



JUNGFRAUBAHN HOLDING AG

# 25 HOURS 2017

Part 2: For our guests



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# FOR OUR GUESTS

*For our guests*

## 25 HOURS FOR OUR GUESTS

Jungfrau Railways welcomes visitors from all cultures: 365 days a year and 25 hours a day. Whether Chinese, Japanese, French or English: if you wish, we will provide you with a travel companion who speaks your language. Learn more about Emad, who takes care of the needs of Arabic visitors. Our Rail Info staff are always on hand for all kinds of questions. They not only sell tickets, but also provide weather advice, give shopping tips and listen to their customers' concerns. In order that our guests do not have to go out of their way, Jungfrau Railways has offered Rail Info and the Top of Europe Shop at one location in the heart of Interlaken since the summer of 2017.



*For our guests*

## HOSPITALITY IN ARABIC

Thursday, 21.00 h. Many Arabic guests stroll across the Höhematte in Interlaken: just arrived from a Swiss airport or on a day trip in the Jungfrau Region and full of expectations as to what they should expect over the next few days. In the centre of Interlaken you can see an information point with Arabic lettering, which makes it clear at first glance that travellers like them can be well looked after here.



*Emad in a sales-oriented consultation*

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***"As a tourism enthusiast, working in sales at Jungfrau Railways is a passion for him."***

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Emad Boutrous is part of the sales team at Jungfrau Railways, and he is in charge of looking after Arabic guests throughout the summer season at the Höhematte in Interlaken. The family man works at his information and sales stand at the Jungfrau Railways Rail Info entrance, gives Arabic visitors tips on outings, advises them on their plans and sells them the necessary tickets for Jungfrau Railways.

### **Language promotes trust**

In his daily work, the native Egyptian always encounters new challenges. His customers want to be largely independent and travel without specific guidelines – this is not always easy with fixed timetables and seat reservations on the Jungfrau Railway in summer. As Emad addresses his guests and explains the circumstances to them, he can inspire them time and again to take excursions in the region – all in Arabic, of

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course.



*Top of Europe Shops and RailInfo of Jungfrau Railways*

The naturalised Grindelwalder masters the Arabic language perfectly and so wins the confidence of guests much faster, whose English skills are often not very good. After their initial consultation with him, most of the tourists turn to the 35-year-old again and again during their stay. Emad receives unpaid leave from his employer for his work during the summer season. The sales job at Jungfrau Railways is a passion for him as a tourism enthusiast.

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## BLM - SMALL RAILWAY WITH GREAT TRANSPORT

Monday, 09.21 h. A train of the Lauterbrunnen-Mürren mountain railway (BLM) arrives at Mürren station. On the rear car is a concrete trough. As soon as the guests have alighted, Thomas Stäger sets the course, climbs the train and gives the train driver the sign for the departure. The concrete load is unhurriedly pushed onto the goods ramp. Once there, the railway employee attaches the crane to the trough and carefully lifts it from the train car to the waiting van. The driver of the electric van gives his thanks and makes his way towards the construction site.

### Material transport for locals, guests and animals

Daily, the various goods are transported by BLM to car-free Mürren: from building materials, food, drinks to animal feed. A maximum of six tonnes of material with a maximum length of 5 metres, 2.20 metres in width and 2 metres in height can be transported per train. The railway employees in Mürren unload the deliveries with the help of a crane or a pallet trolley. The deliveries are either picked up immediately or temporarily stored in the underground garage. The railway employees inform the customer when the delivery is ready for collection.



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***"The former hut keeper has been working at BLM for five years and appreciates the contact with international guests."***

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**200 pieces of luggage per day**

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Luggage is also often transported by train to Mürren. Especially in winter, guests like to use this service and only travel with their hand luggage in the ski holidays. The heavy equipment will be sent to Mürren by train in advance. In high season, train staff unload around 200 pieces of luggage per day from the train, transport them to the station building and sort them alphabetically. The luggage is picked up either by the guests or the hotels.



### **Patient packages**

Packages delivered by courier services also travel to Mürren by rail. The shipments are sorted and the recipients notified. But this is often difficult. There is usually only an address on the package, but no phone number. If the recipient is not known to a railway employee and is not listed in the telephone directory, it may take a few weeks before the package is finally picked up by the owner.



### **Versatile work in a multi-cultural environment**

Thomas Stäger likes the versatile and physical work. Aside from the coordination of freight and luggage transport, he sets the overall course, cleans the station square and toilets and takes on snow removal in winter. The former hut keeper has been working at BLM for five years and appreciates the contact with international



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guests. The 56-year-old has already travelled to many foreign countries and his travel experience has brought a lot of understanding for other cultures. During his travels through New Zealand, Australia, Asia and Canada, he was often dependent on the help of locals, which is why he is also happy to help others.

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