



1 Analyse current tourism trends.

2 Understand how Rail Transport responds/adapts to the Current Tourism Trends.

Literature Review

Key factors influencing rail tourism

Digital Technologies

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

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

Sustainability

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

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

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)

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Post-Pandemic Effects

Hygiene, spacious seating, health tech, reduced contact

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

Rural Access & Scenic Routes

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

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

Methodology

Survey Design

Data collected through a **structured questionnaire** designed to capture responses across **five key areas** influencing rail tourism.

Research Approach

Quantitative survey-based analysis.

Sample Size

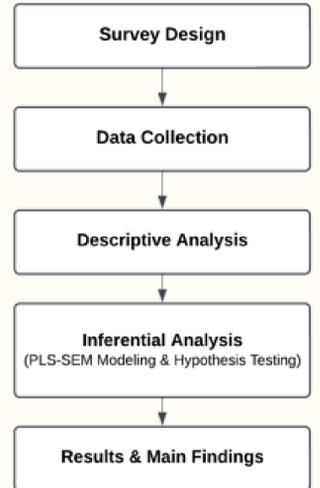
400+ respondents from diverse demographics

Modeling Approach

PLS-SEM, chosen due to its effectiveness in measuring complex relationships.

Study Focus

Five latent variables (Digital Technology, Health & Safety, Sustainability, Rural Access, Luxury Amenities) influencing Rail Tourism Preference (RTP).



What are the Factors Influencing Rail Tourism?



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