

Eurailspeed

Parallel Session A.1

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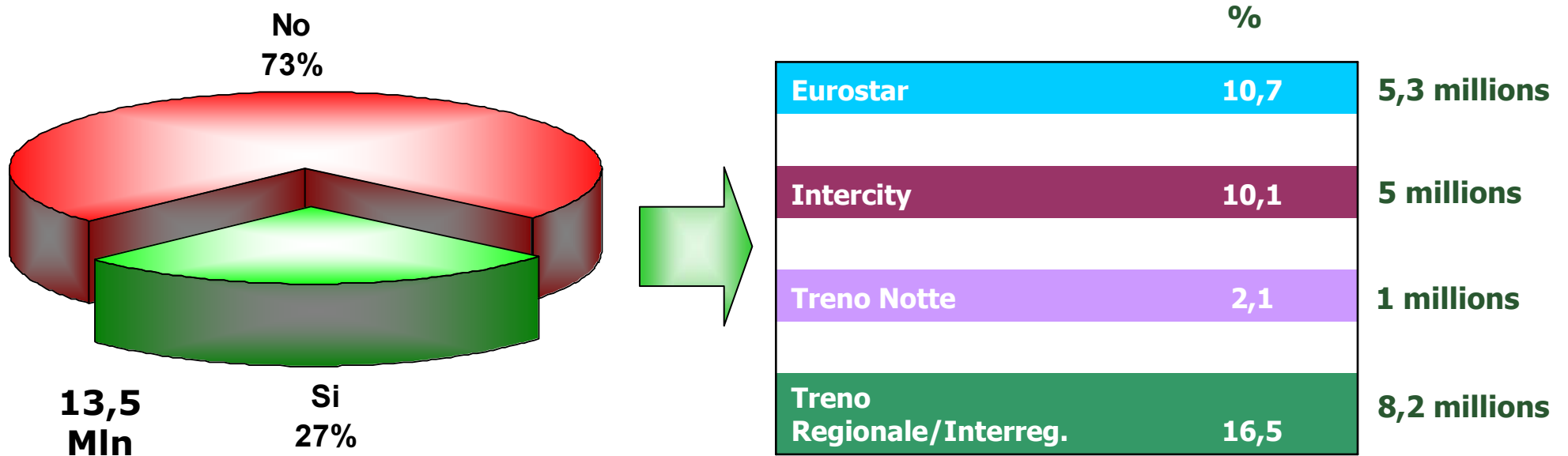




Which market for high speed rail travel?

