

NEXTSTATION

MARRAKECH 2015



5TH INTERNATIONAL CONFERENCE ON RAILWAY STATIONS



Palmeraie Palace

Marrakech, 21-22 october 2015



TOURISM

a Business Opportunity for Railway Stations

- Javier Dahl
- Technical Assistant Manager, Adif, Spain
- Parallel session 2B, Design 1

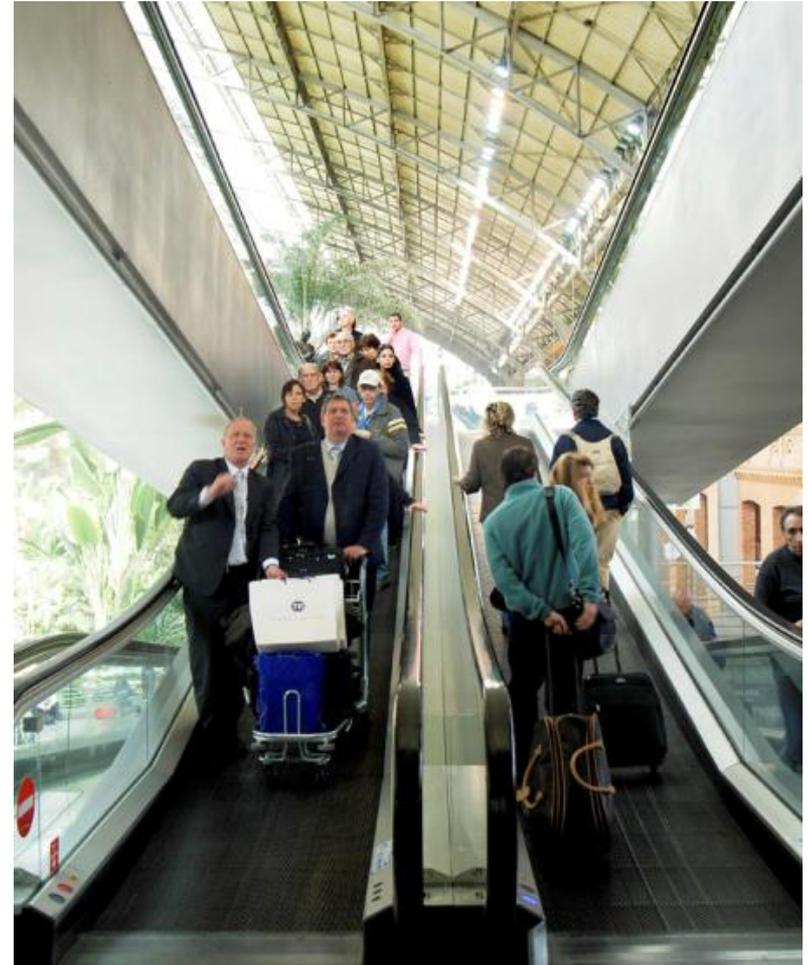




1. Railway Stations: infrastructure for tourism

The TOURISM is currently increasing worldwide.

