

EUROPEAN YOUTH CARDS

THE ROUTE

TO A NEW MOBILITY

FOR YOUNG PEOPLE –

THE EXISTING MAP

The European Youth Card Association (EYCA) has 40 member organisations in 38 countries. All are committed to promoting youth mobility and active citizenship for young people. This Good Practice Series outlines how EYCA members are responding to this challenge.

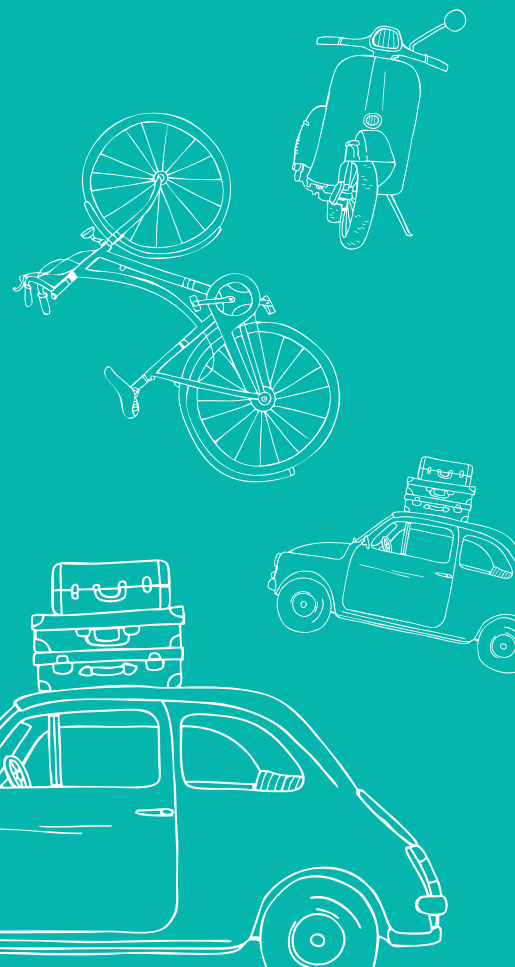
As well as looking at current good practice by our members, this GPS series is a chance to promote debate about future directions for the youth cards and young people in Europe.

GPS 5 and 6 look toward a new definition of youth mobility. Think of it this way - mobile phones started as a device for simply making and receiving calls. Now they are handheld computers and sophisticated communications devices.

Similarly, for youth cards, mobility started as travel offers and services for cardholders, but now and into the future mobility will mean young people's access to employment, education, enterprise and culture across borders.

In this GPS, we look at the practical foundations of European Youth Card services in travel, transport and accommodation. In GPS 6, the results of a seminar in Madrid are presented. At this seminar EYCA member organisations began to explore new approaches to the concept of mobility.

EYCA GPS 5
GOOD PRACTICE SERIES



European Youth
Card Association

www.eyca.org



TRANSPORT

LOCAL PUBLIC TRANSPORT

CKM SYTS Slovakia

The EYCA member in Slovakia issues the Bratislava city card in co-operation with the Bratislava Municipality and the OTP bank. It is a multifunctional chip card, which offers the following:

- It's a local public transport pass with a 10% discount on monthly or quarterly tickets on all bus, trams and trolleybus routes.
- It operates as an electronic library card for all major academic city libraries.
- It can be used as an online electronic ticket to selected cultural and sporting events.

- Cardholders can get 20% discount in museums, at the zoo, at theatres, galleries, and sport facilities as well as other selected discount providers.

Other members with similar partnerships

The Youth Board of Cyprus has an agreement with the Ministry of Public Transportation offering all student cardholders a 50% discount on all Public City Transportation buses in four major cities.



RAILWAYS

CJP Netherlands

CJP Netherlands runs a special seasonal discount a few times a year. On one day, two people can travel all day through the Netherlands for a total of €25. One of the travellers has to have a CJP card (this offer is not available to incoming cardholders). The tickets can only be bought online through the CJP website.

Through another seasonal co-operation project between Dutch Railways and CJP, the cardholders can travel for free to their favourite festival or museum. The discounts are advertised through the CJP magazine and website.

Other members with similar partnerships

- Slovenia: Slovenske železnice – 25% RAILPlus discount on trains in Europe with the co-branded SŽ-Ej!KArtica youth card.
- Greece: TRAINOSE – €12 ticket for selected intercity trains on the lines Athens-Thessaloniki, Thessaloniki-Alexandroupolis, Athens-Kalambaka.
- Serbia: SRB PLUS card can be purchased for 100 RSD instead of 800 RSD and provides 30% discount on Zeleznice Srbije train tickets; RAIL

PLUS card costs 250 RSD instead of 1500 RSD and provides 25-30% discount on international train tickets.

- Portugal: Intra_Rail: 10% off on Intra_Rail Xcape pass (3 days) and 13% off Intra_Rail Xplore pass (10 days); both include rail travel and accommodation in youth hostels.

Through another seasonal co-operation project between Dutch Railways and CJP, the cardholders can travel for free to their favourite festival or museum.





TRAVEL AGENCY

Česká rada dětí a mládeže

The Czech Council for Children and Youth (CRDM) has signed an exclusive partnership with Student Agency, the largest travel agency in the country, who operate their own network of international bus and railway routes. The agency provides a 15% discount on all bus tickets (most popular with young people) and preferential rates on student flight tickets. There are also discounts on study abroad, work and travel programmes, language courses, and a 10% discount on visa fees.

