

SERVING PASSENGER NEEDS THROUGH INNOVATION

African Railway Thursdays
webinar

27 October 2022

100 YEARS
ANNIVERSARY



**AFRICAN
RAILWAY
THURSDAYS**

**SERVING PASSENGER NEEDS THROUGH
INNOVATION**



UIC AFRICA - REGIONAL OFFICE



THURSDAY 28 APRIL 2022

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PROGRAMME

○ **Official Opening : 11h – 11h20**

Mohamed Rabie Khlie, Chairman UIC Africa, UIC Vice-Chairman

François Davenne, UIC Director General

○ **Keynote : 11h20 – 11h55**

❖ Results of TaskForce UIC COVID 19 , Vanessa Perez, UIC Passenger Departement

❖ Presentation of the study 'Boosting passenger preference for rail', Philippe Lorand, UIC Passenger Departement

○ **Railway network experiences : 11h55 – 13h35**

❖ How to improve attractiveness on rail travel, Yasunari Nakajima, JR EAST

❖ Overview of digital evolution in Europe, Stefano Scarci, EY

❖ **Break 15 min**

❖ ONCF network experience

❖ benerail's moove_api & General sales platform, Michel Mommens, Benerail

❖ Renaissance of Night Trains in Europe , Sven Pöllauer, ÖBB

○ **Closing remarks : 13h35– 14h45**

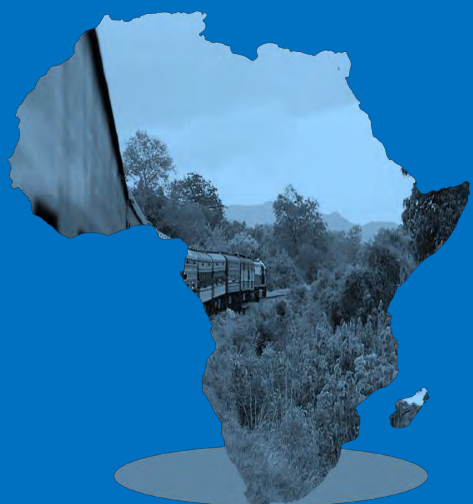
Said Chandid, Responsible of UIC Africa Regional Office

OFFICIAL OPENING



Mohamed Rabie Khlie

WELCOME MESSAGE
OF THE CHAIRMAN OF THE UIC AFRICAN
REGION AND UIC VICE CHAIRMAN



the innovation in SERVICES offered to passengers: a logical continuation of a series of webinars specific to African networks



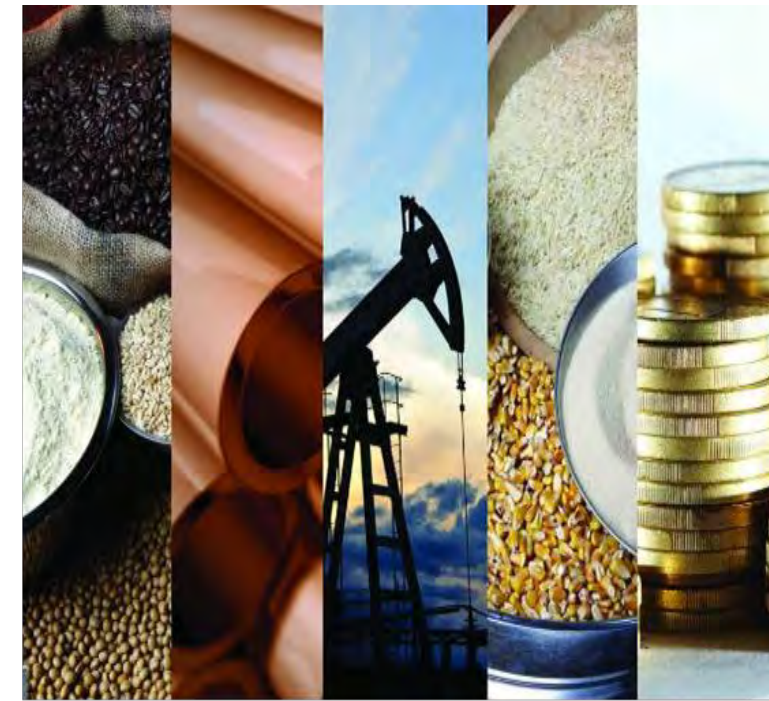
A binding INTERNATIONAL conjuncture, but conducive to the revival of passenger rail activity under the sign of eco-**mobility**....



Geopolitical conflicts



Rising raw material prices



Back to normality



Reinvent travel

Rail transport in AFRICA, mixed performance in the face of obstacles for its positioning

Quality of the production apparatus

A youngest network developed during the protectorate

A railway infrastructure to be developed

Rolling stock: A two-speed development

Standardization and interoperability, a challenge to be met

Technical quantities



90000
Length in km



3,4
Density per 1000 km²



7%
of the global network



30%
of Countries without networks



80%
of the network < 1000 km



14%
Standard gauge



12%
of the network electrified

Trade performance



2%
VGRS traffic worldwide

2,3
World freight traffic

2,5 / 7
Competitiveness index- WEF



1 à 10%
market share

70%
conurbation traffic



2 à 20%
market share

90%
Trafficking of mining products

The rail transport of passengers in AFRICA, absolute necessity of its revitalization front of developments of mobility inducers....



A remarkable evolution of mobility factors

- ▶ Population clock: record growth
- ▶ A growing middle class
- ▶ An Accelerated urbanization
- ▶ An economic reversal from 1995

A socio-economic framework that has been changing for 2 decades

- ▶ Productive sectors in transformation
- ▶ Attractiveness hampered by external constraints
- ▶ A low weight in international exchanges
- ▶ AfCFTA, a geostrategic project



16,6%
of the world's population

25%
Middle class/
total population

43%
Urbanization rate
(2018)

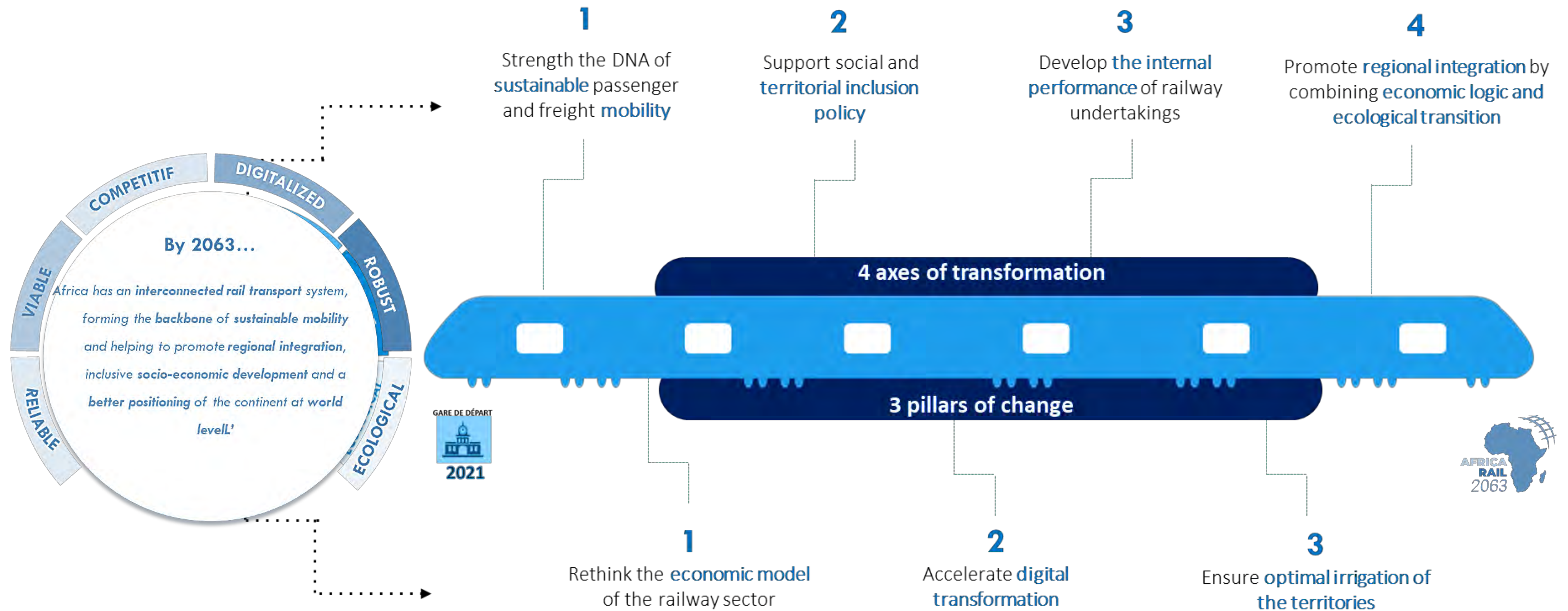
+40%
Growth in GDP
per capita

+8%
Exchanges/year
Period 2000-2019

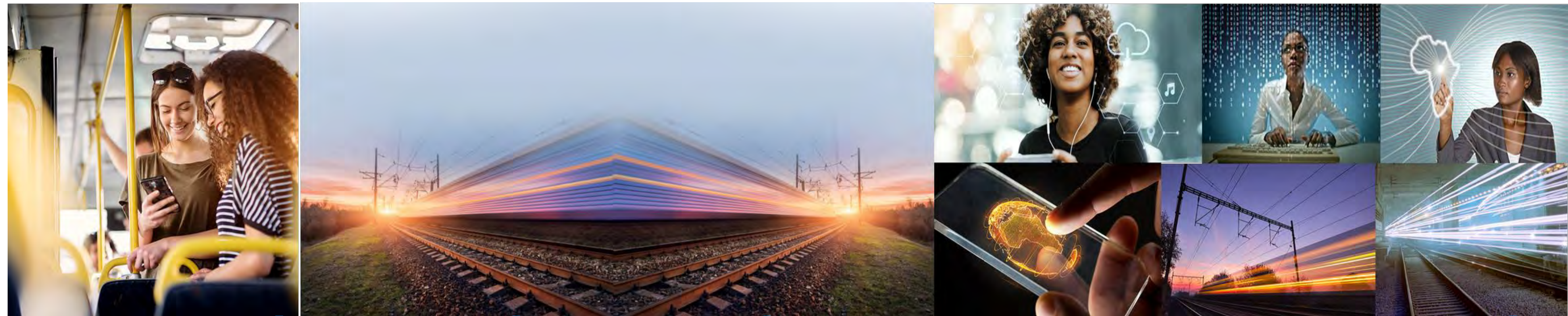
1,2
Billion people
AfCFTA market

47%
Reserves of world
mining wealths

The rail transport of passengers in AFRICA, a prominent place in the high impact 'Africa Rail 2063' strategy



The rail transport of passengers in AFRICA, a pillars of innovation, diversification and development are essential



Acting on the fundamentals of the railway product

INTERMODALITY

INFORMATION

DIGITALISATION

SKILLS

PRICING

LISTEN

TOOLS

The rail transport of passengers in AFRICA, mobilization and strengthening of cooperation to boost it and make it the backbone of sustainable mobility



Digitization and innovative services price

Practical guide to the customer journey

Journey of immersion and discovery

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ANNIVERSARY



**AFRICAN
RAILWAY
THURSDAYS**

THANK YOU FOR YOUR KIND ATTENTION





François Davenne

UIC Director General

Keynote Speech Panel

Moderator: Fabrice Setta, UIC Passenger Department



Vanessa PEREZ
UIC



Philippe LORAND
UIC



INTERNATIONAL UNION
OF RAILWAYS

UIC COVID-19 TASK FORCE

Lessons learned and innovations after Covid19

Les jeudis du Rail Africain

Vanessa PÉREZ MIRANDA

UIC Passenger Department,
UIC Latin-American Region,
UIC Covid-19, Refugee Taskforce

27/10/2022

Countries with members of the UIC Covid-19 Task Force

49 countries from the 5 continents



- **71 UIC members and 18 international organisations** (UITP, IATA, CER, EIM, CIT, APTA...)
- **340 members in the UIC Covid-19 LinkedIn group**

Context: UIC Covid-19 Task Force

- **71 UIC members and 18 international organisations** (UITP, IATA, CER, EIM, CIT, APTA...)
- **6 UIC Guidance documents** for railway stakeholders: www.uic.org/covid-19
- **UIC Covid-19 dedicated workspace** on UIC Extranet: <https://extranet.uic.org/index.php>
 - Entire documentation made available by Task Force members
 - A dedicated forum to raise/answer specific questions
 - A database with all contributions from Task Force members
- **Video conferences every month** with all Task Force members to share **best practices** (Europe, Middle-East, Asia, Africa, Americas)
- **Dedicated conferences for UIC Regions:** Africa, Latin America...
- **UIC Covid-19 Task Force media center** to share videos from all around the world (more than 130 videos): <https://mediacenter.uic.org/fr/sws-nav/540-994-covid19/page/1/template/second-level>
- **Dedicated UIC LinkedIn group:** <https://www.linkedin.com/groups/13846065/>



Building RAILSilience together – Five guidance documents

Some translations available:

French, Spanish, Portuguese, Russian, Japanese, Farsi, Serbian and soon in German



Management of Covid-19
***A series of potential measures
(March 2020)***



Management of Covid-19
***Potential measures to restore confidence in rail
travel following the Covid-19 pandemic
(April 2020)***



Management of Covid-19 ***RAILsilience - How the
rail sector fought Covid-19 during lockdown
(May 2020)***



Management of Covid-19
***RAILsilience - Back on the track
(June 2020)***

Management of Covid-19
***First estimation of the economic
impact of Covid-19 on rail
(July 2020)***



Building RAILSilience together – State of the art papers

Some translations available



Covid-19 - state of the art
RAILsilience – Masks, ventilation and social distancing
(July 2020)



Covid-19 – state of the art
Thermal cameras
(August 2020)



Covid-19 – state of the art
Contamination Rates
(December 2020)

Mobility post-Covid: An opportunity for railways

Lessons learned and recommendations
to give railways a central role in future
travel choices



<https://uic.org/IMG/pdf/mobility-post-covid-an-opportunity-for-railways.pdf>

LESSONS LEARNED FOR RAILWAYS...

This pandemic has highlighted the importance of some key elements as:

- Solidarity and **international networks** to share information and best practices
- Safety and Security **contingency plans** in cooperation with authorities
- ***Railsilience*** concept, capacity of railways to adapt to changes
- **Importance of Railways** in times of crisis



COVID-19 AT UIC WORKING GROUPS AND INNOVATIONS IN THE SECTOR

TRAVEL SAFELY BY RAIL
during Covid-19

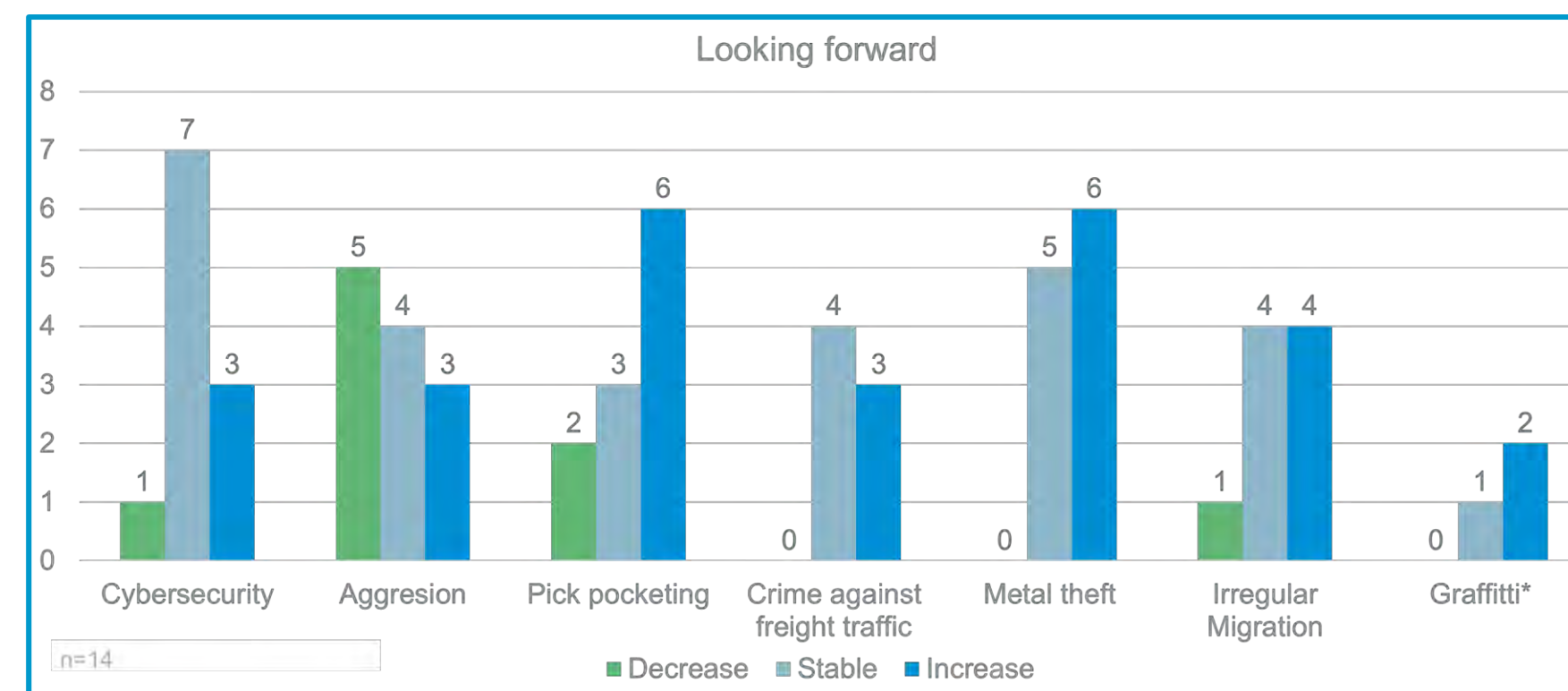
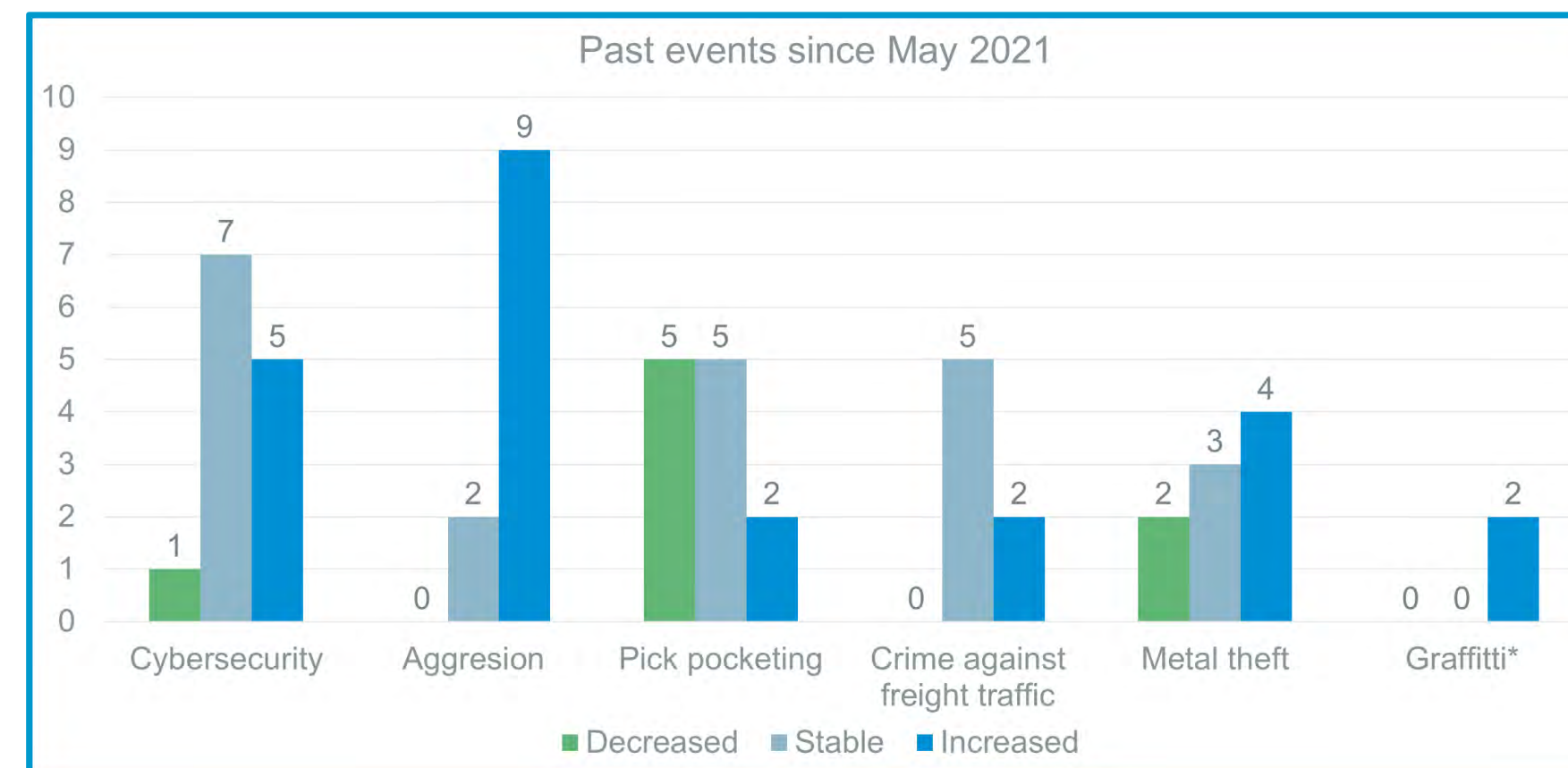
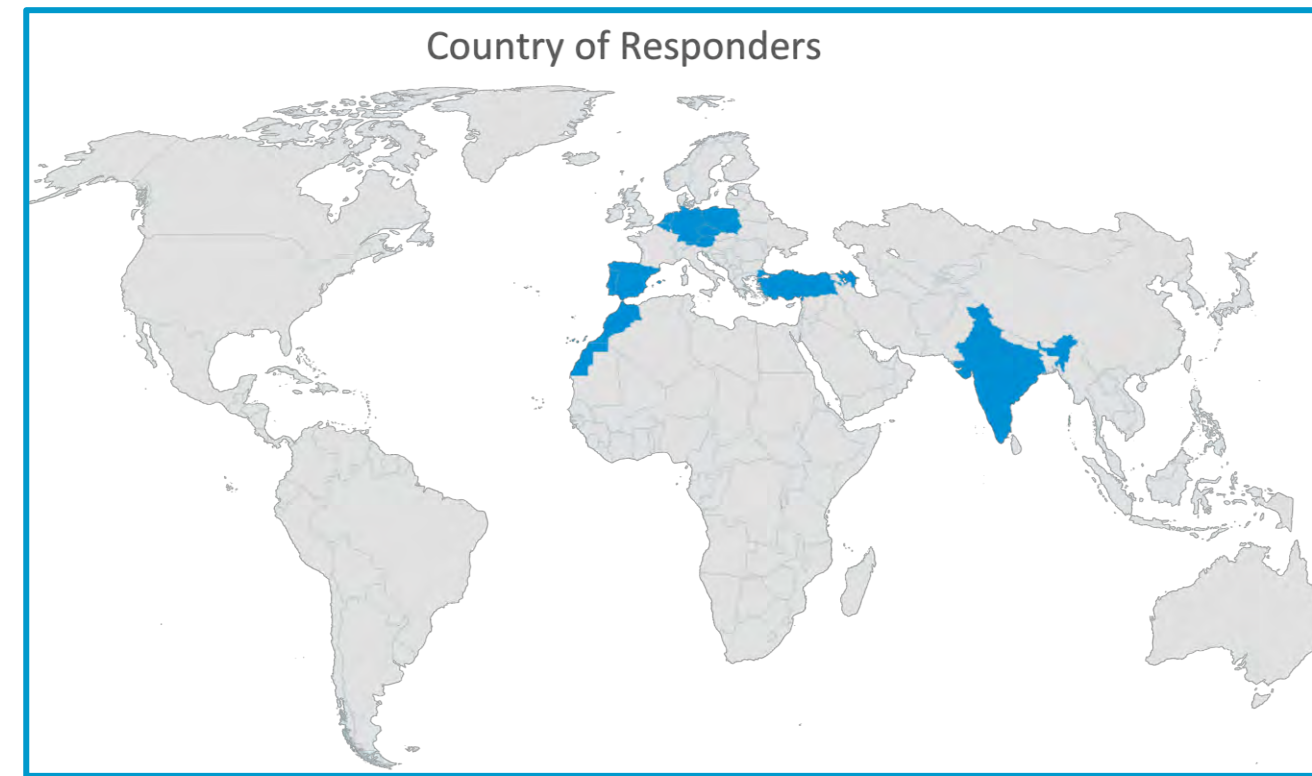
TAKE THESE SIMPLE STEPS TO PROTECT YOURSELF AND OTHERS
AND LIMIT THE SPREAD OF INFECTION WHEN TRAVELLING BY TRAIN

1. Wear a mask
2. Refrain from talking
3. Use hand sanitiser on trains and in stations
4. Keep your distance from other passengers when possible
5. Respect markers on the platform and on seats
6. Use smart reservation systems where possible

#RAILsilence
uic.org/covid-19

Update on the UIC security activities on Covid-19

- Data collected Nov 2021
- 14 responders
- Findings:
 - Since May 2021:
 - “Covid fatigue” leading to an increase in aggressions towards staff
 - Cybersecurity issues increasing or stable (at the higher rate)
 - Post-Covid restrictions:
 - High expectation for an increase in pickpocketing
 - High expectations for a decrease in aggressions towards staff



On going issues

- Cross border passenger traffic
 - How to carry out random border checks at internal EU borders (location, equipment, powers)
- CBRNe
 - Covid-19 has increased awareness of biothreats
- Terrorism
 - Covid-19 has increased vulnerabilities which malicious actors will exploit

Update on the UIC Rail System on Covid-19

“IRS 50553 -Functional requirements for HVAC systems in Railways” ([HVAC - 2022/RSF/749](#))

Increase environmental performance: while road and air transport modes are currently under greater scrutiny, we expect environmental requirements for railways to increase eventually as well

Develop more environmentally-friendly equipment (rolling stock as well as the entire supply chain for rolling stock and infrastructure)

Ensure technological convergence with the enforcement of international standards in relation to technology

Environmental transparency: improve knowledge of the external effects of transport and their quantification and improve the fiscal policies dealing with these impacts (provide a level playing field for all modes and internalise external costs, e.g. CO2 pricing)



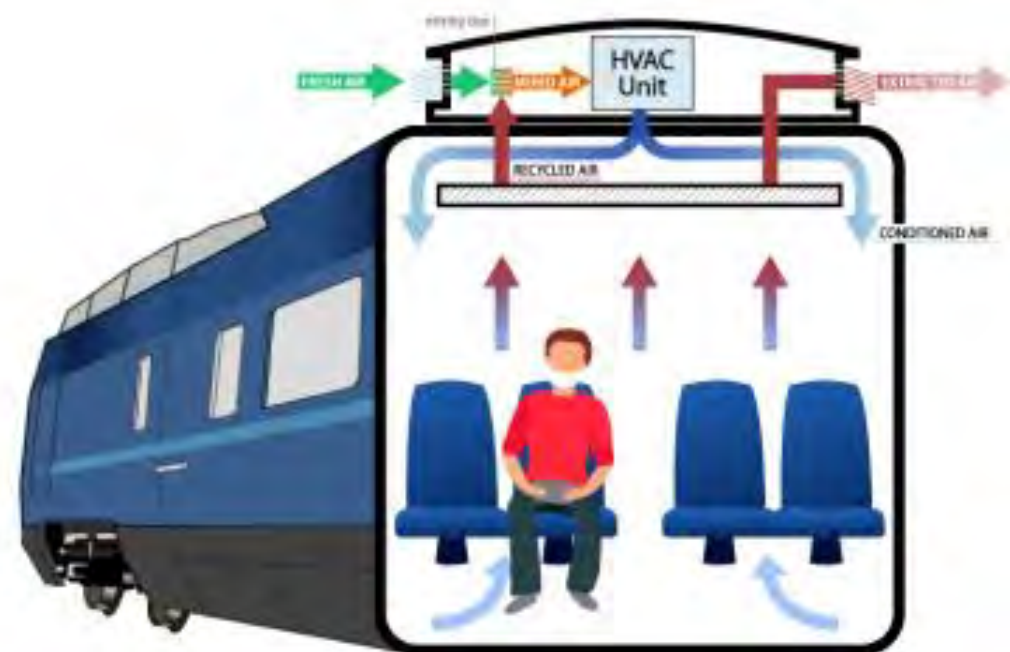
Innovation



Multimodal cooperation

OBJECTIVE OF UIC PROJECT

- ❖ reduction of energy consumption
- ❖ green house effects by using new refrigerants: best practices for the transformation of current equipment
- ❖ reduction of pandemics effects (COVID19) on railway business using airway solutions (HEPA filters) and/or others means → increase possible occupancy rates
- ❖ reduction of outside air pollution (fine particles, etc.)
- ❖ comfort to the necessary acceptable level
- ❖ availability and reliability of electronics when T° increases.



SUSTAINABILITY UNIT – COP26 GLASGOW

IT'S TIME TO BE CLEAR:

Rail and public transport are the quickest way to reach decarbonisation

RAIL IS THE SMART CHOICE



UIC INTERNATIONAL UNION OF RAILWAYS

UITP ADVANCING PUBLIC TRANSPORT

PRESS RELEASE

JOINT STATEMENT

It's time to be clear: Rail and public transport are the quickest way to reach decarbonisation

The UK COP26 presidency has selected transport as tomorrow's priority theme with "speed up the switch to electric vehicles" as the UK presidency's goal, putting electric cars centre stage as the way to align the future of the land transport sector with the Paris Agreement.