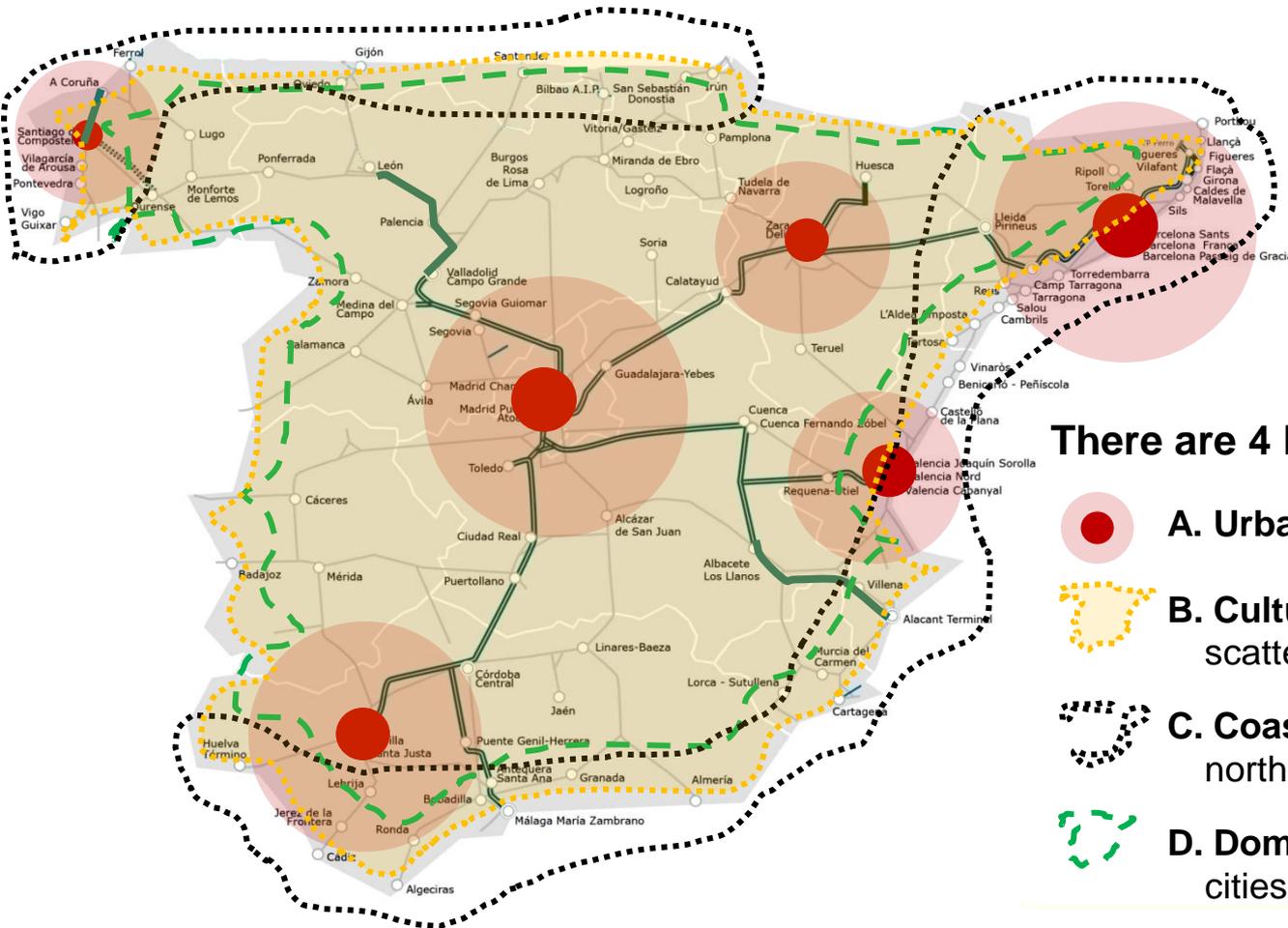
- In 2014, 65 million tourists visited Spain a +7,1% more than in 2013.
- Up to August 2015 47 million tourists visited Spain, a 4% more than in 2014.





1. Railway Stations: infrastructure for tourism

TOURISM PROFILE



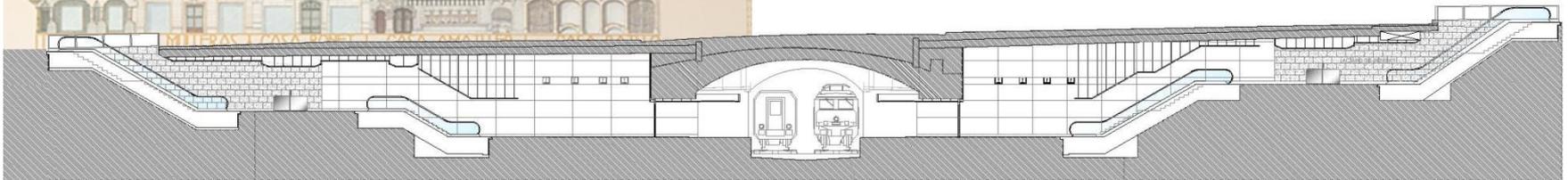
There are 4 kinds of tourism in Spain:

-  **A. Urban:** concentrated in the big cities
-  **B. Cultural & Natural Heritage:** scattered all along Spain.
-  **C. Coastal & Maritime:** located along the north, east and south Spanish coasts.
-  **D. Domestic tourism:** focussed in small cities (gastronomic, winery, etc...)



