

# Press Release

2 February 2010

XC2010/002 (SH)

## **CROSSCOUNTRY E-TICKET SALES BEAT £2M MARK**

CrossCountry has announced today that it has sold over 76,000 print-at-home 'e-tickets' since the rail operator launched the online initiative in November 2008.

With over £2m worth of tickets sold, CrossCountry's e-ticket highlights the growing importance that technology is playing between the rail industry and its customers. E-tickets now account for 12% of CrossCountry's overall online ticket sales with 11,000 sold during November and December alone - showing customers have quickly caught on to the simplicity of CrossCountry's e-tickets.

David Watkin, CrossCountry's Commercial Director said: "This is yet another milestone for CrossCountry and we're delighted our e-tickets are proving popular with customers. They are simple, hassle-free and user-friendly. Our website is also extremely easy to navigate and gives an online portal where people can buy their tickets for any rail journey in Britain without having to queue at the station."

David added: "It's no secret that if people book far enough in advance through our website there are great deals to be found. With 70,000 of our advanced fares frozen at 2009 prices, there isn't any better opportunity than now to grab a cheap deal."

The official CrossCountry website is available through [www.crosscountrytrains.co.uk](http://www.crosscountrytrains.co.uk)

ENDS

**Please find notes to Editors, CrossCountry facts and figures below. For more information feel free to contact us on 0121 2006115 or by email to [communications@crosscountrytrains.co.uk](mailto:communications@crosscountrytrains.co.uk)**

### **Notes to editors**

CrossCountry started operating on 11 November 2007. The franchise, which is the most extensive in the UK, will run until 31 March 2016. For further information on CrossCountry services and future franchise plans log on to [www.crosscountrytrains.co.uk](http://www.crosscountrytrains.co.uk)

Arriva is one of the largest private sector providers of passenger transport in Europe, employing more than 43,500 people (including share of associate companies) and providing more than one billion passenger journeys every year.

Arriva provides transport services including buses, trains, commuter coaches and water buses, and operates in 12 European countries: Czech Republic, Denmark, Germany, Hungary, Italy, the Netherlands, Poland, Portugal, Slovakia, Spain, Sweden and the UK.

### **CrossCountry facts and figures:**

STATIONS SERVED: 118

ROUTE MILES: 1,654

WEEKDAY SERVICES: 293

PASSENGERS CARRIED: Over 30 million passenger journeys a year anticipated

ANNUAL TRAIN MILEAGE: Approximately 16 million

EMPLOYEES: Approximately 1,700

LONGEST TRAIN SERVICE: 08.20 Aberdeen to Penzance (774 miles)