



SMART STATIONS IN SMART CITIES

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New services for customers in Holly city Stations

Case study: Mashhad Railway station

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4a New Services For Users & Customers

UNDER THE HIGH PATRONAGE OF



New services for customers in Holly city
Stations- Case study: Mashhad Railway
station



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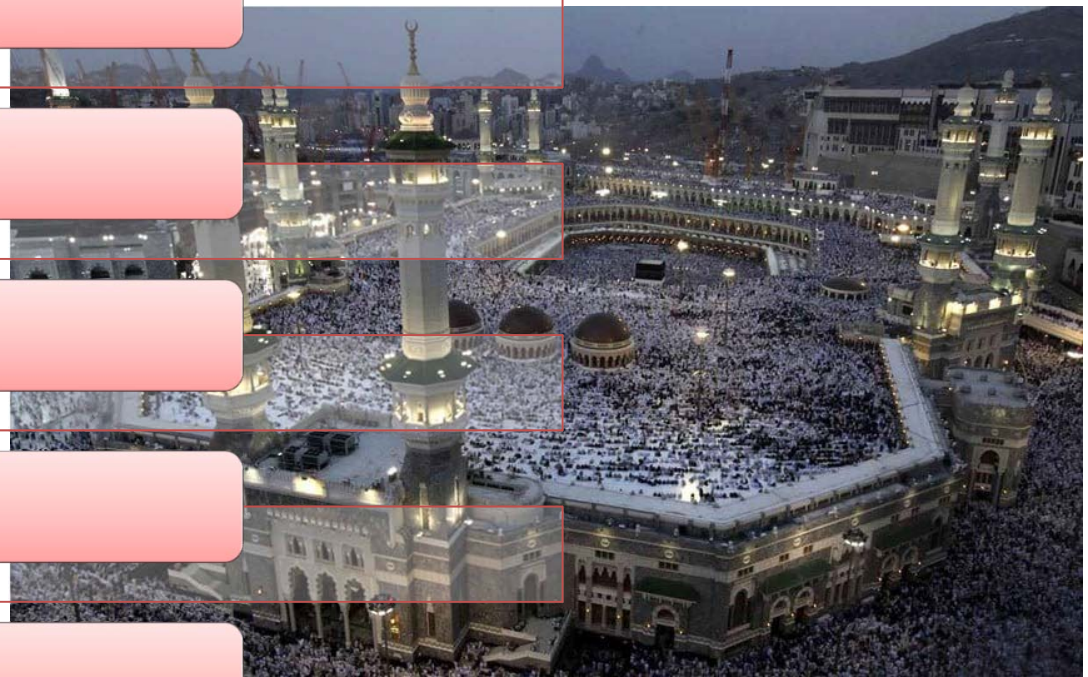
Technologies & Human needs

Problems & difficulties

Objectives: improving experiences in pilgrimage

Solutions Idea

Pilot: Mashhad Railway Station





Technology Should Serve Humanity, Not the Other Way Around!



Religious





300 to 330 million pilgrims visit the world's key religious sites every year



Americans traveling overseas for "religious or pilgrimage" purposes was 633,000 travelers in 2005.



more than eight million people are involved in CCCA member camps and conferences, including more than 120,000 churches.



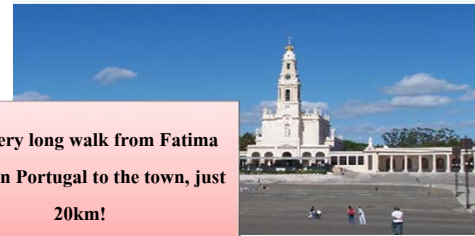
Religious attractions including Sight & Sound Theatre attracts 800,000 visitors a year while the Holy Land



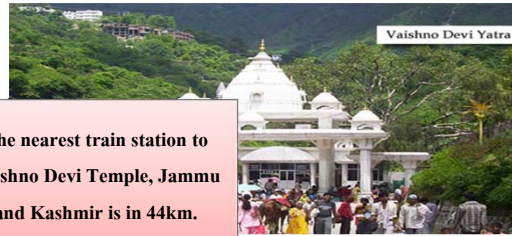
Annually, about 13 million Muslims visit Mecca in Saudi Arabia.



