# Air-Rail intermodality now made easy and seamless with AccesRail 9B

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IATA Strategic Partner

www.accesrail.com

# Our demonstration today…

- Seamless purchase, booking and ticketing for air-rail
- How railways and airlines manage to implement without large infrastructure investments

# But first, who are we?

- AccesRail Inc.
  - A company owned by ACP Marketing, SJ and NSB
- The concept was developed in 1994
- For the purpose of GDS distribution on the primary screen display
  - We wanted rail to be present alongside airlines
  - Where travel agents spend most of their time

# We listened to travel agents

- And…delivered what they wanted

"A SEAMLESS BOOKING, TICKETING AND SETTLEMENT EXPERIENCE FOR RAIL AND THE POSSIBILITY TO EASILY COMBINE THE RAIL SEGMENT WITH THE AIR SEGMENT"

# Why was that so important?

- Travel Agents were and are still responsible for most airline sales
- They are familiar with the process of selling air but rail was often seen as a special case
  - Only few were selling rail
  - Within Agencies, only a few agents would be familiar with rail
- We wanted to capture the full potential of 120,000 worldwide Travel Agencies for Rail

# Being present on the GDS primary screen display meant…

- Instant access to all IATA accredited travel agents
  - Today 120,000 travel agencies worldwide
  - Web agencies (B2C) powered by various GDS
    - Opodo, Expedia, Travelocity, etc
- A good opportunity to growth domestic sales
- More visibility and sales for rail on international markets

# Benefits for travel agents

- Possibility of increased revenues – new business
- No need for special:
  - Training
  - Ticket stock
  - Back office procedures

And…

  - Settlement process...
- Rail becomes seamless with airline sales

# The turning point

- In 1998 AccesRail became an airline on tracks
  - We obtained our IATA carrier code 9B
  - We obtained our IATA accounting code 450

FROM THAT POINT ONWARDS WE OPERATE EXACTLY LIKE AN AIRLINE ON THE GDS

# Our vision

- It is difficult and costly for any railway to entertain doing this integration on its own
  - Rail expertise and air expertise is difficult to find under the same roof
  - You need intimate knowledge of both realities to become a “railway - airline” on the GDS
- Hosting many railways under the same roof helps reduce costs but also:
  - Develop a meaningful voice to penetrate the airline world i.e. IATA,GDSs, BSPs, etc

# AccesRail an alignment of forces

- All Partner Railways share the same expertise
- All Partner Railways share the same infrastructure
  - Filing and messaging systems
  - Help Desk
  - Settlement
  - Negotiations with GDSs
- All Partner Railways share a similar airline standard

# AccesRail partners today

AccesRail

Die Bahn DB

JR-EAST

Hrspeed

renfe

THALYS

JR KYUSHU RAILWAY COMPANY

MichiganFlyer

MICHIGAN'S LUXURY MOTORCOACH CONNECTION
TO AND FROM DETROIT METRO AIRPORT

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# Different railways – Different purposes and Objectives

- Some want to compete with airlines
- Some want to cooperate with airlines
- Some want to complement airlines
- Some want their railway passes to have more visibility and distribution
- Some are interested in promoting their point to point offerings
- Some, like DB, have developed a specific Air-Rail product for the GDS environment

# Example of an Interline for DB Rail & Fly

*Air segment*

**9B Rail Segment:** participating railways are presented under the AccesRail carrier code “9B”

```
--- RLR ---
RP/LON9B1100/LON9B1100            CR/RM  27OCT11/1828Z   694HDK
  1.SMITH/JOHN
  2  LH5481 Y 22NOV 2 YULFRA HK1          1730 0700+1 *1A/E*
  3  9B3017 Y 23NOV 3 FRAQYG HK1       TN 2000 2100       E*
  4 AP YUL + 514 733 5247 - ACCESSRAIL INC. - A
  5 TK OK27OCT/LON9B1100
  6 SSR MAAS 9B KK1 TKT PICKUP NBR 6270492 OBTAIN TICKET PRIOR
       BOARDING TRAIN FROM SELF SERVICE MACHINE/S3
  7 SSR OTHS 9B HK/ PSGR INFO TO PRINTOUT SEE
       WWW.BAHN.DE/RAILANDFLY
  8 SSR OTHS 9B HK/ TICKETS CAN ONLY BE PRINTED 72 HOURS PRIOR
       TO EACH DEPARTURE
```

