

Online booking of car-ferry crossings in Scandinavia - to/from and within Denmark

Carl Marcussen, PhD, Senior Researcher,
Centre for Regional and Tourism Research

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Online booking of car-ferry crossings in Scandinavia to/from and within Denmark

Online booking %, 2005

- Mols-Linien 45-50%
- BornholmsTrafikken 35%
- Scandlines 30%
- Stena Line 20%

Mols-linien.dk - online car reservations

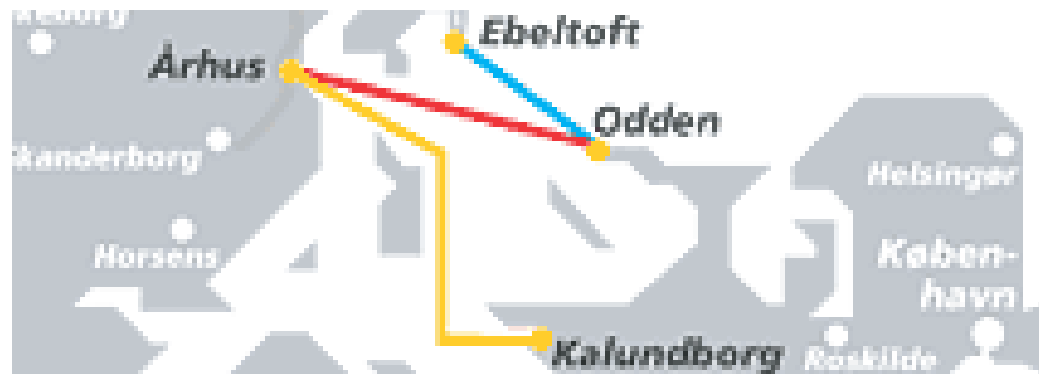
– but with no online payment

Online booking was established in the autumn of 2002.

