



INTERNATIONAL UNION  
OF RAILWAYS

# **SUSTAINABLE TOURISM WORKSHOP**

## **UIC SUSTAINABLE ACTION WEEK**

**Vanessa Pérez Miranda**

UIC Senior Advisor

11 March 2025



## Sustainable Tourism

**How leisure rail tourism can contribute to sustainable mobility, with a focus on regional services and customer experience**

Tuesday, 11 March 2025

In-person: Room 303  
 Join the meeting online [here](#)

13:30 Welcome, introduction

Presentation of the workshop and its objectives

**What are the key challenges for railways (e.g. infrastructure, policy, customer perception) in expanding rail tourism?**  
**How can cooperation between rail operators, governments, and tourism boards facilitate the growth of cross-border rail tourism?**

14:00 Enhancing the customer experience in rail leisure tourism

What are the key strategies to expand and enhance rail tourism globally, making it both sustainable and economically viable?

- [T-F Categorisation and awards](#), Carlos Casas, Director of Strategic Planning and ESG at FGC, UIC TopRail chair
- [Future Rail Tourism Survey Results](#), Marco Genovese, chair FRT
- [Mobility to and at the holiday destination](#), Josef Schneider Chair of EPF's Management Board
- [Improving rail-bike connectivity for tourists](#), Agathe Dauderon, EuroVelo and Cycling Tourism Director, ECF

Q&A

15:00 The role of rail in transitioning to sustainable tourism

How can rail operators innovate to improve customer experience in leisure tourism and attract more travellers?

- [Successful initiatives UIC CEMP & Gothard Panorama Express use case](#), Jörg Ostwald, Head Product and Services, SBB Passenger
- [EY Future Travel Behaviors Observatory: what transport operators should do to encourage more sustainable travel choices](#), Stefano Soarzi, Mobility Expert, EY
- [Discovering Spain through its railways - Three proposals of sustainable tourism](#), Adrián Fernández Carrasco, Director of Sustainability and Energy Efficiency, Renfe Operadora

Q&A

15:45 Coffee break

16:00 Unlocking the potential of rail tourism in regional & commuter trains

What are the key drivers for making regional trains attractive for tourists?

- [Examples of successful rail tourism initiatives from Commuter and Regional Trains Group](#), Federica Follesa, UIC CRTS Chair
- [Trenitalia Regionale case](#), Roberta Mezzapesa, Trenitalia
- [Initiatives to attract tourists and commuters to DSB's Coastal line service](#), Magnus Just Hansen, Director of International Affairs, DSB
- [Gite in Treno](#), Leonardo Cesari, Chief Commercial Officer, Trenord
- [TopSRail EU project](#), Nacima Baron-Yelles, Senior Researcher Institut Universitaire de France - Université Gustave Eiffel

Q&A

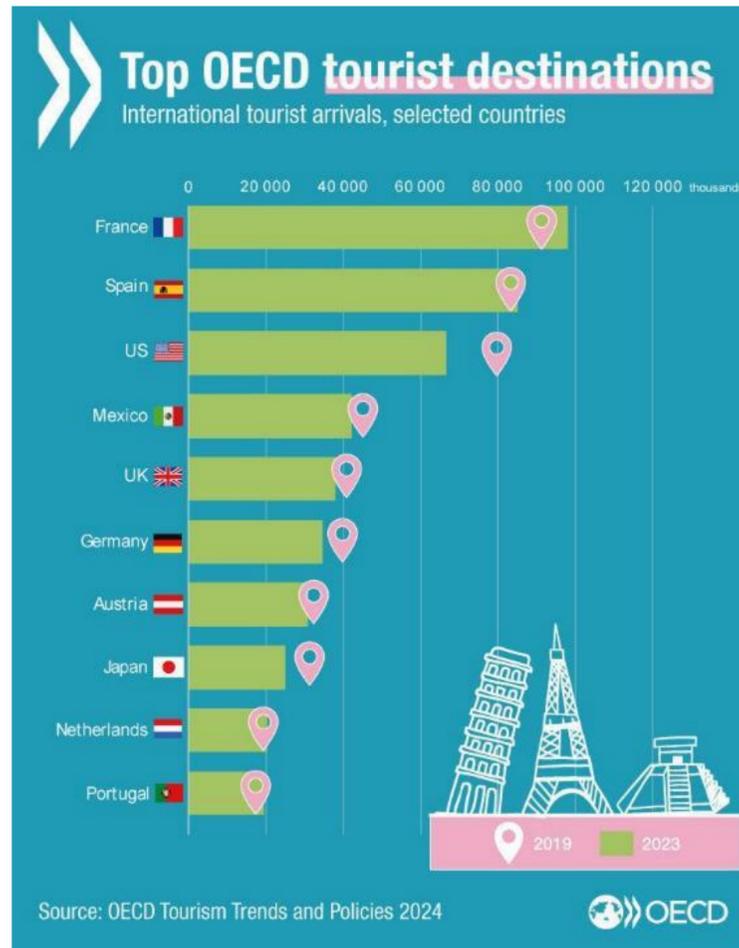
17:00 Summary and insights

- Key takeaways from the discussions
- Defining action points for UIC and its members
- Final reflections and closing remarks

18:00 Networking drinks and reception (Atrium)



# Why is Tourism important?



# Why is Sustainable Rail Tourism important?

**THE ROLE OF RAIL AS A PREFERENTIAL PARTNER  
TO FOSTER SUSTAINABLE MOBILITY AND  
TOURISM**

Supporting sustainable Tourism is not only a strategy framework for ensuring **the positive image of the railways**, it is also a way to respond to social concerns, create a competitive advantage and manage risk.

Additionally, it can significantly contribute to **promoting regional development policies** and to **improving the use of existing rail networks and resources**, both in rail context and in **cooperation with other modes of transport**.



**TOOLS**

**BIKE + RAIL**

OPTIMIZING BIKES AND LUGGAGE TRANSPORTATION IN RAILWAY SYSTEMS



**AIR + RAIL**



**Booking solutions (MERITS, OSDM, eTCD)**

*Make it possible to plan and purchase international train tickets, enabling travellers to discover different parts of Europe by train*

**MERITS** is a single database containing timetable data for many different railway companies. It is designed to provide rapid access for each railway company to all the data required to produce timetables and to operate with a single source of data, thereby doing away with large volumes of multilateral exchanges.

*Merits is used by many European railways and online platforms, including Eurail B.V., Rome2Rio and Trainline, to provide their customer information, journey planning, ticket booking and mobile applications with information on timetables for international journeys.*

The **OSDM** (Open Sales and Distribution Model) has two aims:

To substantially simplify and improve the process for customers booking public transport trips. To lower complexity and distribution costs for retailers, distributors and carriers.

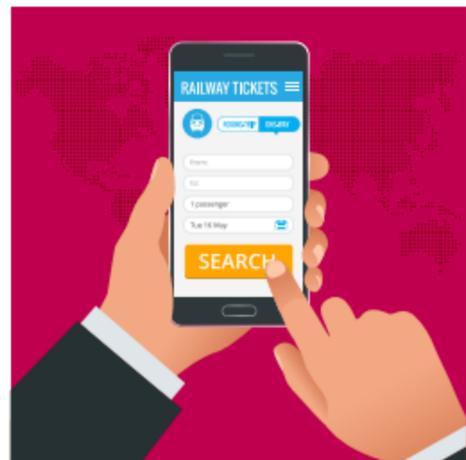
The OSDM strengthens rail and public transport as a convenient and ecological mode of transport by simplifying distribution. It provides a solid foundation which can be extended to the distribution of other means of transportation.

The OSDM API and documents are Open Source and freely available to all interested parties. The OSDM-Online API is modelled in YAML, fully supporting the REST paradigm.

The **eTCD** (electronic Ticket Control Database) is a centralised, real-time passenger ticket management system offered as a service by UIC and used by railway companies around the world. The eTCD helps railway companies to manage non-reservation barcode ticket information on board trains for all rail travel.



Ticket issuers receive up-to-date information on railway ticket verification and usage, and railway carriers receive complete information on the lifecycle of tickets, including when tickets are checked by other organisations and/or cancelled by the issuers.



The eTCD service enables full paperless ticketing, thus marking the end of paper train tickets. This increases ticket security, prevents fraud and reinforces electronic ticketing capabilities.

In addition, this smart ticketing technology facilitates seamless multimodal door-to-door mobility, combining rail journeys with urban and local transport modes, and giving passengers a wider choice of multimodal travel options.

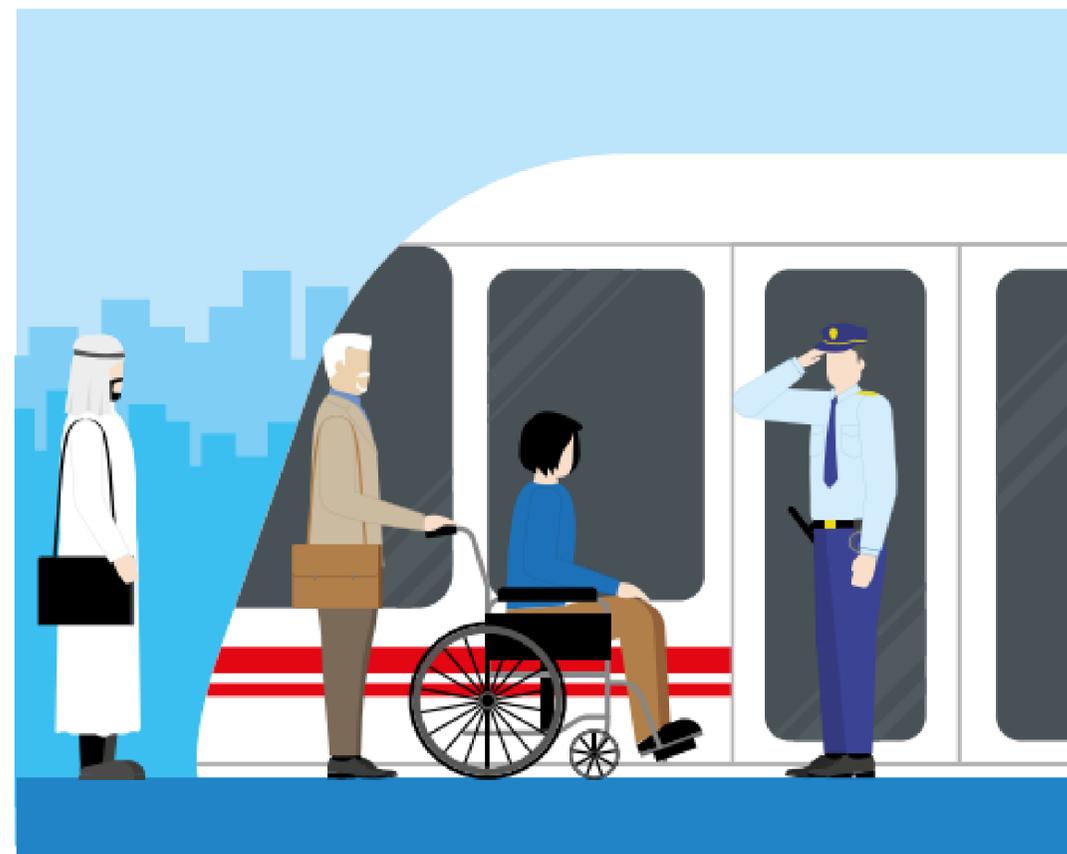
The service enables faster boarding, helps cancel and refund tickets more easily, and informs passengers of changes to their tickets in real-time, thus enhancing the overall travel experience and more effectively meeting customer needs.

**PRM ABT**

*Assures assistance for persons with reduced mobility or disabilities on international rail journeys*

This tool, designed and developed within the UIC **PASSAGE** accessibility group of experts, is a web-based application that helps call centres from different railways to facilitate and ensure the booking of assistance services for PRMs on international journeys throughout Europe.

*Persons with disabilities or reduced mobility can find the call centre information for each country on this website: <https://railprmassistance.uic.org/>*



**EcoPassenger**

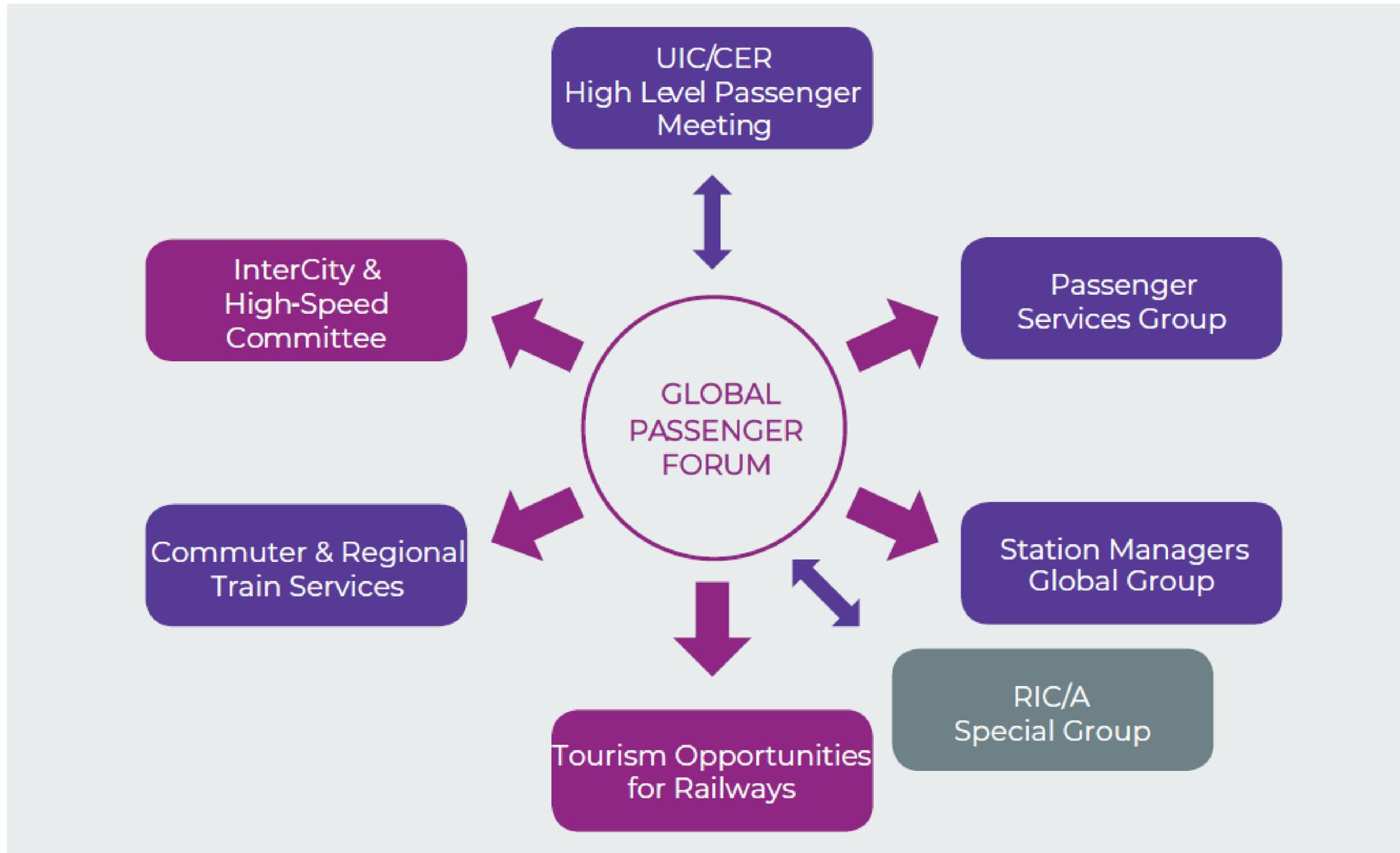
*Helps calculate your travel carbon footprint*

This is a user-friendly online tool based on a sound scientific methodology that can be used to calculate and compare the energy consumption, CO2 and exhaust atmospheric emissions of planes, cars and trains for passenger transport.

*The **EcoPassenger** tool can be integrated into other websites to highlight the impact of personal choices on energy consumption, carbon emissions and local air pollution. Several railways in Europe use EcoPassenger information to include the carbon footprint on their railway tickets.*



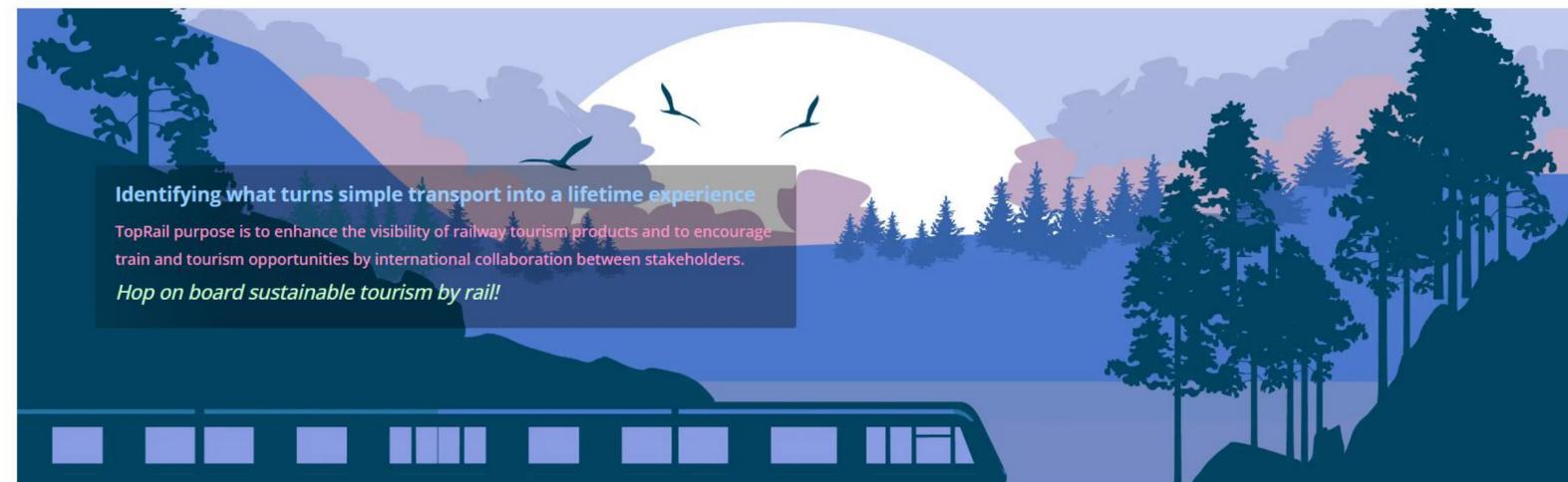
# TOPRAIL AS A SECTOR WITHIN PASSENGER DEPARTMENT



# TOPRAIL SECTOR



NEWS ABOUT US PARTNERS DELIVERABLES CONTACT @ in



This group of experts on Rail Tourism exists since 2012.

TopRail purpose is to enhance the visibility of railway tourism products and to encourage train and tourism opportunities by international collaboration between stakeholders.

- <https://toprail.org/>

TopRail on Instagram



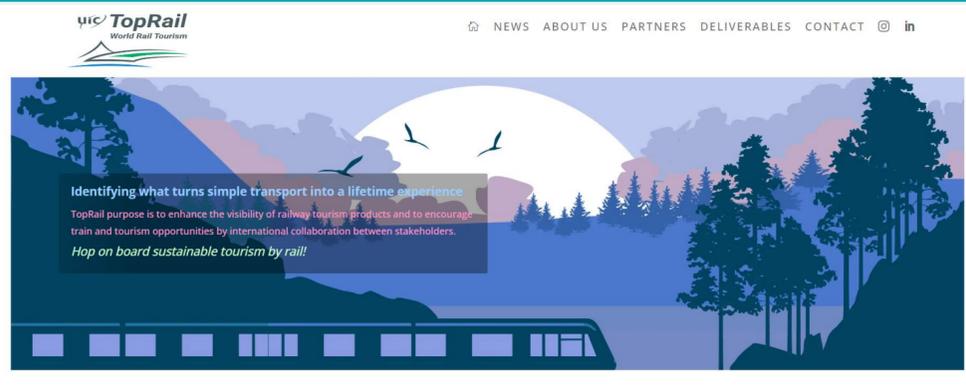
TopRail on LinkedIn



Members



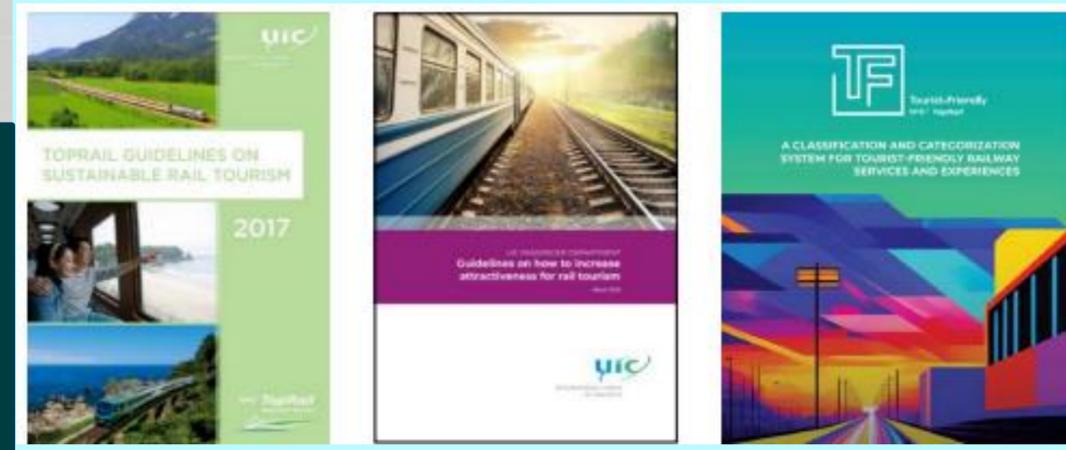
# CREATE AWARENESS



# TopRail

# CREATE KNOWLEDGE

- TopRail Guidelines on Sustainable Tourism (2017)
- How to increase attractiveness for Rail Tourism (2021)
- TopRail, tourism friendly (2023)



# Objectives



# CREATE SYNERGIES WITH OTHER STAKEHOLDERS



## CALLING ALL leisure travelers!

The International Union of Railways (UIC) is conducting a survey to better understand your thoughts and preferences about rail travel and tourism. Your insights are invaluable and will help shape the future of rail travel, making it even more enjoyable, sustainable, and tailored to your needs.

**LET'S MAKE TRAIN JOURNEYS THE ULTIMATE WAY TO EXPLORE THE WORLD!**

Take a few moments to share your views and contribute to the development of rail tourism worldwide.

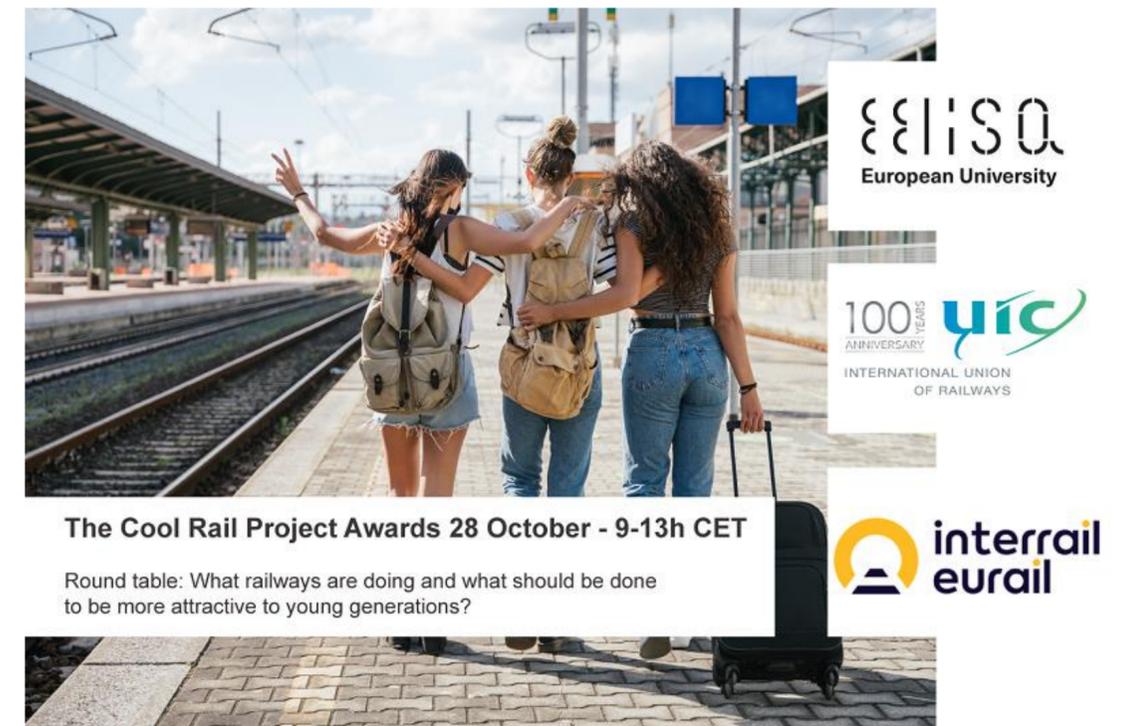


# TOUR & RAIL

# Settle the expert group within the UIC specialized in the services, products and strategies to enhance the travel experience and foster the international cooperation btw railway sector and tourist sector

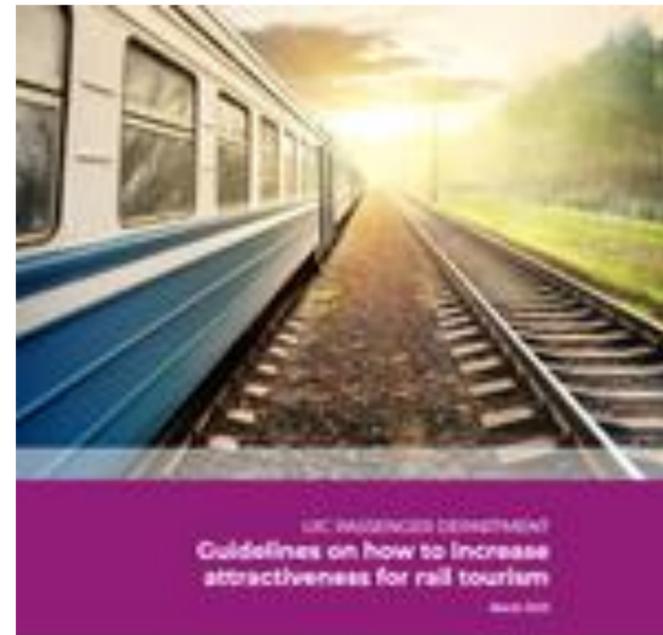
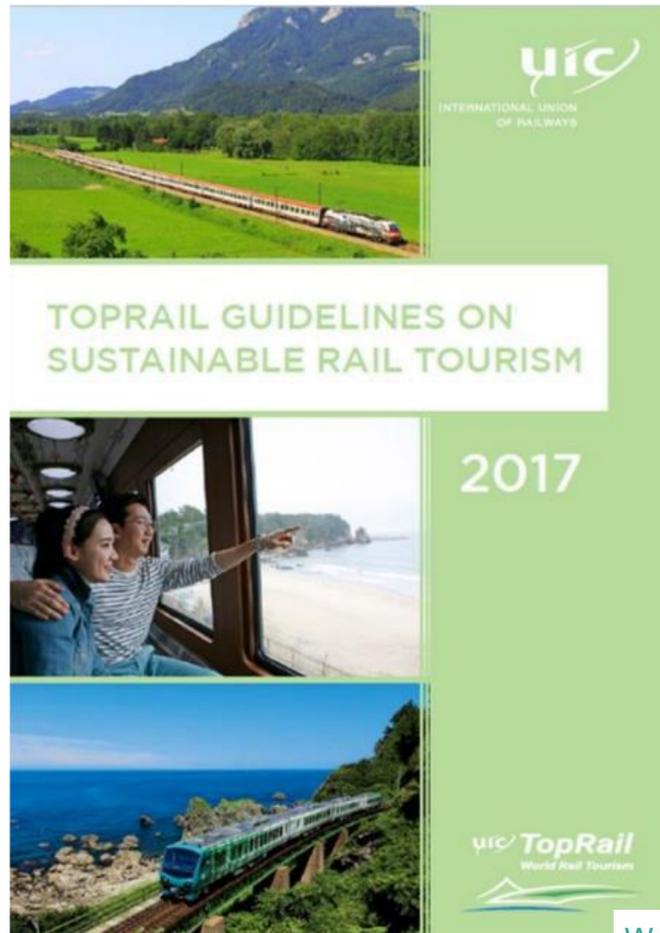
✓ Bring Rail and Tourism Experts together

## TopRail Forums/Workshops



# Identify new market opportunities for the rail sector

✓ Increasing knowledge: TopRail Reports and Deliverables



### UIC TopRail Charter on Sustainable Rail Tourism

The International Union of Railways (UIC), and the other TopRail associated members are committed to the social, environmental and economic features of sustainable rail tourism, their regional development and allied heritage protection.

This Charter acknowledges the accomplishments UIC TopRail Charter Signatories have achieved to enhance the visibility of railway tourism products and to encourage train and tourism opportunities through collaboration with their stakeholders.

In support of the International Year of Sustainable Tourism for Development 2017, the UIC TopRail Charter Signatories pledge to support the United Nations World Tourism Organization (UNWTO) by:

- Demonstrating effective sustainable management in their operations.
- Maximizing social and economic benefits to the local community and minimizing negative impacts.
- Maximizing benefits to cultural heritage and minimizing negative impacts.
- Maximizing benefits to the environment and minimizing negative impacts.

Furthermore, UIC TopRail Charter Signatories will aspire to continually improve their railway tourism products by:

- Developing alliances to share best practices and related knowledge with the help of the TopRail platform.
- Promoting and developing capabilities to help member organisations and their stakeholders to include and advance sustainable development considerations in their corporate decision-making at all appropriate levels.
- Providing appropriate training and awareness for sustainable development.

