



Parallel Session 2B – Services & Commercial activities

# Overview of Services and Commercial opportunities



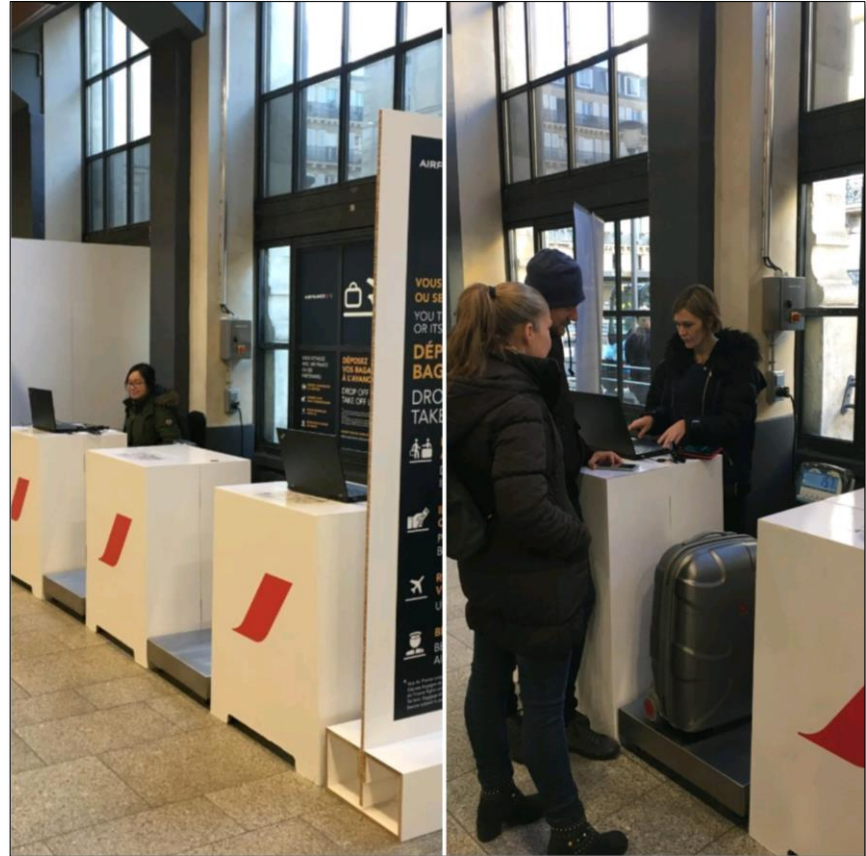
**UIC next station**  
TEHRAN 2019

**Clément Gautier**

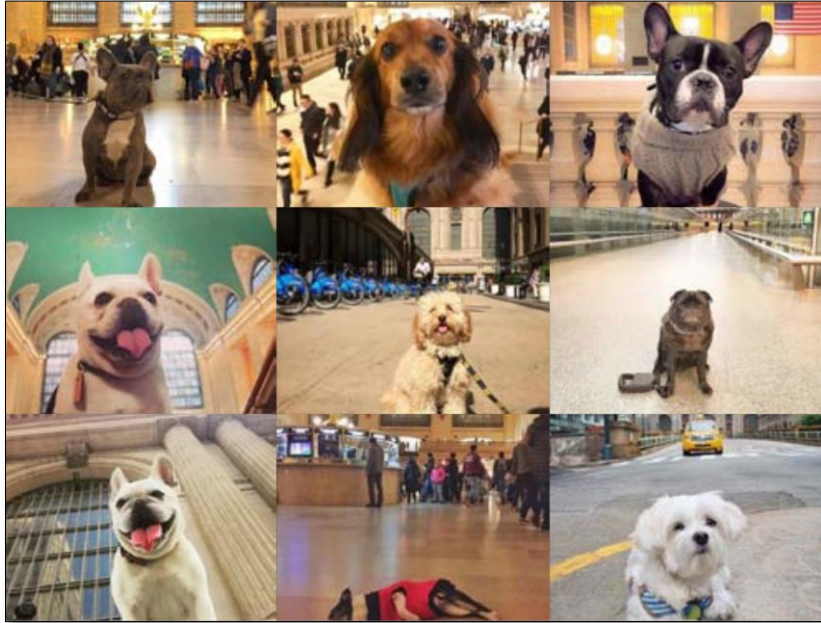
International Union of Railways - UIC

*Railway Station Project Manager*

# 1 – Services for Passengers



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grandcentralnyc S'abonner

1 533 publications 119k abonnés 304 abonnements

## Grand Central Terminal

Introducing \$2 Tuesdays this June at Grand Central Market! 🍌🍌🍌 6/4, 6/11, 6/18, 6/25

