



PRESS RELEASE  
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### **Eurail Group Reports Strong 2010 Results**

Utrecht, Netherlands – Eurail Group G.I.E., the organization dedicated to the marketing and management of the Eurail Passes, reports very positive year end sales results for 2010. Last year the number of Eurail Passengers grew by **11.9%** compared to 2009, with a grand total of **427,000**.

Sales for all Eurail Passes grew significantly during 2010, with the vast majority of Global sales regions performing very well. August was a record month, reflecting the global increase in travelers' confidence with a high number of last minute bookings. Sales in the Pacific area increased by 27% compared to 2009, Asia by 20% and South America by a staggering **33%**. Despite the effects of a still challenging economy in the United States and Canada, the sales remained at the same level as in 2009. Upcoming economic markets such as Brazil, India and China are increasingly responsible for the continued growth and popularity of Eurail Pass travel.

According to Eurail Group's Managing Director, Mr. René de Groot, the positive results in 2010 exceeded the original targets. "By the end of June 2010 we could already see travelers' confidence returning through rapidly increased booking numbers," he said. "With Eurail Group's final 2010 numbers now reported, it was a very pleasant surprise to learn that the 2010 numbers equal those of 2008 (the last "pre economic crisis year). All products, as well as travel to and within many of the regions and countries in Europe were up by the end of the year. These are very promising indicators for the future and we are confident in saying that we expect to welcome around **470,000** pass travelers to the rails in 2011," concludes de Groot.

**About Eurail Group GIE:** The Eurail Group offers a range of rail passes to suit almost all itineraries. Eurail Passes are available from the following authorized sales channels: ACP Rail International ([www.acprail.com](http://www.acprail.com)), Eurail B.V. ([www.eurail.com](http://www.eurail.com)), Flight Centre ([www.flightcentre.com](http://www.flightcentre.com)); Rail Europe North America ([www.raileurope.com](http://www.raileurope.com)), Rail Europe (rest of the world: [www.raileurope.fr](http://www.raileurope.fr)) and STA Travel ([www.statravel.com](http://www.statravel.com)).

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To learn more, visit: [www.eurailgroup.com](http://www.eurailgroup.com); [www.eurailtravel.com](http://www.eurailtravel.com)

**Press Contacts:** Ellie Kingswell & Ana Dias e Seixas

E-mail: [pressinfo@eurail.nl](mailto:pressinfo@eurail.nl), tel: + 31 (0)30 7516 500

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

**China:** Eddie Yang, e-mail: [eyang@holland.com](mailto:eyang@holland.com), Tel: +86 10 5879 7656,

**India:** Shilpa Sethi, e-mail: [shilpa@repindia.in](mailto:shilpa@repindia.in), Tel: +91 11 4166 9576

**Japan:** Harue Nakagawa, e-mail: [hakagawa@holland.com](mailto:hakagawa@holland.com), Tel: +81 3 3222 0775

**Korea:** Monica Kang, e-mail: [maxcom1004@naver.com](mailto:maxcom1004@naver.com), Tel: + 82 2 553 4696

**USA:** Brigitta Kroon-Fiorita: e-mail: [bkroon-fiorita@holland.com](mailto:bkroon-fiorita@holland.com), Tel: + 1 917 720 1281

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