

Tourism on Railways

A WORLD OF OPPORTUNITIES



WORKSHOP



The Future Railway

Mobility and tourism can be considered as inseparable concepts and have been closely linked ever since the birth of these two activities in the 19th century.

Nowadays flying has become as common as taking a bus or a train, buses have unprecedented levels of comfort and the driverless cars will soon be reality. Given the emergence of these trends, railway must consider making their services more attractive.

Tourist railways are attractive products that have much to contribute to sustainable development, decentralization, diversification and management of tourist flows. However, tourist railways tend to be isolated products with few interconnections. This provides many opportunities to exploit the products by developing **networking** and looking for **synergies** between travel and tourism stakeholders

World Tourism key figures

9%	GDP-direct, indirect and induced impact
1 in 11	Jobs
1.5 US\$	Trillion in exports
From 25	Million international tourists in 1950
To 1133	Million in 2014
5 to 6	Billion domestic tourists
1.8	Billion international tourists forecast for 2030

Source: UNWTO 2015



Tourist railways allow the creation of added value at economic and social level through optimisation of existing resources.

Meeting customer expectations

Railways are essential to the economic development of most countries. Historically, they spurred the industrial revolution and on a social level, advanced mobility and tourism to the benefit of society. Tourism depends on economic and sociological factors much more than other industries, so it is more sensitive to social changes and trends.

Customers are more empowered than ever before in shaping their tourism experience. New **trends in tourism** cater to “slow travelers”, who want to create their own journey. They look for special, unique and quality products as a way to **discover**, to **enjoy** and to **share their travel experience**.

Railway tourist products have a nostalgic dimension for some people. But Railway tourism providers can also attract new customers by creating **quality products** by focusing on the needs and expectations of the leisure traveler, thereby generating positive stimuli and quality experiences related to trains.

It is necessary to generate positive experiences so that customers become fans and supporters of railway



Identifying what turns simple transport into a special experience

Tourism is...



UNWTO

- ❖ **Heterogeneous and transversal**, touches all the possible dimensions (economic, social, cultural)
- ❖ **A catalyst** for economic, cultural and social activities
- ❖ **A factor for economic development** (as transport is)
- ❖ **A creator of value** and a way to strengthen **identities**
- ❖ Linked to **dreams**
- ❖ A main to obtain **positive experiences** (what we do when we can choose what to do with our time)
- ❖ Related to the desire to **discover**
- ❖ In constant **evolution** as quick as **society** changes
- ❖ A world of **opportunities**

TopRail

Objectives

In the context of steadily growing international tourism, TopRail is a business-driven project that actively promotes railway tourism products by increasing the visibility of service offerings. This is accomplished by providing a platform (website) enabling close collaboration between stakeholders and their customers to encourage railway tourism opportunities.

Scope

Railway tourist products are **heterogeneous and attractive products** for all types of customers (youth, adults, active, retired, families, railway enthusiasts, people who discover railways, domestic and international tourists) Examples of some products are found below:

- Trains as tourism products (cruise trains) such as Orient-Express, Transcantábrico, Kyushu trains...
- Trains providing mobility at a tourist destination connected to mainline lines: urban tourism, eco tourism, culture, spots, wine, gastronomy...
- Trains running in scenic areas such as Tibet train, Train des Hirondelles, Trans-Siberian...
- Heritage railways (steam trains...)

Deliverances



- Design and create a promotional platform (website) facilitating technical and commercial contacts between potential partners and the local tourism industry



- Setup workshops and conferences to analyse best practice and assess their portability



- Raise TopRail awareness in an international environment to reward best practices and quality projects



TopRail Workshop



The governance of transportation services requires consensus that is essential for the image of countries as well as the tourism and railway industries. It is crucial to improve communication between stakeholders and promote collaboration on an international level.

The Workshop will address new tourism trends and to provide an overview of the different dimension of railway tourism projects:

Sustainable tourism: well-designed and well-managed railway tourism products are related to the three pillars (social, environmental, economic) of sustainable development and can contribute to sustainable tourism challenges.

Regional development: railways have always been closely linked to regional development. This approach will provide insight into the impact of accessibility in tourist destination choices and the importance of partnerships in the creation of successful tourist railway projects.

Heritage protection: by protecting heritage we recognise its importance. Railway tourist projects are at the core of enabling an increased knowledge of nature and railway heritage.

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SAVE THE DATE
AND JOIN US!!



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