[www.grandcentralterminal.com/event/taste-of-grand-central-market-3](http://www.grandcentralterminal.com/event/taste-of-grand-central-market-3)



Dining



Shopping



Events



Holiday Fair



#ShareGCT



History



#GCTCeleb...



nycparks S'abonner

1 327 publications 137k abonnés 140 abonnements

## NYC Parks

NYC Parks is the agency responsible for NYC's public parks and recreational spaces. We offer public events, sports, fitness, and outdoor adventure. [nyc.gov/parks](http://nyc.gov/parks)



Art



Wildlife



Spring



spancrasinternational S'abonner

1 096 publications 10,8k abonnés 235 abonnements

## St Pancras International

Where dining, shopping & culture meet travel, all under one iconic roof. 📍#london |

🍴#travel | 🛍️#shopping | 🏗️#architecture | 🎵#music

[bit.ly/2WHbwT1](http://bit.ly/2WHbwT1)



britishtransportpolice S'abonner

598 publications 31,9k abonnés 135 abonnements

## British Transport Police

Policing the trains, trams and tubes across Britain.



[careers.btp.police.uk](http://careers.btp.police.uk)



kingscross\_n1c S'abonner

124 publications 393 abonnés 280 abonnements

@Kingscross\_N1C

#Kingscross\_N1C #Exploringkingscross



Firearms Unit



#WeAreBT...



Rail Live 2018



NIRT: Ride ...




#IWD2018






# 1 – Services for Passengers




 **grandcentralnyc** • S'abonner  
Vanderbilt Hall At Grand Central


and more in vanderbilt hall until  
2pm! #GCTeats #GCTcelebrates

48 sem




 **indra.budiwati** my fav place is grand central, missing NYC can't wait to go back 🥺🥺🥺





48 sem 1 mention J'aime Répondre

 **nepatsfan1988** On my way

48 sem 1 mention J'aime Répondre

— Afficher les réponses (1)

 **posterhousenyc** Omg

2 117 J'aime

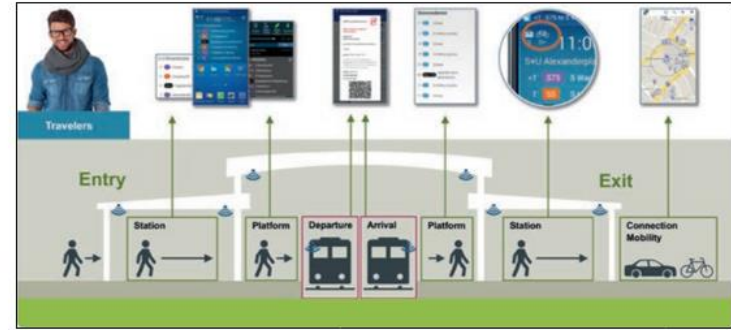
27 JUN 2018

# 1 – Services for Passengers

New Passenger information and wayfinding solutions



**Indoor navigation via Augmented Reality**



**Real-time updates on traffic and multimodality**



**Indoor navigation via Beacons**



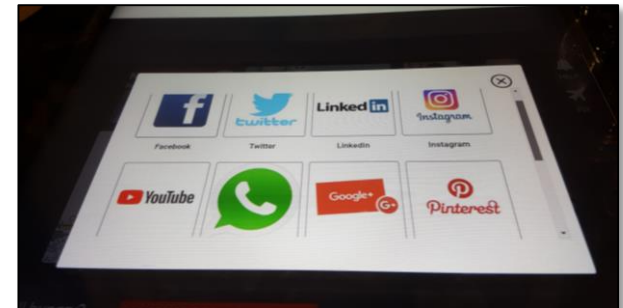
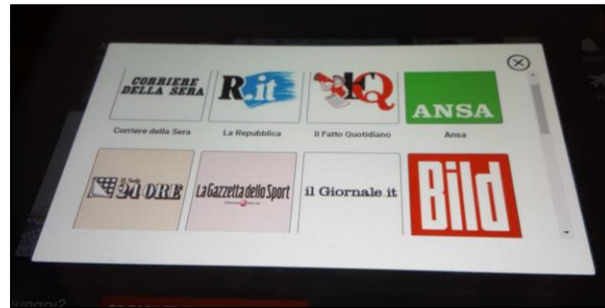
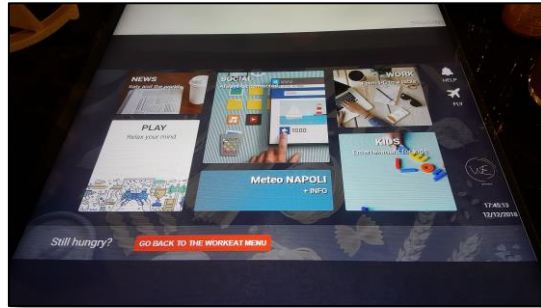
**Smart and personalized services**

