TOURISM
a Business Opportunity for Railway Stations

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- Parallel session 2B, Design 1
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

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.
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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.
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D. Other station works in small cities.

León New Extension Project
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

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