



JOURNEY BEYOND
THE GHAN

90 year
Anniversary

CAMPAIGN KIT: CELEBRATE WITH 3 NIGHTS FREE[^]

A CELEBRATION 90 YEARS IN THE MAKING

In market from 01 April 2019 – 02 June 2019






JOURNEY BEYOND
THE GHAN

90 year
Anniversary

CELEBRATE WITH 3 NIGHTS FREE[^] CAMPAIGN

OFFER SUMMARY:

In 2019 The Ghan commemorates its 90th anniversary. Join us as we celebrate with incredible savings and bonus offers on the legendary journeys of The Ghan and The Ghan Expedition. With double departures, more Platinum and 90 days of birthday surprises during high season, there's never been a better time to experience The Ghan. Step onboard during our milestone year.

HEADLINE 1:

CELEBRATE WITH 3 NIGHTS FREE[^]

SUB HEADING 1:

[^]BONUS HOTEL STAY IN ADELAIDE OR DARWIN WITH GOLD SERVICE FARES

ON SALE DATES:

01 April 2019 – 02 June 2019

TRAVEL DATES:

The Ghan: June – Aug, Oct, Nov 2019 & Feb 2020

The Ghan Expedition: June – Aug 2019 & March 2020

ADVERTISING AND PROMOTIONAL GUIDELINES:

Images contained within the Campaign Kit and marked with an * have licencing restrictions and must be used for press and digital promotion only.

CAMPAIGN LANDING PAGE URLS:

Celebrate with 3 nights free[^] offers visit journeybeyond.com/celebrate

PLEASE NOTE: CELEBRATE WITH 3 NIGHTS FREE[^] IS A FLEXIBLE OFFER WITH A \$500 DEPOSIT REQUIRED WITHIN 14 DAYS OF BOOKING (UNLESS TRAVEL IS WITHIN 45 DAYS).

HOW TO BOOK

Celebrate with 3 nights free[^] offer is booked as a Holiday Package and can be found in the Online Booking Engine under 'The Ghan Holiday' or 'The Ghan'. Look for packages with a city break. Please see an example below of The Ghan City Break NT Darwin to Adelaide.

The screenshot shows the Great Southern Rail booking engine interface. The top navigation bar includes 'DIRECT / RETAIL', 'THE GHAN', 'DARWIN', '2 GUESTS', and 'FEB 2020'. Three travel packages are displayed:

- The Ghan City Break NT Darwin to Adelaide** (highlighted with a red box): 6 Days, 5 Nights. Price from \$2,109 pp. Description: + 3 nights accommodation in Darwin including breakfast daily + 3 days / 2 nights aboard The Ghan, Darwin to Adelaide, including all meals, beverages and Off Train Experiences in Katherine, Alice Springs and Mangari + 5 breakfasts, 2 lunches, 2 dinners. [VIEW DATES](#)
- The Ghan Darwin to Adelaide**: 3 Days, 2 Nights. Price from \$2,349 pp. Description: This three-day two-night all inclusive journey begins as you leave tropical Darwin and travel to the remarkable Katherine, where a choice of Off Train Excursions await. Following your first night onboard, travel to the outback's heart, the Red Centre, before arriving at Alice Springs for a half day of touring. Return to the train for your second evening which includes a stunning night time Outback Experience. Then awaken to views of the Flinders Ranges before continuing on to Adelaide. [VIEW DATES](#)
- The Ghan Darwin to Alice Springs**: 2 Days, 1 Night. Price from \$1,049 pp. Description: Board the cool, air-conditioned comfort of the train in Darwin and depart mid-morning for this all inclusive journey. The striking Top End township of Katherine is where you can enjoy your choice of a number of Off Train Excursions that take in the cultural significance, and of course, the spectacular natural beauty of the region. After a comfortable night's sleep awake in the remarkable Red Centre, then over breakfast watch the dramatic desert unfold, before you arrive and disembark in Alice Springs. [VIEW DATES](#)

