



INTERNATIONAL UNION
OF RAILWAYS

FUTURE RAIL TOURISM

Date, time: 18 November, 14:00 – 17:00

Location: online

Hybrid Link [Join the meeting now](#)

The International Union of Railways (UIC) is pleased to announce the Future Rail Tourism Workshop, an online event dedicated to exploring how rail can adapt to evolving tourism trends and become a cornerstone of sustainable, comfortable, and innovative travel.

The workshop will bring together railway professionals, tourism experts, academics, and policymakers to exchange knowledge, share case studies, and discuss strategies for shaping the future of rail-based tourism.

Drawing on the ongoing Future Rail Tourism (FRT) project, the event will showcase survey results, modelling analysis, highlight industry best practices, and gather feedback from stakeholders to inform the forthcoming UIC Future Rail Tourism Report.

Agenda

14:00 – 14:10	Welcome Presentation of the workshop and its objectives
14.10 – 14.30	Future Rail Tourism Report Results: 5 main drivers: Sustainability, Digitalization, Post-Pandemic Impact, Luxury, Rural Areas + Multimodality as a transversal factor Francesca Pagliara, University of Naples Federico II
14:30-14:45	Post Pandemic Impact: Building Trust and Emotional Connection in Rail Tourism: Insights from the UIC Customer Experience Work Joaquin Botella, Sener
14:45-15:00	Digitalisation: Expanding tourism by train: how multi-inventory technology creates borderless, customer centric rail travel across Europe Robert From, Rail Europe
15:00-15:15	Digitalisation and Multimodality: Railway Tourism and Multimodal Integration: A Case Study of the Ethio– Djibouti Railway for Umrah Travellers Dr. Mebratu Delelegn, Ethio– Djibouti Railway
15:15-15:30	Luxury: From Passenger to Guest: Mainstreaming Intangible Luxury, Trust, and Comfort through the TopRail Tourist-Friendly Framework Ana Garcia Pando, InkaLAB
15:30-15:45	• Comfort Break

15.45 – 16.00	Multimodality and Rural Areas Access: Revitalising Rural Rail: Unlocking Tourism Potential in Low-Traffic Areas Maria Villodre, UPM
16.00 – 16.15	Multimodality and Rural Areas Access: Multimodality for Rural Accessibility: Trenitalia Regional Services Connecting the Territory Marco Genovese, Trenitalia
16.15 – 16.30	Sustainability and Multimodality: Cyclists love trains: An analysis of the bicycle friendliness of European railway operator and user's expectations Fabian Küster, ECF
16.30 – 16.45	Sustainability and Multimodality: Vall de Núria Case Ricardo Palou, FGC
16.45 – 17.00	Conclusions