform. In addition, as part of this mandate, SBB ensures the inspection and validation of electronic tickets (SwissPass, PDF, Mobiles) – throughout Switzerland and in cross-border traffic via the ticket inspection service (KoServ).

Firmly anchored in the mandate is the IT commitment loan, which ensures the financing of the operation and further development of the industry's main distribution systems.

Mandate National database for travel without a valid ticket (mandate holder PostBus AG)

Since 2019, the industry has been running a central database for recording passengers without a ticket or with only a partially valid ticket. Thanks to this central interface, people who repeatedly go black can be identified more quickly, the practice can be standardised across Switzerland and processes can be simplified.

PostBus's mandate includes the operation and further development of the database for passengers without a ticket or with only a partially valid ticket.

Management Board mandate (mandate holder ch-integral)

The Secretariat manages Alliance SwissPass's business in accordance with the provisions of Convention 500. It provides support for the Strategy Committee and the commissions, coordinates requests to the relevant committees and can also submit requests of its own. It is available to the members of the Strategy Committee and the commissions, the various supervisory bodies, the managers of the mandate holders and the transport companies for coordination tasks of all kinds. The Alliance Secretariat SwissPass is responsible for communication that is timely and appropriate to customer groups the business of the industry organisation. The mandate is in the hands of the ch-integral association.

Supervisory bodies

NDS Auditor

In National Direct Service, several billion Swiss francs are generated annually from the sale of flat-rate tickets such as the GA Travelcard alone. This revenue is distributed to the participating transport companies on a percentage basis according to the transport volume in question. You can read more about this in Section 11. The NDS internal auditor regularly checks the quality of the distribution mechanisms and improve them. In particular, the focus is on monitoring the following areas:

- Transport accounting for NDS participants,
- Settlements of SBB training parts,
- Joint cost invoicing in accordance with Regulation 512, e.g. costs for the management of Alliance SwissPass,
- Production of the distribution key by the Alliance SwissPass Secretariat.
- Half Fare Travelcard cancellations

The NDS Auditor is made up of two representations of the Billing mandate holder, one representing SBB and PostBus AG as well as the representations of other public transport companies participating in National Direct Service. The members are elected by the Strategy Council. They are divided into three audit groups, each dedicated to one of three sub-areas: general revision of NDS, half-fare cancellation and cost accounting.

National Consumption Indicators Review Group

The National Test Group for Consumption Indicators (NPK) is responsible for the quality assurance of the collection of key consumption indicators in the fare networks as well as the procedure in the event of system changes if several fare networks are affected. The relevant key consumption indicators include the number of passengers per connection offered, the total number of passenger kilometres and the ticket mix.

The NPK deals exclusively with cross-fare network topics. For changes that only affect an individual fare network, the organisation and decision-making rules of the relevant fare network apply.

The NPK consists of a maximum of eleven members, with at least one member representing an association headquartered in a Latin-speaking location. The members are elected by the assembly of the associations.

Compliance & Governance Board

The Compliance & Governance Board reviews compliance with the Organisational Provisions of Convention 500 and the work of the Alliance SwissPass bodies as part of its specification document. It commissions an external audit firm to carry out the audit procedures and prepares an annual report for the Strategy Board. In this report, it also proposes measures and monitors their implementation.

In addition, the Compliance & Governance Board acts as a point of contact for all Alliance SwissPass participants regarding their compliance with the organisational provisions and the work of the Alliance SwissPass governing bodies.



The SwissPass

The SwissPass is the figurehead and central linking element of public transport and a symbol of the cooperation between transport companies.

and fare networks in Switzerland. Following its introduction on 1 August 2015, the SwissPass gradually replaced the previously widely used blue cards in NDS (for travelcards such as GA and Half Fare Travelcards) as well as the various cards of the public transport networks as a carrier medium for travelcards. 75% of people living in Switzerland have a SwissPass. When it was introduced, the SwissPass introduced various new features, opening the door to the digital age of public transport.

Through the use of integrated Chips can be referenced on the SwissPass card several different services. Whereas previously there was an individual card for each travelcard, today public transport travelcards are referenced on the SwissPass.

In addition to the classic public transport services, it is also possible to load a large number of partner services onto the card. These include ski passes for over 80 ski resorts, Mobility Carsharing and Pu bliBike. The partnerships are constantly being developed.

The latest generation of the SwissPass card also provides the technical prerequisites for many other possible uses which the public transport sector and partner companies make available to their customers and employees:

- Contactless payment: Thanks to a built-in EMV-capable chip, the SwissPass can be used for contactless payment at the payment card terminal. EMV is a standard for payment cards developed by Europay, MasterCard and VISA.
- Door opener: The security systems from the Swiss company LEGIC are used worldwide, including for door systems. The SwissPass can be used by companies,

which use LEGIC technology, are used as an access or identification medium.

- Secure login on the Internet: The Fast Identity Online Standard — short FIDO — is a globally used authentication standard that enables simplified login to devices and web services.

Since services are no longer printed on the SwissPass card but are queried via an electronic control solution, the SwissPass introduced new options for renewing travelcards. In National Direct Service, GA Travelcards, Half Fare Travelcards and Half Fare Travelcards plus the Half Fare Travelcard PLUS are automatically renewed without customers having to take any action. In order to be able to cancel in good time, subscribers will be made aware of the imminent renewal well before their travelcard expires. This leaves enough Time to cancel a subscription. Also with

The SwissPass man



SwissPass makes renewal easier for Point-to-Point or Regional Travelcards by making customers aware of renewal by means of communication measures.

You can then make the purchase conveniently via the link provided. And you will no longer need to go to the counter. This is a major simplification, especially in fare networks with a high proportion of monthly travelcards.

Another benefit of the SwissPass is the digital platform www.swisspass.ch, which enables customers to view the validity of their travelcards, view invoices, cancel travelcards (including withdraw cancellation) and manage partner services and their own data. GA Travelcard holders and

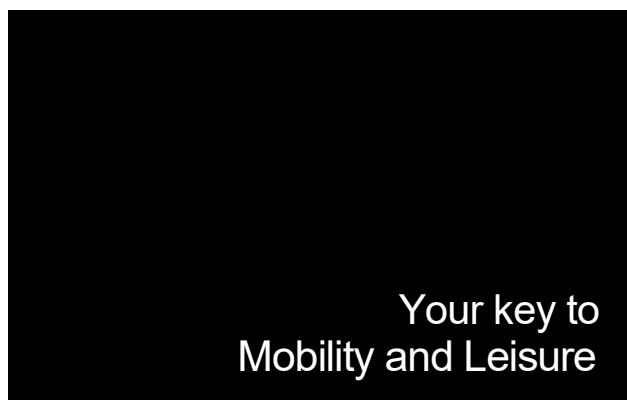
-Holders can also deposit their subscription via the platform.

SwissPass Mobile: The digital SwissPass

With SwissPass Mobile, all public transport services can be stored and checked digitally: What do I need to use SwissPass Mobile?

- valid SwissPass card (no longer a requirement as of mid-2024)
- linked SwissPass login
- Public transport app

Standard
for print products



The SwissPass as a key marketing tool in public transport

As the figurehead for the entire public transport sector, the SwissPass is ideal as a marketing symbol for the joint product ranges. The marketing of National Direct Service products will operated by SBB on a mandate basis (see section 6). This is why branding with the SwissPass look has been developed, as the SwissPass symbol is widely recognised.

All transport companies and fare networks are obliged to use the SwissPass seal of approval in their customer communications. For example, if a fare network advertises product range, this is done in the respective fare network branding, but the SwissPass Seal of approval. For National Direct Service transport companies, there is further developed branding for the marketing of NDS products.

SwissPass label
Small application
for digital channels



Tariff system k on public transport in Switzerland

Public transport in Switzerland is based on different fare conditions.

which define the contractual relationship between public transport companies and passengers and set guidelines. They thus fulfil the function of general terms and conditions. The tariffs govern in particular:

- the basis for calculating the price for each route,
- the existing offers,
- Conditions and conditions for the use of the offer,
- the period of validity,
- the scope of services.

