



Quarterly Marketing Update

Board of Directors
January 29, 2018

2017 Performance Summary

In 2017, Amtrak reported a consistent increase in sales and revenue from referral traffic from PacificSurfliner.com – a positive indicator of people booking tickets as a direct result of visiting the Pacific Surfliner website.

- More than 243,000 qualified sales leads delivered to Amtrak.com in 2017*
- 23,000+ bookings* from the ticket widget on PacificSurfliner.com, 9.6% conversion rate

| Month | Unique Visits to PacificSurfliner.com | Referral Traffic to Amtrak.com | Bookings on Amtrak.com | Revenue |
|---------------------------------|---------------------------------------|--------------------------------|------------------------|--------------------|
| Jan. – Mar. | 121,720 | 40,933 | 3,786 | \$231,730 |
| Apr. – Jun. | 391,917 | 89,481 | 7,836 | \$528,700 |
| Jul. – Sept. | 435,576 | 112,732 | 11,657 | \$777,908 |
| Oct. – Dec.* | 417,686 | - | - | - |
| TOTAL (Jan. – Sept.) | 949,213 | 243,146 | 23,279 | \$1,538,338 |

**Note: Referral tracking was implemented by Amtrak in 2017. Referral sales tracking data is not available for Q4 of 2017 due to Amtrak.com transition from Webtrends to Adobe Analytics.*

Digital Channel Summary

January – December 2017

PACIFICSURFLINER.COM

3 million page views – 226 percent increase over 2016

SEARCH ENGINE TRAFFIC

Discover the website through related keyword searches

400 percent increase in organic search traffic

DIRECT TRAFFIC

URL input directly into the browser

100 percent increase in direct traffic

REFERRAL TRAFFIC

Visits from other sites such as social media and news sources

100 percent increase in referral traffic

SUPPORTING TACTICS

ORGANIC SEARCH

Improve rankings in search engines like Google so the website has a prominent position in searches related to the service

BRAND AWARENESS

Engage key audiences through paid advertising both online and offline

SOCIAL MEDIA

154 percent growth in Facebook, 71 percent growth on Twitter, 886 percent growth in video views

PAID SEARCH

Reach key audiences intentionally searching for content relevant to the service

FIELD MARKETING

Extend messages by leveraging partnerships, print collateral, local events, and more

Field Marketing

Engaged local partners to build awareness of the service, highlight the benefits of train travel, and strengthen relationships with local communities:

- Implemented special late night train service for three events in partnership with LiveNation for the opening weekend of the Five-Point Amphitheater, a new outdoor concert venue next to the Irvine Station
- Entered a season-long pilot program with the Anaheim Ducks professional hockey team, leveraging the team's loyal fans' alignment with the demographics of Pacific Surfliner riders



Rail Safety Month

Participated in efforts to educate the public about rail safety to reduce the risk of accidents, on or near railroad tracks, along the Los Angeles – San Diego – San Luis Obispo rail corridor

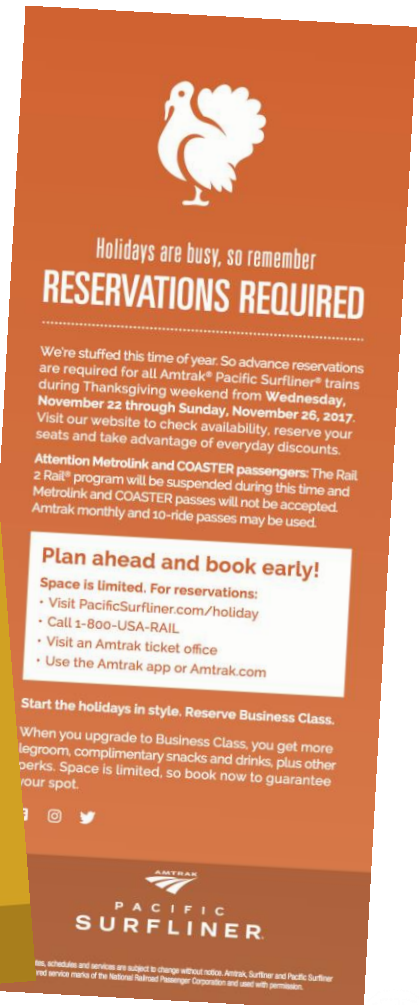
- Amplified Operation Lifesaver safety messages and tips via public relations and social media
- Partnered with the San Diego Padres and California Operation Lifesaver on a community outreach event at Petco Park in San Diego



Passenger Communication

Pacific Surfliner channels continue to provide enhanced accessibility to relevant and timely passenger information

- Promoted all-reserved service during Thanksgiving week to help manage increased demand and inform holiday travelers. Ridership during Thanksgiving week was up 9.8 percent over 2016
- Service communications such as the October schedule changes and planned track closures for capital projects were implemented to help customers plan their trip and enhance passenger satisfaction.

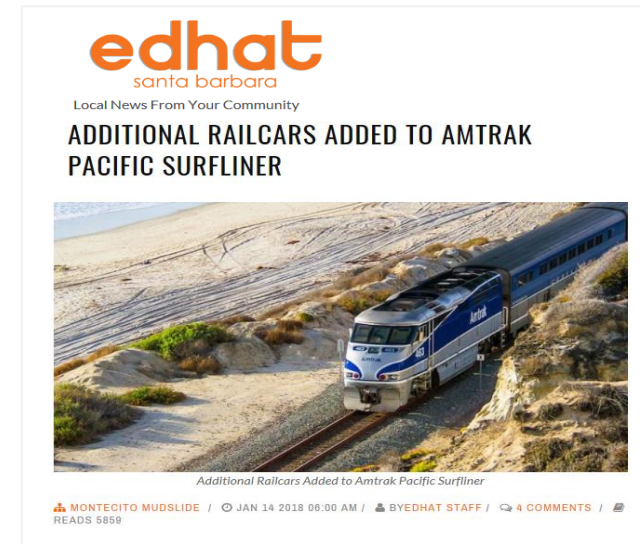


Crisis Response

Thomas Fire, Montecito Mudslides

Provided timely information during natural disasters in Ventura and Santa Barbara Counties

- Shared service updates, train status details, and emergency response information online, including Twitter, for passengers in transit and during trip planning
- Actively monitored social media and responded to hundreds of comments to help manage customer expectations and capture real-time passenger feedback
- Worked with Amtrak, community partners, and media outlets to get critical communications out to impacted communities



California Everyday Discounts

Launched January 7, 2018, to preserve ongoing savings that were recently reduced or eliminated by Amtrak on a national level

- **Goal:** Maintain the best possible fares for Pacific Surfliner passengers who have come to rely on year-round discounts

| | California Everyday Discounts* | Amtrak National Discounts |
|------------------------------|---|--|
| Seniors | 15 percent discount for seniors ages 62+ | 10 percent discount for seniors ages 65+ |
| Students | 15 percent discount for students ages 13-25 | No discount |
| Passengers with Disabilities | 15 percent discount | 10 percent discount |

**Note: Special passenger fares are valid on state-supported routes, which benefit from continued investments by the State of California to fund public transportation between regions of the state*

New Video Content

Continued to develop localized content that elevates unique characteristics of the Pacific Surfliner service, including videos designed to generate engagement and increase awareness.

- Two new time-lapse videos highlighting the Pacific Surfliner route were launched in October 2017



Chatsworth Tunnels



Santa Barbara County

Looking Ahead

- Winter Marketing Campaign
- Disneyland Partnership
- Fare Restructuring Outreach
- Pacific Surfliner Media Room
- Santa Barbara Peak-Period Service
- Field Marketing Engagement Program