



LONG-HAUL COACH CONNECTIONS

Hype or Hope?

Flixbus breidt uit naar Hasselt en Leuven



© REUTERS

Advertentie

Schrijf u
Take th

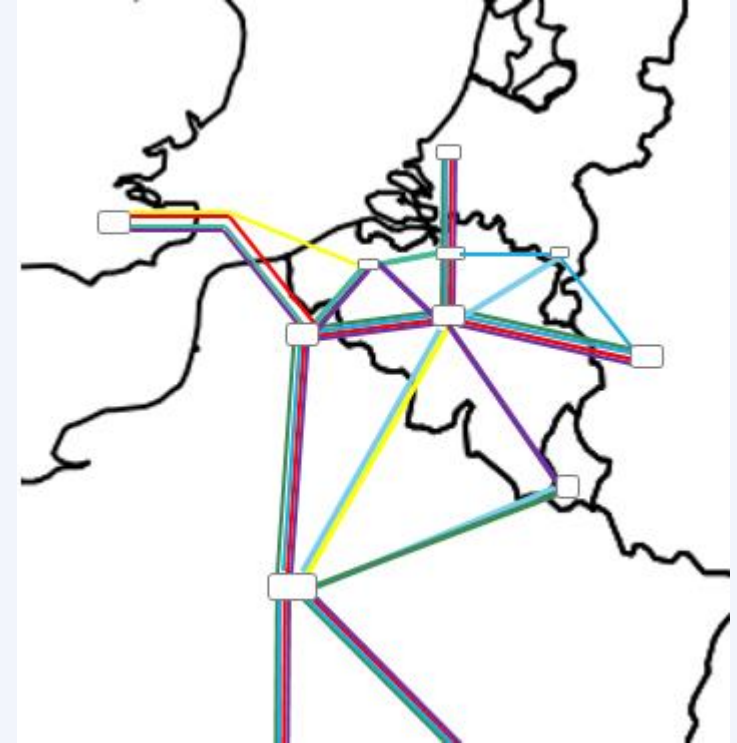
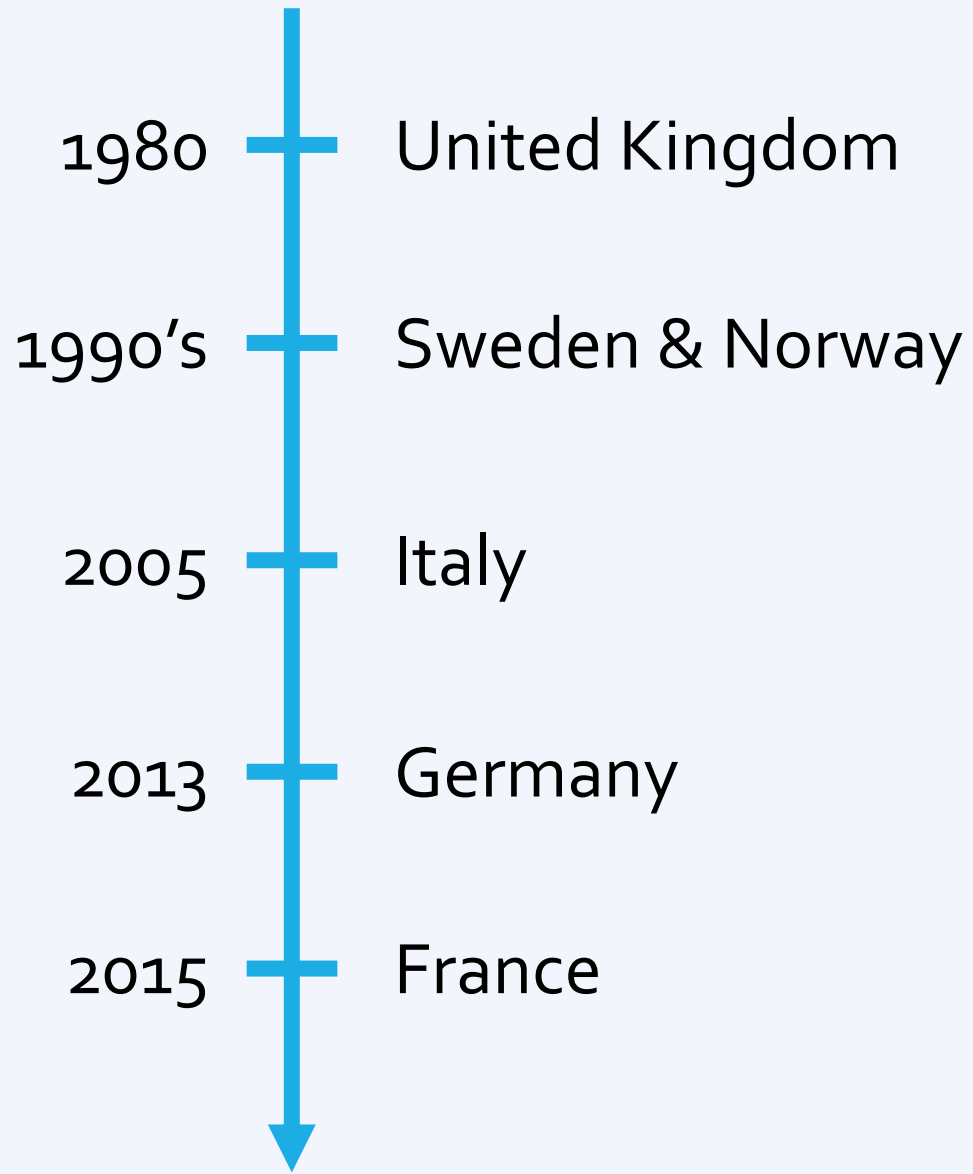
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Advertentie

