

13th UIC Sustainability Conference



TopRail Project

Railways' contribution to sustainable tourism

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Does the project fit the UIC requirements and the needs of participating companies?

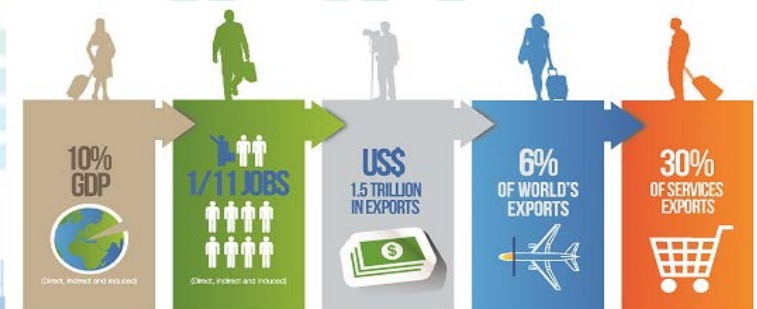
Why is this project necessary ?

Tourist railways tend to be isolated products with few **interconnections** and **visibility**.

There are several quality tourist railway products in the world and there are people interested. However, sometimes they do not know their existence.

This provides many opportunities to exploit the products by developing **networking** and looking for **synergies** between travel and tourism stakeholders.

That is the reason why **this project is attractive and necessary**.



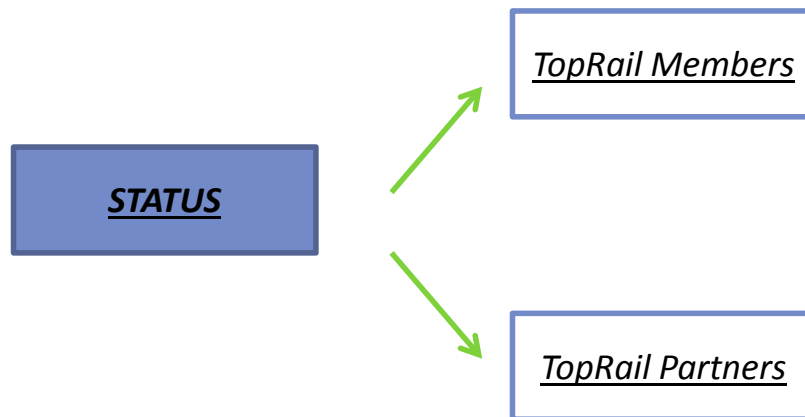
WHY TOURISM MATTERS

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Participants

Who are the participating companies?



How to become a member?

Invitation-Cooption
MOU (memorandum of understanding)

Railway Operator
Company

Infrastructure
managers

Cruise Operators

Tour operators

Federations/ Associations

National/Regional/Local
Public Authorities

Press

Others ?



UIC Members

Non UIC Members



Participants



Organization/Meetings Schedule



Do we need regular meetings
or a special working group?

Organization

Steering committee

Strategy/proposals makers

Plenary committee

Full discussion/decisions makers

Working groups

Produce contents
(sustainability, heritage...)

TopRail President

UIC Staff

TopRail
Members

UIC Resources

TopRail Members
Resources

External
Resources

twice a year/on
demand

Once a year/on
demand

on demand

Events

Workshops
20/30 people

Conferences
200/300 people

2/3 times per year
✓ Mars (after Fitur & ITB)
✓ June
✓ Nov (after WTM)

every two years
Mars

Deliverables

Planned deliverables and strategy for implementation



• How will these outcomes be taken forward ?



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



- Set up workshops, conferences and studies to **analyse best practices** and assess their portability



- Raise TR2 awareness in an international environment to reward best practices and quality projects

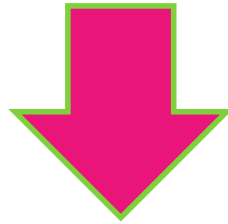


Deliverables



Potential working fields:

- Market Place
- Sustainable Tourism Indicators
- Quality standards



Outcomes:

- Market Studies
- Handbook/Guide of best practices
- Standardization



Website

www.toprail.org



[Sitemap](#)

[Contents
\(maps, video,
photo gallery\)](#)

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[Social
Networking](#)



