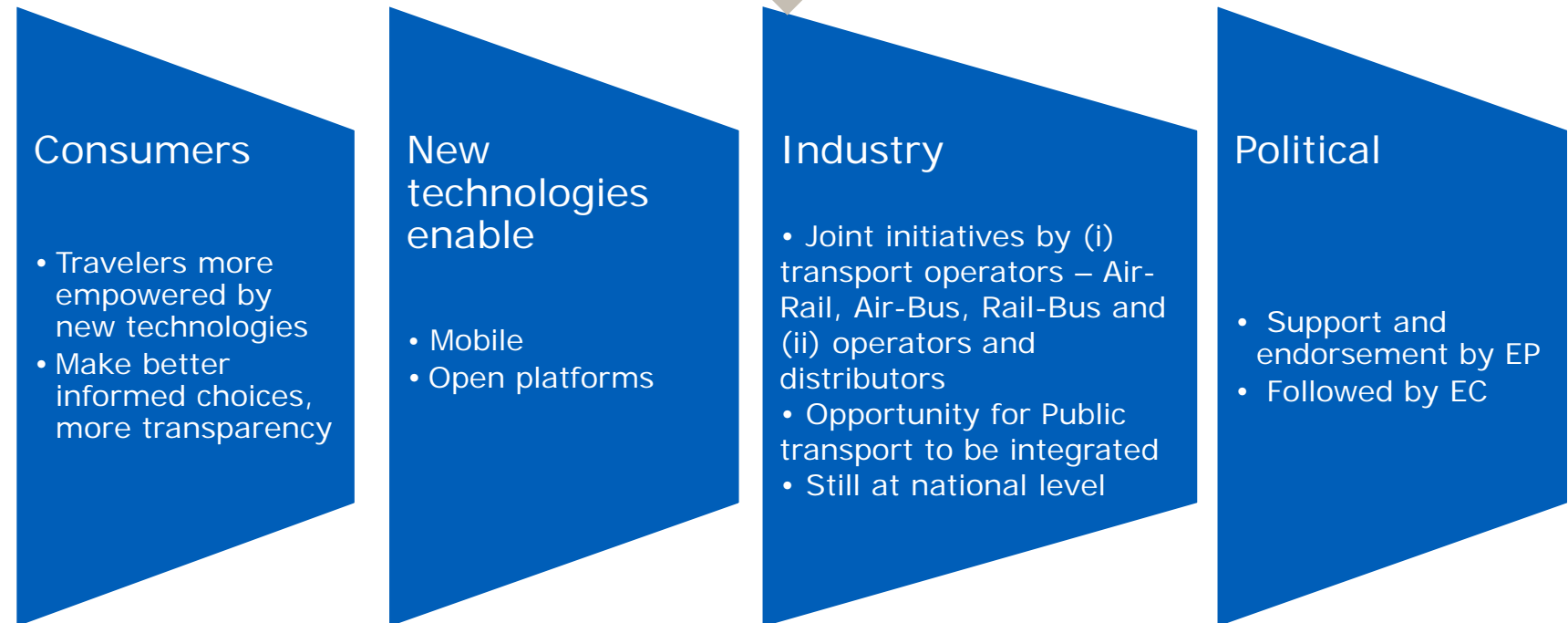


European Passenger Federation Summit 2016

Where does Europe need to act in order to deliver passengers with intermodal connectivity?

