



---

## **Durango & Silverton Narrow Gauge Railroad, Inc.** **Corporate Fact Sheet**

**COMPANY:** Durango & Silverton Narrow Gauge Railroad, Inc.

**HEADQUARTERS:** 479 Main Avenue  
Durango, Colorado 81301  
United States of America  
[info@durangotrain.com](mailto:info@durangotrain.com)  
[www.durangotrain.com](http://www.durangotrain.com)

Toll Free: (877) 872-4607  
Administration: (970) 259-0274  
General Information: (970) 247-2733  
Reservations: (970) 247-2733

**DATE FOUNDED:** 1881, in Durango, Colorado.

**BUSINESS DESCRIPTION:** Established in 1881 as the Denver & Rio Grande Railway, and based in beautiful Durango, Colorado, the Durango & Silverton Narrow Gauge Railroad (D&SNGRR)<sup>™</sup> has been transporting passengers, young and old alike, through the remote, scenic wilderness and high-mountain landscape of the San Juan National Forest for 137 years. Now owned and operated by American Heritage Railways, the D&SNGRR provides distinctive year-round rail experiences via its fleet of vintage coal-fired, steam-operated locomotives and coaches which have been updated with modern conveniences to accommodate today's discerning travelers.

The D&SNGRR offers consumers a unique, enjoyable, and affordable family-friendly travel experience which combines the state's colorful pioneering and mining histories with the unparalleled beauty of the Colorado back country. In addition, the D&SNGRR manages two museums, one at each end of the line, that chronicle the fascinating history of railroading, transportation, and mining in the Durango/Silverton area. The company adds exhibits frequently, and admission is free.

Co-owned by Allen and Carol Harper, the D&SNGRR is part of the American Heritage Railways network and managed by members of the Harper family. The parent company also owns the Mount Rainier Railroad and Logging Museum<sup>™</sup> in Elbe, Washington; the Great Smoky Mountains Railroad<sup>™</sup> in Bryson City, North Carolina and Rail Events, Inc., which coordinates licensed special events, event promotions, merchandising, and related activities to railroad and museum operators throughout the U.S., and United Kingdom.

- MISSION:** To offer consumers a unique, enjoyable, and affordable family-friendly travel experience which combines the state's colorful pioneering and mining histories with the unparalleled beauty of the Colorado back country.
- VISION:** "At the D&SNGRR, we are all guardians of history. And the best way to preserve that history is to make its presentation so interesting and exciting that people will pay a fair price for the experience."
- Allen C. Harper  
Chairman and Chief Executive Officer (CEO)  
American Heritage Railways
- STRATEGIC POSITIONING:** The D&SNGRR allows consumers to relive and immerse themselves in history via the authentic sights and sounds of the Old West by traveling the very same tracks used by miners, cowboys, and settlers well over a century ago.
- TAG LINE:** America's Railroad.
- BRAND IDENTITY:** As one of Colorado's oldest and most respected tourism brands, the D&SNGRR brand stands for deep admiration of the region's extensive, fascinating 136-year-old pioneering and mining history; an unwavering commitment to protect and preserve the majestic landscapes of the San Juan National Forest through which its trains travel; and a penchant for relevantly connecting the enchantment of the past with the pace of modern times via one-of-a-kind rail experiences.



- At the core of the D&SNGRR's brand identity is its signature locomotive engine, known as No. 473, which has been in service on the line since 1923.
- FOCUS/TARGET MARKET:** The D&SNGRR is history personified...a living, breathing historical experience that utilizes all-original equipment from yesteryear, maintained to perfection, and preserved and operated by highly-trained professionals using skills that have been long lost to ordinary endeavors.
- Riding the D&SNGRR, consumers of all ages are transformed into 1882 railroaders and become a part of the rich historical fabric of the Durango/Silverton area. In addition, travelers have the unique opportunity to experience Colorado at its most magnificent...native flora and fauna, cascading waterfalls, spectacular canyons, breathtaking vistas, and majestic peaks...with many of these areas accessible only by train or air.

