

Hur har Skånetrafiken lyckats att dra till sig 30 % fler resenärer på 10 år?

- *Hvordan er det lykkedes Skånetrafikken at tiltrække 30 % flere passagerer på 10 år?*
- Pernilla Lyberg, avd. Chef Försäljning och Marknad
- Carl Björklund, t.f. Enhetschef Strategi

Agenda

- An Introduction to Skånetrafiken
- Our network and services, and how we develop them
- The journey of digitalization
- Sustainability



This is Skånetrafiken

Introduction

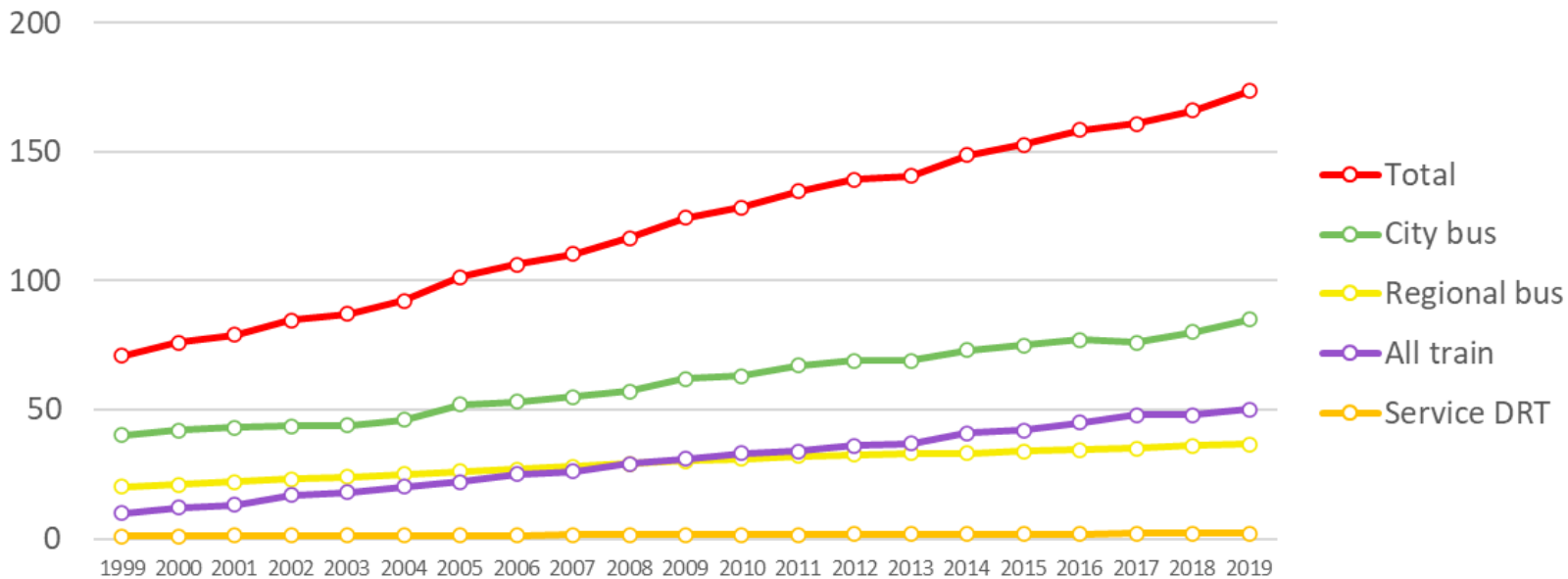
Skånetrafiken



It all started back in 1999

In 1999, two countys (*län*) in southernmost Sweden merged to form Region Skåne and took over responsibility for public transport in the region.

Annual trips 1999-2019, million boardings



Region Skåne

(42 billion SEK, 34.000 employees)

Healthcare

Public
transport

Culture

Regional
development

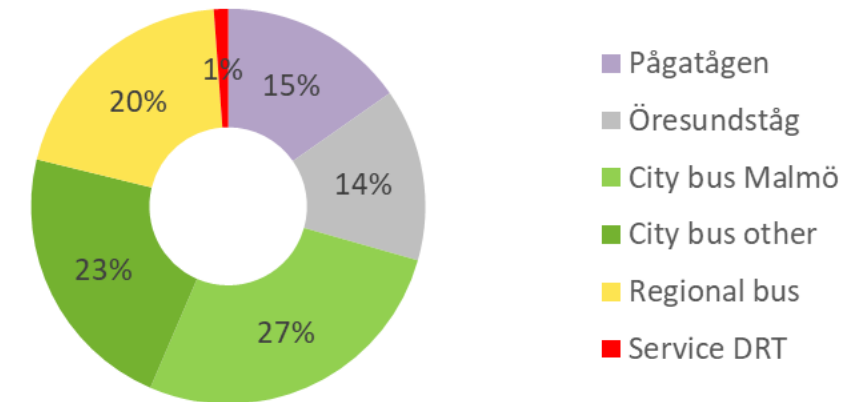
- **Governed politically**

Skånetrafiken

Facts (2019)

- More than **300 000 customers** travel with us **on a weekday**, and 5 000 special service DRT trips are carried out daily.
- We run **15 000 trips** with buses and trains **every day**.
- On **average**, an **inhabitant** in Skåne makes **125 journeys per year** (2019).
- Services are carried out by **110 regional trains** – "Öresundståg", **99 local trains** – "Pågatåg", **600 regional buses**, **400 city buses** and **350 special transport vehicles**.
- In total, **6000 people** are engaged by Skånetrafiken to work in the public transport sector.
- Our bus and train services carry the eco-label "*Bra Miljöval*" (**Good Environmental Choice**) issued by the Swedish Society for Nature Conservation (*Svenska Naturskyddsföreningen*).

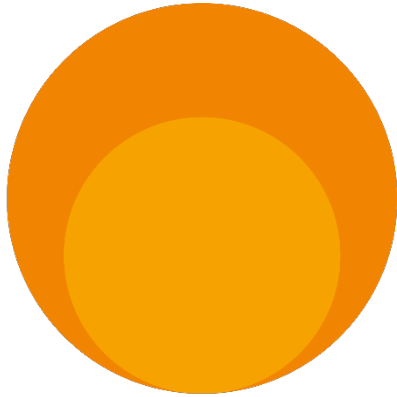
170 million annual trips (2019)



