RailBusinessDaily

Trainline says record number of US tourists exploring UK by train

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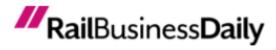


American tourists are booking rail tickets to explore the UK in record numbers this summer, according to new figures released today by Trainline, Europe's leading train and coach app. Sales of UK rail tickets to US-based customers in June are up 16% on the same period in 2019, the last year before the impact of Covid travel restrictions.

- Trainline launches rebranded technology platform
- Trainline produces promising financial results
- Trainline appoints former Tony Blair adviser as Chief Corporate Affairs Officer

In welcome news for the rail industry, there are increasing signs that American tourists are ready to choose the train and explore beyond London during their vacation. Seven of the top 10 destinations sold by Trainline to US customers are outside London, with American tourists favouring visits to cities renowned for historic architecture (Edinburgh; Cambridge; Oxford; Leeds) or major cultural attractions (Manchester; Liverpool; Leeds).

The 10 most popular UK rail destinations for US-based travellers, as sold by Trainline in June, are:



- 1. London King's Cross
- 2. London Paddington
- 3. Edinburgh Waverley
- 4. London Euston
- 5. Manchester Piccadilly
- 6. Cambridge
- 7. York
- 8. Liverpool Lime Street
- 9. Oxford
- 10. Leeds

Mike Hyde, Chief Data Officer for Trainline, comments: "Tourist destinations across the country should be preparing for an influx of American visitors this summer. Not only is there pent-up demand from the end of Covid travel restrictions, but our US guests are also showing a desire to travel sustainably as more choose the train to explore the country than ever before. This is a great opportunity for the benefits of tourism to be spread across the UK, and a welcome source of growth for the rail industry."

Trainline retails tickets for over 80% of rail routes in Europe through its technology platform, Platform One, and its data shows this trend continues across the continent.