



# BUS EXCELLENCE AWARD 2013

**Bus & Fly:**  
**The most advanced**  
**coach and plane intermodal product in Europe**

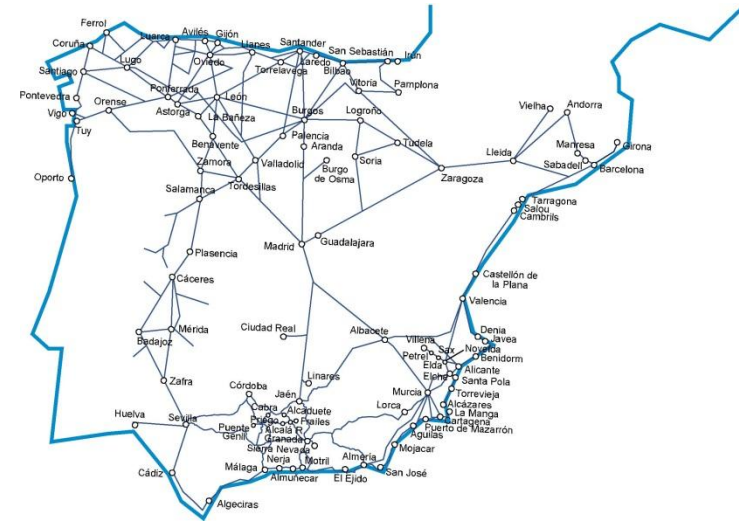


# ABOUT US

# ALSA

- With over 100 years experience and its dedication to permanent innovation, ALSA is the leading operator in road passenger transport in Spain.

- ALSA is known as the integral operator meeting the different mobility needs of citizens through scheduled transport services (intercity, regional and international), urban and metropolitan transport and tourist transport.



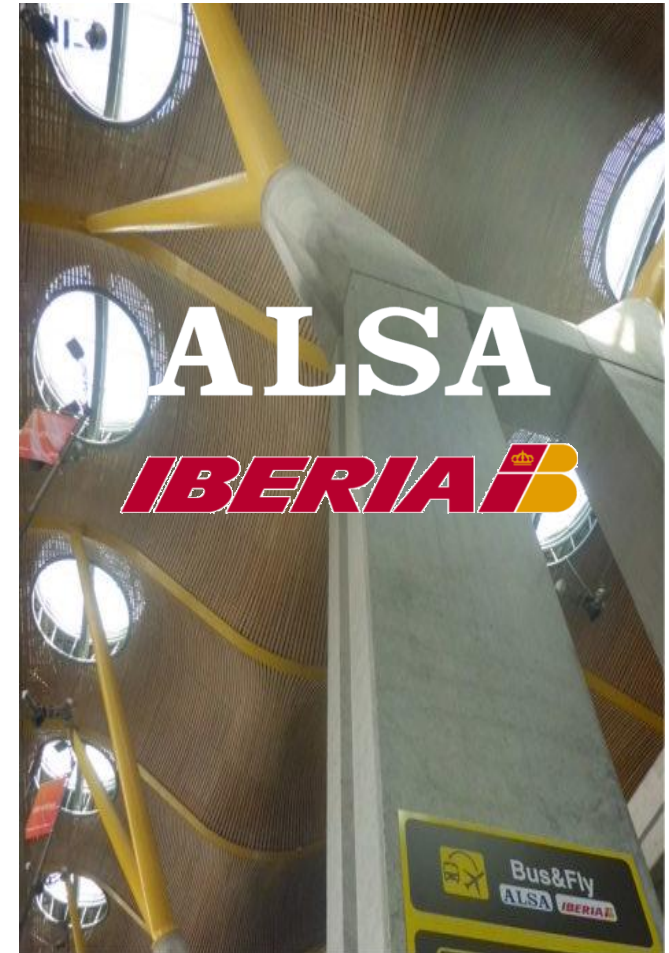
- With a fleet of 2,753 vehicles and 7,465 employees, ALSA registered a turnover of €650 million and 243 million passengers in 2012.