The screenshot shows the 'Select a departure' screen for 'THE GHAN CITY BREAK NT DARWIN TO ADELAIDE'. The interface includes a 'CHANGE' button and a table of departure options:

		Platinum	Gold Twin	Gold Single	
	02 FEB 10:00AM DARWIN	>	07 FEB 12:55PM ADELAIDE	FROM \$2,359 pp	FROM \$2,109 pp
	09 FEB 10:00AM DARWIN	>	14 FEB 12:55PM ADELAIDE	FROM \$2,359 pp	FROM \$2,109 pp
	16 FEB 10:00AM DARWIN	>	21 FEB 12:55PM ADELAIDE	FROM \$2,359 pp	FROM \$2,109 pp
	23 FEB 10:00AM DARWIN	>	28 FEB 12:55PM ADELAIDE	FROM \$2,359 pp	FROM \$2,109 pp

Navigation arrows for JAN and MAR are visible at the bottom.

OFFER: STAY FOR FREE

CELEBRATE WITH 3 NIGHTS FREE ^ OFFER DETAILS:

CELEBRATE WITH 3 NIGHTS FREE[^]

BONUS HOTEL STAY OFFER FOR A LIMITED TIME WITH OUR GOLD SERVICE FARES

THE GHAN (Northbound)

CELEBRATE WITH 3 NIGHTS FREE[^]

BONUS HOTEL STAY OFFER FOR A LIMITED TIME WITH GOLD SERVICE FARES

FROM \$2359 PER PERSON

 6 DAYS  5 NIGHTS

The classic Ghan experience journeying from Adelaide to Darwin (February-November) and Darwin to Adelaide (November & February) with time spent relaxing onboard as well as included Off Train Excursions in Katherine and Alice Springs.

INCLUSIONS

- 3 days/2 nights aboard The Ghan, Adelaide to Darwin, including all meals, beverages and Off Train Excursions in Alice Springs and Katherine
- Transfer from Darwin Rail Terminal to selected hotels
- PLUS, BONUS 3 nights' accommodation in Adelaide or Darwin including breakfast daily

ALTERNATIVE JOURNEYS

Darwin to Adelaide



THE GHAN EXPEDITION

CELEBRATE WITH 3 NIGHTS FREE[^]

BONUS HOTEL STAY OFFER FOR A LIMITED TIME WITH GOLD SERVICE FARES

FROM \$3319 PER PERSON

 7 DAYS  6 NIGHTS

Our flagship rail journey is the ultimate way to do the Australian outback aboard The Ghan. Journeying from Darwin to Adelaide (March-October), The Ghan Expedition takes in immersive Off Train Excursions in Katherine, extended time in Alice Springs inclusive of an authentic Red Centre dinner under the stars and a full day in Coober Pedy.

INCLUSIONS

- Transfer from selected hotels to Darwin Rail Terminal
- 4 days/3 nights aboard The Ghan Expedition, Darwin to Adelaide, including all meals, beverages and Off Train Excursions in Katherine, Alice Springs and Coober Pedy
- Transfer from Adelaide Parklands Terminal to selected hotels
- PLUS, BONUS 3 nights' accommodation in Adelaide or Darwin including breakfast daily

THE GHAN (Southbound)

CELEBRATE WITH 3 NIGHTS FREE[^]

BONUS HOTEL STAY OFFER FOR A LIMITED TIME WITH GOLD SERVICE FARES

FROM \$2359 PER PERSON

 6 DAYS  5 NIGHTS

The classic Ghan experience journeying from Darwin to Adelaide (November & February) and Adelaide to Darwin (February-November) with time spent relaxing onboard as well as included Off Train Excursions in Katherine and Alice Springs.