**SENIOR MANAGEMENT:**

Allen C. Harper Co-Owner and CEO	Carol Harper Co-Owner and President
Cathy Swarts Chief Financial Officer	Paul Schrank Senior Vice President
John Harper General Manager	Larry Beam Chief Mechanical Officer
Evan Buchanan Vice President Superintendent of Operations	Gary Keil Business Manager

**ABOUT ALLEN C. HARPER:**

With more than five decades of professional experience in the real estate sales and agency management, commercial property development, rail transportation, and tourism domains, Allen C. Harper is the co-owner, chairman, and chief executive officer of American Heritage Railways, the country's premier tourist rail operator, the industry expert in rail-related special event management, and the parent company of the Durango & Silverton Narrow Gauge Railroad (D&SNGRR).

Under his leadership, and in collaboration with his wife and co-owner Carol, American Heritage Railways also owns and operates the Mount Rainier Railroad and Logging Museum in Elbe, Washington; the Great Smoky Mountains Railroad in Bryson City, North Carolina and Rail Events, Inc., which coordinates licensed special events, event promotions, merchandising, and related activities to railroad and museum operators throughout the United States and Canada. American Heritage Railways' latest adventure is the acquisition and renovation of Silverton's historic Grand Imperial Hotel, originally founded in 1882 and reopened in May of 2016.

A native of Missouri, Harper holds a Bachelor of Arts degree in sociology, with a minor in business administration, from Principia College in Elsah, Illinois. He also completed post-graduate studies in finance at the University of Missouri in St. Louis. He and Carol reside in Durango, Colorado.

**PRODUCTS:**

The D&SNGRR offers a broad spectrum of excursions and special events throughout the year with seating options ranging from open-air gondolas providing panoramic views of the mountains to presidential-class luxury coaches.

These offerings include a growing portfolio of highly-popular special events, including Durango Wine and Rails (wine tasting), Durango Brew Train (beer tasting), and Durango Blues Train (blues music), and poetry, photography, and heritage excursions. The railroad also offers its PEANUTS™ The Easter Beagle Express, Peanuts™ The Great Pumpkin Patch Express, and THE POLAR EXPRESS™ Train Ride themed holiday experiences. The latter two events are usually sold out well in advance because of their popularity with consumers.

The D&SNGRR's event portfolio is constantly growing, and consumers may view all of the latest event information on the company's website or social media platforms.

**Durango & Silverton Narrow Gauge Railroad, Inc.**  
**Corporate Fact Sheet**  
**4-4-4**

**CONTACT:**

Toll Free: (877) 872-4607  
Administration: (970) 259-0274  
General Information: (970) 247-2733  
Reservations: (970) 247-2733  
[info@durangotrain.com](mailto:info@durangotrain.com)  
[www.durangotrain.com](http://www.durangotrain.com)

**CONNECT:**

Connect with and follow the D&SNGRR on these social media platforms:

	<a href="https://www.facebook.com/DSNGRR">/DSNGRR</a>
	<a href="https://www.instagram.com/DSNGRR">@DSNGRR</a>
	<a href="https://twitter.com/DSNGRR">@DSNGRR</a>
	<a href="https://www.youtube.com/user/DurangoTrain">/User/DurangoTrain</a>

# # #

**Media Contacts:**

Keith R. Pillow, APR, MBA  
Caddy Marketing and Communications  
For Durango & Silverton Narrow Gauge Railroad  
805.217.4708  
[keith@caddymarketingonline.com](mailto:keith@caddymarketingonline.com)

Christian S. Robbins, MBA  
Director of Marketing  
Durango & Silverton Narrow Gauge Railroad  
970.385.8829  
[crobbs@durangotrain.com](mailto:crobbs@durangotrain.com)

Revised 1/1/18