Climate change cannot be stopped without decarbonising transport. Transport emits around 23% of the energy-related CO₂ that feeds global warming. Without immediate action, transport's share of emissions could reach 40% by 2030. Transport emissions have grown faster than those of any other sector – with one mode of transport driving that unsustainable growth in road transport emissions more than any other.

We cannot wait until 2050. Action needs to be taken now to ensure that the necessary changes to mobility are made this decade. Solutions already at hand can halt the rising emissions from transport this decade, but these are too low down on the agenda at the COP26.

We need to rebalance the debate on mobility solutions, especially in our cities. By focusing only on switching to electric cars, there is a real risk that our roads will remain unsafe and congested, with persistent particulate air pollution issues. Cities are better when people can move around them, not when they are stuck behind a steering wheel.

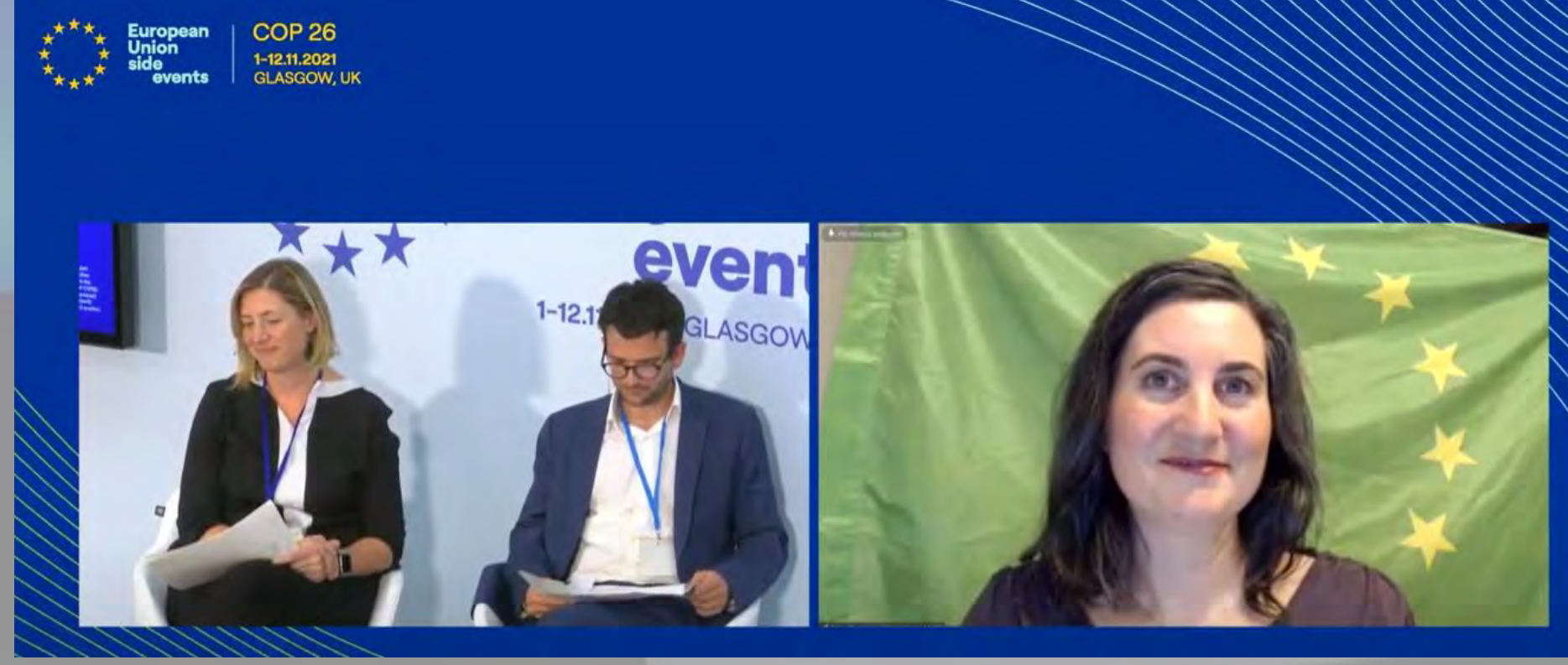
We also need to focus on transport solutions that provide access to safe and inclusive mobility for all. While electric cars are clearly an important part of the solution to the climate crisis, they are not the only solution – especially for the global south.

Urgent solutions are required in order to halt and reverse rising transport emissions by the end of the decade, including finding ways of shifting to the lowest emitting modes. Only by embedding the full range of solutions in transport climate policy will we significantly reduce carbon now and fast-track solutions everywhere for the benefit of all.

With excellent connectivity to the bicycle and pedestrian modes, rail and public transport must be the backbone of this approach. They provide an affordable, efficient, safe and environmentally sustainable means of transport, one that promotes green growth, enables access and reduces inequality while bolstering the fight against air pollution and climate change.

Tomorrow's Transport Day comes against the backdrop of last week's commitment from world leaders to a clear shift from ambition to immediate action, which is why UIC and UITP are sending a clear message to COP26: Let's move people, not cars, for the benefit of people and the planet.

If we really want to make transport faster, cheaper and easier for all, let's first provide people with more and better rail and public transport.



INTERNATIONAL UNION OF RAILWAYS

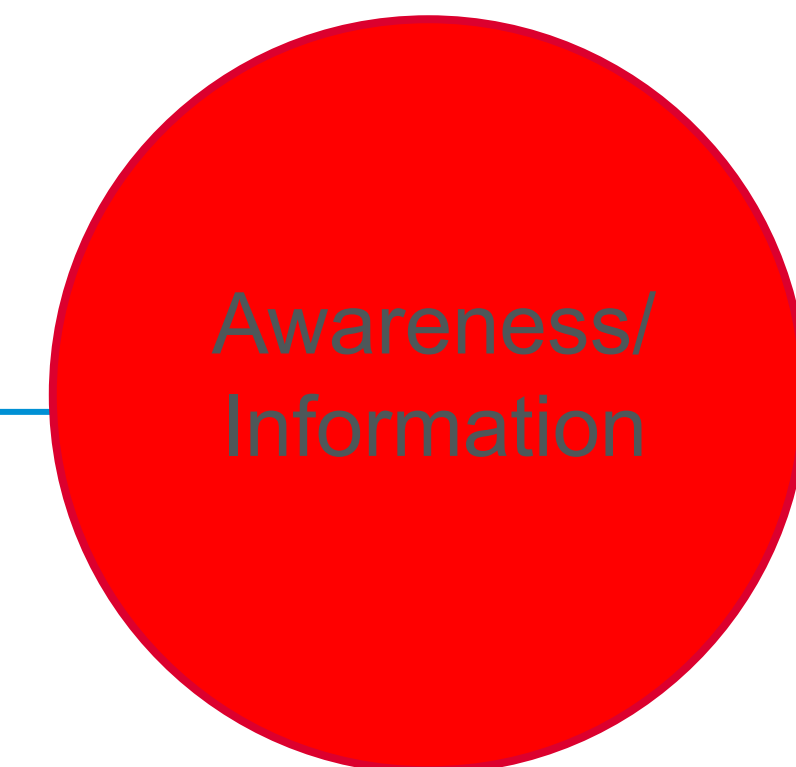
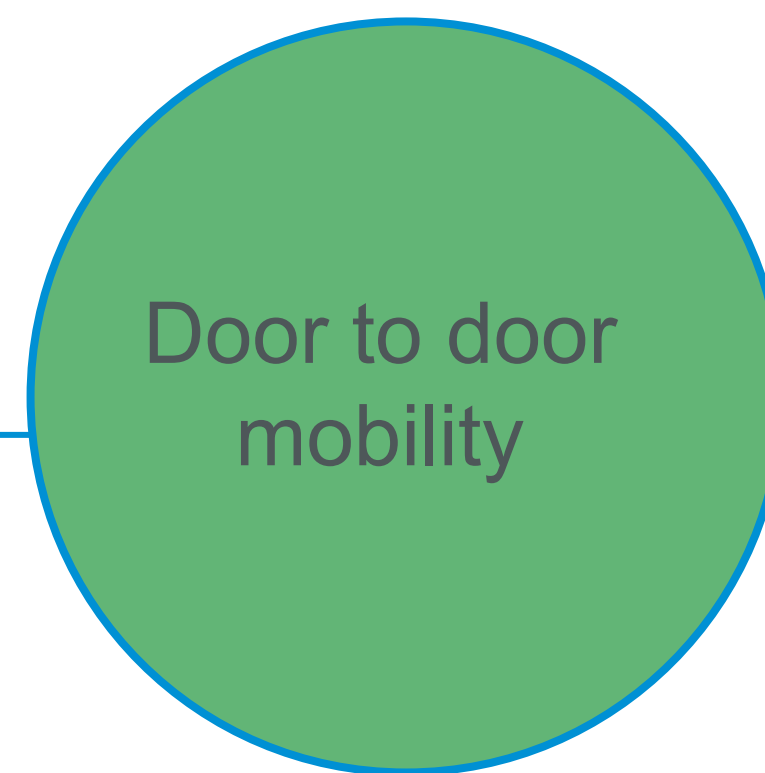
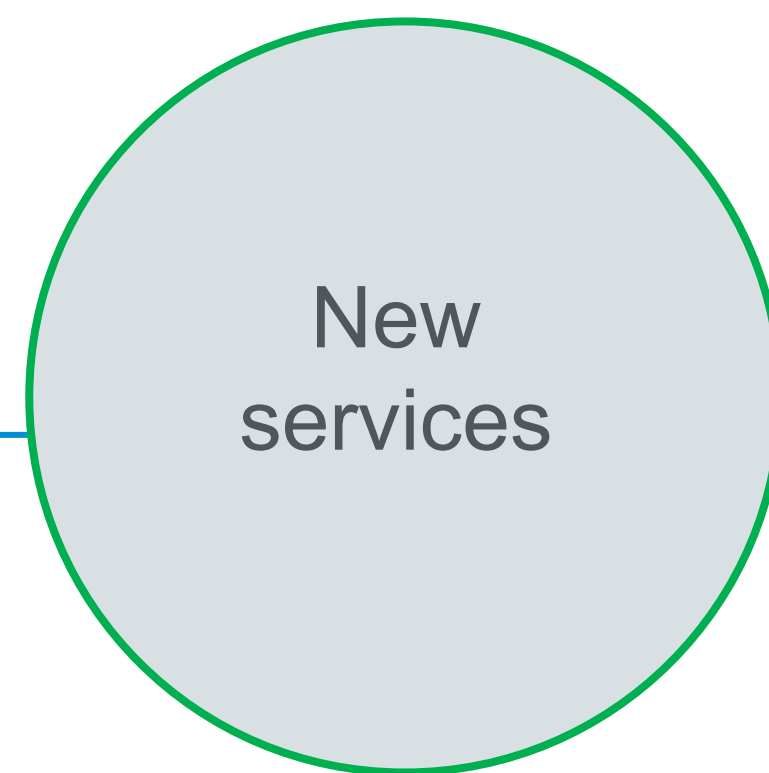
UIC Commuter and Regional Train Services – New Normal

OBJECTIVES

- Bring regular customers back on track after Covid-19
- Be more attractive for other travellers to become new rail regular customers

STRATEGY

- Regaining Passenger's Trust
- Developing Awareness and Attractiveness



TRUST CERTIFICATION

INNOVATIVE/NEW SERVICES



Italy: new leisure services



17
New/renovated
service Lines

High legibility

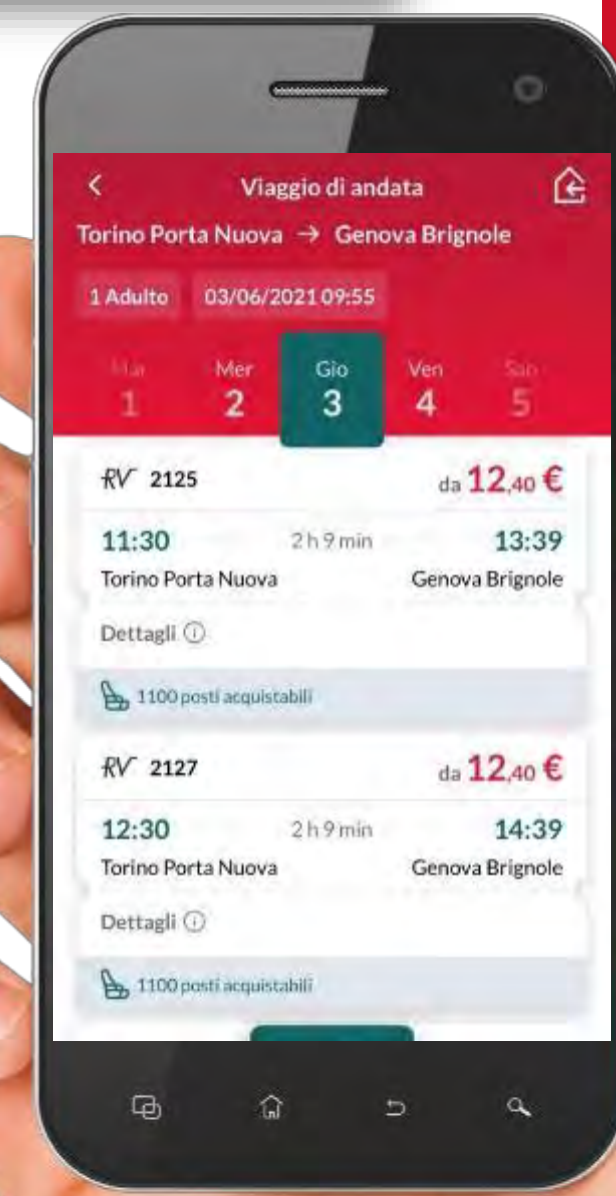
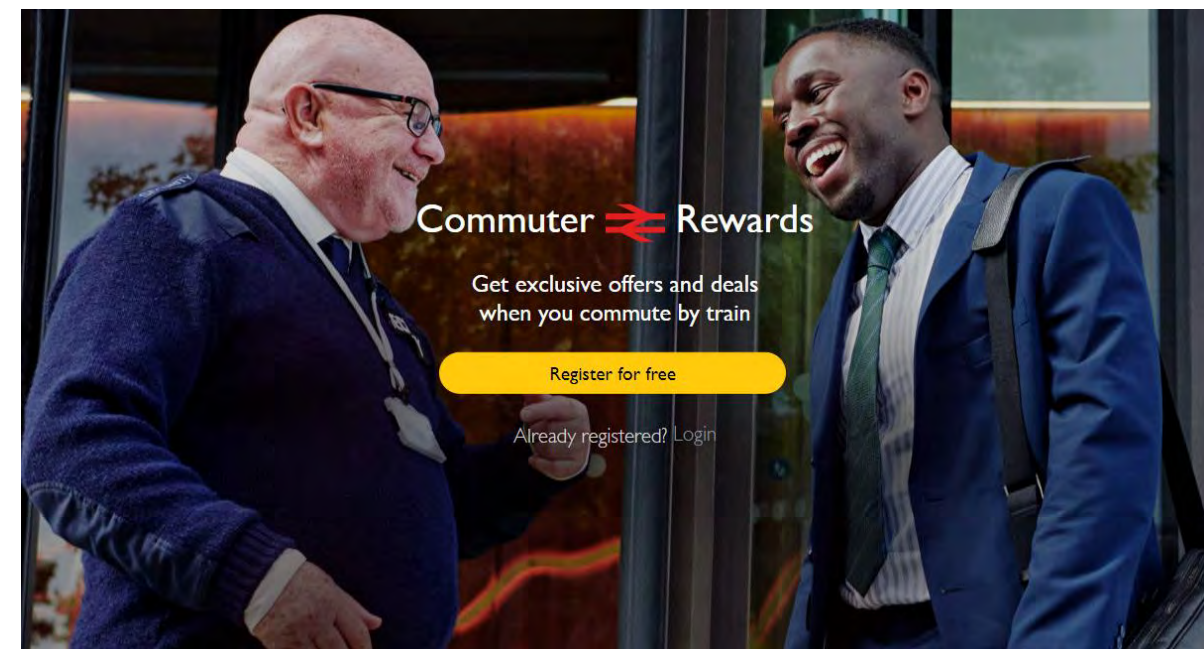


FLEXIBLE TICKETS

MULTIFUNCTIONAL SPACES

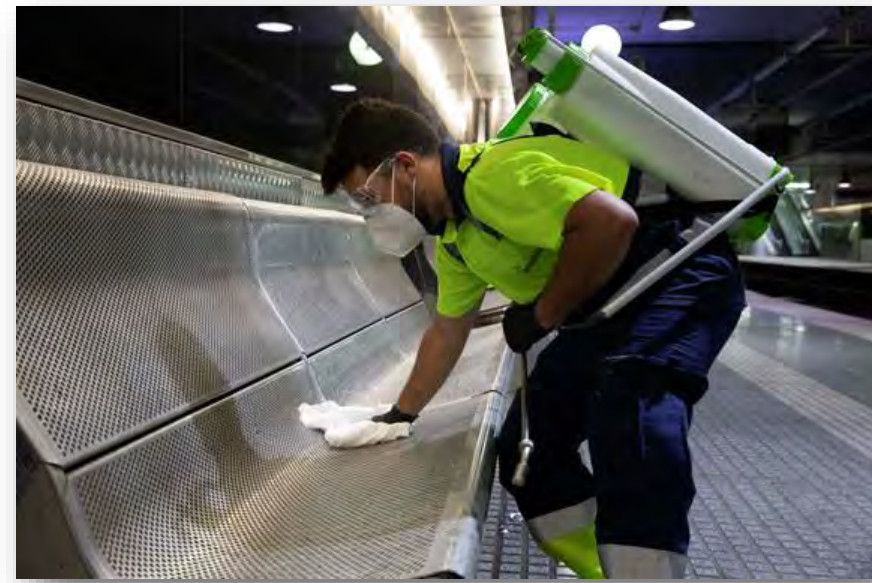
STRATEGIC PARTNERSHIPS

INFORMATION/ COMMUNICATION



REGAINING **PASSENGER'S** TRUST

Maintain pandemic cleaning frequencies in peak hours (E.g. FGC's actions for demand recovery)

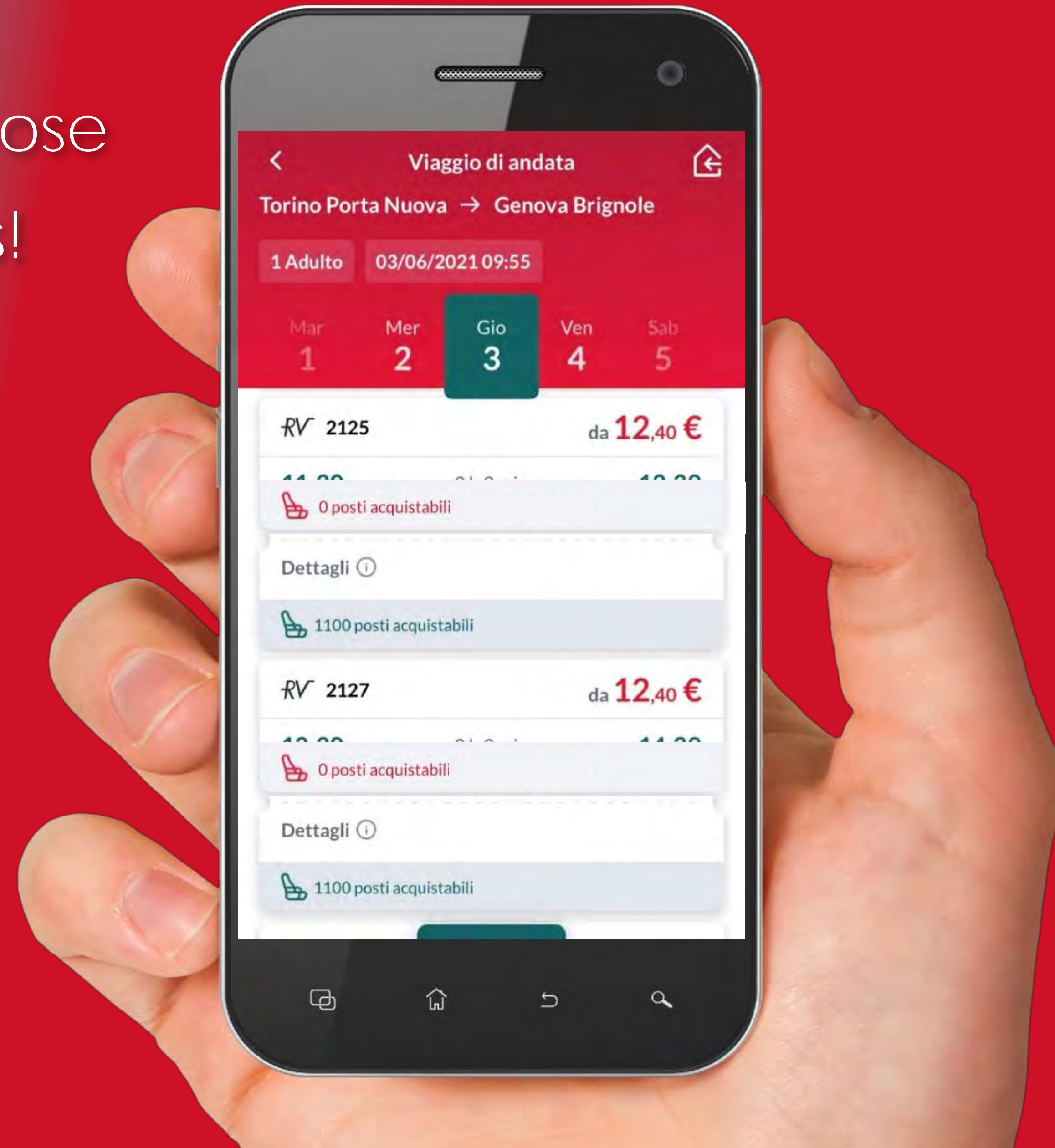
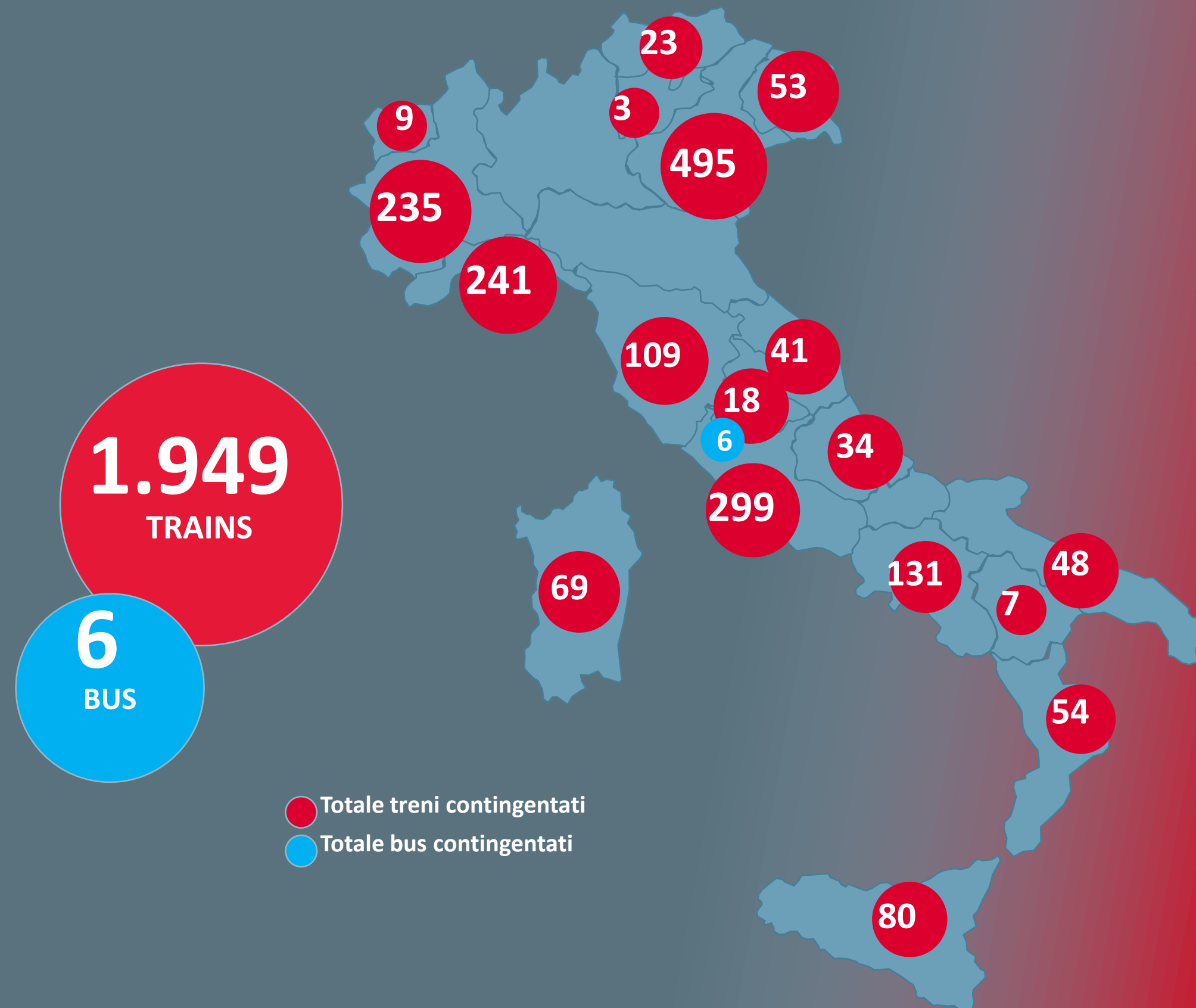


REGAINING
TRUST

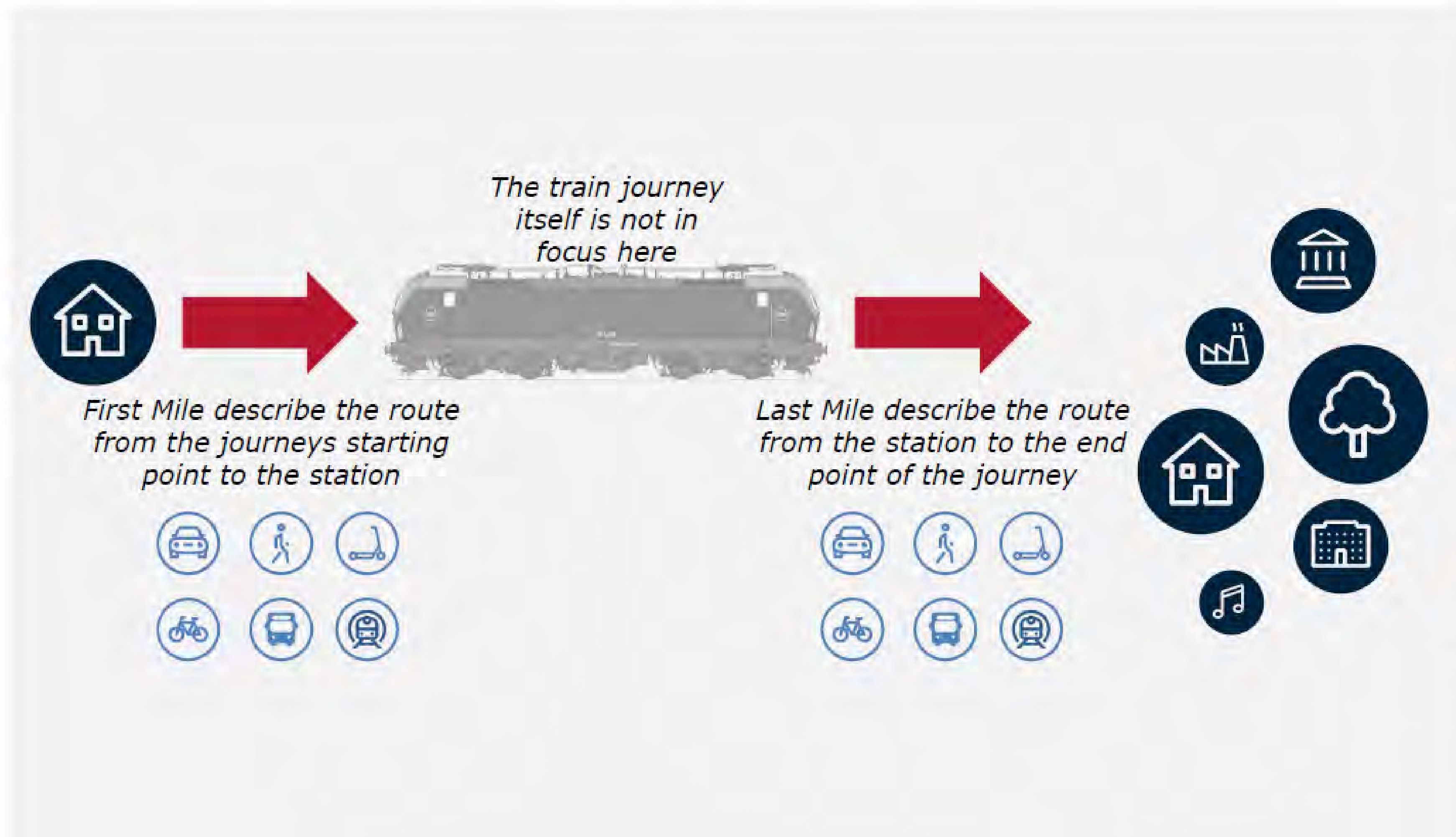
PASSENGER'S

From Italy: **Trenitalia's** experience

Look if there are available seat, choose your regional train and travel with us!