INCLUSIONS

- Transfer from selected hotels to Darwin Rail Terminal
- 3 days/2 nights aboard The Ghan, Darwin to Adelaide, including all meals, beverages and Off Train Excursions in Katherine and Alice Springs
- Transfer from Adelaide Parklands Terminal to selected hotels
- PLUS, BONUS 3 nights' accommodation in Adelaide or Darwin including breakfast daily

ALTERNATIVE JOURNEYS

Adelaide to Darwin



TERMS AND CONDITIONS

ADVERTISED PRICES ARE PER PERSON BASED ON A DISCOUNTED EVERYDAY FARE (EVERYDAY SAVER) IN A GOLD SERVICE TWIN CABIN, VALID FOR NEW BOOKINGS BETWEEN 01 APRIL 2019 - 02 JUNE 2019. ^3 NIGHTS FREE - ONLY VALID FOR NEW BOOKINGS, OFFER AVAILABLE FOR SELECT HOTELS IN EITHER DARWIN OR ADELAIDE AS PER PACKAGE DETAILS. THE GHAN - ADVERTISED PRICE IS BASED ON A DISCOUNTED EVERYDAY FARE (EVERYDAY SAVER) FOR TRAVEL IN FEBRUARY 2020 (EVERYDAY RETAIL PRICE - AU2629 PER PERSON), PACKAGE VALID FOR TRAVEL 01 JUNE 2019 TO 31 AUGUST 2019, OCTOBER 2019, NOVEMBER 2019, & FEBRUARY 2020. THE GHAN EXPEDITION - ADVERTISED PRICE IS BASED ON A DISCOUNTED EVERYDAY FARE (EVERYDAY SAVER) FOR TRAVEL IN MARCH 2020 (EVERYDAY RETAIL PRICE - AU3699 PER PERSON), PACKAGE VALID FOR TRAVEL 01 JUN 2019 TO 31 AUG 2019, & MARCH 2020. NO FURTHER DISCOUNTS APPLICABLE. NOT AVAILABLE WITH ANY OTHER OFFER. BLACK-OUT DATES APPLY. \$500 PER PERSON DEPOSIT REQUIRED WITHIN 14 DAYS OF BOOKING UNLESS TRAVEL IS WITHIN 45 DAYS, THEN 100% PAYMENT WILL APPLY. BOOKING AND CREDIT CARD FEES MAY APPLY. CANCELLATION FEES APPLY. THE FARE IS NON-TRANSFERABLE AND NON-REFUNDABLE. NO REFUND FOR UNUSED SERVICES. FOR FULL TERMS & CONDITIONS VISIT WWW.GREATSOUTHERNRAIL.COM PRICES CORRECT AS AT 19 FEBRUARY 2019. E.O.E. ATAS NUMBER #####

OTHER CAMPAIGN RESOURCES

90 DAYS OF CELEBRATIONS JUNE – AUGUST 2019

Our 90th will culminate in The Ghan's anniversary month of August, with celebrations reaching their peak during June, July and August 2019 through an exciting array of special events and festivities both on and off the tracks. Guests booked on any Ghan departure during this time can expect a few surprises to make their journey extra special – just a little birthday gift from The Ghan to our treasured guests.



DOUBLE DEPARTURES & MORE PLATINUM

As demand rises for travel during The Ghan's 90th Anniversary year, we've increased our capacity offering you further opportunity to secure your clients travel. To meet demand, Journey Beyond has invested in substantial capital works to double Platinum capacity and add a second weekly service for The Ghan during high season. This includes the addition of 13 services over the June, July, August period for The Ghan northbound and The Ghan Expedition.

[Download Timetables and Fares](#)



THE GHAN & THE GHAN EXPEDITION ONE TRAIN. TWO VERY DIFFERENT TRAVEL EXPERIENCES.

Do you know the difference between the journeys of The Ghan Expedition and The Ghan?

Our flagship offering, The Ghan Expedition, is an extended version of The Ghan journey we all know and love with greater diversity of Off Train Excursions for the traveller seeking a more active and immersive experience.

