



Pacific Surfliner Marketing Update

Board of Directors
February 18, 2020

Performance Summary

In 2019, Amtrak reported a consistent increase in sales and revenue generated by PacificSurfliner.com.

- ~717,000 qualified sales leads delivered to Amtrak.com in 2019, resulting in \$4.7 million in revenue from PacificSurfliner.com sales referrals
- Positive indicator people are engaging with our marketing efforts and booking tickets through Pacific Surfliner website
- On average, one in every 10 customers completed a booking on Amtrak.com after visiting the Pacific Surfliner site.

Year-Over-Year Performance

Amtrak reports a **13 percent** increase in referral sales revenue from PacificSurfliner.com for in 2019, compared to the same period the previous year.



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
Mar-Dec 2019	1,310,254	623,414	64,354	\$4,179,619
Mar-Dec 2018	875,178	530,370	20,956	\$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.

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



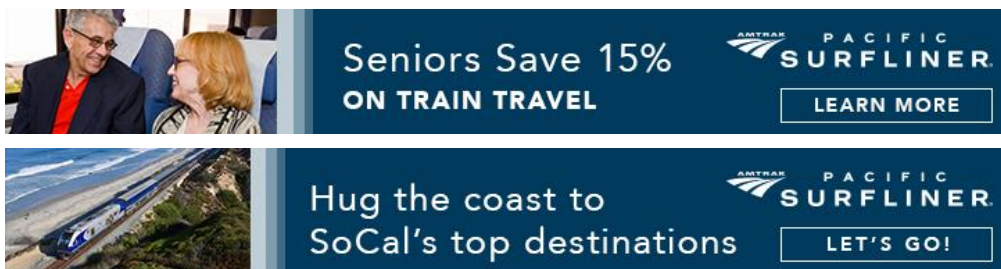
Paid Search

Driving Awareness



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

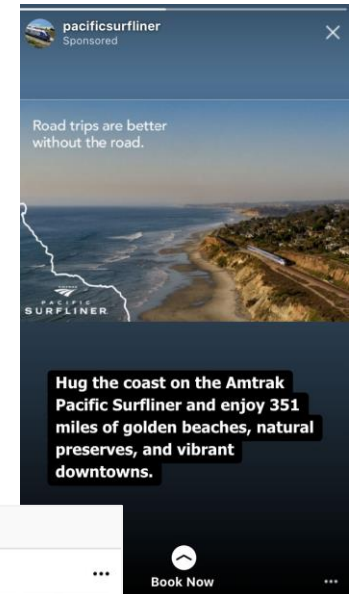
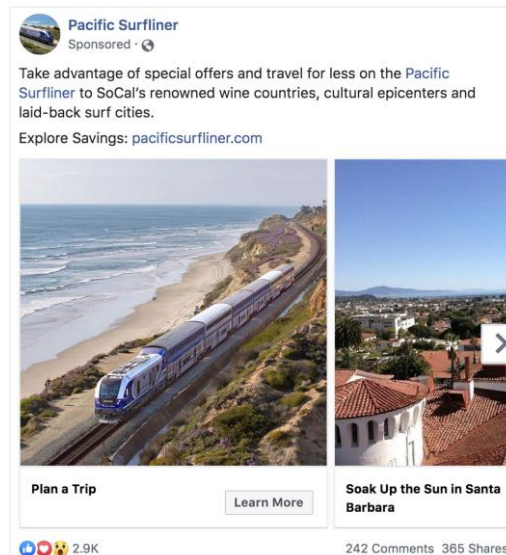
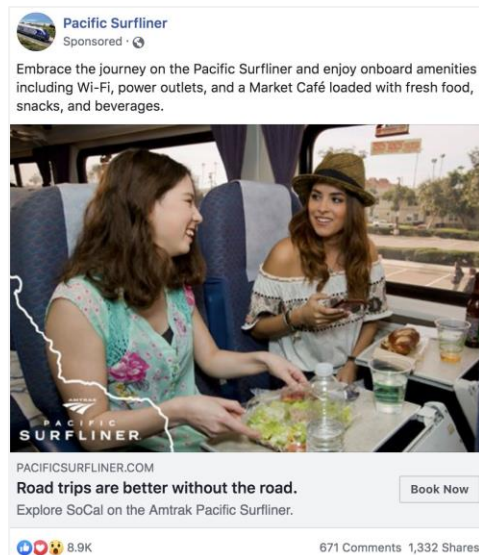
- Drives large volume of impressions and high visibility to targeted audiences
- Directs users to website for more information about the Pacific Surfliner



Driving Consideration



Social media campaigns can target users geographically, behaviorally, and demographically. These campaigns drive 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 Travel Promotion

In February 2020, the Los Angeles – San Diego – San Luis Obispo Agency launched a ridership campaign to promote travel on the Pacific Surfliner during the spring, a traditional slower period.