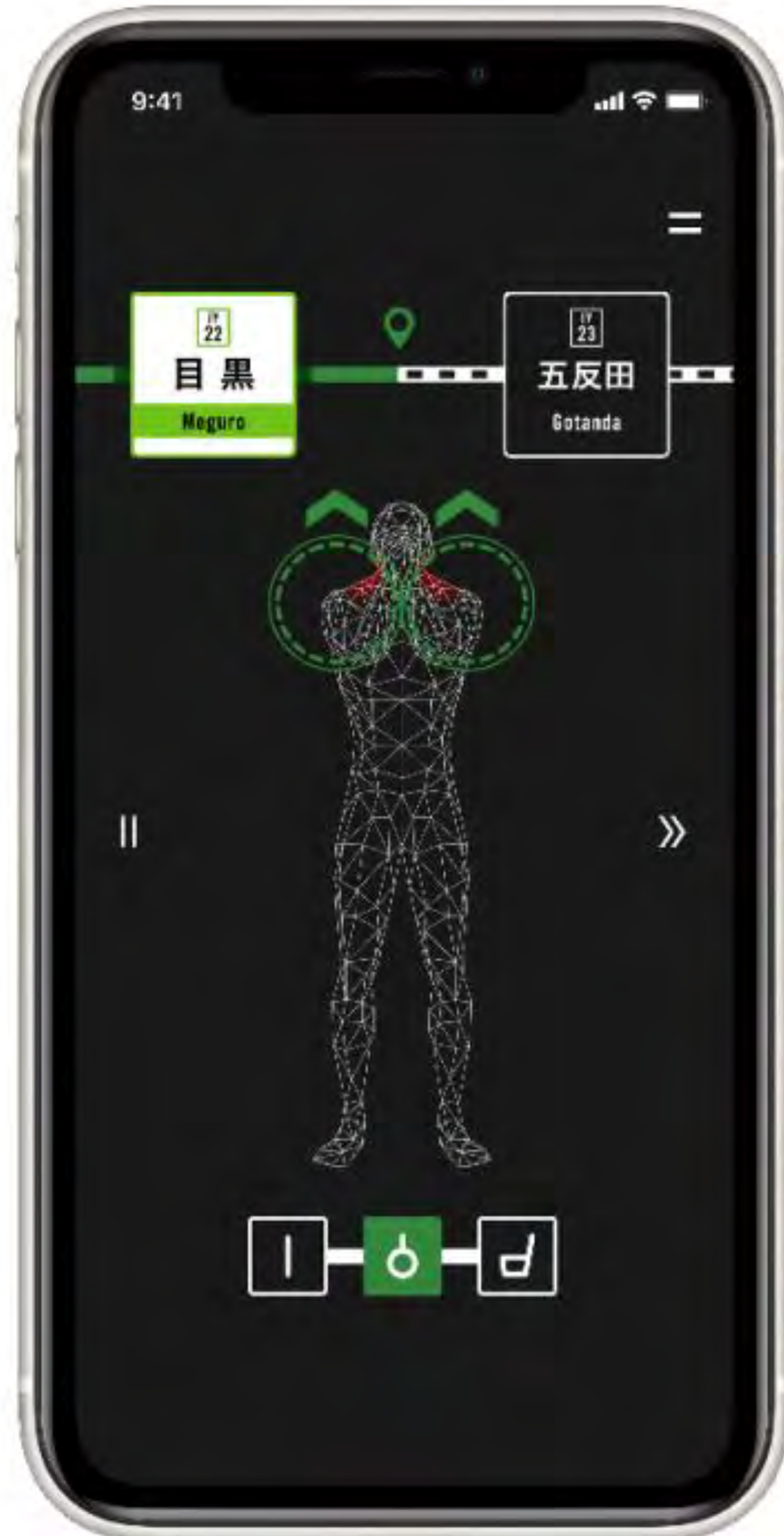


First and Last Mile (FMLM) is about how we facilitate the customer's entire journey - around the train as a core product



- For travelers, it is not about getting from station to station, but from home to work, study etc.
- We have always worked with FMLM with parking spaces, bike racks, etc., but must go from a passive to an active approach.
- Passive forms are characterized by the customer being responsible, while DSB simply provides infrastructure - e.g., parking.
- Active approaches are services developed and integrated with the product e.g., rental platforms where DSB takes a shaping role.

Japan: Transforming a place for travel into a place for health



Click & watch



It was done as a PoC
26/11/2019 - 12/03/2020

Young & Family

What is WORKATION ?



Railway



JRE Group Hotel



Station rent-a-car



Charm of the area



Telework

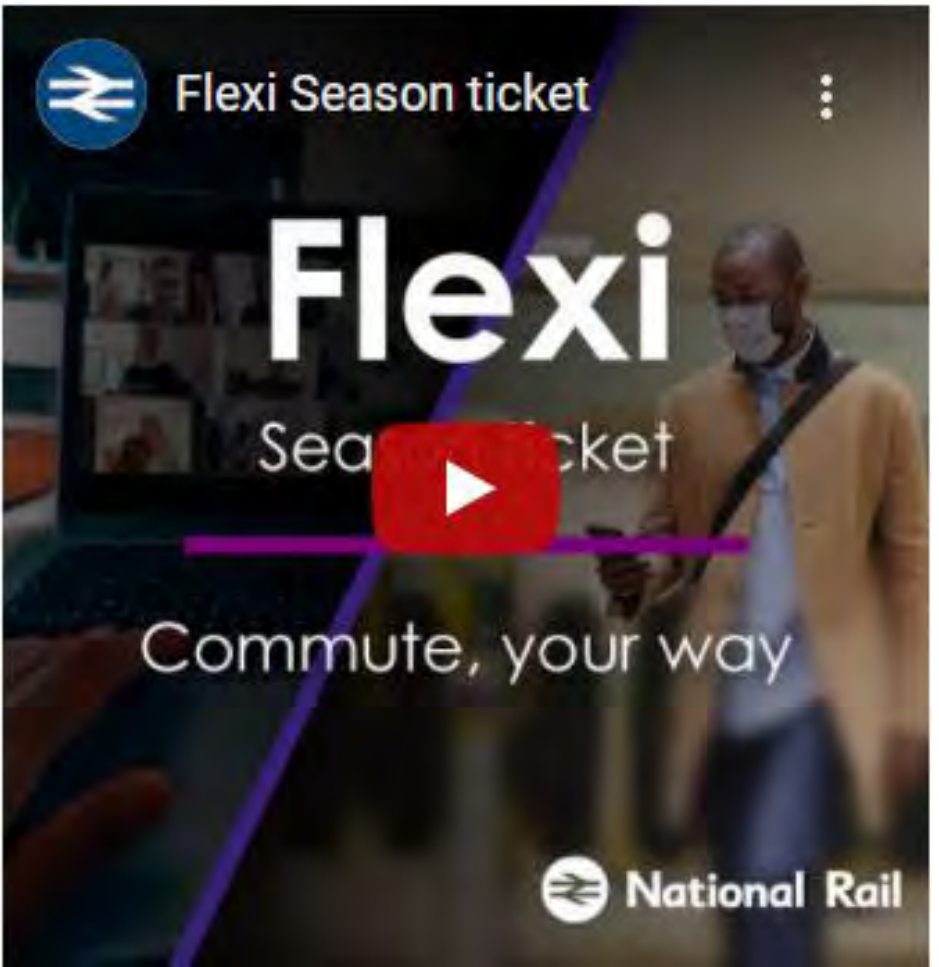
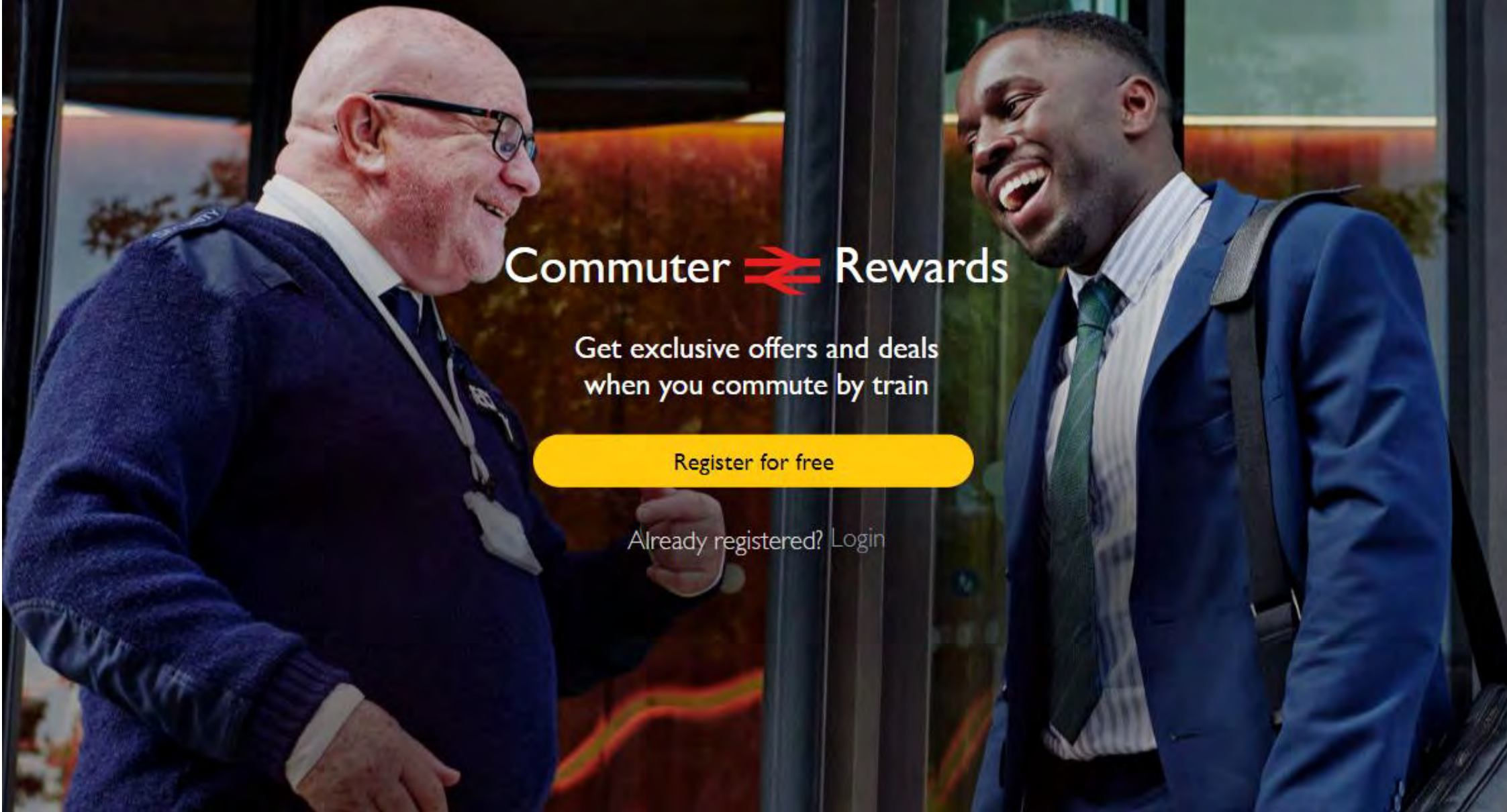


From UK, National Rail

- National Rail has just launched (end January) a commuter rewards scheme:

<https://backontrack.nationalrail.co.uk/commuter/#/landing>

- You register to participate and can get some offers/subscriptions – some of these involve food/drink



- The flexi-season ticket that was introduced last summer – that was in response to Covid and designed to get people travelling again.
- https://www.nationalrail.co.uk/times_fares/ticket_types/flexi-season.aspx



ΕΕΙΣΩ
European University

100 YEARS
ANNIVERSARY **UIC**
INTERNATIONAL UNION
OF RAILWAYS

The Cool Rail Project Awards 28 October - 9-13h CET

Round table: What railways are doing and what should be done to be more attractive to young generations?

 **interrail**
eurail



Online broadcast 28.10.2022 : <https://uic.org/events/the-cool-rail-project>



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#UICrail

Thank you for your attention.



LES JEUDIS DU RAIL AFRICAIN



INTERNATIONAL UNION
OF RAILWAYS

BOOSTING PASSENGER PREFERENCE FOR RAIL

Innovation serving rail passengers

-Paris, 27 October 2022-

Philippe LORAND, Senior Advisor
Long distance & High-speed
Night Trains
World congress on HSR

Context and objectives of the study

Context

Passenger rail operators have been severely impacted by the COVID-19 pandemic mostly because of **health and safety regulations** leading to travel restrictions, but also due to **changes in passenger behavior** such remote working and to some extent due to **passengers' public-health-related concerns**.

In parallel, the **increasing escalation of climate change** and its impact globally has implications for travel. For instance, in the next 10 years car modal share is expected to decrease —**freeing up modal share that can be captured by rail**. Over the past 2 years, governments have launched various stimulus packages triggering in several countries programs for rail infrastructure modernization and transport decarbonization.

In this context, between Nov. 2021 and March 2022, we interviewed ~20 railway operators and infrastructure managers globally across ~15 countries and 5 continents to discuss:

1. Their recovery status and overall strategy
2. How they plan to boost passenger rail in the future taking advantage of this unique moment for rail

In addition, we launched in May 2022 a consumer research in 9 countries (France, Germany, Italy, Spain, UK, United States, Canada, China, Japan), with over 700 respondents in each country, to better understand under which conditions passengers would be willing to switch to rail

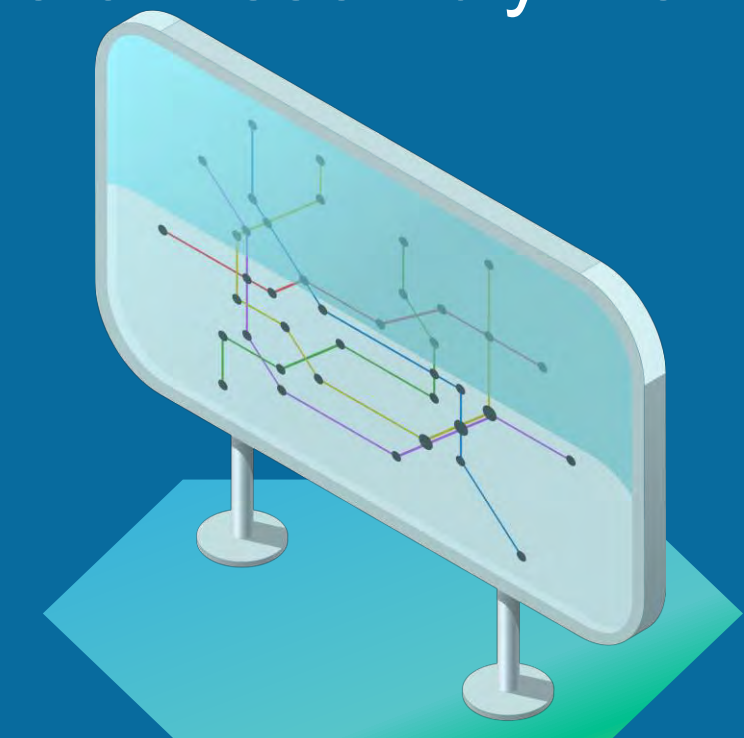
Objectives of the UIC study

Identify the challenges related to passenger trust and travel experience for rail

List pragmatic levers to leverage

1. To recover rail traffic
2. To accelerate modal share growth

Synthesize key learnings in a report to be shared with UIC members for UIC 100th General Assembly – end of June



Methodology assessment

This research is the result of a partnership between the International Union of Railways (UIC) and McKinsey and Company.

The conclusions presented in this report are based upon:

- Approximately 20 interviews held between November 2021 and April 2022 with UIC members (including infrastructure managers, operators, and transport authorities) in Europe, North America, Asia, the Middle-East and Africa; nations interviewed account for approximately 75 percent of passenger rail worldwide
- Consumer research conducted in 9 countries (France, Germany, Italy, Spain, UK, United States, Canada, China, Japan) in May 2022, with over 700 respondents in each country, to better understand under which conditions passengers would be willing to switch to rail
- Fact-based analysis of public documents, including
 - Eurostat reports
 - McKinsey Center for Future Mobility reports such as An integrated perspective on the future of mobility, Simulating the future of mobility, and Passenger mobility outlook
 - McKinsey Global Institute reports and McKinsey research such as The Return Voyage: Corporate travel recovery; Trends that will define 2021 and beyond; Travel and consumer trends 2022; and What's next for remote work: An analysis of 2,000 tasks, 800 Jobs, and nine countries
 - UIC Atlas, Spring 2022 edition
 - UIC report, Mobility post-Covid: An opportunity for railways

Findings to date

1

Passenger rail has not fully recovered from Covid-19

Key causes:

- Ongoing waves of infection and regulatory restrictions
- Reduced willingness to travel (e.g., work from home, reduced business travel)
- Reduced service offerings

Large variation by geography, world outside of North America and Western Europe largely back to pre-Covid-19 levels of travel

2

Costs, safety and core product offering remain main driver for choosing mode of transport

Health/fear from Covid-19 not appear to be primary barrier to pax rail recovery

Cost as primary driver, core product offerings (e.g., convenience, reliability, speed) considered important drivers

Sustainability considerations and additional services far less relevant

3

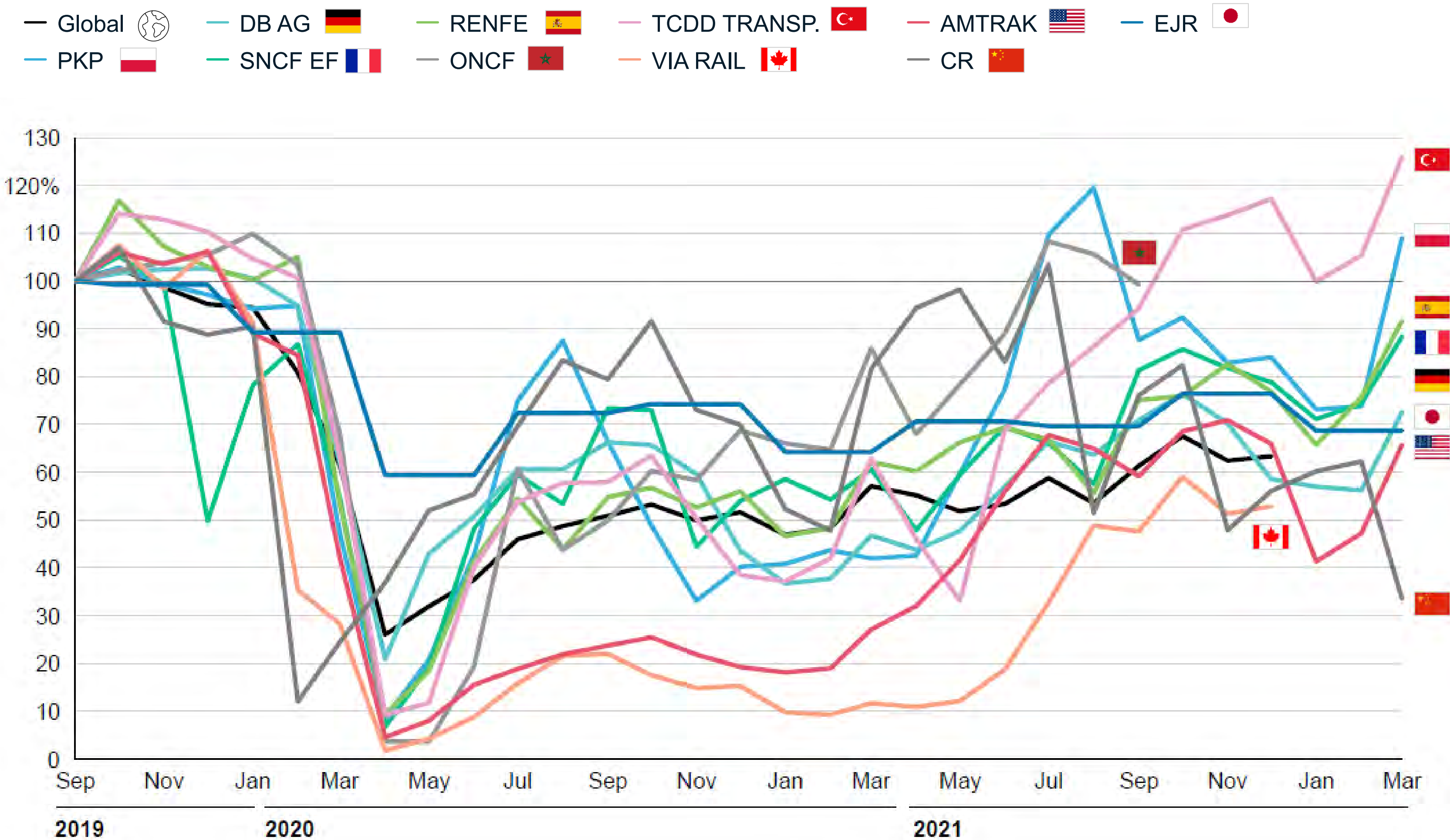
We identified 10 levers to restore and boost passenger rail, organized in 3 steps:

- a. Bring back the former passenger base
- b. Capture new customers and create opportunities to travel
- c. Create a service that offers a viable alternative to cars and airplanes – capture modal shares

1 | Passenger rail recovery remains a focus mainly for North America and Western Europe

Pax, indexed in September 2019 = 100

Various last available data, from January 21 to October 21. Global average stopped in December 20



The recovery is mainly a North American and European challenge

East Asia, Middle East are largely back at pre-Covid-19 levels

Most impacted countries are the one where:

- Restrictions were more severe (e.g., confinement, home office)
- Alternatives exists to avoid travel (e.g., work from home)
- Mode shift to private modes (e.g., automobile)

1 | Sustainability aspirations offer a unique opportunity – Train operators need to meet private and business customers' expectations

Private customers

Train operators need to credibly position themselves as “green” mode of transport

Sustainability effect

People willing to switch from plane and car to rail as a more sustainable mode of transport

61%

of travelers state that pandemic has made them want to travel more sustainably in the future

28%

have a “very bad conscience” when flying due to their contribution to climate change (“flygskam”)

Business customers

Train operators need to meet corporations' demand for carbon-neutral business travel, catering especially to their corporate sustainability reporting

Corporations required travel sustainably and favor rail over flights where possible

> 1.300

companies committed to 1.5°C goal

70%

reduction of air travel-related emissions as of 2022 compared with pre-pandemic level envisaged by Zurich Insurance



Our customers expect us to behave sustainably. For private customers, it's mainly about their feeling. For business customers, this is about reporting.

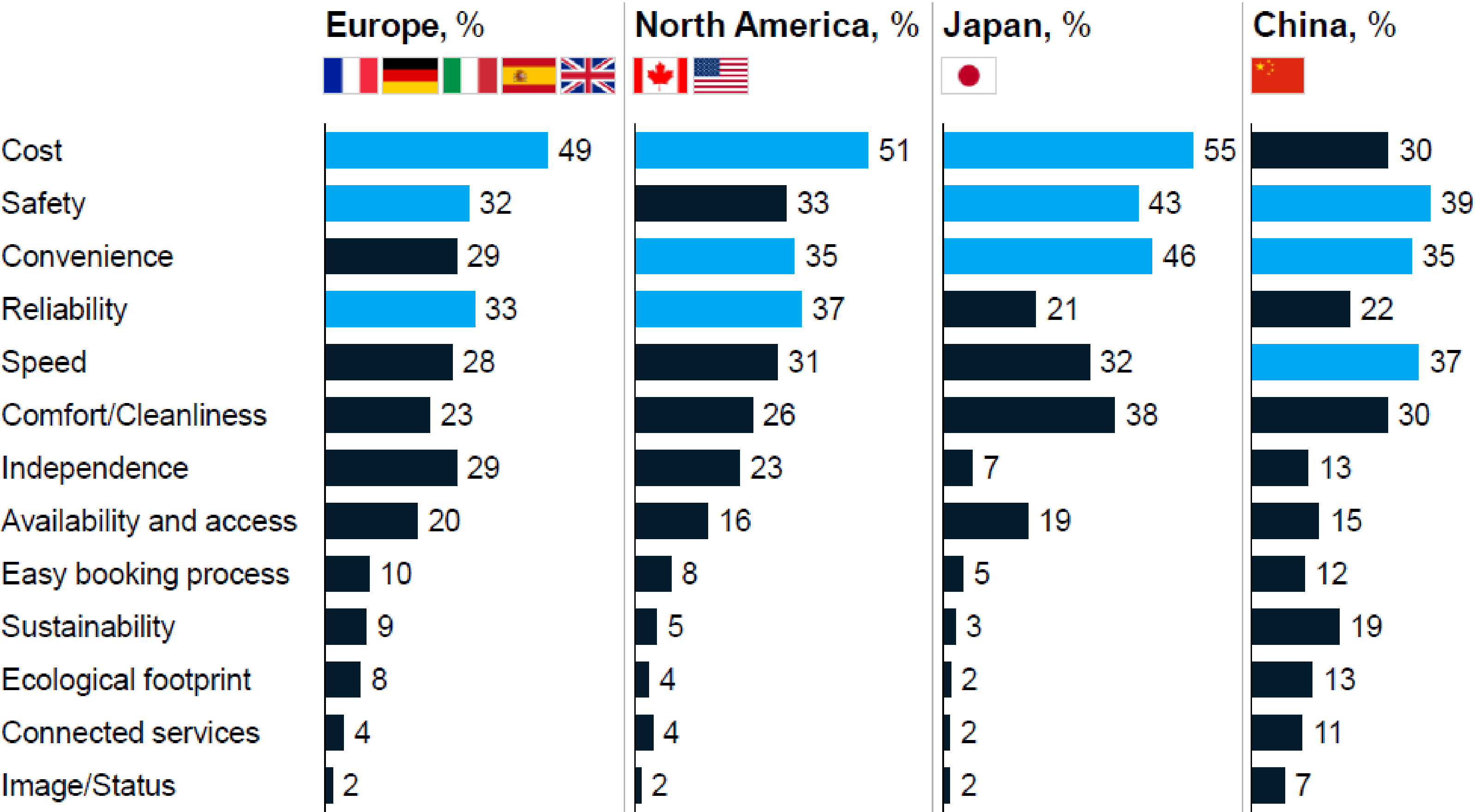
– Manager of European railway company

2 | Costs, safety and core product offering remain main driver for choosing mode of transport

Decision criteria towards choice of transportation

Share of respondents (selection of up to 3 criteria possible)

Top three per region



Costs remain main decision criterion in Europe, North America and Japan

Core product offerings (e.g., convenience, reliability, speed) are further important drivers – sustainability considerations and additional services far less relevant

Preferences in China relatively dispersed, with safety being the most important criterion

Aspects taken for granted are rated relatively lower (e.g., reliability in Japan)

Source: McKinsey – Consumer research conducted in 9 countries (France, Germany, Italy, Spain, UK, United States, Canada, China, Japan) in May 2022, with over 700 respondents in each country

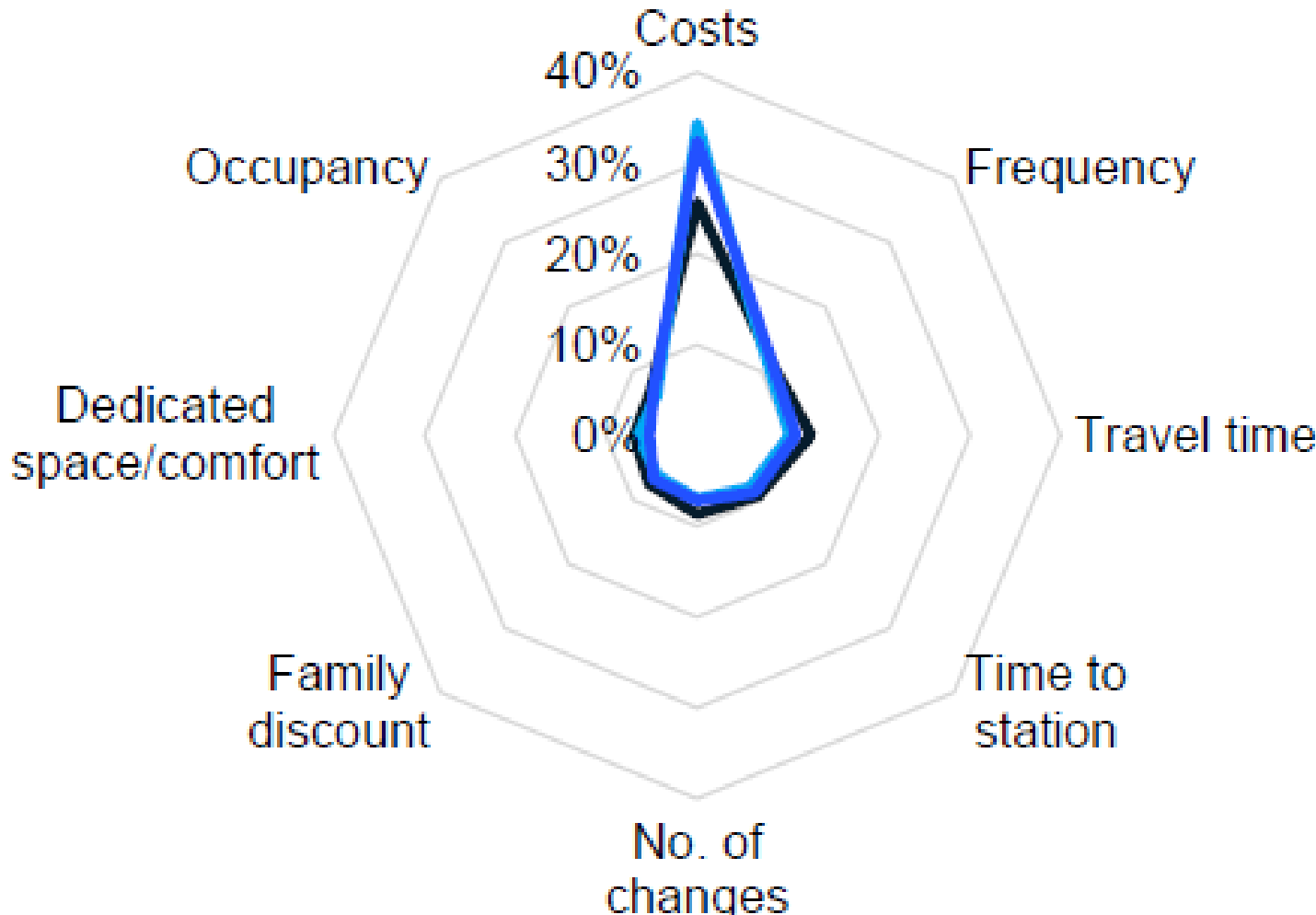
2 | Costs and core product offering remain most important criteria independent of type and lengthy of travel and geography

