

Skånetrafiken 2023

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Skånetrafiken

Agenda

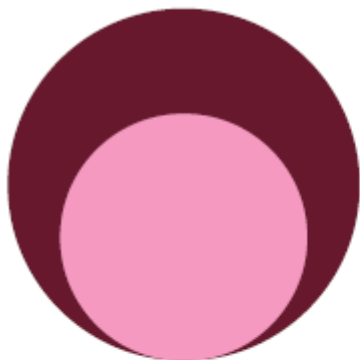
- This is Skånetrafiken
- Financing
- Pricing
- Our digital journey
- Exchange of experience

This is Skånetrafiken

- A part or Region Skåne.
- We are responsible for public transport in Skåne and part of Denmark.
- Public transport includes urban, regional and service transport. All transport and essentially all other services are put out to tender and subcontracted.



Operational objectives



40 %

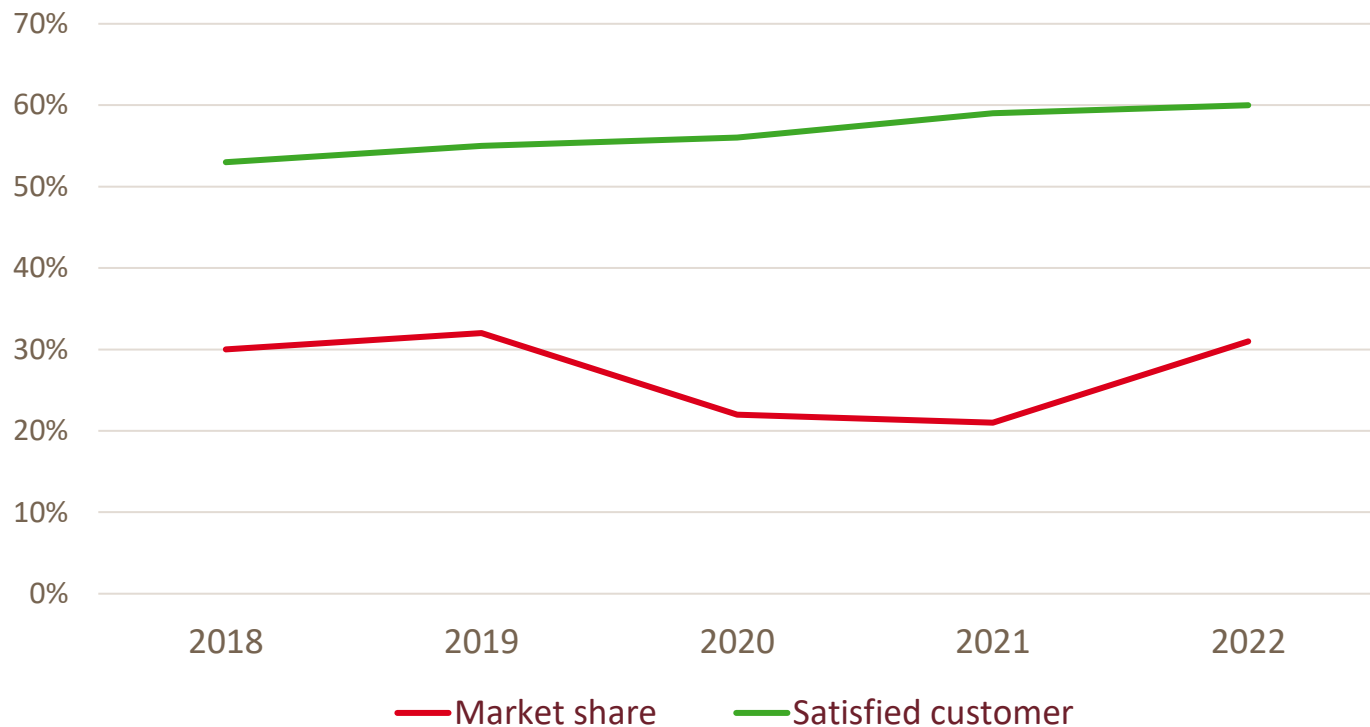
Doubled market share
to 40 % by 2030



8 av 10

8 of 10 customers satisfied
with Skånetrafiken by 2025

Marketshare and customer satisfaction





Our priorities

On time – passengers should be able to rely on arriving on time. To enhance efforts, we are refining our approach to measuring punctuality with a narrower definition.

Reliable – passengers should have peace of mind knowing that trains and buses run as scheduled and that accurate information about disruptions is provided. Passengers and staff should have peace of mind knowing that they are safe from threats and violence on public transport.

Outstanding service – digital solutions for products and services encompassing the entire journey. On board and in all contact with us, customers should receive outstanding service, regardless of the situation.

Our transport services

Facts

- On a typical day, people make 465 000 journeys with us.
- Our special service transport delivers 6 000 journeys every day.
- Skånetrafiken's fleet: 111 Öresundståg trains, 99 Pågatågen trains, 650 regional buses, 472 urban buses, 7 tram (Lund) and 447 service transport vehicles.
- We have 4 customer centres and 50-plus agents throughout Skåne.
- More than 450 employees. All in all, over 6 000 people work within the public transport sector in Skåne.
- Public transport is operated using renewable fuels such as renewable electricity, biogas and biodiesel.

Sustainable, well-developed and easily accessible transport



Rail transport

The backbone and foundation of regional transport within Skåne and to neighbouring regions, including Copenhagen.

Urban bus transport

Connecting the town. Making it easy to travel from outer suburbs to central areas and travel hubs for onward travel.

Regional bus transport

Good accessibility and broad geographic coverage to bring rural areas closer to larger urban centres and workplaces.

Service transport

Together with the municipalities and our customers, we have created service transport based on individual needs and environmental demands.

Skånetrafiken

Newest addition - Tram

The city of Lund has built the track facility. Skånetrafiken has purchased wagons, built a service depot and equipped the stops.

