

LONG HAUL RAIL SALES GUIDE

Don't just sell the destination. Sell the journey.

Rail is particularly powerful because it can be the reason for the trip, not simply transport between two places. Iconic examples across your destinations include Rocky Mountaineer in Canada, The Ghan and Indian Pacific in Australia, Japan's Shinkansen, and luxury rail in South Africa.

NUMBER ONE FOR RAIL

WHEN SHOULD AGENTS SELL RAIL?

Sales Period	Rail Opportunity	Lead With
Jan-Feb	 Summer / main holiday planning	Canada / Australia / Japan
Mar-Apr	 Scenic rail	Canada / New Zealand
May-Jun	 Bucket-list rail	Australia / South Africa
Jul-Aug	 Winter / future rail	Japan / Australia
Sep-Oct	 Autumn & luxury	Canada / Japan / South Africa
Nov-Dec	 Big trips & special occasions	Australia / Japan / South Africa

WHICH RAIL JOURNEY SHOULD I SELL?

Customer Says	Lead With	Destination/Why
"I want amazing scenery."	Rocky Mountaineer	Canada – Rockies scenery without having to drive
"I want a real adventure."	The Ghan	Australia – crosses the heart of Australia
"I want luxury."	The Blue Train	South Africa – luxury rail combined with scenery
"I want to see Japan."	Shinkansen	Japan – fast, efficient links between major destinations
"I want to experience Australia properly."	Indian Pacific	Australia – Sydney to Perth across the continent
"I want wildlife."	Canadian rail + Rockies	Canada – rail with mountains and wildlife
"I want culture."	Japan by rail	Japan – Tokyo, Kyoto, Osaka and beyond
"I don't want to drive."	Canada by rail	Canada – see the Rockies without self-driving
"It's a special occasion."	Luxury rail	South Africa / Australia – the journey becomes part of the celebration



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CANADA

ROCKY MOUNTAINEER

Best for:

- Scenery
- Wildlife
- Couples
- Premium customers
- Customers who don't want to drive

"Imagine waking up, having breakfast and watching the Canadian Rockies roll past your window."



Combine with: Vancouver → Rocky Mountaineer → Banff/Lake Louise → Calgary
The Rocky Mountaineer is particularly suited to customers wanting the scenery and experience of the Rockies without making the entire holiday a self-drive.

AUSTRALIA

THE GHAN

Sell to:

- Adventure
- Bucket-list
- Couples
- Luxury



The Ghan covers almost 3,000 km through Australia's interior, with different journey options available.

AUSTRALIA

INDIAN PACIFIC

Sell to:

- Bucket-list
- Luxury
- Repeat Travellers



The Indian Pacific links Sydney and Perth via Adelaide over four days.

AUSTRALIA

GREAT SOUTHERN

Sell to:

- Luxury
- Food & Wine
- Scenery



Experience Australia's changing landscapes without changing hotels every night.

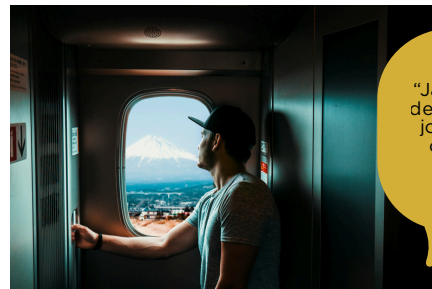


JAPAN

SHINKANSEN

Best for:

- Culture
- Food
- Cities
- Couples & Families



"Japan is one of those destinations where the journey between the cities is part of the experience."

Classic itinerary: Tokyo → Kyoto → Osaka Then add: Hiroshima / Hakone / Japanese Alps
Japan's Shinkansen network is a major part of the country's travel experience, and Japan is frequently positioned as a natural fit for rail-focused itineraries.



SOUTH AFRICA

ROVOS RAIL

Best for:

- Luxury
- Couples
- Special Occasions
- Safari Customers

"What if the journey was as luxurious as the destination?"



Combine: Cape Town → Winelands → Rovos Rail → Safari or Cape Town → Rovos Rail → Kruger
Rovos Rail offers an elegant, luxury rail experience through South Africa, with beautifully restored carriages, exceptional service and spectacular scenery along the way.



NEW ZEALAND

TRANZALPINE TRAIN

Best for:

- Scenery
- Couples
- Photographers
- Nature



"Take the scenic route through New Zealand."

Combine: Auckland → Wellington → South Island → Christchurch
Add scenic rail journeys alongside a wider road-trip itinerary.



AMERICA

SELL: RAIL & NATIONAL PARKS

Best for:

- Families
- Couples
- Scenery
- Customers who don't want to drive

Great combinations include: Chicago → Rockies → National Parks
San Francisco → Yosemite → rail and
New York → Washington → Southern USA.



"See America without spending your entire holiday behind the wheel."



SOUTHEAST ASIA

SELL: RAIL & CULTURE

Best for:

- Foodies
- Culture Seekers
- Couples
- First-time Asia travellers

Potential combinations: Bangkok → Malaysia → Singapore or Bangkok → Chiang Mai or rail combined with Vietnam/Cambodia touring. Rail can be particularly effective here as part of a multi-country itinerary, rather than selling the train as the entire holiday.

"Experience Southeast Asia beyond the beach."



INDIA

SELL: LUXURY RAIL

Best for:

- Luxury
- Culture
- Couples
- Special Occasions

Combine: Delhi → Agra → Jaipur → Luxury Rail → Rajasthan
India is a strong rail-selling destination because the railway journey can become an integral part of the cultural experience. Luxury rail options such as the Maharajas' Express are an excellent inclusion for a tailor-made itinerary.



"Experience India like royalty, travelling in luxury through India's most captivating landscapes."



CENTRAL & SOUTH AMERICA

SELL: SCENIC + ADVENTURE RAIL

Best for:

- Adventure
- Bucket-list
- Couples
- Wildlife

Examples include rail journeys incorporated into Peru, Ecuador and wider South American itineraries.

Some of the world's most spectacular places are best experienced by rail."



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