

nextstation
PARIS 2007

December 6&7 2007
2nd INTERNATIONAL CONFERENCE
ON RAILWAY STATIONS



Next Station

*2nd international conference
on railway stations*



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Focus on new consumers

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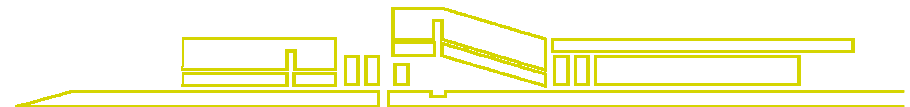
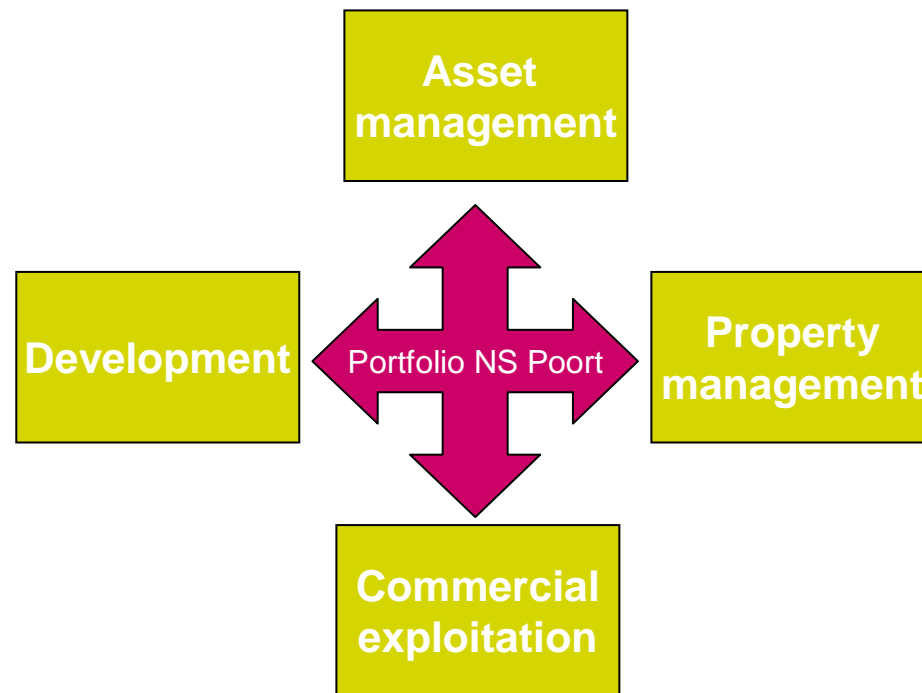
NS



NS Poort

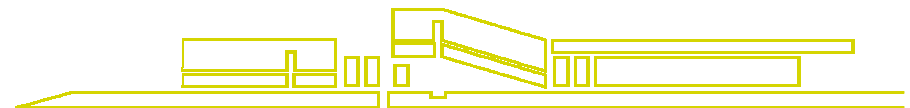
Creating dynamic station areas

- Exploitation, managing and developing station areas.
- And bringing them to live!



NS Poort

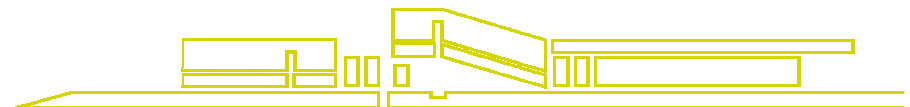
- NS: 25.000 employees
- NS Poort: 3000 employees
- 1.6 billion euro in property
 - Nr 6 in the Netherlands (2007), source PropertyNL.Magazine
- 300 million euro turnover at stations in NL per year
 - Excluding ticket sales



What is “RegioPoort”

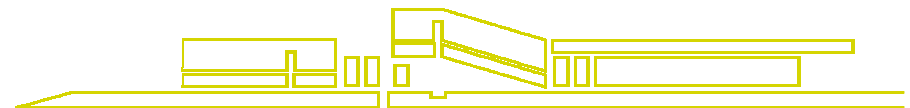
Connecting cars and trains:

- Already: ‘Transferia’ and P&R
 - However: these locations in traffic jams or inner city
- New railway stations at strategic locations
- These locations are situated before the traffic bottlenecks to the Randstad
 - At the intersection of highway and railway
- Commuters/ travellers change here from their car to the train.
- Frequent train connections (4 – 6 p.hr)
- Extra facilities at stations

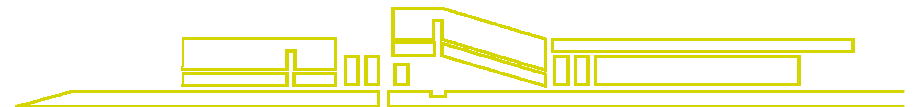


Why “RegioPoort”

