



GREAT CENTRAL RAILWAY

LOUGHBOROUGH, LEICESTERSHIRE

PRESS INFORMATION

Date: 11th November 2010

Contact: Kate Tilley, Great Central Railway
Tel: 07515 596835

SANTA SPECIAL BOOKINGS SOAR AHEAD OF 2009

Festive steam services look set to buck economic climate.

19 trains sold out already.

The Great Central Railway is delighted to report a boom in demand for its award winning Santa Special trains. Bookings have soared ahead of last year before the man in red has even delivered a single present.

The trains start running this year on Saturday November 27th, but already 19 of the 73 services are fully booked. That figure doesn't include some services which have only a handful of seats left. At this time last year only one of the trains had sold out. Booking office takings for pre-booked tickets currently stand some 30% ahead of this time last year.

The railway offers two types of Santa train, with the Santa Deluxe proving most popular. Two extra Deluxe trains were added to the roster of services earlier this week and have already begun to sell.

“We’ve approached this Santa Special season very carefully” explained Kate Tilley of the Great Central Railway. **“We’ve put extra effort into marketing and a serious advertising campaign starts next week. We were concerned the economic climate might lead to a drop in bookings this year, but we’re absolutely delighted with the way tickets have sold. Last year was a record for Santa takings and we hope the strong start this year will continue, taking us to a new record.”**

Bookings can be made through the GCR website's online ticket system.

ENDS
WORDS 247



GREAT CENTRAL RAILWAY

LOUGHBOROUGH, LEICESTERSHIRE

PRESS INFORMATION

FURTHER INFORMATION:

Details on the above and all forthcoming events can be found on the Great Central Railway's extensive website: www.gcrailway.co.uk

Additional information can also be obtained from the Booking Office, Loughborough Central Station, (Daily 9.00 - 5.30) on 01509 230726

NOTES

Voted number 12 on the list of the 50 greatest railway journeys in the world the Great Central Railway is the UK's only double track, main line heritage railway. It's the only place in the world where full size steam engines can be seen passing each other – just as it was when steam ruled the rails. The preserved railway celebrated its 40th anniversary in 2009, and is manned by around 700 volunteers and a small team of permanent staff. Preservation of this section of the Great Central Railway began in 1969. The route was originally part of a main line from Sheffield to London. The 8 mile preserved section between Loughborough and Leicester is fully operational and the 4 stations reflect a different period of the railways 111 year history. Around 100,000 visitors a year come to the railway from all over the world.

Trains run every weekend of the year, bank holidays and daily in the summer. In addition, First Class Restaurant Car Services provide famous dining experiences course, whilst passengers travel between Loughborough and Leicester. Childhood engine driver dreams can come true with a Drive a Train Experience. We also run a number of family events, including Santa Specials.

The railway has won a number of awards including "independent railway of the year", and a gold award for the East Midlands best visitor experience and is a quality assured visitor attraction as designated by Enjoy England.

BRITAIN'S ONLY DOUBLE TRACK, MAIN LINE HERITAGE RAILWAY

Great Central Railway, Great Central Road, Loughborough, Leicestershire, LE11 1RW

Tel: (01509) 230726 Fax: (01509) 239791