### Initial Signatories



### World Congress on Rail Research 2022



The impact of Covid-19 on rail tourism: challenges and future opportunities for the sector

Vanessa PEREZ<sup>1</sup>, Ana GARCÍA<sup>2</sup>, Daria SNIGIR<sup>3</sup>, Carles CASAS<sup>4</sup>  
 1. UIC, Paris, France, 2. AGP, Quito Ecuador, 3. IREST, Paris 1 Panthéon Sorbonne, UIC, Paris France, 4. FGC, UPC, Barcelona, Spain

June 2022



# FUTURE RAIL 2024-2025

This project aims at identifying the **factors that will shape the future of Rail Tourism** in the coming years.

- **Identifying the measures to be adopted** by railway actors to foster **quality** and **sustainable** tourism represents the focus of this project.
- In order to do that, a **survey** will be designed, and a **questionnaire** will be first submitted for a piloting and then to a sample of rail operators.
- Then, with the support of the **Structural Equation Modelling (SEM)** approach, the ranking of the factors (defining priorities) will be identified, so that the factors driving the future of rail tourism will be shaped.



Scan the QR Code to access the survey.



Participation extended **until April 12**.



Your insights are **essential** in shaping the future of rail tourism.

In cooperation with



UNIVERSITÀ DEGLI STUDI DI NAPOLI  
**FEDERICO II**

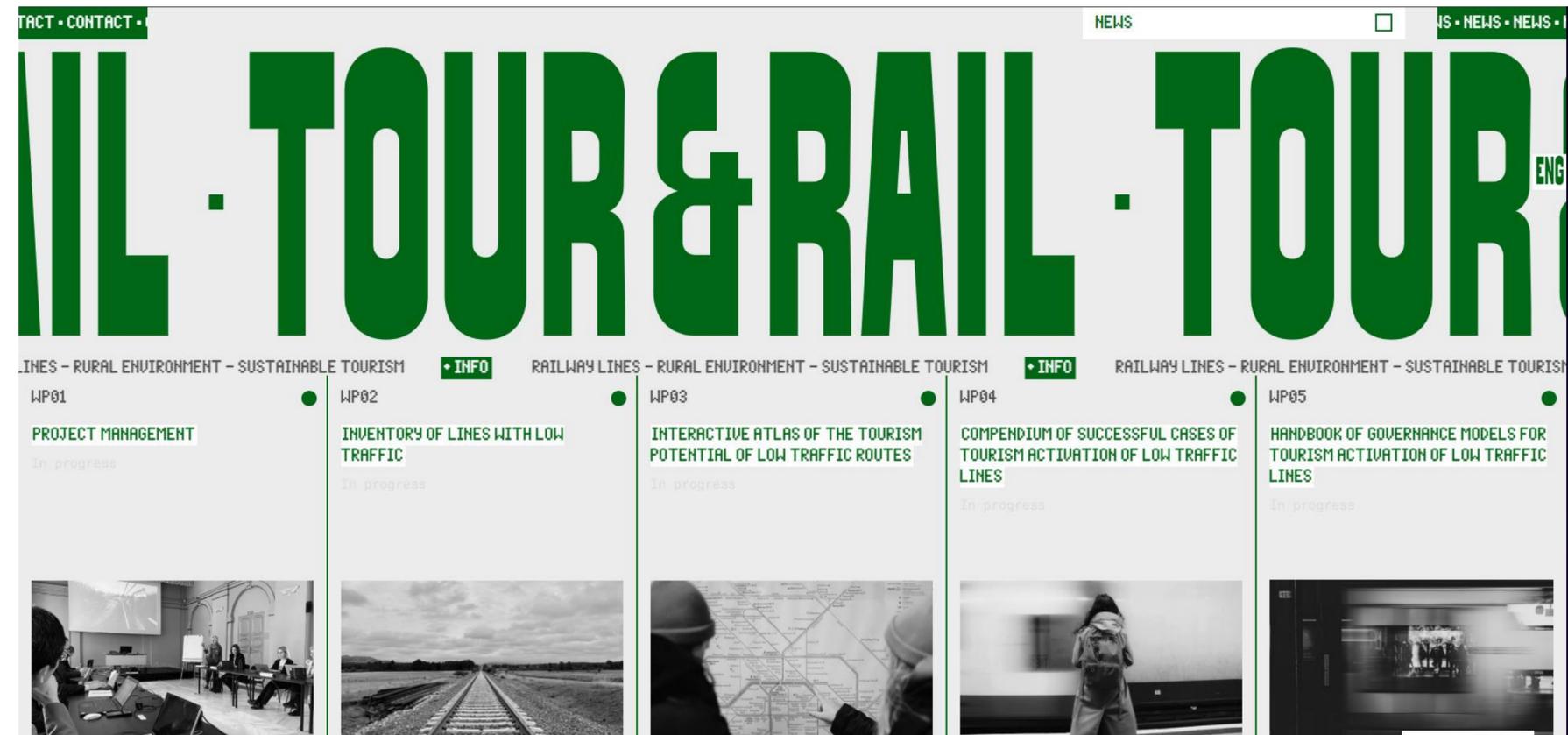




**TOUR&RAIL** aims to establish a collaborative environment for an environmentally friendly transition in rural areas. It revolves around **building a sustainable tourism model to apply to low-traffic railways in Europe, seeking to prevent these lines from being closed.**

The project explores the possibilities in terms of tourism for both the local population and tourists to continue to travel by rail.

A key aspect of this is photo and written documentation throughout the project, with planned deliverables, broadcasting events, and learning activities being planned.



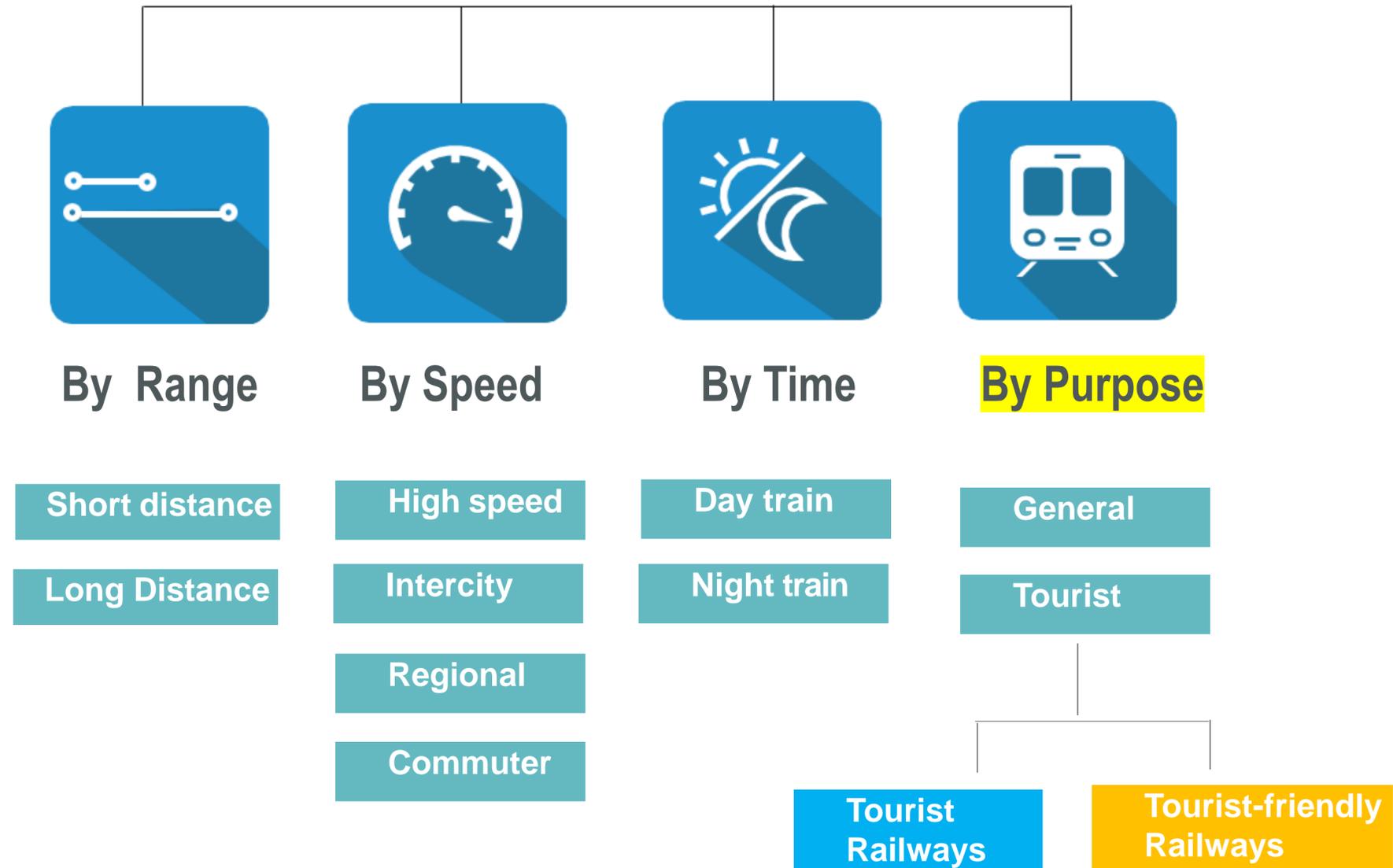


Tourist-Friendly  
UIC TopRail

**A CLASSIFICATION AND CATEGORIZATION  
SYSTEM FOR TOURIST-FRIENDLY RAILWAY  
SERVICES AND EXPERIENCES**



## CLASSIFICATION OF PASSENGER RAILWAYS



## BY TOURIST PURPOSE:

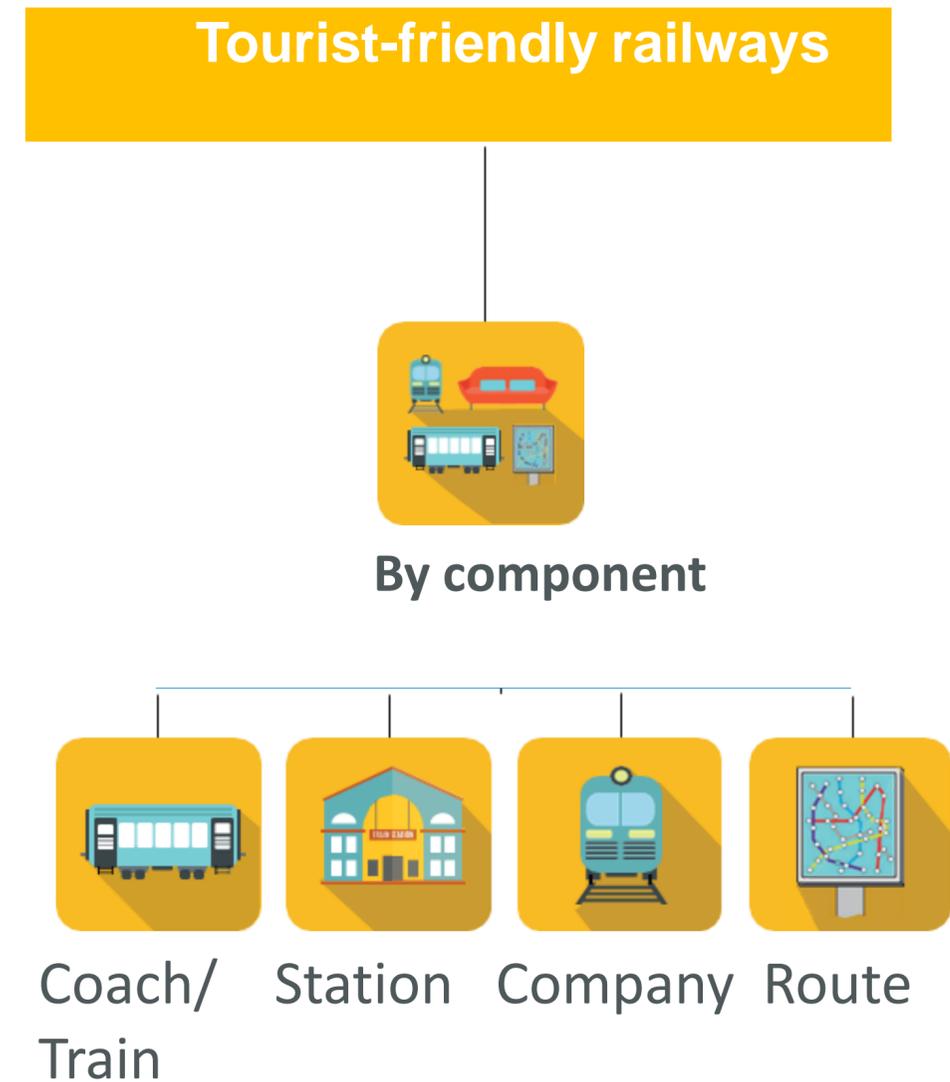
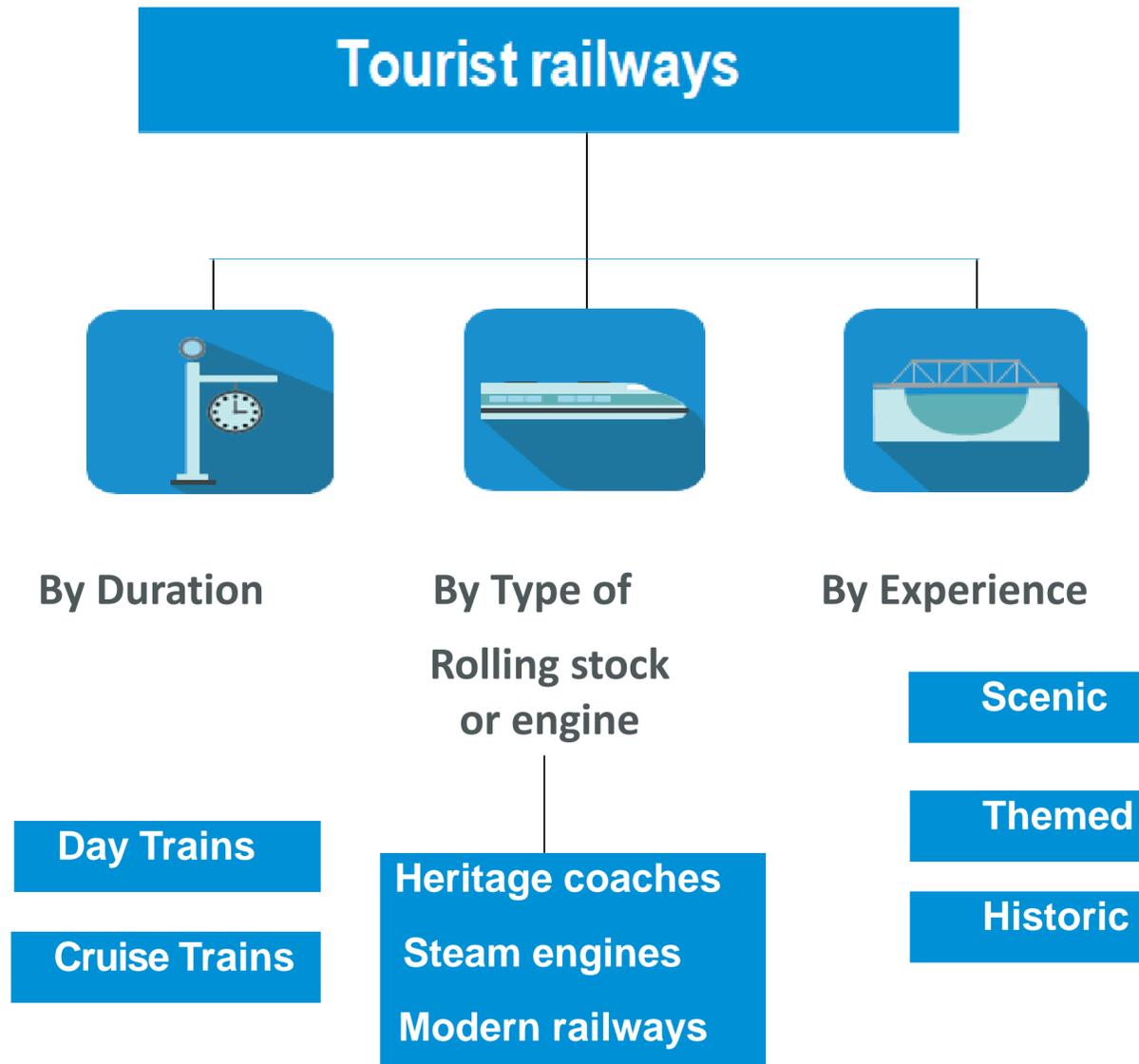
### TOURIST RAILWAYS:

Rail services and experiences that are developed first and foremost for tourist purposes (tours, museums, historic recreations, etc.)

### TOURIST-FRIENDLY RAILWAYS:

Rail services and experiences that consistently address pain points and intentionally offer certain services that are attractive for leisure travellers.

# CLASSIFICATION OF TOURIST PURPOSE RAILWAYS

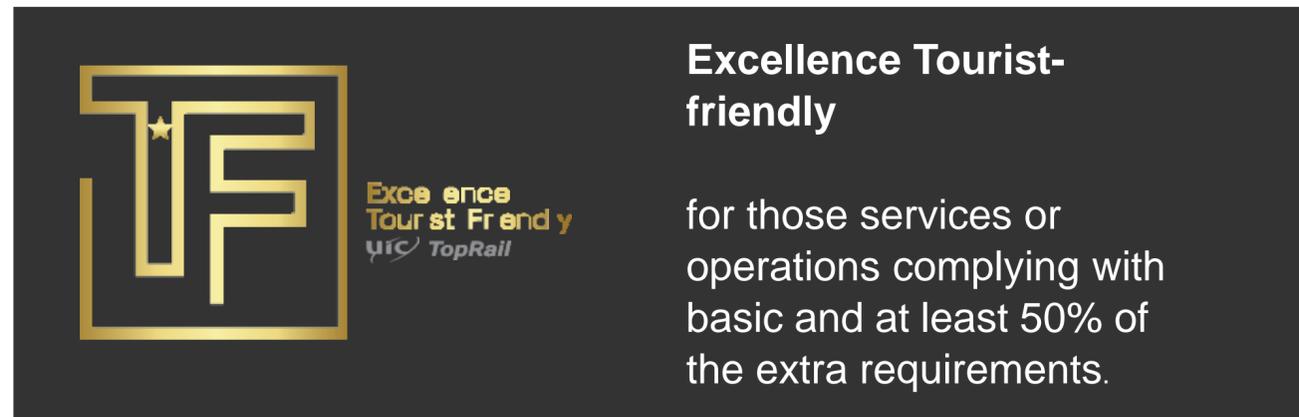


# CATEGORIZATION SYSTEM FOR RAILWAY EXPERIENCES WITH TOURISM PURPOSES:



**Standard Tourist-friendly**  
for those services or operations complying with basic requirements.

Check-lists of basic criteria for rolling stock, lines, stations and companies aiming at being tourist-friendly



**Excellence Tourist-friendly**  
for those services or operations complying with basic and at least 50% of the extra requirements.

Check-lists of extra criteria for rolling stock, lines, stations and companies aiming at excellence tourist friendly category.

1

# Implementation GUIDE:

- Detailed components for each criterion
- Waivers, in case some are needed/agreed
- Detailed process for applying the check lists
- Pilot test with volunteers (companies volunteer to run the check lists to validate descriptions and details for each criterion)
- Final formulation of the implementation guide.

## CRITERIA FOR A TOURIST-FRIENDLY LOUNGE AREA



Clear wayfinding system from/to main hall and platforms	○
Facilities for persons with reduced mobility and persons with disabilities	○
Free Wifi	○
Screens with departure/arrival information	○
Waiting area with comfortable seats and tables in sufficient number for lounge capacity	
Charging points for electronic devices in each seat	○
Food and beverage service available during operation areas, with options for dietary restrictions	
Local, regional food specialties available	○
Ensured cleanliness of all areas (a monitoring system in place)	○
Well-supplied toilets (monitoring system in place) in sufficient numbers for lounge capacity	
Shower area (monitoring system in place)	○
Sleep/quiet area	○
Kids play area	○
Tourist information about the area available	○
Staff fluent in at least one foreign language	○

# TopRail Awards

**TopRail**  
**Tourist-Friendly**  
**AWARDS**

**TF** Tourist-Friendly  
UIC TopRail

**UIC**

A large QR code is centered in a white circle on the right side of the banner. Above the QR code is a gold award medal with a star and a ribbon. The background illustration shows a train station with a blue and white train on the left and a yellow and orange train on the right. A diverse group of people, including a woman with a suitcase, a man with a wheelchair, a man with a dog, a woman with a child, and a man in a suit, are walking on the platform. The scene is set against a backdrop of mountains, trees, and a blue sky with birds.

# Tourism-Friendly Awards

## What are the TopRail Tourist-Friendly Awards?

The awards seek to recognise and elevate efforts by rail operators that enhance the experience of rail tourists by creating services and infrastructures that are user-friendly, innovative, and aligned with sustainable tourism practices.

## Who can participate?

The awards are open to UIC members. Companies can submit one application for each category.

## Why Apply?

### ✔ International Recognition

Winning or being shortlisted in the awards positions your project at the forefront of best practices in sustainable tourism, reinforcing your expertise among peers and stakeholders.

### ✔ Visibility through UIC and its stakeholders

Your project will gain exposure via UIC's extensive network and stakeholders

### ✔ Spotlight at the Biggest Railway Congress

The awards will be showcased at a major UIC event, World Congress for High-Speed Rail in Beijing, China, where winners will have the opportunity to present their initiatives to an audience of industry leaders, policymakers, and fellow professionals.

# T-F Categories:

## Rolling Stock/Coach:

- Long-Distance
- Short-Distance

## Route/Line

## Station:

- Small station
- Large/ Main station
- Lounge
- Tourism-Friendly Initiative or Product



## Application Deadline:

All projects/initiatives must be submitted by 1 May 2025

<https://uic.org/events/toprail-tourist-friendly-awards>





INTERNATIONAL UNION  
OF RAILWAYS

# RAILWAY STATIONS AWARDS

FOR WCHSR 2024 IN BEIJING, CHINA

**Maria Gusarova**

*Senior Advisor – Passenger Department*

# Railway Station Awards

Station Managers Global Group introduces Railway Stations Awards to highlight and promote specific initiatives and projects initiated by Station Managers. The main objectives are:

- Foster collaboration among railway stations operators, creating opportunities for networking and knowledge exchange.
- Acknowledge and celebrate outstanding practices among UIC members, highlighting exemplary initiatives by railway stations operators.
- Promote the initiatives and achievements of the Station Managers Global Group (SMGG), underlining their role in advancing sustainable and innovative station management practices worldwide through the UIC Vision 2030.

## Categories:

### Station & Urban Design:

- Climate change adaptation
- Resilience
- Green materials

### Facility Management & Operation:

- Crowd management strategy
- Preparation of big events
- Safety & security

### Retail & Commercial Affairs:

- Customer experience
- Innovative retail in stations

### Small Stations:

- Effective management of small stations portfolio
- Developing potential of small stations
- Stakeholder management



INTERNATIONAL UNION  
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**Stay in touch with UIC:**

**[www.uic.org](http://www.uic.org)**



**#UICrail**

Vanessa PEREZ MIRANDA  
UIC Senior Advisor  
[perez@uic.org](mailto:perez@uic.org)

**Thank you for your attention.**



INTERNATIONAL UNION  
OF RAILWAYS

# Future Rail Tourism

Understanding Key Drivers of  
Rail Tourism Preferences

**Marco Genovese**

*FRT Chair*

Paris, 11<sup>th</sup> March, 2025

# Agenda

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**1** Key factors influencing rail tourism

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**2** Survey

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**3** Methodology

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**4** Main Findings

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**5** Conclusions and Further Perspectives

# Key factors influencing rail tourism

## Digital Technologies

**Wi-Fi, online booking, real-time updates, personalized services**

70% of travelers prioritize digital services (Statista, 2024)

## Post-Pandemic Effects

**Hygiene, spacious seating, health tech, reduced contact**

Sanitized & flexible travel demand up 30% (Dileep & Pagliara, 2023; WYSE Travel Confederation, 2023)

## Sustainability

**Energy-efficient tech, renewable energy, eco-friendly policies**

Eco-rail tourism growing at 4.5% CAGR (IEA, 2023; UNWTO, 2024)

## Rural Access & Scenic Routes

**Access to remote areas, scenic landscapes, cultural heritage, immersive tourism, bike-friendly options**

40% of leisure travelers prefer scenic rail routes (Eurostat, 2024; UIC, 2023)

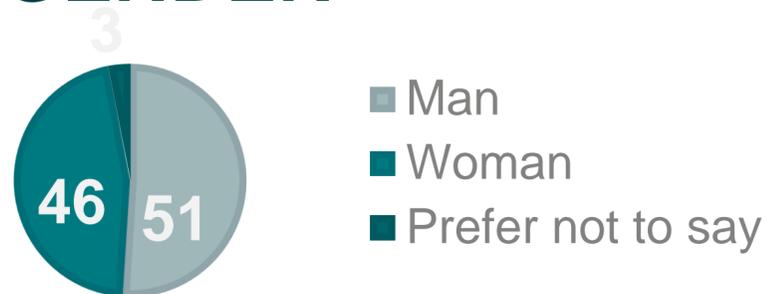
## Luxury & High Spending

**Premium seating, fine dining, onboard entertainment, exclusive services**

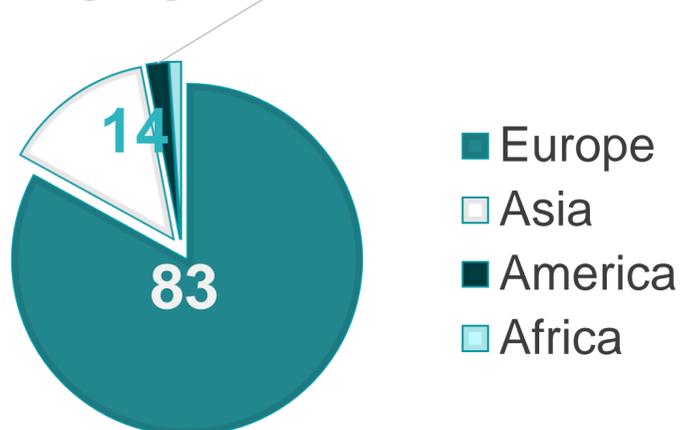
Luxury rail market valued at \$2.14T in 2023 (IMARC, 2024; Research and Markets, 2024)

