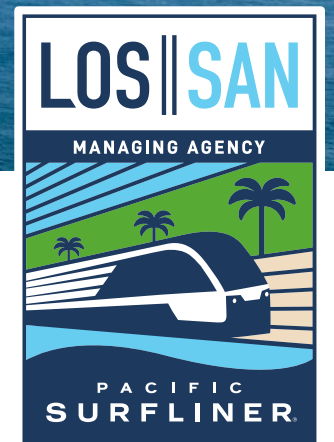




Marketing Update

Executive Committee | June 2, 2022



Post COVID- Ridership Recovery Marketing Plan

Goal: Increase ridership, particularly weekday ridership

- Attract new and returning riders back to the Pacific Surfliner through a focus on targeted marketing that leverages behavioral science for optimum results

Understand Customers	Direct Communications	Expand Brand Awareness
<ul style="list-style-type: none">• Demographic and behavioral survey• Intercept surveys• Focus groups	<ul style="list-style-type: none">• Email marketing campaigns and monthly newsletter• Digital advertising on Google and social media	<ul style="list-style-type: none">• Partnerships (Visitors Bureaus, Attractions, Sports teams, Cities)• Positive media coverage (Earned + Influencer campaigns)

Companion Fares Promotion

- Incentivizing midweek group travel to grow ridership
- Buy one ticket, get up to three companions at 50% discount
- Promoted online, through press releases, on social media, and by partners

TRAVEL
PULSE

NEWS GUIDES AGENTatHOME

Last updated: 01:23 PM ET, Tue March 01 2022

Amtrak Offering Midweek Savings on Pacific Surfliner

CAR RENTAL & RAIL | AMTRAK | DONALD WOOD | MARCH 01, 2022

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Amtrak Pacific Surfliner. (photo via Laser1987 / iStock / Getty Images Plus)

Amtrak announced its Pacific Surfliner service would offer special savings on midweek train travel through June 29.

The limited-time offer will offer Pacific Surfliner passengers who travel between Monday and Thursday the chance to purchase one regular full-fare adult ticket and book up to three companions on the same reservation at a 50 percent discount.

Promotion



Travel Together and Save

Book one midweek ticket and bring up to three people at half off through June 30.

[VIEW PROMO >](#)

Destination Partnerships

- Collaborating with Convention and Visitors Bureaus (CVBs) along the corridor
- Exploring cross-promotional opportunities with each partner
- Integrating destination-specific events and attractions into website and social media channels



Pacific Surfliner ✓

Plan a weekend San Luis Obispo in honor of Earth Day! 🌍 It's a great place to enjoy the outdoors, with hiking trails, tree-lined streets, and a nearby wine country.

Save 20% on Pacific Surfliner trips to San Luis Obispo County when you register for the car-free program. Learn more:

<https://pac.surf/3lh5sb3>



Pacific Surfliner ✓

Ride with us just north of Los Angeles, to Burbank! Participate in a studio tour, go on a private helicopter tour, catch a flight, or spend some time outdoors! We stop just outside of the airport.

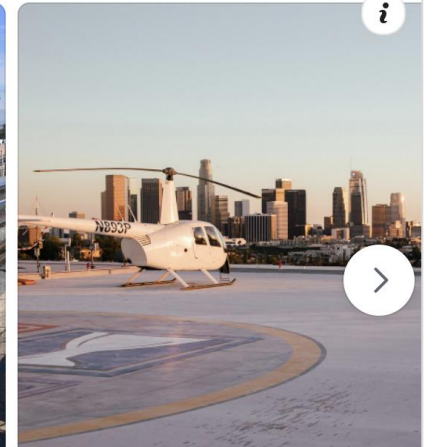
Read more: <http://pac.surf/Burbank>

📷: Visit Burbank



From Train to Plane in Ten Minutes | Pacific Surfliner

The Hollywood Burbank Airport is a conveni...



From Train to Plane in Ten Minutes | Pacific Surfliner

The Hollywood Burbank Airport is a conveni...

