

NEWS RELEASE



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Eurostar's new London to Amsterdam route heralds the new age of the train, says GlobalData

With today's launch of Eurostar's new service from London to Amsterdam,

Konstantina Boutsoukou, Travel and Tourism Analyst at [GlobalData](#) comments on its potential impact and a new age of the train:

“London to Amsterdam is one of the busiest routes in Europe and Eurostar's entry will certainly challenge the airlines which currently dominate this route. Time and money will be key factors for Eurostar in winning business and tourist travellers. A great advantage of Eurostar is that travellers do not have to travel to an airport – this is particularly important for business travellers where time is a key factor. Tourists are more likely to choose this route to Amsterdam if the price is lower or similar to the cost of air tickets or tickets for air transfers. Since Eurostar launched its London-Paris route, the market for travel between these two destinations has doubled and it is expected that this new London to Amsterdam route will also grow as the Dutch city becomes increasingly popular as a tourist and business destination.’

“One of [GlobalData's](#) key travel trends for 2018 is the return of rail travel as a mainstream travel choice for longer distances. Eurostar's new route is very timely as our analysis shows that more people are now willing to travel by train as a means of embracing experiential and transformative travel experiences by focusing on the journey, rather than the destination. For this reason, all around the world, countries are embracing rail travel as a means of increasing tourism, with travel companies developing tailored rail itineraries catering for adventure or luxury. One of the most famous rail trips is the trans-Siberian. Once it was considered a trip for adventurers, but now Russia has introduced luxury trains. India, a country with a vast rail network, has also acknowledged the great potential of rail tourism by introducing tailored itineraries like the Buddhist Circuit Tourist Train. This special tourist train takes passengers on a spiritual tour through Bihar/Uttar Pradesh in India, where Buddhism originated.”

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