

Rail ticketing – State of play

The rail sector is keen to embrace technological and societal changes in order to meet the needs and expectations of its passengers. The last five years have been marked by a shift towards electronic and virtual tickets and increasingly personalised offers, and this is set to continue.

CER represents...

99% of rail passenger operations in Europe



8.64bn passengers were carried by the EU rail sector in 2013 – more than there are people living in the world.



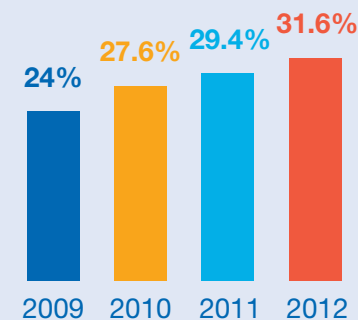
Strong domestic focus

Currently, the majority of rail trips are taking place within national borders (94%), which explains why the industry has focused on innovative domestic sales channels. Now, this is changing and the railways are driving this change.

94%

of rail passenger traffic at domestic level in 2012 (in passenger/km)

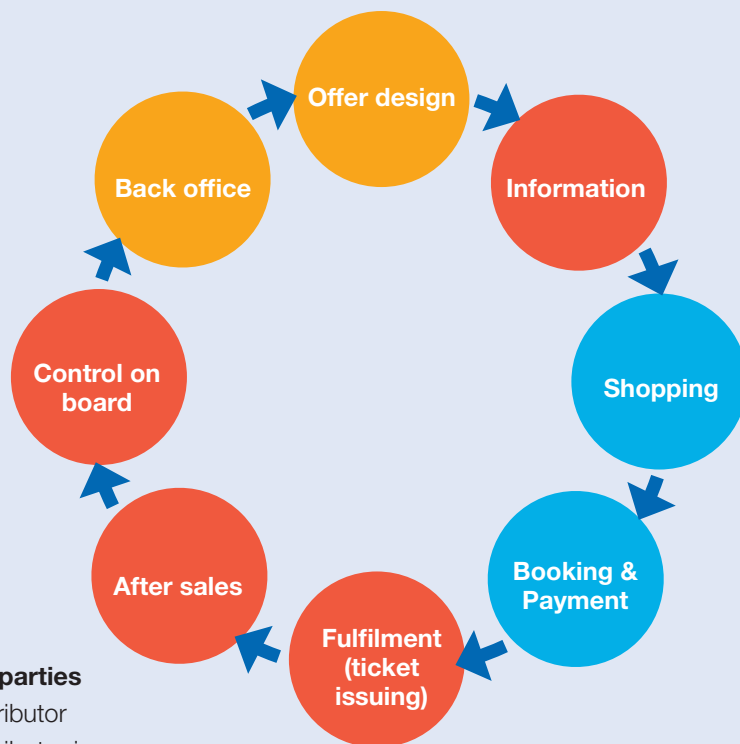
Percentage of rail tickets sold through innovative sales channels (websites and mobile applications):



Rail ticketing – Lifecycle and future trends

Rail distribution lifecycle

Rail distribution, or ‘ticketing’ as it is increasingly becoming known, is a complex process, involving a variety of actors from information provision to booking and after sales.



Most involved parties

- Operator/distributor
- Operator/distributor in relation to passenger
- Passenger

Full Service Model initiative: the cornerstone of modern rail distribution

In June 2013, the **CEOs of European passenger railways** agreed to launch a joint initiative called the Full Service Model (FSM), designed to **enhance end-to-end journey information** and make **it easier to book train and intermodal journeys** on a diversity of distribution channels.

The initiative, run in partnership with ticket vendors, will facilitate cross-distribution and allow railways to provide more choices and information to passengers, by making the most out of modern information technology (IT) developments.

Trends



- **Multimodal, door-to-door planners** will become the norm rather than the exception.
- E-tickets will be offered on more and more destinations, allowing passengers to **travel without paper tickets**.
- **Partnerships between operators** and with other modes will spread further, increasing the number of travel possibilities for passengers.