Chose your travel experience by train

Gastronomy



Family



Mountain



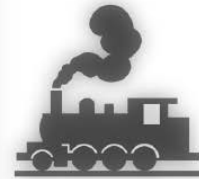
Stations



Romance



Luxury



Heritage



Fun Trips





Country/ Network information



SPAIN
FGC



AUSTRIA
ÖBB



HUNGARY
MAV-START



IRELAND
Railtours Ireland



PORTUGAL
CP



GREECE
TRAINOSE



JAPAN
JR EAST



NETHERLAND
FEDERAIL

Direct Linked to UIC areas





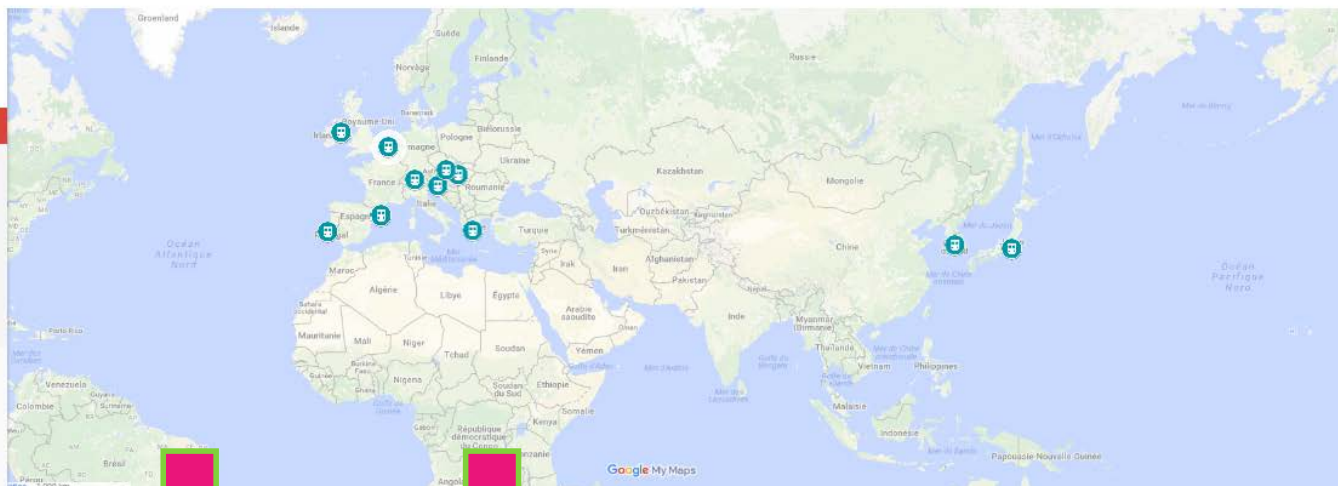
Contact information



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News and Events



UIC ENEWS ABOUT TOPRAIL

TopRail: Steering Committee held on 26 July 2016 at Paris UIC Headquarters

After the good result of the TopRail workshop held on 8 June at Paris UIC Headquarters, it was agreed to organise a steering committee to address the challenges of the project. Despite the difficulty of coordinating schedules, it was set as an objective to hold the meeting with those members interested in participating before the summer holiday season in order not to disappoint. The meeting focused on what can be done in the short term and what actions will be prioritised depending on the L.I.

TopRail: Tourism Potential of Railway Workshop held on 8 June 2016 in Paris

A TopRail workshop was held on 8 June at UIC Headquarters. 35 participants from 13 different countries were present. Among the participants were railway representatives from Europe (Ireland, Austria, Switzerland, Greece, Slovakia, Poland, France, Spain), China, Korea and Japan and one delegation from Russia. Specialist tour operators were also represented by Railtour Ireland Phil Goss and RCI Tour as well as the OECD, Paris University and the European Federation of Museums (L.I.)

TopRail: Tourism Potential of Railway Services – Meeting in Moscow on 25 March 2016

In the context of steadily growing international tourism, the purpose of TopRail is to reduce the lack of visibility of railway tourism products and to encourage collaborations between stakeholders (railway operators, associations, institutions, railway associations, customers...). The main tourism market is in Europe. Tourism products: cruise trains, trains running in scenic areas, trains linking tourist destinations, heritage trains. The benefits of this project would be the: Promotion of (L.I.)

TOPRAIL NEWS



TopRail workshop at the 13th UIC Sustainability Conference

This workshop is organized by the UIC Passenger Department TopRail project and the UIC Sustainable Development Unit. TopRail is a business-driven project that actively promotes world rail tourism by increasing stakeholder collaboration between stakeholders and their customers to encourage railway tourism opportunities. Tourism and Transport are intrinsically linked. Tourism represents 10% of global GDP and 1 of every 11 jobs.



❑ Sustainable Tourism

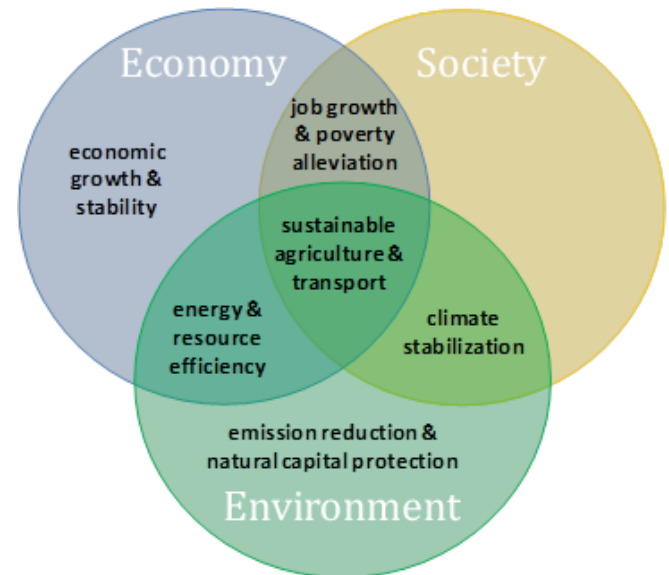


ST OMT definition

"Tourism that takes full account of its current and future economic, social and environmental impacts, addressing the needs of visitors, the industry, the environment and host communities"

Action: Specific workshops on Sustainable tourism by rail

Outcome: Sustainable Guidelines for Tourism on Railways





■ ■ ■ Thank you for your kind attention