Sample content collaborations

Rediscover Southern California

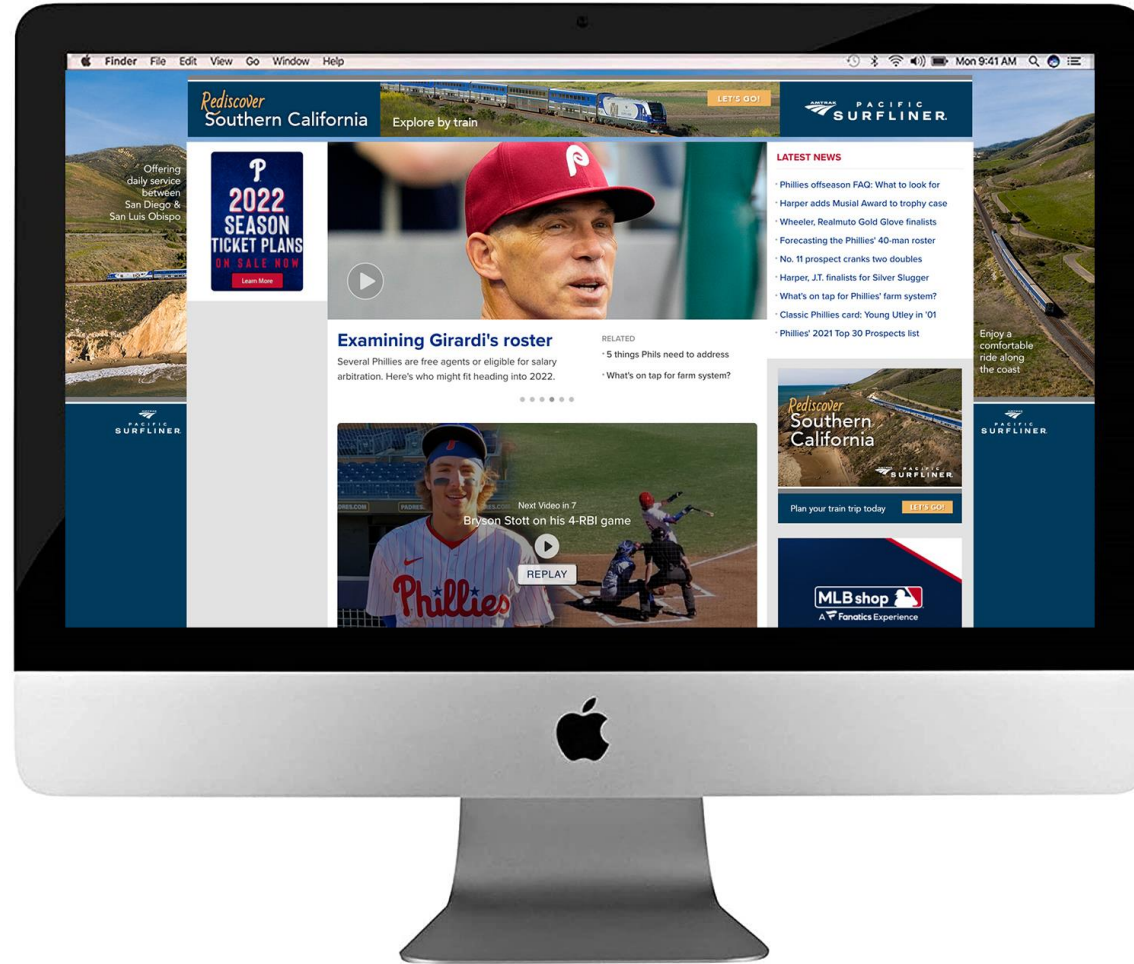
- Inviting communities to travel by train to both new and beloved destinations along the route
- KDOC Summer of Fun
- Radio advertising



Rediscover Southern California Campaign: [30 second video](#)

Angels Partnership

- Season-long partnership to reach local sports fans
- Increasing awareness of the service through radio and online advertisements, digital signage, and more
- Partnerships with other professional and amateur teams are being explored



Angels.com Homepage Takeover: dedicated days where our brand takes over all advertising space on the Angels' homepage

Attractions Partnerships

The Disneyland Resort and the San Diego Zoo

- Ongoing partnerships with world-famous destinations to promote train travel
- Exclusive e-ticket stores provide discounts for Pacific Surfliner customers



AMTRAK® PACIFIC
SURFLINER®

Next Stop: Magic

Ride the Amtrak® Pacific Surfliner® and save 5% on Disneyland® Resort Theme Park admission! For a limited time, save 20% on train travel to and from Anaheim.