- In 2005, the company became part of National Express Group, a British coach, bus and train transport provider delivering services in the UK, North America, Spain and Morocco

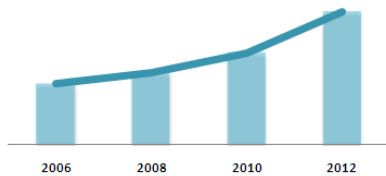


# WHAT IS BUS & FLY?

- Bus&Fly allows passengers to combine in a **single ticket** the routes provided by ALSA by coach from different Spanish cities to Terminal 4 of the Madrid Airport with IBERIA international flights
- Both companies carry passengers from several Spanish provinces to Barajas Airport, and from there to their international final destinations, **minimizing the wait for connections**
- **Making travelling easier while improving the use of infrastructures and access across the territory.**

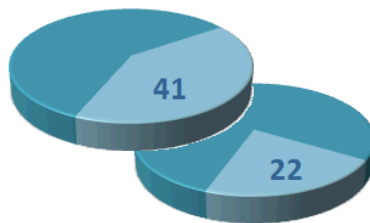


# WHY BUS & FLY?



## ALSA

Greater Demand to/from Terminal 4 Madrid Barajas Airport



20% Increase of Domestic Passengers, 2006 - 2011





# WHERE?

- **1st phase (May 2012):**  
Albacete, Burgos, Lorca,  
Soria & Valladolid  
- 350km  
- 3 hours
- **2nd phase (June 2013)**  
New Bus&Fly destinations:  
Ponferrada, Vitoria &  
Zaragoza



# BENEFITS FOR CITIES WITH BUS&FLY

- A **higher profile abroad** for all these cities.
- **Access to new markets** through their commercialisation as air travel destination.
- In the near future, we expect to **extend this network** to a large number of national and even international destinations served by both companies.



# DEVELOPMENT

## 1 PROJECT TEAM BUILDING

Different companies & different areas

## 2 DEFINE STRATEGIC OBJECTIVES

Full system connection, 2 modes in 1 ticket

## 6 START OPERATIONS

1st phase: May 7, 2012

2nd phase: June 1, 2013

## 3 CREATE THE PRODUCT

Identify key elements: an integrated product, a single ticket, guarantees of a connection ticket, online availability & facilities at the airport

