



THE BLUE TRAIN
A WINDOW TO THE SOUL OF AFRICA



New “Slow Travel” Blue Train Journey Gets the Thumbs Up

In 2019, South Africa's iconic Blue Train relaunched its new brand positioning, extending its classic journey between Pretoria to Cape Town (in either direction) to a 2-night experience with the focus on slow travel. Guests are invited to “surrender to the luxury of slow” to better take in the journey and soak up the scenery.

Instead of departing early in the morning and completing the journey in just one night, the train currently departs in the afternoon/early evening and arrives mid-morning two days later.

With the first quarter of 2019 behind us we are delighted to confirm that this change has been very well-received by both guests and the travel industry. However, we have also discovered that having two different departure times ie 18h30 from Pretoria or 16h00 from Cape Town has caused some confusion - **so a decision has been made to standardise the departure times from 1 April 2019 to the earlier slot of 16h00 with the arrival time on day 3 at 10h30. Check in at both Cape Town and Pretoria lounges will now be from 14h00.**

An added-bonus of the earlier departure from Pretoria is that there is more time to settle in and get ready for the first dinner sitting at 19h30.

Another exciting change is that The Blue Train now arranges live entertainment at both their Pre-departure Lounges as well as onboard the train in the evenings which is proving a big success with guests.

Entertainers such as jazz and soul saxophonist Ayo Solanke play during dinner and guests are invited to listen or even get up and dance if they so wish in the lounge car - whilst the club car and observation car offer a quieter alternative to enjoy a cognac or cocktail.

