

NEW APPROACH TO ROAD AND RAILWAYS ATTRACTIVENESS

***The main question is "Why we have to attract our stations?"
Although it is a legal and obvious that we should do this, but
I have found another result that shows "Railroad will be
under a high risk situation in the world in future, so doing
such projects is so essential to be a part of solution. "***

There are 2 main points:

- **First point:**

There is a major competition between road & rail & aviation section.

Intercity transportation : in the most of the countries ,**the car** is power full & serious competitor to the "rail way"

Urban transportation: all around the world, **the car** is power full & serious competition, the "public transportation"

Several figures in both intercity and urban transportation trend show that the market share of cars is huge and it will become more in future. It is terrible.

Don't ever neglect the competitors!

Although, developed countries which are advanced in the rail passenger and "High speed Railways", they pay special attention to this competition.

How should we increase rail travel market share?

The main problem is the attractiveness of cars.

Let's analyze the car, as the most powerful competitors!

- ❖ More attraction of modern cars
- ❖ More comfort of modern cars
- ❖ Easy access different areas
- ❖ Car orientation of cities
- ❖ Safety of the road

We can't stop it ,**But** We have to make more attractions in railway transportation.

How??

By providing:

- ❖ Best rolling stocks
 - ❖ Best passenger services
 - ❖ **Attractiveness of stations**
- **Second Point:** Attractiveness of stations is essential, but not enough!

Why should Railways design attractive stations continuously?

As auto makers are focusing on better design and produce attractive cars **non-stop**, **Railways should redesign attractive stations continuously**

Try to make stations more and more attractive.

This is a **race** which never ends!!!

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