



Pacific Surfliner Marketing Update

Board of Directors
September 21, 2020

Performance Summary

From January 1 through July 31, 2020, Amtrak reported a significant year-over-year decline in sales and revenue from leads generated by the Pacific Surfliner website.

This is a direct result of state-mandated stay-at-home orders and the associated reduction in Pacific Surfliner service during the COVID-19 crisis. Prior to the pandemic, both referral sales and revenue were up significantly year-over-year.

January – July 2020

- 153,000 qualified leads to Amtrak.com (**-65 percent (%)** vs previous year)
- 17,000 bookings (**-55%** vs previous year)
- \$152,000 in revenue (**-60%** 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.

Year-Over-Year Performance

Overall for the period of January through July 2020, Amtrak reported a 60% decrease in revenue from leads generated by the Pacific Surfliner website 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
Jan-Jul 2019	912,488	444,619	40,198	\$2,628,885
Jan-Jul 2020	387,887	152,675	17,368	\$1,062,789

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

Future Outlook

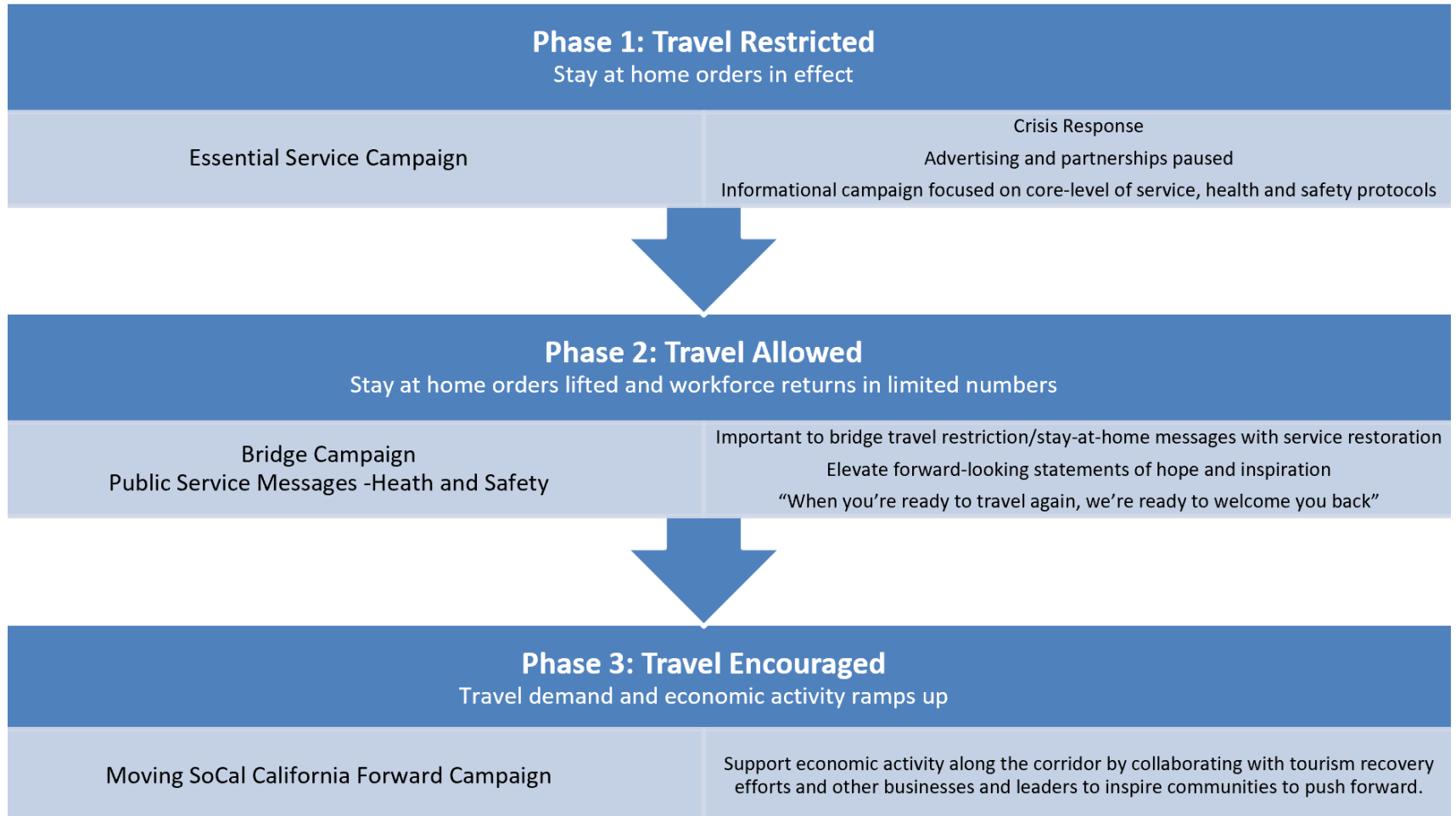
Since April 2020, bookings and revenue on Amtrak.com from the Pacific Surfliner website have started to slowly recover, aligning with the ridership trend.

