



ON TRACK

SUNRAIL NEWS & INFORMATION FOR CENTRAL FLORIDA'S BUSINESS COMMUNITY

ISSUE 5 • FEB 2017



BUSINESS SPOTLIGHT: AGING TREE

When SunRail first began operations in mid-2014, Aging Tree, a senior care resource and retail center based in Orange City, saw an opportunity. Working closely with SunRail's business development and marketing team, Aging Tree began a series of "daycations": seniors-only trips on SunRail, and became SunRail's Seniors on SunRail program's first partner.

The format: Aging Tree promotes the senior "daycations" through their publication, Aging Tree Illustrated, requiring reservations through Aging Tree's retail location. The staff purchases round-trip SunRail tickets from the nearby DeBary station to Winter Park. On the morning of the daycation, seniors are welcomed for complimentary breakfast and coffee and a presentation on SunRail. The seniors then drive to the DeBary station, tickets in hand, and enjoy a day out in Winter Park.

"Our partnership with SunRail has been extraordinary. SunRail provided us with a video about the train service, which we show to our groups every time we host a daycation. Our ROI has been much better than expected, as has the word-of-mouth about our program. We are exposing our business to many more seniors and their caregivers because of the attraction that a trip on SunRail provides," says Aging Tree owner and CEO, Corey Shenk.

SunRail and The Aging Tree have also worked with the Morse Museum of American Art and the Winter Park Scenic Boat Tour, to provide opportunities for seniors on the destination end of their trip.

"This is a win-win partnership for all – SunRail, Aging Tree, Winter Park businesses and restaurants, and the seniors," Shenk says.

SunRail's Seniors on SunRail program has welcomed seniors from many other senior centers and tour groups along the corridor.

For more information on Seniors on SunRail, or if you have a unique "day out" idea utilizing SunRail, please email info@sunrail.com

DID YOU KNOW?

SunRail has between 2-6 ADA first-level seats in each Cab or Coach and ADA-compliant restrooms on board all of its trains.



GET IN TOUCH:

For more information on how you can help your employees commute with SunRail, email info@SunRail.com or visit SunRail.com/SunRail-For-Business

