

# Webinar “Connecting Europe Multimodal Travel for Sustainable Tourism”

*27 June 2025, 14.15 – 16.00 CET*

## Webinar Summary





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## Transition pathway for EU tourism

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# Introduction

## Scope and objectives of the webinar



### Target audience

National, regional and local authorities, DMOs, SMEs and larger companies, Industry Associations, Chambers of Commerce, academia and any other tourism stakeholder interested in the topic.

### Scope and objectives

This webinar will explore how multimodal travel can support the greening of tourism across Europe. As the tourism sector seeks to reduce its environmental footprint, enabling seamless combinations of sustainable transport modes such as rail, coach, and last-mile solutions presents a major opportunity. A particular focus will be given to multimodal ticketing systems as a critical enabling for shifting travellers away from private cars and short-haul flights towards such sustainable options.

The session aims to highlight how integrated ticketing can simplify sustainable travel by offering end-to-end journey planning, real-time information, and single-payment solutions. Participants will hear about best practices and emerging technologies that support cross-border and cross-operator coordination, as well as the challenges related to data sharing, interoperability, and regulatory fragmentation.

Key objectives include identifying how the EU can support the development of multimodal travel comparison and combination options, including by addressing relevant technical and market challenges. Through expert presentations and interactive discussion, the session will generate practical insights for policy-makers, industry stakeholders, and regional authorities.

# Agenda

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## Welcome and introduction

14:15 - 14:25

- **Moderator: Emmanuel Mounier**, EU Travel tech Secretary General, T4T Digital Subgroup Chair
- Opening remarks from **Kathrin Obst**, Deputy Head of Unit of the DG MOVE unit Single European Rail Area

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## Session 1 "Role of multimodal travel in decarbonizing tourism"

14:25 – 14:55

- **Victor Thévenet**, Rail Policy Manager, Transport & Environment
- **Klaus Kreher**, Head of Carrier Management, Rail Europe
- **Tatiana Veselova**, Public Affairs Manager at ETC
- **Bertille Meauze**, Policy Assistant, DG Move

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## Session 2 "How the EU can enhance multimodal ticketing"

14:55 – 15:25

- **Robin Loos**, Head of Transport & Sustainability, the European Consumer Organisation
- **Juan Jesus Garcia**, Vice President Industry and Government Affairs EMEA, Amadeus
- **Sophie Lombard**, EU Affairs manager at SNCF Group
- **Eric Drésin**, Secretary General, ECTAA

15:25 – 15:45

**Q&A**

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## Closing remarks

15:45 – 16:00

- Wrap up by the moderator
  - Next steps by **Dolores Ordóñez**, Director at AnySolution and T4T Expert
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# Webinar "Connecting Europe: Multimodal Travel for Sustainable Tourism"

