

## PRESS RELEASE

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### **TRAVELLING WITH EURAIL IN ITALY EVEN EASIER WITH NEW E-RESERVATIONS APP FUNCTIONALITY**

*New seat reservation function unveiled as Rail Planner App reaches over 1 million downloads*

**UTRECHT, the Netherlands, 05 September 2016** – Travelling with a Eurail Pass in Italy is now even more stress-free thanks to a new seat reservation function for ever popular Trenitalia high speed Le Freccie trains via the free Rail Planner App for iOS and Android smartphones.

The Rail Planner App, powered by Eurail Group G.I.E., is an offline trip planner mobile application designed to enhance the overall Eurail experience. The four-star-plus rated App enables travellers to conveniently determine their European train timetable options, and see where connecting routes or reservations are necessary. The App also features valuable information such as benefit and discount offers for Eurail Pass holders across Europe.

Due to extensive demand, Le Freccie trains and cross-border routes travelling within Italy require a seat reservation to ensure the comfort of all passengers. The newly launched Rail Planner App e-reservation function means customers can book, pay, and receive their seat reservation all through their smartphone when connected to the internet. Eurail travellers have the option to either print their e-reservation or simply show the details on their mobile device when on-board the train.

“With the Rail Planner App having reached over 1 million users, and Italy being a top year-round destination for Eurail travellers, together with Trenitalia we’re delighted to be able to offer passengers a convenient e-reservation tool. This latest innovation is part of our continued efforts to ensure all our customers can maximise their unique European experience, and also allows for last minute bookings”, says Silvia Fischer, Eurail Group G.I.E. Sales & Marketing Manager.

Gianfranco Battisti, Director of Trenitalia Long Haul Passenger Division said “The Italy One Country Pass is the most popular single country pass for both overseas visitors and European residents alike. A 2015 sales growth of the Italy One Country Pass of 47 percent demonstrates the increasing popularity of Italy as a destination. To optimise visitors’ experience, Trenitalia recognised it is vital to provide an easy to use, time saving e-reservation option to aid the visitor journey.”

Eurail Passes can be used to travel in up to 28 European countries and offer travellers the flexibility to create their own unique rail itinerary across Europe. Eurail Passes are available from a worldwide network of Authorised General Sales Agents. For more information, visit: [www.eurailgroup.org/eurail-vendors](http://www.eurailgroup.org/eurail-vendors).

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### **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.