2003: 25%

2004: 35%

2005: ~50%

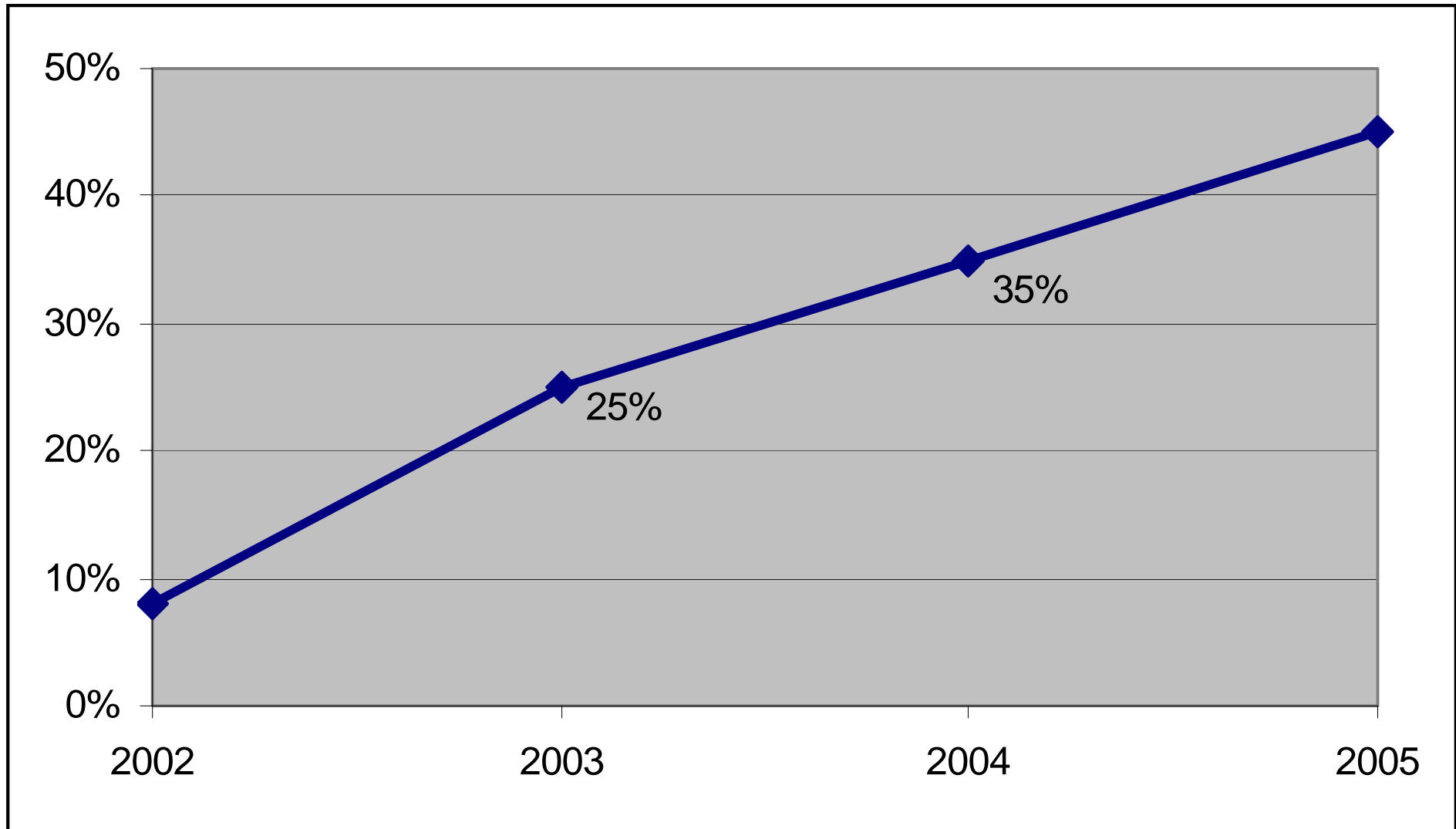


1 million cars are carried per year, of which 600,000 are reserved, 50% online and 50% by telephone.

The remaining 400,000 car crossings are "chance drivers" and drivers with 10 trip cards with guaranteed place on ferry.

Source: Mols-Linien.

Online reservations in percent of all cars reservations, Molslinien.dk



Bornholmstrafikken.dk

Online booking, foot passengers 2005

Passengers	Week 1, 05	Week 16, 05
