

Grand Canyon Railway

A Xanterra Parks & Resorts Railway

www.thetrain.com/ccra

Marketing Grand Canyon Railway

1. Following typical booking trends, ideal times of the year to market Grand Canyon Railway are:

It is a year round destination with traveler demographics changing seasonally.

January/February: low season due to cooler weather/snow.

March: families, spring break and tour groups.

April/May – mature market and tour groups.

June/July/August: summer vacations and tour groups.

September/October: mature market and tour groups.

November/December: Polar Express

2. The features and benefits Grand Canyon Railway offers that differentiates them from competitors are:

The moment you step onboard one of Grand Canyon Railway's restored vintage train cars, you are transported to a seemingly different era where the romance of train travel surrounds you. The novelty of your train is overshadowed only by one thing: the breathtaking majesty of the Grand Canyon.

3. Grand Canyon Railway has many unique value propositions such as:

The Railway offers convenient packages that can include lodging at Maswik Lodge inside the park, bus tours of the South Rim, meals at the Grand Depot Café and accommodations at the Grand Canyon Railway Hotel, adjacent to the Depot in Williams, AZ. Additional value add-ons include, soft water float trip on the Colorado River, Helicopter flights over the canyon, Pink Jeep tour in Sedona and Grand Canyon Jeep Tours across the Hualapai Indian reservation to the bottom of the canyon.

Company Background

Grand Canyon Railway made its first journey to the South Rim in 1901, long before Arizona was dubbed the "Grand Canyon State." With the arrival of the train, people could get to the legendary canyon with ease and comfort. Today, you can travel to Grand Canyon National Park along the same rail line your parents or grandparents did. Select from one of four vintage classes of service which have been lovingly restored. Journey to Grand Canyon National Park aboard Grand Canyon Railway and take a trip not only to America's most recognized spectacle, but a trip back in time.

Product Overview

All aboard to Grand Canyon National Park! Book your Grand Canyon vacation online and enjoy historic train travel on one of four classes of service on our vintage train from Williams to Grand Canyon National Park. Or, select hotel packages that **include** lodging at our own Grand Canyon Railway Hotel in Williams and Maswik Lodge located in the Grand Canyon National Park. Learn about the Grand Canyon Railway RV Park, or experience the magic of the Polar Express by **visiting www.thetrain.com**.

Typical Clientele

Families, mature markets, tour/student groups, the adventure traveler and train enthusiasts.

Commission Policy

The commission level is as follows:

12%-This commission level excludes all package or stand alone products sold by the company that include stay in Grand Canyon National Park and/or Polar Express bookings, which are non-commissionable.

Commission is paid after travel has occurred. If you have commission questions or you think the amount may be in question regarding a reservation you made **that has already been traveled - post travel**, please send an e-mail to commissions@thetrain.com or call 1-800-376-6629 ext. 2262.

Booking Instructions

Our dedicated travel agent booking website is located at: www.thetrain.com/ccra. You must register in order to receive commission checks and log in information to book online. This information is outlined on our website.

ACCOMODATIONS

There must be at least one adult (person 17 years old or older) in each room. All rooms are non-smoking. Connecting rooms are based on availability; please advise when parties are traveling together and we will attempt to place rooms adjacent to each other. Rollaway beds are provided complimentary on a first come, first served basis (providing that the room reserved can accommodate one).

TRAIN

There must be at least one adult (person 17 years old or older) accompanying minor children in the traveling party booked together. Train tickets for one-way or roundtrip train travel as booked and fully paid for will be available upon check-in at the front desk of the Grand Canyon Railway Hotel. If booking train travel only, train tickets for one-way or roundtrip train travel as booked and fully paid for will be available for pick-up at the Grand Canyon Railway Depot.