# Example of a Code Share with KLM

*Code Share*

```
** AMADEUS AVAILABILITY - AN ** ZWE CENTRAL RAILWAY.BE          56 TH 22DEC 0000
 1DL:KL6048  J9 C9 D9 I9 Z9 Y9 B9 /DTWEM AMS     2205     1220+1EO/767
             M9 U9 K9 H9 L9 Q9 T9 N9 R9
    :KL2975  J9 C9 D9 I9 Z9 Y9 A9 /AMS   ZWE     1431+1   1528+1EO/TRN  TR  11:23
             B9 M9 U9 K9 H9 L9 Q9 T9 E9 N9 R9 G9
 2DL:KL6052  J9 C9 D9 I6 Y9 B9 M9 /DTWEM AMS     1600     0555+1EO/333
             U9 K9 H9 L9 Q9 T9 N9 R9
    :KL2965  J9 C9 D9 I9 Z9 Y9 A9 /AMS   ZWE     0831+1   0928+1EO/TRN  TR  11:28
             B9 M9 U9 K9 H9 L9 Q9 T9 E9 N9 R9 G9
 3DL:KL6048  J9 C9 D9 I9 Z9 Y9 B9 /DTWEM AMS     2205     1220+1EO/767
             M9 U9 K9 H9 L9 Q9 T9 N9 R9
    :KL2977  J9 C9 D9 I9 Z9 Y9 A9 /AMS   ZWE     1531+1   1628+1EO/TRN  TR  12:23
             B9 M9 U9 K9 H9 L9 Q9 T9 E9 N9 R9 G9
 4DL:KL6052  J9 C9 D9 I6 Y9 B9 M9 /DTWEM AMS     1600     0555+1EO/333
             U9 K9 H9 L9 Q9 T9 N9 R9
    :KL2967  J9 C9 D9 I9 Z9 Y9 A9 /AMS   ZWE     0931+1   1028+1EO/TRN  TR  12:28
             B9 M9 U9 K9 H9 L9 Q9 T9 E9 N9 R9 G9
 5DL:KL6042  J9 C9 D9 I5 Y9 B9 M9 /DTWEM AMS     1800     0805+1EO/333
             U9 K9 H9 L9 Q9 T9
    :KL2971  J9 C9 D9 I9 Z9 Y9 A9 /AMS   ZWE     1131+1   1228+1EO/TRN  TR  12:28
             B9 M9 U9 K9 H9 L9 Q9 T9 E9 N9 R9 G9
```



*TRN: Train portion from Amsterdam to Antwerp*

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# Example of a stand alone rail sale where rail & air compete

