

Trainline brings the Hoff on board to help promote UK rail to American visitors

April 25, 2023



Trainline has partnered with legendary entertainer, actor and train enthusiast David Hasselhoff to promote rail travel in the UK and Europe among Americans.

The Hoff is a renowned rail fan and is using his status as a household name to promote a competition for US residents in American newspapers and social media. The competition offers one lucky winner a free trip to the UK and mainland Europe to experience rail travel as Trainline's "Chief Conductor".

Trainline is seeing record demand for rail travel from US-based tourists – for example bookings by Americans in February were up 52% on the same month in 2019, the last February when international tourism was unaffected by Covid concerns. Research in the US for Trainline found that for one-third of Americans (33 per cent) Europe was at the top of their summer travel wishlist – while 42 per cent were excited by the chance to view the landscape from the train window during their visit.

Booming travel demand from US tourists represents good news financially for the UK rail industry, especially as Trainline data shows these visitors are 2x more likely to travel in groups and 4x more likely to book first class tickets than British passengers.

The top UK routes favoured by US tourists show that visits to quintessential British destinations during their holiday is driving demand, with Edinburgh, Oxford, Cambridge, Bath and York all featuring highly.

David Hasselhoff said: “The Hoff train is leaving the station! I have partnered with Trainline to search for their first-ever Chief Conductor, giving a lucky US traveller this once in a lifetime chance to travel like the Hoff. My itinerary will guide the lucky winner along some of my favourite rail journeys, from travelling between European cities to the hidden gems that can only be found when traveling by train across Europe.”

Trainline Chief Data Officer Mike Hyde said: “Following the surge of Americans traveling by train in Europe last summer, travellers are ready to pack their bags and explore the UK and Europe again. Here at Trainline we are eager to show them how easy, simple and affordable it is to take the train while on holiday. We are excited to be partnering with David, someone who shares our passion for train travel, to promote this competition and unlock more demand for rail travel among tourists.”

The Chief Conductor competition, which is only open to US residents, closes this week and over 4,000 entries have already been received. The winner’s prize includes a \$5,000 travel stipend, while five runners-up will receive \$500 towards future European adventures with Trainline.

David Hasselhoff’s Instagram post promoting the competition can be seen [here](#).

Photo credit: Trainline