The fare conditions are an integral part of the transport contract and are accepted when boarding a public transport service. Different fare conditions apply depending on whether you are travelling in National Direct Service or in a fare network. Above all, the basis for calculating the price, the offer and the period of validity differ. On the other hand, the conditions for using the offer, for example, are largely harmonised and uniform.

Principles of the price revision

In principle, there are two systems for calculating prices in the Swiss public transport system: route-specific tariffs and zone-specific tariffs. These govern the calculation of the price for a point-to-point ticket or a single ticket. The calculated prices, in turn, form the basis for determining the prices of other offers with broader or narrower validity bands within the route-to-point and zone-specific tariffs.

Route tariffs: Application of tariff kilometres

The route tariff is added to the price of all transport companies that apply their prices to National Direct Service. You are based on the logic that for a route

trans-distance is set in tariff kilometres. The transport Route may then only be set in the the selected direction and over the selected distance is travelled. Each distance not followed by these routes corresponds to a price set in a table in Tariff 601 pricing is ways: the distance discount

in the **kilometre-based approach** is a basic price which costs CHF 3 (2nd class, Full price). The price then rises every two to five tariff kilometres, and every ten tariff kilometres for very long distances. The increase is degressive. The further you travel, the cheaper the journey becomes per tariff kilometre. This means that customers are granted a distance discount. For example, while the price per tariff kilometre is 46 centimes for a distance of ten tariff kilometres, the price drops to 34 centimes per tariff kilometre for a distance of 100 tariff kilometres. To calculate the ticket price, all

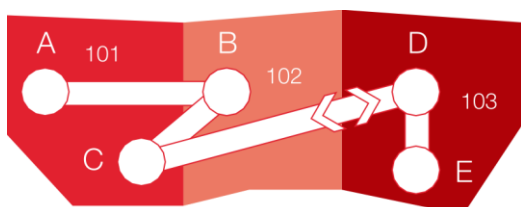
together on the **basis** of all transport tariff the

— in contrast, a price is set for each route from point A to point B. The transport companies set this price partially non-continuously according to number of tariff kilometres. In addition, sections of other transport. The calculated together. This is done in two does not apply **tariff**.

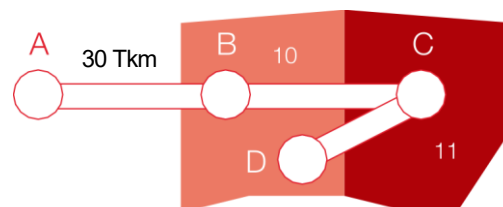
Route and time ¥• Route tariffs



Space and time ¥• Zone



tariff Combination (e.g. Modular Travelcard, City-Ticket)



mainly use transport companies with a tourist character such as boats, mountain railways or cableways, as well as bus companies such as PostBus. The minimum standards required and the permitted variants are regulated in Tariff 604.

For journeys that include both routes based on the kilometre-based approach and routes based on the price-based approach, all routes are added together and priced based on the kilometre-based approach. The routes based on the price-based approach are added individually to produce the total price of the journey.

Zoning: Application of space and time components

All fare networks and regional transport networks in Switzerland apply the zone tariff. The fare network area is divided into zones for the purpose of calculating the price. A single ticket from A to B within a fare network must include all zones passed through on the route.

The zones travelled through are added together to produce the price. Zone tariffs also follow a depression, since the unit price per zone decreases as the number of zones purchased increases. At the same time, many zone tariffs are capped, i.e. you always pay the same amount from a certain number of zones.

In principle, with a zone ticket, the passenger obtains the right to use all means of transport within the purchased zones for a defined period of time without any distance limit or directional restrictions. Since, in dense local and urban traffic, different means of transport and companies often travel the same routes – sometimes even on different routes – and the frequency of services is high, zone tariffs offer passengers in an urban environment the greatest possible comfort.

Overview of applicable tariffs

As mentioned above, the fares govern the relationship between public transport companies and passengers. They are binding in law and are based on Alliance SwissPass Convention 500. There are differences between the common fare conditions of National Direct Service and the public transport networks and the tariffs which only apply to NDS or the respective fare network.

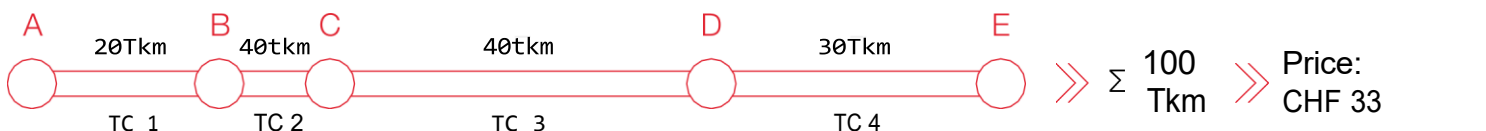
The core tariff of Alliance SwissPass and the public transport sector is Tariff 600. The provisions set out therein apply

The two categories of route tariffs

Kilometre-driven

Transport company Depression (MenpenraDütt)

The ticket price is calculated based on the total distance of all legs.

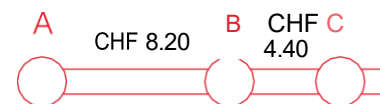


Tkm = tariff kilometres
 Transport company = transport company

Price-driven

No transport company overpriced Depression (his MenpenLüDOtt)

The ticket price is calculated individually for each journey leg and the prices are then added up.



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TC 5

TC 6

TC 7

TC 8

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Why does public consumption use tariff kilometres instead of actual kilometres?

In public transport, the number of tariff kilometres sometimes differs from the number of ejective kilometres distance between two stops. By increasing the distance, the price of a route section can be somewhat more flexible. This means that improvements to services such as higher frequency of services, faster connections, new rolling stock or greater comfort (on-board restaurant, play cars etc.) can be taken into account. The idea that the kilometres billed do not necessarily have to correspond to the actual kilometres billed dates back to 1869. When the Gotthard Railway was built, the search was made for a way to pass on the high construction and maintenance costs to passengers in a more responsible manner.

Today, the Tarfikilometre system also makes it possible to create wah! routes in certain cases. If people get from A to B on different routes, they pay the same price for each journey on optional routes on Swiss public transport – regardless of the distance. This is the case, for example, with the Gotthard and Lötschberg tunnels, where customers can travel both through the base tunnel and via the mountain route for the same price. Thanks to the optional route, passengers can choose their route freely. Mountain railways usually have the greatest difference between actual kilometres and tariff kilometres, as this is due to the steepness and other factors *for a comparatively short route, high operational expenses and the mostly tourist offer are inherent.

The Federal Office of Transport is responsible for the final approval of tariff kilometres for TransDoh companies eligible for compensation

across National Direct Service and the associations – and thus contribute to the harmonisation and standardisation of the framework conditions for public transport. For example, Tariff 600 governs the rules for the different customer groups, the requirements and costs for taking animals or vehicles on public transport or the level of surcharges for passengers without a valid ticket. Another important tariff is Tariff 654, which contains all the conditions of use for the GA Travelcard, Half Fare Travelcard and the Night GA Travelcard, amongst other things. Tariff 658 governs the provisions for the Half Fare Travelcard PLUS.

The most important National Direct Service tariffs are Tariff 601 (General Passenger Tariff), Tariff 603 (SBB prices and route instructions) and Tariff 604 (tariff distances and prices of licensed transport companies), which govern all pricing provisions, amongst other things.

Each fare network has its own tariff, which begins with '651'. Within this tariff, a fare network governs all framework conditions not determined by the general passenger tariff. In particular, these contain the product range on offer as well as the rules for pricing within the fare network.

Tariff tariffs Special cases

In both National Direct Service and public transport messages, transport companies have a large proportion of their Tariff sovereignty transferred to a coordinating, cross-company body. Nevertheless, the fare provisions allow transport companies certain freedom in terms of service offer and pricing. For example, combined offers from Public transport tickets and admission tickets for events, as well as supplements for night-time services. The fare conditions also allow transport companies to offer supersaver tickets for certain connections. Individual prices, which are based on demand, for example, are also possible for transport not eligible for compensation (supersaver offers or seasonal prices).

