



Press Release
13th April, 2010

EURAILTRAVEL.COM GOES LIVE IN JAPANESE AND KOREAN

Utrecht, the Netherlands – Eurail Group is proud to present the Japanese and Korean version of the popular website: Eurailtravel.com. Going live on the 13th April, 2010, Eurail hopes to entice more Asian travellers to choose Eurail so that they can experience the freedom of discovering Europe by rail.

35,000 South Koreans and 23,000 Japanese discovered ‘the best way to see Europe’ in 2009; thus representing two of Eurail’s Top Five markets. These figures are supported by the fact that over 35% of visitors to Eurailtravel.com originate from these two countries. It’s not too surprising that Eurail Group aims to make Europe even more accessible to the rapidly expanding Asian market. Ana Dias e Seixas, Eurail Group GIE Marketing Director, said, "Eurail Group aims to increase the amount of traffic to our new website, however, our main objective is to enhance the transparency of the Eurail Pass offer by providing valuable information in our customer’s local languages".

Travelling through Europe by train has never been easier, especially since the sites official launch in May, 2009. Full of easy to navigate maps, detailed itineraries, colourful images and city highlights, Eurailtravel.com has proved a huge success. Having inspired thousands of Eurail travellers in 2009, the Eurail Group aims to continue reaching out to their valued customers. It is expected that the translations will remove existing language barriers and inspire more people from around the world to visit Europe with Eurail.

Europe remains a fascinating destination with spectacular cultural landscapes and artistic inspiration around every bend of passing track. From picturesque Narvik; where you can discover the Nordic Light to bustling Amsterdam; where you can explore many museums and beautiful canals. European cities are crammed with amazing architecture, art, food fairs, music and quaint markets.

Whether the customer is looking for adventure or culture, Eurailtravel.com helps identify exciting itineraries. For example, ‘Europe’s Greatest Hits’ starts in Paris and winds through the Benelux region, Germany, Austria, Switzerland, Italy and all the way down to Athens. “There is endless inspiration for your Eurail adventure at the touch of a button, you don’t even have to leave your living room”, continues Ana Dias e Seixas, Eurail Group GIE Marketing Director. No matter what your travel plans, the Eurail Group firmly believes that the journey is as important as the destination.

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For more information:

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