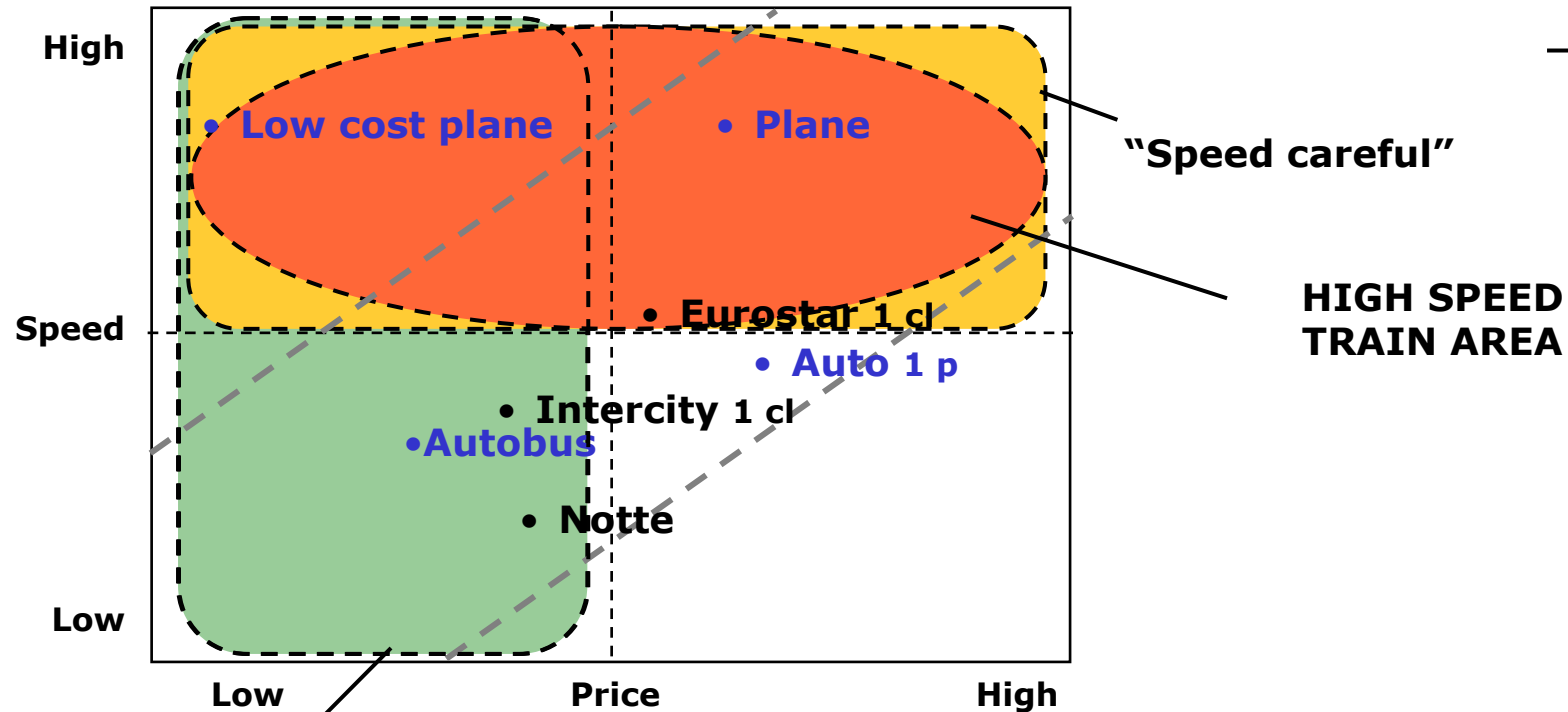
Paolo Gagliardo
Direttore Marketing

Italian market: travellers



- **13,5 millions of italians made at least one train travel in last 12 months**
- **High speed trains can increase train loyalty as well as traveller number**

Market positioning

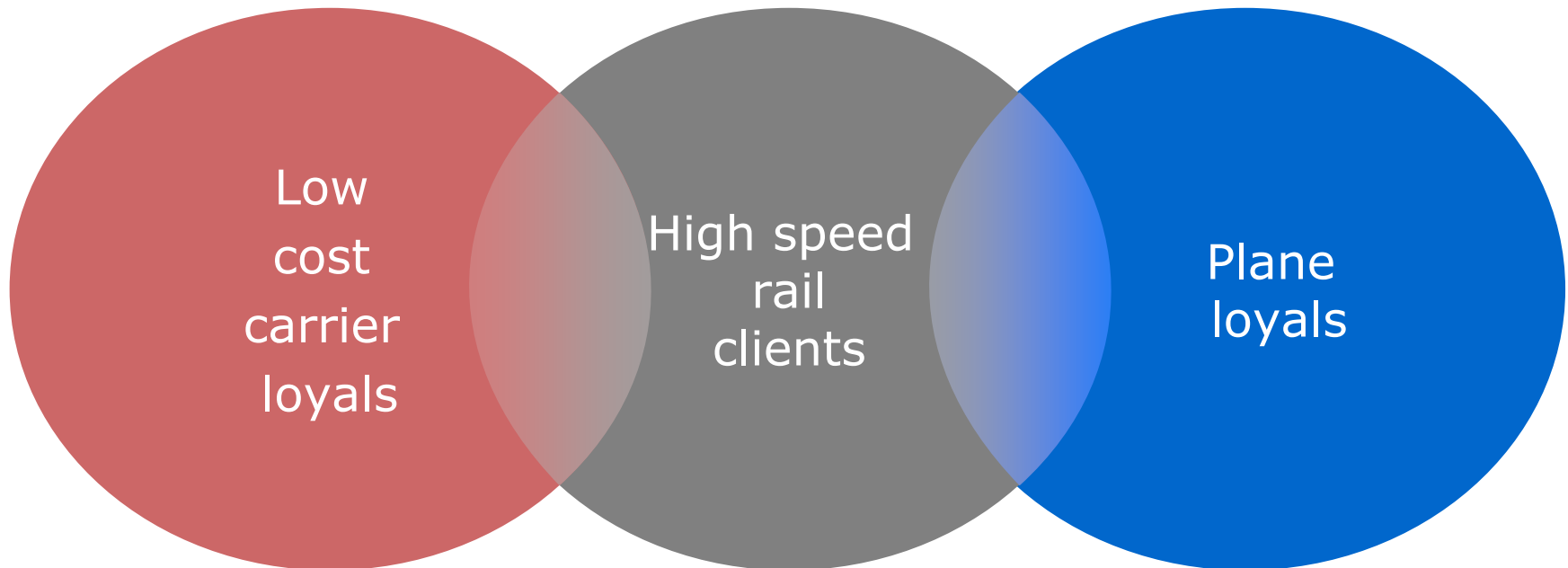


"Budget careful"