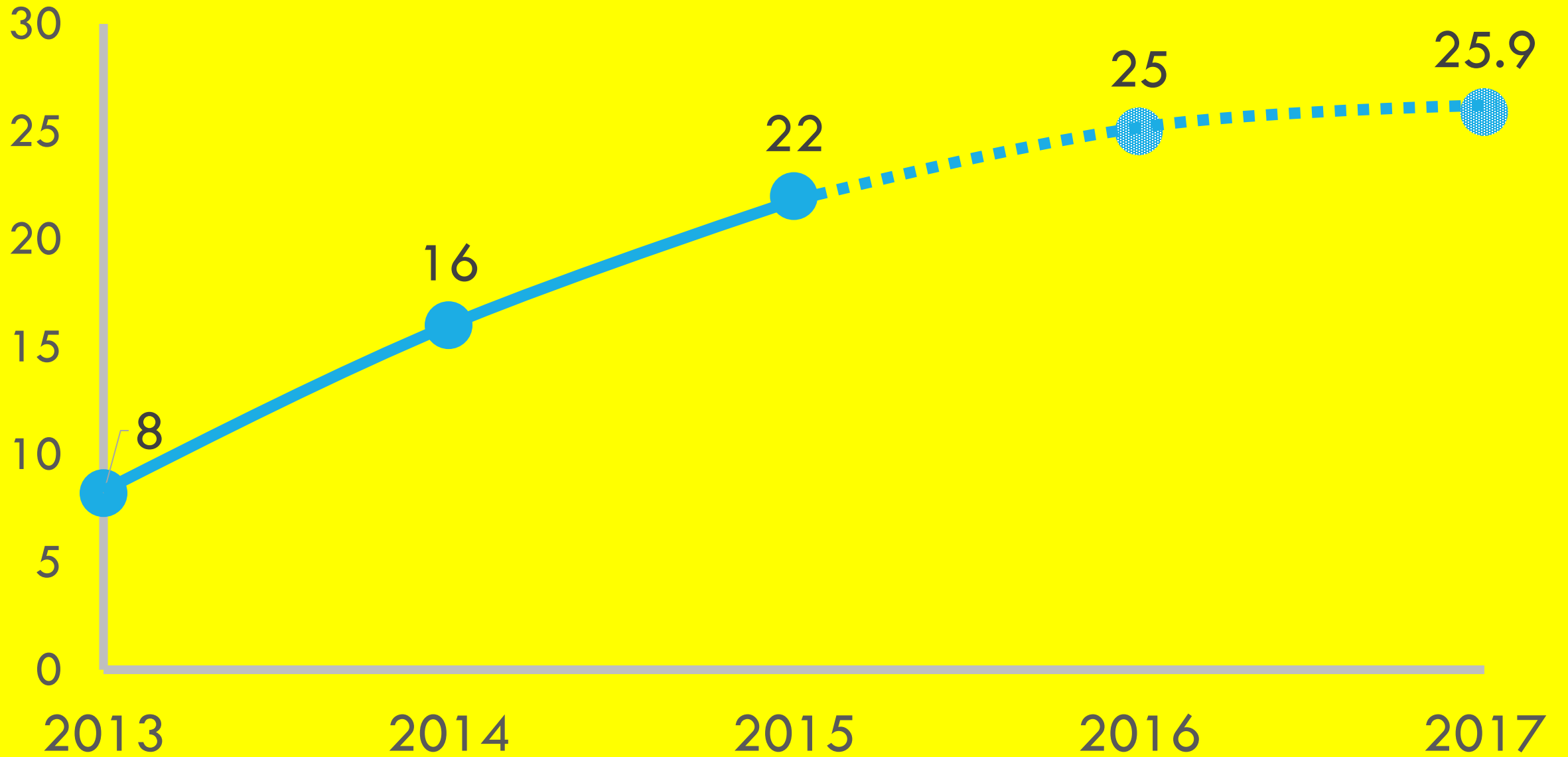


a bit of history

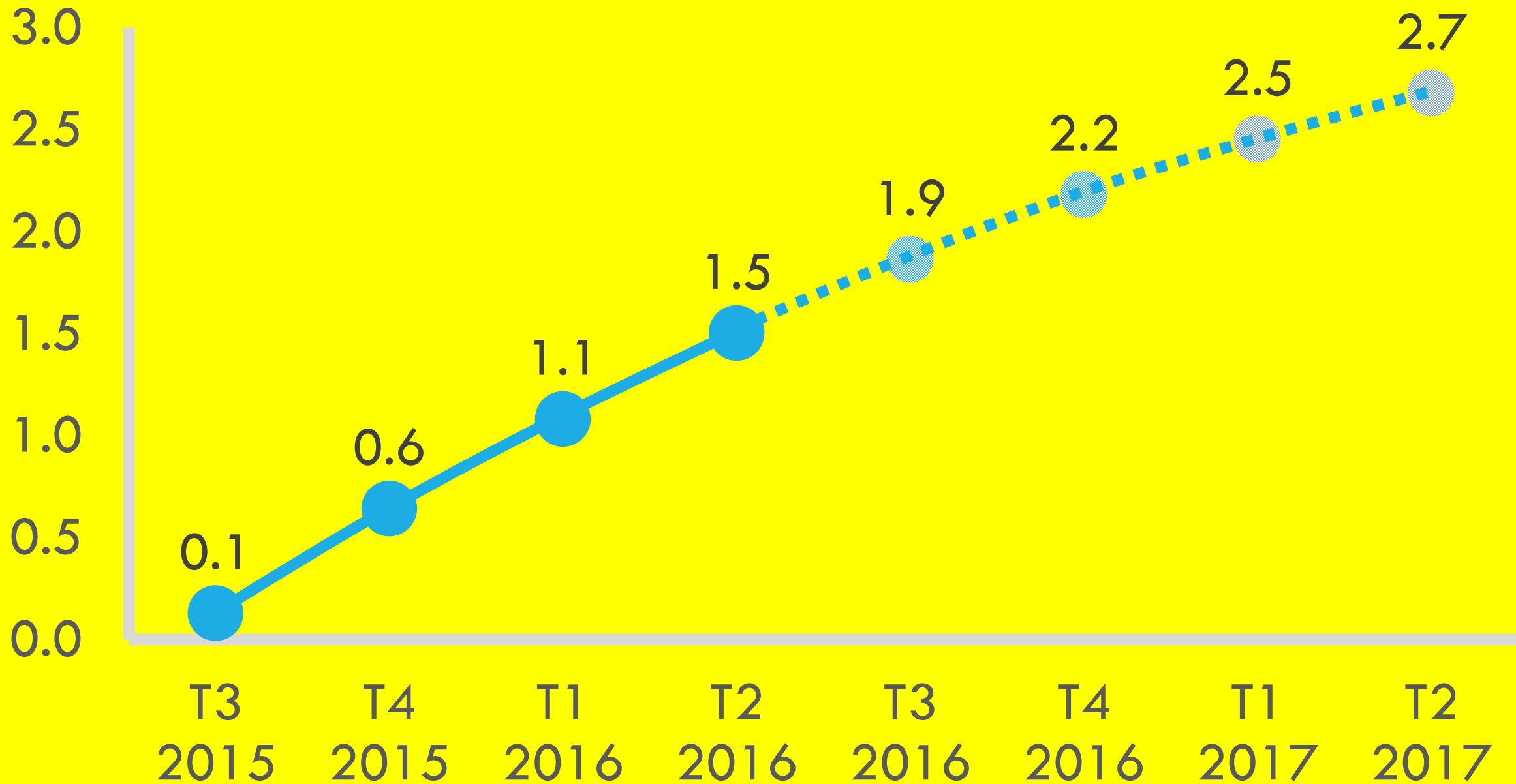


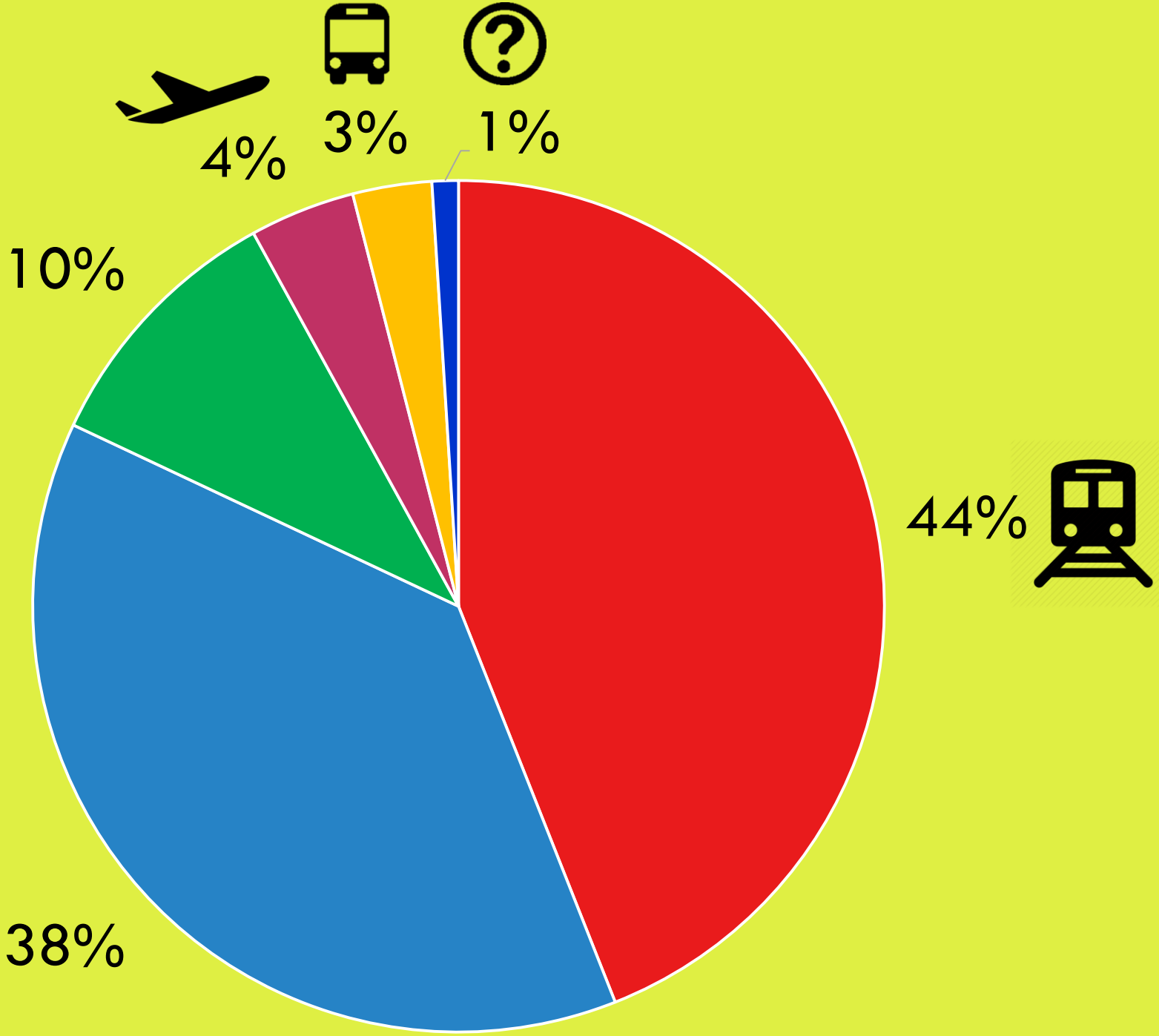
