Merchant model to unlock global rail growth



1.6 billion

passengers per year on high speed rail*

Time to go global!

amadeus





Challenges so far

Costly and complicated selling process via travel agencies

Railways in second place vs other travel modes

Difficult to book for novice rail travellers

*UIC high-speed rail 2015

Benefits

Railways

Diversify

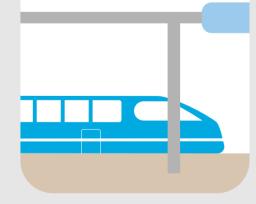
Be more visible to new travellers in new markets

Simplify

Reduce cost of setup and risks of selling in foreign markets

Grow

Drive new revenues via international sales



Travel agencies

Diversify

Gain a competitive edge by selling leading rail content

Simplify

Quicker, easier, more efficient selling process

Grow

Manage mark-up and increase revenues

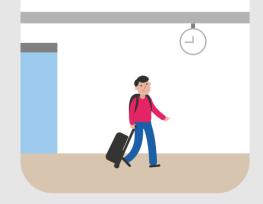


Traveller

Rail is more accessible, as it can be booked in preferred channels

Rail conveniently integrated in trip itinerary

Simpler to book rail, like air



"Rail will be on the radar of many more travellers now – just imagine booking it the same way as air – it will get the attention it deserves."

Antoine de Kerviler Global Head of Rail & Ground travel

