



Marketing Update

Board of Directors
August 21, 2017

Performance Summary

Month	Unique Visits to PacificSurfliner.com	Referral Traffic to Amtrak's	Bookings on Amtrak.com	Revenue
January-April	161,140	56,774	5,321	\$329,798
May 2017	77,970	24,333	2,343	\$160,795
June 2017	131,434	49,307	3,958	\$269,837
TOTAL	370,544	130,414	11,622	\$760,430

- Launched multi-channel “Take the Scenic Route” campaign
- Bookings generated as a direct result of visiting PacificSurfliner.com



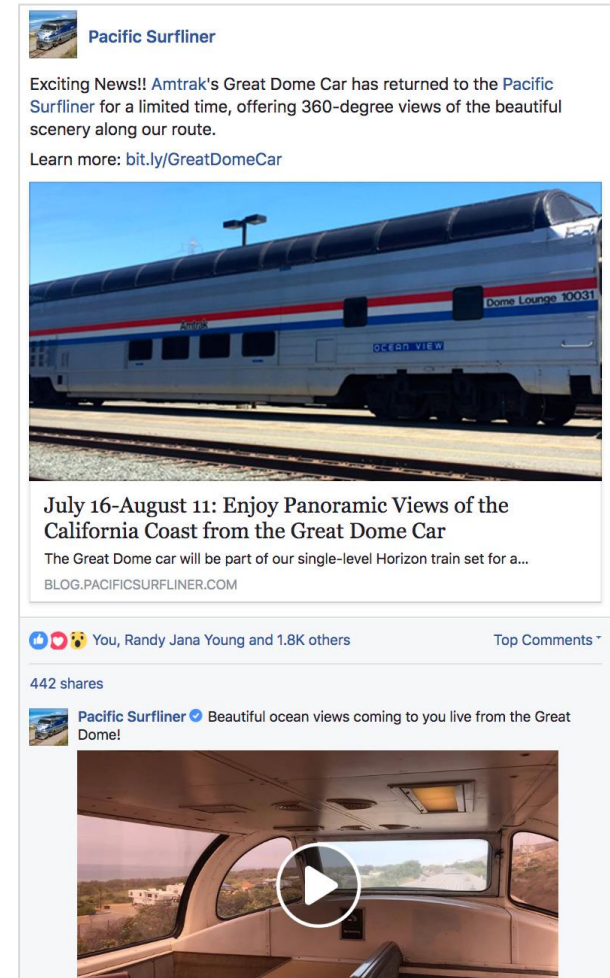
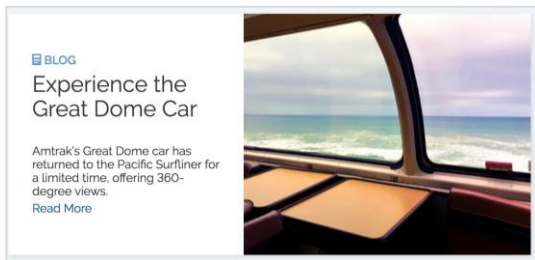
Promotional Opportunities

- **Great Dome Car:** Generate excitement, establish relationships with most loyal fans, and encourage Business Class sales
- **Comic-Con:** Proactively manage the surge in ridership by providing timely updates and helpful tips
- **Del Mar:** Sustain high ridership throughout the season by attracting individuals with a large social media following and engaging partners

Great Dome Car

July 16 – August 7, 2017

- 6,615 blog views to date
- Customer Engagement:
 - 14 posts generated
 - 155,541 impressions
 - 6,817 interactions



Comic-Con & Del Mar Racing

July 19 – July 23, 2017

- Provide timely updates online to manage demand and enhance the customer experience
- Create relevant content to increase engagement and attract influencers
- Utilize social media to establish relationships and connect with new audiences



Web Presence

*Comic-Con and
Del Mar Racing*

- Communicate important service information at various touch-points

The screenshot shows the Amtrak website interface. At the top, there's a navigation bar with links for Log In, Join, Need help? Ask me, Ask Julie, English, and Amtrak Guest Rewards. Below this is a secondary navigation bar with tabs for DESTINATIONS, EXPERIENCE, SCHEDULES, and DEALS. The main content area is titled "Pacific Surfliner" and lists the route: San Luis Obispo - Santa Barbara - Los Angeles - San Diego. There's a "Service Notice" section with a blue icon and text: "Pacific Surfliner Service: Extra Round Trip Added for Comic-Con and Del Mar Racing Effective July 19 - 23, 2017". Below the notice, it says "Admire the Pacific Views as You Curl along the Southern California Coast" and "Connecting San Luis Obispo and San Diego through Los Angeles and Santa Barbara, the Pacific Surfliner". On the left side, there's a "TICKETS" section with options for Buy Tickets, Check Status, and Modify Trip. It includes fields for From, To, and Time, and a "FIND TRAINS" button. At the bottom left, there's a "BROWSE REGIONS" section with a link to "California Train Routes".

The screenshot shows the Pacific Surfliner blog. The header features the Amtrak Pacific Surfliner logo and the tagline "The Official Blog of the Pacific Surfliner". The navigation bar includes links for HOME, TRAVEL TIPS, NEWS, TRIP IDEAS, ABOUT, and SUBMIT CONTENT IDEAS. The main content area displays an article titled "EXTRA PACIFIC SURFLINER SERVICE AND CAPACITY ADDED FOR COMIC-CON". The article text states: "More than 160,000 people are expected to visit San Diego this week for Comic-Con International. The four-day convention has grown to be the largest of its kind in the world, with a 460,000 square foot exhibit hall and more than 700 events, including workshops, panels, film screenings and competitions." It also mentions that this is one of the busiest weeks on the Amtrak Pacific Surfliner, as fans of comic books and pop culture, industry professionals and even cosplayers fill the trains to and from the convention. Last year, more than 47,000 passengers chose to ride with us! The article concludes by stating that this year, the convention falls on the same weekend as the start of the summer racing season at the Del Mar Thoroughbred Club, so trains are expected to be even busier between Los Angeles and San Diego from July 19 to 23, 2017. On the right side, there's a "SEARCH" bar, a "YOU ARE FOLLOWING THIS BLOG" section, a "CONNECT WITH US" section with social media icons, and a "CATEGORIES" section with links to News, Travel Tips, and Trip Ideas.