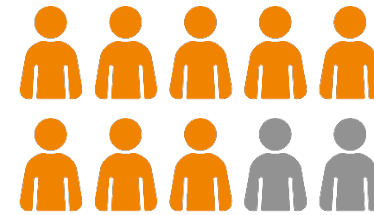
Bra Miljöval

Skånetrafiken

Overall goals



**Fördubblad
marknadsandel
40 procent 2030**

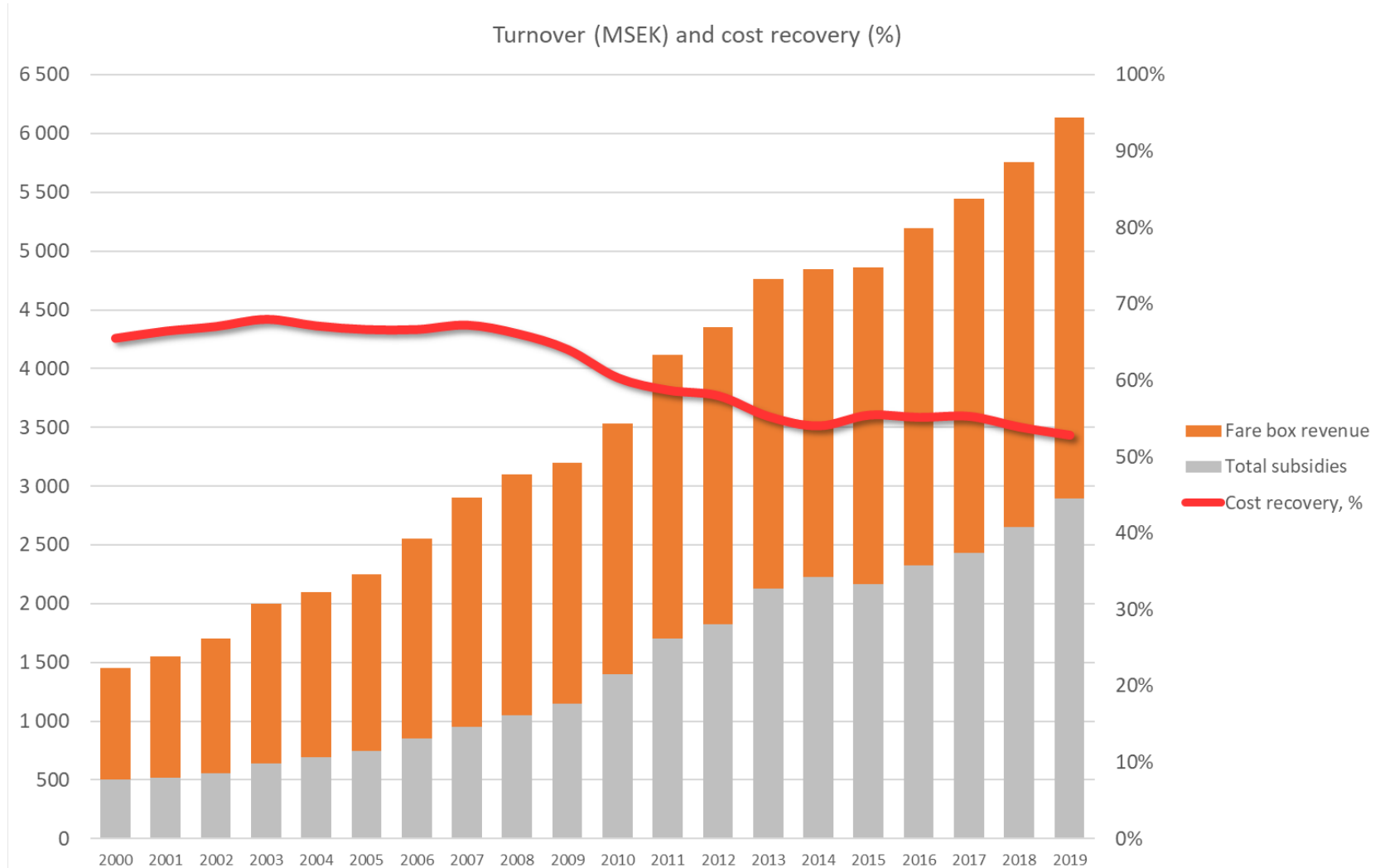


**8 av 10
kunder ska vara
nöjda med
Skånetrafiken 2025**

**PTX2 - Doubling of the market share
40 % market share of motorized
transport by 2030**

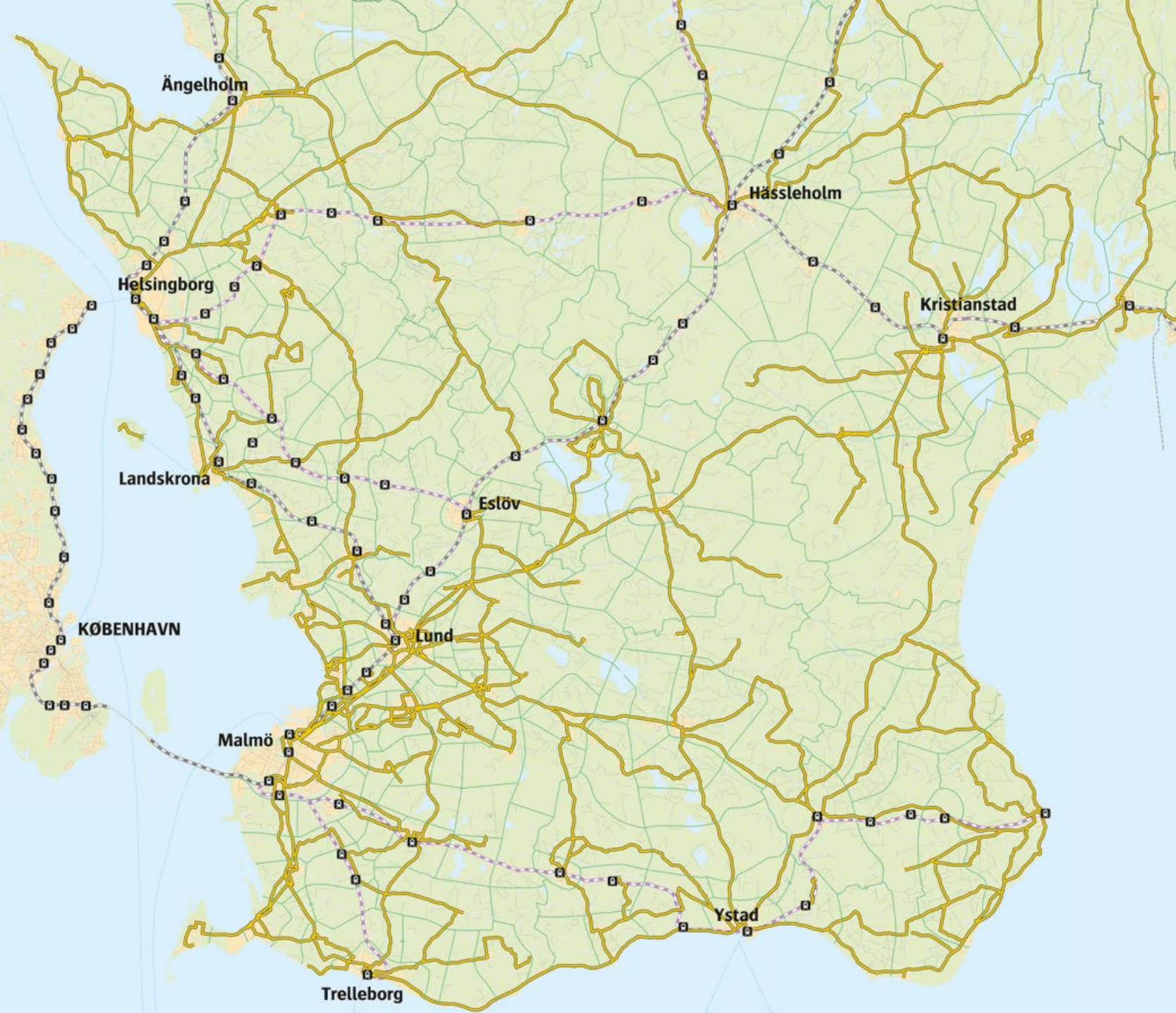
**Customer satisfaction
8 out of 10 customers
satisfied by 2025**

Revenues and tax funding



A closer look at our network and services, and how we develop them





Skåne

1,4 million inhabitants

33 municipalities/local councils

Largest cities:

