



Serving the world's busiest international airport and carrying more than five million passengers per year, Heathrow Express is one of the most successful high-speed air-rail links in the world. The service carries more than 16,000 passengers a day on the 15-minute journey between Heathrow Airport and central London.

Market

Every year, more than 65 million passengers pass through Heathrow Airport. Compared to many other international airports, Heathrow has historically been one of the hardest to get to, with passengers travelling to and from London facing a long journey by tube or risking traffic congestion by car or taxi.

Heathrow Express was one of the first to offer a premium, dedicated and high-speed airport train service, giving passengers an easy, reliable and fast option for travelling between the city centre and airport. It reaches the airport in just 15 minutes, with services to Terminal 5 taking a further six minutes, compared to around 55-60 minutes by London Underground and 30-45 minutes by taxi.

Product

Heathrow Express is a dedicated and non-stop, high-speed, air-rail link that operates daily between Heathrow Airport and central London, departing every 15 minutes. Every day 150 services run from London Paddington to Heathrow Central (Terminals 1 & 3) and Terminal 5. Passengers wishing to travel to Terminal 4 can change at Heathrow Central and board the free inter-terminal rail service, which arrives in three minutes.

The Heathrow Express cabins are designed to be level with the platform, making it easier to get luggage onboard. All cabins are climate controlled with modern accessible toilet facilities, ergonomically designed seating and generous luggage areas with onboard televisions to keep customers entertained throughout their journey. There are also Quiet Zones on the trains where the use of mobile phones is prohibited and Express TV is not in



use. The First Class cabins deliver a high-end travel experience with leather-trimmed seats, complimentary copies of the FT, personal tables as well as quicker and easier access to the terminals.

Heathrow Express is a unique rail company as it is the only non-franchised mainline railway service operating in the UK, having been paid for by Heathrow Airport owner BAA.

Achievements

Since its launch in June 1998, Heathrow Express has established itself as a favoured route for both business and leisure passengers. On commencement of the service in 1998, it was estimated that approximately 3,000 journeys would be removed from the roads every day, a saving to the UK economy in terms of time – compared to the use of tube, taxi or bus – of more than £444 million.

1991	1998	2001	2007	2008	2009
The Heathrow Express Railways Act gives BAA the power to construct the Heathrow Express.	Heathrow Express is officially launched by the Prime Minister, Tony Blair.	Heathrow Express places an order for five new carriages, costing a total of £6.5 million.	In partnership with T-Mobile and Nomad Digital, a WiFi Hotspot service is introduced, providing passengers with 2Mbps internet access throughout the entire journey.	Heathrow Express launches services to Terminal 5, introduces e-ticketing, and launches its biggest multimedia campaign to date: 'The Airport is closer than you think.'	Heathrow Express introduces Flight Information Display Screens and Airline Self Service Check-In at Paddington. The WiFi service is now offered free to all customers.



Heathrow Express has also extended its global reach by becoming the first ever air-rail link to sign a deal with travel technology provider Amadeus. The deal means that travellers in more than 215 geographic markets can book Heathrow Express tickets at the same time as booking their flights and accommodation.

Heathrow Express has won a host of awards and has been recognised internationally as one of the most successful airport rail services. Its corporate identity, developed by Wolff Olins, is among the most comprehensive branding and design projects ever undertaken in transportation. This was recognised when the project became the 2000 Grand Prix Winner of the Design Business Awards.

Heathrow Express has worked hard to translate its customer service ethos into action and in 2006 was judged to have the Customer Service Team of the Year at the National Customer Service Awards. Since 2007, Heathrow Express has repeatedly secured a double first by topping the poll in the independent National Passenger Satisfaction Survey and has recently achieved the highest score in the survey's nine-year history. In 2009 Heathrow Express maintained its high position with a 92 per cent satisfaction rating.

Recent Developments

Heathrow Express is an innovative media owner and is constantly looking for ways to give other businesses commercial access to its hard-to-reach business audience.

In January 2007, Heathrow Express launched the first ever motion picture videowall advert in Europe. Four hundred and fifty 'frames', each holding an individual printed image, were installed on the train tunnel walls, covering a total distance of 1,500ft. Seen from a train travelling at 70mph this created a 15-second moving image advert.

Heathrow Express has also enhanced its groundbreaking onboard television service,

Express TV, which was created specifically to cater for the Heathrow Express passenger. It delivers a personalised live BBC news and world weather bulletin covering domestic, international and business news, as well as travel clips and entertainment programmes.

The company continues to innovate to meet customer needs and in 2008 launched an e-ticketing service. Tickets can be sent to mobile phones, in the form of a barcode, allowing passengers to book and board the service without having to queue for paper tickets.

In December 2009 Heathrow Express made London Paddington station the first UK railway station to offer Flight Information Display Screens and Airline Self Service Check-In. The machines, located at the Heathrow Express ticket office, are easy to use with touch screen facilities, allowing customers to print their boarding pass and view their flight information before they even arrive



at Heathrow Airport. Customers can proceed direct to the baggage drop, helping them save time and feel more at ease on their journey.

Promotion

Heathrow Express' biggest multimedia campaign, 'The Airport is closer than you think' was launched in 2008 and saw a series of adverts run worldwide on Sky News to complement press, outdoor and digital advertising. The campaign set out to reinforce Heathrow Express as the fastest way to the airport. Press advertising featured in key UK business titles while an international campaign ran at JFK Airport in New York as well as Frankfurt, Schipol and Dublin airports.

The company uses below-the-line media to target its audience, investing in customer relationship marketing to boost frequency of use amongst its most loyal customers and developing marketing relationships with airlines at Heathrow Airport. For example, Heathrow Express partnered with British Airways to provide BA Executive Club members with complimentary tickets when booking flights online. Partnerships are communicated



via membership packs, media activity and email newsletters.

Brand Values

Heathrow Express' key brand values are speed, frequency and certainty; recent research has shown that these are the service benefits most required by customers.

For both business and leisure customers, Heathrow Express aims to provide high levels of comfort and customer service. However, different aspects of the brand's personality are highlighted for each market. For the business traveller, the brand is portrayed as fast, frequent, reliable and convenient. When speaking to the leisure market, the brand is reflected as not being overly formal or austere while being fast, reliable, convenient, approachable and family friendly.

heathrowexpress.com

Things you didn't know about Heathrow Express

Since launching, Heathrow Express has not only carried more than 50 million passengers, but has also regenerated enough energy to have boiled 400,000,000 kettles.

The Heathrow Express carbon-efficient electric trains are fitted with electrical regenerative brakes, a mechanism that reduces vehicle speed by converting some of its kinetic energy into another useful form of energy.

Heathrow Express was the first rail service in the UK to introduce onboard televisions, at its launch in 1998.

Heathrow Express trains are purpose-built and can travel at speeds of up to 100mph.