



COVID-19 Impacts on Marketing and Communications

Board of Directors
May 18, 2020

Performance Summary

In the period between January and February 2020, Amtrak reported a consistent increase in sales and revenue generated by PacificSurfliner.com

- **Jan – Feb 2020**

- 99,000 qualified leads to Amtrak.com (+5% vs previous year)
- 12,006 bookings (+35% vs previous year)
- \$757,157 in revenue (+34% vs previous year)

In March 2020, Amtrak reported a decrease in sales and revenue from leads generated by the Pacific Surfliner website attributed to service impacts and travel restrictions due to COVID-19

- 19,279 qualified leads to Amtrak.com (-70% vs previous year)
- 2,265 bookings (-61% vs previous year)
- \$131,522 in revenue (-65% vs previous year)

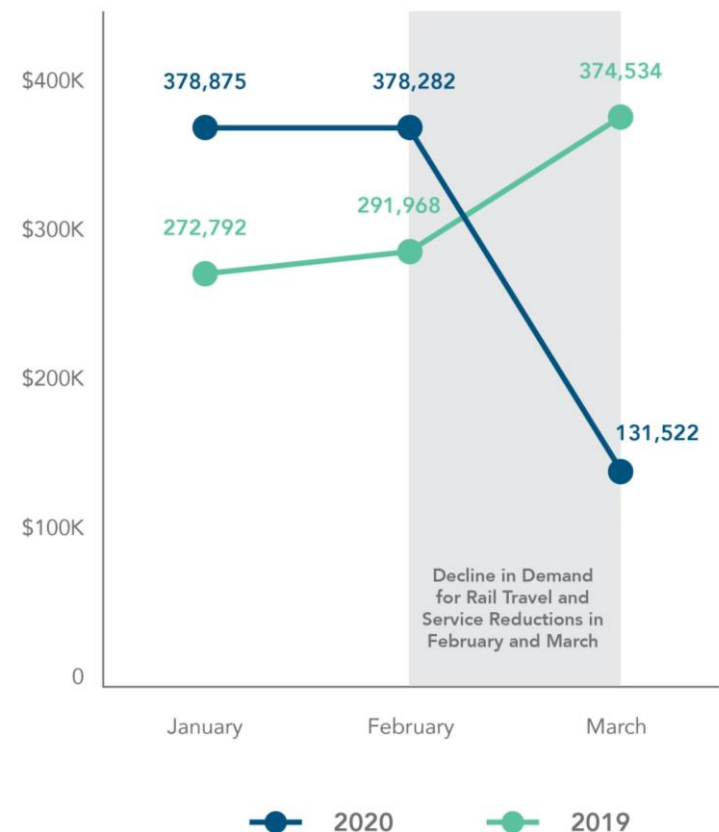
Note: Currently, sales reporting is not available for direct bookings on Amtrak.com, the Amtrak app, via phone, or in the stations.

March Ridership Decline Due to Travel Restrictions & Service Reductions

Decreases in March 2020 sales referrals and sales aligned with the drop in overall Pacific Surfliner ridership.

- Sales decreased as demand for rail travel saw significant declines in response to the COVID-19 crisis

Year Over Year Revenue
by Month



Year-Over-Year Performance

Overall for the period January-March 2020, Amtrak reports a **five percent** decrease in referral sales revenue from PacificSurfliner.com, compared to the same period the previous year.

- Momentum from increased sales referrals in January and February kept quarterly year-over-year decreases relatively low



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
Jan-Mar 2020	288,594	118,433	14,271	\$888,679
Jan-Mar 2019	333,030	158,915	14,725	\$939,294