Red ticket	100%	100%
Bornholm card	32%	38%
Standard ticket	10%	19%
Other types	0%	0%
Total, estim.	34%	40%

Source: Bornholmstrafikken.

Note: The total is estimated by writer.
The stated total is lower, 30 and 31%.

Carries around 1,4 million passengers
and 250.000 cars p.a.

Bornholmstrafikken.dk

Online booking, cars 2005

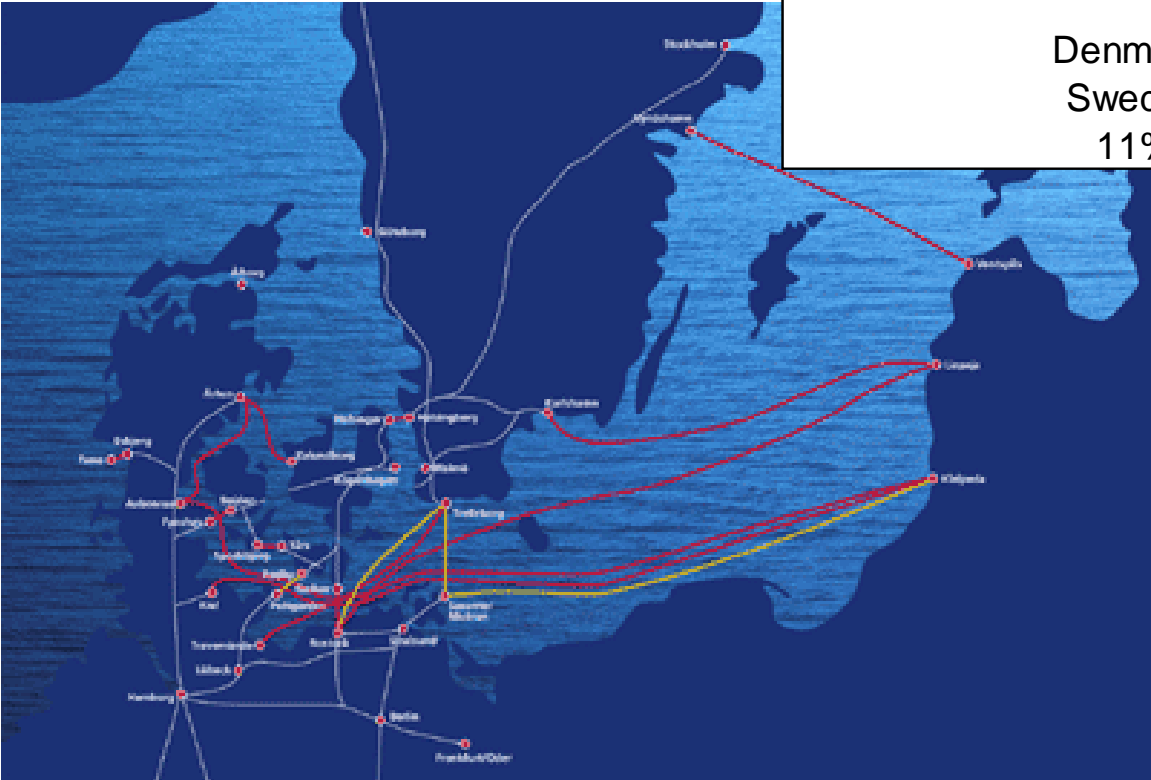
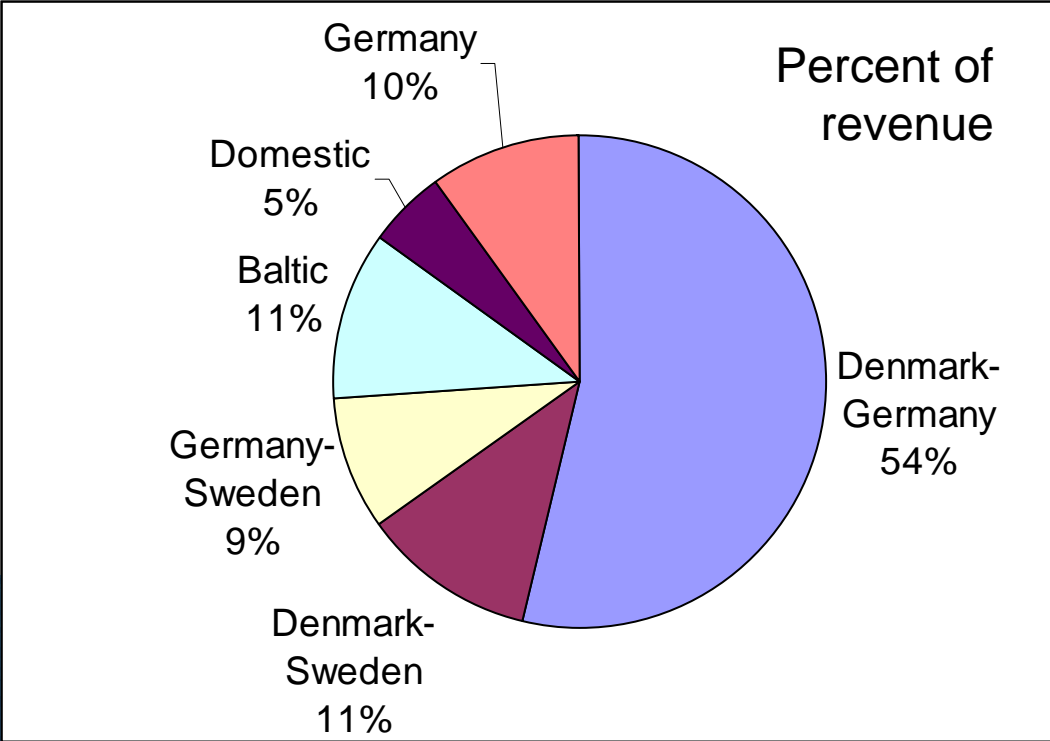
Cars	Week 1, 05	Week 16, 05
Bizz	58%	65%
Standard	21%	23%
Pensioners	23%	30%
Total, estim.	33%	37%

