

## Starting point:

Passengers in cross-border traffic between Germany and Poland have been provided with a modern and innovative form of distribution through the pilot introduction of digital sales as part of the RailBLu project.

## Preliminary remarks:

Due to external influences such as the SARS-CoV-2 pandemic and the associated increase in the number of employees working from their home offices, or the construction work in the border traffic of line RB26 including rail replacement bus services between Küstrin-Kietz and Kostrzyn, as well as a data error in the app, the development of sales figures was significantly impaired. Furthermore, the pilot operation with a duration of six months is too short to enable a well-founded evaluation; a period of two years would be recommended here. Consequently, the transferability of the evaluation results to other projects and regions is limited. Further increases in sales figures would be conceivable in a period outside the abovementioned impairments and through increased marketing efforts.

## Evaluation of the surveys:

The survey conducted as part of this evaluation cannot be considered representative due to the low passenger volume and the small number of survey days, but rather as a mood picture. A total of 787 passengers were surveyed, 114 of whom stated that they had a certain affinity for ticket use with the smartphone. Of these, 12 passengers indicated that they had used the VBB connection tariff in DB Navigator (a mobile app from Deutsche Bahn).

## Conclusion of results:

It can be stated that the pilot introduction of digital sales on the route of line RB26 generated only a weak demand for the VBB connection tariff in digital form, while on line RB91 it generated a growing demand. The increasing demand for the digital ticket can be derived from the analysis of the development of the sales figures as well as the surveys. To further promote this trend, the following measures could be taken: Tighter ticket controls in border traffic, adjusting the prices of the cross-border VBB tariff (VBB - Verkehrsverbund Berlin-Brandenburg GmbH) to the reduced offers on the Polish side, intensifying advertising measures, expanding the sales offer in DB Navigator to include season tickets and other relations, and offering Polish as a user language in a mobile app.

## Summary:

The most important observations of this evaluation are briefly listed again below and explained in more detail in the further chapters:

- An extensive evaluation was carried out through surveys
- Basic conditions extremely difficult (e.g. on line RB26, interrupted border traffic due to bridge construction)
- Low level of awareness of the digital cross-border VBB tariff in DB Navigator
- Cannibalization by already existing subscriptions of the passengers
- Low comparability, since evaluations of other offers on a similar scale are not available



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