development of a
new market

Passengers transported in Germany (million)



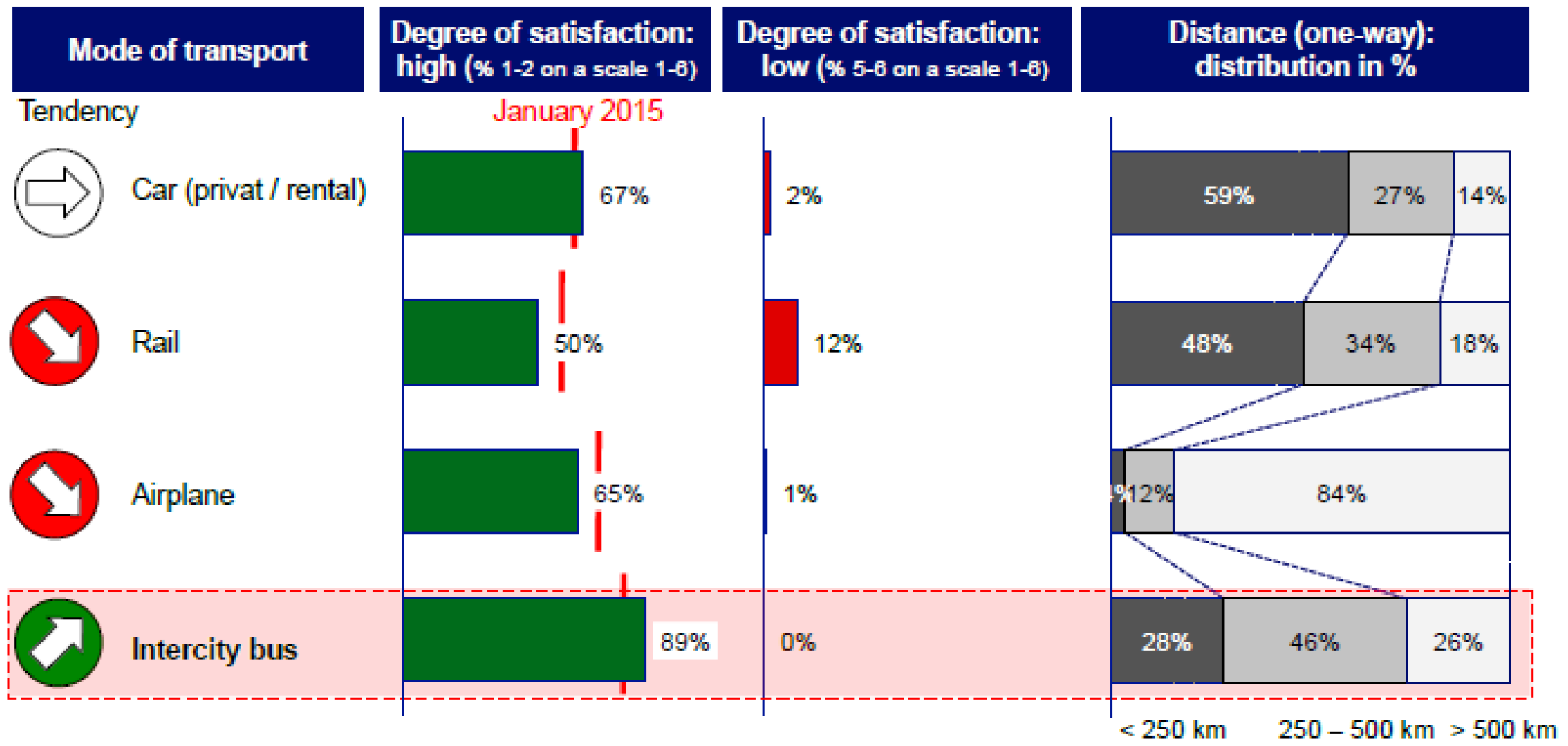
Passengers transported in France (million)

