

## **AMERICA'S TRAINS - SELLING THE FEATURES, BENEFITS AND ADVANTAGES**

Sell the "features" in **UPPER CASE** and the following related benefits and/or advantages.

Items apply to individual Journeys by Rail, Train'Shares and Fractional Interests except where specifically and respectively indicated by the words "Train'Shares" or "Fractional Interests".

"Optional" means that an additional charge may apply.

### **A. THE ONLY SCHEDULED TRAIN VACATIONS IN THE USA - AN INCOMPARABLE WAY TO SEE AMERICA**

1. Travel to places that can't be visited in any other way.
2. Select preferred routes, optional.
3. Never ending new experiences on changing routes of several Train Sets.
4. Live on board a luxury train while traveling.
5. Stay on board during extended layovers at en-route destinations
6. No moving, packing and unpacking during a vacation.
7. Unique en-route scenery.
8. On board and En-route relaxation.

### **B. LUXURIOUS, EXCLUSIVE VACATION EXPERIENCE**

1. Consumer reasons for luxury travel are described in Train Vacation Sales to the Luxury Market.\*

### **C. LUXURIOUSLY REFURBISHED CLASSIC RAIL CARS**

1. Enjoy modernized elegance.
2. Experience the golden age of railroad travel.
3. Cars exceed Amtrak's mechanical specifications.
4. Travel like a pampered rail baron, super wealthy socialite and famous celebrity.
5. Charming, deluxe bedrooms and private bathrooms with showers.
6. Bedrooms convert to private daytime sitting room.
7. Comfortable, luxurious lounges.

### **D. ALL-INCLUSIVE VACATION**

1. Convenience of paying a single amount for all on-board services.
2. No unexpected additional charges.
3. No need for time consuming planning.
4. Some Train Set groups and Private Car passengers can select their own routes.
5. Includes finest dining.
6. Train Sets - Complimentary non alcoholic and typical house brand alcoholic beverages.
7. Private Cars - Complimentary non alcoholic beverages and optional choice of having preferred alcoholic beverages.
8. Exceptional, personalized service.
9. Private Cars - Optional, ultimate white glove service is available.
10. Cash free while on-board.
11. Passengers can order, special menus and beverages, personal on-board events, gifts and other optional services.

### **E. EXCEPTIONAL DINING**

1. Fine dining, breakfast, lunch, supper and snacks.
2. No additional charge for take-out lunches or picnic baskets.
3. American menu items with a continental flair.
4. "Train'Shares" - Open dining room seating, or by reservation.
5. Optional dining in lounge or bar areas, and room service.

6. Uncrowded and relaxed, with as much time to dine as desired.
7. Private Cars - Personal chef.
8. Unique optional dining at off Car restaurants during stopovers.
9. Prearranged special, optional unique or dietary meals can be ordered in advance.

**F. COMPLIMENTARY OR BEVERAGES OF YOUR CHOICE**

1. Train Sets - No charge for on-board house brand soft and alcoholic beverages.
2. Private Cars - Soft beverages are provided, and optional alcoholic beverages of your choice if desired.
3. Room service.

**G. OUTSTANDING SERVICE**

1. Exceptional normal service.
2. Private Cars - Optional, extraordinary white gloved service is available.
3. Personalized, not just another face in a crowd.
4. 24 hour room service and housekeeping.
5. Request preferred menus, beverages, en-route activities and special services before departure.
6. No crowds, lineups or waiting.

**H. UNLIMITED EN-ROUTE THINGS TO DO AND SEE, PRE-ARRANGED OR SPUR OF THE MOMENT**

1. Unlimited, preferred optional activities at en-route destinations.
2. Natural wonders - Grand Canyon; Niagara Falls; National Parks; Etc.
3. Cities and metropolitan areas - Museums; Theaters/shows; Shopping; Etc.
4. Site-seeing - Statute of Liberty; The Alamo; Liberty Bell; Etc.
5. Peaceful and quiet at remote and beautiful destinations.
6. Train Sets - Private daytime sitting room with sofa and chair for privacy and relaxation (converted bedroom).

**I. PERFECT FOR SMALL GROUPS**

1. From an elite, exclusive private Car, or from four to 22 Rooms on a Train Set.
2. Ideal for honeymoons, and wedding groups.
3. Special, optional personal on-board celebrations, like birthdays and anniversaries.
4. Wonderful for company awards and meetings.
5. Unique for special business and sales meetings.
6. Perfect for affinity groups wanting similar activities, like golf, skiing and much more.
7. Family reunions.
8. Educational, see America opportunities.
9. Train Sets - A group occupying at least 75% of available rooms can select their own preferred route with enough advance notice (8 months or more).