Source: Bornholmstrafikken.

Note: The total is estimated.

Stated total is a little different, 35 and 36%.

Scandlines

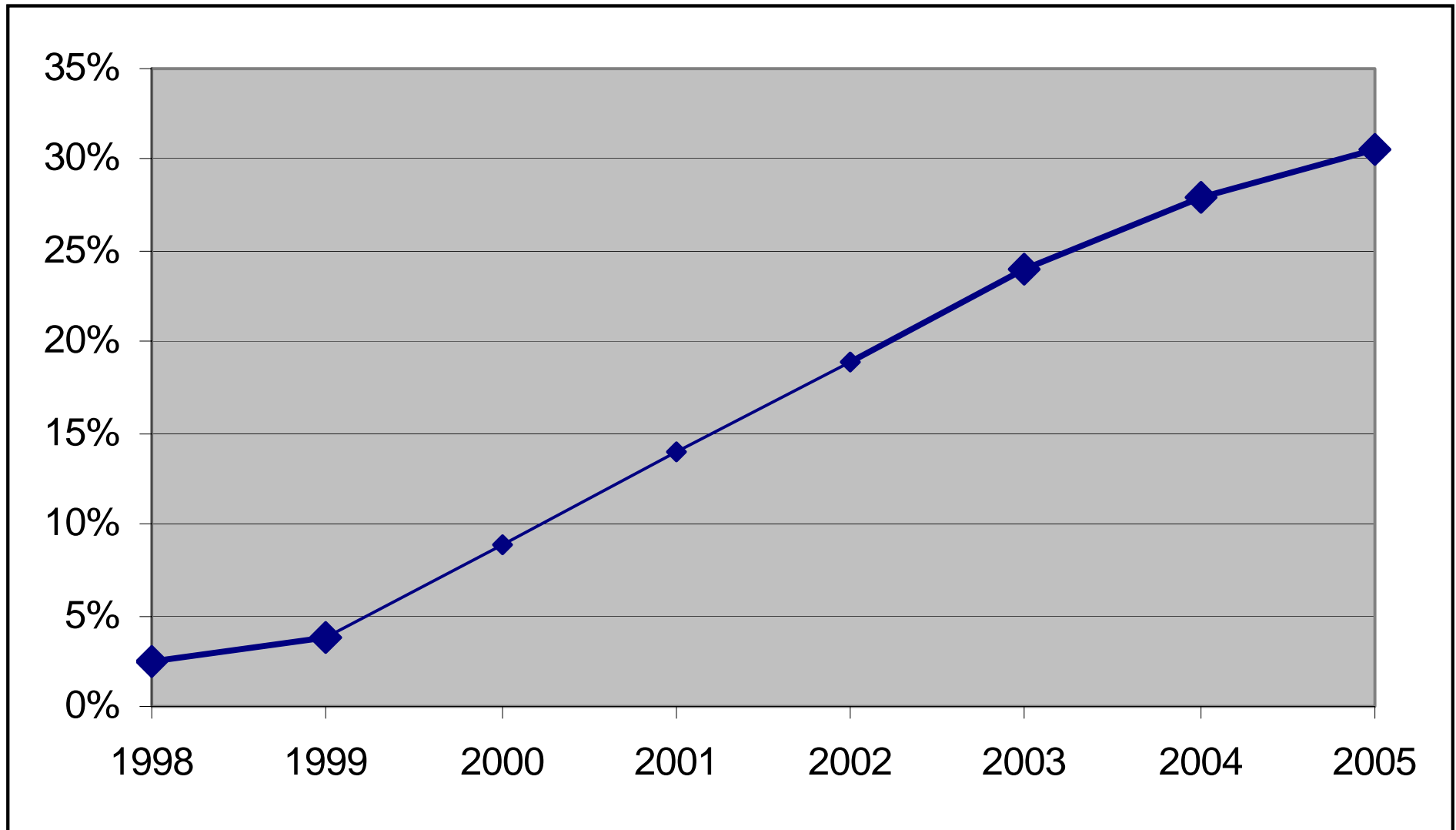


Scandlines, 2004: 20.3 million passengers.

Turnover: 447 million EUR ('03) of which 62% transport.

Carried 4.3 million cars p.a.. 29% or 1.26 million of these are booked beforehand.

Online car reservations, Scandlines





Back to start

Scandlines in cooperation with **HRS HOTEL RESERVATION SERVICE**

Languages

HOTEL SEARCH - worldwide

Town or island:
or Region:

Specific hotel:
If you do not specify a particular hotel, all available hotels will be shown.
Only hotels from stars

Include hotels within a radius of: km
Recommended for trade fairs and times of heavy booking. A larger hotel offer is available, especially in the country.

	Day	Month	Year		
Arrival:	<input type="button" value="23"/> <input type="button" value="v"/>	<input type="button" value="9"/> <input type="button" value="v"/>	<input type="button" value="2005"/> <input type="button" value="v"/>	<input type="button" value="1"/> <input type="button" value="v"/>	Single rooms (SGL)
Departure:	<input type="button" value="24"/> <input type="button" value="v"/>	<input type="button" value="9"/> <input type="button" value="v"/>	<input type="button" value="2005"/> <input type="button" value="v"/>	<input type="button" value="0"/> <input type="button" value="v"/>	Double rooms (DBL)
				<input type="button" value="1"/> <input type="button" value="v"/>	Total number of people

Price Limit: Select currency:

You can book up to 3 rooms directly online.
Do you require 4 to 9 rooms?
Do you require 10 or more rooms?
Are you **travelling with children** or do you require a **camp bed**?
Conferences - / Event - Inquiry

Several ferry lines cooperate with hotel booking sites

Scandlines.de started offering hotel booking through HRS.de from 12 Sept. '05.



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Making good time®

MINA BOKNINGAR | BRA ATT VETA | KATALOGER | OM STENA LINE | KONTAKT

Sök Lillsemester®

Vart vill du resa? - Billund Avresedatum 2 Aug 05

Välj boende Hotell Särskilda önskemål? LEGOLAND, DK Maxpris person/natt -Alla- Sök resa

Sökresultat (I priserna ingår boende samt båtresa)

Svanen Hotel ♦♦♦♦
Nyrenoverat och delvis nybyggt familjevänligt hotell bara 1 km från LEGOLAND®, och nära Lejonpar...

Paketpris från: 1495:-/person i dubbelrum
Boendeform: Hotell **Ort/Region:** Billund

Hotel Propellen ♦♦♦♦
Smakfullt hotell 500 m från LEGOLAND®. Utsökt restaurang, Pool, barnbassäng, bubbelpooler, Aktiv...

Paketpris från: 1540:-/person i dubbelrum
Boendeform: Hotell **Ort/Region:** Billund

Legoland Hotel ♦♦♦♦
Utmärkt hotell i direkt anslutning till LEGOLAND-parken. Lekrum, lekplats, motionsrum, biljard, R...

Paketpris från: 1660:-/person i dubbelrum
Boendeform: Hotell **Ort/Region:** Billund

Legoland Village ♦♦♦♦
Familjehostel mindre än 500 m från LEGOLAND-parken. Nyrenoverat 2003. Hamn-, stads- och bondgård...

