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## **I-Ride Trolley Continues Improvements to Enhance Guest Experience in the International Drive Resort Area**

ORLANDO, FL (October 1, 2006)—The popular I-Ride Trolley continues to make improvements to this popular transportation system that has logged more than 13.5 million trips since it began in 1997. Combining the charm of the past with modern comforts, the Trolleys transport many of the millions of annual visitors to the International Drive Resort Area, Orlando’s tourist corridor.

The prototype destination transportation system has incorporated new features that enhance the trolley experience and make it even easier than ever to park the car and leave the driving to the conductor.

Additional stops, more efficient service and adjustments that assure a more productive route system have been added to assist visitors. The more than 100 I-Ride Trolley markers standing 10 feet high on both sides of the road to indicate trolley stops, have been redone and new trolley route maps have been installed at each marker.

This unique user-friendly marker system assists pedestrians and drivers looking for a specific destination. When used in conjunction with the I-Ride Trolley route map, the oversized marker signs on both sides of the road make for easy navigation.

What has not changed is the bargain price: Still \$1.00 for a single ride.

In announcing the new improvements, Luann Brooks, Executive Director of the International Drive Master Transit & Improvement District, operator of the Trolley System, says that the transportation service continues to serve as a popular amenity for vacationers and meeting attendees who stay on International Drive with ridership increasing each year. In fiscal year 2007, the Trolley is expected to carry 2,045,237 trips.

“The economical Trolley System takes guests to hundreds of I-Drive destinations including accommodations, shopping, dining, attractions, and recreation. It is our ongoing goal to continue to improve and add services for our guests as they enjoy the convenience of utilizing this cost-effective service transportation option to reach the majority of the I-Drive Resort Area.”

Providing transportation within the International Drive Resort Area, the **Main Line** route begins service at Prime Outlets Orlando and travels southbound on a circular route to Orlando Premium Outlets. The **Green Line** begins service in the Major Blvd. area and will encompass Kirkman Road and Universal Blvd. as it continues down to Orlando Premium Outlets.

For a detailed map that will assist with planning and selecting accommodations along the routes, go to <http://www.internationaldriveorlando.com/visitorInformation/maps.asp>.

The I-Ride Trolley Service operates 15 trolleys with service from 8 a.m. until 10:30 p.m. daily. Costs: Single fare, \$1.00; senior fare 65 and over, .25 cents. Unlimited ride passes are available: (one-day pass, \$3.00 per person); (three-day pass, \$5.00 per person); (five-day pass, \$7.00 per person); (seven-day pass, \$9.00 per person) (fourteen-day pass, \$16.00 per person). Children under 12 ride free when accompanied by a paying adult. Each I-Ride Trolley seats 41 riders plus two wheelchair positions and an ADA-specified hydraulic lift system.