1. What has ADIF done in the past 4 years?

A. Improve intermodality and connectivity in cities.

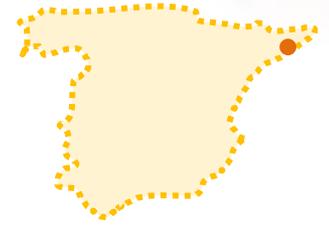


Paseo de Gracia – Barcelona



1. What has ADIF done in the past 4 years?

B. Take care and enhance cultural heritage.



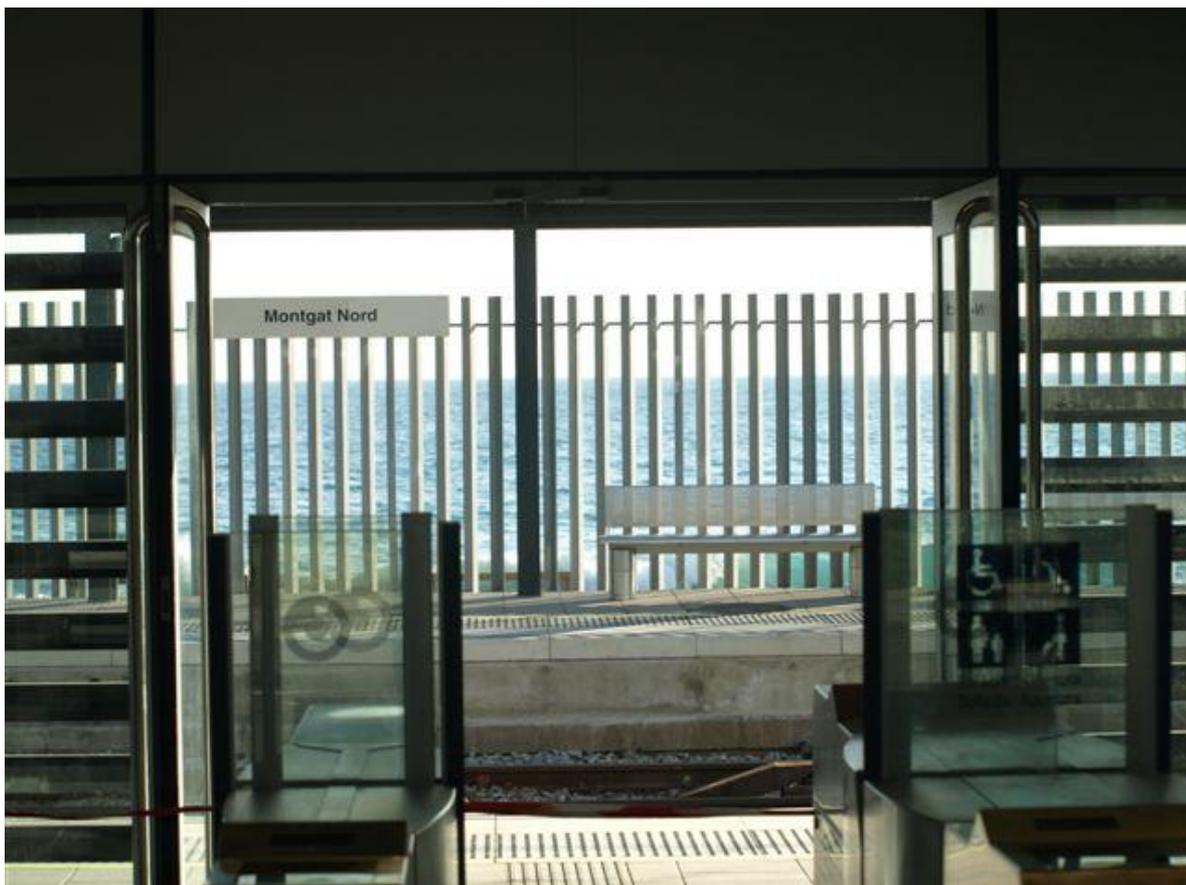
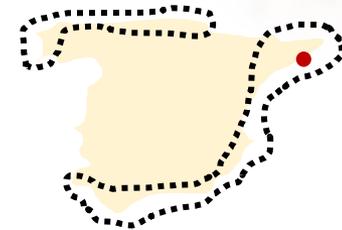
Estación de Francia – Barcelona





1. What has ADIF done in the past 4 years?

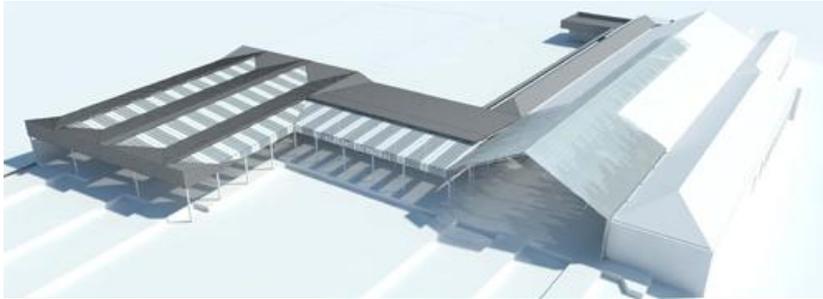
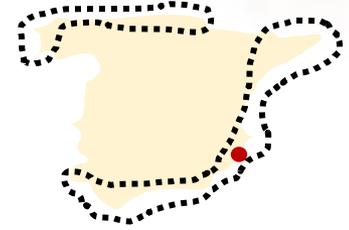
C. Provide mobility to Spanish coasts.