Malmö 347 949

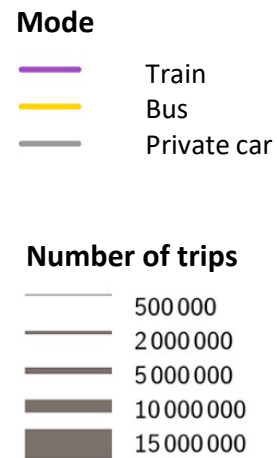
Helsingborg 149 208

Lund 125 941

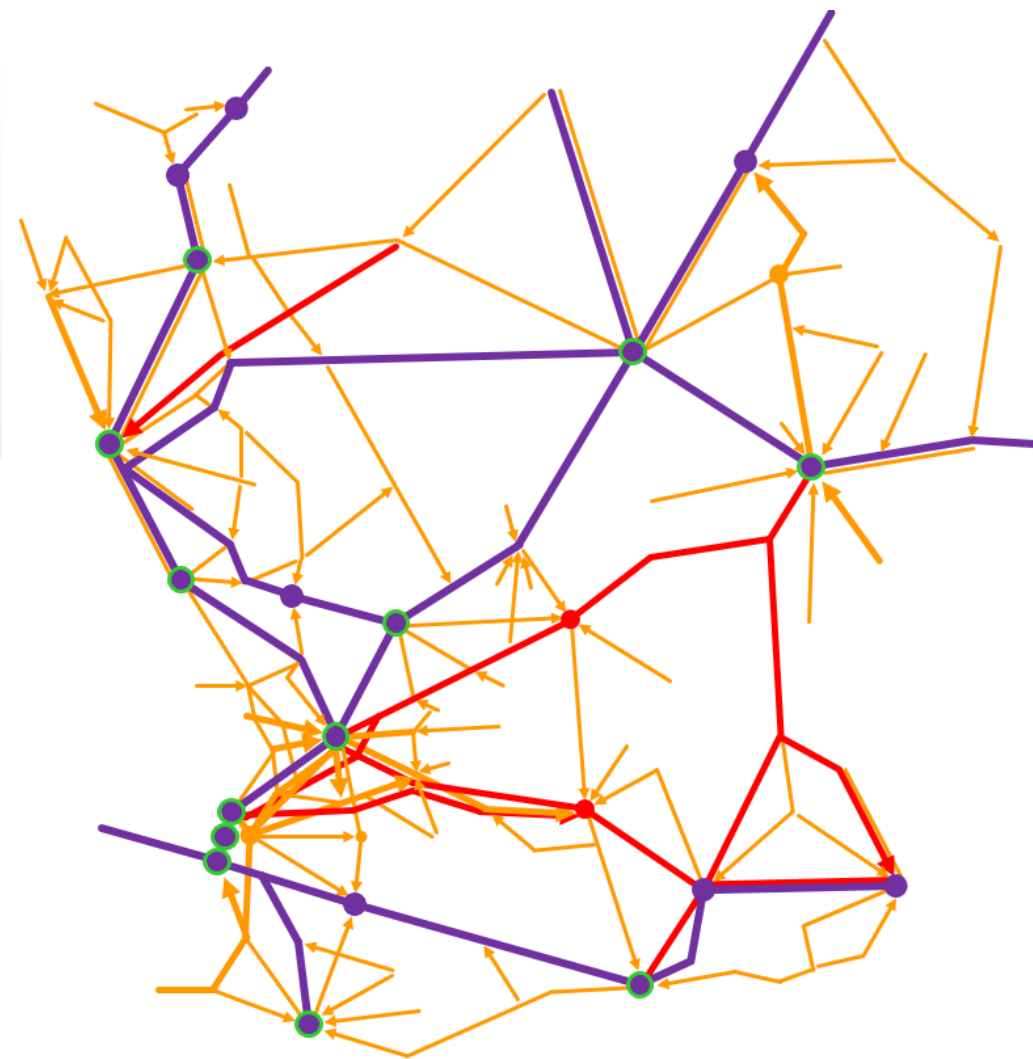
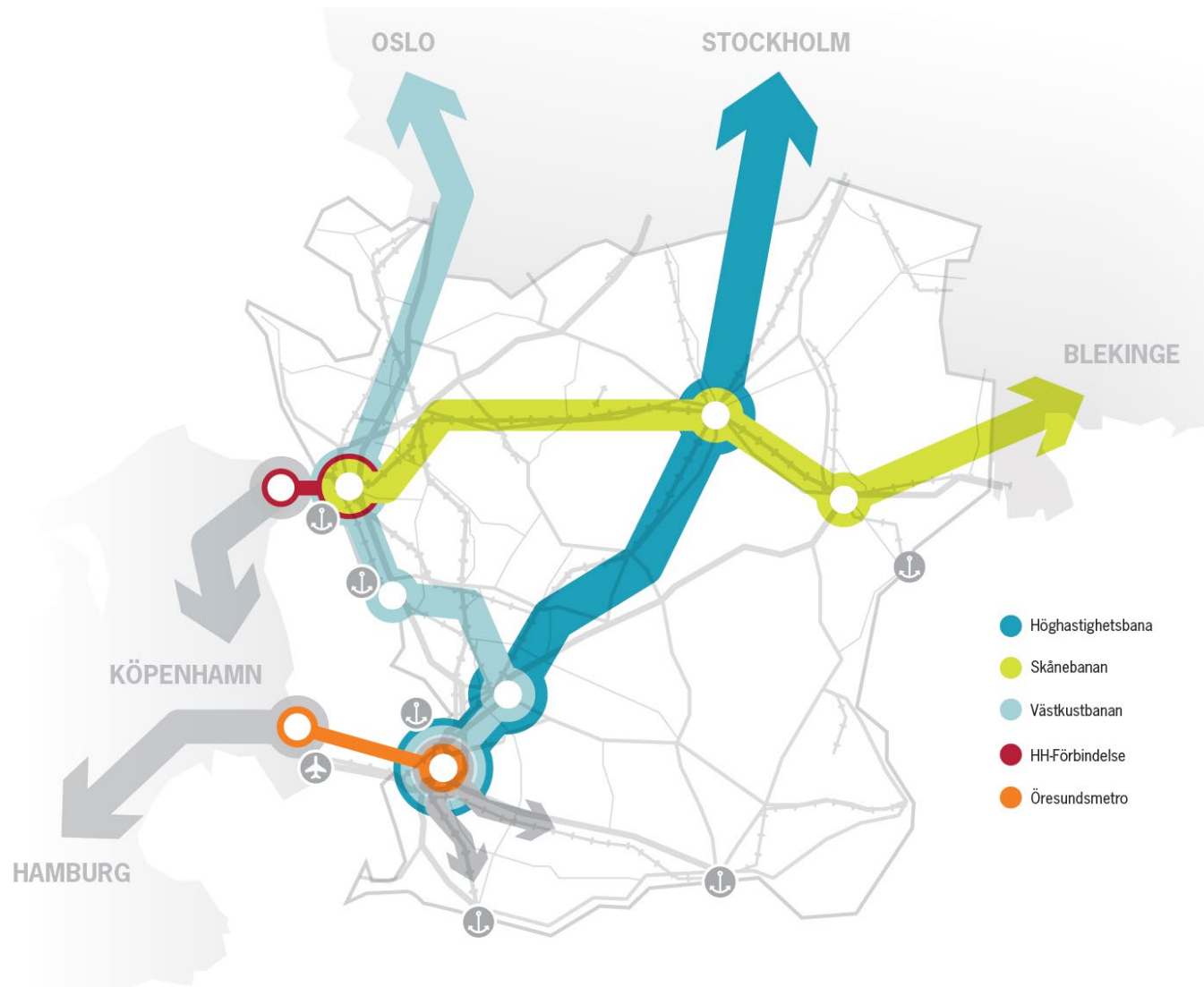
Kristianstad 86 217

Skånetrafiken

How the people of Skåne travel



A polycentric region



Offered services

– we offer sustainable, extensive and accessible public transport services



Train services are the base and backbone for regional journeys within Skåne and to adjacent regions, including the Copenhagen area.



With our **city bus services** we interconnect the cities and make it easier to travel from the outskirts to central parts and transfer stops for an onward journey.