AMS - BRU

| *Flight* | *Departs* | *Time* | Arri ves | *Time* | *Duration* | *Type* | *Classes* | *Access* | *Irregular!ty* |
|---|---|---|---|---|---|---|---|---|---|
| 9B 9310 (e) | AMS (-) | 06:31 | ZYR (-) | 08 :10 | 1:39 (1) | TRN | J9 Y9 | S/A | |
| KL 1721 (e) | AMS (-) | 06 : 50 | BRU (-) | 07:40 | 0:50 | F70 | J9 C9 D9 19 Z9 09 Y9 X9 B9 M9 U9 K9 H9 L9 Q9 T9 E9 N9 R9 G9 | 1A S/A | |
| h9B 9318 (e) | AMS (-) | 08 : 31 | ZYR (-) | 10:10 | 1:39 (1) | TRN | J9 Y9 | | |
| KL 1723 (e) | AMS (-) | 09:20 | BRU (-) | 10:15 | 0:55 | F70 | J8 C6 D6 13 Z6 04 Y9 B9 M9 U9 K3 H3 | 1A | |
| 9B 9322 (e) | AMS (-) | 09:31 | ZYR (-) | 11 : 10 | 1:39 (1) | TRN | J9 Y9 | S/A | |
| 9B 9228 (e) | AMS (-) | 10:07 | ZYR (-) | 12 :40 | 2:33 (1) | TRN | M9 C9 | S/A | |
| 9B 9232 (e) | AMS (-) | 11:07 | ZYR (-) | 13 :40 | 2:33 (1) | TRN | M9 C9 | S/A | |
| 9B 9330 (e) | AMS (-) | 11:31 | ZYR (-) | 13:10 | 1:39 (1) | TRN | J9 Y9 B9 | S/A | |
| 9B 9236 (e) | AMS (-) | 12 07 | ZYR (-) | 14 :40 | 2.33 (1) | TRN | M9 C9 | S/A | |

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# All these options are available… NOW

- We make the railway e-ticket solution compatible with the Airline primary screen display
- We support their
  - Ticket on departure (TOD) solution
  - Home print solution
  - Onboard check in process
- We have implemented a number a variations to satisfy our various Partner Railways needs

# The AVIANCA-RENFE recent interline implementation

- **Madrid – Barcelona**
- **Madrid – Zaragossa**
- **Madrid – Valencia**
- **Madrid – Alicante**
- **Madrid – Malaga**
- **Madrid – Cordoba**
- **Madrid – Cadiz**
- **Madrid – Valladolid**
- **Madrid- Sevilla**
- **Madrid – Jerez**
- **Madrid- Bilbao**
- **Madrid –Pamplona**
- **Madrid- St Sebastain**
- **Barcelona – Alicante**
- **Barcelona – Valencia**

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# AVIANCA-RENFE in a nutshell

- E-tickets are offered worldwide and can be ticketed on AVIANCA (AV)
- PNR must contain both: 9B & AVIANCA segment.
- Refund and cancellations: according to AV fare rules.
- Check-in required in http://www.accesrail.com to obtain Renfe ticket (boarding pass)
- Train Range: 4000-4499
- 9B Booking Classes:
  - F- Club/Business Class
  - C- Preferente/Butaca Super Class
  - Y – Standard Class

# Avianca-RENFE Interline process

## STEP 1: Travel agent displays availability

Bogota-Barcelona availability display:
AN22MAYBOGBCN/AAV,9B

```
>an22maybogbcn/aav,9b
AN22MAYBOGBCN/AAV,9B
** AMADEUS AVAILABILITY - AN ** BCN BARCELONA.ES              20 TU 22MAY 0000
** RZ*RITZ CARLTON HOTEL ARTS 5* CHECK SPECIAL RATES  AND PKGS
** SPCL W/END RTS FR 365EUR + 8PCT TAX* BOOK NOW AT >HARZBCNBAR
 1    AV 010   C9 J9 D9 Y9 B9 M9 H9 /BOG 1 MAD4S  2135    1415+1EO/330
               Q9 V9 A9 K9
  IB:AV6242   C1 J1 D1             /MAD 4 BCN 1  1545+1  1655+1EO/320  TR  12:20
 2    AV 010   C9 J9 D9 Y9 B9 M9 H9 /BOG 1 MAD4S  2135    1415+1EO/330
               Q9 V9 A9 K9
  IB:AV6078   C1 J1 D1             /MAD 4 BCN 1  1610+1  1725+1EO/320  TR  12:50
 3    AV 010   C9 J9 D9 Y9 B9 M9 H9 /BOG 1 MAD4S  2135    1415+1EO/330
               Q9 V9 A9 K9
  IB:AV6084   C1 J1 D1             /MAD 4 BCN 1  1850+1  2005+1EO/320  TR  15:30
 4    AV 010   C9 J9 D9 Y9 B9 M9 H9 /BOG 1 MAD4S  2135    1415+1EO/330
               Q9 V9 A9 K9
    *9B4160   F9 C9 Y9               XOC   YJB    1800+1  2030+1EO TRN  TR  15:55
 5    AV 010   C9 J9 D9 Y9 B9 M9 H9 /BOG 1 MAD4S  2135    1415+1EO/330
               Q9 V9 A9 K9
    *9B4158   F9 C9 Y9               XOC   YJB    1730+1  2040+1E1 TRN  TR  16:05
 6    AV 010   C9 J9 D9 Y9 B9 M9 H9 /BOG 1 MAD4S  2135    1415+1EO/330
               Q9 V9 A9 K9
    *9B4162   F9 C9 Y9               XOC   YJB    1830+1  2115+1E1 TRN  TR  16:40
>
```