Adjustments to tariffs

The provisions of the individual tariffs can generally be amended twice a year – for the two timetable changes on 1 June and on the second complete weekend in December. Depending on the financial impact of the amendment, a commission, the Strategy Council or all NDS participants and the Assembly of fare networks decide on the business.

Regulations

While the tariffs primarily regulate the relationship between the transport service provider and the consignor, the rules are relevant for the relationship between the individual transport companies and networks. In particular, the rules regulate the mutual rights and obligations of the individual companies in the context of the distribution of revenues and costs.



Public transport range

9

When designing its assortment, Alliance SwissPass is always faced with the challenge of balancing offers that are as customer-oriented as possible and meet needs-based as possible

and a product range that is as streamlined and comprehensible as possible. Depending on their circumstances, public transport customers have different





Needs and expectations of transport or travelcards port service providers. At the same time, a (discount card) is overstretched too diverse a product range for passengers.

Essentially, the public transport product range can be divided into the following areas:

- Tickets
- Day Passes

- flat-rate tickets
- Half Fare Travelcard
- Half Fare Travelcard PLUS (travelcard in the form of a means of payment)
- Tourist offers
- Special and time-limited offers

Transfers permanently available public transport tickets

	6—15.99 years 	16—24.99 years 	25—64.99 years 	65+ 
Tickets	ElnZ9l- And StF9ck9nbill9tt - GFUDD9nblll9tt	Multiple-journey ticket	KIQSS9nW9ChS9l Route change	CitytiCK9t
Day Passes	Day Pass Children	- Tageskarte (mit/ohne Halbtax) Municipal Friends*apes	- Hunde-Tageskarte Saver Tape Card Bike tape card Card Saver Tape Card	- Tandem-Tageskarte
Flat-rate tickets or travelcards	Day Pass for Schools for children aged at least 6 and under 25 - Travelcard for adults	GA Travelcard for children GA Travelcard for Duos - GA Travelcard Familia for Children Travelcard for Passenger	Family GA Travelcard for Adults Semo GA Travelcard for Youth _ - GA Travelcard Familia for Youth _ GA with a disability - Month GA Travelcard Eur GA Travelcard for 25 year olds	GA Travelcard GA
	- Junior-Karte Children's Co-Travelcard			
	GANgh - Jumor for Adults	ModulaboJunor Sveckenabo -Jumor	Point-to-Point Travelcard for Adults Regional Travelcard - Modular Travelcard	
			Regional Travelcard for adults	
	-Velo-Pass -MouthPass			
Half Fare	Go to Fare Travelcard reduced price	Half Fare Travelcard Jupend	Half	
Travelcard		Half Fare Travelcard PLUS for young people	Half Fare Travelcard PLUS	
Half Fare		CHF 1,000, CHF 2,000	and CHF 3,000)	

Travelcard PLUS							
Tourist offers	<table border="0"> <tr> <td>Free with Swiss Family Card</td> <td>Swiss Travel Pass Youth Swiss Travel Pass Alex Youth</td> <td>Swiss Travel Pass Swiss Travel Pass Alex</td> </tr> <tr> <td></td> <td>— Swiss Half Fare Card</td> <td>— Interrail/Eurail</td> </tr> </table>	Free with Swiss Family Card	Swiss Travel Pass Youth Swiss Travel Pass Alex Youth	Swiss Travel Pass Swiss Travel Pass Alex		— Swiss Half Fare Card	— Interrail/Eurail
Free with Swiss Family Card	Swiss Travel Pass Youth Swiss Travel Pass Alex Youth	Swiss Travel Pass Swiss Travel Pass Alex					
	— Swiss Half Fare Card	— Interrail/Eurail					
Supplementary offers	RailAway - Geoöcktransport Companion taper Seat reservations						

Promotions, time-limited activities and test products are not listed in this list.

Why are there price fluctuations in public transport?

The coexistence of two tariff systems with different components in the price calculation leads to price inconsistencies on individual routes. This has various causes and can occur in the following cases:

- A (DüF) fare for a longer route in National Direct Service is more favourable than the journey made within a fare network. Sparb'ls sold in many places only for routes in National Direct Service. This means that you have to cross the borders of the fare network in order to benefit from this offer. Even though the journey only takes place within an l'ept fare network, it is therefore preferable in some cases to purchase a supersaver ticket to the first stop outside the fare network. The same can also happen for NDS tickets in the standard fare.

- Buying two tickets 'broken' is more timely than buying a continuous ticket from A to B. For example:

Journey through two fare networks, one stopover being made for the fare network. As soon as a journey exceeds a fare network limit, the National Direct Service routes are used for the pre-service training. However, in some cases, it is advisable to buy two individual fare network tickets.

Combination of a National Direct Service route with the maximum number of zones in a fare network. The maximum number of zones means that travel within a fare network is always the same price from a certain distance. However, in National Direct Service, the same route becomes gradually more expensive as the distance increases For

example, buying a partial NDS combined route with a fare network ticket may be cheaper than buying a continuous route map from AnachB

The price level for this route segment differs between the fare network and the NDS tariff. The cost of the journey from the starting point to the destination varies depending on the chosen route or transfer point.

Single and route tickets

The classic public transport offer is the single ticket or Point-to-Point Ticket. It is available as a Point-to-Point Ticket for National Direct Service for any route, as well as as a single ticket for any number of zones in any fare or regional transport network. The ticket can also be purchased for animals or vehicles authorised for transport on public transport. It is valid for 1. and 2nd class are both available at full and reduced prices (for holders of a Half Fare Travelcard or children under 16).

There are a few variations to the Point-to-Point Ticket:

- A **supersaver ticket** reduces the price of a specific single ticket or a Point-to-Point Ticket, but limits its validity to a specific time and connection.
- Groups of at least ten people travelling on the same route benefit from a discount thanks to the group ticket.

- A **multiple-journey ticket** holds several tickets for the same route, sometimes at a reduced price in the fare networks compared to the price of single journeys.
- In **addition** to an already valid ticket for the 2. Class purchased and allowed for the selected route driving in the 1. Class. The Supersaver Class Upgrade also enables connection-specific class upgrades at discounted rates.
- A **route change** supplements an existing Point-to-Point Ticket in order to make a journey on a route different from that specified on the original ticket.
- The **Cityticket** is a supplementary ticket which adds the core zones of an urban fare network area to an NDS route. It therefore represents a combination of the two tariff organisations.

Day Passes for the Half Fare Travelcard and in Connect

If you are travelling on public transport beyond a certain day's distance, it is worth buying a Day Pass. On NDS, the Day Pass for the Half Fare Travelcard in 1st or 2nd class enables you to travel across the entire GA Travelcard area of validity. For children under 16 years old, there is a special offer on NDS with the Day Pass Children. As with the Point-to-Point Ticket, in NDS, the Day Pass is also available a saver version. For the Saver Day Pass, validity is limited to the selected day. It is available at various price levels in a limited edition and must be purchased in advance online. The Saver Day Pass and the Municipal Saver Day Pass are also available for people without a Half Fare Travelcard.

In fare network areas, the validity will remain limited to the selected zones, only the duration will be extended. The Day Pass is usually valid until 5am the following day. It is also available for 1st and 2nd class, both at the full price and at a reduced price (for holders of a Half Fare Travelcard).

Like the single ticket, the Day Pass for the Half Fare Travelcard and for the fare network can also be purchased for the transport of animals or vehicles permitted on public transport.

Flat-rate tickets or travelcards

The GA Travelcard (GA)

The GA Travelcard is a public transport pass because it gives holders unlimited travel on around 160 transport companies, including boats, mountain railways and cableways. The GA Travelcard network is around 25,000 kilometres long. Different versions of the travelcard are available for different customer groups:

- The most common form is the 'GA Travelcard for adults'.
- If you have a GA Travelcard for Adults as a basic GA Travelcard, you can purchase other GA Travelcards at a reduced price for family members and people living in the same household. This is the 'GA Travelcard Familia for Children' for children aged at least 6 and under 16. 'GA Travelcard Familia Youth' for young people under 25, as well as the 'GA Travelcard Familia for Adults' or the 'GA Travelcard for Duos' for spouses or civil partners.
- The GA Travelcard is also available as an individual version for children and young people: 'GA Travelcard for children' or TGA Travelcard for Youth'.