## Speakers



**Moderates: Emmanuel Mounier,**  
Chair of the T4T Digital Subgroup



**Kathrin Obst,**  
Deputy Head of Unit of the DG MOVE unit Single European Rail Area



**Victor Thévénét,**  
Rail Policy Manager, Transport & Environment



**Klaus Kreher,**  
Head of Carrier Management, Rail Europe



**Tatiana Veselova,**  
Public Affairs Manager at ETC



**Bertille Meauze,**  
Policy Assistant, DG Move



**Robin Loos,**  
Head of Transport & Sustainability, the European Consumer Organisation



**Juan Jesus Garcia,**  
Vice President Industry and Government Affairs EMEA, Amadeus



**Sophie Lombard,**  
EU Affairs manager at SNCF Group



**Eric Drésin,**  
Secretary General, ECTAA



**Dolores Ordoñez**  
Expert of the T4T Digital Subgroup. Anysolution

Transition pathway  
for EU tourism

# Webinar in numbers



**195** Registrations



**92** Participants

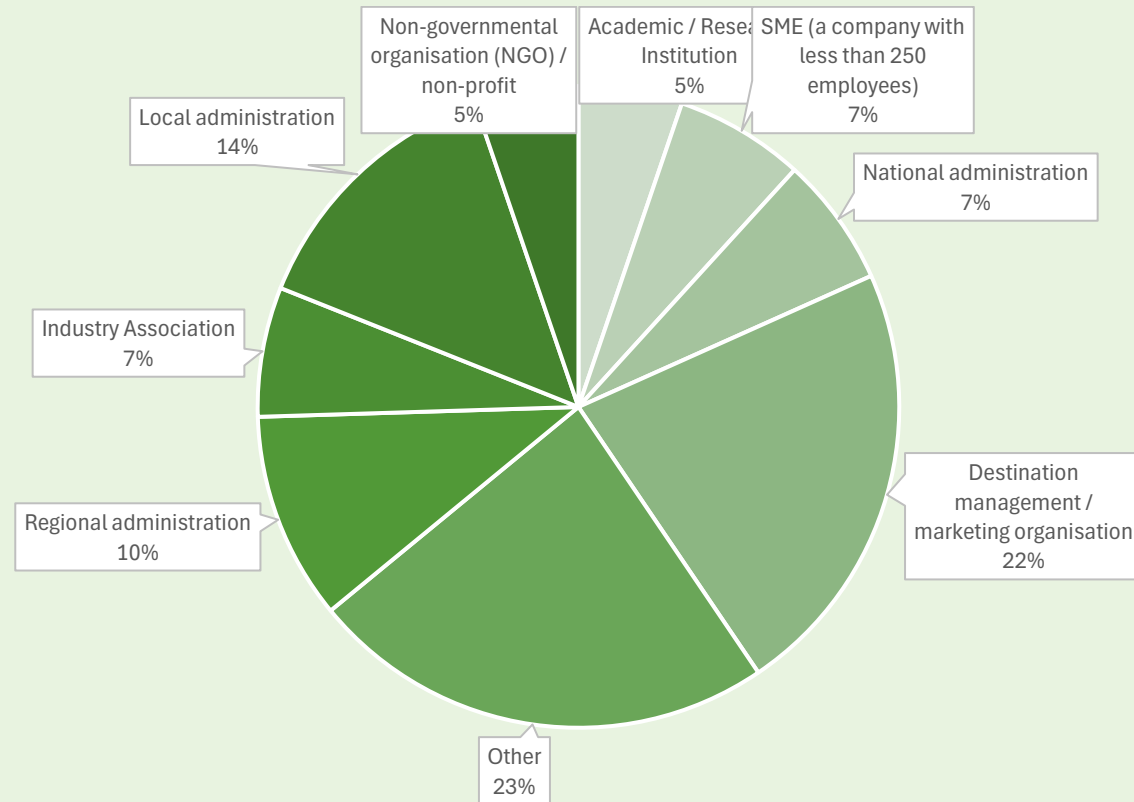


Participants from **12 EU MS** and **1 non-EU** countries



**10** Speakers

## Participants' Organisations



## Results of the post-webinar survey



**91%** of the respondents were very satisfied/satisfied with the webinar.



**92%** of the respondents found that the webinar provided useful information.



**93%** of the respondents feel that they have obtained a better understanding and knowledge of the topic after attending.

# Key discussion points (1/4)

Representatives from the **European Commission, T&E Rail Programme, Rail Europe SA, BEUC, Amadeus, SNCF Group, ECTAA, AnySolution** discussed the following:

