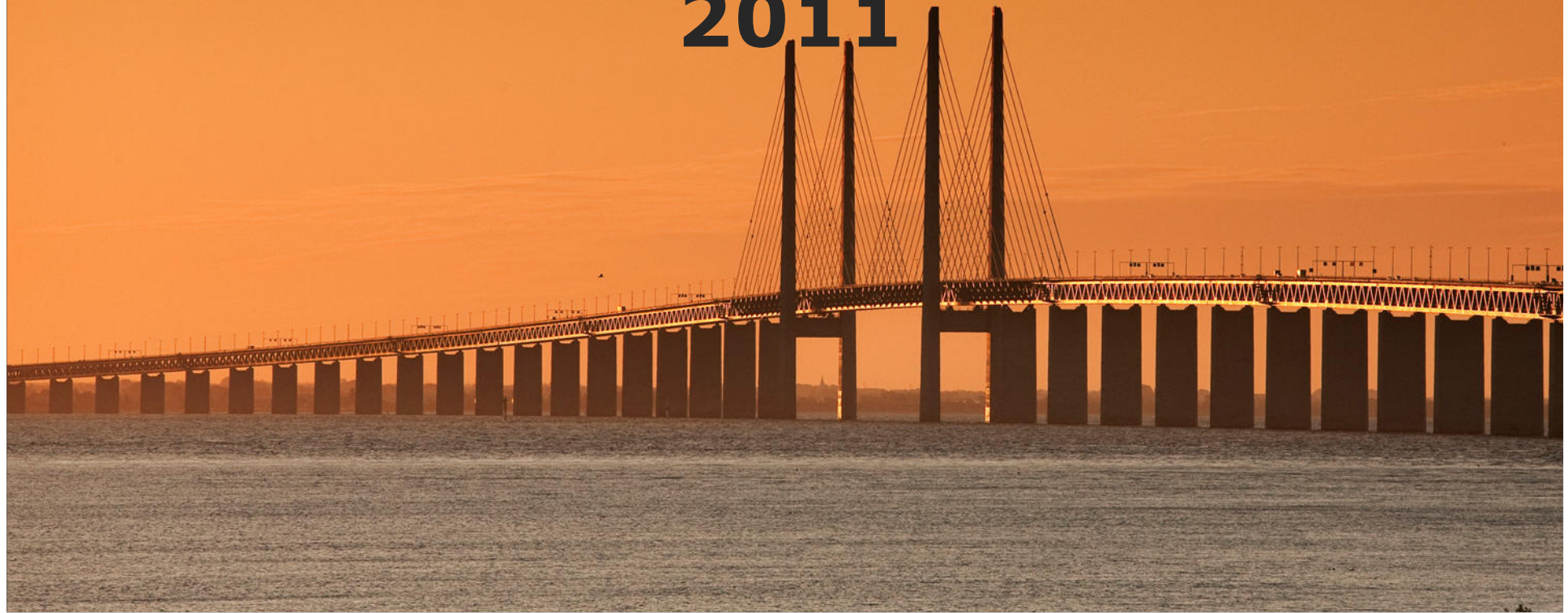


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CROSS BORDER MARKETING 2011

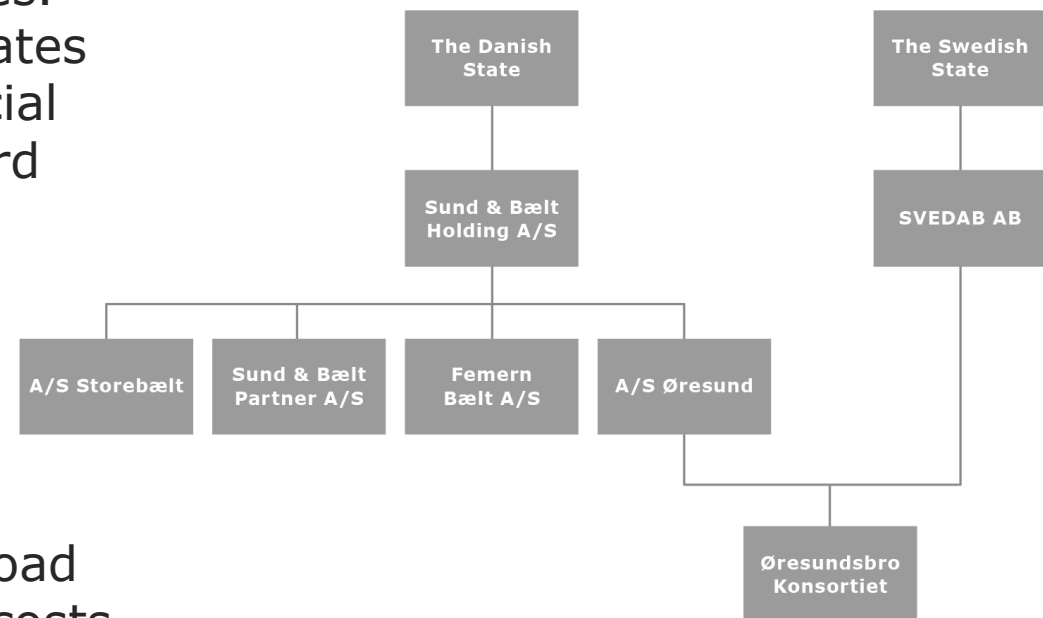




ORGANIZATION AND OWNERSHIP

The Öresund Bridge is owned by the Danish and Swedish states. Öresundsbro Konsortiet operates the bridge of 100% commercial