

IS HAVE NO NAME

code letter in the timetable – you can be on one and not even know it.

The general public liking for railways is also highlighted by television, with a range of rail-based programmes led by the man who created jacket-envy, Michael Portillo. Trains often feature in advertising as well: people want to believe, we are pushing on an open door.

LAND CRUISING

Thanks in part to Lottery funding and a general rise in civic pride around the country, there is no shortage of places to go and things to do – at least in the summer months. The chances are a trainload of passengers would not all want to do the same thing, which means you need to have options within the scheme. The best example

of this is how cruise ships operate, where you start with a ship of 2,000 people, yet your tour in port may be with 20 people slicing through Francis Drake's Bay on a catamaran under full sail or getting hammered at a vineyard with other Saga louts. Other tours are available, including quite a few railway ones as it happens, but the key things are ease of booking and hosting. Adding tours is as easy as adding baggage to a flight, and every tour will be accompanied.

The DfT competition highlights heritage railways as a destination, which is all very well, but most of them are only open at weekends. Heritage railways are great, but they vary a lot and I'm not sure the average foreign tourist is going to be mad about going on a train



Bread, sir? Full meal service on the Great Western Pullman. Courtesy GWR

trip to go to another train trip at the end. There are dining specials, and having dined on nearly all of them I think the only one I would

rate as a top international tourist attraction for 'normals' (non-railway enthusiasts) would be the Bluebell Railway Pullman Diner.