1

## Session 1: “Role of multimodal travel in decarbonizing tourism”

- At the beginning, Kathrin Obst from DG MOVE **focused on the strategic importance of multimodality within the EU’s Sustainable and Smart Mobility Strategy**. The need to digitalise and decarbonise transport systems was underlined, with emphasis placed on enabling seamless connections between transport modes to support sustainable travel. The benefits of combining rail with other modes, such as air or local transport, were illustrated through practical examples. The liberalisation of the EU rail market and the emergence of new operators were highlighted as positive developments, though challenges related to fragmented services and limited passenger visibility were acknowledged. Infrastructure integration, particularly at airports, was identified as a key enabler of modal shift. The Commission’s upcoming multimodal ticketing initiative was introduced, with three core pillars outlined: platform governance and non-discriminatory access, obligations for dominant rail operators to sell tickets, and enhanced passenger rights for multi-operator journeys.
- Victor Thévenet from Transport & Environment **presented the environmental imperative for multimodal and multi-operator travel, particularly in the context of decarbonising tourism**. The disproportionately low emissions of rail compared to aviation and car travel were emphasised, alongside the need to shift transport demand accordingly. The growing presence of new rail operators across Europe was noted as a positive trend, though the lack of integrated ticketing was identified as a major barrier. The risks of aviation growth undermining climate goals were discussed, with caution advised regarding airport-rail integration due to potential rebound effects. A personal multimodal journey from Paris to Tangier was used to illustrate the complexity and fragmentation of current booking systems. The urgency of EU regulatory action was stressed, with the upcoming Single Digital Booking and Ticketing Regulation, Multimodal Digital Mobility Services Regulation, and revised passenger rights framework identified as critical milestones for enabling seamless, sustainable travel.
- Klaus Kreher from Rail Europe presented **a market-oriented perspective on the potential of rail to become the backbone of sustainable tourism in Europe**. The stagnation of rail’s modal share despite liberalisation was contrasted with the growing demand for leisure travel, which now constitutes the majority of train journeys. The expansion of cross-border and night train services was showcased as a key opportunity for modal shift. Case studies, such as the Paris–London route, were used to demonstrate how high-speed rail can significantly reduce short-haul flights and emissions. The benefits of competition in reducing fares and increasing demand were highlighted, with examples from Spain and France. Key challenges to further growth were identified, including the need for interoperability, last-mile connectivity, and user-friendly booking systems. The importance of a level playing field, fair regulation, and consumer-centric design in future EU initiatives was underlined.

## Key discussion points (2/4)

Representatives from the **European Commission, T&E Rail Programme, Rail Europe SA, BEUC, Amadeus, SNCF Group, ECTAA, AnySolution** discussed the following:

2

### Session 1: “Role of multimodal travel in decarbonizing tourism”

- Tatiana Veselova from the European Travel Commission **addressed multimodality from the traveller’s perspective, focusing on behavioural change and the role of tourism professionals in promoting sustainable transport.** The importance of rail and cycling in achieving climate goals was emphasised, alongside insights from ETC’s seasonal travel surveys. A significant gap between travellers’ sustainability intentions and their actual booking behaviour was identified, with convenience, cost, and ease of planning cited as key decision factors. The potential of multimodality to rebalance tourism flows and connect under-visited regions was highlighted. International travellers’ growing interest in rail, particularly from markets like China, was noted. ETC’s initiatives, including the “Unlock an Unexpected Upgrade” campaign and the Rail Tourism Awards, were presented as tools to inspire sustainable travel choices and foster collaboration between tourism and transport sectors.
- Bertille Meauzé from DG MOVE **presented the European Commission’s forthcoming regulatory framework aimed at facilitating multimodal ticketing.** The Multimodal Digital Mobility Services (MDMS) Regulation and the Single Digital Booking and Ticketing Regulation (SDBTR) were introduced as complementary instruments to address current market failures. Findings from the 2024 Eurobarometer survey were shared, revealing that most EU citizens face difficulties in booking multimodal or multi-operator journeys. Key barriers such as fragmented platforms, lack of transparency, and limited access to rail tickets were identified. The MDMS Regulation was described as a tool to ensure fair cooperation between platforms and operators, enforce neutral display of offers, and mandate the inclusion of GHG emissions data. The SDBTR was outlined as a mechanism to increase the availability of rail tickets through commercial agreements and to enhance consumer protection. The timeline for adoption by end-2025 was confirmed.

## Key discussion points (3/4)

Representatives from the **European Commission, T&E Rail Programme, Rail Europe SA, BEUC, Amadeus, SNCF Group, ECTAA, AnySolution** discussed the following:

3

### Session 2: “How the EU can enhance multimodal ticketing”

- Robin Loos from **BEUC** provided a consumer-centric perspective on the challenges of multimodal travel, using the Brussels–Madrid route as a case study. The fragmented nature of current booking systems was illustrated, with examples showing inconsistent availability, lack of price transparency, and limited passenger protection. The need for mandated data sharing between operators and platforms was emphasised, alongside the importance of infrastructure managers in defining realistic connection times. A call was made for a clear liability framework, ensuring that the seller of the ticket is responsible for passenger rights and assistance. Stronger rail passenger rights were advocated, including rerouting and compensation mechanisms. The importance of making sustainable transport modes more attractive through better service design and competitive pricing was underlined as essential to achieving modal shift.
- Juan Jesús García from Amadeus offered a business and technology perspective on enabling multimodal travel through digital innovation. The role of Amadeus as a global B2B intermediary was explained, with emphasis placed on its capacity to connect rail, air, bus, and tourism services across markets. A strategic framework for multimodal growth was presented, centred on convenience, selection, and value. The importance of infrastructure and competition in driving demand was highlighted, with examples from Spain and Italy. The need for regulatory frameworks to support transparency, interoperability, and global competitiveness was stressed. Recommendations were made for proportionate, flexible, and enforceable rules that do not hinder innovation. The importance of maintaining a level playing field among intermediaries and ensuring global distribution capabilities were identified as key to scaling multimodal travel.

