



InterRail Media Kit 2009

InterRail Background Information

InterRail Passes were created in 1972 and before long the concept of “InterRailing” became synonymous with fun, freedom and adventure. It was an experience not to be missed by young adults, many of whom took a long summer break or even a GAP year, backpacking on an exploration of Europe before committing to university life.

With one rail pass, travellers could jump on any train within the participating European rail network; a truly unique product. The original intention of InterRail was to offer young people only, under the age of 26, the opportunity to use the train to discover new countries and cultures in an affordable and safe way.

In the years which followed, the pass was developed to include adult passengers and the original coverage of 21 countries was expanded to the 30 participating countries we have today. To date, nearly 8 million people have travelled with an InterRail Pass.

Eurail Group G.I.E.

InterRail Passes are managed by the Eurail Group G.I.E. based in Utrecht, the Netherlands. The Group was established in 2001 as a registered non-profit company in order to effectively manage European rail passes on behalf of the European railways. At that time, the Eurail Group was responsible only for Eurail Passes, which were founded in 1959 and aimed at overseas visitors.

Following many successful years of Eurail Pass sales, the European railways decided to also hand over the running of InterRail Passes (then managed by the French railways, SNCF) to the Eurail Group. With declining sales and a lack of commercial focus, the time was right for a new impetus with product management and marketing at its heart, in order to

generate the much needed brand awareness. The Management takeover by Eurail Group was consequently announced in April 2007.

The Eurail Group is wholly owned by all the participating railways and shipping companies, with revenues being calculated and shared according to the number of kilometres travelled on each network. Key decisions are taken by the board, consisting of eight appointed member railways.

April 2007 – A New Beginning

In April 2007 InterRail underwent a complete make-over as a fundamental part of the management takeover by the Eurail Group.

A clearer product was introduced, eliminating the previous scheme, in which Europe was divided into zones. The InterRail Global Pass was created, accepted in all 30¹ of the participating countries. This eliminated the need for customers to choose upfront in which countries they wished to travel, offering the ultimate in freedom and flexibility.

In addition, InterRail launched a range of single country rail passes to replace the previous EuroDomino scheme, allowing customers to focus on the country of their choice.

“With these new products we are focusing on our customers at both ends of the spectrum and offering maximum flexibility. We are catering for those with the time and energy to discover as much as Europe as possible, whilst not forgetting our travellers wanting to take shorter breaks and focus on only one of the many exciting countries on offer”

René de Groot, Managing Director, Eurail Group

InterRail’s New Logo



To coincide with this improved product range and the new InterRail Management, the logo was revamped and a new look and feel was

created. The new green and blue logo was designed to express the adventure and excitement of travelling with InterRail, symbolised by the green, expressive line, which also reflects the landscape and scenery enjoyed by InterRail travellers, whilst also conveying quality, comfort and ease, reflected in the blue line below. Together, the lines of the logo express the dynamism, speed and enjoyment of travelling with InterRail.

¹ Excluding the traveller’s own country of residence

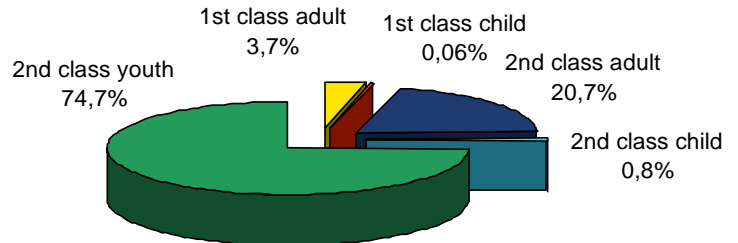
InterRail’s Customers

InterRail targets its rail passes to European residents² of all ages and budgets. The highest sales originate in the UK, Switzerland, Sweden and Germany.

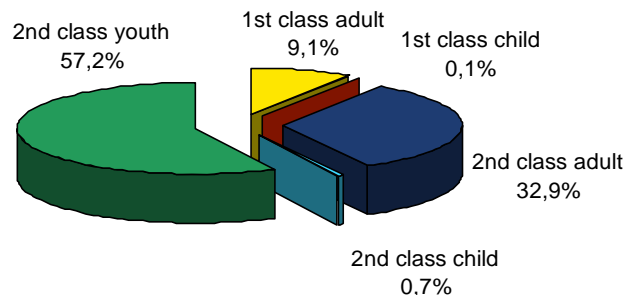
Whilst InterRail has long been associated with young people and students exploring Europe, it is clearly a product for everyone. Travel by rail is romantic, offering a sense of freedom and independence not associated with any other form of transport, and it is this which appeals to a broad target group. The notion of travelling with a single pass throughout Europe has a certain charm and fascination for all age groups, and whilst the product is the same, the experience is unique and individual for each traveller.

