

Applying Digital Retailing Best Practices in Passenger Rail

Innovation Workshop May 31, 2023

Hybrid event
UIC HQ, 16 rue Jean Rey, Paris
and online

How will the *travel distribution ecosystem change in the next years?*

Which *best practices from leading digital retailers* can be applied to Passenger Rail?

How can *AI* be applied to improve travel retailing?

We will provide an overview of common best practices applied by best-in-class digital retailers and reflect on what would be different if such practices were applied to passenger rail.

We will reveal trends in future travel behaviours coming from a survey involving over 5000 European travelers.

We will explain why and how airline travel retailing will completely change in the next years.

You will gain a better understanding of the market transformation and of the technologies that can be applied to make a difference in your context.

Workshop objectives

- ✓ Learn how **best practices from leading digital retailers** can be applied in passenger rail distribution
- ✓ Attend **breakout sessions**, conducted in a digital collaboration workspace
- ✓ Contribute with your colleagues to **ideate how to make an impact** on passenger rail



Understand how best-in-class digital retailers provide outstanding personalised experiences



Discover the key trends in future travel behaviours



Get an overview of technologies and standards enabling truly dynamic offers to travelers



Learn about recent advances in AI and their applications in travel retailing



Discuss opportunities and challenges with technology experts and industry peers



Contribute to the envisioning of quick wins as well as strategic directions for applications of digital retailing in the rail industry



Generate ideas on international initiatives that the rail industry should put in place

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