

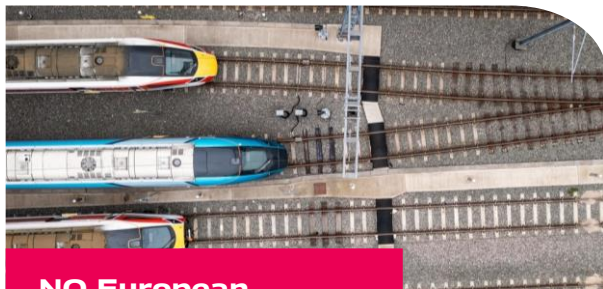
#MakingTrainTravelEasy for a more sustainable and livable future

Björn Bender

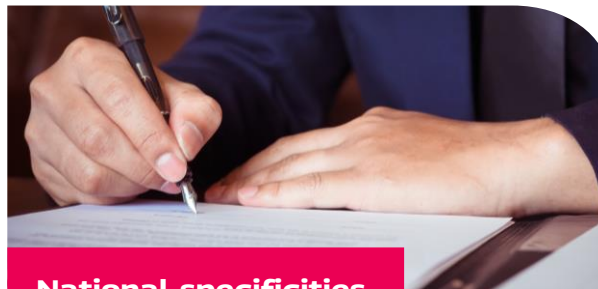
CEO & Executive Chairman, Rail Europe

March, 2024

Myth vs. Reality: Towards a unified European Railway System?



NO European standards



National specificities remain the norm



Cross-Border cooperation & complexity



Infrastructure planning is key, but long-term



Sustainability and/or Convenience



Intermodal Integration: mobility chain

What will it take for the modal shift to rail to become a reality?



Liberalisation



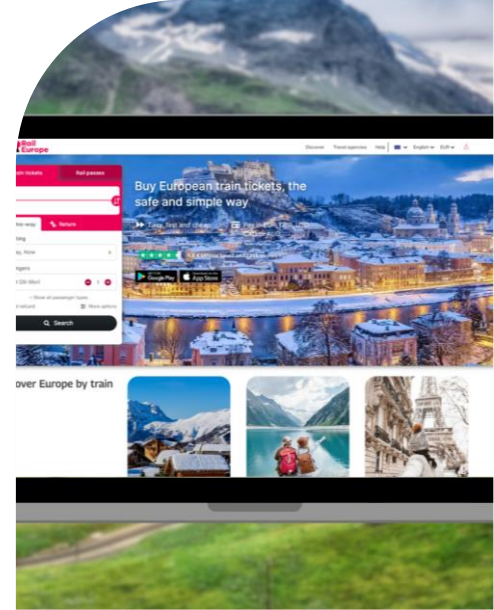
Competition



The revival of night trains



More high speed offers & connections



More private, neutral and agnostic players like Rail Europe

News from ITB Berlin 2024!

- **Witnessing the so-called “revenge travel” effect at ITB 2024.**
- **Travel and tourism spend to surpass pre-COVID levels in 2024.**
- **A rapidly growing travel market relying more on digital:** Global online to reach \$174B in 2025 (almost x5 offline bookings).
- **Why “train travel is the new black”?**
- **Deutsche Bahn and Rail Europe forge strategic partnership** to transform international rail travel.
- **Enriching our offers steadily with new products and features: protection plan, starting partnership with Iryo (Spain).**





**Thank you &
feel free to connect!**

Björn Bender

Executive Chairman & CEO

