



## PRESS INFORMATION

BRITAIN'S ONLY DOUBLE TRACK, MAIN LINE HERITAGE RAILWAY

Date: 1<sup>st</sup> December 2008

# SANTA BEATS THE CREDIT CRUNCH

## Festive trains attract more income at key time of year

**Father Christmas has delivered an early Christmas present for the Great Central Railway - a boost in revenue for the traditional Santa Special trains.**

Money coming in for advance bookings for the award winning family trains is now running 3% of the same time last year. It's put the heritage line in a good position as the Santa Specials start running, through December.

Bill Ford, president of the Great Central Railway said, **"This is very good news, particularly given the fact everyone is talking nervously about the economy. Bookings for our Santa trains started very slowly this year and we felt that might be a sign of the credit crunch. However, in the last couple of weeks, ticket sales for Santa have really taken off to the point where we are now ahead of the amount we'd taken, this time last year."**

The Santa trains run all the way through December. The railway has added two extra Santa train dates to the calendar for 2008 - December 16th and 17th. The first trains (on the weekend of the 29th and 30th of November) had extra carriages added to handle passengers who had arrived on the day.

Meanwhile, almost 400 visitors descended on Rothley station for the Edwardian Christmas event on the night of Saturday the 29th of November. "For such a cold night, this is another really good result," concluded Bill. "I'd like to thank everyone who has supported us in 2008. With the visit of Tornado and the restoration of Oliver Cromwell it has been a remarkable few months. I hope our visitors have enjoyed it as much as we have, I look forward to welcoming them to our Santa Specials.

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