Paketpris från: 928:-/natt i lägenhet, beräknat på 5 person (er)
Boendeform: Hotell **Ort/Region:** Billund

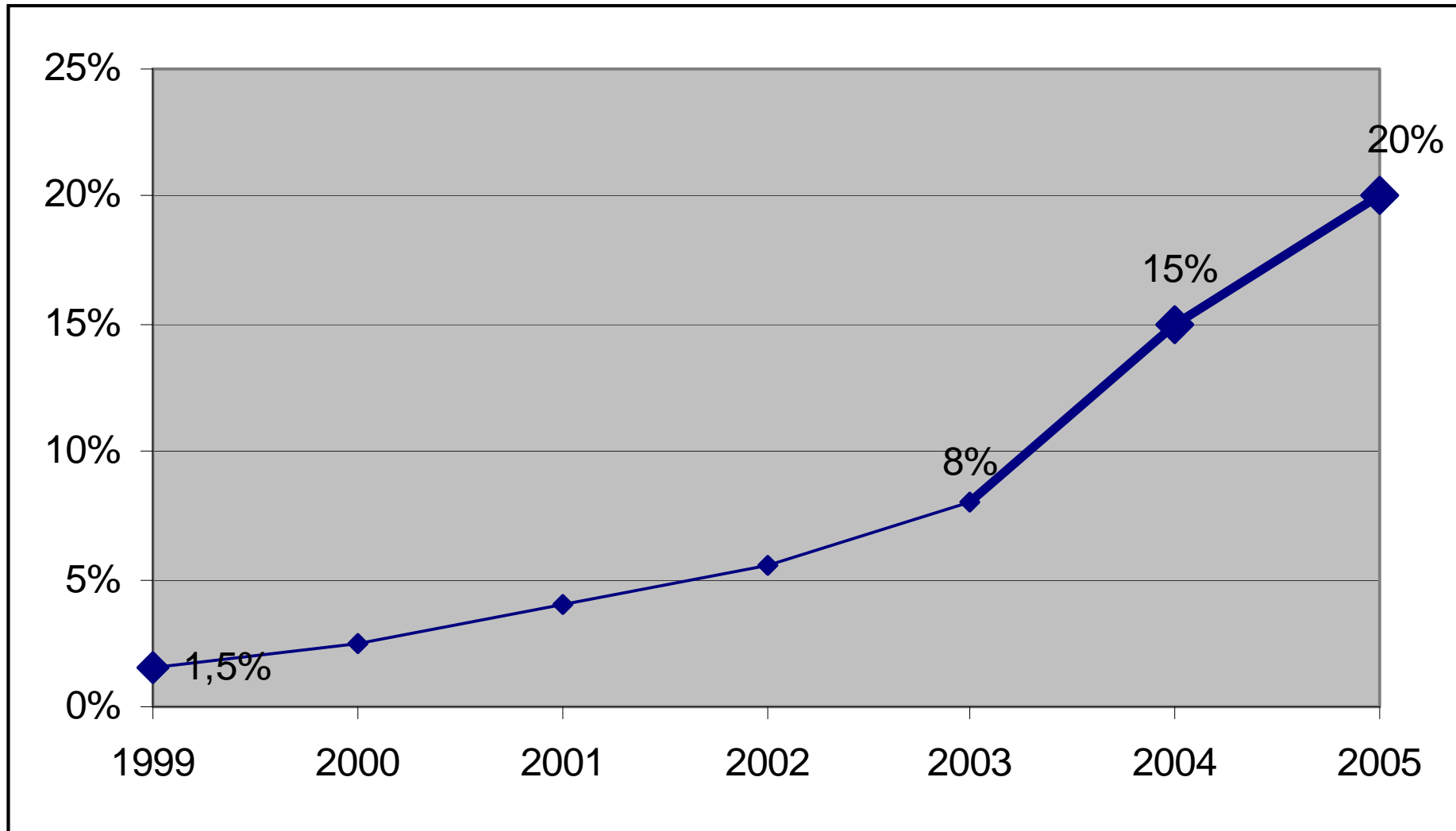
Revenue:
Close to 1 billion EUR,
incl. 3 Scandlines routes