At present, around 70% of InterRail’s customers are youth, under the age of 26. The proportion of young travellers is higher for the InterRail Global Pass; 75% of customers are youth. For the One Country Pass, this proportion is lower at 57%.

InterRail Global Pass Passenger Breakdown:



InterRail One Country Pass Passenger Breakdown:



² Note that a similar rail pass scheme, Eurail, is available for overseas residents.



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InterRail: Free to Explore Europe

Many Europeans enjoy holidaying overseas yet travelling closer to home remains very popular. With its multicultural diversity, Europe offers something for everybody and taking the train is the perfect way to discover this continent.

In Europe, where petrol prices continue to rise, highly developed national rail systems have long been a vital means of cost-efficient and comfortable transportation.

With over 250,000 kilometres of track in today's European railway system covered by InterRail, rail travel offers a safe, fast and reliable alternative to aeroplanes and cars.

Speeding between cities, towns and villages, across and between borders, carrying its passengers in comfort and style, rail travel in Europe is often considered a better alternative to car or air travel. Today, with growing concern about climate change, energy-efficient trains are also seen as the "greener", virtuous alternative to fuel-guzzling, carbon dioxide emitting cars and aeroplanes.

European trains are marvels of high tech engineering; otherwise they would not be able to compete with cars and aeroplanes. The Trans Europe Express (TEE) was the first high-speed train, travelling at 160 km/h. Today, high-speed trains can exceed 300 km/h and connect major cities more efficiently than ever before. London to Paris (a distance of 495 km) now takes just under two hours, twenty minutes, as does Paris to Strasbourg. Madrid to Barcelona is only

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three hours and Frankfurt to Salzburg, less than six hours. Comfort, services and amenities have kept pace with the times and far surpass most air and car travel.

European trains whisk passengers from city centre to city centre. They are rarely delayed by bad weather or mechanical problems, and with frequent daily departures, travel can be planned at a moment's notice. Passengers arrive at their destination refreshed and within walking distance of hotels, restaurants and attractions. With no need to be at the station hours before departure, or navigate unfamiliar roads by car, fill up with expensive petrol or seek out parking spaces, there is more time and money for experiencing the destination.

Travelling with InterRail is all about the experience; meeting new people, jumping on the next train on a whim and discovering the real Europe. InterRail Passes are accepted in 30 countries across Europe. With over 40,000 railway stations in the InterRail network, the opportunities for discovery are endless. Taking you from quaint villages to bustling cities all over Europe, via stunning scenery and breathtaking landmarks, InterRail offers a unique experience to all its customers.



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InterRail's Product Range

The InterRail Product Range is straightforward: The InterRail Global Pass offers the maximum coverage, valid in 30 participating countries, whilst the InterRail One Country Pass is available for single-country travel in one of the 28 participating countries. Around two thirds of InterRail's customers choose the InterRail Global Pass.

First and Second Class Travel



InterRail Passes are available for 1st and 2nd class travel, giving full choice to the traveller. Both options provide comfortable train travel.

Travellers can expect seating in 1st class compartments to be more spacious with more legroom than in 2nd class.

Some trains offer additional perks to 1st class travellers, such as a complimentary drink or newspaper. In addition, there is often more room for luggage and 1st class compartments will generally be less crowded. Note that some train systems only offer 2nd class and youth discounts are not applicable for 1st class travel. Travelling in 2nd class saves approximately 25% on the price of a 1st class pass. Please note that some trains do require advance reservations.

Youth Discounts



InterRail Passes are offered to young people at a reduced rate. Travel is always in 2nd class and people under the age of 26 can

expect to pay around 35% less than the 2nd class full fare.

Flexible Travel Days

All InterRail Passes are available for a certain number of a travel days within an overall travel period, giving the customer the choice of when to travel. The InterRail Global Pass also has two variants valid continuously, recommended for customers who plan to spend a lot of days travelling.