basis and managed by a Board and is responsible for:

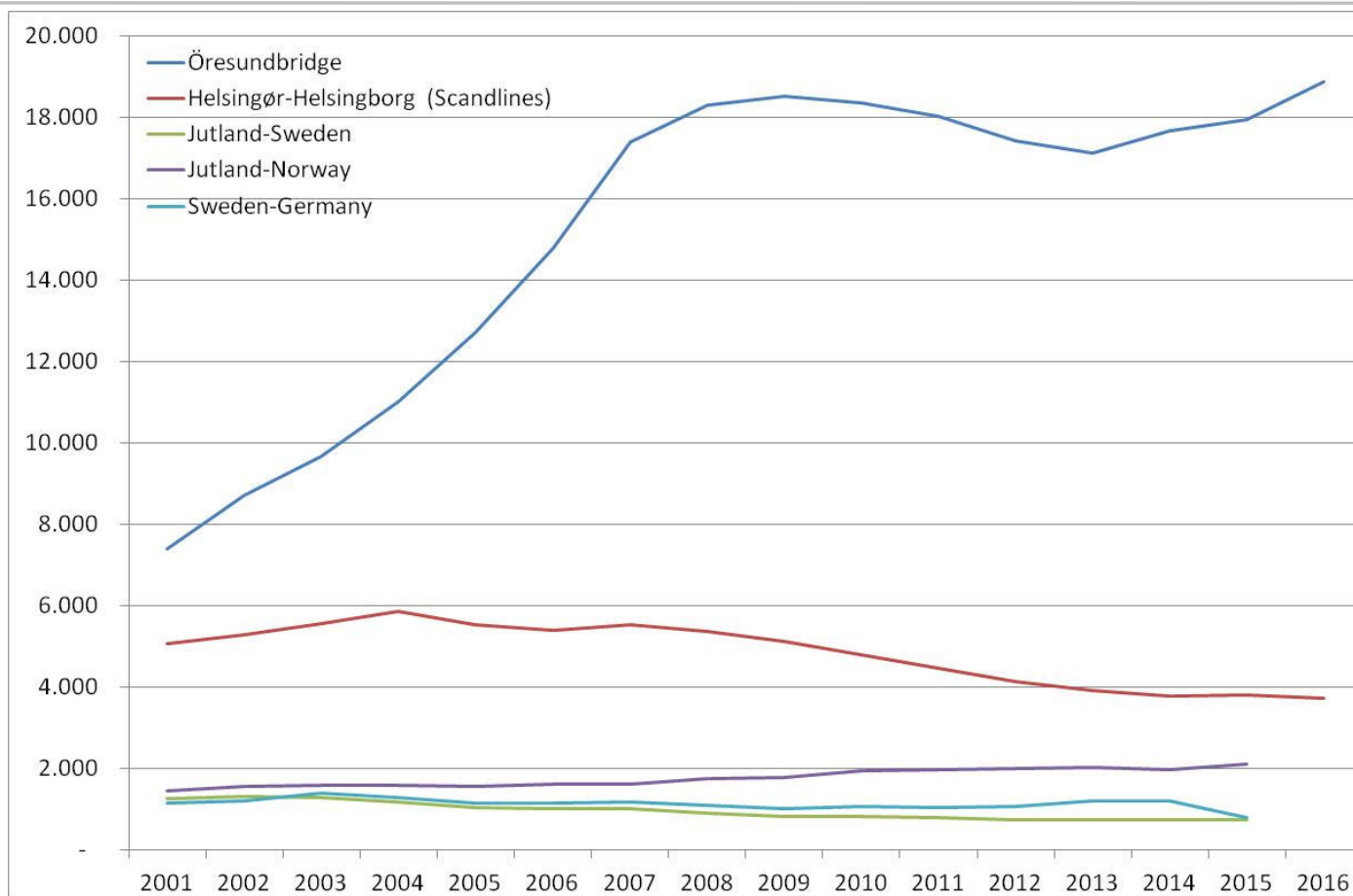
- Operate the bridge
- Maintain the bridge
- Ensure that revenue from road traffic increases, so that the costs for establishment of the bridge (3 billion Euro in 2000-prices) including interest can be repaid.



