



# CITY CENTRE TO CITY CENTRE – RAIL VS. AIR

**80%**  of flights are made online

**20%**  of rail bookings are made online

The public is happy to book their flights online, so what is stopping them when it comes to rail? Showcasing rail and air options side-by-side opens a world of options to consumers and helps rail companies grow ticket sales.

LONDON TO MANCHESTER (BA)			LONDON TO MANCHESTER (VIRGIN TRAINS)		
LONDON HEATHROW - MANCHESTER			LONDON EUSTON - MANCHESTER PICCADILLY		
<b>OUTGOING</b>	<b>RETURN</b>	<b>DURATION</b>	<b>OUTGOING</b>	<b>RETURN:</b>	<b>DURATION</b>
07:10 - 08:15	16:55 - 17:55	1h05	06:16 - 08:28	17:15 - 19:24	2h12
RETURN - COST - £113			RETURN - COST - £74		
<a href="#">Select</a>			<a href="#">Select</a>		




3h05\*

2h12

BARCELONA TO MADRID (VUELING)			BARCELONA TO MADRID (RENFE)		
BARCELONA EL PRAT - MADRID BARAJAS			BARCELONA SANTS - MADRID PUERTA DE ATOCHA		
<b>OUTGOING</b>	<b>RETURN:</b>	<b>DURATION</b>	<b>OUTGOING</b>	<b>RETURN:</b>	<b>DURATION</b>
07:00 - 08:25	17:00 - 18:15	1h25	06:40 - 09:25	18:00 - 20:30	2h35
RETURN - COST - £109			RETURN - COST - £144		
<a href="#">Select</a>			<a href="#">Select</a>		




3h25\*

2h35

BRUSSELS TO AMSTERDAM (KLM)			BRUSSELS TO AMSTERDAM (THALYS)		
BRUSSELS INTL - AMSTERDAM AIRPORT SCHIPHOL			BRUSSELS CENTRAL - AMSTERDAM CENTRAAL		
<b>OUTGOING</b>	<b>RETURN</b>	<b>DURATION</b>	<b>OUTGOING</b>	<b>RETURN</b>	<b>DURATION</b>
06:45 - 07:40	17:00 - 17:40	55mins	06:52 - 08:42	17:17 - 19:08	1h50
RETURN - COST - £154			RETURN - COST - £68		
<a href="#">Select</a>			<a href="#">Select</a>		




3h\*

2h10\*

FRANKFURT TO HAMBURG (LUFTHANSA)			FRANKFURT TO HAMBURG (DB)		
FRANKFURT AM MAIN - HAMBURG FUHLSBUTTEL			FRANKFURT (MAIN) HBF - HAMBURG HBF		
<b>OUTGOING</b>	<b>RETURN</b>	<b>DURATION</b>	<b>OUTGOING</b>	<b>RETURN</b>	<b>DURATION</b>
07:00 - 08:05	17:00 - 18:10	1h10	06:58 - 10:35	18:24 - 22:03	3h40
RETURN - COST - £260			RETURN - COST - £75		
<a href="#">Select</a>			<a href="#">Select</a>		



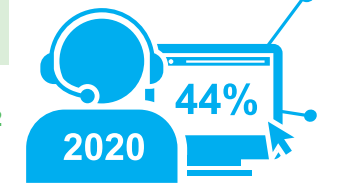

3h10\*

3h40

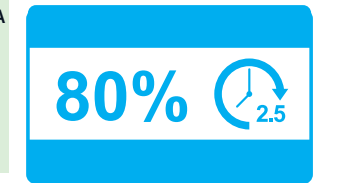
## DID YOU KNOW:



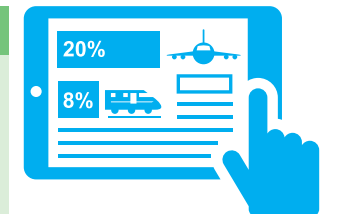
Possible CO2 emission reduction by taking the train over a plane.



By 2020, an estimated 44% of rail bookings will be online.



When journey time is less than 2.5 hours, 80% of travellers prefer to travel by rail over air.



In a recent study by Phocuswright, 20% of consumers indicated that Online Travel Agents are a typical booking method for air, but only 8% for rail.



SilverRail is powering global rail with its next generation retailing and distribution platform.

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Prices and travel information valid on date of production (11/10/16)  
Outgoing: (14/11/16) Return: (17/11/16)

\* The times indicated show the fastest journey time from city centre to city centre for business travellers and include average transit times to/from the airport (1h) and average check-in times (1h) for air and 20min for cross-border rail.  
References: <http://silverrailtech.com/c2gstats/>