## 4 DEVELOP THE PRODUCT

Project timing & focusing on the project as small subprojects

## 5 PRODUCT PRESENTATION 2012 FITUR

FITUR is the most important Tourism fair in Spain





# WHAT WE NEED

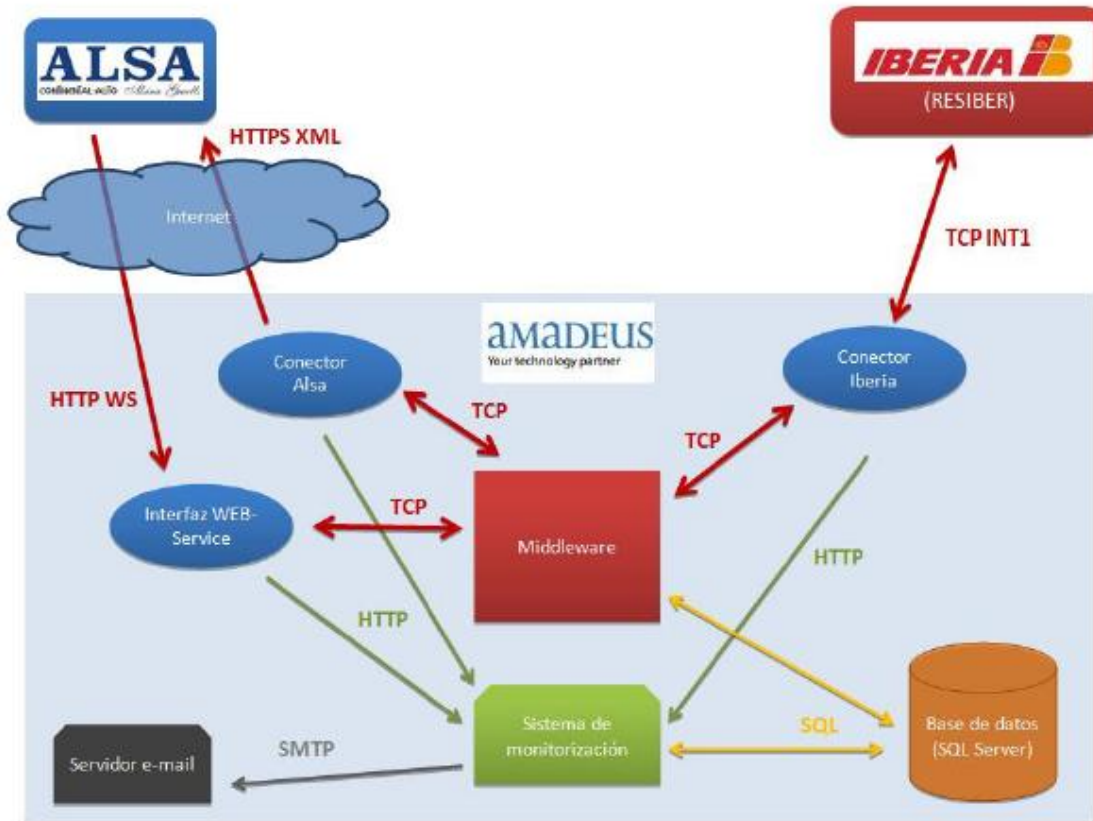


This slide shows the difficulty in launching the initiative. First of all, ALSA had to obtain the **IATA operator code**, both as a company and for **the coach stations** of each destination.

While IATA was working on this, AMaDEUS was preparing the necessary technical developments to enable this initiative as an **integrated product** through GDS.

Meanwhile, IBERIA adapted the website and their check-in toll, RESIBER, to be able to **sell and operate this new product**.

# TECH DEVELOPMENT



The essence of the project goes through the design and development of MIDDLEWARE by AMADEDUS, enabling the connection of the IBERIA and ALSA systems, although ALSA systems are not adapted and suited to the airline industry standards.

The technological platform allowing instant messaging from/to ALSA system is HTML.

**Connectivity facilitates booking, issuing, cancelling and changing tickets.**

This tech development required an investment of €100.000 in excess.

# FACILITIES AT T4

We needed specific platforms for coaches and to create new flows for these passengers.

The Spanish airport management company (AENA) displayed over **30** signs showing both directions:

- Bus → Plane
- Plane → Bus



And also reserved **4 platforms** for arrival and departures of Bus&Fly coach services



# FACILITIES AT T4

We have a specific **Information Desk** for Bus&Fly attended by ALSA staff. Tickets sales and disruptions are attended at this desk.

At this point, we also have an **Information Panel** for IB Flight passengers leaving by bus. They show real time information on estimated time of departure, delays (if any) and the platform number to board the bus.





# SPECIAL NEEDS PASSENGERS

- We wanted to give the **same attention** to People with Reduced Mobility (PRM) inside the plane as much as inside the bus.
- Due to the different regulations for each mode, we decide to apply **the air transport regulation** ([EC] 1107/2006) to the bus because it is **more restrictive**.
- AENA agrees to help PRM get on and off the bus as they do from the plane.
- AENA will move a customer service monolith to the bus platforms, so that PRM may call for assistance upon arriving.





# PASSENGER RIGHTS

- As we mentioned before, we want to give the **same attention** to the passengers inside the plane as much inside the bus, even if these means of transport have different regulations.
- We decided to apply the **best practice** to our customer.
- The same rights apply for late arrivals with flights as with buses, and for cancellations and denied boarding.
- Regulation [EC] 261/2004.