While The Ghan includes Off Train Excursions in Katherine and Alice Springs, The Ghan Expedition offers excursions in Katherine, extended time in Alice Springs with an authentic dinner under the stars, and a full day exploring Coober Pedy. The Ghan Expedition also gives guests the option of an upgraded tour of Uluru.

[Watch video to find out more](#)



CELEBRATE WITH 3 NIGHTS FREE[^] ADVERTISING CAMPAIGN

CELEBRATE WITH 3 NIGHTS FREE[^] OFFER (WITH SATC)

FULL PAGE FLYER EXAMPLE

If you are advertising Adelaide packages please email traveltrade@journeybeyond.com.au for SATC logo and artwork approval



JOURNEY BEYOND THE GHAN *90 year Anniversary*

CELEBRATE WITH 3 NIGHTS FREE[^]

BONUS HOTEL STAY OFFER FOR A LIMITED TIME WITH OUR GOLD SERVICE FARES

ADELAIDE SOUTH AUSTRALIA

MANGURI, SA



THE GHAN EXPEDITION

Our flagship rail journey is the ultimate way to do the Australian outback aboard The Ghan Expedition. Journeying from Darwin to Adelaide (March-October), The Ghan Expedition takes in immersive Off Train Excursions in Katherine, extended time in Alice Springs inclusive of an authentic Red Centre dinner under the stars and a full day in Coober Pedy.

- Transfer from selected hotels to Darwin Rail Terminal
- 4 days/3 nights aboard The Ghan Expedition, Darwin to Adelaide, including all meals, beverages and Off Train Excursions in Katherine, Alice Springs and Coober Pedy
- Transfer from Adelaide Parklands Terminal to selected hotels

FROM
\$3319
PER PERSON

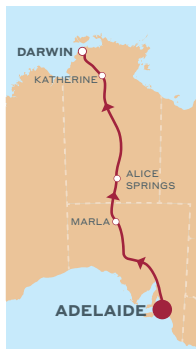


7 DAYS



6 NIGHTS

3 NIGHTS FREE[^] ADELAIDE STAY INCLUDING BREAKFAST DAILY



THE GHAN

The classic Ghan experience journeying from Adelaide to Darwin (February - November) and Darwin to Adelaide (November & February) with time spent relaxing onboard as well as included Off Train Excursions in Katherine and Alice Springs.

- Transfer from selected hotels to Adelaide Parklands Terminal
- 3 days/2 nights aboard The Ghan, Adelaide to Darwin including all meals, beverages and Off Train Excursions in Alice Springs and Katherine
- Transfer from Darwin Rail Terminal to selected hotels

FROM
\$2359
PER PERSON



6 DAYS



5 NIGHTS

3 NIGHTS FREE[^] ADELAIDE STAY INCLUDING BREAKFAST DAILY

TERMS & CONDITIONS: ADVERTISED PRICES ARE PER PERSON BASED ON A DISCOUNTED EVERYDAY FARE (EVERYDAY SAVER) IN A GOLD SERVICE TWIN CABIN, VALID FOR NEW BOOKINGS BETWEEN 01 APRIL 2019 - 02 JUNE 2019. *3 NIGHTS FREE - ONLY VALID FOR NEW BOOKINGS. OFFER AVAILABLE FOR SELECT HOTELS IN EITHER DARWIN OR ADELAIDE AS PER PACKAGE DETAILS. THE GHAN - ADVERTISED PRICES BASED ON A DISCOUNTED EVERYDAY FARE (EVERYDAY SAVER) FOR TRAVEL IN FEBRUARY 2020 (EVERYDAY RETAIL PRICE - AU\$239 PER PERSON), PACKAGE VALID FOR TRAVEL 01 JUN 2019 TO 31 MAR 2020, 08 MARCH 2020. NO FURTHER DISCOUNTS APPLICABLE. NOT AVAILABLE WITH ANY OTHER OFFER. BLACK-OUT DATES APPLY. \$500 PER PERSON DEPOSIT REQUIRED WITHIN 14 DAYS OF BOOKING UNLESS TRAVEL IS WITHIN 45 DAYS, THEN 100% PAYMENT WILL APPLY. BOOKING AND CREDIT CARD FEES MAY APPLY. CANCELLATION FEES APPLY. THE FARE IS NON-TRANSFERABLE AND NON-REFUNDABLE. NO REFUND FOR UNUSED SERVICES. FOR FULL TERMS & CONDITIONS VISIT WWW.GREATSOUTHERNRAIL.COM PRICES CORRECT AS AT 19 FEBRUARY 2019. EMOE. ATAS NUMBER A0679 | 0018652

