

Media release, 3<sup>rd</sup> of October 2017

# Zentralbahn ranks among top 5.

**The Lucerne-Interlaken Express has been included in the "Premium Panoramic Trains" category by Swiss Travel System. Together with the Glacier Express, the Bernina Express, the Gotthard Panorama Express and the GoldenPass Line, the already advantageously positioned panoramic train will be marketed prominently as the fifth scenic panoramic route in strategic focus markets.**

From 01.01.2018, Swiss Travel System will include the Lucerne-Interlaken Express in the "Premium Panoramic Trains" category. The Lucerne-Interlaken Express will now be marketed prominently as Switzerland's fifth scenic panoramic route, alongside the Glacier Express, the Bernina Express, the Gotthard Panorama Express and the GoldenPass Line. On this train journey of just under two hours across the Brünig Pass, along a section of the renowned GoldenPass route and the Grand Train Tour of Switzerland, passengers will enjoy truly magnificent views of snow-capped mountain peaks, five deep blue, clear lakes and raging waterfalls. Charming and attentive train conductors combine with the "LiveGuide" app and the "BistroOrder" app to turn this journey into a unique experience.

## **Active marketing**

Recent years have seen a strong increase in the number of international passengers. To further promote this flow, the Zentralbahn has decided to invest in four strategic focus markets: South East Asia, South Korea, India and China. The following targets will be set as part of this initiative:

- Improved utilisation of trains during low season.
- Targeted guidance and management of groups.
- Healthy passenger mix across the entire route network.
- Additional revenues to commuter and excursion sales.

Valuable synergies result from our partnerships with the GoldenPass, Titlis Cableways, Swiss Travel System, Switzerland Tourism and the Lucerne, Engelberg and Interlaken tourism organisations.

Additional Information:

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