# Sample Description

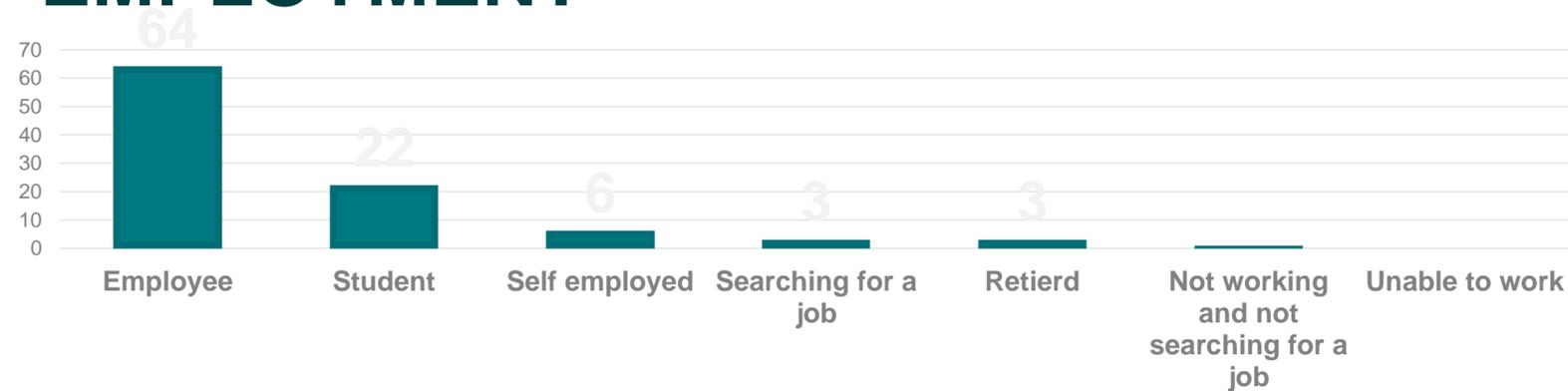
## GENDER



## REGION



## EMPLOYMENT

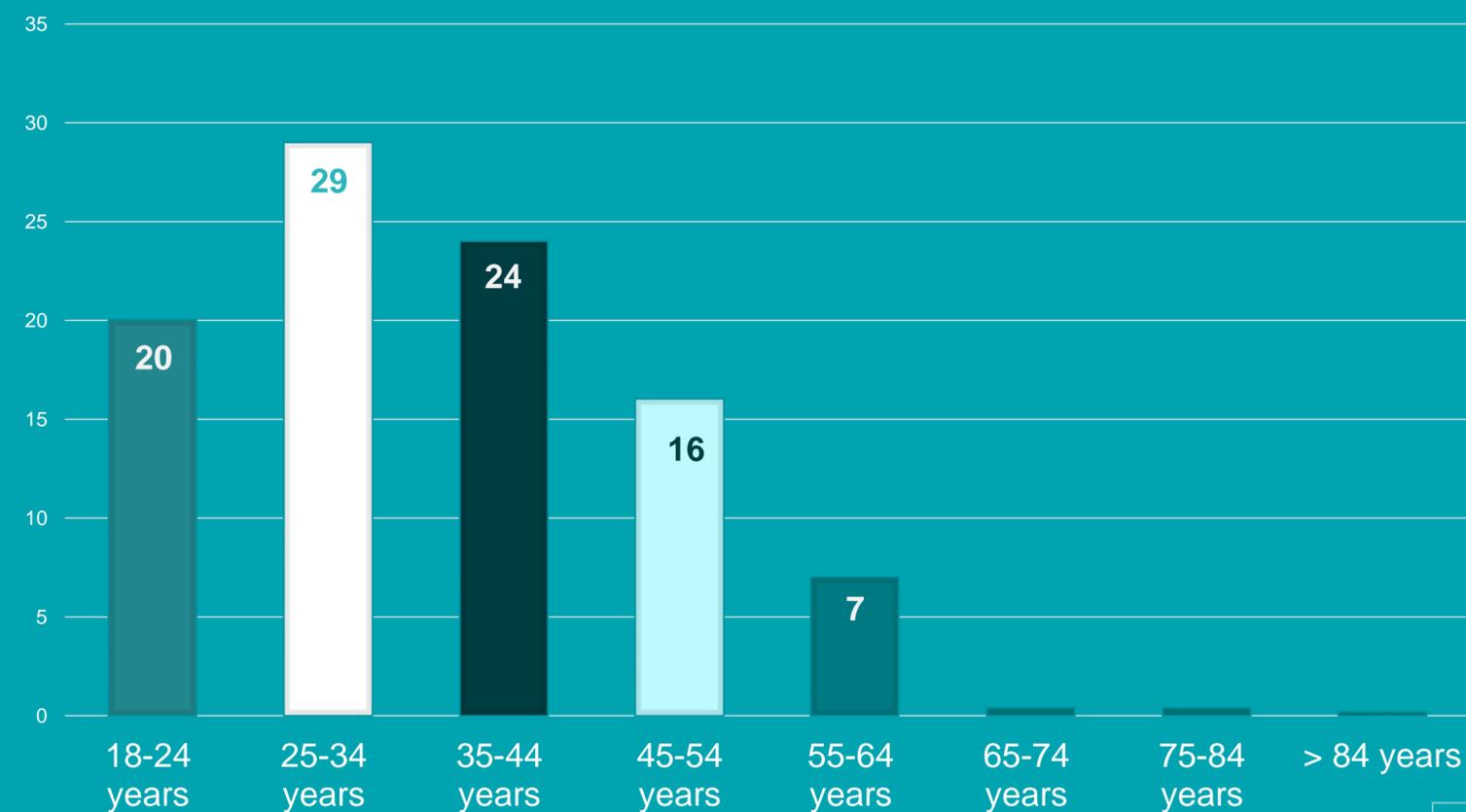


# Total Respondents: 425

## EDUCATION



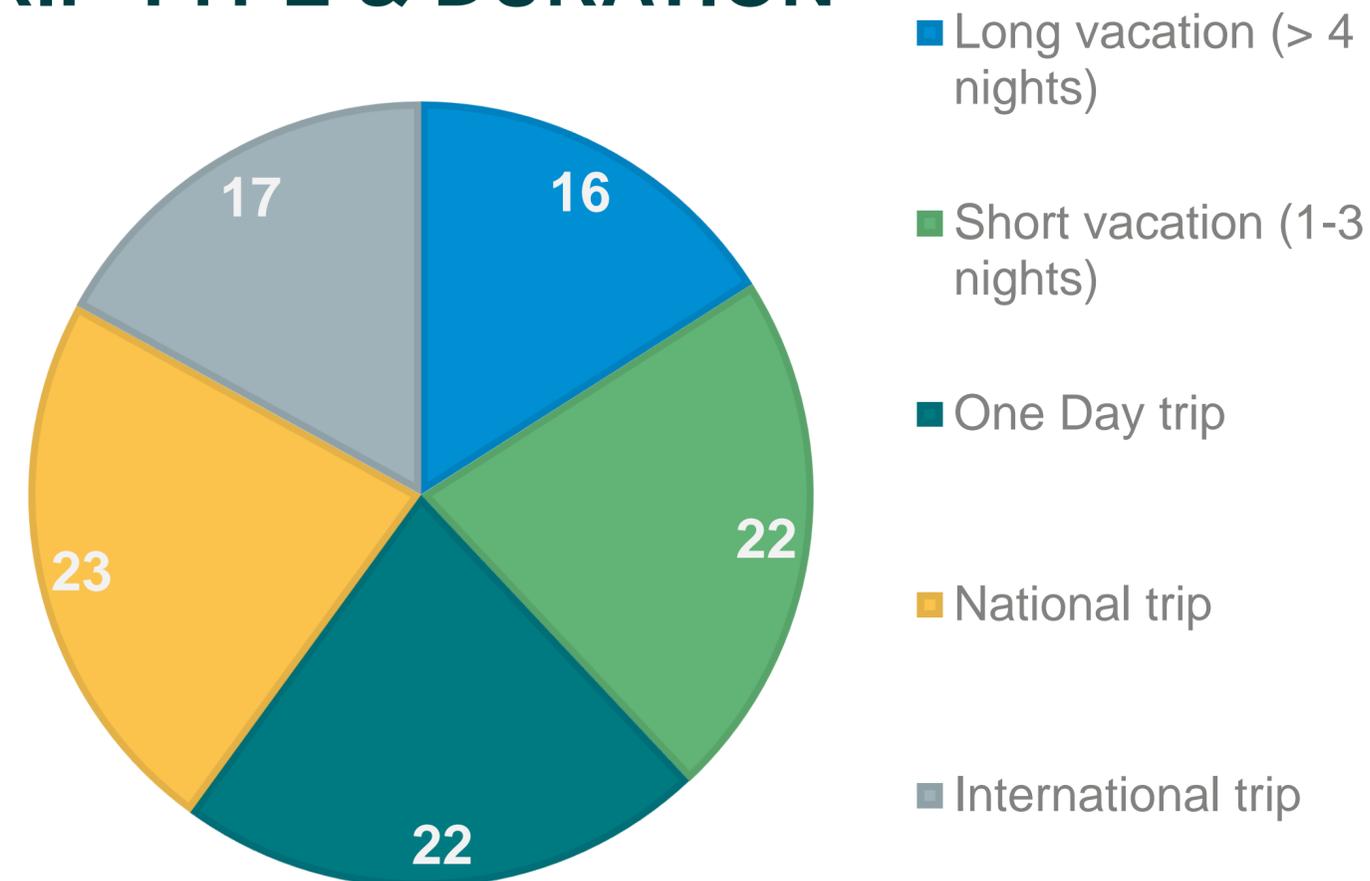
## AGE



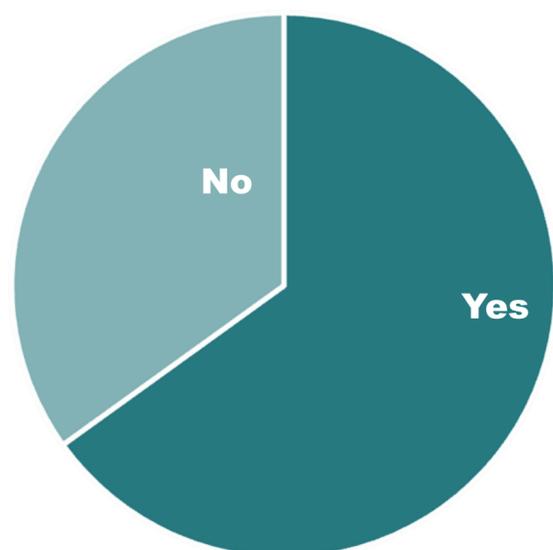
# Ranking of Factors for Choosing a Transport Mode



## TRIP TYPE & DURATION



## Train Usage for Leisure Travel



**Yes:**  
65% use trains for leisure.

**No:**  
35% do not.

# Future Consideration of Rail for Leisure Travel

**77%**

**Yes**

Many are open to rail use

**23%**

**No**

Some are resistant to rail use

The majority of respondents are **open to using rail in the future**, showing **growth potential** if improvements are made.

# Environmental Impact as a Priority in Rail Travel Decisions: Age 35+ vs. Under 35

## Current Rail Usage: Choosing Rail for Leisure

Percentage who ranked environmental impact as a priority:

**35+ Age Group: 21.5%**

**35- Age Group: 15.7%**

## Future Rail Usage: Considering Rail for Leisure

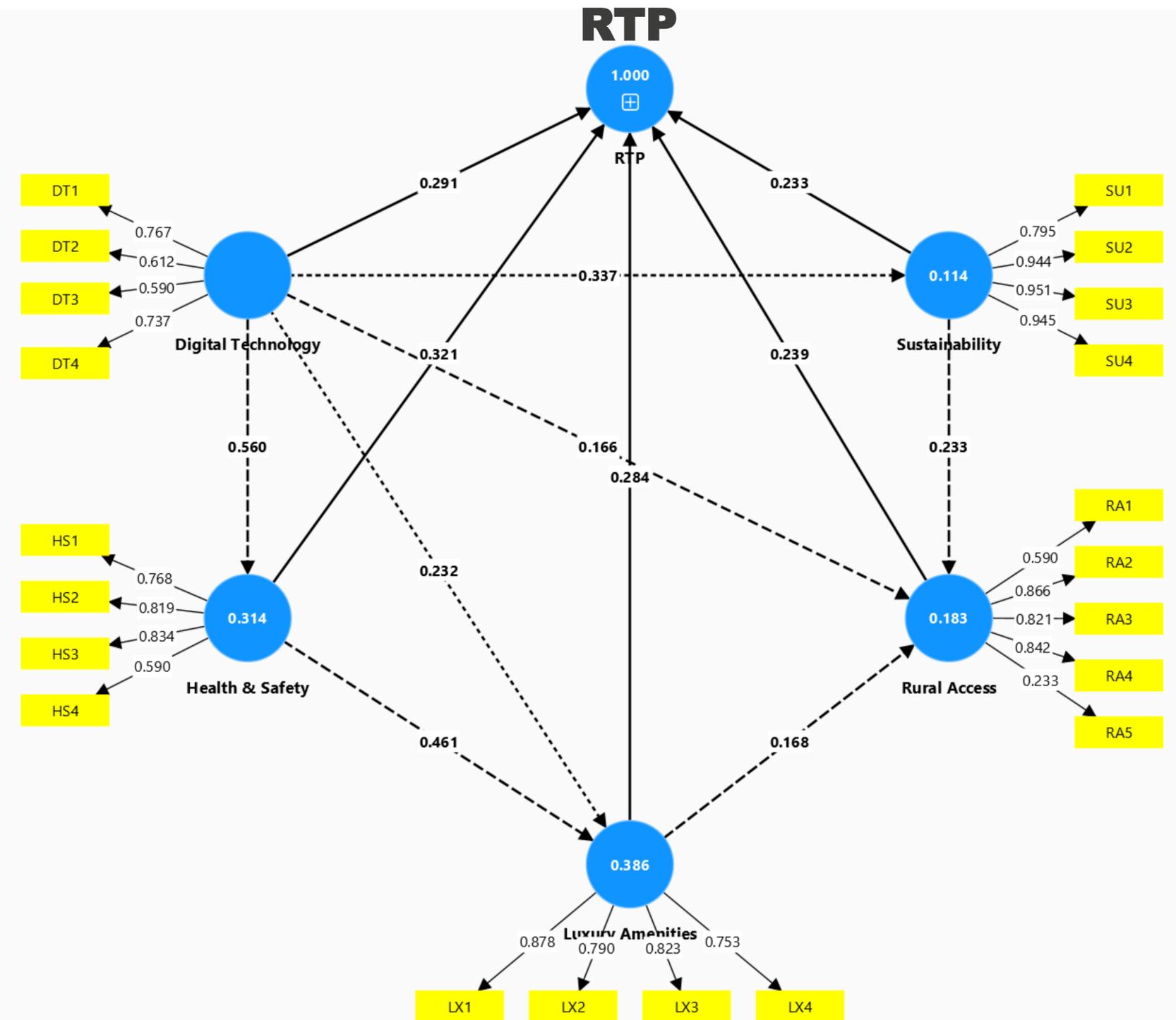
Percentage who ranked environmental impact as a priority:

**35+ Age Group: 7.0%**

**Under 35 Age Group: 8.8%**

# Main Findings

## SmartPLS Analysis



- ✓ This diagram represents the **structural model** used in **SmartPLS** to analyze the relationships between key latent variables influencing Rail Tourism Preference (**RTP**). It illustrates how different factors impact RTP through **path coefficients** ( $\beta$  values) and **explained variance** ( $R^2$  values).
- ✓ The calibration was conducted on a subset of **280 rail users** from a **total of 425 responses**, ensuring a focused analysis on active rail travelers.

# Conclusions and Further Perspectives

## Key Findings from PLS-SEM Analysis

- ✓ **Digital Technology & Health & Safety** are the most influential factors shaping **Rail Tourism Preferences (RTP)**.
- ✓ **Sustainability & Rural Access** exhibit potential for further enhancement, suggesting opportunities for strategic development.
- ✓ **Luxury Amenities** play a critical role, reinforcing the importance of premium services in attracting high-value rail travellers.

# Conclusions and Further Perspectives

## Implications for Future Rail Tourism



### Integrating Sustainability Through Other Constructs in Rail Tourism



**Digital Technologies**

**Post-Pandemic Effects**

**Sustainability**

**Rural Access**

**Rail-to-Bike Integration:  
A game-changer for sustainable  
travel**

**Luxury & High Spending**

# Survey Extension & Upcoming Results Announcement

-  Scan the QR Code to access the survey.
-  Participation extended until April 12.
-  Your insights are essential in shaping the future of rail tourism.
-  The survey results will be presented at:
  - ✓ **12th UIC World Congress on High-Speed Rail ( 8-11 July 2025 - Beijing, China )**
  - ✓ **Dedicated Workshop (November 2025)**

Official results will be shared and discussed in dedicated sessions.



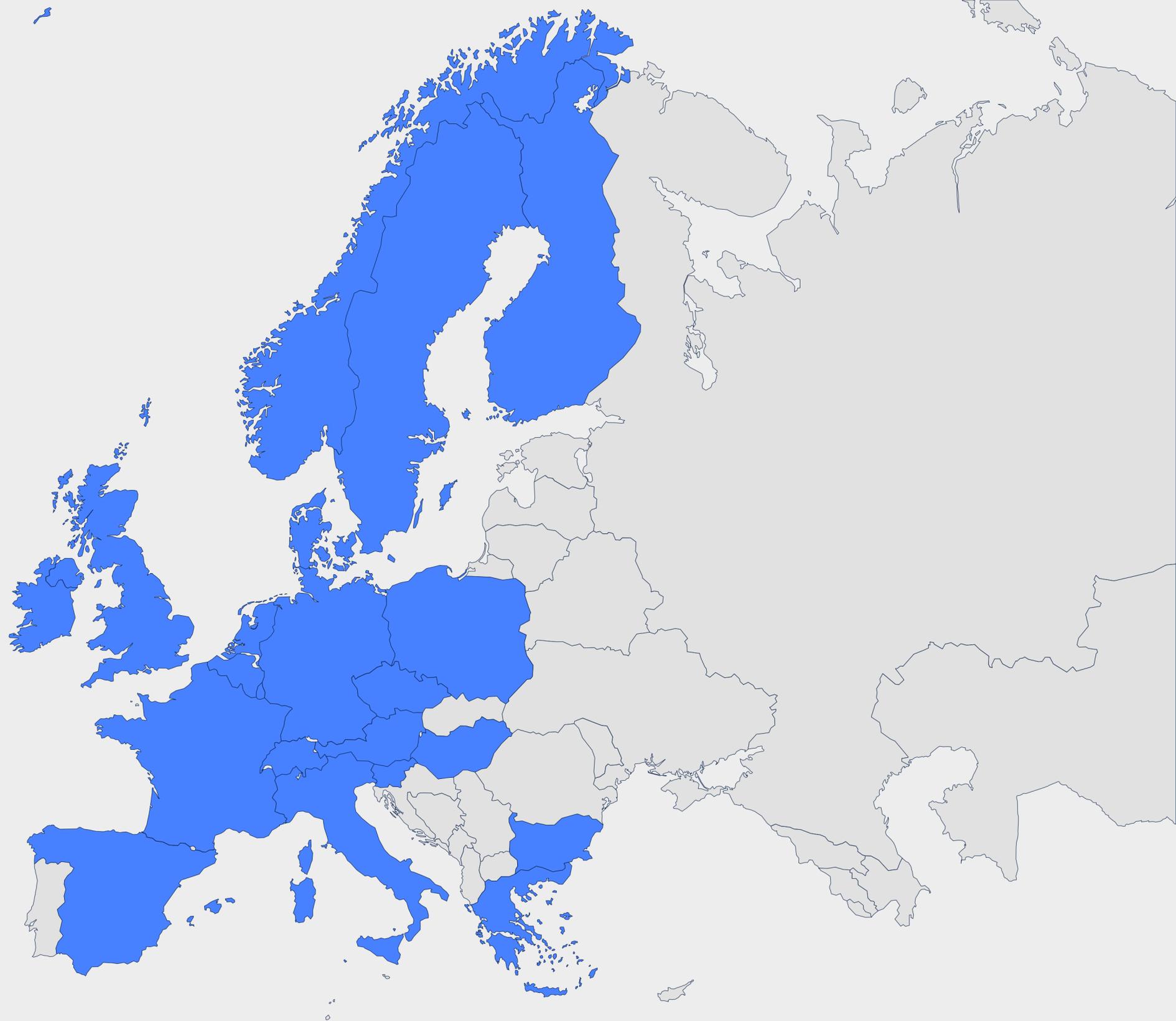
# European Passengers' Federation (EPF)

The voice of public  
transport users in  
Europe

# Who we are

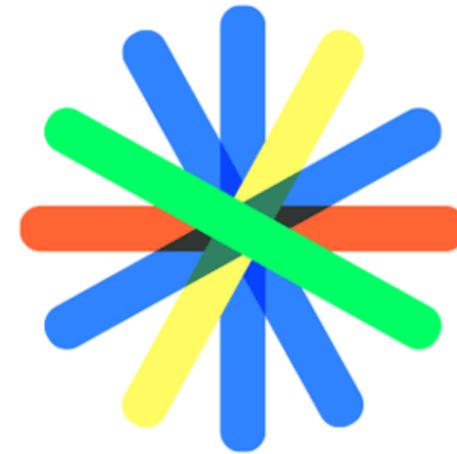
International non-profit  
association

- 39 members
- 21 countries
- All modes: rail, road,  
waterborne, air



# Main objectives

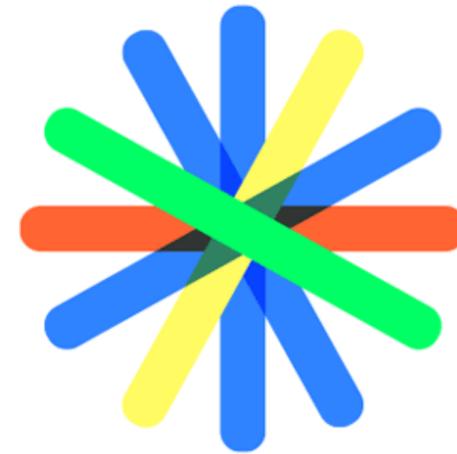
- Represent passengers' views at European level
- Strong passenger rights
- A better (multi-modal) travel experience
- Tackle transport poverty
- Put end-users at the centre when new mobility services are developed



**European  
Passengers'  
Federation**

# Policy priorities

- A seamless European passenger transport system
- Access to unbiased, dynamic journey information
- Passenger protection
- Administrative and political boundaries should not be a barrier
- Informed decision-making
- A greater focus on end-users



**European  
Passengers'  
Federation**

# The holiday journey

The holiday trip is usually planned well in advance of the actual holiday.

- Which connections are available
  - Minimize the need to change trains
  - Secure and convenient connections
- What tariff offers are available
- Services during the journey
  - Sufficient space for luggage, possibility to take bicycles with you
  - Consideration of families with (small) children
- Barrier-free accessibility

# Passengers Experiences

## Your selection

### 1. Travel segment

08:55 Stuttgart Hbf → 12:32 Paris-Est



2nd class



Super Sparpreis Europa



65,28 EUR

> Contractual information and Passenger Rights

### 2. Travel segment

14:02 Paris-Nord → 15:30 London St. Pancras



2nd class



Public - Eurostar Standard



74,00 EUR

> Contractual information and Passenger Rights

### 3. Travel segment

16:30 London Paddington → 17:20 Swindon

⚠ Unfortunately we cannot offer you any ticket for this part of the journey.

# During the journey

- Clear and reliable information
- Promised services need to be delivered
- Support if anything goes wrong
- Assistance where needed
- And at the end transfer to your holiday destination



# At your holiday destination

You don't want to spend 2 weeks of your holiday in your holiday sitting in your accommodation. So you need:

- Easy-to-find and reliable information on the accessibility of excursion destinations
- regular journeys, not just a few school transport services
- a simple, family-friendly tariff
- barrier free vehicles



# summery

- Put the customer in your focus
- Think end to end
- consider the entire holiday experience
- Minimize the need to change trains
- think in advance of things that could happen and have customer-friendly solutions up your sleeve if possible



# Listen to customers, EPF conference



---

CONFERENCE  
2025  
Swindon

- Women in Transport
- Workshop – InclusiveSpaces Project
- Focus on the Passenger? The Work Programme of the New EU Commission
- Back to the State Operated Public Transport
- Ticketing and Information (not only) when Crossing the Channel

**13-14 June 2025**

<https://www.epfconference.eu/>



# Josef Schneider

## Chair of Management Board

[josef.schneider@epf.eu](mailto:josef.schneider@epf.eu)



[Stay informed, sign up for our newsletter](#)

# Expertise

- End-user requirements across modes, including groups vulnerable to exclusion
- Improving and developing end-user centric mobility services and technologies
- Stakeholder and passenger involvement
- Passenger rights
- Dissemination and exploitation
- Policy recommendations



**European  
Passengers'  
Federation**

# Improving rail and bicycle connectivity for tourists



11/03/2025

UIC Sustainable tourism working group

Agathe Daudibon  
EuroVelo and cycling tourism Director  
European Cyclists' Federation (ECF)



ECF gratefully acknowledges financial support from the LIFE Programme of the European Union

[EuroVelo.com](https://www.eurovelo.com)

# Cycling tourism trends

## 2025



## Improving rail and bicycle connectivity for tourists

# 5 cycling tourism trends in 2025

1. Cycling as a top contributor to **tourism climate actions**
2. **Multimodality**: cycling combined with other sustainable modes of transport
3. Making cycling tourism **inclusive for all**
4. **Higher quality** for cycling offers: from infrastructure to services
5. Growth of a **cycling tourism community**: build a sense of belonging



© EuroVelo 15 / Dominik Ketz\_Romantischer Rhein Tourismus GmbH

# Danube cycling tourists survey 2024



ECF gratefully acknowledges financial support from the LIFE Programme of the European Union

WITH KIND SUPPORT OF THE FOLLOWING:





Interreg  
Danube Region



Co-funded by  
the European Union



Active2Public Transport



## Improving rail and bicycle connectivity for tourists

# Cycling tourists show high demand for public transport, which requires more offers

- **53%** respondents reached or depart from their destination with rail (for German cycling tourists, **40%** use rail - ADFC bicycle travel analysis 2024)
- **35%** respondents state that they use public transport during their cycling holiday
- **75%** of public transport users carried their bicycle on public transport
- **3.3/5** overall satisfaction of cycling tourists with public transport, lower than general satisfaction
- **Price, duration and convenience** are the most criteria when choosing the mode of transport
- **Online sources of information** are largely predominant



ECF gratefully acknowledges financial support from the LIFE Programme of the European Union

# Cyclists love trains report

2021 (to be updated in 2025)



ECF gratefully acknowledges financial support from the LIFE Programme of the European Union

WITH KIND SUPPORT OF THE FOLLOWING:

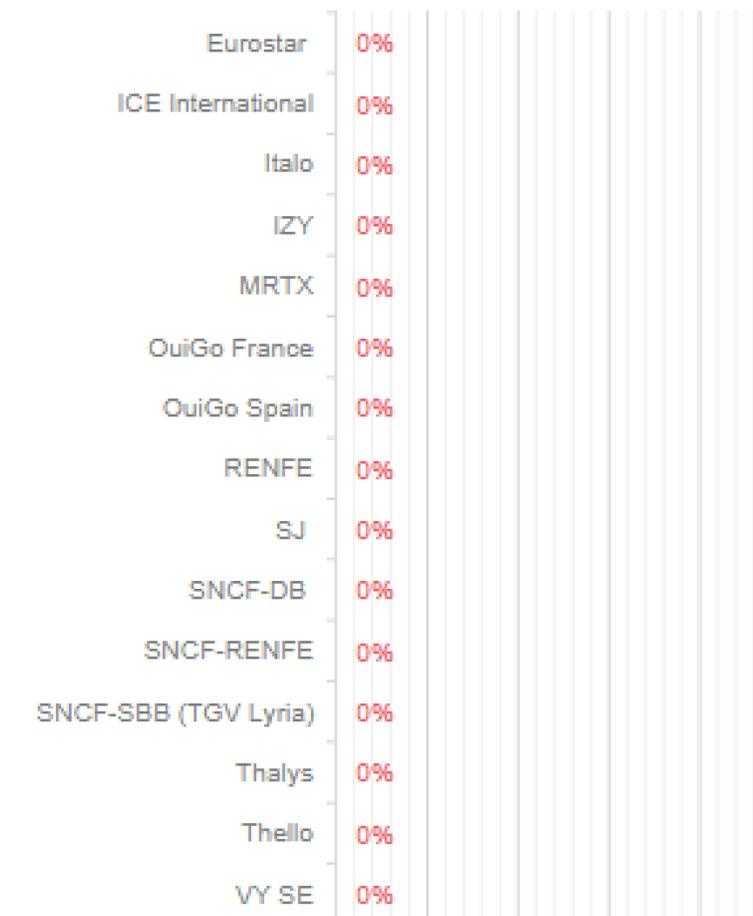
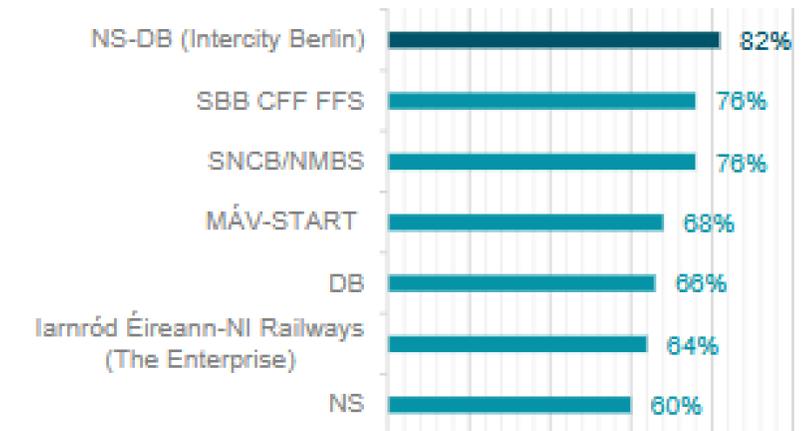


## Improving rail and bicycle connectivity for tourists

# Cyclists love trains report (2021)

- Indicator 1: bicycle spaces
- Indicator 2: bicycle hire
- Indicator 3: bicycle ticket/reservation costs
- Indicator 4: booking channels
- Indicator 5: website languages
- Indicator 6: website functionality

## Overall ranking



ECF gratefully acknowledges financial support from the LIFE Programme of the European Union

WITH KIND SUPPORT OF THE FOLLOWING:



# Recommendations to make bike and train tourism grow



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WITH KIND SUPPORT OF THE FOLLOWING:



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## Improving rail and bicycle connectivity for tourists

# Recommendations

### For Rail operators:

- More capacity to transport bicycles on trains
- Better information online and easy booking
- Improved access to train stations and platforms
- More services close to train stations
- Rail operators cycling friendliness



© Cycling Thread – train for cyclists from Berlin to Amsterdam



ECF gratefully acknowledges financial support from the LIFE Programme of the European Union

WITH KIND SUPPORT OF THE FOLLOWING:



Improving rail and bicycle connectivity for tourists

# Join the EuroVelo & Cycling Tourism Conference to learn more!

Call for abstracts open!