- Mobility issues in the Netherlands
 - Number of traffic jams are rising, money is lost
- Reduction of CO² emission
 - Big issue in Dutch politics
- Facilitating and stimulating NS passengers growth
- Because we focus on our customers, also our new clients
- Corporation instead of competition with cars



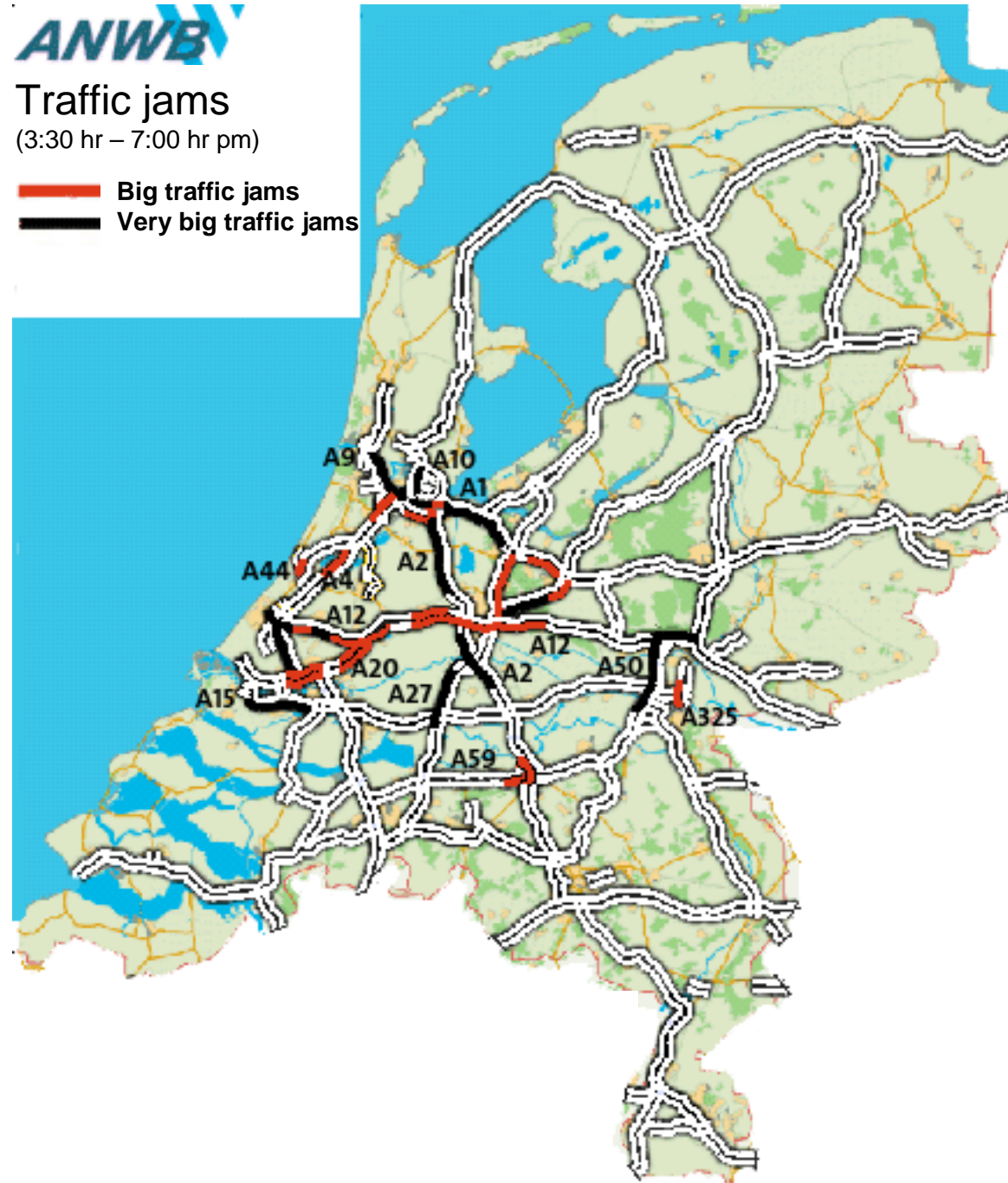
Building RegioPoort



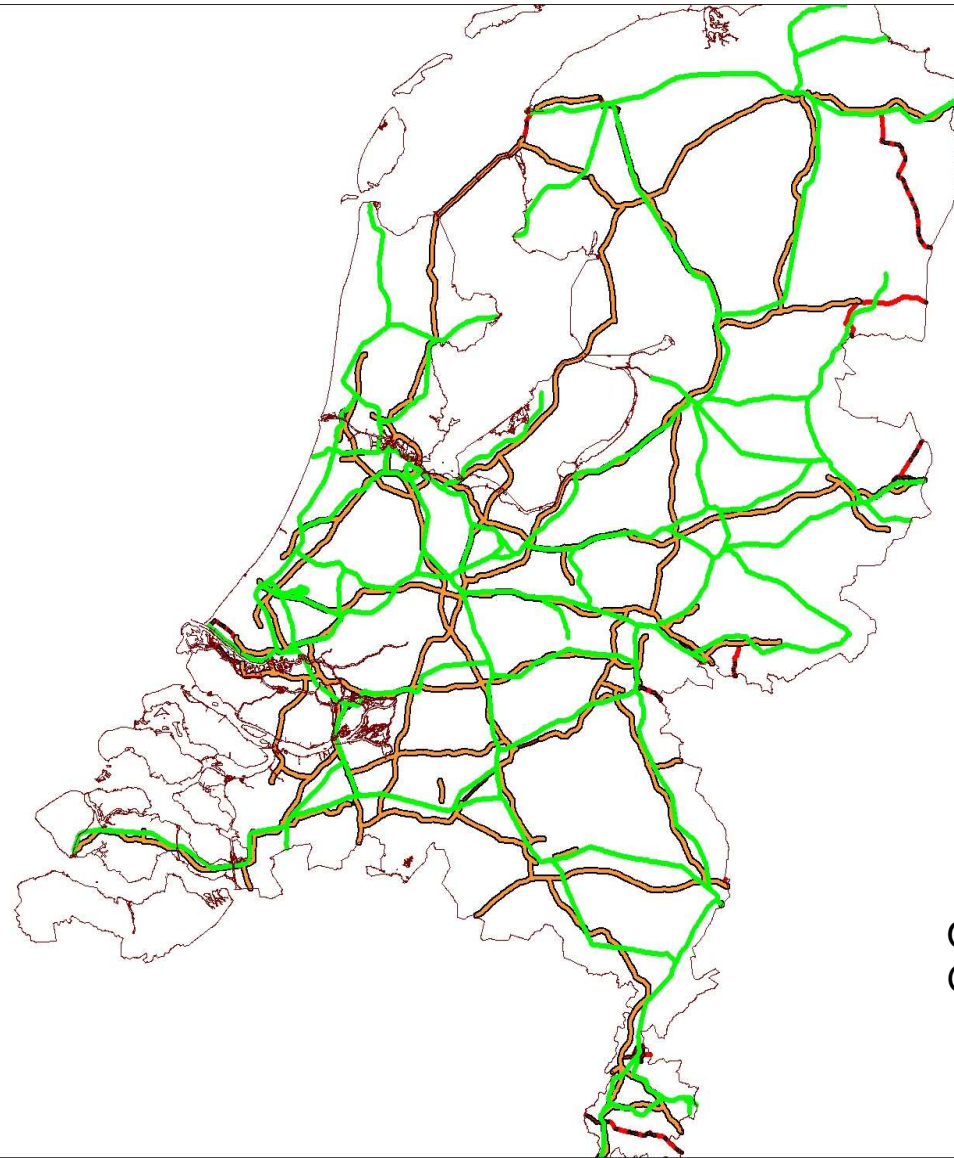
Traffic jams

(3:30 hr – 7:00 hr pm)

-  Big traffic jams
-  Very big traffic jams



High- and railways



Orange: Highway
Green: Railway

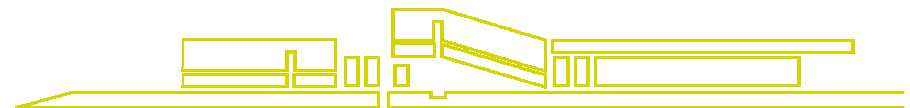
Possible locations into Randstad

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Innovation

- Frequent train connections
 - intercity: 4-6 x per hour
- Cooperation with partners, facilitating door-to-door transportation
- Development of meeting points for business purposes
 - Not only traffic into Randstad, but also the other way around
- Innovation in the area development
 - New opportunities (among others: day care, car facilities, grocery shopping, meeting point for business life, schools, houses, hospital, etc)
- Binding of new consumers (motorists) by developing their wishes and needs



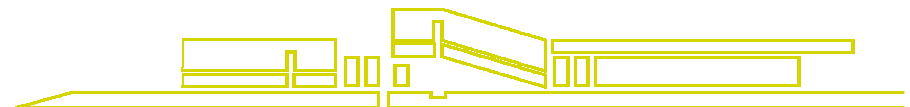
Importance for traveller

Parking:

1. Safety: security with camera's or persons
2. Well maintained
3. Clarifying
4. Facilities
5. Walking distance
6. Waiting area/ shelter
7. Payment facilities

Extra public transportation:

1. Seats
2. Number of transfers
3. Frequency (min. 4 x p/hr)
4. Kind of public transportation



Important notes

- When?
 - 2008 – 2013: opening of 4 – 6 locations
- Motorists are creatures of habit, their choice is not always rational
- Location of RegioPoort should be visible from the highway to trigger motorists (new consumers)

