



InterRail Media Kit 2011

# InterRail Background Information

InterRail Passes were first created in 1972 and before long the concept of “InterRailing” became synonymous with fun, freedom and adventure. It was a unique experience not to be missed by young adults, many of whom took a long summer break or even a GAP year to embark upon a truly unforgettable adventure through Europe before committing themselves to university life.

With one rail pass, travellers could jump on any train within the participating European rail network; a truly inimitable product. The original intention of InterRail was to offer backpacking youths, 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 countries that we have today. The Eurail Group G.I.E. has a pass to suit every customer and to date, over 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 organisation in order to effectively manage European rail passes on behalf of the participating European railways. At that point in 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 30<sup>1</sup> 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, The Eurail Group launched a range of InterRail One Country Passes in 2007.

## InterRail's 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 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.

<sup>1</sup> Excluding the traveller's own country of residence

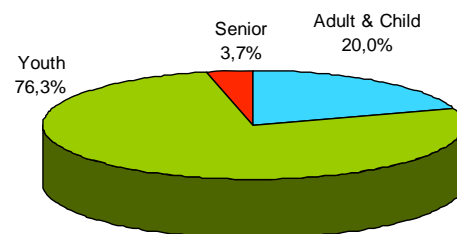
## InterRail's Customers

InterRail targets its rail passes to European residents<sup>2</sup> of all ages and budgets. The highest sales originate in the UK, Germany, Italy, Switzerland, Sweden, Spain and France.

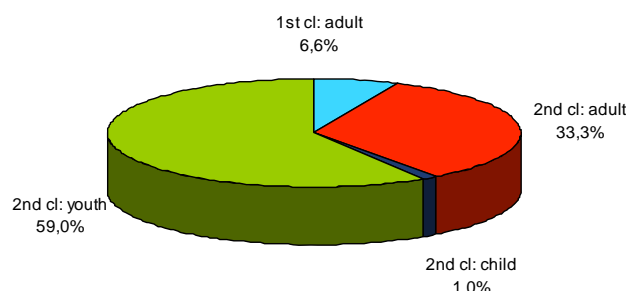
Whilst InterRail has long been associated with young people and students exploring Europe, it is clearly a product for everyone. Travel by rail is romantic, offering a sense of freedom and independence not associated with any other form of transport, and it is this aspect which appeals to a broad target 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 71,0% of InterRail's customers are youth, under the age of 26. The proportion of young travellers is higher for the InterRail Global Pass; 76,3% of customers are youth. For the One Country Pass, this proportion is 59,0%.

### InterRail Global Pass Passenger Breakdown:



### InterRail One Country Pass Passenger Breakdown:



<sup>2</sup> Note that a similar rail pass scheme, Eurail Passes are 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 252,000 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; which is why they can compete with other forms of transportation. 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 in only two hours, thirty eight minutes and Frankfurt to Salzburg, in less than six hours. Comfort, services and amenities have kept pace with the times and far surpass low cost airlines and, eliminate the stress of travelling by car.

European trains whisk passengers from city centre to city centre. 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 1<sup>st</sup> and 2<sup>nd</sup> class travel, giving a wide choice to the traveller. Both options provide comfortable train travel.

Travellers can expect seating in 1<sup>st</sup> class compartments to be more spacious with more legroom than in 2<sup>nd</sup> class. Some trains offer additional perks to 1<sup>st</sup> class travellers, such as a complimentary drink or newspaper. In addition, there is often more room for luggage and 1<sup>st</sup> class compartments will generally be less crowded. Note that some train systems only offer 2<sup>nd</sup> class and youth discounts are not applicable for 1<sup>st</sup> class travel. Travelling in 2<sup>nd</sup> class saves approximately 30% on the price of a 1<sup>st</sup> class pass. Please note that some trains do require advance reservations.

## Senior Discount

Seniors can take advantage of the special InterRail Global Pass tariff. A discount of 10% applies to travellers aged 60 and above on the first day of validity.

## Youth Discounts

InterRail Passes are offered to young people at a reduced rate. Travel is always in 2<sup>nd</sup> class and people under the age of 26 can expect to pay around 35% less than the 2<sup>nd</sup> 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 three variants valid continuously, recommended for customers who plan to spend a lot of days travelling.