Theme: Cycling towards a sustainable future  
Subthemes: economic, environmental and social sustainability

 [eurovelo2025balatonfured.com](https://eurovelo2025balatonfured.com)



**THEME UNVEILED &  
CALL FOR ABSTRACTS OPEN!**



ECF gratefully acknowledges financial support from the LIFE Programme of the European Union

WITH KIND SUPPORT  
OF THE FOLLOWING:



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Improving rail and bicycle connectivity for tourists

# Thank you!

Do you have any questions?  
[eurovelo@ecf.com](mailto:eurovelo@ecf.com)

**Support us** to  
connect Europe  
by bicycle!



**Follow** EuroVelo on



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[EuroVelo.com](https://EuroVelo.com)  
[ECF.com](https://ECF.com)



INTERNATIONAL UNION  
OF RAILWAYS

# **UIC SUSTAINABLE WEEK 2025**

**CUSTOMER EXPERIENCE PLATFORM (CEMP)  
TOPRAIL  
GOTTHARD CASE**

Jörg Ostwald – Swiss Federal Railways SBB CFF FFS

Sustainable week 2025 – 11th March 2025

# From science and benchmarks... ...to real use cases

## Customer in focus:

Customer Experience Management Platform (CEMP)

- Targets
- Key points and deliverables
- Members
- Lessons learned



## Use case in practice:

Gotthard line in Switzerland  
Historical line and the longest rail tunnel worldwide

- Main characteristics and offer overview
- Customer groups, challenges and solutions
- Invitation into the Gotthard Panorama Express







# Key Points



## THE CUSTOMER JOURNEY



## MOMENTS OF TRUTH



At the STATION

On BOARD

DIGITAL

## Benchmarking examples

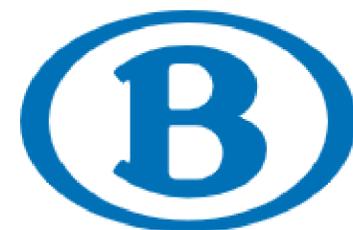
- More sustainable and more competitive railways
- Adaptability of interior design and services: how do we keep an interior up to date when a train lasts 30 years
- Sense of cleanliness at the stations and on board
- Exchange of information with the clients, especially in case of disruption

# CEMP members

From 2020:



From 2025 plus:



# CEMP - Lessons learned



How to build the perfect all-in-one-train for all customers with different needs

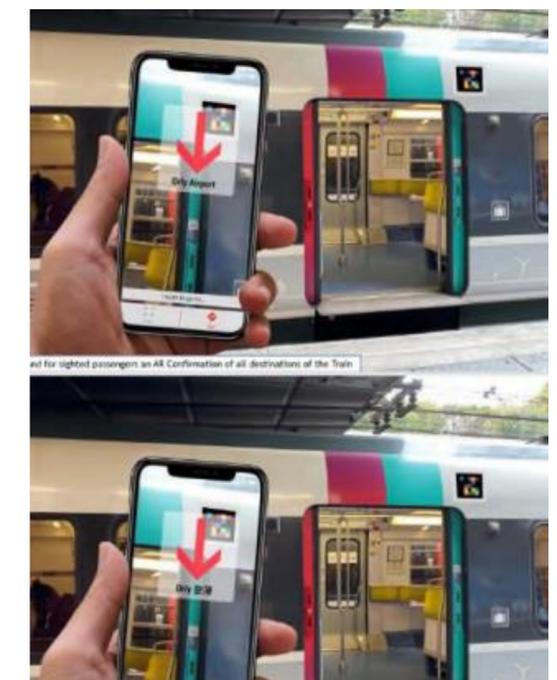
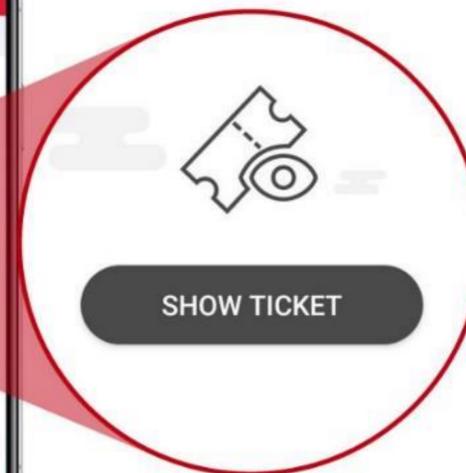
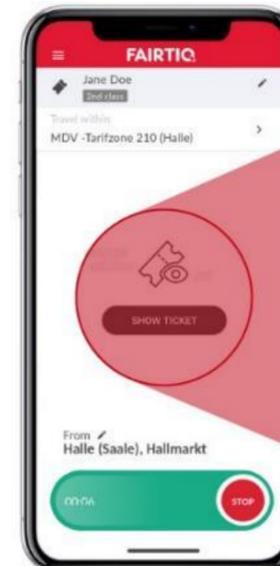


# CEMP - Lessons learned



Time	Status	Destination	Route	Train No.	Platform
17:26					
17:13	À quai	Paris-Nord	Départ	9364	4
17:25	+13' → 17:38	Nivelles	via Rhode-St-G, Waterloo, Braine-l'All		
17:28	À quai	Knokke	via Gand-St-P, Bruges		
17:28	À quai	Welkenraedt	via Louvain, Liège-Guill, Verviers-C	S1	21
17:28	En approche	Mouscron	via Enghien, Ath, Tournai	IC	9
17:31	En approche	Saint-Nicolas	via Lokeren	IC	8
17:32	À quai	Hasselt	via Louvain, Tirlemont, Landen	P	20
17:33	À quai	Ciney	via Brux-Schuman, Ottignies, Namur	P	11
17:36	En approche	Turnhout	via Vilvorde, Malines, Lierre	P	7
17:37	En approche	Brussels Airport		IC	12
17:38	À quai	Courtrai	via Gand-St-P, De Pinte	IC	19
17:39	À quai	Liège-Guillemins	via Louvain, Tirlemont, Landen	X	5
17:39	À quai	Anvers-Central	via Schaerbeek, Vilvorde, Malines	IC	9
17:40	À quai	Courtrai	via Zottegem, Audenarde	IC	16
17:42	Supprimé	Termonde	via Bockstael, Jette	S1	20
17:43	Supprimé	Louvain-la-Neuve	via Brux-Schuman, Etterbeek, Ottignies	IC	14
17:43	Supprimé	Tongres	via Aarschot, Hasselt	S3	8
17:43	Supprimé	Ostende	via Gand-St-P, Bruges	S8	--
				IC	7
				P	12

How to communicate using different channels... especially in case of disruption



# CEMP - Lessons learned



## How to motivate our clients, our staff and our engineers



Friends day ticket



Tandem day ticket to a GA Travelcard Youth



GA Night Youth



Experience  
Advice  
Sightseeing  
Authenticity

VS



Sustainability  
Safety  
Quality  
Accurate information  
Assistance

Punctuality  
Frequency  
Efficiency  
Digital  
Travel time

# CEMP – Lessons learned



How to manage bikes and luggage at the station and on board

## Bike transport.



## Luggage special.

You will be able to have your luggage collected from any address in Switzerland or Liechtenstein. Just two days later, we will deliver your luggage to selected hotels or even straight to your holiday home in some locations.



# CEMP – Lessons learned

News



L'indemnité vélo souffle sa première bougie



NoCarbonRun: participerez-vous ?



- 31/05 L'été n'est plus si loin – pe...
- 30/05 La gare de Charleroi devient ...
- 29/05 Grève nationale des secteurs ...
- 25/05 Ecoutez le podcast Let's Talk...
- 25/05 4 ans pour le GDPR
- 25/05 Trainbow Belgium colore les c...
- 25/05 Grève du 31 mai: les restaura...

Toutes les news...



Indicateurs de performance

**Qualité du service** (perçue par le client)

**7,6/10**  
janvier-avril 2022

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**Ponctualité** (globale sans neutralisation)  
**91,3 %**  
janvier-avril 2022

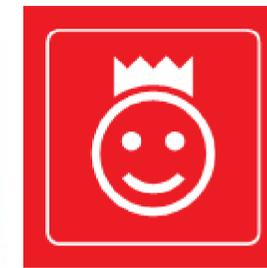
**Retard à charge de la SNCB**  
**153.155'**  
janvier-avril 2022

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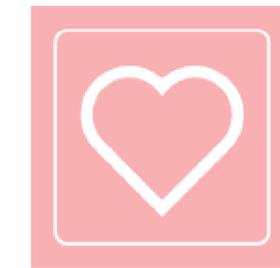
**Accidents du travail** (avec incapacité)  
**392**  
janvier-avril 2022

**+0,26 %**  
vs janvier-avril 2021

[Nos postes vacants](#)



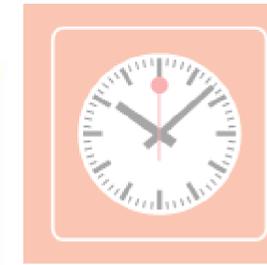
Customer satisfaction



Image



employee satisfaction



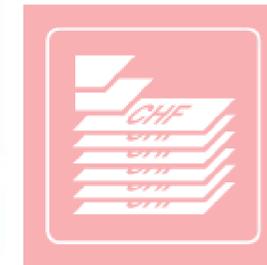
Punctuality



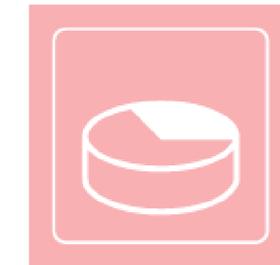
Safety



Period result



Free Cashflow

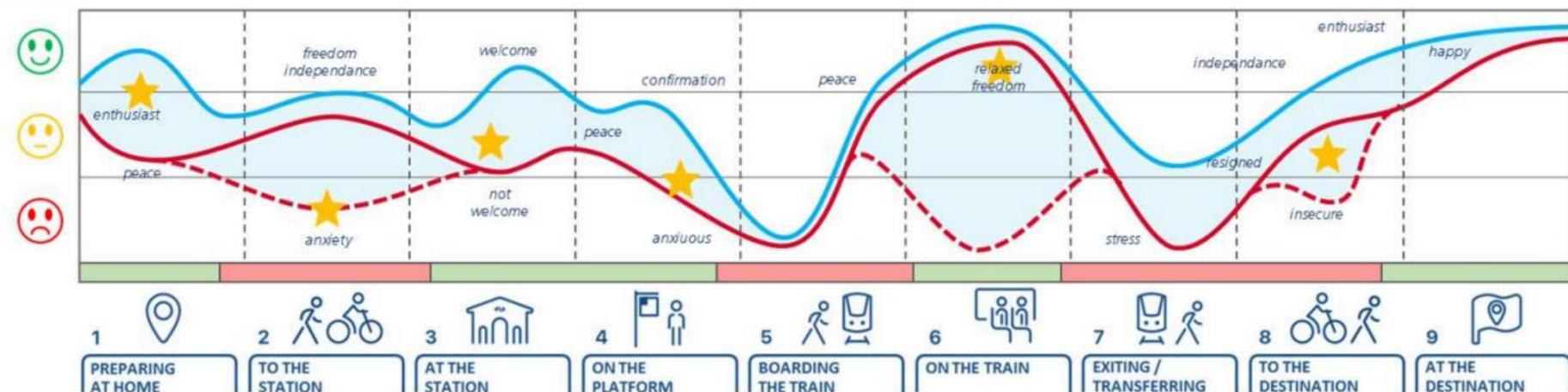


Market share



Sustainability

## How to measure customer experience and how to share it internally



# Products, deliverables and activities of CEMP

Home / Passenger & High Speed / New tickets for new behaviours workshop

## NEW TICKETS FOR NEW BEHAVIOURS WORKSHOP

16 JUNE 2023 09:30 TO 13:00 CET, ONLINE

UIC PASSENGER DEPARTMENT  
**How to improve the attractiveness of  
 Commuter and Regional Train Services  
 in post Covid-19 Era**  
 March 2023

UIC PASSENGER DEPARTMENT  
**Customer Experience by Rail  
 State of the Art and Best Practices  
 with a Vision 2030 Case Study**  
 January 2022

World Congress on Rail Research 2022

**Rail CX state of the art and medium-term challenges:  
 A holistic approach**

Jörg OSTWALD<sup>1</sup>, Vanessa PEREZ<sup>2</sup>, Joaquin BOTELLA<sup>3</sup>  
<sup>1</sup>SBB CFF FFS, Bern, Switzerland, <sup>2</sup>UIC, Paris, France, <sup>3</sup>SENER, Madrid, Spain

June 2022

Workshop  
**CUSTOMER EXPERIENCE  
 ON RAILWAYS**

21 June 2021  
 ONLINE

ROUND TABLE: What Railways are doing and what should be done to be more attractive to young generations?

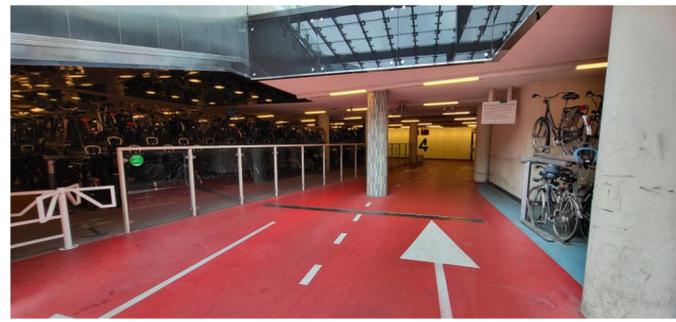
**FOLLOW OUR BROADCAST  
 ON 28 OCT. 9AM CET**

<p>Jörg Ostwald, Chair of Customer Experience, SBB</p>	<p>Federica Follesa, Chair of CRTS, Trenitalia</p>	<p>Carles Casas, Chair of TopRail, FGC</p>
<p>Nacima Baron, Senior Research Fellow, University Gustave Eiffel, Paris</p>	<p>Anna Burzio, Co-founder and Board member of OUA</p>	<p>Jody Bauer, Research Analyst, Eurail</p>

# Technical visits



**Amsterdam  
Rotterdam**



Stations  
Station areas  
Trains  
Counters  
Works  
Train rides  
Presentations  
Exchanges



**Antwerpen  
Brussels**



**Zurich  
Bern  
Geneva**



**Bilbao  
San Sebastian**



# Target and Scope 2025+

**From** Individual Analysis

**To** Cooperation

## Current Situation



Evaluating service quality individually by nation and company with different standard and grade



by governmental (ORR) and civic organization



by railway company



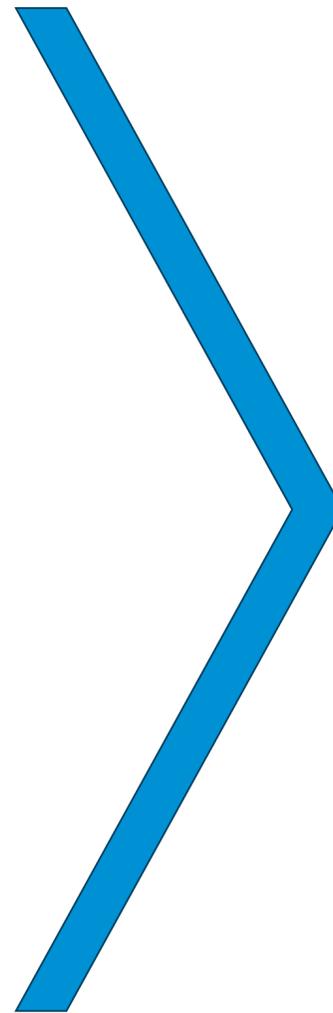
by professional agency



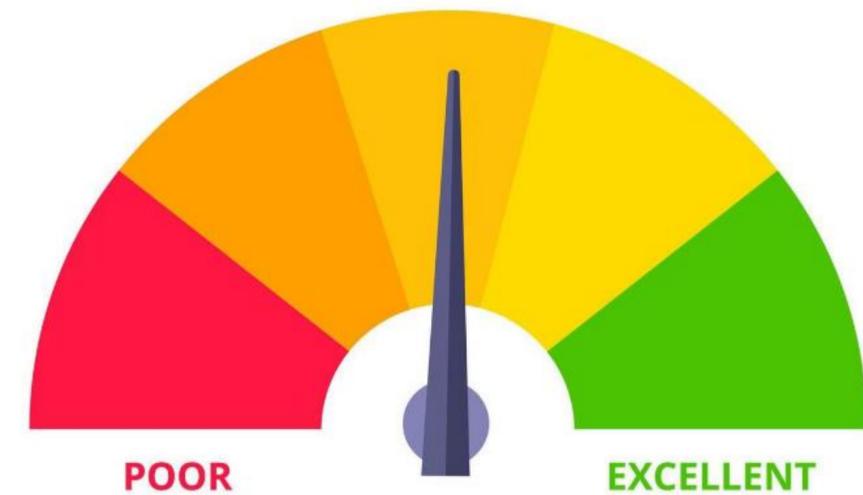
Evaluating ASQ by ACI with the global standard

- ASQ: Airport Service Quality

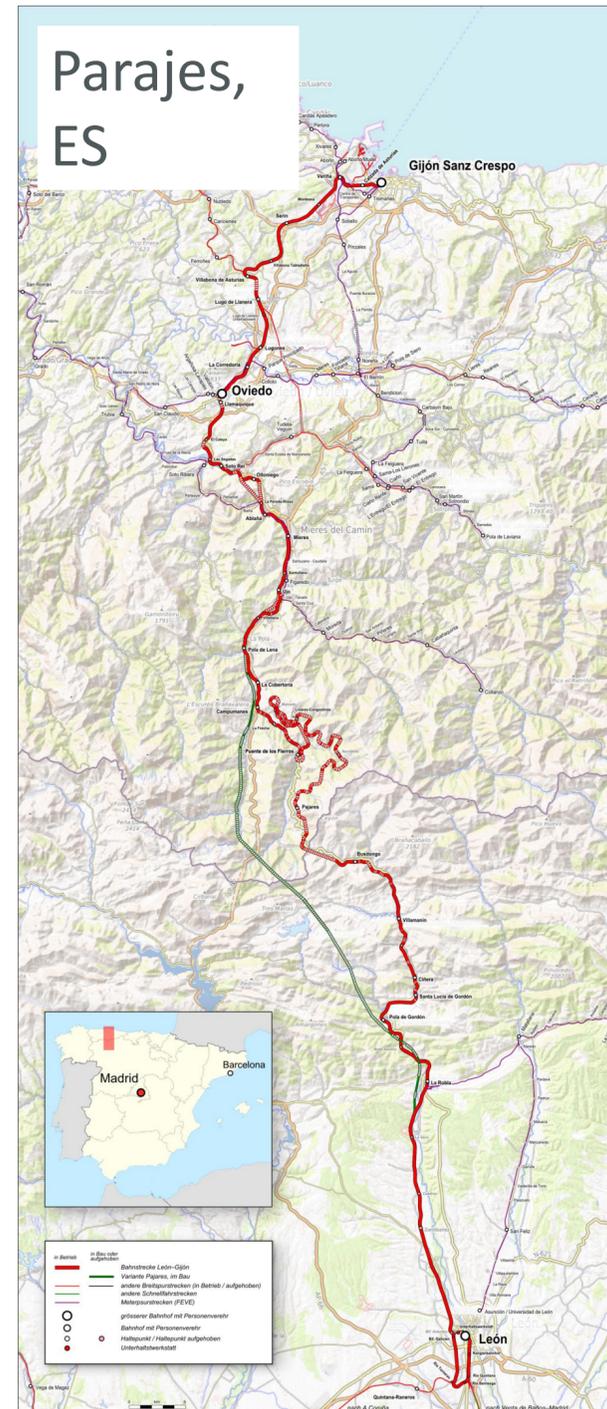
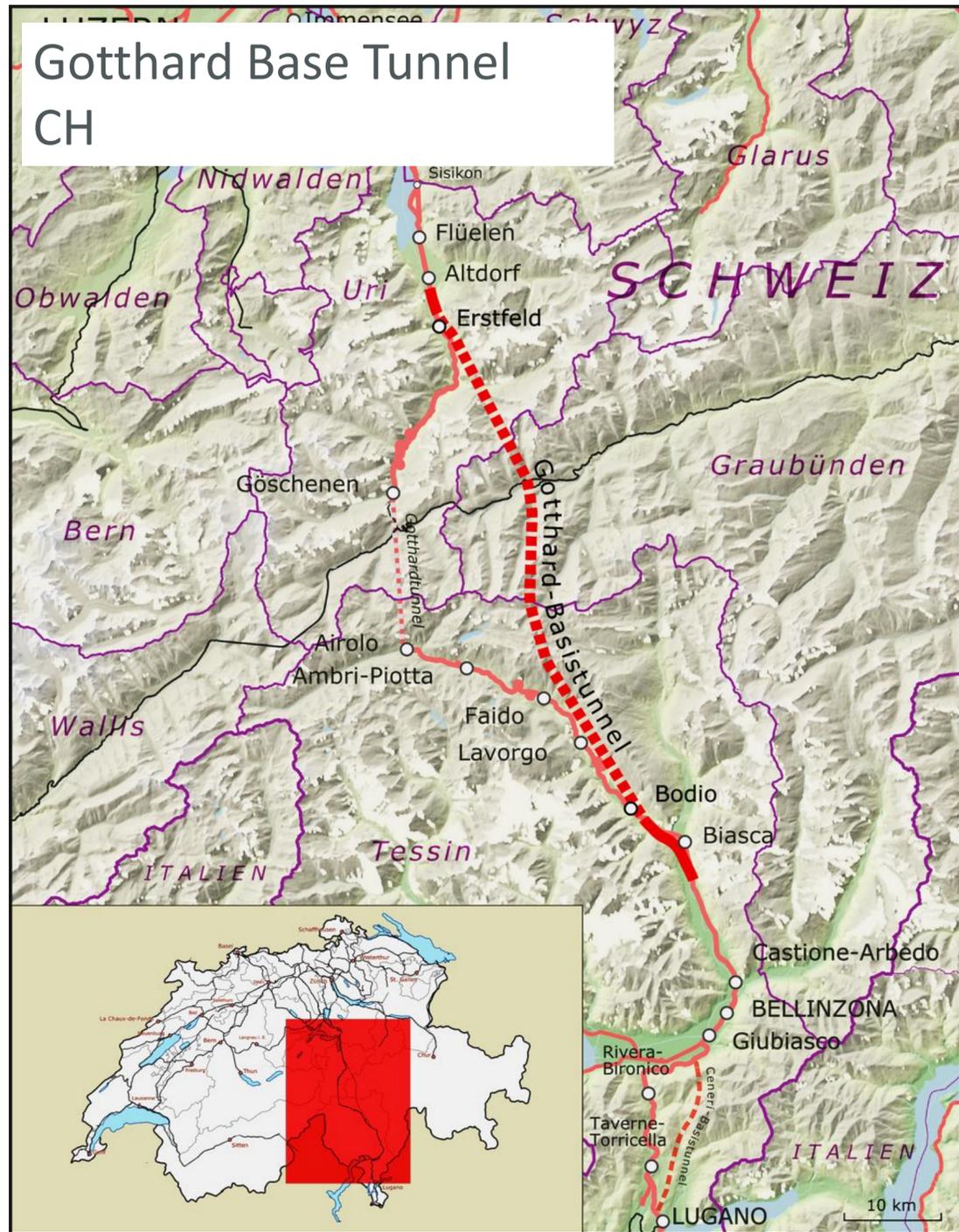
- ACI: Airports Council International



International  
Railway Service  
Quality Index



# Coming into practice... New tunnels and old lines

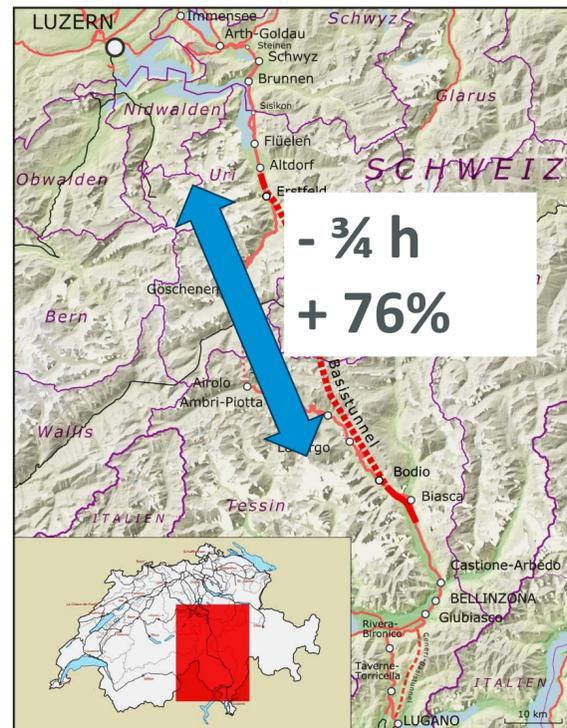


New rail tunnels are changing not only the rail landscape

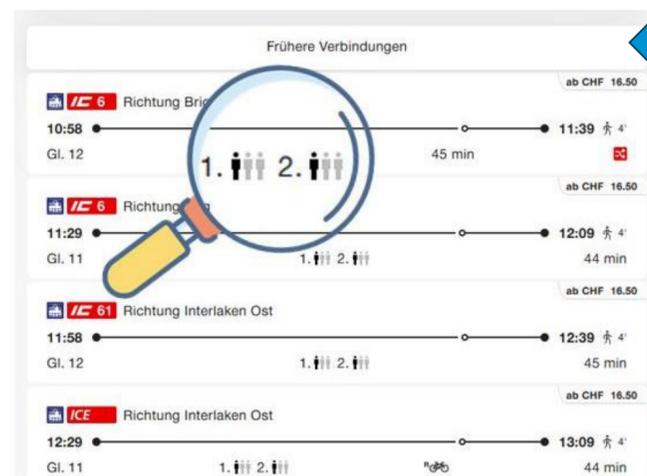
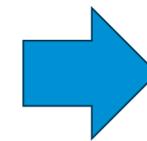
Parallel examples in Italy:  
**Motorway construction**  
A1 / A1var Bologna-Firenze

Next rail examples will arrive soon:  
Brenner Base Tunnel  
Semmering Base Tunnel

# New line example Gotthard Base Tunnel: Growing and changing demand – new challenges



- Travel time reduction 45min
- New ½ h interval of Intercity trains + 1h Regional train
- National and international driven demand:  
Zurich-Lugano CH  
Zurich / CH and Germany-Milano IT
- National:  
**Meteo-based leisure demand shortly in advance:**  
Bicycles, Luggage, low seat reservation rate, Bicycle reservation required.  
Double-decker trains, additional trains / units if possible.
- AI driven occupancy forecast.**
- International leisure demand:**  
Luggage, reservation required, single-deck-trains, no additional trains
- Capacity limits:  
Passenger traffic vs. Cargo traffic

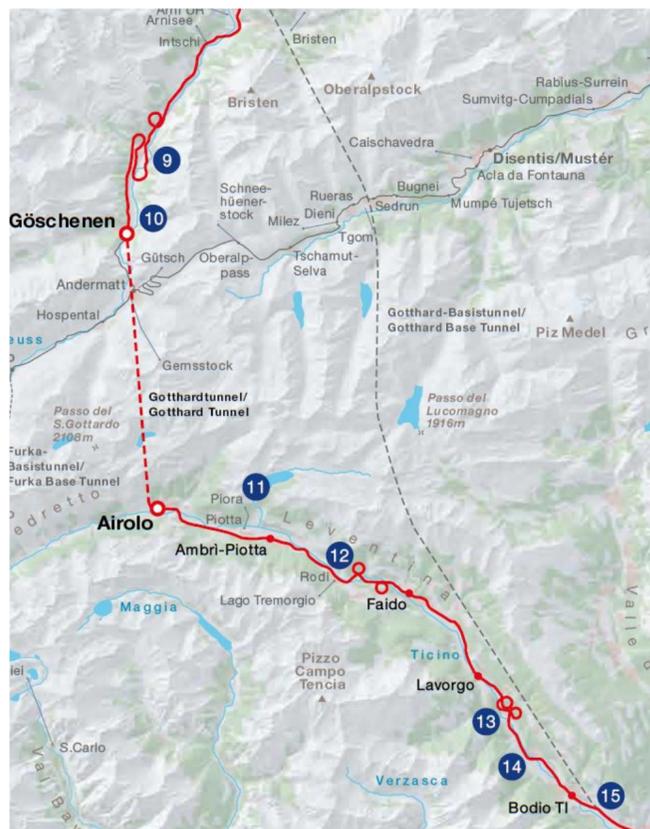


# What to do with the old line? Case study Gotthard Panorama Line

Attractive regional train offer:  
Treno Gottardo



Unique travel experience:  
Gotthard Panorama Express



- Hourly
- Direct
- New train
- Comfort
- Catering
- Reservation



# Gotthard Panorama Express: Customer focused elements of a unique ride



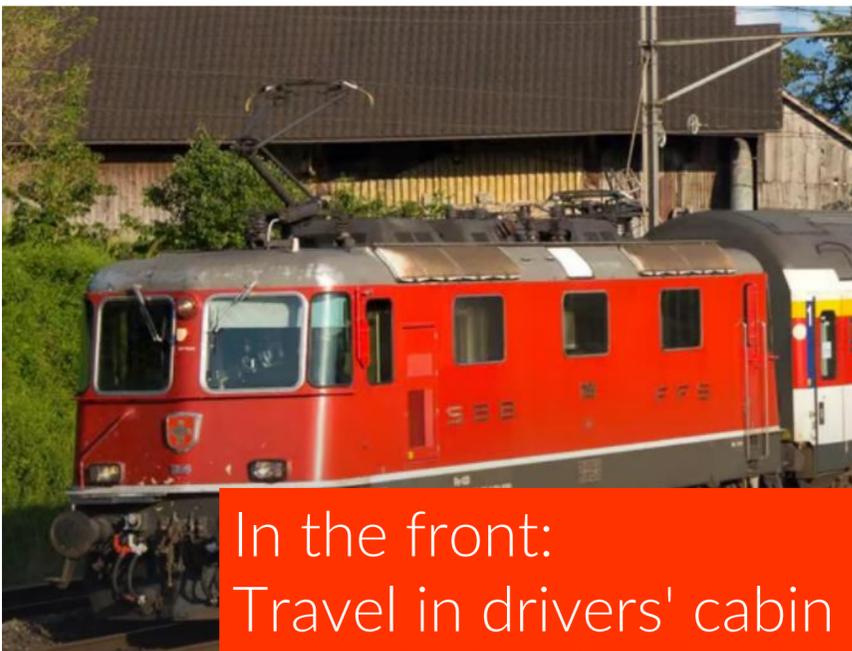
Easy travel:  
Luggage service incl.



Landscape  
From North to South



Personal service  
and catering at seat



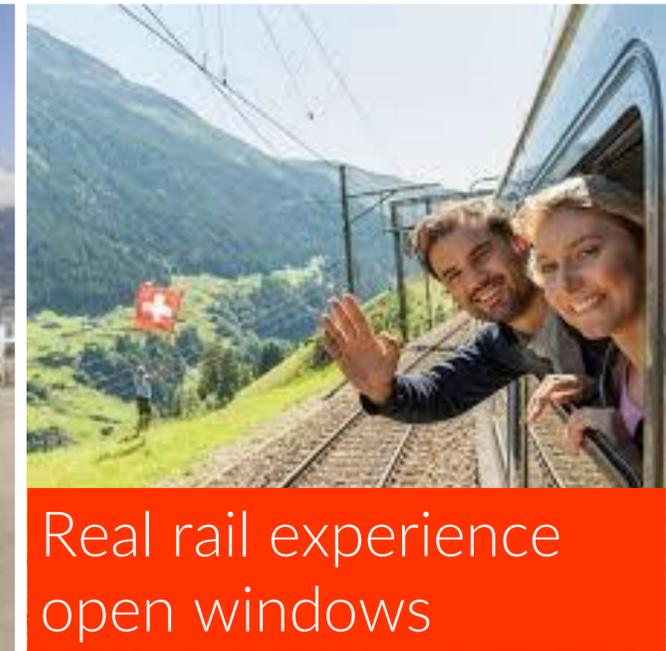
In the front:  
Travel in drivers' cabin



We're telling a story  
History of Gotthard



Unique combination  
Boat & Train



Real rail experience  
open windows

**Stay in touch with UIC:**

**[www.uic.org](http://www.uic.org)**



**#UICrail**

**Thank you for your attention.**

# EY Future Travel Behaviors Observatory

What transport operators should do to encourage  
more sustainable travel choices

**UIC Sustainable Tourism Workshop 11**  
**March 2025**



The better the question. The better the answer.  
The better the world works.



