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**Expanded guide features more merchants, more bargains**

## **DART, TRE Offer Destination Deals from Here to Fort Worth**

Great deals throughout the Metroplex are now at your fingertips in the new edition of the popular **DART destination deals guide**, available today.

The new guide lists discounts and special offers available exclusively to transit riders at hundreds of dining, shopping and entertainment venues near DART and TRE (Trinity Railway Express) rail stations.

The **destination deals** program encourages shoppers, diners and fun-seekers to patronize businesses served by transit. Participating establishments provide discounts and other money-saving deals to anyone with a valid DART, TRE or Fort Worth T ticket or pass.

### **Updated guide makes it easy to find the deal you want**

The new **DART destination deals guide** lists some 1,200 merchants and highlights nearly 500 businesses offering **DART destination deals** and **TRE destination deals**. Station-by-station listings tell riders which merchants are participating as official destination partners, and what deals they're offering. A separate section highlights deals available near TRE stations and in popular Fort Worth areas such as the Cultural District, the historic Stockyards and Sundance Square.

**Destination deals** at restaurants include free appetizers, desserts and drinks; buy-one, get-one free entrées; and discounts ranging from 5% to 25%. Entertainment offerings include discounts at bowling and skating centers, museums and movie houses, live theater performances, and the Dallas Zoo. Merchandise discounts are available for antiques, artwork and eyewear; flowers, fashion, film processing and furniture; pet services, salon products, shoe repair and much more.

Merchants are enthusiastic about the program. Bruce Bean, manager of Wild Bill's Western Store, says DART is bringing new customers to the West End shop, which offers a 10% **destination deals** discount. "We get people in our store who are visiting Dallas from all over the world," Bean says, "but I've been impressed by the number of local people coming in from the train. We typically get more than 20 DART customers a week."

Lewis Harrison, manager of Rockfish Seafood Grill at Mockingbird Station, says the restaurant's **destination deal**, a free appetizer with an entrée purchase, is especially popular with weekend diners. "Customers who've ridden the train tell us they heard about our deal from friends, or they picked up a guide and saw what we offer," he said. "It's helping build our business."

A new generation of transit riders is taking advantage of the **destination deal** offered by Eisenbergs



Skatepark, located across the street from Downtown Plano Station. According to Vicki Eisenberg, general manager and marketing director, more than 200 kids a month come to the skatepark on DART.

"Our clientele largely doesn't drive, and the \$1 discount we offer on bike or skate fees covers the cost of their reduced DART fare," Eisenberg said. "We have kids who take the TRE from Fort Worth to Union Station, then come here on DART Rail. You could not find a business happier to have DART come to its front door."



Fort Worth-area businesses, meanwhile, are gearing up for the new **TRE destination deals** program. Susan Taylor, owner of the Plant Source at the Fort Worth Rail Market, looks forward to attracting new customers with a 10% discount deal offered on the shop's selection of flowers, plants and candles. "We already get a number of customers from the T and the TRE," she said, "and we look forward to TRE destination deals bringing in even more."

#### **Riders tout destination deals, other benefits of riding DART in new radio spots**

A series of 30- and 60-second radio commercials airing in November will feature the voices of people telling about **destination deals** and the other reasons they choose DART for their daily travel. The spots, which will be heard on stations representing a spectrum of radio formats, will showcase the value, convenience and enjoyment of parking the car and taking transit.

Scheduled for publication every six months, the **destination deals guide** is available on DART buses and trains and at DART transit centers, transfer locations, park & ride locations and downtown Dallas DART Stores. Updates, additions and revisions to the guide are available online at [trinityrailwayexpress.org](http://trinityrailwayexpress.org) and [DART.org](http://DART.org).

Any dining, retail or entertainment establishment wishing to be included in the next **destination deals guide** update can call DART at 214-749-2704. All listed destinations must meet DART guidelines for guide inclusion.