



# Air//Rail Integration: BER is just the newest in Germany!

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Gesellschaft für Daten- und Informationsmanagement mbH



# **STRATA** company profile

- Experts in **mobility, space, and energy**
- Founded in 2004 as university spin-off
- Specialized in informational innovations
- Provides sound planning information
- Analyses and models demand behavior
- Manages complex data sources
- Serves clients from industry, ministries and academia

# Airport rail access in Germany

- 30 airports with scheduled services
- Long distance rail ● BER, CGN, DUS, FRA, LEJ
- Light rail/subway ● DRS, FDH, HAJ, HAM, MUC, LBC, STR



# Intermodal Milestones in Germany

- Railway stations at larger airports (since 1972)
- Lufthansa-Airport-Express (1982-1993)
- Lufthansa-Bus Service (since 1990)



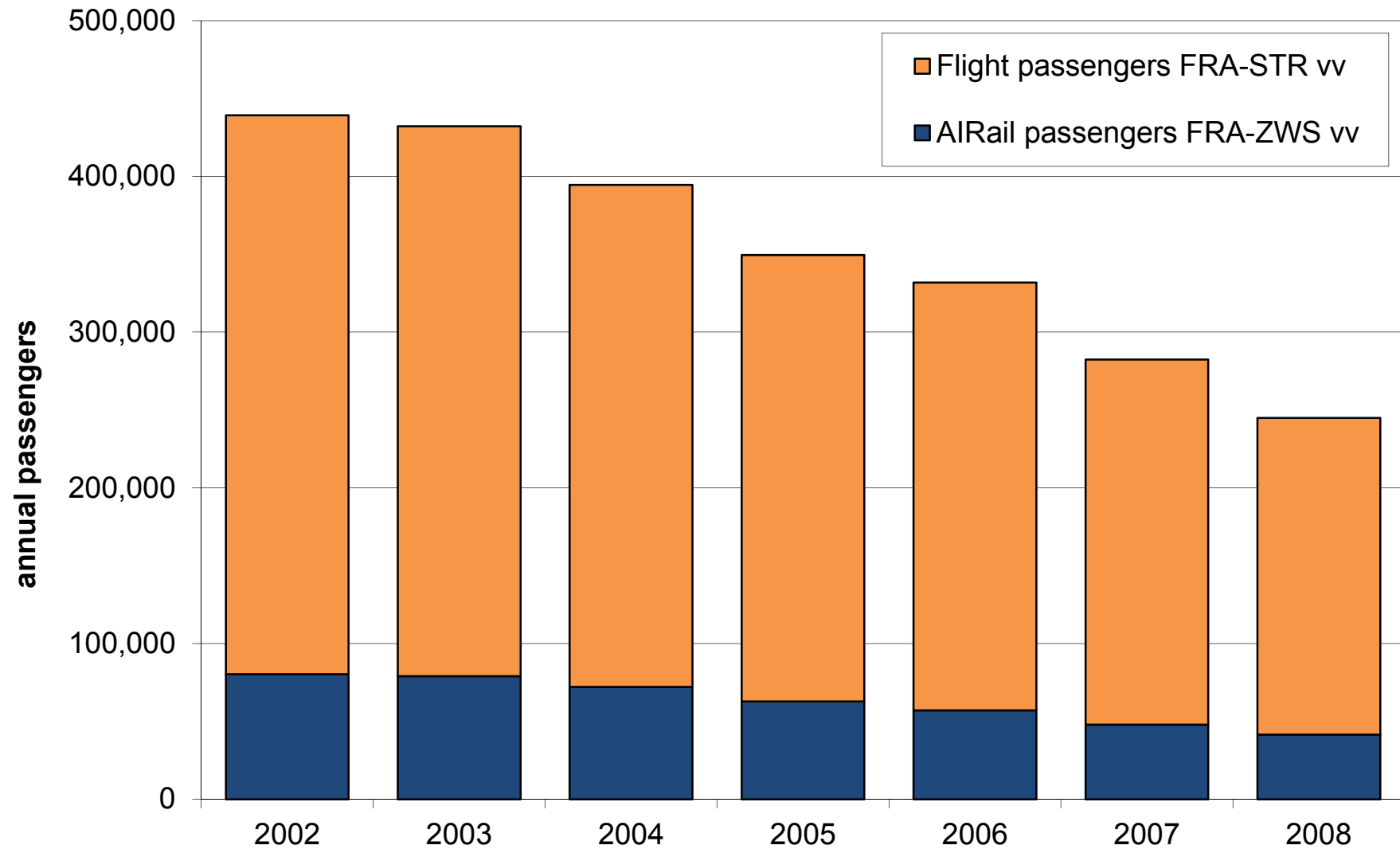
- Rail&Fly Moonlight Check-In
- FRA Long Distance Train Station (since 1999)
- AIRail (since 2001)