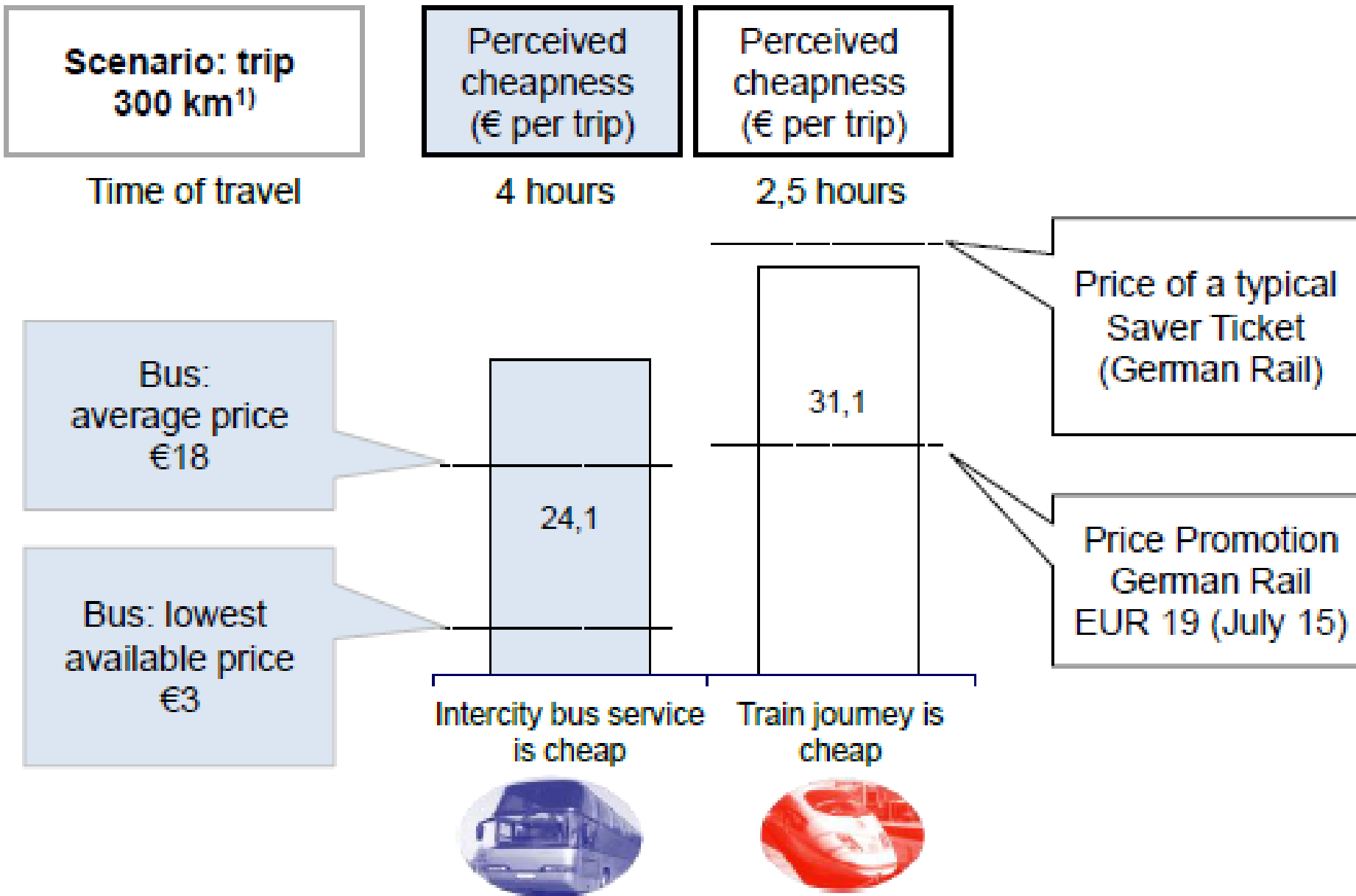




TEVREDENHEID PRIJS-KWALITEITSVERHOUDING

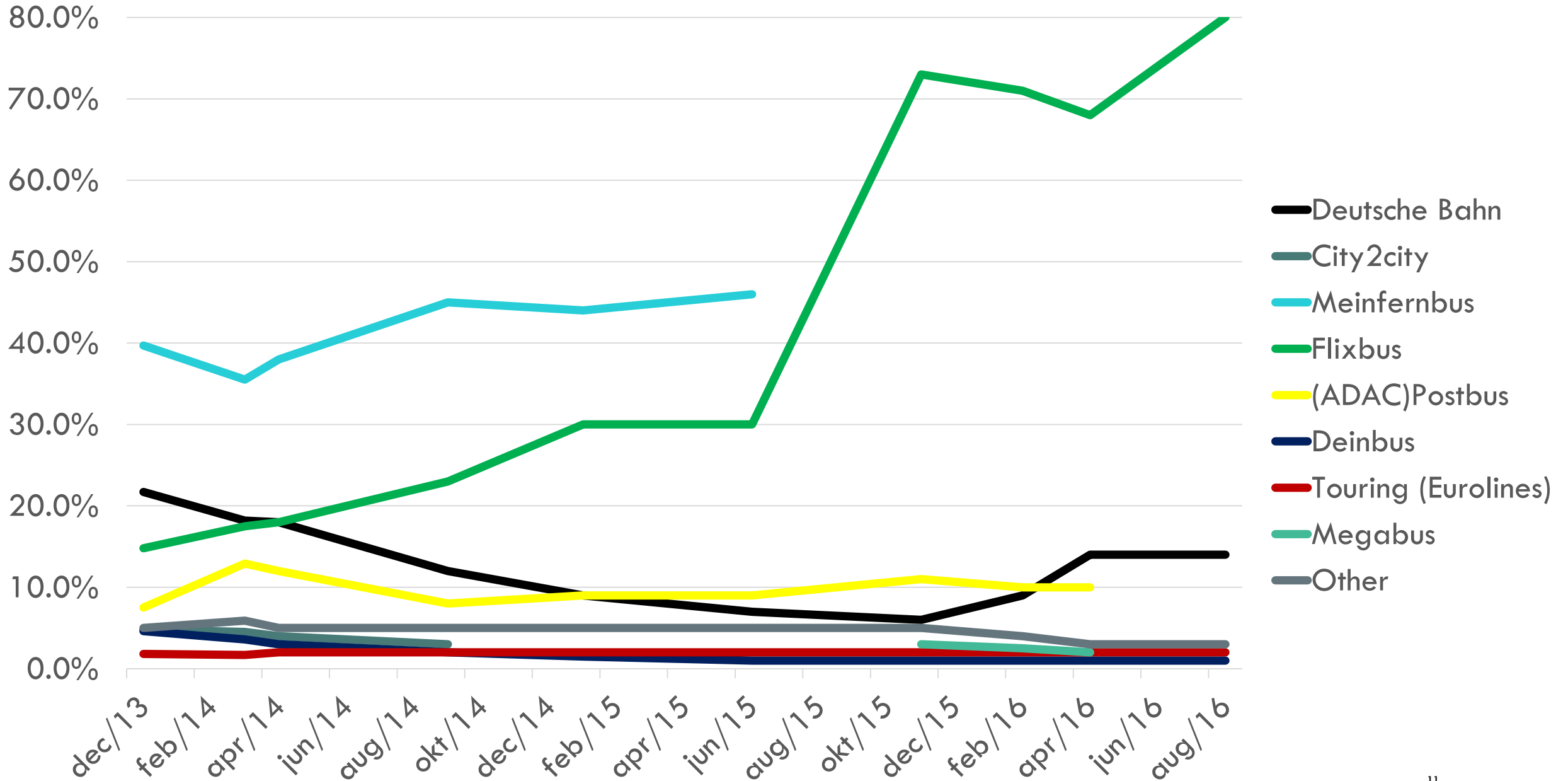
SATISFACTION RAPPORT QUALITÉ-PRIX





- 1) Question: „At what price for a one-way trip, you would say that the price is so cheap that the mode of transport is a real option for you?“ (open answer)