Now that the tram has been put into service, the city of Lund is responsible for maintaining the track facility, for example grass cutting, track maintenance and electricity, telecommunications and signaling systems. Skånetrafiken maintains the trams and is responsible for tram traffic.

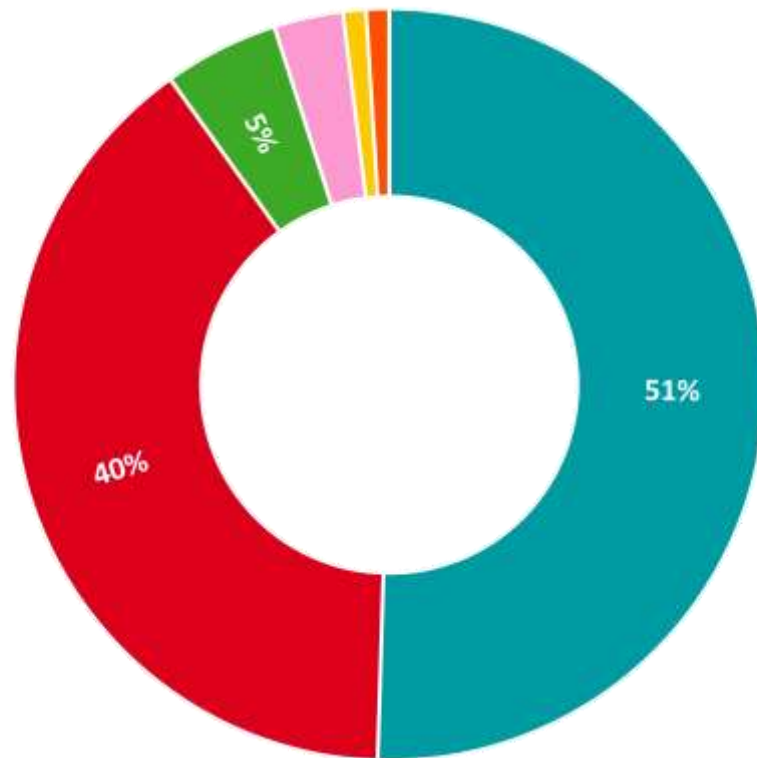


Finances 2022

Revenue 2022

Accumulated revenue 7 011 126 056 SEK, divided in:

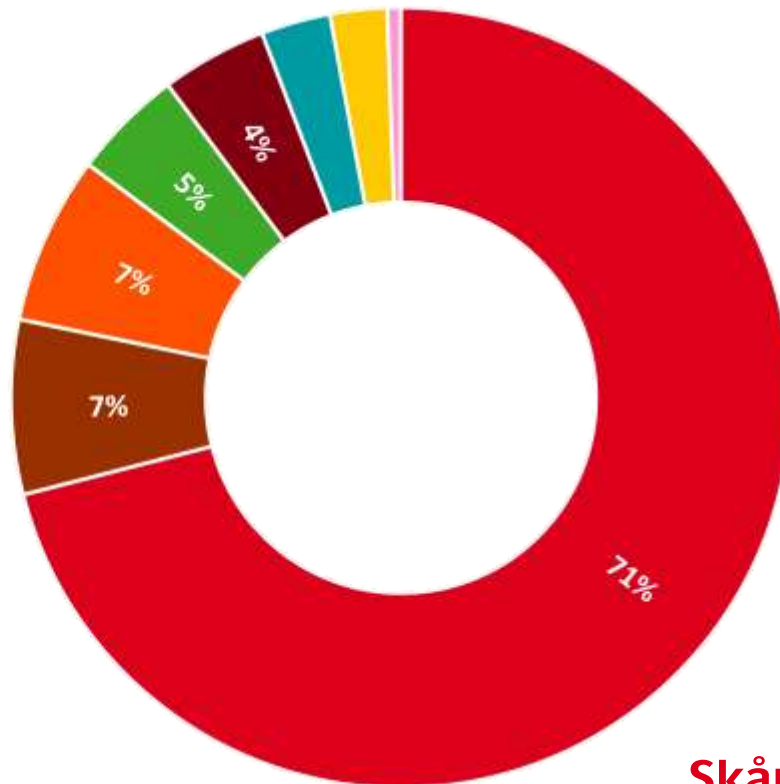
- Ticket revenue 40%
- Service transport 1%
- Additional purchase 1%
- Other income 5%
- Government Taxes 3%
- Regional Taxes 51%



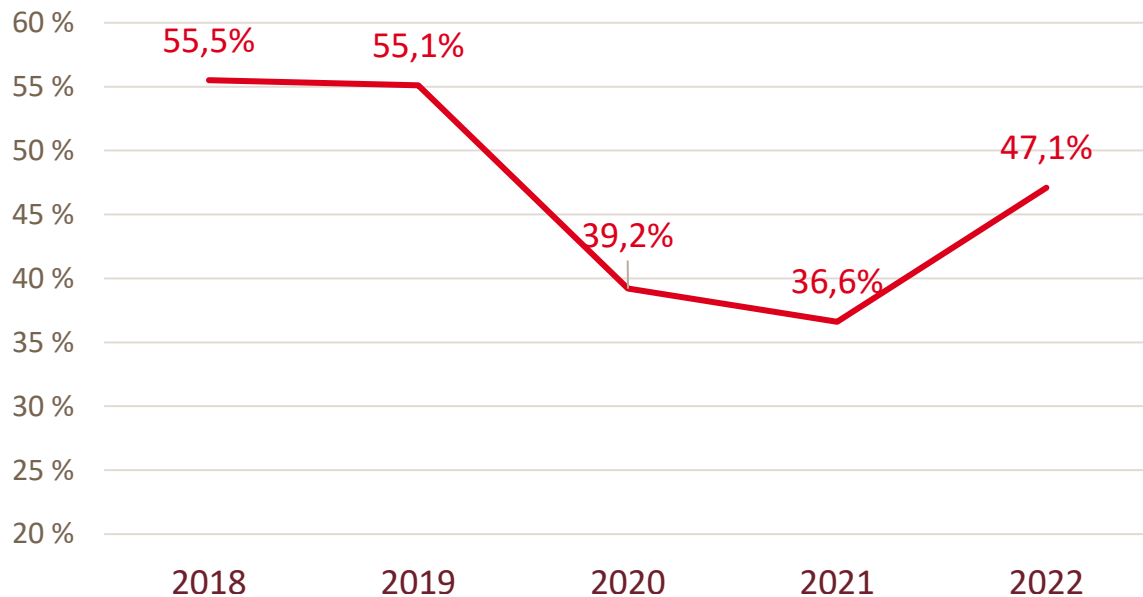
Cost 2022

Accumulated cost 6 953 624 371 SEK divided in:

