



2012 STORY IDEAS

Turning over a “SilverLeaf”

In 2012, Rocky Mountaineer launches its full program for SilverLeaf, the company’s newest and third level of service, available on all First Passage to the West trains between Vancouver, BC and Banff or Calgary, AB. This exciting addition to the Rocky Mountaineer line-up offers an attractive upgrade from RedLeaf Service, giving guests another option to experience the beauty of Western Canada and the Canadian Rockies. Guests enjoy panoramic views through the single level dome coach as well as hot meal service at their seats. Onboard Attendants provide exceptional service and fascinating commentary on the passing region.



Five Star Dining on the Rails

Western Canada’s most captivating scenery sets the stage for a delectable culinary experience onboard Rocky Mountaineer’s GoldLeaf Service. Having created spectacular cuisine in kitchens around the world, four renowned BC chefs have come together to design innovative menus that celebrate the unique character of Western Canada. Travellers are treated to outstanding three-course, à la carte meals, made with the finest and freshest ingredients from two of Canada’s most bountiful regions, British Columbia and Alberta. Menus feature a selection of local specialties – including Alberta beef and West Coast wild salmon – and an award winning list of wines from the renowned Okanagan Valley. Talented onboard chefs prepare meals fresh onboard the train and overcome the challenges of cooking in a confined, constantly moving space. Guests are treated to exceptional service and a romantic dining setting with white linens and fine china as they indulge their senses through Canada’s West.



Best of the West by Land and Sea

Rocky Mountaineer offers the best travel experience on land and on water – a rail journey through BC and the Canadian Rockies and a cruise through the stunning icebergs and scenery in Alaska. Bringing together the service of two world-renowned partners, the Rocky Mountaineer and Holland America Line, a Rocky Mountaineer Rail & Cruise Vacation is an ideal way to catch the natural drama unfolding in Western Canada and Alaska from both land and sea. Cruise from Vancouver onboard the *ms Zuiderdam* or depart from the port of Seattle, WA on the *ms Oosterdam*. Whichever port you choose, it’s a journey not to be missed.



Meetings on the Move

Discover a unique group travel experience onboard Western Canada’s award winning Rocky Mountaineer rail journey between the cosmopolitan city of Vancouver and Rocky Mountain destinations of Banff, and Jasper, Alberta. A Rocky Mountaineer rail journey creates lasting memories for all types of groups. Whether it’s a family reunion, a group vacation, a pre- or post-conference tour or a corporate retreat, a group event onboard the Rocky Mountaineer is truly a one-of-a-kind experience. Enjoy countless options including use of a lounge car equipped with LCD screens, conference tables and a hosted bar, or exclusive tailored itineraries, including wine and golf tours. Rocky Mountaineer Group Sales Consultants are experts in planning customized itineraries and offer the best in personalized service and seamless planning to ensure a quality experience from beginning to end.



Travel For All Generations

With today's hectic schedules, internet and smart phones getting in the way, grandparents, parents, grandkids and extended family members are looking for ways to get away from it all, unplug from the grid and spend some quality time together. In fact, multi-generational travel has become one of the fastest growing trends of the travel industry. With two relaxing, uninterrupted days onboard the Rocky Mountaineer, everyone will get a chance to catch up and spend some uninterrupted time, reconnecting with loved ones and creating lasting memories as they travel through some of the most stunning scenery in the world. Onboard, families will enjoy outstanding Western Canadian cuisine, award winning BC wines, and front row views of Western Canada and the Canadian Rockies. In addition, Onboard Attendants provide fascinating commentary and historical perspectives.



Romance on the Rails

There is something about train travel that evokes a feeling of romance and the nostalgia of times past. Climb aboard the Rocky Mountaineer to recapture the romance of the rails with a breathtaking journey through British Columbia and the Canadian Rockies. Take in unparalleled views in the famed GoldLeaf or SilverLeaf Service dome coaches, and enjoy exceptional service, delicious regional cuisine and award winning wines from Canada's premier wine region, while enjoying each others company and undivided attention. After two glorious days onboard, stay in some of the regions' most romantic destinations, such as Vancouver, BC, Lake Louise and Banff, Alberta. It's the perfect getaway for a honeymoon, anniversary, babymoon or just-because trip to grow closer to one another in a luxurious, relaxed atmosphere.



Sustainable Train of Thought

Rocky Mountaineer takes great pride in its commitment to preserving the natural beauty of Canada's West and over the years, has made it a priority to invest in sustainable initiatives to protect the environment through which it travels. With cutting-edge technology installed on all locomotives, idling time has been significantly decreased; reducing fuel consumption, exhaust emissions and noise pollution. Recycling programs have been put in place onboard the train and throughout the organization to help reduce waste, and new targets are being set towards zero waste and becoming carbon neutral. In addition, for the yearly anniversary of each of its employees, Rocky Mountaineer plants a tree along its routes and has committed to a long-term financial partnership with the Pacific Salmon Foundation, a not-for-profit organization dedicated to rebuilding sustainable and naturally diverse Pacific salmon stocks.



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