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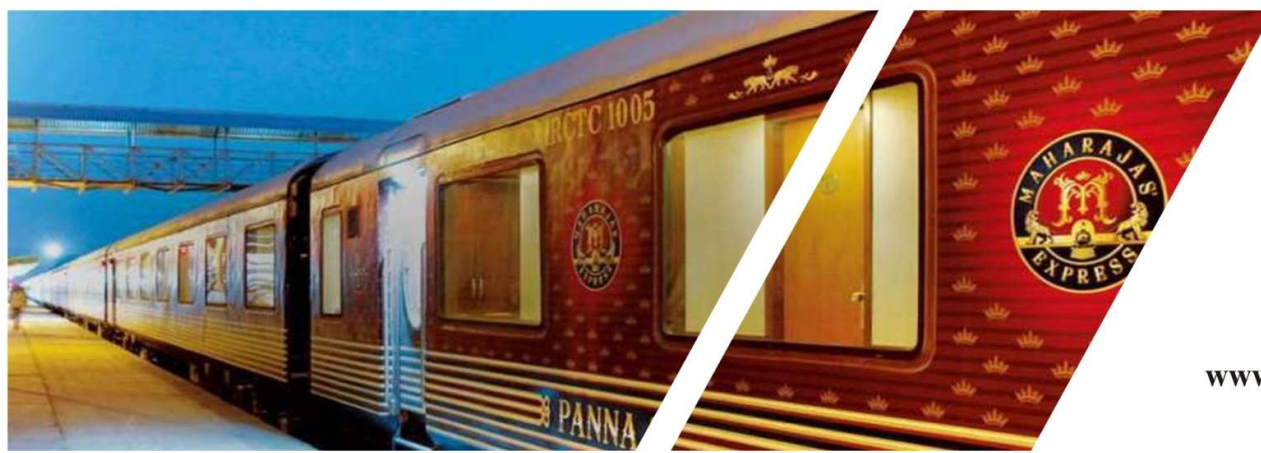


**REPORT ON
ROLE OF LUXURY TOURIST TRAINS
IN PROMOTING TOURISM IN INDIA**



Submitted to
Ministry of Tourism
Government of India

Submitted by
Indian Institute of Tourism and Travel Management
(An autonomous Body under Ministry of Tourism, Government of India)



STUDY ON

**ROLE OF LUXURY TOURIST TRAINS IN
PROMOTING TOURISM IN INDIA**

FINAL REPORT

SEPTEMBER 2021

Submitted to:



Ministry of Tourism, Government of India

**East Wing, 7th Floor, Chanderlok Building, 36,
Janpath, New Delhi - 110001**

Submitted by:



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(An Autonomous Body under Ministry of Tourism, Govt. of India)

Govindpuri, Gwalior, Madhya Pradesh – 474011

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Among the all important 4 A's of Tourism viz. Attraction, Accommodation, Accessibility and Amenities, Transportation (accessibility) is a crucial component. Similarly, train connectivities plays an important role towards tourism sustenance. Henceforth, as per the luxurious tourism demand, the niche area of luxury trains impart great potential only if timely address its issues for the proper yield dividends. And to achieve the unexplored benefits provided by luxury tourist trains segment, Indian Institute of Tourism and Travel Management (IITTM) are acknowledging the support of the officials of Ministry of Tourism, Govt. of India for allocated the study titled, "Role of Luxury Tourist Trains in promoting Tourism in India".

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- Ms. Aqsa Ilahi, *Dy. Director (Market Research Division)*
- Shri Vinod Kumar, *Assistant Director (Market Research Division)*
- Shri Ujjaval Srivastava, *Assistant Director (Market Research Division)*

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Project Team

- Prof. (Dr.) Alok Sharma, *Director IITTM*
- Dr. Sandeep Kulshreshtha, *Project Director, IITTM Gwalior*
- Dr. Jeet Dogra, *Principal Investigator, IITTM Gwalior*
- Dr. C S Barua, *Project Coordinator, IITTM Gwalior*
- Shri Venkata Rohan Sharma Karri, *Research Assistant, IITTM Gwalior*

1. INTRODUCTION

1.1 Transportation and Tourism

Transport is by definition the essential component of tourism, providing connections between regions, both on the national and international level, and connecting attractions, accommodation and commercial services at destinations.

According to Lohmann and Duval (2011), there is a strong co-dependence between the sectors of transport and tourism, because transport relies on the viability and attractiveness of a destination and a destination relies on transport for visitor access.

Transport (accessibility) is an essential component of tourism apart from the other three components i.e. attraction, accommodation and amenities. It has a significant contribution in the success of tourism. It is the only means through which a tourist physically reaches a destination to indulge in tourist activities. As the time spent on a particular vehicle shares a notable fraction of the total time spent on travelling, tourists now seek to make the travel more interesting and memorable. If a mode of transport can foster a feeling of ecstasy, it can be transformed into a tourist attraction.

Transport has no more remained just an act of reaching a desired destination (Kovačić and Milošević, 2016). Transportation companies now intend to increase their annual revenue by providing unique experiences to the visitors and exploring new ways. According to Transport Development Strategy of the Republic of Croatia (as cited in Kovačić and Milošević, 2016), transport has come a long way from just being a means of reaching a destination as soon as possible with not great comfort levels to becoming an experience in itself by transforming into a tourism product. They now provide traffic accessibility of tourist destinations with proper comfort levels, mobility within tourist destination in less time and some types of transport are in itself a tourist attraction.

Considering two competing destinations, the one with better accessibility or connectivity has a greater chance of development and receiving visitors than the one with less accessibility. The location, capacity, efficiency and connectivity of transport can therefore play a significant role in the progress of destination.

The basic requirement for the development of transport is its infrastructure as traffic usually includes different types of transport, making it an integral part of tourist trips (Kovačić and Milošević, 2016).

1.2 Rail Tourism and Luxury Trains

Rail tourism as per Blancheton and Marchi (2013) to a varying degree is a matter of interest. It is a form of tourism in which the interest of the tourist should be the first dimension of analysis. Rail tourism also has a place in the contribution to the economy.

Luxury trains and local railways emanated in the 1980s as a blend of rail tourism incorporating discovery, history and nostalgia. But this evolution started in the late 1870s when the tourists started to seek for beautiful mountainous and coastal landscapes (Blancheton and Marchi, 2013). They further assert that “trips on luxury trains are special experiences limited to a wealthy clientele or to visitors splurging on a major event” (p. 36). Kovačić and Milošević (2016) tried to summarize the meaning of luxurious transportation through an excerpt of Horak’s work as “Driving in this train offers passengers the most luxurious experience of railway transport in the world, and an experience that will forever be remembered” (p. 104). According to them, transport that surpasses the usual standards of travelling i.e. quality and pricing etc and is unique in a way that can be afforded only by a small number of people is called Luxury transportation. Usually, the high pricing of luxury trains demonstrates the exclusive quality of rolling stocks and services such as fine dining etc (Blancheton and Marchi, 2013).

Tourist train is a type of train that is not intended to be used as usual transportation but as “museum style attraction”, “an activity to do”, “to employ historic dining” or “somewhere to eat and sleep as part of novelty, nostalgia and entertainment purposes”. Some of the characteristics of luxury trains are inclusion of historic rolling stocks (steam engines etc), on board entertainment, itineraries, slower journeys, package deals, luxurious and expensive rides etc. (Wikivoyage Contributors, 2019).

According to Westlake and Robbins, (as cited in Mammadov, 2012) factors that influence the choice of transportation in tourism are time limit, distance, status, comfort, security, benefit, price, geographical position and competition. Tourists have often preferred travelling by air due to the shorter duration of travel, comfort, pricing etc as compared to the railways. But in the recent decades, with the implication of technology, railways have come up with super-fast trains, better comfort levels etc to compete with air transport (Kovačić and Milošević, 2016).

In the recent decade, there have been many studies dealing with the interrelationship between railway transport and tourism. Many scholars have studied the significance of railway heritage on tourism (e.g. Halsall 2001; Hörz and Richter 2011; Conlin and Bird 2014). Boughey (as cited in Michniak, 2016) elucidates

the opportunities of transforming obsolete railway transport routes into leisure-oriented tourism transport. While discussing about the onboard experiences of tourists, Conlin and Bird (2014) assert that certain portions of train traveler market consider the activity as more than the need to travel between two destinations. Therefore, services and amenities of an augmented product are desired along with the motivators such as moments of social interaction, sightseeing and enjoyment.

Not being able to provide the desired services of a tourist will hamper the transport industry as tourists now seek for ebullient experiences while travelling. Therefore, the “development of railway tourism requires physical infrastructure, large financial investments, market studies and environmental impact assessments, among other requirements” (Conlin and Bird (2014, p. 158).

Despite the fact that the luxury trains highly depend on exchange rates, International situations and volatility of tourist flows, Blancheton and Marchi (2013) see a promising future for luxury trains with the thriving aristocracy in countries like India, Brazil, Russia and China. Although being a mode of transportation, Railways has the potential of becoming a tourist attraction, especially in case of super luxurious transportation services. Considering that this type of travelling has been demanded by increasing numbers of tourists, its future can be shaped in a way that benefits both the Railways and the Tourism Industry.

1.3 Trends of Luxury Travel

According to Fitzsimmons (as cited in Hallott, 2013), luxury travelers seek for value for money. A realization of receiving a good deal for the money paid is very important. Lately, many luxury travelers are getting inclined towards all inclusive itineraries, in which they know about the tourism products being consumed. Tourists taking part in luxury tourism activities look to explore a new or developing destination or experiencing an already visited destination in a new way.

The market that is usually targeted for the sale of luxury travel is the affluent class. They usually are well informed and are conscious of the tourism products and therefore value experiences more than the status (Hallott, 2013).

Howarth HTL, a consultancy group (as cited in Hallott, 2013) presented a set of core attributes that a luxury product should have i.e. “creativity that assures a certain style”, “High Price which is justified by the quality of the product”, Segmenting and Targeting markets, positioning of the product, “limited production”, “quality in fine material” etc. All these attributes result in the uniqueness of a particular luxury product.

1.4 Challenges of Luxury Trains

Conlin and Bird (2014, p. 282) said “Heritage railways are, by their very nature and technology, expensive propositions. They involve large capital assets that are expensive to maintain and, where they are operated as railways, they require significant numbers of people, who add to the cost of operations and challenges in terms of skill retention, many of which are no longer commonly found in the working population. When coupled with the impact of seasonality, which quite often characterizes tourism, the financial challenges become even greater.”

A.K. Manocha, former chairman and managing director of Indian Railway Catering and Tourism Corporation (IRCTC) during an interview in 2016 manifested his concerns towards the low occupancy in luxury trains by saying that the domestic tourists were not very forthcoming in luxury tourism and would prefer local trains to reach a destination rather than boarding a luxury train. He further said that there had been less awareness amongst the domestic tourists regarding the luxury train packages. In case of India’s Maharaja Express, most of the tourists were foreigners from The United States of America, United Kingdom, Japan, France and Turkey. He asserted that 60% occupancy in luxury trains is considered inimitable on a global front by throwing light on the conundrum between pricing and exclusivity.

2. TERMS OF REFERENCE

The following are the terms of reference:

1. The product profile of Luxury Trains – A comparative study.
2. Factors affecting the running of Luxury Trains in India.
3. Key reasons for low occupancy.
4. Market demand / considerations.
5. Schedule of train running (*period / trip / circuits etc.*).
6. Regional presence of Luxury trains with special reference to North Eastern Region.
7. International Benchmarking and the scope of running luxury coaches with special reference to vista dome coaches.
8. Pricing trend (*including Revenue sharing model*) of Indian Luxury Trains vis-à-vis International luxury trains and passenger composition profile.

3. RESEARCH METHODOLOGY

3.1 Research Plan

Many studies (Bornhorst et al., 2010; Chen, 2015; Ng et al., 2017; Sánchez et al., 2015), over a period of time have made use of the stakeholder approach to assess and examine the success of tourist attractions, policies and tourism development. According to Sánchez et al. (2015), perceptions of different stakeholder groups are essential in order to ensure proper design and implementation of tourism development strategies. Stakeholder approach used in the studies by Chen (2015), Ng et al (2017) and Sánchez (2015) notably included tourists, tourism operators, government officials and residents.

As the area of present research is confined to stakeholders responsible and associated with promoting tourism in India through luxury tourist trains, selection of appropriate stakeholders was required. As a result, three main stakeholder groups associated with tourism in India viz. tourists (domestic and International), tour operators and employees of luxury trains' governing body were selected.

In order to meet the objectives mentioned under the Terms of References, three questionnaires were designed for each of the stakeholder group identified in the study. As per the nature of the study, the following categories were included in designing the survey instrument:

- Most data requirements were fulfilled through primary sources to get first-hand responses.
- Similar studies were also consulted and referred for understanding the various research dynamisms of the study.
- Primary and secondary constructs helped in developing a set of valid and reliable survey instruments in the form of certain related questions based on the terms of references.
- Questions were framed in a way that they satisfied one or more terms of references at the same time.

The three structured questionnaires targeted towards different stakeholders were as follows:

- First Questionnaire – Employees of Luxury trains' governing body (Senior/Middle Management and onboard staff)
- Second Questionnaire – National / International Travel Agents
- Third Questionnaire – Foreign / Domestic tourists who had experienced the services of these luxury trains

The designed survey instrument helped in covering the following areas:

- How groups of people think or feel about the current product profile of these luxury trains?
- To gather insight about the various factors (including low occupancy) affecting the running of luxury trains in India.
- To know the present market demand of these luxury trains amongst the tourists.
- To provide a means for evaluating the existing products and services along with their competitiveness.
- To help in planning, upgrading and designing of new as well as existing products and services and match with international standards.
- To produce insights for developing price strategies with a special focus on revenue sharing models, introduction of vista dome coaches and passenger composition profile.

3.2 Designing of the Structured Questionnaires

As explained above, the three structured questionnaires were developed, targeting the three identified stakeholders viz. Employees of Luxury trains' governing body (Senior/Middle Management and onboard staff); National / International Travel Agents and Foreign / Domestic tourists who had experienced the services of these luxury trains (refer Table 1, 2 and 3).

After designing these questionnaires, a pilot survey was conducted (separately for First, Second and Third categories) to identify and erase any ambiguity in the questionnaires. Post this, the final data was collected with the help of questionnaires.

Table 1: Structured questionnaire for the survey of luxury trains' governing body employees as per terms of reference (ToR)

Terms of Reference (ToR)	Survey Questions
ToR 2:	3. What is the annual rate of receiving queries from the tourists related to the purchase of luxury trains tickets? 1. Lower 2. Low 3. Moderate 4. High 5. Higher
	5. What is the rate of complaints during and after the completion of the tour? 1. Every time 2. Almost every time 3. Occasionally / Sometimes 4. Almost never 5. Never
	6. Whether the tourists satisfied, in case of cancellations / rescheduling the trips? 1. Very dissatisfied 2. Dissatisfied 3. Unsure 4. Satisfied 5. Very satisfied
	8. Are the tourists satisfied with the schedule of running train and the en route destinations / circuits? 1. Very dissatisfied 2. Dissatisfied 3. Unsure 4. Satisfied 5. Very Satisfied

Terms of Reference (ToR)	Survey Questions
ToR 3:	5. What is the rate of complaints during and after the completion of the tour? 1. Every time 2. Almost every time 3. Occasionally / Sometimes 4. Almost never 5. Never
	6. Whether the tourists satisfied, in case of cancellations / rescheduling the trips? 1. Very dissatisfied 2. Dissatisfied 3. Unsure 4. Satisfied 5. Very satisfied
	7. Are the luxury trains booking tilting towards lower occupancy? 1. Yes 2. No
	7.1 If yes, then according to you, write the three probable reasons for it? _____
ToR 4:	4. Whether the tourists always bargain for the ticket price and demand for additional on board services? 1. Not at all 2. Not really 3. Moderate 4. Somewhat 5. Very much
	9. Out of the queries for luxury trains, can you roughly segregate the tourists profile based on their income level (spent towards travel), age and marital status? <i>Income level</i> : 1. Below 1000 USD 2. 1000 – 1500 USD 3. Above 1500 <i>Marital Status</i> : 1. Married 2. Unmarried 3. Others <i>Age</i> : 1. Below 20 2. 20 – 40 3. Above 40
	11. Any suggestion / recommendation towards the betterment of this luxury train _____
ToR 5:	8. Are the tourists satisfied with the schedule of running train and the en route destinations / circuits? 1. Very dissatisfied 2. Dissatisfied 3. Unsure 4. Satisfied 5. Very satisfied

Table 2: Structured questionnaire for the survey of travel agents and tour operators as per terms of reference (ToR)

Terms of Reference (ToR)	Survey Questions
ToR 2:	2. What is the annual rate of receiving queries from the tourists related to the purchase of luxury train tickets? 1. Lower 2. Low 3. Moderate 4. High 5. Higher
	4. What is the rate of complaints during and after the completion of the tour? 1. Every time 2. Almost every time 3. Occasionally / Sometimes 4. Almost never 5. Never
	5. Whether the tourists satisfied, in case of cancellations / rescheduling the trips? 1. Very dissatisfied 2. Dissatisfied 3. Unsure 4. Satisfied 5. Very satisfied
	7. Are the tourists satisfied with the schedule of running train and the en route destinations / circuits? 1. Very dissatisfied 2. Dissatisfied 3. Unsure 4. Satisfied 5. Very Satisfied

Terms of Reference (ToR)	Survey Questions
ToR 3:	4. What is the rate of complaints during and after the completion of the tour? 1. Every time 2. Almost every time 3. Occasionally / Sometimes 4. Almost never 5. Never
	5. Whether the tourists satisfied, in case of cancellations / rescheduling the trips? 1. Very dissatisfied 2. Dissatisfied 3. Unsure 4. Satisfied 5. Very satisfied
	6. Are the luxury trains booking tilting towards lower occupancy? 1. Yes 2. No
	6.1 If yes, then according to you, write the three probable reasons for it? _____
ToR 4:	3. Whether the tourists always bargain for the ticket price and demand for additional on board services? 1. Not at all 2. Not really 3. Moderate 4. Somewhat 5. Very much
	9. Out of the queries for luxury trains, can you roughly segregate the tourists profile based on their income level (spent towards travel), age and marital status? <i>Income level</i> : 1. Below 1000 USD 2. 1000 – 1500 USD 3. Above 1500 <i>Marital Status</i> : 1. Married 2. Unmarried 3. Others <i>Age</i> : 1. Below 20 2. 20 – 40 3. Above 40
	10. Any suggestion / recommendation towards the betterment of this luxury train _____
ToR 5:	7. Are the tourists satisfied with the schedule of running train and the en route destinations / circuits? 1. Very dissatisfied 2. Dissatisfied 3. Unsure 4. Satisfied 5. Very Satisfied
ToR 7:	8. Have you ever travelled in any of the foreign luxury trains? 1. Yes 2. No
	8.1 If yes, then what are the areas, in which you can suggest / recommend any further changes in this luxury train for improvement? _____

Table 3: Structured questionnaire for the survey of tourists as per terms of reference (ToR)

Terms of Reference (ToR)	Survey Questions
ToR 2:	8. Are you aware about all the products offering by this luxury tourist train in which you are travelling right now or has been travelled? 1. Not at all aware 2. Slightly aware 3. Somewhat aware 4. Moderately aware 5. Extremely aware
	10. Are you satisfied with the pricing of the luxury train ticket? 1. Not at all satisfied 2. Slightly satisfied 3. Moderately satisfied 4. Very satisfied 5. Extremely satisfied
	11. Rate the overall on board services you have experienced during the journey? 1. Poor 2. Fair 3. Good 4. Very good 5. Excellent

Terms of Reference (ToR)	Survey Questions
	<p>12. Are you comfortable regarding the safety and security arrangements on the train? 1. Very uncomfortable 2. Somewhat uncomfortable 3. Neutral 4. Somewhat comfortable 5. Very comfortable</p> <p>13. Are the duration and schedule of running this train acceptable to you? 1. Unacceptable 2. Slightly unacceptable 3. Neutral 4. Slightly acceptable 5. Acceptable</p>
*ToR 3:	<p>6. Monthly Household Income (in USD, Spent towards travel & other experiences) 1. Below 1000 2. 1000 – 1500 3. Above 1500</p> <p>10. Are you satisfied with the pricing of the luxury train ticket? 1. Not at all satisfied 2. Slightly satisfied 3. Moderately satisfied 4. Very satisfied 5. Extremely satisfied</p>
ToR 4:	<p>8. Are you aware about all the products offering by this luxury tourist train in which you are travelling right now or has been travelled? 1. Not at all aware 2. Slightly aware 3. Somewhat aware 4. Moderately aware 5. Extremely aware</p> <p>11. Rate the overall on board services you have experienced during the journey? 1. Poor 2. Fair 3. Good 4. Very good 5. Excellent</p> <p>12. Are you comfortable regarding the safety and security arrangements on the train? 1. Very uncomfortable 2. Somewhat uncomfortable 3. Neutral 4. Somewhat comfortable 5. Very comfortable</p> <p>17. Any suggestion / recommendation for the management of this train _____</p>
ToR 5:	<p>13. Are the duration and schedule of running this train acceptable to you? 1. Unacceptable 2. Slightly unacceptable 3. Neutral 4. Slightly acceptable 5. Acceptable</p>
ToR 6:	<p>14. What will be your preference of travel, if the Indian Railways will start any new luxury trains in other Indian states / regions like North East? 1. Not preferable 2. Somewhat imperferable 3. Neutral 4. Somewhat preferable 5. Highly preferable</p>
ToR 7:	<p>15. Have you travelled in any of the luxury train outside of India? 1. Yes 2. No</p> <p>15.1 If Yes, then how can you rate its comparison with this Indian Luxury train? 1. Much worse 2. Somewhat worse 3. About the same 4. Somewhat better 5. Much better</p> <p>15.2 What are the areas, in which you can suggest / recommend any further changes in this luxury train for improvement? _____</p>

**Questions were clubbed together in order to address the objectives of the ToR*

3.3 Sample Size

As per the Standards of Ministry of Tourism, Govt. of India, for conducting the survey, the tentative sample size of the tourists will be 600 (*in which 10% should consist of foreign tourists*) and the sample size of service providers should be 20. The sample size of the study is given in Table 4.

Table 4: Sample Size of the survey

S. No	Name of the train**	Sample Size (in numbers)		
		Employees of the Governing authority (Senior / Middle Management and on board staff)	Foreign / Domestic Tourist	National / International Travel Agents
1	<i>Maharajas' Express</i>	58	157	54
2	<i>Palace on Wheels</i>	17	72	
3	<i>Mahaparinirvan Express (Buddhist Circuit Train)</i>	10	17	
	Total	85	246	54

**(The sample proportion will include 10% for foreign tourists and 90% for domestic tourists).*

***Golden Chariot, Royal Orient and Fairy Queen were not operated in 2018 and 2019 whereas, Royal Rajasthan on Wheels are operating along with Palace on Wheels.*

4. DATA INTERPRETATION, CONCLUSIONS AND RECOMMENDATIONS

4.1 Survey Questions

4.1.1 Terms of References 1:

The product profile of Luxury Trains – A comparative study

The first term of reference was regarding the product profile of luxury trains across the world. Product profile refers to the description of a product's features. For this purpose, information was sought from the list of 'world's top 25 trains' by *The Society of International Railway Travelers*. This organization was also cited in the Ministry of Tourism's study of evaluating the planned schemes of 'Large Revenue Generating Projects'.

Almost all the luxury trains offer state-of-art facilities, amenities and contain cabins that have large windows, LCD televisions, Wi-Fi access, temperature control etc. Though these trains have a greater number of compartments, they usually have a maximum carrying capacity of not more than a hundred passengers over three (typically) different classes of accommodation. Most of the luxury trains have dining and lounge cars that offer different cuisines and welcome guests after long excursions. Furthermore, tour itineraries vary from train to train and region to region. The duration of a journey in these trains is anywhere between 1 to 22 days.

Out of the 25 trains listed by *The Society of International Railway Travelers*, 2 trains viz. Maharajas' Express and Deccan Odyssey are from India. However, in order to stay updated with the current scenario of luxury trains around the world, Condé Nast Traveler's "Readers' Choice Awards 2020" (formerly the Readers' Travel Awards) for the best luxury trains in the world was reviewed. Palace on Wheels and Maharajas' Express were the only Indian luxury trains to have been mentioned amongst the world's top 10 luxury trains, with Palace on Wheels performing better than the Maharajas' Express. These awards provide an insight in to the extant perceptions amongst the global tourist.

In order to create a product profile of all the leading luxury trains listed by *The Society of International Railway Travelers* and Condé Nast Traveler's "Readers' Choice Awards 2020", information was organized under the following parameters: Region of Operation (RGN), Capacity (CAP), Journey/Route, Duration, Countries Covered (in any given itinerary), Product Offering, Months of Operation, Types of Accommodation and Amenities. Typical pricing trends of these trains have been covered under **Terms of Reference 8**. This breakdown of information under various parameters, thereby led to a comparative analysis of luxury trains across the world.