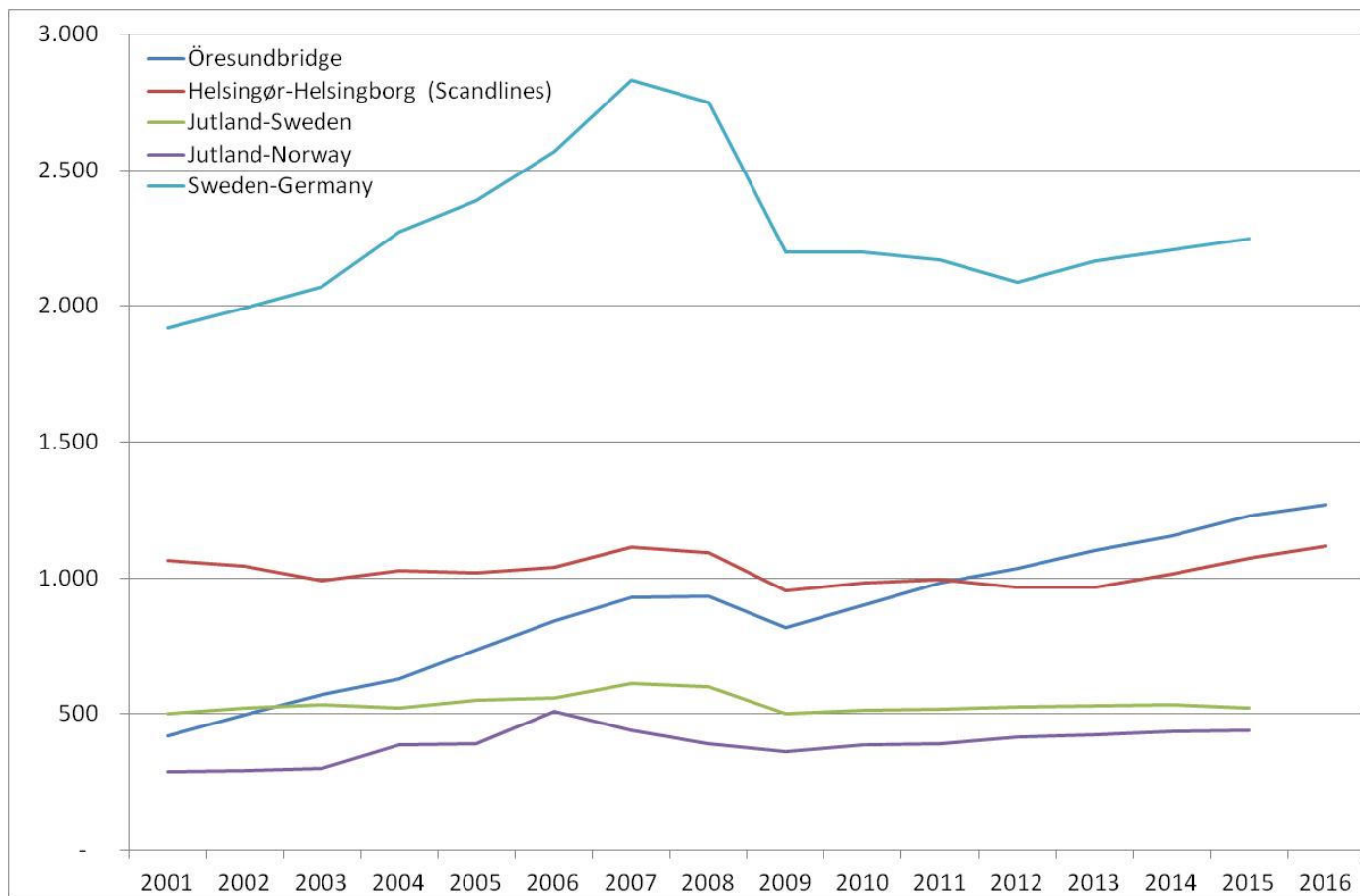


- **Living 2.0 million in Greater Copenhagen**
- **Living 0.5 million in Malmö**
- **The total population in the Oresund region is 4,0 mil.**
- **2/3 living in Denmark and 1/3 in Sweden**
- **Copenhagen airport is located right by the bridge**

AVERAGE DAILY TRAFFIC (CARS)



AVERAGE DAILY TRAFFIC (TRUCKS)



PURPOSE OF TRAVEL FOR CARS ACROSS THE ÖRESUND BRIDGE

Commuting	6.100	32%
Business (cars)	4.000	21%
Leisure (one-day trips)	3.500	19%
Short breaks	2.800	15%
Holidays	2.500	13%
Cars	18.900	100%



FOCUS ON HIGHER REVENUES

Although the traffic and revenue increased in all years after the bridge opened in 2000, it is still important to increase the revenues.

Øresundsbro Konsortiet gets a fixed value from the railway operators, so the growth has to come from the road-traffic.

The revenues can be increased by:

- Higher prices
- More traffic on the bridge

PRICE STRUCTURE ON THE BRIDGE

Segment	Number of customers	frequency	Price per one-way
Anonymous customers (summer/winter)	400.000	1 trip per year or less	48/55 euro
Customers who have and discount-agreement (BroPas)	400.000	1-10 trips per year	20 euro + annual fee
Business customers	20.000	1-100.000 trips per year	20 euro + annual fee
Commuters	20.000	Daily	10 euro

The Øresund Bridge has increased the price for the anonymous customers by 25 percent over the past year without the traffic has been reduced.

TWO STEPS MARKETING STRATEGY

