

BUSINESS PLAN

Swiss Mobility 2020

Railways	Ticketing Revenues	Subsidies	Public Transport Postbus	Ticketing Revenues	Subsidies	Waterways	Ticketing Revenues	Subsidies	Cable cars	Ticketing Revenues	Total Ticketing Revenues	Total Subsidies
	MCHF	MCHF		MCHF	MCHF		MCHF	MCHF		MCHF	MCHF	MCHF
CFE	3 468	685	Car Postal	202	588	CGN	27	11	Zermatt	71	3 768	1 284
BLS	537	432	ZVV ZH	546	98	Navigation NE	3	2	Verbier	38	1 123	531
VMCV	10	16	BVB BS	123	80	SGV	36	0	Crans Montar	20	188	96
MOB	15	40	Bernmobile	108	47	ZSG	20	0	Gstaad	18	161	87
Jungfrau	154	0	TPG GE	151	265	URH	4	0	Titlis Engelbe	53	362	265
Gornergrat	97	0	TL VD	91	148				Davos	37	225	148
			VBSG SG	27	17				Flims	34	61	17
			VBL LU	44	30						44	30
			AVA AR	23	48						23	48
Additional Partners	100	600	Additional	100	595	Additional	20	50	Additional	700	920	1 245
Total	4 380	1 772	Total	1 413	1 916	Total	111	63	Total	971	6 874	3 750
Subsidies %	63.7%	40%		20.6%	136%		1.6%	57%		14.1%	100.0%	54.6%

SwissEco Mobility Fair for ALL 2025

SwissEco Revenues	MCHF		MCHF		MCHF		MCHF	Total		
SwissEcoPass Abo	2 103	64%	679	21%	53	2%	14%	466	3 301	48%
Swiss HappyPass	1 063	64%	343	21%	27	2%	14%	236	1 669	24%
Swiss Premium (First Class, Fast Lane)	657	15%	0	0%	17	15%	15%	146	819	12%
Ticketing	657	15%	212	15%	17	15%	20%	194	1 080	16%
Total Revenues	4 480	102%	1 233	87%	113	102%	107%	1 042	6 869	100%

Subscriptions	Mobility	Utilisation	Validity	Age	Price	Swiss Federal Railways travelcards	Variances vs Swiss Federal Railways Travelcards	
SwissHappyPass	Railways Public Transport Postbus	Unlimited travel No additional cost	1 Day	6-25	CHF 40	CHF 87	Saver Day Pass ½ Price	Cable cars are not included. Some private railway lines are ½ price. 10% of the half-fare travelcard price +26 years (CHF 185) and 16-25 years (CHF 120) is included in the One Day TravelPass price. General Abonnement for 6-16 years old costs CHF 1650. One Day TravelPass for children (with adult) up to 16 years old costs CHF 16.
				+26	CHF 80	CHF 94		
SwissEcoPass	Waterways Cable cars		1 Year	6-25	CHF 450	CHF 2 650	GA Travelcard	
				+26	CHF 900	CHF 3 860		

SwissEcoPass						
User	Swiss Residents	Mix	Adoption rate	Yearly Subscription	# Abos	Total Revenues
Age	Mio	%	%	CHF	Mio	MCHF
-6 years	0.51	6%	0%	CHF 0	0.00	0
6-25 years	1.80	21%	60%	CHF 450	1.08	486
+26 years	6.26	73%	50%	CHF 900	3.13	2 815
Total	8.57	100%	52%	CHF 752	4.21	3 301

SwissEco Premium	Ticketing Revenues	Adoption rate	Total Revenues
Type	Mio	%	MCHF
Railways	4 380	15%	657
Public Transport	1 413	0%	0
Waterways	111	15%	17
Cable cars	971	15%	146
Total	6 874	12%	819

SwissHappyPass						
User	Number	Adoption Rate	One Day Travelcard Age 6-25	One Day Travelcard Age 26-plus	# One Day Travelcard	Total Revenues
Type	Mio	%	CHF	CHF	Mio	MCHF
Swiss residents	2.14	25%	40	80	10.71	741
Foreign visitors	26.80	50%			13.40	927
Total				69	24.11	1 669

Ticketing	Ticketing Revenues	Adoption rate	Total Revenues
Type	Mio	%	MCHF
Railways	4 380	15%	657
Public Transport	1 413	15%	212
Waterways	111	15%	17
Cable cars	971	20%	194
Total	6 874	16%	1 080

SwissEco Tourism Plus				
User	Overnight	Overnight	Daily Costs	Total
Type	Mio	CHF	MCHF	
Swiss residents	28.60	4.29	108	463
Foreign visitors	26.80	4.02	230	925
Total	55.40	8.31	167	1 388

Swiss Mobility	Swiss Mobility 2020			SwissEco Mobility Fair for ALL 2025										
	Ticketing	Subsidies	Total Turnover	SwissEco Tax Hydrocarbon	SwissEco VAT	Subsidies 70%	SwissEco Pass	SwissHappy Pass	Ticketing	SwissEco Premium	SwissEco Tourism Plus	SwissEco Revenues		Net Income
	MCHF	MCHF	MCHF	MCHF	MCHF	MCHF	MCHF	MCHF	MCHF	MCHF	MCHF	MCHF	%	MCHF
Railways	4 380	1 772	-6 152	197	947	770	2 103	1 063	657	657		6 395	4.0%	243
Public Transport	1 413	1 916	-3 329	64	306	1 811	679	343	212	0		3 414	2.6%	85
Waterways	111	63	-173	5	24	44	53	27	17	17		186	7.3%	13
Cable cars	971	0	-971	44	210	0	466	236	194	146		1 295	33.4%	324
Tourism Plus											1 388	1 388		1 388
Total Swiss Mobility	6 874	3 750	-10 624	309	1 487	2 625	3 301	1 669	1 080	819	1 388	12 678	19.3%	2 054
SwissEco Contribution	-64.7%	-35.3%	100.0%	2.4%	11.7%	20.7%	26.0%	13.2%	8.5%	6.5%	10.9%	100.0%		
					34.9%			39.2%		25.9%				

SwissEco Mobility Financing	SwissEco Hydrocarbon Tax		SwissEco VAT		Subsidies	
	MCHF	cts	MCHF	%	MCHF	%
Current Tax	4 515	0.73	22 900	7.7%	3 750	100.0%
SwissEco Tax	309	0.05	1 487	0.5%	2 625	70.0%
Total	4 824	0.78	24 387	8.2%	-1 125	-30.0%

SwissEcoPass	SwissHappyPass	SwissEco Hydrocarbon Tax +5 cts / liter	SwissEco VAT Tax +0.5%	Subsidies 70%	TOTAL
Ticketing	MCHF	MCHF	MCHF	MCHF	MCHF
Tourism Plus	8 256	309	1 487	2 625	12 678
	65.1%	2.4%	11.7%	20.7%	100.0%