Table 5: Product profile of the world's top trains

Train, RGN & CAP	Journeys / Route & Duration* (2021/22/23)	Countries Covered & Product Offering	Months of Operation** (2021/22/23)	Types of Accommodation & Amenities***
Venice Simplon-Orient Express (VSOE), (Europe) – 174 Pax Note: *Run in collaboration with Belmond British Pullman for Eurotunnel crossing.	Venice - London* (2 Days, 1 Night)	[Italy, UK] Transit Only (With the Comforts of a Luxury Train)	July - November 2021, March - November 2022	Twin Cabins (Pullman-style beds foldable into sofa, sink & vanity, towels, bathrobes, slippers) – Each cabin measures 30 square feet. Cabin Suites (Includes adjoined double cabins connected by an interior private door, separate window & vanity, towels, bathrobes, slippers) Grand Suites (Double beds – convertible into two twins, separate living area with table, chair and sofa, en-suite bathroom with shower, sink and toilet, 24-hour butler service, caviar upon arrival, free-flowing champagne, private transfers to/from railway stations, private guided excursions, complimentary designer Art Deco bathrobes) – Each cabin measures 115 square feet.
	Verona - London* (2 Days, 1 Night)	[Italy, UK] Transit Only (With the Comforts of a Luxury Train)	July - November 2021, March - November 2022	
	Venice - Paris (2 Days, 1 Night)	[Italy, France] Transit Only (With the Comforts of a Luxury Train)	July - November 2021, March - November 2022	
	Verona - Paris (2 Days, 1 Night)	[Italy, France] Transit Only (With the Comforts of a Luxury Train)	July - November 2021, March - November 2022	
	Venice - London* (5 Days, 4 Nights) - Return	[Italy, UK] Transit Only (With the Comforts of a Luxury Train)	March - June, September - October 2022	Dining Car (Includes a 20-seat champagne, global cuisines) Lounge (Pianist entertainment etc.)
	Paris – Venice (5 Days, 4 Nights) - Return	[France, Italy] Transit Only (With the Comforts of a Luxury Train)	March - June, September - October 2022	
	Venice – Brussels (2 Days, 1 Night)	[Italy, Belgium] Transit Only (With the Comforts of a Luxury Train)	April 2022	
	Verona – Brussels (2 Days, 1 Night)	[Italy, Belgium] Transit Only (With the Comforts of a Luxury Train)	April 2022	

<i>Train, RGN & CAP</i>	<i>Journeys / Route & Duration* (2021/22/23)</i>	<i>Countries Covered & Product Offering</i>	<i>Months of Operation** (2021/22/23)</i>	<i>Types of Accommodation & Amenities***</i>
	Venice – Amsterdam (2 Days, 1 Night)	[Italy, Netherlands] Transit Only (With the Comforts of a Luxury Train)	April 2022	
	Verona - Amsterdam (2 Days, 1 Night)	[Italy, Netherlands] Transit Only (With the Comforts of a Luxury Train)	April 2022	
	Brussels - Innsbruck (2 Days, 1 Night)	[Belgium, Austria] Transit Only (With the Comforts of a Luxury Train)	April 2022	
	Amsterdam - Innsbruck (2 Days, 1 Night)	[Netherlands, Austria] Transit Only (With the Comforts of a Luxury Train)	April 2022	
	Paris – Budapest (2 Days, 1 Night)	[France, Hungary] Transit Only (With the Comforts of a Luxury Train)	May - June 2022	
	Paris – Vienna (2 Days, 1 Night)	[France, Austria] Transit Only (With the Comforts of a Luxury Train)	May - June 2022	
	London - Budapest* (2 Days, 1 Night)	[UK, Hungary] Transit Only (With the Comforts of a Luxury Train)	October 2021, May - June 2022	
	London - Vienna* (2 Days, 1 Night)	[UK, Austria] Transit Only (With the Comforts of a Luxury Train)	October 2021, May - June 2022	

<i>Train, RGN & CAP</i>	<i>Journeys / Route & Duration* (2021/22/23)</i>	<i>Countries Covered & Product Offering</i>	<i>Months of Operation** (2021/22/23)</i>	<i>Types of Accommodation & Amenities***</i>
	London - Vienna - London* (5 Days, 4 Nights)	[UK, Austria] Transit Only (With the Comforts of a Luxury Train)	May - June 2022	
	Paris - Vienna - Paris (5 Days, 4 Nights)	[France, Austria] Transit Only (With the Comforts of a Luxury Train)	May - June 2022	
	London - Budapest - London* (5 Days, 4 Nights)	[UK, Hungary] Transit Only (With the Comforts of a Luxury Train)	May - June 2022	
	Paris - Budapest - Paris (5 Days, 4 Nights)	[France, Hungary] Transit Only (With the Comforts of a Luxury Train)	May - June 2022	
	Florence - Paris (2 Days, 1 Night)	[France, Italy] Transit Only (With the Comforts of a Luxury Train)	October 2021, June - August 2022	
	Rome - Paris (2 Days, 1 Night)	[France, Italy] Transit Only (With the Comforts of a Luxury Train)	June, August 2022	
	Paris - Innsbruck (2 Days, 1 Night)	[France, Austria] Transit Only (With the Comforts of a Luxury Train)	June, August 2022	
	Geneva - Innsbruck (2 Days, 1 Night)	[Switzerland, Austria] Transit Only (With the Comforts of a Luxury Train)	June 2022	

<i>Train, RGN & CAP</i>	<i>Journeys / Route & Duration* (2021/22/23)</i>	<i>Countries Covered & Product Offering</i>	<i>Months of Operation** (2021/22/23)</i>	<i>Types of Accommodation & Amenities***</i>
	Geneva - Venice (2 Days, 1 Night)	[Switzerland, Italy] Transit Only (With the Comforts of a Luxury Train)	June 2022, August 2022	
	Geneva - Verona (2 Days, 1 Night)	[Switzerland, Italy] Transit Only (With the Comforts of a Luxury Train)	June 2022, August 2022	
	London - Prague* (2 Days, 1 Night)	[UK, Czech Republic] Transit Only (With the Comforts of a Luxury Train)	October 2022	
	Paris - Prague (2 Days, 1 Night)	[France, Czech Republic] Transit Only (With the Comforts of a Luxury Train)	October 2022	
	Paris - Prague - Paris (5 Days, 4 Nights)	[France, Czech Republic] Transit Only (With the Comforts of a Luxury Train)	October 2022	
	London - Prague - London* (5 Days, 4 Nights)	[UK, Czech Republic] Transit Only (With the Comforts of a Luxury Train)	October 2022	
	Venice - Budapest (2 Days, 1 Night)	[Italy, Hungary] Transit Only (With the Comforts of a Luxury Train)	September - October 2021	
	Venice - Vienna (2 Days, 1 Night)	[Italy, Austria] Transit Only (With the Comforts of a Luxury Train)	September - October 2021	

<i>Train, RGN & CAP</i>	<i>Journeys / Route & Duration* (2021/22/23)</i>	<i>Countries Covered & Product Offering</i>	<i>Months of Operation** (2021/22/23)</i>	<i>Types of Accommodation & Amenities***</i>
	Venice - Budapest - London* (5 Days, 4 Nights)	[Italy, Hungary, UK] Transit Only (With the Comforts of a Luxury Train)	September - October 2021	
	Venice - Budapest - Paris (5 Days, 4 Nights)	[Italy, Hungary, France] Transit Only (With the Comforts of a Luxury Train)	October 2021	
	Venice - Vienna - London* (5 Day, 4 Nights)	[Italy, Austria, UK] Transit Only (With the Comforts of a Luxury Train)	September - October 2021	
	Venice - Vienna - Paris (5 Days, 4 Nights)	[Italy, Austria, France] Transit Only (With the Comforts of a Luxury Train)	September - October 2021	
	Paris - Istanbul (6 Days, 5 Nights)	[France, Hungary, Romania, Bulgaria, Turkey] Nature & Heritage	August 2021	
Belmond British Pullman (♣), (Europe) – 226 Pax. Note: This luxury train also completes the British leg of VSOE routes.	The Golden Age of Travel - Kent (1 Day) London - London (No Stops)	[UK] Round Trip Travel (With the Comforts of a Luxury Train)	July - November 2021, February - May 2022, July - November 2022	Each car seats 20 to 26 passengers (With tables for one, two, three and four). Since this is a day-time train, there are no sleeping accommodations. Dining (Tables with starched white cloth, silverware, glittering crystal, fine wines, champagnes etc.)

<i>Train, RGN & CAP</i>	<i>Journeys / Route & Duration* (2021/22/23)</i>	<i>Countries Covered & Product Offering</i>	<i>Months of Operation** (2021/22/23)</i>	<i>Types of Accommodation & Amenities***</i>
	Champagne Afternoon Tea - Surrey (1 Day) London - London (No Stops)	[UK] Round Trip Travel (With the Comforts of a Luxury Train)	July - November 2021, February - May 2022, July - September 2022, November 2022	
	Le Manoir Aux Quat'saisons (Restaurant, Oxfordshire (1 Day) London - London	[UK] Round Trip Travel (With the Comforts of a Luxury Train), Gastronomic Experience in Oxfordshire	July 2021, October 2021, June 2022, October 2022	
	Highclere Castle (1 Day) London - London	[UK] Round Trip Travel (With the Comforts of a Luxury Train), Heritage (Private Tour @ Highclere Castle)	July 2021, September 2021	
	The Golden Age of Travel by Steam - Surrey Hills (1 Day) London - London (No Stops)	[UK] Round Trip Travel (With the Comforts of a Luxury Train), Steam-hauled Locomotive	July 2021, September - November 2021, February - July 2022, September - November 2022	
	Glorious Goodwood - Sussex (1 Day) London - London	[UK] Round Trip Travel (With the Comforts of a Luxury Train), Exclusive Access to Goodwood Racecourse (Horse Riding)	July 2021	

<i>Train, RGN & CAP</i>	<i>Journeys / Route & Duration* (2021/22/23)</i>	<i>Countries Covered & Product Offering</i>	<i>Months of Operation** (2021/22/23)</i>	<i>Types of Accommodation & Amenities***</i>
	<i>The Dinner (Hosted by a Celebrated Chef Every Month) - North Downs & Guildford (1 Day) London - London (No Stops)</i>	[UK] Round Trip Travel (With the Comforts of a Luxury Train), Gastronomic Experience & Wines from UK's Celebrated Chefs (Running Michelin Starred Restaurants) - Different Chef Every Month	July - October 2021, June - September 2022	
	<i>Historic Oxford (1 Day) London - London</i>	[UK] Round Trip Travel (With the Comforts of a Luxury Train), Coach Transfer to / from Oxford City Center	August - September 2021, April - May 2022, July - August 2022, October 2022	
	<i>Blenheim Palace (1 Day) London - London</i>	[UK] Round Trip Travel (With the Comforts of a Luxury Train), Heritage (Visit to Blenheim Palace)	August - September 2021, April - May 2022, July - August 2022, October 2022	
	<i>Bristol & Brunel's SS Great Britain by Steam (1 Day) London - London</i>	[UK] Round Trip Travel (With the Comforts of a Luxury Train), Heritage (Visit to Brunel's SS Great Britain Ship)	October 2021, May 2022, September 2022	
	<i>Great British Seaside: Whitstable (1 Day) London - London</i>	[UK] Round Trip Travel (With the Comforts of a Luxury Train), Leisure Time @ Whitstable	August 2021, August 2022	

<i>Train, RGN & CAP</i>	<i>Journeys / Route & Duration* (2021/22/23)</i>	<i>Countries Covered & Product Offering</i>	<i>Months of Operation** (2021/22/23)</i>	<i>Types of Accommodation & Amenities***</i>
	Great British Seaside: Broadstairs (1 Day) London - London	[UK] Round Trip Travel (With the Comforts of a Luxury Train), Leisure Time @ Broadstairs	August 2021, July 2022	
	Great British Seaside: Margate (1 Day) London - London	[UK] Round Trip Travel (With the Comforts of a Luxury Train), Leisure Time @ Margate	August 2021, May 2022	
	Murder Mystery Lunch (1 Day) London - London (No Stops)	[UK] Round Trip Travel (With the Comforts of a Luxury Train), Murder Mystery Entertainment (Guests Identify the Murder being a Detective, Prices for the Best Detective)	August - November 2021, February - November 2022	
	Historic Winchester (1 Day) London - London	[UK] Round Trip Travel (With the Comforts of a Luxury Train), Leisure Time @ Winchester	August 2021, November 2021, November 2022	
	Chatsworth House (1 Day) London - London	[UK] Round Trip Travel (With the Comforts of a Luxury Train), Heritage (Visit to Chatsworth House)	September 2021, November 2021, April 2022, June 2022, September 2022, November 2022	

<i>Train, RGN & CAP</i>	<i>Journeys / Route & Duration* (2021/22/23)</i>	<i>Countries Covered & Product Offering</i>	<i>Months of Operation** (2021/22/23)</i>	<i>Types of Accommodation & Amenities***</i>
	Great British Seaside: Hastings (1 Day) London - London	[UK] Round Trip Travel (With the Comforts of a Luxury Train), Leisure Time @ Hastings	September 2021, September 2022	
	Arundel Castle (1 Day) London - London	[UK] Round Trip Travel (With the Comforts of a Luxury Train), Heritage (Visit to Fishbourne Roman Palace & Arundel Castle)	September 2021	
	Goodwood Revival (1 Day) London - London	[UK] Round Trip Travel (With the Comforts of a Luxury Train), Exclusive Access to Goodwood Estate	September 2021	
	Historic Bath (1 Day) London - London	[UK] Round Trip Travel (With the Comforts of a Luxury Train), Leisure Time @ Bath	September - November 2021, February - April 2022, June - August 2022, October - November 2022	
	Cardiff (1 Day) London - London	[UK] Round Trip Travel (With the Comforts of a Luxury Train), Leisure Time @ Cardiff	October 2021	
	Longleat (1 Day) London - London	[UK] Round Trip Travel (With the Comforts of a Luxury Train), Wildlife (Visit to Longleat Safari Park & Gardens)	September 2021, April 2022, June - July 2022, October 2022	

<i>Train, RGN & CAP</i>	<i>Journeys / Route & Duration* (2021/22/23)</i>	<i>Countries Covered & Product Offering</i>	<i>Months of Operation** (2021/22/23)</i>	<i>Types of Accommodation & Amenities***</i>
	Historic Bath by Steam (1 Day) London - London	[UK] Round Trip Travel (With the Comforts of a Luxury Train), Steam-hauled Locomotive, Leisure Time @ Bath	October 2021, May 2022, September 2022	
	Christmas Special Tours (Regular Tours in the Month of December, 1 Day) London - London (No Stops)	[UK] Round Trip Travel (With the Comforts of a Luxury Train), Carols with Indigenous Singers	December 2021, December 2022	
	Waddesdon Manor (1 Day) London - London	[UK] Round Trip Travel (With the Comforts of a Luxury Train), Heritage (Private Tour@Waddesd on Manor)	April - May 2022, July - August 2022, October 2022	
	Grand National (1 Day) London - London	[UK] Round Trip Travel (With the Comforts of a Luxury Train), Exclusive Access to Aintree Racecourse Princess Royal Stand (Horse Riding)	April 2022	

<i>Train, RGN & CAP</i>	<i>Journeys / Route & Duration* (2021/22/23)</i>	<i>Countries Covered & Product Offering</i>	<i>Months of Operation** (2021/22/23)</i>	<i>Types of Accommodation & Amenities***</i>
	Royal Ascot (1 Day) London - London	[UK] Round Trip Travel (With the Comforts of a Luxury Train), Exclusive Access to Ascot Racecourse Queen Anne Enclosure (Horse Riding)	June 2022	
	Cambridge & Ely (1 Day) London - London	[UK] Round Trip Travel (With the Comforts of a Luxury Train), Heritage (Guided Walking Tours of Cambridge & Ely Cathedrals)	August 2022	
	Sandringham (1 Day) London - London	[UK] Round Trip Travel (With the Comforts of a Luxury Train), Leisure Time @ Sandringham	August 2022	

<i>Train, RGN & CAP</i>	<i>Journeys / Route & Duration* (2021/22/23)</i>	<i>Countries Covered & Product Offering</i>	<i>Months of Operation** (2021/22/23)</i>	<i>Types of Accommodation & Amenities***</i>
Golden Eagle, (Asia & Europe) – 94 Pax Note: *Run in collaboration with Shangri-La Express.	Golden Eagle Trans-Siberian Express (15 Days, 14 Nights) Moscow - Vladivostok	[Russia & Mongolia] Heritage, Places of Worship (Cathedral, Monastery), Museums, Steam Locomotive (Particular Segment), Landscapes, Nature, Adventure (Hiking / Chair Lift / Horse Riding), Countryside (Village Tour)	May - September 2022, April - September 2023	Silver Class (Small double bed lower berth and upper twin-sized berth, air-conditioning, recessed lighting, wardrobe, sink, toilet, shower with a curtain) – Each cabin measures 60 square feet. Gold Class (Lower bed is double-bed width, upper bed is a twin, air-conditioning, safe, recessed lighting, wardrobe space, bathroom, under-floor heating, sliding-glass door, complimentary drinks) – Each cabin measures 77 square feet.
	Golden Eagle Trans-Mongolian Express (13 Days, 12 Nights) Moscow-Ulaanbaatar	[Russia & Mongolia] Heritage, Places of Worship (Cathedral, Monastery), Museums, Steam Locomotive (Particular Segment), Landscapes, Nature, Adventure (Hiking / Chair Lift), Countryside (Village Tour), Naadam Festival (Mongolia)	June - July 2022, June - July 2023	Imperial Suites (Standard King-sized bed, dedicated sitting area with dressing table, air-conditioning, wardrobe, safe, two large picture windows, bathroom with en-suite shower and under-floor heating, complimentary drinks, laundry service) – Each cabin measures 120 square feet. Dining Car (Two 54-seat restaurant cars, glowing overhead lights, fine wines etc.)

<i>Train, RGN & CAP</i>	<i>Journeys / Route & Duration* (2021/22/23)</i>	<i>Countries Covered & Product Offering</i>	<i>Months of Operation** (2021/22/23)</i>	<i>Types of Accommodation & Amenities***</i>
	<i>Trans-Siberian Express via Bam & Yakutsk</i> (16 Days, 15 Nights) Moscow - Vladivostok	[Russia] Heritage, Places of Worship (Cathedral, Church), Museums, Nature, Visit @ Hydro-electric Dam, Country side, Visit @ Open Cast Mine	May - June 2022, May - June 2023	<i>Lounge</i> (Piano and Pianist, Bar drinks etc.)
	<i>Trans-Siberian Winter Wonderland</i> (15 Days, 14 Nights) Moscow - Vladivostok	[Russia & Mongolia] Heritage, Places of Worship (Cathedral, Monastery), Museums, Landscapes, Nature, Adventure (Hovercraft to Ice-fishing Locations), Countryside (Village Tour)	February 2022, February 2023	

<i>Train, RGN & CAP</i>	<i>Journeys / Route & Duration* (2021/22/23)</i>	<i>Countries Covered & Product Offering</i>	<i>Months of Operation** (2021/22/23)</i>	<i>Types of Accommodation & Amenities***</i>
	Trans-Siberian Steam Express IV Winter Wonderland (22 Days, 21 Nights) Vladivostok - Moscow	[Russia, Mongolia] Hauled by 20 Different Steam Locomotives, Heritage, Landscapes, Nature, Countryside (Village Tour), Adventure (Hovercraft to Ice-fishing Locations, Horse-drawn Sleigh Ride), Museums, Places of Worship (Cathedrals, Monastery, Churches)	February - March 2022	
	White Steam Nights (15 Days, 14 Nights) Moscow - Moscow	[Russia] Visit Arctic Circle during White Nights (Less Hours of Darkness), Steam Locomotives, Museums, Heritage, Island, Places of Worship (Cathedrals, Churches, Monastery)	June 2022	

<i>Train, RGN & CAP</i>	<i>Journeys / Route & Duration* (2021/22/23)</i>	<i>Countries Covered & Product Offering</i>	<i>Months of Operation** (2021/22/23)</i>	<i>Types of Accommodation & Amenities***</i>
	<i>A Taste of the Silk Road</i> (13 Days, 12 Nights) Almaty - Moscow	[Kazakhstan, Uzbekistan, Turkmenistan, Russia] Places of Worship (Cathedrals, Mosque), Museums, Heritage, Nature	April 2022, October - November 2022, April 2023, October 2023	
	<i>Silk Road*</i> (21 Days, 20 Nights) Beijing- Moscow	[China, Kazakhstan, Russia, Uzbekistan, Turkmenistan] Heritage, High Speed Train (One Segment), Desert, Nature, Museum, Places of Worship (Mosque, Cathedral)	April 2022, October - November 2022, April 2023, October 2023	
	<i>Caspian Odyssey</i> (16 Days, 15 Nights) Yerevan- Almaty	[Armenia, Georgia, Azerbaijan, Turkmenistan, Uzbekistan, Kazakhstan] Places of Worship (Monastery, Cathedral, Church), Museums, Nature, Visit @ Winery	September - October 2022, September - October 2023	

<i>Train, RGN & CAP</i>	<i>Journeys / Route & Duration* (2021/22/23)</i>	<i>Countries Covered & Product Offering</i>	<i>Months of Operation** (2021/22/23)</i>	<i>Types of Accommodation & Amenities***</i>
	<i>Republics of the Silk Road</i> (14 Days, 13 Nights) Moscow- Almaty	[Russia, Kyrgyzstan, Kazakhstan, Tajikistan, Uzbekistan, Turkmenistan] Heritage, Places of Worship (Cathedrals, Mosque), Visit @ Sputnik Launch Station, Nature, Museums	March - April 2022, March - April 2023	
	<i>Arctic Explorer – Quest for the Northern Lights</i> (12 Days, 11 Nights) St. Petersburg - Kirkenes - Moscow	[Russia & Norway] Places of Worship (Cathedrals, Monastery), Adventure (Horse & Snowmobile drawn Sleigh Ride), On-board New Year Celebrations, Visit @ Snow Hotel, Bus Tour / Husky Dog Sledge Tour / Snowmobile Tour in Search of Northern Lights, Culinary Masterclass, Museum	December 2021, December 2022	

Train, RGN & CAP	Journeys / Route & Duration* (2021/22/23)	Countries Covered & Product Offering	Months of Operation** (2021/22/23)	Types of Accommodation & Amenities***
Shangri-La Express, (Asia) – 110 Pax Note: *Run in collaboration with Golden Eagle.	Silk Road* (21 Days, 20 Nights) Beijing- Moscow	[China, Kazakhstan, Russia, Uzbekistan, Turkmenistan] Heritage, High Speed Train (One Segment), Desert, Nature, Museum, Places of Worship (Mosque, Cathedral)	April 2022, October - November 2022, April 2023, October 2023	Heritage Class Cabins (Two lower twin beds, two toilets – Chinese and Western at either ends of the car). Each cabin measures 36 square feet. Diamond Class Cabins (One double bed, writing desk and chair, en-suite toilet, sink and shower). Each cabin measures 75 square feet. Dining Car (Chinese meals, wine and beer etc.) Lounge (Alcoholic and non-alcoholic beverages)
	China and Tibet Rail Discovery (13 Days, 12 Nights) Urumqi- Lhasa	[China & Tibet] Museums, Heritage, Nature, Places of Worship (Mosque, Temples), High- altitude train @ Tibet	March - April 2022, October 2022	
Golden Eagle Danube Express, (Europe) – 64 Pax	Balkan Explorer (11 Days, 10 Nights) Venice- Istanbul	[Italy, Slovenia, Croatia, Bosnia & Herzegovina, Serbia, Macedonia, Greece, Bulgaria, Turkey] Heritage, Places of Worship (Churches, Mosques, Monasteries, Cathedrals), Museums	April - May 2022	Deluxe Class (Two lower beds in L-shape configuration – convertible into seating, en-suite bathroom with cubicle shower, sink, toilet and towel warmer, small wardrobe, safe, luggage rack, air- conditioning, heater) – Each cabin measures 83 square feet.

