

# Transforming air-rail partnerships and broadening new opportunities



The growth of high-speed rail, along with the deregulation of domestic and cross-border travel is driving change on the travel landscape and shifting rail as the travel-option of choice for both business and leisure travelers. It's also opening new opportunities for rail providers to cross territories and internationalize their sales strategies.

Additionally, airlines are looking to partner with rail operators where high-speed rail exceeds 50% of the intercity routes, complementing their air-to-air feeder reach and expanding into air-to-rail arrangements.

As competition grows at home and abroad, travel providers need new ways to differentiate services and achieve a new competitive advantage. At Travelport, our air-rail codeshare capabilities underpin the seamless air and rail (multimodal) bookings that can help deliver new growth and revenue opportunities for global airlines and rail providers, alike.

“Cooperation between travel modes is the most logic strategy to maximize feeder opportunities and seize the benefits of network expansion. It is clear that carriers and consumers benefit from such cooperation but it is also clear that travel agents can benefit as they can now book, ticket and settle air-rail combinations seamlessly.”

Denis Grenier  
Vice President Business Development,  
AccesRail



## Benefits for rail operators

Through Travelport air-rail codeshare services, rail operators can reach over 68,000 corporate and leisure travel agency locations through all Travelport points of sale. Additionally, value-added capabilities such as guaranteed rail bookings, coach seat assignments and rail ticketing can provide expanded sales opportunities as well as:

- Multimodal reservations booked and paid for through the travel agent's normal workflow.
- Communicate the full benefits of your brand and service to the passenger, winning business from other airport ground transport operators.
- Open new international sales opportunities through codeshare agreements with local airlines.
- Allow the airline to manage revenue collection on your behalf.
- Receive online training provided by Travelport.

## Benefits for airlines

Airlines that operate into cities offering high-speed rail service can benefit from the extended reach of partnering with rail operators in that country. Additionally, Travelport's Rich Content and Branding allows airlines to promote their air-rail codeshare services to new destinations - with or without an airport - and at the point of sale. Other benefits include:

- Increase your multimodal sales opportunities to Travelport's 68,000 travel agency locations worldwide, plus online travel agents, TMCs and corporates.
- Expand access to high-yield customers who are likely to pay a premium for fast, convenient rail service to their final destination.
- Optimize an interline or codeshare agreement with rail operators or an air-rail enabler.
- Simplify revenue collection and foreign exchange costs in partnership with IATA participating vendors.
- Become a beyond air, multimodal provider.

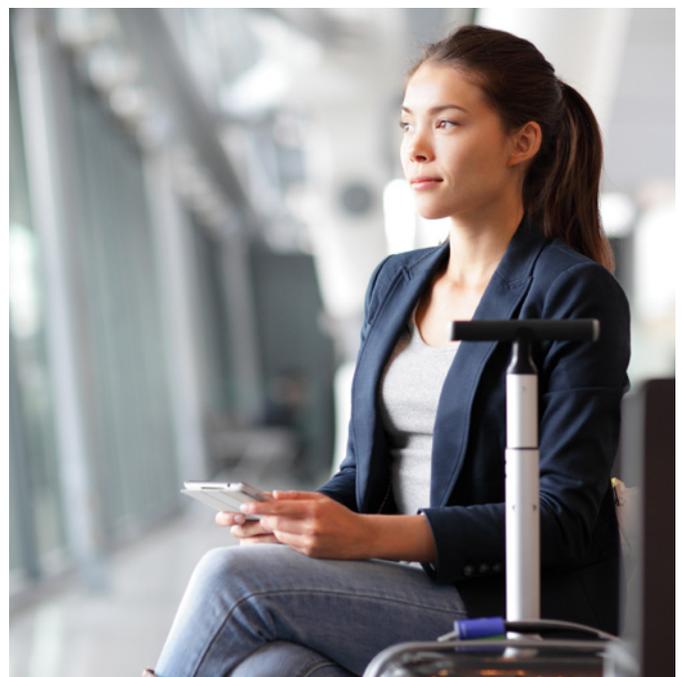
## Benefits for travel agents and travelers

Travelport booking agents can reserve air and rail journeys worldwide, effectively and efficiently, changing the agency product mix from air-only, to air and rail. Also, under the air-rail agreement, the travel agency is not required to obtain a rail license, saving administration and start-up costs. Other benefits include:

- Standard booking process in the agent's workflow using IATA codes.
- A single e-ticket can accommodate both air and rail reservations.
- Rail destinations extend the reach of airlines into city centers.
- Rail boarding passes can be issued online or at the rail station.
- Convenient connection times are established between the airline and the rail operator.
- Standard back-office accounting processes streamline agency operations.
- Multimodal PNRs can be created

There are also significant benefits for travelers who receive a seamless travel experience to their final destination.

Travelers can book and pay for both air and rail segments via a single or separate ticket anywhere in the world, and can be assured that the next leg of their journey is ticketed and ready. At Travelport, our air-rail codeshare applies to interline and standalone tickets.



## Broadening your reach and opportunities

Let Travelport introduce you to multimodal providers and our air-rail codeshare services to maximize sales and expand your reach domestically and globally. Contact your local Travelport representative or visit [travelport.com/rail](https://travelport.com/rail)

