APPLICATION FORMS

APPLICATION FORM FOR BEST RAIL TOURISM INITIATIVE OR PRODUCT

Who can apply?

Members of UIC can submit one tourist initiative or product. The award recognizes efforts by rail operators to incorporate solutions, initiatives or create tourist products that contribute to increasing global awareness of rail tourism as a preferred way of reaching or exploring tourist destinations.

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

How do we judge?

The jury will review the replies to the four sections, in order to assess how the initiative or product contributes to each of the criteria: innovation and originality, environmental sustainability, cooperation and partnerships and inclusion to assess the initiatives or products in a holistic manner.

Links to websites, social media posts, pictures, videos, news, company reports, agreements, ... that provide further evidence supporting the case for each nomination as clear data about the impact in customer satisfaction, quality of service, etc, are welcomed.

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 station lounge website 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 international codes:

a. Description of the rail tourism initiative or product:

Brief description of the initiative or product, detailing the relevant features, how long it has been in operation, main components, impact on rail tourism, how it enhances experience, service, tourist satisfaction, and any other information you consider important for the panel to know.

This part must provide context for the jury about the background of the initiative/product, what motivated the decision to implement it, what main results it obtained, when it was first implemented, what the lessons learnt are etc. (Up to 2500 characters with space)

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

b. What is the innovation/creativity in this product or initiative?
Weight: 30%

Description of the innovative or creative features of the product or initiative that set it apart from competitors. The jury looks for evidence of how effectively new technologies, design elements, unique product components or service models aiming at improving the client's experience have been integrated into the service or experience. Innovative solutions or products should push the boundaries of traditional rail tourism and offer something that sets the product apart from competitors. Innovations focus on the wow factor, the addition of novel elements or the use of well-known elements in original ways.
(Up to 1500 characters with space)

c. How does this product contribute to sustainable tourism?
Weight: 20%

Describe practices introduced into the implementation and operation of the initiative or product aimed at reducing the carbon footprint, reducing waste, introducing circular economy, promoting environmentally sustainable tourism and prioritizing eco-friendly operations and the long-term stewardship of destinations.
(Up to 1500 characters with space)

d. What partnerships & collaborations are involved in the formulation, development and/or operation of this rail tourism product or initiative?
Weight 20%

Describe external partnerships and/or collaborations involved in the formulation, development and/or operation of this rail tourist product, explaining the roles and responsibilities of each partner, how this collaboration elevates the experience and enhances the visibility of rail tourism. These partnerships can involve tourist trade partners, local governments, associations, etc. (Up to 1500 characters with space)

e. How replicable this product or initiative is?
Weight 15%

What lessons and/or best practices from this product or initiative can be used elsewhere to increase the attractiveness of rail tourism experiences, contribute to growth and/or increase awareness of rail tourism? Examples can include integrated ticketing systems, pop up experiences on board, digital features for seamless travel, AI powered travel assistants (coverage in media, requests from third parties for information about the product, initiative, evidence of results solving a common problem in the industry, etc).
(Up to 1500 characters with space.)

f. How does this product approaches inclusion?
Weight: 15%

Describe how the rail tourism initiative or product ensures inclusivity by addressing the diverse needs of travellers across physical, cultural, gender, and socioeconomic dimensions, including efforts to remove barriers, foster equity and create a welcoming experience for all tourists taking into account neurodiversity, physical or sensorial accessibility , as well as promoting diversity (including gender balance in representation and access) and efforts to ensure design and communication reflect the needs of underrepresented groups.
(Up to 1500 characters including space)