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

Novel Coronavirus Response

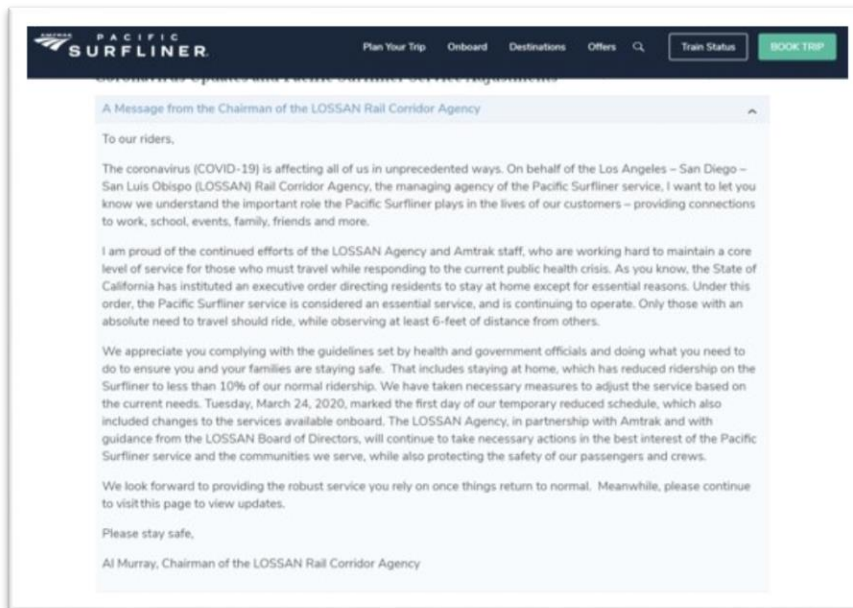
In March 2020, promotional marketing activities were paused, and efforts were shifted to crisis communications and distribution of up-to-date information on service impacts.

To reach regular customers and riders in-transit, signs were printed and distributed to stations along the Pacific Surfliner route.

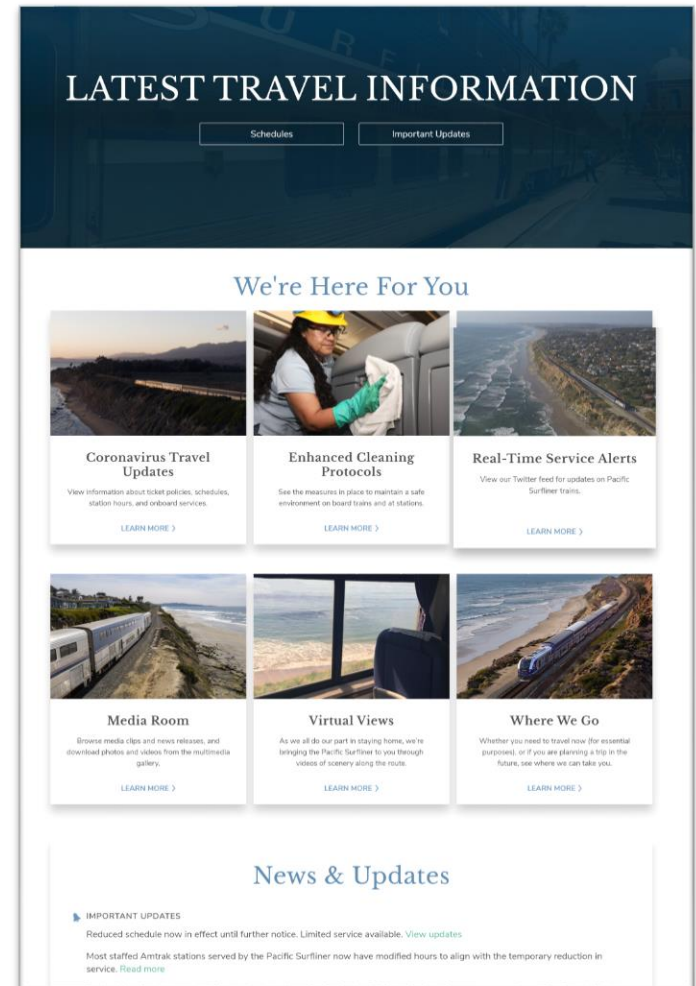


PacificSurfliner.com

The Pacific Surfliner website serves as the hub for all communications and up-to-date information, schedules, as well as efforts to keep crews and passengers safe.