Decision criteria towards choice of transportation

Relative importance, in percent

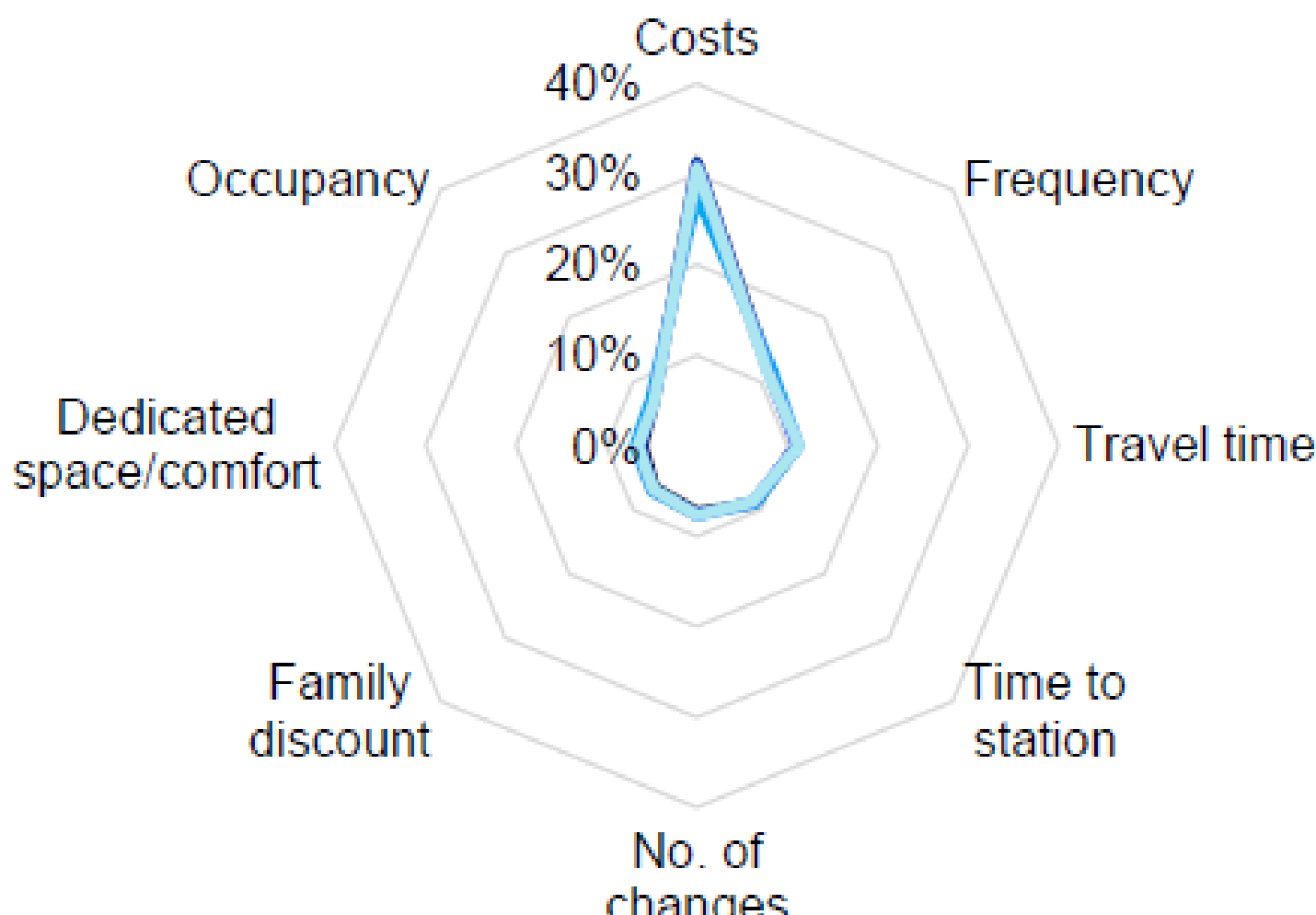
By length of trip

- Long distance
- Medium distance
- Short distance



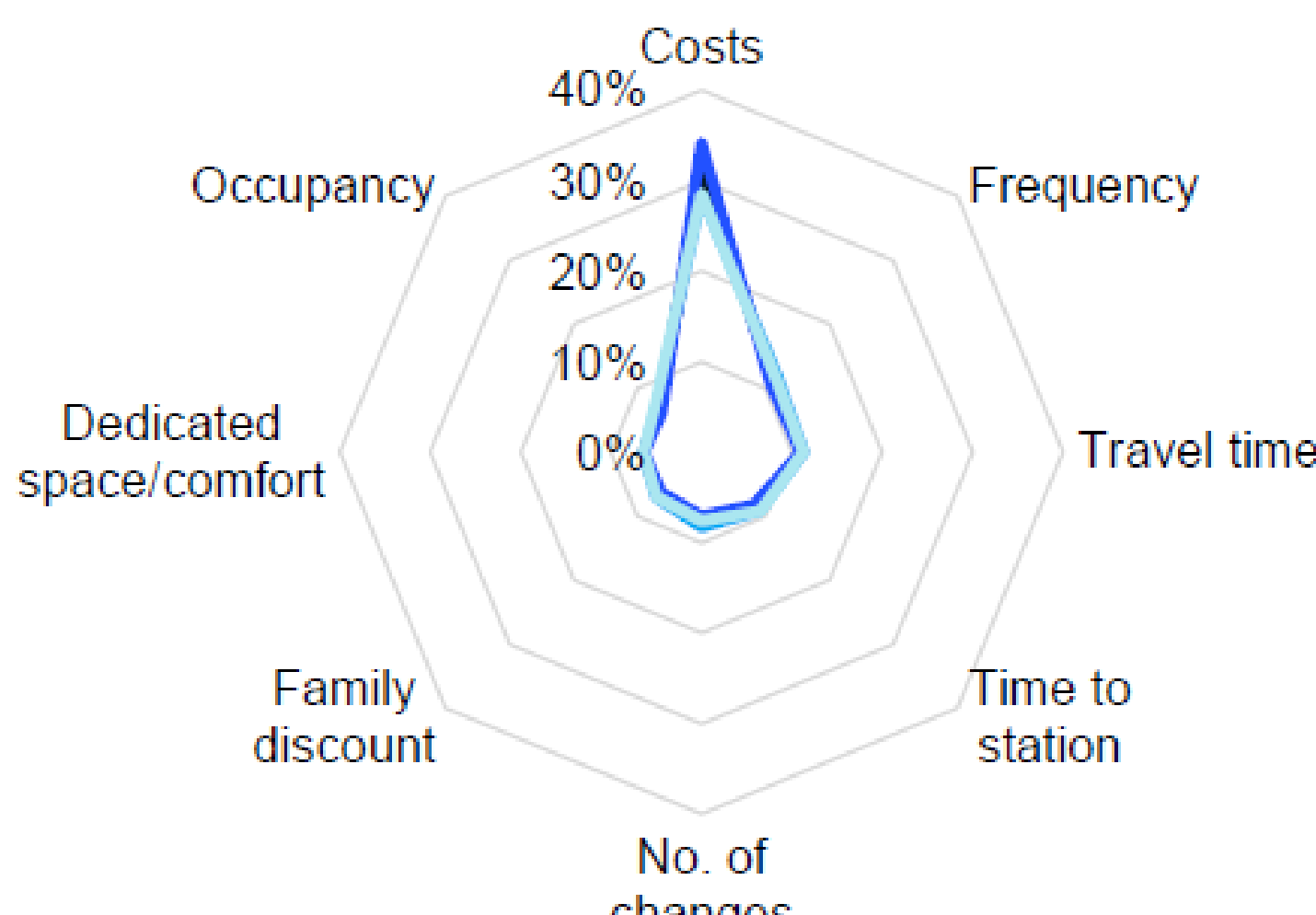
By type of travel

- Commuting
- Business travel
- Visiting friends & family
- Going on vacation



By geography

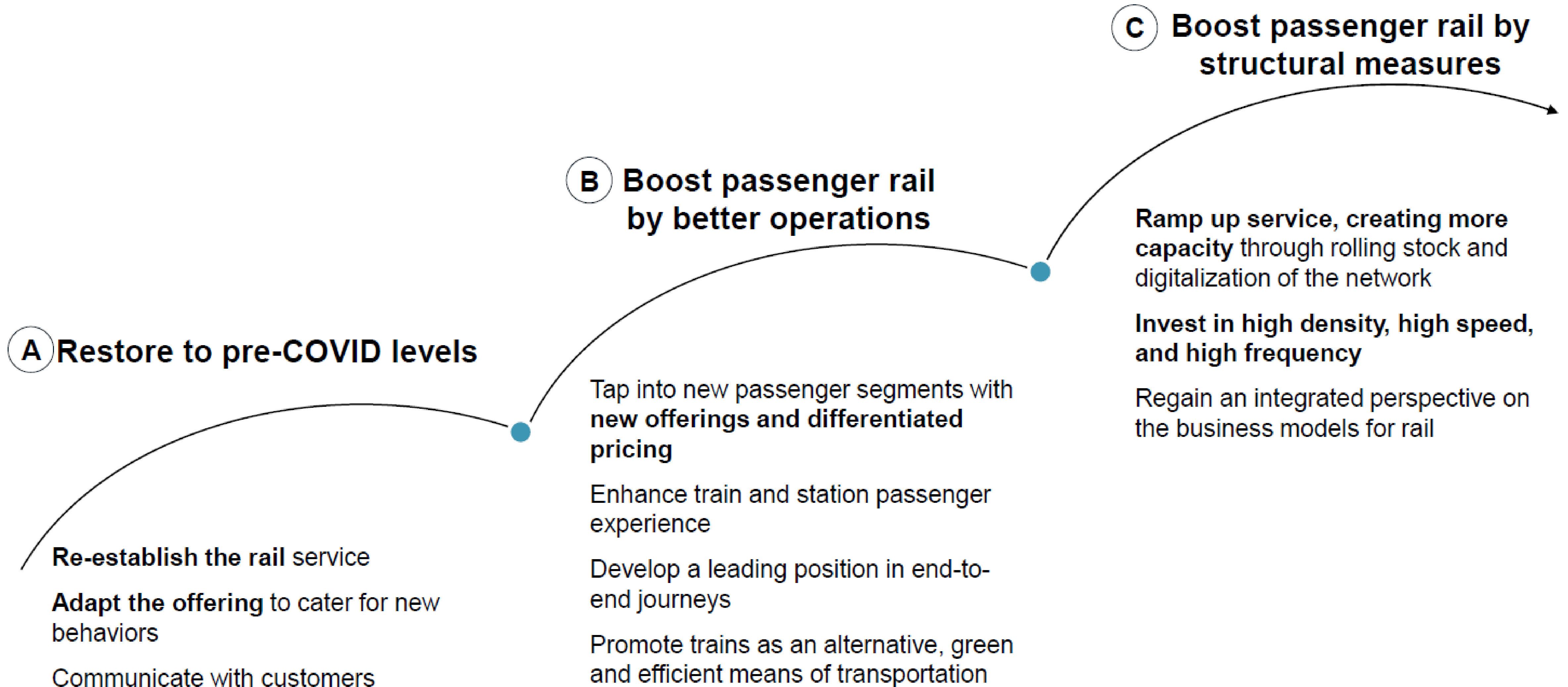
- Europe
- North America
- Japan
- China



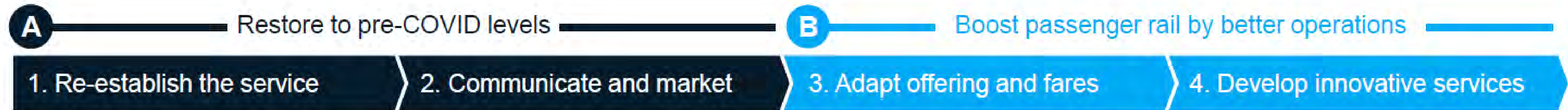
Source: McKinsey – Conjoint analysis conducted in 9 countries (France, Germany, Italy, Spain, UK, United States, Canada, China, Japan) in May 2022, with over 700 respondents in each country

3 | We identified 10 levers to restore and boost passenger rail, organized in three steps

Xxx: most important levers based on consumer research



3 | Post-pandemic, operators took a 4-step approach to restore passenger rail traffic



A Restore to pre-COVID levels

1. Re-establish the service

All operators interviewed agree on the principle that the offering drives the demand

Most of them **restored and ramped up the services**, operating literally “empty trains” for while in order to be able to offer the service to anyone willing to travel

In that way, they prevented alternative means of transportation (e.g., cars) to be considered and new habits to be created

In Western Europe most operators ramped up very quickly their service back to 90-100% driving the demand; and even when the frequentation was down by ~85% most operators kept operating their usual schedule at more than 50%

The longer it takes (to recover), the harder it will be – people will have developed new habits

2. Communicate and market

Two waves of communication were put in place in several cases to create enthusiasm and reactivate the desire to travel:

1. **Share that they were back** and encourage people to move again as soon as public restrictions were lifted
2. Marketing campaigns **encouraging local tourism by train** or the use of trains for leisure and weekend trips



B Boost passenger rail by better operations

3. Adapt offering and fares

Two types of offering and fares adaptations were put in place

- **At destination of the former business / frequent travelers**, adaptation of subscriptions and fares to **reflect new behaviors** (e.g., commute 3 days a week instead of daily)
- To attract new passengers, in particular families, elderly and young, with **new types of fares** (e.g., seasonal subscriptions, more attractive prices, lower prices to fill the business class) making the **train more attractive**



4. Develop innovative services

Developing additional revenue streams together while attracting new passengers through partnerships was already a trend before the pandemic. Some operators doubled down on that strategy with the pandemic

- **Retail and services in stations** – encourage passengers to spend more time in stations to **develop additional revenues** (e.g., flexible and collaborative office spaces in stations)
- **Partnerships with transportation players** developing MaaS offerings to boost train’s convenience
- **New services onboard** (e.g., luggage services, pets transportation, food ordering¹, supermarket train²) to make trains’ more convenient and generate additional revenues
- **New partnerships to make the train more accessible and make it easier to buy a ticket** (e.g., buy a train ticket directly from airlines websites, partnerships with travel agencies)

1. In India, Railresto launches e-catering services in trains: food delivery during rail journey at selected stations
 2. In Germany, DB Regio (Deutsche Bahn regional transport), Rewe (supermarket chain) and Fairtrade cooperate to build a supermarket into three train wagons including a Café

3A | Adapt to travelers' needs by changing ticket offers to encourage people to take the train

Case examples



USA Rail Pass

Relaunch of the USA Rail Pass in summer 2021

Up to **10 rides (segments) over 30 days to 500 possible destinations** at \$499

\$200 discount in June 2021 on the USA Rail Pass after relaunch

Valid for use within 120 days of pass purchase

Goal: offer unique travel experience at an affordable price after the pandemic



9-Euro-Ticket

In June, July and August 2022, a scheme was put in place in Germany, through which **passengers could travel for 9 euros per month on local and regional transport** – excluding Intercity Express, Intercity and Eurocity trains

Several studies¹ showed it had a positive impact on traffic (increase in public transport use, incl. rail and reduction of car use). Long term impact is still to be assessed.



Full subsidies of trains

Spain **fully subsidizes Rodalies from September to December 2022 to tackle inflation**. Short and medium-distance trains run by state-owned operator Renfe will be free for four months.

A 10€ deposit is required when buying the ticket for the first time, which will be refunded if train users use the ticket at least 16 times between September and December.

Incentivize customers to use trains with **temporary discounts**

Operators put focus on **customer flexibility**

While 2021-early 2022 offers primarily targeted long-distance connections that had been affected stronger by COVID-19; the more recent offerings are targeting local and regional transportation

1. <https://www.br.de/nachrichten/bayern/tum-studie-was-hat-das-9-euro-ticket-gebracht> ; <https://www.bundesregierung.de/breg-de/aktuelles/faq-9-euro-ticket-2028756>

3A | Communicating that 'rail is back' to bring back the former passenger base



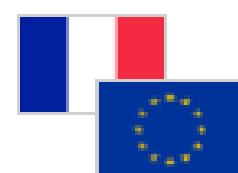



Operators raise **awareness** for railway travel after pandemic restrictions

Focus is on awakening the **desire to travel** by train

Moreover, campaigns promote information on health-related **travel conditions** as well as expected utilizations

3B | Many operators developed new rail services to expand passenger base and motives of travel...

Non-exhaustive

Country	Example of new services	Targeted customers	Description	Learnings
	Night trains in Europe	Mainly leisure passengers	New connections offered nationally and internationally, e.g. <ul style="list-style-type: none"> • Paris-Nice • Paris-Munich-Vienna, in cooperation with ÖBB 	Alternative to typical vacation flights Night train are experiencing revival after being discontinued in the last two decades
	OUIGO España	Passengers mainly in lower price segments	SNCF entered Spanish market as new operator on the high-speed line Barcelona-Madrid Offering focused on low prices (starting at 9 EUR) and simplicity	Highly successful start in 2021 with utilization >90% New service led to overall growth in rail modal share on this route (estimated around +5 percentage pts)
	Amtrak – Northeast Regional passenger rail expansion	Commuter passengers	In 2021, Amtrak rail expansion from Richmond, Virginia to Washington, D.C. (and other East coast hubs) for daily commuters Three daily departures offered to maximize convenience for commuters	Thousands of commuters benefit daily with quick, reliable alternative to congestion The new service is expected to increase Amtrak's Virginia ridership to an additional 12,000 yearly
	Japan – JR East	Business travelers	JR East increased their services in-stations to retain their business travelers, shared offices, booth services, facilitated passenger information	No return of experience yet

3B | Train operators aim to redefine travel experiences to attract more passengers



Ideas TrainRegio



DB Regio project presented for the first time in 2017: double-decker with new products and service innovations (to be implemented in regional transport in the future)

Customer tests and surveys as basis for the development of a new and unique travel experience in local transport

Broad range of new interior ideas: sports studio, premium cabin for working, public viewing areas, power napping area, etc.



'TRAIN'ing



East Japan Railway pilots new app on Tokyo's Yamanote Line

Travel app offers optimized passenger routing combined with **workout or mindfulness** exercises

Goal: "Transforming a place for travel into a place for health"

After first PoC in 2019/2020, rollout to other JR lines envisaged



The guide



Interactive app that uses augmented reality (AR) to help passengers navigate to their platform

Developed together with Google and Bontouch

Goal: make it easier for travelers to travel by train e.g., changes between trains, orientation despite infrastructure works in stations

Making the time of travel more **useful and meaningful** allows to address new customer segment

New offerings are centered around **customer needs**, e.g. working styles

Trains are viewed as **multifunctional spaces**, going far beyond only offering seats to bridge distances



3B | Train operators aim to redefine travel experiences to attract more passengers



Ideas TrainRegio



China First Class Seat
Bullet Train



3. Adapt offering

3B | Train operators aim to redefine travel experiences to attract more passengers



3B | Train operators aim to redefine travel experiences to attract more passengers



Consommation d'énergie: **-20%**.
Émissions de Co₂: **-32%**.
Recyclable à **97%**.

Vitesse:
320 km/h.

Connexions à bord:
WiFi et 5G.

Passagers:
740 maximum soit
20% de plus que les TGV actuels.

Photo: Alstom.

3. Adapt offering

3B | Developing the desire to travel to boost leisure travel

Several campaigns targeted specifically towards **tourism** segment

Communication picks up desire to travel and stresses **ease** of rail travel

Also **environmental / ecological** aspects (e.g., CO₂ emissions) are addressed

Arizona: 1.228 Euro, 2.459 kg CO₂

Rheinland-Pfalz: 24,90 Euro, 2,5 kg CO₂

4 Fahrten ab je **24,90 Euro**

Spar Dir den Flug. Mit dem Sommer-Ticket.

SBB CFF FFS

Das erste Ferien-Selfie.

Mit dem IR 13 in einem Zug zum Flughafen Zürich. sbb.ch/IR13

Du bist meine SBB.

Collage of various travel-related images including a train, a plane, a hot air balloon, a deer, and a castle.

SBB CFF FFS

Sponsorizzato

Discover new ways to travel to Europe by train now.

Sure, already a thing.

I WANT TO GET TO THE SEA FOR FREE!

JR

fantasy of the Shinkansen

THE SHINKANSEN IS THE FASTEST TRAIN IN THE WORLD. IT'S ALSO THE MOST COMFORTABLE AND THE MOST RELIABLE. IT'S THE ONLY TRAIN THAT CAN TAKE YOU TO THE SEA FOR FREE!

renfe

Millor, puja al tren.

#ElCamiSostenible

Dès qu'on pourra à nouveau

Dès qu'on pourra à nouveau

Dès qu'on pourra à nouveau

SNCF

IL Y AURA TOUJOURS UN TRAIN SUR LEQUEL COMPTER

3C | Introduction of high-speed rail massively increases rail modal share – replacing cars for shorter and planes for longer distances

The introduction of high speed led to a more than a doubling of modal share for rail and a reduction of air traffic by around 50%

Paris → Marseille

780 km



Berlin → Munich

590 km



Rome → Milan

570 km



Madrid → Seville

530 km



Tokyo → Ishikawa

450 km



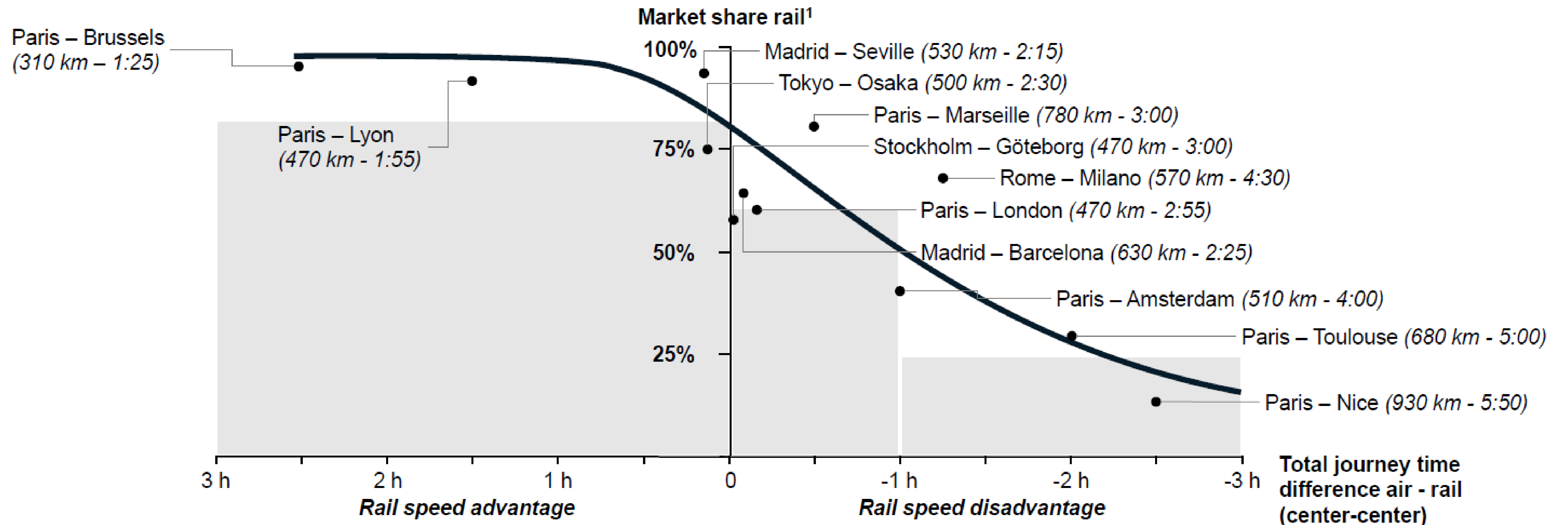
Paris → Brussels

310 km



3C | Rail can compete air for journeys below 2.5 to 3.5 hours, making high-speed a key choice to boost passenger rail modal share

Examples



Total rail travel time

< 2.5h

2.5 - 3.5h

> 3.5h

Rail market share¹

> 80%

50 - 60%

~ 20%

1. Excluding road traffic volume

Questions

How does this resonate?

Is there anything that surprises you?

Do you have any other questions?

11th UIC World Congress on HSR

“HSR: the right speed for our planet”

Marrakech, Morocco March 2023

7 March	8 March	9 March	10 March
<p><u>Opening ceremony</u> 8:30 – 11:00</p> <p><u>Exhibition inauguration</u> <u>Press conference</u></p> <p>// sessions – 1 2:00 – 3:45</p> <p>// sessions – 2 4:15 – 6:00</p>	<p>RT1 9:00 – 10:30</p> <p>// sessions – 3 11:00 – 12:45</p> <p>// sessions – 4 2:00 – 3:45</p> <p>// sessions – 5 4:15 – 6:00</p> <p>Gala dinner</p>	<p>RT2 9:00 – 10:30</p> <p>AUHSR 11:00 – 12:45</p> <p><u>Closing Ceremony</u> 2:00 – 4:30</p>	<p><u>Technical and cultural visits</u></p>





Panel : Railway network experiences

Moderators: Fabrice Setta & David Sarfatti, UIC Passenger Department



Yasunari Nakajima
JR EAST



Stefano Scarci
EY

ONCF



Michel Mommens
UIC



Sven Pöllauer
ÖBB



INTERNATIONAL UNION
OF RAILWAYS

HOW TO IMPROVE ATTRACTIVENESS ON RAIL TRAVEL

V CRTS Training
-Paris, 26-28 October 2022-



Yasunari NAKAJIMA
Senior Fellow, JR East

Linkdein: <https://www.linkedin.com/in/nakajima-yasunari-81a172151/>

Today's topics

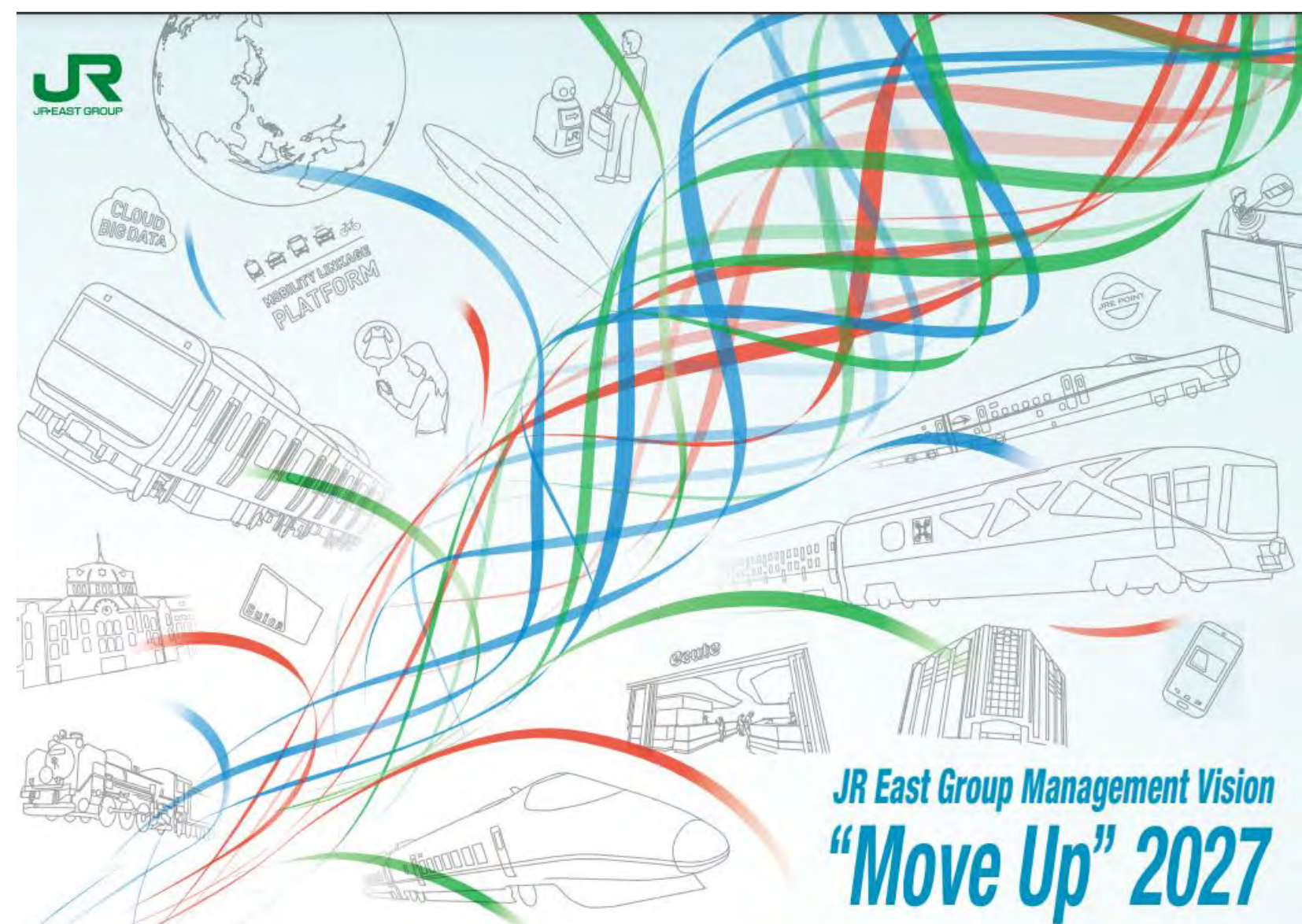
JR East Group Management

Vision **"Move UP" 2027**

launched in 2018

So many approaches to achieve....