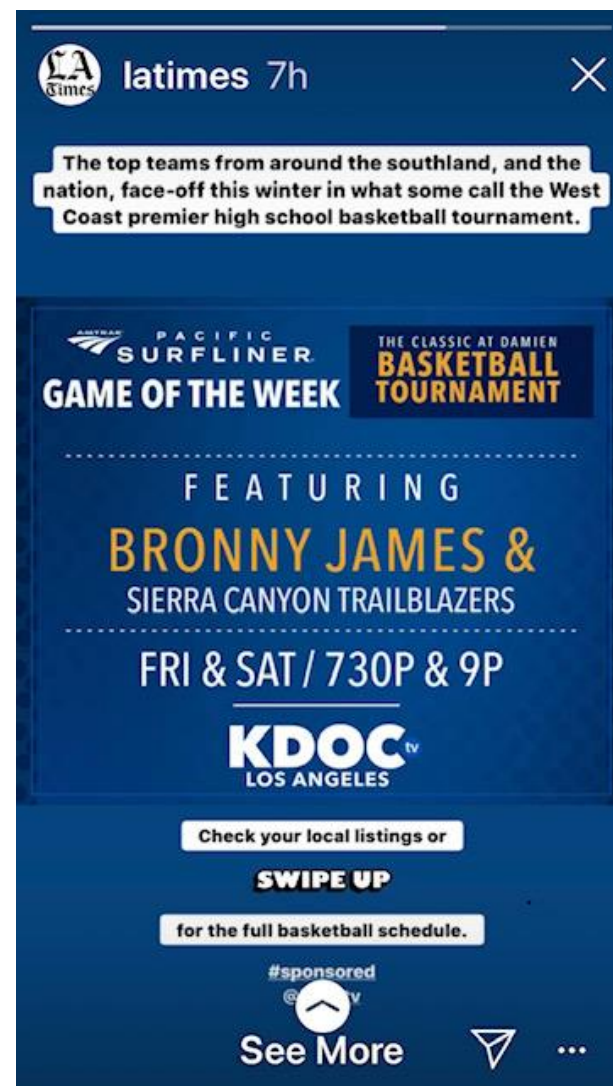
Offer details: Buy one full-fare adult ticket and book a second fare with a 50 percent discount.

Timeline: Valid through June 28, 2020



Pacific Surfliner Game of the Week

- Second year partnering with KDOC-TV to promote awareness of the Pacific Surfliner service in targeted regional markets
- Live and locally produced sports program featuring high school / college teams brought to more than 5.2 million homes in Orange County and Los Angeles.
- Unique media partnership demonstrates positive affiliation with local communities through support of Southern California student athletes and schools