# EY Future Travel Behaviors Observatory



The EY Future Travel Behaviors Observatory investigates **the attitudes and drivers that will guide travel choices.**

The study is conducted annually and involves over **5000 participants from France, Germany, Italy, UK and Spain.** It covers travel habits, future attitudes, as well as preferred destinations and services. Moreover, it investigates how travel behaviors are influenced by sustainability, inflation, overtourism and technology.

The 2024 edition is **available for download** at [https://www.ey.com/en\\_gl/functional/forms/request/ey-future-travel-behaviors-2024](https://www.ey.com/en_gl/functional/forms/request/ey-future-travel-behaviors-2024)

## 5 Countries analyzed



1

### EXPLICIT QUESTIONNAIRES



2

### IMPLICIT PSYCHOLOGICAL TESTS

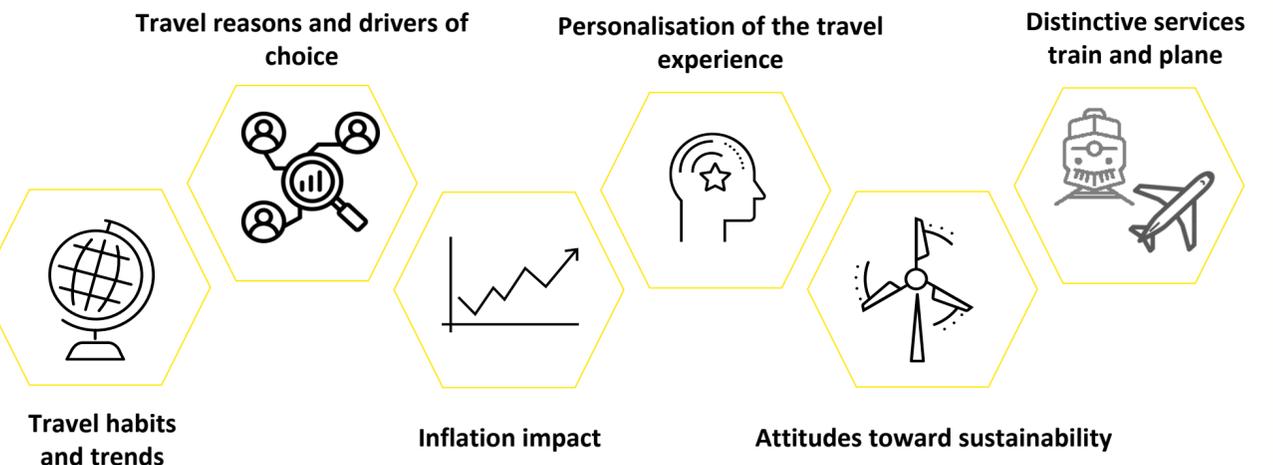
## Methodology

Our approach relies on a combination of **explicit survey questions and of implicit psychological tests**, that allow to investigate unconscious drivers behind travel choices.

Specifically, we analyzed participants' implicit attitudes toward environmental issues.

## Dimensions of analysis

We surveyed subjects in 5 European countries about their **travels of at least 100km**, made in one day or involving accommodation for one or multiple nights, for **leisure or business.**



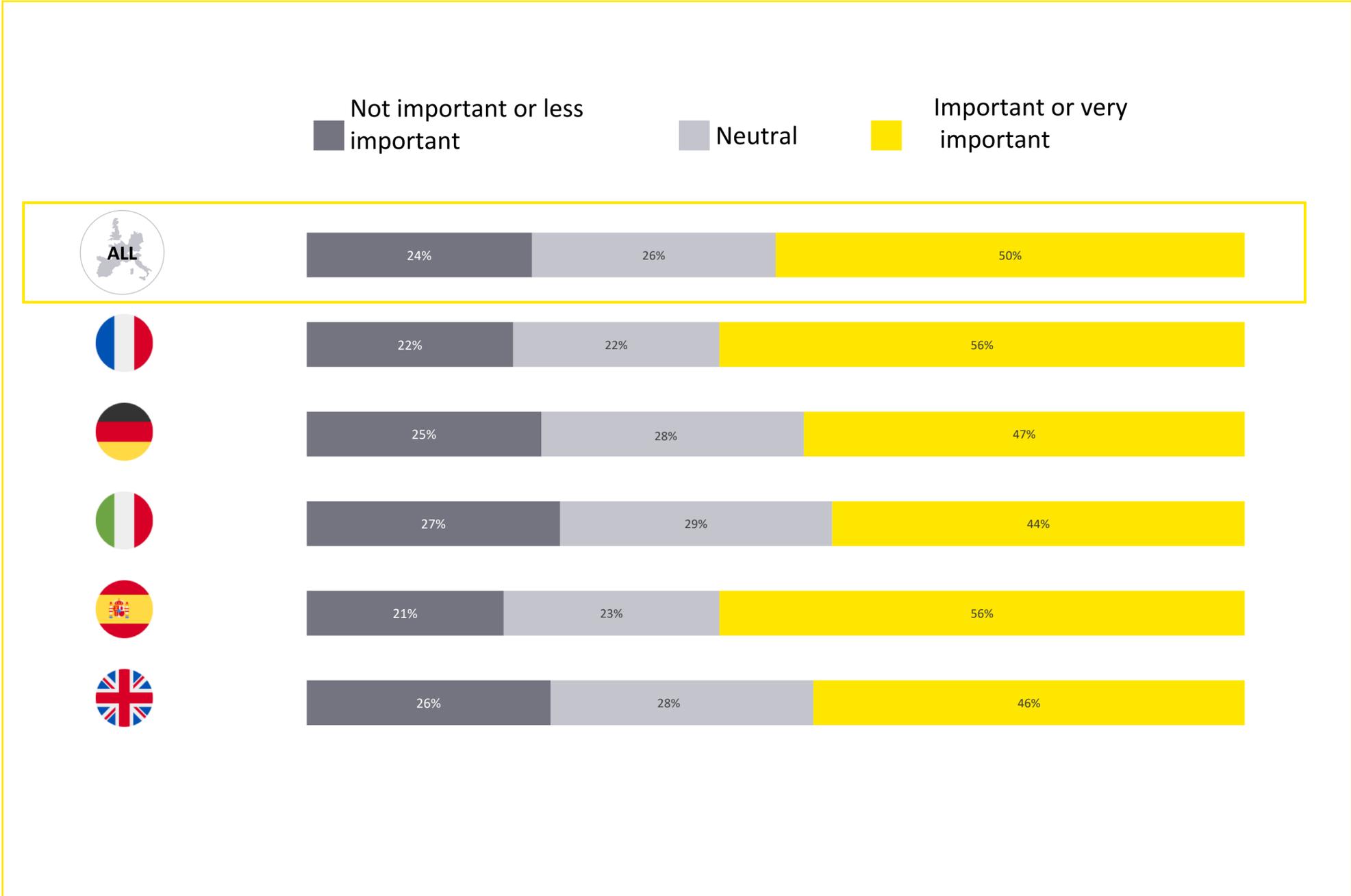
Frequency of travel and modes used

Use of the smartphone to get info on the route

Incentives for the use of public transport and micro-mobility

We also investigated frequency and modes of transport for **routine short-distance journeys** (distance less than 100 Km).

# What is the importance of environmental considerations in determining travel choices?



A number of studies have highlighted the potential **say-do gap in environmental travel attitudes**, with explicit questions being susceptible to response biases such as social desirability.

We investigated this aspect from different angles, as described below. When asked explicitly, **nearly one out of two participants consider the environmental impact as an important or very important factor in their travel choices**. This trend is particularly prevalent in France and Spain and is on the rise compared with last year.

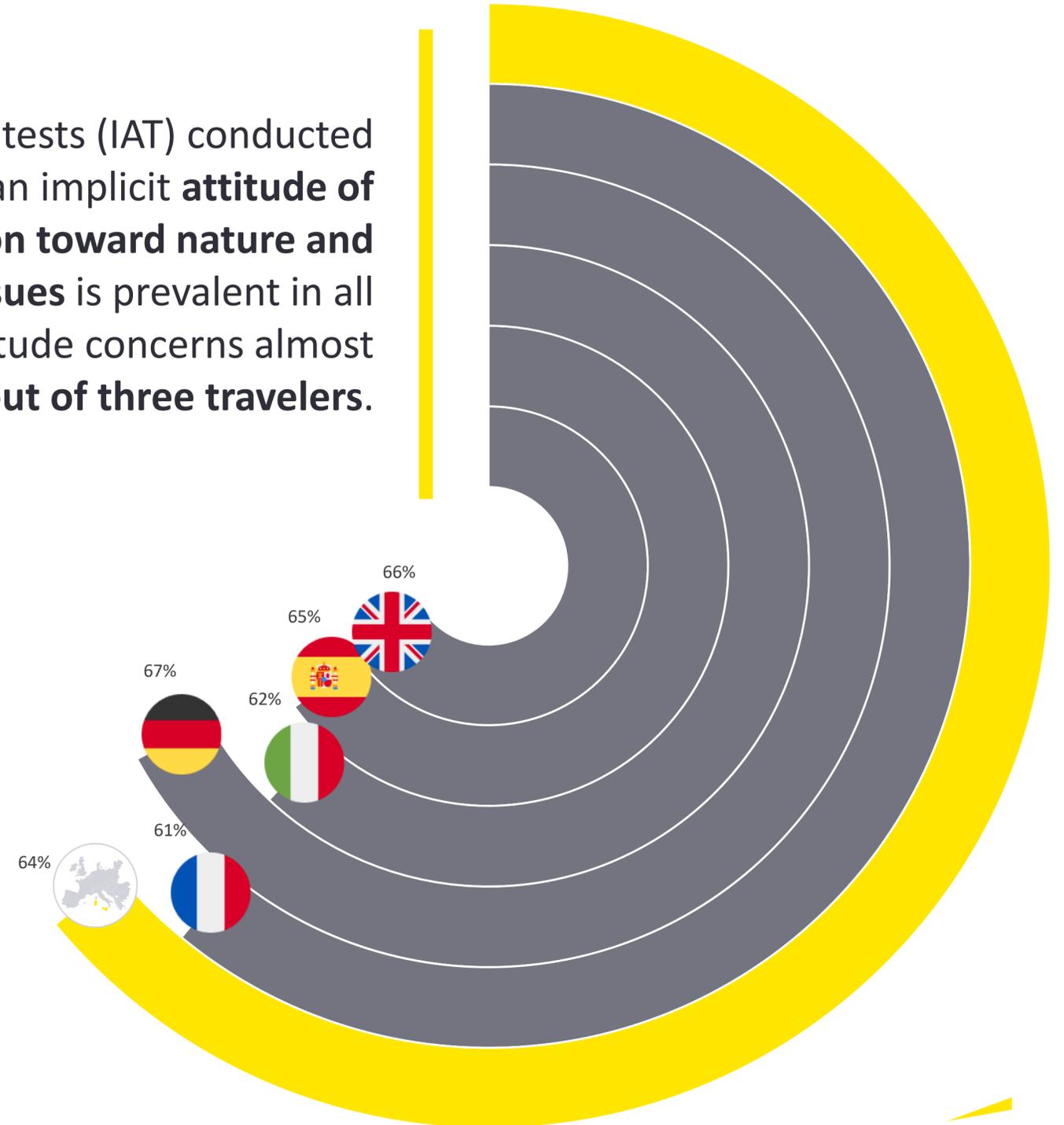
[Download the full report](#)



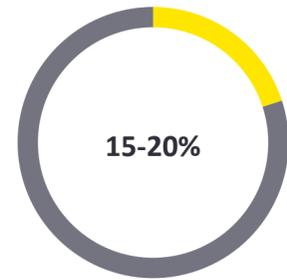
# Implicit attitude toward environmental issues



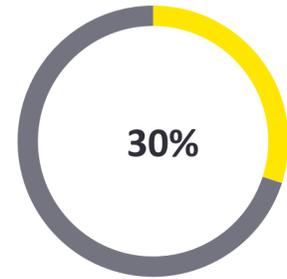
Neuroscientific tests (IAT) conducted have indicated an implicit **attitude of inclination toward nature and environmental issues** is prevalent in all countries. This attitude concerns almost **two out of three travelers.**



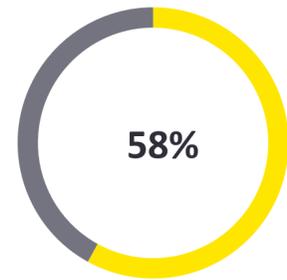
# Probing actual behaviors and intentions



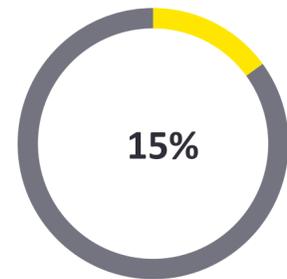
indicate a sustainable travel experience as a **main factor influencing their travel choices** (20% for leisure and 15% for business)



say they **never made travel choices with sustainability in mind.**



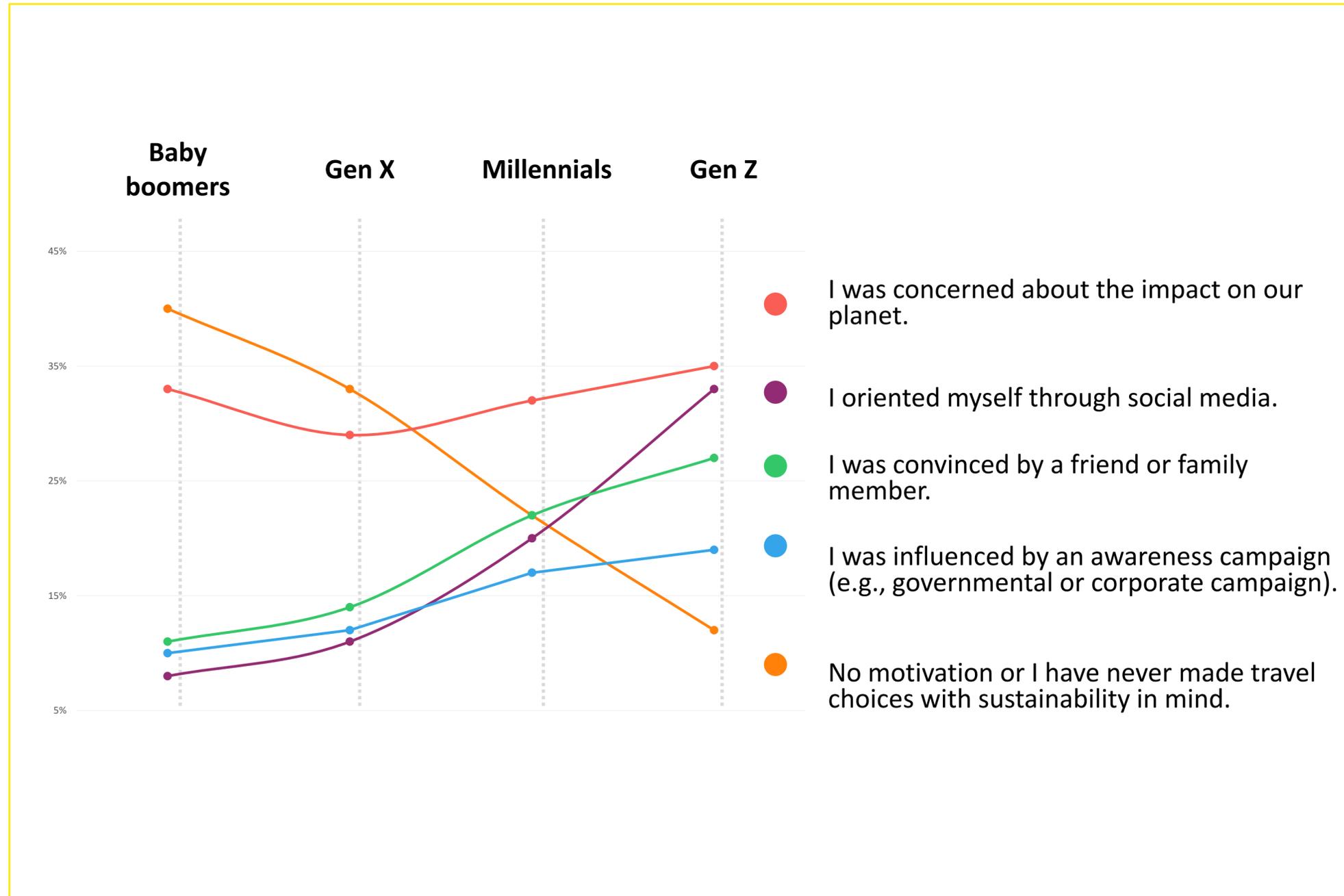
do not rule out being **willing to pay an extra cost to offset their flights' carbon emissions.**



indicate that **information about sustainable travel options is among the top four services** in air travel that could be decisive in influencing their choices.

Environmental impact is a **factor that potentially influences the choices of many travelers.** Actual behaviors clearly depend on the influence of competing *drivers*, but also on the **availability of information** and **commercial offerings** on sustainable travel options.

# Reasons behind sustainable travel choices

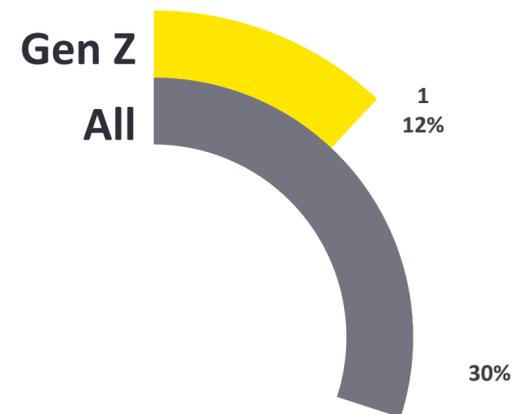


The survey has explored the **motivations behind travel choices made with sustainability in mind**, examining how **different generations** relate to such choices.

# Focus on Gen Z

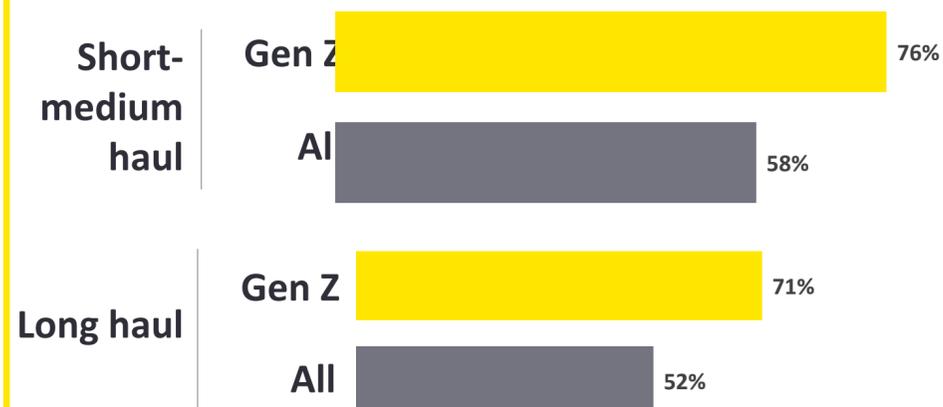
● Gen Z ● All

Only **one out of ten** respondents have **never made travel choices with sustainability in mind.**



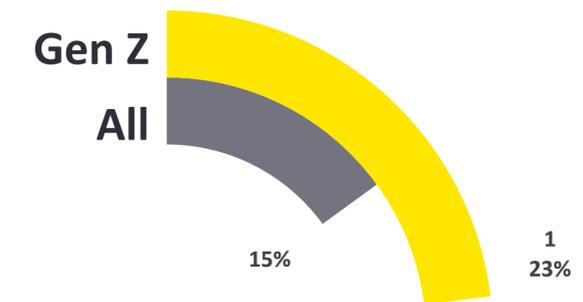
High consciousness about sustainable travel behaviors

Gen Z are **more willing to pay a surcharge to offset carbon emissions.**



Interest in sustainability-oriented commercial offerings

When making travel choices, Gen Z are **more interested in information about sustainable travel options** and warranties about the actual sustainability of travel offerings.



Demand of better information on sustainable travel options

# What should the transport and travel industry do?

We asked participants what the transport and travel industry should do to **help making more sustainable and eco-friendly travel choices**. Using Gen AI **we identified 5 clusters**. Some sample answers are reported.

## More eco-friendly information and offerings

- “Increase information on sustainable travel options”
- “Advertise them more”
- “Inform about options”
- “Offer alternatives”
- “Provide as much information as possible”
- “Advise on how to reduce my carbon footprint”
- “Indicate clearly the energy footprint of each route”
- “Make concrete proposals”
- “Provide clear and comparable information”
- “Provide practical options for sustainable travel”

37%

## Economic incentives for eco-friendly choices

- “Introduce incentive systems to reward more sustainable travel choices”
- “Promote zero-impact travel options”
- “Offer cheaper rates for the most sustainable solutions”
- “Do not provide additional costs for trips with less environmental impact”
- “Provide cheaper options”
- “Make the price no more expensive than the alternative”

27%

## Technology and innovation for sustainability

- “Invest in research and development to identify innovative and less polluting solutions”
- “Use low polluting technologies”

8%

## Identified clusters

### Sustainable processes and materials

- “Reduce the use of fossil fuels”
- “Use sustainable materials”
- “Minimize waste”
- “Plant trees to offset carbon emissions”
- “Minimize plastic use”
- “Improve engine performance”

15%

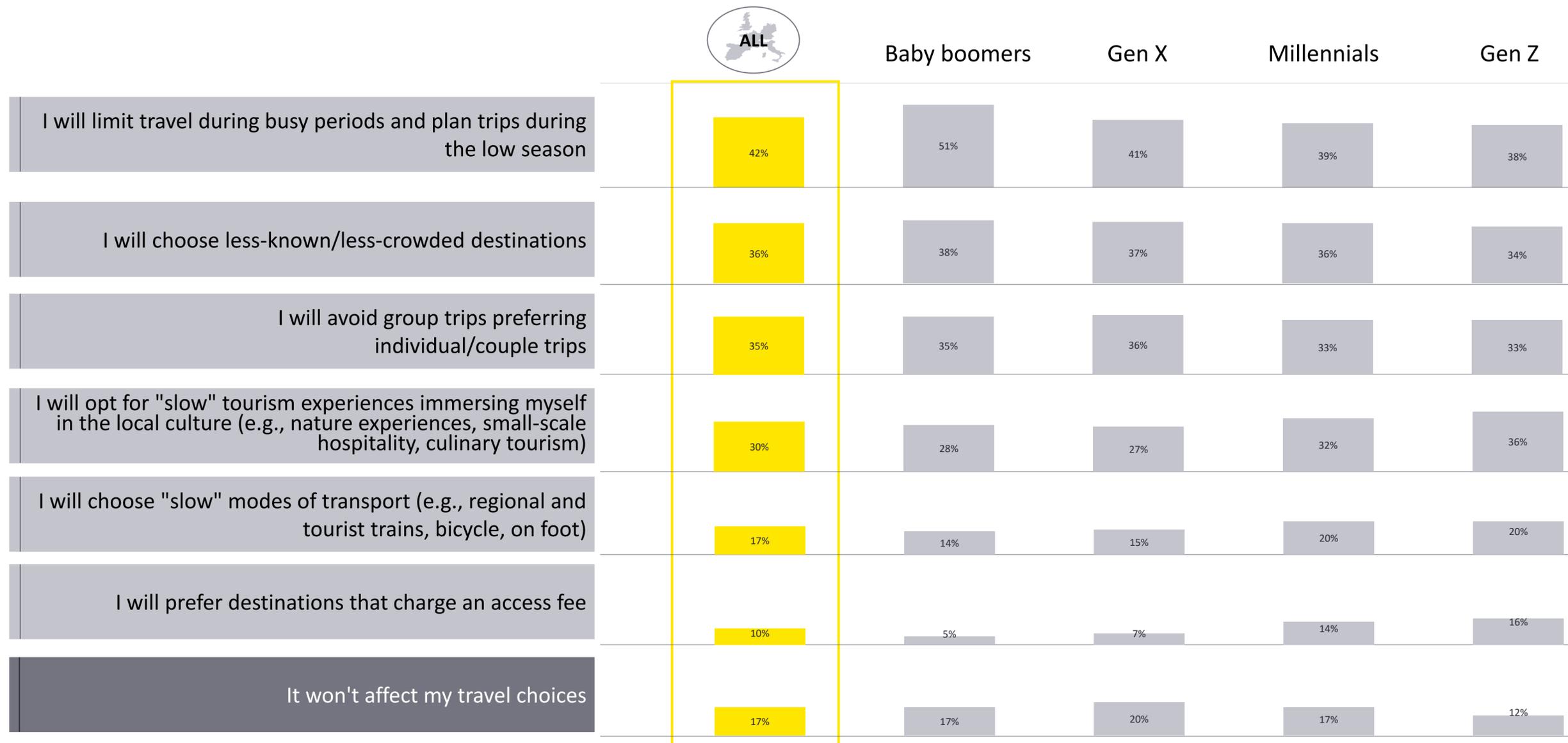
### More transparency

- “Facilitate access to information”
- “Increase transparency of information on the environmental impact of travel options”
- “Include environmental impact information in the booking phase”
- “Add awareness campaigns inside trains and airplanes”

14%

# The influence of overtourism on travel choices

How will overcrowding of destinations (overtourism) affect your future travel choices?



# Travelers' perceptions of policies aimed at addressing overtourism

Which of the following policies/asures would you accept to limit the negative impacts of overtourism?