<i>Train, RGN & CAP</i>	<i>Journeys / Route & Duration* (2021/22/23)</i>	<i>Countries Covered & Product Offering</i>	<i>Months of Operation** (2021/22/23)</i>	<i>Types of Accommodation & Amenities***</i>
	Grand Alpine Express (11 Days, 10 Nights) Budapest-Venice	[Hungary, Austria, Switzerland, Italy, Slovenia] Heritage, Places of Worship (Churches, Cathedrals), Nature	June 2022	Superior Deluxe Class (Large double bed convertible into a full-length sofa, two picture windows, wardrobe, table, two chairs, en-suite bathroom with cubicle shower, sink, toilet, towel warmer) – Each cabin measures 93 square feet. Dining Car (Two dining cars seats 42 passengers each, tables for two and four etc.) Lounge (Seats around 30 passengers, pianist available)
	New Year in Vienna (9 Days, 10 Nights) Budapest-Vienna-Budapest	[Hungary, Czech Republic, Austria, Slovakia] Heritage, Places of Worship (Cathedrals, Churches), New Year Celebrations	December - January 2021, December - January 2022	
	Castles of Transylvania (7 Days, 6 Nights) Istanbul-Budapest	[Turkey, Romania, Bulgaria, Hungary] Heritage	April - May 2022	
	Central European Classics (7 Days, 6 Nights) Budapest - Prague	[Hungary, Slovakia, Poland, Czech Republic] Heritage, Places of Worship (Churches, Cathedrals), Nature, Narrow Gauge Railway (Particular Segment)	May - June 2022	

<i>Train, RGN & CAP</i>	<i>Journeys / Route & Duration* (2021/22/23)</i>	<i>Countries Covered & Product Offering</i>	<i>Months of Operation** (2021/22/23)</i>	<i>Types of Accommodation & Amenities***</i>
	The Dalmatian (11 Days, 10 Nights) Budapest - Dubrovnik	[Hungary, Romania, Serbia, Bosnia & Herzegovina, Montenegro, Croatia] Places of Worship (Churches, Cathedrals, Mosques, Monastery), Wines, Museums	May 2022	
	Habsburg Express (7 Days, 6 Nights) Dubrovnik - Vienna	[Croatia, Bosnia & Herzegovina, Slovenia, Germany, Austria] Places of Worship (Monastery, Mosque), Heritage, Museums, Nature, Steam Haulage (Particular Segment)	May 2022	
Rovos Rail (♣), (Africa) – 72 Pax	Cape Town - Pretoria (3 Days, 2 Nights)	[South Africa] Countryside, Museums, Desert, Nature	October - December 2021, January - September 2022	Pullman Suite (Sofa-seat converts into double or twin beds, full en-suite bathroom, fold-up writing desk) – Each cabin measures 76 square feet.
	Durban Safari (3 Days, 2 Nights) Durban - Pretoria	[South Africa] Museums, Nature, Wildlife	October - November 2021, January - April 2022, August - September 2022	Deluxe Suite (Side by side twin beds or double-size bed, en-suite toilet, sink and shower, small lounge area, writing desk, two

<i>Train, RGN & CAP</i>	<i>Journeys / Route & Duration* (2021/22/23)</i>	<i>Countries Covered & Product Offering</i>	<i>Months of Operation** (2021/22/23)</i>	<i>Types of Accommodation & Amenities***</i>
	Victoria Falls (4/5 Days, 3/4 Nights) Victoria Falls - Pretoria	[Zimbabwe, South Africa] Wildlife, Countryside (Only for 5 Days, 4 Nights Journey)	October - November 2021, January - April 2022, August - September 2022 (4 Days, 3 Nights) / January 2022, March -August 2022 (5 Days, 4 Nights)	chairs) – Each cabin measures 118 square feet. Royal Suite (King-size bed, en-suite bathroom with Victorian bathtub and shower, separate lounge with desk and two arm chairs) – Each cabin measures 172 square feet.
	Golf Safari (9/10 Days, 8/9 Nights) Pretoria- Pretoria	[South Africa, Swaziland] Separate Activities for Golfers & Leisure Guests, Wildlife (Big Five Game Animals - Lion, Leopard, Rhinoceros, Elephant, Cape Buffalo), Play @ Different Golf Courses, Countryside, Nature, Adventure (Fly Fishing), Handicrafts	January - February 2022, April 2022, September 2022, November 2022	Until the Maharajas’ Express , these were the largest train suites in the world. Dining Car (Each car seats 42 guests in tables for two and four, South African wines etc.) Lounge (Observation car at the end of the train, bar and sitting area, open-air patio for wind-in-the-face viewing, small gift shop, enclosed club for smoking)
	Namibia Safari (10 Days, 9 Nights) Pretoria- Walvis Bay	[South Africa, Namibia] Museum, Wildlife, Nature, Desert	April - May 2022	

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	<i>African Collage</i> (10/11 Days, 9/10 Nights) Pretoria - Cape Town / Cape Town - Pretoria	[South Africa, Swaziland] Separate Activities for Golfers & Leisure Guests, Wildlife (Big Five Game Animals - Lion, Leopard, Rhinoceros, Elephant, Cape Buffalo), Countryside, Nature, Handicrafts	May 2022, October - November 2022	
	Cape Town - Dar es Salaam (15 Days, 14 Nights)	[South Africa, Tanzania, Botswana, Zambia, Zimbabwe] Nature, Museums, Wildlife (Big Five Game Animals - Lion, Leopard, Rhinoceros, Elephant, Cape Buffalo), Countryside	February 2022, July 2022, September - October 2022	
	<i>Trail of Two Oceans</i> (15 Days, 14 Nights) Dar es Salaam – Lobito	[Tanzania, Democratic Republic of Congo, Zambia, Angola] Nature, Wildlife	July - August 2022	

<i>Train, RGN & CAP</i>	<i>Journeys / Route & Duration* (2021/22/23)</i>	<i>Countries Covered & Product Offering</i>	<i>Months of Operation** (2021/22/23)</i>	<i>Types of Accommodation & Amenities***</i>
	Copper Trail (15 Days, 14 Nights) Lobito - Victoria Falls	[Angola, Zambia, Zimbabwe, Democratic Republic of Congo] Wildlife, Museum, Nature	July 2022	
Deccan Odyssey, (Asia) – 88 Pax Note: *Months of Operation is for 2019 & 2020; Offers only 1 or 2 departures a month for any given journey.	Maharashtra Splendor (8 Days, 7 Nights) Mumbai - Mumbai	[India] Wines (Visit @ Vineyards, See Ancient Methods), Heritage, Places of Worship (Temples, Churches), Gastronomic & Culinary Experience (Spice Plantation)	September 2019, November - December 2019, January - April 2020	Deluxe Cabins (Twin beds or large double bed, en-suite shower, sink and toilet, small lounge area at the end of sleeping car) – Each cabin measures 95 square feet. Presidential Suites (Large double bed, separate sitting room with sofa and desk, two bathrooms, private car and guide, laundry service, hotel upgrades, complimentary drinks) – Each cabin measures 205 square feet.
	Jewels of the Deccan (8 Days, 7 Nights) Mumbai - Mumbai	[India] Heritage	October - December 2019, February 2020, April 2020	Dining Car (Two Diners, continental and Indian cuisines, prepared and served by Taj Hotel Group) Lounge (Bar car with bartender, conference car with plasma screen TV, library, business center, spa car with two massage treatment rooms, sauna, beauty parlor, small workout room)
	Hidden Treasures of Gujarat (8 Days, 7 Nights) Mumbai - Mumbai	[India] Heritage, Wildlife, Places of Worship, Desert (Rann of Kutch), Countryside (Tribes), Wines (Visits @ Vineyards, Wine Facilities)	October 2019, March 2020	
	Indian Odyssey (8 Days, 7 Nights) Delhi - Mumbai	[India] Wildlife, Countryside, Heritage, Handicrafts	October - December 2019, January - April 2020	

<i>Train, RGN & CAP</i>	<i>Journeys / Route & Duration* (2021/22/23)</i>	<i>Countries Covered & Product Offering</i>	<i>Months of Operation** (2021/22/23)</i>	<i>Types of Accommodation & Amenities***</i>
	Maharashtra Wild Trail (8 Days, 7 Nights) Mumbai - Mumbai	[India] Wildlife, Heritage, Wines (Visit @ Vineyards)	May 2020	
	Indian Sojourn (8 Days, 7 Nights) Mumbai - Delhi	[India] Heritage, Wildlife, Countryside, Nature	October - December 2019, January - March 2020	
Belmond Royal Scotsman, (Europe) – 40 Pax	Scotland's Classic Splendors (5 Days, 4 Nights) Edinburgh - Edinburgh	[UK] Nature, Wildlife (Aquatic), Heritage & Adventure (Clay Pigeon Shooting, Fishing, Hiking)	July - October 2021, April - September 2022	Twin/Double Compartments (Two lower twin beds positioned in L shape or double beds, en- suite bathroom with shower, sink and toilet, dressing table, wardrobe, ceiling fan, opening windows) – Each cabin measures 85 square feet.
	Grand Western Scenic Wonders (8 Days, 7 Nights) Edinburgh- Edinburgh	[UK] Nature, Wildlife (Aquatic), Heritage & Adventure (Clay Pigeon Shooting, Fishing, Hiking)	July - October 2021, April - September 2022	Single Compartments (Four compartments for single travelers so that there is no single supplement, one twin bed, en-suite bathroom with shower, sink and toilet, dressing table, wardrobe, ceiling fan, opening windows) – Each cabin measures

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	Western Scenic Wonders (4 Days, 3 Nights) Edinburgh – Edinburgh	[UK] Nature, Heritage	July - October 2021, April - September 2022	65 square feet. Dining Car (Tables for two, four, six and eight, fine wines etc.) Lounge & Spa (Open air observation platform for wind-in- the-face viewing, local musicians, storytellers, armchairs, bar)
	Grand Taste of the Highlands (6 Days, 5 Nights) Edinburgh - Edinburgh	[UK] Nature, Heritage, Whisky (Strathisla Distillery Visit), Nature & Adventure (Clay Pigeon Shooting, Fishing, Hiking)	July - August 2021, May - August 2022	
	Taste of the Highlands (3 Days, 2 Nights) Edinburgh - Edinburgh	[UK] Heritage, Whisky (Strathisla Distillery Visit), Nature & Adventure (Clay Pigeon Shooting, Fishing, Hiking)	July - August 2021, October 2021, April - August 2022, October 2022	
	Scotch Malt Whisky Tour - In association with The Scotch Malt Whisky Society (5 Days, 4 Nights) Edinburgh - Edinburgh	[UK] Whisky (Visits to Tomatin, Macallan, Tullibardine Distillery), Private Whisky Ambassador, Visit & One-year Membership @ Scotch Malt Whisky Society Headquarters	August 2021, July - August 2022, October 2022	

<i>Train, RGN & CAP</i>	<i>Journeys / Route & Duration* (2021/22/23)</i>	<i>Countries Covered & Product Offering</i>	<i>Months of Operation** (2021/22/23)</i>	<i>Types of Accommodation & Amenities***</i>
	<i>Taste of Scotland with Tom Kitchin</i> (3 Days, 2 Nights) Edinburgh - Edinburgh	[UK] Gastronomic Experience, Whisky (Macallan Distillery Visit), Wine Masterclass from Wine Merchants: L'Art du Vin, Nature & Adventure (Clay Pigeon Shooting, Fishing, Hiking)	September - October 2021	
	<i>Clans, Castles & Isles</i> (6 Days, 5 Nights) Edinburgh - Edinburgh	[UK] Whisky (Oban Distillery Visit) & Heritage	September 2021, September 2022	
	<i>Heritage Homes & Gardens</i> (5 Days, 4 Nights) Edinburgh - Edinburgh	[UK] Heritage	May 2022	
	<i>Grand Tour of Great Britain</i> (8 Days, 7 Nights) Edinburgh - Edinburgh	[UK] Wildlife, Heritage, Whisky (Strathisla Distillery Visit)	September 2022	

Train, RGN & CAP	Journeys / Route & Duration* (2021/22/23)	Countries Covered & Product Offering	Months of Operation** (2021/22/23)	Types of Accommodation & Amenities***
Belmond Andean Explorer (♣), (South America) – 70 Pax.	Peruvian Highlands / Andean Plains & Islands of Discovery (3 Days, 2 Nights) Cusco - Puno - Arequipa	[Peru] Nature, Island	Year-round	<p>Twin Bed Cabins (Long banquettes and comfy seats – convertible into two single beds). Each cabin measures 80 square feet.</p> <p>Suite Cabins (King-size bed, seating area with two chairs and a table, wardrobe, private en-suite bathroom with shower and toilet). Each cabin measures 140 square feet.</p> <p>Dining Car (Food is prepared by Belmond Hotel Monasterio, regular seating arrangements)</p>
	Spirit of the Water / Spirit of the Andes (2 Days, 1 Night) Cusco - Puno	[Peru] Nature	Year-round	<p>Lounge and Spa (Baby grand piano, seating, picture windows, full bar, open-air deck)</p>
Belmond Hiram Bingham (♣), (South America) – 84 Pax	Cusco - Machu Picchu (1 Day)	[Peru] Transit Only (With the Comforts of a Luxury Train)	Year-round	<p>Dining Car (Two 42 seats dining cars with tables for two and four, large windows, beautiful China, silver and linens, imported wines etc.)</p> <p>Lounge (observational car, live music)</p>

<i>Train, RGN & CAP</i>	<i>Journeys / Route & Duration* (2021/22/23)</i>	<i>Countries Covered & Product Offering</i>	<i>Months of Operation** (2021/22/23)</i>	<i>Types of Accommodation & Amenities***</i>
<i>Al-Andalus, (Europe) – 64 Pax</i>	Lusitanian Route (4 Days, 3 Nights) Seville - Lisbon - Porto	[Spain, Portugal] Heritage, Places of Worship (Cathedrals, Monasteries)	July - August 2022	<p>Grand Class (Two twin lower beds – convertible into a couch, safe, closet, private shower, sink and toilet, air-conditioning). Each cabin measures 86 square feet.</p> <p>Deluxe Suite (Double bed – convertible into a couch, minibar, safe, closet, private bathroom with shower, sink and toilet, air-conditioning). Each cabin measures 108 square feet.</p> <p>Dining Car (Two dining cars with table for two and four, local wines etc.)</p> <p>Lounge (Dance floor, bar, armchairs, live entertainment, couches, tables, games, books, computer, Wi-Fi access)</p>
	Andalusian Route (7 Days, 6 Nights) Seville - Seville	[Spain] Heritage, Wines (Visit @ Wine Cellar), Nature, Places of Worship (Cathedrals)	May - June 2022, September - October 2022	

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<i>El Transcantabrico Gran Lujo (♣), (Europe) – 28 Pax</i>	Santiago de Compostela-San Sebastian (8 Days, 7 Nights)	[Spain] Museums, Visit @ Casino, Countryside, Heritage, Nature, Places of Worship (Cathedral)	April - July 2022, September - October 2022	<p>Deluxe Suite Room All compartments have private, ensuite toilet, sink, shower with sauna-hydro massage, mini-bar, wardrobe, desk, double bed, long sofa, television, computer with complimentary Wi-Fi access. Each cabin measures approximately 129 square feet.</p> <p>Dining Car (Two separate cars for fine dining, local meals and wine etc.)</p> <p>Lounge (Two separate cars, each car has a sitting for 18 passengers with couches, armchairs, tables, panoramic windows, disco car, live music, drinks)</p>
<i>The Ghan (♣), (Australia) – 283 Pax</i>	Adelaide - Darwin (3 Days, 2 Nights)	[Australia] Nature & Landscapes, Desert (Outback)	February - November 2022	Gold Twin (Three-seater lounge area in the day – convertible to upper and lower berths, compact ensuite bathroom with shower, sink and toilet)
	Adelaide - Alice Springs (2 Days, 1 Night)	[Australia] Nature & Landscapes, Desert (Outback)	February - November 2022	Gold Single (Twin bed – convertible into seats, shared shower/toilet facilities at the end of each car)

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	Darwin - Alice Springs (2 Days, 1 Night)	[Australia] Nature & Landscapes, Desert (Outback)	February - November 2022	Gold Superior (3/4 size double bed plus a fold-down upper berth, lounge area, minibar, full en-suite bathroom) Platinum (Private en-suite shower, sink and toilet, cabin can be convertible into a lounge during the day, moveable tables, two ottomans, convertible double or twin beds, transfers, exclusive platinum club dining, in-room breakfast). Each cabin measure 82.5 square feet. Dining Car (All-inclusive meals, two-course lunch and three-course dinner, regular dining amenities) Lounges (Wide picture windows, bar service, cocktails)
	Kakadu Splendour 2022 (7 Days, 6 Nights) Darwin - Adelaide	[Australia] Nature, Art & Culture (Aboriginals), Landscapes, Desert (Outback)	April - October 2022	
	Discover Darwin 2022 (7 Days, 6 Nights) Darwin - Adelaide	[Australia] Nature, Heritage, Landscapes, Desert (Outback), Leisure Time, Visit @ Cattle Station (Horse Masterclass)	April - October 2022	
	Taste of the Top End 2022 (8 Days, 7 Nights) Darwin - Adelaide	[Australia] Nature, Wildlife, Landscapes, Desert (Outback)	April - October 2022	
	Taste of South Australia 2022 (8 Days, 7 Nights) Darwin - Adelaide	[Australia] Gastronomy, Wines, Landscapes, Desert (Outback)	April - October 2022	

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	Red Centre Spectacular 2022 (11 Days, 10 Nights) Darwin - Adelaide	[Australia] Nature, Heritage, Landscapes, Desert (Outback)	April - October 2022	
	The Ultimate Territory Tour 2022 (14 Days, 13 Nights) Darwin - Adelaide	[Australia] Nature, Heritage, Landscapes, Desert (Outback)	April - October 2022	
	Wonders of the Kimberley 2022 (16 Days, 15 Nights) Broome - Adelaide	[Australia] Nature, Beach, Art & Culture (Aboriginals), Experience (Mining Process), Wildlife, Heritage, Leisure Time	May - September 2022	
<i>Indian Pacific, (Australia) – 200 Pax</i>	Sydney - Perth (4 Days, 3 Nights)	[Australia] Landscapes, Desert, Nature (Transcontinental Journey)	Year-round	Cabin types and Accommodation are similar to that of The Ghan
	Sydney - Adelaide (2 Days, 1 Night)	[Australia] Landscapes, Nature	Year-round	
	Adelaide - Perth (3 Days, 2 Nights)	[Australia] Landscapes, Desert, Nature	Year-round	

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	<i>Rottnest Discovery 2022</i> (7 Days, 6 Nights) Perth - Sydney	[Australia] Island, Nature, Art, Heritage, Desert (Transcontinenta l Journey)	Year-round	
	<i>Sydney Sojourn 2022</i> (8 Days, 7 Nights) Perth - Sydney	[Australia] Landscapes, Desert, Nature, Wines, Guided Tour @ Sydney (Transcontinenta l Journey)	Year-round	
	<i>Margaret River Indulgence 2022</i> (9 Days, 8 Nights) Perth - Sydney	[Australia] Nature, Island, Heritage, Gastronomy, Wines, Desert (Transcontinenta l Journey)	Year-round	
	<i>Spectacular Land & Sea 2022</i> (9 Days, 8 Nights) Adelaide - Perth	[Australia] Regular Adelaide - Perth Tour (With All Inclusions) + Island, Flights to/from & stay @ Broome, Leisure Time	March - October 2022	

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	Great Western Wonders 2022 (10 Days, 9 Nights) Sydney - Perth	[Australia] Regular Sydney - Perth Tour (With All Inclusions) + Island, Wildlife, Adventure (Whale Shark Swim / Humpback Whale Swim), Flights to/from & stay @ Exmouth (Transcontinental Journey)	March - October 2022	
Rocky Mountaineer, (North America) – Reclining Chair Car Note: This train has operations in Canada and the USA	First Passage to the West (2 Days, 1 Night) Vancouver - Banff / Lake Louise	[Canada] Transit (With the Comforts of a Luxury Train), Stay & Leisure Time @ Kamloops	July - October 2021, April - October 2022	Silver Leaf (Passengers are seated in a single-level dome coaches with reclining seats, access to small open-air vestibule) – No sleeping accommodations, overnights are spent in hotels. Gold Leaf / Silver Leaf Plus (Bi-level dome coaches, air-conditioned with full-length dome windows, exclusive access to large open-air observation decks) – No sleeping accommodations, overnights are spent in hotels.
	Journey through the Clouds (2 Days, 1 Night) Vancouver - Jasper	[Canada] Transit (With the Comforts of a Luxury Train), Stay & Leisure Time @ Kamloops	August - October 2021, April - October 2022	Dining Car (Each car accommodates 36 passengers in tables of four, full galley kitchen)

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	<i>Rainforest to Gold Rush</i> (3 Days, 2 Nights) Vancouver - Jasper	[Canada] Transit (With the Comforts of a Luxury Train), Stay & Leisure Time @ Whistler, Quesnel	July - September 2021, May - September 2022	
	<i>Rockies to the Red Rocks</i> (2 Days, 1 Night / 4 Days, 3 Nights {2021} / 5 Days, 4 Nights {2021}) Moab - Denver	[USA] Transit (With the Comforts of a Luxury Train), Stay @ Glenwood Springs (For 2 Days, 1 Night Journey), Stay @ Moab, Glenwood Springs, Denver (For 4 Days, 3 Nights Journey), Leisure Time & Stay @ Las Vegas / Salt City Lake, Moab, Glenwood Springs, Denver (For 5 Days, 4 Nights Journey)	August - November 2021, April - November 2022	

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<i>The Canadian, (North America) – 272 Pax</i>	<i>The Great Western Way</i> (5 Days, 4 Nights) Vancouver-Toronto	[Canada] Transit Only (With the Comforts of a Luxury Train)	Year-round	<p>Economy Berth (Similar to that of a chair car, public washroom, toilet and shower)</p> <p>Sleeper Plus Cabin for 1 & 2 (Two armchairs – These make way for two bunks – upper and lower, small closet, mirror, small table, shared toilet and shower down hall) – Each cabin measures 36 square feet.</p> <p>Prestige Class (Modular L-shaped couch – convertible into large double bed, en-suite bathroom with shower, sink and toilet, unlimited free drinks, concierge service, priority check-in and baggage handling, fully stocked mini-bar) – Each cabin measures 70 square feet.</p> <p>Dining Car (Three dinner seating served with China, silver and linen, regular dining amenities)</p> <p>Lounge (Dome cars – Skyline cars with upper-level domed windows and lower-level windowed caboose lounge, local musicians, bar etc.)</p>

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<i>The Blue Train, (Africa) - 82 Pax & 54 Pax</i>	Pretoria - Kruger National Park - Pretoria (3 Days, 2 Nights)	[South Africa] Wildlife (Big Five Game Animals - Lion, Leopard, Rhinoceros, Elephant, Cape Buffalo), Meal @ Unfenced Location	June 2022	<p>Deluxe Suites (Twin beds, en-suite bathroom with shower, sink and toilet – or double beds with ¾ sized bath tub, handheld shower in en-suite bathroom). Each cabin measures 86 square feet.</p> <p>Luxury Suites (Side-by-side twin beds or double beds, bathroom with shower, sink, toilet and bathtub) – Each suite measures 110 square feet.</p> <p>Dining Car (42 seat diners, alcoholic beverages, bar, African and continental cuisine, regular dining amenities)</p> <p>Lounge (Two classic lounges, bar, public area for smoking, large windows, observation car with gigantic rear window)</p>
	Pretoria - Cape Town (3 Days, 2 Nights)	[South Africa] Museum, Nature	Year-round	

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<i>Eastern & Oriental Express, (Asia) – 82 Pax</i>	Singapore - Bangkok (3 Days, 2 Nights)	[Singapore, Malaysia, Thailand] Nature, Heritage, Countryside / Adventure (Trekking, Bicycling) / Culinary Experience (Cooking Workshop)	September - December 2021, January - April 2022, September - November 2022	<p>Pullman Cabins (Couch convertible into two sleeping berths, complimentary Wi-Fi, air-conditioner, private bathroom with sink, shower and toilet) – Each cabin measures 62 square feet.</p> <p>State Cabins (Seating converts to two lower berths, couch, fixed chair, desk chair, complimentary Wi-Fi, air-conditioner, private bathroom with sink, shower and toilet) – Each cabin measures 84 square feet.</p>
	Kuala Lumpur - Bangkok (3 Days, 2 Nights)	[Malaysia, Thailand] Nature, Heritage, Countryside / Adventure (Trekking, Bicycling) / Culinary Experience (Cooking Workshop)	September - December 2021, January - April 2022, September - November 2022	<p>Presidential Cabins (Two lower twin berths, couch, long table, two chairs, spacious bathroom, complimentary Wi-Fi, air-conditioner, private transfers to/from train stations, complimentary mini bar, hot breakfast, Bluetooth speaker in cabin) – Each cabin measures 125 square feet.</p> <p>Dining Car (Three dining cars, each car seats about 28 guests, saloon car with small dining area for 16 guests, boutique,</p>

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	Voyage of Southeast Asia (5 Days, 4 Nights) Singapore - Bangkok	[Singapore, Malaysia, Thailand] Wildlife (Stay @ Janda Baik Rainforest), Culinary Experience (Cooking Workshop) / Art & Craft (Batik Painting / Joss Stick Making), Heritage, Beach	October 2021	library, foot massages) Lounges (observation car, bar, lounge area, outdoor observation area, couches, chairs and tables)
	Singapore - Bangkok New Year Celebration (4 Days, 3 Nights)	[Singapore, Malaysia, Thailand] Nature, Heritage, Countryside & Adventure (Trekking, Bicycling), Places of Worship (Chinese Temple & Gurudwara), Culinary Experience, New Year Celebrations, Fortune Reading (By an Astrologer)	December 2021	
Maharajas' Express (♣), (Asia) – 84 Pax	Indian Panorama (7 Days, 6 Nights) Delhi - Delhi	[India] Heritage, Wildlife, Countryside, Visit @ Silk Weaving Centre, Nature	February - April 2022, October - December 2022, January - April 2023	Deluxe Cabin (one double bed or two twin beds, small writing desk and stool, standard en-suite bathroom with sink, shower and toilet, large picture windows, LCD television, DVD

Train, RGN & CAP	Journeys / Route & Duration* (2021/22/23)	Countries Covered & Product Offering	Months of Operation** (2021/22/23)	Types of Accommodation & Amenities***
	Indian Splendour (7 Days, 6 Nights) Delhi - Mumbai	[India] Heritage, Wildlife, Desert, Nature	January - March 2022, October - December 2022, January - March 2023	<p>players, telephone, digital climate control, wireless internet access) – Each cabin measures 112 square feet.</p> <p>Junior Suite (double or twin beds, table, two chairs, two windows, additional window and sitting area, en-suite bathroom with sink, shower and toilet, LCD television, DVD players, telephone, digital climate control, wireless internet access) – Each cabin measures 150 square feet.</p> <p>Suite (double bed, larger seating area separate from bedroom, two windows, larger bathroom with shower and bathtub, LCD television, DVD players, telephone, digital climate control, wireless internet access) - Each cabin measures 220 square feet.</p> <p>Presidential Suite (spread through the entire train car, two bedrooms with double bed and twin beds, two bathrooms – one includes a bathtub,</p>
	Heritage of India (7 Days, 6 Nights) Mumbai - Delhi	[India] Nature, Heritage, Countryside, Desert, Wildlife	February - April 2022, October - December 2022, January - March 2023	

<i>Train, RGN & CAP</i>	<i>Journeys / Route & Duration* (2021/22/23)</i>	<i>Countries Covered & Product Offering</i>	<i>Months of Operation** (2021/22/23)</i>	<i>Types of Accommodation & Amenities***</i>
	<i>Treasures of India</i> (4 Days, 3 Nights) Delhi - Delhi	[India] Heritage, Wildlife	February - March 2022, October - December 2022, January - April 2023	larger seating area with couch, table, chairs and desk, separate butler, LED lights, LCD television, DVD players, telephone, digital climate control, wireless internet access) – Presidential Suite measures 448 square feet. <i>Dining Car</i> (Two dining cars with seating capacity of 42 passengers each, elegant tableware etc.) <i>Lounge</i> (Chairs, tables, bartender, safari bar with lounge area, newspapers, games, on-board gift shop)
<i>Palace on Wheels (♣), (Asia) - 104 Pax</i>	Delhi - Delhi (8 Days, 7 Nights)	[India] Heritage, Wildlife, Nature, Desert	September - December 2021, January - April 2022, September - December 2022, January to April 2023	<i>Deluxe & Super Deluxe</i> (Twin bedded chambers with attached bathrooms, sofas, LED lights, wardrobes, personal attendants, large window, Wi-Fi, air conditioned, controlled on-board temperature, multiple plug points) <i>Restaurant Car</i> (Two restaurants cars with exquisitely crafted lights and tables etc.)

