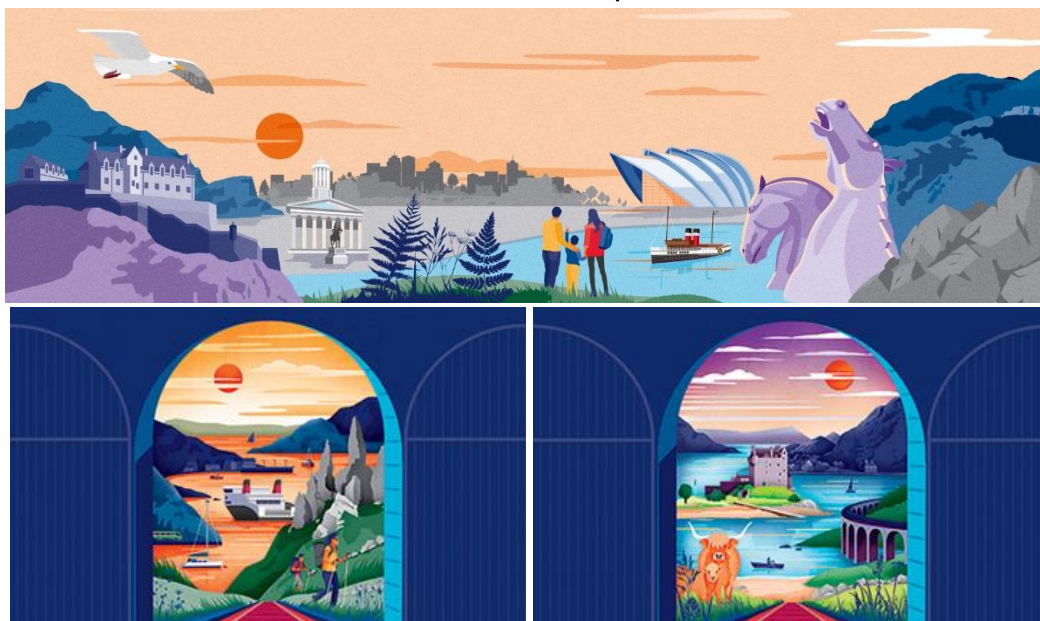




25 April 2017

ScotRail on the fast track to welcome travel trade market in 2017 and beyond



ScotRail is set to transform the visitor experience for thousands of Scotland's visitors this summer and beyond, with the introduction of the new **Gateway to Scotland** ticket range, set to simplify the customer experience and save money.

Launching this spring for the first time to the travel trade market, the Gateway to Scotland travel passes offer the ultimate flexibility and off-peak unlimited travel. The six ticket types, range from two to eight-day travel options, are designed to be seamlessly incorporated into planned travel itineraries, many including options for combining rail with bus and ferry transport.

The Gateway to Scotland travel pass suite includes:

- **Edinburgh or Glasgow Days Out** – 2 days of unlimited off-peak travel within around an hour from either Edinburgh or Glasgow
- **Highland Rover** – 4 days' travel over 8 consecutive days on train, ferry and coach travel throughout the Highlands
- **Central Scotland Rover**– 3-day unlimited off-peak travel across the Central Belt, Edinburgh and Glasgow
- **Spirit of Scotland** – 4 days' travel over 8 consecutive days, or 8 days' travel out of 15 consecutive days, with access across whole of Scotland by train, ferry and coach
- **Rail & Sail** – combine train and ferry travel in one simple ticket
- **Rail & Bus** –book train and bus travel in one easy step

Officially introduced at VisitScotland Expo (26-27 April), the opening-up of Gateway to Scotland passes to travel planners, groups and companies is the latest stage in a strategic focus by ScotRail to build a closer working relationship with the travel trade. This follows the appointment of ScotRail's first dedicated Account Manager last year, Jill Hampton, responsible for facilitating and tailoring options for travel booking professionals.

The Gateway to Scotland launch is also supported by an integrated trade and consumer marketing campaign, which uses colourful illustration inspired by the unforgettable experiences, famous landmarks and fun activities people can enjoy across Scotland by rail. Alongside new print and digital marketing materials created exclusively for the travel market, the campaign will be a flagship campaign on [Scotrail.co.uk/explore](https://www.scotrail.co.uk/explore), as well as MyScotRails social channels using #unlockscotland.

Alasdair Smart, Tourism Manager said: "Some of the tickets types available in the Gateway to Scotland suite are existing products, yet this is the first time the majority of the travel trade will learn about the variety of options available.

"Whether customers are looking for a two-day City Days Out itinerary to explore stunning remote locations less than one hour's train ride from Glasgow, or an eight-day exploration across the six Great Scenic Railway Journeys of Scotland, there is a pass to suit everyone. All of which offer not only offer excellent value for money, but guarantee a simple and straight forward travel experience for the client."

Jill Hampton, ScotRail Account Manager said: "ScotRail is launching Gateway to Scotland travel passes at Expo following an extensive consultation with our clients and their customers' needs. Along with a new range eye-catching of print and digital marketing assets available to trade, we also have developed a white label product offering that can be incorporated into tour companies existing offering.

"Train travel is one of the best ways to discover and experience Scotland. By collating our gold star tourism travel passes and tickets into one distinct, branded offering, messaging is simplified, helping travel professionals curate the best itinerary options."

For more information on the Scotland's Gateway tickets visit: www.scotrail.co.uk/explore

Jill Hampton and Alasdair Smart are attending VisitScotland on Stand L17. For further information on ScotRail's travel options contact jill.hampton@scotrail.co.uk

ENDS

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Notes to Editor:

- ***NEW*** [Edinburgh or Glasgow Days Out](#) - 2 days of unlimited off-peak train travel within around an hour of Edinburgh or Glasgow. Cost: £18 adult ticket, or £34 for a family pass (two adults and two children)

From the shores of Loch Lomond and the Clyde coast, to the picturesque town of North Berwick in the east, these travel passes give you the chance to explore more for less. They're perfect for city breaks or weekend trips, they're incredible value too.

- [Central Scotland Rover](#)- 3 days of unlimited off-peak travel between Edinburgh and Glasgow, plus travel on the Glasgow Subway. Cost: £39
Split your trip between Edinburgh and Glasgow to experience these two very different cities.

Glasgow is known for great shopping, grand Victorian architecture, friendly locals, and its buzzing pub, club, music and arts scene. Then there's Edinburgh: a UNESCO World Heritage Site with an exciting mix of history, outstanding architecture, festivals, food and fun.

- [Highland Rover](#) – 4 days of unlimited travel over 8 consecutive days across the Highlands combining off-peak rail, ferry and coach. Cost: £81.50.

From the otherworldly landscapes of Skye and the west coast to the wild expanse of Caithness, the Highland Rover is your ticket on some of Scotland's most scenic journeys.

- [Spirit of Scotland](#) – 4 days travel out of 8 consecutive days or 8 days travel out of 15 days. Unlimited off-peak travel throughout Scotland by train, ferry and coach. Cost: £139 or £179 respectively

- [Rail and Sail](#) – With no need to wait in queues at the ferry ticket office, Rail and Sail gives great value travel to some incredible destinations across Scotland and Northern Ireland. Destinations include Orkney, Shetland, Isle of Skye, Clyde Coast, Outer Hebrides and Belfast.

- [Rail and Bus](#)

Rail and bus tickets allow you to book train and bus travel together, making it easier to travel to far-flung places and get about town. There are two main options for travel across Scotland: PLUSBUS, a bus pass to go along with your train ticket; and RailBus, which gives you a single ticket to a specific destination, guaranteeing the best value option.