

Ticketing, data and distribution: the passengers' perspective

Platform International Passenger Rail

Live Workshop, Oslo

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European Passengers' Federation

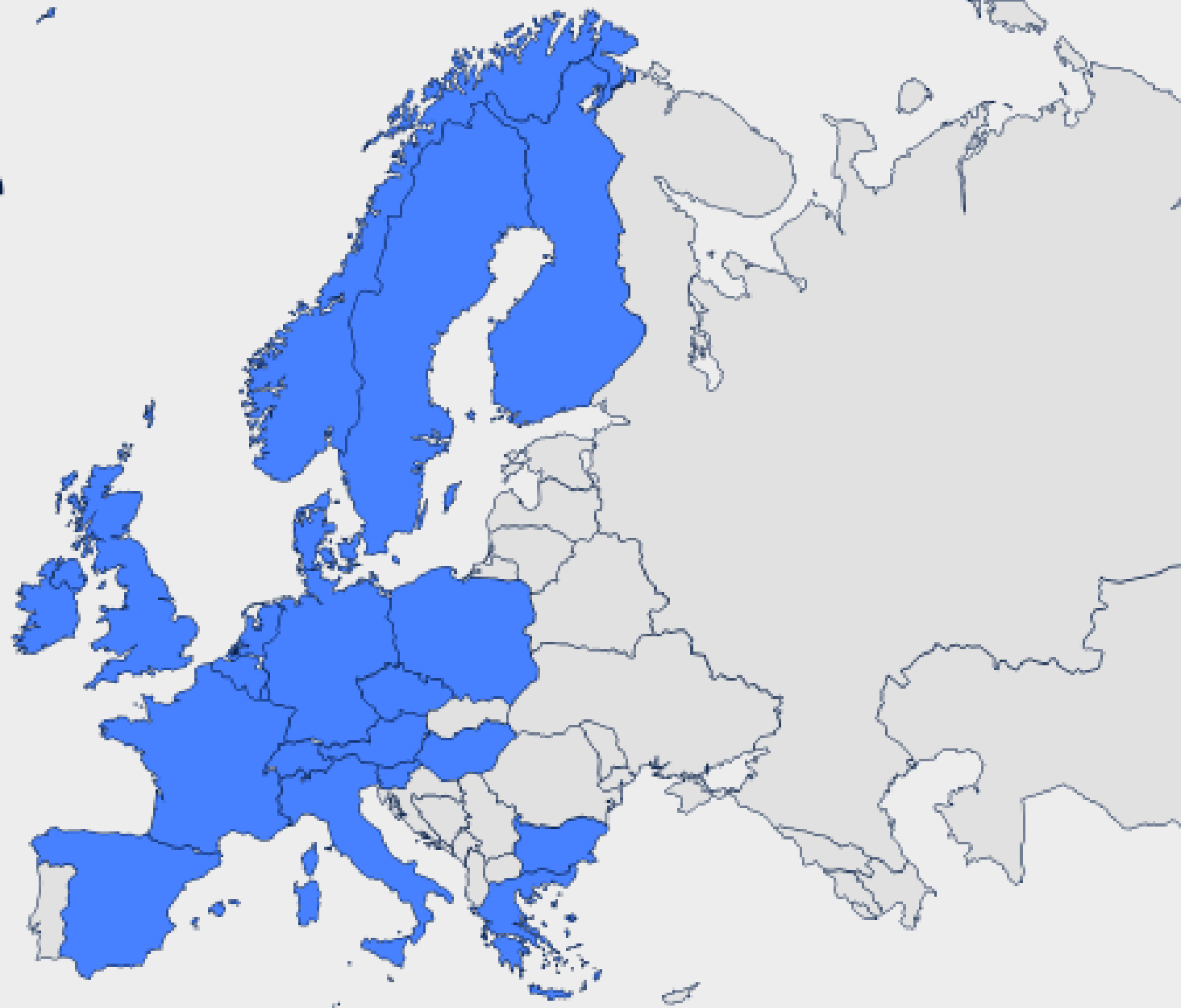
27th November 2024



EPF: Who we are

International non-profit
association

