



Pacific Surfliner Marketing Update

Board of Directors
February 20, 2019

Performance Summary

In 2018, Amtrak reported a consistent increase in sales and revenue generated by PacificSurfliner.com.

- ~530,000 qualified sales leads delivered to Amtrak.com in 2018*, resulting in \$3.7 million in revenue from PacificSurfliner.com sales referrals



Unique visits to
PacificSurfliner.com



Referral traffic to
Amtrak.com



Bookings on
Amtrak.com



Revenue

	Unique visits to PacificSurfliner.com	Referral traffic to Amtrak.com	Bookings on Amtrak.com	Revenue
2018 TOTAL	1,447,232	530,370	55,737	\$3,707,677

Note: Currently, sales reporting is not available for direct bookings on Amtrak.com, the Amtrak app, via phone, or in the stations.

**Referral sales tracking data is not available between January 2018 and February 2018 from Amtrak.com due to data processing issue*

Year-Over-Year Performance

Amtrak reports a **95 percent** increase in referral sales revenue from PacificSurfliner.com for in 2018, compared to the same period the previous year.

- Positive indicator people are engaging with our marketing efforts and booking tickets through Pacific Surfliner website
- On average, 1 in every 10 customers completed a booking on Amtrak.com after visiting the Pacific Surfliner site.

Always-On Campaigns

Keeps Pacific Surfliner top of mind and continues to drive sales referrals to Amtrak.com for ticketing.

AWARENESS



Online & Mobile Display

CONSIDERATION



Social Media Advertising

CONVERSION



Paid Search

Driving Awareness



Digital display advertising on both mobile and desktop devices help drive awareness for the Pacific Surfliner service.

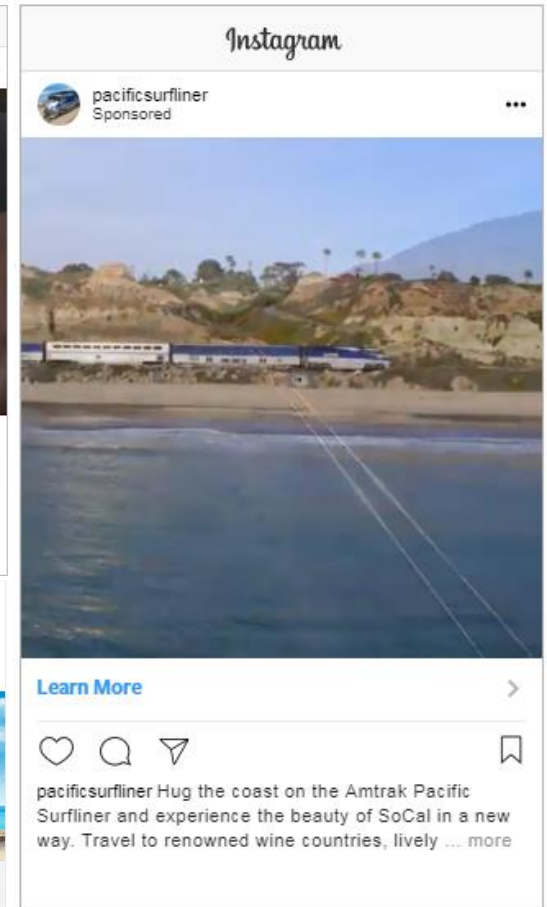
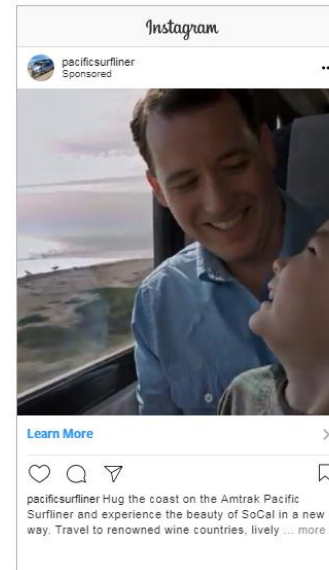
- Drives large volume of impressions and high visibility to targeted audiences
- Directs users to website for more information about the Pacific Surfliner



Driving Consideration



Social media campaigns can target users geographically, behaviorally, and demographically driving engagement and nurturing consideration through targeted content and relevant information.