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<i>Seven Stars in Kyushu (♣), (Asia) – 28 Pax</i>	Fukuoka - Fukuoka (4 Days, 3 Nights)	[Japan] Art & Craft, Nature, Heritage, Places of Worship (Shrine), Wine (Visit @ Tsuno Winery), Japanese Gastronomy	September - October 2021	Suite Rooms (Front desk telephone, private ensuite with toilet and cypress paneled shower stall, washbasin, air-conditioning, free Wi-Fi, minbar) – Each cabin measures 108 square feet.
	Fukuoka - Fukuoka (4 Days, 3 Nights)	[Japan] Art & Craft, Nature, Heritage, Wine (Visit @ Tsuno Winery), Japanese Gastronomy	November - December 2021, January - February 2022	Deluxe Suite B (Bed room with ensuite bathroom, front desk telephone, private ensuite with toilet and cypress paneled shower stall, washbasin, air-conditioning, free Wi-Fi, minbar) – Each cabin measures 183 square feet.
	Fukuoka - Nagasaki (2 Days, 1 Night)	[Japan] Visit Kilns @ Arita, Nature, Crafts, Gastronomy (By Chefs running Michelin Starred Restaurants)	October - December 2021, January 2022	Deluxe Suite A (Picture window, private projector, front desk telephone, private ensuite with toilet and cypress paneled shower stall, washbasin, air-conditioning, free Wi-Fi, minbar) – Each cabin measures 226 square feet. Dining Car (Regular dining amenities) Lounge (Musical performances, bar, sofas, windows)

<i>Train, RGN & CAP</i>	<i>Journeys / Route & Duration* (2021/22/23)</i>	<i>Countries Covered & Product Offering</i>	<i>Months of Operation** (2021/22/23)</i>	<i>Types of Accommodation & Amenities***</i>
Golden Pass Panoramic Express (Europe) – Reclining Chair Car	Zweisimmen – Montreux (1 Day)	[Switzerland] Transit Only	Year-round	<p>Panoramic Cars - First Class (Oversized windows, smaller and clerestory windows in the ceiling, 33 seats in each) - This is a daytime train, there are no overnight accommodations on-board.</p> <p>Panoramic Cars - Second Class (Oversized windows, smaller and clerestory windows in the ceiling, 48 seats)</p>
Glacier Express , (Europe) – Reclining Chair Car	Zermatt - St. Moritz (1 Day)	[Switzerland] Transit Only	Year-round	<p>Type of Accommodation is similar to that of Golden Pass Panoramic Express – These are daytime trains with no long seating. Therefore, there is no overnight accommodation on-board.</p>
Bernina Express , (Europe) – Reclining Chair Car	Chur/St. Moritz – Tirano (1 Day)	[Switzerland, Italy] Transit Only	Year-round	<p>Type of Accommodation is similar to that of Golden Pass Panoramic Express – These are daytime trains with no long seating.</p>

Note: *Each route denotes that the train runs both inwards and outwards journeys

**Each month includes multiple departures for a given journey

***Types of Accommodation & Amenities apply for all the routes of a train

(♣) Condé Nast Traveler's Readers' Choice Awards 2020; RGN – Region & CAP - Capacity

On a whole, luxury trains included in the list of “World’s top 25 trains” and the “Readers’ Choice Awards 2020” covered a total of 53 countries. This coverage also included countries which are not well regarded from a tourist viewpoint.

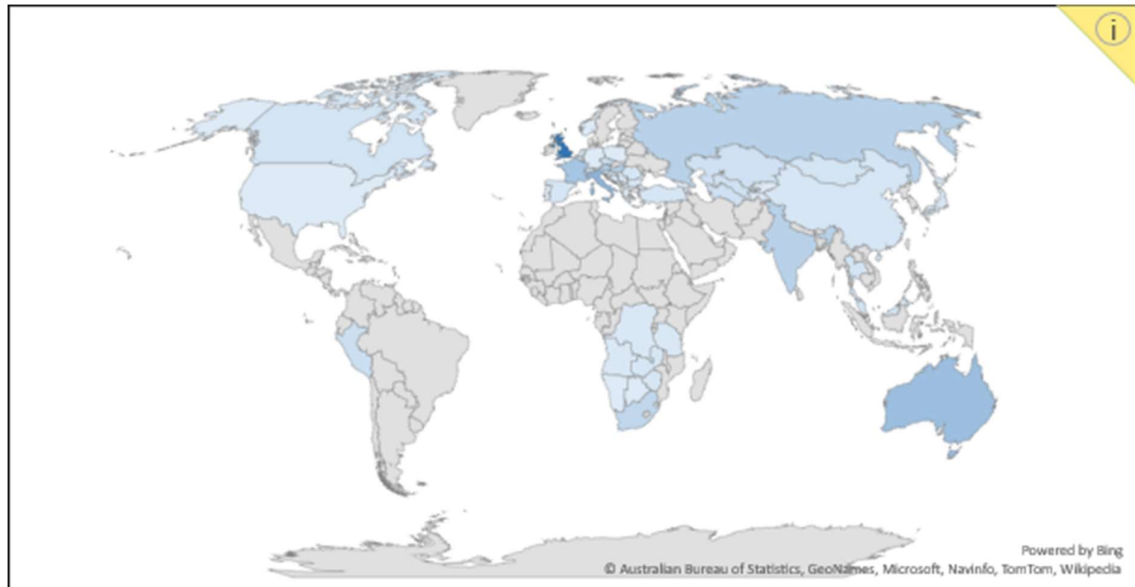


Figure 1: Luxury train operations around the world

In order to provide a consistent outlook of luxury train operations around the world, independent routes/journeys (either beginning, ending or completely being conducted in a given country) and enroute journeys (countries acting as an enroute destination of a given route i.e., not acting as a starting or ending point of an itinerary) were collectively considered under the heading - total journeys (See *table 2*). Countries with enroute journeys rely upon the luxury trains of other countries or regions for stops within their country as part of a particular route/itinerary. Transnational routes and coast-to-coast routes were the other two parameters based on which the product profiles of luxury trains were classified. While the former refers to a journey that extends to countries other than the one in which it started, the latter focuses on journeys which extend to at least two geographical corners (extreme points) of a given country. For example, Perth (west coast) to Sydney (east coast) in Australia. These journeys give the tourist an impression of covering the entire country or region at one go (value creation). This classification, thereby led to the identification of two prominent value models followed in countries with a greater vested interest in the running of luxury trains. Out of all the countries offering more than 10 routes i.e., countries with a vested interest in the running of luxury trains, India is the only country that does not conform to either of the two well-demanded global value models (transnational or coast-to-coast). All other countries with a greater presence of luxury trains, offer at the very least either of them.

Table 6: Country-wise classification of the number and type of routes run by luxury trains across the world

S. No	Countries	Total Journeys / Routes	Independent Journeys / Routes	Enroute Journeys	Transnational Journeys / Routes	Coast-to-Coast Journeys / Routes
1.	United Kingdom (♣)	50	50	-	✓	✗
2.	Italy	23	22	1	✓	✗
3.	Australia (♣)	19	19	-	✗	✓
4.	France	15	15	-	✓	✗
5.	Austria	14	8	6	✓	✗
6.	Hungary	13	8	5	✓	✗
7.	Russia	11	11	-	✓	✓
8.	India (♣)	11	11	-	✗	✗
9.	South Africa (♣)	9	9	-	✓	✓
10.	Switzerland	7	6	1	✓	✗
11.	Czech Republic	6	3	3	✓	✗
12.	Peru (♣)	6	6	-	✗	✗
13.	Kazakhstan	5	3	2	✓	✗
14.	Uzbekistan	5	-	5	✓	✗
15.	Turkmenistan	5	-	5	✓	✗
16.	Mongolia	4	-	4	✓	✗
17.	Canada	4	4	-	✗	✓
18.	Malaysia	4	1	3	✓	✗
19.	Thailand	4	4	-	✓	✗
20.	Belgium	3	3	-	✓	✗
21.	Netherlands	3	3	-	✓	✗
22.	Romania	3	-	3	✓	✗
23.	Bulgaria	3	-	3	✓	✗
24.	Turkey	3	3	-	✓	✗
25.	Bosnia & Herzegovina	3	-	3	✓	✗
26.	Slovenia	3	-	3	✓	✗
27.	Croatia	3	1	2	✓	✗
28.	Spain (♣)	3	3	-	✓	✗
29.	China	3	3	-	✓	✗
30.	Zimbabwe	3	2	1	✓	✗
31.	Zambia	3	-	3	✓	✗
32.	Singapore	3	3	-	✓	✗
33.	Japan (♣)	3	3	-	✗	✗
34.	Serbia	2	-	2	✓	✗
35.	Swaziland	2	-	2	✓	✗

S. No	Countries	Total Journeys / Routes	Independent Journeys / Routes	Enroute Journeys	Transnational Journeys / Routes	Coast-to-Coast Journeys / Routes
36	Tanzania	2	2	-	✓	✗
37	DRC	2	-	2	✓	✗
38	Angola	2	2	-	✓	✗
39	Macedonia	1	-	1	✓	✗
40	Germany	1	-	1	✓	✗
41	Portugal	1	1	-	✓	✗
42	Poland	1	-	1	✓	✗
43	Greece	1	-	1	✓	✗
44	Montenegro	1	-	1	✓	✗
45	Armenia	1	1	-	✓	✗
46	Georgia	1	-	1	✓	✗
47	Azerbaijan	1	-	1	✓	✗
48	Kyrgyzstan	1	-	1	✓	✗
49	Tajikistan	1	-	1	✓	✗
50	Norway	1	-	1	✓	✗
51	Namibia	1	1	-	✓	✗
52	Botswana	1	-	1	✓	✗
53	United States of America	1	1	-	✓	✗

Note: (♣) Operates at least one train that has been awarded the Readers' Choice Awards 2020.

Conclusions & Recommendations

The primary objective under the first term of reference was to compare the product profile of the most luxurious trains in the world. Offerings of different luxury trains were studied to compare them with that of Indian luxury trains. All the luxury trains around the world offer more or less the same materialistic facilities and amenities. What, rather, differentiates a luxury train from another is the quality of service, experience and the provision of alternatives and inclusions.

(i) Customization, Provision of Alternatives, Inclusions

Although every train had its own unique selling proposition, they were all found to be offering similar types of accommodation, amenities, and facilities. (a) *Golden Eagle's* provision of customizing an itinerary by including and excluding destinations of an individual's interest, seems to be a great strategy to attract more tourists. If the tourist wishes to extend their holiday by visiting a destination that was not part of the luxury train package, he or she shall be able to do so through the assistance of the luxury train, in most cases at an added cost. Similarly, tourists may want to explore an activity of their own interest instead of pre-determined off-train activities organized by the luxury trains. While the tourists may be charged for the excess

costs inculcated, suitable arrangements must be done so as he or she returns to the train on time and the journey continues as mentioned in the initial itinerary, without causing any trouble to the co-travellers. However, such customization has to be done in accordance to the route that the tourist chooses and travels on. (b) As part of the *Golden Eagle's* 'Freedom of Choice' option, tourists may choose an off-train activity from amongst a pool of options at each destination within the given route. These alternatives are all organized by the luxury train at no extra costs and typically range from engagement in culinary workshops to taking part in adventure activities (hiking, humpback Whale swim etc.). However, in case of Indian luxury trains, alternatives are largely limited to either staying back in the train or taking the preplanned off-train excursion. It is, therefore, recommended that tourists are offered a range of activities that they may choose from at any given destination in a route. (c) Luxury trains in regions of comparative size and diversity were often found offering cruise rides (*Venice Simplon Orient Express*), Qantas frequent flyer (*The Ghan, Indian Pacific*) points, short steam locomotive rides as part of their luxury train packages. Similar avenues shall be explored for Indian luxury train packages (e.g., Hot air ballooning in Rajasthan etc.).

(ii) Intermediate bookings & Introduction of "One Run, One Route, Multiple Itineraries"

As part of the comparative analysis, it was noted that luxury trains around the world, irrespective of the source and destination, allowed for intermediate bookings from a few prominent enroute destinations (not all), thereby, extending the number of journeys that they offer. Such a provision not only caters to the tourists on a shorter holiday period but also attracts people from lower income groups. For instance, the coast-to-coast journey from Sydney to Perth (4 Days, 3 Nights) offered by the *Indian Pacific* allows for intermediate bookings from Adelaide (enroute destination) to Perth, thereby introducing a new 3 Days, 2 Nights journey. This journey would include all the off-train excursions that were original planned in between Adelaide and Perth (as part of the Sydney – Perth itinerary). In other words, tourists who book their tickets from Adelaide to Perth would be joining the tourists who started their journey in Sydney. Intermediate bookings were found to be quite prevalent amongst the top luxury trains in the world, as they increased the over-all occupancy while holding on to the revenue which would have otherwise been lost. Moreover, intermediate bookings would lead to the introduction of journeys ranging from a shorter duration to a longer duration, thereby, catering to the needs of various market segments. If a particular route (Sydney to Perth) can accommodate tourists of different itineraries (Say, Sydney – Adelaide, Adelaide – Perth or Sydney – Perth) on the same route, then that should be done in order to achieve economies of scale. Financial viewpoint of 'one run, one route, multiple itineraries' is discussed under

Terms of Reference 8. Instead of providing separate departures for each itinerary, luxury trains can increase the frequency of departures for a number of itineraries by simply running on a route that accommodates them all. Similar practices are being carried out by Belmond group of luxury trains in Europe, South-East Asia and South America. In the current scenario, in spite of India being one of the top countries with vested interests in the running of luxury trains, no Indian luxury train allows for intermediate bookings. Intermediate booking stops can be selected on the basis of FTAs (ports of entry), the likelihood of tourists joining on-board and the infrastructural standards of the city (Urban). This kind of an initiative is nothing short of introducing intermediate luxury products consumed by the middle-class.

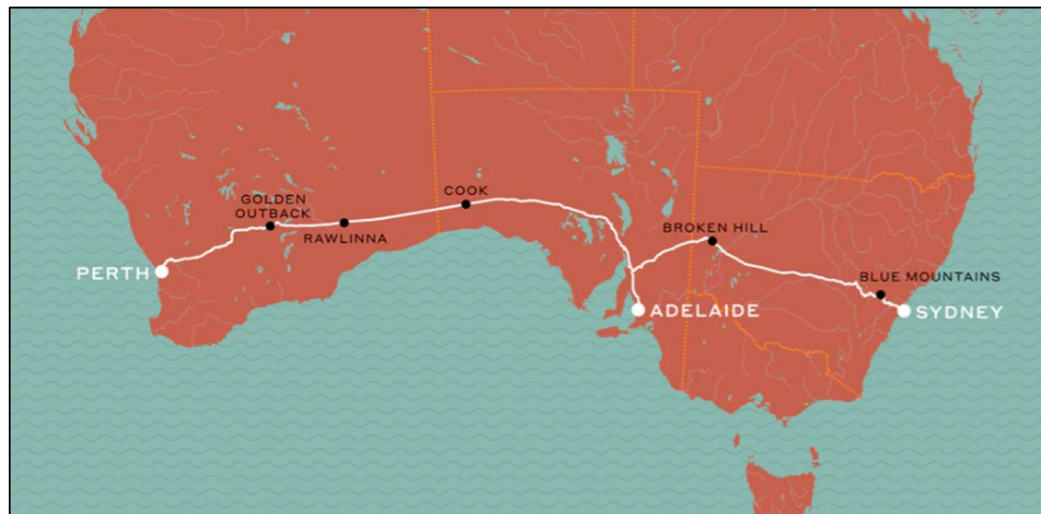


Figure 2: Indian Pacific's coast-to-coast journey (Source: Journey Beyond Group)

(iii) Routes

As part of the analysis, it was noted that multiple Indian luxury trains offer similar routes and journeys. For instance, *Maharajas' Express*' 'Indian Splendour' and *Deccan Odyssey*'s 'Indian Sojourn' / 'Indian Odyssey' are very much alike in their inclusion of destinations and activities. Ensuring that no two Indian luxury trains offer similar journeys is necessary. It is, therefore, recommended that each luxury train has its own area of operation, wherein the routes offered under a given train does not coincide with that of another luxury train. There is a need to introduce new routes with an underlying theme and value proposition. For instance, a thematic wildlife journey may be introduced from New Delhi to Bengaluru (with intermediate bookings at Mumbai and Hyderabad) covering the states of Rajasthan, Madhya Pradesh, Maharashtra and Karnataka (all known for their wildlife sanctuaries and national parks).



Figure 3: Golden Eagle's Trans-Siberian Express (Source: Golden Eagle Luxury Trains)

In the same vein, luxury train routes in India increasingly emphasize on returning to the source destination, thereby making the return journey less profitable and monotonous as there is only transit. Luxury trains in countries of comparable size do not increasingly welcome return journeys and instead design routes in a way that the final destination is different from that of the source or starting point (e.g., Moscow – Vladivostok). This enables them to take in a fresh group of tourists for their return journey (Vladivostok – Moscow). However, if the trains operated on the route Moscow – Vladivostok – Moscow instead of Moscow - Vladivostok, the train would have been less beneficial on its return journey as all the off-train excursions would already have been carried out during the inwards journey to Vladivostok. Similar to the trends followed around the world, Indian luxury trains need to come up with a trademark journey (long enough) that they run frequently. With the introduction of intermediate bookings, the number of offerings and options (both longer duration and shorter duration journeys) for the tourists would automatically go up. For example, *The Ghan* regularly runs its trademark journey from Darwin to Adelaide with the provision of intermediate booking at Alice Springs, thereby, offering a longer journey and a shorter journey within a single run.

As mentioned earlier, there seems to be two existing highly demanded global value models that countries follow for the development and identification of routes for their luxury trains. These models are prevalent across the world, as the luxury consumer seemingly seeks for a greater value either through visiting multiple countries in a given journey (transnational routes) or by exploring a country's geographical extremities (coast-to-coast).

(a) Transnational routes / Collaborations (Russian & European Model)

Luxury trains such as *Venice Simplon-Orient Express* (VSOE) in Europe, *Belmond British Pullman* in UK, *Golden Eagle Danube Express* in Europe, *Golden Eagle* in Russia, Central Asia and China, *Rovos Rail* in the African continent, *Shangri-La Express* in Central Asia and China, were all found to be operating on routes that were transnational and were in collaboration with other luxury trains of either their own country or that of any other. For instance, *Rovos Rail* runs a route of 15 Days, 14 Nights that covers five different countries in the African continent. Similarly, '*The Silk Road*' (Beijing to Moscow) - a route run by *Golden Eagle* in collaboration with *Shangri-La Express* for the Chinese part of the journey. Upon successful border crossing, guests are transferred from the *Golden Eagle* to *Shangri-La Express*. Therefore, transnational journeys and collaborations amongst luxury trains, while, under a thematic itinerary like that of 'Silk Road', gives the tourist a sense of satisfaction and value for money, as they happen to experience more than one country and a luxury train. Since passengers travelling on luxury trains spend hefty amounts of money, they expect optimal levels of satisfaction, which in other countries seem to be coming from transnational and collaborative journeys.



Figure 4: Golden Eagle & Shangri-La Express Silk Road (Source: Golden Eagle Luxury Trains)

Having said that, India's *Buddhist Circuit Tourist Train* is currently offering a transnational journey to Lumbini, Nepal. It is, therefore, recommended that transnational journeys amongst neighboring countries like India, Bangladesh, Nepal, and Pakistan are made while creating new thematic routes and itineraries. For instance, a Mughal Circuit that extends to all the prominent places in the sub-continent or an itinerary covering the Indus Valley Civilization Circuit. Such itineraries could also be brought into practice through a railway collaboration between two or more countries (Similar to that of *Golden Eagle* and *Shangri-La Express*). This would

not only increase the occupancy in luxury trains but would also give western tourists a holistic experience of the sub-continent while acting as a medium of diplomacy between India and other countries.

(b) Coast-to-Coast routes (Australian Model)

Luxury trains in countries of comparable geographical area, such as the *Golden Eagle* in Russia, *The Ghan* and *Indian Pacific* in Australia, *The Canadian* in Canada, were found to have been offering coast-to-coast routes that covered the entire geographical boundaries of the country either from north to south or east to west. While the *Golden Eagle* in Russia was the only train that put in to effect both the value models i.e., by offering transnational journeys as well as coast-to-coast journeys, Australian and Canadian luxury trains stuck to offering only transcontinental (coast-to-coast) journeys. Given India's rich topography and landscape, there lies an untapped potential for the conduct of these routes under the flagship of Indian luxury trains. As consumers pay hefty amounts of money, they naturally expect to see a large portion of the country they travel in. Given the current scenario, Indian luxury trains largely focus on the states of Rajasthan and Maharashtra. There is a need for introducing new routes that go well beyond these states to give the tourists a glimpse of the Indian diversity. Through the introduction of longer routes covering a larger geographical area and through the introduction of intermediate bookings, Indian luxury trains can substantially overcome the lower rate of occupancy.



Figure 5: The Ghan's coast-to-coast journey (Source: Journey Beyond Group)

4.1.2 Terms of Reference 2:

Factors affecting the running of Luxury Trains in India

The main objective under this term of reference was to identify the probable factors affecting the running of luxury trains in a positive and negative manner. For this purpose, four questions were included in each of the service-provider (luxury train employees and travel agent) questionnaires. Other significant factors such as financial sustainability, occupancy, capacity, schedules, duration etc. were discussed on the basis of product profile comparison.

Q. No 3 (First Questionnaire) and Q. No 2 (Second Questionnaire)

What is the annual rate of receiving queries from the tourists related to the purchase of luxury trains tickets?

The responses to this question were based on a five-point Likert scale and are given below:

Table 7: Annual rate of receiving queries about the purchase of luxury trains' tickets from tourists (according to employees of luxury trains' governing body)

1	2	3	4	5
Lower	Low	Moderate	High	Higher
2.4 %	3.7 %	39 %	32.9 %	22 %

According to the responses in *table 7*, 39% of the employees received a 'moderate' rate of enquiries regarding the purchase of luxury train tickets. In the same vein, 32.9% of the employees said that they received a 'high' rate of enquiries from tourists every year.

Table 8: Annual rate of receiving queries about the purchase of luxury trains' tickets from tourists (according to travel agents)

1	2	3	4	5
Lower	Low	Moderate	High	Higher
18.5 %	29.6 %	29.6 %	18.5 %	3.7 %

According to the responses in *table 8*, 29.6% of the travel agents received a 'moderate' as well as 'low' rate of enquiries regarding the purchase of luxury trains tickets, each. Conversely, 18.5% of the travel agents received a 'high' rate of enquiries. These results, thereby, suggest a difference in the annual rate of queries received by the travel agents as compared to that of luxury trains' governing body employees. Such a difference, at first, could be attributed to a dispersed state of luxury train bookings. Disparity in the rate of enquiries could also be a result of the

difference in between real enquiries (with the intention to purchase) and casual enquiries (for information purposes).

