



## Press release

**Glacier Express extremely popular – increase in passengers of 25 per cent since the beginning of 2017**

**The repositioning of the Glacier Express as well as the operative reorganisation are bearing first fruits and figures for the summer are already giving cause for optimism – 2018 saw an increase in growth of around five and a half per cent, since the start of 2017, passenger figures have increased by almost 25 per cent.**

Alongside the greater demand from all relevant markets and via all channels, the large increase in spontaneous bookings can be put down to last year's warm summer, the more uniform appearance since the founding of Glacier Express AG and the simplified booking possibilities for individual travellers. The next extensive further development is already on the horizon with the launch of the Excellence Class on 2 March and the renewal of the rolling stock by 2021.

### **Resolute use of digital channels**

In 2018, 233,249 passengers experienced the Swiss Alps on the Glacier Express – a number rarely witnessed before. The large number of social media contributions from passengers and the great interest of the media, bloggers and influencers show that the Glacier Express is still one of the most attractive rail experiences in the world and one of the most well-known Swiss tourist brands. For example, the only public service broadcasting channel in Japan has made a film about the Glacier Express and the Swiss Alps using spectacular drone footage. This is currently being shown in Japan to promote the 8K TV standard.

Digitalisation also means that individual travellers find it easier to purchase tickets and reservations. These now account for almost half the reservations and the growth rates are considerable with peaks in winter, spring and autumn. A lot of these passengers are no longer interested in full packages and travel long distances. The fact that they or their agents compile the trip by themselves online opens up a world of new possibilities for local suppliers. Annemarie Meyer, managing director of Glacier Express AG, is convinced that, "A well-known brand, a well-positioned offer and an unforgettable experience are the basics of success in today's digital world."

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### **Contact for media enquiries**

Glacier Express AG  
Annemarie Meyer  
c/o STC Switzerland Travel Centre AG  
Binzstrasse 38  
8045 Zürich  
[annemarie.meyer@glacierexpress.ch](mailto:annemarie.meyer@glacierexpress.ch) / +41 44 543 44 43  
Media images: [www.glacierexpress.ch/medien](http://www.glacierexpress.ch/medien)