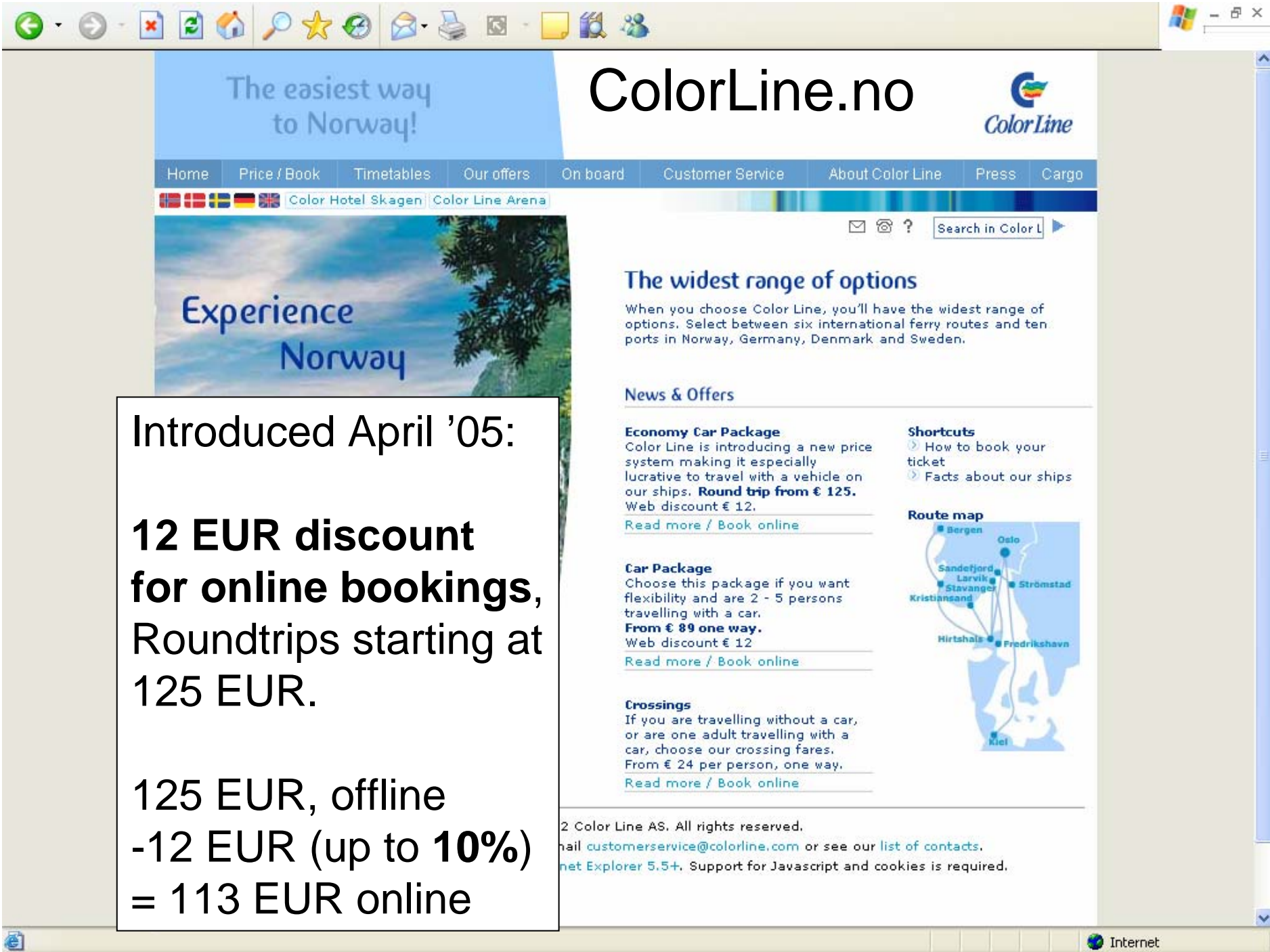
17.2 million passengers
- 3 Scandlines routes: 9.5
= 7.7 mill., ex. Scandlines

Website:
www.StenaLine.se

For example, some hotels in Billund (home town of Legoland) can be booked online (real-time), as car-ferry / hotel packages. The online booking percentage lower for packages than for the simple crossing.

StenaLine.se: Online booking %





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News & Offers

Economy Car Package
 Color Line is introducing a new price system making it especially lucrative to travel with a vehicle on our ships. **Round trip from € 125.**
 Web discount € 12.

[Read more / Book online](#)

Car Package
 Choose this package if you want flexibility and are 2 - 5 persons travelling with a car.
From € 89 one way.
 Web discount € 12

[Read more / Book online](#)

Crossings
 If you are travelling without a car, or are one adult travelling with a car, choose our crossing fares.
From € 24 per person, one way.

[Read more / Book online](#)

Shortcuts

- How to book your ticket
- Facts about our ships

Route map



Introduced April '05:

12 EUR discount for online bookings, Roundtrips starting at 125 EUR.

125 EUR, offline -12 EUR (up to 10%) = 113 EUR online

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VAASA - UMEÅ



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- Booking
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By booking through our **On-Line** service you get a voucher worth 3 Euro which you can spend on the ship.

News

M/S Kahleberg is now M/S RG I

On Friday 1st of July Kahleberg was renamed and got her her new name M/S RG I. Her maiden voyage with the new name was to Sundsvall on the same day.

Summernews

This summer we will operate the **Vaasa - Umeå** route with both **Casino Express** and **RG I**. There will be a morning and evening departure from both ahrbours, see timetable 26.6-6.8.

We will also operate the **Vaasa - Sundsvall** route once a week with **RG I**.

Timetable change

Please note that the timetable on Vaasa - Sundsvall and Saturday evening Vaasa - Umeå has been changed. Please refer to timetable 2.7 - 6.8 for more information.

RGline.se offers an incentive for booking online: 3 EUR voucher.

This is the carrot method.

Scandlines.se use the stick method: "Book online or pay a 4 EUR booking fee!"