# Thank you for your kind attention

---

**Stefano Scarci**

E-mail: [Stefano.Scarci@it.ey.com](mailto:Stefano.Scarci@it.ey.com)

Mobile: +39 335 7693941

LinkedIn: [www.linkedin.com/in/stefanoscarci](http://www.linkedin.com/in/stefanoscarci)



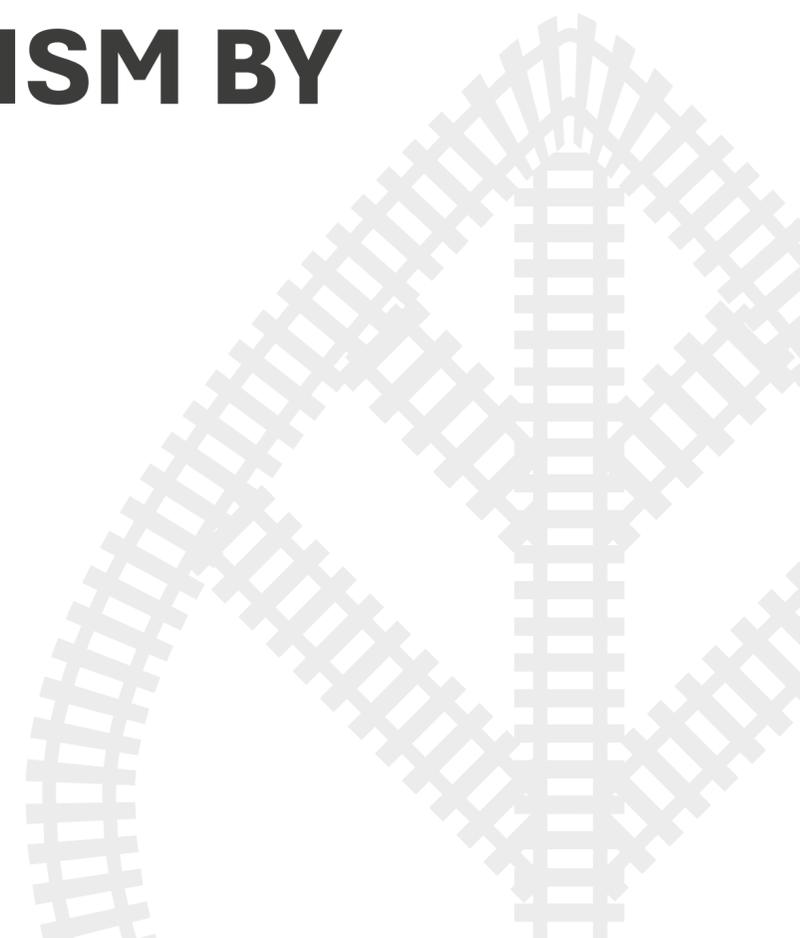
# DISCOVERING SPAIN THROUGH ITS RAILWAYS

## THREE PROPOSALS OF SUSTAINABLE TOURISM BY

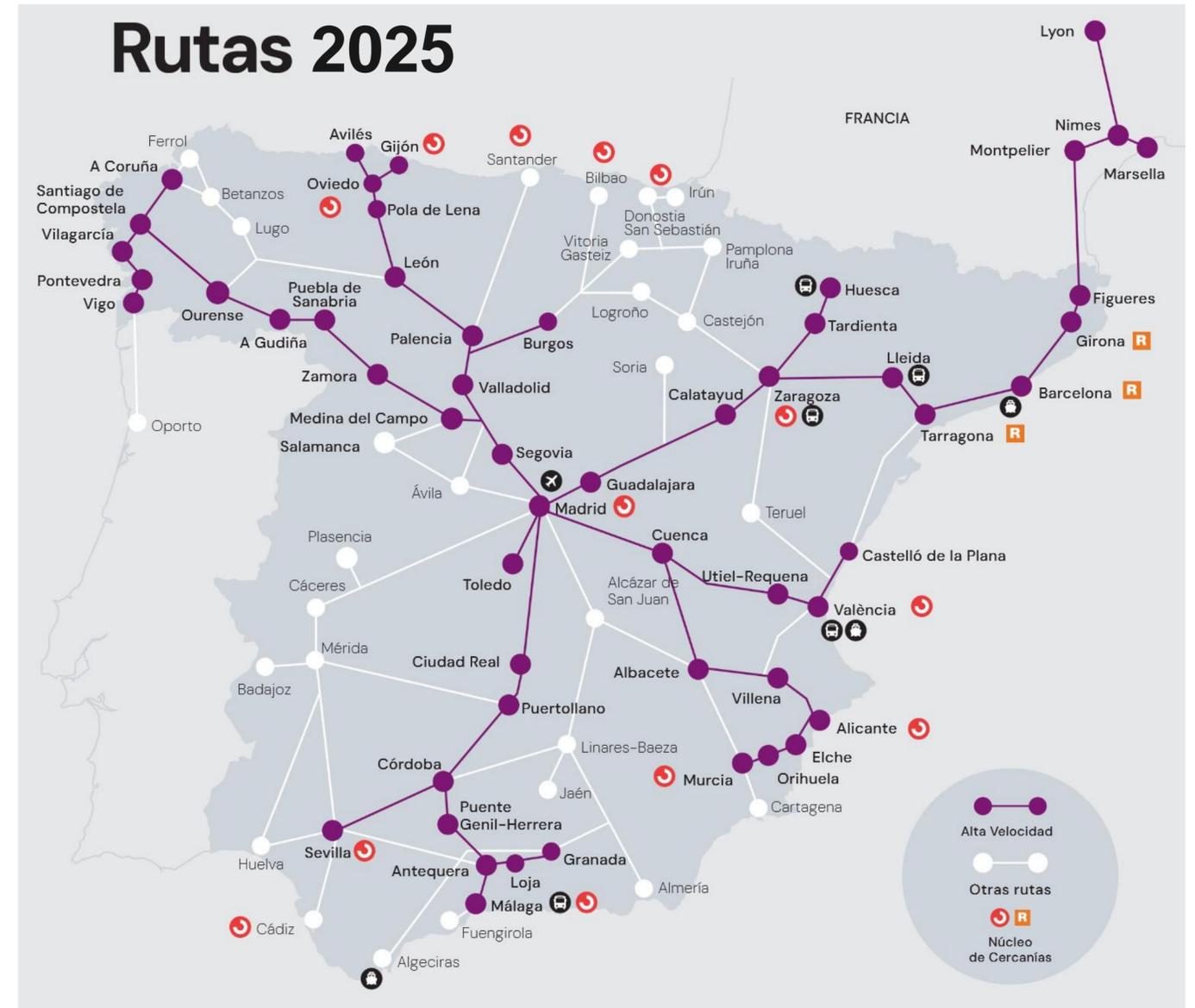
*renfe*



SUSTAINABILITY  
Action Week



# A NEW PATTERN OF TOURISM



# SPAIN RAIL PASS



- One-month **flexible ticket** for visitors
- Valid for 4 to 10 trips in **all Renfe services** (including high speed rail)
- **Fixed price**, easy to purchase and book

# THEMATIC TRAINS



- **One-day trips** with all services included
- **High diversity of topics to choose:**  
Landscapes, museums, heritage sites, wineries or boat trips included
- **15 partnership agreements** between operator and local governments
- More than **20 000 users** in 2023

# TOWARDS A NEW « BILLETE ÚNICO »



- **New season tickets** for local and regional services were introduced in 2022 against inflation.
- Initially designed for commuting, they have **boosted tourism trips** on regional, low traffic routes.
- **A new common ticket** is planned by 2026 for:



**THANK YOU!**  
**MERCI!**  
**¡GRACIAS!**

*renfe*  
*Your train.*

*renfe*  
*Tu tren.*

*renfe*  
*Votre train.*





INTERNATIONAL UNION  
OF RAILWAYS

# Commuter and Regional Train Services

Examples of successful railway initiatives from the  
Commuter and Regional Train Services group

**Federica FOLLESA**

*UIC CRTS Chair*

Sustainable Tourism Workshop, Paris, 11 March 2025

# Commuter and Regional Train Services CRTS Group

CRTS may be seen as a worldwide project that can help operators and infrastructure managers to provide a better service and offers a response to multiple urban and regional mobility challenges:

- **Satisfying increasing mobility demand** in urban and suburban areas
- Presenting **rail as an efficient and sustainable alternative** to motor transport and a tool for regional development and management
- **Promoting multimodality** as the key to an integrated transport system

## STRATEGIC OBJECTIVES



**90% of european passengers travel on commuter trains**

- **Create and safeguard professional exchange** among UIC members relating to the operation of suburban and regional passenger rail systems
- Disseminate **practical solutions** on how to respond to a given problem in the most cost-effective manner
- Address the interfaces **between legal requirements and the practical management** and delivery of suburban and regional passenger rail systems
- Obtain an **overview of and insight** into existing forms of financing between public authorities, private investors, client bodies and railway undertakings

# Exchanging best practices & carrying out common studies

## Training



## Meetings

3 meeting per year  
Technical visits

## Networking

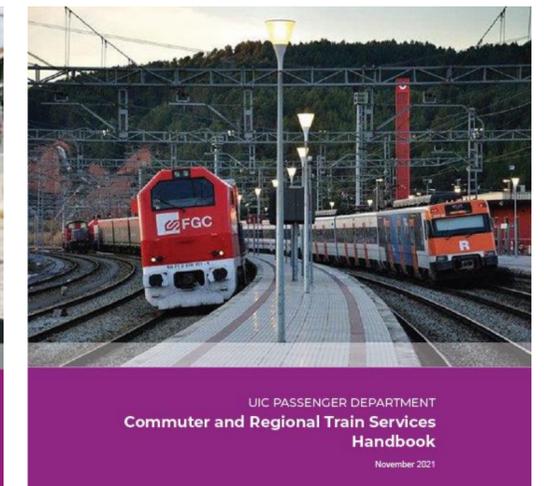
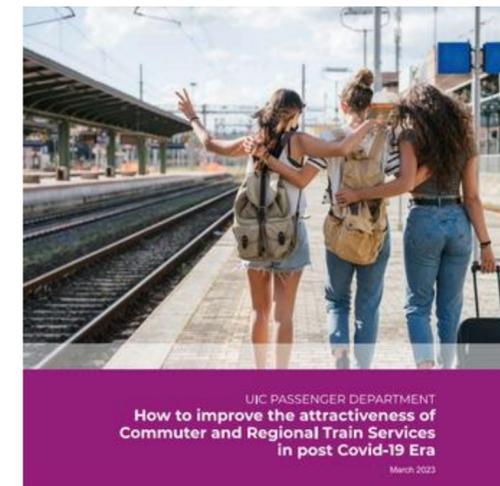


## Workshops

- News and Innovation
- Multimodality
- Digitalisation
- Ticketing
- Public Service Obligation

## Deliverables

Handbook & Annual Reports



- New tariff system for managing new needs
- Flexibility
- Services on board

- Intermodality
- Multimodality
- Alternative business



How to update an anti-fraud system adapted to the flexibility

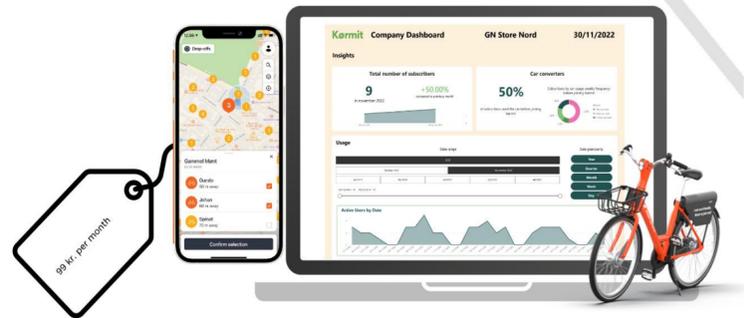
Safety and Security

Social networks

Loyalty programs

Partnerships

# Sustainable Tourism on CRTS



**New Oriental Express**

- Xinjiang-Ningxia
- Ancient Silk Road
- Hotel + cinema + KTV + local food



**Panda Express**

- Sichuan-Yunnan
- Mountains and hills
- Hotel + mahjong + KTV + bar + local food



**Hulunbuir Express**

- Heilongjiang-Inner Mongolia
- Wild woods + prairie
- Hotel + cinema + KTV + playground + local food



community



# 8<sup>th</sup> CRTS Training – October 2025

99

## COMMUTERS AND LEISURE TRAVELLERS: DIFFERENT NEEDS, SAME TRAIN

Focus areas:

- Understanding different traveller expectations
- Operational strategies to balance leisure and commuter demands
- Case studies and best practices from European rail networks



*“Leisure and Commuters travellers: Different needs, same train”*

The UIC Passenger Department is eager and delighted to be holding the eighth Training on Commuter and Regional Train Services, in-person, in Paris hosted by UIC.

The training will focus on enhancing operations and service quality to meet the distinct needs of both leisure and commuter travelers—ensuring they share the same train while enjoying a tailored experience.

**SAVE THE DATE: 29-31 OCTOBER 2025 IN PARIS**

More info: <https://uic.org/events/8th-training-on-commuter-and-regional-train-services>



INTERNATIONAL UNION  
OF RAILWAYS

# Thank you for your attention

Stay in touch with UIC:    YouTube [#UICrail](#)

[shop.uic.org](https://shop.uic.org)



WATCH NOW 

[uic.org](https://uic.org)



# Regionale

**UNLOCKING THE POTENTIAL OF RAIL TOURISM IN REGIONAL & COMMUTER TRAINS**  
**TRENITALIA REGIONALE CASE - Roberta Mezzapesa**

**SUSTAINABILITY ACTION WEEK – SUSTAINABLE TOURISM**  
**11<sup>th</sup> March 2025 - UIC HQ - Paris**

# REGIONALE CASE

## New Trenitalia brand



# BRAND CREATION

New visual, pillar and expectations setting

# Regionale

A broader vision of travel in tourism

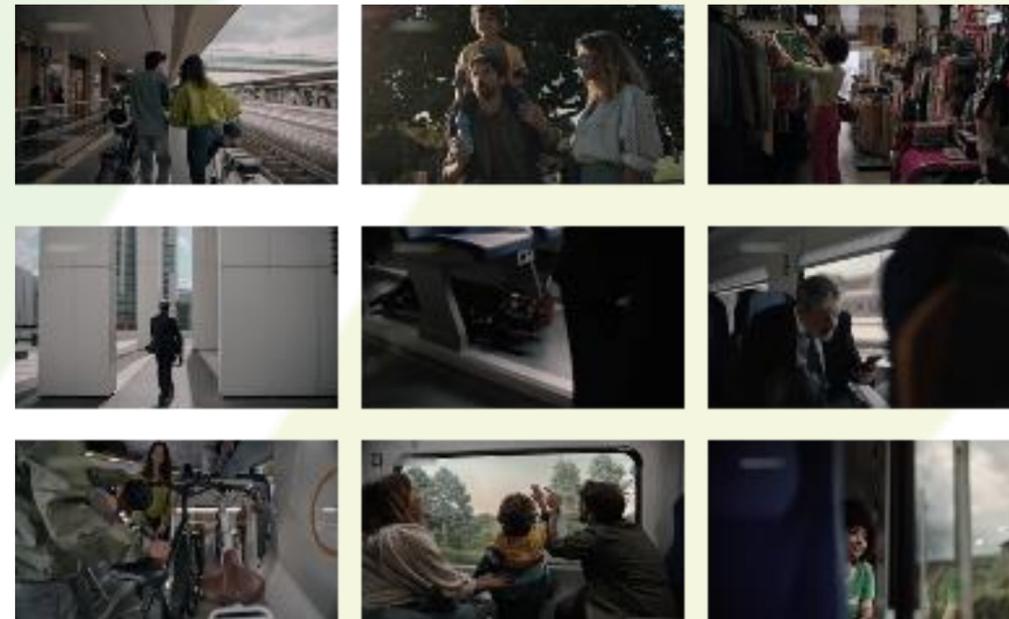
TRAIN LIVERY



EVENTS



ADVERT



DIGITAL



SMART

WELCOMING

EMPATHIC

GREEN

# NEW TRAINS

Over 550 new-generation trains already in circulation

## 1.061 NEW TRAINS MADE IN ITALY

In total

Electric single and double-deck train

Hybrid with triple power supply single-deck (electric, diesel and battery)

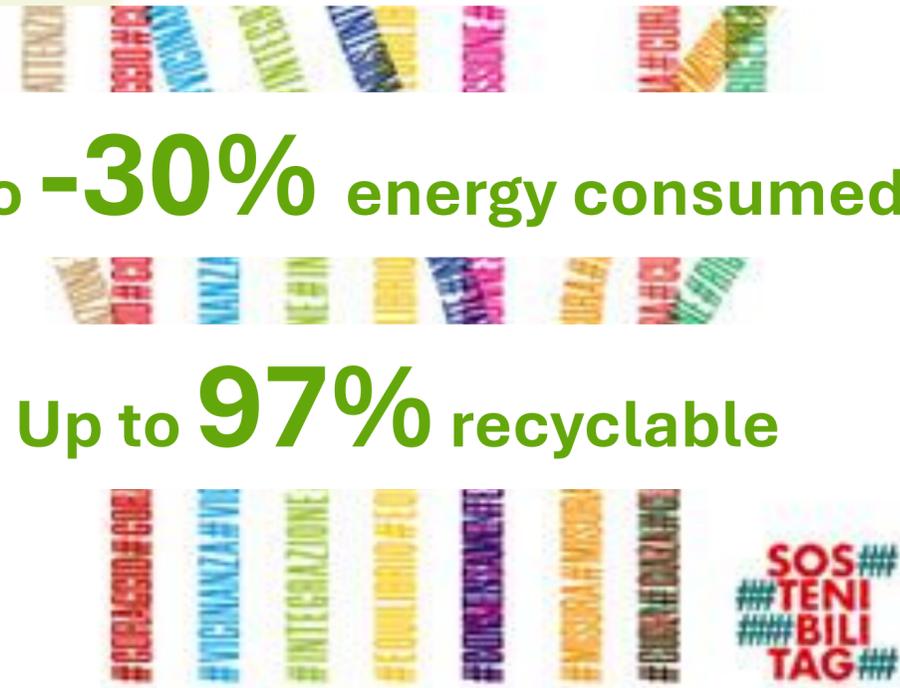


## PRODUCT VIDEO



Up to **-30%** energy consumed

Up to **97%** recyclable



# INTEGRATED AND INTERMODAL SALES

## Regionale connections and Links



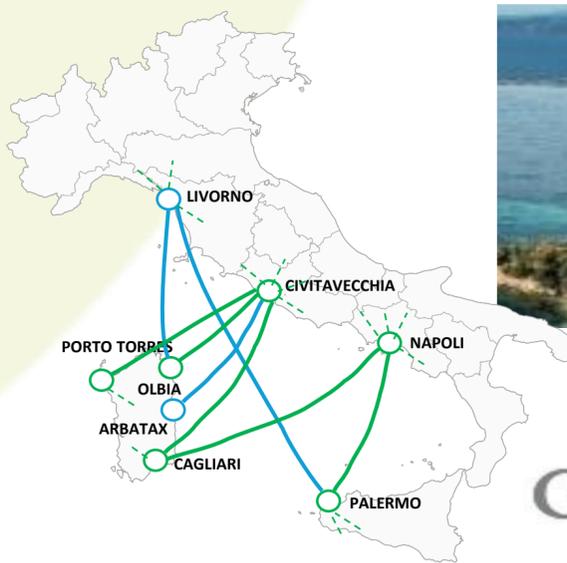
More than **180**  
Destinations

Regionale + bus / train / cable car / ferry

- Integrated services
- Balanced scheduled times
- Integrated travel tickets
- Quality of interchange nodes
- Accessible information

**24**  
Airports

**20**  
Ports



# OFFERS AND TECHNOLOGY

Embracing challenges with creativity and innovation

## SPECIAL RATES



### ITALIA IN TOUR

Travel whenever you like

3 days €35

5 days €59



## DIGITAL TICKET

## AUTOMATIC REFOUND

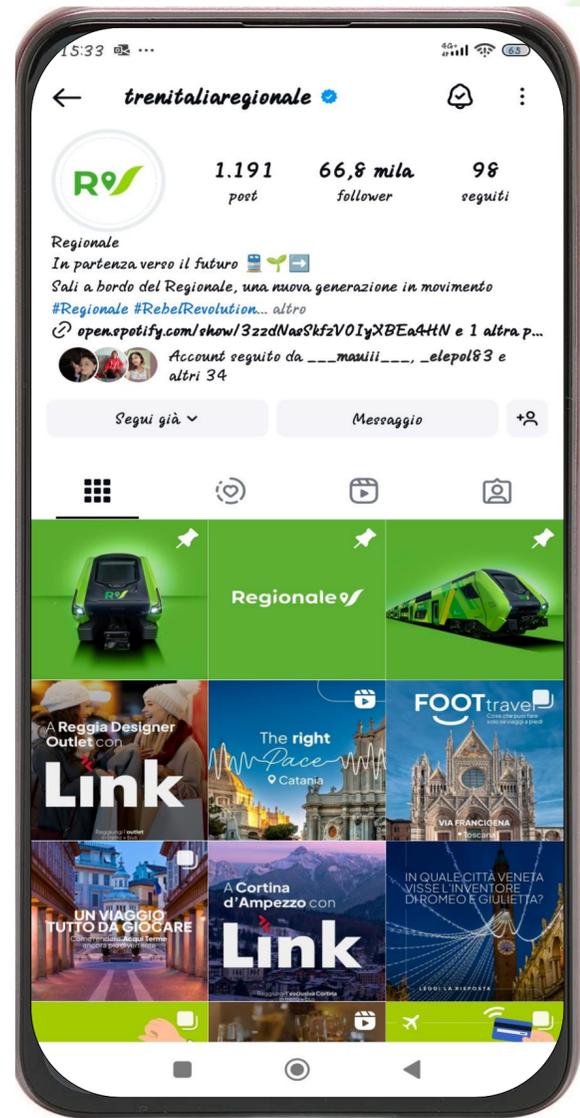
## TAP&TAP FAST PURCHASING



# TRAVEL INSPIRATION

## Creating Regionale storytelling

### EDITORIAL PLAN & DIGITAL ADV



### REGIONALE TRAVEL BOOK



### PUBLISHING PROJECTS



# PARTNERSHIP

Brand awareness and customers benefit

## MUSIC TRACK



## CO-MARKETING AND PARTNERSHIP



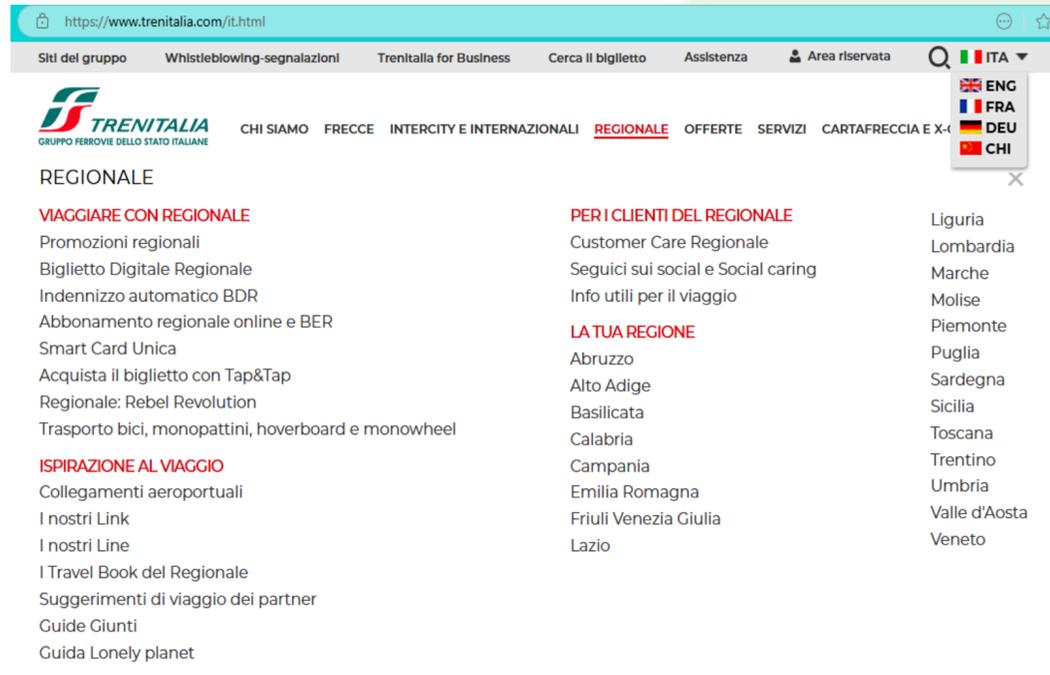
## THE ROUTE



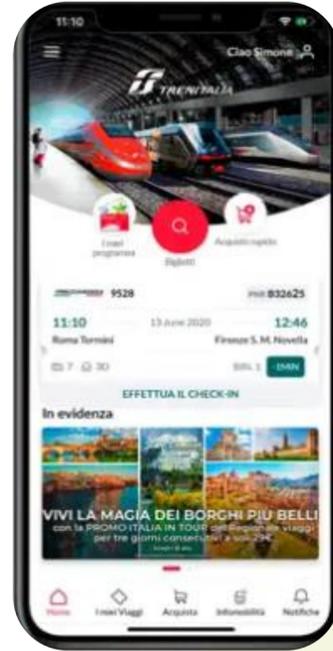
# INFORMATION AND CARING

Constantly updated and easy to use information

## WEBSITE



## MOBILE APP



## ON BOARD MONITOR-AUDIO



## SOCIAL CARING



## STATION

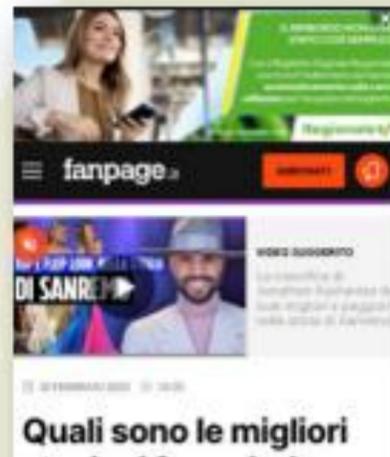
TICKET OFFICE

SELF SERVICE

DESK CUSTOMER CARE

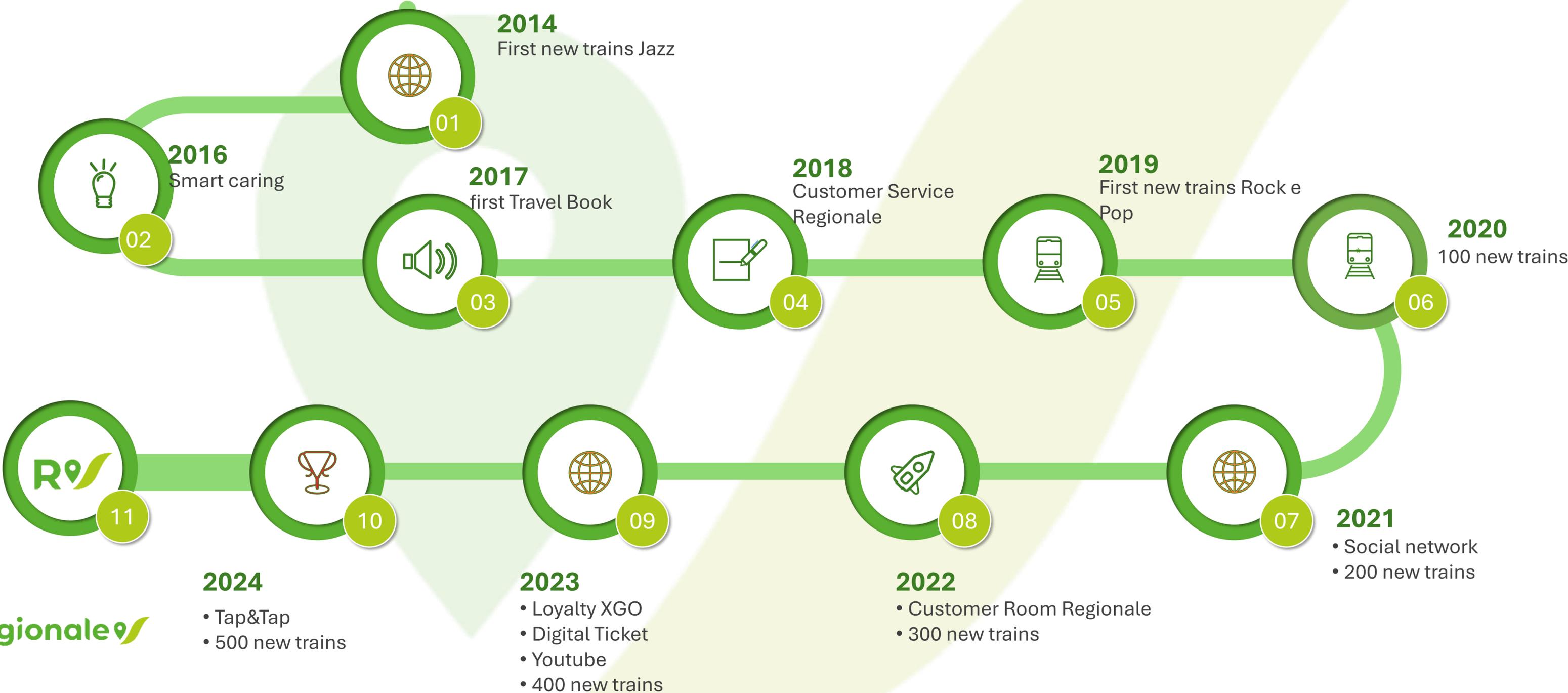


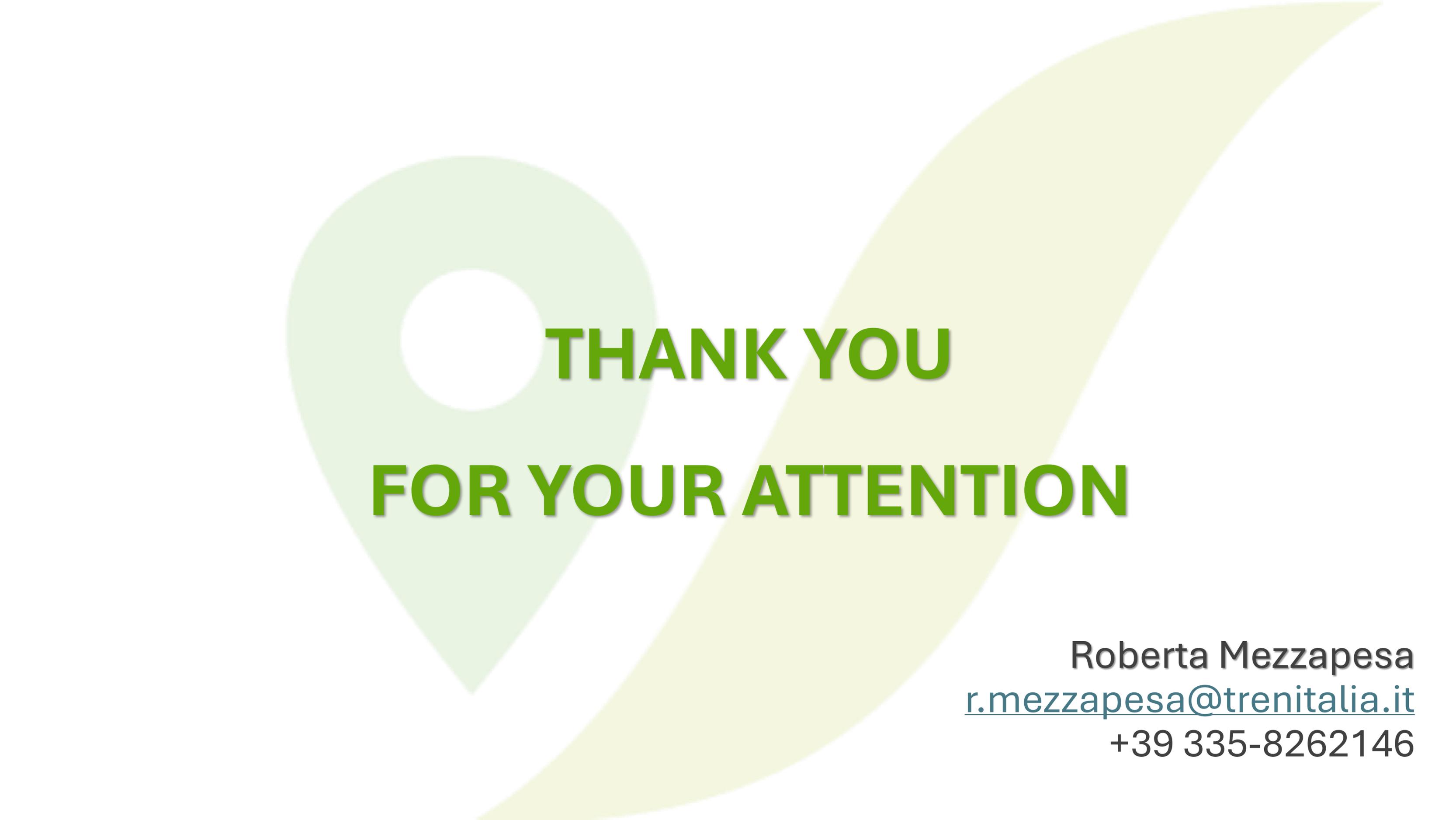
## DIGITAL ADV



# REVOLUTION COMES FROM AFAR...

## Regionale ready for the future





**THANK YOU**  
**FOR YOUR ATTENTION**

Roberta Mezzapesa  
[r.mezzapesa@trenitalia.it](mailto:r.mezzapesa@trenitalia.it)  
+39 335-8262146

# Initiatives to attract tourists and commuters to DSB's Coast Line service

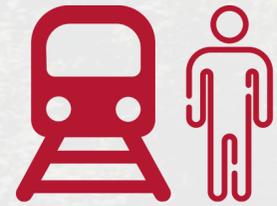
UIC sustainability week – 11. march 2025

The DSB logo is a red octagon with the letters "DSB" in white, positioned in the bottom right corner of the slide.