- Trafik 71%
- Serviceresor 7 %
- Övrig trafik 2 %
- Övrig verksamhet 5 %
- Info/marknadsföring 1 %
- Köpta tjänster/förs.provi 3 %
- Personalkostnader 4 %
- Finansiella kostnader 7 %

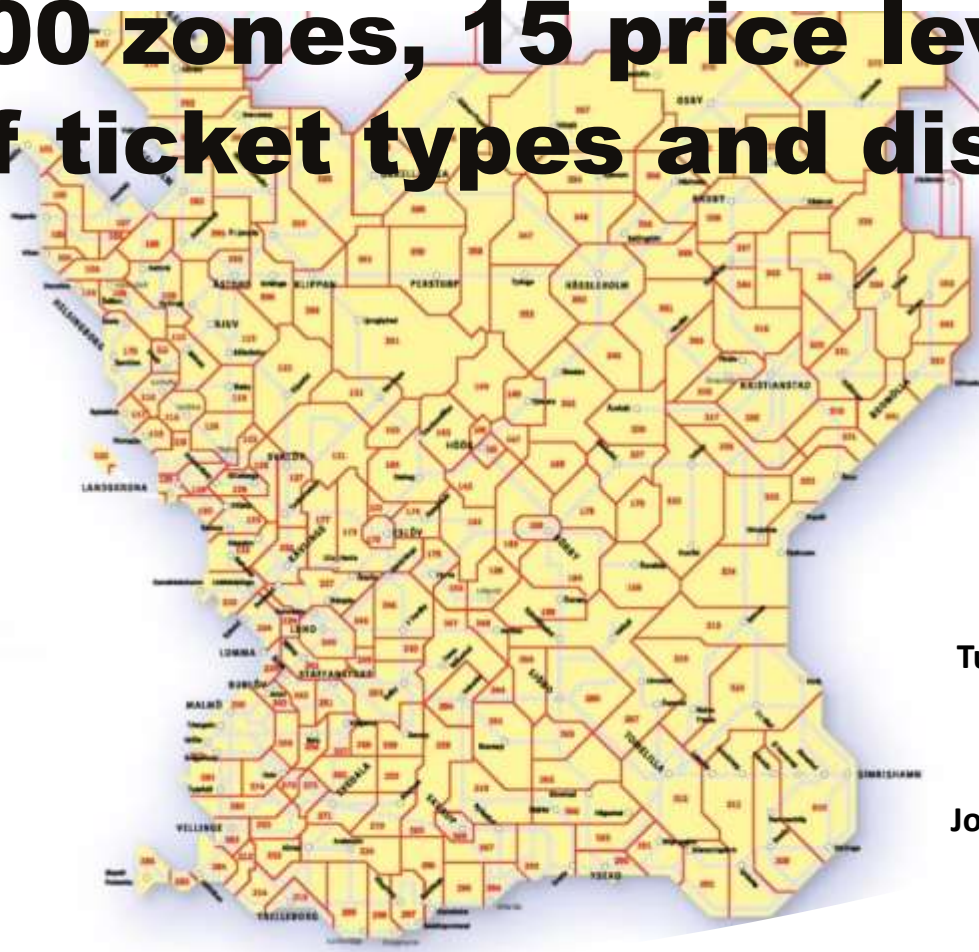


Self-financing rate 2018 – 2022



Pricing

>200 zones, 15 price levels, lots of ticket types and discounts



JoJo Reskassa

JoJo Period Öresund

24-timmarsbiljett

Öresund Rundt

JoJo Grundskola

JoJo Period

JoJo Företag 365

JoJo Skola

Enkel

Tur o Retur Hyllie

Duo/Familj

JoJo Student Öresund

JoJo Sommar

JoJo Student

JoJo Fritid

JoJo Senior

Tur o Retur Danmark

72-timmarsbiljett

JoJo Skola Plus

JoJo Företag Flex

Skånetrafiken

Our objective was clear!

We needed a better experience



Easy

Fair

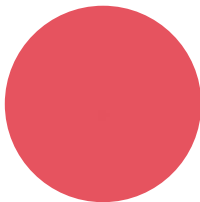
Keep revenue

Skånetrafiken

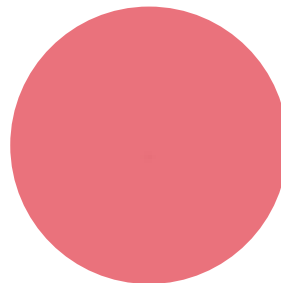
From 202 zones to 3



Small/city
(8km)



Medium
(35 km)



Large
(all of Skåne)

Personal zones

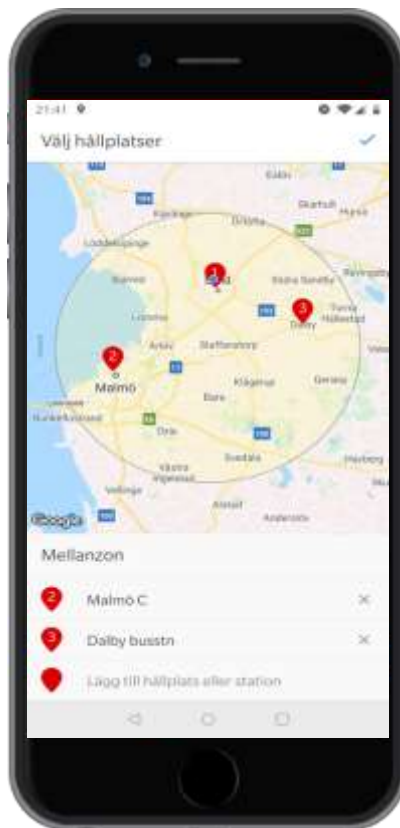
Traditional

Based on the customer



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Customers can configure their own zone



We started with three ticket types

- Single ticket
- 24 hour ticket
- 30 day ticket



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Discounts

- Under 7: 100 %
- Age 7-19: 40 %
- Student: 25 %
- Groups 25 %

All groups get discount on all tickets.



