



Rail Tourism in Europe: Getting On Track

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**EUROPEAN
TRAVEL
COMMISSION**

European Travel Commission

75 years supporting
European tourism

36 NTO members

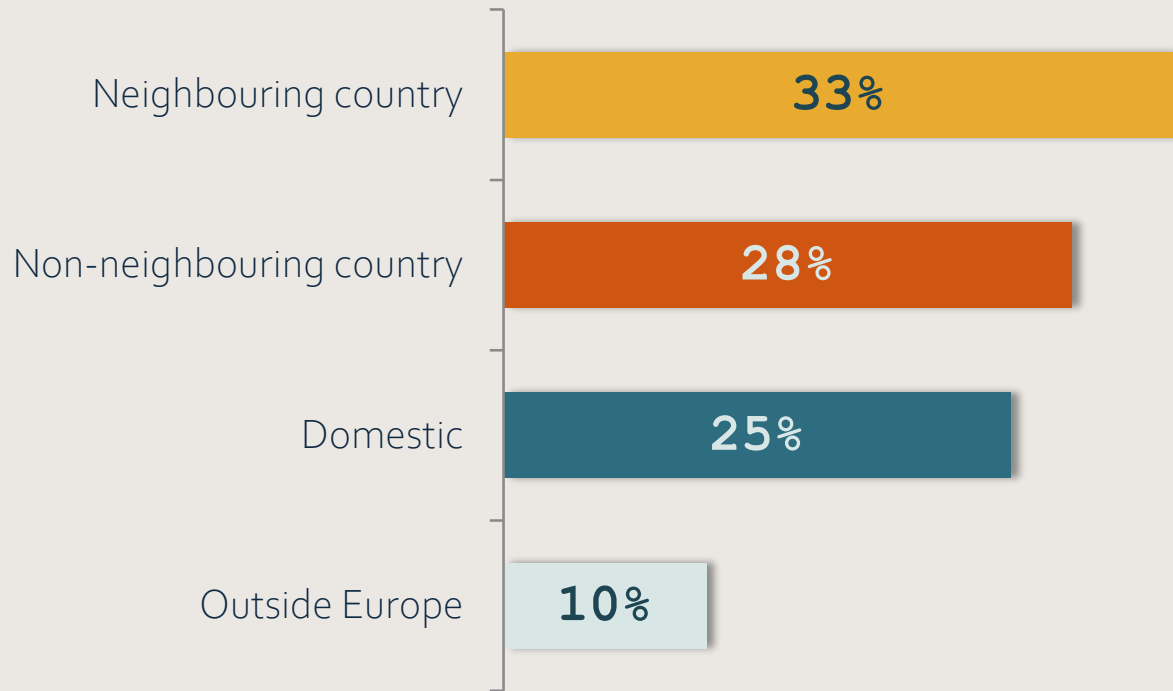
Marketing

Research

Advocacy

How will Europeans travel next?

61% of Europeans plan intra-European trips



How to get there?

AIR

53%

CAR

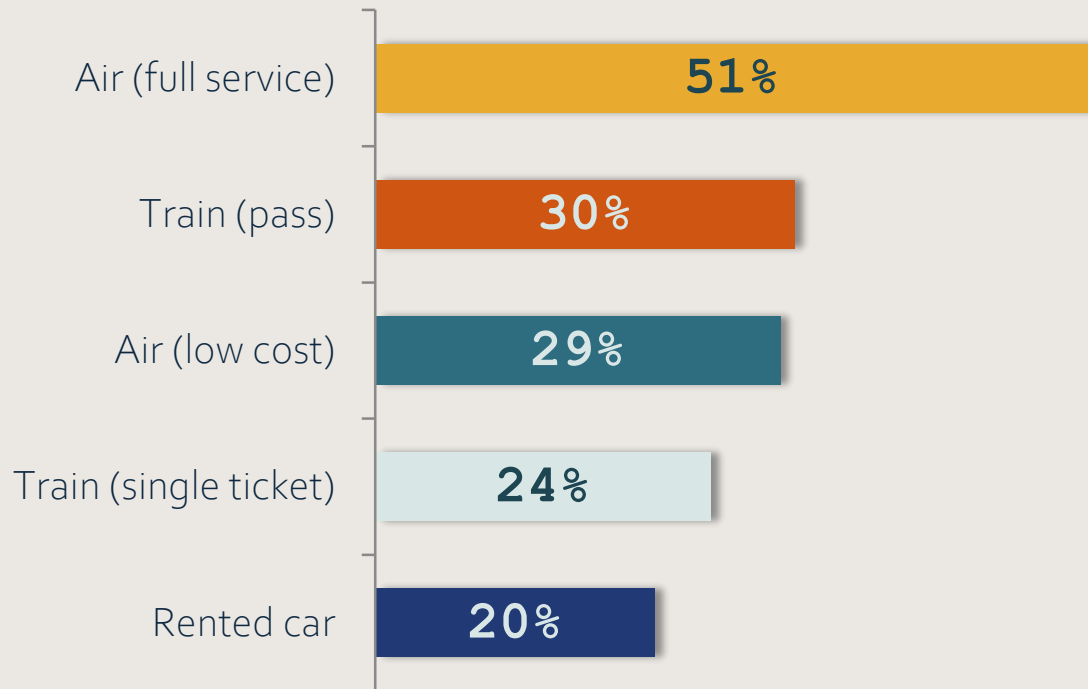
26%

RAIL

13%

How will international visitors travel across Europe?

67% of long-haul travellers plan multiple-country trips



What's the reason?

VALUE FOR MONEY

44%

COMFORT

31%

SAFETY

31%



Sustainable Travel Attitudes

Most likely to adopt behavioural change at the destination (e.g. buying local)

Least likely to compromise on money and time

Source: [Sustainable Travel in an Era of Disruption](#)

Rail Tourism Awards

- Four editions
- 86 rail tourism campaigns
- In partnership with



Rail Tourism Awards



Fostering green transition



Promoting rail tourism



Showcasing sustainable travel



Encouraging dialogue between rail and tourism

Winners



EUROPEAN
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Thank you for your attention



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