



Bus

Liberalisation stage: mature

- Entered bus market in 1998
- 860 buses
- 12 waterbuses
- 2,360 employees

Our position

Arriva is one of the largest bus operators in the Netherlands.

The market

Around half of the market is competitively tendered, outside of the major cities. Amsterdam, Rotterdam and the Hague are yet to put concessions out to tender. The 11 regional authorities have had responsibility for public transport since January 2001, when the Passenger Transport Act 2000 came into force. Regional authorities are obliged to organise public transport into concessions, which are periodically put out to tender by open procedure. Tenders typically focus on quality and the environment in addition to price. Contracts tend to be net cost and of eight years' duration on average. Contracts can include specified fleet requirements, for example maximum bus age.

What do our partners in the Netherlands say about Arriva?

“Arriva is very results-orientated and that compels us to continually improve our service too. It is because Arriva is so demanding that we have come together to achieve performance that we previously never thought would be possible.”

– Anne-Marie van den Bos, director of passenger transport, ProRail speaking following results which highlighted 95-100 per cent of Arriva Netherlands’ rail services running on time.



Rail

Liberalisation stage: mid-liberalisation

- Entered rail market in 1999
- 101 train sets
- 540 employees
- 17 million train kilometres operated per annum

Our position

Arriva is the largest private rail operator in the Netherlands. With 60 per cent of the liberalised market, we are the sole provider of regional rail with services in Friesland and Groningen, South Holland, Gelderland, Overijssel and Drenthe and also operate cross border services into Germany.

The market

Very little of the rail market has been competitively tendered to date and only around 6 per cent of the market is operated by the private sector. Regional authorities have responsibility for regional rail services. Contract conditions differ widely between the regions, and by contract. Contracts are typically net cost and up to 15 years in length.

“Arriva has closely examined what the Dutch authorities and passengers expect from a public transport company. They offer an outstanding level of quality at competitive prices.”

– Rikus Spithorst, Voor Beter OV (Improving Public Transport initiative – Netherlands).



Key dates

	2012	Started operating South Holland North and Friesland bus contracts
	2012	The Vechtdallijnen 15-year rail contract begins
	2012	Rail element of the Achterhoek-Rivierenland contract begins
	2011	Began operating city bus services in Lelystad
	2010	Started the bus element of the Achterhoek-Rivierenland contract
	2008	Began operating the Hoeksche Waard and Goeree Overflakkee bus contract to the south of Rotterdam
	2006	Started operating a 12-year bus and rail contract between Dordrecht and Geldermalsen (DAV)
	2006	Started bus services in Brabant
	2005	Started operating a 15-year rail contract for all regional services in Friesland and Groningen, and a cross border service into north Germany
	2002	Arriva was the first private operator to win a bus contract from a state-owned incumbent
	1999	Established joint venture with state-owned operator NS Rail, the first rail privatisation in the Netherlands
	1998	Acquired Veonn and Hanze, the first phase of bus privatisation of state-owned Connexion
	1998	Acquired Vancom Nederland, the first municipal bus privatisation

Successes

- In December 2012 Arriva successfully mobilised two major regional bus contracts within the Friesland and South Holland North regions.
- Arriva is the best performing rail operator in the Netherlands. Our latest average punctuality rating is 97 per cent.
- The Ministry for Transport commissioned a survey of 90,000 public transport users, with Arriva ranking highest for bus. Bus and rail had an average satisfaction rating of 7.4 out of 10.
- Arriva has worked in partnership with the national government to introduce the OV-Chipkaart, a national smartcard for integrated public transport use throughout the Netherlands. It is also trialling Touch&Travel – an app which allows passengers to check on and off public transport, regardless of the provider, route or mode, using their smartphone. The app also calculates transport use and passengers pay at the end of the month by direct debit.
- Integrated transport is a key feature of transport in the Netherlands. Arriva successfully operates a number of integrated transport contracts, including that for Achterhoek-Rivierenland. The 10-year bus element of the contract in Gelderland got off to a good start in December 2010, and the rail side began in 2012.

Case study: Transforming bus customers' experience

As part of a pledge to improve the customer experience for bus passengers in the Netherlands, Arriva has embraced the Wi-Fi revolution and installed on board Wi-Fi as part of four transport contracts which commenced in 2012.

More than 400 new and refurbished Arriva buses in South Holland North, and Qliners in north and south west Friesland are now operating on inter-urban and rural bus services with high speed on board Wi-Fi adding a whole new dimension to every passenger's journey. The service, which is free to access, has seen Arriva winning new fans across the Netherlands as technology-savvy passengers, both young and old, have widely backed the new scheme.

Feedback has been strong throughout the first phase of the scheme with customers, for the first time, being able to stream live video content, send and receive e-mails, make real-time video calls and browse social media – all during their bus journey.

The effective idea also sees passengers being able to charge their smartphones through special USB sockets – something which train passengers in the Netherlands have been used to for some years, but never a widespread idea within the bus industry. All of Arriva's trains in the Netherlands have Wi-Fi installed.