

Great British Railways Transition Team shares the first Train Travel Snapshot

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Great British Railways Transition Team (GBRTT) has published the first Train Travel Snapshot – an analysis of passenger journey purpose throughout England, Scotland and Wales.

The Government has tasked GBRTT with leading the industry's recovery from the pandemic, alongside delivering much-needed reform to create a simpler, better railway for everyone in Britain.

GBRTT has worked with the industry regulator; the Office of Rail and Road (ORR), as well as the Department for Transport and Rail Delivery Group, to deliver this new insight, which not only seeks to understand the reasons people are taking the train and any changes over time, but also implications and opportunities for industry revenue.

This deeper understanding of rail's customers will help to shape effective reform of our railways, recognising that people have more choice than ever over whether and how to travel.

Suzanne Donnelly, Director of Passenger Revenue at the Great British Railways Transition Team, said: "The final quarter of last year saw journey patterns begin to settle down as customers found a rhythm that

made most sense for them after the upheaval of the pandemic. Our first Train Travel Snapshot shows clearly that leisure is the most popular reason to take a trip by rail, whether that's spending time with friends and family or visiting new places.

"Still, we see plenty of opportunity to entice commuters and business travellers back, as well as to grow the leisure market further, with simpler fares and the right products to meet customers' needs as they stand today.

"We're working with the Department of Transport and across the industry to do just that, for example testing single-leg pricing."

GBRTT has brought the rail industry together to spearhead national marketing campaigns encouraging more people to travel by train, more often. That includes initiatives like the Great British Rail Sale, which successfully encouraged millions to take a trip they otherwise wouldn't.

GBRTT's Train Travel Snapshot will be released quarterly to complement the publication of rail passenger use data by the Office of Rail and Road.

GBRTT's Train Travel Snapshot

	Journey purpose	Revenue	Revenue change from last quarter	Number of journeys
2022-23 Quarter 3: 1 Oct - 31 Dec	Business	£179 million	+£10 million (+6%)	24 million
	Commute	£781 million	+£20 million (+3%)	131 million
	Leisure	£1,139 million	-£199 million (-15%)	214 million

Photo credit: GBRTT