

The Blue Train celebrates successful leisure travel maiden voyage

Issued by Havas Johannesburg

20 Nov 2020

Last week, The Blue Train took on its first leisure travel maiden voyage from Pretoria to Cape Town. The two-night, threeday luxury rail experience was the first leisure travel journey since interprovincial travel was permitted during this period of lockdown. The maiden voyage came after months of preparation and readiness across all parts of The Blue Train's operations - with the safety of guests in mind.



Speaking on this maiden voyage, The Blue Train executive manager Vincent Monyake said: "Months of refurbishments and preparations paid off beautifully. The leisure travel maiden voyage was successful, and all guests were thoroughly impressed with our level of readiness to operate in this Covid era. There were no incidents on board, and all guests complied with the regulations and protocols put in place."

The safety and hygiene protocols put in place ensure that there is adherence to the highest level of hygiene to ensure the safety of all guests and the crew. These strict protocols are in line with industry standards and the measures set by the World Health Organisation and the Department of Tourism.

"At the top of our list was the preparation for travel in a Covid-19 era, making sure that we take care of our guests' anxieties around travel during a pandemic. It was of paramount importance that we at The Blue Train understand that heightened safety and hygiene standards have become passport, especially in the tourism sector," added Lethabo Vilakazi, risk and safety officer at The Blue Train.

The Blue Train recently announced a reopening special to encourage travellers to experience the country through the lens of luxury rail. Bookings to date reflect an above average occupancy, the majority being from domestic travellers.

Monyake concluded: "With the president's recent announcement regarding international travel, we anticipate that occupancies will increase dramatically. The ripple effect of our success goes beyond our crew and suppliers. The Blue

Train is a strategic tourism player whose use is always connected with other tourism players, be it air travel, accommodation, the food and beverage sector and other tourism experiences. The relief that we are experiencing now that we have fully operated again will go a long way in helping to resuscitate the hard-hit sector and grow our economy."

For bookings, please contact our reservations office or book via our website, <u>www.bluetrain.co.za</u>. Guests who require more information on these changes and how they potentially affect their travel plans can contact The Blue Train's reservation team at the Pretoria office on +27(0)12-334-8459 or the Cape Town office on +27(0)21-449-2672 or on email <u>info@bluetrain.co.za</u>.

About The Blue Train: The Blue Train is a business unit of Transnet Freight Rail, a division of Transnet SOC Limited and has been in existence since 1946. It offers a unique way of experiencing some of Southern Africa's magnificent landscapes and landmarks. On this train luxury assumes a new dimension. Take a journey into a timeless world of grace; elegance and romance, where spectacular scenery will stir your imagination and luxurious comfort will soothe your mind, body and soul.

Please visit www.bluetrain.co.za for further information.

" LG's 2024 soundbars deliver complete at-home entertainment with rich audio 15 Jan 2024

" Havas Red expands to South Africa adding PR, social and content capability to the region 11 Sep 2023

" Havas Media ranks 5th as media agency in South Africa, Recma First Edition 2023 results show 9 May 2023

" Havas prosumer studies reveal interesting facts on lesser explored topics 12 Jan 2023

" Pernod Ricard appoints Havas Media SA as its media agency of record 22 Dec 2022

Havas Johannesburg

To be the world's best company at creating meaningful connections between people and brands using creativity, media and innovation. Profile | News | Contact | Twitter | Facebook | RSS Feed

For more, visit: https://www.bizcommunity.com