1. **Rectangle model**
2. **"Beyond Station Plan"**



<https://www.youtube.com/watch?v=cXz5XYp22PY>

The challenge of attracting customers to the railway

Expectation to rail operator from our existing/potential customer:

- ✓ To be guaranteed a safe journey;
- ✓ To ensure that their trip is organized as planned;
- ✓ To be provided affordable and one stop ticket;
- ✓ To give an opportunity to contribute to reduce environmental impact;
- ✓ To provide convenient/comfortable/fun physical space and time;
- ✓ To provide convenient/comfortable/fun service by more IT gadget;
- ✓ To improve to connect other transportations;
- ✓ To give lots of opportunities to meet something attractiveness;
- ✓ To reduce commuting in order to use more time for themselves, and with their family and friends;
- ✓

Comfortable and attractive transport, station and Destination

Creating attractive **Destinations**



Making **Stations** more fun

Creating stations as landmarks



Comfortable **transportation** connect everywhere

Added value to trains/transportation

Joyful Trains will create value in regional society

Train as simple mobility methods
one of the purpose of trip



Saphir ODORIKO



Click here

The map shows routes connecting major cities like Aomori, Sendai, Fukushima, and Tokyo. The buttons include:

- 海里 (Umi no) - 詳しくはこちら
- リゾートしらかみ (リゾートしらかみ (梅/香池/くまげら)) - 詳しくはこちら
- リゾートあすなる (リゾートあすなる) - 詳しくはこちら
- TOHOKU EMOTION - 詳しくはこちら
- SL銀河 (SL銀河) - 詳しくはこちら
- SLばんえつ物語 (SLばんえつ物語) - 詳しくはこちら
- SL観音 (SL観音) - 詳しくはこちら
- POKÉMON with YOU トレイン (POKÉMON with YOU トレイン) - 詳しくはこちら
- フルーティアふくしま (フルーティアふくしま) - 詳しくはこちら
- 越乃Shu*Kura (越乃Shu*Kura) - 詳しくはこちら
- おいこっと (おいこっと) - 詳しくはこちら
- リゾートビューふるさと (リゾートビューふるさと) - 詳しくはこちら
- HIGH RAIL 1375 (HIGH RAIL 1375) - 詳しくはこちら
- SLぐんまみなかみ/SLぐんまよこかわ (SLぐんまみなかみ/SLぐんまよこかわ) - 詳しくはこちら
- B.B.BASE (B.B.BASE) - 詳しくはこちら

“Beyond Station Plan” project

JR East has achieved to change

Passing point
uncomfortable place

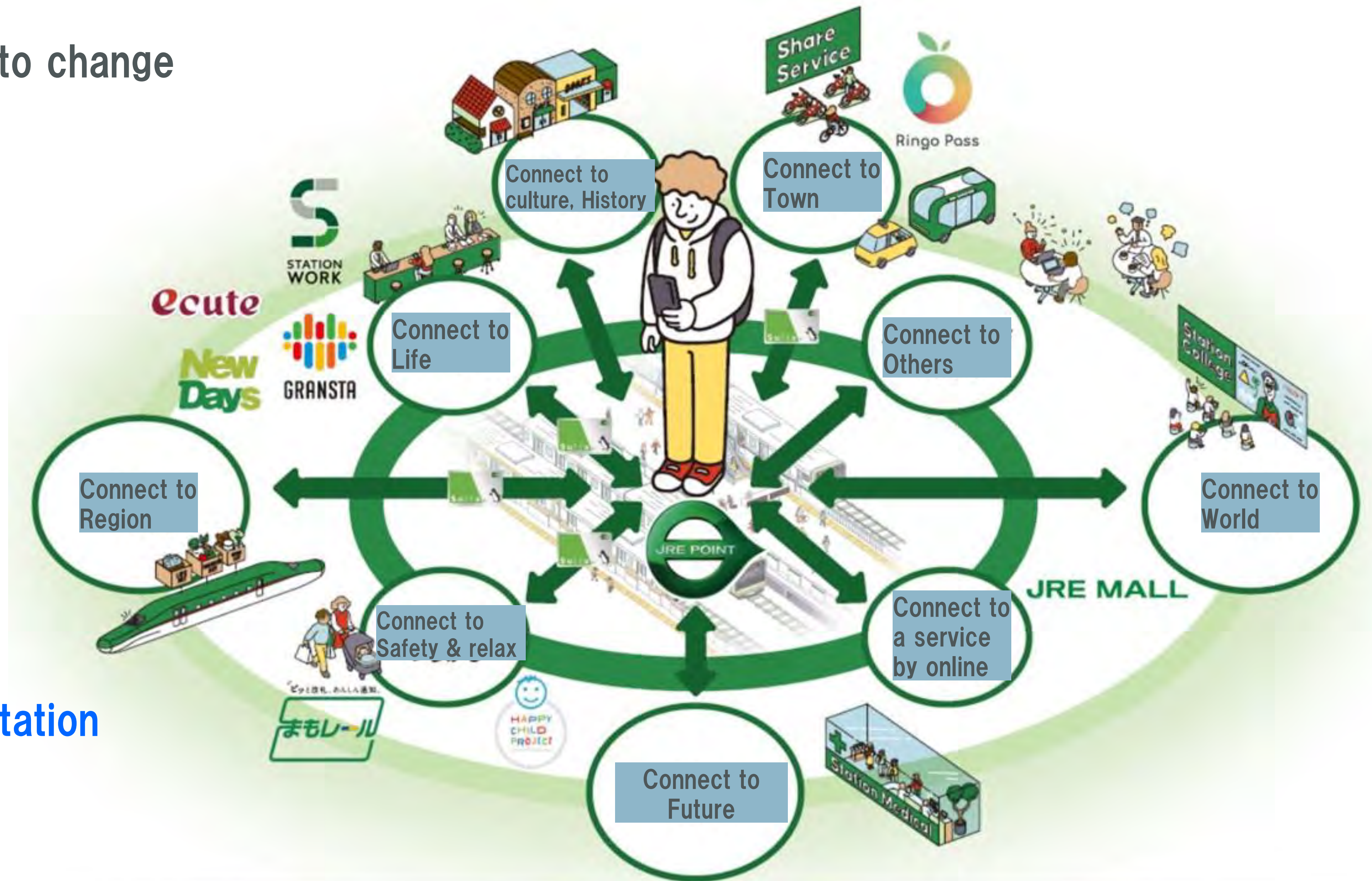


Gathering point
comfortable place



As a next step

Challenge to change station
to connecting point



JR East has already launched.

“JR East App” achieve direct connection to customer

started from 2011



Transfer guide



Operation status



Realtime Timetable



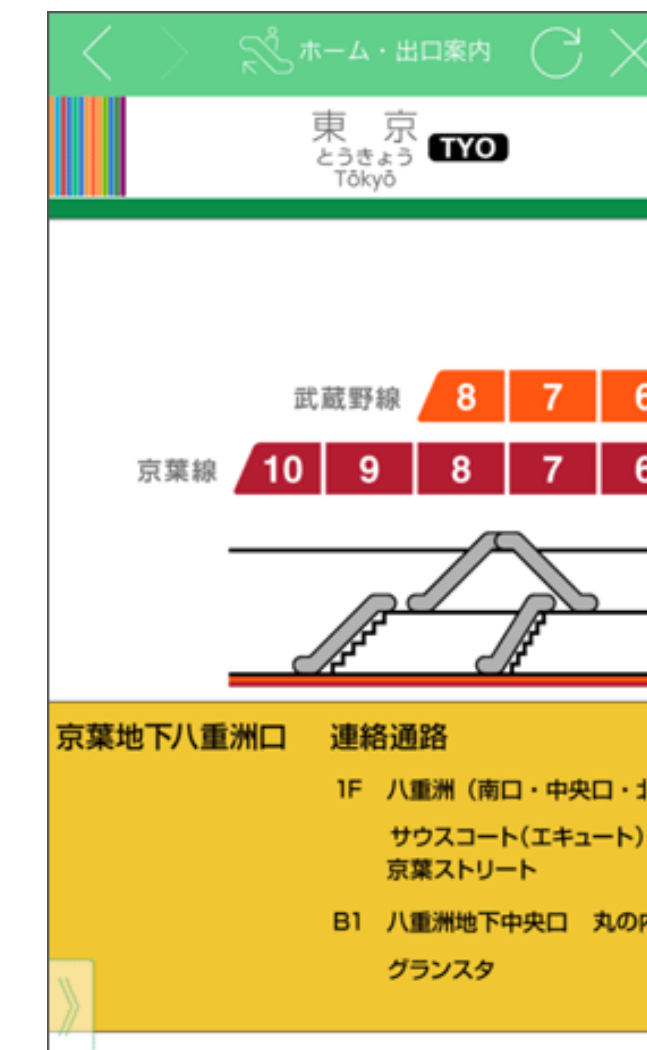
Train situation



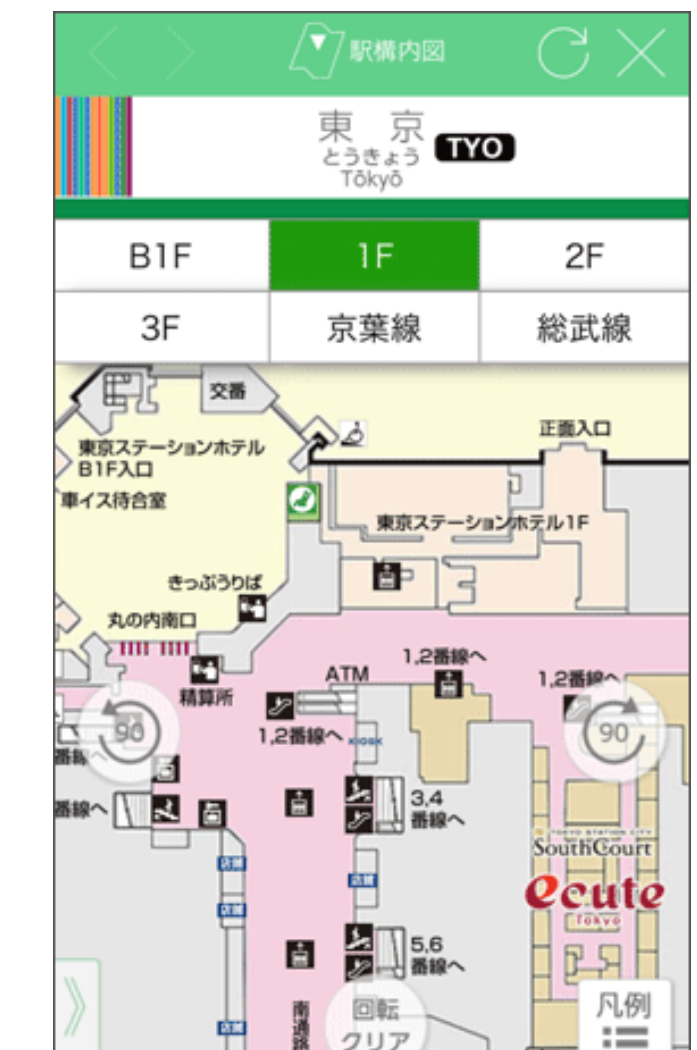
Train situation



Realtime location



Station map

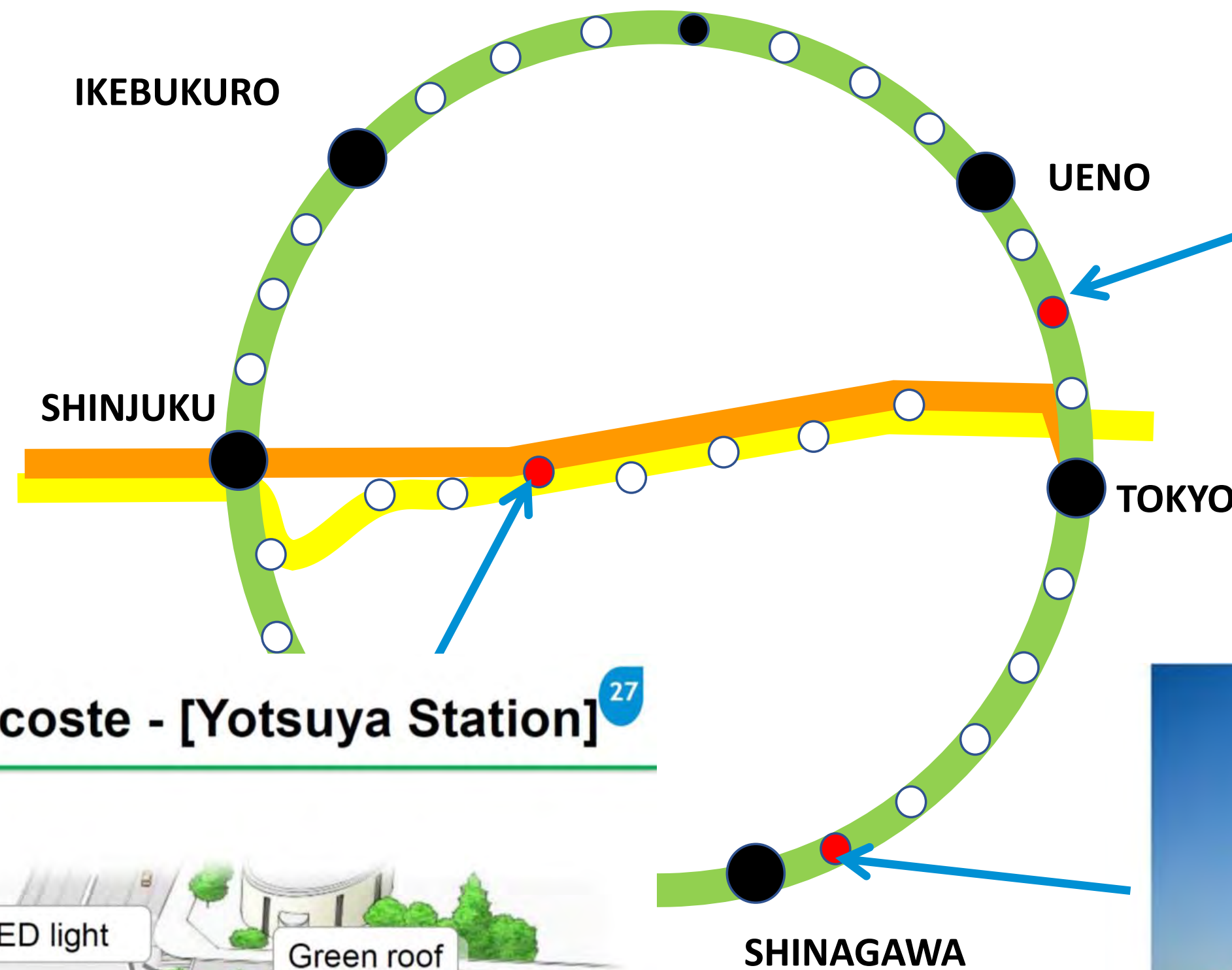


Technology makes railway more attractive

Metaverse Shin-AKIHABARA station



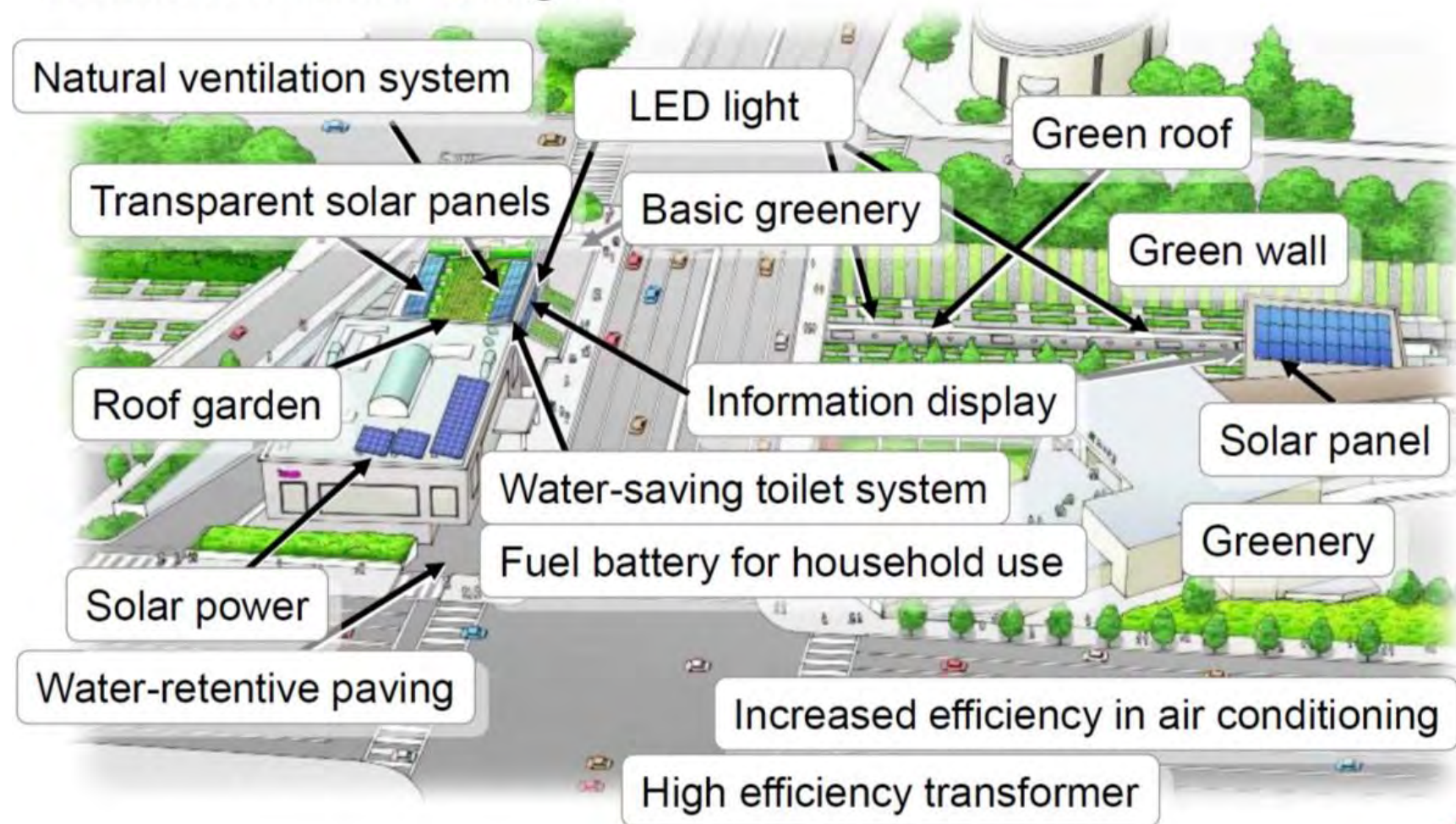
Robotics



EcoSte

Development of Ecoste - [Yotsuya Station]

【External View Image】



Enjoy your life by our service.
JR East always beside with you



Click
& watch





INTERNATIONAL UNION
OF RAILWAYS

unity, solidarity, universality

Overview of digital evolution in Europe

Stefano Scarci, EY Consulting

Les Jeudis du Rail Africain

October 27, 2022

European railways have embraced digitalization

Guillaume Pepy

SNCF Chairman of the Board

In view of the progress being made by the digital revolution we must prepare ourselves as much as we can in order to be able to tackle the operational challenges and those presented by our customers.



Sabina Jeschke

Member of the management board of DB for digitalization and technology (until 2021)

We are a mobility services provider and logistic specialist, but we are also a tech company, and we have to be absolute experts when it comes to our technology.



Gianluigi Castelli

FS Italiane Group Chairman of the Board (until 2021)

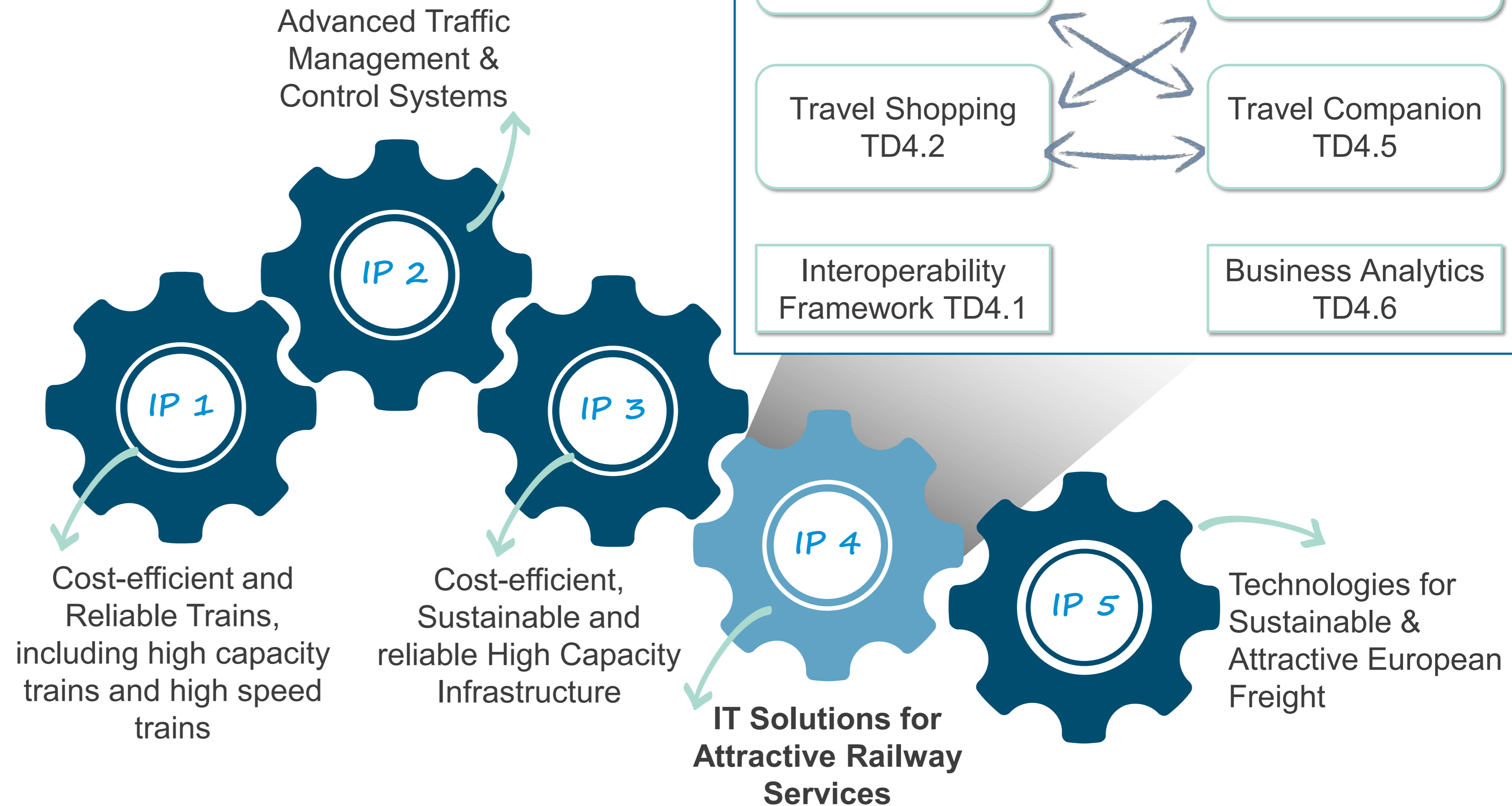
Our goal will also be to guarantee the development of a public integrated mobility system and to promote the process of digitization of railway companies throughout the world.



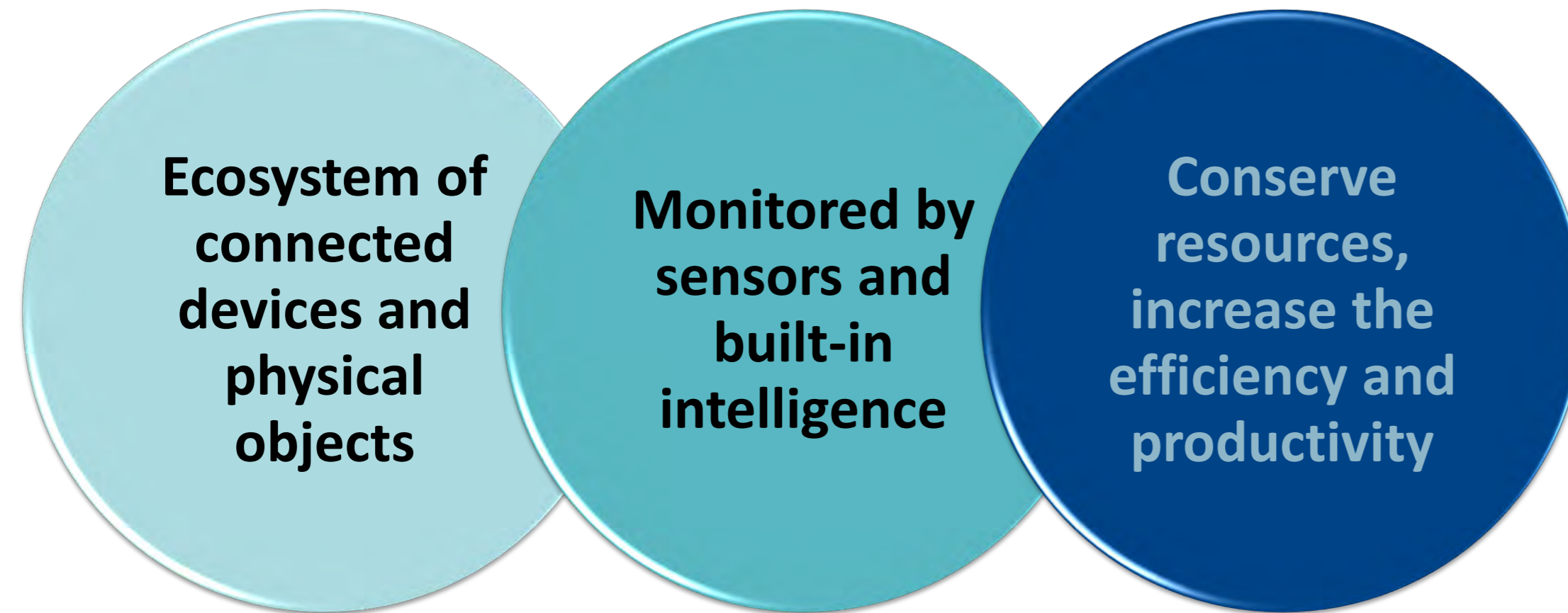
The EU is investing in Rail R&D

Shift2Rail is the first European rail initiative to seek focused research and innovation (R&I) and market-driven solutions by accelerating the integration of new and advanced technologies into innovative rail product solutions. Since 2016, it has funded several projects in 5 areas.

In 2022 it has been replaced by a new program, called **Europe's Rail**, aimed at exploiting the huge potential for digitalisation and automation to reduce rail's costs, increase its capacity and enhance its flexibility and reliability.



Internet of Things



IoT access driven by a new paradigm called - AAA

Anytime



Anywher

e



Anything



Internet of Things

What?

The Internet of Things is the network of physical objects that contains embedded technologies to communicate and sense or interact with their internal states or the external environment.

How?

IoT comes to life when multiple building blocks – objects, devices with sensors, cloud, connectivity – operate and communicate with each other.

Why?