- 39 members
- 21 countries
- All modes: rail, road,
waterborne, air



Main objectives

Always ask *'What's in it for users?'*

Improved end-to-end journeys

Tackle transport poverty

Better passengers' rights

Promote sustainable mobility

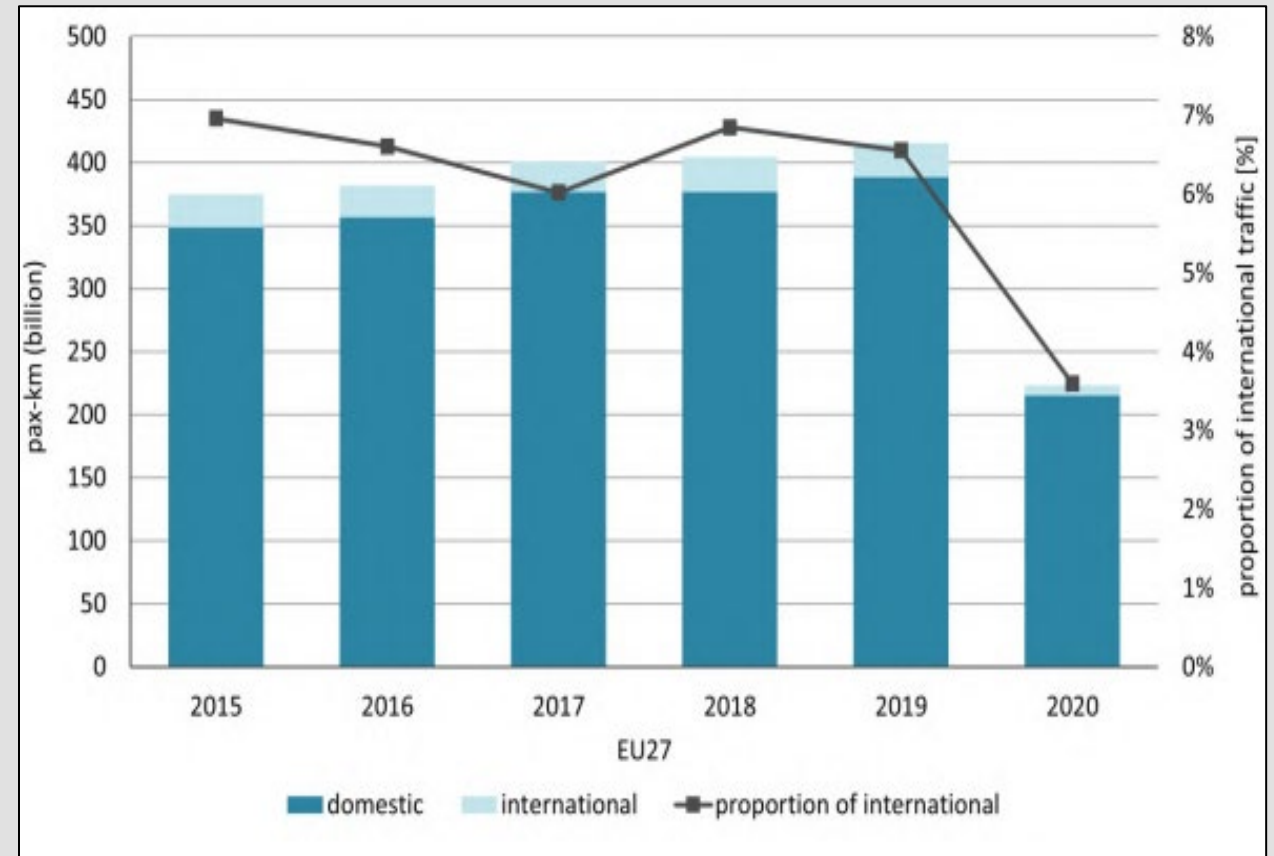
Represent passengers' views at European level