Timetable VAASA - UMEÅ		period: 7.8.2005 - 3.9.2005				
	Mo, Tu	We	Th, Fr	Sa *)	Su	
Vaasa departure	20:00	-	14:30	09:00	-	09:00 21:00

www.poferries.com

P&O Ferries

working with



Your hotel booking is provided by superbreak.com whose terms and conditions apply (see link below)



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SEARCH RESULT

SEARCH RESULTS BOOK CONFIRM

You searched for:

2 adults : 1 night
First night : Thu 29 Sep 05
2-5 star hotels

Superbreak.com accommodations

Prices are:

- per person for stay*
- including taxes
- no credit card fees
- no booking fees

Results are by: Star Rating

View this page of results on a map

Showing 1-10 of 53 available hotels [refine search](#)

1-10 11-20 21-30 31-40 41-50 > >>

CALA DOR PARK Cala D'or (Majorca)

★★★
Cala Dor Park is located in the popular resort of Cala D'or. It is close to many shops, bars... [details](#)
Includes : Self Catering

Rooms Available
1 Bedroom for 1-4 Apt

Per person per stay £17.25

Select room(s) 0

[More pictures](#)

SOL Y VERA Magaluf (Majorca)

★★★
The Sol Y Vera apartments enjoy an excellent location in Magaluf, just 200 metres away from the... [details](#)
Includes : Self Catering

Rooms Available
1 Bedroom for 1-4 Apt

Per person per stay £18.25

Select room(s) 0

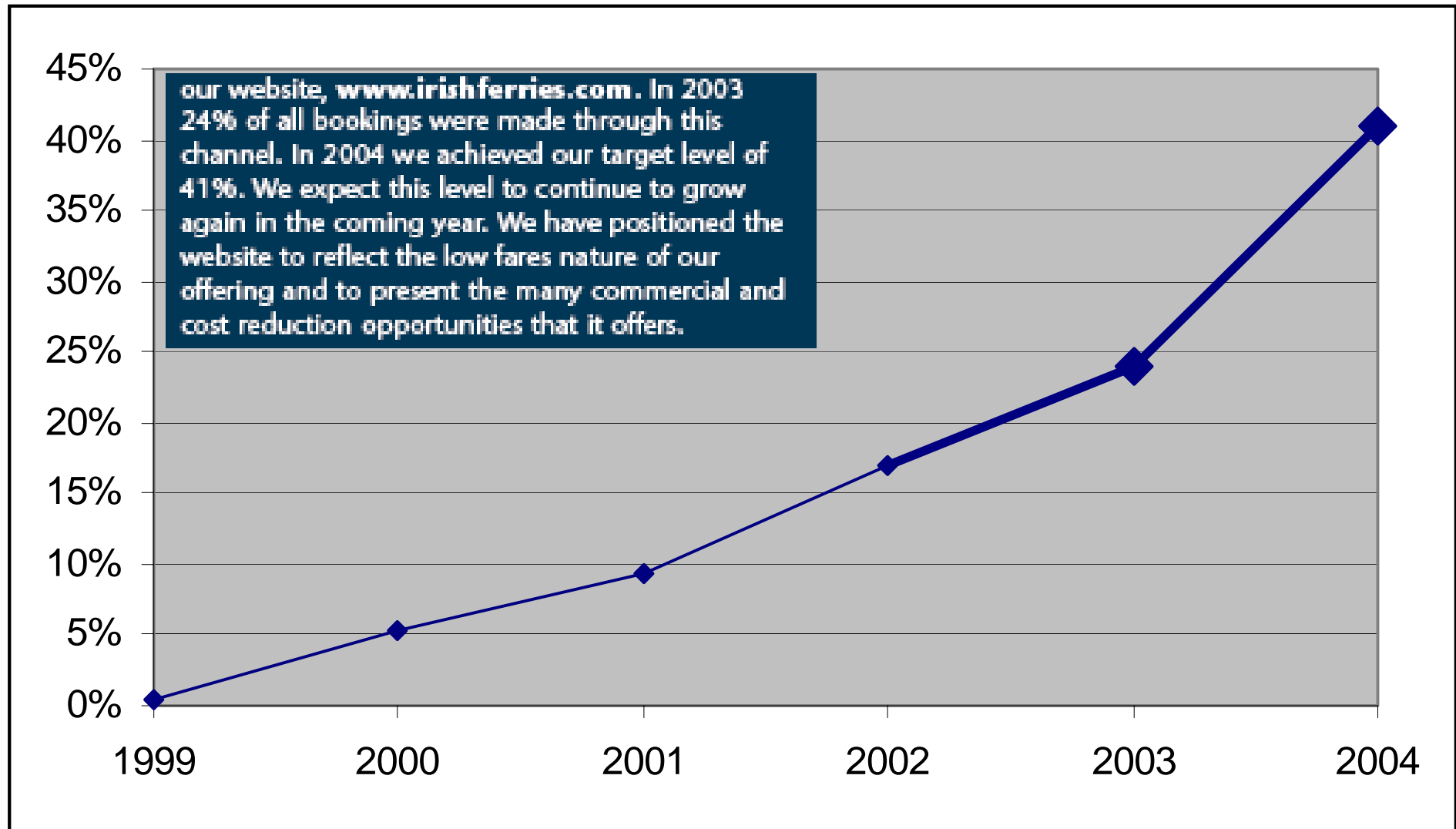
P&O Ferries has teamed up with Superbreak.com, Paradors, Disneyland Resort Paris and Travel Market ... Cottages4you and Novasol (10% discount).

