



PRESS RELEASE
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InterRail on track for 40th anniversary

Utrecht, The Netherlands – 2012 will mark a significant milestone for the Eurail Group G.I.E. Hailed as the ‘ticket to fun, freedom and adventure’ by countless travellers across Europe, InterRail Passes have been enabling safe, cost effective and reliable train travel for almost forty years.

InterRail Passes were initially launched in 1972 and the fast growing phenomenon known as “InterRailing” soon became a right of passage to youngsters keen to explore Europe by rail. Originally a niche product sold to youths under the age of 21, the concept of allowing unlimited rail travel through 19 countries was well received. The product range has evolved over the years and the InterRail Global Pass now gives unlimited railway access to 30 European countries, which can be enjoyed by customers from all walks of life (students, backpackers, families, business travellers and even seniors). It has truly developed into a pass for all ages and continues to gain popularity each year.

In April of 2007, InterRail underwent a complete makeover when the Eurail Group G.I.E. took over management of the brand. A clearer product was introduced, eliminating the previous scheme in which Europe was divided into zones. Today, there are two products available on the market: **InterRail Global Pass** and the **InterRail One Country Pass**. The Global Pass is valid in 30 participating countries and permits unlimited rail travel throughout a range of validity periods (from five days to one month) for either continuous travel periods or flexible travel days.

Rail travel remains one of the most relaxing, flexible and convenient ways to see Europe, therefore, the Eurail Group remain focused on strengthening its partnerships with shareholders and strategic partners to keep pace with the changing travel trends. They also strive towards raising product awareness to ensure that travelling with InterRail remains an affordable and sustainable travel solution for the next forty years to come. The Mobility Fund by Rail for the Young and Disadvantaged is supported financially by the sales of InterRail Passes. This fund enables the Eurail Group to help special groups of young people to venture outside of their native countries, so that they can cross European borders and experience other cultures.

98% of InterRail Global Pass holders travelled with a 2nd class pass in 2010; predominantly by young people under the age of 26, which represented 76% of the youth market share. “The spirit of InterRail is very much alive today and continues to offer the best way to see Europe for both young and old alike. InterRail’s successful business model means that the product will continue to thrive well into the future” says Eurail Group’s Marketing Manager, Ana Dias e Seixas.

For more information:

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