RENFE train

RENFE train

RENFE train

XOC=Madrid Atocha;  YJB=Barcelona Sants

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## STEP 2: TRAVEL AGENT CREATES PNR

RENFE

```
--- RLR ---
RP/LON9B1100/LON9B1100            CR/RM   2MAY12/2036Z   36NTBT
  1.TEST/GRACE
  2  AV 010 Y 22MAY 2 BOGMAD HK1       1  2135 1415+1 *1A/E*
  3  9B4213 Y 23MAY 3 XTIXOC HK1          1944 2010       E*
  4 AP YUL + 514 733 5247 - ACCESSRAIL INC. - A
  5 TK OKO2MAY/LON9B1100
  6 OSI 1A PAX MUST VISIT WWW.ACCESRAIL.COM/CHECKIN TO CHECK IN
  7 OSI 1A 72 HOURS BEFORE TRAIN DEPARTURE
>
```

PNR must contain both: AV & 9B segments

## STEP 3: THE BOOKING IS CREATED IN THE RENFE SYSTEM

# STEP 4: TRAVEL AGENT COMPLETES THE ORDER

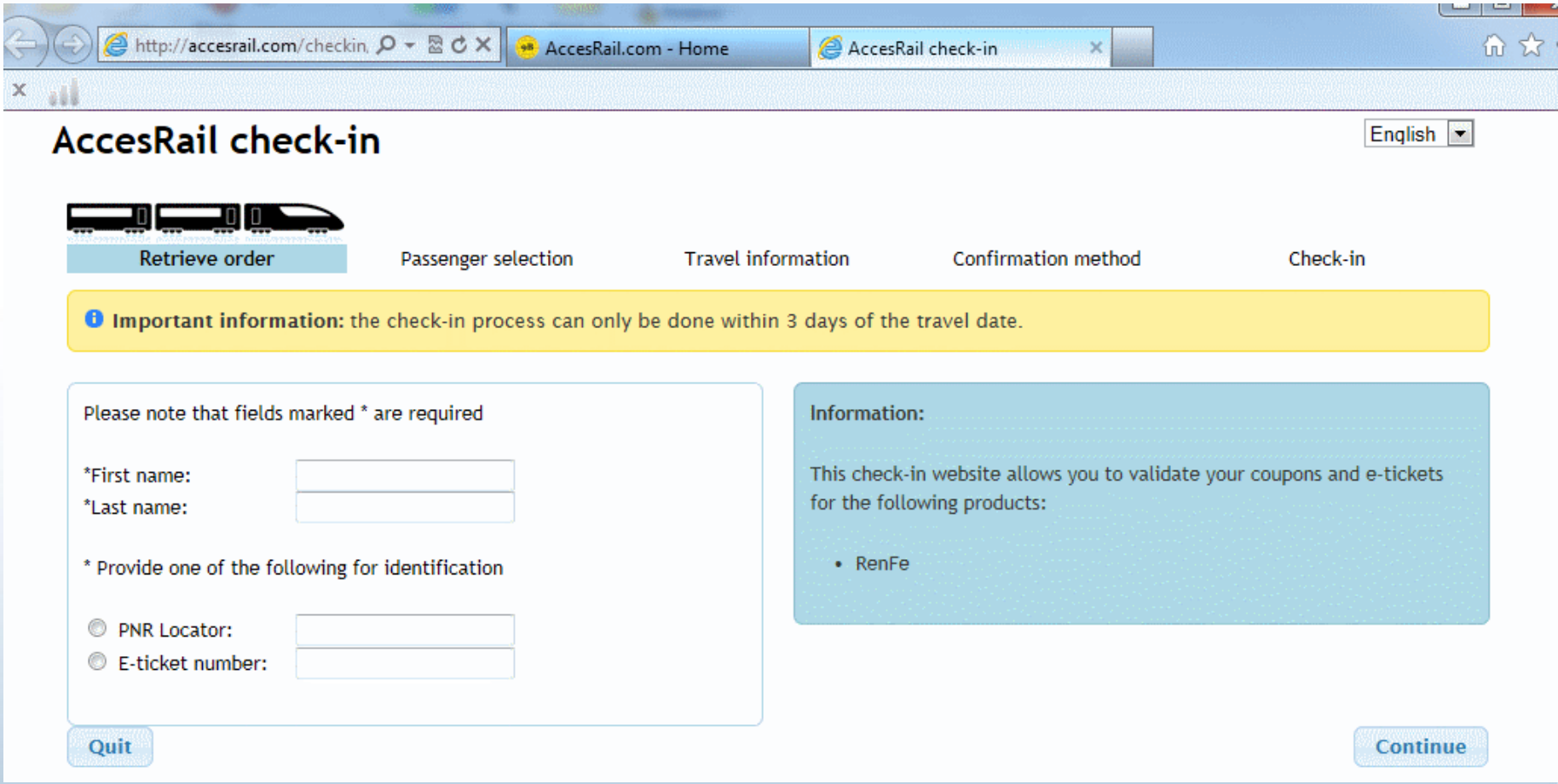
## E-ticket display:

