



Guests who opt for GoldLeaf service take breakfast and lunch in the lower-level dining room of a bi-level dome car.

Next year marks the 30th anniversary of the largest privately owned luxury tourist train company in the world. Rocky Mountaineer began in 1990 after the Canadian government decided to privatize its daylight rail service through the mountains of Western Canada. What started as a railway enthusiast's dream has grown into one of Canada's leading tourism providers.

Aboard Rocky Mountaineer, clients take in scenery, spot wildlife and marvel at the feats of engineering in the rail lines through mountainous terrain. During daylong journeys, storytelling hosts spin educational tales of pioneer exploration as they identify rivers, summits, animals, lakes, forests and settlements passing picture windows.

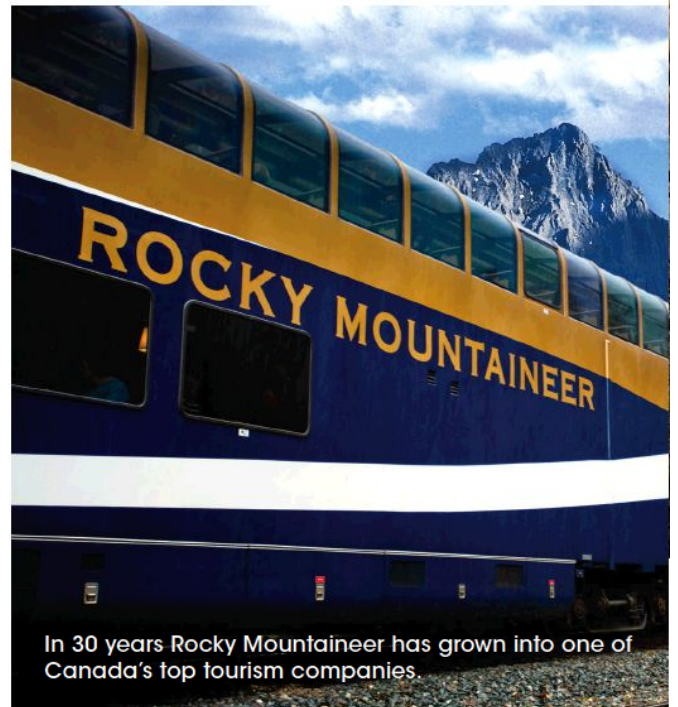
Rocky Mountaineer hires executive chefs trained in Michelin-rated restaurants and five-star hotels to create

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# Celebrating 30 Years

SINCE ITS INCEPTION IN 1990, **ROCKY MOUNTAINEER** HAS EVOLVED INTO ONE OF CANADA'S LEADING TOUR COMPANIES

by Katherine Rodeghier



In 30 years Rocky Mountaineer has grown into one of Canada's top tourism companies.

## JUST THE FACTS

- **Name:** Rocky Mountaineer
- **Seasons:** Spring, summer, fall
- **Price:** \$2,804 to \$3,867 for seven-day "First Passage to the West Highlights" itinerary
- **Base Commission:** 10 percent
- **Contact:** 800-665-7245, rockymountaineer.com

bountiful breakfasts and three-course lunch menus. An ongoing bar service and between-meal snacks work toward ensuring everyone stays well sated.

Expect some clients to have misconceptions about Rocky Mountaineer. One, there are no sleeper cars; clients overnight in hotels. Two, passengers don't disembark for excursions or photo ops, but the train may reduce speed so riders can enjoy and record Instagram-worthy views.

Rocky Mountaineer's two- and three-day train journeys are only the beginning of the experience. The

company offers so many options in routes, seasons, service levels and packages before and after train journeys that clients can become overwhelmed. A travel advisor becomes a valuable asset in helping clients make choices.

### → ROUTES

Four in either direction between Vancouver-Kamloops-Banff or Lake Louise; Vancouver-Kamloops-Jasper; Vancouver-Whistler-Quesnel-Jasper; and Seattle-Vancouver-Lake Louise or Banff. Routes can be combined in round-trip journeys.

### → PACKAGES

Pre- and post-train journeys include motorcoach tours, gondola rides, helicopter tours and hiking, self-drive cars, glacier excursions and Holland America Alaska cruises.

### → CLASSES OF SERVICE

SilverLeaf Service uses single-level dome coaches, GoldLeaf Service two-level dome cars. Both have reclining preassigned seats. Meals are served at seats in single-level coaches, in lower-level dining rooms in bi-level cars. Menus are similar.



Clients who book SilverLeaf Service travel in single-level dome cars.

→ **ACCOMMODATIONS**

No sleeper cars.  
SilverLeaf passengers are booked in standard hotels, GoldLeaf in premium hotels where available, with optional upgrade where available.

→ **WHAT'S INCLUDED ON BOARD**

Food and drink, storytelling by hosts.

→ **WHO BOOKS THESE TRIPS?**

Ages 55 and up.

→ **INSIDER BOOKING TIP**  
Consider booking outside summer high season. April and May are great times to see wildlife; fall colors appear in September and October. The off season tends to have more hotel availability and lower rates.

→ **KEY SELLING POINTS**  
Rocky Mountaineer gives clients a unique perspective and access to the region. The scenery and proximity to the natural wonders of the Canadian Rockies, along with the storytelling and gourmet dining, creates a memorable experience.

→ **SELLING TIP**  
Clients can pair a trip on Rocky Mountaineer with an Alaska cruise to create an ultimate bucket-list vacation.

→ **AGENT ASSISTANCE**  
TRACKS online training program covers company history, four train routes and two service levels, plus tools to help agents grow their business. Upon completion, agents receive a certificate as a Rocky Mountaineer Specialist with access to its travel agent discount program. Agents are given the chance to join a Learning Journey to experience the train firsthand.