



Press release

A fantastic year for the Glacier Express – the “slowest express train in the world” posts the second highest number of passengers in its history

Shaped by the successful launch of the Excellence Class, an increase in passenger figures by 10 per cent to 258,000 and the honour of receiving the Milestone Award, 2019 was an extremely successful year for the Glacier Express.

The launch of the Excellence Class was a very special milestone last year, attracting great attention worldwide. The new premium class, including an exclusive atmosphere, guaranteed window seat, concierge service, gourmet menus and on-board entertainment, has set new standards in railway travel. An occupancy rate of 56 per cent in its first year shows that the Excellence Class is enjoying great popularity in the markets.

A lot of attention on all channels

The repositioning, which was introduced in 2017 by the two parent companies Rhaetian Railway and Matterhorn Gotthard Bahn, including the launch of the Excellence Class and the foundation of Glacier Express AG, is already paying off and has led to much national and international attention. The great interest shows that the Glacier Express continues to be one of the most attractive rail journeys in the world and also one of the most well-known tourist attractions in Switzerland.

Digital marketing and online sales represent key components of the business model

Nowadays, more and more passengers and tour operators are putting trips together themselves with the aid of the Internet and booking online. Glacier Express AG has picked up on this trend and extended its digital marketing activities. Another central element was the creation of the online shop, which is easy and intuitive to use. This has meant a further increase in bookings via glacierexpress.ch and also opens up new possibilities for both the Glacier Express and local suppliers. Annemarie Meyer, managing director of Glacier Express AG, is convinced that, “A well-known brand, an innovative and well-positioned offer and an exceptional experience are key to success in today’s digital world.”

2020: Glacier Express to celebrate its 90th anniversary with further product innovations

On 25 June, it will be 90 years since the Glacier Express made its maiden voyage from Zermatt to St. Moritz. A good reason to celebrate and, at the same time, an incentive to further modernise and expand the product. At the end of 2019, work started on converting the interiors of both 1st and 2nd class to resemble the Excellence Class both visually and in terms of the technical standard. By the anniversary in the middle of the year, a large proportion of the refurbished coaches will already be in use in both classes. The reservations which have already been made for 2020 also mean the outlook is optimistic. At the same time, the volatile tourism sector remains exposed to various risks such as the current coronavirus, the effects of which are difficult to estimate.

Number of characters: 2,956 (incl. spaces) / no. of words: 480

Andermatt, February 17th, 2020

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