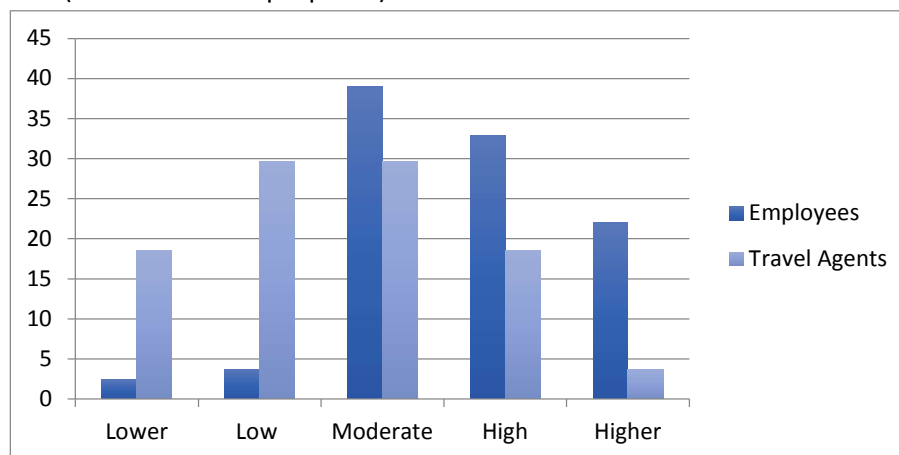


Figure 6: Rate of queries received from tourists annually (as per employees of luxury trains' governing body and travel agents)

Q. No 5 (First Questionnaire) and Q. No 4 (Second Questionnaire)

What is the rate of complaints during and after the completion of the tour?

The responses are given in tables 9 and 10:

Table 9: Rate of complaints received during and after the completion of the tour (according to employees of luxury trains' governing body)

1	2	3	4	5
Every time	Almost every time	Occasionally / Sometimes	Almost never	Never
1.1 %	1.1 %	36.8 %	60.9 %	0 %

According to the responses in table 9, 60.9% of the employees 'almost never' received complaints during and after the completion of tours. Conversely, 36.8% of employees 'occasionally / sometimes' received complaints from tourists. These results reflect upon the high levels of tourists' satisfaction with the on-board services of Indian luxury trains.

Table 10: Rate of complaints received during and after the completion of the tour (according to travel agents)

1	2	3	4	5
Every time	Almost every time	Occasionally / Sometimes	Almost never	Never
0 %	3.7 %	55.6 %	20.4 %	20.4 %

According to the responses in *table 10*, 55.6% of travel agents ‘occasionally / sometimes’ received complaints during and after the completion of tours. These complaints could be attributed to tourist concerns such as overall quality of experience, value for money, not being provided with the promised inclusions etc. and not the services (hospitality) of the on-board staff.

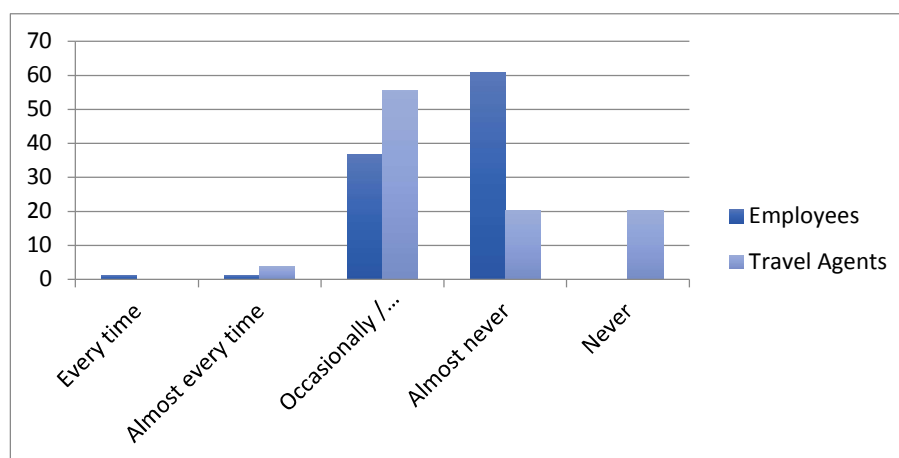


Figure 7: Rate of complaints received during and after the tour

Q. No 6 (First Questionnaire) and Q. No 5 (Second Questionnaire)

Whether the tourists satisfied, in case of cancellations / rescheduling the trips?

The responses regarding tourists’ satisfaction upon cancellation and rescheduling of trips were taken on a five-point Likert scale and are given in *tables 11 and 12*:

Table 11: Satisfaction of tourists upon cancellation / rescheduling of trips (according to employees of luxury trains’ governing body)

1	2	3	4	5
Very Dissatisfied	Dissatisfied	Unsure	Satisfied	Very Satisfied
9 %	25.6 %	11.5%	19.2 %	34.6 %

According to the responses given in *table 11*, a total of 53.8% employees working in luxury trains said that tourists remained satisfied upon cancellations / rescheduling of trips. In this sense, they happened to agree with the cancellation policies of the train.

Table 12: Satisfaction of tourists upon cancellation / rescheduling of trips (according to travel agents)

1	2	3	4	5
Very Dissatisfied	Dissatisfied	Unsure	Satisfied	Very Satisfied
3.8%	52.8%	30.2%	13.2%	0%

Table 12 shows a total of 56.6% travel agents recognizing the tourists to be dissatisfied with the cancellations and rescheduling of luxury train trips. Conversely, 30.2% travel agents were unsure if the tourists were satisfied or not with the cancellation and rescheduling of trips.

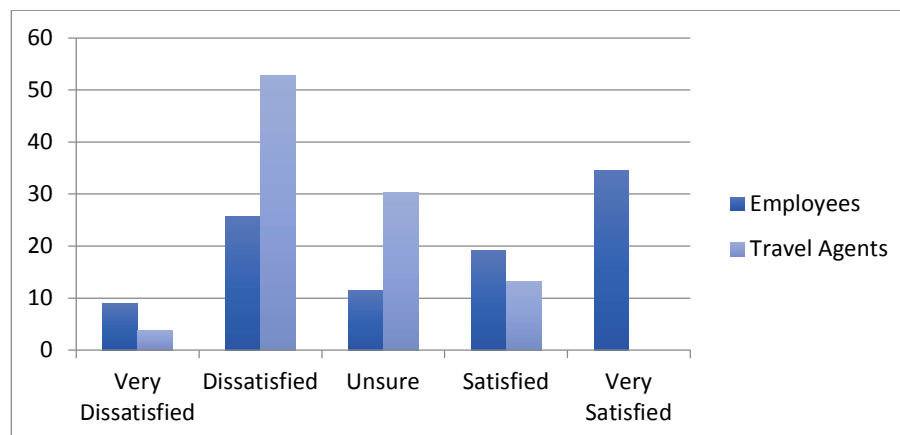


Figure 8: Satisfaction of tourists upon cancellation / rescheduling of trips (as per employees of luxury trains' governing body and travel agents)

Q. No 8 (First Questionnaire) and Q. No 7 (Second Questionnaire)

Are the tourists satisfied with the schedule of running train and the en route destinations / circuits?

The responses to this question are given in tables 13 and 14:

Table 13: Tourists' satisfaction with schedule of train and en route destinations (according to employees of luxury trains' governing body)

1	2	3	4	5
Very Dissatisfied	Dissatisfied	Unsure	Satisfied	Very Satisfied
2.4 %	0 %	27.1%	55.3 %	15.3 %

According to the responses in table 13, 55.3% of the employees take tourists to be 'satisfied' with the current schedule and en route destinations of Indian luxury trains. On the other hand, 27.1% of the employees remained 'unsure' if the tourists were satisfied or not.

Table 14: Tourists' satisfaction with schedule of train and en route destinations (according to travel agents)

1	2	3	4	5
Very Dissatisfied	Dissatisfied	Unsure	Satisfied	Very Satisfied
1.9 %	3.8 %	19.2 %	42.3 %	32.7 %

As per the responses in *table 14*, 42.3% of the travel agents identified tourists to be ‘satisfied’ with the current schedule and en route destinations of different Indian luxury trains. In addition to this, 32.7% of the travel agents said that tourists were highly satisfied with the extant schedule and en route destinations. The consistency in the responses of luxury train employees and travel agents reflect upon the overwhelming satisfaction levels of tourists regarding the schedule and routes of Indian luxury trains.

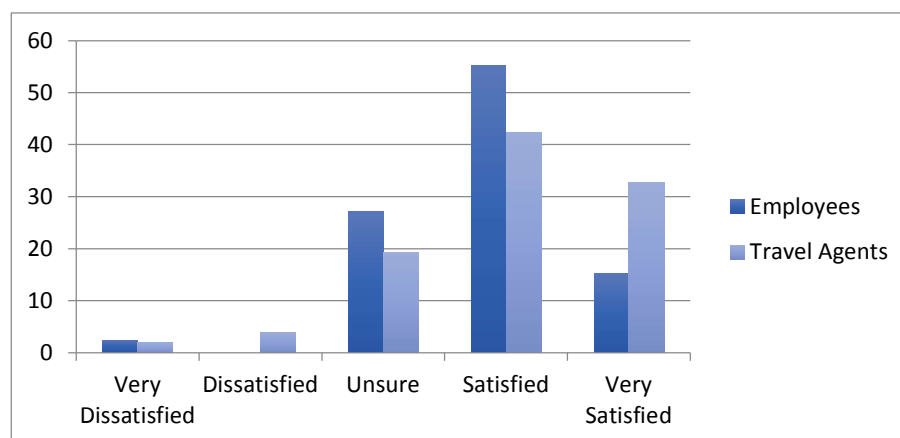


Figure 9: Tourists' satisfaction with schedule of train and en route destinations (as per employees of luxury trains' governing body and travel agents)

Similar to the other two questionnaires, five questions were included in the third questionnaire for the survey of domestic and foreign tourists who had experienced the services of luxury trains.

Q. No 8 (Third Questionnaire)

Are you aware about all the products offering by this luxury tourist train in which you are travelling right now or have been travelled?

The overall awareness of the products being offered by Indian luxury trains is given below:

Table 15: Awareness of all the product offerings among tourists

1	2	3	4	5
Not at all aware	Slightly aware	Somewhat aware	Moderately aware	Extremely aware
3.3 %	4.9 %	7 %	49 %	35.8 %

The above table and figure show 49% of the tourists to be ‘moderately aware’ of all the products being offered by Indian luxury tourist trains. Conversely, 35.8% of the

tourists were 'extremely aware' of the products being offered. However, the results indicate the greater need for better marketing strategies.

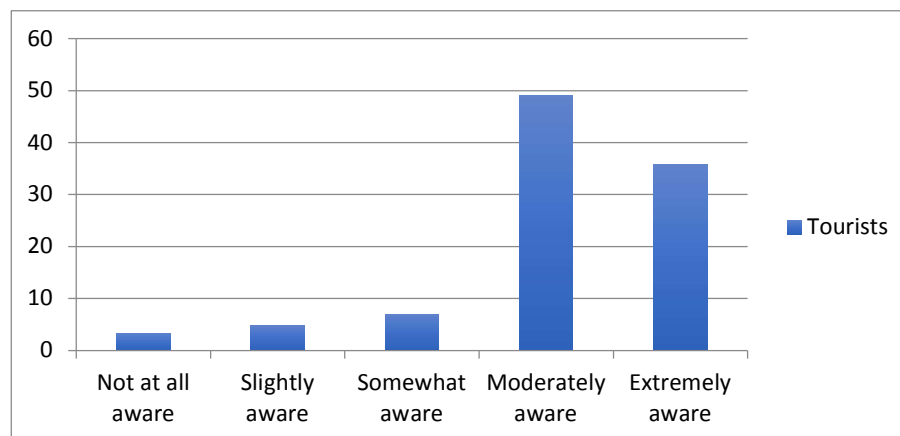


Figure 10: Awareness of all the product offerings among tourists

Q. No 10 (Third Questionnaire)

Are you satisfied with the pricing of the luxury train ticket?

The satisfaction levels of tourists with the pricing of luxury train tickets are given below:

Table 16: Satisfaction of tourists with the pricing of luxury train tickets

1	2	3	4	5
Not at all satisfied	Slightly satisfied	Moderately satisfied	Very satisfied	Extremely satisfied
1.3 %	2.9 %	21.3 %	47.1 %	27.5 %

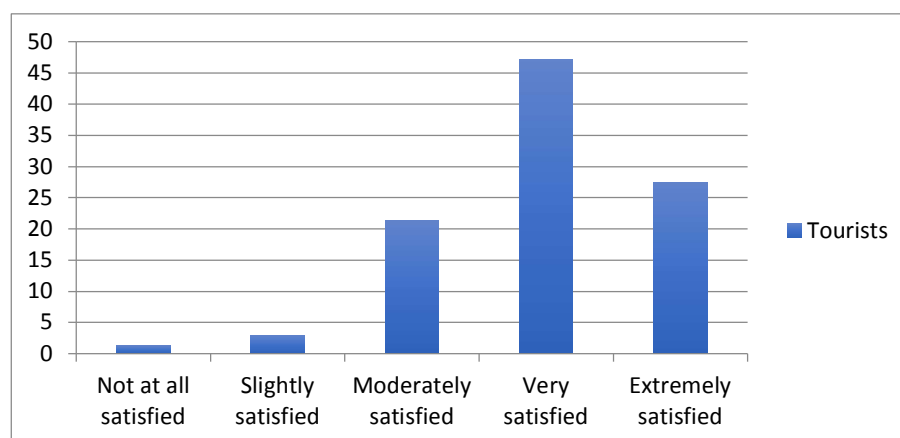


Figure 11: Satisfaction of tourists with the pricing of luxury train tickets

According to the responses in the above table, 47.1% of the tourists were ‘very satisfied’ with the pricing of Indian luxury trains, while 27.5% of the tourists felt ‘extremely satisfied’.

Q. No 11 (Third Questionnaire)

Rate the overall on-board services you have experienced during the journey?

Table 17: Overall on-board service experiences of tourists

1	2	3	4	5
Poor	Fair	Good	Very Good	Excellent
0 %	0.8 %	9.3 %	47.6 %	42.3 %

As per the responses in *table 17*, 47.6% of the domestic and international tourists travelling on Indian luxury trains rated the on-board services to be ‘very good’ and 42.3% of the tourists rated it to be ‘excellent’.



Figure 12: Overall on-board service experiences of tourists

Q. No 12 (Third Questionnaire)

Are you comfortable regarding the safety and security arrangements on the train?

Table 18: Tourists comfortability with the on-board safety and security arrangements

1	2	3	4	5
Very uncomfortable	Somewhat uncomfortable	Neutral	Somewhat comfortable	Very comfortable
0.8 %	1.2 %	5.7 %	29.7 %	62.6 %

According to the responses in *table 18*, 62.6% of tourists were ‘very comfortable’ with the safety and security arrangements on-board Indian luxury trains, while 29.7% of them were ‘somewhat comfortable’.

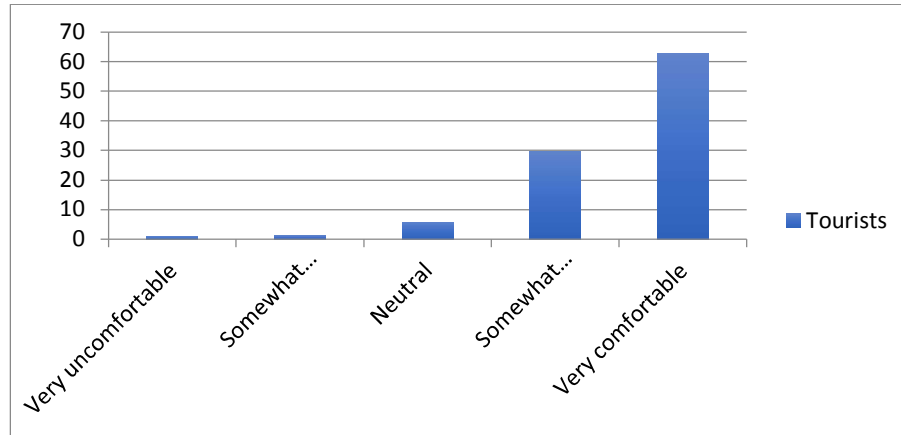


Figure 13: Tourists comfortability with the on-board safety and security arrangements

Q. No 13 (Third Questionnaire)

Are the duration and schedule of running this train are acceptable to you?

Table 19: Acceptability of the schedule and duration of the train

1	2	3	4	5
Unacceptable	Slightly unacceptable	Neutral	Slightly acceptable	Acceptable
0 %	2.1 %	14.6 %	39.6 %	43.8 %

The above table shows that, for 39.6% of tourists, the trains' duration and running schedule were only 'slightly acceptable'. While for 43.8% of them, it was 'acceptable'. These results stand in alignment with the employee and travel agents' responses, thereby, validating the outcome.

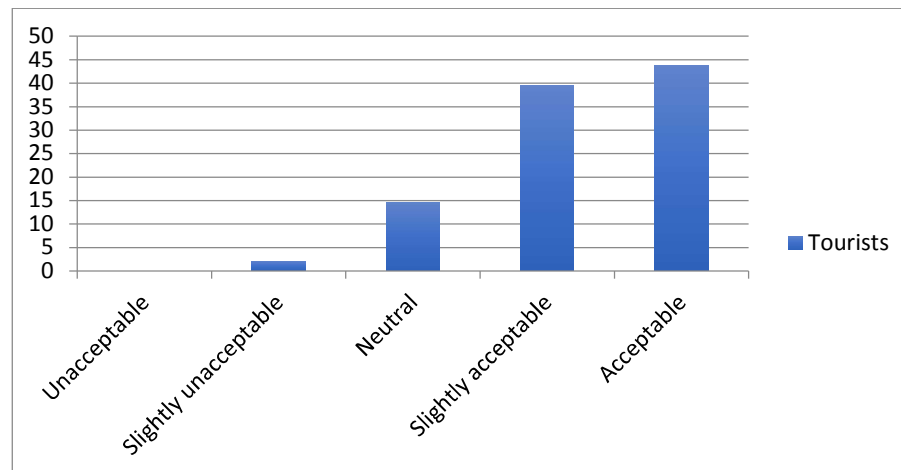


Figure 14: Acceptability of the schedule and duration of the train

Conclusions & Recommendations

The primary objective under this term of reference was to identify the probable factors affecting the running of luxury trains in any manner. For this purpose, varied information was sought through the help questionnaires (amongst different stakeholders) and a comparative product profile analysis undertaken for ***Terms of reference 1***. The following were identified as critical factors affecting the running of luxury trains:

(i) Lack of Awareness and Improper Advertising

Q. No 3 in the first questionnaire and ***Q. No 2 in the second questionnaire*** attempted to estimate the annual rate of queries received by the service-providers for the purchase of luxury train tickets. While a large percentage (54.9%) of employees asserted that they frequently received queries regarding the purchase of tickets, about 39% of the employees said that they only received a moderate rate of queries from the tourists every year. On the other hand, 59.2% of the travel agents said that the annual rate of tourist queries received by them largely ranged from moderate to low. These results, while suggesting a disparity in the annual rate of queries received by travel agents and luxury train employees, reflect upon the difference between real enquiries (i.e., with the intention to purchase) and casual enquiries (i.e., for informational/awareness purposes). To further validate these results, tourists were asked about the extant Indian luxury train products through ***Q. No 8 in the third questionnaire***. 49% of the tourists on-board the Indian luxury trains were only moderately aware of all the products being offered. These findings, collectively, suggest the need for improved promotional strategies, wherein new customers or the public in general are well informed about the functioning of luxury trains in the country. It is, therefore, recommended that luxury trains are advertised through films, as they have a greater impact over tourists and their travel bookings. For instance, cognizance regarding the *Venice Simplon Orient Express* (formerly *Orient Express*) skyrocketed after the release of the novel (1934) and movie (2017) – “*Murder on the Orient Express*”.

(ii) Overall Tourist Experience (Value for Money)

Q. No 5 in the first questionnaire and ***Q. No 4 in the second questionnaire*** sought for the rate of complaints received by officials during and after the completion of trips. 60.9% of the employees said that they ‘almost never’ received complaints from the tourists. Conversely, 55.6% of the travel agents said that they occasionally received complaints from tourists during and after the completion of tours. The difference in the rate of complaints among travel agents and luxury train employees, thereby, reflects upon the probable nature of complaints. These complaints could be attributed to tourist concerns such as, the ‘value for money’ component of packages,

falling short of the promised inclusions, concerns regarding the infrastructure that is beyond the scope of the on-board crew etc. The complaints, however, do not seem to be associated with the services (hospitality) of the on-board staff, as 89.9% of the tourists were highly satisfied with the services being provided on Indian luxury trains (*Q. No 11 in the third questionnaire*). In addition to this, *Q. No 12 in the third questionnaire* sought tourist comfort levels with the current safety and security arrangements on Indian luxury trains. 92.3% of the tourists, who had experienced the services on Indian luxury trains were satisfied with the extant arrangements. However, based on the product profile comparison done as part of the first term of reference, it is recommended that medical assistance is prioritized on Indian luxury trains, so as to make them well equipped destinations.

(iii) Cancellation and Rescheduling of Trips

Q. No 6 in the first questionnaire and *Q. No 5 in the second questionnaire* were included so as to note the satisfaction of tourists in case of cancellation and rescheduling of trips. 34.6% of the luxury trains' employees said that the tourists remained satisfied. Conversely, 52.8% of the travel agents reported the tourists to be dissatisfied with the cancellations and rescheduling of trips. Though there is a difference in the responses of employees and travel agents, it is recommended that cancellations and rescheduling of trips are dealt with, at the earliest. Remedies for curbing the high cancellation and rescheduling rates of Indian luxury trains are directly associated with the occupancy levels, since it is one of the primary reasons for cancellations and rescheduling of trains in the country.

(iv) Itinerary Specifications (Value for Money)

Q. No 8 in the first questionnaire and *Q. No 7 in the second questionnaire* asked the employees and travel agents to estimate tourists' satisfaction levels with regard to the extant schedule and en route destinations of Indian luxury trains. To this, 70.6% of the employees and 75% of the travel agents said that the tourists remained satisfied with the current schedule and circuits of the train. To examine the radical validity of these results, *Q. No 13 in the third questionnaire* asked the tourists about their acceptability towards the current schedule, duration and circuits being offered by Indian luxury trains. In total, about 83.4% of the tourists were happy with the current itineraries. These findings, on a whole, reflect upon the positive emotion of stakeholders towards the trains' schedules and circuits. Similarly, while 74.6% of the on-board tourists remained satisfied with the trains' pricing, 84.7% of them earned more than 1500 US dollars a month (*table 20*). Moreover, the higher rates of bargaining amongst tourists (*figure 16*) with regard to the pricing and additional on-board amenities reflect upon the low 'value for money' component of Indian luxury train packages. As previously mentioned in *Terms of Reference 1*, it is recommended

that luxury trains in India emphasize on the provision of alternatives under any given journey at no added costs. For instance, tourists may be given a one-off option of either engaging with the locals in a rural cookery session, a weaving session, or the preparation of indigenous products during their visit to a countryside (pottery, feni etc.). Luxury clientele, while paying hefty amounts of money for a trip, prefer having the ability to choose at different times. Therefore, greater the diversity in alternatives, higher are the chances of tourists finding the packages worth the money. Luxury experiences, to a large extent also depends upon the co-travellers and their sociability. For pastime during transit, Belmond trains (*Venice-Simplon Orient Express & Belmond British Pullman*) operating in the UK and Europe engage the tourists in a murder mystery game inspired by Agatha Christie's novel (1934) and movie (2017) – 'Murder on the Orient Express', where a detective identifies the murderer upon interviewing the suspects. Till date, a part of the Orient Express's fame is attributed to this early 20th century novel. Similar activities that have put India on the world map or activities that delineate Indian culture and interests shall be explored in order to create a friendly environment amongst tourists, while keeping them occupied on their long voyage across the Indian landscape. Other than that, luxury trains like *The Ghan*, *Indian Pacific*, *Venice Simplon Orient Express* offer cruise rides, Qantas flyer points (Australian airline) as part of their luxury train packages. With regards to India, inclusions such as Hot Air balloon rides in Rajasthan etc. shall be explored. In addition to this, the customization feature would enable interested tourists to extend and alter their holiday, hassle-free, typically at an added cost. While the customization feature and the provision of alternatives and inclusions would improvise the extant itineraries, intermediate bookings would help introduce shorter and more affordable journeys without an added expense to the administration through the implementation of 'one run, one route, multiple journeys'. However, it is recommended that such an initiative is backed either by the transnational route model or the coast-to-coast route model discussed under **Terms of Reference 1**.

