

PRESS RELEASE

EURAIL LAUNCHES NEW E-LEARNING PLATFORM AND SHARES 2017 PRODUCT UPDATES

Beijing, China, 23 February 2017 – During a series of events hosted in Beijing, Shanghai, and Guangzhou this week Eurail unveiled its new dedicated e-learning platform for travel trade agents, [Eurail Expert](#). In addition, Eurail shared Chinese traveller travel insights and exciting new product developments for 2017, adding to the appeal and convenience of train travel in Europe.

New Eurail Expert Education Platform Available for Agents

Eurail is pleased to launch its new [Eurail Expert](#) online education platform especially for Chinese travel agents and tour operators. Open to all agents who are either already selling or interested to sell Eurail, the Chinese language platform is an online education and training portal. [Eurail Expert](#) allows agents to learn about the benefits of Eurail Passes, European destinations and attractive itineraries, and provides agents with valuable tips to help them sell Eurail Passes. Targeted at both beginner and more experienced agents, those who complete the [Eurail Expert](#) course online are rewarded with attractive European prizes. Agents can learn more and register at www.eurailexpert.com.

Eurail Travel Trends for 2016

- Over 300,000 Pass holders worldwide travelled with Eurail in Europe in 2016
- The 15 day Eurail Global Pass was the most popular validity last year
- Asia is the second largest Eurail sales region in the world, contributing to an impressive 36 percent of global market share.
- China is the fifth largest Eurail market globally
- Chinese Eurail customers travelling in Spain almost doubled
- Average Pass sales from China for the Scandania region increased by more than 50 percent
- Chinese travellers are choosing to uncover more of a single country in Europe, with Eurail One Country Pass sales increasing by over 35 percent

Where Chinese Eurail Travelers are Going

Germany, Switzerland, and Italy are the three most popular country destinations for Eurail Global Pass holders. City destinations in Italy also prove popular with Chinese travelers. The five most popular routes for Chinese Eurail Global Pass Holders were:

1. Florence → Rome
2. Florence → Venice
3. Fuessen → Munich
4. Prague → Vienna
5. Milan → Venice

Eurail's 2017 Product Updates

- Eurostar, the high-speed passenger rail service linking London and mainland Europe with ease and speed, has joined the Eurail Pass programme meaning customers can now use their Eurail Pass on Eurostar trains. Note that due to demand, seat reservations are required on these high-speed routes.
- Customers aged 27 years and under are now eligible for Eurail youth fares, saving up to 35 percent on the standard adult first class fare (age cap was previously 25 years).
- Eurail is pleased to introduce the Eurail France Pass, a new One Country Pass option allowing for extensive rail travel in France.
- A new Eurail Select Pass for travel in Italy and Switzerland was introduced at the start of 2017 – an ideal travel option for exploring these iconic scenic destinations!

Eurail Passes can be booked up to 11 months in advance and used to travel in up to 28 European countries. Available from a worldwide network of Authorized General Sales Agents, Eurail Passes offer travellers the flexibility to create their own unique rail itinerary across Europe. For more information, visit: www.eurailgroup.org/eurail-vendors.

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About Eurail G.I.E.

A Eurail Pass is a flexible, value-for-money, unlimited train travel pass giving non-European residents the opportunity to uncover the geographical, cultural and diversity of up to 28 countries in Europe. Available to non-European travellers, there is a Eurail Pass for everyone and every trip. Eurail Pass validity can be as short as three days or as long as three months. With multiple Eurail Pass type options covering travel between 1 and 28 European countries, Eurail Passes can be adapted to give travellers the vacation they desire.

Established in 2001, Eurail Group G.I.E. is the organisation dedicated to the management of Eurail and Interrail products, for both non-European and European residents respectively. Owned by over 35 railway and shipping companies, Eurail Group G.I.E. partners with hotels, transport companies and attractions to offer additional special benefits to all Eurail Pass holders. Visit www.eurailgroup.org for further information.