IoT has the potential to transform operations and business models

Example: IoT Group Platform

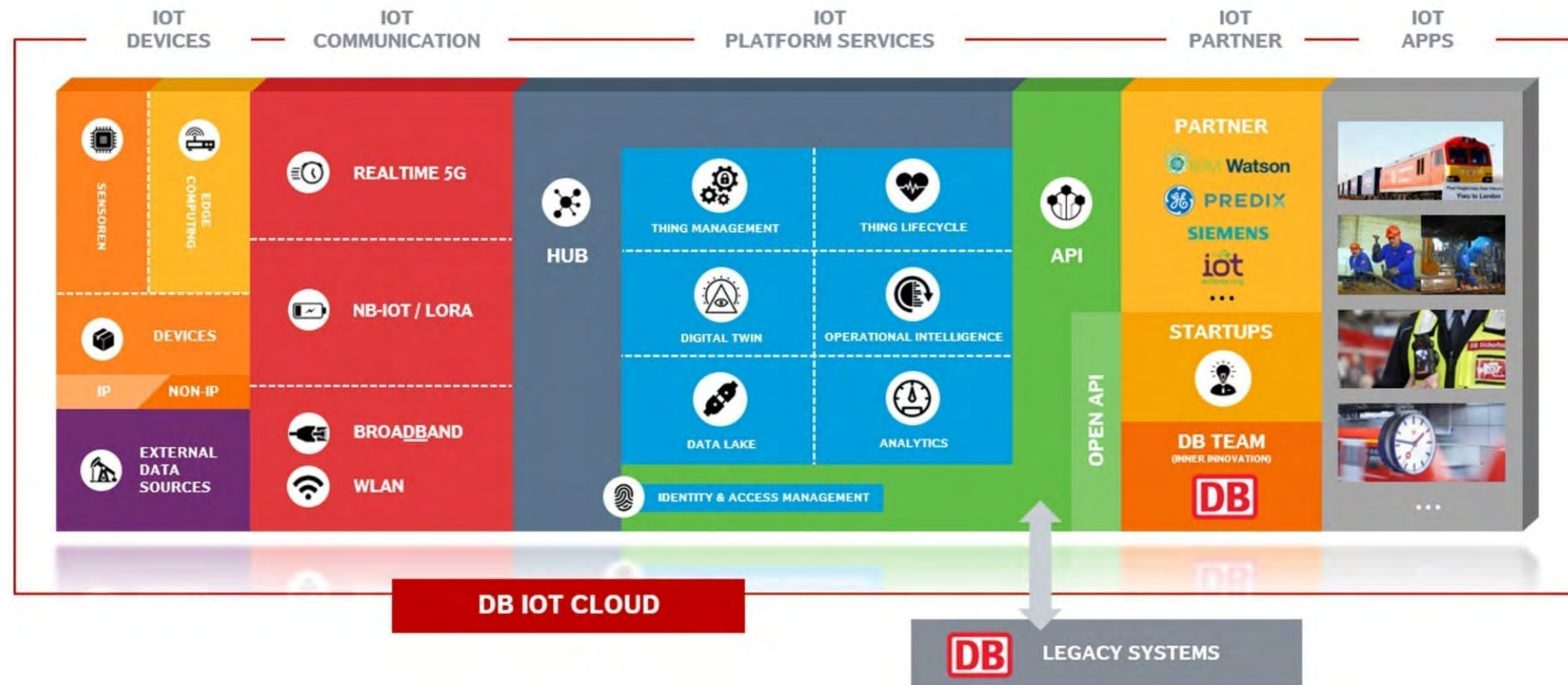


Deutsche Bahn IoT Cloud

One of the first IoT projects at DB in 2016 implemented **remote monitoring of elevators**, improving average availability to 97%.

DB Systel has later implemented the DB IoT Cloud, a **unified IoT platform** for all companies in the Group.

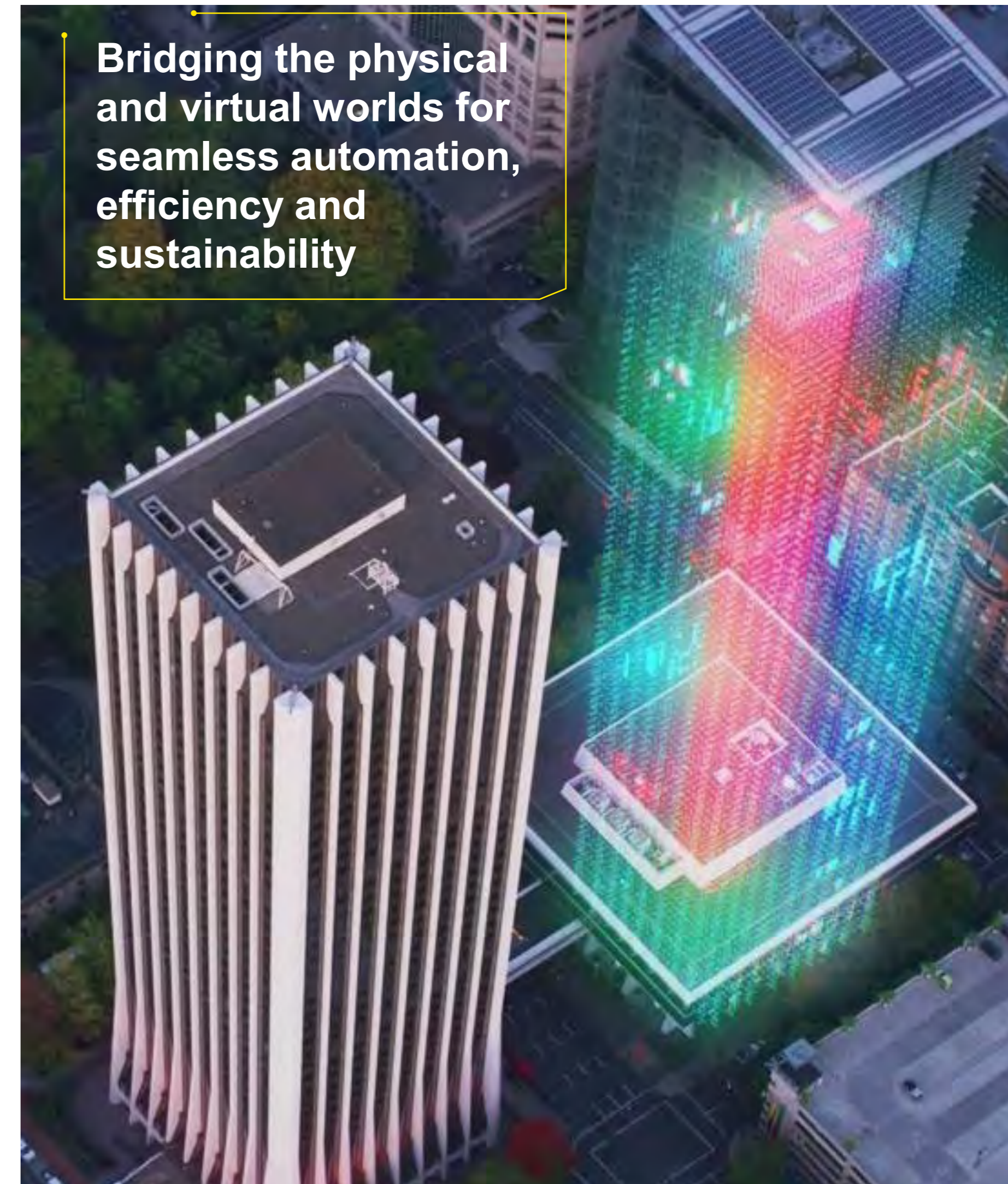
One of the initiatives leveraging the DB IoT Cloud is the modernization of all **70000 wagons** of DB Cargo, through GPS devices, sensors and wireless connectivity.



What is a Digital twin?

The Digital Twin Consortium defines a digital twin as “a **virtual representation of real-world entities and processes**, synchronized at a specified frequency and fidelity”.

- Incorporates design, construction, geo-spatial and operational data to **represent the asset and its connected systems**.
- Utilizes **IoT-enabled sensors that feed into AI and Machine Learning (ML) models** to collect and process real-time asset data.
- These models analyze and learn from previous performance to provide **fault detection and predictive analytics**.
- Provides the ability to **calibrate operations to maximize efficiency**.



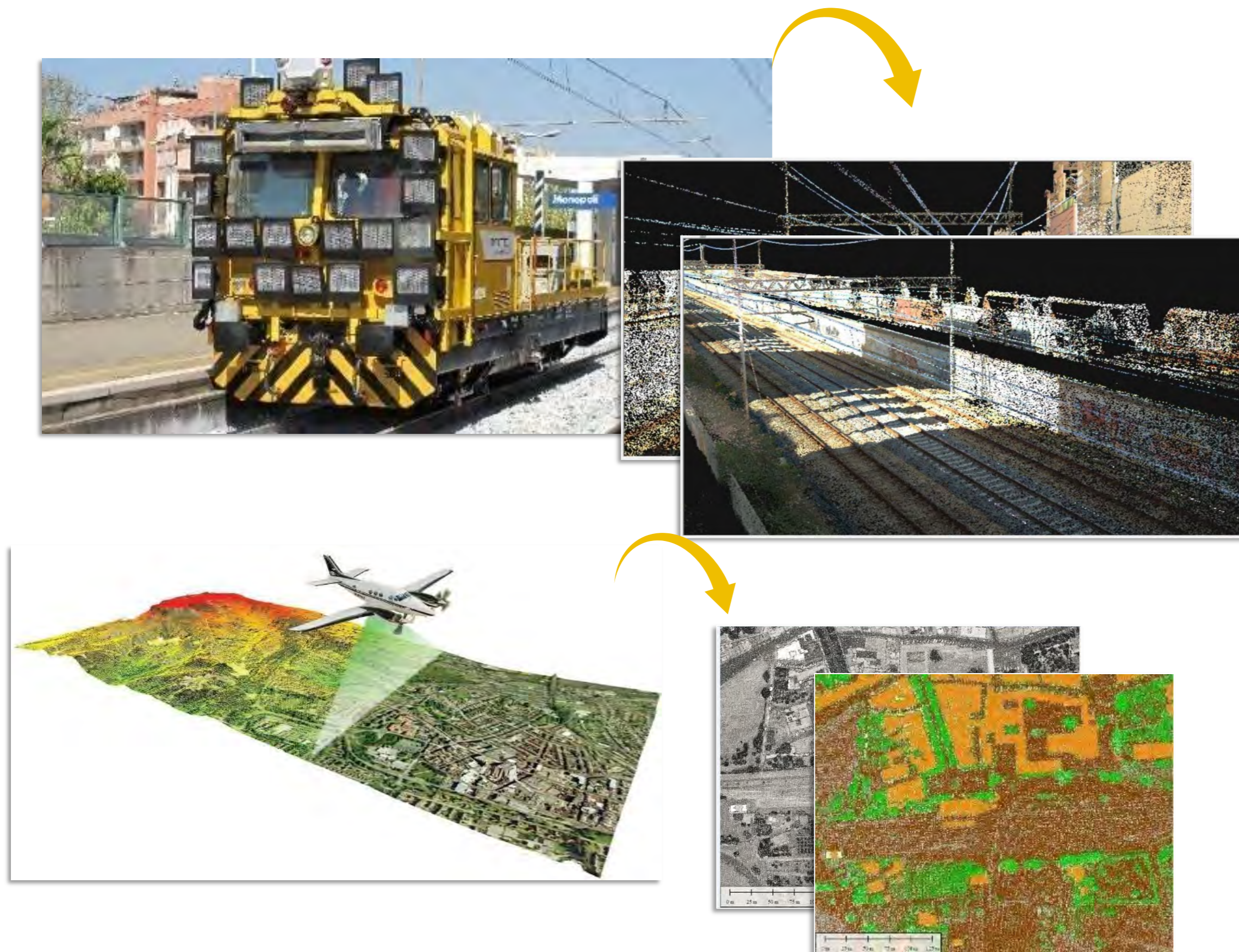
Example: Rail Infrastructure Digital Twin

RFI MUIF – Rail Infrastructure Unified Model

The rail infrastructure assets are detected and represented by **photos taken by planes and special trains, integrated with 3D laser scans**. The objects are georeferenced and drafted in 3D in vector format. The unified model is the basis of the **infrastructure Digital twin**, supporting key corporate processes.

RAIL INFRASTRUCTURE SENSING

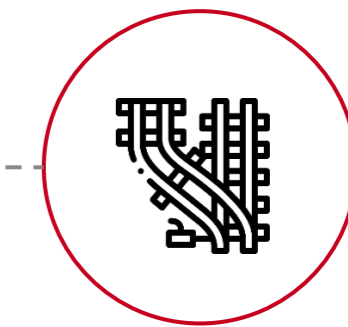
IMPACTED CORPORATE PROCESSES



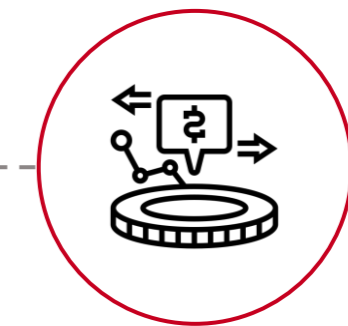
Maintenance



Traffic



Construction



Stations



MUIF

Digital developments in passenger experience

FROM

TO

Paper ticket



Dematerialised entitlement

Traditional payments



Digital payments

Single-mode transportation



Multimodal door-to-door

Integrated ticketing



Flexible partnerships

One-for-all



Hyper-personalisation

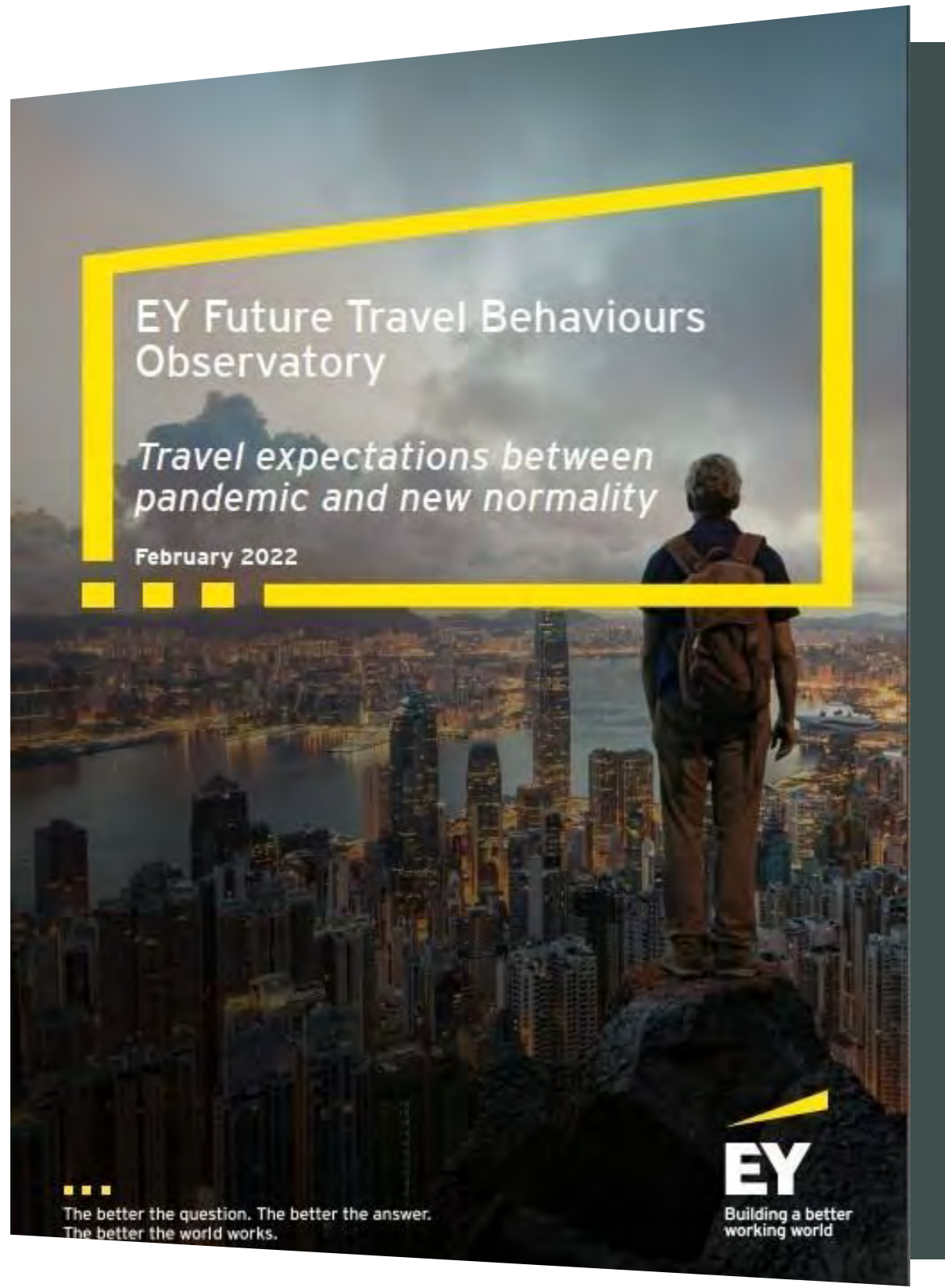
Product-centric selling



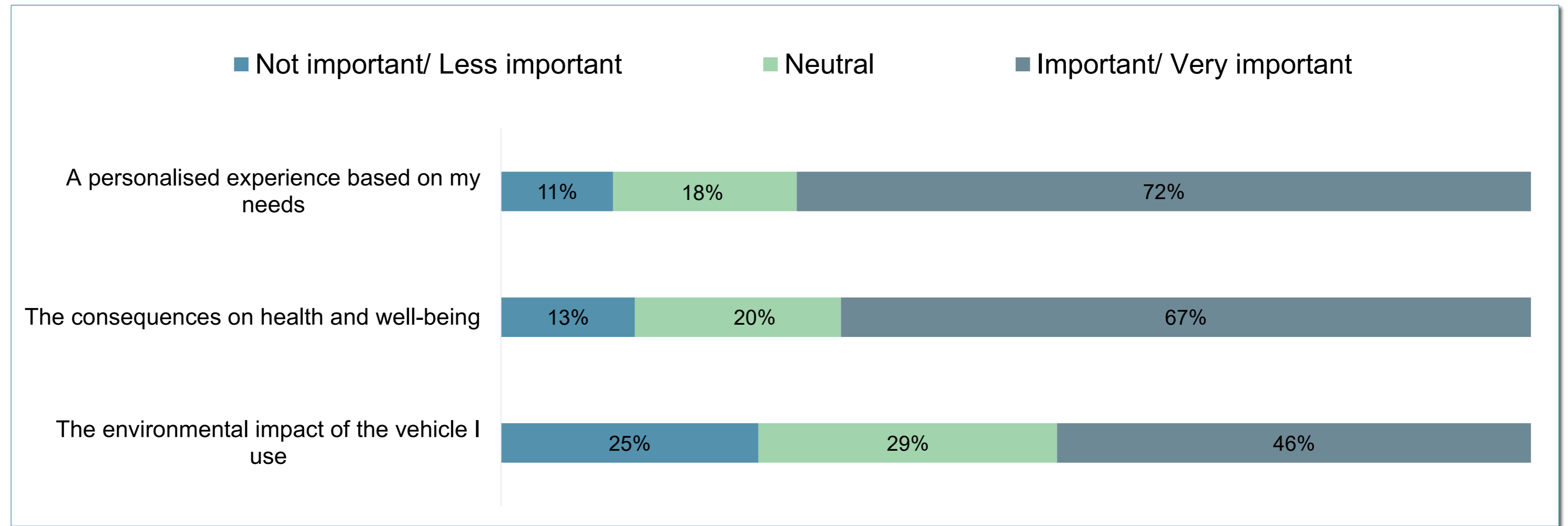
Customer-centric experience

Travelers ask for personalised travel experiences

72% of travelers consider personalisation a very important or important driver of their travel choices

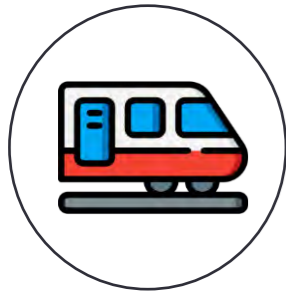


How much important are the following factors when travelling?



The Gap

The way the industry operates **does not reflect the way people think** about their journeys



Traditionally, different modes of transport **have been considered separately**, with distinct:

- Providers
- Standards
- Operating models
- Systems
- Policies
- Regulations











People think about the cost, convenience and complexity of the **entire door-to-door journey**, not simply one element of it



The **bar of customer expectations has been raised** in the last years. Customers increasingly expect **seamless personalized experiences**, as those enabled by the digital leaders

Why digital changes everything

The digital era we are living in opens a world of **new opportunities**

-  Provide a **seamless** customer experience
-  Break silos among **mobility modes** and **providers**
-  Facilitate **integration** and **interoperability**
-  Simplify **payments**
-  Facilitate **revenue apportionment** and **settlement** among parties
-  Support **policies** that incent more sustainable and health conscious choices
-  Make easier the establishment of **multi-lateral agreements**
-  Develop innovative **business models**

Future of credentials for accessing mobility services

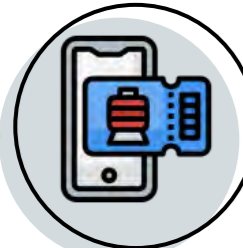


Example: Europe-wide integrated ticket

Eurail Mobile Pass

Eurail has introduced the **Mobile Pass**, a paperless rail pass that users can carry on their smartphone to travel in 33 European countries

Main Features



The Mobile Pass is designed for a **mix of inspection types**: visual validation, security features (like moving elements, security wave code, personal data) and barcode



It employs a **hybrid FCB/TLB barcode** based on the **UIC specifications** and has implemented **eTCD** to enable control and validation by multiple railways



Thank you for your kind attention

Stefano Scarci

E-mail: Stefano.Scarci@it.ey.com

Mobile: +39 335 7693941

LinkedIn: www.linkedin.com/in/stefanoscarci



Break 15 min

WEBINAIRE UIC - AFRIQUE

« JEUDIS DU RAIL AFRICAIN » *sur : « L'innovation aux services des voyageurs »*

SERVICES ET CANAUX DIGITAUX AU PROFIT
DES VOYAGEURS

SERVICES ET CANAUX DIGITAUX AU PROFIT DES VOYAGEURS - ONCF



1 - OFFRE INTERMODALE

Offre complémentaire au train



2 - ACHAT EN LIGNE

Achat de billet de train sur le site e-commerce

3 - INFO VOYAGEURS

Information voyageurs disponible en temps réel

4 - RELATION CLIENT

Optimisation relation client

6 - SOCIAL HUB

Gestion de la E-réputation de l'ONCF sur les RS

5 - ECOUTE CLIENT

Evaluation satisfaction et conformité des services voyageurs aux normes

Une offre intermodale

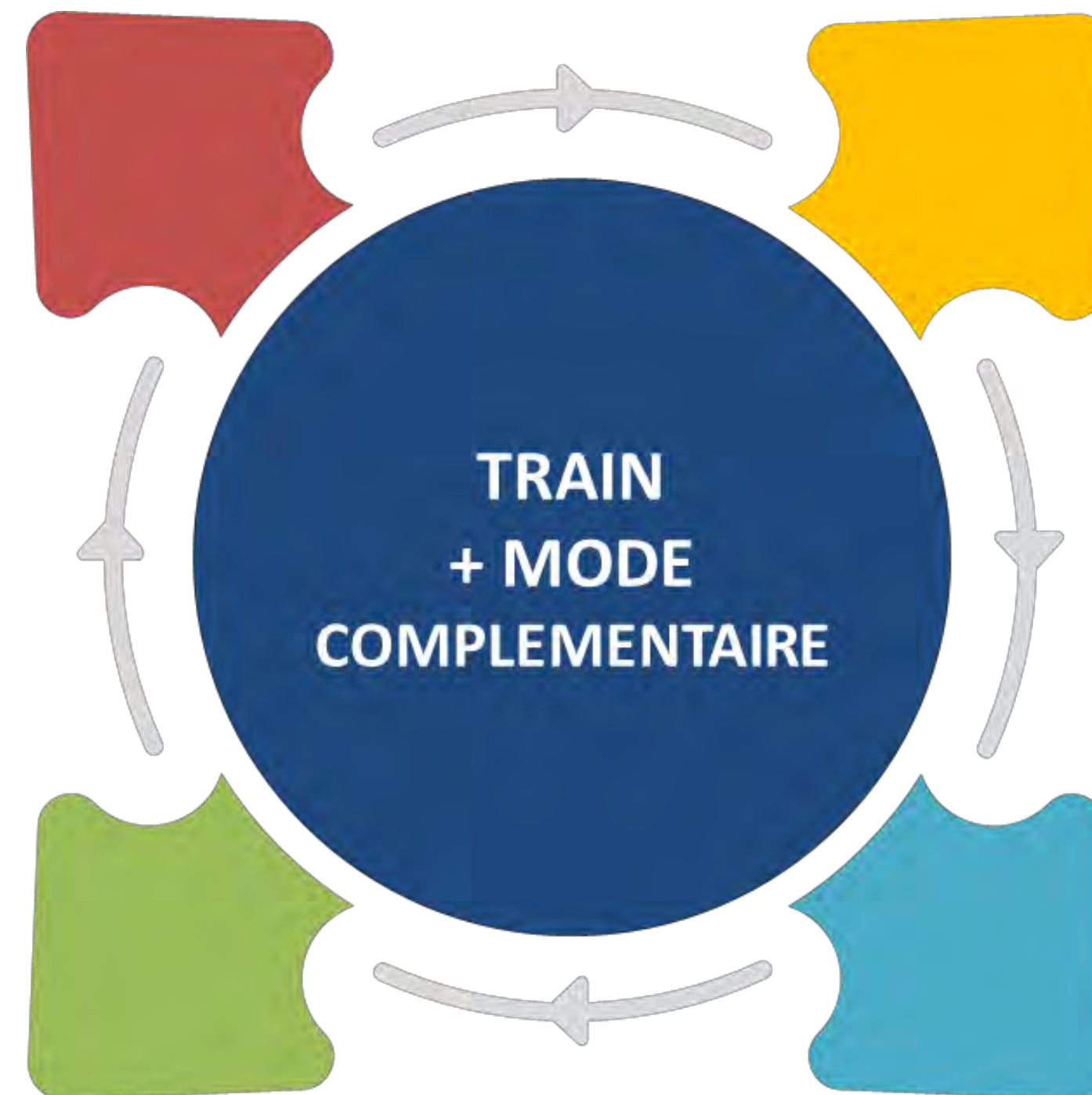
Une Solution de mobilité de bout en bout pour offrir un parcours fluide via une réservation en ligne sur le site marchand ONCF

TRAIN + AUTO

Plusieurs formules : location de voiture/autopartage/transfert/taxi

TRAIN + TRAM

Céer des points de relais avec le train au niveau des villes



TRAIN + FERRY+ AVION

Connecter Alboraq au continent europeen: dessertes maritimes – aériensnes

TRAIN + AUTOCARS

Destinations Rail-Route actuelles et futures en partenariat avec Supratours

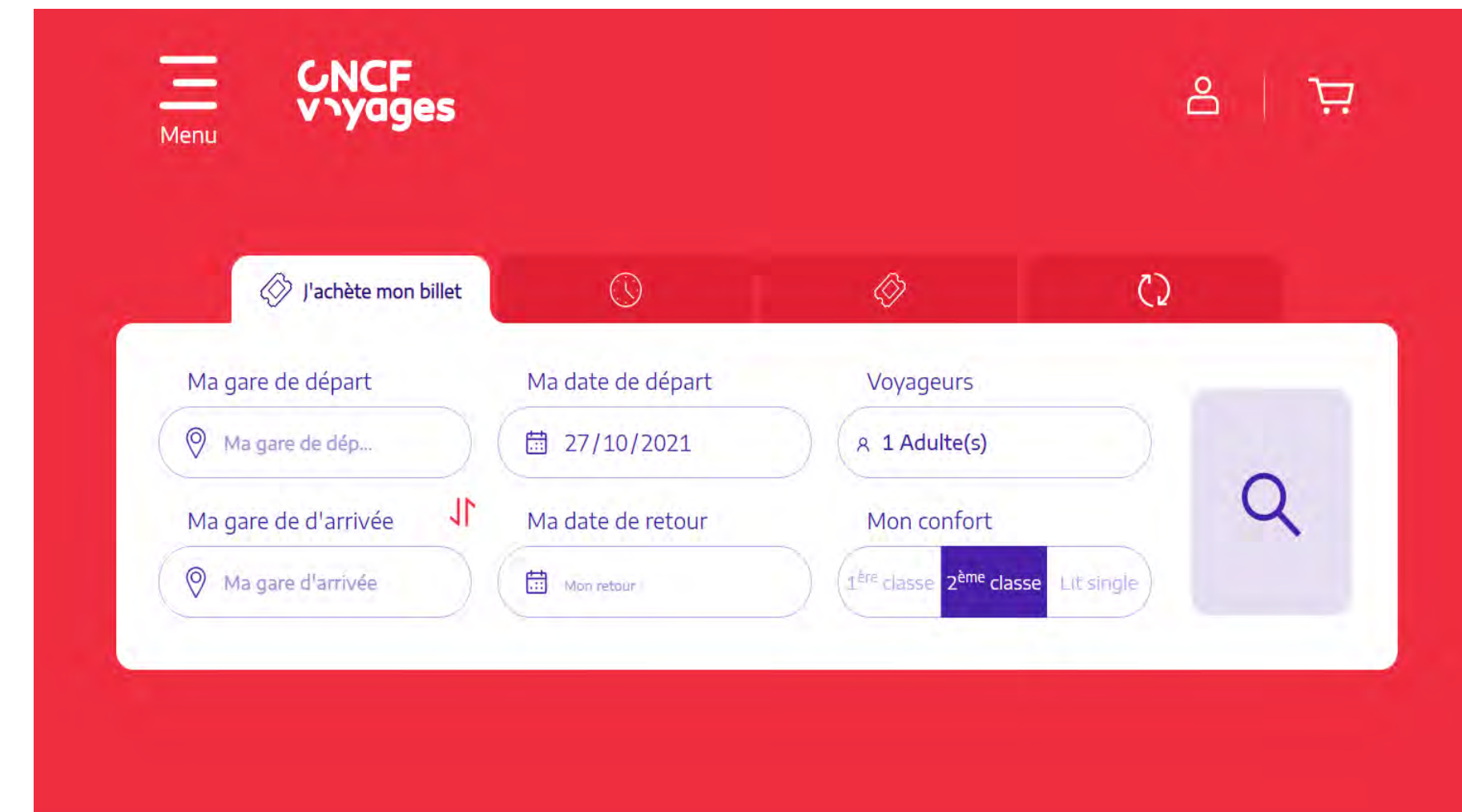
Achat et paiement de billets digitalisés

