

## Autolog Service May Bring Tourist Past Orlando

Autolog's expanded auto hauling service from the Northeast is expected to strengthen a south Florida tourist industry that is currently locked in a tug-of-war with central Florida for northern visitors.

Autolog, the lone rail carrier of privately-owned automobiles into Florida, promises to lure more tourists and seasonal vacationers into south Florida this year through their new discounted rates to Miami, says Autolog President Myron Levine, from his Jersey City headquarters.

By adding the rail carrier to their existing trucking service, Autolog has improved the general cost efficiency of their auto

hauling system, he says. The result is a discounted one-way fare of \$397 for cars headed to Miami from New York; and \$285 from Washington D.C.

Cars bound for Fort Lauderdale and Palm beach will be shuttled by truck from Miami for customer convenience, adds Levine.

Through the 70's, Orlando's Disney World became the southern-most stop for many vacationers traveling in Florida. The world-famous park, along with a string of attractions from Tampa to the Kennedy Space Center, grabbed the attention and the dollars of vacationing families, leaving south Florida tourist industry leaders worried about the

future.

The old Autotrain, a car and passenger rail service which rolled to a stop last April, never favored south Florida tourism. The train's southern run ended in Sanford, Florida, only 20 miles north of Orlando. Many Autotrain customers frowned on the long drive to Gold Coast beaches and planned vacations around Central Florida attractions.

Levine says that Autolog's new rail service to Miami will likely result in south and central Florida sharing the tourist dollar.

"Tourists will continue to travel to Disney World because it's Disney World. But we hope a sizable portion of that group will take advantage of Auto-

log's discounted rail carrier service to Miami and drive to Disney World on their return trip," says Levine.

Levine projects that in 1982 Autolog will increase its volume to 30,000 automobiles from 20,000 in 1981.