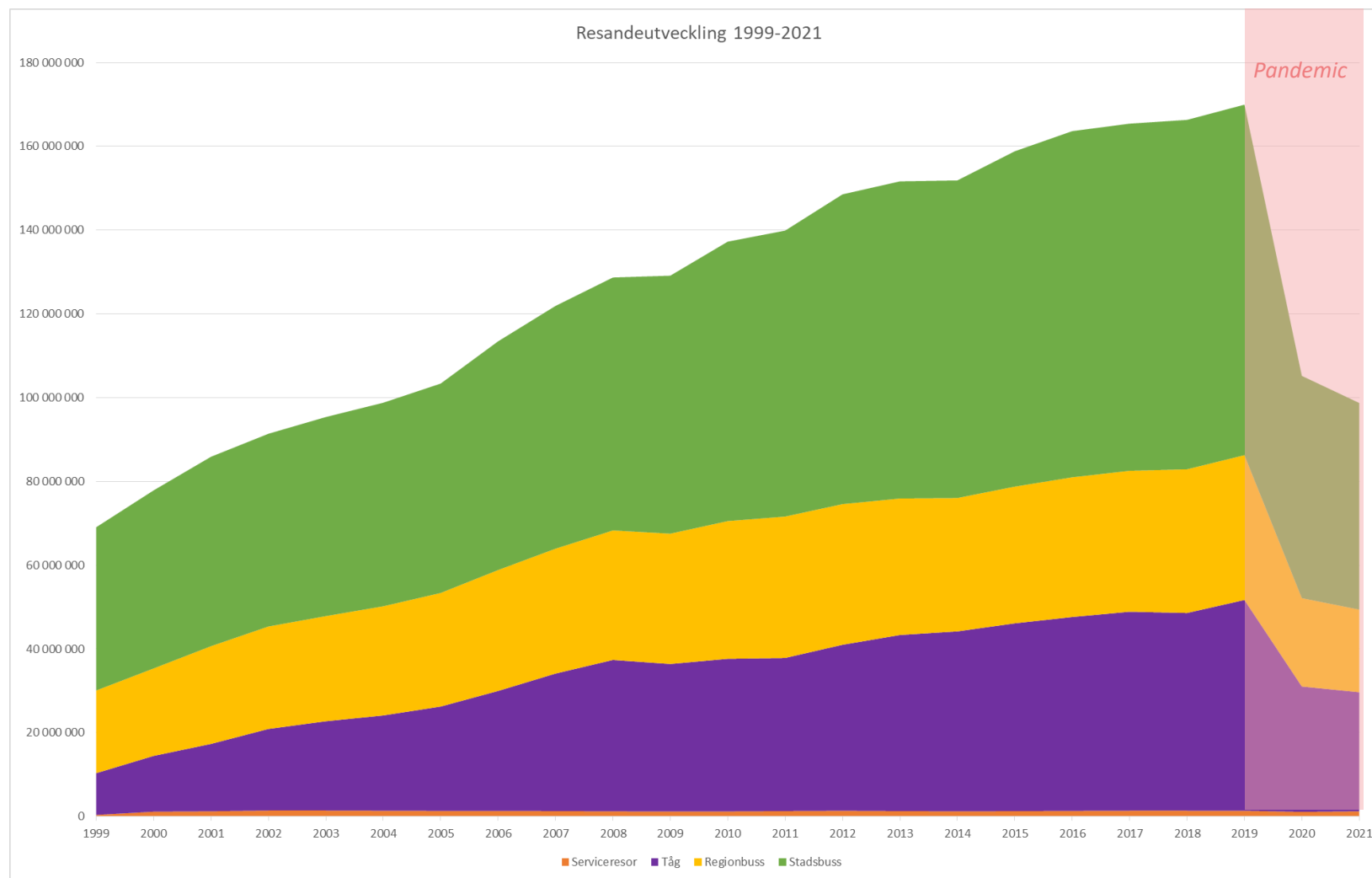


Regional bus services have a good accessibility and surface coverage to connect rural areas to bigger cities and workplaces.



Together with the local councils we offer **special transport services** that adapt to individuals and the environment and are regarded as simple, safe and within easy reach.

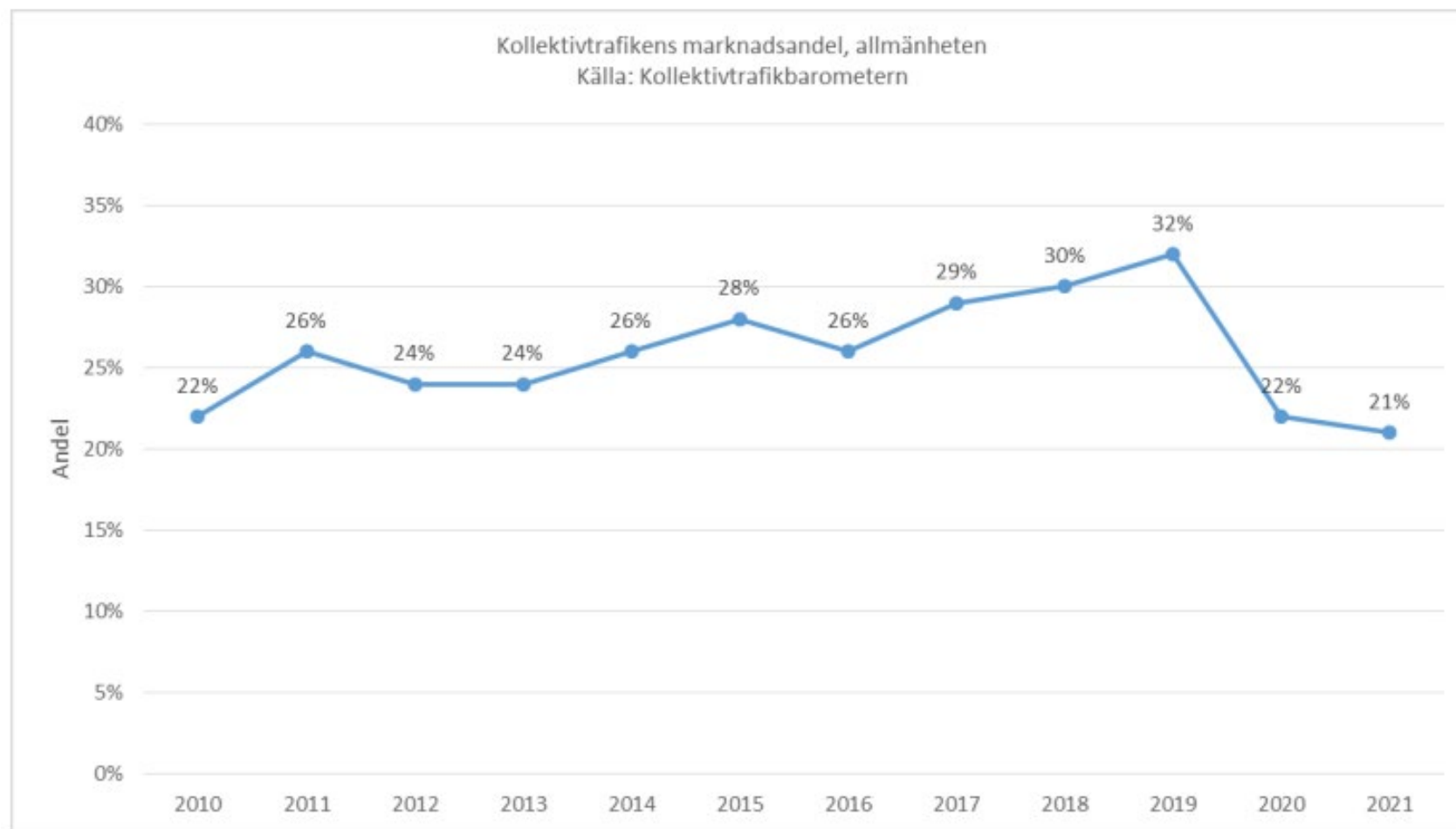
A rapid development of ridership



Enhanced attractiveness of public transport through development of bus and train services :

- More routes to connect in new relations
- Increased frequencies
- Extended opening hours
- Shorter travel times

Our market share

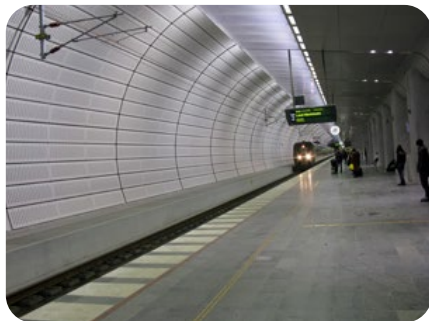


What made this success possible?