# AIRail service

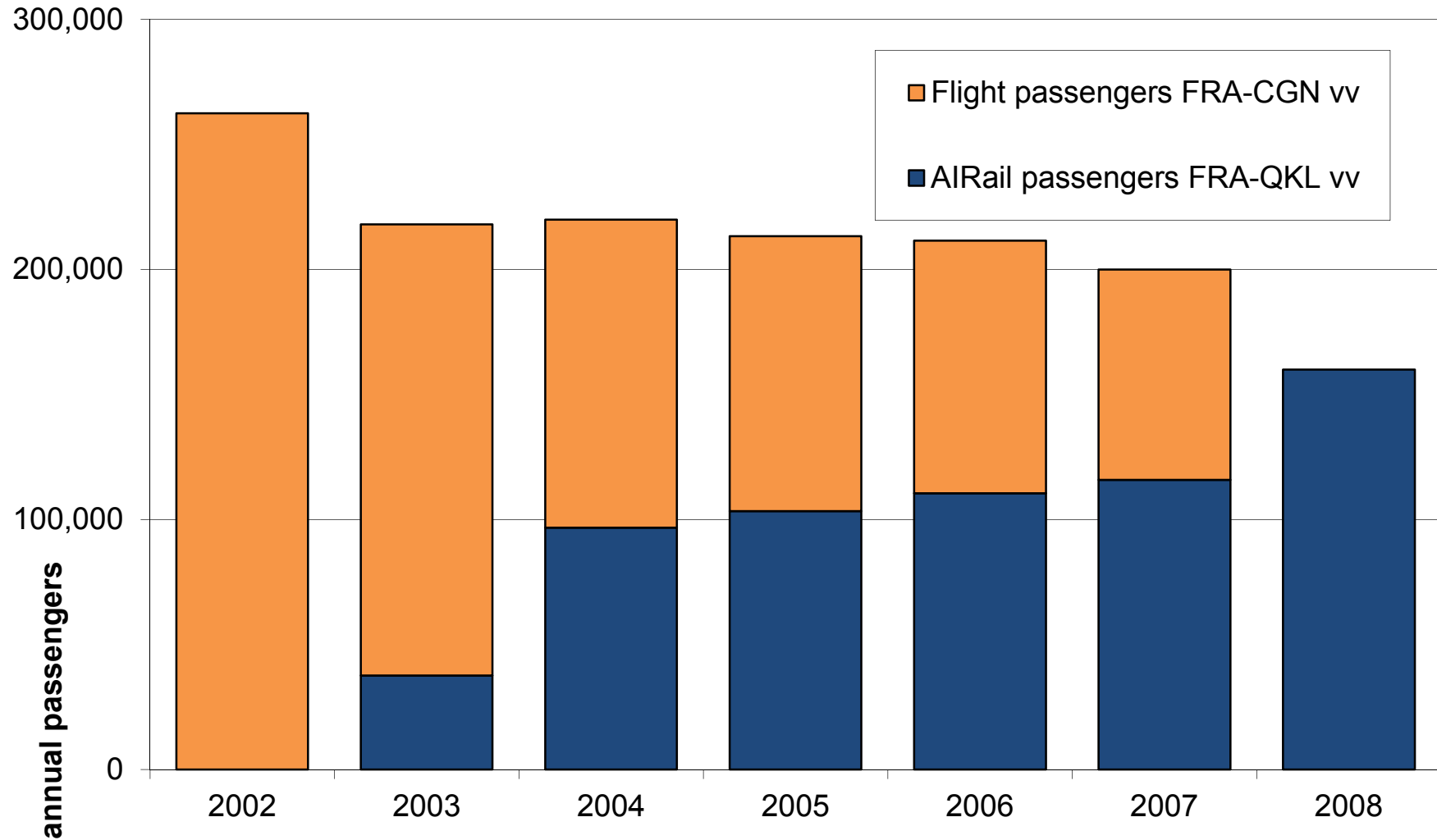
- LH-DB-Fraport cooperation
- Airport to city centre
- Bookable via CRS
  - „Code share“
  - IATA codes for stations
- Product „evolution“
  - Seat allotments
  - „Flight“ attendant
  - Snacks and beverages
  - Baggage handling
  - ...