- Success of high speed rail will depend on how it will be differentiated compared to planes (low cost and national carriers)
- National carriers are first competitors

Potential client clusters



Market slice difficult to win: "Budget careful"

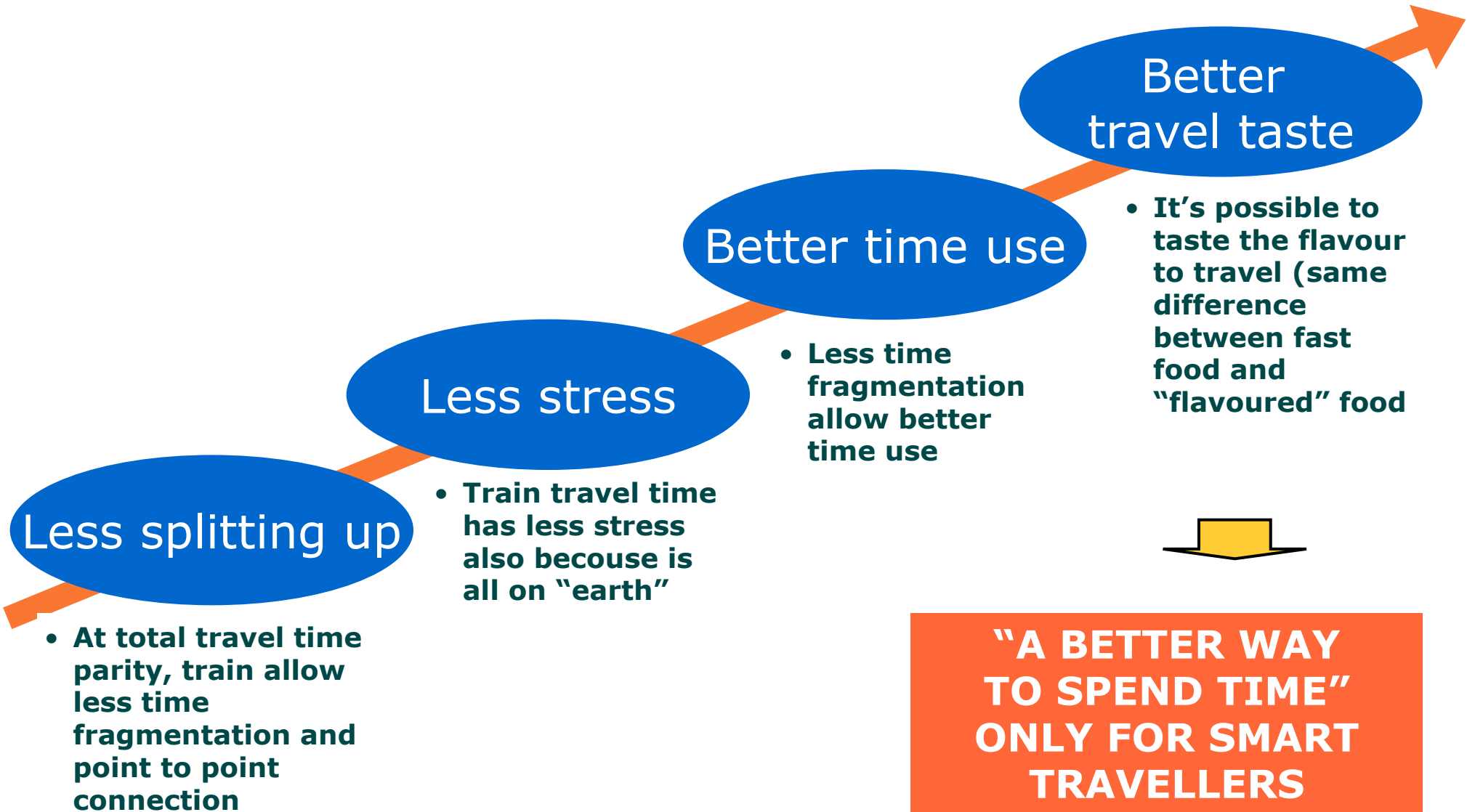
- **New clients deriving from creation of new clients needs (cities without airports,..)**
- **Clients who prefer high speed train advantages**

