



Strong Increase in InterRail Pass Sales

Pass Prices remain at 2007 level

Utrecht, the Netherlands, 27th January 2009 – The Eurail Group G.I.E. reports a strong rise in the number of InterRail passengers, despite the current economic slowdown. Initial indications show that almost 240,000 Europeans travelled with an InterRail Pass last year, an increase of around **37%** on 2007 figures.

As soon as the Eurail Group took over the management of InterRail Passes in April 2006, the product was revamped and re-launched with an improved product range.

The fresh new InterRail branding and pass offer has put the business in a stronger, more competitive position and provides a strong foundation to continue driving growth well beyond the current economic challenges. The production of a detailed Traveller's Guide and accompanying map for every InterRail Global Pass customer has resulted in a more user-friendly product.

InterRail's brand awareness has also increased strongly. The concept of *InterRailing* has been revived as many people discover that the actual journey can become part of their holiday. Travelling by train allows holiday-makers to completely relax and admire the changing landscape, before arriving directly in the city centre.

The growth potential for the InterRail pass is considerable as many people are still hearing about InterRail for the first time and learning that this product is now available to all age groups.

Recently the Eurail Group G.I.E. and its daughter company Eurail.Com B.V. responsible for the internet sales via InterRailnet.com, showcased InterRail at a national holiday show in the Netherlands. The InterRail booth was very well attended with over 2,000 people estimated to have visited over five days. Many visitors were pleasantly surprised to learn that InterRail is no longer solely aimed at young people and that, contrary to popular belief, there's no upper age limit.

"Of course, InterRail is an ideal product for young people with a spirit of adventure and interest in the diversity of European culture, explains Ana Dias e Seixas, Eurail Group's Marketing Director, "however our products are not limited to the younger 18-25 market. InterRail Passes allow travellers to design their own itinerary and trip to suit their needs and interests, which has a wide appeal. The desire to discover Europe knows no age limit; it is more about one's mindset".

Since 2007, the proportion of InterRail customers aged 26 and above has increased from 27% to 30%, demonstrating the change of mindset in adult consumers. In 2009, Eurail Group expects customer growth to continue. One major incentive in these difficult economic times is that 2009 InterRail Pass prices remain the same as they were when the current product range was launched in April 2007.

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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For More Information:

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

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.