CALL TO ACTION GOES HERE

CELEBRATE WITH 3 NIGHTS FREE[^] ADVERTISING CAMPAIGN

CELEBRATE WITH 3 NIGHTS FREE[^] OFFER

FULL PAGE FLYER EXAMPLE



JOURNEY BEYOND
THE GHAN

90 year
Anniversary

CELEBRATE WITH 3 NIGHTS FREE[^]

BONUS HOTEL STAY OFFER FOR A LIMITED
TIME WITH OUR GOLD SERVICE FARES

MANGURI, SA

ALICE SPRINGS, NT, DINNER UNDER THE STARS



THE GHAN EXPEDITION

Our flagship rail journey is the ultimate way to do the Australian outback aboard The Ghan Expedition. Journeying from Darwin to Adelaide (March-October), The Ghan Expedition takes in immersive Off Train Excursions in Katherine, extended time in Alice Springs inclusive of an authentic Red Centre dinner under the stars and a full day in Coober Pedy.

- Transfer from selected hotels to Darwin Rail Terminal
- 4 days/3 nights aboard The Ghan Expedition, Darwin to Adelaide, including all meals, beverages and Off Train Excursions in Katherine, Alice Springs and Coober Pedy
- Transfer from Adelaide Parklands Terminal to selected hotels

FROM
\$3319
PER PERSON



7 DAYS



6 NIGHTS

**3 NIGHTS FREE[^] DARWIN STAY
INCLUDING BREAKFAST DAILY**

INTWILUK (KATHERINE), NT



THE GHAN

The classic Ghan experience journeying from Adelaide to Darwin (February - November) and Darwin to Adelaide (November & February) with time spent relaxing onboard as well as included Off Train Excursions in Katherine and Alice Springs.

- Transfer from selected hotels to Adelaide Parklands Terminal
- 3 days/2 nights aboard The Ghan, Adelaide to Darwin including all meals, beverages and Off Train Excursions in Alice Springs and Katherine
- Transfer from Darwin Rail Terminal to selected hotels