Sydtaxa – six regions in Sweden

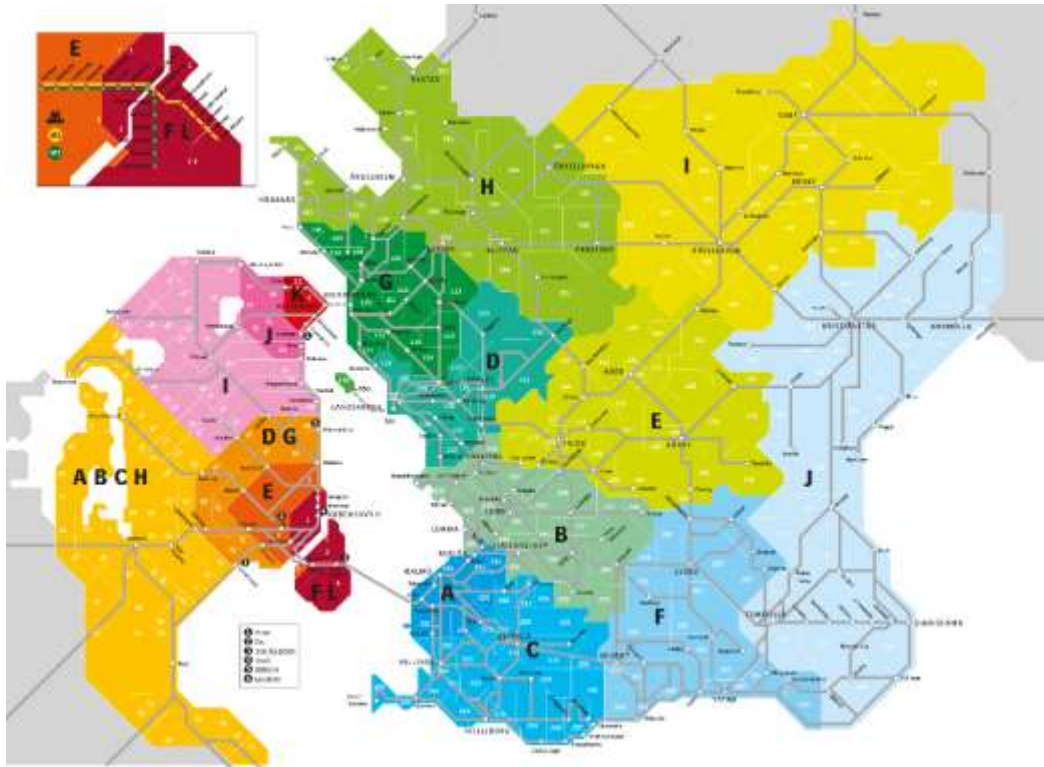


- Seamless travel – one ticket for the customer
- Few tickets
- Common rules for tickets and discounts
- Different systems but national standard

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Öresundstaxa

– Sweden and Denmark



- Joint pricing
- Compromised rules for age and time
- All buses, trains and trams on both sides
- Bridge or ferry

Our digital journey

2016

Köp biljett innan du går ombord på tåget

Biljetter · Tickets

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Ströget
Smørrebrød
Nørreport

Köp biljetten
med vår app!



Skånetrafiken

Skånetrafiken
DRÖMSUNDSTÄC



Avbryt

Cancel



Mynt

Coins



Bank - Kreditkort

Credit card



Resekort

Smartcard



Sedlar

Notes



G S

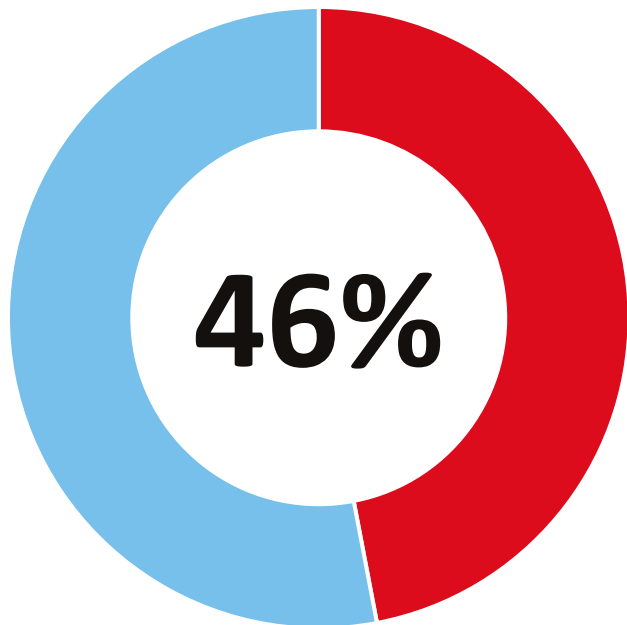
Billigare
när ni är fler



Skånetrafiken

Skånetrafiken

2016 – We asked "Is it simple?"



