

MEDIA RELEASE

For immediate release: 1 June 2010

A new spirit rides the rails

Great Southern Rail today (June 1st) announced that The Southern Spirit, Australia's newest and most exclusive rail journey, will return to the rails in 2011 with a new itinerary and enhanced service.

In January of 2011 The Southern Spirit will travel a route that explores Australia's Great Dividing Range and East Coast, from Adelaide to Brisbane or vice versa taking in the sights and delights of four states, over six days and five nights.

"The Southern Spirit offers a completely new travel experience. This new route will be a journey of discovery along Australia's Great Divide, through the rural heartlands of four states, winding through hills and ranges across green valleys and sweeping plains, then tracking some of Australia's best coastline," said Chief Executive of Great Southern Rail, Tony Braxton-Smith.

The journey includes a number of whistle-stop tours, including: the Grampian Ranges (where the Great Divide starts) Ned Kelly Country and the Murray River; Dubbo and the Western Plains Zoo; the Hunter Valley after a spectacular crossing of the Blue Mountains on a track less travelled; and the coastal towns of Port Stephens; Port Macquarie and Byron Bay.

"The itinerary has been meticulously planned so that the majority of train travel is during daylight hours, giving guests a full appreciation of this unique journey," said Tony.

Back on board The Southern Spirit, guests will enjoy fine dining in the famous Queen Adelaide Restaurant, meeting new friends for a drink in the Outback Explorer Lounge, or just watching the breathtaking scenery unfold from the window of their private cabin.

Guests can choose to join The Southern Spirit journey in Adelaide or Melbourne, travelling in either luxurious Platinum Service or hallmark Gold Service cabins.

Tony explained, "We adapted the route of the inaugural journey to offer a truly new and unique rail adventure, built around the service standards we are famous for."

In 2010, The Southern Spirit's first season, just two services operated on a route from Alice Springs through Adelaide, then along Australia's Eastern Seaboard. Great Southern Rail has used customer feedback about the highlights of the inaugural season to refine the service it will offer next year.

"Since the launch of The Southern Spirit earlier this year, we have been inundated with enquiries about this exciting new service. It remains an exclusive journey with just two itineraries available in 2011, and places are limited so will be highly sought after," Tony added.

Fares for the five or six day holiday of a lifetime range from \$3,300 - \$6,600 depending on departure point and the service level.

Media contact: Jessica Playford on 0419 848 507 or jplayford@gsr.com.au



Pre-registration for the next journey of The Southern Spirit is now open. To book call 13 21 47, visit www.greatsouthernrail.com.au or contact your licensed travel agent.

Notes to editors:

For the full itinerary please contact Great Southern Rail's PR Manager, Jessica Playford, via jplayford@gsr.com.au