Market Shares Germany (lines offered)



Fernbuspreise* im Zweijahresvergleich

Land	2016	2014	Veränderung in Prozent
Polen	3,04	4,41	-31 %
Frankreich	4,78	7,14	-33 %
Deutschland	5,33	3,8	+40 %
Schweden	5,41	6,38	-15 %
Italien	5,70	9,31	-38 %
Spanien	8,20	4,48	+83 %
Portugal	9,26	8,25	+12 %
Österreich	9,26	17,5	-47 %
Belgien	10,98	11,67	-6 %
Dänemark	11,93	8,11	+47 %
Finnland	13,00	5,56	+133 %
Großbritannien	13,59	10,61	+28 %
Niederlande	14,00	21,33	-34 %

*Durchschnittspreis pro 100-Kilometerfahrt im Inland Grafik: **BUSMAGAZIN**, Quelle: CoEuro.de

Phase 1

FLiXBUS



IC Bus

berlinlinienbus.de *yourbus*

ADAC Postbus

UNIVERS

city2city
Happy hin und weg

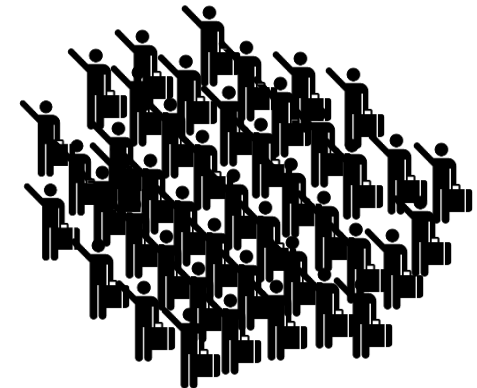
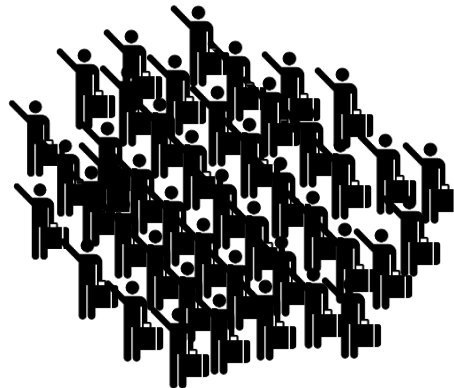
megabus.com
low cost inter city bus travel



Phase 2



Phase 3



potential in Belgian
market?



Studie naar de reisbussenmarkt

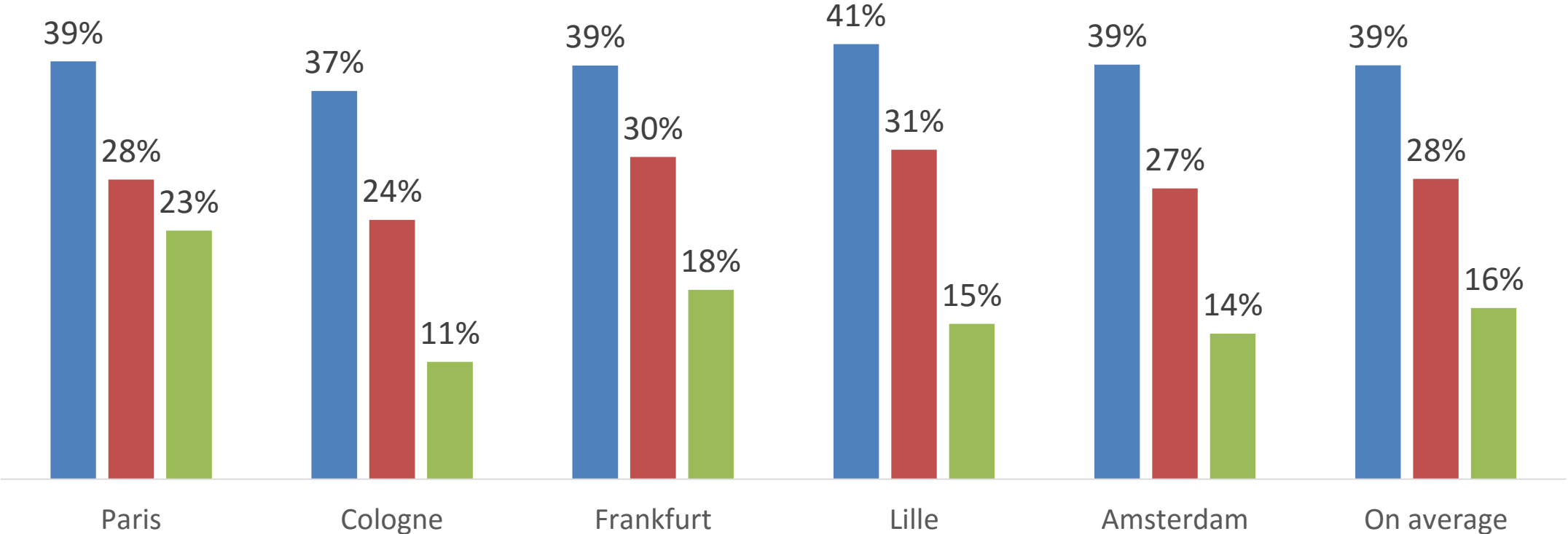
Stel nu dat u zich voor uw werk zou moeten verplaatsen vanuit Charleroi (Zuidstation) naar Frankfurt?
Welke van onderstaande opties zou u dan kiezen?

(2 / 17)

	Busreis A	Busreis B	Ander
Duur	5h 42min	4h 59min	
Wifi	Geen	Geen	
Beenruimte	Luxueus ⓘ	Standaard ⓘ	
Catering	Snacks	Warme maaltijd	
Entertainment	Collectief ⓘ	Collectief ⓘ	
Individueel stopcontact	Geen	Geen	
Prijs	€ 24,10	€ 36,20	Een andere modus (bvb. trein, vliegtuig, auto)
	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>