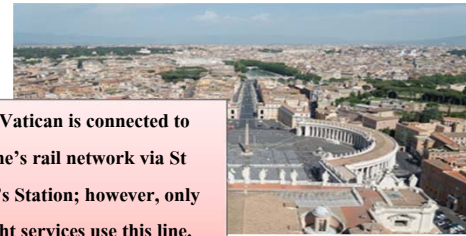
There is no train Station in Mecca.



It's a very long walk from Fatima station in Portugal to the town, just 20km!



The nearest train station to Vaishno Devi Temple, Jammu and Kashmir is in 44km.

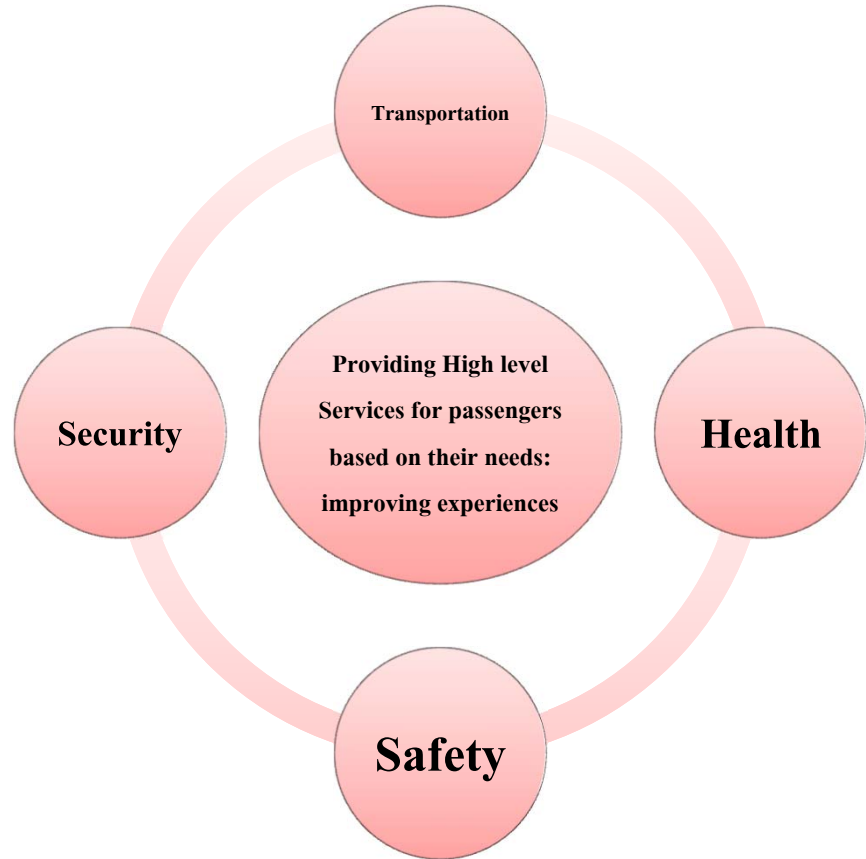
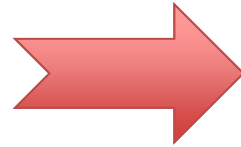