(v) Workforce

As asserted by Iloranta (2019), luxury consists of exclusivity, creativity and excellence. While the exclusive and creative viewpoints of luxury trains are covered through the inclusion of activities and destinations in the itinerary and the type of accommodation provided, excellence is a result of the workforce employed to carry out certain tasks. It is generally agreed that developing countries fill in the infrastructural gap (with that of developed countries) through the provision of better service (Thirumaran & Raghav, 2017) and standard personnel employment. Results of **Q. No 11 in the third questionnaire** further validates this assumption. In general, luxury service providers in India need to be proficient in various customer service

skills with a special emphasis on empathy, adaptability, communication, language, patience, responsibility, expertise, and time management. In the current scenario, Deccan Odyssey is the only luxury train in the world to have a paramedic on-board. However, such a provision needs to be extended to the entire fleet of Indian luxury trains, as the chances of a foreign tourist falling prey to food poisoning or an upset stomach (due to differences in food) is higher. Based on the comparative product profile analysis conducted as part of **Terms of Reference 1**, it was noted that *Belmond British Pullman* (based in UK) offers transit journeys, wherein the unique selling proposition (USP) is a breakfast/lunch/dinner prepared by globally acclaimed Michelin starred (restaurant) chefs. All the promotional activities surrounding these itineraries are made on the name and goodwill of the invited chef. Similar offerings may be explored in Indian luxury trains where native yet globally acclaimed chefs specializing in Indian cuisine are invited on-board to host a meal. Moreover, accommodation on-board luxury trains, typically, promise the guests of having a dedicated butler/chauffeur towards the entirety of the journey. With the introduction of *intermediate bookings* and the ‘one run, one route, multiple itineraries’ initiative, the need for competent workforce would be greater than ever before as there would be different tourists on different itineraries needing to be handled simultaneously and efficiently.

4.1.3 Terms of Reference 3:

Key reasons for low occupancy

The main objective under the third term of reference was to identify the key reasons for low occupancy in Indian luxury trains. Multiple questions were included in each of the three questionnaires to (a) know if these trains are tilting towards lower occupancy or not and (b) identify the primary reasons for lower occupancy. The extant Indian offerings were then compared with that of other renowned luxury trains to identify the gaps under product profile comparison.

Q. No 7 (First Questionnaire) and Q. No 6 (Second Questionnaire)

Are the luxury train bookings tilting towards lower occupancy?

This was a ‘closed question’ with the options of either ‘Yes’ or ‘No’. In conclusion, 59.8% of the luxury trains’ employees and 53.8% of the travel agents affirmed that Indian luxury trains were inching towards lower occupancy. However, 40.2% of the luxury trains’ employees and 46.2% of the travel agents consulted for this study, believed that these trains had enough bookings and were not tilting towards lower occupancy.

Q. No 5 (First Questionnaire) and Q. No 4 (Second Questionnaire)

What is the rate of complaints during and after the completion of the tour?

This question was amongst other questions which satisfied one or more terms of references at the same time.

As shown in *tables 9 and 10*, 60.9% of the total employees consulted for this study said that they never received any complaints during and after the completion of tours. However, 36.8% of the employees and 55.6% of the travel agents consulted in the study, occasionally received complaints during and after the completion of tours. These results, thereby, suggest a difference between the rate of complaints received by travel agents and the employees of luxury trains.

Q. No 6 (First Questionnaire) and Q. No 5 (Second Questionnaire)

Whether the tourists were satisfied, in case of cancellations / rescheduling the trips?

This question was amongst other questions which satisfied one or more terms of references at the same time.

As shown in *tables 11 and 12*, 19.2% of the luxury trains' employees and 13.2% of the travel agents asserted that tourists remained satisfied with the cancellation and rescheduling of trips. However, 25.6% of the employees and 52.8% of the travel agents consulted in this study said that tourists were dissatisfied with the cancellation and rescheduling of trips.

Q. No 10 (Third Questionnaire)

Are you satisfied with the pricing of the luxury train ticket?

This question was amongst other questions which satisfied one or more terms of references at the same time.

As shown in *table 16 and figure 11*, 74.6% of the tourists were satisfied with the pricing of luxury train tickets. While 21.3% of the tourists were only 'moderately satisfied' with the ticket's pricing.

Q. No 6 (Third Questionnaire)

Monthly Household Income (In USD, Spent towards travel & other experiences)

About 84.7% of the tourists travelling in Indian luxury trains had a monthly household income of more than 1500 US dollars that they spent towards travel and other experiences. This was in proportion with the monthly income specified for cruise travellers in the Carribean (Business Research and Economic Advisors, 2018). Conversely, only 12.3% of the tourists travelling in these trains had an income of 1000 to 1500 USD.

Moving forward, this question was clubbed with **Q. No 10 of the Third Questionnaire** to elicit the satisfaction levels of tourists with the pricing of luxury train tickets on the basis of their monthly household incomes that they spent towards travel.

Table 20: Satisfaction of tourists with the pricing of luxury train tickets on the basis monthly household income

	Not at all satisfied	Slightly satisfied	Moderately satisfied	Very satisfied	Extremely satisfied
Below 1000 USD	0 %	0 %	1.3 %	1.7 %	0 %
1000 – 1500 USD	0.4 %	0.4 %	3.4 %	4.7 %	3.4 %
Above 1500 USD	0.9 %	2.2 %	15.5 %	40.9 %	25 %

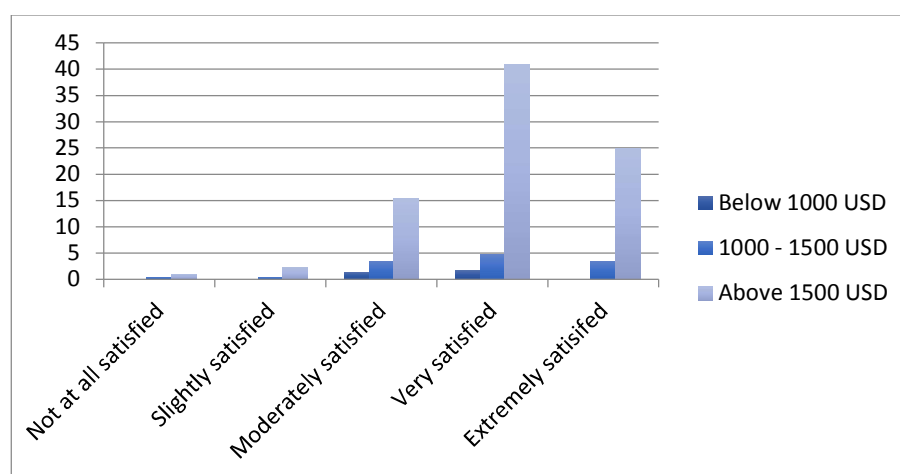


Figure 15: Satisfaction of tourists with the pricing of luxury train tickets on the basis monthly household income

As shown in *table 20*, 40.9% of tourists with household incomes of above 1500 USD, spent towards travel were ‘very satisfied’ with the pricing of luxury train tickets. In the same vein, another 25% of the tourists with similar household incomes were found to be ‘extremely satisfied’ with the trains’ pricing.

Conclusions & Recommendations

The third term of reference catered to the identification of key reasons for low occupancy on Indian luxury trains. For this purpose, it was important to first know if the trains were on the verge of low occupancy or not. Two interlinked questions were included in each of the questionnaires, with the ones in the first and second questionnaires asking employees and travel agents, if they believed that the trains were inching towards a lower rate of occupancy. Subsequent to this, questions in the third questionnaire asked the tourists to give three probable reasons for a low rate of occupancy in Indian luxury trains, if they believed so.

About 59.8% of luxury train employees and 53.8% of travel agents believe that Indian luxury trains are nearing lower levels of occupancy. Conversely, 40.2% of the employees and 46.2% of the travel agents consulted for this study said that there was no fall in the total number of luxury train bookings.

Tourists who noted a fall in luxury train bookings were asked to support their responses by stating three probable reasons. The most frequently elicited reasons were as follows:

- ✓ Less or even no advertising, specifically for domestic tourists
- ✓ Expensive tariffs / package costs for domestic tourists
- ✓ Quality of service / experience
- ✓ Economic recession
- ✓ Domestic tourists grow weary of long journeys on these trains
- ✓ Cancellation and date changes are major concerns

(i) Overall Tourist Experience (Value for Money)

Q. No 5 in the first questionnaire and **Q. No 4 in the second questionnaire** were framed in a way that they meet the objectives of multiple terms of references at the same time. The question was asked to the employees of luxury trains' and travel agents in order to know the rate of complaints during and after the completion of tours. 36.8% of the employees and 55.6% of the travel agents reported that they 'occasionally / sometimes' received complaints from tourists. This observation i.e., the rate of complaints could possibly be a reason for low occupancy on India luxury trains, as it indicates that the tourists remained unhappy. Given the fact that travel agents received more complaints than that of the employees, it is logical to conclude the issues to be pertinent with booking websites, quality of experience, value for money, itineraries, infrastructural drawbacks and not to that of the service (hospitality) offered by the on-board staff. As previously mentioned under **Terms of Reference 1** and **Terms of Reference 2**, the 'value for money' component can be improved through a series of initiatives like the induction of transnational routes, coast-to-coast routes, intermediate bookings, customization and the provision of a wide range of alternatives (for off train activities) and inclusions.

(ii) Cancellations and Rescheduling of Trips

Q. No 6 in the first questionnaire and **Q. No 5 in the second questionnaire** were also amongst questions that satisfied one or more terms of references at the same time. In this particular case, the rationale was to examine if cancellations and rescheduling of trips were somehow the reason for low rate of occupancy on Indian luxury trains. The results show that 25.6% of the employees and 52.8% of the travel agents believed that the cancellations and rescheduling of luxury trains left the tourists

'dissatisfied'. Now that the luxury trains have been operating in the country for some time, occupancy levels and train cancellations have become directly proportionate, interdependent and intertwined. In other words, due to the low occupancy on these trains, departures are either cancelled or rescheduled to another date. In the same vein, it is because of these cancellations that there are less bookings and occupancy on Indian luxury trains. The comparative product profile analysis undertaken as part of the **Terms of Reference 1** revealed that luxury trains around the world typically offered at least one trademark journey/itinerary/package throughout the year. This trademark journey, in most of the cases is a long route journey (say coast-to-coast) that also leads to multiple short journeys through intermediate bookings, thereby limiting the chances of lower occupancy. While the trademark journey is operational for almost the entire year, short trips/journeys keep changing as per the season and month in question. However, luxury trains around the world typically operate from February to December, with no operations in January. Keeping the seasonality aspect in mind, luxury trains either offer appropriate packages for that given month or make the required changes to their main package. For instance, one of the *Golden Eagle's* trademark journey i.e., the *Trans-Siberian Express* is offered from the month of May to September. However, the same journey is altered accordingly (changes are made to the inclusions, off train activities etc.) for the winters and new journeys like the *Silk Road* and *Arctic Explorer* are offered along with the altered *Trans-Siberian Express*. Contrary to Russia, Australian luxury trains offer the same coast-to-coast journey throughout the year, without any changes, as the destinations included are visitable all seasons. They manage to meet consistent occupancy levels through intermediate bookings. While offering multiple journeys (routes) and multiple departures a month, it is recommended that Indian luxury trains establish trademark journeys (preferably long and alterable for all seasons) from which multiple short journeys could also be offered (through intermediate bookings).

(iii) Restricted / Confined Target Market

The responses to **Q. No 6 in the third questionnaire** showed that 84.7% of the tourists travelling on Indian luxury trains had monthly incomes of above 1500 USD that was spent towards luxury travel and other experiences. Following this, **Q. No 6 and 10 in the third questionnaire** were clubbed to estimate the satisfaction levels of tourists (based on their monthly household incomes) with the trains' pricing. Collectively, 65.9% of tourists with a monthly income of more than 1500 US dollars spent towards travel, were satisfied with the pricing of luxury train tickets. On the other hand, only 8.1% of the tourists with monthly spending of 1000 to 1500 USD were satisfied with the tickets' pricing. These results serve as a base for the following observations: First, a limited number of tourists with monthly income of 1000 to 1500 USD that are spent towards experiences, travel with Indian luxury trains. Second, only a small percentage of tourists in that bracket were satisfied with the

pricing of luxury train tickets. Though these trains target tourists with higher income levels, there seems to be an unprecedented scope for introducing new products through customization and intermediate bookings, that can cater and target tourists with income of which 1000 to 1500 USD are redirected towards travel.

(iv) Complicated Booking Process

Another noticeable factor in our secondary research for renowned luxury trains was the ease in bookings. Bookings were found to be done through a collective/common website i.e., one website for all the luxury trains of a country. This was quite explicit in the case of Australian luxury trains. While the country operates four luxury trains viz. *The Ghan*, *Indian Pacific*, *The Overland*, and *Great Southern*, it runs a common website for all the luxury train bookings, maintained by the Journey Beyond Group. Taking this as a reference point, it is recommended that an authentic and trustable website is created whereby all the bookings of Indian luxury trains could be made. While *IncredibleIndia.org* mentions the whereabouts of all the Indian luxury trains, it does not ease up the booking process of a tourist who is looking for an enriched experience. This recommendation is further supported by the findings under **Q. No 5 in the first questionnaire** and **Q. No 4 in the second questionnaire**. In the current scenario, there is no clarity over the authentic and official websites of Indian luxury trains (Other than *Maharajas' Express*). Trains that are run by state tourism boards such as the *Deccan Odyssey* (Maharashtra Tourism Development Corporation) and *Palace on Wheels* (Rajasthan Tourism Development Corporation) make it difficult for the tourists to identify an authentic and updated website for their bookings. Therefore, it is highly recommended that irrespective of the organization running these trains, a common trustable website for the bookings and information of all Indian luxury trains is created and maintained. Furthermore, it is important to ensure that each train has its own individually verified social networking presence. Such initiatives would reduce the number of intermediaries acting as a deterrent in the tourists' booking experience.

4.1.4 Terms of Reference 4:

Market demand / considerations

The main objective under this term of reference was to understand the nuances of demand attributed to the extant luxury-train products of India. This was to better identify the potential markets and improve the overall condition of Indian luxury trains. Different questions were included in each of the questionnaires for this purpose. Moreover, these questions were targeted towards the service providers as they were close observers of tourist demand and considerations. The extant Indian offerings were then compared with that of other renowned luxury trains to identify the gaps under product profile comparison.

Q. No 4 (First Questionnaire) and Q. No 3 (Second Questionnaire)

Whether the tourists always bargain for the ticket price and demand for additional on-board services?

The responses to this question by luxury train employees and travel agents were based on a five-point Likert scale and are given in *table 21 and figure 16*:

Table 21: Rate of tourist bargaining for ticket prices and on-board services (according to employees of luxury trains' governing body & travel agents)

	Not at all	Not really	Moderate	Somewhat	Very much
Employees	6.2 %	23.5 %	11.1 %	35.8 %	23.5 %
Travel Agents	13.2 %	13.2 %	30.2 %	32.1 %	11.3 %

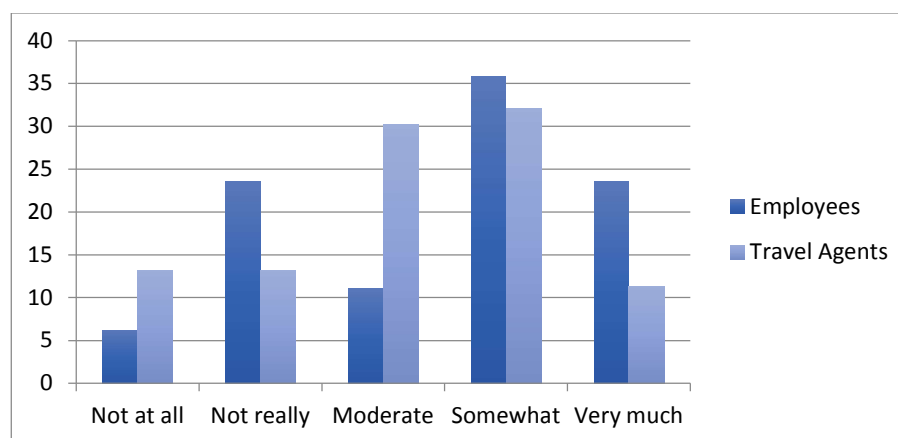


Figure 16: Rate of tourist bargaining and demand for ticket price and on-board services (according to employees of luxury trains' governing body & travel Agents)

Of all the luxury train employees and travel agents consulted for this study, 35.8% of the employees and 32.1% of the travel agents agreed to the statement in question by choosing 'somewhat'. In total, about 59.3% of the luxury train employees along with 43.4% of the travel agents asserted that tourists frequently bargained for the ticket prices as well as for additional on-board services.

Q. No 9 (First and Second Questionnaire)

Out of the queries for luxury trains, can you roughly segregate the tourists profile based on their income level (spent towards travel), age and marital status?

The responses given by the employees of the luxury trains were as follows:

Table 22: Segregation of tourists based on their income level, age and marital status (according to employees of luxury trains' governing body)

				Age of the tourists		
				Below 20	20 – 40	Above 40
Income level of tourists (Spent on travel)	Below 1000 USD	Marital Status of the tourists	Married	0 %	0 %	0 %
			Unmarried	0 %	0 %	0 %
			Others	0 %	0 %	0 %
	1000 - 1500 USD		Married	0 %	7.1 %	11.4 %
			Unmarried	0 %	0 %	1.4 %
			Others	0 %	0 %	0 %
	Above 1500 USD		Married	0 %	2.9%	72.9 %
			Unmarried	0 %	0 %	0 %
			Others	0 %	0 %	4.3 %

Based on the queries received by the employees of luxury trains' governing body, 72.9% of the employees segregated the tourists to be above 40 years of age and married with an income of above 1500 USD. On the other hand, only 11.4% of the employees segregated tourists to be above 40 years of age and married with a monthly income of 1000 to 1500 US dollars.

Table 23: Segregation of tourists based on their income level, age and marital status (according to travel agents)

				Age of the tourists		
				Below 20	20 – 40	Above 40
Income level of tourists (Spent on travel)	Below 1000 USD	Marital Status of the tourists	Married	0%	0%	0%
			Unmarried	0%	0%	0%
			Others	0%	0%	0%
	1000 - 1500 USD		Married	0%	2%	4%
			Unmarried	0%	0%	0%
			Others	0%	0%	0%
	Above 1500 USD		Married	0%	34%	54%
			Unmarried	0%	4%	2%
			Others	0%	0%	0%

Based on the queries received by travel agents, 54% of them segregated the tourists to be above 40 years of age and married with an income spending of above 1500 USD on travel. On the other hand, 34% of the travel agents segregated tourists to be between 20 to 40 years of age and married with an income of above 1500 USD that was spent towards luxury travel and other experiences.

Q. No 2, 6 and 7 (Third Questionnaire)

Age, Income and Marital Status

Table 24: Profile of tourists travelling on Indian luxury trains

				Age of the tourists		
				Below 20	20 – 40	Above 40
Income level of tourists (Spent on travel)	Below 1000 USD	Marital Status of the tourists	Married	0.0%	0.8%	0%
			Unmarried	0.0%	0.8%	0.4%
			Others	0.0%	0.4%	0.4%
	1000 - 1500 USD		Married	0.0%	2.4%	3.7%
			Unmarried	0.8%	1.6%	2.0%
			Others	0%	0.8%	0.4%
	Above 1500 USD		Married	0%	5.7%	45.9%
			Unmarried	1.6%	6.5%	8.9%
			Others	0%	0.8%	4.9%

Q. No 2, 6 and 7 in the third questionnaire were clubbed together in order to understand the type of tourists travelling on Indian luxury trains. This further helped in validating the employee and travel agent estimates of the extant market profile. About 59.7% of the total tourists were above the age of 40 with income level spending on travel of more than 1500 US dollars.

Similar to that of employees and travel agents, three different questions were included in the third questionnaire for the survey of domestic and international tourists who had experienced the services of Indian luxury trains. The responses to these questions i.e., **Q. No 8, 11 and 12 in the third questionnaire** are given in tables 15, 17 and 18 respectively.

Conclusions & Recommendations

The fourth term of reference was regarding the market demands and considerations of luxury trains in India. It catered to understanding the nuances of demand associated with the extant products of Indian luxury trains. For this purpose, several questions were included in each of the three questionnaires.

(i) Exploring New Market Areas

Q. No 4 in the first questionnaire and **Q. No 3 in the second questionnaire**, together, attempted to know if prospective tourists bargained for ticket prices and demanded for additional on-board services. In total, about 59.3% of the luxury train employees along with 43.4% of the travel agents asserted that tourists frequently bargained for ticket prices as well as demanded for additional on-board services. In addition to this, 77.2% of the employees and 56% of the travel agents through **Q. No 9 in the**

first and second questionnaires identified the luxury train query-makers to be above the age of 40 years with a monthly household income of more than 1500 US dollars that they directed towards travel and other experiences. To validate this estimate, *Q. No 2, 6 and 7 in the third questionnaire* were clubbed together. In line with the employee / travel agent segmentation, 59.7% of the tourists travelling on Indian luxury trains were found to be above the age of 40 years with income spending on travel of more than 1500 US dollars. Logically, it is less likely that tourists with such income level redirection would bargain for ticket prices and demand for additional on-board services. Therefore, these findings collectively reflect upon the low value for money that Indian luxury trains offer. Furthermore, the extant tourist profile reflects upon the confined market (above 40 years of age with an income redirection of more than 1500 USD) that the Indian luxury trains are currently pursuing. This means that there is a greater need to promote Indian luxury trains amongst tourists of different age groups, particularly unmarried tourists of 20 to 40 years of age, with moderate income redirection levels.

(ii) Improved Promotional Strategies

Q. No 8, 11 and 12 in the third questionnaire were framed in a way that they catered to multiple terms of references at the same time. These questions tried to seek the level of awareness among tourists, their comfort with the trains' safety standards and the acceptability of the duration in luxury train trips. Although the tourists were satisfied with the duration and safety standards of these trains, 49% of the tourists were only moderately aware of the products being offered. This bolsters the need to further promote Indian luxury trains, so as to increase the rate of purchase and tourist traffic. As mentioned earlier under *Terms of Reference 2*, promotional opportunities through documentaries and movies need to be explored as they have a lasting effect on the tourist.

(iii) Train and Infrastructural Improvements

Based on the product profile comparison of luxury trains done as part of the first term of reference, a noticeable aspect of renowned luxury trains was wheelchair accessibility across the many compartments of a train. Such facilities help tourists with special needs to experience a luxurious voyage. Also notable was the inclusion of panoramic and observation cars in luxury trains. Another noticeable factor across luxury trains of the world was that they were all well instilled with stable on-board Wi-Fi connections, wheel chair accessibility, live music and observational cars. In addition to this, all the stakeholders were asked give suggestions towards the betterment of luxury trains through *Q. No 11 in the first questionnaire*, *Q. No 10 in the second questionnaire* and *Q. No 17 in the third questionnaire*. The most frequently elicited recommendations along with opportunities noted as part of the

product profile analysis are Better on-board Wi-Fi facilities, room service, medical assistance, safety and security should be provided; Better support and co-ordination with the Indian Railways; Replacing ICF coaches with LHB coaches to reduce the excessive noise and rattling; Improvement in Cleanliness and Food Quality; Running at least 3 different classes of accommodation (extensively discussed under **Terms of Reference 8**); and Designating a dedicated waiting area for welcoming the guests on-board. Luxury trains either call up on a hotel or a separate waiting room at the train station to welcome their guests.

4.1.5 Terms of Reference 5:

Schedule of train running (period / trip / circuits etc.)

The primary objective under this term of reference was to validate the acceptability of current circuits, duration, and trips being offered by the Indian luxury trains. For this purpose, several questions in each of the questionnaire were included. The extant Indian offerings were then compared with that of other renowned luxury trains to identify the gaps under product profile comparison.

Q. No 8 (First Questionnaire) and Q. No 7 (Second Questionnaire)

Are the tourists satisfied with the schedule of this train and the en route destinations / circuits?

This question also helped in meeting the objectives under the second term of reference. The responses of employees and travel agents consulted in the study are given in *table 13 and 14* respectively. In total, 70.6% of the employees and 75% of the travel agents said that tourists remained satisfied with the current schedule and en route destinations of the trains.

Q. No 13 (Third Questionnaire)

Are the duration and schedule of running this train are acceptable to you?

The responses to this question are given in *table 19*. About 83.4% of the tourists showed acceptance towards the current duration and schedule of Indian luxury trains. On the other hand, 14.6% of the tourists maintained a 'neutral' stand on the extant routes and schedules.

Conclusions & Recommendations

The objectives under this term of reference were regarding the acceptability of extant schedules, duration, and circuits of the Indian luxury trains. These objectives were addressed through two questions.

Collectively, 70.6% of the employees and 75% of the travel agents said that tourists were satisfied with the current schedule and en route destinations being offered. To further validate this, **Q. No 13 in the third questionnaire** asked the tourists if the offerings were acceptable to them. To this, a combined total of 83.4% of the tourists showed acceptance. These results suggest that the duration, schedule and en route destinations of luxury trains are well accepted and are expected to be continued.

Another noticeable aspect in the product profile comparison, done as part of the first term of reference was that, journeys in most of the renowned luxury trains ranged from 1 to 22 days. In that light, the duration of trips being offered by Indian luxury trains (8 Days, 7 Nights) are somewhat at par with the world's top luxury trains. However, Indian luxury trains, in the current scenario, seem to be operating on a middle course in terms of duration (neither short nor long). Given the nature of these trains, they cannot be approached in ways that regular express trains are approached. These trains demand meticulous planning and dedicated work-force, all backed by the consumer's needs. While the current itineraries have left a large percentage of past travellers satisfied, they are unable to attract the desired number of bookings, especially from first time consumers. In order to appease newer markets, there is a need for Indian luxury trains to not only improve the value but also the number of offerings (itineraries). As mentioned under **Terms of Reference 1**, this can be attained through the introduction of intermediate bookings on coast-to-coast journeys (long distances) or transnational routes and collaborations.