Only 46 % agreed on the following statements:

- It's easy to travel with Skånetrafiken
- It's easy to buy Skånetrafiken's tickets and cards

SIMPLICITY





**Simple
payments**



**Simpler to
travel**

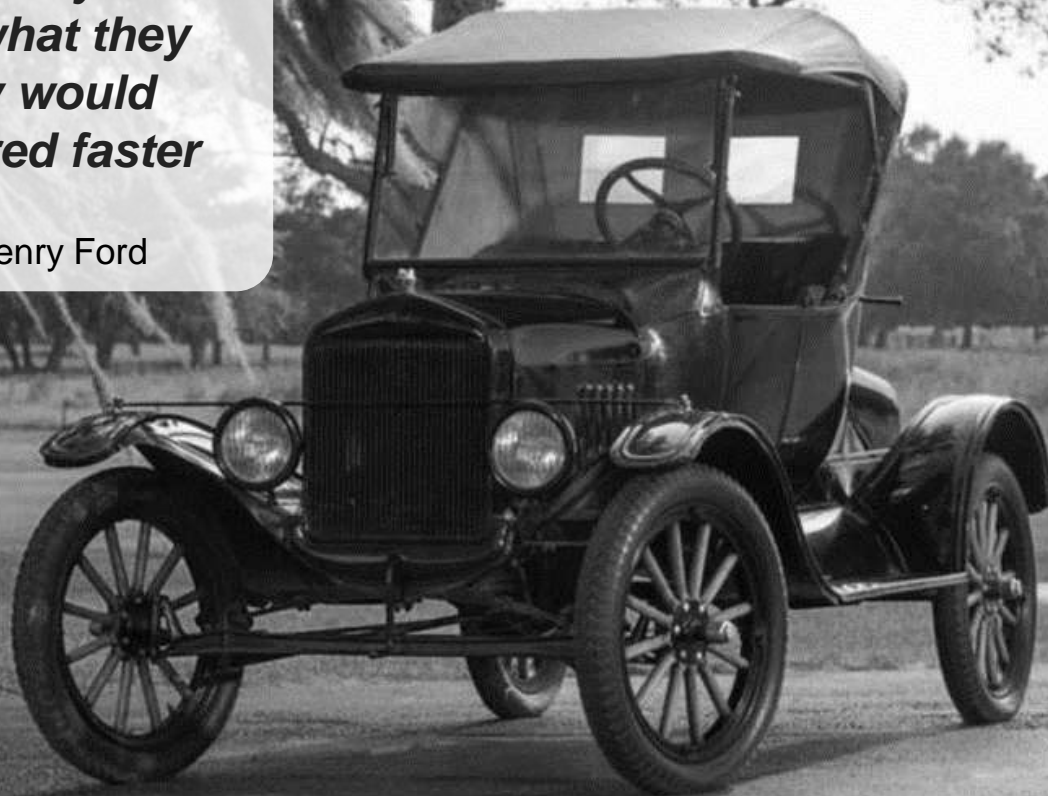


**Simpler to
combine**

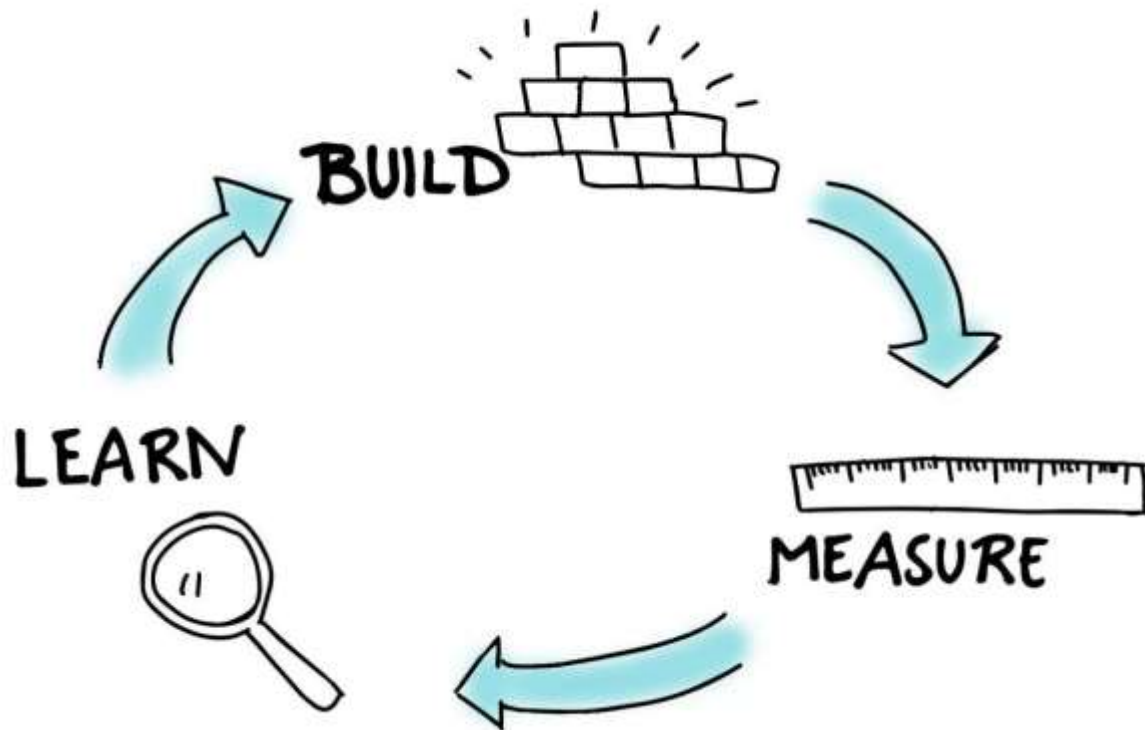
”

*If I had asked my
customers what they
wanted, they would
have answered faster
horses*

