

HH Ferries Group increased its share of car traffic in Q1 2018

Scandlines Helsingborg-Helsingör continued the positive development and made progress in Q1 2018 in terms of transferred cars, ensuring the route an increased share of car traffic on Öresund. The expansion of ferry Hamlet's timetable from 1 December 2017 entailed greater capacity, which was almost fully utilized in Q1 already.

- Scandlines Helsingborg-Helsingör transported 239,000 cars in Q1 2018 (2017: 235,000) corresponding to an increase of almost 2%.
- The number of transported trucks increased by almost 4% to 111,000 in Q1 (2017: 107,000), and transported goods increased at the same pace to 1,311,000 tons (2017: 1,265,000 tons).
- Bus traffic on the route came to 2,500 transported units in Q1 2018 (2017: 2,700).
- The total number of passengers increased to almost 1.29 million in Q1 2018 (2017: 1.28 million).
- The number of departures was 11,900 – almost on par with Q1 2017. Precision remained high, and capacity utilization of the car deck was almost at the same level as in Q1 2017 despite an increase in total capacity of 3% following the expansion of Hamlet's timetable.
- The use of AutoBizz Smart increased by 5% compared to the same period last year.

“Our many initiatives combining precision with good service experiences on Helsingborg-Helsingör have been well-received by our customers. During the first quarter of the year, the increased attention has contributed to ensuring progress in the number of cars on the route for the first time in a long while. And the progress does not relate to the number of transported cars alone – it also means that Scandlines Helsingborg-Helsingör has won market shares in the competition for car traffic on Öresund in Q1, which is very satisfactory,” said Johan Röstin, CEO of HH Ferries AB.

HH Ferries Group has launched several initiatives to strengthen and improve the offering to its customers. In addition to increasing capacity on the route, a continued strengthening of the AutoBizz Smart solution has contributed to improving the perception of the route as a floating bridge between the two Nordic countries. Most recently, a new and ambitious eating and meeting place – LAT56° Bistrobar – was launched at the ferry Hamlet with great success.

“We hit the right note with LAT56° Bistrobar on Hamlet. The restaurant with Öresund's best view has been really well received by many private customers – both Danish and Swedish. The restaurant infuses new life and attracts new and more customers. That proves that we can be an integrated part of the region's life by being a safe traffic connection and when family and friends are looking to share great experiences together,” said Johan Röstin.

For further information, please contact

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HH QUARTERLY is published every quarter and contributes to the public debate with concrete facts concerning the traffic and financial development of the Öresund region, which Scandlines Helsingborg-Helsingör plays an important role in promoting.

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Scandlines Helsingborg-Helsingör

- on time departures at all times

HH Ferries Group operates Scandlines Helsingborg-Helsingör, transporting up to 50,000 passengers and 9,000 cars across Öresund on a daily basis with departures every fifteen minutes. The five modern vessels on the route offer travelers a short travel time of 20 minutes and a pleasant break with the option of shopping at low prices and enjoying a wide selection of food and beverages onboard.

An efficient and environmentally friendly traffic machine

Scandlines Helsingborg-Helsingör is the region's floating bridge with the five vessels Aurora, Tycho Brahe, Hamlet, Mercandia IV and Mercandia VIII. The ferries are environmentally friendly and fitted with catalytic converters. Aurora and Tycho Brahe are converted to battery operation at a total investment of around SEK 300 million. INEA, the EU's executive agency for innovation and network, supports the project with around SEK 120 million.

In 2017, Scandlines Helsingborg-Helsingör transported 7.1 million passengers and 1.3 million cars, 428,000 trucks and 18,000 buses, corresponding to around 20% of the vehicles crossing Öresund¹. The route promotes integration and growth in the Öresund region, and is operated by 750 employees. It operates on a daily basis to ensure an efficient connection between Denmark and Sweden with a view of making travellers' crossing as pleasant and efficient as possible. The route furthermore contributes to generating up to 2,000 jobs in the region.

The ferry route is marketed under the trademark Scandlines Helsingborg-Helsingör and is owned by the company HH Ferries AB, headquartered in Helsingborg. Johan Röstin is CEO of HH Ferries AB, which is owned by investment company First State Investments.

¹ The total number of transported vehicles on the connections Scandlines Helsingborg-Helsingör and the Öresund Bridge.