

# All Aboard the Trolley!

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EXTRA EXTRA!



Tis the season again! Tourist season that is.

To help accommodate the transportation demands of the season, The Hospitality Trolley is up and running again providing free transportation in Scottsdale for anyone who chooses to hop on.

The trolley will run 10 a.m. to 10 p.m. seven days a week through March 31st. It stops at various Scottsdale touristy locations including the Barrett-Jackson Museum, Old Town, Scottsdale Fashion Square, and many more. It starts at the Hotel Valley Ho and runs to the Fairmont Scottsdale Princess. Depending on special events, it can also connect to WestWorld, TPC Scottsdale golf course and Scottsdale Stadium.

The rides are free, but running the trolley is not. The city of Scottsdale pays for it by splitting the cost with businesses, hotels and resorts who want to pay for advertising on the trolley or front door service. The estimated cost for the year is about \$160,000. Businesses have accounted for about \$77,000, according to Rob Millar, Scottsdale's strategic programs manager.

Tourists will help pay the rest, as the rest of the money will come from taxes taken from hotel bookings. Last year, trolley riders were surveyed and 64 percent were from outside Scottsdale.