1999

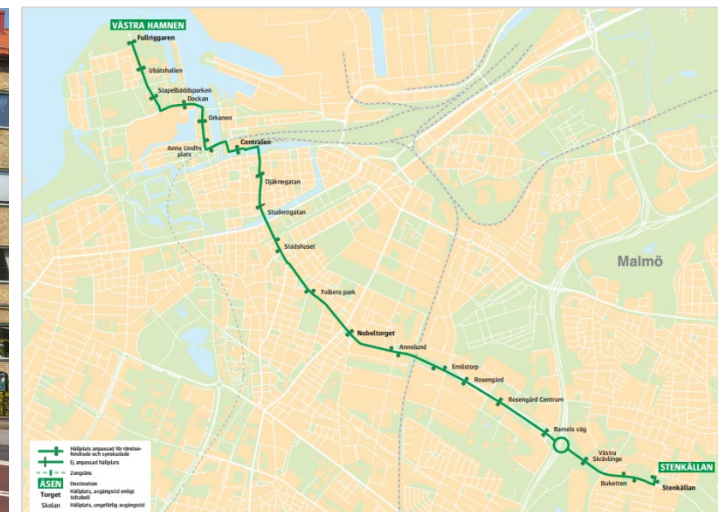


2022

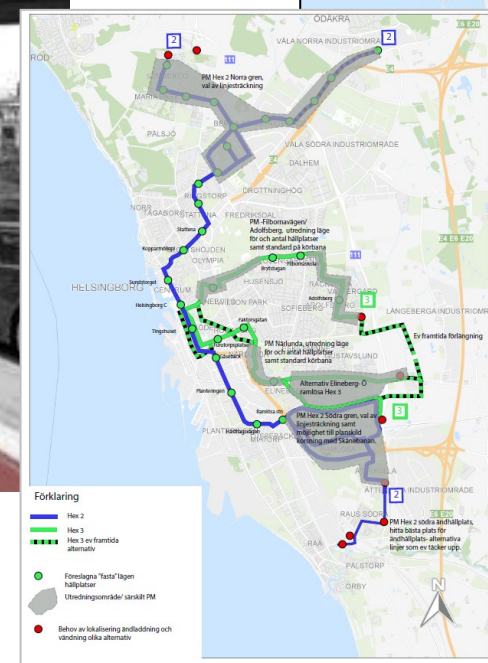
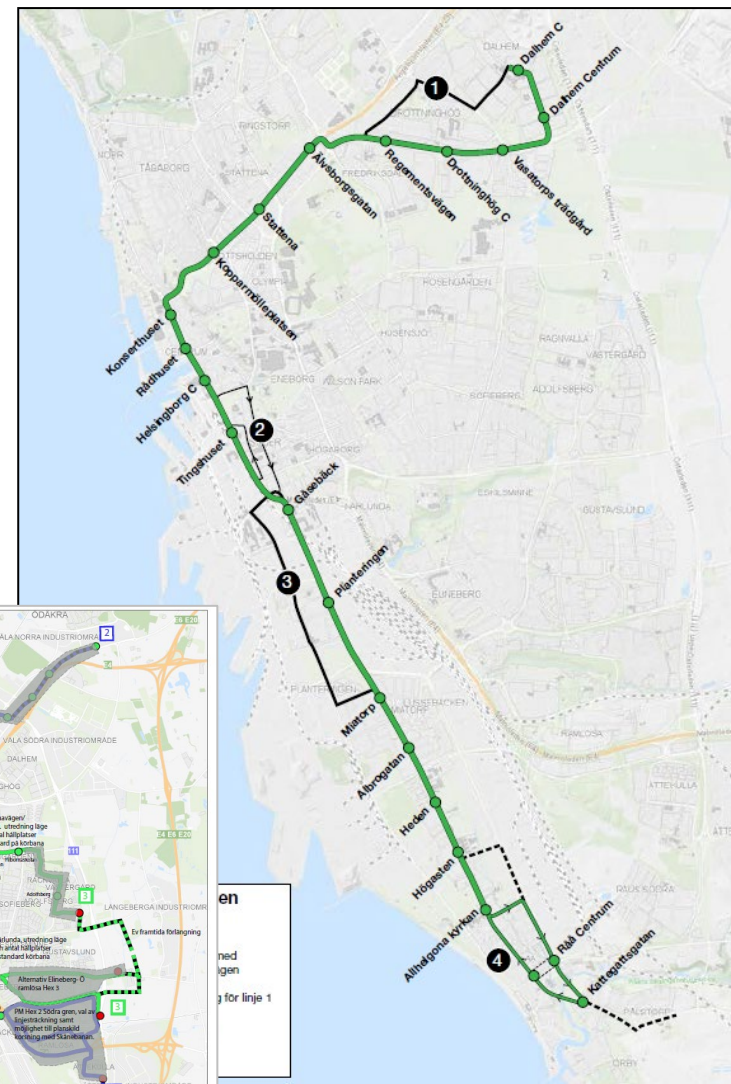


Skånetrafiken

MalmöExpressen



HelsingborgsExpressen



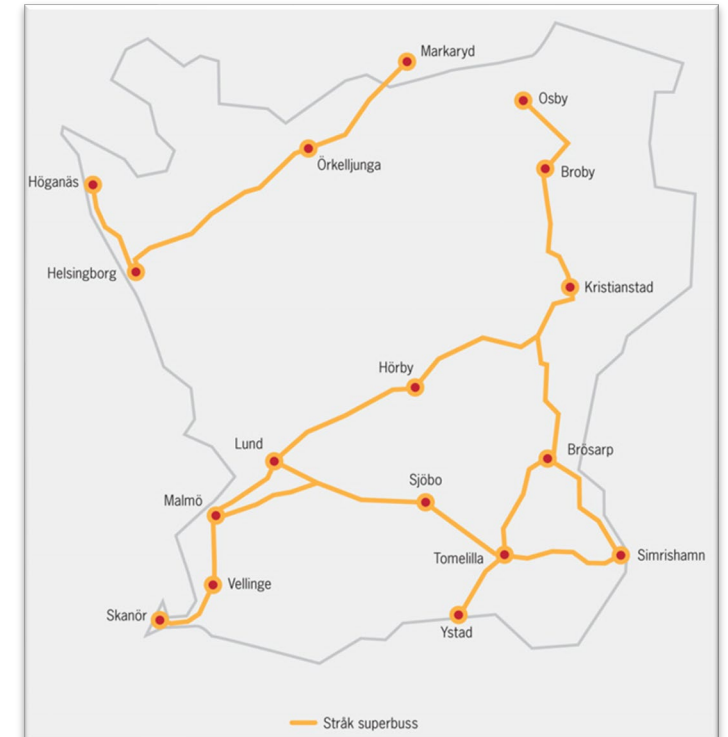
Electric buses



2020: Tramway Lund C-ESS



SkåneExpressen – in major corridors without railways



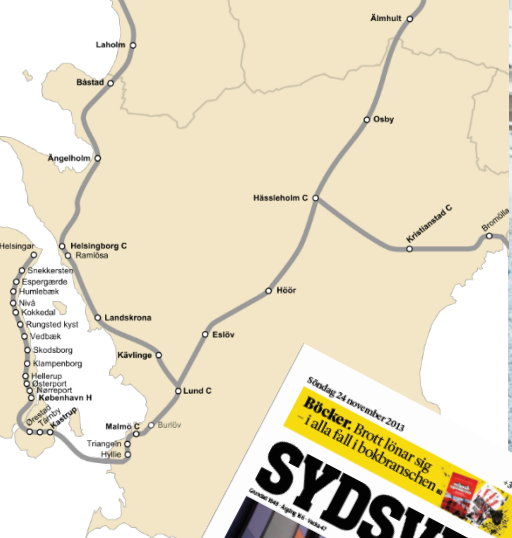
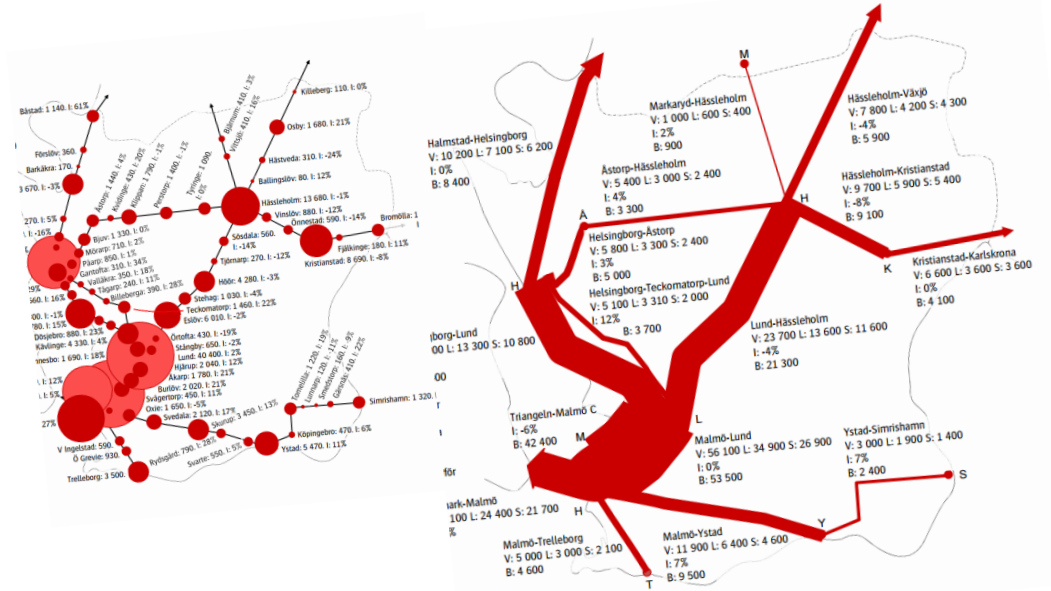
Skånetrafiken