During the transition from the GA Travelcard Youth to the GA Travelcard for Adults, the GA Travelcard for 25 year olds can be purchased.

- Older people aged 65 and over also benefit from a discounted GA Travelcard with the GA Travelcard for Seniors.
- People with disabilities also receive a discounted travelcard.

Most GA Travelcards are available with monthly and annual payment intervals and are automatically renewed. The GA Travelcard is also available as a 1-month GA Travelcard with a monthly version without automatic renewal.

The price of the GA Travelcard has risen repeatedly in recent decades – it has almost doubled since 1988. However, the price increases have also been accompanied by significant service expansions, such as the opening of Rail 2000 and the Lötschberg Base Tunnel and the Gotthard Base Tunnel, as well as the integration of urban bus and tram networks in the area of validity.

The stories of the GA Travelcard

The first GA Travelcard was introduced in 1898 on the initiative of the association of professional travellers and Nordostbahn (Northeast Railway). Fifteen railways participated, with a total of 3,95 kilometres of route. Due to the lack of cabbage plants during the First World War, sales were temporarily suspended and the GA Travelcard was not returned to us until 1920. Towards the end of the 1920s, the area of validity grew to 5,500 kilometres. A further jump in growth occurred in 1948 when the PostBus network was added. However, on PostBus routes, the GA Travelcard was only valid as a Half Fare Travelcard. However, practically all railways were already integrated into the GA Travelcard area of validity.

For a long time, however, the GA Travelcard was more of a niche product and only marginally distributed. In 1970, there were only 8,000 pieces in circulation. From the 1970s, the number increased noticeably

1989 Distribution of 38,330 in 1990 was the inclusion of 2[^] urban local transport companies in the area of validity. This was followed by stormy 20 years of double-digit growth rates. In 1997, 224,100 GA Travelcards were in circulation*, the 300,000 mark was crossed in summer 2006 and the magical mark of half a million in autumn 2019. During the COVID-19 pandemic in the years 2020-2022, the number of travelcards in circulation fell below 400,000 at a time*. At the end of 2023, around 47,000 GA Travelcard holders were once again recorded.

The Regional Travelcard

In principle, the Regional Travelcard, as a 'Regional GA Travelcard', works in the same way as the GA Travelcard. It also entitles you to unlimited travel for a whole year or a month, sometimes even for a week. And there are also different price levels for the different age groups depending on the fare network. However, unlike the GA Travelcard, purchasers select the desired region by defining the required zones within the fare network area. The travelcard is then only valid without restriction within these zones.

The Point-to-Point Travelcard

The Point-to-Point Travelcard is the equivalent of the Regional Travelcard in National Direct Service. However, instead of zones, any route is defined. You can then travel on this route for one year or one month.

The Modular Travelcard

The Modular Travelcard combines Regional and Point-to-Point Travelcards in that zones and routes can be combined individually and then used without restriction for one year or one month. This offer is particularly suitable for commuter routes beyond the borders of a fare network.

Other flat-rate tickets or travelcards

The Night GA Travelcard is an annual travelcard for 16 to 25 year olds and is only available for purchase in this age group. With the Night GA Travelcard, young people can last scheduled connection use the entire GA Travelcard network in 2nd class without restriction. On Saturdays, Sundays and public holidays, the travelcard is valid until 7am and therefore includes the first early morning connections.

If you regularly travel with your dog or bike on public transport, you can purchase a Dog Pass or annual bike pass as a monthly or annual travelcard.

The Half Fare Travelcard

The fourth important pillar of the public transport service offer alongside single/Point-to-Point Tickets, GA Travelcards and Regional Travelcards is the Half Fare Travelcard. This is a discount card which

usually a 50% discount on the standard ticket price. Around one in three people living in Switzerland has a Half Fare Travelcard and can therefore:

on the routes of 250 transport companies and in the zones of the 20 fare and regional transport networks. This makes the Half Fare Travelcard the most popular public transport travelcard in Switzerland and, relative to the population, the most widely used discount card for public transport in the world.

From the customer's point of view, the Half Fare Travelcard pays for itself after just a few journeys: After four return journeys in 2nd class between Bern and Zurich, the Half Fare Travelcard has already been paid for. For adults aged 25 and over, the Half Fare Travelcard costs CHF 190 (initial purchase or CHF 170 from the second year onwards (loyalty price). Young people aged at least 16 and under 25 can buy the Half Fare Travelcard Youth for CHF 120 (initial purchase or CHF 100 from the second year onwards).

The history of the Half Fare Travelcard

The first Half Fare Travelcard was created in 1898 by the 'Commercial Conference of Swiss Transport Companies', but was discontinued in 1898 and not reintroduced until 1923. In the 1930s it faced massive competition from the very attractive Sonntagetage and was distributed well under 100,000, although the price had probably been halved during the 1920s. By 1983 the price climbed to

At the same time, circulation figures also developed, reaching around 650,000 units. The environmental debate after 1980 in the context of the debate on the death of the earth led to a marked increase in the federal government's subsidy contributions. As many people as possible should be motivated to switch from private to public transport. The travelcard was reduced to 100 francs, which led to a massive increase in circulation figures. After the end of the federal subsidies in 1997 and the associated price increase, the number of travelcards fell for a short period of time, but recovered again and has been growing steadily ever since. In April 2023, the mark of 3 million travelcards was broken – the trend is rising by value.

The Half Fare Travelcard PLUS

The Half Fare Travelcard PLUS is a very attractive public transport offer between the GA Travelcard and the Half Fare Travelcard. It is the right choice for passengers who often travel with a Half Fare Travelcard and want to use public transport as flexibly as possible: They deposit credit for a certain package size in three variants and receive a bonus of up to 30% (for adults; 47.5% for young people under 25 years old). This gives passengers a personal credit, the Half Fare Travelcard PLUS, which they can use to pay for (supersaver) tickets, (Saver) Day Passes, class upgrades, bike and dog tickets and seat reservations in digital channels. The credit balance (customer deposit and bonus) is displayed immediately after activation. The corresponding amount will be deducted from this amount when used. If the amount deposited is not used up, the remaining amount will be paid out at the end of the contract year – regardless of whether the Half Fare Travelcard PLUS is deposited in again or not. This means that customers do not incur any financial risk and no obligation to use it. An unused bonus amount is forfeited.

Tourist offers

For foreign guests who would like to visit the leisure provider RailAway for a limited period of time in the public transport sector, Alliance SwissPass offers services

and the Travel Pass (STS) with different validity periods

All variants of the STS are valid without restriction, e.g. admission tickets for a large part of the GA Travelcard network for The pass is available for railways.

3, 4, 6, 8 and 15 days of validity, elapsed which can be redeemed flexibly individually or for a fixed period of time for

companion travel with you on Youth 3 years old

price, children up to 16 years old in accompanied by a person with a Swiss TravelPass valid at the station, door-to-door, flight luggage etc.) free of charge. make travel by public transport easier

Distributed as an additional tourist offer the European railways

some routes in advance, which can be purchased in a reservation. or in several freely selectable countries permitted between March and October. For European guests, reservations are called 'Interrail'

Reservations are from other continents 'Eurail'. Similar to the Swiss Travel Pass, it allows

Travel on Swiss public transport on a few days, which you can choose flexibly within a fixed period of time. However, the area of validity is limited compared to the STS. For example, many bus and local services are not included in the Interrail/Eurail service offer.

Both offers are only available to persons resident outside Switzerland and the Principality of Liechtenstein.

Additional offers

travel in Switzerland – multi-day excursions with additional in Switzerland for individual travellers, in particular combined offers with for a public transport and a tourist ticket for admission tickets for a large museums or events, or for the mountains.

