



Our Strategic Objectives 2024

Atout France

26 June 2023



01

About Rail Europe

Our key facts & figures

Leader in distribution of European train tickets and passes

B2C & B2B (Partner solutions: API, trade website, while label, affiliate)

Around **200 Rail Europe staff members** worldwide

Headquarters: Paris, France

Teams based in France, Australia, India, China, and the US

Sales worldwide in more than **70 countries**

More than 15,000 travel agencies work with us

SNCF number one product for Rail Europe

Internal Customer Care Centres in Mumbai and Paris



Our story

1932

Founded in New York to promote Paris to Lyon

1946

Offering expands to full range of SNCF products

1990

Rail Europe, Inc. is established in New York. Euronet launches

2003

Rail Europe Australasia representation expands to include South America and Africa, establishing RailEurope 4A

2015

Rail Europe Inc. and Rail Europe A4 converge into a single business unit: Rail Europe

2018

B2B booking system is replatformed (Easy Rail Access)

2020

Rail Europe SAS, North America, UK and Australasia become a single commercial entity

2023

Rail Europe rebrands



FRENCH NATIONAL RAILROADS



1959

Sales of Eurail passes begin



1995

Rail Europe Australasia is established in Paris

1996

First online booking is made on raileurope.com



2006

First booking on RE4A website

2010

Customer Care Centre opened in Mumbai



2019

Loco2 rebrands and becomes Rail Europe

2022

Hivest Capital Partner acquires Rail Europe



A global footprint





Our mission

Taking care of travellers before, during and after their train journey in Europe, using advanced technology to provide seamless experiences.



France by train

High-speed trains such as the TGV, Eurostar, France-Germany High Speed, France-Spain TGV and TER, France-Italy TGV and Lyria TGV to Switzerland

Intercity & TER trains such as the Paris-Toulouse, Paris-Le Havre, Bordeaux-Limoges & TER Bretagne, TER Aquitaine

Night trains (coming soon) such as the Paris-Berlin Night.

Rail Passes covering France include the Eurail France Mobile Pass and the Eurail Global Mobile Pass

Convenient connections from...

- Paris to Barcelona in 6h 19m
- Paris to Bordeaux in 2h 4m
- Paris to Geneva in 3h 8m
- Paris to Brussels in 1h 22m





02

**PRIORITIES &
AMBITIONS 2024**

Simplify the lives of our customers & Contribute to a worth and sustainable living tomorrow

Full
Recovery vs.
2019

OUR GOALS

5M
Transactions
a year

Maintain our
Leader
position

Accelerate
our Footprint
& Growth

2024 ambitions

Markets

Focus on our top 10 markets =

USA, UK, Australia, South Korea, China, India, Japan, Brazil, Hong Kong, Canada

Develop new region = Europe

Hire new resources to boost some regions: China, USA and Europe

Customers & Trade Partners

B2B: Focus on our 400 Key Accounts while developing new partnerships thanks to our state-of-the-art technologies (API)

B2C = consolidate position on historical markets and open new opportunities in Europe

Strategy

GROW

Trigger to increase turnover, market share, clients' database & markets coverage

EDUCATE

Build knowledge

CARE & REWARD

Create a brand attachment & reward our customers

COMMUNICATE

Stay close to our clients
Protect Market share
Inform all our customers

Marketing

- E-marketing (SEA/SEO, Affiliation, KOL/Social Media, CRM)
- Co-marketing plans/budgets with our Key Accounts
- E-newsletters to travel agents, tour operators, OTAs partners
- Fairs/Trade events/Famtrips/Training/webinars/e-learning platform
- Press release & Press adverts

Main Communications actions

Press

Target the **trade press** on every market where we are present

Raise awareness about **train travel** and **sustainable ways to travel** within Europe and in France in all kind of media

Events

Roadmap of events in **all the continents**

Participations to the **biggest events of the year** in Europe (ITB, WTM)

Round tables and keynote speeches

Social media

Showcase our promotions and news

Influencers sponsoring

Contests

Co-posts with other players

Product and Technology will be intensively developed

Enriching the Product Offering (e.g. Night trains)

Additional features

Speeding up response times to make complex searches easier

'Tech and human': Strong alignment with **internal Customer Care Centres** in Mumbai and Paris

Customizing technical solutions for B2B and B2C customers

**Seamless
Booking
Experience**



Customer care strategy



Simplify

Simplify the way customer contact us with the introduction of interactive/more intuitive solutions (chat, social media, email).



Improve

Reorganise: from global rail generalists to dedicated carrier Rail specialists.

Leaner processes and decision making make for quicker case resolutions



Satisfy

Accompany the customer from planning to travel and beyond.

Turn each case in a success story.



Extras

Support as a service: premium services, ancillary products, conciergerie (groups, special offer fulfilment..)



03

2024 TOGETHER

Enjoy France, Take the train

- Promoting together “France by Train” = PR, Newsletters, events, social media, digital campaigns, fam trips
- Combine our efforts to make the discovery of France by train a must do (sustainability, hidden parts of France, outside of beaten tracks,) = always combine destinations/inspirations with the “how to go there” and “how to get around” train element
- Marketing plans together with our key accounts and partners, bringing travelers to France
- Strengthen our collaborations with destinations, accommodation, activities
- Promote your solutions and ours:

B2C: [Raileurope.com](https://raileurope.com)

B2B: [Agent.raileurope.com](https://agent.raileurope.com)



**Unlock
connections**





Thank you!