# The AIRail Stuttgart Market



# The AIRail Cologne market





## Lessons learned

- Customer-specific “learning curves”!
- Confidence in operator’s capabilities!
- Visible and easy-to-understand services!
- Trains are not planes w/o wings!
- Cooperation = teamwork, not contracts!
- Willingness to succeed!
- Trial and error approach = costly!
- Total market insight mandatory!



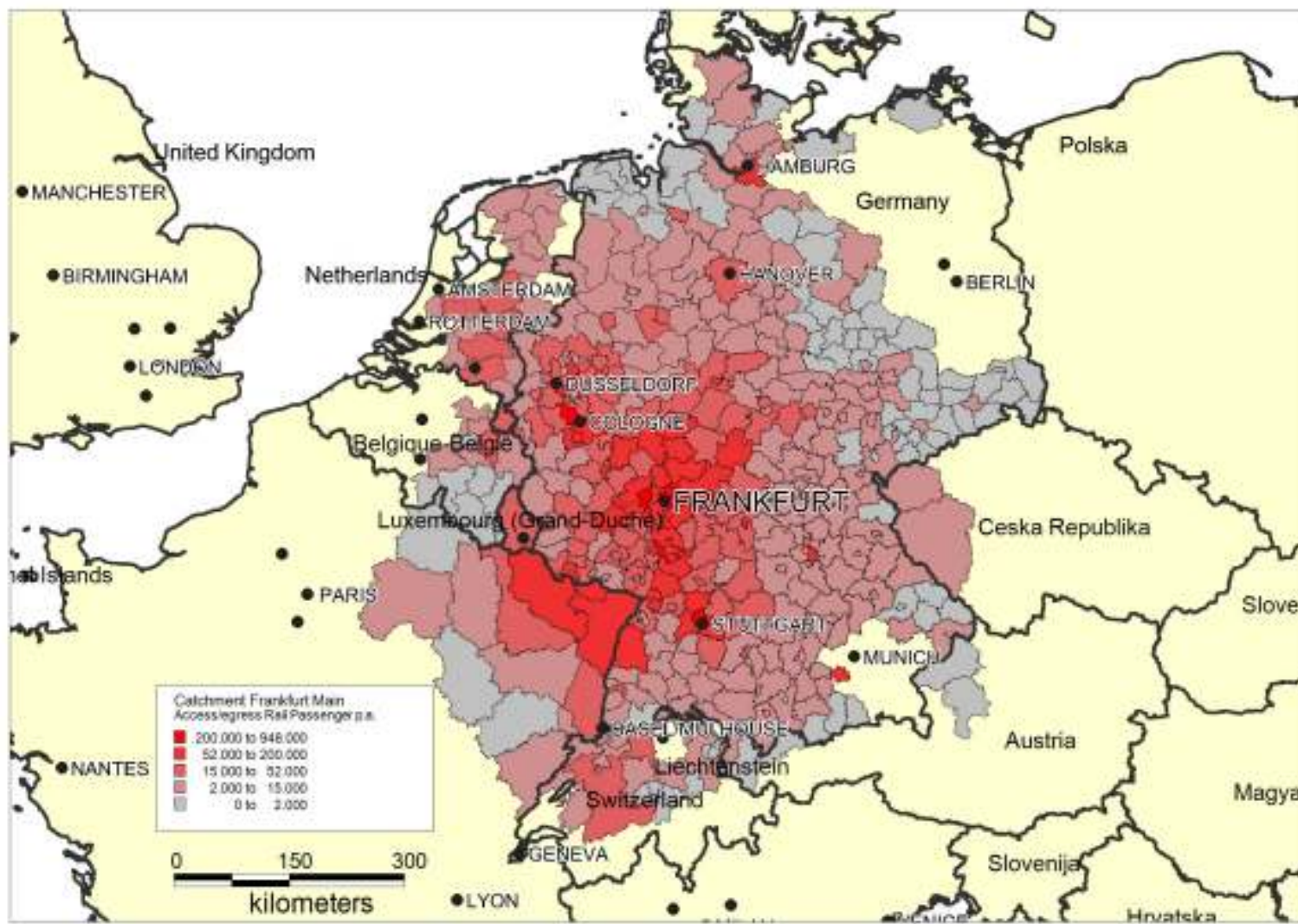


# The TravelMatrix System

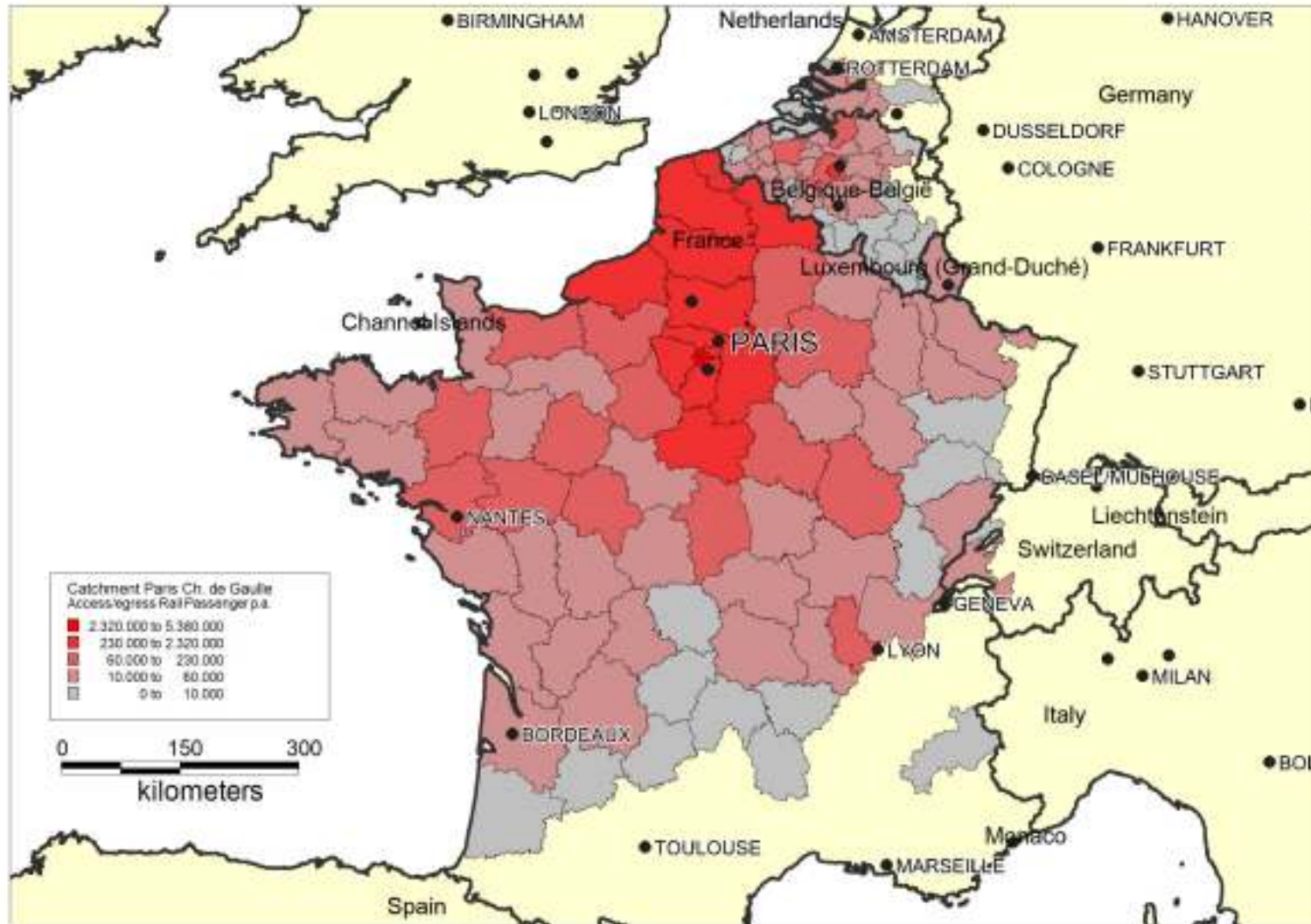
- True O&D travel (“door-to-door”)
- Customer segments (trip purposes)
- Integrated choice models  
(mode+airport+access+route)
- Schedule-based supply representation
- Calibrated to latest transport statistics  
(reference case)
- Simulation ability (scenarios)



