

## TOURISM, A BUSINESS OPPORTUNITY FOR THE STATIONS.

Tourism in Spain has grown in recent years, which represents a business opportunity for the stations.

The expenditure figures on tourism in Spain during the first quarter of 2015 increased by 7% over the last year and the number of foreign arrivals also increased by 5,3% in this period. Train, whose market share is 5% of all trips in the country, has also had a positive growth which suggests that revenues and perceived quality at stations can be increased by attracting tourists from cities.

Station is a tourists point of arrivals and departures and also a reference at cities for tourists who are making tourism.

Therefore, Adif objective at its stations is increasing commercial income, increasing the number of tourists who visit the station and increasing their perceived quality.

Following the Adif station management scheme, shown last years and adapted to tourism, when it comes **proportions** our vision is making from the station buildings a unique element. Our goal is making them closer, getting to tell stories about them, how they were built, what they have become in, and adapting its identity to tourists curiosity and its space to their needs.

Stations are a reference place for **interoperability** at cities. The different means of conveyance needed for tourism, both within the own city as between cities, converge at stations: rental cars, motorcycles and bicycles; taxi; trains, Ave, Middle Distance; metro; buses; sightseeing buses; connection with cruises; travel agencies ...

The third interest point in the Adif station management is the **experience** of its users. Meeting the tourism needs is essential to position it as another tourism infrastructure at city. It offers a cultural space, commercial infrastructure, a meeting point, lockers, hotel, accommodation, buying tickets for shows ... a whole world of possibilities in a single location. Easy to find, arrive and enjoy.

Adif will give the next steps to improve the stations positioning and make them focused to tourism infrastructure:

- Reviewing commercial mix and services offered to tourists at stations, helped by an improvement of signage and information at them.
- Improving experience at stations through promotional and leisure activities, that complement the city cultural offerings to be part of the tourist circuits. Providing the stations history through technological elements to give value to the historic buildings we own and their impact on social networks.

- Communicating to local authorities our approach to tourism in order to integrate us into the actions carried out at cities in this scope. Adif has made important actions for tourism at their stations such as information offices, travel agencies and hotels.

The future of stations will certainly be technological but without forgetting the important part of the experience that our customers live in them. Therefore, the approach to tourism is focused on the best possible experiences at station and discovering a singular space at Spanish cities.