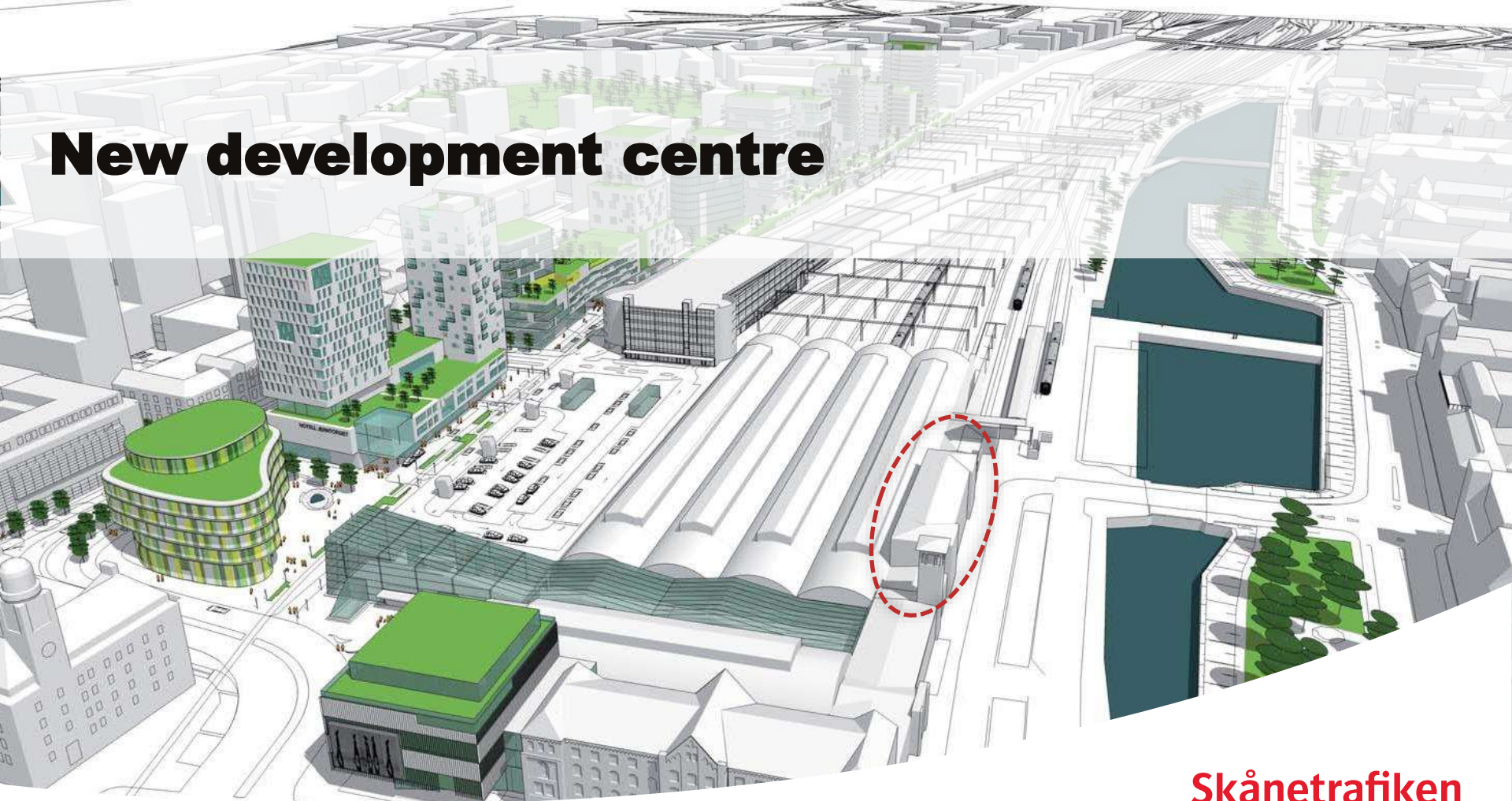
- Henry Ford



Best practice... or common sense



New development centre



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But what did we do ?

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Channels and payment options in the new system



2017

The app



Payment cards



2020

Tap 'n' ride



Travel cards



2019

TVM



2019

Customer centres



2020

Re-sellers

Co-operation with others

"It's great that together with Blekingetrafiken and Östgötatrafiken we can become even stronger to further develop a safe and user-friendly ticket system. It opens up the possibilities for collaboration with more industry colleagues who can now join"

*Linus Eriksson
Trafikdirektör på Skånetrafiken*



A green Skånetrafiken bus is driving on a city street. The bus has "Skånetrafiken" written on the front and "DKC 066" on the license plate. The destination sign above the windshield reads "Stenkullen via Köpman". The bus is surrounded by trees and a modern building in the background. A person is visible in the foreground, looking towards the bus.

Bringing payments development in-house to stay ahead of the curve

First PTA in the Nordics with Tap'n'ride

L o n d o n
S y d n e y
N e w Y o r k
S k å n e



blippa

Contactless EMV Ticketing

Skånetrafiken

“ Blippa offers an opportunity for customers traveling in city traffic in Skåne to make a trip at a fixed price by only tapping their contactless bank card ”

blippa

Tap'n'Ride

SIMPLE

SECURE

SMOOTH

SPONTANEOUS



Skånetrafikens

Capping

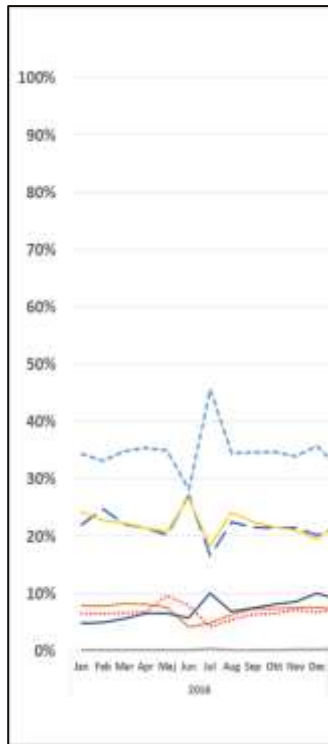
Tap your contactless bank card at the ticket reader as you get on the city bus.