# Rail catchment FRA 2011

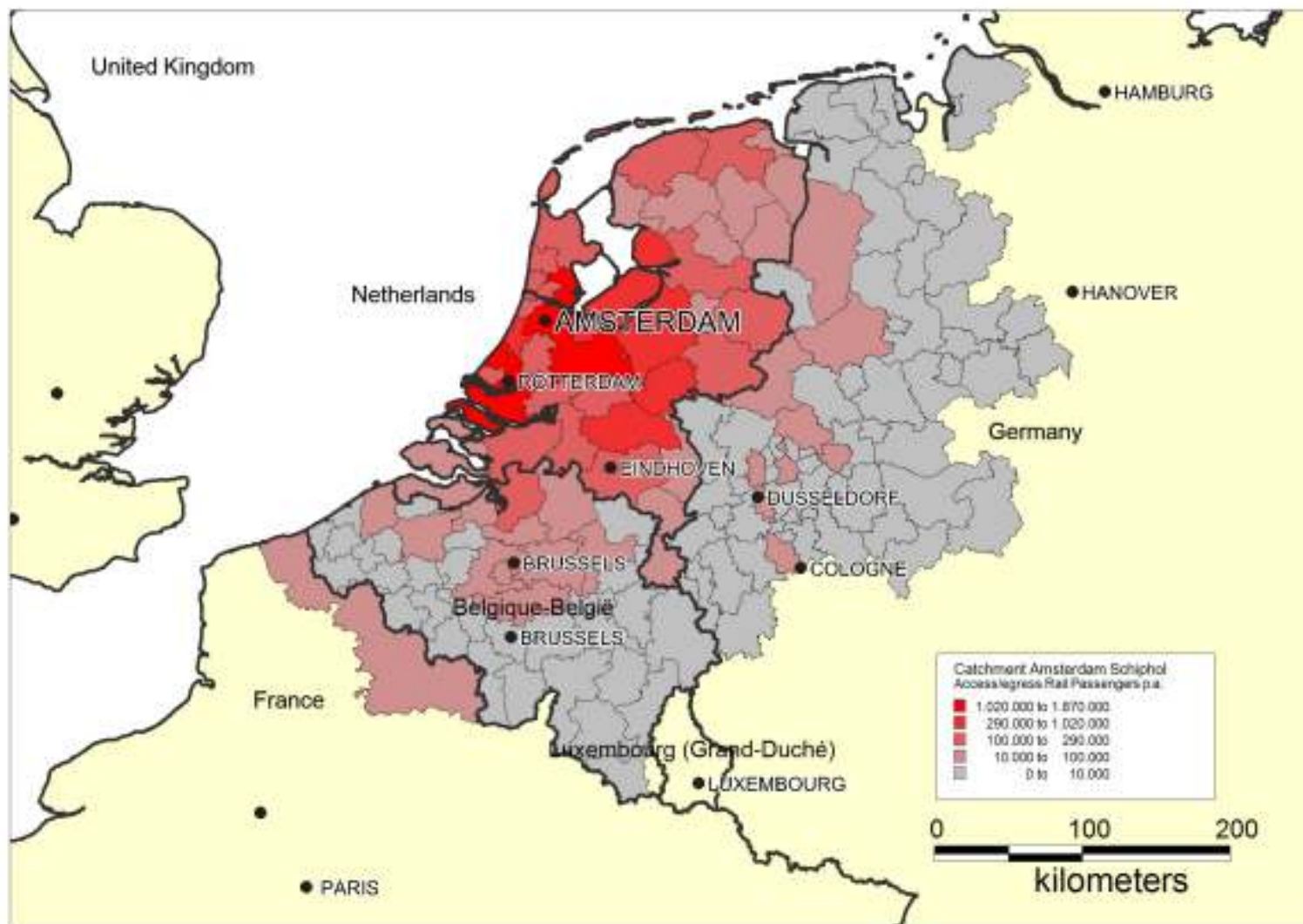


# Rail catchment CDG 2011

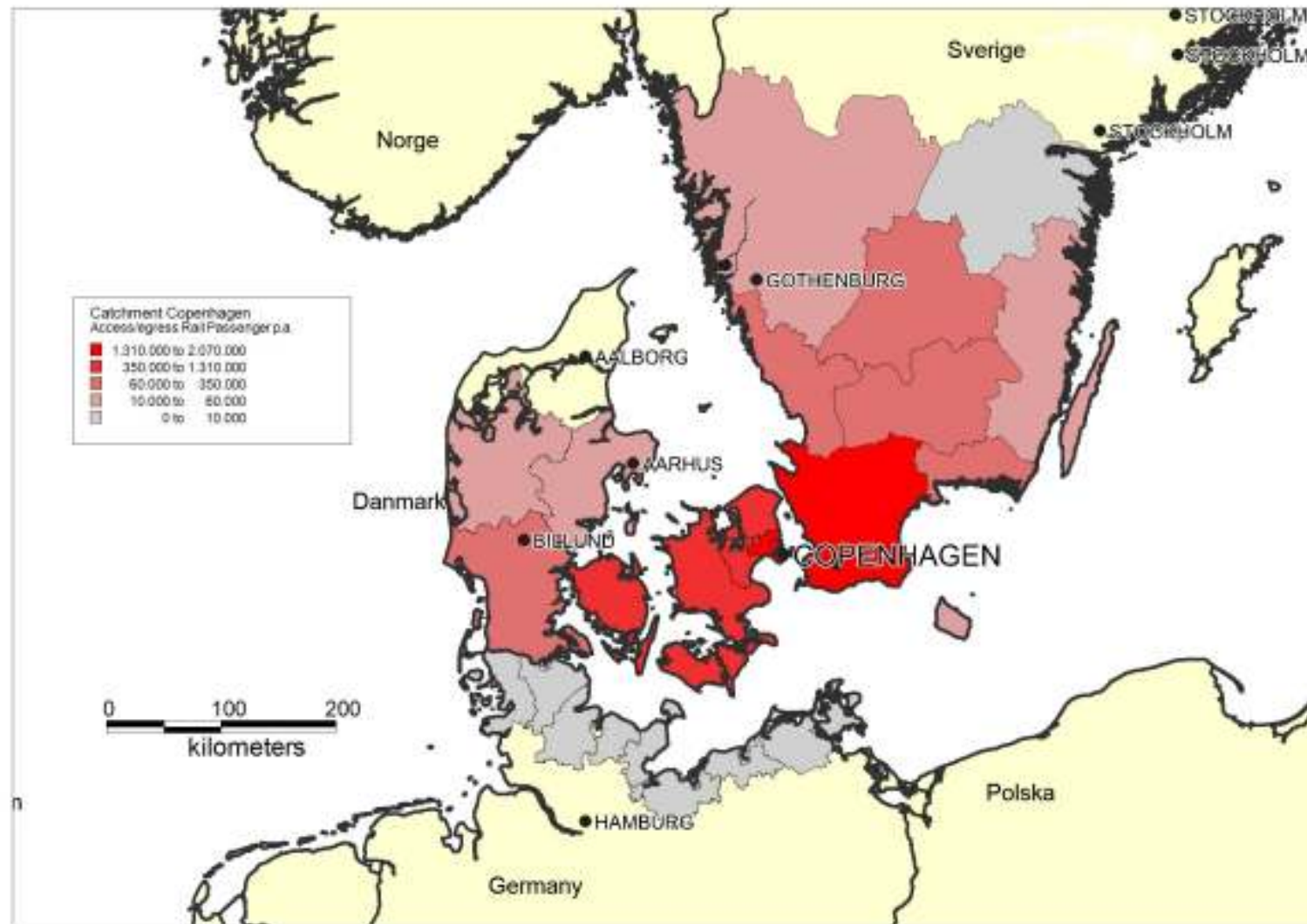




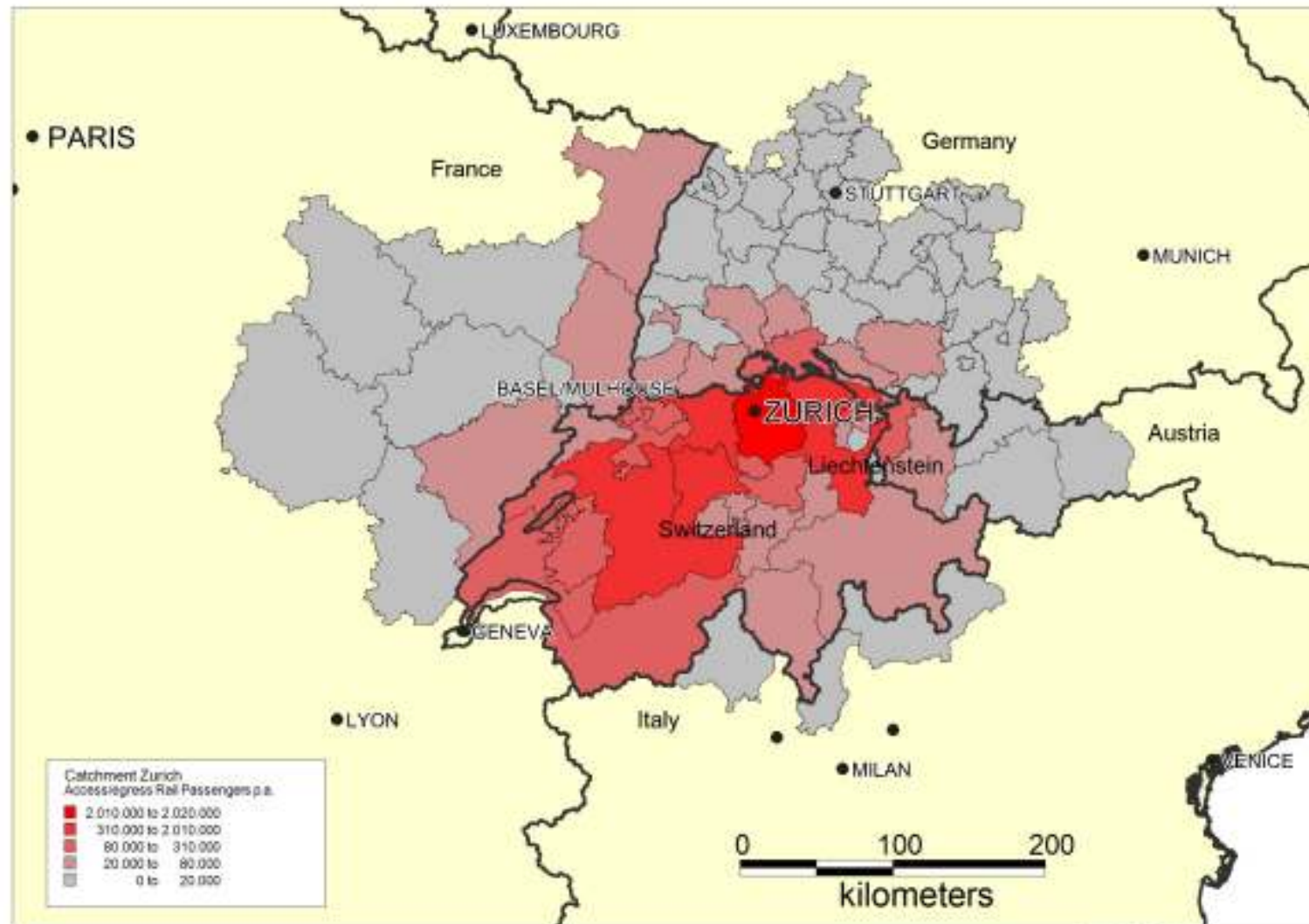
# Rail catchment AMS 2011



# Rail catchment CPH 2011



# Rail catchment ZRH 2011





Thank you!

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The logo for STRATA, featuring a stylized blue 'S' followed by the word 'TRATA' in bold black capital letters.

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