P&O Ferries have adopted a **simplified fare structure** inspired by the low cost airlines, from end May '05.

- OW, car+all passengers:
- 1) £ 10 (early booking etc.)
 - 2) £ 30
 - 3) £ 45 (late booking)

Online bookings are increasing. But no incentives for online bookings except convenience.

Online booking % – Irishferries.com



Source: Irish Continental Group, Annual Reports

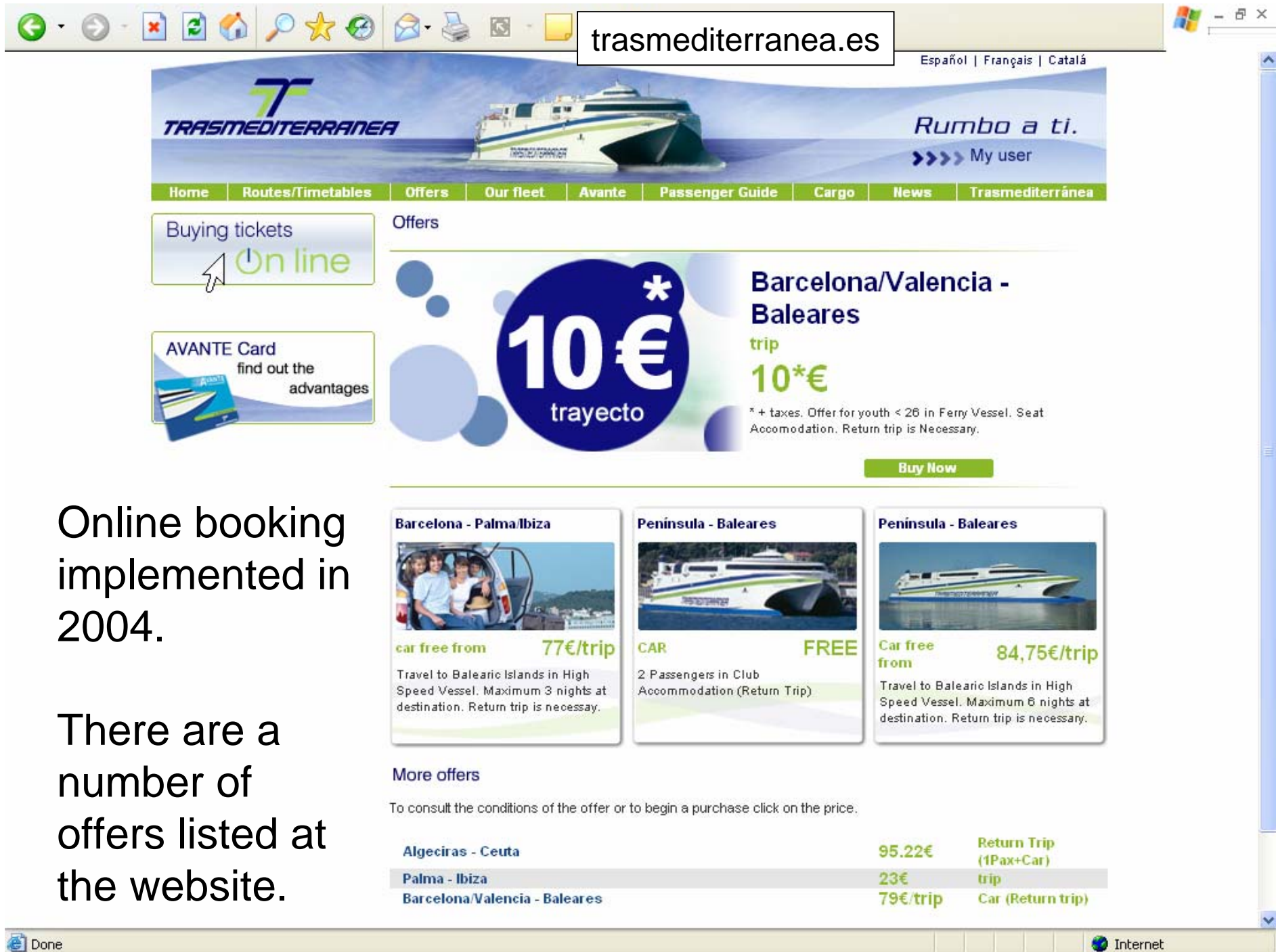
trasmediterranea.es

Passengers: 2003: 3.5 million. -
2004: 3.2 million (one route closed).

Vehicles carried, 2003: 612.000.

Revenue, 2003: 325 million EUR

Number of ships, 2005: 45



Online booking implemented in 2004.

There are a number of offers listed at the website.

Summary

Several (car) ferry-lines in Scandinavia, specifically some with routes to/from and within Denmark are well advanced in the area of online booking. Several examples will be shown.

Among ferry-lines on routes to/from and within Denmark a high proportion (20-50%) of all car reservations are being booked online in 2005.