The potential of data for destinations.
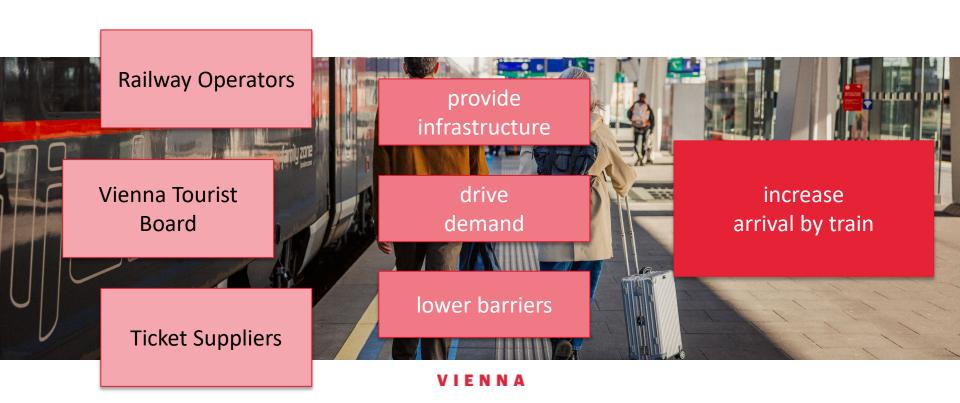
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NOW ◆ FOREVER

We share a common goal.

Railway Operators

Vienna Tourist Board

Ticket Suppliers

increase
sustainable transport

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We share a common goal.

Railway Operators

Vienna Tourist Board

Ticket Suppliers

increase
arrival by train

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And we contribute in various ways.

Railway Operators

Vienna Tourist Board

Ticket Suppliers

provide infrastructure

drive demand

lower barriers

increase arrival by train

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As a destination we work on driving demand.

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drive demand

increase arrival by train

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To be effective we need to commit...

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drive demand

Increasing arrival by train became part of our strategy and sole mobility focus in Europe.

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… and we need to cooperate.

Vienna Tourist Board

We drive demand by building strong cooperations.

Increasing arrival by train became part of our strategy and sole mobility focus in Europe.

But to drive demand more effectively we are missing data.

amount of passengers >
potencial

load factors >
sucess of a route

We already use data successfully - for air travel.

route used & booking behaviour>
campaign management

Imagine the impact
data can have for rail travel.