—Thanks to the Companion Day Pass, GA Travelcard holders. Have a

Day. is available between 16 and 25 —offers for luggage transport at a reduced

via forms (check-in/collection travel at the make

return additionally.

— In order to guarantee a guaranteed seat, can jointly purchase a product for seat

Bicycle travel is compulsory for guests, reservations are called on some long-distance routes.

compulsory for guests.



FAIRTIQ
Public transport made easy.

Distribution and marketing of offers

0

Sales plays a key role in the pursuit of the 'One journey, one ticket' vision. To ensure that a continuous ticket can be purchased from any point A to any point B via any sales channel, a complete, high-performance database with all route, price and customer information is required. The public transport sector is therefore striving for centralisation and standardisation in the systems with the raw data in order to provide the most comprehensive, up-to-date and high-quality database possible. To this end, the public transport sector launched the 'network-wide public transport connection' in 2019.

The NOVA platform

'Network-wide public transport connection,' or NOVA for short, is a technical platform for selling public transport services.

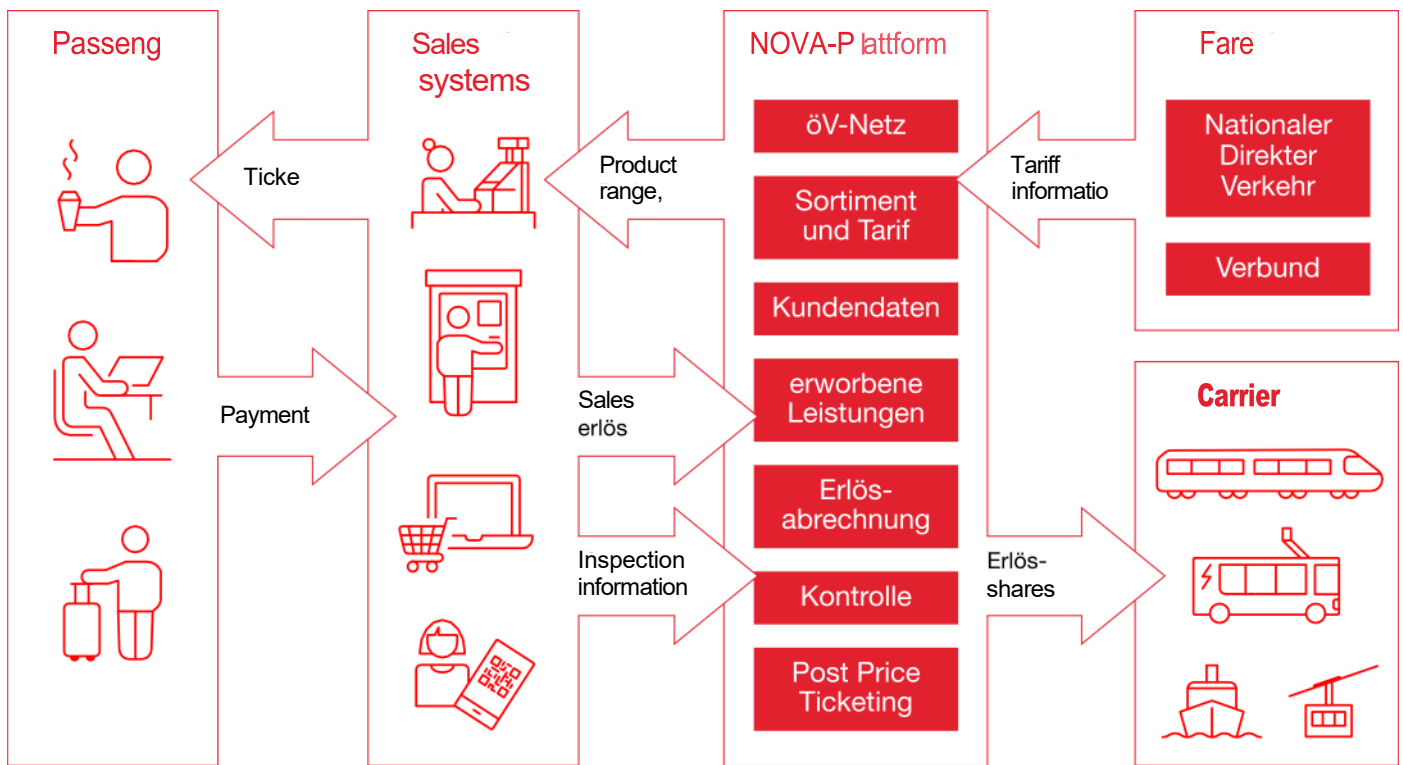
It will gradually replace all the previous core systems of National Direct Service and the fare networks, combining their contents into a single common background system. NOVA contains all the key elements for the sale of public transport services:

- The network and timetable data of all transport companies,
- All public transport ranges, areas of application and fare conditions,
- The customer database,

- Billing principles that ensure the distribution of income and costs between the participating and authorised transport companies,
- The SwissPass customer data, including the public transport services available on it,
- All the data required for checks on the vehicles,
- Public transport reporting.

This means NOVA covers all applications, from price queries to (sales) sales to inspection. Transport companies and fare networks can use interfaces to link their sales systems (counter and driver vending machines, ticket machines, web shops, smartphone applications, etc.) with NOVA.

How the NOVA platform works



Sales structures

In public transport sales, a distinction is made between two basic areas: staffed and self-service channels.

- **Staffed channels** include all **counters** and Travel Centres as well as sales by transport and ticket checking staff. Ticket sales at staffed sales are steadily declining and now account for less than 10% of all ticket sales.
- **Self-service channels** comprise all **points of sale operated by customers independently. This includes ticket machines** and all digital channels such as web shops, smartphone applications and automatic ticketing. While almost a quarter of all tickets are still purchased via ticket machines, the proportion of digital channels is steadily increasing. Sales via web shops and smartphone applications now account for almost 70% of all ticket sales.

In principle, the transport companies and fare networks themselves are responsible for offering and operating the various sales channels. Particularly in the further development of digital channels, a certain amount of competition is sometimes desirable in order to drive innovation for the benefit of customers. All public transport companies have the option of connecting their channels to the public transport sector's central data hub 'NOVA' at any time.

The Future of Sales: Automated Ticketing

Thanks to NOVA, the digital distribution of public transport tickets is steadily growing. Accordingly, further

development of sales channels also for this segment. Automatic ticketing is an innovative example of these efforts. From January 2018 to December 2019, the public transport sector carried out a market test across Switzerland together with software developers in various mobility apps. With automatic ticketing, customers no longer need to buy a ticket before their journey. Instead, they start recording the journey via their smart phone before starting their journey. At the end of the day, the system calculates the price for the journeys made and invoices the accrued costs.

Both the number of users of automatic ticketing and the revenue generated have increased by more than fourfold since the start of the market test. Customers particularly appreciate the comfort, as they can use public transport spontaneously and in a cost-optimised way. Buying and paying for tickets in advance and determining the route are no longer necessary. In 2020, automatic ticketing became a sales channel started regular operations. This makes Switzerland the first country in the world to offer automatic ticketing in public transport.

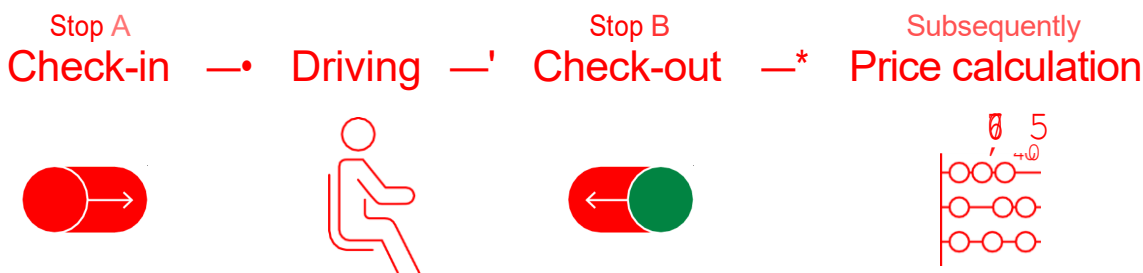
Marketing and customer management in NDS

The joint marketing of the NDS ticket range is coordinated centrally and is carried out in a uniform manner. To this end, an annual plan of marketing measures is drawn up with campaigns for the different segments, such as young people, commuters or GA Travelcard holders. The annual marketing budget and planning must be approved by the Alliance SwissPass Market Commission

individual offers from transport companies that go beyond this (excursion destinations, car loading etc.) are the responsibility of the individual public transport companies. Regional market development is the responsibility of the fare networks, which market regionally-oriented offers (especially travelcards) themselves. The SwissPass label or seal of approval should be used in all marketing campaigns as a minimum standard and token of cooperation.