**Passenger Rights**  
in the event of denied boarding,  
cancellation or long delay of flights

**IBERIA**

[iberia.com](http://iberia.com)



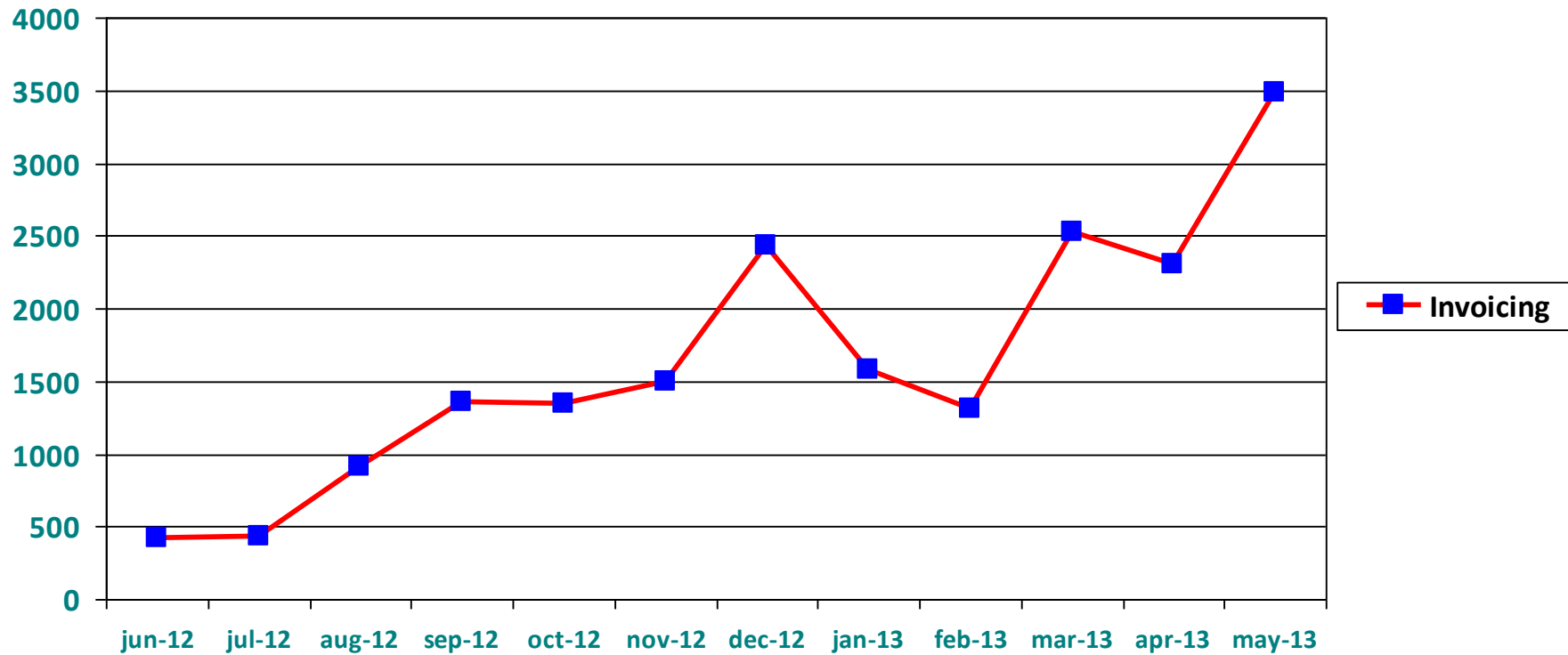
**IRU** International  
Road Transport  
Union

