



INTERRAIL: MORE THAN JUST THE JOURNEY

Utrecht, the Netherlands, 18th March 2009 – InterRailing is about much more than just getting from A to B, announces the Eurail Group G.I.E.

Travelling on an InterRail Pass certainly gets you to all the European destinations you could wish to visit, but travellers confess that InterRail has far more appeal than a simple method of transportation.

Market research conducted last year by the Eurail Group, the company responsible for managing and marketing the InterRail Pass has revealed that customers choose InterRail for a variety of reasons. The research, conducted in 8 key InterRail Markets (UK, Italy, Spain, Norway, Germany, Switzerland, the Netherlands and France) shows that European rail travel is largely seen as safe, good for meeting people and provides a comfortable environment conducive to relaxing, reading and working.

The Eurail Group carried out quantitative and qualitative research in order to understand the perception of rail travel in Europe. The results of the qualitative study demonstrate that train travel has a great appeal, especially amongst the Brits and Spanish. Not only did the safe and relaxing aspects of rail travel feature high in the list, it is also recognised as being one of the most environmentally friendly modes of transport. It is true that with today's awareness of climate change issues, rail travel stands out as the responsible mode of transportation. The amount of carbon dioxide generated per passenger on a short-haul flight is about four times that generated by a train trip¹.

"From talking to our customers and potential customers, as well as conducting the survey, it became clear that what our customers are looking for is a unique experience", explains Ana Dias e Seixas, Eurail Group's Marketing Director, "and InterRail can provide this, making the journey part of the holiday. People like rail travel as they can chat, relax and meet new people, not aspects necessarily associated with flying or driving."

Planes may be quicker in some instances, but they lack the comfortable environment associated with rail travel, concluded the survey. One of the most enjoyable things about taking the train is being able to admire the ever-changing scenery – certainly not possible for passengers sitting amongst the clouds, thousands of feet in the air. Being able to avoid traffic jams and hectic airports were also recognised as being important benefits of travelling by InterRail.

Whilst the survey showed that not everyone has heard of InterRail (around 45% of respondents were unaware), the Eurail Group is making great progress in increasing brand awareness with a number of marketing and communication campaigns. Consequently, the number of InterRail passengers rose to 238,000 in 2008, an increase of 36% compared to 2007, and this positive trend is expected to continue as more people realise the benefits of taking the train.

The research also showed that there is still a common misconception that InterRailing is only for young people. On the contrary, InterRail is available for all age groups; it appeals to the mindset of discovering Europe in your own unique way and this attracts all ages.

The InterRail Global Pass enables customers to explore up to 30 countries throughout Europe by train opening up numerous travel possibilities. Prices start from just €159 for a five-day youth pass and €249 for an adult pass. The Eurail Group also offers a wide range of InterRail One Country Passes. For more information and to purchase visit www.interrailnet.com or contact a rail travel agent or participating Railway company.

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Eurail photo library: <http://eurail.informationstore.net/>

¹ According to the Carbon Neutral Company



Editor's note: The railway companies of the following countries participate in the InterRail offer: Austria, Belgium, Bosnia-Herzegovina, Bulgaria, Croatia, the Czech Republic, Denmark, Finland, France, Germany, Great Britain, Greece, Hungary, Italy, Luxembourg, Montenegro, the Netherlands, Norway, Poland, Portugal, Republic of Ireland, (FYR) Macedonia, Romania, Serbia, Slovakia, Slovenia, Spain, Switzerland, Sweden and Turkey.