



## Marketing seminar

Brussels, 26 April



On 26 April 2012 at 10am a Marketing Seminar will be organized at the premises of the Belgian Coach Federation in Brussels, next to the office of the Eurolines Organisation.

The seminar's objective is to engage and stimulate the members into developing marketing, branding, e-commerce and public relation ideas and actions that add value to Eurolines businesses across Europe.

The seminar will include a mixture of guest speakers from the membership as well as external experts.

The key topics to be covered are:

1. Planning your marketing campaign and media buying
2. Branding
3. Using Social Media effectively
4. Website and E-commerce
5. Public Relations

It is not too late to register; there are still some spaces available. Send your registration to Lena at [l.ghysels@eurolines.org](mailto:l.ghysels@eurolines.org)

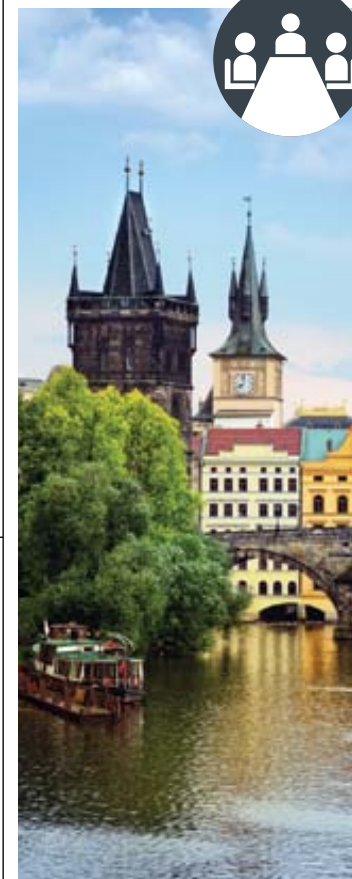
## Timetable conference

Prague, 22 - 24 May

The first meeting of the Time Table Conference resulted being very useful. Complying with the request of our members to organize this event twice a year, we already started preparing the second meeting.

On 22, 23 & 24 May we expect you all in Prague at Hotel Grand Majestic Plaza for what we hope will be an as productive meeting as previous one.

Details soon to follow.



## Calendar update

- |                  |           |  |
|------------------|-----------|--|
| • 26 April       | Brussels  | Marketing Seminar                      |
| • 22, 23, 24 May | Prague    | Time Table Conference                  |
| • 30 May         | Brussels  | Executive Meeting                      |
| • 6 June         | Brussels  | Round Table on Passenger Access        |
| • 25, 26 October | Barcelona | Annual Conference and General Assembly |

# IRU event - President tells conference it's time to co-operate

Brussels, 29 February



*Eurolines is an official partner of the Smart Move campaign*



*Picture courtesy of IRU*

Inter-connectivity will only work if transport operators are willing to co-operate – that was the message from John Gilbert, President of Eurolines to an audience made up of members of the International Road Users (IRU) in Brussels on 29 February.

Speaking at a workshop on long distance coach and bus travel, Mr Gilbert said that there should be better terminals in Europe's big cities so that coach services can be more accessible to passengers

but also complement rail and air travel services.

He told the audience, coach transport compared to rail or air requires only little infrastructures, but if these are well adapted they greatly increase the quality of the passenger experience. It also facilitates access for passengers with reduced mobility. The better the infrastructure, the least assistance is needed.

The issue of lengthy national

border inspections for international coach passengers was also raised by Mr Gilbert. He revealed to the audience that Eurolines is compiling evidence of cumbersome inspection practices that he will send to the European Commission's DG HOME which is responsible for the Schengen Area.

Mr Gilbert also called for coaches to put on the same footing as other transport modes in the application of VAT and that for international

coach services, there should be a common approach for the collection of VAT in Member States.

He also welcomed moves towards opening up the national markets in France to international services although he warned the Minister of Transport, France, Thierry Mariani who opened the workshop that there was evidence of public sector transport authorities undermining free competition in the sector.

## Executive meeting update

Copenhagen, 8 March

On 8 March the members of the Executive Committee went to Copenhagen to lobby for better facilities at our coach stop and for a better connected stop. The Eurolines delegation met with Mr Per Als, Chief of Division of Transport for the Copenhagen City Council and with Mr Søren Wille, Danish Ministry of Transport

The city council recognised our issues and promised to relook at what improvements could be undertaken at the current stop. Eurolines Scandinavia will submit a plan to include a waiting room (container) for consideration by the council. A new stop would mean relocating outside the city at the end of a current stop and try to get



**Eurolines delegation (left to right):**  
Antonio Berruezo,  
Eddy De Moor,  
Svein Arne Bergh,  
Jan Velleman,  
John Gilbert.

improvements. It was decided to remain at the current stop and try to get the improvements. At the meeting of the ministry was confirmed that the upgrade project could be eligible for ministry funds to assist with

the costs. Details were being passed to Eurolines and the city council. At the meeting of the ministry Eurolines agreed to forward their list of concerns which we still have on the Passenger Rights.



