Applying Digital Retailing
Best Practices in Passenger Rail
Innovation Workshop
May 31, 2023

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?

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

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.

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

IF YOU WANT TO JOIN
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Hybrid event
UIC HQ, 16 rue Jean Rey, Paris and online