APPLICATION FORMS

APPLICATION FORM FOR TOURIST-FRIENDLY LINES/ROUTES

Who can apply?

Members of UIC can submit one line/route to the award for tourist-friendly railway line. The award recognizes the vision and effort of companies that work to enhance the tourist appeal of the journey by highlighting scenic landscapes, cultural landmarks, and providing innovative services that inspire tourists.

This is a work document to prepare your application. To submit please use the following link https://forms.office.com/e/ufArWgAYzi

How do we judge?

The panel will review replies to the check-list, which assesses efforts to create added value for rail lines by including signage, highlighting tourist attractions, communicating tourist values of the line, operate convenient schedules and stops, etc, in order to make rail travel attractive to tourists.

Information about the company

Name of the company:

Is the Company a UIC Member? (Check the correct option. Only UIC Members are eligible)

YES / NO

Company website, link to the nominated line if available

Company social media (optional): link to the company's social media channels

Information about the person in charge of the registration:

Name of the person in charge of registration:

Position/Title of the person in charge of the registration:

E-mail of the person in charge of the registration:

Phone Number of the person in charge of registration including country code:

Information about the line:

a. Description: origin and destination, kilometres. If it is a segment (or segments) in a long-distance line, indicate the km identification of the segment(s) you are submitting for consideration and the percentage of the whole line these segments represent. Please enclose information or web links if available.

Explain what you consider the tourist character of the line: For example, the line itself is declared heritage, or it runs through tourist areas, like protected areas, world heritage or national heritage areas, other well-known tourist attractions, which are visible from the train or easily reachable from train stops, or connects popular tourist destinations or goes from a regular city to a popular tourist destination, etc.

(Up to 1000 characters with space)

b. Is the tourist line operated as a part of a rail tourism product only?

YES / NO

c. Check all the items in the following chart. In order to qualify, the line must comply with ALL items

Use the box for each question to add comments or links to pictures, videos, webpages, etc. that might help the jury qualify your answer.

CRITERIA FOR TOURIST-FRIENDLY LINES/ ROUTES	YES	NO
1.The tourist route is **clearly branded** and communicated in informational and promotional materials with distinctive icons, colours, or other visual markers highlighting its tourism value. Additionally, key information about the route's attractions and experiences is available in at least one foreign language to enhance accessibility, both for direct clients, tour operators and travel agents.		
2.Tourist descriptions of **tourist highlights**, and tourist importance of the route are **available** in any or several media (digital, panels, printed, etc) in at least one foreign language.		
3. **Easy connections to the tourist attraction at destination** e.g. walking, by bike, bus…		
4.**Convenient schedules and frequencies, compatible with visit hours to tourist attractions**, and conveniently advertised in the line's information in at least one foreign language.		
5. **Access to tourist attractions is either integrated into the ticketing system** (e.g., combined tickets) **or supported through cross-marketing efforts**, ensuring clear visibility of attractions. At a minimum, promotional materials include information and direct links to the attractions' websites, available in at least one foreign language, to facilitate ticket purchases and visitor planning.		

You can add comments or links to pictures, videos, webpages, etc; that might help the jury qualify your answer here.

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d. OPTIONAL: Please describe how the tourist-friendly solutions/features introduced in the operation of this line contribute to one or several of the following aspects:

These items will be taken into account in case of a tie-in:

Innovation: what innovative solutions have been introduced in the line in order to highlight its tourist-friendliness? Up to 700 characters with space.

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Environmental Sustainability: How do solutions to improve tourist-friendliness in this line are beneficial to environmental sustainability? Up to 700 characters with space.

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Cooperation & Partnerships: Were any external stakeholders involved in the improvement of tourist-friendly conditions for this line? (rail infrastructure manager, advisory for accessibility, suggestions from tourist trade partners, etc.) Up to 700 characters with space.

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Inclusion: Are any of the measures taken to improve the tourist-friendliness of the line also aimed at improving its inclusivity? (beyond regulations) Up to 700 characters with space.

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