4.1.6 Terms of Reference 6:

Regional presence of Luxury trains with special reference to North Eastern Region

The primary objective under this term of reference was to see if luxury trains were desirable entities / tourism attractions in the North East or not. For this purpose, a question asking the foreign and domestic tourists who had experienced the services of luxury trains in other regions about their preferences was included in the third questionnaire.

Q. No 14 (Third Questionnaire)

What will be your preference of travel, if the Indian Railways will start any new luxury trains in other Indian States / regions like North East?

Table 25: Preference of new luxury trains in other Indian states / regions like North East

1	2	3	4	5
Not Preferable	Somewhat unpreferable	Neutral	Somewhat preferable	Highly preferable
0.9 %	0.9 %	17.4 %	33.6 %	47.2 %

Tourist responses to the above given question were based on a five-point Likert scale. According to the above table, 33.6% of the tourists regard the introduction of new luxury trains in other regions as 'somewhat preferable' and 47.2% of the tourists regard it as a 'highly preferable'.

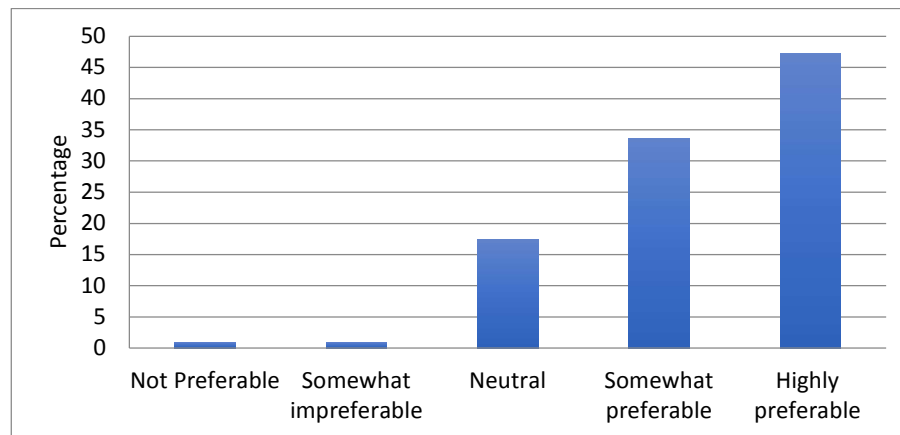


Figure 17: Preference of new luxury trains in other Indian states / regions like North East

Conclusions & Recommendations

The sixth term of reference was regarding the preferability of new luxury trains in other states and regions like North East India. **Q. No 14 in the third questionnaire** was included for this purpose. When asked about the preference of a new luxury train in North East India, a total of 80.8% foreign and domestic tourists who had experienced the services of Indian luxury trains said that they would readily prefer the inception of a luxury tourist train. However, it is recommended that the train being operated in the North East is of a different kind. Based on the product profile comparison done as part of the first term of reference, renowned luxury trains operating in such scenic regions only contained panoramic cars with no sleeping accommodations. For instance, *Golden Pass Panoramic Express*, *Glacier Express* and *Bernina Express*, all offer day-time accommodation in first and second-class panoramic cars. Moreover, they include a dining car and offer transits which are only hours long. With the ambitious Agartala-Akhaura rail project nearing completion (Ali, 2020; Kashyap, 2016), a luxury train itinerary, which could take tourists around the north eastern states may also comprise of a transnational segment i.e., in Bangladesh. Itineraries with an underlying theme are found to be the most appealing to international and domestic travellers. The inception of a luxury train (with panoramic cars) could make use of the existing railway infrastructure in North East, as most of the ambitious railway projects are nearing completion in this region.

4.1.7 Terms of Reference 7:

International Benchmarking & the scope of running luxury coaches with special reference to vista dome coaches

In order to meet the objectives under the first part of this particular term of reference i.e., *International Benchmarking*, few questions were included in the third questionnaire for the survey of foreign and domestic tourists who had experienced the services of Indian luxury trains. In addition to this, the product profile comparison done as part of the first term of reference was taken as a basis for drawing inferences throughout the course of this study. These inferences have been suitably noted under multiple terms of references.

Q. No 15 (Third Questionnaire)

Have you travelled in any of the luxury train outside of India?

This was a closed question with the options of either 'Yes' or 'No'. The responses to this question concluded that 66.2% of the tourists consulted for this study had travelled in luxury trains outside India, while only 33.8% of the tourists didn't travel in such trains.

Q. No 15.1 (Third Questionnaire)

If yes, then how can you rate its comparison with this Indian luxury train?

Table 26: Tourists' rating of international luxury trains in comparison with Indian luxury trains

1	2	3	4	5
Much Worse	Somewhat worse	About the same	Somewhat better	Much better
1.1 %	2.3 %	9.7 %	45.7 %	41.1 %

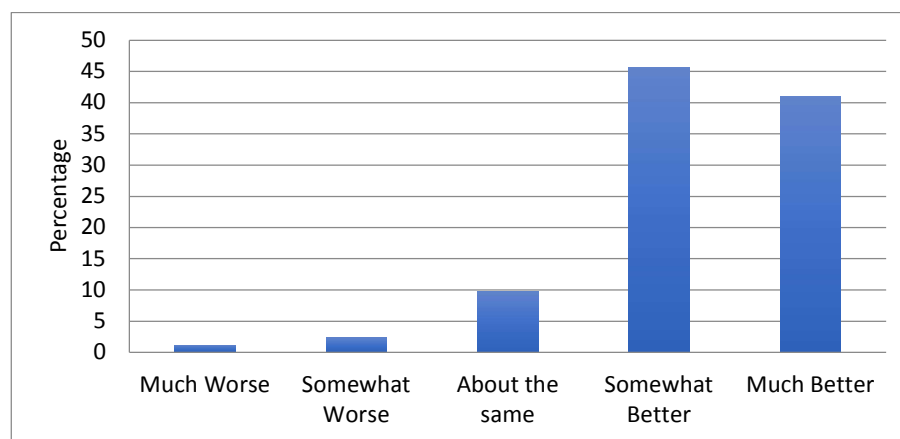


Figure 18: Tourists' rating of international luxury trains in comparison with Indian luxury trains

45.7% of the tourists who had been on luxury trains outside India rated International Luxury trains to be 'somewhat better' than that of Indian luxury trains. Similarly, 41.1% of the tourists who had experienced the services of luxury trains outside India rated them to be 'much better' than Indian luxury trains.

Conclusions & Recommendations

For the first part i.e., *international benchmarking* of the seventh term of reference, a total of five interlinked questions were included in the second and third questionnaires. The first question in the second questionnaire i.e., Q. No 8 initially asked the travel agents if they had travelled in any of the foreign luxury trains or not. Subsequent to this, if the travel agents said yes, they were asked to suggest and recommend changes for the improvement of Indian luxury trains. 98.1% of the travel agents had not been on a foreign luxury train. Similarly, in a series of interlinked questions, tourists were initially asked if they had travelled in any of the luxury trains outside India. If the tourists said yes, they were asked to rate the foreign luxury trains they had been on, in comparison with Indian luxury trains. They were further asked to provide suggestions for the improvement of Indian luxury trains (mentioned under ***Terms of reference 3 and 4***). 66.2% of the foreign and domestic tourists consulted in the study had been on luxury trains outside of India. Out of which, a total of 86.8% tourists said that foreign luxury trains were better than Indian luxury trains. While these were the same people who showed acceptance towards the current pricing of Indian luxury trains, they also rated foreign luxury trains to be better. A logical inference to this could only be directed towards the low 'value for money' component Indian luxury trains provide. While Indian trains offer some of the best accommodations and services in the world, they could only be lagging behind in the itinerary specifications, which have led to lower occupancy levels. On paper, even the low-end classes (in terms of comfort) of Indian luxury trains were found to be more spacious than other luxury trains' mid-ranged accommodations (See '*Types of Accommodation & Amenities*' in table 5). However, the pros and cons of such a feat are discussed in terms of pricing under ***Terms of Reference 8***.

To address the second part of this term of reference i.e., the *scope of running luxury coaches with special reference to vista dome coaches*, articles, secondary data and the product profile analysis undertaken as part of ***Terms of Reference 1*** were used. Vista dome coaches are luxurious coaches with glass ceilings that have panoramic views (Press Information Bureau, 2019b). Out of the world's top luxury trains listed by *The Society of International Railway Travelers* and Condé Nast Traveler, 4 luxury trains are completely equipped with vista dome coaches or panoramic cars with an operational motive of being transit trains, as they run in a comparatively rich scenic route. These trains were the *Golden Pass Panoramic Express* (Switzerland), *Glacier*

Express (Switzerland), *Bernina Express* (Switzerland) and *Rocky Mountaineer* (Canada and USA). The *Glacier Express* and *Bernina Express* operating in different parts of Switzerland have the exact same classification and model of the *Golden Pass Panoramic Express*, in terms of accommodation. Keeping aside the Swiss Panoramic trains, Rocky Mountaineer – a train operating in Canada and USA offers panoramic cars like no other. Unlike Swiss Panoramic trains that offer only hour-long transits, this train offers journeys wherein the nights are spent in a hotel and days are spent on-board the luxury train for transit through some of the most scenic routes in Canada and USA.



Figure 19: Rocky Mountaineer's silver leaf carriage (Source: Rocky Mountaineer)

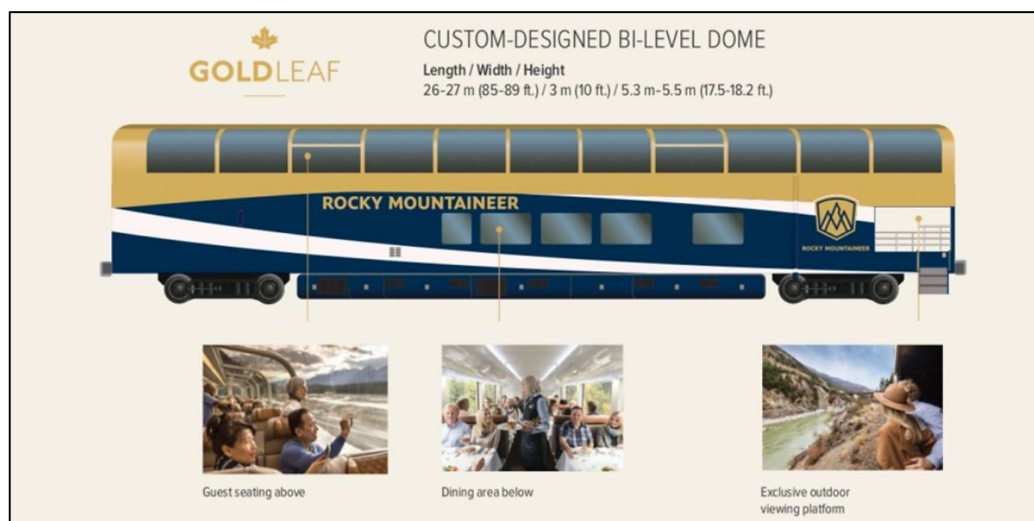


Figure 20: Rocky Mountaineer's gold leaf carriage (Source: Rocky Mountaineer)

Indian Railways has announced the introduction of hundred vista dome coaches (similar to that of *Glacier Express*) in order to enrich the travel experience and boost

tourism (The Hindu Business Line, 2019). Presently, all the five hill railways in India i.e., Darjeeling railway, Kalka Shimla railway, Kangra Valley railway, Matheran Hill railway and Nilgiri mountain railway are being provided with Vista dome coaches (Press Information Bureau, 2019a, 2019b). While the current vista dome coaches are no less, the deployment of vista dome coaches similar to that of *Rocky Mountaineer* needs to be explored with reference to possibility and opportunity of creating similar luxury packages in the India environment.



Figure 21: Bernina Express model carriage (Source: Rhaetian Railway)



Figure 22: Bernina Express carriage interior (Source: Rhaetian Railway)

Another noticeable aspect of the product profile comparison done as part of the first term of reference was that almost all the luxury trains in the world had a panoramic or observational car towards the end of it. This was accompanied with dining cars and lounges. Therefore, to meet global standards, it is recommended that at least one vista dome coach is augmented to each of the Indian luxury trains, irrespective of the route they operate in.



Figure 23: Glacier Express carriage (Source: Rhaetian Railway)



Figure 24: Vista dome coaches currently being deployed in to Indian railways (Source: Business Today)

Recently, an increased number of regular trains within the various zones of Indian railways have seen the augmentation of vista dome coaches. However, in line with the objectives of this particular terms of reference i.e., the scope of running complete trains of vista dome coaches for the purpose of tourism, suitable routes were identified through secondary data. For instance, *The Guardian* published an article on Monisha Rajesh's (author of *Around India in 80 Trains*) top picks of the

most scenic Indian rail journeys. Alongside Norwegian photographer Harald Haugan, she travelled around 36000 KM on Indian railways to write the above-mentioned book. This journey included trips on luxury trains as well as regular trains. Since the induction of vista dome coaches in to the Indian railways has seen an upward stride with the recent augmentation on several routes (Mangaluru – Bengaluru, Vishakhapatnam – Araku, Darjeeling railway, Kalka Shimla railway, Kangra Valley railway, Matheran Hill railway and Nilgiri mountain railway etc.), scenic routes that are not yet augmented with vista dome coaches and have the potential to promote tourism in India are listed below. While the recommendations for certain routes suggest the deployment of either a Full-fledged Vista Dome Train (FVDT) or Augmented Vista Dome Coaches (AVDC) to currently operational trains, it would be in the best interests of Indian railways to first start through the augmentation of vista dome coaches on each of the listed route.

Table 27: Scenic routes in India for deployment of vista dome coaches

Route	Distance & Duration	Scenic Offerings (Within the Route)	Recommendation (FVDT/AVDC)
Vasco da Gama (Goa) to Londa (Karnataka) - Goa Express	3 Hours 30 Minutes (145 KMs)	Goan Countryside, Western Ghats, Waterfalls, Valleys	FVDT
Madgaon (Goa) to Mumbai (Maharashtra) - Mandovi Express	12 Hours 15 Minutes (765 KMs)	Sahyadri Hills, Sea, Paddy fields, Greenery	FVDT
Kanyakumari (Tamil Nadu) to Trivandrum (Kerala) - Island Express	2 Hours 15 Minutes (86.5 KMs)	Lush Greenery, Jungle-like Expanse	FVDT
Jammu to Udhampur (Jammu and Kashmir) - Jammu Mail	1 Hour 30 Minutes (53 KMs)	Valleys, Rivers, Shivalik Mountain Range, Flattened Land (Like English Meadows), 20 Tunnels, 158 Bridges	FVDT
Jaisalmer to Jodhpur (Rajasthan)	5 Hours 10 Minutes (220 Kms)	Barren Desert Land, Sand Dunes, Wildlife, Countryside	FVDT
Guwahati - Lumding - Silchar (Assam) - Guwahati Silchar Passenger	10 Hours 25 Minutes (380 KMs)	Tea Fields, Hills, Greenery	FVDT
New Jalpaiguri (West Bengal) - Tinsukia - Ledo (Assam) - Two Trains	16 Hours 30 Minutes & 1 Hour 30 Minutes (925 KMs)	Greenery, River, Landscape, Countryside	FVDT

Route	Distance & Duration	Scenic Offerings (Within the Route)	Recommendation (FVDT/AVDC)
Pune (Maharashtra) to Ernakulam (Kerala) - Poorna Express	29 Hours (1435 KMs)	Waterfalls, Coasts, Western Ghats, Paddy Fields	AVDC
Ernakulam to Trivandrum (Kerala)	4 Hours (180 KMs)	Backwaters, Paddy Fields, Greenery	FVDT

Note: Duration is based on the fastest train currently running in between the respective destinations

4.1.8 Terms of Reference 8:

Pricing trend (including Revenue sharing model) of Indian Luxury Trains vis-à-vis international luxury trains and passenger composition profile.

This term of reference noted pricing trends of Indian luxury trains in comparison to their counterparts elsewhere. Luxury trains were first selected from the list of 'World's top 25 trains' by *The Society of International Railway Travelers* and Condé Nast Traveler's "Readers' Choice Awards 2020". Pricing information was then sought from the respective trains' official websites. Keeping in mind the nature of this study, pricing-trends of only those trains were considered whose product offering was luxury and in which, bookings had to be made in advance. To facilitate ease and uniformity in comparison of luxury trains across the world, pricing trends were noted in terms of US dollars for different types of accommodation under the headings - single and double occupancy (per individual). Furthermore, reference journeys were selected in a way that they described the pricing of a train's offerings in a nutshell. Such a selection, thereby led to providing comparative insights about pricing trends followed across the world for a journey of certain length and duration. For some trains, differences in pricing were noted for high and low seasons respectively. In such a case, the price prevalent for a longer duration of time was taken into consideration.

Table 28: Pricing trends of Indian Luxury Trains vis-à-vis international luxury trains

Train	Reference Journey	Duration	Types of Accommodation	Typical Pricing Starting from (In USD) *	
				Double	Single
Venice Simplon-Orient Express (Belmond) Note: *Run in collaboration with Belmond	Paris - Istanbul (Europe)	6 Days, 5 Nights	Twin Cabin	20,708	41,417
			Cabin Suite	35,894	71,788
			Grand Suite	75,931	151,863
	Venice - London* (Europe)	2 Days, 1 Night	Twin Cabin	3,684	7,368
			Grand Suite	11,678	23,356
	Venice - Paris	2 Days,	Twin Cabin	3,684	7,368

Train	Reference Journey	Duration	Types of Accommodation	Typical Pricing Starting from (In USD) *	
				Double	Single
British Pullman for Eurotunnel crossing.	(Europe)	1 Night	Grand Suite	11,678	23,356
Belmond British Pullman	All Journeys (UK)	1 Day	Table	505	1,010
Belmond Royal Scotsman	Taste of the Highlands Edinburgh - Edinburgh (UK)	3 Days, 2 Nights	Twin / Double Cabin	5,004	8,007
	UK's Classic Splendours Edinburgh - Edinburgh (UK)	5 Days, 4 Nights	Twin / Double Cabin	7,875	12,601
	Grand Western Scenic Wonders Edinburgh - Edinburgh (UK)	8 Days, 7 Nights	Twin / Double Cabin	14,515	23,225
Belmond Hiram Bingham	Cusco - Machu Picchu (Peru)	1 Day	Table	510	510
Eastern & Oriental Express (Belmond)	Singapore - Bangkok (South East Asia)	3 Days, 2 Nights	Pullman Cabin	3,430	5,488
			State Cabin	4,975	7,957
			Presidential Cabin	7,807	12,492
	Voyage of Southeast Asia Singapore - Bangkok (South East Asia)	5 Days, 4 Nights	State Cabin	7,500	12,000
The Ghan	Adelaide - Alice Springs (Australia)	2 Days, 1 Night	Gold Twin	1,193	2,152
			Gold Single	1,029	1,029
			Gold Superior	1,957	3,521
			Platinum	2,166	3,828
	Adelaide - Darwin (Australia)	3 Days, 2 Nights	Gold Twin	2,062	3,708
			Gold Single	1,807	1,807
			Gold Superior	2,825	5,086
			Platinum	3,140	5,655
	Taste of South Australia 2022	8 Days, 7 Nights	Gold Twin	3,888	-
			Gold Single	3,985	-

Train	Reference Journey	Duration	Types of Accommodation	Typical Pricing Starting from (In USD) *	
				Double	Single
	Darwin - Adelaide (Australia)		Platinum	5,385	-
	Red Centre Spectacular 2022 Darwin – Adelaide (Australia)	11 Days, 10 Nights	Gold Twin	6,291	-
			Gold Single	6,643	-
			Platinum	7,788	-
	The Ultimate Territory Tour 2022 Darwin - Adelaide (Australia)	14 Days, 13 Nights	Gold Twin	6,358	-
			Gold Single	6,411	-
			Platinum	7,436	-
	Wonders of the Kimberly 2022 Broome - Adelaide (Australia)	16 Days, 15 Nights	Gold Twin	9,105	-
			Gold Single	10,707	-
			Platinum	10,805	-
Indian Pacific	Sydney - Perth (Australia)	4 Days, 3 Nights	Gold Twin	2,211	3,978
			Gold Single	1,942	1,942
			Gold Superior	3,432	6,179
			Platinum	3,813	6,867
	Sydney - Adelaide (Australia)	2 Days, 1 Night	Gold Twin	864	1,553
			Gold Single	744	744
			Gold Superior	1,403	2,294
			Platinum	1,418	2,556
	Rottneat Discovery 2022 Perth - Sydney (Australia)	7 Days, 6 Nights	Gold Twin	2,773	-
			Gold Single	2,713	-
			Platinum	4,375	-
	Sydney Sojourn 2022 Perth - Sydney (Australia)	8 Days, 7 Nights	Gold Twin	2,803	-
			Gold Single	2,848	-
			Platinum	4,405	-
	Great Western Wonders 2022 Sydney - Perth (Australia)	10 Days, 9 Nights	Gold Twin	6,935	-
			Gold Single	8,432	-
			Platinum	8,536	-
Deccan Odyssey	All Journeys	8 Days,	Deluxe Cabin	9,660	6,734

Train	Reference Journey	Duration	Types of Accommodation	Typical Pricing Starting from (In USD) *	
				Double	Single
Note: *Pricing is for 2019/20	(India)	7 Nights	Presidential Suite	14,584	14,584
Maharajas' Express	Indian Splendour Delhi - Mumbai (India)	7 Days, 6 Nights	Deluxe Cabin	5,980	10,490
			Junior Suite	9,460	17,980
			Suite	13,800	27,600
			Presidential Suite	23,700	47,400
	Treasures of India Delhi- Delhi (India)	4 Days, 3 Nights	Deluxe Cabin	3,850	6,760
			Junior Suite	4,950	9,410
			Suite	7,600	15,200
			Presidential Suite	12,900	25,800
Palace on Wheels	Delhi - Delhi (India)	8 Days, 7 Nights	Deluxe	5,005	7,700
			Super Deluxe	13,860	13,860
Seven Stars in Kyushu	Fukuoka - Fukuoka (Japan)	4 Days, 3 Nights	Suite	6,902	11,524
			Deluxe Suite B	8,037	12,669
			Deluxe Suite A	9,054	14,839
	Fukuoka - Nagasaki (Japan)	2 Days, 1 Night	Suite	3,278	5,594
			Deluxe Suite B	4,386	7,201
			Deluxe Suite A	4,940	7,892
Golden Eagle Note: *Routes are run in collaboration with Shangri-La Express	Arctic Explorer - Quest for the Northern Lights St. Petersburg - Kirkenes - Moscow (Russia, Norway)	12 Days, 11 Nights	Silver Class	15,995	23,995
			Gold Class	19,785	32,995
			Imperial Suite	34,395	68,795
	Republics of the Silk Road Moscow – Almaty (Central Asia)	14 Days, 13 Nights	Silver Class	25,895	38,795
			Gold Class	33,195	54,795
			Imperial Suite	55,095	110,095
	Golden Eagle Trans-Siberian Moscow - Vladivostok (Russia, Mongolia)	15 Days, 14 Nights	Silver Class	19,395	28,995
			Gold Class	23,795	39,495
			Imperial Suite	42,195	84,295
	Caspian Odyssey Yerevan - Almaty (Central Asia)	16 Days, 5 Nights	Silver Class	24,395	35,595
			Gold Class	31,195	51,995
			Imperial Suite	52,395	104,695

Train	Reference Journey	Duration	Types of Accommodation	Typical Pricing Starting from (In USD) *	
				Double	Single
	Silk Road* Beijing - Moscow (Asia)	21 Days, 20 Nights	Silver Class	27,995	41,795
			Gold Class	35,695	58,895
			Imperial Suite	55,095	110,095
Shangri-La Express	China & Tibet Rail Discovery Urumqi - Lhasa (Asia)	13 Days, 12 Nights	Heritage Class	11,895	17,295
			Diamond Class	15,695	22,595
Golden Eagle Danube Express	Balkan Explorer Venice - Istanbul (Europe)	11 Days, 10 Nights	Deluxe Class	15,795	23,695
			Superior Deluxe Class	19,695	32,895
	Castles of Transylvania Istanbul - Budapest (Europe)	7 Days, 6 Nights	Deluxe Class	9,995	14,995
			Superior Deluxe Class	12,495	20,995
Rovos Rail	Cape Town - Pretoria (South Africa)	3 Days, 2 Nights	Pullman Suite	1,817	2,725
			Deluxe Suite	2,708	4,063
			Royal Suite	3,668	5,503
	Victoria Falls - Pretoria (Africa)	4/5 Days, 3/4 Nights	Pullman Suite	2,503	3,755
			Deluxe Suite	3,771	5,657
			Royal Suite	4,971	7,457
	Golf Safari Pretoria - Pretoria (Africa)	9/10 Days, 8/9 Nights	Pullman Suite	5,348	7,487
			Deluxe Suite	8,091	11,327
			Royal Suite	10,629	14,881
	Namibia Safari Pretoria - Walvis Bay (Africa)	10 Days, 9 Nights	Pullman Suite	7,954	11,931
			Deluxe Suite	10,629	15,944
			Royal Suite	13,577	20,366
	Cape Town - Dar es Salaam (Africa)	15 Days, 14 Nights	Pullman Suite	13,200	19,065
			Deluxe Suite	17,500	25,105
			Royal Suite	22,900	-
El Transcantabrico Gran Lujo	Santiago de Compostela - San Sebastian (Spain)	8 Days, 7 Nights	Deluxe Suite Room	6,802	11,132
Al Andalus	Lusitanian Route Seville - Lisbon - Porto (Europe)	4 Days, 3 Nights	Great Class	2,945	5,154
			Deluxe Suite	3,181	5,537
	Andalusian Route Seville - Seville (Spain)	7 Days, 6 Nights	Great Class	4,589	7,835
			Deluxe Suite	5,768	10,092
Rocky	First Passage to	2 Days,	Silver Leaf	1,564	3,128

Train	Reference Journey	Duration	Types of Accommodation	Typical Pricing Starting from (In USD) *	
				Double	Single
Mountaineer	the West Vancouver - Banff/Lake Louise (Canada)	1 Night	Gold Leaf	2,141	4,283
	Rainforest to Gold Rush Vancouver - Jasper (Canada)	3 Days, 2 Nights	Silver Leaf	2,086	4,172
			Gold Leaf	2,865	3,017
	Rockies to the Red Rocks Moab - Denver (USA)	4 Days, 3 Nights	Silver Leaf	1,521	1,954
			Silver Leaf Plus	2,085	2,518
	Rockies to the Red Rocks Las Vegas - Moab - Denver (USA)	5 Days, 4 Nights	Silver Leaf	2,043	2,678
			Silver Leaf Plus	2,452	3,088
The Blue Train	Pretoria - Cape Town (South Africa)	3 Days, 2 Nights	Deluxe Suite	1,781	2,672
			Luxury Suite	2,273	3,409

Note: Prices are per adult for 2021/22/23 & Currencies have been converted into USD as of July 2021

Conclusions & Recommendations

Financial Sustainability

A noticeable aspect about luxury trains across the world, especially in Europe, Central Asia and South America was that these trains were run by a common group or company. For instance, *Golden Eagle Luxury Trains of UK* took over the operations of *Danube Express*, thereby, renaming it as *Golden Eagle Danube Express*. Similarly, the *Venice-Simplon Orient Express*, *Belmond Grand Hibernian*, *Eastern and Oriental Express*, *Belmond Hiram Bingham*, *Belmond Royal Scotsman*, *Belmond British Pullman* and *Belmond Andean Explorer* are all either owned or run by *Belmond Limited*. 6 out of the 25 trains listed by *The Society of International Railway Travelers* are run by Belmond Group. This leads to uniformity in the standards maintained across luxury trains (pricing, types of accommodations, maintenance, packages etc.). Depending upon the situation, Indian luxury trains could also be operated under a centralized board/franchise/group/organization, thereby expanding the quality of standards across the fleet of Indian luxury trains. For instance, trains like *Golden Chariot*, *Royal Orient*, *Fairy Queen*, *Royal Rajasthan on Wheels* could be operated

under the flagship of *Maharajas' Express* on different routes with intermediate bookings. Such an initiative could possibly attract tourists towards these lesser-known trains on the basis of Maharajas' image. Alternatively, these lesser-known trains could be merged into well-established Indian luxury trains, thereby, shifting the focus onto a handful of Indian luxury trains.

