



Contact:  
Wrenda Goodwyn 407-448-0256  
wrenda@goodwyncommunications.com  
Zina Talsma 407-248-9590  
ztalsma@internationaldriveorlando.com

FOR IMMEDIATE RELEASE

## More Than 15.3 Million Visitors Chose I-Ride Trolley

### ONE OF ORLANDO'S MOST POPULAR ATTRACTIONS CONTINUES ENHANCEMENTS TO TRANSPORT I-DRIVE VISITORS IN CONVENIENT COMFORT

ORLANDO, FL—(April 19, 2007) One of the most popular attractions among visitors to the [International Drive Resort Area](#), is the [I-Ride Trolley](#). Combining the charm of the past with today's modern comforts, the Trolleys transport millions of visitors to the attractions and accommodations located in Orlando's tourist corridor.

This prototype destination transportation system began in 1997 and has logged more than 15.3 million trips since that time. It provides a comfortable, efficient and cost effective way of allowing visitors to park their cars and enjoy their experience on I-Drive.

Many improvements have been made since 1997. What has not changed is the bargain price: still \$1.00 for a single ride.

[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.”

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 per ride; senior fare 65 and over, .25 cents per ride. 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 54 riders plus two wheelchair positions and an ADA-specified hydraulic lift system.

Providing transportation within the International Drive Resort Area, the Main Line route travels north and south, beginning at Prime Outlets Orlando and traveling southbound on a circular route to [Orlando Premium Outlets](#). In addition to the many dining and accommodation stops along the route, it also stops at [SeaWorld Adventure Park Orlando](#), the [Orange County Convention Center](#) and [Pointe Orlando](#). The Green Line begins service in the Major Blvd. area and encompasses Kirkman Road and Universal Blvd., then shadows the Main Line route as it continues service down to Orlando Premium Outlets. Stops include [Wet 'n Wild](#).

The District recently 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 updated 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.

For more information on how the I-Ride Trolley will fit into your vacation or meeting plans, visit: [www.iridetrolley.com](http://www.iridetrolley.com). Printable Trolley maps are available online.