One focus of the marketing of NDS is the support of well over three million regular customers with a GA or Half Fare Travelcard. To ensure that they can be supported efficiently, they are recorded in the central customer database on the NOVA platform. This ensures that subscribers can be offered identical services (e.g. card replacements in the event of loss) at practically every staffed point of sale. SBB is responsible for ensuring the necessary contact with customers (travelcard renewal, invoicing, demand notices etc.). The highest demands are placed on data protection. Alliance SwissPass has drawn up the Joint Privacy Policy, which governs, in particular, the rights and obligations of the participating transport companies in relation to the exchange and use of customer data.

Automatic Ticketing: Just get on and drive



The distribution of operating costs

Public transport generates revenue in personenverkehr Revenue of over CHF 6.5 billion. Just over one third of revenue is from fare network offers.

Essentially, a distinction is made between three principles when distributing the revenue for flat-rate tickets or travelcards for National Direct Service and other national offers: Direct Service. The GA Travelcard and Half Fare Travelcard sales alone generate revenue of just under CHF 2 billion in revenue from route-specific tickets, e.g. Point-to-Point Travelcards. This revenue must be fair – from all transport companies are divided up. All regulations on travelcards, sharing in NDS, are set out in Guideline 511 on 'Income distribution within the National Direct Passenger and Luggage Services' distribution of combined. Travelcards

Revenue distribution in NDS per year: Three

Essentially, a distinction is made between three principles when distributing the revenue for flat-rate tickets or travelcards for National Direct Service and other national offers: Direct Service. The GA Travelcard and Half Fare Travelcard sales alone generate revenue of just under CHF 2 billion in revenue from route-specific tickets, e.g. Point-to-Point Travelcards. This revenue must be fair – from all transport companies are divided up. All regulations on travelcards, sharing in NDS, are set out in Guideline 511 on 'Income distribution within the National Direct Passenger and Luggage Services' distribution of combined. Travelcards

- Distribution according to the revenue from flat-rate tickets or class upgrades involved.
- Distribution according to the revenue from flat-rate tickets or class upgrades involved.
- Distribution according to the revenue from flat-rate tickets or class upgrades involved.

It is based on a distribution key, which is in turn based on cancellation messages from distance-related tickets.

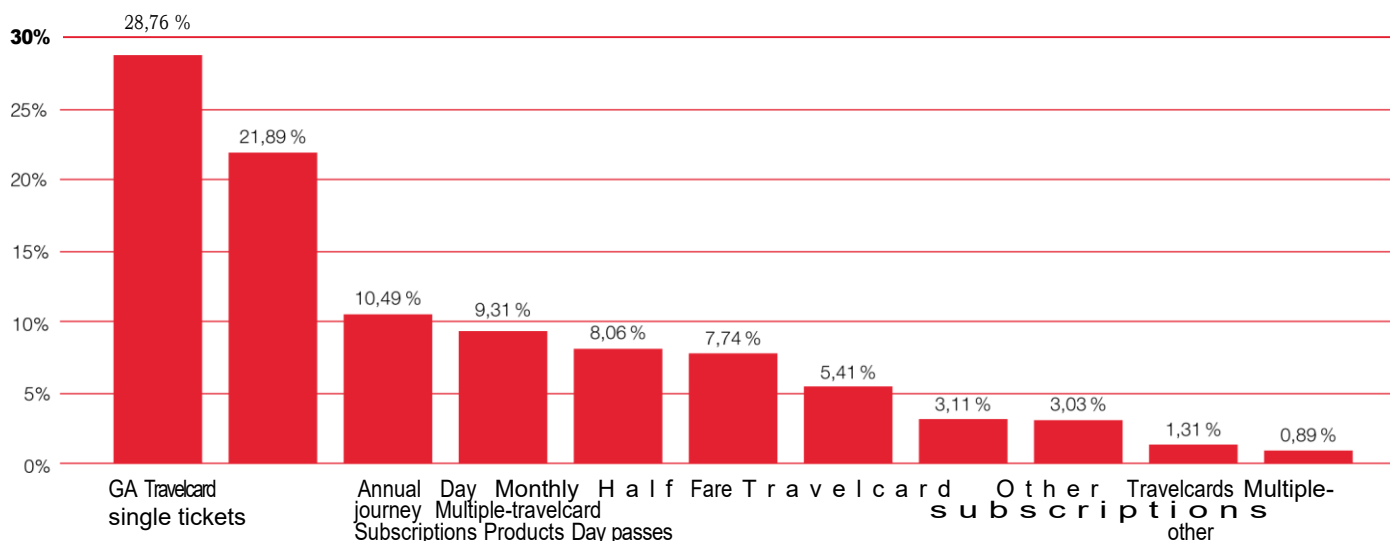
Distribution by sales figures

In the case of route-specific tickets or travelcards in National Direct Service, the route of travel and the transport companies used by passengers are known. Accordingly, the proportion of each transport company sold NDS ticket is automatically calculated based on the stored tariff kilometres or prices and credited to the transport companies on their current account.

Distribution by distribution key

The initial situation is much more difficult for passengers with a flat-rate ticket or travelcard such as the GA Travelcard or Day Pass. This is where the route of travel and the transport companies used are not known because, for a certain period of time, the public

Share of revenue for the most important tickets or travelcards in public consumption



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means of transport. For this reason, Alliance SwissPass carries out consumer surveys of holders of these flat-rate tickets or travelcards. These surveys form the basis for generating distribution keys. The revenue generated from flat-rate tickets or travelcards is then allocated to the transport companies involved in the ticket or travelcard on a monthly basis based on the distribution key.

The consumer surveys are carried out by the Alliance SwissPass Secretariat. The GA Travelcard survey takes place every year; around 1,000 GA Travelcard holders are contacted every week by e-mail or post and asked to document all public transport journeys for a week. The Secretariat checks the plausibility of this information and allocates virtual revenue to it – the prices that passengers without a GA Travelcard would have paid for the journeys if they had purchased individual tickets. The total of the virtual revenue then results in the distribution key.

All 23 National Direct Service distribution keys work in a very similar way. In some cases, usage surveys for passengers, for example for Day Passes, the Night GA Travelcard or the Swiss Travel Pass, form the basis of this data.

The Half Fare Travelcard distribution key is a special form. It is based on the transport companies' notifications of cancellations. By selling tickets for the Half Fare Travelcard – at a reduced price – the transport companies lose part of their revenue. These cancellations can be clearly identified for each operation, as they only concern the sale of route-specific or zone-specific tickets. Accordingly, the public transport companies report the total of all cancellations to the Alliance SwissPass Secretariat once a year. The distribution key is then created based on this information. The transport companies use the revenue from Half Fare Travelcard sales to cover around a third of their shortfalls.

