

## Press Release

03 July 2008

### **CROSSCOUNTRY PUT THE BRITISH SUMMER BACK ON TRACK**

**To bring the feel-good factor back to Britain this summer, CrossCountry is announcing its first ever Summer Seat Sale. Thousands of extra low-cost Advance fares will be available and people booking online through CrossCountry's website can get an extra 10% off the price of their journey.**

Summer 2008 is predicted to be one of the warmest on record and it's widely expected that the classic British holiday will be resurrected with people scrambling to book seaside holidays, days out and relaxing city breaks within the UK. Some of Britain's most popular destinations can be reached with CrossCountry. So whether it's sightseeing in York or Oxford, unforgettable shopping in Leeds, Birmingham or Manchester, or simply sunbathing in Devon – you too can help save the British summer!

This summer, booking through CrossCountry's user-friendly website gives customers access to thousands of low-cost tickets, an innovative journey planner and the opportunity to reserve a seat at no extra cost. Together with its friendly onboard service and refreshments, there simply is no better way to travel than with CrossCountry this summer.

**Andy Cooper, Managing Director at CrossCountry said;** "After the summer washout last year, British tourism is once again finding its feet with people keen to stay in the country this year. As a result we're delighted to be supporting British tourism by offering people the opportunity to explore the holiday hotspots of England, Scotland and Wales with CrossCountry, and they even get an extra 10% of the price of their journey by booking through our website."

#### **Rising fuel costs.....**

"From the UK, over 40 million people travel by air to destinations across Europe each year, but with increasing charges added on by budget airlines, the rising Euro exchange rate and the escalating cost of motoring, staying in this country and using CrossCountry to travel really is the best choice for everyone this summer."

**CrossCountry's Summer Seat Sale will be launched on [www.crosscountrytrains.co.uk](http://www.crosscountrytrains.co.uk) from Thursday 3 July.**

**Simply register online for a special access code to unlock massive savings on advanced purchase CrossCountry tickets - and even qualify for a further 10% online discount by using one of the special codes.**

**Great value fares are available throughout the year on the official CrossCountry Trains website [www.crosscountrytrains.co.uk](http://www.crosscountrytrains.co.uk)**

**ENDS**

### **Notes to Editors**

- The 2007 summer floods cost the UK tourism industry an estimated £70m.
- Research has shown that the cost of motoring now averages 46p per mile – making travelling by car one of the most expensive forms of transport.
- Figures released by the AA in June 2008 reveal that the cost of motoring has risen by 11% over the past year. This rise takes into account climbing fuel, insurance and tax costs.
- Average spending abroad by British tourists has climbed by nearly 50% since 1997. This trend is slowly being reversed as people choose to stay in the UK for their main annual holiday.
- Using the train as opposed to the car is proven to be more environmentally friendly.

*Example: A return journey by car between Bristol and Newcastle will see CO2 emissions of 106kg. The same return journey on the train more than halves the CO2 emissions to **30kg***

- CrossCountry is part of the Arriva group which operates transport services in nine European countries, employs more than 37,000 people and provides more than one billion passenger journeys every year. For more information about the Arriva Group visit [www.arriva.co.uk](http://www.arriva.co.uk)

### **CrossCountry facts and figures**

STATIONS SERVED: 133

ROUTE MILES: 1,654

WEEKDAY SERVICES: 279

PASSENGERS CARRIED: Over 30 million passenger journeys a year anticipated

ANNUAL TRAIN MILEAGE: Approximately 16 million

EMPLOYEES: Approximately 1,800

LONGEST TRAIN SERVICE: Penzance to Dundee (701 miles)

**ENDS**