



IC Brussel

# **Growing the Brussels / Amsterdam connection & product offer and implementing a dynamic pricing approach**

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IC Nederland



# Agenda

- Reasons for the new connections
- What are the new connections?
- Changing from static to dynamic pricing



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## Reasons for the new connection

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# Increasing attention for sustainability underlines the importance of International train traffic

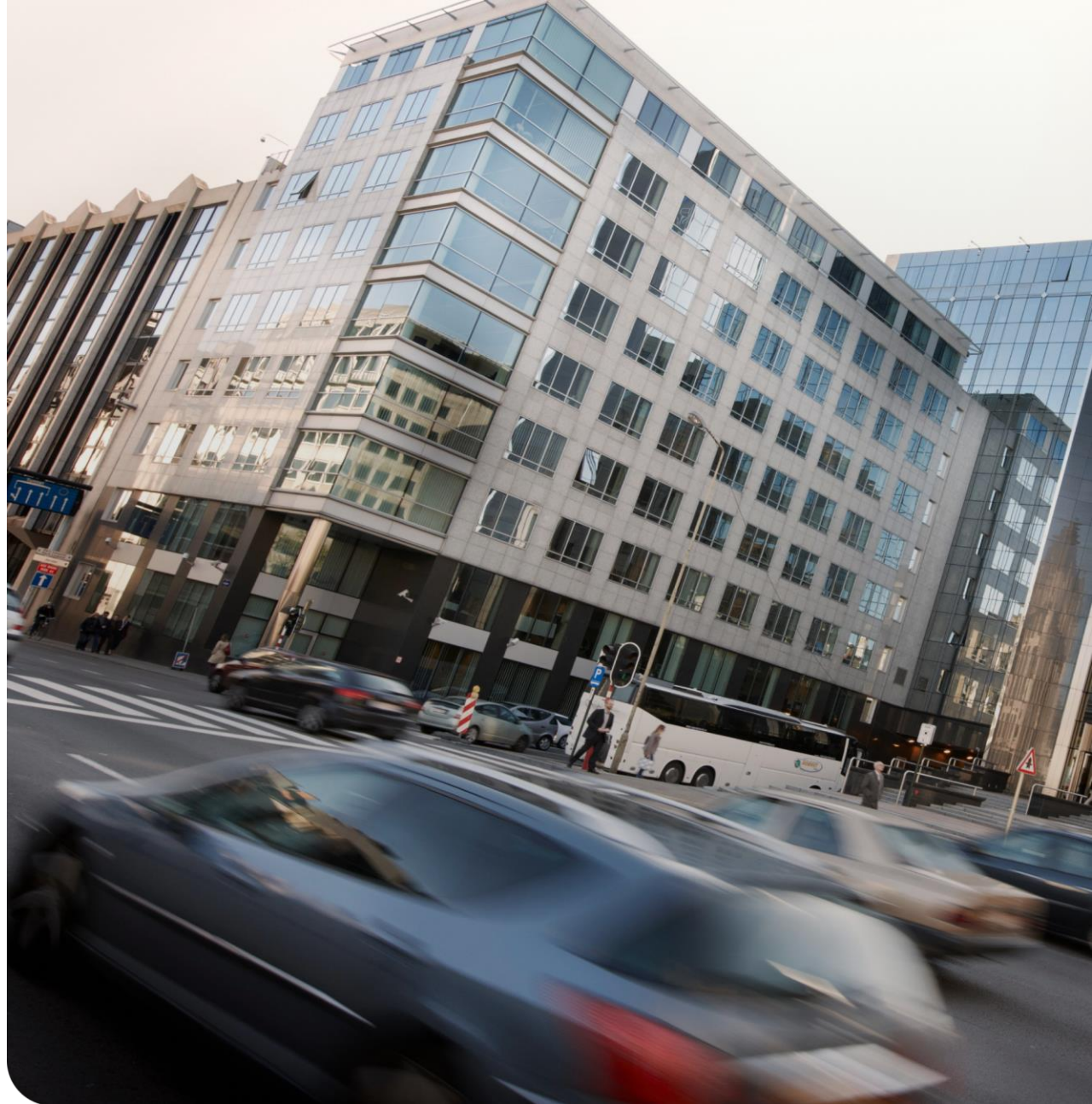
This will stimulate passenger growth in the coming years





# The Amsterdam-Brussels route is one of the most frequent travelled routes, with increasing demand

We have strong competition with other modalities, especially the car



# Due to accessible and fast connections between cities in both Belgium and the Netherlands, we increase the labor mobility

This will stimulate passenger growth in the coming years





# We see opportunities for a new fast connection between Belgium and the Netherlands and the continuation of the existing connections

