

Rail Travel - UK - July 2014

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"Fast growing tablet ownership, in connection with emerging superfast Wi-Fi, offers opportunities to provide bespoke online entertainment packages to travellers, for example by partnering with content providers such as Netflix, Spotify Premium, tablet magazine/newspaper publishers and e-booksellers."

– John Worthington, Senior Analyst

This report looks at the following areas:

- How can rail attract more older travellers?
- Combating perceptions of poor value for money
- How can train companies maximise the opportunities of mobile technology?

Rail has been one of the great travel success stories of recent years, but the industry still attracts negative press and is seen by many consumers as offering poor value for money. Britons, apparently, like to moan about their railways while continuing to use them in ever increasing numbers.

Growth has also been somewhat uneven, led by commuter journeys in the South East with regional and long distance use lagging behind. There is evidence of a societal shift from road to rail but, with the train still accounting for only 10% of the total distance travelled by people in Great Britain, there is huge scope for further expansion.

This report analyses the market drivers of rail travel and the size, growth and segmentation of the market, profiles the leading companies involved, and includes detailed consumer analysis examining who travels by domestic and cross-Channel rail services, how often and for what purpose, the preferences and behaviour of travellers, how long people are willing to spend travelling by train for leisure and business, and general attitudes towards rail travel. Mintel last reported on Domestic Rail Travel in January 2010.

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This report is part of a series of reports, produced to provide you with a more holistic view of this market