**European
Passengers'
Federation**

Static market share

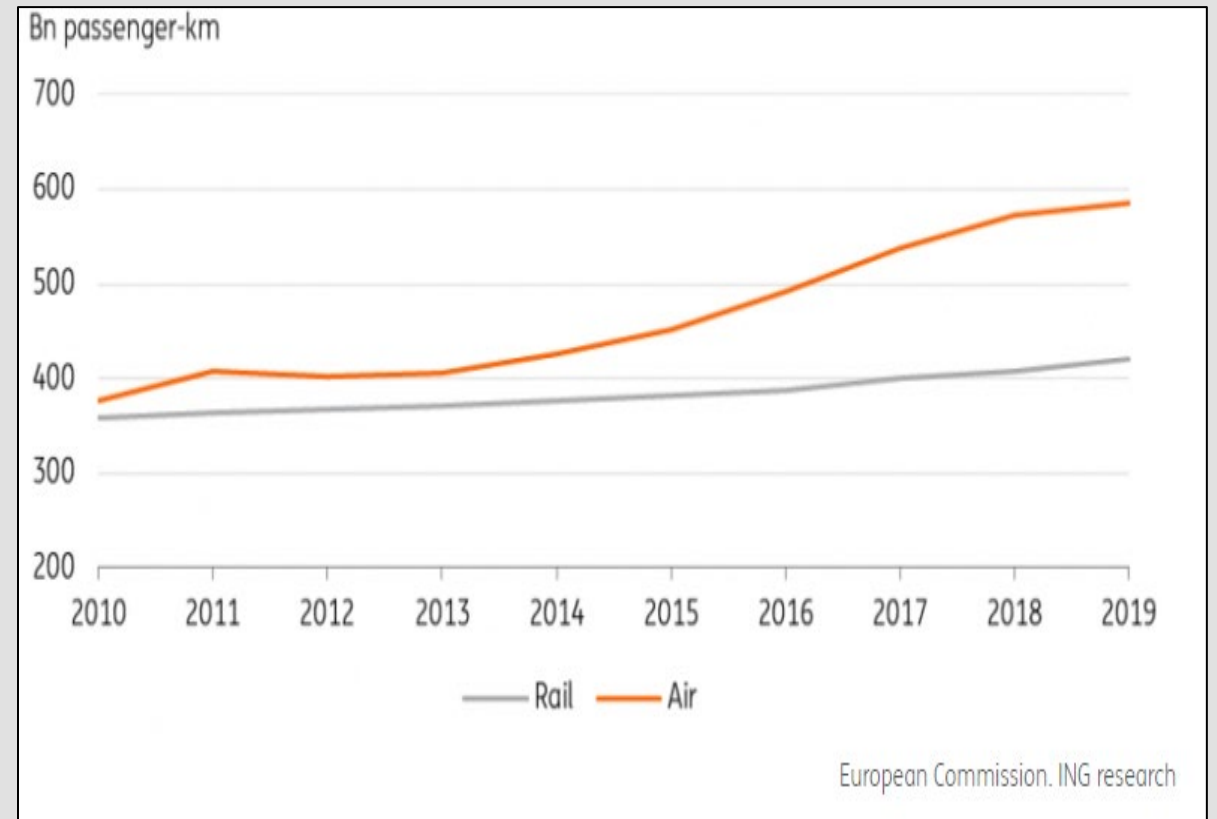
- Between 2015 and 2019, rail's modal share of passenger land transport only rose from 7.5% to 7.9%.
(Source: RMMS, 2022)
- International passenger services accounted for c. 7% between 2015 and 2019 and shrank with pandemic to nearer 4% in 2020.



Rail lagging air

- In the pre-pandemic decade, air travel in Europe grew much faster than rail (+5.5% p.a. versus +1.8% p.a.).
- The drop-out rate for international rail trip bookings in Europe is ten times higher than for booking a flight.

(<https://think.ing.com/articles/from-plane-to-train-europe-is-pushing-climate-friendly-travel/>;
<https://www.railtech.com/all/2022/06/09/booking-an-international-train-journey-fails-10-times-more-often-than-a-flight-why-is-it-more-difficult/>)



The consumer-market challenges

- Failure to deliver consumer-friendly, internationally-aligned booking system:
 - 2013 Full-Service Model launched by sector
 - 2021 CER's ten-year *Ticketing Roadmap* unveiled
- Failure to progress ticketing reform may affect Rail's future EU funding
- Sector's structure inhibits consumer focus:
 - Public funding rather than growth through innovation
 - Emphasis on competition rather than collaboration
 - Fear of losing market share
 - Mono-modal focus rather than realising 'network of networks' opportunity

Constraints and opportunities

- Is OSDM non-compliant with competition rulings? ([ERA's report](#))
- Failure to resolve optimum technical specification (How v. What?)
- Other modes gradually eroding rail's environmental headway
- Time is running out

BUT

- Commission's proposed new *Single Booking & Ticketing Regulation*
- Rail sector's future relies, in large part, on selecting the technical specification that best delivers desired outcomes for consumers

Essential ingredients of a workable deal

Desired Outcome: Simpler planning, booking and making of trips

- Open market for sale of tickets for end-to-end journeys, involving all distributors able to bring added-value to consumers.
- All distributors have level-playing-field access to all relevant data in selling competing products, including real-time journey data.
- Safety-net of enforceable passenger rights (re-routing with other carriers and modes).
- Passengers assured of getting to their planned destination at the earliest suitable opportunity, when there is disruption, irrespective of operator, location or tickets held - and at no additional cost (journey continuation guarantee).
- Easy booking should lead to greater market share.

Always ask
‘What’s in it for users?’
Thank you!

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