

# Building a Night Train Network

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#### European Sleeper

- Dedicated to night trains
- Founded in 2021
- Community-owned
- First train in May 2023
- Second train: Brussels-Venice



- Build a European night train network from the Netherlands and Belgium
  - Extend the new winter Venice train pilot
    - Amsterdam-Barcelona route
      - New destinations: Milan, Copenhagen, Warsaw

Our ambitions



#### Our strategy

- 1. Focus on night trains 1200-1500 km
- Create new coalitions, partnerships, and collaborations
- 3. Get sufficient carriages
  - a) Rental
  - b) Refurbished
  - c) New



#### Results so far

>450 >125,000 >425 >2,500 Average number of Passengers from Train runs Bikes tranported passengers per train 2023 until now until now (Prague) 80,000 60,000 3.2/5 on Trustpilot = 2 × above the rating of Social following Newsletter subscribers other railway companies (approx.)

€100
Average
ticket price

€13 million

Total ticket sales

80 sales partners
Including Belgian Railways,
Czech Railways, Google and
many more

european sleeper

90%

**Punctuality** 

(<60 mins.)

### What makes our night train attractive

- Crew
- Bistro car
- Bike carriage
- Women-only
- Better for the planet











### The role of night trains in meeting climate goals

- Extends the radius of train distance
- Fills a gap where high speed is absent or saturated
- Facilitates the transition from plane
- Promotes human connection and inclusiveness
- Ideal for business trips, no more red-eye flights
- Combines night + day train travel solutions





#### What are the challenges?

- Rolling stock
  - Available rolling stock for rent or refurbishment
  - Financing (risks and guarantees)
  - Reliability and maintenance
- Timetables
  - Coordination
  - Long term path availability
  - Track works

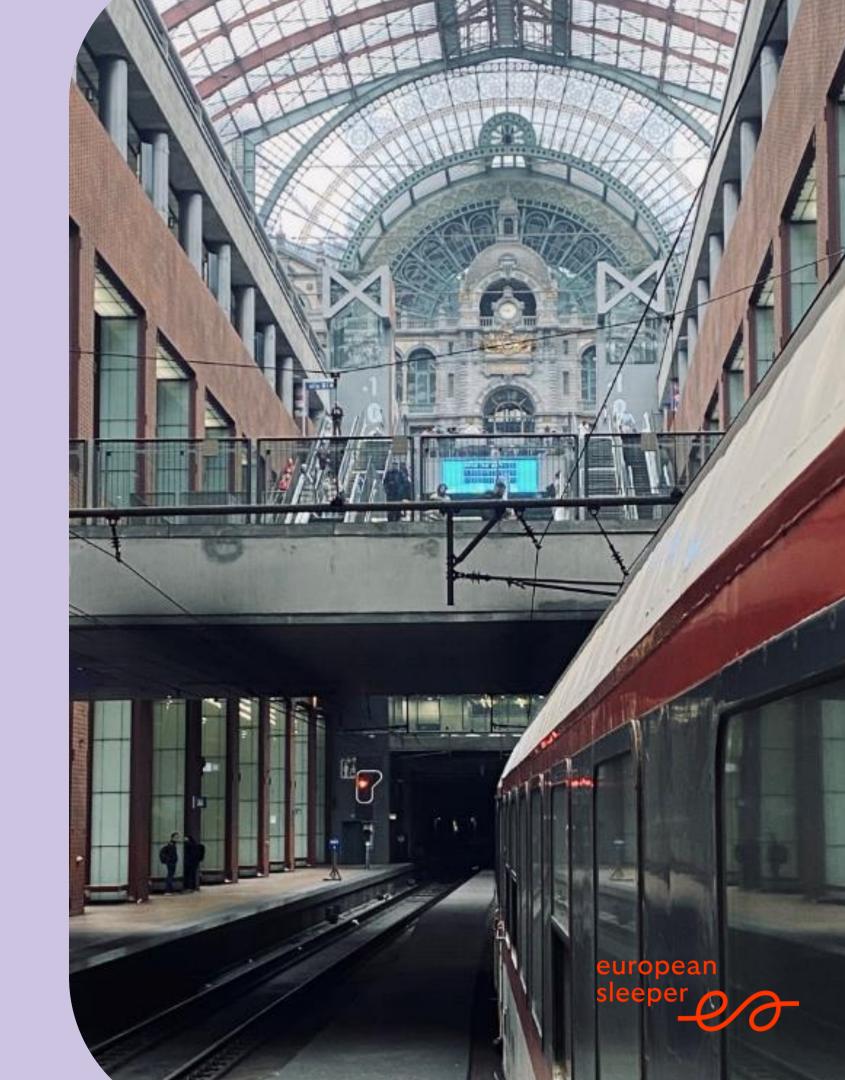


- Partner dependencies
  - Shunting, parking
  - Railway undertakings
  - Stewards and cleaning



#### Income vs Cost

- 0.5 returns per day
- Less capacity per carriage
- More crew (night hours)
- Bedding and catering are expensive
- Delays 25%-50% refund
- Willingness to pay = price of a flight
- Seasonality



#### The key to success

- Team!
- Our investors
- The wider community



#### Our Night Train future

- Not just a niche market, but a missing link
- Demand is there, we need to tell the story
- Explain how it works: what is a couchette?
- Simply good (accessible, inclusive offer)
- Make booking easy
- Horizon 2030: Plan to open one new line per year
- Horizon 2035: Plan to develop a network around 5
   hubs up to 40 lines / 20-35k passengers per day



## Welcome aboard The Good Night Train



Thank you