Market slice "airplane obsessed"

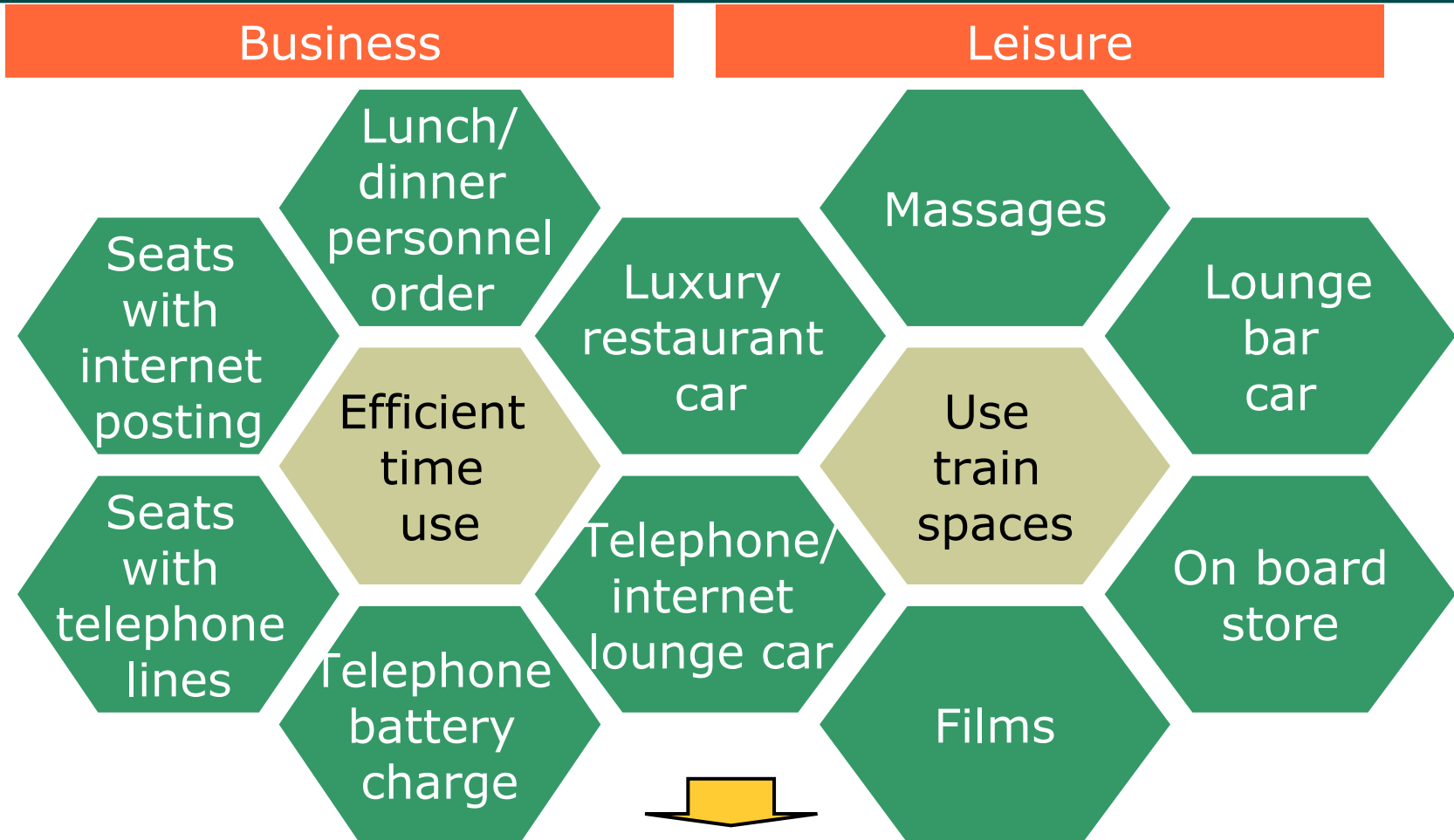


High speed company can think to their clients as the "smart travellers"

Focus on rail differences



Services range offer



- **Align with airlines in quality level of similar services (sales services, on board personnel,...)**
- **Emphasize on services differences: space and efficiently used time**