DSB



# DSB - Key figures

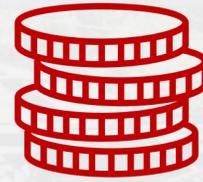


**~450.000**  
journeys on a  
normal day  
(~60% S-train)

Mia. DKK

**~5,3**

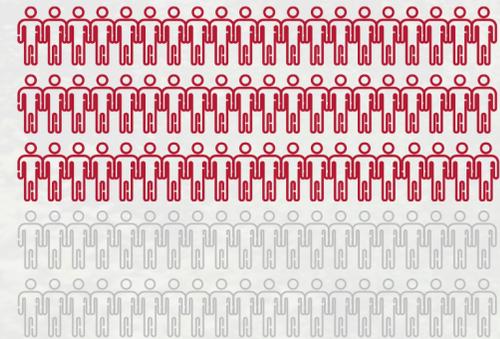
**~1,1**



Passenger-turnover

Service  
& Retail

**~6.000** employees



**~60%**

of all Danes  
have used DSB  
at least once in  
a normal year



**5** Workshops

**16** Preparation facilities

**22** Depots



**~196**  
active stations



Inkl. **~65**  
7-Eleven shops  
and station "living  
rooms"



**>500**  
Buildings

**~6,4 mil m<sup>2</sup>**  
Areas

**~1.800**  
Rent contracts



# Attractions at the Coast Line



**Elsinore Castle**



**Louisiana – the museum of Modern Art**



**The Danish Maritime Museum**



**The Hermitage Palace**



# In the 2024-timetable we introduced a 15 min operation at the Coast Line in order to secure a more robust operation



## Background

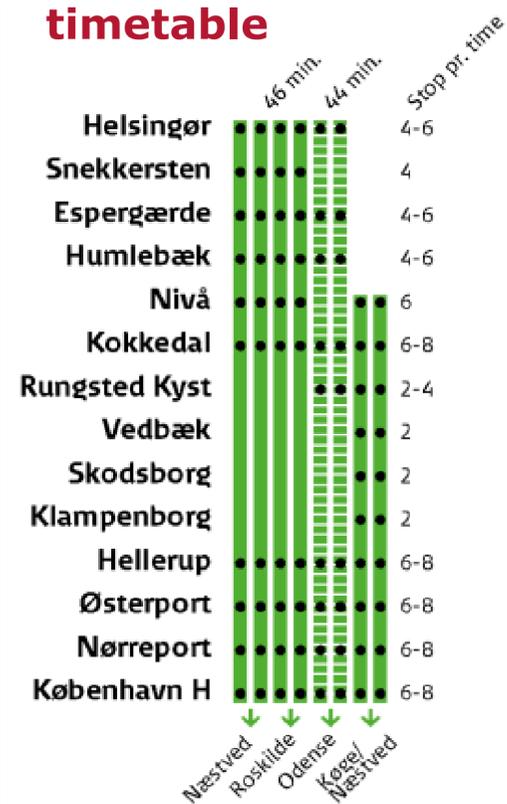
Experiences have shown that customers **have encountered too many cancellations or delays on the Coast Line – especially during rush hour.** The extensive track work on our long distance and regional lines will continue in the coming years, and the tunnel (“the tube”) between Østerport and Copenhagen Central Station is overloaded

We have **adjusted the timetable for 2024 to ensure robustness and predictability** in a simpler setup, where the Coast Line **is more isolated from the rest of the rail network**, benefiting the punctuality of the Coast Line

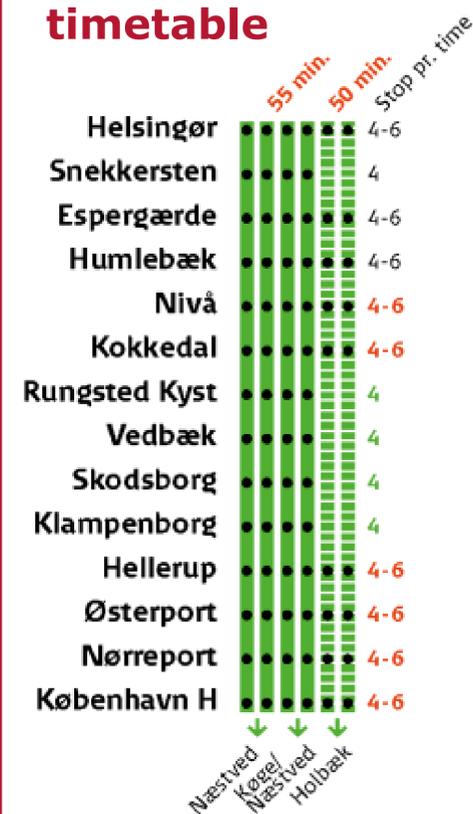
## New Timetable in 2024

- Trains every 15 min with stops at all stations
- Continuation of 6 trains per hour during rush hour from the large stations

### 2023-timetable



### 2024-timetable



## Results

**+** Journeys - indeks 99 compared to 2023. There has been a decrease at the northern stations, but an increase at the southern stations.

**+** **Better service** at the southern stations

**+** **Better ability to restore operations** in the event of disruptions

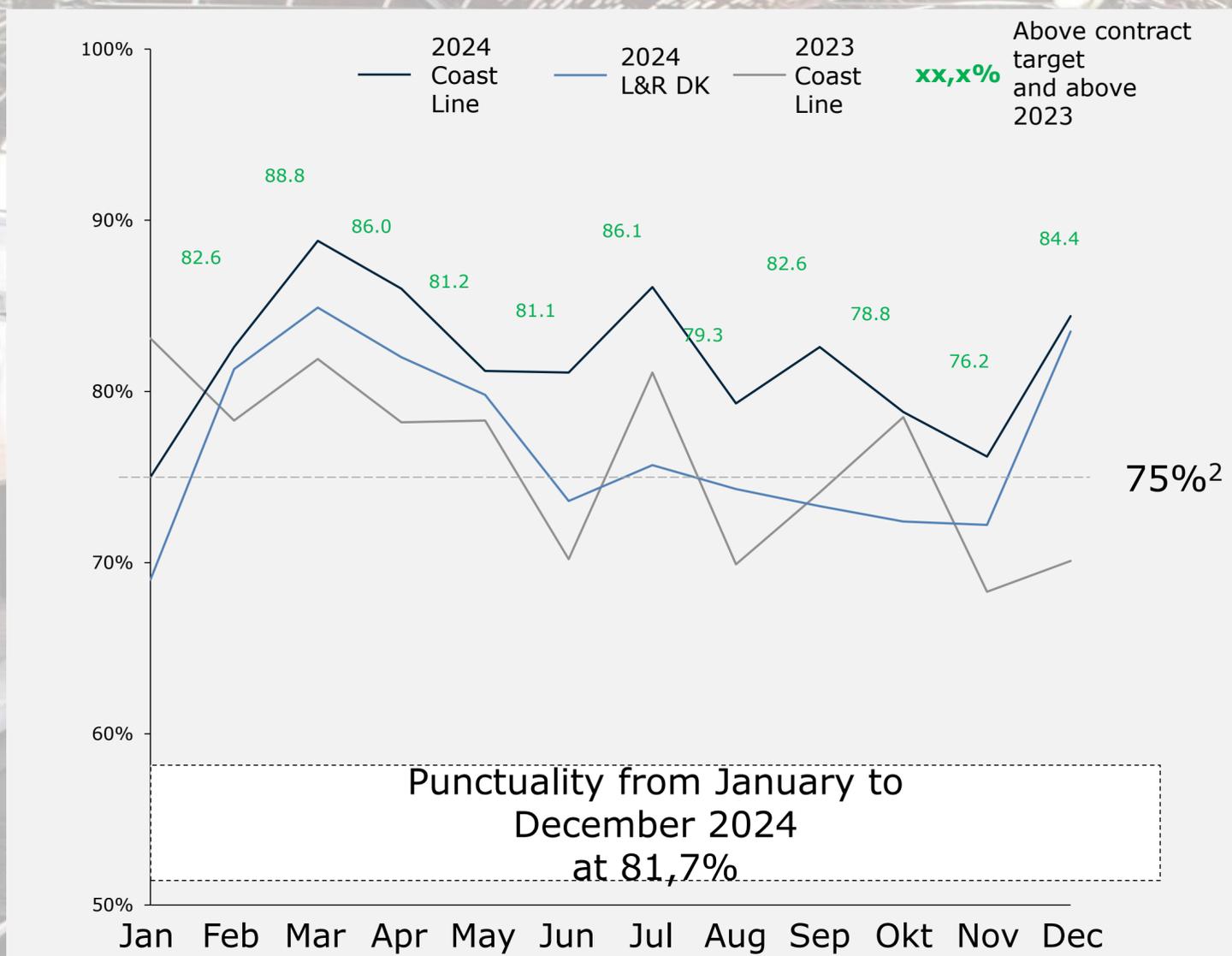
**-** **6-9 minutes longer travel time** from Elsinore and the northern stations to Copenhagen

**-** **Fewer departures**, especially for Nivå and Kokkedal

# Customer punctuality on the Coast Line has increased in 2024 compared to 2023



## Customer punctuality<sup>1</sup> at the Coast line



**Increased customer punctuality on the Coast Line which is above both the contractual target and the 2023 level** in all months except January. The Coast Line has had **higher punctuality in 2024 than our Intercity & Regional trains nationwide**, as well as the **highest punctuality in Eastern Denmark**

➤ **Overall customer punctuality on the Coast Line at 81.7% in 2024** compared to 76.8% in the same period in 2023.

➤ **Increase in customer satisfaction** regarding punctuality on the Coast Line, which is above the level prior to the timetable change<sup>3</sup>

1. Customer punctuality is defined as the proportion of customers who have arrived punctually at their final destination with less than 3 minutes of delay (2:59); 2) Contract target at 75%; 3) K3-2023: 7,5; K4-2023: 6,8; K1-2024: 7,6; K2-2024: 7,7; K3-2024: 7,9; K4-2024: 7,8

# The Copenhagen Card – the official city card for Copenhagen



- Can be used as a ticket onboard DSB's S-trains and regional trains in the Copenhagen region.
- The customer can choose a "Discover" or a "Hop" Copenhagen Card.
- DISCOVER is the all-inclusive card that ensures a limitless experience in- and outside Copenhagen.
- DISCOVER includes Public Transportation and 80+ Attractions. The card includes tickets to Elsinore Castle and The Danish Maritime museum,
- HOP includes the Hop-On Hop-Off buses and 40+ Attractions
- On average guests save 30% with a Copenhagen Card.
- A Copenhagen Card can be purchased with a validity period for 24, 48, 72 or 120 hours.
- DISCOVER from 499 DKK // EUR 64
- HOP from 575 DKK // EUR 73
- The COPENHAGEN CARD is 100% digital and works through an app 'Copenhagen Card City Guide'.

	 24, 48, 72, 96 & 120 HOURS FROM: DKK 499 // EUR 67	 24, 48 & 72 HOURS FROM: DKK 575 // EUR 78
FREE ENTRANCE AT ATTRACTIONS	80+ ATTRACTIONS	40+ ATTRACTIONS
TWO KIDS FOR FREE	●	●
UNLIMITED PUBLIC TRANSPORT	●	
AIRPORT TRANSPORT	●	
HOP-ON HOP-OFF BUSES		●

# Initiatives to attract customers – Cheap discounted fares – DSB's Orange tickets



Orange tickets are cheap tickets for short and long journeys:

- Offered for sale approximately two months before the travel date.
- Applies to a specific departure outside rush hour.
- Purchased online at DSB.dk or in DSB's app.
- Cannot be changed or refunded
- Can be combined with a journey at DSB's Suburban train network
- The customer can bring up to 2 children under the age of 12 free of charge.
  
- In December 2024 DSB introduced Orange Tickets on several regional routes including the Coast Line.
- A train ticket between Copenhagen and Elsinore can be purchased for as little as 21 DKK (2,8 euro).
- A standard fare is 78 DKK (10,4 euro).



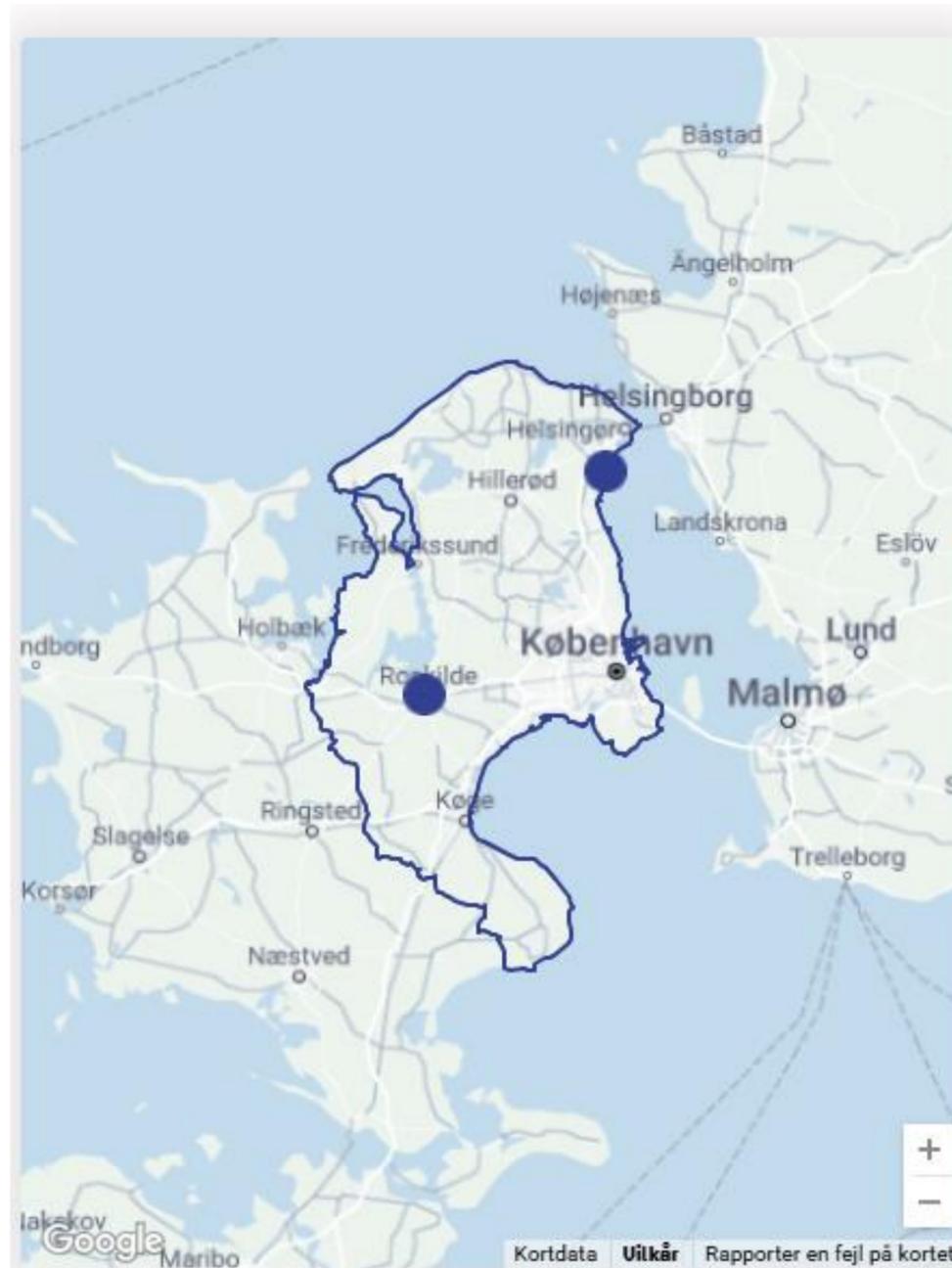
# A City Pass



With access to unlimited travel by bus, train, and metro, a City Pass is a convenient and inexpensive way to enjoy the many great experiences Copenhagen and the rest of Zealand have to offer.

## City Pass Large

- ✓ Travel around Greater Copenhagen including Copenhagen City Centre (zones 1-99)
- ✓ 24-120 hours | Price: DKK 200-680
- ✓ Buy in DOT Tickets app, in DSB Ticket machines og from ticket machines at the metro station



## Large

Travel to astounding sights such as Roskilde Cathedral, where most Danish royalty is buried, or Kronborg Castle in Helsingør, also known as Elsinore Castle from Hamlet.

## Coverage

City Pass Large covers Copenhagen and the Greater Copenhagen area (zones 1-99).

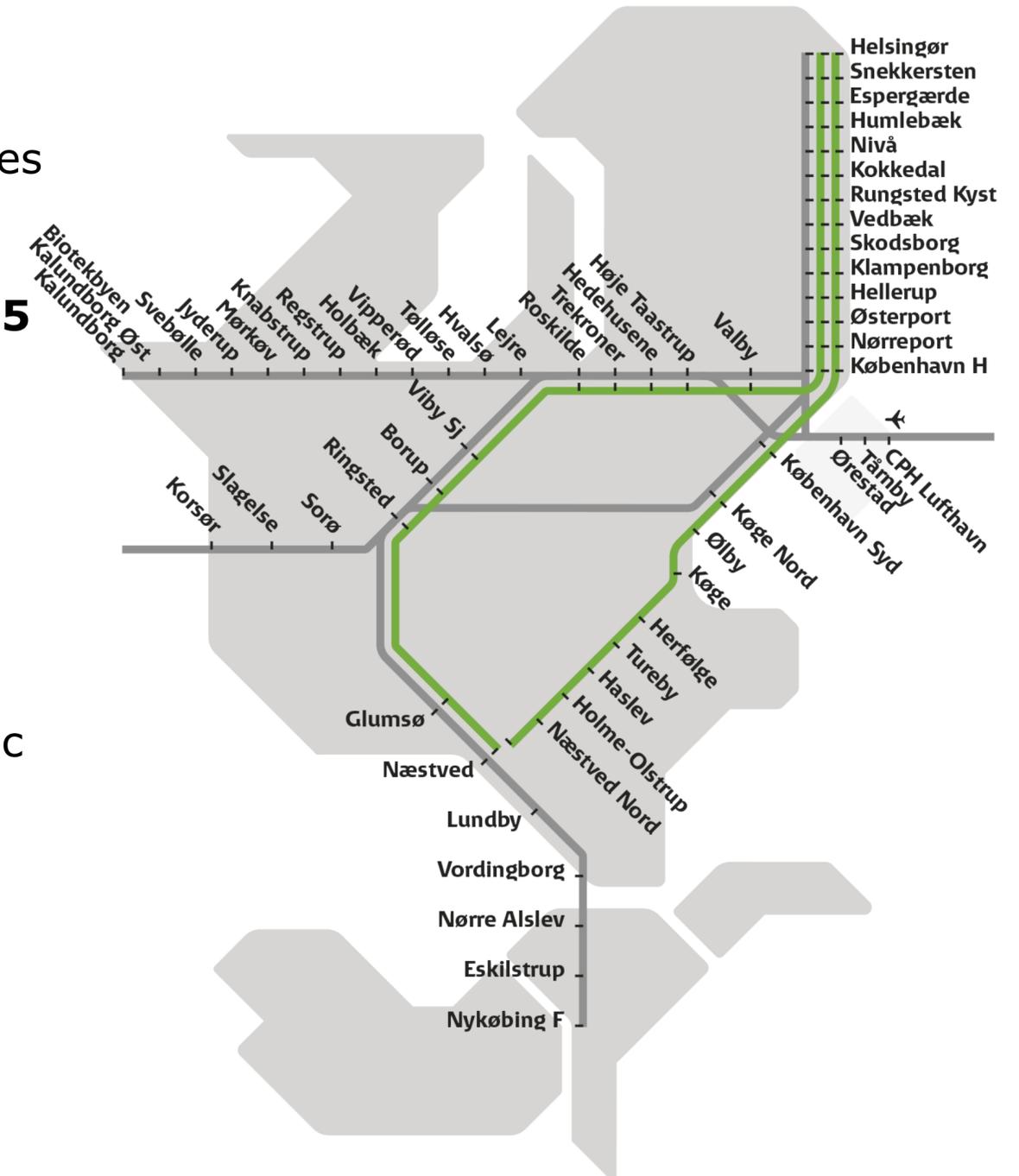
## Price

Prices for the City Pass Large starts from 200 DKK for adults and 100 DKK for children.

# DSB is testing free bicycle transport on DSB's regional lines on Zealand – outside rush hour



- A reservation is needed to bring a bike on DSB's regional and long-distance trains which costs approx. 3 euro.
- The 1. July last year DSB initiated a test regarding free transport of bikes on the Coast Line and the Næstved Line except in the morning and afternoon rush hours – **the green lines on the map.**
- **The test was a success and has been extended until 1. June 2025** and now covers all the regional lines on Zealand.
- In rush hour it costs approx. 3. euro for a bike reservation.
- Customers are not guaranteed a place for their bike, it is on a "first come, first served" basis and the train staff regulates the number of bicycles at any time.
- The train staff will ask the customer to use the next train if its full.
- The offer includes ordinary bicycles, electric bicycles, scooters or electric scooters
- DSB is currently using IC4-trains and Electric Locomotives with DD-coaches on the Coast and Næstved Line



# Refurbishment of DSB's double-decker coaches

- DSB is currently refurbishing DSB's double-decker coaches to have more space for bikes – 16 bikes instead of 4 bikes. It is expected that the refurbishment is completed ultimo 2026.
- The Danish Cyclist Association awaits the outcome of the test with excitement, in relation to how DSB will manage bikes on regional trains throughout Denmark.
- Feedback from train staff:
  - On the Coast Line: too little capacity during the week for bicycles - especially on Saturday between 10-16
  - No issues with customers regarding a valid bicycle ticket outside rush hours.
  - Challenge regarding the "first come, first served" policy regarding bike spaces on the train.









Gite in treno



# GITE IN TRENO

*Unlocking the potential of rail tourism in regional & commuter trains*

*Leonardo Cesarini, Chief Commercial Officer, Trenord*

Sustainability Action Week | 11 March 2025 | Paris

# About TRENORD

Founded in 2011, by the **two** current **shareholders**, **FNM Group** and **Trenitalia**, Trenord is one of the most important local public rail transport companies in Europe.

## Trenord main products

Regional and Suburban Railways

MALPENSA EXPRESS (Air Rail Link)

TILO (crossborder railways with Ticino)

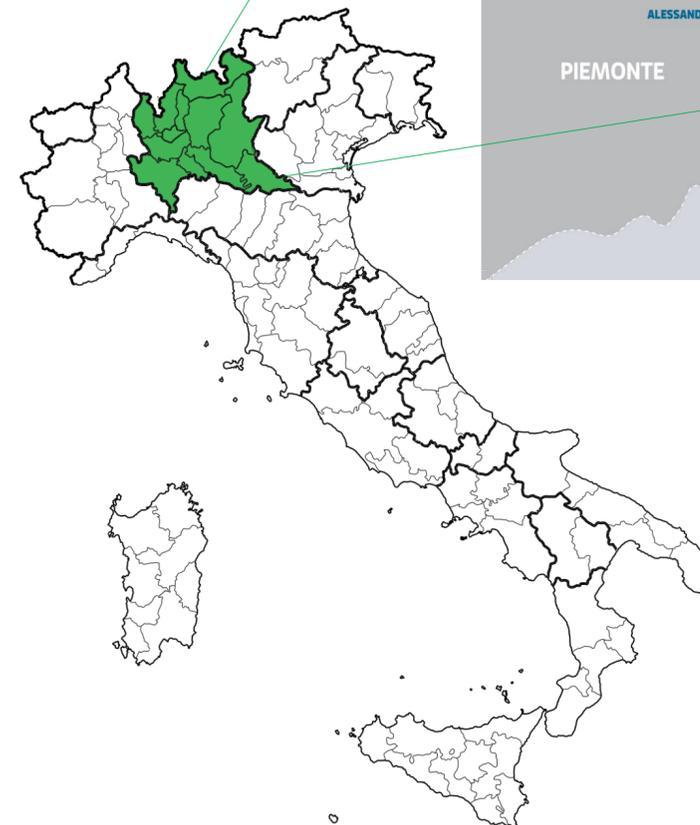
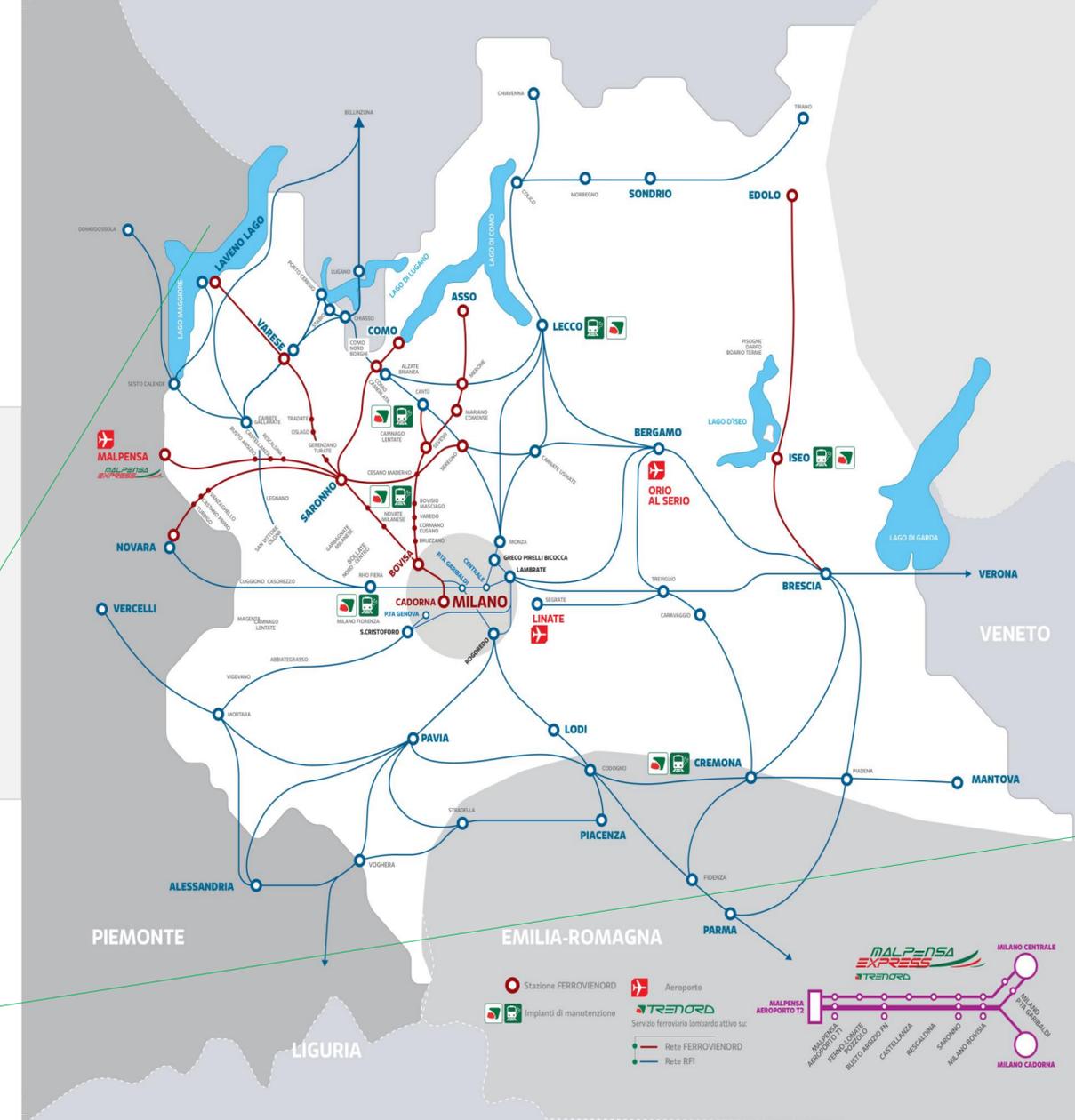
GITE IN TRENO (touristic brand)

Long distance railways with DB and OBB

2.000 km railway network

2.300 Train trips /day

800.000 passengers/day



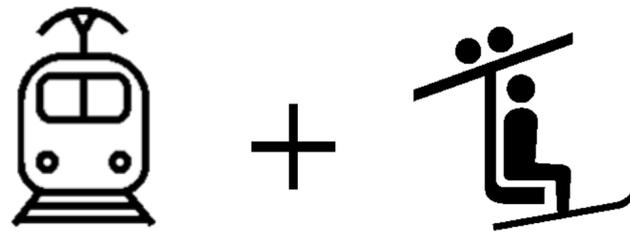
27% of Italian total railway production



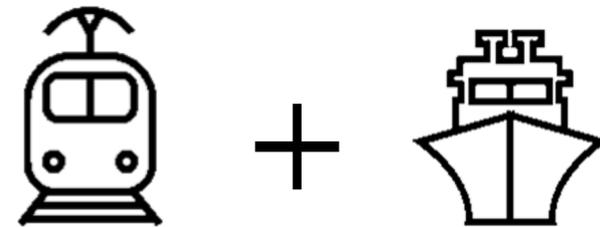
# GITE IN TRENO Train for Tourism and Fun



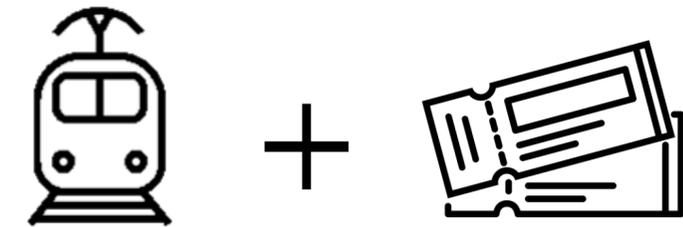
Treni della Neve  
(Snow trains)



Lakes



Parks and Events



**10,5 milioni**

PASSENGERS WHO TRAVELLED DURING WEEK ENDS AND HOLIDAYS TO TOURISTIC DESTINATIONS IN 2024

**100.000+**

BUNDLES  
TRAIN+EXPERIENCE

**+30%**

Vs 2023

# GITE IN TRENO Smart Collaborations



A 4 years long collaboration. **Each year, something new.**  
**20.000 downloads** of the bookguides. At the moment.