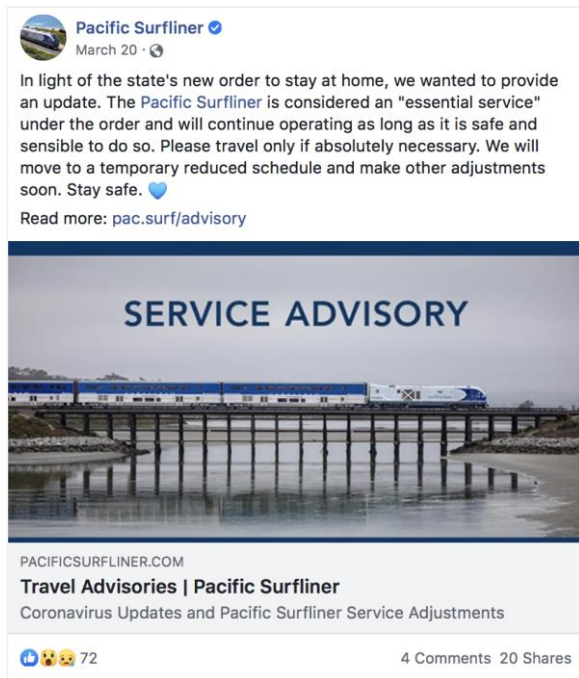
Letter from Chairman



Updated Website Homepage

Passenger Communications

In addition to regular updates on PacificSurfliner.com, LOSSAN staff shared updates on social media and collaborated with Amtrak to distribute notifications to all ticketed passengers.



Social Post

The global fight against the novel coronavirus continues, and we are doing all we can to provide safe transportation for those who need to travel.

As we are experiencing some reduced demand for our service, we are making temporary adjustments that will have minimal impact to customers.

The Pacific Surfliner is now operating on a reduced schedule, and other changes have been made to station hours and onboard services. Please visit pacificsurfliner.com/advisory to view the latest updates, or follow the [PacSurfliners Twitter account](#).

As a reminder, with an Unreserved Coach Pacific Surfliner ticket, you have the flexibility to change the time you ride or even the day you ride between the stations listed on your ticket. There is no need to contact Amtrak to modify your reservation. Simply save your ticket and use it at a later date (up to one year from the date listed on your ticket). Business Class reservations, however, do need to be modified in advance.

Thanks for being a valued Amtrak customer. Please stay safe.

Email to customers

Essential Service Campaign

As the Pacific Surfliner continues to provide a core-level of service for essential travel, an informational campaign communicates ongoing efforts to run train service in a safe manner for crews and passengers.



30 Second Video on KDOC

Information Broadcast Spots

Staff developed public service messages that highlighted efforts to run essential service while creating a sense of goodwill through the Pacific Surfliner brand.



KNX 10.70
NEWSRADIO



ALT 94.9
SAN DIEGO'S ALTERNATIVE



100.3 JACK fm
playing what we want®

KDOC tv
LOS ANGELES

97.3 FM
THE FAN

the new **95.1**
KBBY
today's hits + yesterday's favorites



ANGELS RADIO
AM 830

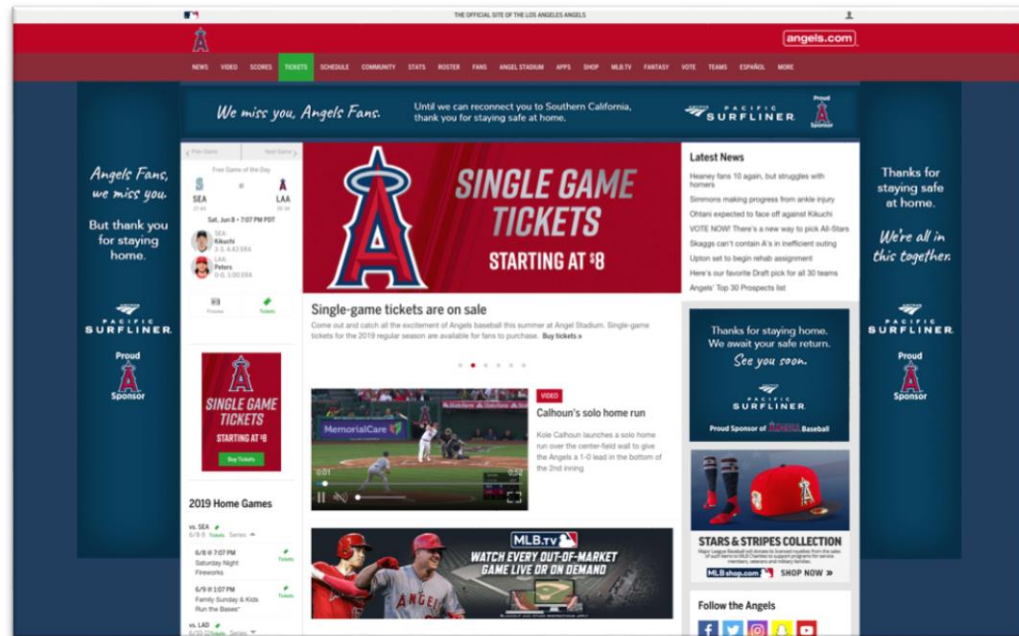
Sunny
98.1!
San Diego's Greatest Hits



Major media outlets featured the essential service public service announcement.