RENFE

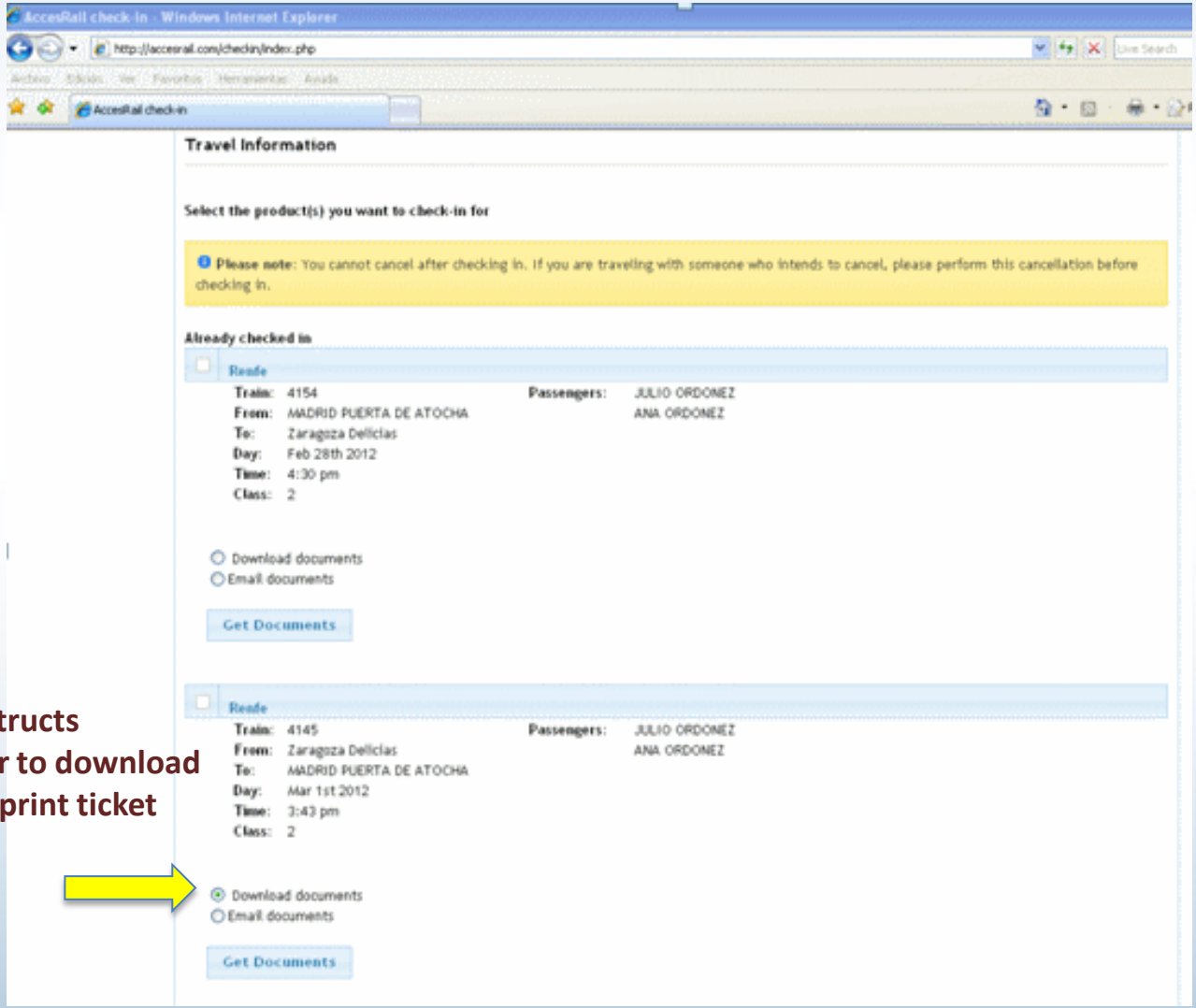
```
>)>TWD/TKT134-2445927093
TKT-1342445927093-094    RCI-                          1A  LOC-34FB78
 OD-BOGBOG  SI-      FCMI-O   POI-SAL  DOI-27FEB12  IOI-00039303
   1.ORDONEZ/JULIO              ADT            S I
 1 OBOG AV 9213 B 27FEB 1600 OK BBOOORIR       A   27FEB27FEB 2PC
 2 XCLO AV 0014 B 27FEB 1905 OK BBOOORIR       A   27FEB27FEB 2PC
 3  MAD     ARNK
 4 XXOC 9B 4154 Y 28FEB 1630 OK BBOOORIR       A   28FEB28FEB 2PC
 5 OXZZ 9B 4145 Y 01MAR 1543 OK QFAOOUHR       A   01MAR01MAR 2PC
 6  XOC     ARNK
 7 XMAD AV 0011 Q 02MAR 1525 OK QFAOOUHR       O   02MAR02MAR 2PC
    BOG
FARE   F USD       1791.00
TOTALTAX USD        236.65
TOTAL    USD       2027.65
/FC BOG AV X/CLO AV X/MAD Q151.90 9B ZAZ872.00 9B X/MAD AV BOG Q
151.90 615.00NUC1790.80END ROE1.000000
FE REFUND FEE 150USD CHNG FEE 160USD PLUS FARE DIFF/NON END
FP CASH
FOR TAX/FEE DETAILS USE TWD/TAX
```

XOC= Madrid Atocha; XZZ= Zaragossa

# STEP 5: PASSENGER CHECKS IN



# STEP 6: Order retrieval




**The arrow instructs the passenger to download RENFE home print ticket**

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# Example of Renfe ticket:

Num. Billete: 7098600254795
Localizador: PNWL6B

Tarifa AccesRail

renfe

| | | | |
|---|---|---|---|
| **Salida** | **VALNCIA JS** | **13/04/2012** | **06:40** |
| **Llegada** | **BARN.SANTS** | **13/04/2012** | **09:39** |
| **EUROMED** | **01262** | **Preferente** | |
| **Coche** | **3** | **Plaza: 04B** | |
| | | **Total: RIT** | |

