

09 July 20 10

TRANSNET



delivering on our commitment to you freight rail



The Blue Train Scoops Africa's Leading Luxury Train Award!!



Blue Train team: Hilda Thomas, Hanlie Kotze, Herbert Masheula

The Blue Train proved why it is called *the window to the soul of South Africa* when it won the highly contested 'Africa's leading luxury train award' on the 7th July during the World Travel Awards – Africa and Indian Ocean Gala Ceremony held at the Sandton Convention Centre.

The World Travel Awards since its inception 17 years ago, has always been an important aspect in travel and tourism as it has raised the bar for standard of customer service.

These prestigious awards aim to encourage a world-class competition and to stimulate innovation and creativity as well as ensuring that travellers receive exceptional value. It further acknowledges the organisations that contribute significantly in the tourism and travel industry.

The world Travel Awards are known as "the Oscars of the Travel Industry", and winning these awards is a great achievement for any company because it means that winners consistently excelled beyond expectations, the awards separates the good from the outstanding while reassuring travellers and taking their expectations to greater heights.

Winners were carefully selected based on the 183 000 votes cast by travel professionals which include travel agencies, tour and transport companies as well as tourism organisations in over 160 countries across the world.

The Blue Train which combines the luxury of the world's leading hotels with the charm of train travel outshone its competitors and claimed it's well deserved first spot. It has built an incredible legacy and has now won this award for two consecutive years. It has also won The World's Leading Luxury Train award in 1998, 1999, 2000, 2001 and again in 2009.

By winning Africa's Leading Luxury Train on the 7th July 2010, the Blue Train will automatically go through as a nominee for the World's Leading Luxury Train where the travel trade will cast their votes later in the year.

Congratulations to all The Blue Train personnel!!!

Communications and Media