FROM
\$2359
PER PERSON



6 DAYS



5 NIGHTS

**3 NIGHTS FREE[^] ADELAIDE STAY
INCLUDING BREAKFAST DAILY**

TERMS & CONDITIONS: ADVERTISED PRICES ARE PER PERSON BASED ON A DISCOUNTED EVERYDAY FARE (EVERYDAY SAVER); IN A GOLD SERVICE TWIN CABIN, VALID FOR NEW BOOKINGS BETWEEN 01 APRIL 2019 - 02 JUNE 2019. *3 NIGHTS FREE - ONLY VALID FOR NEW BOOKINGS. OFFER AVAILABLE FOR SELECT HOTELS IN EITHER DARWIN OR ADELAIDE AS PER PACKAGE DETAILS. THE GHAN - ADVERTISED PRICE IS BASED ON A DISCOUNTED EVERYDAY FARE (EVERYDAY SAVER) FOR TRAVEL IN FEBRUARY 2020 (EVERYDAY RETAIL PRICE - \$10699 PER PERSON), PACKAGE VALID FOR TRAVEL 01 APRIL 2019 TO 31 AUGUST 2019, 01 OCTOBER 2019, 01 NOVEMBER 2019, & FEBRUARY 2020. THE GHAN EXPEDITION - ADVERTISED PRICE IS BASED ON A DISCOUNTED EVERYDAY FARE (EVERYDAY SAVER) FOR TRAVEL IN MARCH 2020 (EVERYDAY RETAIL PRICE - \$10699 PER PERSON), PACKAGE VALID FOR TRAVEL 01 JUN 2019 TO 31 AUG 2019, & MARCH 2020. NO FURTHER DISCOUNTS APPLICABLE. NOT AVAILABLE WITH ANY OTHER OFFER. BLACK-OUT DATES APPLY. \$500 PER PERSON DEPOSIT REQUIRED WITHIN 14 DAYS OF BOOKING UNLESS TRAVEL IS WITHIN 45 DAYS, THEN 100% PAYMENT WILL APPLY. BOOKING AND CREDIT CARD FEES MAY APPLY. CANCELLATION FEES APPLY. THE FARE IS NON-TRANSFERABLE AND NON-REFUNDABLE. NO REFUND FOR UNUSED SERVICES. FOR FULL TERMS & CONDITIONS VISIT WWW.GREATSOUTHERNRAIL.COM. PRICES CORRECT AS AT 15 FEBRUARY 2019. EDGE, AIRS NUMBER A06791 | 000363R

CALL TO ACTION GOES HERE

CELEBRATE WITH 3 NIGHTS FREE[^] ADVERTISING CAMPAIGN

SOCIAL MEDIA TILES



CELEBRATE WITH 3 NIGHTS FREE [^] OFFER (WITH SATC)

If you are advertising Adelaide packages please email traveltrade@journeybeyond.com.au for SATC logo and artwork approval



CELEBRATE WITH 3 NIGHTS FREE [^] OFFER

CELEBRATE WITH 3 NIGHTS FREE[^]
ADVERTISING CAMPAIGN
HERO IMAGERY

**HERO IMAGE – CELEBRATE WITH 3 NIGHTS FREE[^] OFFER
(WITH SATC)**

LOCATION: MANGURI, SA

If you are advertising Adelaide packages please email traveltrade@journeybeyond.com.au for SATC logo and artwork approval



HERO IMAGE – CELEBRATE WITH 3 NIGHTS FREE[^] OFFER
LOCATION: MANGURI, SA



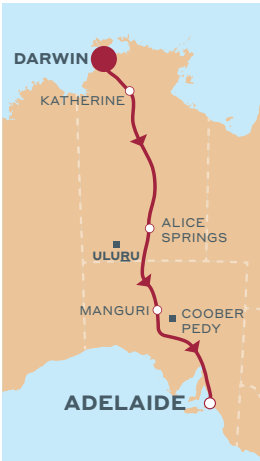
CELEBRATE WITH 3 NIGHTS FREE[^] ADVERTISING CAMPAIGN SECONDARY IMAGERY

THE GHAN EXPEDITION

COOBER PEDY, SA. UNDERGROUND EXPERIENCE



ALICE SPRINGS, NT. DINNER UNDER THE STARS



THE GHAN

ADELAIDE, SA



NITMILUK (KATHERINE), NT



***CLICK IMAGES TO DOWNLOAD (OTHER IMAGES AVAILABLE ON REQUEST)**

SATC images can be requested from media.southaustralia.com/homepage/

CELEBRATE WITH 3 NIGHTS FREE[^]
ADVERTISING CAMPAIGN
LOGO USAGE



If you are advertising Adelaide packages please email traveltrade@journeybeyond.com.au for SATC logo and artwork approval



*CLICK LOGOS TO DOWNLOAD (THE GHAN LOGO MUST ALWAYS BE USED IN CONJUNCTION WITH 90 YEAR ANNIVERSARY LOGO)

CELEBRATE WITH 3 NIGHTS FREE[^]
ADVERTISING CAMPAIGN
LOGO USAGE (INCORRECT USAGE)



SATC logo may be used for
Adelaide city stay packages