Agencia Virtual

ACP
8375 RUE BOUGAINVILLE, SUITE 100 (151473352)
00211, MONTREAL-QC (CANADA )

Cierre del acceso al tren 2 minutos antes de la salida
16:53:59 10/04/2012
Incluye cercanías Sants - Aeroport

Tasa de Seguridad, S.O.V., S.R.C. e I.V.A. Incluidos 0605261325
C.I.F.: Q-2801659J

**Mantenga la integridad de toda la hoja, sin cortar ninguna de las zonas impresas.**

# Document in case of flight delay:

A quien pueda interesar:

Avianca informa que su vuelo AV_____ ha sufrido un retraso de ___:___ (horas:minutos).

Por este motivo, la llegada del vuelo al aeropuerto de _____ ha sido a las _____ horas del ___/___/___ (día/mes/año).

Firma y Sello de Avianca

To whom it may concern:

Avianca informs and confirms that its flight AV_____ has suffered a delay of ___:___ (hours:minutes).

As a result, the flight arrived to _____ airport at _____ on ___/___/___ (day/month/year).

Avianca Seal and Signature

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# We have developed many tools:

- An e-ticketing facility hooked up to all GDSs worldwide
- An airline type check-in facility when a paper ticket is needed
- A departure control system so the railway tickets can be set to flown as per airline standards for settlement

# We follow IATA rules for Interline and Code Share settlement

- No need for parallel processes
- No customized expensive settlement solutions
- All rail tickets set to flown are due for settlement as per airline procedures
  - AccesRail bills airlines
  - We provide standard files to airlines as support for our invoices
- Airlines love us for that, and the Railway collect your every dollar!

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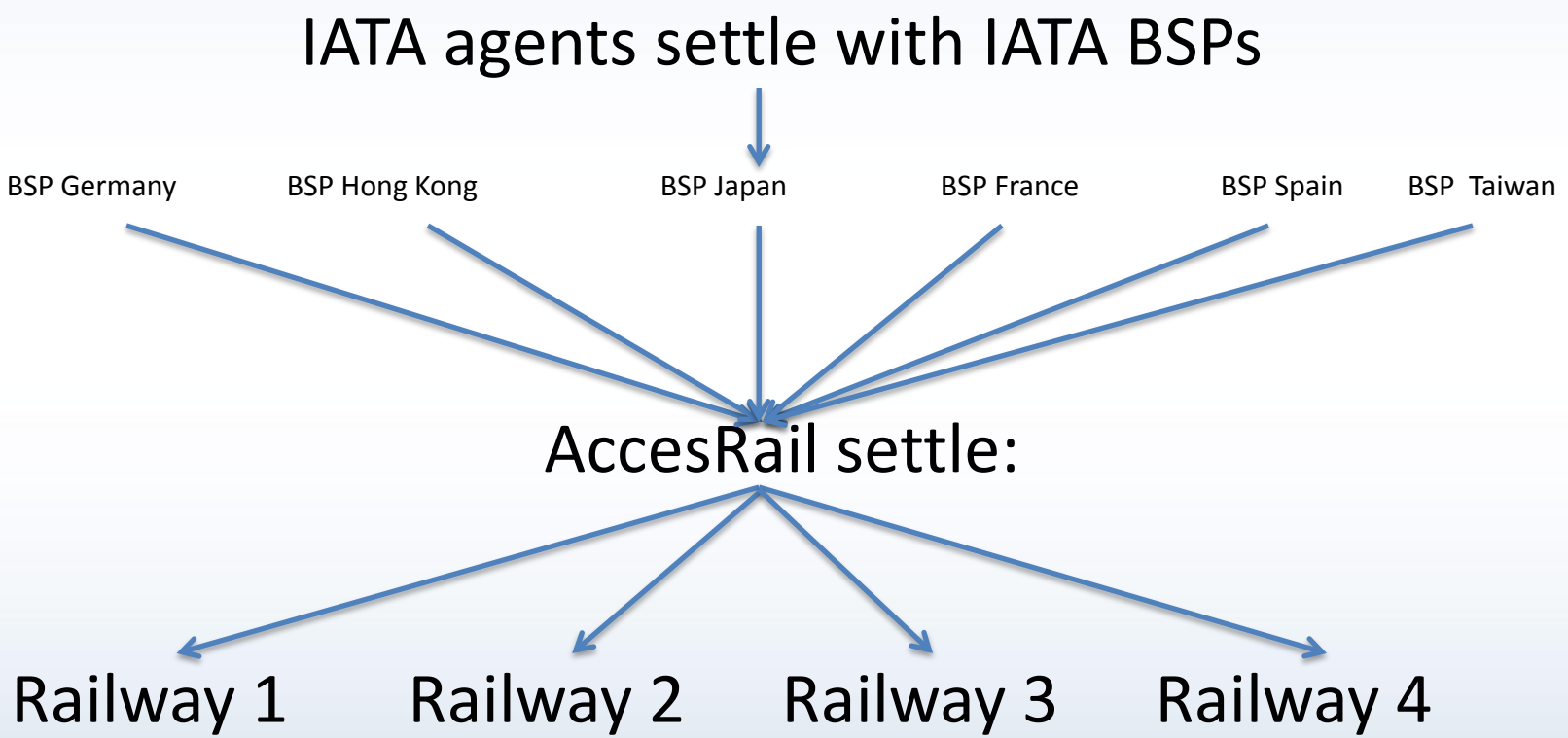
# Settlement with IATA agents