The member organisation is negotiating to co-brand Student Agency's own loyalty card and have even more substantial discounts on Student Agency's buses and RegioJet trains.

Other members with similar partnerships

- In Switzerland, euro26.ch operate their own voyage26 travel agency, which re-sells packages such as language courses and adventure trips targeting young travellers.
- In the Netherlands, KILROY is a travel agency that specialises in long-term backpacking or study trips abroad for students. CJP cardholders get a €50 discount on any combination booking from €500 per person. Every two months, CJP and KILROY issue a special travel story in the CJP magazine.



AIRLINES

Youth Board of Cyprus



The European Youth Card in Cyprus signed a co-operation agreement with Cyprus Airways in September 2012, giving the following benefits to students who are holders of the European Youth Card.

- A 10% discount on all air tickets from Cyprus to their country of studies and vice-versa.
- Free luggage transportation up to 30 kg.
- Students who are using the "Sun-miles" loyalty programme of Cyprus Airways will be able to get their free ticket (according to the points collected) with 50% less points than other passengers.

Other card organisations with similar partnerships

In Catalonia, Spain, cardholders of Carnet Jove receive a €10 discount on a round trip ticket with Vueling airlines.

Every cardholder can use this once a month through an online verification system at www.vueling.com/carnetjove/

ACCOMMODATION

EUROPEAN PARTNERSHIPS

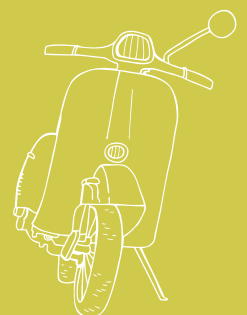
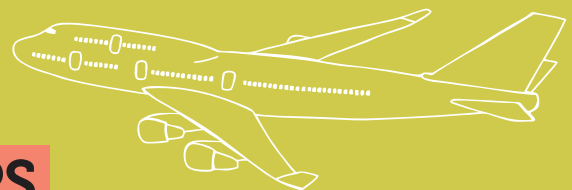
EYCA's Spanish member organisation Injuve has signed an agreement with three major hotel chains - Grupo Sol Melia, Hotels NH & Hesperia and Holiday Inn Express - offering cardholders international discounts for accommodation. In 14 Holiday Inn Express hotels young people are entitled to a 15% discount. Grupo Sol Melia (with 294 hotels) and NH Hotels & Hesperia (with 174 hotels) offer a 10% discount.

EYCA and NH Hotels are establishing a framework Corporate Social Responsibility agreement to describe their commitment to create more benefits and opportunities for young people.

Since June 2012, EYCA and its member organisations have co-operated with HostelBookers.com, the number one website for backpackers and student travel, with accommodation

in youth hostels and cheap hotels in over 3,500 destinations worldwide.

With the European Youth Card, young people got a 50 % discount on the prepayment of the booking.



HOSTELLING



European Youth Card

Centre Information Jeunes Luxembourg

The new European Youth Card in Luxembourg includes since November 2012 the Hostelling International membership card and is available to young people aged 12 to 30. The national youth information centre (CIJ) and the youth hostels in Luxembourg joined forces in order to promote culture, sports, leisure, information services and international mobility to young people.

With the Luxembourgish European Youth Card, young people automatically become a member of the Hostelling International network and receive:

- access to 4,500 youth hostels in more than 80 countries around the world;

- the possibility to take part in trips and activities organised by the youth hostels;
- a subscription to the magazine 'De Kompass' and the newsletter of the Hostelling International association in Luxembourg;
- access to the international reservation system;
- new discounts in Luxembourg;
- and many other advantages and discounts throughout Europe.

The new Luxembourgish European Youth Card is offered at the same price of €10 per year (including all the new advantages and discounts).

Other members with similar partnerships



- In Croatia, the European Youth Card is co-branded with Hostelling International (HI card) offering discounts and benefits in Croatian youth hostels and at more than 4,000 Hostelling International hostels in over 80 countries worldwide.
- In Portugal, Pousadas de Juventude (the national youth hostels chain) offer a 15% discount on accommodation in multiple rooms and 10% off on double rooms at 45 locations.
- In Switzerland cardholders can access discounts on activities of the FROXX platform for young people (hiking, skiing, snowboarding, avalanche survival courses and more) as well as discounted accommodation in 70 chalets of the Naturfreunde association.

CAMPING

- Camping and mountaineering federation of Portugal - 20% discount on membership card and entrance to national parks; 10% discount on camping and accommodation in Orbitur Camping Club parks (20 locations).
- TCS Camping in Switzerland offers 10-30% discount on camping, depending on the season, excluding tax and electricity (30 locations).

STUDENT

DORMITORIES



Evropski omladinski centar

The dormitory student card is a scheme that is being developed by the Serbian Evropski omladinski centar in collaboration with 50 student dormitories throughout Serbia.

The project aims to provide approximately 60,000 young people who reside in dormitories with a chip card that functions as an entrance key to the premises and also enables them to use electronic vouchers for meals in the cafeteria.

Other members with similar partnerships

- Slovakia: 10-20% discount on accommodation in five student dormitories in Bratislava when used as hostels for short stays.