SkåneExpressen – in major corridors without railways



Skånetrafiken

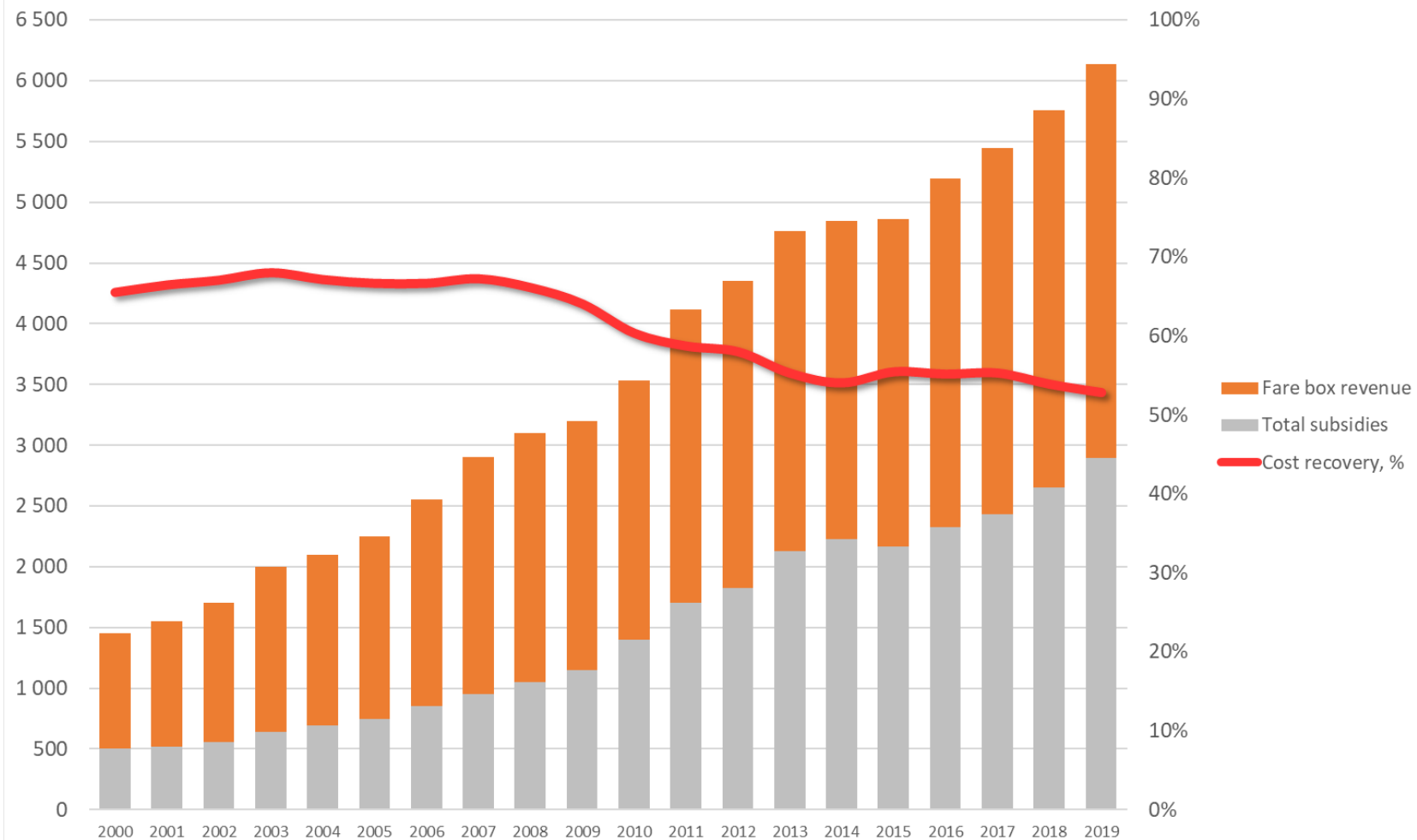
The Train Effect

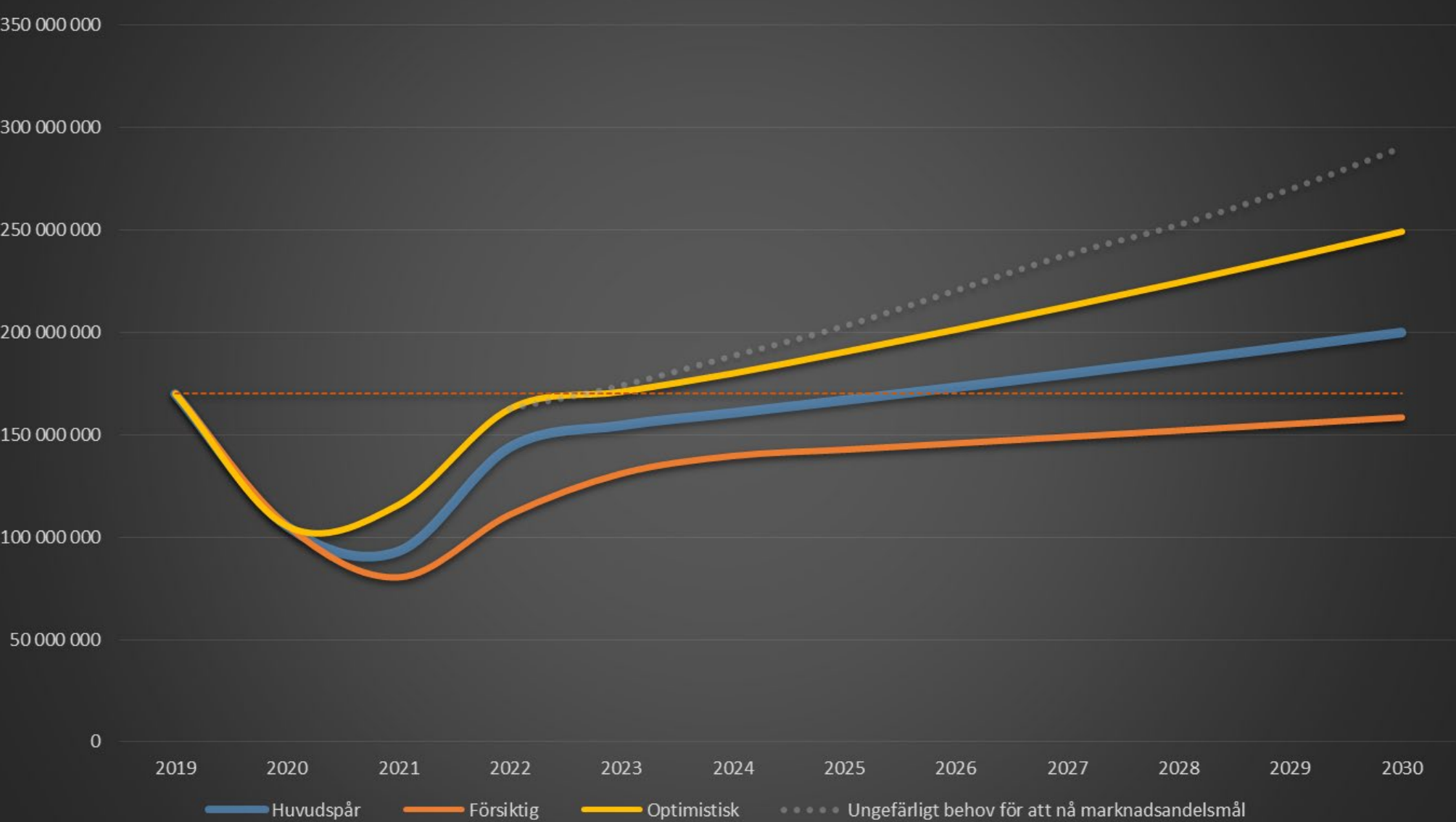
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Revenues and tax funding

Turnover (MSEK) and cost recovery (%)

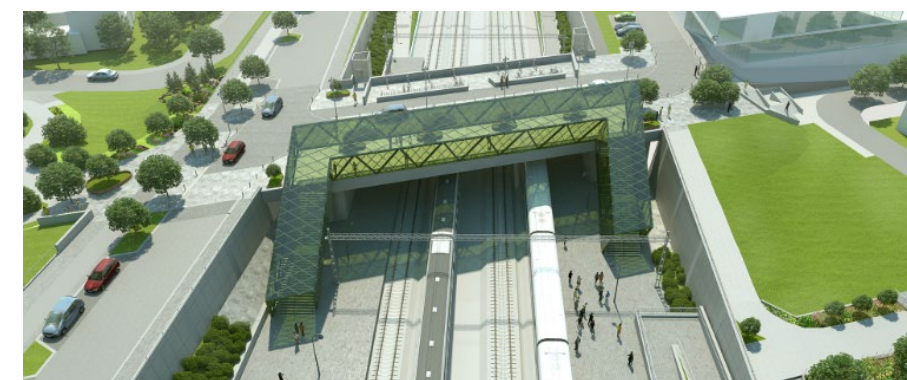


Will ridership recover?