Although with adapted Origin – Destination





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# Intercity Brussels - Amsterdam

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## Previous Intercity Brussels - Amsterdam



### Intercity Brussels - Amsterdam

16 times per day

🕒 2.52 hours



# New offer since December 2024: Faster and more frequent trains between Belgium and the Netherlands

From 16 to 32 train services per day in both directions



  
**EuroCity**

**Rotterdam Central - Brussels-South Midi**

16 times per day

🕒 ~ 2.07 hours\*



  
**Eurocity Direct**

**Amsterdam South - Brussels-South Midi**

16 times per day

🕒 ~ 2.00 hours\*

Appr. 45 minutes quicker than now



 **The Netherlands**

 **Belgium**



# Faster and more frequent trains between Belgium and the Netherlands

From 16 to 32 train services per day in both directions



  
**EuroCity**

Rotterdam Central - Brussels-South Midi

16 times per day

🕒 ~ 2.07 hours\*

Antwerp Central

Brussels-South Midi

## EuroCity

### T17/I11 (Belgian rolling stock)

#### Brussels – Rotterdam

- Power sockets
- 8 dedicated bicycle places available
- A more modern look & feel compared to previous ICBA-trains





**Eurocity** *direct*



## ICNG-B trains (Dutch rolling stock)

### Amsterdam - Brussels

- 8 coaches per train – 2 trains can be combined
- Wifi
- Power sockets and USB
- 12 dedicated bicycle places available
- Dedicated quiet places on the train
- Digital information screens



Amsterdam South

Airport ✈️

Central



**Eurocity** *Direct*

**Amsterdam South - Brussels-South Midi**

16 times per day

🕒 ~ 2.00 hours\*

*Appr. 45 minutes quicker than now*

🇳🇱 The Netherlands

🇧🇪 Belgium



Faster and  
between  
Netherland

From 16 to 32 tr



EuroCity

Rotterdam  
16 times per  
⌚ ~ 2.07 ho



ch Midi









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# Changing from static to dynamic pricing

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## Why do we need dynamic pricing?

- ✓ Large differences between overcrowded trains on the one hand and nearly empty ones on the other hand
  - ✓ No possibility to enter the train and skipping of stations as a consequence
  - ✓ Big challenges for train staff
- ✓ Competitors are able to offer cheaper tickets shortly before departure
- ✓ Little possibilities for segmentated offers

# From static to dynamic pricing



## 1 Initial situation previous ICBA-connection

### Static pricing

#### Flex & Early bird

- ✓ Both valid 1 day, without train binding
- ✓ Static prices, for Early Bird only distinction in price between traveling on a Week or Weekendday
- ✓ Early Bird with Apex-7 condition

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# From static to dynamic pricing



## 2 June 2023

### Dynamic Light

#### First step to dynamic pricing

- ✓ Shorter Apex conditions
- ✓ 2 price levels
- ✓ Availability of the tariff based on historic capacity data
- ✓ Managed in 'old' Bene Carrier System

## 3 April 2024

### Dynamic control

#### Second step to dynamic pricing

- ✓ Existing offer of Flex and Early Bird tariffs hosted from the S3 system of Sqills
- ✓ First experience with steering of price levels

## 4

### Ful

Our

- ✓
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- ✓

# From static to dynamic pricing



## 4 December 2024

### Full control

#### Through the S3 Inventory Management

- ✓ New tariff offer for both connections (EuroCity and Eurocity Direct) was introduced
- ✓ For customers who prefer to keep full flexibility we offer a Flex tariff
- ✓ For customers who prefer to save money we offer a train bound tariff
- ✓ Prices depend on availability
- ✓ Different train regimes are used
- ✓ Steering based on occupancy and booking curves
- ✓ More flexibility in price setting

# From static to dynamic pricing



## First results and learnings

### First findings are very positive

- ✓ Good sales results for both connections
- ✓ Customers appreciate the high frequency, choice between both train connections and possibility to travel at very affordable prices i.e. Brussels – Rotterdam (Adult 2nd class)
  - ✓ as of €13,20 by EuroCity
  - ✓ as of €20,00 by Eurocity Direct
- ✓ Positive effects on yield thanks to changes in APEX rules
- ✓ Possibility to steer passengers and thus influence occupancy of trains thanks to change of train regimes



## What about the future?

### Full control

#### Through Next Gen RM in S3 Skills

- ✓ Introduction of business rules should allow:
  - ✓ to automatically close and open buckets
  - ✓ to increase or decrease availability in certain buckets or trains
- ✓ Easier and faster follow-up of occupancy and booking curves
- ✓ Further optimisation of Yield and occupancy of trains





**Thank you, any questions?**