If you tap your contactless bank card on city buses after the first hour, you will receive a 24-hour ticket. It applies from the first time you tapped the card.

You never pay more than for two single tickets if you travel several times in the city within 24 hours.

Was it successful ?

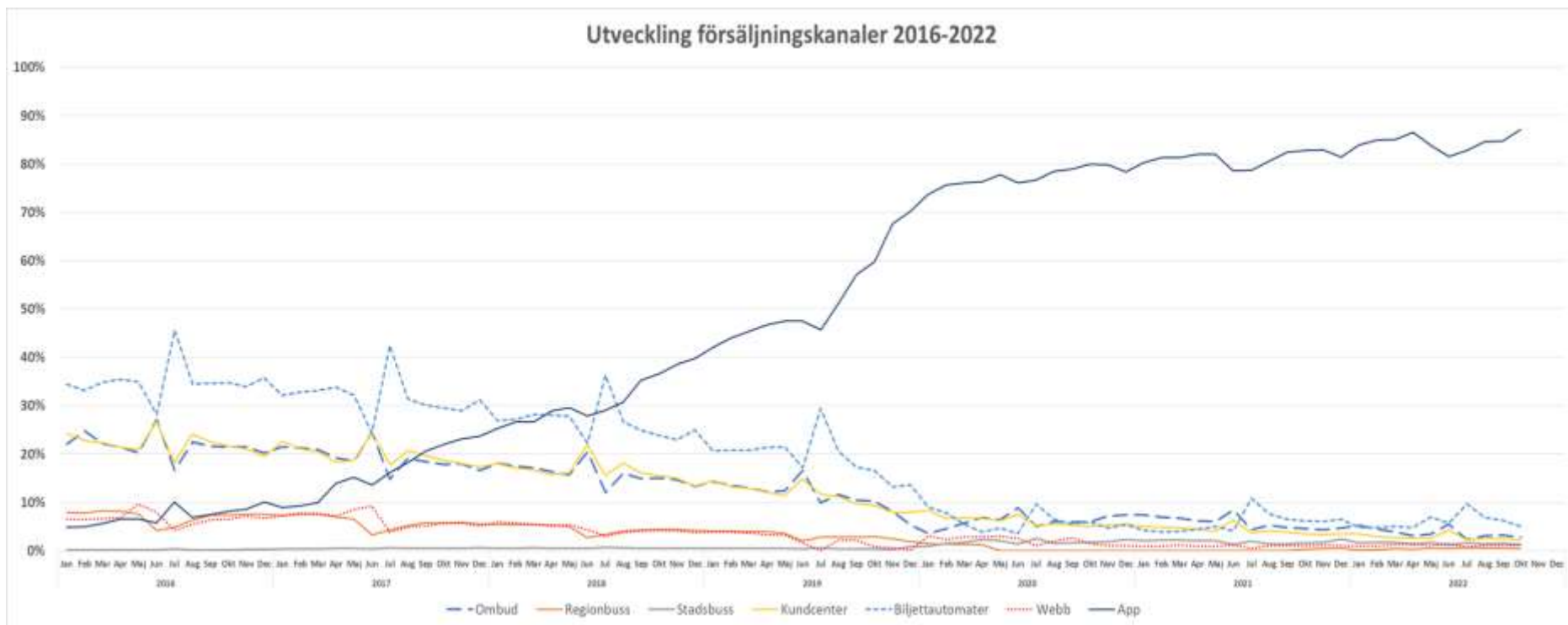
Sales channel development 2016 ->



2016

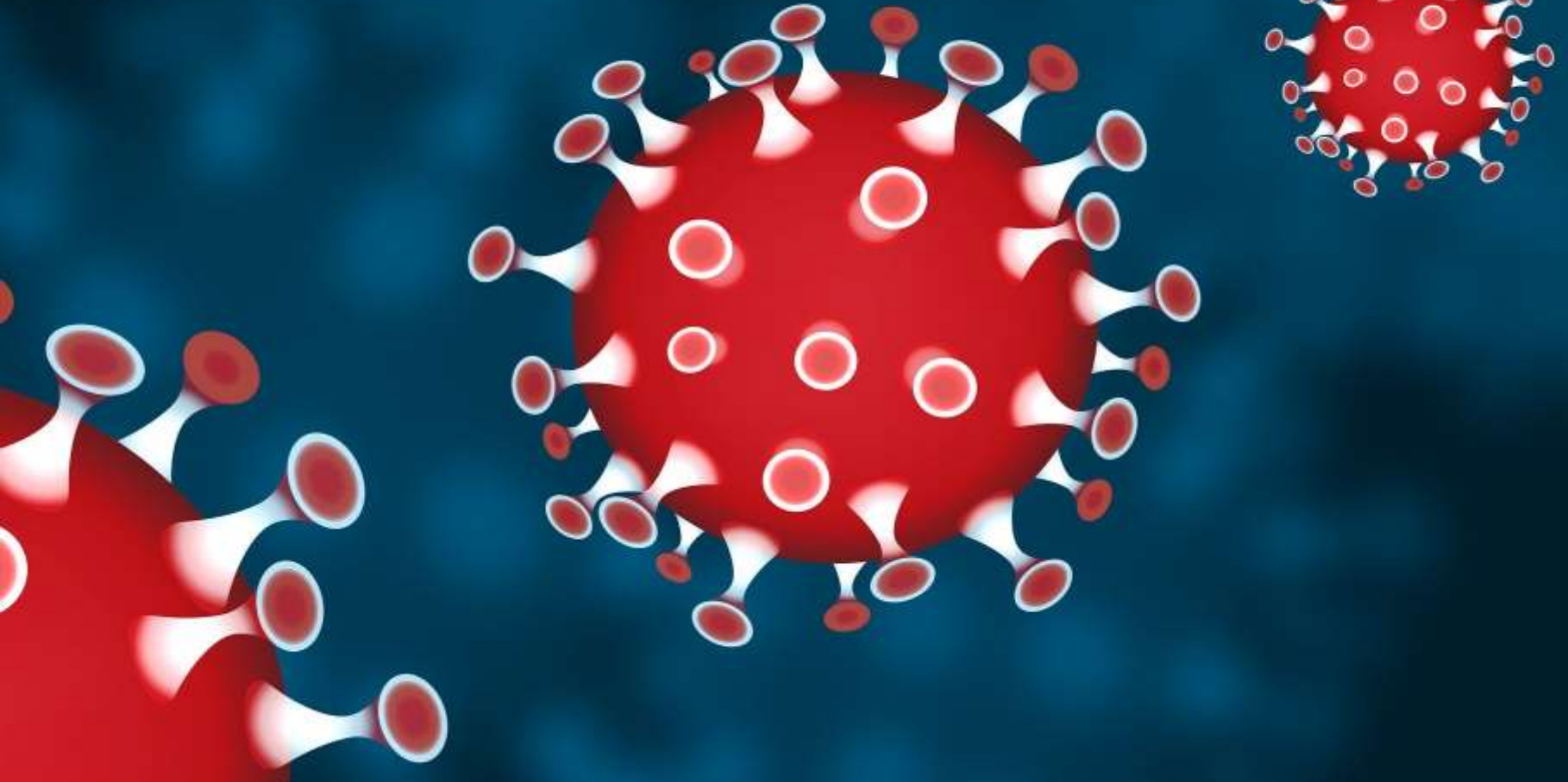
- Ticket Vending Machine 34,4%
- Customer Centre 24,2%
- Resellers 22,1%
- Regional Busses 7,9%
- Webb 6,5%
- App 4,8%
- City Busses 0,1%