Community Partnerships

Strategic partners provided visibility through complimentary no-cost placements that help maintain a brand awareness for the Pacific Surfliner as a valuable partner in the community.



The Anaheim Ducks included Pacific Surfliner in the Honda Center's "Stronger Together" campaign. The Los Angeles Angels provided elements at no cost including a 24-hour digital takeover of Angels.com.

Public Relations

Service announcements were distributed to media and the public highlighting continuous efforts to provide an essential and safe form of public transportation.

- The announcements received a combined total of 292 press mentions resulting in a reach of over 259 million earned media impressions and a publicity value of \$129,639.85.

Amtrak Pacific Surfliner Continues to Provide Train Service for Essential Travel Only



Modified schedules and increased safety measures are in place for essential train service along the Los Angeles - San Diego - San Luis Obispo Rail Corridor

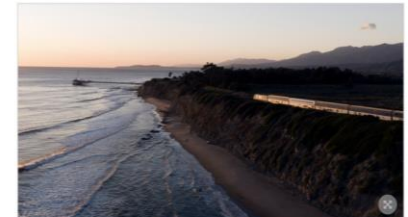
NEWS PROVIDED BY
Amtrak Pacific Surfliner
Apr 20, 2020, 16:00 ET



ORANGE, Calif., April 20, 2020 /PRNewswire/ -- As the situation with the novel coronavirus (COVID-19) continues to evolve, the Los Angeles - San Diego - San Luis Obispo (LOSSAN) Rail Corridor Agency, which oversees the Amtrak® Pacific Surfliner® service, is working closely with Amtrak to respond to changes in demand and public health conditions.

As Californians follow a statewide executive order to stay-at-home, ridership on the Pacific Surfliner has seen an unprecedented decline, settling at about five percent of the normal numbers. Individuals who do not need to travel are asked to stay home.

"The safety and wellbeing of our passengers and crews will always be our highest priority," said Al Murray, chairman of the LOSSAN Agency. "In this crucial time, we understand the important role the Pacific Surfliner plays in the lives of the communities we serve, and we remain dedicated to preserving a core level of service for those who must travel."



Amtrak Pacific Surfliner Continues to Provide Train Service for Essential Travel Only

Adjustments have been made to train schedules, and additional practices have been implemented to keep passengers and employees safe. This includes the following:

- **Modified Service:** A core level of service continues to serve those who need to travel for essential reasons. Trains are operating on a temporary reduced schedule, and adjustments have been made to some station facilities and onboard amenities.

Social Media Virtual Experiences

A series of video-based social media posts featured stunning views taken from aboard a Pacific Surfliner train.



Judy Proo Can't wait to do this from San Diego to Santa Barbara as soon as we're all able to get out & travel!! In the meantime I love looking at these videos ❤️
Like · Reply · 3w 4

Terri Medel I cannot wait to travel on Amtrak to the OC to see my grandchildren!
Like · Reply · 1w 3

Sophie Lauren @Sophiel20362954 · Mar 27
Replying to @PacSurfliners
I miss my Amtrak commute like missing family!
1 2

modbree Can't wait to see more of these videos! Thank you!! 🇪🇸

Miles Riehle @ @riehle_deal · Apr 6
Replying to @PacSurfliners
needed this right now

Branded Backgrounds for Video Calls

Digital backgrounds allowed video conference users to meet in front of scenic Pacific Surfliner views



Jeanne Marie
@jmtokunaga

Replying to @PacSurfliners

Zoom background was a hit! And I told everyone about the beautiful Pacific Surfliner route.



Steve Balmer All I need is a bottle or two of Woodbridge Wine to go with it now 😊

Like · Reply · Message · 1d · Edited



CHOO CHOO - check out these great backgrounds from @PacSurfliners for your virtual hangouts pacificsurfliner.com/blog/background...



Looking Ahead

- **Plan for Recovery**

- Marketing to align with service levels
- Safety precautions and physical distancing processes that are in place now will be key to regaining consumer confidence
- Path to recovery key phases
 - Travel restricted – essential travel only
 - Travel allowed – an uptick in travel for business purposes
 - Travel encouraged – deferred trips resume to some extent
- Consumer budgets will be tight, but the Pacific Surfliner can play a key role in facilitating recovery in the communities it serves