The distribution of income in the dilutions

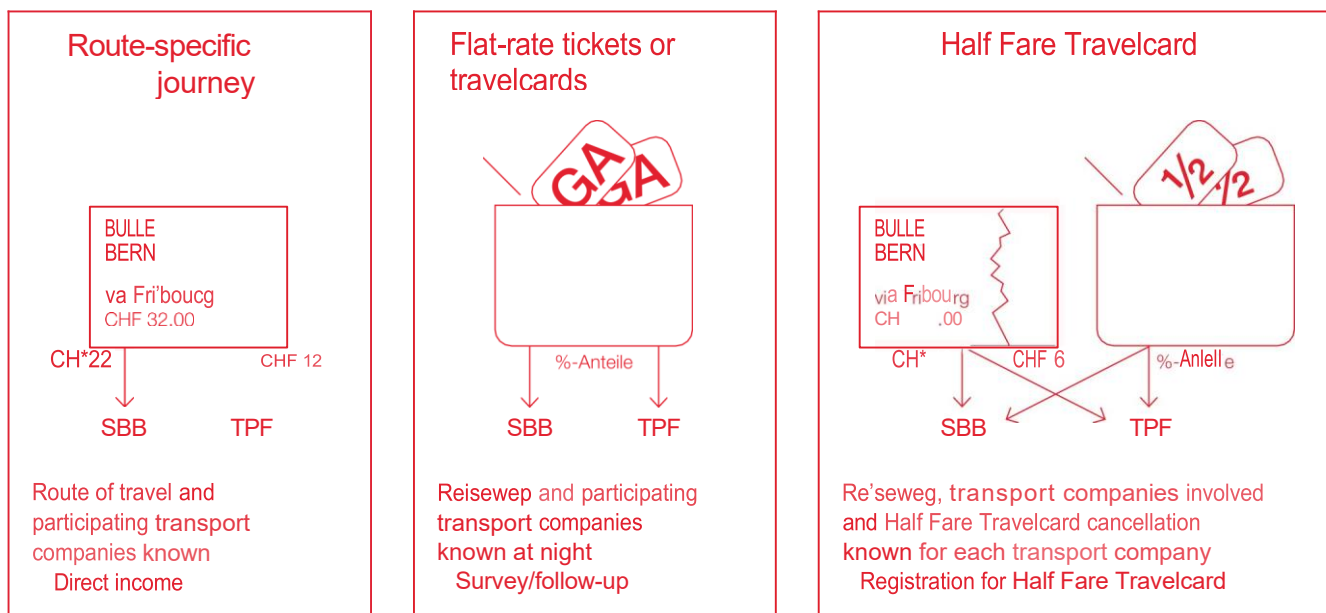
In the fare networks, not only the revenue from flat-rate tickets or travelcards, but also the revenue from single tickets must be distributed using a key, as the zonal logic means that it is not possible to determine all routes exactly. Each fare network in Switzerland is responsible for its own revenue distribution. With the emergence of the integral fare networks, a demand-based distribution methodology was developed which is used by most fare networks.

which is applied. The following indicators shall be taken into account in the distribution:

- Passenger volumes: All transport companies automatically count how many passengers board their vehicles per line within the network perimeter.
- Passenger kilometres: The number of passengers between two stops is multiplied by the kilometres travelled. Example: At stop A, 10 people board and travel 1 kilometre. This equates to 10 passenger kilometres. At stop B, 5 people alight and 10 join. With 15 passengers, the journey continues 2 kilometres to the next stop. This equates to 30 additional passenger kilometres.
- Ticket mix: Random sampling is carried out to determine which tickets or travelcards passengers use in public transport (single tickets, Regional Travelcards, Day Passes, GA Travelcards etc.).

In many fare networks, passenger volumes and passenger kilometres are collected completely and the ticket mix, which must be recorded manually, on a random basis. The data per transport company is then added up within the fare network to produce a share per company and ticket. Based on these results, the revenue is divided between the individual ticket types ('sub-pots'). The percentage share per transport company is calculated for each sub-pot.

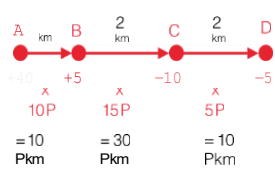
The principles of revenue distribution



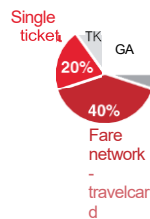
Revenue distribution in detail

Counting passengers or beginner per Transport companies and part of the route between two stopping points	Cumulative Pkm and Newcomers per transport company and in part Line	Determined Ticket mix per transport company (Sampling)	PKM and Newcomers per Ticket and per transport company	Percentage to the Revenue in accordance with Newcomers	Together management of the two Shares by means of suitable Weighting	Proportion of Drive-out wise on Total turnover of the Fare network	Finals Distribution key for all tickets
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TC* A (line 1)

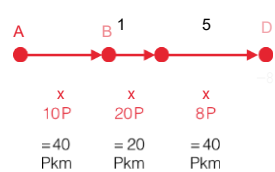


50 Pkm
Newcomers



Single ticket Pkm / 3 Einsteiger
Regional Travelcard Pkm / 6 newcomers usw.

TC* B (line 8)



20 Pkm
Newcomers



kg / 6 Unique
Regional Travelcard 5p p k m / 10 newcomers usw.



Weighting 90% Pkm 10% newcomers



Weighting 40% Pkm 60% newcomers



P = People Transport company Pkm = passenger kilometres

Allocation of common costs

The joint costs of Alliance SwissPass amount to around CHF 220 to 240 million per year. All the rules on cost sharing are summarised in Guideline 512 on the 'Sharing of costs within Alliance SwissPass'. The main cost components are:

- Issuing and billing tickets via technical sales vehicles,
- Printing and distribution of tickets,
- Common marketing and advertising costs,
- Marketing mandate for public transport abroad (STS AG),
- Costs for tickets in credit card and ticket format,
- Projects and innovations,
- IT commitment loan,
- Management costs.

Costs are generally billed annually. Cost billing is based on different principles. Some of the costs are billed using a mixed cost key, the standard key.

To do this, the total revenue from the distribution key for flat-rate tickets or travelcards (excluding international offers and fare network offers) is added together to calculate the proportion of total revenue for each transport company. Other costs are billed according to special cost distribution key if possible.

Remuneration for NDS consulting walls

Electronic sales channels are becoming increasingly important, while direct customer contact in the sale of tickets is decreasing at the same time. Self-service electronic channels such as web shops or smartphone applications cause little sales effort, but customer demand for advice and

services is increasing.

by points of sale and service centres , a new compensation model has been developed. Under this model, the costs of consulting services are no longer reimbursed by a commission per ticket sold, but rather by a contribution margin. The pure sales service is no longer provisioned at present. However, efforts are under way to reintroduce a sales commission. The points of sale and service centres of the transport companies and fare networks as well as the Brig Contact Center will receive contributions.

In order for consulting and services to be remunerated under the NDS compensation model (NDS), transport companies must meet minimum quality requirements. This includes consulting expertise regarding NDS Product ranges, ongoing training of employees deployed or a standardised consultation and service process. The model is financed by a compensation fund drawn from the revenue generated by National Direct Service.

Customer information should help to make it easier for customers to find their way online, at stops and on board modes of transport. The Swiss public transport system strives to provide standardised information based on a uniform data basis that is easy to understand for customers. It should be precise and consistent in terms of content, both as well as during the journey, online, at stops and stations and on public transport. This takes into account the entire information chain, both in the event of disruptions.

The Federal Office of Transport (FOT) governs the normative basis for customer information in the Passenger Transport Act. Based on this, the Customer Information Commission developed the 'Guideline 580 — FIScommun'. It sets out guidelines and industry standards on the content and design of information elements for all licensed public transport companies (LTCs) and covers the entire travel chain. For customers, all information elements are designed as uniformly as possible throughout their entire journey in Switzerland, including before and after the journey and in the event of disruption, making it easier for passengers to find their way around.

The national industry standard Customer Information (BS CI)

The national industry standard Customer Information (BS CI) is aimed directly at public transport specialists. Industry, transport companies, purchasers, passengers

and disability associations should be able to rely on the regulation when designing and implementing passenger information systems. The CCI is responsible for the regulation. It coordinates and develops customer information within the public transport sector. Technical requirements for common industry standards and regulations are developed. These take into account, in particular, the legal requirements of the FOT, the Disability Discrimination Act (DDA) and the Ordinance on Technical Requirements for the Adaptation of Public Transport to the Disability.