# 1 – Services for Passengers

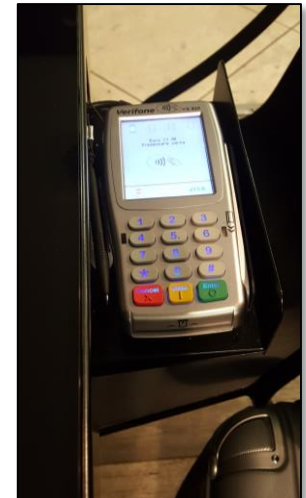




# 1 – Services for Passengers



Flight Number	Destination	Time	Status
LH 01931 OS 07370	MUNICH	06:05	Partito 06:06
FR 06828	TREVISO	06:15	Partito
AZ 01268 EY 02964	ROMA Fiumicino	06:20	Partito 06:19
AZ 01278	MILANO Linate	06:35	Partito 06:23
U2 02888	MILANO Malpensa	07:00	Partito 06:59
U2 00991	VENEZIA	07:20	Partito 07:18
EP 01316	UDINE	07:35	Partito





## 2 – Leisure opportunities



## 2 – Leisure opportunities

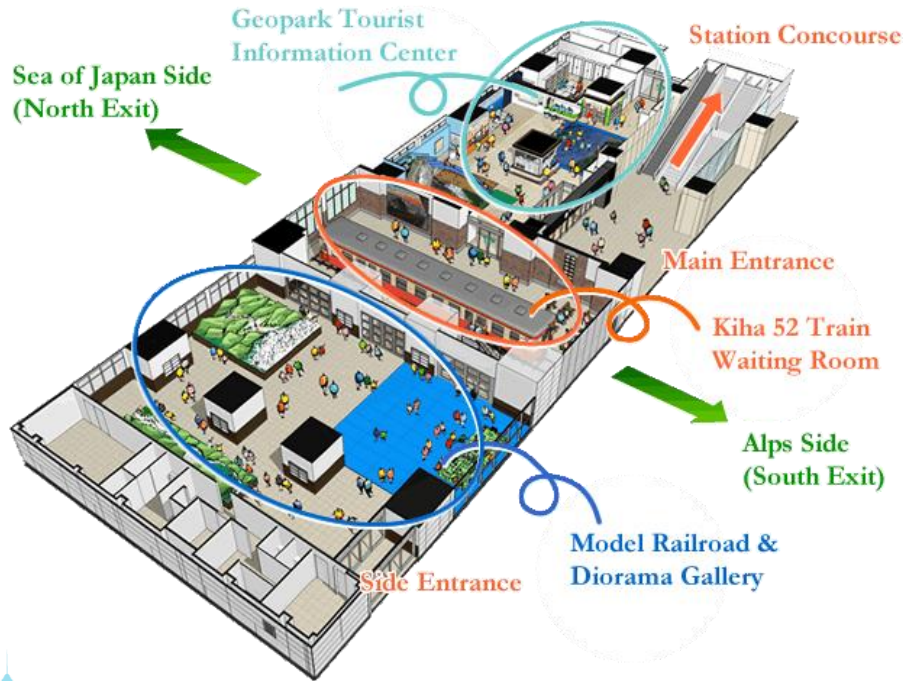


## 2 – Leisure opportunities





# 2 – Leisure's opportunities



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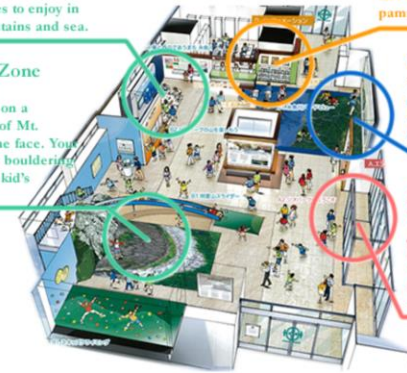
**Experience Zone**  
Learn about the different activities to enjoy in Itoigawa's mountains and sea.

**Experience Zone**  
Slide down the Mt. Myojo Slide on a realistic replica of Mt. Myojo's limestone face. Your kids can also try bouldering at our authentic kid's climbing wall!

**Tourist Information**  
Get the latest information and pamphlets here!

**Guidance Zone**  
Learn about where you'll go next with a 70 inch interactive display, videos and a 70 m2 bird's-eye view of Itoigawa.

**Entrance Zone**  
The doors feature a map of the Japanese Islands, with Itoigawa highlighted in the middle. The pillar in the entrance features panels about Geoparks around Japan and the world.





