



EURAIL SALES ON THE RISE DESPITE ECONOMIC DOWNTURN

Utrecht, Netherlands, 16 March 2010 – The Eurail Group G.I.E. reports a modest drop in Eurail Pass passengers in 2009 caused by the global economic downturn but foresees signs of a full recovery in the coming years. The Eurail Group's passes continue to offer flexible travel throughout Europe to overseas visitors. Eurail GIE announced that more than 382,000 customers travelled with a Eurail Pass on European trains in 2009. This represents 11.9% less than last year, nevertheless, pass revenues are currently close to €98 million.

North America is the leading market (50% of the market share) for Eurail, followed by the Asia-Pacific region (38%), where the biggest growth is expected in the coming years. While the United States as well as South Korea are heavily impacted by their weak economies and currencies, key markets like Japan, Australia, Brazil and China are still showing considerable growth. In order to stimulate the growth in South Korea the Eurail Group intends to implement specific activities towards students/youths who represent 48% of this particular market.

"Compared to the initial gloomy forecast from our global sales agents network at the start of the year, the final 2009 results are certainly less dramatic than expected. Our traditional markets of North America and South Korea did not perform as well as expected but we have seen growth in Asia and South America and we are now experiencing positive signs of the overall market recovering and growing again," says René de Groot, the Eurail Group's Managing Director.

Travel surveys show that over 35% of Eurail Pass travelers customers still wish to discover as much of Europe as possible and choose the Select Pass covering travel to 3 to 5 bordering countries. 20% favor the classic Eurail Global Pass (covering 21 countries). A whopping 45% of Eurail travelers select the One Country Pass and Regional Pass which have become important product lines for the Eurail Group, thus reflecting the market trend of passengers who favor shorter trips to fewer destinations.

Eurail Global Pass remains excellent value for money and the base price for 15 days of unlimited train travel can be as little as \$22 per day (youth pass). Hence the reason why many foreign students taking a sabbatical are drawn to the tracks of Europe. Eurail seduces explorers (young and old) who are mainly looking for travel/life experience for a defining sense of self at affordable prices. Hop on board for an unforgettable journey of self discovery.

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