[PacificSurfliner.com/Disney](https://www.PacificSurfliner.com/Disney)

Please visit PacificSurfliner.com/Disney for complete details. Rates, routes, schedules and services are subject to change without notice. Amtrak and Pacific Surfliner are registered service marks of the National Railroad Passenger Corporation and used with permission. As to Disney properties. ©Disney. To enter a park, both a theme park reservation and a valid ticket for the same park on the same date is required. Theme park reservations are limited, and availability is subject to capacity. Certain parks, attractions, restaurants, experiences and offerings may be modified or unavailable, limited in capacity, and subject to limited availability or even closure. Park admission and offerings are not guaranteed. Visit www.disneylandresort.com for the most current information about park admission, restaurants and other resources that you need to know before visiting the Disneyland® Resort. #DisneyTrains



**COMING SOON:
San Diego Zoo
Promo**

\$7 savings on zoo
admission & 20%
discount on train
travel to San Diego

Café Car Refresh

- Online survey introduced to riders to capture food and beverage preferences
- Café coupon incentivized participation
- More than 1,200 responses in one month
- Data will be used to update offerings with the goal of increasing sales

PACIFIC SURFLINER MARKET CAFÉ

TWO WAYS TO ACCESS THE SURVEY

1. Scan the QR code and click on the SURVEY
2. Visit PacificSurfliner.com and click on the SURVEY

Thank you for helping us improve Pacific Surfliner service

* Save \$2 on a minimum purchase of \$5 in the Pacific Surfliner Market Café with a valid coupon per passenger. Additional conditions apply. Please see coupon #078887495

SAVE \$2*
IN THE MARKET CAFÉ

We're making some changes to our food and beverage selection in the Market Café (located in Car 3), and want to hear from you! Take our five-minute survey to help us understand what you'd like to see more of on board.

As a thank you, you'll receive a digital coupon to save \$2* on a purchase of \$5 or more in the Market Café!

VISIT THE MARKET CAFÉ
CAR 3, LOWER LEVEL

TAKE THE SURVEY AT
PACIFICSURFLINER.COM/CAFE

PACIFIC SURFLINER MARKET CAFÉ

SCAN TO VIEW MENU

CAR 3, LOWER LEVEL

COUPON

\$2 OFF
PURCHASE OF \$5 OR MORE

LIMIT ONE COUPON PER PASSENGER
EXPIRES MAY 15, 2022
Valid on Pacific Surfliner service only. Not redeemable for cash. Void with combination of other offers. Cannot be combined with any other offers.

SUR0422-TY001

cafe car Nice time pretty seat Maybe cafe offerings
love pizza options buy good choices
prices meals snack service hot
quality selection

Supporting Our Local Economy

Café Car Offerings

- As part of our menu refresh, we will focus even more on including local products in support of the businesses that can be found on the LOSSAN Corridor. Some relationships currently being developed:

- Herzog Wineries (Paso Robles)



- HumaniTea (Irvine) – packaged in environmentally friendly cartons, a percentage of profits go to support suicide prevention and other humanitarian causes



- Fresh Grill Foods (Santa Ana) – provides high quality fresh prepared food with healthier options

- Ventura Coast Brew Company (Ventura)



Passenger Communications

- Informing riders of service adjustments as well as riding tips ahead of the summer travel season
- Station posters, Twitter alerts, and a press release will share important details
- Covering Rail 2 Rail suspension, benefits of Business Class, expected busy trains, and more



AMTRAK PACIFIC SURFLINER

RAIL 2 RAIL® PROGRAM BLACKOUT DATES

Memorial Day Weekend: May 27-31
4th of July Weekend: July 1-5
Comic-Con/Opening Weekend of Del Mar Races: July 20-25
Labor Day Weekend: September 2-6

**Metrolink and COASTER passes will not be accepted.
Amtrak tickets will be required.**

Plan ahead and book early.
Upgrade to Business Class for a guaranteed seat.



PacificSurfliner.com/R2R

PacificSurfliner.com/R2R

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ALERT: Trains 777, 782, 785 & 591 are expected to be busy tomorrow btwn LAX & SAN. Consider Business Class (if available) or other trains for best seating availability.



Pet Program

- Social posts to announce the program were seen more than 15,000 times and had more than 4,400 likes, comments, clicks, and photo views
- Major media outlets including Good Day LA, KTLA, KSBY, and others

Good Day LA:
Furry Friday
Segment

