

**FOR IMMEDIATE RELEASE**

## EURAIL SHARES 2015 TRAVEL INSIGHTS AND 2016 PRODUCT UPDATES

**105K** Pax in 2015

**Top Eurail market worldwide!**

**+17.3% in 2015**

**North America  
+15.9% in 2015**



2015 Sales Data



**Global Pass  
or Select Pass 4  
Countries**



**Select Pass  
2 Countries**

**Sales up 22% in 2015**

**Eurail Interrail**

**NEW YORK, NY– APRIL XX, 2016 –** [Eurail](#) recently unveiled its insights on U.S. and Canadian travel trends from 2015. Growth in Eurail sales for North America increased by more than 15 percent year over year. Current statistics show that the U.S. and Canada contribute to an impressive 38 percent of global market share. With the North American and Asian markets leading the way in global sales, Eurail has changed booking time frames and pass validities to match the changing needs of the North American traveler.

Notable changes and updates for this year include:

- Eurail Group's extension of the Eurail Pass purchase period from six to eleven months before departure. This allows customers to plan and book their rail itineraries at the same time as their trans-Atlantic air. For the first time, travelers can benefit by combining air deals with rail promotions that are traditionally are offered in the spring and fall of each year.

**Family Concept**  
**Children Travel for Free**  
**Highest Child Passenger Share**  
**144% increase**  
**in 2015**

 **Highest Uptake**  
**1st Class Youth**



- The Children Travel Free program allows up to two children under the age of eleven to travel for free with one adult Eurail Pass holder. This makes a family rail-vacation in Europe even more budget-friendly.
  - In response to the U.S. travel pattern of shorter vacations, Eurail has adapted the options for the number of travel days on the passes. The Eurail Global Pass is now available in five and seven day validities in a one-month period. The Three Country Select Pass is back by popular demand and travelers can also choose from a wide variety of two, three and four country Select Passes.
- In continued efforts to make rail travel seamless and flexible, the Eurail Scandinavia Pass is now sold as a One Country Pass, even though it offers rail travel across all four Scandinavian countries of Denmark, Sweden, Norway and Finland.
  - Eastern Europe offers authentic cultural experiences at affordable prices for the cost sensitive North American traveler. A Eurail Two Country Select Pass starts at US\$151 , with additional countries added to the overall Eurail program last year including Bosnia-Herzegovina, Montenegro, Poland and Serbia.

Travelers can still take advantage of Eurail's *\*Extra Days Promotion*, available through April 30, 2016, offering up to five additional complimentary travel days on most Eurail Passes. Travelers can book now and start traveling up to eleven months later.

Travel insights specific to the U.S. traveler show that the Eurail Italy Pass is the top selling One Country Pass and the top five rail routes include cities in Italy, Germany and Eastern Europe:

1. Florence → Rome
2. Berlin → Prague
3. Munich → Salzburg
4. Prague → Vienna
5. Budapest → Vienna

Eurail Passes are available from a worldwide network of Authorized General Sales Agents. For more information visit: [www.eurailgroup.org/eurail-vendors](http://www.eurailgroup.org/eurail-vendors).

\* *Extra Days Promotion* does not apply to the Greek Island One Country Pass.

## **About Eurail G.I.E.**

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](http://www.eurailgroup.org) for further information.

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