Favorable environment for seamless multimodal door to door

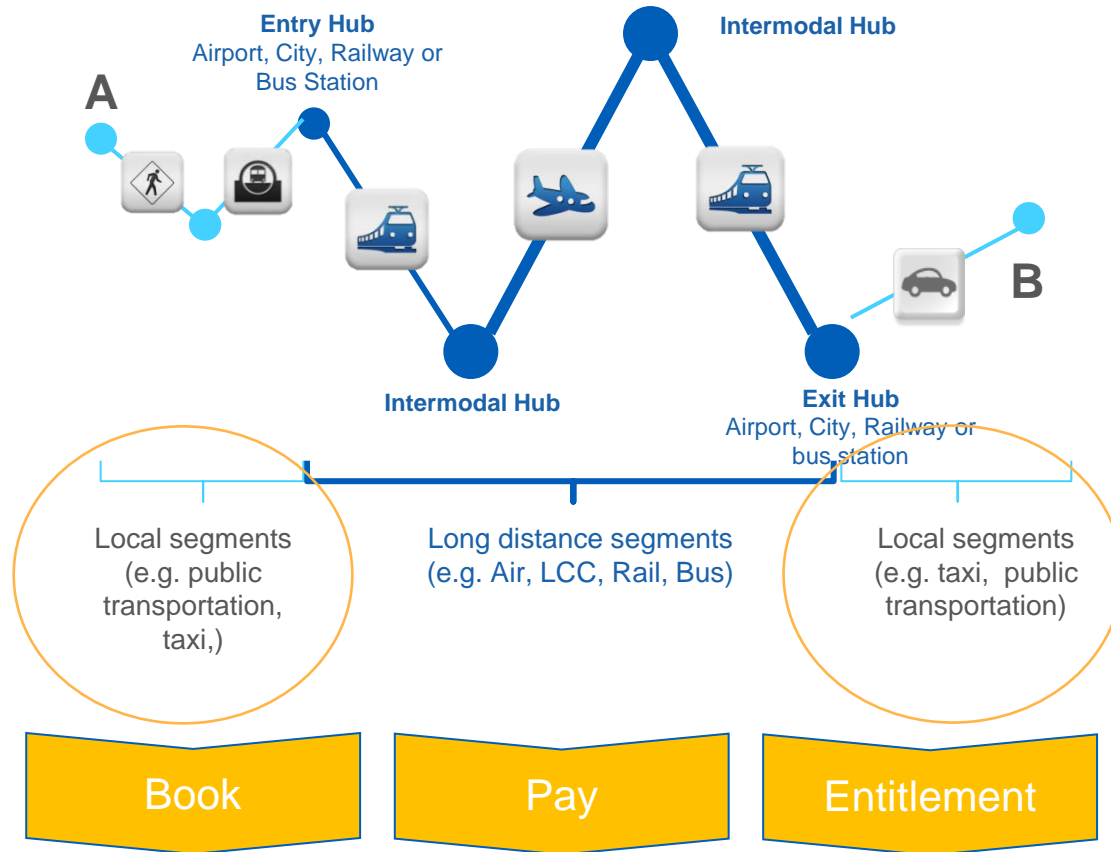
Transport White Paper: " By 2020, establish the framework for a European multimodal transport information, management and payment system"



Joint public- private R&I Initiatives:

All Ways Traveling, Shift2Rail , EU Travel, IT2 Rail, TAP TSI , Full Service Model

But the reality is that passengers cannot yet book, pay and ticket for a door to door multimodal trip in the EU



Leveraging the All Ways Travelling experience

(Extract of video)

ALL WAYS TRAVELLING

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ALL WAYS TRAVELLING

All Ways Travelling (AWT) is an Amadeus-led consortium comprised of BeNe Rail, IATA, Thales, UNIFE and Zeppelin University. It has been appointed by the European Commission (Mobility and Transport Directorate) to develop and validate a model for a multimodal pan-European passenger transport information and booking system.

All Ways Travelling project is an important first milestone...

- First and foremost, this is a unique example of **Innovation in the Digital Transport System** (for the first time, the POCs enable a passenger to shop, book, pay, ticket and manage a disruption of a multimodal trip in a pre-established EU corridor)
- Helped EU to define **policies and identify key initiatives** to be undertaken/supported to foster a multimodal marketplace
- Highlighted the importance of:
 - Availability and access to relevant transport data
 - Participation of Public transport
 - Code of Conduct
 - No regulation over Technology
 - Business case

....and shed some light on future next steps for a more effective implementation at EU level

The "Corridor" concept

- Make it feasible

Available across multiple distribution and sales channel

- Make it accessible and buyable

Multimodal Fast Track

- Make it visible

Incentivize consumers and companies adopting multimodality

- Make it attractive

AWT study: conclusions and recommendations

- ▶ Increase support for **industry initiatives**
- ▶ Ensure that **access** to schedule, fares and availability information is available to all players in the market for multimodal travelling on a **non-discriminatory basis**
- ▶ Stimulate **local public transport operators'** participation in MMITS.
- ▶ Any regulatory intervention must distinguish between carriers subject to free competition and public transport operators working under public service contracts (PSO).
- ▶ There should be **no EC regulation** regarding a specific **technological solution** for non-discriminatory information provision
- ▶ Consider introduction of **Code of Conduct** to supervise competitive behaviour of transport operators participating in and/or controlling a MMITS
- ▶ Limited visibility on european multimodal pax flows but Big market potential
 - 580 million international travelers (UNWTO)
 - 1.177 million trips intra-European in 2013 (Eurostat)