*DISCOVERA*, new touristic brand of SportIt, and *Gite in Treno* join to **sell and complete train touristic offers.**  
United, we're stronger.

**3 DIGITAL  
GUIDEBOOKS ABOUT  
TRAIN TRAVELLING IN  
LOMBARDY**



**8 PODCASTS ABOUT  
TRAIN AND TREKKING  
ON** 



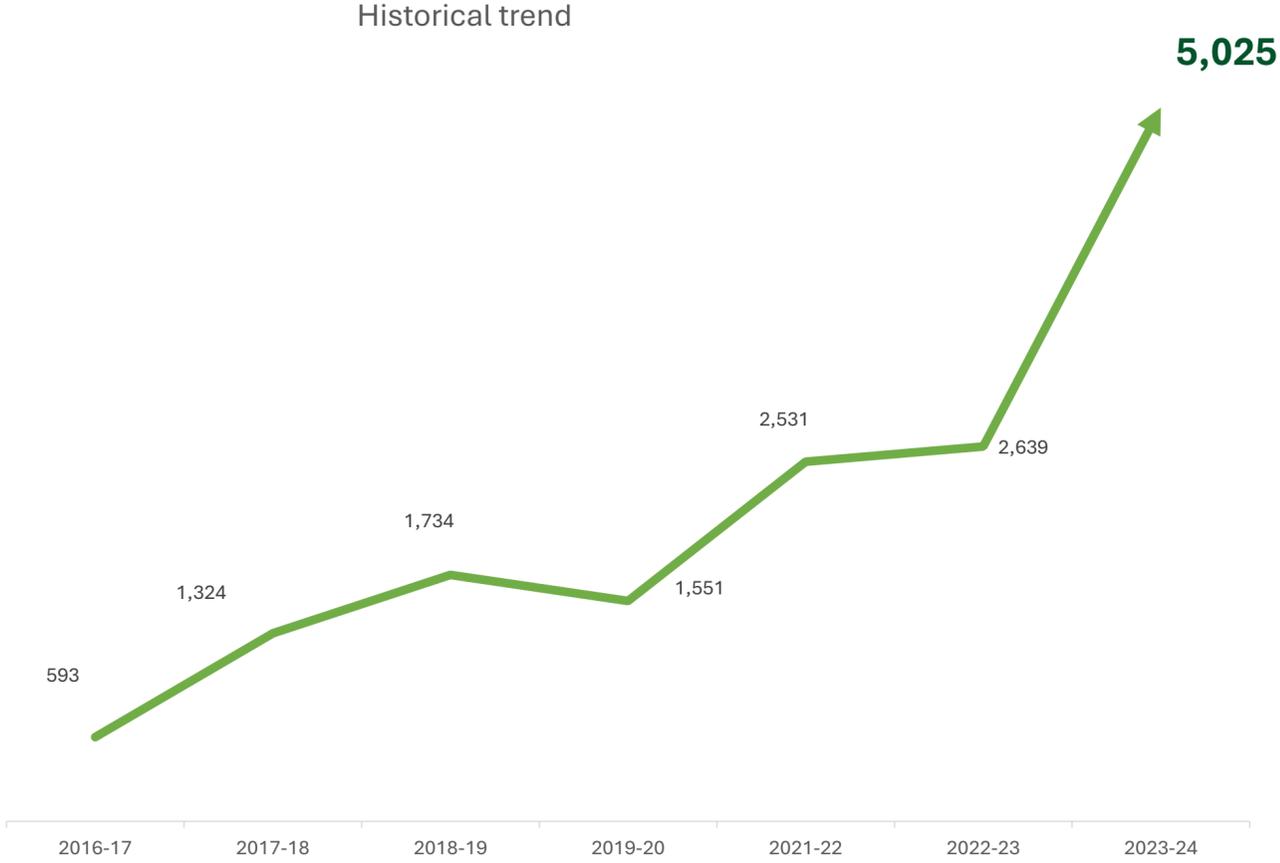
**TRENI DELLA NEVE**  
(5 ski destinations.  
Bundles include  
train+shuttle+skipass)

**TRAIN & BIKE**  
(train + bike rack  
reservation on trains +  
meal discount)

**ART CITIES**  
(train + museums, guided  
visits, experiences...)

**LAKES**  
(train + lakes navigation +  
hotel...)

# TRENI DELLA NEVE a successful model



**4.3/5**



Average customer rating

**3.800**

Tickets already sold this season

**2.000~**

Fewer cars on the road

# Integrated tickets **TRAIN+BOAT**



Como Lake



Maggiore Lake



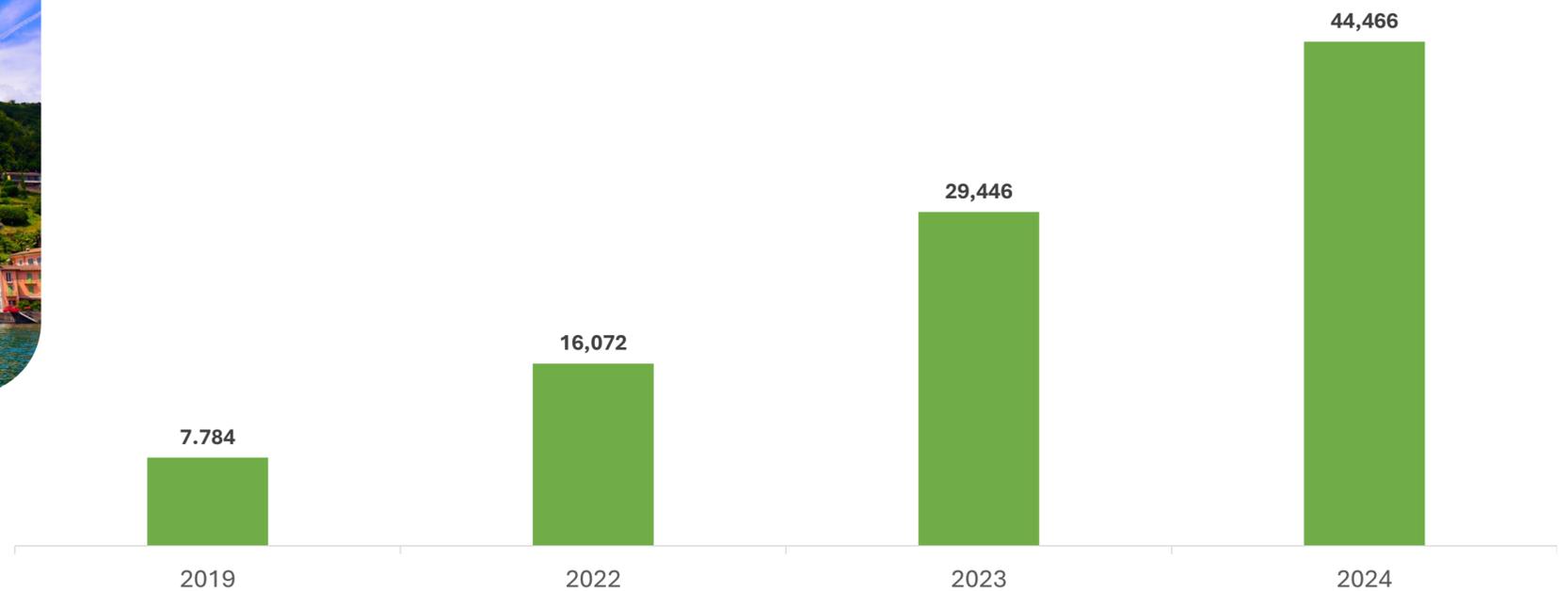
Garda Lake



Lake Iseo



Lake Lugano



# TRENORD TRAVEL PARTNER for Events



**40.000**

Tickets for events in 2024

- Monza F1 Grand Prix
- EICMA 2024
- Main exhibitions in Milan
- Summer concerts
- Train of the Christmas markets to Bolzano
- Valtellina Wine Trail
- And more...



**Loyalty: value and sustainability**

# community

## Per ogni andata, tanti ritorni.

Con il nuovo programma fedeltà Community di Trenord, il treno è la soluzione sostenibile che premia. Scegliendo il treno riduci le emissioni di CO<sub>2</sub> e ottieni punti Verdi.

Scegli il treno per contribuire alla riduzione delle emissioni di CO<sub>2</sub>.



99 gr di CO<sub>2</sub>/Km



39 gr di CO<sub>2</sub>/Km

CRM

**Enhancement** of the customer engagement and data collection process

Sales

**Increase** of sales on TRENORD official channels  
Coming soon: Ticket office integration (COP)

BRAND

**Valorization** of the ecological view in Trenord

Channels

**Increase** of the customers loyalty through Trenord sales channels

FNM  
group

Wide range of awards with the FNM group partnerships

# CO<sub>2</sub>community

## How it works?

### WHO?

- Carnet 10 tickets
- Weekly, monthly and annual ticket on trains only

### HOW?



98 gr  
CO<sub>2</sub>/km

—



39 gr  
CO<sub>2</sub>/km

59 gr CO<sub>2</sub>  
saved per km

### HOW MUCH?

1 KG CO<sub>2</sub>  
=  
1 Green Point

# OUR REWARDS CATALOG

**Punti Verdi** will allow you to obtain awards, benefits, products, agreements and services, devided into thematic areas within a dedicated portal.



"A TEMPO" SCOLAPIATTI  
14 + 66,00 €

Scopri di più

"A LOTUS LEAF" CENTROTAVOLA |!E...  
44 + 130,00 €

Scopri di più

"ANNA GONG" ALZATA PIEGHEVOLE  
44 + 130,00 €

Scopri di più

Set Asciugamani bagno arancione Silene  
12 + 12,40 €

Scopri di più

Set Asciugamani bagno celeste Silene  
12 + 12,40 €

Scopri di più

x1  
Biglietto 3D  
6 + 8,00 €

Scopri di più

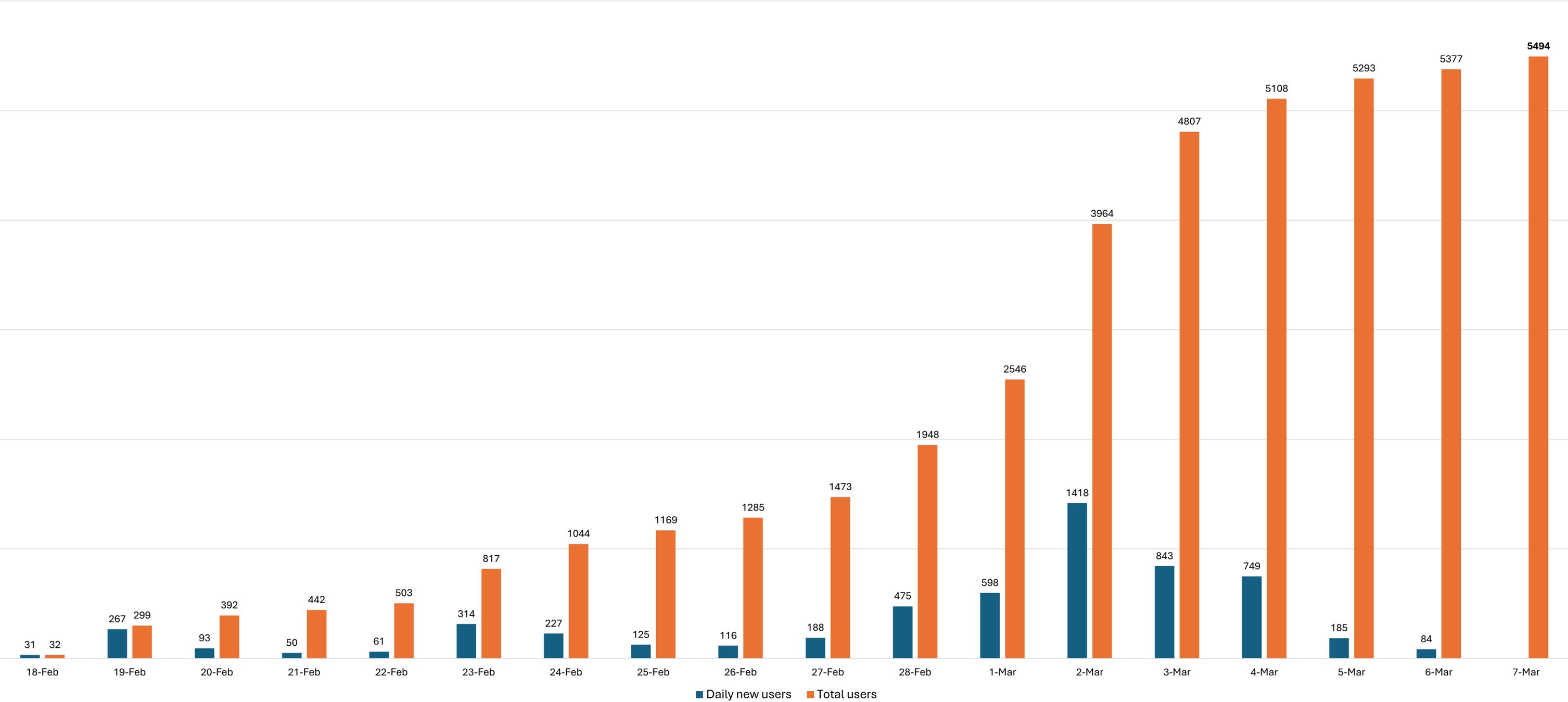
x1 x1  
Pacchetto Serata  
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x2  
Entri in 2 paghi 1  
12 + 16,00 €

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# Community - KPI



**THANK YOU FOR YOUR ATTENTION!**





INTERNATIONAL UNION  
OF RAILWAYS

# **TOURANDRAIL ERASMUS + EU PROJECT**

**Nacima Baron**  
Gustave Eiffel University

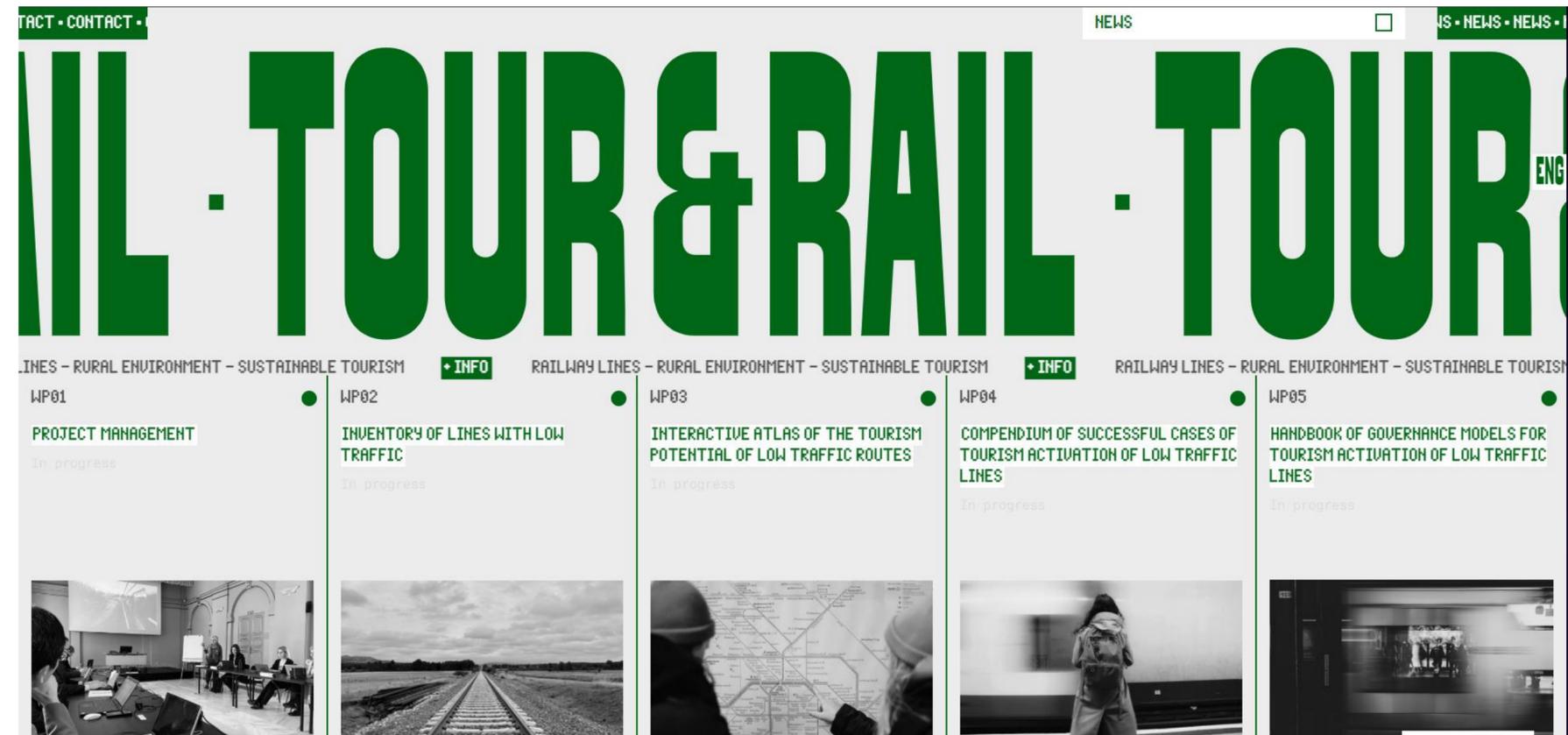
11 March 2025



**TOUR&RAIL** aims to establish a collaborative environment for an environmentally friendly transition in rural areas. It revolves around **building a sustainable tourism model to apply to low-traffic railways in Europe, seeking to prevent these lines from being closed.**

The project explores the possibilities in terms of tourism for both the local population and tourists to continue to travel by rail.

A key aspect of this is photo and written documentation throughout the project, with planned deliverables, broadcasting events, and learning activities being planned.





**Nacima BAON**  
Ecole des Ponts - UGE

# RE-INTERSECTING TOURISM & RAILWAY REGENERATION TRENDS



ERASMUS + Railtoland to Tourail

## Tourism transition in rural area with low-traffic rail

### • MAPPING

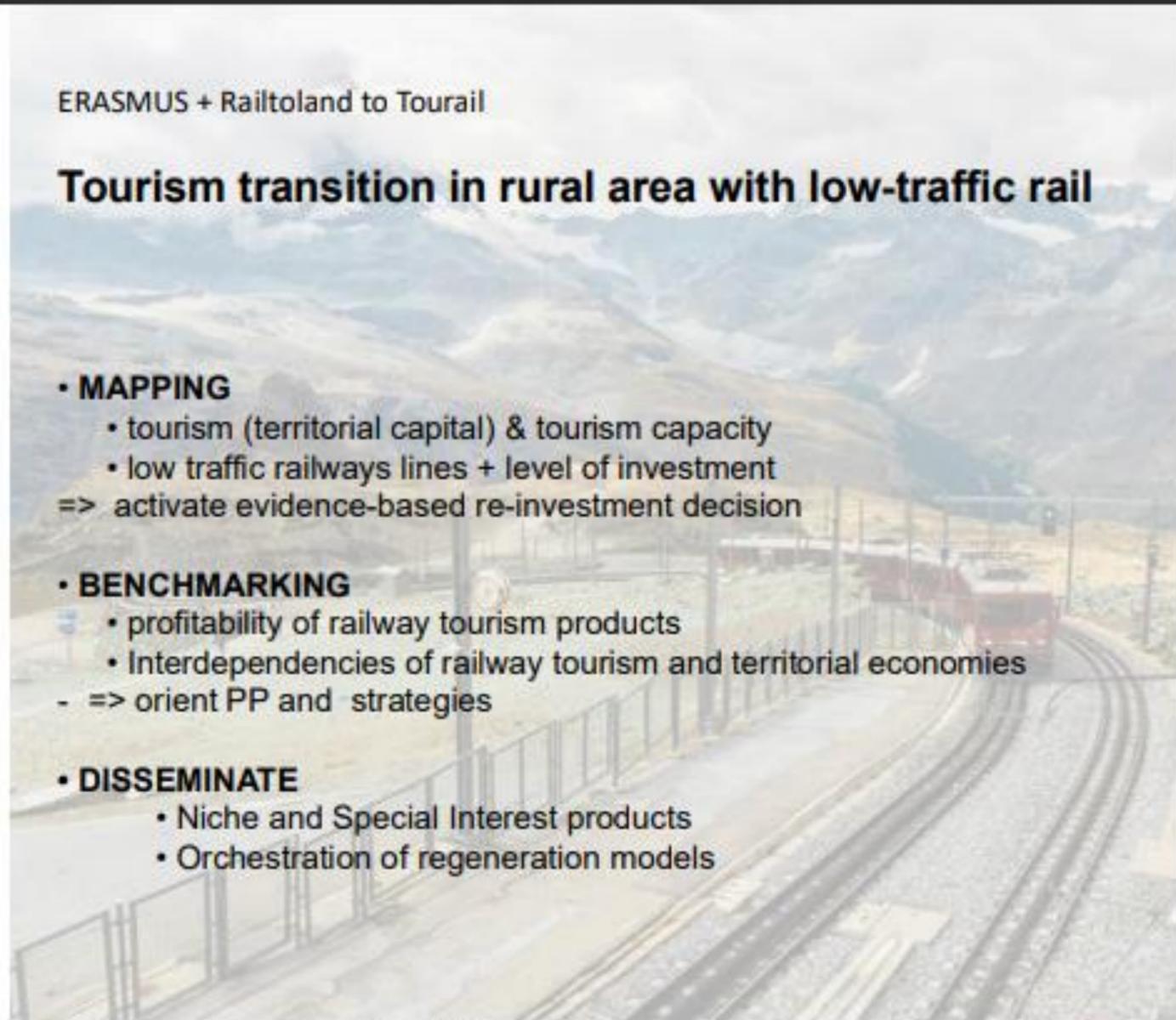
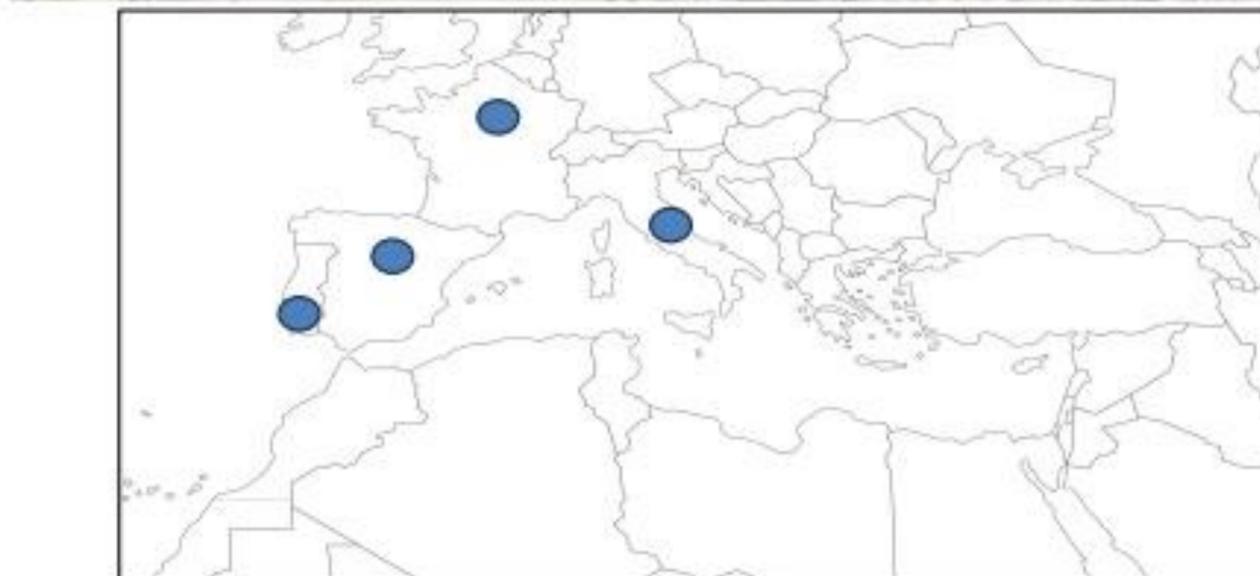
- tourism (territorial capital) & tourism capacity
  - low traffic railways lines + level of investment
- => activate evidence-based re-investment decision

### • BENCHMARKING

- profitability of railway tourism products
  - Interdependencies of railway tourism and territorial economies
- => orient PP and strategies

### • DISSEMINATE

- Niche and Special Interest products
- Orchestration of regeneration models



# 1 FRAMEWORK : PARADIGM SHIFT

## A LONG WINTER

service decline + asset ruination + local conflicts over missions of public service

## ASSESSING RAILWAY TOURISM DIVERSITY

- In products : scenic, heritage and destination
- In end-values : preservation, development, sustainable mobility

## REDEFINING CORE NETWORK & POTENTIAL

- ARCHIVES & FIELD WORK

## « POLITICAL WORK » IN ARENAS :

- Making a marginal dimension more central in train service
- Intesecting
  - competitiveness and sustainable roientation of rail operator
  - Competitiveness and sustainability in regions



# 2 CONCEPTUALIZING TOURISM REGENERATION THROUGH RAILWAY REGENERATION

## JOINING PERSPECTIVES

- evaluative approach (efficiency and profitability criterias)
- constructivist / interpretative perspective (public action in discourse & practice)

## INTRODUCING CONCEPTS

- theory of regenerative economy
- policy instrument / assembling / transcoding

## REGENERATION NEED TECH TOTEMS

- cognitive inst.: modelizing the trajectory of railway substance receovery
- financial inst.: measuring need for financial flow
- technological inst.: light vehicles



## LOCAL ENERGIES ENROLLMENT

- coalitions of cause: sustainability, mobility, tourism
- regeneration through Light train AS territorial investment

### 3. MODERNITY AND PAST RECONCILED TAKING THE MOST OF OLD MYTH INTO REGENERATIVE RAILWAY TOURISM

#### CLASSICAL RAILWAY TOURISM HEROIC TIMES

- Values : Railway enthusiasts legacy, identity and values

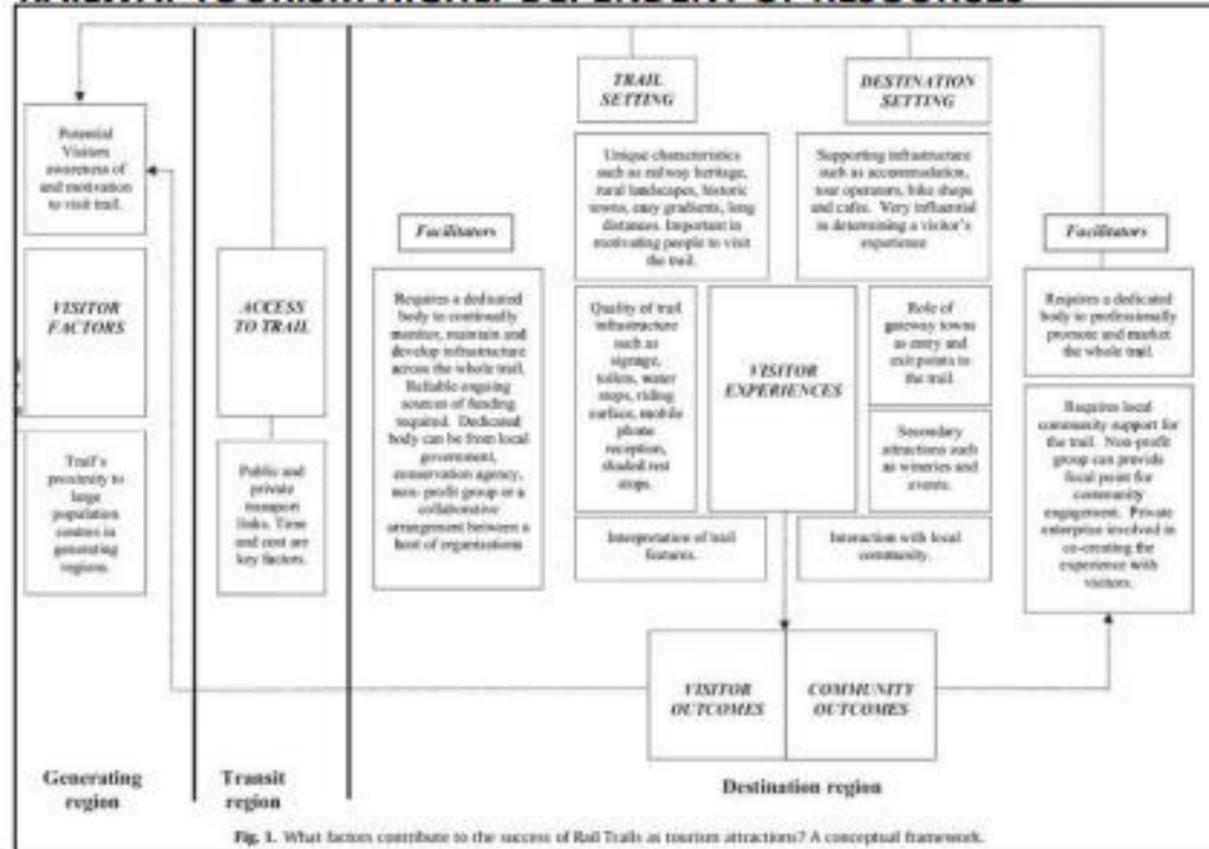


- Vision : Local development early public developers  
And local energies : Communities and local talents involvement



### 4 FROM RAILWAY TOURISM INCOMPLETENESS TO RELATIONAL - MULTISECTORIAL POLICIES

#### - RAILWAY TOURISM HIGHLY DEPENDENT OF RESOURCES



Thanks for attention !

nacimabaron@gmail.com

#### - FOSTERING PARTNERSHIPS : STATION SPACES AND FUNCTIONS Eg Station as local tourist office





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**Thank you for your attention.**