



## AWARDS & ACCOLADES

1991

Rocky Mountaineer is named one of the “World’s 20 Best Rail Experiences” by *International Railway Traveler* magazine (RM earns the same honour in 1998).

2002

The Rocky Mountaineer ranks fourth among *International Railway Traveler* magazine’s “10 Best Rail Experiences in the World.”

2003

Rocky Mountaineer is featured on the *BBC Television* program, “50 Things to do Before you Die.”

2005

*Outside Magazine* lists Rocky Mountaineer as “One of the Great Train Rides in the World.”

Rocky Mountaineer is named one of “The World’s Top 25 Trains” by The Society of International Railway Travelers (RM earns the same honour in 2006, 2007, 2008 and 2009)

Rocky Mountaineer wins the prestigious *World Travel Award* as “World’s Leading Travel Experience by Train” for the first time.

2006

Rocky Mountaineer receives the Cariboo Chilcotin Tourism Association’s “President’s Award” for significant contribution to promoting tourism throughout the region and recognized by go2 and Tourism BC for excellence in human resource management with an “Employees First Award.”

2007

Rocky Mountaineer wins *Tourism BC*’s “Foresight Sustainability Award” for leadership and advocacy of sustainable tourism policies and programs. Founder & Executive Chairman, Peter Armstrong is recognized as Tourism Industry Leader of the Year.

Rocky Mountaineer ranks in the top 20’s on the annual *Globe and Mail’s Report on Business* magazine/Hewitt Associates’ “50 Best Employers in Canada” (RM earns the same honour in 2008).

Founder & Executive Chairman, Peter Armstrong accepts an honorary doctorate of letters from the Thompson Rivers University in Kamloops, for making a significant economical and cultural contribution to the city of Kamloops and for his innovation and leadership in the Canadian tourism industry.

Rocky Mountaineer was named one of the “World’s Best Rail Journeys” in *National Geographic Magazine*.

2009

Rocky Mountaineer voted #1 on The Society of American Travel Writers “Top Ten” list of the most scenic and exciting train experiences in the world with Rocky Mountaineer’s Whistler Sea to Sky Climb route following close behind at #8.

Rocky Mountaineer named #1 in *Men’s Journal*’s – Five Best Train Rides in North America.

Recognized by *National Geographic* as one of the “World’s Greatest Trips”.

2010

Rocky Mountaineer proudly accepts the World Travel Award’s “World’s Leading Travel Experience by Train” for the fifth time and new honour, “World’s Leading Luxury Travel Product of the Year”.

Rocky Mountaineer receives two prestigious marketing awards: Marketer of the Year Award from the BC Chapter of the American Marketing Association and British Columbia’s Tourism Award for Best Tourism Marketing Campaign.

Rocky Mountaineer ranks #5 on Reader’s Digest’s list of “World’s 10 Best Train Journey’s”.

Rocky Mountaineer listed as one of the “Top 10 North American Train Trips” by *National Geographic*.

2011

Rocky Mountaineer listed as one of the “Top 5 trains in the world,” by *Condé Nast Traveller*.

## COMPANY HISTORY

Many have likened Canada's development to that of its railways, which helped unite the burgeoning country from coast to coast. With the driving of the "last spike" in Craigellachie in 1885, the new 4,800 km (3,000 mile) transcontinental railway effectively convinced British Columbians to join Canada, rather than our American neighbours to the south. Over the past 20 years, Rocky Mountaineer has become the largest privately owned passenger train service in North America and an internationally renowned iconic travel experience.

- 1990** The federal government decided to drastically cut VIA Rail's heavily subsidized operation and privatize its daylight tourist service. The Great Canadian Railtour Company (GCRC) – owner of Rocky Mountaineer (RM) – was awarded the right to operate the routes and purchase VIA Rail's equipment. Under the leadership of company founder Peter Armstrong, a select group of former railroad executives and tourism experts created a vision for the Rocky Mountaineer, a two day all daylight journey through Canada's West and the Canadian Rockies.
- 1995** The company launched its Rocky Mountaineer GoldLeaf Service, featuring two level custom-built glass dome coaches with stunning panoramic views on the upper level, the galley, dining room and observation deck are all located on the lower level. Today, GoldLeaf Service represents more than 50 percent of all guest bookings.
- 1996** Rocky Mountaineer sets the record for longest passenger train in Canadian history (37 cars). In 1999, it breaks its own record (41 cars).
- 2005** The newly formed Armstrong Group (AG) replaced GCRC as Rocky Mountaineer's parent company. That same year, AG acquired Gray Line West, a successful motorcoach service in Victoria, British Columbia.
- 2006** RM launched two new tourist train routes: the Rocky Mountaineer – Whistler Sea to Sky Climb, operating a daily service between North Vancouver and Whistler, BC; and the Rocky Mountaineer – Rainforest to Gold Rush route, which winds through BC's seldom seen interior between Whistler and Jasper, AB.
- 2007** Randy Powell appointed as new President of Armstrong Group (Later appointed as President & Chief Executive Officer in 2009).
- 2008** Rocky Mountaineer welcomes aboard its One Millionth Guest from Superior, Wisconsin USA.
- 2009** Millions of viewers tuned in to watch ABC's hit reality TV series, *The Bachelorette*, featuring a four-day rail journey onboard the Rocky Mountaineer.
- 2010** Rocky Mountaineer celebrates its 20<sup>th</sup> anniversary. In that time, the company has grown from a railway enthusiast's entrepreneurial dream into one of Canada's leading tourism providers. The largest passenger departure in Rocky Mountaineer's history departs with 1,323 guests in October.



**ROCKY MOUNTAINEER®**

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