# OPERATIONAL MESSAGES

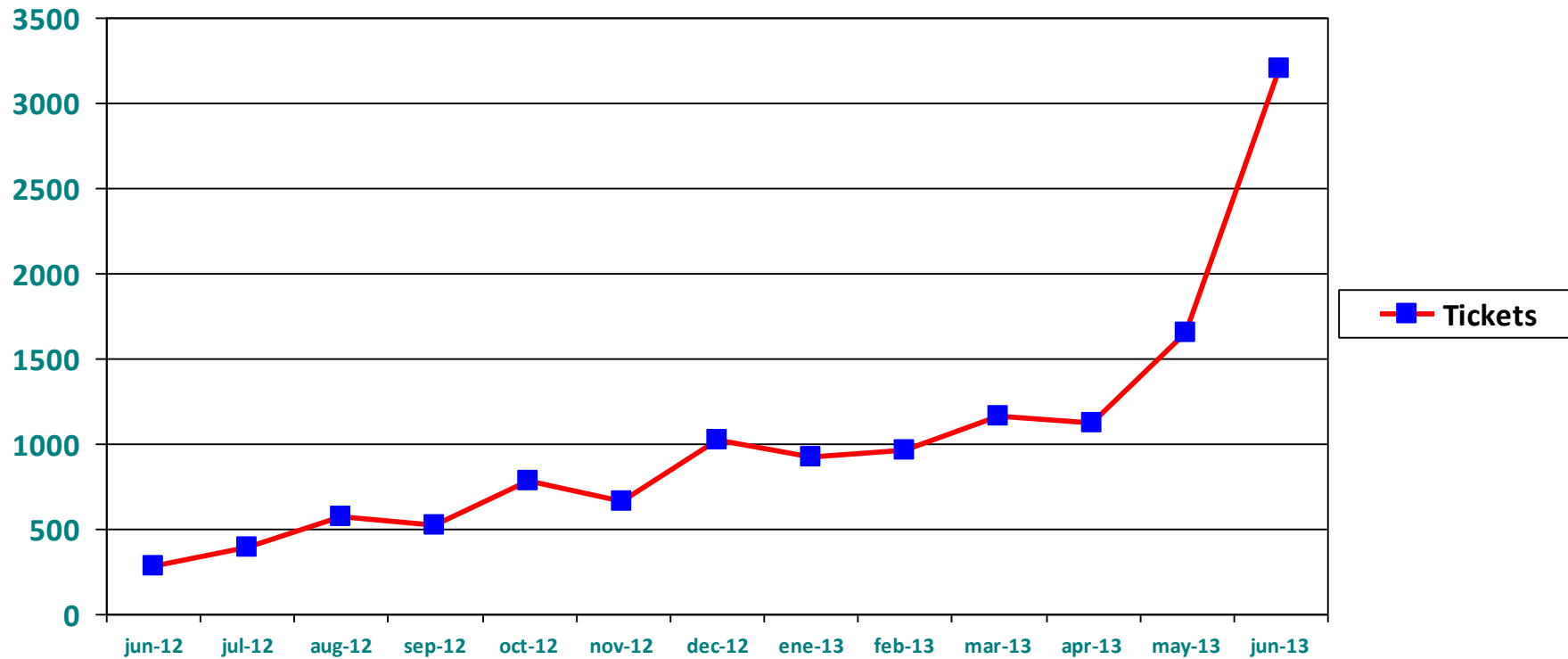
- ALSA has a GPS system to control the position of all its fleet.
- Through this system, as the bus approaches T4, ALSA's systems send a MVT Message by e-mail.
- Iberia processes the e-mail like a standard MVT, **and will treat the bus passengers as any other arrival.**
- By this system, IBERIA can manage the connection of the incoming passengers in order to not delay the departing plane if the bus is delayed.