Achat de billets en ligne

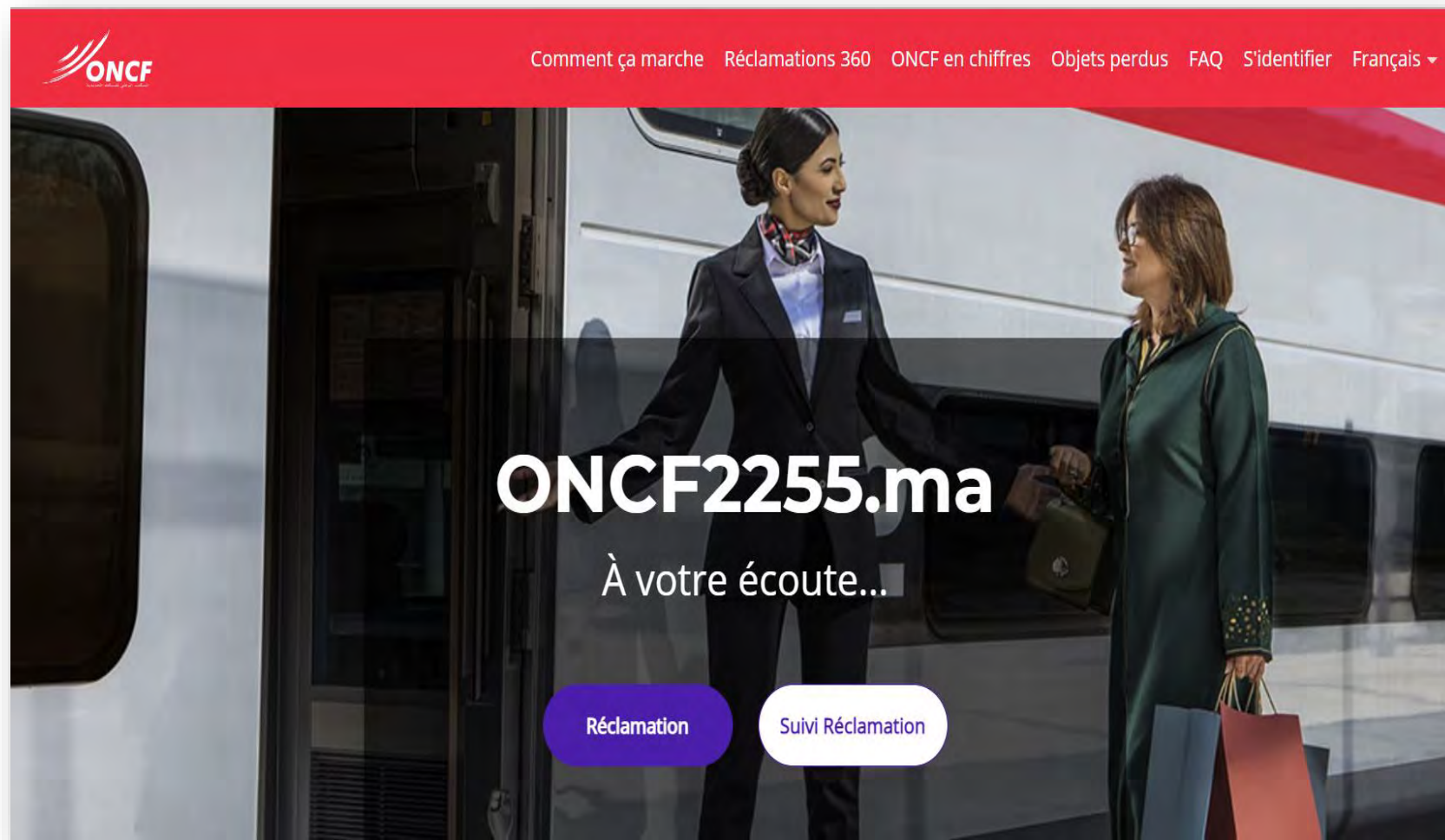
- Information sur les horaires des trains, les produits et services voyageurs
- Achat de billet en ligne avec billet dématérialisée/e-billet
- Gestion des réservation (après-vente)

Paiement mobile M-Wallet

- Possibilité de paiement mobile via le téléphone



Canaux d'information des voyageurs



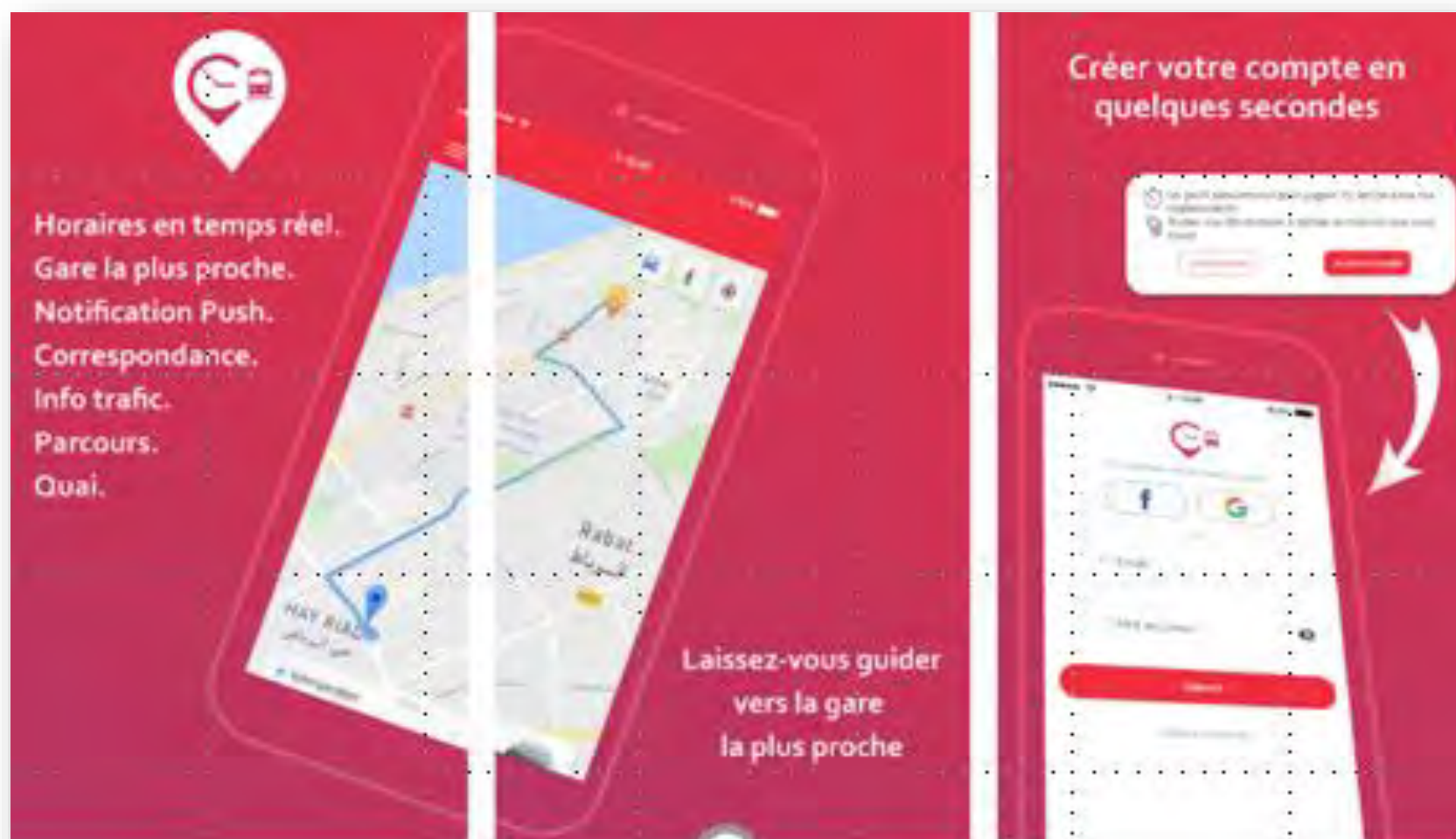
Le Site oncf2255.ma



Le Chat bot conversationnel



Le wifi en gares



L'Appli mobile « ONCF TRAFIC »



CRM/Marketing Client

L'optimisation de la relation Client et des opérations marketing visant la fidélisation des clients nécessite l'usage d'un outil CRM qui sert à simplifier les processus suivants:

- Le recueil et l'analyse des données clients;
- Un meilleur ciblage des clients grâce ;
- La personnalisation des messages et des campagnes marketing ;
- L'automatisation des processus grâce au marketing automation.



Ecoute client et suivi qualité en ligne

Les enquêtes et sondages clients en ligne

- Un suivi de la satisfaction client à chaud.
- Un ciblage plus précis segments de clientèle à interviewer.
- Une remontée des clients en verbatim pertinentes.

ENQUÊTE DE SATISFACTION CLIENTS :
À VOUS LA PAROLE !

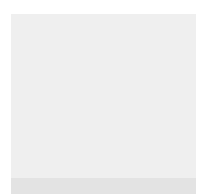


Le Client Mystère digitalisé

- Une application mobile pour la mesure de la conformité des services aux voyageurs avec les normes ONCF.
- Remonte et adresse les alertes de non conformité sur Interface web, aux acteurs concernés pour leur traitement.
- Permet de suivi du traitement des anomalies en temps réels



- Gestion des pages Facebook, Instagram et LinkedIn du groupe ONCF .
- Echange et interaction avec les clients et les prospects.
- Information et promotion des produits voyageurs.



MERCI POUR VOTRE ATTENTION







benerail's moove_api
&
General sales platform

THE BENERAIL MOOVE_API

introduction of benerail

brand story

When the national railway companies from Belgium and the Netherlands in 2003 decided to start a joint venture to combine and integrate their strengths to make booking and travelling easier, **benerail** was born.

Going outside comfort zones is the core of collaborating on mutual terms; for the benefit of Travellers in Europe that embark on a cross country journey with a single ticket.

Now, nearly two decades later, **benerail** is ready to connect all European destinations with the ambition to deliver climate-neutral travel in the 'flight shame zone' under 800 km.

>12 mio. segments
booked / year

10,000 stations
included

100+ customers



A selection of our customers



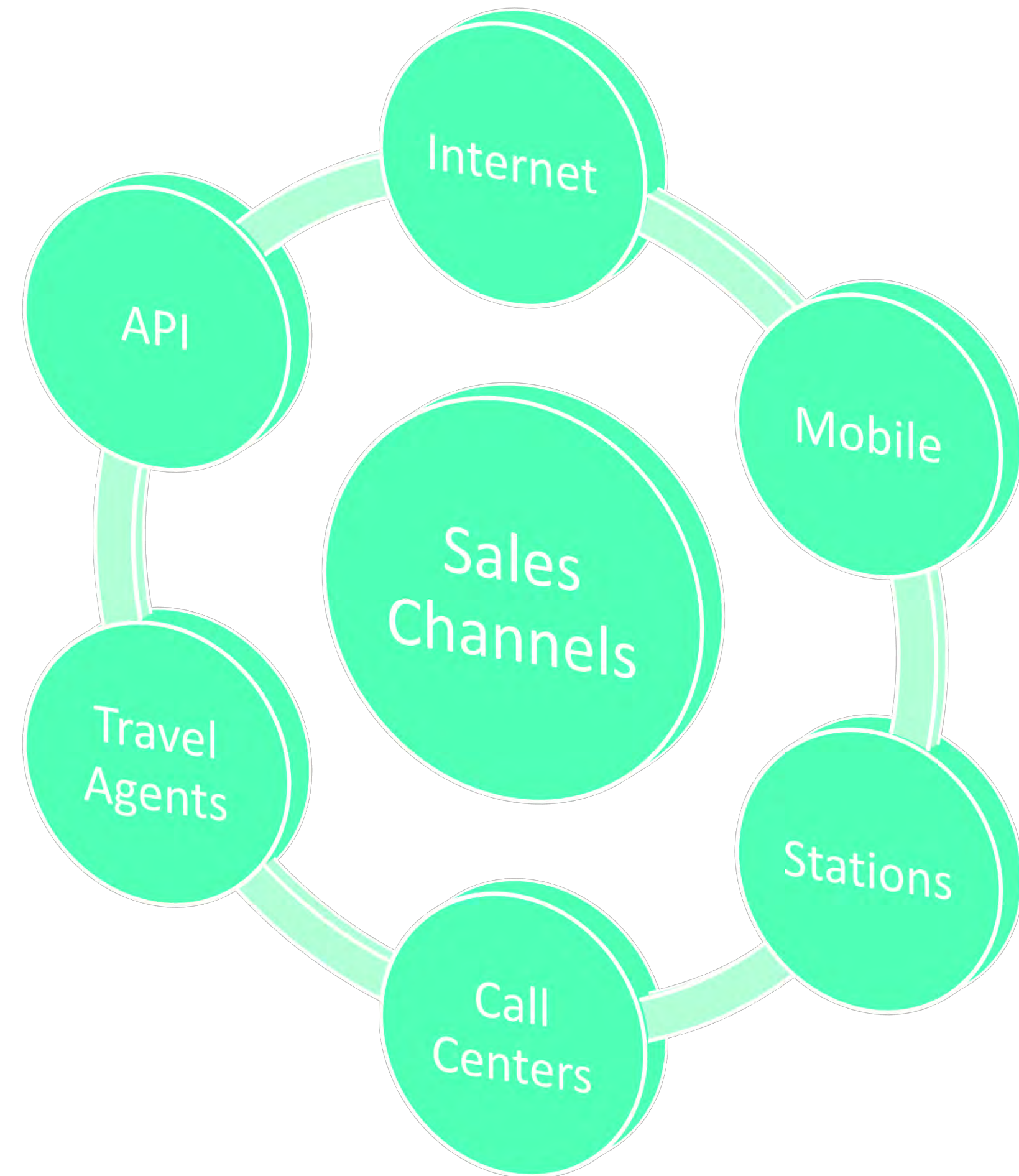
Platform - combinability



main combinability features:

- ✓ easy integration
- ✓ multi-channel
- ✓ multi-inventory
- ✓ multi-carrier, including combinability
- ✓ multi-modal
- ✓ single delivery option for all
- ✓ 1 single dossier (super PNR)

sales channels

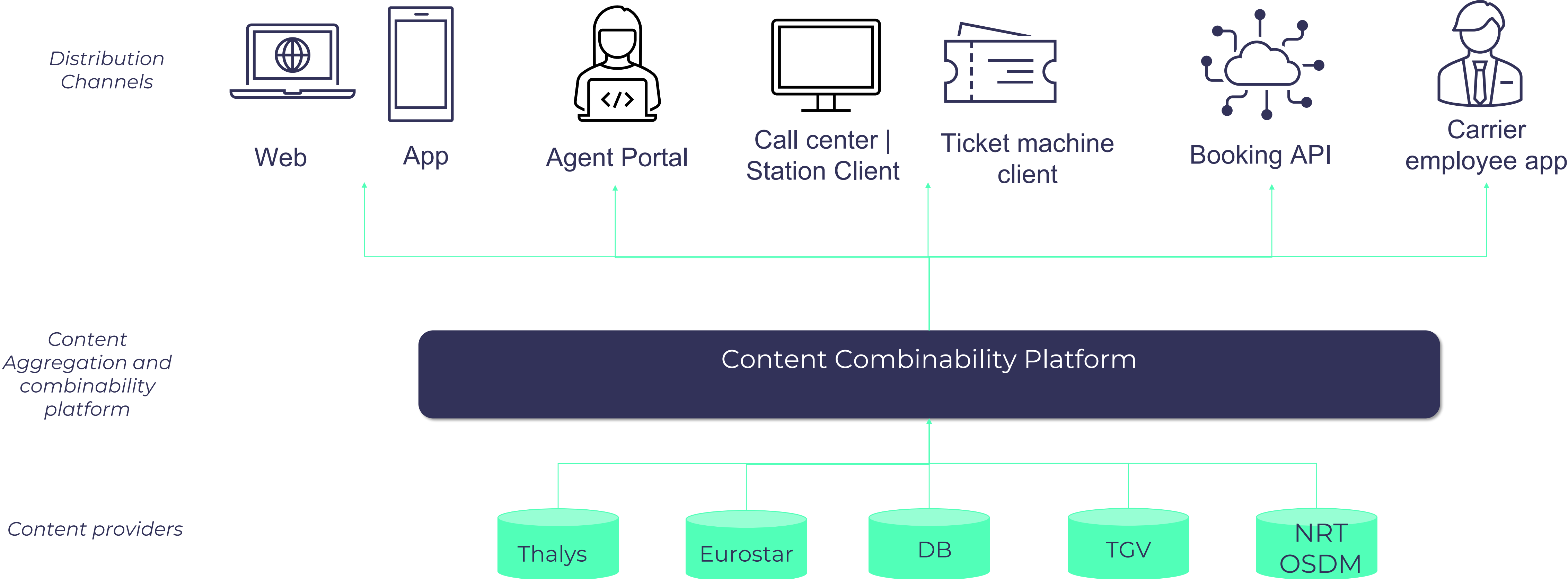


The User Interfaces are adapted to the main sales channels


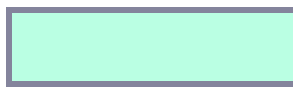

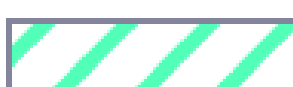
- Internet & Mobile: online responsive portal and mobile app for non-expert users
- Stations & Contact Centers: web or client based interfaces for expert users
- Travel Agents: web based interface for trained expert users
- API (OSDM compliant) accessible for easy integration with external booking systems

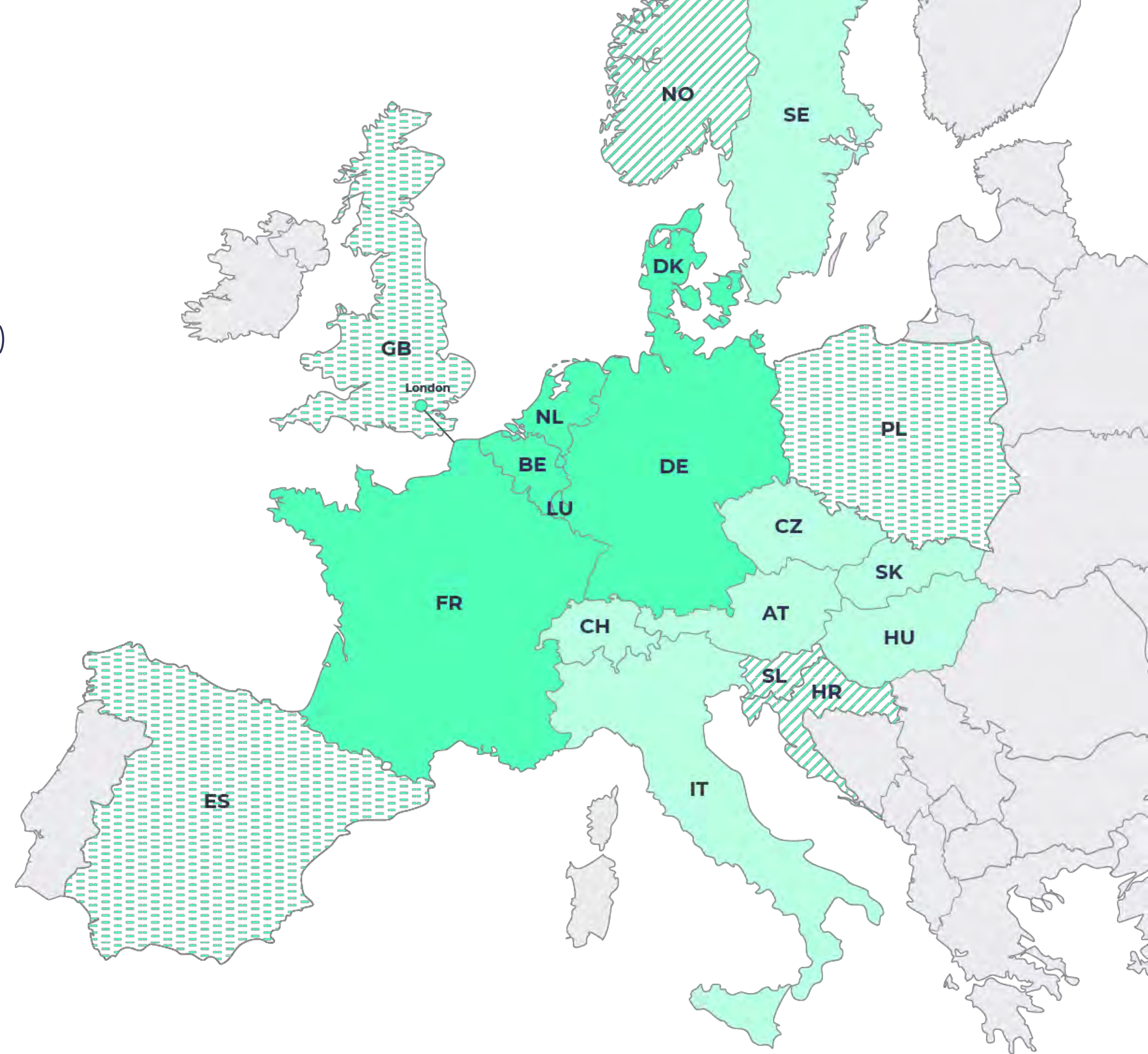
Benerail is currently working on the development of 1 coherent distribution interface for both end-customers as for expert (staffed) users

high level view benerail solution



our destinations

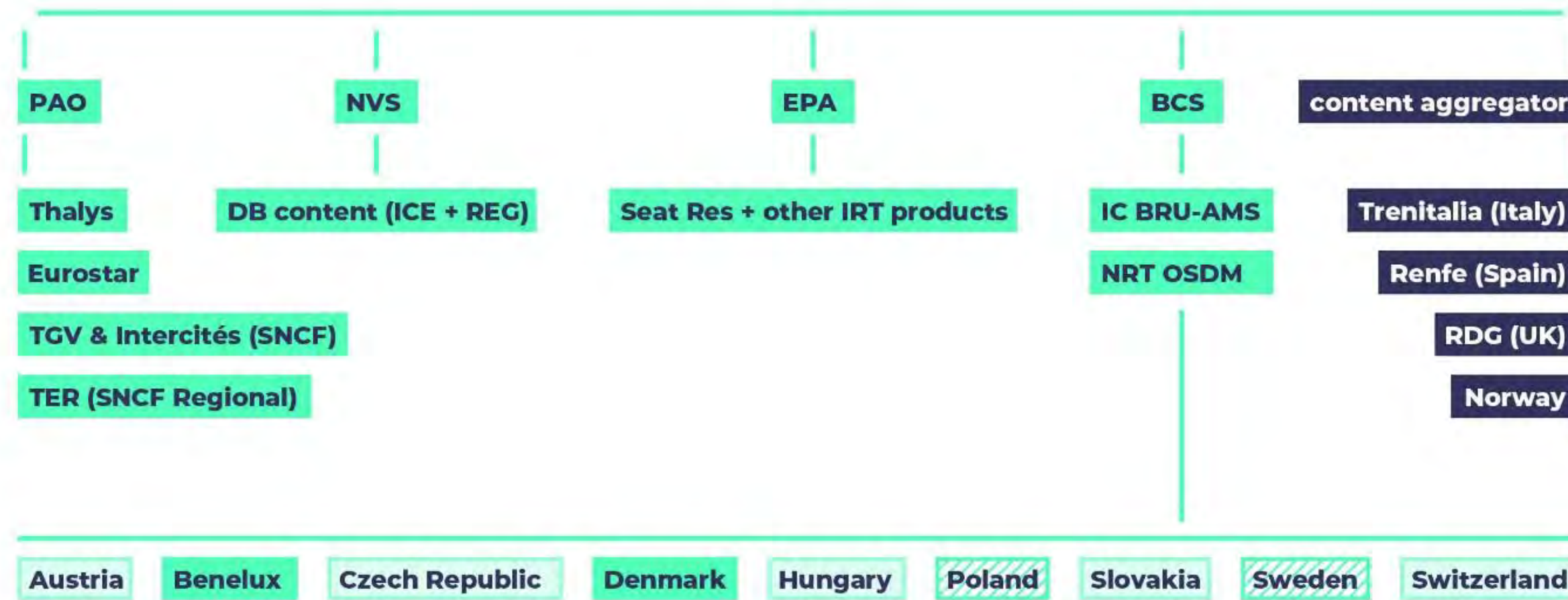
-  Extended offer available in e-fulfilment
-  Limited offer available (main stations/lines)
-  Extension possible in 2023
-  Extension possible – under review



carrier inventory

- currently available
- limited offer
- scheduled 2022

benerail_



THE BENERAIL moove_api

moove_api

(OSDM compliant)

Features-carriers matrix



Transversal capabilities		THALYS	EUROSTAR	TGV	ICE	DB	CFL	B	nightjet	Other NRT fares
Reduction cards		V	V	V	V	V	V	V	V	V
Loyalty cards		V	V	V	V	V	V	V	V	V
Emission of cards & passes (Post-MVP)		V	V	V	V	V	V	V	V	V
Corporate fares		V	V	V	V	V	V	V	V	V
Ancillaries (Post-MVP)		N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A
Shopping										
Itinerary search		V	V	V	V	V	V	V	V	V
Full day request (post-MVP)		V	V	V	V	V	V	V	V	V
Real time info		V*	V*	V*	V*	V*	V*	V*	V*	V*
Optional seat reservations		N/A	N/A	N/A	X	V	V	V	V	V
Standalone seat reservations		N/A	N/A	N/A	X	V	V	X	V	/
Multiple seat reservations		N/A	N/A	N/A	X	V	V	X	V	/
Fare combinations		V	V	V	V	V	V	V	V	V
Via stations		V	V	V	V	V	V	V	V	V
Scrolling		V	V	V	V	V	V	V	V	V
Price calendar		/*	/*	/*	/*	/*	/*	/*	/*	/*
Train type info		V	V	V	V	V	V	V	V	V
Shopping basket (Post MVP)		V	V	V	V	V	V	V	V	V

X = not available
 V = available
 / = partially available

* Dependent on commercial agreements and/or configuration settings

Features-carriers matrix (2)



	THALYS	EUROSTAR	TGV	ICE	DB	CFL	B	nightjet	Other NRT
Booking									
Heterogeneous booking	✓	✓	✓	✓	✓	✓	✓	✓	✓
Multi-provider	✓	✓	✓	✓	✓	✓	✓	✓	✓
External references	✓	✓	✓	✓	✓	✓	✓	✓	✓
Booking file search (Post MVP)	✓	✓	✓	✓	✓	✓	✓	✓	✓
Segments cancellation	✓	✓	✓	✓	✓	✓	✓	✓	✓
Aftersales									
Refund	✓	✓	✓	✗	✓	✓	✓	✓	✓
Override	✓	✓	✓	✗	✓	✓	✓	✓	✓
Exchange (Post-MVP)	✓	✓	✓	✓	✓	✓	✓	✓	✓

✗ = not available
 ✓ = available
 / = partially available

* Dependent on commercial agreements and/or configuration settings

Estimated Roadmap





Interoperable Sales Platform

Same back-end and API for several sales systems/countries

B2C Channel SNCB

The screenshot displays the SNCB B2C channel interface for a train journey from Brussels-Midi (Be) to Marseille St-Charles (Fr). The interface includes a progress bar with steps: Requête (checked), Choix des trains (active), Mode de livraison, Paiement, and Confirmation. The current step is 'Choix des trains', showing a selection of trains for 'Mercredi 9 nov. 2022'. The selected route is 'Aller simple - 1' for 1 VOYAGEUR, with a price of 0.00 €. The interface lists several train options with their departure and arrival times, corresponding train numbers, and available classes (2e and 1e classe) with their respective prices. The trains are operated by Thalys and TGV. A note at the bottom states: 'Attention: les prix affichés à cette étape sont indicatifs. Le prix effectifs seront affichés dès l'étape suivante.'

Départ	Arrivée	corresp: 1	THALYS	TGV	2e classe dès	1e classe dès
06:42	12:11	5h29			110 €	143 €
07:02	12:23	5h21			90 €	192 €
08:13	13:57	5h44			105 €	148 €
08:17	14:23	6h06			130 €	172 €
09:16	14:57	5h41			128 €	169 €
10:17	17:37	7h20			131.9 €	223.9 €
12:43	18:11	5h28			115 €	158 €

Same back-end and API for several sales systems/countries

B2C Channel CFL

1 VOYAGEUR
0,00 €
+ Détails

Sélectionnez votre aller

Trains précédents

Mercredi 9 nov. 2022

Départ	Arrivée	corresp: 1	CHALYS TGV		2e classe dès	1e classe dès
06:42	12:11	5h29	CHALYS TGV	(+i)	110 €	143 €
07:02	12:23	5h21	TGV	(+i)	90 €	192 €
08:13	13:57	5h44	CHALYS TGV	(+i)	105 €	148 €
08:17	14:23	6h06	TGV	(+i)	130 €	172 €
09:16	14:57	5h41	CHALYS TGV	(+i)	128 €	169 €

Trains suivants

Attention: les prix affichés à cette étape sont indicatifs. Le prix effectifs seront affichés dès l'étape suivante.

