

## PRESS RELEASE



## THE BLUE TRAIN'S REINVENTION FOR 2019

We are delighted to announce that after a rigorous, yet successful tender process, The Blue Train has renewed its contract with Ethos. Ethos has been the UK office for The Blue Train since 1998 and we look forward to meeting new and exciting challenges as we embrace our 20<sup>th</sup> year of representing one of the most lavish trains on the planet.

One exciting change on the horizon is that in 2019 the Pretoria to Cape Town (or vice-versa) route will be extending to become a 2-night journey. There are many benefits to this re-invention:

- Guests can land in South Africa on the same day of The Blue Train departure, as train will now depart in the evening (18h30) from Pretoria and late afternoon (16h00) from Cape Town.
- No more early morning wake up calls to make the previous 07h30 check-ins.
- Delays will be unlikely as the train will depart and arrive during off-peak hours so will not clash with other commuter or freight trains.
- Guests can enjoy day tours either in Pretoria or Cape Town before the train departs.
- Both northbound and southbound departures will have a guaranteed 2 ½ hour off-the-train excursion in Kimberley, which was always more popular than the Matjiesfontein excursion northbound.
- The Blue Train dress code continues to be smart casual during the day, but gentlemen are requested to wear a jacket/waistcoat and ladies dress elegant for dinner. No tie is necessary.
- Guests will experience a wider variety of menus due to the additional meals served on the longer journey.
- Guests can now book flights or other forward arrangements on the day of The Blue Train's arrival in either Pretoria or Cape Town (both trains arrive at 10h30), without the anxiety of delays.
- The rack rate increase is minimal (from R16 430-00 to R18 405-00 – so an extra £120pp) but you no longer HAVE to book a hotel the night before departure, unless you want to - and you get at least 40 hours of fully-inclusive wining, dining and butler-service pampering compared to the previous 27 – 30 hours.

Please visit [www.bluetrain.co.za](http://www.bluetrain.co.za) or email [info@ethosmarketing.co.uk](mailto:info@ethosmarketing.co.uk) for further information. Please feel free to contact Claire Roadley, PR Manager, should you need any further assistance on [claire@ethosmarketing.co.uk](mailto:claire@ethosmarketing.co.uk) or call +44 (0)1403 243619

### NOTES FOR EDITORS

- The Blue Train launched in 1946 and offers a unique way of experiencing some of Southern Africa's magnificent landscapes and landmarks.
- De Luxe suites offer a choice between twin beds (with shower) or double beds (with ¾ bath).
- Luxury suites are more spacious and offer twin or double beds with full size bath facilities.
- All suites offer a private entertainment centre with a choice of movie channels and radio stations, under-floor heating, a universal telephone system, an air-conditioning system, GPS and a Driver's eye-view camera.
- Free WI-FI is also available for use by guests in the comfort of their private suites.
- Guests indulge in fine cuisine with personal Butlers at their beck-and-call.
- So take a journey into a timeless world of grace, elegance and romance, where spectacular scenery will stir your imagination and luxurious comfort will soothe your mind, body and soul.