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Analyse current tourism trends.

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

Literature Review

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)

Key factors influencing rail tourism

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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.

Sample Size

400+ respondents from diverse demographics

Modeling Approach

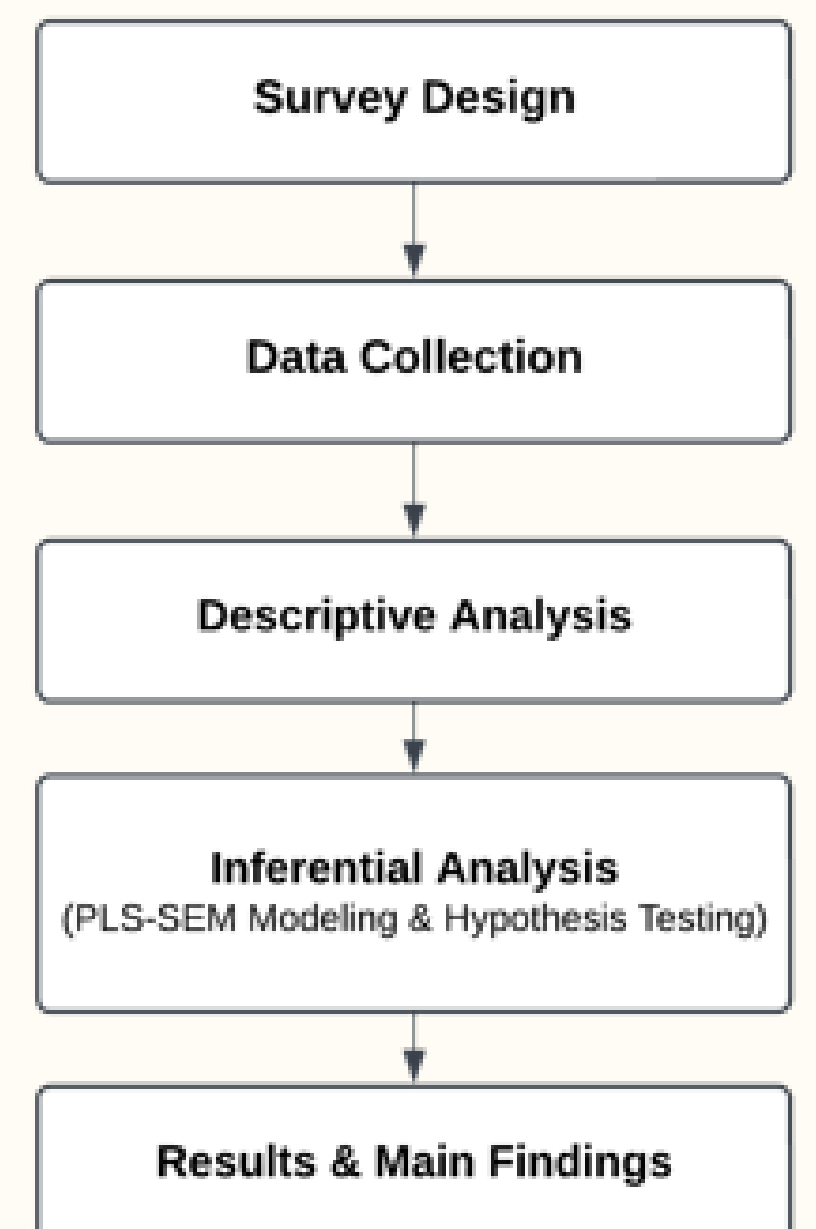
PLS-SEM, chosen due to its effectiveness in measuring complex relationships.

Study Focus

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

Research Approach

Quantitative survey-based analysis.



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.

What are the Factors Influencing Rail Tourism?



www.toprail.org