The Öresund Bridge spend about 2-3 million on TV-campaigns a year to get customers from Greater Copenhagen / Zealand and Skåne / Southern Sweden to get discount agreements (BroPas).

When customers receive a discount agreements they increasing there yearly frequency from 1-2 one-way trips per year to 5 one-way trips per year.

<https://youtu.be/F6dzj-72hlo>

TWO STEPS MARKETING STRATEGY

It is both the lower prices (20 Euros instead of 50 Euros) and the direct marketing to the customers with a discount agreement which is the reason that the customers are driving more often when they get a agreements:

- The Öresund Bridge is sending two e-mails every week to the customers. One general and one with segmented e-mail. We are sending about 400.000 e-mails per week
- The customers can download and app with good offers. There is discount on Tivoli, hotels, spa, museums, shopping, parking etc.
- The Öresund Bridge is using Facebook, Instagram and a App to inspire the customers to drive more often

Hela Danmark



Visa endast

CLUB BROPASS+

SNABBTUR

Sök bland erbjudanden



SHOPPA

BOENDE

MAT

FAMILJ

KULTUR

NATUR & SPORT

TYSKLAND

BUSINESS

GUIDE

GUIDE
TID FÖR FAMILJETID

PARKERING
Parkering på Kastrup

20%

SNABBTUR

KONST OCH MUSEUM
Louislana Konstmuseum

20%

SNABBTUR

LUNCH OCH CAFÉ
Hard Rock Cafe Copenhagen

20%

SNABBTUR

UPPLEVELSER MED BARN
Köpenhamns ZOO

20%

SNABBTUR

PARKERING
Q-Park - parkering i Köpenhamn

20%

HOTELL OCH KRO
Boutique Hotel Alexandra

50%

SNABBTUR

UPPLEVELSER MED BARN
Experimentarium

20%