Added Value

Pass Benefits

InterRail offers a wide variety of benefits to its customers, in addition to the rail travel element, which enhances the value of the pass. In most participating countries, there are companies such as museums, sightseeing tours and hotels offering discounts or even free access, upon presentation of the pass.



There are several partner shipping lines, which offer significant discounts, such as 50% reductions on various Color Line routes between Norway and Denmark, crossings between Sweden and Finland operated by Tallink Silja and Viking line, and the SeaFrance Calais-Dover crossing between France and England. Superfast Ferries passage from Patras and Igoumenitsa in Greece to Ancona or Bari in Italy, is also heavily discounted for InterRail Pass holders.

InterRail Travel Documents

InterRail Global Passes are provided with useful and detailed travel documentation.



Customers purchasing this Pass receive, together with their travel documents, the InterRail Traveller's Guide, which explains in detail how the InterRail Pass works and where it is accepted, provides information on InterRail's Benefits and gives further useful information for the traveller. In addition, a fold out map of Europe is issued showing the main rail lines and participating shipping routes.



Free Souvenir

InterRail issues a travel report with each Global Pass in order to find out which routes customers are travelling. This is the basis for calculating the number of kilometres travelled on each rail network. As a thank you for completing and returning the survey, InterRail sends a free gift to each respondent.



Conditions

Adult Passes

InterRail Adult Passes are available in 1st and 2nd class. Adult Passes are for travellers who are 26 or older on their first day of travel.



Child Discounts

The child fare applies to children aged 4 up to and including 11 years of age on the first day of validity of the pass. Children are entitled to a reduction of 50% on the adult price in 1st or 2nd class. Children under the age of 4 on their first day of travel, are entitled to free transportation.



Youth Passes

InterRail Youth Passes are available in 2nd class only. Youth Passes are for travellers who are under the age of 26 on their first day of travel.



Travel within country of residence

Travellers are not permitted to use an InterRail Pass in their country of residence. However, in most countries, customers may buy a return ticket at a reduced rate for travel from their departure station to the border station where they leave their country of residence.

Residents of any non-participating European country (for example Albania) are entitled to travel in any of the participating InterRail countries.



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InterRail Global Pass

Valid in 30 participating countries, practically the entire continent, the InterRail Global Pass gives customers the most freedom and choice to explore Europe by train.

Participating Countries

The InterRail Global Pass is valid in the following 30 countries:

- 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
- Turkey

InterRail Global Pass Validities

The InterRail Global Pass is available as a continuous pass for either 22 days or 1 month, or as a "flexi" pass for either 5 days within 10 days or 10 days within 22 days.



InterRail Global Pass Prices

The 2009 InterRail Global Pass Prices are listed below in euros. Note that these prices are subject to change. Please see the InterRailnet.com website for the most up-to-date prices.

Validity:	1st Class Adult	2nd Class Adult	2nd Class Youth
5 days within 10 days (Flexi)	€329	€249	€159
10 days within 22 days (Flexi)	€489	€359	€239
22 days continuous	€629	€469	€309
1 month continuous	€809	€599	€399



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InterRail One Country Passes

The One Country Pass is valid in any one of the countries participating in the InterRail Global Pass scheme, with the exception of Bosnia-Herzegovina and Montenegro. For the purpose of this pass, Belgium, the Netherlands and Luxembourg are grouped as one, known as “Benelux”.

Participating Countries

The following 27 One Country Passes are available:

- Austria
- Benelux (Belgium, the Netherlands and Luxembourg)
- Bulgaria
- Croatia
- The Czech Republic
- Denmark
- Finland
- France
- Germany
- Great Britain
- Greece*
- Hungary
- Italy
- Norway
- Poland
- Portugal
- Republic of Ireland
- (FYR) Macedonia
- Romania
- Serbia
- Slovakia
- Slovenia
- Spain
- Switzerland
- Sweden
- Turkey

InterRail One Country Pass Validities

The InterRail One Country Pass is available for 3, 4, 6 or 8 days within a 1 month period.



* There are two passes available for Greece, a standard rail pass as well as the Greece Plus Pass, which also includes ferry crossings to and from Italy operated by Attica Group



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InterRail One Country Pass Prices

The 2009 InterRail One Country Pass Prices are listed below in euros. Note that these prices are subject to change. Please see the InterRailnet.com website for the most up-to-date prices.