# Air realities have changed

- Airlines cannot afford to service all passengers via airports
  - Not economical
  - Environmental concerns

- Airlines need to fill up their long haul flights in the most economical way
- Long hauls are  the most profitable routes for airlines
- Airlines are viewing rail as a feeder to their long haul flights
- Airlines are viewing rail as an extension of their network
- Airlines are viewing rail as a global solution to the need for seamless downtown to downtown service

# The air-rail opportunity comes with a caution

- Railways need to accept some compromises in order to be present on the primary screen display, and adhere to airline standards on:
  - Settlement timelines
  - Cancellation & refund rules
  - Ticketing time limit
  - Minimum connection times

- All this is possible. It's already been done. It's called AccesRail 9B

# More caution

- Airlines also need to compromise:
  - Baggage handling
  - Baggage allowance
  - Transfers to stations from airports and vice versa
- With an open-mind and some creativity all is possible.  We have done it!

# Most frequent questions by railways

- Is our inventory protected in case of booking cancellations?
- What is the cost of this distribution channel?
- What happens if our train is late and the passenger misses the connecting flight and vice versa?
- Do we need to have checked baggage?

# Most frequent questions from airlines

- What are the baggage limitations?
- Who sets the minimum connecting time? How will transfers be made?
- What happens to our passengers in case of late flight arrival or incident?
- Can we re-book the passenger with no penalty on the day of departure?
- How will the settlement be done?
- How do we set the commercial agreement?
- Who is responsible for schedule filing?
- Who is responsible for fare filing?

# Proposed recipe for success

- Stay focused on your objective and don't listen to providers who have an interest in keeping you where you are.....
  - GDS secondary screen applications
  - Rail+ platforms with no or limited air integration potential
  - Web systems pseudo linking different travel modes together
  - Hardware or equipment companies more interested in selling you their products than actually generating more sales
  - Theoreticians who are looking for the perfect system sometimes to the detriment of profitability

# And more…

- Be careful in your business assessment. Don't only focus on costs; look at the potential for increased revenue
- Think what will be good for your company in the long term
- Be part of the airline GDS world – not some second class alternative
- Be creative…

# ....and Finally

AIR – Rail is in reach for your organization

You just need to make the right strategic choice

# AccesRail 9B

## Thank you

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