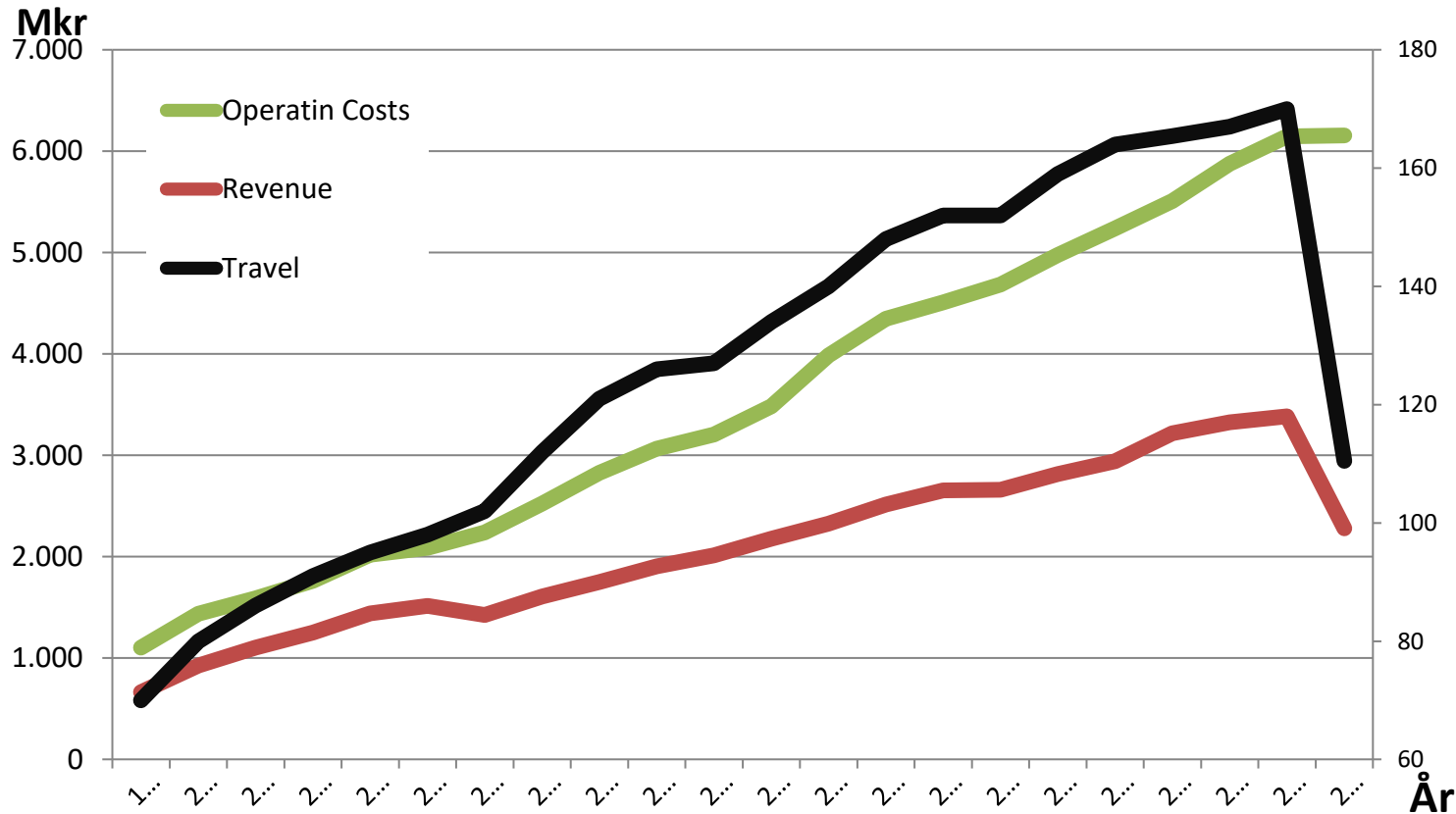
Sales channel development 2016 ->



Going forward

Something changed over a night!





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A new need for flexible ticket options opened over a night!

**7 days
ticket**

**Flexible
ticket
10/30**



More data driven

More customer insight

More sustainability

Our journey continues with innovation and development to create a World Class Public Transport.



Skånetrafiken

thank you!