STATION MARKETING:
New Challenges

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2-A Business and Services
New Scenarios: evolving society

1. Consumption Reduction
2. Changes in demand
3. Investment reduction

ECONOMIC SCENARIO

customers

STATION

retailers
1. Consumption reduction: **Customers**

**Scenario:** Decrease in consumption at stations.

**Challenge:** To attract spending at stations.
1. Consumption reduction: Customers

**Scenario:** Decrease in consumption at stations.

**Challenge:** To attract spending at stations.

- Introducing attractive commercial offers
- Improving information through interactive technology - Touch screens, Apps, ...
- Improving the station image
- New Marketing actions to activate consumption
1. Consumption reduction: Retailers

**Scenario:** Reduction in sales and revenues affects business feasibility.

**Challenge:** To increase sales.
1. Consumption reduction: Retailers

**Scenario:** Reduction in sales and revenues affects business feasibility.

**Challenge:** To increase sales.

- More involved and participative retailers.
- Searching for new customer segments.
- Opening to new retail ways.
- Cross marketing.
- Contract revisions.
2. Changes in demand:

**Customers**

**Retailers**

**Scenario:** Balance between Price-quality is requested.

**Challenge:** To offer attractive prices for quality products.
2. Changes in demand: 

**Customers**

**Retailers**

**Scenario:** Balance between Price-quality is requested.

**Challenge:** To offer attractive prices for quality products.

- Increasing quality premises.
- Enhancing promotional activities using interactive devices and technology.
- Belonging to ADIF’s “tiendas de la estación” brand.
- Being an active part of Marketing actions.
3. Investment reduction: Customers

**Scenario:** Empty premises / retail mix not enough varied.

**Challenge:** To optimize station retail area use.
3. Investment reduction: Customers

**Scenario:** Empty premises / retail mix not enough varied.

**Challenge:** To optimize station retail area use.

- Rebalancing retail mix.
- Improving access to retail offer:
  - Web sites
  - Advertising
  - Opening new activities
3. Investment reduction: Tenants

**Scenario:** Investment Difficulties.

**Challenge:** To optimize station retail area use.
3. Investment reduction: Tenants

**Scenario:** Investment Difficulties.
**Challenge:** To optimize station retail area use.

- Looking for new bidding and new payment systems.
- Creating synergies between premises to create scale economies.
- Offering Joint Biddings for different activities.
- Searching for new profitable activities.
Summary

Challenges:

- Attracting spending at stations.
- Increasing sales.
- Offering attractive prices with the best quality.
- Optimize station use.
...Thank you
for your kind attention

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