## 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. 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.

<http://www.eurailgroup.com/Rail%20Passes/Free%20gift%20for%20InterRail%20Pass%20holders.aspx>

## 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.

### Senior Discount

Since the beginning of 2010, a special tariff applies to the InterRail Global Pass for travellers aged 60 and above 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

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

## Participating Countries

- Austria
- Belgium
- Bosnia-Herzegovina
- Bulgaria
- Croatia
- The Czech Republic
- Denmark
- Finland
- France
- Germany
- Great Britain
- Greece
- Hungary
- Italy
- Luxembourg
- Montenegro
- The Netherlands
- Norway
- Irish Republic & Northern Ireland
- Poland
- Portugal
- (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 22 days, 15 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 2011 InterRail Global Pass Prices are listed below in euros. Note that these prices are subject to change without prior notice. Please see <http://www.eurailgroup.com/Rail%20Passes/InterRail%20Prices.aspx> for the most up-to-date prices.

InterRail Global Pass <sup>1)</sup>					
	Youth 2nd Class	Adult 2nd Class	Adult 1st class	Senior 2nd Class	Senior 1st class
5 days within 10 days (Flexi)	169	259	389	239	349
10 days within 22 days (Flexi)	249	369	559	339	499
15 days continuous	289	409	619	369	559
22 days continuous	319	479	719	439	649
1 month continuous	409	619	929	559	839





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# InterRail One Country Passes

The InterRail 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
- Irish Republic & Northern 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 2011 InterRail One Country Pass Prices are listed below in euros. Note that 27 One Country Passes are available, however, the participating countries have been split into five different price levels. Please see the following link for current prices:

<http://www.eurailgroup.com/Rail%20Passes/InterRail%20Prices.aspx>

### InterRail One Country Pass <sup>1)</sup>

Price level 1	Youth 2nd Class	Adult 2nd Class	Adult 1st class	Applicable for the countries:
3 travel days	134	199	299	France, Germany, Great Britain
4 travel days	144	219	329	
6 travel days	184	279	419	
8 travel days	204	309	469	
NEW Price level 2	Youth 2nd Class	Adult 2nd Class	Adult 1st class	Applicable for the countries:
3 travel days	119	175	269	Austria, Norway <sup>2)</sup> , Spain, Sweden
4 travel days	139	199	299	
6 travel days	169	259	389	
8 travel days	199	301	459	
Price level 3	Youth 2nd Class	Adult 2nd Class	Adult 1st class	Applicable for the countries:
3 travel days	75	115	175	Benelux, Denmark, Finland, "Greece Plus" (+ Attica Group ferry Greece - Italy), Italy, Ireland (NIR & IE), Switzerland
4 travel days	95	145	215	
6 travel days	125	195	295	
8 travel days	155	235	355	
Price level 4	Youth 2nd Class	Adult 2nd Class	Adult 1st class	Applicable for the countries:
3 travel days	49	74	111	Croatia, Czech Republic, Greece, Hungary, Poland, Portugal, Romania
4 travel days	60	92	138	
6 travel days	80	123	185	
8 travel days	94	144	216	
Price level 5	Youth 2nd Class	Adult 2nd Class	Adult 1st class	Applicable for the countries:
3 travel days	34	54	79	Bulgaria, FYR Macedonia, Serbia, Slovakia, Slovenia, Turkey
4 travel days	49	74	109	
6 travel days	69	102	159	
8 travel days	79	124	189	

<sup>1)</sup> Youth fare is available for anyone under 26 years, Senior from those who are 60 years or older, and Children are priced at 50% of the equivalent Adult fare

<sup>2)</sup> In Norway InterRail Passes are available in 2nd class only



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## Further Sources of Information

The Eurail Group has a photo database available to the media with free downloadable images for promoting InterRail. This photo library contains over 1000 high quality images of trains, stations, passengers, scenery and more. All photos are categorised and linked to keywords to enable easy searching.

You can register for access to Eurail Group'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](http://www.EurailGroup.com)

### **Distribution Network**

InterRail Passes are available through, [www.InterRailNet.com](http://www.InterRailNet.com), as well as from most participating rail networks and rail travel agents.

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

<http://www.eurailgroup.com/Rail%20Passes/Where%20to%20buy%20InterRail%20Passes.aspx>

### **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](http://www.EurailGroup.com/Press%20Room.aspx)

### **Press Contacts**

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