## 2 – Leisure's opportunities



## 2 – Leisure's opportunities

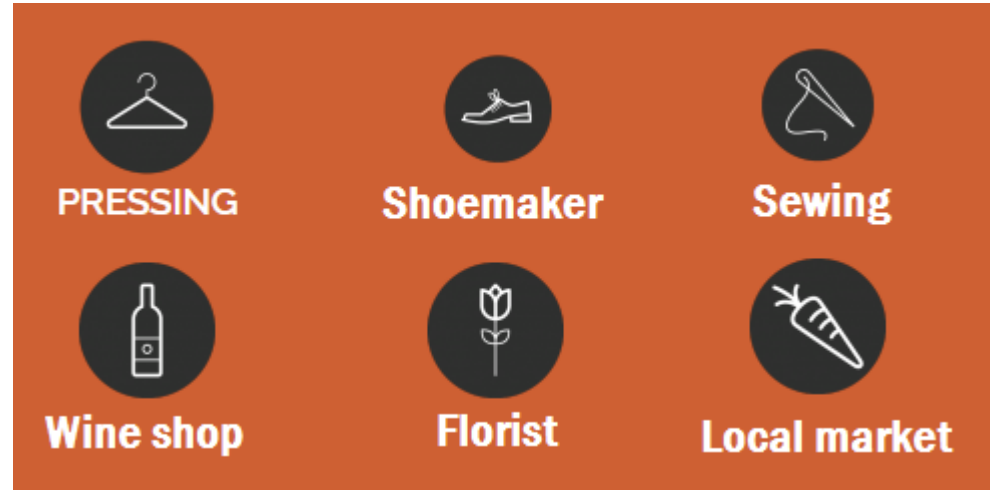


# 3 – Commercial Opportunities – Station as a Destination



# 3 – Commercial Opportunities – Station as a Destination

QUATRE  
ÉPINGLES





# 3 – Commercial Opportunities – Station as a Destination



JR EAST – Booth for work in railway stations

New potential services for customers to save time and work efficiently in the station. There are personal desk and chairs, electric outlet, wifi, and heating etc. in the booth.

JR East will offer booths for work in the station and customers can use it with a nominal fee.

While they are waiting for a train, but they need to send an e-mail immediately or speak to someone secretly, they can use it.

# 3 – Commercial Opportunities – Station as a Destination



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# 3 – Commercial Opportunities – Station as a Destination





# 3 – Commercial Opportunities – Station as a Destination



<p><b>LE COMPLET</b></p> <ul style="list-style-type: none"> <li>• Une entrée froide</li> <li>• Un plat carnivore / un plat végétarien ou salade</li> <li>• Un dessert gourmand</li> <li>• Une boisson au choix</li> <li>• Un morceau de pain</li> <li>• Couverts</li> </ul> <p>17€ HT</p> <p>livraison incluse*</p>	<p><b>LE PRESSÉ</b></p> <ul style="list-style-type: none"> <li>• Un plat carnivore / un plat végétarien ou salade</li> <li>• Un dessert gourmand</li> <li>• Une boisson au choix</li> <li>• Un morceau de pain</li> <li>• Couverts</li> </ul> <p>15€ HT</p> <p>livraison incluse*</p>

# 3 – Commercial Opportunities – Station as a Destination



60 % of the staff are seniors  
68 years old for the elder staff  
135 000 clients for the begining  
4,5/5 average rate on google and tripadvisor

## **Fun fact**

Location description → High-Speed Platform 10 & 11

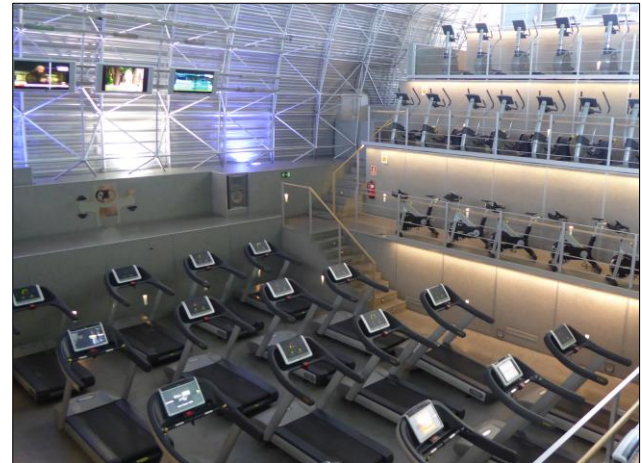
Lunch both at the restaurant or in the train  
Deliverable on UBER eat

→ Fit with worker/commuter requirements





# 3 – Commercial Opportunities – Station as a Destination



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**Thank you**  
for your kind attention