1. What has ADIF done in the past 4 years?

C. Provide mobility to Spanish coasts.



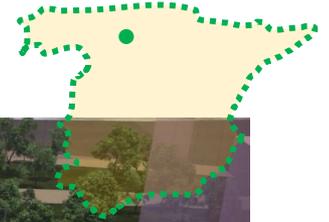
Alicante





1. What has ADIF done in the past 4 years?

D. Other station works in small cities.



León New Extension Project



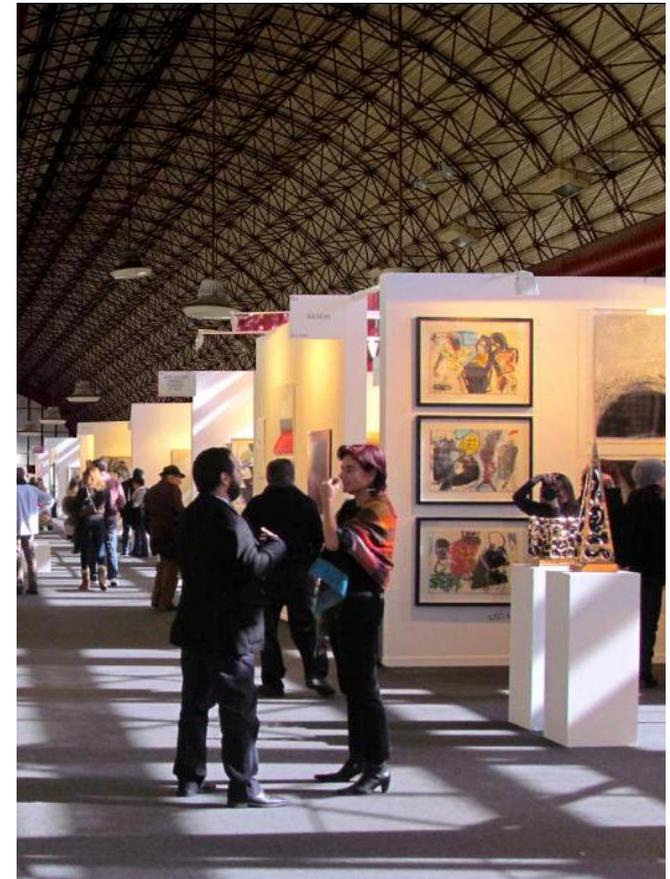


2. One Step Ahead: Future Goals

How is Adif Achieving All This?

Taking one step ahead by implementing a specific retail strategy to bring stations closer to tourists.

- A. Placing stations in cities cultural life.**
- B. Adapting existing station retail facilities.**
- C. Promoting stations as tourism destinations.**





2. One Step Ahead: Future Goals

A. PLACING STATIONS IN CITIES CULTURAL LIFE

- Stations as cultural landmarks.
- Stations as meeting points in the cities.
- Sharing the stations history with citizens.



Cultural activities in Madrid Puerta de Atocha Station

Mr. Dahl - Adif – TOURISM, a Business Opportunity for Railway Stations





2. One Step Ahead: Future Goals

B. ADAPTING EXISTING STATION RETAIL FACILITIES.

- Giving new life to out of service stations.
- Reorienting station facilities and services for tourist needs.
- Specializing retail mix.
- Rethinking facilities and services such as lockers, way finding and signage.



Proposals for Gourmet Market Places in existing Railway Stations. Cádiz Station.





2. One Step Ahead: Future Goals

C. PROMOTING STATIONS AS TOURISM DESTINATIONS.

- Participating in FITUR, the most important tourism fair in Spain.
- Become part of tour operator circuits and to be considered as worth-visiting landmarks.
- Making contacts with official tourism and transportation organisations.
- Active work with tourism information offices and travel agencies.



Adif Stand in FITUR 2012



THANK YOU

MERCI

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