Pacific Surfliner Game of the Week

Promos PACIFIC SURFLINER GAME OF THE WEEK

Sierra Canyon <i>Trailblazers</i> vs Brentwood <i>Eagles</i> Friday / 730p	CS Fullerton <i>Titans</i> vs UC Irvine <i>Anteaters</i> Saturday / 730p
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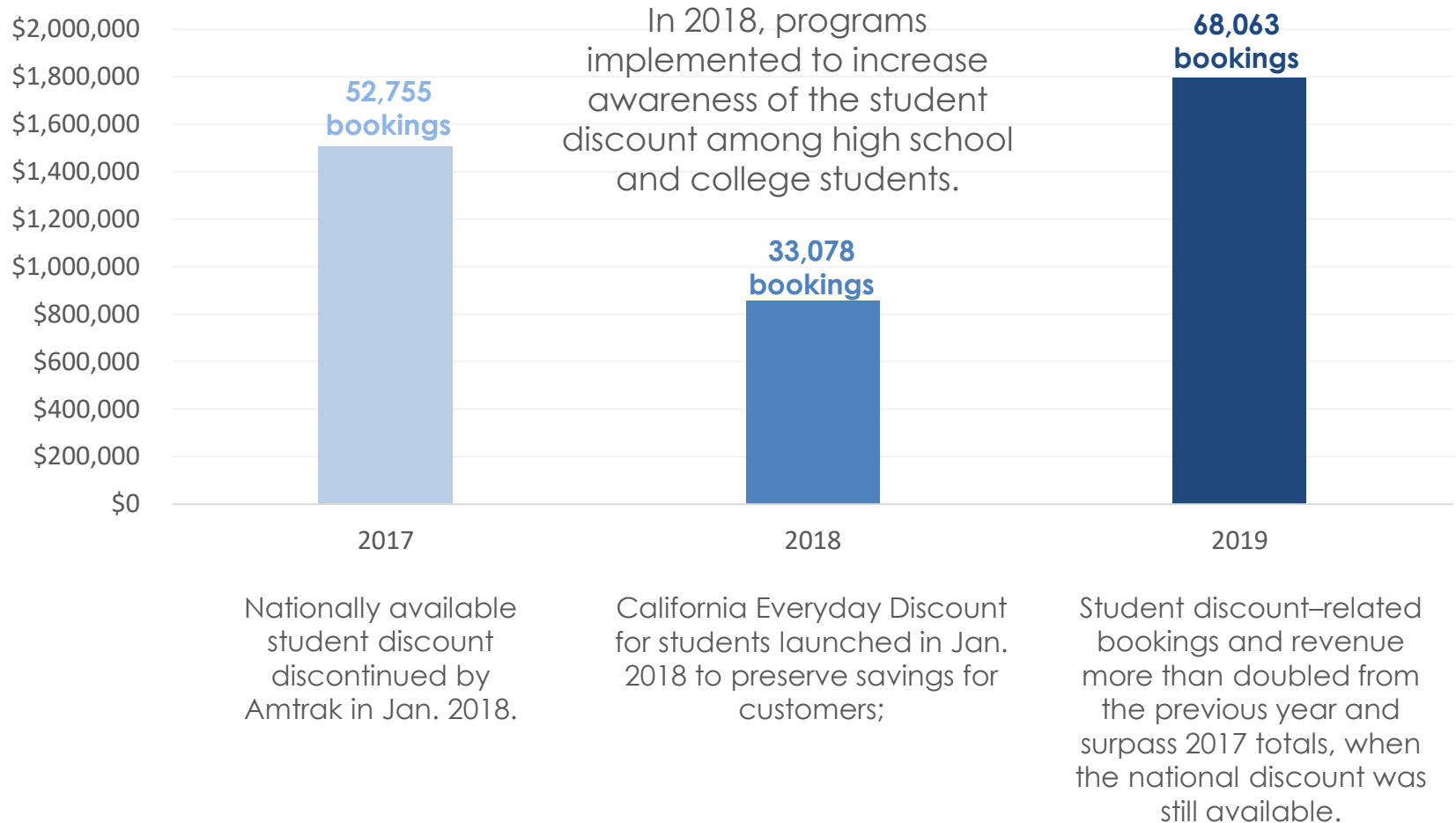
PRESENTED BY



KDOC
LOS ANGELES

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

College and Student Marketing



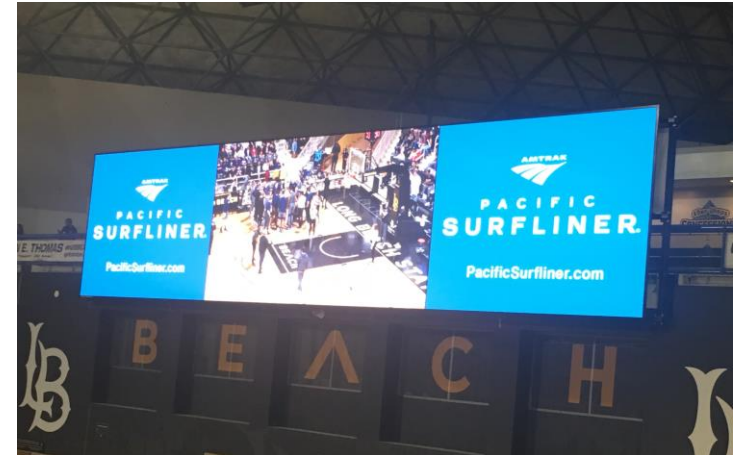
January – November

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 (BWC) Tournament in March 2020 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

The BWC provides the opportunity to engage directly with college sports fans as well as the students and families affiliated with BWC member institutions along the Pacific Surfliner route.



Big West Conference

Advertising banners on BWC university websites:

- Big West Conference website
- CSULB
- UCI
- Cal Poly SLO
- CSUF
- UCSB
- UCSD



Looking Ahead

- April Schedule Change
- Disneyland Resort Partnership
- 2020 Ridership Campaign
- Social Media Train Status Alerts and Customer Care Program
- Email Marketing Program Launch