	3 days within 1 month			4 days within 1 month			6 days within 1 month			8 days within 1 month		
	1 st CI	2 nd CI	2 nd CI	1 st CI	2 nd CI	2 nd CI	1 st CI	2 nd CI	2 nd CI	1 st CI	2 nd CI	2 nd CI
	Adult	Adult	Youth	Adult	Adult	Youth	Adult	Adult	Youth	Adult	Adult	Youth
Austria	€147	€109	€71	€188	€139	€90	€255	€189	€123	€309	€229	€149
Benelux	€147	€109	€71	€188	€139	€90	€255	€189	€123	€309	€229	€149
Bulgaria	€66	€49	€32	€93	€69	€45	€134	€99	€64	€161	€119	€77
Croatia	€93	€69	€45	€120	€89	€58	€161	€119	€77	€188	€139	€90
Czech Republic	€66	€49	€32	€93	€69	€45	€134	€99	€64	€161	€119	€77
Denmark	€93	€69	€45	€120	€89	€58	€161	€119	€77	€188	€139	€90
Finland	€147	€109	€71	€188	€139	€90	€255	€189	€123	€309	€229	€149
France	€255	€189	€125	€285	€209	€139	€363	€269	€175	€404	€299	€194
Germany	€255	€189	€125	€285	€209	€139	€363	€269	€175	€404	€299	€194
Great Britain	€255	€189	€125	€285	€209	€139	€363	€269	€175	€404	€299	€194
Greece	€93	€69	€45	€120	€89	€58	€161	€119	€77	€188	€139	€90
Greece Plus	€147	€109	€71	€188	€139	€90	€255	€189	€123	€309	€229	€149
Hungary	€93	€69	€45	€120	€89	€58	€161	€119	€77	€188	€139	€90
Italy	€147	€109	€71	€188	€139	€90	€255	€189	€123	€309	€229	€149
Norway	€255	€189	€125	€285	€209	€139	€363	€269	€175	€404	€299	€194
Poland	€93	€69	€45	€120	€89	€58	€161	€119	€77	€188	€139	€90
Portugal	€93	€69	€45	€120	€89	€58	€161	€119	€77	€188	€139	€90
Rep. of Ireland	€147	€109	€71	€188	€139	€90	€255	€189	€123	€309	€229	€149
(FYR) Macedonia	€66	€49	€32	€93	€69	€45	€134	€99	€64	€161	€119	€77
Romania	€93	€69	€45	€120	€89	€58	€161	€119	€77	€188	€139	€90
Serbia	€66	€49	€32	€93	€69	€45	€134	€99	€64	€161	€119	€77
Slovakia	€66	€49	€32	€93	€69	€45	€134	€99	€64	€161	€119	€77
Slovenia	€66	€49	€32	€93	€69	€45	€134	€99	€64	€161	€119	€77
Spain	€147	€109	€71	€188	€139	€90	€255	€189	€123	€309	€229	€149
Switzerland	€147	€109	€71	€188	€139	€90	€255	€189	€123	€309	€229	€149
Sweden	€255	€189	€125	€285	€209	€139	€363	€269	€175	€404	€299	€194
Turkey	€66	€49	€32	€93	€69	€45	€134	€99	€64	€161	€119	€77



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Further Sources of Information

Eurail Group's Media Library

The Eurail Group has a photo database available to the media with free downloadable images for promoting Eurail. This photo library contains hundreds of high quality images of trains, stations, passengers, scenery and more. All photos are categorised and linked to keywords to enable easy searching.

To register for access to Eurail's media library, please visit: <http://eurail.informationstore.net/register/>



Eurail Group's Corporate Website

For further information about the Eurail Group and its products, please visit Eurail's corporate website at: www.EurailGroup.com.

Distribution Network

InterRail Passes are available through Eurail Group's official direct sales channel, www.InterRailNet.com, as well as from most participating rail networks and rail travel agents.

For more information about the sales network of a specific railway company, please see the list of participating railways available under the where to buy link on the corporate site.

Press Room

The Eurail Group's corporate site hosts a press room with an archive of all press releases, media information, press clippings and testimonials: www.eurailgroup.com/Press%20Room.aspx

Press Contacts

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