A look ahead

- West coast mainline – increased capacity and shorter travel times
- Southern mainline – increased capacity between Malmö and Lund
- Brand new train maintenance facilities in Hässleholm
- New SkåneExpressen routes
- New MalmöExpressen and HelsingborgsExpressen routes



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A journey of digitalization and sustainability performance

Pernilla Lyberg



We will be the best in the world at public transport



Skånetrafiken

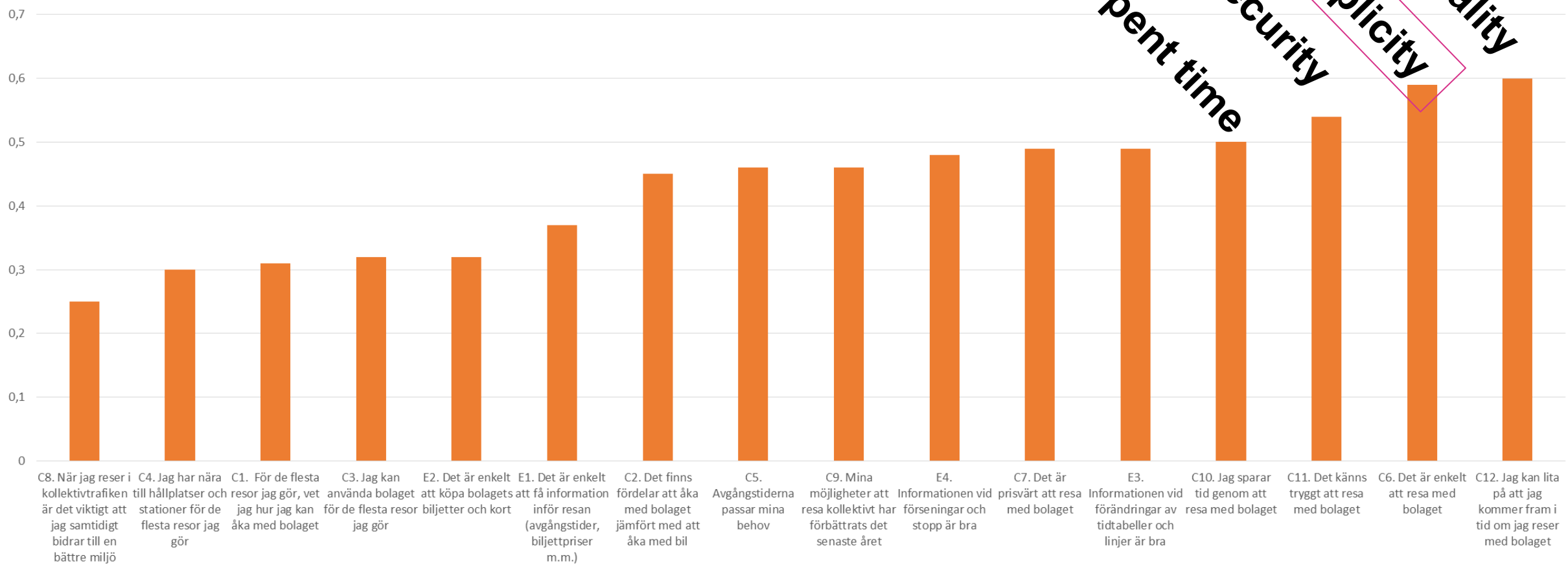
What affects customer satisfaction?

Well spent time

Security

Simplicity

Punctuality



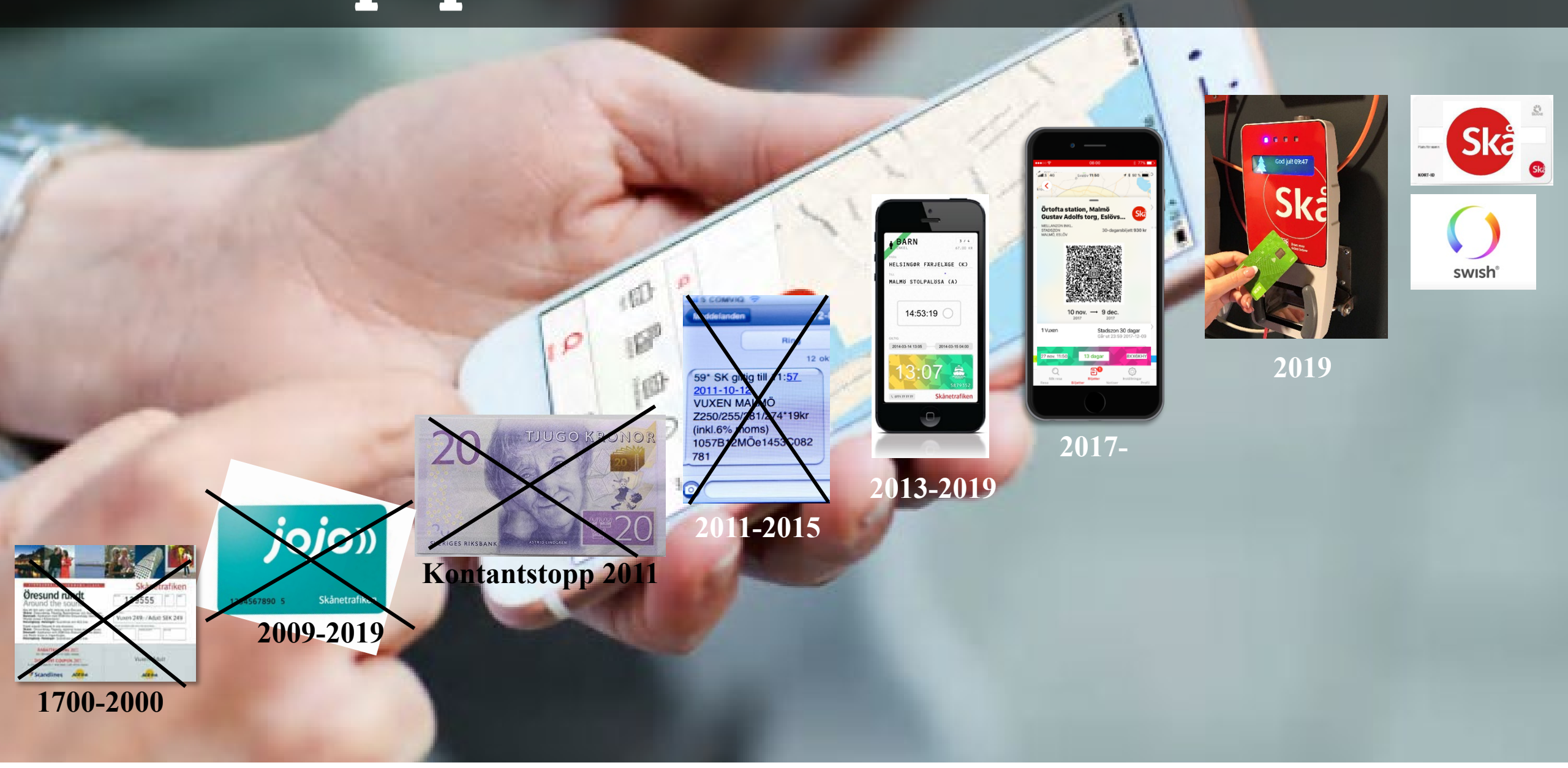
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#easierjourney



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From paper tickets & cards to mobile



