

PRESS RELEASE

INTERRAIL PASS LAUNCHED IN RUSSIA

Unique European rail travel pass now available for sale in Russia Federation

Moscow, Russia, 6 April 2016 – Eurail Group G.I.E. is pleased to announce the well-established and popular Interrail Pass product is now available for purchase in the Russian Federation. A unique train travel ticket, an Interrail Pass enables both Russian and European residents to discover the sights, cultural diversity and beauty of Europe via unlimited rail travel in 30 different countries.

Although having existed for over 40 years and used by over 250,000 Europeans last year, Interrail is a new concept for many travellers from the Russian market. “We recognise the potential for Interrail within the Russian Federation is vast. Out of the 9.5 million Russian visitors to Europe in 2014, including to Turkey where the Interrail Pass is sold, only a small proportion of Interrail Passes were acquired by Russian travellers, says Mr Boselli, General Manager of Eurail Group G.I.E.

“Despite recent decreases in tourist numbers from Russia to European destinations, we believe expanding in the Russian market now will only prove fruitful in the long term as recovery emerges and more Russian tourists take the opportunity to explore all that Europe has to offer on their doorstep”, adds Mr Boselli.

Customers looking for a truly borderless travel experience can choose an Interrail Global Pass for rail travel in up to 30 different European nations. With an Interrail Global Pass, travellers can be shopping on the streets of Milan one day, and enjoying the warm temperatures and picturesque beaches along the Adriatic coastline the next. An Interrail One Country Pass is available for travellers looking to explore a single European country. With Interrail Pass validities ranging from 3 days to 1 month of travel days, there is a Pass type to suit every kind of itinerary for Russian travellers.

“Whether it is a local, regional, high speed, or scenic train route, travelling in Europe with Interrail is a perfect, cost-efficient way to experience new cultures, see outstanding landscapes, and learn about the rich history of Europe. We’re delighted to be able to offer Russian Federation residents a flexible and cost-efficient option to create their own unique rail journey in Europe, and build special memories that will stay with them for a lifetime.”

For more information about the Interrail Pass and points of sale visit www.interrailpass.ru (in Russian), or www.interrail.eu (in English).

The availability of the Interrail Pass in Russia was officially launched at a dedicated event in Moscow on Wednesday 6 April. The event was attended by influential media, as well as representatives from key Russian partners JSC Russian Railways, Tsar Voyages, and European rail travel forum website Railcc.

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For Editors

About the Interrail Pass

Originally created in 1972 as a unique train travel pass designed specifically for youth, the Interrail Pass is now used by more than 250,000 European travellers of all ages each year. With an Interrail Pass, customers can experience unlimited rail travel in almost all European countries. Arriving right in the heart of a destination, travellers have the freedom to take as many train journeys as they like on a single travel day, allowing them to easily hop on and off a train and experience their chosen destinations in Europe.

The Interrail Global Pass is available as a 'Continuous' Pass or a 'Flexi' Pass. Continuous Passes offer unlimited travel for 15 days, 22 days or 1 month and are suitable for those who wish to travel extensively but with maximum flexibility. Flexi Passes, on the other hand, offer unlimited travel for either 5 days within a 15 day period, or 7 or 10 days within a 1 month period and are ideal for travellers who have already planned their itinerary. Interrail One Country Passes are well suited to travellers who are interested in exploring a specific European country. Available as a 'Flexi' Pass, the One Country Pass validity options include 3, 4, 6 or 8 days within a 1 month timeframe.

For further detailed information about the Interrail Pass download the informative product presentation: <https://we.tl/Fgww3qjPTZ>.

About Eurail Group G.I.E.

Eurail Group G.I.E. is the organisation dedicated to the management of Eurail and Interrail products, for both non-European, and European and Russian residents respectively. Based in Utrecht, the Netherlands, Eurail Group G.I.E. is wholly owned by over 35 European railway and shipping companies. Alongside carriers and the extensive network of global distributors, the company continuously works to improve pass products and the mobility of international travellers eager to experience the diversity and beauty of Europe. Eurail Group G.I.E. is committed to developing relevant and innovative market intelligence in order to meet the needs of different travellers worldwide and offer a truly life-changing journey for all customers.

In addition, Eurail Group G.I.E. works with hotels, transport companies, and sightseeing attractions to provide additional benefits and discounts to all Pass holders to assist them along their unique journey.