

Gatwick EXPRESS

Ticketing as part of a customer service programme

Chris Burchell
Managing Director



SOUTHERN

Gatwick EXPRESS

Who Are We?

- Gatwick Express is the longest running air-rail link
- Carries 5.5 million passengers a year
- We always aim to exceed customer expectation
- Top of the National Passenger Survey on 10 consecutive occasions



Who Are Our Customers?

- The 'average' London Gatwick Airport user:
 - class B or C1
 - aged between 35-64


has a trip length that is

- either 1 day (27%) or
between 4 and 7 days (36%)



Understanding our customers, their mindset and requirements is critical to success

What Customers Want

- 65% of customers decide which mode of transport they will take to/from the airport when booking their flight
 - Time sensitivity is key. 60% say speed is most important to them
 - Customers want a seamless ticketing experience & peace of mind that their onward travel has been arranged
 - Through this understanding and more we are able to ensure our ticketing meets customers' needs
 - Brand values of **Speed**, **Frequency** and **Reliability** align with Gatwick Express customers' needs
 - As airport customer demographics change – so will their needs and expectations
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Meeting Ticketing Needs

We know that having tickets available at all points of the journey is important:

- On-board purchase at no extra cost
- Gatwickexpress.com web sales
- In-flight sales
- Air side ticket desk
- Fast ticket machines at stations
- Dedicated ticket office windows
- Gatwick Airport retailers
- Microsite links when booked with a flight



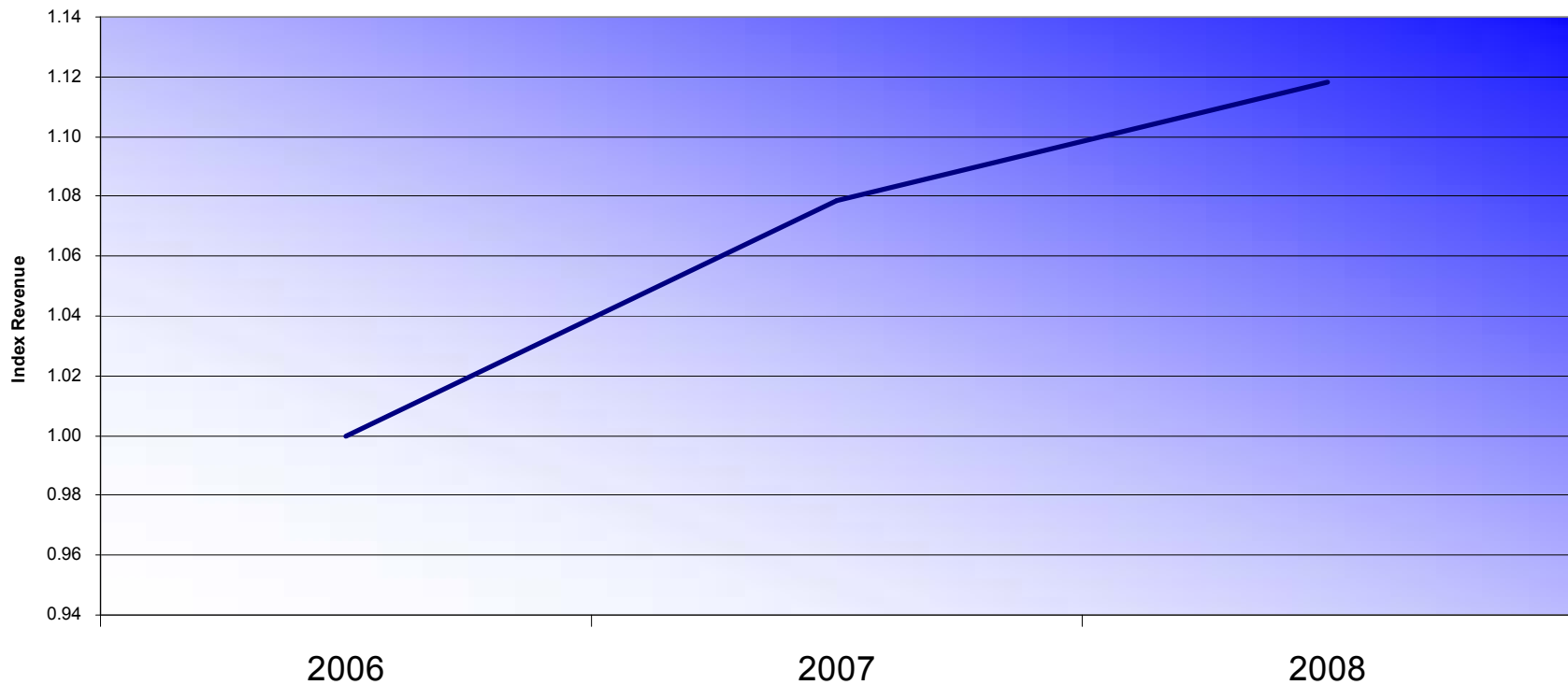
The Business Traveller

- Dedicated Internet booking site for corporate customers
- Allows corporates to have transparency on where, when and how their employees are travelling
- Allows them to be more environmentally friendly
- Provides cost saving & duty of care through seamless travel



Changes In Distribution - Growth Rate

Gatwick Express - Annual Pre Purchase Sales Revenue (Indexed)



What's Next?

- The launch of 9G on Amadeus will open up a number of opportunities for Gatwick Express offering:
 - a seamless travel proposition
 - ease for the customer
- Opportunity for inter-available airport express tickets?
- Deeper Customer Relationship Management (CRM) - to know our customer even better and ensure we keep up to date with their changing needs

One Market – Two Brands = Choice



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- Each brand has resonance with their respective customers
- Creating a dual brand strategy allows us to communicate clear differential between the brands
- Enhances both the brands by clearly defining each position in the market and targeting the appropriate market segments
- The end result is widespread appeal & provides consumer choice
- Supports a greater overall share for rail





Thank you