

The Blue Train Scoops Yet Another Prestigious Award!

Following the achievement of being voted *Africa's Leading Luxury Train* at the recent World Travel Awards function held at the Sandton Convention Centre on the 7th July 2010, and thus qualifying for the Grand Gala Event where the world's best will be pitted against each other later in the year, The Blue Train has proven once more why it is considered the world's best by walking away with yet another prestigious international award, by being voted **CONDÉ NAST TRAVELLER READERS' FAVOURITE SPECIALIST TRAIN** at the 12th Annual Readers' Travel Awards, held at The Royal Institution of Great Britain in London on Wednesday 1st September 2010.



The runner up in the 'Specialist Train' category was the Venice Simplon-Orient Express. Other nominations included The Ghan in Australia, the Palace on Wheels in India and The Royal Scotsman.

The Blue Train was the only South African company to win one of the 27 categories - although South Africa did come in 9th in the Favourite Holiday Destination category.

Condé Nast Traveller is a unique and highly respected publication that is largely regarded as the ONLY authority on Travel and Lifestyle in the UK. Its 'Truth in Travel' ethos along with their policy of never accepting press invitations means that the publication never yields to pressure and is a magazine readers trust. Conde Nast Traveller writers pay their own way and travel unannounced. This principle assures them independence from the travel industry, allowing them to report honestly and fairly about all aspects of their travel. More than 1 in 3 readers is a subscriber, with a total readership of over 335,000.

Readers were asked to vote for the things they really like about travel, from business hotels to destination spas, airlines to specialist tour operators. The criteria considered for the Trains category included - Ambience/decor, Child-friendliness, Environmental friendliness, food/restaurants, Luggage handling, Pre/Post train facilities, Punctuality/efficiency, Range of routes, Service/staff, Standard/comfort of cabins and Value for Money.

"To say that we are delighted with this award would be an understatement of the century! This is such a very sought after award. To be nominated alone is such a great achievement, but to win your specific category is enormous! Credit must go to everyone associated with this brand - our employees, representatives, all our strategic partners and suppliers for their effortless passion and commitment to this "Blue Jewel". Through hard and dedication - together we can achieve much more", comments an elated Hanlie Kotze, Executive Manager of The Blue Train.

She adds, "With a long-standing reputation of South African hospitality, The Blue Train symbolizes the very core of luxury train travel. Exquisitely crafted and appointed to achieve a degree of unequalled luxury to satisfy not only the senses of every guest from all corners of the World, but to also reach to their soul; the very essence of why we are known as *A Window To The Soul Of South Africa!*

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