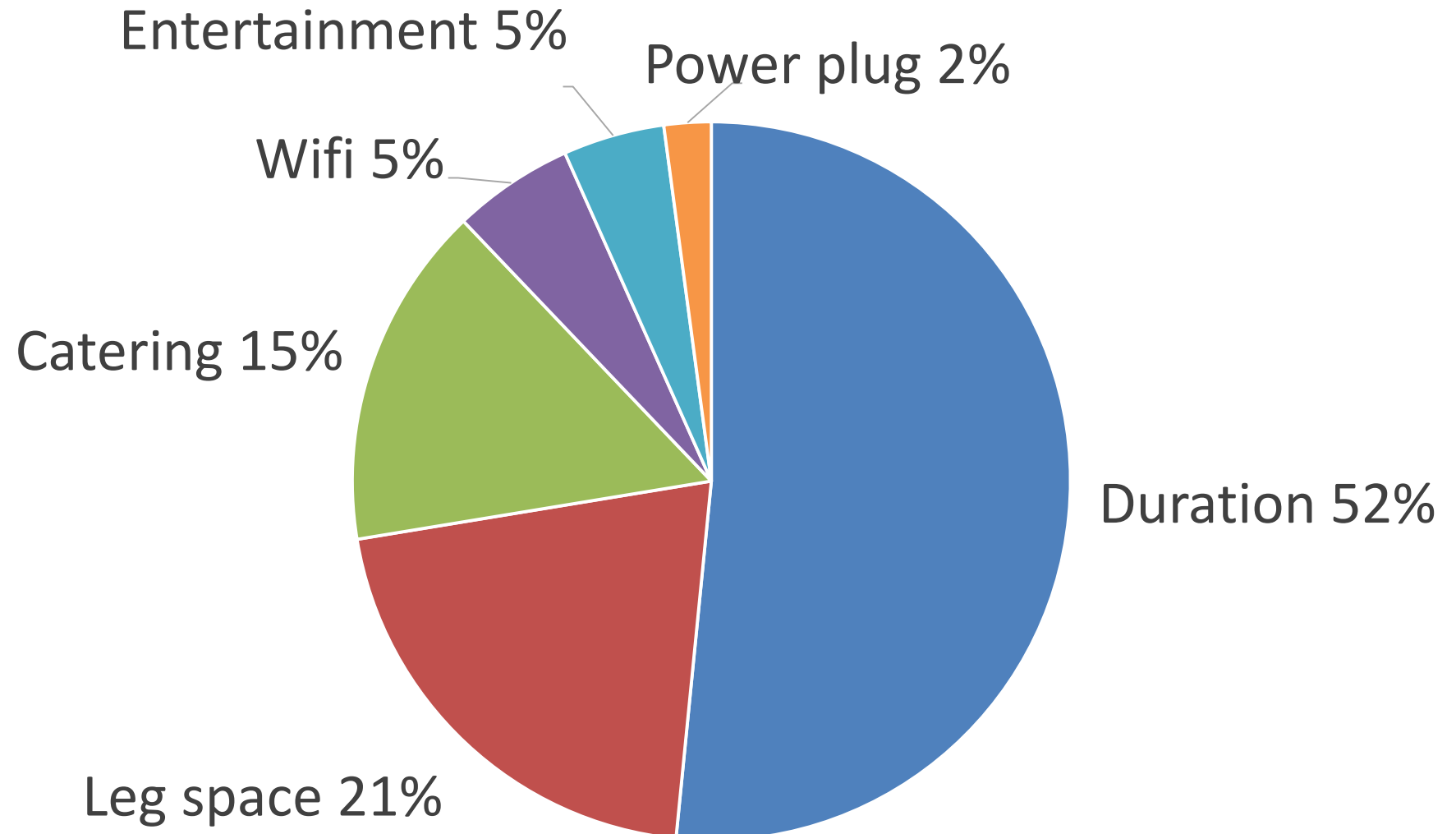
Volgende ▶

Estimated market shares (fully equipped ticket)

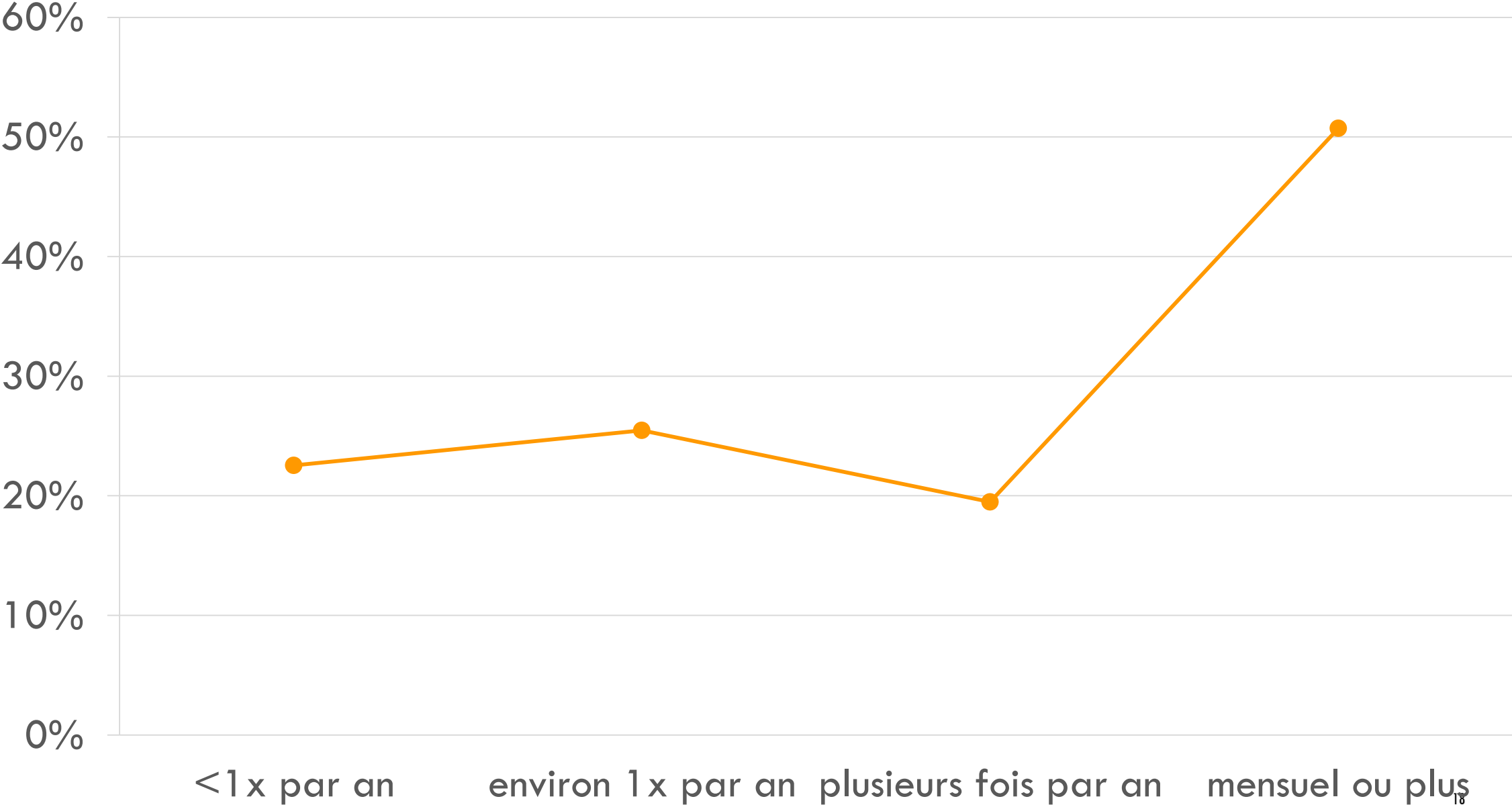


	Low	Medium	High
<i>Lille</i>	€ 0.07	€ 0.14	€ 0.22
<i>Amsterdam</i>	€ 0.05	€ 0.11	€ 0.16
<i>Cologne</i>	€ 0.05	€ 0.10	€ 0.15
<i>Paris</i>	€ 0.04	€ 0.08	€ 0.12
<i>Frankfurt</i>	€ 0.03	€ 0.06	€ 0.09