# Brand moves forward



To help advance the harmonisation and profile of the Eurolines Brand across Europe, Eurolines Organisation has engaged the services of Nick Dobbs Consultancy. Following in-depth internet research, Nick presented his findings and a development strategy which was approved by your Executive at the end of January. The principle focus of Nick's consultancy will be improvements in brand continuity and customer communication on member's websites, social media, coach stop signage and coach livery.

We are pleased to report that following a meeting held in Amsterdam on March 15th, Bovo Tours has confirmed that their 5 coaches (including 2 new Mercedes coaches

on order) operating between Netherlands and the UK will be fitted with the latest version of Eurolines Plus livery. It is anticipated that this work will be completed by the end of April.

To improve customer communication, Eurolines Netherlands and Belgium will be undertaking an audit of the coach stop addresses in their reservation systems and the signage on the quays at Amstel station, Amsterdam will be replaced with the latest Eurolines livery.

On March 22nd, a productive regional meeting about Eurolines branding was held in Zagreb attended by key representatives from Centrotans, Autotrans, Lasta

and Eurolines Bulgaria. Whilst further updates from this meeting will be reported in future issues of Newsline, we understand that Eurolines Croatia are progressing the re-launch of [www.eurolines.hr](http://www.eurolines.hr). Eurolines Serbia have agreed to investigate and scope the launch of [www.eurolines.rs](http://www.eurolines.rs).

During April, we will be sending you 3 high resolution versions of the Eurolines logo for members to use on their websites. These versions include:

1. Eurolines only logo
2. Eurolines logo plus country
3. Eurolines logo plus Part of <<your company>>.

The brand alignment of member's websites to [Eurolines.com](http://Eurolines.com) will improve international customer confidence and conversion of additional business.

At the time of going to press with this edition of Newsline, we can confirm that brand meetings have been arranged with Eurolines Peninsular (28th/29th March) and Eurolines Germany (3rd & 4th April).

Here at Newslines, we want to hear about and share any Eurolines brand initiatives that Members are undertaking in their country or region.

Please send your news to Lena at: [l.ghysels@eurolines.org](mailto:l.ghysels@eurolines.org)



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## eurolines.com



Compared with the first 3 months of 2011, the new site which went live on 25 January has attracted 20% more visitors. That's a total of 350,870 unique visitors in 3 months. Engagement with the Eurolines brand has increased as people spend 15% longer on the site and view 20% more pages. The bounce rate is down as people are increasingly being drawn into the site or visiting a partner country website instead of leaving. This is before any real promotion campaigns have taken place.

Plans are in place to target specific countries with focused



paid search campaigns (in regions outside Europe). The multilingual version of the site has also commenced development.

# Looking back on the Football tournament

Heidelberg, 25 February 2012

This year Deutsche Touring had the pleasure to welcome all members and staff of the Eurolines Organisation to the yearly soccer tournament in Heidelberg.

The following members took part with a male soccer team: Slovak Lines, Touring Bohemia, Eurolines Romania, Eurolines Belgium, Eurolines France, Centrotrans, Deutsche Touring and an international Team (Veolia CZ, Eurolines France, Touring Bohemia, Kautra and Deutsche Touring).



Opening Ceremony Gala  
Dinner by Mr. Gilbert  
and Mr. Donker.



▲ Cheerleaders.

The winner was the team of Centrotrans – Congratulations!

The female teams were: Veolia CZ, Slovak Lines, Eurolines France/Touring Bohemia and Deutsche Touring/Eurolines Scandinavia.

The winner was the team of Veolia CZ – Congratulations!

The top male scorer with 12 goals was Drazen Novoselac/Centrotrans, the best female scorer with 5 goals was Dijana Vukadin/Deutsche Touring. The best male goalkeeper was

Radek Prazak/Int. Team (Touring Bohemia), the best female goalkeeper was Ivana Kopecka/Veolia CZ.

Deutsche Touring would like to thank all participants and fans for their contribution to a wonderful and joyful soccer tournament!

The President and the members of the Eurolines Organisation thank Mr Donker and his team for a very well organised event.



▲ Top female scorer: Dijana Vukadin/  
Deutsche Touring.



▲ Winner female: Veolia CZ.

▼ Winner male: Centrotrans.



▲ Top male scorer:  
Drazen Novoselac/  
Centrotrans.



## Your Newslines

Above all these NewsLines are published for you. Therefore we repeat our plea for information: Is there something you want to share with the other Eurolines members? Any business related change, innovation, event, new services, new departure points, marketing initiatives, anything important for our common business... NewsLines might be interested!

We welcome any contribution from our partners to this publication. Mail to:  
[l.ghysels@eurolines.org](mailto:l.ghysels@eurolines.org)

## Eurolines Romania rescues stranded Malev passengers

Immediately after the sudden bankruptcy of Low Cost flight company Malev, Eurolines Romania offered in a press release to take care – free of charge – of the Malev passengers who bought a flight ticket to and from Budapest in February 2012.

Eurolines Romania attempted to help the victims of the cancellations by offering all stranded passengers holding tickets on the route Romania - Budapest, free seats in their coaches. They also announced preferential rates on their coach lines (- 50% of the total cost of the ticket) for MALEV passengers who needed to continue their trip from Budapest to other European countries.

As you know, Budapest is a 'hub' for many other destinations.

