

PRESS RELEASE



THE BLUE TRAIN'S REINVENTION FOR 2019

In 2019, South Africa's iconic Blue Train will be reinventing its classic Pretoria to Cape Town (or vice-versa) experience from a 1-night to a 2-night journey. There are many benefits of extending this luxury rail experience on top of it being a slower, more relaxing journey to better enjoy the scenery.

Guests will be able to begin their journey on the same day as their flight lands in SA, since the train will depart in the evening at 18h30 from Pretoria, and in the late afternoon from Cape Town at 16h00 - so they no longer HAVE to book a hotel the night before - and there will be no more early morning wake-up calls to make their way through the traffic for the previous station check-in time of 07h30.

Delays will also be unlikely going forwards as the trains will depart and arrive during off-peak hours so that no clashes occur with other commuter or freight trains. Guests can also book flights or make other forward arrangements after the train journey in either Pretoria or Cape Town, as both trains arrive at 10h30. Furthermore, guests can enjoy day tours in either Pretoria or Cape Town before departure.

Another plus is that both northbound and southbound departures will have a guaranteed extended 2.5 hour off-the-train excursion in Kimberley at the famous diamond mine's "big hole" and museum giving them more time to linger - which is always more popular than the previous Matjiesfontein excursion on northbound departures.

But the best news of all is that the rate will only increase by around £115 per person ie from R16 430 pp (about £953) to R18 405pp (about £1,067) - but for this, guests will enjoy around 40 hours of fully-inclusive wining, dining and a butler-service, compared to the previous 27 to 30 hours. Plus they save on the costs of that extra night in a hotel.

Please visit www.bluetrain.co.za or email info@ethosmarketing.co.uk for further information. Images can be accessed in this **DropBox**. Please feel free to contact Claire Roadley, PR Manager, should you need any further assistance on claire@ethosmarketing.co.uk or call +44 (0)1403 243619. Ethos Marketing - proudly representing The Blue Train for over 20 years...

KEY HIGHLIGHTS

- 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.