PICKING UP YOUR TICKETS

Guests staying overnight at the Grand Canyon Railway Hotel should pick up their tickets upon check-in day at the Hotel, on the day prior to train travel. Guests arriving in Williams before 6:00pm may pick up all vouchers at the Williams Depot Ticket Counter. Those guests arriving in Williams after 6:00 p.m. may pick up all vouchers at the Front Desk of The Grand Canyon Railway Hotel at check-in.

Passengers with round-trip train travel *only* are encouraged to check-in for the Grand Canyon Train at the Williams Depot ticket counter 1½ hours prior to departure. Don't miss the Wild West Shootout 30 minutes prior to departure. Boarding begins 15 minutes prior to departure.

Payment Policy

Full payment is due at time of booking.

Cancellation Policy

Cancellation and Change Policies: Train, hotel and package cancellations (excluding special events) must be made a minimum of **72 hours** in advance to receive a refund of their deposit. Cancellations within 3-days will forfeit the deposit

Group Policy

Groups booking 25 paid train passengers or more receive a 20% net, non-commissionable rate for Coach Class train service. The Railway is also ideal for groups because we can provide lodging at our Grand Canyon Railway Hotel in Williams, located next to the train depot or our RV Park nearby. Groups booking 10 paid rooms or more at the Grand Canyon Railway Hotel or 10 or more RV spaces in the RV Park receive a 10% net, non-commissionable rate for your group. More favorable net rates are available based on volume. Please contact our groups department at 1-800-843-8723 for more information. Please note the discounts do not apply to our already discounted packages.

Business Development Manager

Laura Godfrey, Regional Sales Manager
Southwest U.S., Canada & Mexico
925 W. Baseline Rd. Suite 105-R5
Tempe, AZ 85283
Office: 480-703-3319
Cell: 480-285-9064

Important Contact Information

Grand Canyon Railway

Mailing Address: 1201 W. Route 66, Suite 200, Flagstaff, AZ 86001

Resort Address: 233 N. Grand Canyon Boulevard, Williams, AZ 86046

Tel: 1-800-THE-TRAIN, 1-800-843-8724 (Reservations)

info@thetrain.com

www.thetrain.com

Address for Payment & Correspondence

Grand Canyon Railway

Mailing Address: 1201 W. Route 66, Suite 200, Flagstaff, AZ 86001

Resort Address: 233 N. Grand Canyon Boulevard, Williams, AZ 86046

Tel: 1-800-THE-TRAIN, 1-800-843-8724

info@thetrain.com

www.thetrain.com

How to Find Us

Take Interstate 40 to Williams Exit 163. Follow Grand Canyon Boulevard 1/2 mile South to Grand Canyon Railway and Resort.

Arizona Standard Time

Arizona does not recognize Daylight Savings Time. From the First Sunday in April to the last Sunday in October the time here is the same as Pacific Daylight Time.

Other Notes

Arrival times are approximate. Rates and schedules are subject to change without notice. Reservations are subject to Grand Canyon Railway policies. Please limit luggage to one standard bag and one carry-on bag and limit luggage weight to no more than 40 pounds per person. Additional luggage charges may apply. No smoking or pets permitted aboard the train or in the hotel. The Grand Canyon Railway is an authorized concessioner of the National Park Service and U.S. Forest Service. To make changes to your itinerary please call 1-800-THE TRAIN.

NATIONAL PARK ENTRY FEE

The fee is \$8 per person. However, if you're riding with a small group, the fee is \$25 up to 9 people. Kids, age 15 and under are free. When you book a Grand Canyon Railway package on the Internet, National Park Service fees are automatically included in the cost. If you already have a pass, you will be reimbursed the fee by presenting your pass at the ticket counter in Williams. If you have a National Park Pass and believe that you are entitled to a refund you will need to present your NPS card to the Grand Canyon Railway depot upon arrival.

FAMS

Grand Canyon Railway offers individual travel professional FAM rates at 50% off! Please visit the customized webpage created for travel professionals at thetrain.com/ccra for additional information on training, to view the new Grand Canyon Railway video and slideshow and to find any special offers or promotions we are currently offering.