

# Eurostar Offers New Class Of Service In Response To Changing Needs Of Customers



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Eurostar, the high-speed passenger train operator between the UK and France and Belgium has announced an important change to its class of service range.



In response to the changing needs of customers, Eurostar is introducing Standard Premier - a 'mid-class' designed to appeal to not only the more cost-conscious business traveller, but also leisure travellers who want that little bit extra space and service.

Standard Premier tickets have now gone on sale for travel from 1 September. The new class will replace Eurostar's existing Leisure Select class, which has been on offer since 2005.

This change comes as a result of extensive customer feedback and market research and sees Eurostar's class offerings move towards a more intuitive structure with Standard Premier perfectly complementing the existing Business Premier and Standard classes.

Commercial Director Nick Mercer said:

"Following extensive research and feedback from our corporate clients and business travel agents, it became very clear that there was a strong appetite for a mid-range product pitched between our fully-flexible Business Premier and Standard classes.

"We have taken this on board and have now introduced a new class which not only meets the needs of our more cost-conscious business customers but also appeals to the leisure traveller looking for a bit of extra comfort and service on board.

"With the introduction of Standard Premier, we now have a range of products that meets the differing needs of all our customers."

These changes bring the current service offering to Business Premier, Standard Premier and Standard Class, along with special Lille, Brussels and [Paris travel deals](#).

- ENDS -

Note to editors:  
Standard Premier flexible fares are refundable with a deduction of 15% off the full value of the ticket, or off the outstanding ticket value if one of the legs has already been travelled.

### **About**

### **Eurostar:**

Eurostar is the high-speed train service linking St Pancras International, Ebbsfleet International, Ashford International, Paris, Brussels, Lille, Calais, Disneyland Resort Paris, Avignon and the French Alps. This makes it ideal for those looking to [travel to Bruges](#) from the UK or wanting to take a [Lille city break](#) or a [Paris city break](#).

Eurostar is a founder member of Railteam, a partnership between Europe's leading high-speed train operators that is developing simpler ways to book and travel on the fast-expanding, European high-speed rail network. Eurostar and Eurotunnel are entirely separate companies. Eurostar operates high-speed passenger trains, while Eurotunnel

operates vehicle shuttle services and the Channel Tunnel itself. Eurostar is Eurotunnel's biggest customer.

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