# TREND OF BUS&FLY TURNOVER



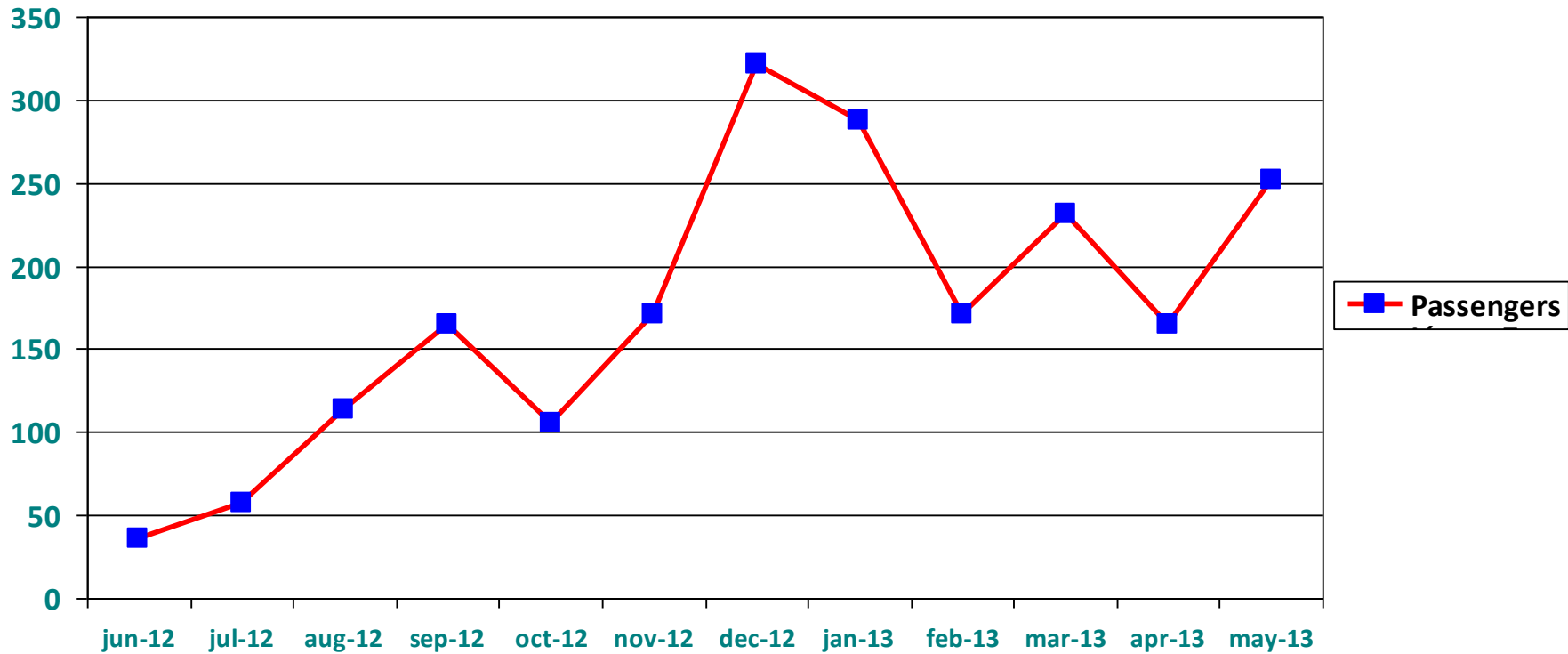
# TREND OF TICKETS SOLD\*



\*Tickets sold until June 12, 2013



# EVOLUTION OF BUS&FLY 'FLOWN PASSENGERS'





# CUSTOMER SATISFACTION

- Bus&Fly started on May, 2012. During this period, all our customers have enjoyed a **successful** trip.
- No passenger has complained about poor service.
- **No relevant incident** has been reported by our passengers.



# PROMOTION

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FLIGHT OFFERS BOOKING MANAGEMENT

ALSA Making travel simpler

Book your trip Step /

departure trip

Lorca - Aeropuerto Madrid-barajas T4  
(You can sort the table by clicking on the header of the column you wish to sort)

Station Of Origin	Station Of Destination	Departure	Arrival	Duration
Lorca	Aeropuerto Madrid-barajas T4	12:20	19:35	2h 15min

Bus&Fly hace tu viaje más fácil. ¡Y con un solo billete!

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4990 DRG

- Marketing investment over €300.000
- **Maximum exposure** through on line and off line channels: Radio, press, social media, outdoor advertising through ALSA coaches...

# OUR NEXT STEPS

- Expanding the product, as we have already done in the second phase.
- Sending the luggage from origin to final destination (a coach station or an airport)
- Getting both boarding passes at the point of origin





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Road Transport  
Union*