

Domestic Rail Travel - UK - January 2010

Report Price: £1500 / \$3000 / €2250



What is this report about?

Domestic rail's boom years have given way to a period of uncertainty as the recession has taken its toll. Growth in journeys (volume and value) has ended. Ambitious investment is planned but future public spending cuts threaten the programme. However, the long-term trend is one of growth. As a result of 2008/09's record-high number of passenger journeys, 2009/10's estimate is still the third most successful 12-month period (in this regard) for over 60 years.

This report examines the UK's rail travel market (excluding commuting), investigating the core market factors, consumer dynamics and targeting opportunities, key strengths and weaknesses, the likely prospects regarding investment, the market's future, how the recession has impacted, innovations of relevance and exclusive consumer research.

What have we found out?

- The recession has meant an end to year-on-year growth in rail journeys. There will be an estimated 1,215 million in 2009/10, down 59 million from 2008/09.
- Consumer attitudes toward rail are hardening. Almost 30 million people believe that train tickets in the UK are too expensive – approximately 7 million more than did so in 2007.
- Only 3.5 million think rail travel represents value for money. Widespread confusion appears to reign over booking and finding best prices – fewer than 12 million believe that booking train tickets is easy enough.
- Some 3.6 million adults can be categorised as fans of rail travel. However, even here, over half think it's too expensive.
- 4.6 million are green-friendly, stating that trains' environmental friendliness motivates them to use the railways.
- Overall, more than 9 million adults are generally positive towards rail travel, while over 12 million can be seen as negative.

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