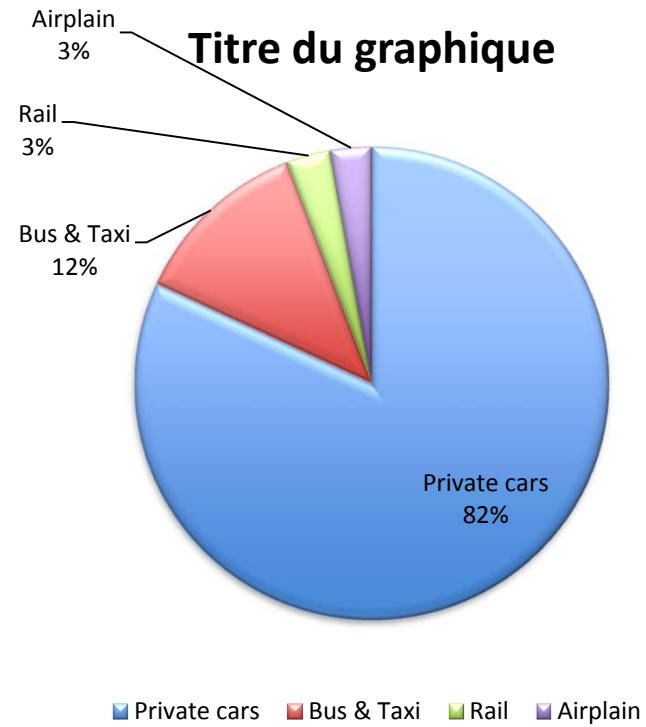
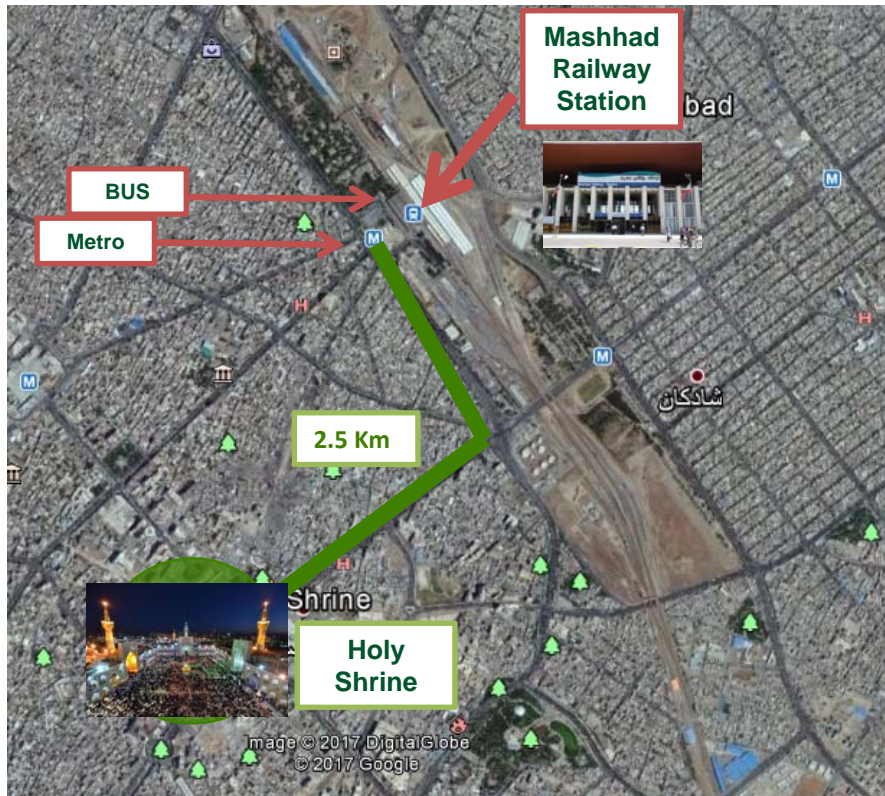
The Vatican is connected to Rome's rail network via St Peter's Station; however, only freight services use this line.

Where is Railway Transport's position in these places????



Attracting highest number of tourists by Train in holy cities.





**Distribution of Pilgrims in Mashhad
between march 16- April 6 (2017)
8 million passengers**

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Information: passengers will be informed about all services, characteristics of the city and other important information in the station.

Reservation: buying ticket provide possibilities to reserve hotels with proper discounts.

Religious questions: in Holy cities people need to ask their religious questions from religious experts. We can provide this possibility for passengers in station and trains.

Security: with the advent of terrorist groups in the world, train stations are exposed to terrorist attacks. For this reason, stations should be armed with security facilities.

Transportation services: Holy City Transportation is a unique shuttle bus company offering private transportation service in the city.

Health centers: in order to prevent contagious diseases from and between tourists health centers in these stations should be activer than other stations.

Discounts for permanent customers such as Commuter trains for local passengers

Planning Holy cities transportation network to connect these religious centers to one and other. Such as planning new connection between Mashhad-Qom and Karbala.



Appreciated aspects during a religious holiday :

- **accessibility**
- **package prices**
- **an interesting program**
- **good quality food**
- **staying in accommodation that strengthens the experience meeting other religious travellers (fellowship)**
- **meeting local people.**



THANK YOU
GRACIAS

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