



## **JB TRAIN TOURS** (Since 1975) **UPMARKET TRAIN TOUR PACKAGES**

### **PRESS RELEASE**

Friday 14<sup>th</sup> November 2008

### **UPMARKET TRAIN TOUR PACKAGES in SOUTH AFRICA**

**JB Train Tours** (Since 1975) has launched its Upmarket Train Tour Packages on the luxurious Premier Classe train on Friday 14<sup>th</sup> November 2008 at the Johannesburg Park railway station in front of a well represented audience from the media, corporate representatives, event management companies, travel agencies and dignitaries.

The MC of the day, Mr. Kobus Barnard, welcomed the delegates and dignitaries.

Mr. Pumi Vani, Manager: Facilities and Security at Shosholoza Meyl, delivered the Word of Introduction, whilst Mr. Matti Geldenhuys, action CEO of Shosholoza Meyl, spoke about the future of the Premier Classe trains in South Africa.

Mr. Johan Badenhorst, CP in P at JB Train Tours, gave a brief presentation about the Upmarket Train Tour Packages offered by the company.

Afterwards, all the people present had the opportunity to walk through the Premier Classe train, parked at the station, to view the dining cars and kitchen, lounge cars with bar facilities, sleeper carriages with 2-bed compartments and 1-bed coupes, as well as the conference and disco carriage.

The company has been hosting train tours for the budget market for many years to various destinations in Southern Africa, but has identified the need to host shorter train tours for corporate companies, groups, clubs and individuals in the upmarket echelons – but still at very affordable and competitive prices.

These train tours make provision for board meetings, small conferences, strategic planning sessions and team building **on** the train, as well as **off** the train if the groups become too big. Individuals or families can utilise it as well for a short breakaway weekend.

Currently train tour packages are offered twice weekly between Johannesburg and Cape Town and Johannesburg and Durban, with the option of either returning by train or flying back. Packages between these three cities in the opposite direction are on the planning board, as well as between Johannesburg and Port Elizabeth and between Cape Town and Port Elizabeth once the trains have been finalised on the latter routes.

The upmarket train tour packages include the overnight trip, all the fine cuisine meals, bus transport at the destination, a JB Train Tours representative and accommodation off the train when applicable.

Optional extras like conference facilities, excursions, flight bookings, DJ's and leisure needs are taken care of when requested.

A number of pre-launch bookings have been received, going to places like Matjiesfontein in the Western Cape for a conference; a board meeting on a yacht in the Durban harbour; a Harley Davidson motorbike group travelling from Cape Town; a 4-day strategic session to Durban (flying back) and a bowling club taking part in a weekend tournament in Durban.

Mr. Badenhorst has expressed his opinion that these upmarket train tour packages will address the needs of many event management companies and corporates alike, which are often 'looking for something different to do'.

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Photos: available on CD (at launch) and on request