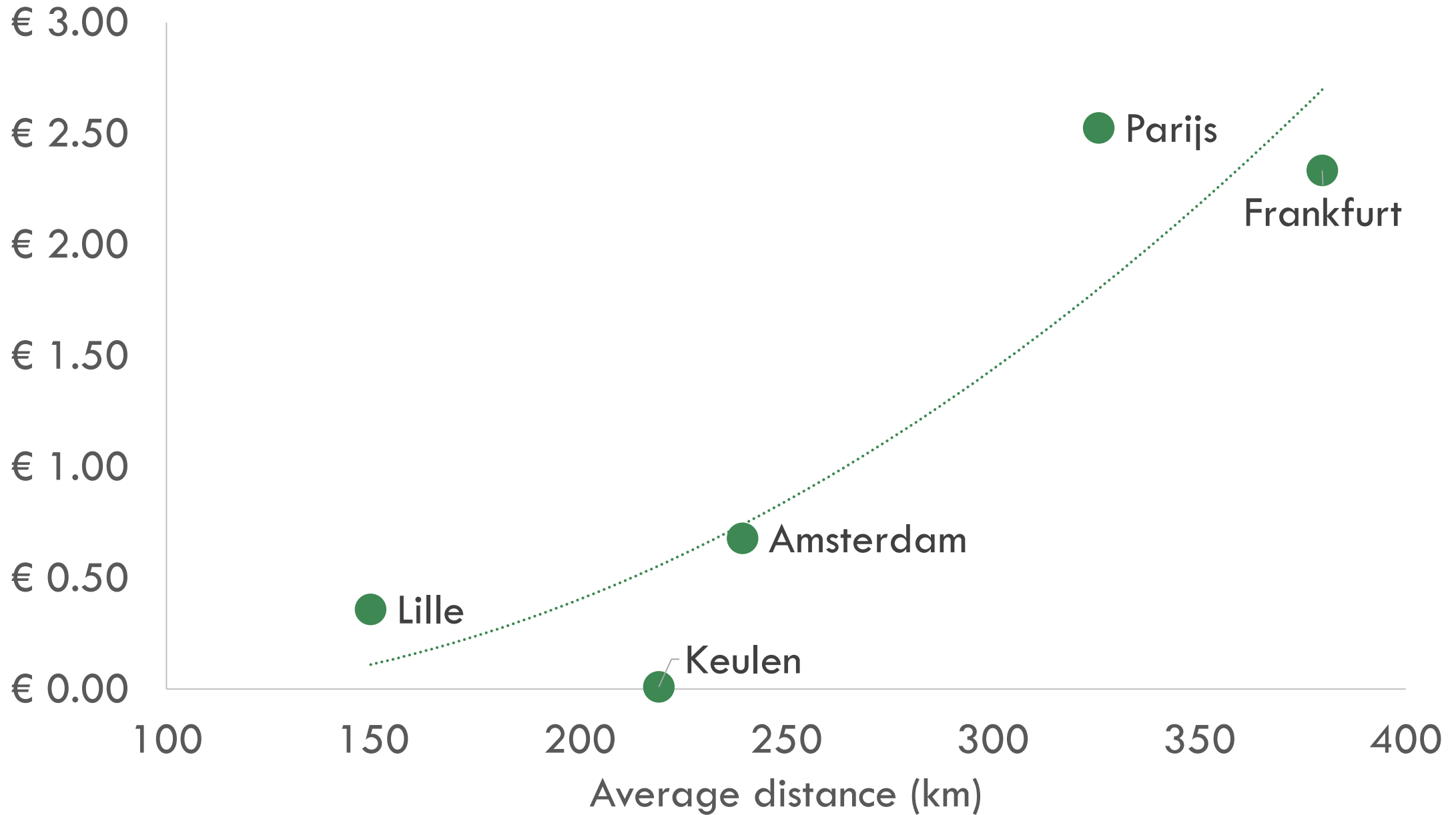
Elements that can drive up the price



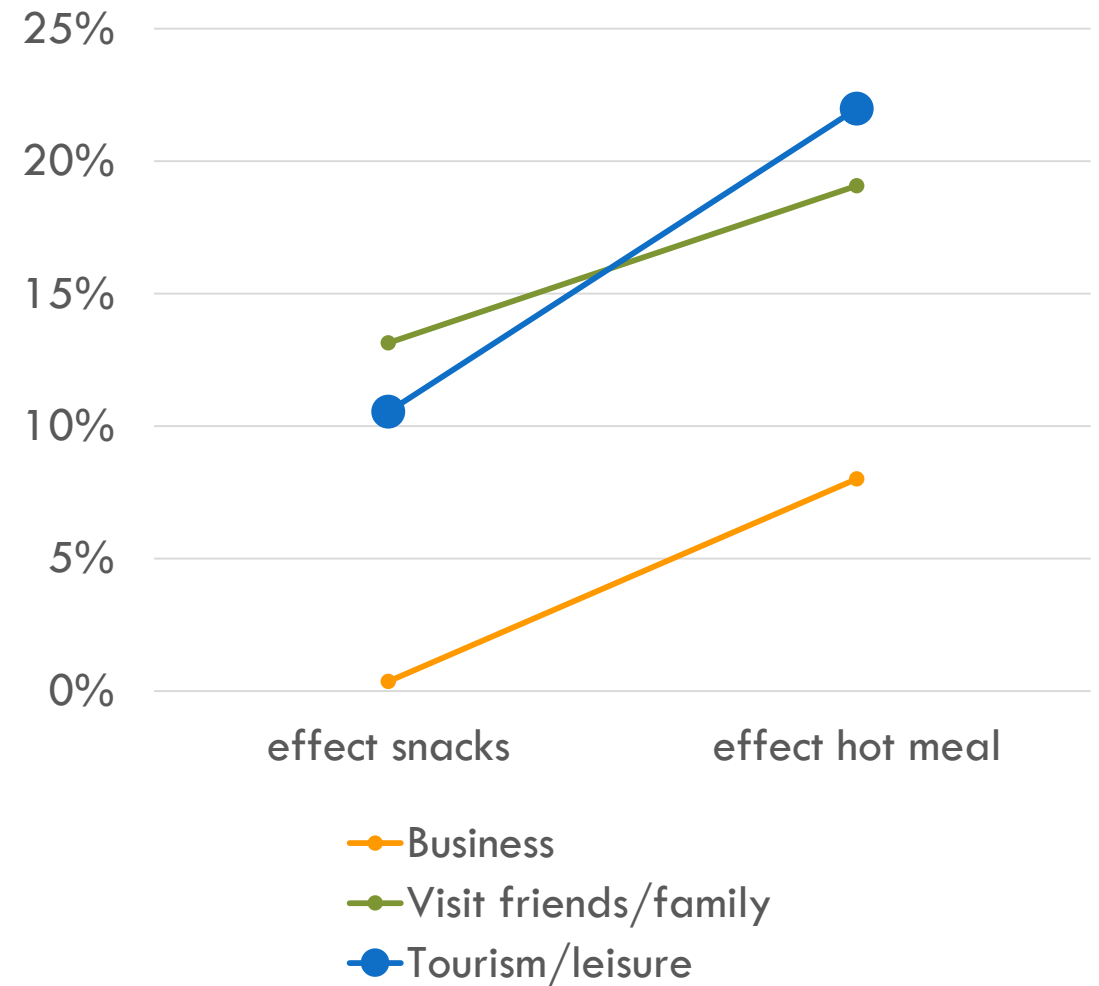
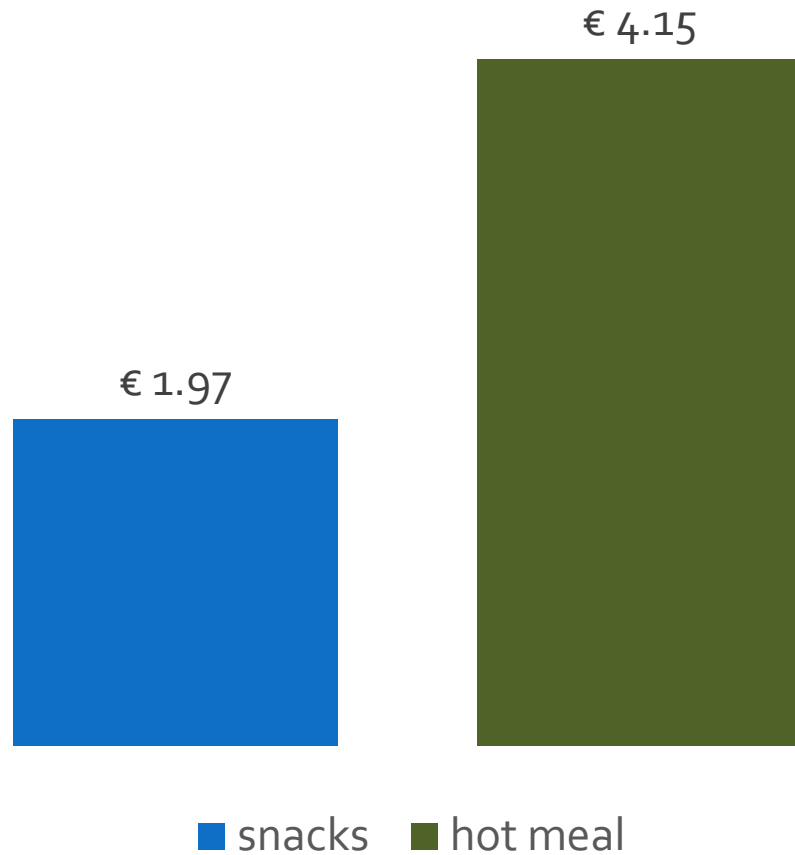
Market share increase through luxurious leg space



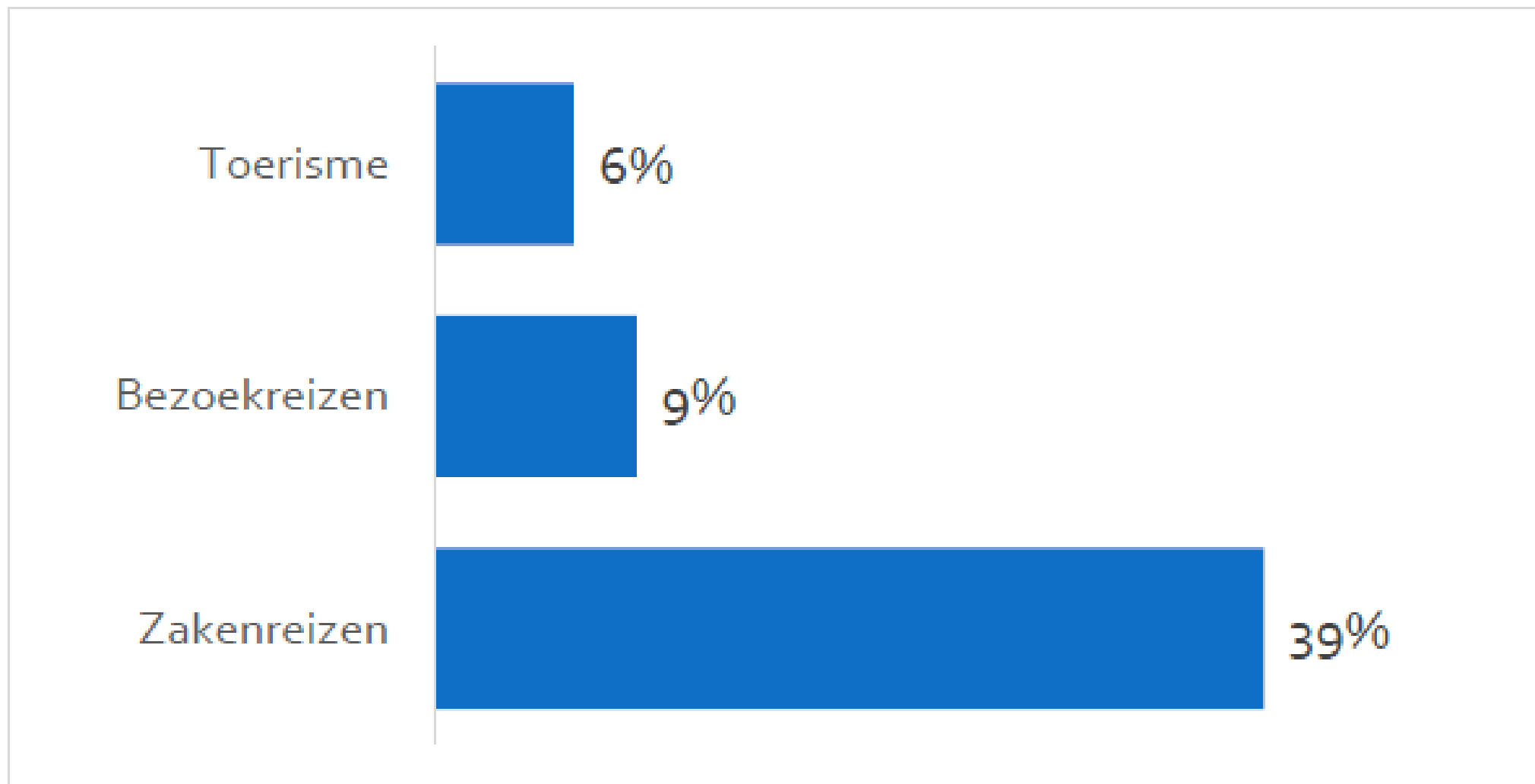
Willingness to pay for power plug



Willingness to pay for catering



Willingness to pay for wifi



Figuur 22: Het effect van wifi aan boord naar gelang het reismotief

An full report of the study can be found @

<http://www.icb-institute.be/competitiviteit-autocar/>

and @

<http://www.icb-institute.be/fr/competitivite-autocar/>

to conclude: hype or
hope?