# Key discussion points (4/4)

Representatives from the **European Commission, T&E Rail Programme, Rail Europe SA, BEUC, Amadeus, SNCF Group, ECTAA, AnySolution** discussed the following:







4

## Session 2: “How the EU can enhance multimodal ticketing”

- Sophie Lombard from SNCF **focused on the operational and technical dimensions of multimodal travel from the perspective of a major rail operator.** The importance of infrastructure and efficient multimodal hubs was emphasised as foundational to enabling seamless journeys. The distinction between single-contract integrated tickets and combined tickets was clarified, with the former offering full passenger rights and the latter providing flexibility but limited protection. The example of SNCF’s air-rail partnerships with 14 airlines was presented as a model for integrated, protected multimodal offers. The role of SNCF Connect in facilitating last-mile connectivity through urban transport ticketing was highlighted. The need for interoperability of ticketing systems was stressed, with sector-led initiatives such as harmonised digital tickets and standardised APIs cited as key enablers. Concerns were raised regarding the limited scope of the upcoming EU regulations, which were seen as disproportionately focused on rail. The importance of supporting sector-driven technological solutions and ensuring consistent CO<sub>2</sub> emissions data across modes was underlined.
- Eric Dresin from ECTAA **concluded the panel by presenting the perspective of travel agents and tour operators, who play a pivotal role in delivering multimodal travel to consumers.** The need for a user-centric, seamless booking experience was emphasised, with a call for robust, legally binding frameworks to mandate open, bookable APIs across all transport modes. The importance of real-time information, integrated payment systems, and cross-modal booking capabilities was highlighted. Regulatory measures to prevent discriminatory practices and ensure fair access for all market players were advocated. The role of SMEs in driving innovation and reaching consumers was underlined, with a call for safeguards to protect smaller actors in an increasingly digitalised market. The need for strong enforcement mechanisms at both EU and national levels was stressed. A collaborative, step-by-step approach involving all stakeholders was proposed as essential to achieving a true modal shift and making multimodal travel a practical reality for European citizens.

# Conclusions and next steps

## Conclusions

-  1 Multimodal travel is essential to decarbonising tourism and achieving the EU's climate objectives
-  2 Integrated ticketing remains a critical barrier, with fragmented systems limiting access to sustainable travel options.
-  3 Rail is the most climate-efficient mode of long-distance transport, yet its market share remains underutilised.
-  4 Consumer demand for sustainable travel exists, but convenience, price, and ease of booking remain decisive factors.
-  5 The upcoming EU regulations aim to mandate fair data sharing, neutral display, and improved passenger rights.
-  6 Digital innovation and interoperability are key to enabling seamless, door-to-door multimodal journeys.

## Next steps

- 1 Collaboration across transport operators, intermediaries, and policymakers is vital to delivering a user-centric travel ecosystem.
- 2 Tourism professionals should see multimodality as a tool to rebalance visitor flows and unlock lesser-known destinations.
- 3 All stakeholders in the tourism sector should connect to the EU Tourism Platform to access resources, participate in discussions, and stay updated on EU tourism policies, fostering a collaborative environment.

# Thank you!

The document has been prepared for the European Commission in the context of the project “Transition Pathway Stakeholder Support Platform: Implementation for Tourism Ecosystem” (the Project) in accordance with the signed contract No EISMEA/2022/OP/0018. This report reflects the views and results of the workshop discussion between the tourism stakeholders and do not necessarily represent the views of the European Commission. The action recommendations, however, do not necessarily represent the position or endorsement of all stakeholder groups nor the position of individual Member States or the European Commission.