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: 3,000 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 jambs are rising, money is lost

- Reduction of CO$_2$ 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
High- and railways

Orange: Highway
Green: Railway
Possible locations into Randstad
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)