Same back-end and API for several sales systems/countries

B2C Channel DSB

DSB Søg Rejse Levering Betaling Bekræftelse Kontakt os

Enkelt - 1↑ København H (Dk) - Amsterdam Central (NI) 1 REJSENDE 0,00 kr. + Flere detaljer

Vælg udrejse

Tidligere afgange Vores laveste priser

Søndag 9 okt 2021

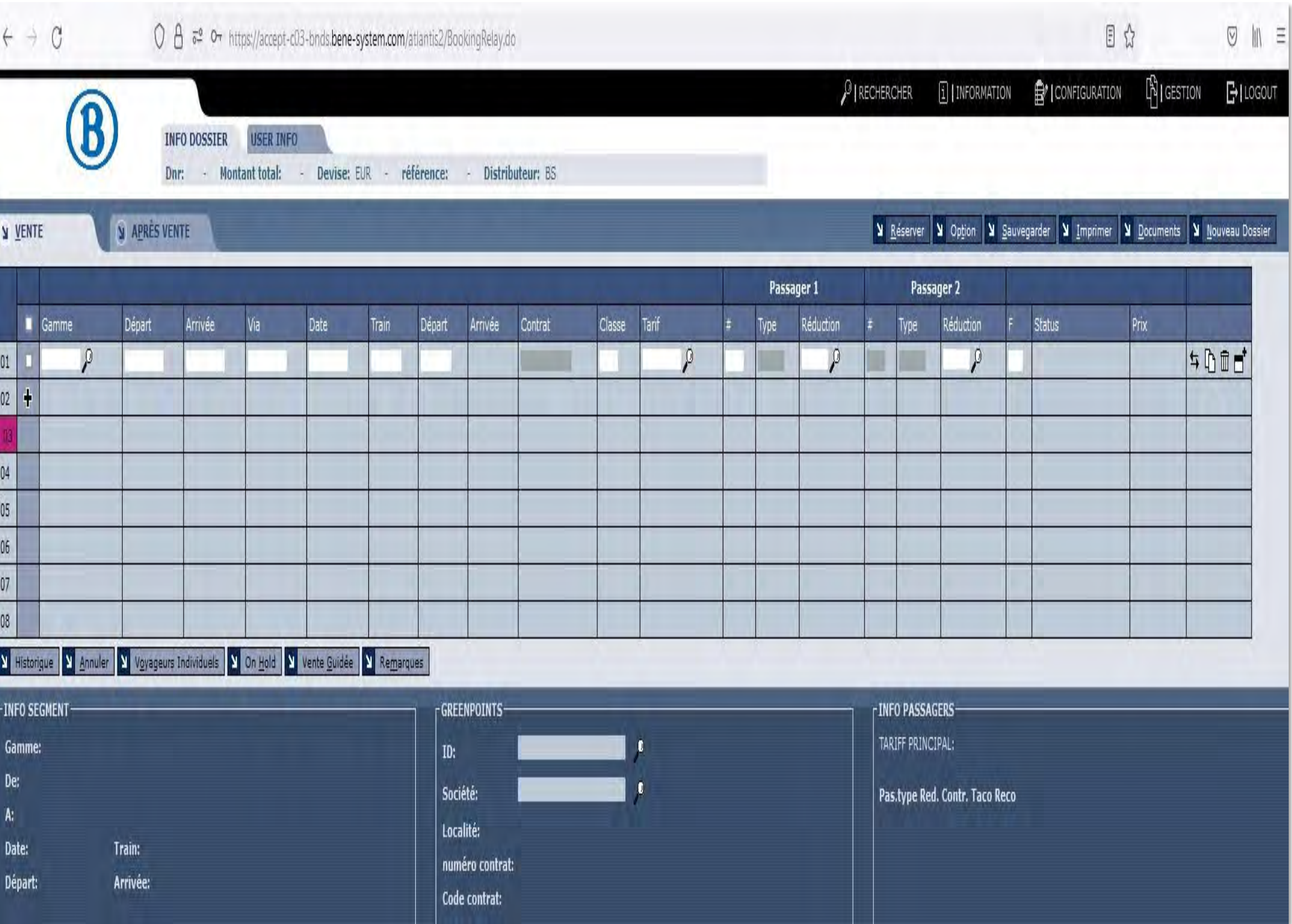
Afgang	Ankomst	skift	IC	ICE	2. klasse fra	1. klasse fra
07:26	18:56	11:30	IC		1422 kr.	1672 kr.
07:26	19:00	11:34	IC	ICE	1527 kr.	2433 kr.
08:56	20:29	11:33	IC	ICE	1651 kr.	2655 kr.
15:26	08:35	17:09	IC	ICE	752 kr.	1140 kr.
15:26	09:14	17:48	IC	ICE	988 kr.	1368 kr.

Senere afgange

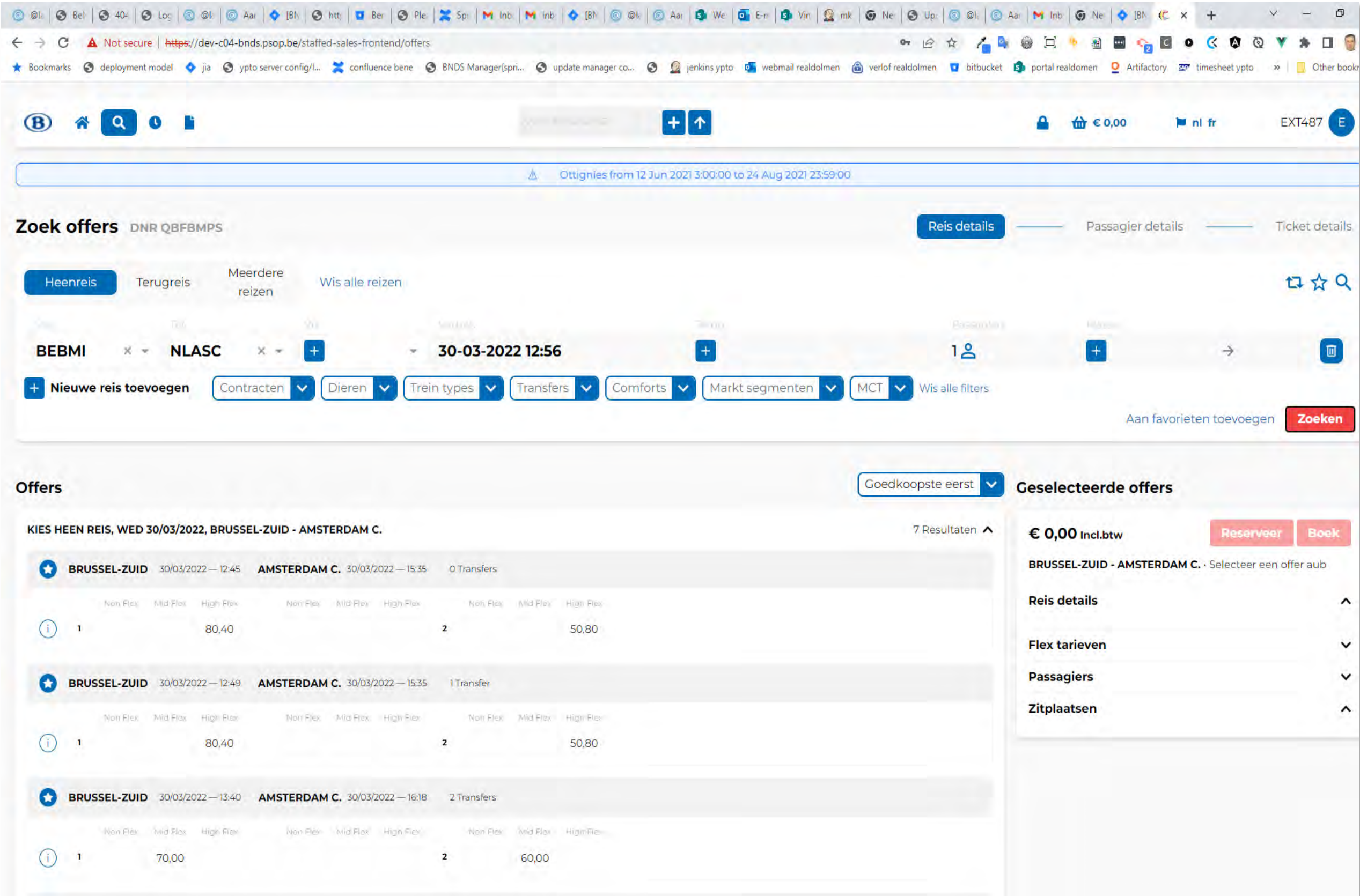
Bemærk at priserne er vejledende og derfor kan blive opdateret før betaling.

Same back-end and API for several sales systems/countries

B2C Channel Staffed expert sales SNCB



Old system based on webservice



New system based on moove-API

Same back-end and API for several sales systems/countries

B2C Channel Staffed expert sales NS

The screenshot shows a complex web interface for NS International. At the top, there's a navigation bar with 'SEARCH', 'INFO', 'SETTINGS', 'MANAGE', and 'LOGOUT'. Below that, there are tabs for 'DOSIER INFO', 'CUSTOMER INFO', 'PAYMENT INFO', and 'USER INFO'. A main menu includes 'SALES' and 'AFTERSALES' with sub-options like 'Book', 'Option', 'Store', 'Print', 'Documents', and 'New Dossier'. The central part of the screen is a large table with columns for 'Passenger 1' and 'Passenger 2', including fields for Gamma, Departure, Arrival, Via, Date, Train, Dep., Arr., Contract, Class, Tariff, #, Type, Reduction, S, St., and Price. At the bottom, there are three panels: 'SEGMENT INFO', 'COMPANY INFO', and 'PASSENGER INFO', each with various input fields and labels.

Old system based on webservice

The screenshot shows a modern web interface for NS International. At the top, there's a navigation bar with a search icon, a home icon, and a user profile icon. Below that, there's a search bar and a notification bar. The main content area is titled 'Zoek offers' and includes a search bar with 'DNR QBFBMPS'. There are buttons for 'Heenreis', 'Terugreis', 'Meerdere reizen', and 'Wis alle reizen'. Below that, there are filters for 'Contracten', 'Dieren', 'Trein types', 'Transfers', 'Comforts', 'Markt segmenten', and 'MCT'. The search results are displayed in a table with columns for 'KIES OUTBOUND REIS, TUE 22/02/2022, BEBMI - NLASC' and 'KIES INBOUND REIS, TUE 22/02/2022, NLASC - BEBMI'. The results show various train options with prices and details. On the right side, there's a 'Geselecteerde offers' section with a total price of '€ 290,00 incl.btw' and buttons for 'Reserveer' and 'Boek'. The 'Reis details' section shows the selected offers and their details.

New system based on moove-API

Same back-end and API for several sales systems/countries

B2C Channel Staffed expert sales CFL

The screenshot shows a legacy web-based interface. At the top, there's a navigation bar with 'GFL' logo and menu items like 'SEARCH', 'INFO', 'SETTINGS', 'MANAGE', and 'LOGOUT'. Below this, there are tabs for 'DOSSIER INFO' and 'USER INFO'. A main table displays passenger information with columns for Gamma, Departure, Arrival, Via, Date, Train, Dep., Arr., Contract, Class, Tariff, #, Type, Reduction, #, Type, Reduction, S, St., and Price. The table has two main sections for 'Passenger 1' and 'Passenger 2'. Below the table, there are buttons for 'History', 'Cancel', 'Individual Passengers', 'On Hold', 'Guided Sales', and 'Remarks'. On the right side, there are three panels: 'SEGMENT INFO', 'COMPANY INFO', and 'PASSENGER INFO', each containing various input fields and labels.

Old system based on webservice

The screenshot shows a modern web-based interface. At the top, there's a navigation bar with a search bar, a home icon, and a user profile icon. Below this, there are tabs for 'Chercher des offres', 'DNR QBFMPS', 'Détails du voyage', 'Détails du passager', and 'Détails du billet'. A main section contains search filters for 'Aller simple', 'Aller retour', 'Multitrip', and 'Réinitialiser les voyages'. Below this, there are input fields for 'De', 'Vers', 'Via', 'Dates', 'Retour', 'Passagers', and 'Classe'. A search button 'Recherche' is visible. The main content area shows a list of offers with columns for 'NLASC', 'BEBMI', 'Dates', and 'Transferts'. A detailed offer is expanded, showing a table with columns for 'Promo', 'Flex 1', 'Flex 2', 'Flex 3', and 'Business'. The offer details include 'BEBMI - NLASC, Tue 22/02/2022' and 'NLASC - BEBMI, Tue 22/02/2022'. A sidebar on the right shows 'Offres sélectionnées' with a total price of '€ 186,00 Taxes comprises' and buttons for 'Réserve' and 'Confirme'. The sidebar also includes 'Détails du voyage' and 'Tarifs flexibles'.

New system based on moove-API

Same back-end and API for several sales systems/countries

B2C Channel Staffed expert sales DSB

The screenshot shows a legacy web-based sales system. At the top, there's a navigation bar with 'DSB Udland' and various utility icons like 'SØG', 'INFO', 'INDSTILLINGER', 'ADMINISTRER', and 'LOGOUT'. Below this, a header area contains 'BESTILLINGS INFO' and 'BRUGERINFO' with fields for 'DNR', 'Total beløb', 'Valuta: DKK', 'Reference', and 'Distributør: DS'. The main area is a large table with columns for 'Gamma', 'Fra', 'Til', 'Via', 'Dato', 'Tog', 'Afgang', 'Ankomst', 'Kontrakt', 'KL', 'Tarif (Taco)', '#', 'Passagertype 1', 'Rabat', '#', 'Passagertype 2', 'Rabat', 'Ryger', 'Status', and 'Pris'. Below the table are several tabs: 'Historik', 'Annuller', 'Individuelle Passagerer', 'Hold', 'Guidet Salg', 'Kvik Salg', and 'Bemærkninger'. On the right side, there are three panels: 'PRODUKT INFO' with fields for 'Gamma', 'Fra', 'Til', 'Dato', 'Tog', 'Afgang', 'Ankomst'; 'FIRMA NAVN' with fields for 'ID', 'Firma', 'Adresse', 'Aftalenummer', and 'Aftalekode'; and 'PASSAGER INFO' with 'Hoved tarif:' and 'Pas.type Rab. Kontr. Taco Reco'.

Old system based on webservice

The screenshot shows a modern web-based sales system. At the top, there's a navigation bar with 'DSB' and utility icons. Below this, a header area contains 'Brussels-Midi - Leuven: Broken down train'. The main area is a search and results interface. It starts with 'Søg tilbud' and 'DNR QBFMBPS'. There are tabs for 'Enkelt', 'Retur', and 'Multitrip'. Below this, there are filters for 'Fra', 'Til', 'Via', 'Afgang', 'Retur', 'Passagerer', and 'Mileage'. The search results show 'BEBMI' and 'NLASC' with dates '24-02-2022 18:14' and '28-02-2022 18:14' and '2' passengers. There are several filter buttons: 'Tilføj ny rejse', 'Kontrakter', 'Kæledyr', 'Togtyper', 'Overførsler', 'Komfort', 'Market segments', and 'MCT'. Below the search results, there are two sections: 'Tilbud' and 'udvalgte tilbud'. The 'Tilbud' section shows 'VÆLG OUTBOUND REJSE, TUE 22/02/2022, BEBMI - NLASC' and 'VÆLG INBOUND REJSE, TUE 22/02/2022, NLASC - BEBMI'. The 'udvalgte tilbud' section shows '€ 186,00 inkl.lafgift' and 'Reserve Book' buttons. Below this, there are details for 'BEBMI - NLASC, Tue 22/02/2022' and 'NLASC - BEBMI, Tue 22/02/2022'. The details include 'Afg. BEBMI (19:45)', 'Ank. NLASC', 'Afg. NLASC (12:25)', and 'Ank. BEBMI'. At the bottom, there are 'Flex-satser'.

New system based on moove-API

thank you!

Photo: Frank Hanswijk





benerail

Hallepoortlaan 40
1060 Brussels
Belgium

benerail.com



Renaissance of Night Trains in Europe

Sven Pöllauer, M.A.

Head of PR, Marketing & Public Affairs
ÖBB-Personenverkehr AG



HEUTE. FÜR MORGEN. FÜR UNS.

nightjet



INTERNATIONAL UNION
OF RAILWAYS

- New „Night Train“ Working Group within UIC
- Open to UIC members
- International exchange – best practice examples

Goals:

- Build a partnership bringing together night train players
- Implement standards for coaches and sales systems
- Strengthen the economic situation of night trains
- Specify path fees/track access charges for night trains



STEVEN SPIELBERG Presents

BACK TO THE FUTURE

A ROBERT ZEMECKIS Film

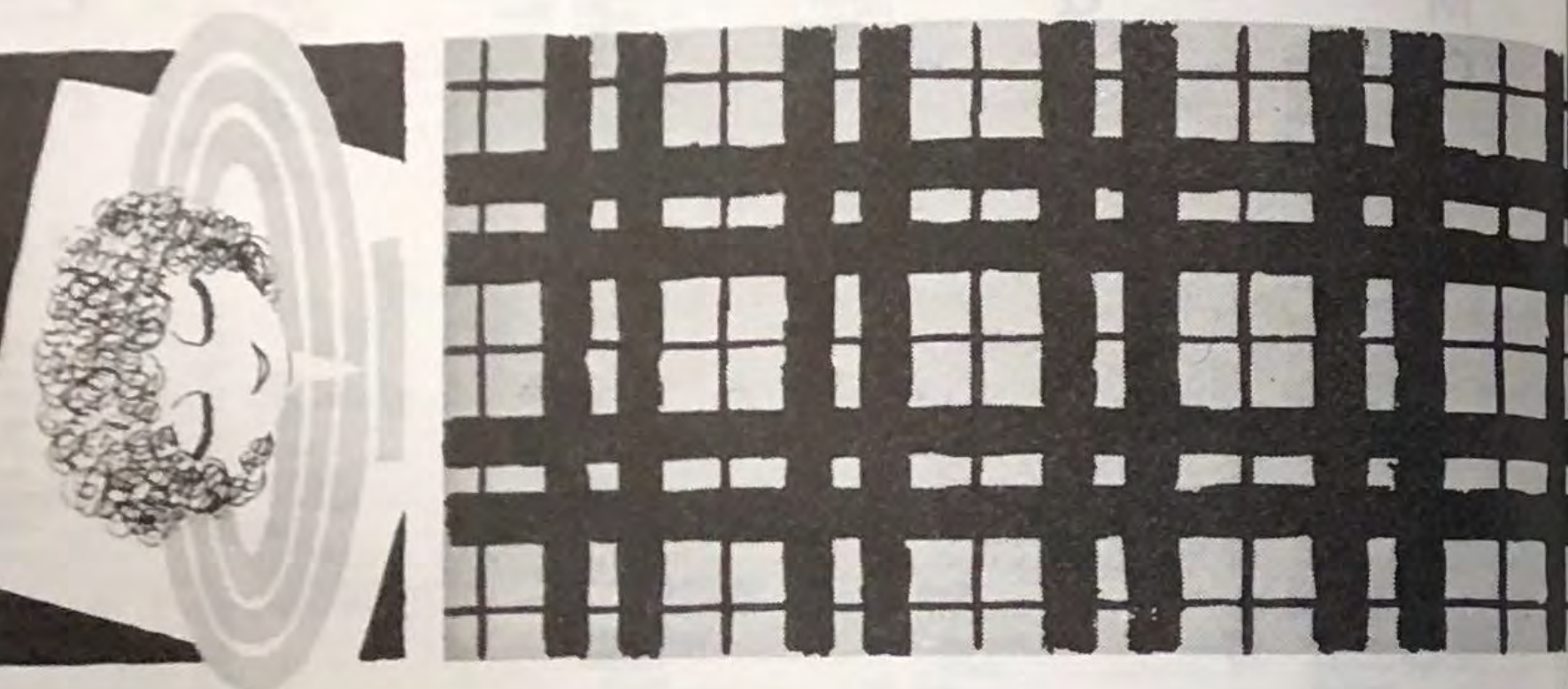
He was never in time
for his classes ...
He wasn't in time
for his dinner ...
Then one day...
he wasn't in his
time at all.



"BACK TO THE FUTURE" Starring MICHAEL J. FOX
CHRISTOPHER LLOYD · LEA THOMPSON · CRISPIN GLOVER
Produced by ROBERT ZEMECKIS & BOB GALE Music by ALAN SILVESTRI Edited by BOB GALE and NEIL CANTON
Executive Producer STEVEN SPIELBERG Produced by KATHLEEN KENNEDY and FRANK MARSHALL
Directed by ROBERT ZEMECKIS A UNIVERSAL Picture



pour voyager heureux, voyagez couché
 schlafend reisen, glücklich reisen
 per viaggiare sereni viaggiate dormendo



EUROPE
EUROPA
 SERVICES INTERNATIONAUX
 INTERNATIONALE DIENSTE
 SERVIZI INTERNAZIONALI

TEN Trans Euro Nuit

TEN Trans Euro Nacht

TEN Trans Euro Notte

en voyageant de nuit
 par le train
 vous gagnez un jour
 de vacances
 ou de travail,
 un jour pour vous.

Mit einer Bahnreise
 bei Nacht gewinnen Sie
 einen Tag für Ihre Ferien
 oder für Ihre Arbeit.
 In jedem Fall ein Tag
 mehr für Sie.

viaggiando di notte
 in treno si guadagna
 un giorno di vacanza
 o di affari : un giorno
 di più a vostra
 disposizione!

tous les trains de nuit comportent
 des places couchées
 (voitures-lits ou couchettes)
 renseignements, gares
 et agences de voyages.

In allen Nachtzügen
 führen wir für Sie
 Schlaf- und Liegewagen.
 Auskünfte erhalten Sie
 bei Bahnhöfen und Reisebüros.

tutti i treni notturni
 comportano posti letto
 (vetture-letti o cuccette)
 informazioni presso le stazioni
 e le agenzie di viaggio.

Night Trains in the 1980s

2. Trends in train service provision (1/3)

What has happened?

- night train services ↓ 65%
- high-speed services ↑ 95%
- seasonal services ↓ 37%
- 2019: 3% of services operated by 'new entrants'



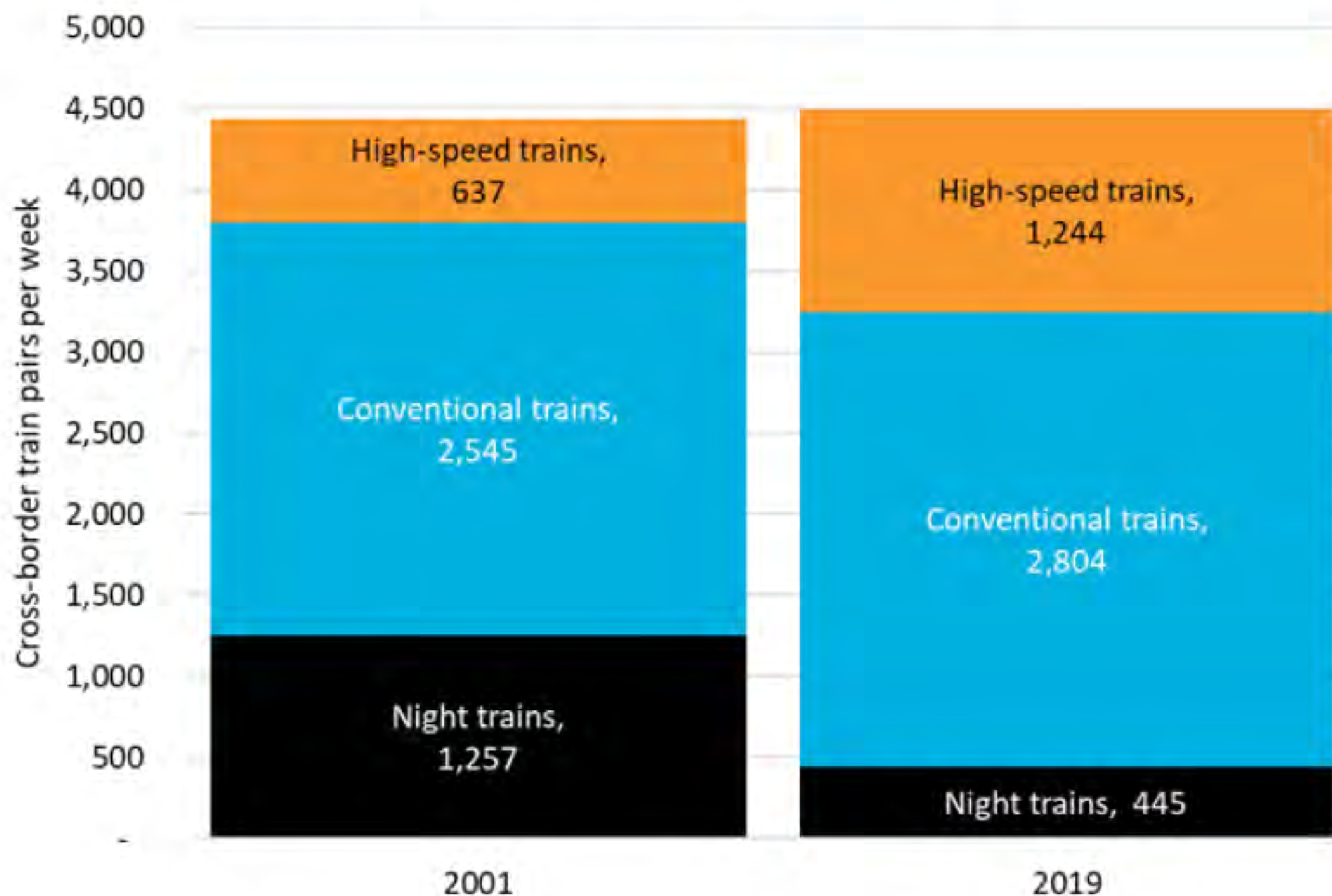
Optima Express
Autoreisezug

REGIOJET

Snälltåget

thello

Long-distance cross-border train pairs per week, 2001 and 2019





nightjet

overnight to over
European cities

25

1,5 M
passengers per year

80%
recommendation
rate

**Climate
change**
= top travel reason



Nightjet

- Wien – Paris
- Wien – Feldkirch – Bregenz
- Wien – Linz – Zürich
- Graz – Leoben – Zürich
- Zürich – Basel – Hannover – Hamburg
- Zürich – Basel – Berlin
- Zürich – Basel – Amsterdam
- Graz – Wien – Wrocław – Berlin
- Wien – Linz – Amsterdam
- Wien – Linz – Bruxelles
- Wien – Linz – Hamburg
- Innsbruck – München – Amsterdam
- Innsbruck – München – Hamburg
- Wien – Linz – Udine – Venezia
- München – Udine – Venezia
- Wien – Firenze – Roma
- Wien – Verona – Milano
- München – Firenze – Roma
- München – Verona – Milano
- Wien – Firenze – Livorno

EuroNight

- Warszawa – Kraków – Wien
- Budapest – Bratislava – Wrocław – Berlin
- Budapest – Wien – München
- Budapest – Wien – Zürich
- Zagreb – Villach – Zürich
- Zagreb – Ljubljana – München
- Rijeka – Opatija – München
- Bratislava – Wien – Split
- Praha – Feldkirch – Zürich

Weitere Nachtzüge

- Wien – Budapest – Lwiw – Kyjiw
- Wien – Budapest – Braşov – Bucureşti
- Wien – Budapest – Timişoara – Bucureşti
- Wien – Budapest – Cluj-Napoca

Auto- und Motorradtransport am Zug

Nightjet Zielnetz 2024



The Nightjet brand stands for a clear promise of high quality to our passengers **ÖBB** *nightjet*

We defined concrete quality standards for our Nightjet trains, which can be clustered into three main categories:



Rolling stock

Fleet & Equipment

- Air conditioned rolling stock: seating cars, couchette cars, sleeper cars
- Catering equipment (technical infrastructure)
- Accessibility for persons with reduced mobility



Service

Service

- Breakfast-service & catering
- Welcome-bag, welcome-drink & wake-up-service
- Bookable private compartments



Sales & Promotion

International Sales & Marketing

- The ÖBB distribution, yield management & reservation system has been optimized for night trains
- nightjet.com serves as the central sales platform for ÖBB Nightjets and other night trains (i.e. EuroNight)

Seating coach (6 seat compartments)

- ✓ Most affordable way to travel on the Nightjet
- ✓ Reserved seating included
- ✓ Food and drinks for sale from train attendants
- ✓ Private compartment available on a flat-rate basis for 1-3 adults and max. 2 children (up to 14 years of age)



Couchette coach (4-/6-berth compartments)

- ✓ Free breakfast and mineral water
- ✓ Breakfast included
- ✓ Food and drinks for sale from train attendants
- ✓ Ladies only compartments available
- ✓ Private compartment available on a flat-rate basis for 1-3 adults and max. 4 children (up to 14 years of age)



Sleeping coach (Single, Double, Triple + Deluxe)

- ✓ Welcome-bag (welcome drink, snacks & mineral water) and toiletries
- ✓ Large à la carte breakfast included
- ✓ Additional food and drinks for sale from train attendants
- ✓ Small wash basin or additional shower and toilet
- ✓ Free access to ÖBB lounges



ÖBB Nightjet der neuen Generation











nightjet

Synonym for Night Trains in Europe

Climate change = top travel reason

A customer satisfaction survey among our Nightjet passengers showed that more than 30 % of them **travel with the NJ mainly because of its environmental friendliness.**



Create a Level-Playing-Field
for EU's transport sector!

Strengthening night trains in Europe!

1. Introducing a separate category of infrastructure access charges for night trains
2. Facilitating the contracting of night train service as cross-border public service obligations (PSOs)
3. Abolishing the value added tax on international train tickets



nightjet

Synonym for night trains in Europe



Conclusions

Said Chandid, UIC Africa Regional Office

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Thank you for your attention.