



## EURAIL REVEALS AUSTRALIA'S LATEST TRAVEL TRENDS ALONGSIDE NEW PRODUCT OFFERS AND DEVELOPMENT

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**Eurail**, which simplifies rail travel throughout 28 European countries with its series of flexible rail passes, has revealed Australia's latest travel trends. The survey\* of 1000 Australians, ages 18 years and older, revealed that social media influence is in, the gap year is high on the 'wish list', and your chosen means of travel can make or break your trip. Eurail has also introduced a number of exciting developments in 2017, including a 20% discount on now until the end of the year, making it even easier for travellers to immerse themselves in the different cultural fabrics of Europe.

The results confirm that travel envy is the major deciding factor of holiday choices, with 47% of Australians likely to gain inspiration from their friends and 44% of millennials from social media. That is, millennials are more likely to book a destination after scouring through social media, checking out the stunning #instatravel posts, quick adventure snippets, and galleries filled with imagery of the food, entertainment and breathtaking views found at the world's most coveted travel hot spots.

Additionally, the elusive gap year has made a comeback, but no longer is the adventure reserved for 'schoolies' aiming for a taste of adventure after high school exams. As many as 83% of those surveyed said they'd gladly take a gap year, with older generations keen to sign up for a break from the doldrums of a high-paced, and work-dominated, lifestyle. The most popular type of gap year, according to 46% of those surveyed, would be to explore Europe's great cities at a leisurely pace.

Lastly, as many as 68% say that their holiday could be ruined by airline misdemeanors, such as baggage loss, or flight delays, while 39% also express that rigid travel itineraries can negatively impact their holiday.

*"It's exciting to see so many Australians, from a wide spectrum of backgrounds and ages, willing to take on the gap year which would give them the opportunity to really experience the beauty of Europe", says Clarissa Mattos, Eurail Market Manager. "And with many travelers worried that delayed flights and lost luggage could sour their travel experience, we're proud to offer a reliable and flexible choice for Australians to explore Europe in the most unique, and relaxed, way".*

The news of these trends comes as Eurail celebrates what has been a huge year for the European travel pass, with a number of exciting product developments introduced, and even more set to for 2018;

- **The Big Eurail 20% Off Pass:** From now until 31 December, The Big Eurail Pass offers 20% off for everyone to discover Europe's fascinating landmarks and destinations, for less. Groups who book can save up to 32% off with a Saver Pass. Available from [www.eurail.com](http://www.eurail.com) and the Eurail network of Authorised General Sales Agents.
- **Extended Booking Period:** Eurail Pass can now be purchased up to 11 months in advance, meaning customers can choose their Pass and plan their trip well-before their journey start date. This extension allows customers to plan in advance and book their Eurail Pass at the same time as booking flights to Europe.
- **Eurostar:** Customers can now use their Eurail Pass on Eurostar trains allowing travel between London and mainland Europe with ease and speed.
- **Increase in Youth Age:** Customers aged 27 years and under are now eligible for Eurail youth fares, saving up to 35 percent on the standard adult price (age cap was previously 25 years).
- **Kids Travel Free:** Up to two children 11 years of age and under travel for free with at least one adult.

Eurail has been providing multi-destination train travel in Europe since 1959. With just one rail pass, travellers have the ability to travel in and through up to 28 different European countries. Eurail partners with hotels and hostels, public transport, and sightseeing attractions to provide all guests with additional special benefits across Europe to help make their journey even more memorable. Eurail Pass validity can be as short as three



days or as long as three months, and each Eurail Pass can be adapted to give travellers the vacation they desire at the best possible price.

**EURAIL**

**One Eurail Pass, 28 countries, 1000s of destinations, endless possibilities.**

**Create your own story**

**[www.eurailgroup.org](http://www.eurailgroup.org)**

*\*This study was conducted on the Galaxy Omnibus between Thursday 21 September and Sunday 24 September, 2017.*

*The sample was 1,000 Australians aged 18 years and older distributed throughout Australia. Following the completion of interviewing, the data was weighted by age, gender and region to reflect the latest ABS population estimates.*