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## **MORE THAN 13.5 MILLION VISITORS CHOSE TROLLEY**

### **ORLANDO'S POPULAR I-RIDE TROLLEY SYSTEM TRANSPORTS I-DRIVE VISITORS IN CONVENIENT COMFORT**

ORLANDO, FL--With 13.5 million rides logged since it started service in November 1997, the I-Ride Trolley Service has provided travel to many of the 20 million annual visitors to International Drive Resort Area, Central Florida's tourist corridor.

Ridership for fiscal year 2005 totaled 2,057,663 passengers. In announcing the latest figures, 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.

"The economical Trolley System takes guests to hundreds of I-Drive destinations including accommodations, shopping, dining, attractions, and recreation. Combining the nostalgic charm of the past with modern day comforts such as air conditioning and a smooth ride, the I-Ride Trolleys provide convenient and affordable transportation to those who choose to park their car and leave the driving to the conductor!"

In addition, a 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.

Providing transportation within the International Drive Resort Area, the Main Line route includes the Major Boulevard business district, follows International Drive from Prime Outlets to SeaWorld and continues to the South International Drive corridor ending at the Orlando Premium Outlets. The Green Line route travels from Wet 'n Wild to the Orange County Convention Center to SeaWorld and ending at Orlando Premium Outlets. The total distance traveled one way is 14 miles.

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## 2-2-2-2/I-Ride Trolley System Provides Ease of Travel to Visitors

The I-Ride Trolley Service began in November 1997 offering ease of travel for visitors who vacation in the popular destination. The trolleys accept encoded I-Ride Trolley passes through a magnetic strip that provides the guest a convenient way to utilize our unlimited ride passes. Electronic fare boxes on the modern day trolleys accept currency. This technology enables the system to keep count of the money and offers easy reconciliation of shortages and overages. If fares change, the computerized machines are able to accept the new currency and they separate coins and bills. They are also equipped to collect information on passenger traffic based on fare collected. Passes are available at more than 100 business locations throughout the area.

"Our unique color-coded marker system has been implemented to make traveling on the drive very easy whether riding the trolley, driving or walking. We encourage our visitors to park their cars and leave the driving to us," Brooks adds.

More than 100 convenient trolley stops are clearly marked with colorful signage and maps. Markers are clearly visible, rising 10 feet high on both sides of the road. They are color-coded and numbered depending upon the line and direction being traveled.

The I-Ride Trolley Service operates 15 trolleys. Service is provided 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). 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.

For additional information and a printable Trolley map, visit to: [www.iritrolley.com](http://www.iritrolley.com).

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