



Event: Olympic Train to Atlanta

Goal:

To introduce the public to the “Viewliner” sleeping car, and to present overnight travel on Amtrak’s “Crescent” train to Atlanta as the preferred method of travel to the 1996 Olympics.

Results:

A local radio station in Washington, D.C. ran a contest, and the winners were given free overnight accommodations in “Viewliner” sleeping cars to the Olympics on the Crescent. They attended an Olympic event and went sight-seeing in the city. The Crescent and the Viewliner sleeping cars were well-publicized during the promotion. Travel writers and other media riding the special train gave favorable reviews to Amtrak’s “Viewliner” sleeping car.