**J. CONVENIENT FOR PASSENGERS, ELIMINATES PROBLEMS**

1. Avoid most weather delays.
2. No lineups, easy boarding without crowds.
3. Easy, adequate security check.
4. No baggage charges.
5. More baggage capacity, even for golf clubs, skis and more on related Journeys.
6. Effective security without passenger inconvenience.
7. All-Inclusive Journeys eliminates need for prolonged travel planning and pricing.
8. Travel to points of departure and from places of arrival on connecting Amtrak trains.

**K. AVOID DRIVING AND FLYING**

1. Eliminates concerns about flying, on return Journeys.
2. No driving necessary on return Journeys.

3. Relaxing.
4. En-route comfort.
5. Enjoy unique scenery.
6. Have fun getting there.
7. Safe.
8. No packing and unpacking each night.
9. No waiting at terminals.
10. No lengthy security checks, but very safe.

**L. UNIQUELY DIFFERENT**

1. Exclusive travel for a limited number of elite passengers.
2. Goes places only accessible by railroad.
3. Visits interesting en-route destinations while living on board a luxurious private train.
4. Beautiful en-route mountain and other scenery.
5. New itineraries and experiences with each Journey.
6. No lineups or on board crowds.
7. Train Sets - Make new and lasting friendships.
8. Exclusive Private Car individual Journeys and Train'Shares are available to provide an ultimate travel experience.
9. The only regular luxury train vacation in the United States.

**M. GREAT VALUE**

1. Costs are much lower cost compared to worldwide luxury train vacations.
2. Competitive prices compared to comparable luxury resort vacations but with many more features.
3. Unbeatable value based on travel experiences that are only available on board a luxurious train.
4. Gratuities are not required.
5. Train Sets - Owners can invite friends to travel with them in their own rooms at a very reduced price.

**N. JOURNEYS, ENVIRONMENTALLY FRIENDLY**

1. Train travel minimizes environmental concerns.
2. Relatively, trains use less fuel and discharge less undesirable contaminants into the air than other forms of transportation, per person per mile.

**O. VARIABLE TRAVEL TIMES AND PLACES**

1. Travel at a designated time, or during other available Time Periods.
2. Enjoy one or more Journeys each year.
3. Use of weekly Journeys can be delayed for use in following years.
4. Exchange for worldwide selection of finest resort vacations through the world's largest exchange company.
5. High season all year, Journeys move to desirable locations to travel in desired weather/climate conditions.

**P. REFUNDS, DON'T PAY FEES, NO UNEXPCTED FEE INCREASES**

1. If Owners don't enjoy their first Journey(s) they can get a refund of the purchase price, the Maintenance and the All-inclusive Fees that have been paid, less the cost of Journeys used to date.
2. If an Owner doesn't want to use a Journey in any year, it can be given to the Owner's Association; Maintenance and All-inclusive Fees don't have to be paid.
3. If Fees increase beyond reasonable expected amounts, the Developer pays them.

**Q. CONTINUING, ENHANCED OWNERSHIP VALUE**

1. Inflation resistant. Compared to prepaid ownership purchase costs the total increasing overall prices of all luxury vacations, including other luxury trains and regular Journeys by Rail, will experience much

greater future increases.

2. There is a demand for Journeys by Rail and Owners should be able to sell annual Journey vacations through designated travel agents, or by themselves.
3. Because ownership represents rights to valuable Journey by Rail vacations, the shortage of supply, related demand and the future increasing price of individual Journeys supports the value and enhances resale prices.

**R. FAVORABLE PRICE AND GREAT VALUE**

1. The cost of annual ownership is below comparable luxury real estate timeshare (Train'Shares) and Fractional Interest resort prices.
2. Train Sets - Prices are low compared to worldwide luxury train vacations.
3. Train Sets - Prices are low compared to comparable luxury resort vacations but with many more features.
4. The initial cost of becoming an Owner is lowered by purchasing an initial 10 year term, with options to upgrade to a Perpetual term at a reduced cost.
5. The Perpetual term cost is greatly reduced if paid for when first purchased.
6. Train Set - Biennial ownership reduces the cost of becoming an Owner even more.
7. Maintenance fees are less than the cost of fees and taxes at comparable luxury real estate timeshare/fractional interest resorts.
8. All inclusive fees provide dining, beverage and service benefits that would cost more if purchased individually on a typical luxury vacation or at an upscale real estate timeshare/fractional Interest property.
9. Gratuities are not mandatory.