Driving Conversions



Paid search advertising captures users who have a high awareness of the Pacific Surfliner service and a high propensity to complete a purchase.

Through audience targeting and a variety of bidding strategies, paid search is a cost-effective way to reach individuals who are in-market for travel and still considering their options.

Amtrak® Pacific Surfliner® | Hug the Coast with Us

[Ad](#) www.pacificsurfliner.com

351 miles of cityscapes, beaches & mountains are calling. Let us take you there.

Amtrak Pacific Surfliner | Everyday Discounts

[Ad](#) www.pacificsurfliner.com

Hug The Coast With Us. Explore Options And Prices.
[Everyday Discounts](#)

[Plan Your Trip](#)

[Watch a Video](#)

[See What's New](#)

Companion Fare Promotion

In February 2019, the LOSSAN Agency will launch a ridership campaign to promote mid-week travel on the Pacific Surfliner. The fare promotion is designed to promote travel on the Pacific Surfliner during mid-week periods.

Offer details: Buy one full-fare adult ticket and book a second fare with a 50 percent discount.

Valid for travel between Mondays and Thursdays only

Timeline: Valid through May 31



Pacific Surfliner Game of the Week

- New partnership with KDOC-TV launched January 2019
- Promote awareness of the Pacific Surfliner service in targeted regional markets
- Live and locally produced sports program featuring high school / college teams
- Unique media partnership demonstrates positive affiliation with local communities through support of Southern California student athletes and schools



Pacific Surfliner Game of the Week



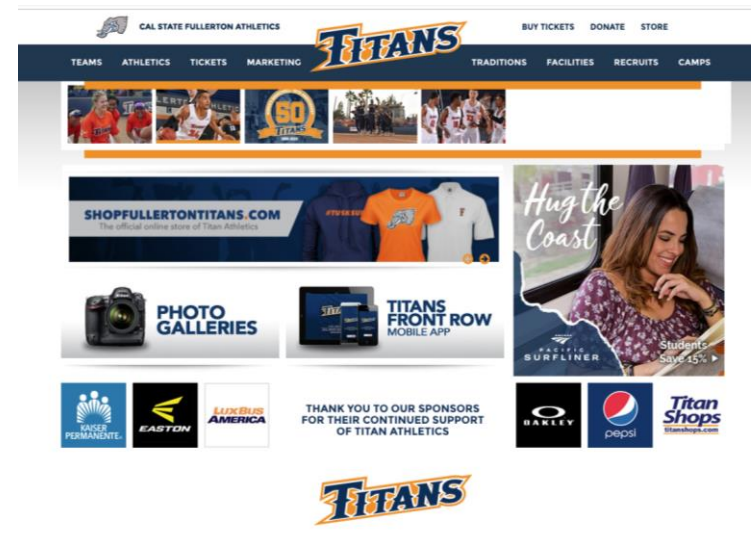
[Video] Valuable opportunity for the Pacific Surfliner to build its brand awareness by leveraging the Orange County and Los Angeles reach of KDOC-TV

Big West Conference

Partnership promotes:

- Visibility of California Everyday Discount for Students
- Visibility at college campus venues along the Pacific Surfliner route
- Sponsorship of the Big West Conference Tournament in March at the Honda Center

Amtrak Pacific Surfliner will be at the forefront during March Madness whether the tournament is being watched in person or on television





Big West Universities

on Pacific Surfliner Route

Six of nine schools in Big West Conference located along or near Pacific Surfliner route

California Everyday Discounts for U.S. Veterans

- In 2018, the LOSSAN Agency introduced the California Everyday Discounts program to preserve ongoing savings that were recently reduced or eliminated by Amtrak on a national level.
- In February 2019, LOSSAN Agency reinstated a 15 percent fare discount for U.S. Veterans
- Goal: Maintain the best possible fares for Pacific Surfliner passengers who have come to rely on year-round discounts



Looking Ahead

- Rail Safety Month
- October Schedule Change
- PacificSurfliner.com Refresh
- Disneyland Resort Partnership
- Anaheim Ducks Sponsorship
- New Locomotives
- 2019 Ridership Campaign