The system task Customer Information (SKI)

On behalf of the Federal Office of Transport, the Customer Information System Task (SKI) collects and publishes customer information data for the entire public transport system in Switzerland. Infrastructure holds data from over 400 transport companies and forwards the information to an equal number of recipients. The information must therefore be delivered in accordance with defined standards. The data from different systems enables transport companies to provide customers with real-time information about train equipment (low-floor access, toy coaches, dining cars etc.), route closures, delays and interchange times.

The office for the customer information system task is located at SBB.

The different display systems



A core element of customer information is the visual display systems. A distinction is made between dynamic and static display systems. Under 'optical-dynamic display systems' (pictures above and in the middle) are understood to mean all forms of visual displays that can convey changing passenger information. They can be found at stops, but above all increasingly often inside and on vehicles. Dynamic displays are used in particular to provide passengers with real-time data. For example, delays, platform changes or information on the current train formation can be communicated.



The term 'optical-static display systems' (picture below) covers all forms of visual displays that convey static timetable information. These include notice timetables, stop boards, network and zone maps and area maps. All details concerning the design of the different display systems are governed by the national industry standard.



Other institutions

in the field of public transport

Public transport is an important pillar of life and prosperity in Switzerland and is a national achievement that is part of the public, political and media interest. This is why many interest groups are interested in

directly or indirectly by public transport and have an influence on the areas of action of Alliance SwissPass. In doing so, you influence the work of the industry and are partly responsible for decisions and changes within Swiss public transport.

The most important organisations and institutions in the field of public transport are briefly mentioned below (not an exhaustive list).

Political institutions

Federal Department of the Environment, Transport, Energy and Communications (DETEC)	DETEC is responsible for overseeing public services in Switzerland. The public should be able to count on a solid basic service with important public services. DETEC's guiding principle is sustainability. By means of ordinances and laws, it lays down the foundations for the provision of public passenger transport services.
Federal Office for Transport (FOPH)	The Federal Office of Transport is the supervisory body for public transport under the PTA. The FOT is empowered to revoke or prevent the implementation of decisions and orders issued by Alliance SwissPass if they violate the law, the concession or international agreements or violate important national interests. The FOT has a non-voting seat on all Alliance SwissPass committees.
Price monitoring	The Price Supervisor is a competition authority and is administratively attached to the Federal Department of Economic Affairs, Education and Research. Its primary objective is to ensure that prices are as competitive as possible, especially in sectors where competition does not exist. The Price Supervisor can recommend or even order price reductions.
Conference of Cantonal Directors of Public Transport (KöV)	The members of the Swiss cantons responsible for public transport tasks together form the Conference of Cantonal Directors of Public Transport (KöV). KöV is represented on the Alliance SwissPass Strategy Committee with a permanent non-voting seat.
Conference of Cantonal Public Transport Delegates (KKDöV)	The aim of the conference is to promote effective cooperation between the cantons and between the cantons and the Confederation in the field of public transport and to safeguard the interests of the cantons in public transport.
Transport and Telecommunications Commissions of the National Council (KVF-N) and the Council of States (KVF-S)	The Transport and Telecommunications Committees are composed of parliamentarians who deal with legislative issues in public transport. By means of democratic instruments (motions, parliamentary initiatives, etc.), they have a repulsive effect on public transport at the legislative level.

Associations active in the field of mobility (

- Association of Public Transport (VöV)
- Litra
- Swiss Association of Municipalities
- (SGB Touring Club Switzerland (TCS)
- SwissTransportClub PCS)
- Swissrail Mobility Urban
- Conference
- Movi+
- OuestRail

particular) Stakeholder groups

RAILplus

Trade unions

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Consumer Protection Fédération Romande

des Consommateurs Pro Bahn

Association of Public Transport (IG öV)



The view d Zu ku : Strategy 2035

Public transport in Switzerland offers a wide range of advantages. Its role as a network ensures a nationwide service. There are hardly any localities that cannot be reached by public transport. Customers also benefit from through tickets and travelcards. The GA Travelcard and the Half Fare Travelcards are valid on almost all public transport routes across Switzerland. Cooperation between the transport companies also enables an open public transport system.

whichever one can access at any time – and on which a ticket from A to B is valid regardless of the mode of transport. The clock-face schedule ensures that the timetables of the different transport companies are coordinated with each other, for a long time

Waiting times between two connections is avoided and the transport chain is guaranteed across all modes of transport.

The industry's aim is to make public transport and access to it as easy as possible for all customers and to minimise barriers. In the context of the climate crisis, public transport is part of the solution as the most environmentally friendly mode of transport. However, the share of public transport in total transport has been stagnating for years and even declined during the COVID-19 pandemic. The industry is therefore facing the challenge of changing the modal split in favour of public transport while simultaneously coping with increasing demands and usage figures.



Easy access to Swiss public transport

Where will public transport in general and Alliance SwissPass in particular develop over the next few years? In which areas is the further development of public transport focused? What vision does the industry have for this work? To this end, the transport companies and fare networks have developed the Alliance SwissPass 2035 Strategy.

The strategy is based on the vision of making access to public transport as easy as possible for everyone. Whether in terms of tariffs, product range, sales channels or customer information. Alliance SwissPass enables mobility in Switzerland to be used seamlessly, easily and efficiently.

Based on this, the industry has developed a mission statement, a strategic vision, strategic aims and an action plan. These elements show Alliance SwissPass the focus points and direction it will develop in the coming years. The following key goals are to be achieved by 2035:

Simplify the tariff system

We have a uniform, transparent tariff system with customizable offers.

Kundschaftgevännen and bind

We continuously gain and retain new customers by means of low entry barriers and attractive tariff offers.

Strengthening climate awareness

We make sure that customers understand and use Swiss public transport as a key to achieving our climate goals.

Digitise access

We offer customers simple and end-to-end digital access to Swiss public transport.

Encouraging sales innovation

We support innovation in sales while ensuring efficient operations – from pricing to distribution and control to billing.

Standardise customer information

We ensure that customer information is standardised, simple and consistent across the entire public transport system.

Utilising data potential

Together, we make use of the potential of data and ensure data sovereignty and data security for our customers.

Coordinate governance

We manage the uniform tariff system via a lean and integral governance between NDS and the fare networks. Incorporation of purchasers' expectations: the share of user financing is defined in a common regulatory framework.

List of abbreviations

ADabbreviation	Designation
FOT	Federal Office of Transport
CRM	Customer Relationship Management
EMNDV	Compensation model National Direct Service GA Travelcard
CC	National Commission Customer information
I	Commission Market
GA	Inspection service
Tr	
av	
elc	
ard	
KoM	
KoServ	
KoV	Commission Sales
KöV	Conference of Cantonal Directors of Public Transport
KVF	Commissions for Transport and Telecommunications of the National Council and the Council of States Ue500
NDS	
MFK	DETEC multiple-journey ticket National Direct Service
NOVA	Network-wide public transport connection
NPK	National Consumption Indicators Review Group
Public transport	Public transport
PBG	Federal Act on Passenger Transport
RPV	Regional Passenger Services
SGV	Swiss Association of Municipalities
SKIING	System task Customer information
SR	Strategy Committee
SSV	Swiss Association of Cities and Towns
STS	Swiss Travel System
SynServ	National database for passengers with an invalid or partially valid ticket

ADabbreviation	Designation
T600	Tariff 600; common ancillary tariff provisions for NDS and the fare networks
T601	Tariff 601; General Passenger Tariff
T603	Tariff 603; SBB T604 Tariff 604; Tariff
distances and prices	licensed transport companies T651.x
	Tariffs of the different public
transport networks	
T654	Tariff 654; tariff for GA and Half Fare Travelcards, seven25 Travelcards and supplementary offers
TCS	Touring Club
Tkm	Switzerland Tariff kilometres
Tx	Transport companies Alliance SwissPass Convention 500 Federal Department of the Environment, Transport, Energy and Communications
VAböV	DETEC Regulation on technical Requirements for the disability-friendly design of public transport
VCS	Transport Club of Switzerland
APT	Association of Public Transport