Partner Activation

*Comic-Con and
Del Mar Racing*

- Collaborate with Comic-Con and the San Diego Tourism Authority to extend reach of messages about the service

The screenshot shows the Comic-Con International: San Diego 2017 website. The header includes navigation links for Comic-Con, WonderCon, Toucan, and Comic-Con HQ, along with a sign-up/login link. The main banner features the event logo, dates (July 20-23), and a preview night on July 19 at the San Diego Convention Center. Below the banner, there are tabs for 'Attending the Show', 'Exhibit Hall', 'Programs and Guests', 'Getting Here', and 'Publications'. The 'Getting Here' tab is selected, leading to a 'Transportation' page. This page provides information about the free Comic-Con Shuttle Buses and other transportation options like the Amtrak Pacific Surfliner and MTS Trolley Service. A section titled 'Amtrak Pacific Surfliner' describes the train service between San Diego, Orange County, Los Angeles, Santa Barbara, and San Luis Obispo. A link is provided for Amtrak Pacific Surfliner reservations, accompanied by social media sharing buttons for Pin it, Tweet, Share, G+, and Email.

The screenshot shows the San Diego Tourism Authority website. The header includes the San Diego logo and a 'VIEW AS WEBSITE' link. The main banner features a man in a superhero costume (Iron Man) standing in front of a cityscape. Below the banner, there is a section titled 'TOP THINGS TO DO - JULY 18-23, 2017' which lists 'Comic-Con' and 'Del Mar Racing' as top things to do. Another section titled 'RIDE TO SAN DIEGO IN STYLE' features a photo of a train and mentions 'EXTRA PACIFIC SURFLINER SERVICE'. The bottom of the page has a section for 'UPCOMING EVENTS' and a link to 'SEE ALL TOP THINGS TO DO'.

Comment Trends

*Comic-Con and
Del Mar Racing*

- **Compliments**

- Beautiful Views
- Helpful / Funny Crew
- Good Alternative to Driving (traffic)
- Business Class (snacks, seat)

- **Complaints**

- Trains Too Crowded
- Delays
- Rail 2 Rail Blackout
- Lines at stations

Facebook


Comic-Con and Del Mar Racing

- 116,033 impressions, 1,801 interactions and 1,238 resulting views on the blog articles

Pacific Surfliner

Heading to Comic-Con International this week?

Check out our blog for helpful tips to avoid the most crowded trains on your way to enjoy the exhibits, panels, competitions and more: bit.ly/ComicConTrain17



Extra Pacific Surfliner Service and Capacity Added for Comic-Con

To help accommodate the surge in travelers, heading to Comic-Con Amtrak has added extra Pacific Surfliner trains between Los Angeles and San Diego.

BLOG.PACIFICSURLINER.COM

1K 158 shares Top Comments

Pacific Surfliner

Comic-Con International starts tomorrow! Last year, more than 47,000 passengers rode with us down to San Diego for the exhibits, panels and more at the popular convention.

Check out our helpful tips for traveling during this busy time: bit.ly/ComicConTrain17




AND IN A FLASH, THE PACIFIC SURFLINER ARRIVED IN SAN DIEGO COMPLETING ITS MISSION TO BRING EXCITED TRAVELERS TO COMIC-CON.

Marina Gonzalez, Joseph Hernandez and 149 others 14 shares Top Comments

Pacific Surfliner with Del Mar Racing.

Grab a big hat, ride the Pacific Surfliner to Solana Beach, and catch the free shuttle to the Del Mar Race Track! 🐎

Learn more on our blog: bit.ly/RideToDelMar



A Day of Fun at the Del Mar Race Track

The summer Del Mar Racing season is underway, and it's easy to get to the... BLOG.PACIFICSURLINER.COM

Linda Garbowski and 229 others 47 shares Most Recent

Susan Pinski Lisa Schultz let's go !!
Like · Reply · 1 · July 30 at 2:45pm
3 Replies · July 30 at 5:44pm

Ginger Wilson Pamela Keely
Like · Reply · July 29 at 2:43pm

Jon A Hartz Sr. Hello,,,Neighhhbhor!
Like · Reply · July 29 at 12:52pm

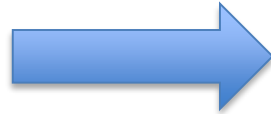
Vic Stryker OK... stop horsing around...
Like · Reply · July 28 at 8:37pm

Pacific Surfliner Hay, we see what you did there! 🐎

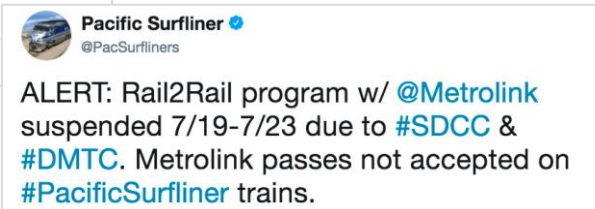
Twitter

*Comic-Con and
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- 22 alerts
- 13 tips
- 60 replies



- 72,641 impressions
- 1,706 interactions



Promotional Video