As mentioned earlier under **Terms of Reference 1, 4 and 7**, financial viewpoints of various recommendations also need to be looked at. First, with the introduction of intermediate bookings and the '*one run, one route, multiple itineraries*' initiative, luxury trains could in all likelihood solve the issues revolving around cancellations, rescheduling and lower levels of occupancy. In addition to that, the latter would help erase the added costs that are being imbibed for separate yet less lucrative departures. Second, Indian luxury trains have fewer monthly departures as compared to that of foreign luxury trains. Adding to this is the huge difference in pricing for journeys (packages) of similar lengths and inclusions (with Indian luxury trains scoring low on the value for money component and the provision of alternatives). Given the similar type of packages and landscape, a comparative analysis with that of Australian trains and packages reveal that Indian luxury trains probably do not make it to the set of options in a tourist's decision-making process. While even the most economical or low-end class of accommodation on Indian luxury trains are more spacious than mid or high-end accommodation of luxury trains abroad, it is a point of concern as the contrast in pricing is exorbitant. While 7 days, 6 nights journey from Perth to Sydney (*Rottneast Discover 2022*, 4352 KMs) on *Indian Pacific* begins at a price of 2773 US dollars, a journey of the same duration from Delhi to Mumbai (*Indian Splendour*, 2724 Kms) on-board *Maharajas' Express* begins at a price of 5980 US dollars. The difference is so high that even the top class of accommodation on *Indian Pacific* for the same journey (Perth to Sydney) is offered at 4375 USD. For almost the same inclusions (See *table 5*) and a lesser geographical coverage, Indian luxury trains seem very expensive when compared to trains around the world. As reducing the price of offerings under the current layout of accommodations could be less profitable, introducing and running at least three classes of accommodation with the low end one being truly economical is necessary. Third, Indian luxury trains' offerings become redundant as multiple trains offer more or less that same journeys at different prices. For instance, '*Indian Splendour*' by *Maharajas' Express* and '*Indian Odyssey*' / '*Indian Sojourn*' by *Deccan Odyssey* are more less the same. However, for the same distance and inclusions, both the trains charge contrasting fares. While a small difference is acceptable given the type of accommodation, such a huge contrast does not help in terms of bookings. Fourth, while some Indian luxury trains (*Deccan Odyssey*) seem to be running all their routes/offerings at the same price, almost all of them have the same pricing for any given route throughout the year. As part of the product profile comparison, it was

noted that foreign luxury trains typically have a high and low season pricing. Similar measures need to be taken in the context of Indian luxury trains.

4.2 Overall Identified Issues and Recommendations

Identified issues of Indian luxury trains

In a snapshot, all the terms of references aimed to identify of issues and prospects of the existing Indian luxury trains. Therefore, on the basis of all the objectives under each of the terms of references, issues and their remedies (recommendations) have been mentioned below:

- ✓ No provision of varied alternatives, customization and other inclusions leading to diminished value proposition (value for money) of Indian luxury trains as compared to that of other renowned luxury trains around the world (**Terms of Reference 1,2,3,4, 5 and 7**)
- ✓ Operating on a less lucrative and limited model for product development, operations and pricing (**Terms of Reference 1, 5 and 8**)
- ✓ Exorbitant pricing for a seemingly disproportionate value proposition (**Terms of Reference 1, 2 and 8**)
- ✓ Excessive cancellation and rescheduling of trips (**Terms of Reference 2 and 3**)
- ✓ Appalling websites for luxury trains resulting in an unease in the booking experience (**Terms of Reference 3**)
- ✓ Limited awareness about the functioning of luxury trains in India (**Terms of Reference 2 and 4**)
- ✓ Confined target market i.e., appealing to only higher income redirection groups above the age of 40 (**Terms of Reference 3 and 4**)
- ✓ Need for train and infrastructural improvements (**Terms of Reference 4**)
- ✓ Economic recession (**Terms of Reference 3**)

Remedies and Recommendations

(Based on product profile comparison with foreign luxury trains)

- ✓ Provision of alternatives for off-train activities would restore the ability in tourists to choose, as it is one of the most prominent antecedents of luxury. If not every, at least some of the off-train activities organized by the luxury train should have an equivalent alternative that the guests might choose to take part in. For instance, on a visit to a village, tourists may be given a choice of engaging in a cookery class (with locals), Pottery (with locals) or an adventure activity (Hiking etc.). This is expected to increase the value proposition of Indian luxury trains' offerings (See **Terms of Reference 1**).

- ✓ Introducing a provision of customizing itineraries according to the needs and wants of the traveller. If a tourist wants to extend his holiday by including destinations that are not part of the package or if a tourist wants to explore an activity of their own interest (e.g., visiting friends and relatives at a destination) other than the ones being organized by the luxury train, necessary arrangements shall be made for the tourist to come back on time to continue their journey (without any trouble to the other travellers). While efforts shall be made to accommodate such a customization within the charges of the activity that the tourist opted not to engage in, he may be charged for the extra costs inculcated (See **Terms of Reference 1**).
- ✓ Itinerary inclusions such as rewards (loyalty program etc.) and activities other than guided tours (e.g., hot air ballooning in Rajasthan, river cruises, steam rail etc.) should be explored (See **Terms of Reference 1**).
- ✓ Introducing intermediate bookings and the '*one run, one route, multiple itineraries*' initiative would in all likelihood curb the lower levels of occupancy and the high rate of cancellations and rescheduling. Intermediate bookings refer to the provision of booking from or to a destination that is not the origin or final stop of the luxury train's offering. Intermediate destinations from/to where bookings would be allowed can be selected on the basis of the available infrastructure, ports of entry (FTAs) and the likelihood of tourists joining on-board. While reducing the lower levels of occupancy on Indian luxury trains, such a provision would indirectly introduce an increased number of itineraries and offerings of different lengths. For instance, on a Delhi-Bengaluru route, intermediate bookings from/to Hyderabad would extend the number of offerings to three (Delhi-Bengaluru, Delhi-Hyderabad, Hyderabad-Bengaluru). However, if a tourist opts for Hyderabad - Bengaluru, the package would include all the off-train excursions that were originally planned in between the two destinations (as part of the Delhi-Bengaluru itinerary). Intermediate bookings would also lead to the '*one run, one route, multiple itineraries*' initiative. As the name suggests, trains would be able to meet economies of scale by running multiple itineraries on a single route and departure, avoiding separate departures for each offering. This would also contribute towards increasing the number of monthly departures in the long run. As given in the example, luxury trains on a single departure from Delhi to Bengaluru (route) would cover three different itineraries, thereby optimizing operations (See **Terms of Reference 1 and 2**).
- ✓ Adopting one of the two globally accepted value models (Russian and European Model or Australian Model) for product design is necessary. Value models enhance the value proposition of luxury trains as per the requirement. While the Russian and European model emphasizes transnational routes and collaborations, the Australian model is more self-sufficient in which it offers independent coast-to-coast routes and journeys. While transnational routes and

collaborations are journeys that extend to more than one country and a luxury train, coast-to-coast routes are journeys that cover a large geographical area of the country in which it is offered. In most cases, these journeys are either from the extreme northern part to the southernmost tip of the country or the eastern and western extremes of the country. Furthermore, there is a need for each luxury train to have distinct offerings in terms of routes and itineraries along with a designated trademark route that is representative of the train in question. Trademark routes are long enough in geographical coverage and are offered year-round (See **Terms of Reference 1 and 5**).

- ✓ Replacing the extant ICF coaches with that of LHB coaches, designating a separate waiting area for welcoming guests at a railway stations, stabilizing the on-board Wi-Fi connections, introducing wheelchair accessibility, medical assistance and panoramic cars towards the end of luxury trains (See **Terms of Reference 4**).
- ✓ Introducing and running at least three different classes of accommodation with the low-end one being truly economical is necessary, given the pricing conundrum discussed under **Terms of Reference 8**.
- ✓ Introducing a common trustable and authentic website for the bookings of all luxury trains in India (Similar to that of Australia). Such a dedicated website would streamline the booking process and make it hassle-free for travellers. Currently, state tourism boards (for other than *Maharajas' Express*) run websites that are in an appalling state of management and attention (See **Terms of Reference 3 and 4**).
- ✓ Improved marketing strategies for the promotion of an entity called 'luxury trains' (inclusion of luxury trains in Incredible India Campaigns, television broadcasts, movies, social media influencers etc.) with an emphasis on the revamp undertaken (See **Terms of Reference 2 and 4**).
- ✓ Exploring the opportunities to run luxury trains under a centralized board, organization or a group for standardization and uniformity (See **Terms of Reference 8**).
- ✓ Merging the lesser-known trains into well-established Indian luxury trains (*Maharajas' Express*, *Palace on Wheels* and *Deccan Odyssey*) to bring down the cost of maintenance and shift the focus on to a handful of trains (See **Terms of Reference 8**).

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ANNEXURE 1: PASSENGER COMPOSITION PROFILE

The passenger composition profile is as follows:

1. Gender

Out of the total tourists, 61 % were males and 39 % were females.

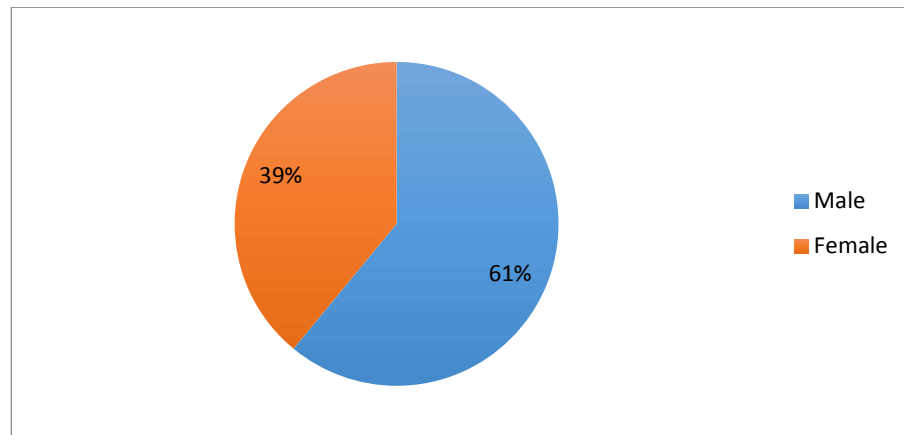


Figure 25: Gender distribution of the tourists

2. Age

Under the age distribution, 4 % of the tourists were below the age of 20, 21 % were between 20 to 40 years of age and 75 % were above 40 years of age.

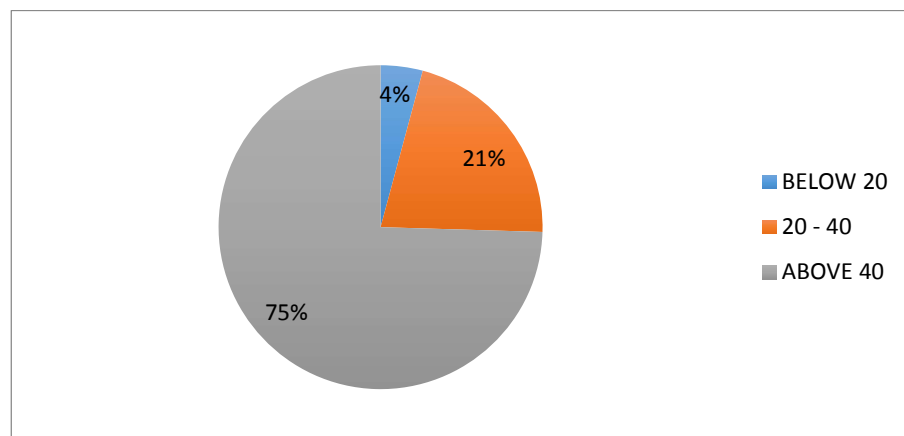


Figure 26: Age distribution of the tourists

3. Nationality

Under the nationality, 27% of the total tourists were from USA, 19 % from UK, 11% from India, 8 % from Japan, 4 % from Canada, 4% from UAE and 2 % from Germany, China and Australia each.

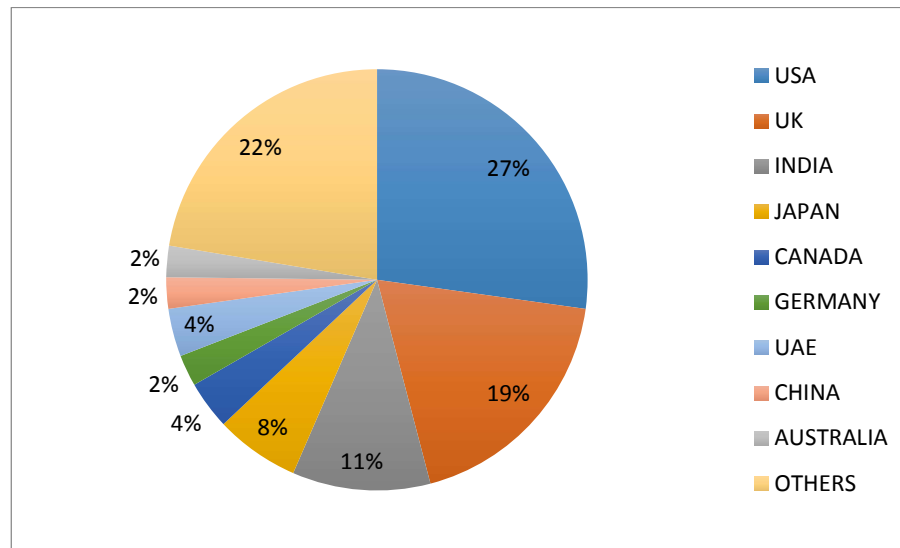


Figure 27: Nationality wise distribution of the tourists

4. Educational qualification

Out of the total tourists, 15 % tourists were under graduates, 36 % were graduates, 48 % were post graduates and 1% of the tourists opted “any other” educational category.

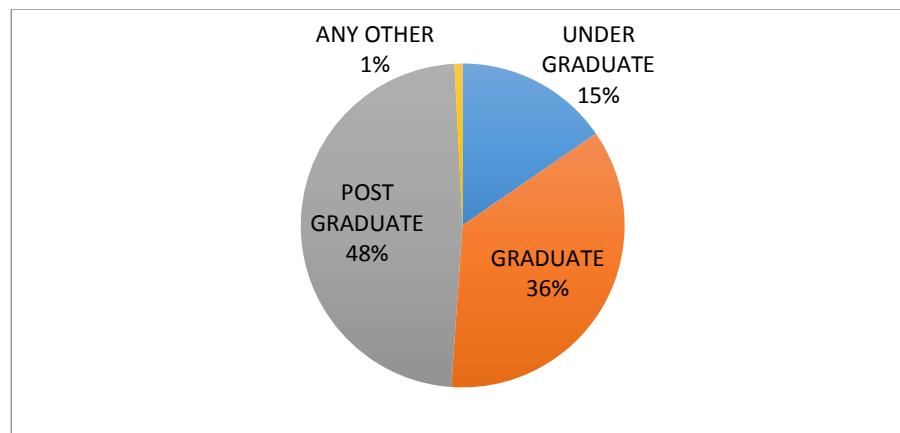


Figure 28: Educational qualification wise distribution of the tourists

5. Occupation

Out of the total tourists, 53 % were employed, 17 % were unemployed and 30 % opted “any other” category.

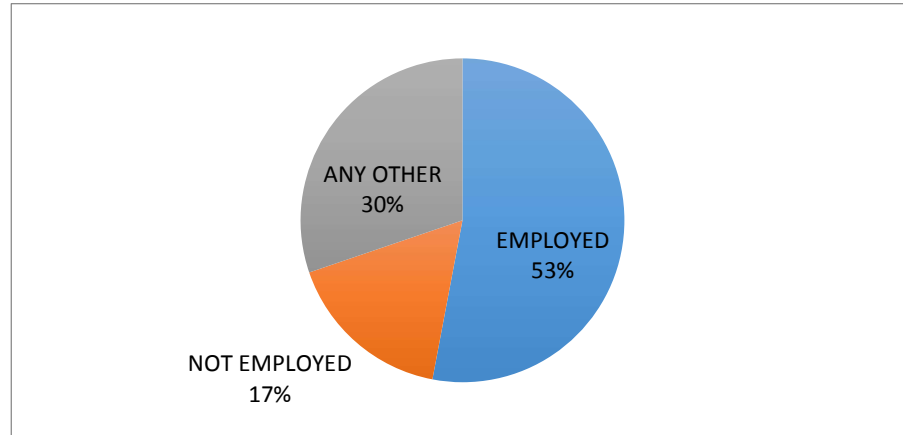


Figure 29: Occupation wise distribution of the tourists

6. Monthly household income redirection

Out of the total tourists, 3 % of the tourists had monthly household income redirection of below 1000 USD while 12 % of the tourists had 1000 to 1500; 85 % of the tourists had monthly household income redirection of above 1500 USD.

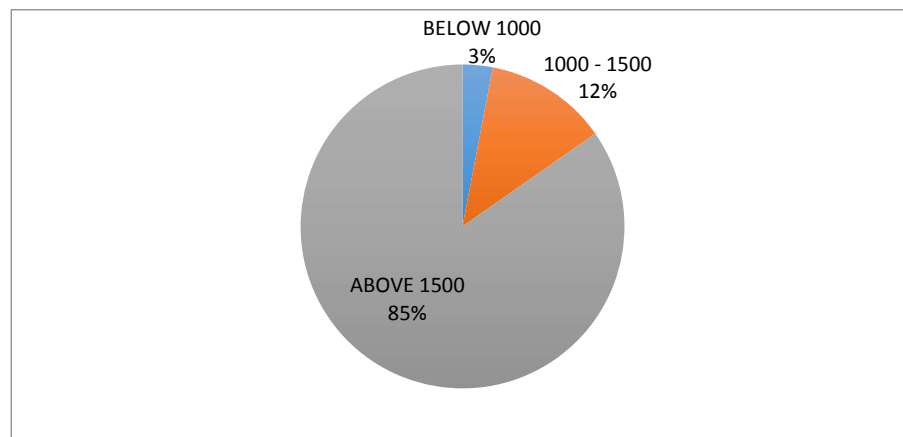


Figure 30: Monthly household income redirection of the tourists

7. Marital Status

Under the marital status, 65 % of the tourists were married, 27 % of the tourists were unmarried and 8 % chose “others” category.

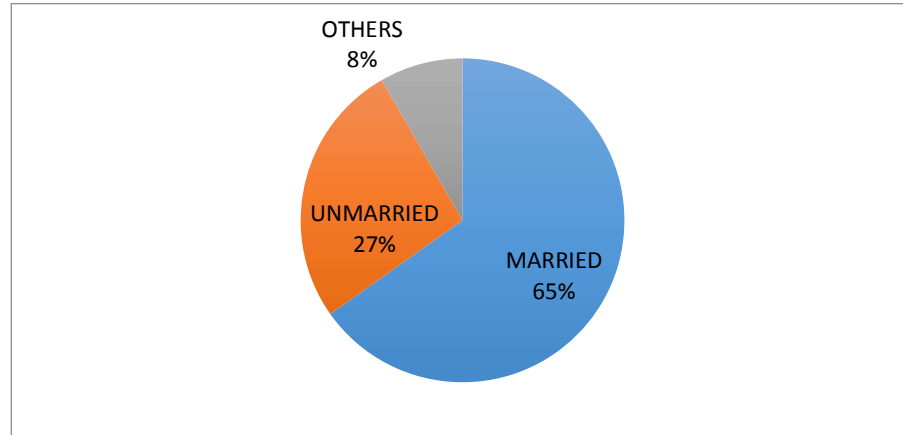


Figure 31: Marital status distribution of the tourists

ANNEXURE 2: PROJECT TEAM

- ***DIRECTOR IITM***
Prof. (Dr.) Alok Sharma
- ***PROJECT DIRECTOR***
Dr. Sandeep Kulshreshtha
- ***PRINCIPAL INVESTIGATOR***
Dr. Jeet Dogra
- ***PRINCIPAL COORDINATOR***
Dr. C S Barua
- ***RESEARCH ASSISTANT***
Shri Venkata Rohan Sharma Karri



Indian Institute of Tourism and Travel Management

(An autonomous Body under Ministry of Tourism, Government of India)

Website: www.iittm.ac.in



IITTM GWALIOR

Govindpuri, Gwalior – 474011 (Madhya Pradesh)

Tel: 0751-2345821

Email: iittm@sancharnet.in Web: www.iittm.ac.in



IITTM BHUBANESWAR CENTRE

Dumduma, Bhubaneswar – 751009 (Odisha)

Tel: 0674-2472014, 15 Fax: 0674-2472013

Email: bhubaneswar@iittm.ac.in Website: www.iittmb.in



IITTM NOIDA CENTRE

Plot no. A 36, Sector-62, Noida - 201309 (Uttar Pradesh)

Telefax: (0120) 2459100

Email: info@iittmnoida.ac.in website: www.iittmnoida.ac.in



IITTM GOA CENTRE

National Institute of Water Sports,

Aivavo, Near Dona Paula Circle, Caranzalem, Panajim - 403004 (Goa)

Tel: 0832-2454800, 2456050

Email: niwsgoa@gmail.com, Website: www.niws.nic.in



IITTM NELLORE CENTRE

South Campus, Golagamudi, Nellore - 524 321 (Andhra Pradesh)

Tel: 09866274850

E-mail: nellore@iittm.ac.in website: www.iittmsouth.org

CAMPS

IITTM CAMP SHILLONG

IHM Campus

Mawdiangdiang, East Khasi Hills

Shillong - 793018 (Meghalaya)

IITTM CAMP BODH GAYA

IHM Campus

Opp. Magadh University Campus

Gaya – Dobhi Road, Bodh Gaya

Gaya – 824231 (Bihar)