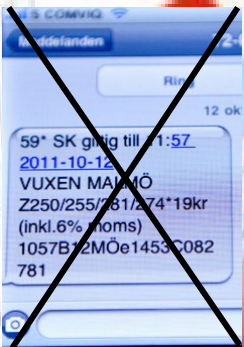
1700-2000



2009-2019



Kontantstopp 2011



2011-2015



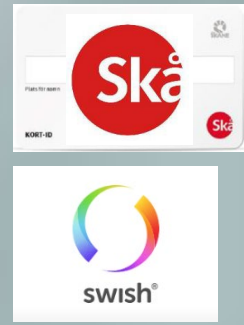
2013-2019



2017-



2019



Sales channel strategy

Degree of self service

App, webb & dig ÅF and ticket machines

85%

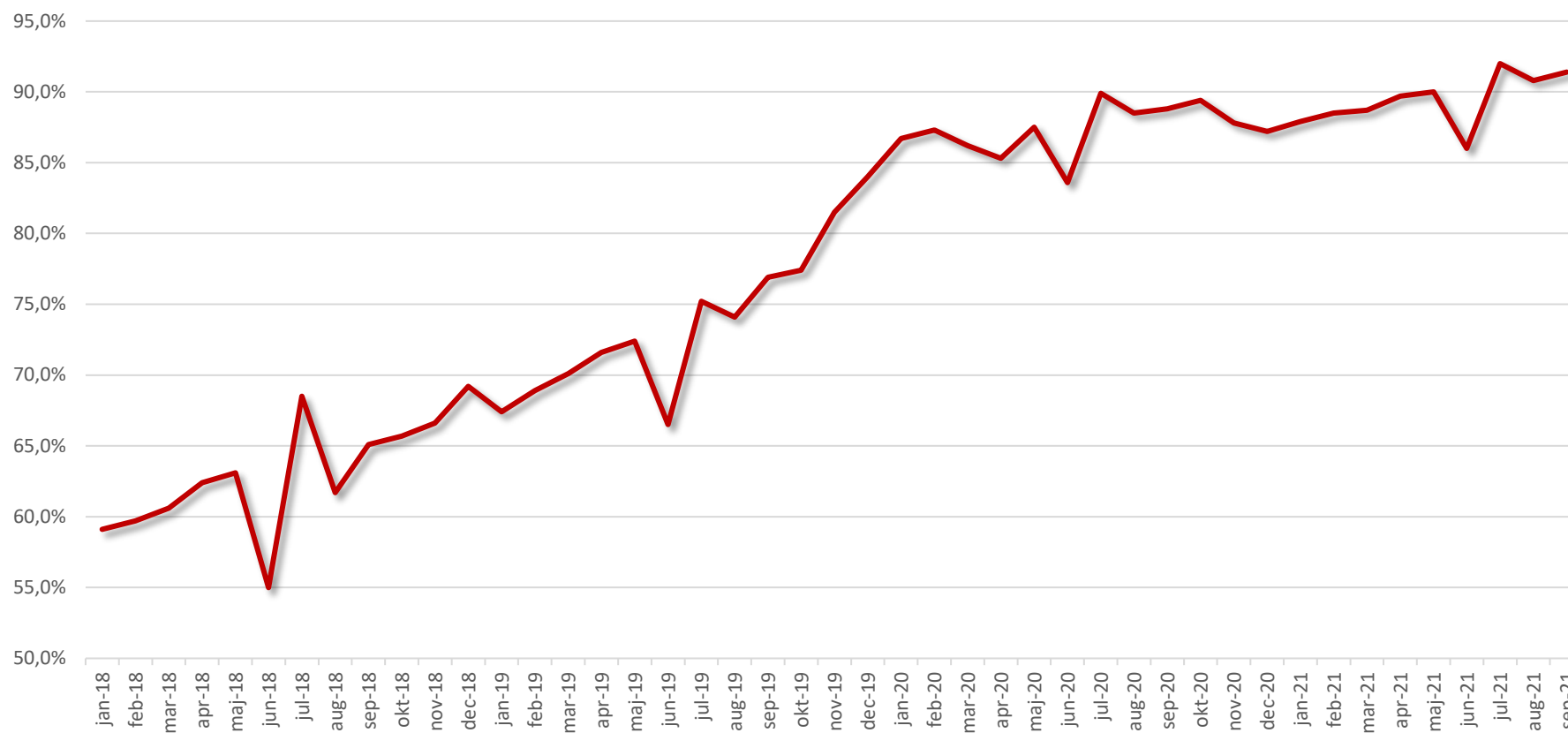


Accumulated 2021

89,8%

Skånetrafikens

Development of self-service



We need to be attractive!

- **Easy** to buy a ticket
- Sales activities
- Process companies and municipalities
- Inform and educate the elderly population
- Find new target groups through 3rd party collaboration
- Adapt ticket offers to "the new normal"



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New ticket offers

Flex 10/30



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Our forecasting service - choose a non crowded journey if possible



Vidare tillsammans

- Så reser vi vidare tillsammans**
Ta del av frågor och svar >
Vad är bra att tänka på innan och under din resa? Läs mer här.
- Hur många reser dit du ska?**
Planera enkelt i appen >
Ta del av prognoser om hur många som brukar resa med våra bussar och tåg.
- Kartlägg resan direkt**
Följ linjerna i livekartan här >
På livekartan ser du hur många som reser. Och när du blippar din biljett hjälper du till att visa hur många som är ombord.
- Chatt**
- Kom vidare enkelt**
Hitta biljetten för dig >
Känns äventyr och resande rätt? Eller vill du jobbpända på nya sätt? Läs mer om våra olika biljetter här.
- Är Danmark ditt nästa stopp?**
Så tar du resan vidare över sundet >
Läs mer om reglerna som gäller nu.
- Res vidare fort**
Så blippar du ditt betalkort >
Ta reda på hur du köper biljetter enkelt på stadsbussarna.

Sök resa Resultat

Från Lomma station
Till Malmö C
När Nu (21:35)

Starttid	Sluttid	Varaktighet	Linje
21:47	21:54	7 min	Pågatåg 1435
21:51	22:27	36 min	Regionbuss 139, Pågatåg 1237
22:29	22:52	23 min	Regionbuss 139
22:47	22:54	7 min	Pågatåg 1437
22:51	22:27		

Blue arrows point to the crowd icons for the 21:51, 22:29, and 22:51 departures, indicating they are non-crowded options.

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Sustainability

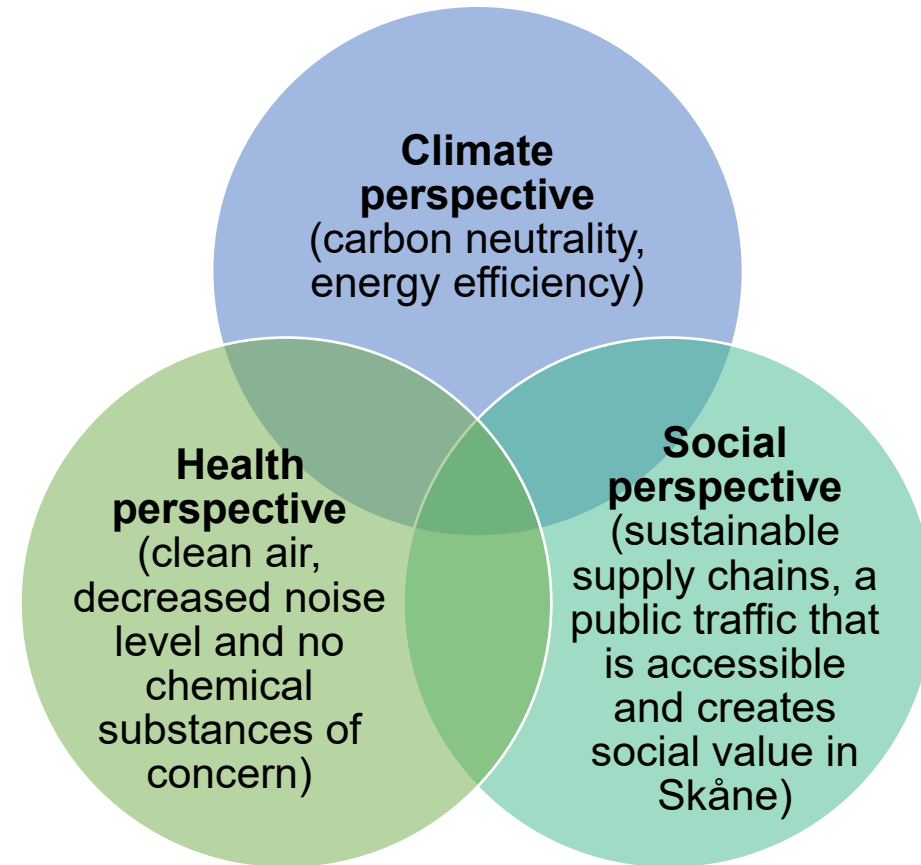
 [Skånetrafiken Hero 30s Titled 16x9 SoMe.mp4](#)

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Sustainability program - 3 perspectives



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Public-transport- the natural choice

Youth offer to
municipalities

lätt att resa *rätt*

Skånetrafiken Företag

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Give the company a boost in the right direction!

- Employees can test public transport for free
- Voucher 15% of value
 - Advertising in infotainment-channel
 - Public transport tickets
 - Charity donations





Skånetrafiken

tack

Skånetrafiken