

Train operators and the tourism industry

Vince Lucas
Southeastern



southeastern.
working together to bring people together

Getting started

540 route miles

367 train sets

More than 2070 trains a day

1400 trains in and out of London
a day

560,000 passenger journeys a
day

170 million passenger journeys
a year

12.5% of total UK train journeys

Introduced the UK's first high
speed domestic train service

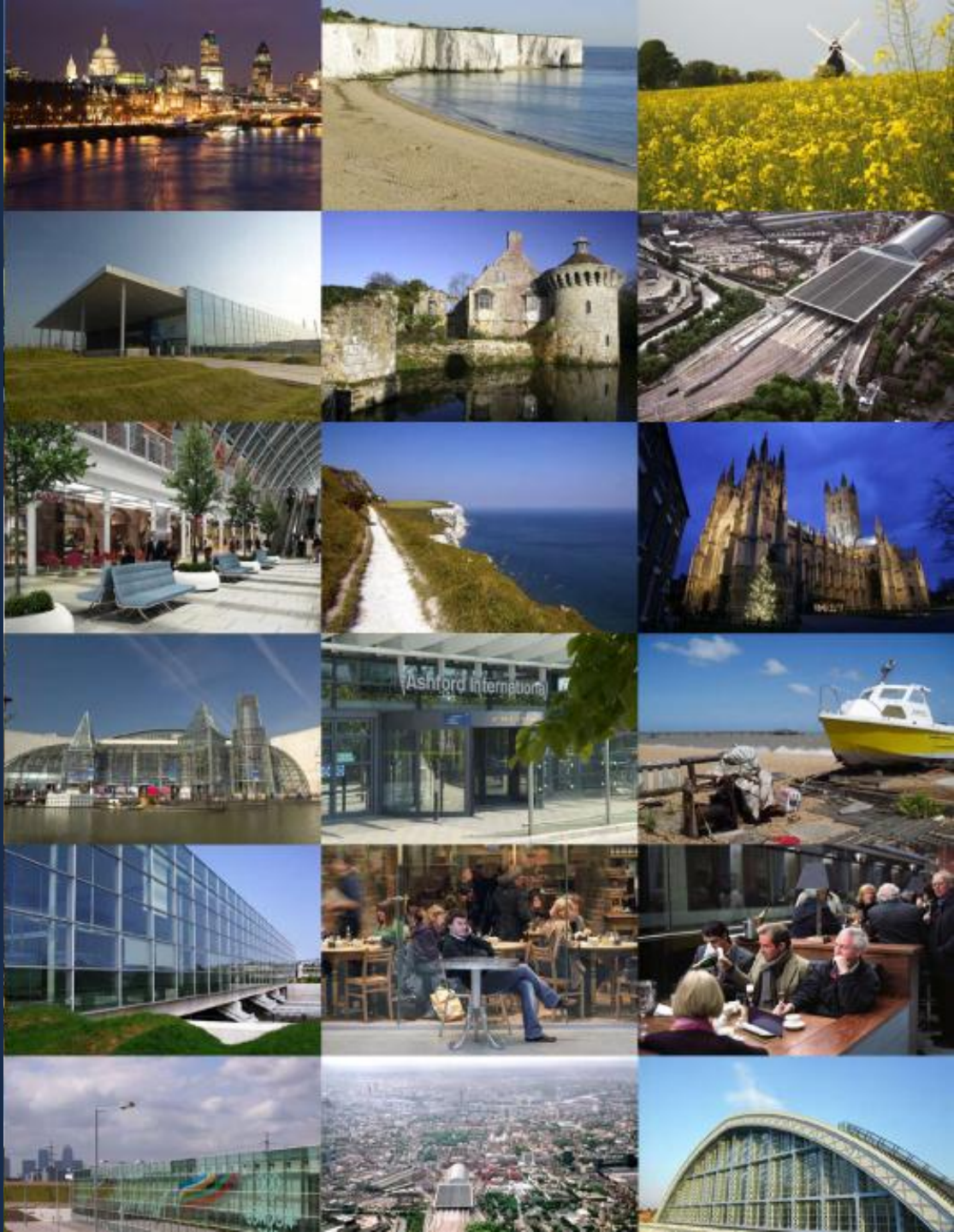


Products

Metro

Mainline

High Speed



Metro

‘Turn up and go’ offering

Services into London from 87 stations. Longest wait 15 minutes

DOO (Driver Operated Only) meaning that the driver is the only train crew on board



Mainline

Connects London to Kent and East Sussex

Services operate with a conductor on board

First Class accommodation



High Speed

140mph inter urban services

East Kent, Ashford, the Thames Gateway and East London

Services operate with an On Board Manager



Working with the visitor economy

Margate Turner Contemporary; free travel for journalists pre launch, hosted journalist train parties, art displays in the station and free after costs to station nameboards “home of Turner contemporary”, station displays in London to coincide with the launch.

Joint development with Visit Kent of 2 FOR 1 offers

Sponsored production of KM Dickens Festival Booklet

Revised train service and joint marketing for Open golf 2011



Lessons learned

Just because you have great places, don't assume anyone outside the local area knows about them

Getting places talked about in newspapers and magazines is really helpful to create new demand and excitement about a place

Encourage railway staff to visit, with discounts so they can be advocates at work with passengers and at home with friends and family

Train local station staff to be knowledgeable, eg Margate staff previewed Turner Contemporary



Success

Tourism agencies often have ready made marketing campaigns that save Train Operators design and production costs and train operators have cheap access to large numbers of passenger through on train and station marketing

Passengers rarely travel on trains because they “like the train”, it is to fulfil a desire to be somewhere else

Discounting train tickets can lead to abstraction

Reputation is really important and tourism is a rewarding way of working with the communities



Things to be aware of

Train Operators have limited budgets available

They often have knowledgeable staff

Sharing information on passenger numbers and tourist visits is vital

Make the relationship enjoyable



Opportunities

Clear objective setting and measurement

Maximising campaigns and access to markets

Delivering maximum benefit for the lowest cost

Improve links between websites

Sharing expertise and data analysis



Train operators and the tourism industry

Vince Lucas
Southeastern



southeastern.
working together to bring people together