To build consumer confidence in the service, informational marketing messages should continue highlighting enhanced safety efforts.

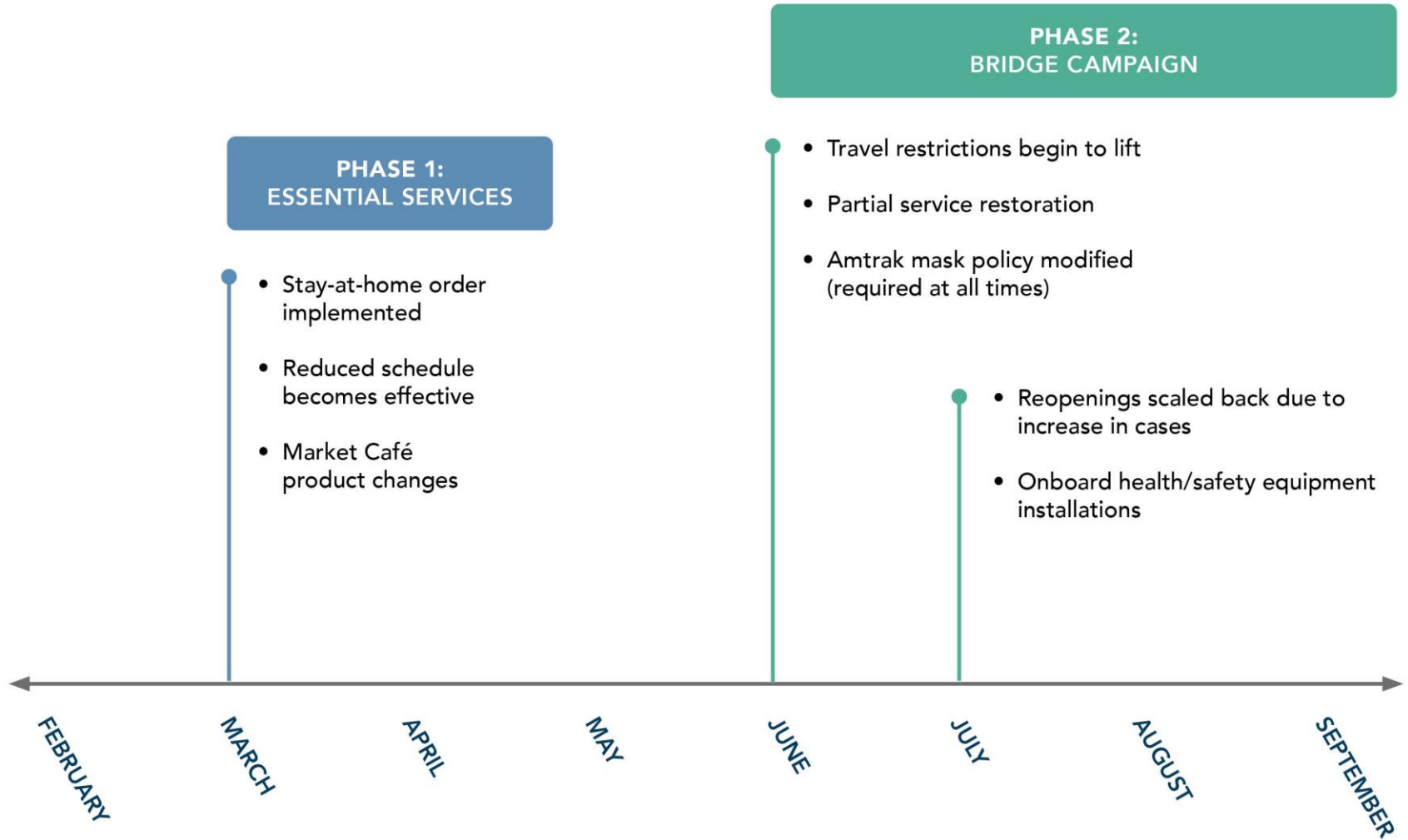
Year-Over-Year Revenue By Month



Marketing & Communications Response and Re-entry Phases



Communications Milestones



Align Marketing with Service Levels

Key elements of planning:

- High efficiency with budgets by focusing on digital targeting to reach customers effectively
- Short-term and flexible ad buying including flexibility to rotate messaging as needed
- Leverage partnerships along the corridor for visibility in key markets
- Focus on travel intenders and prioritize customers with an affinity for train travel
- Coordinate with Amtrak for visibility across national channels and collaborate with California's Joint Power Authorities to pool resources

NEWS > LOCAL NEWS



Amtrak Pacific Surfliner service to be partially restored June 1



By: Sydney Brandt

Posted at 4:28 PM, May 28, 2020 and last updated 9:37 PM, May 28, 2020

Starting June 1, Amtrak Pacific Surfliner train service will be partially restored along the Central Coast, with one train in each direction extending up to San Luis Obispo daily. An additional train will also be extended from Los Angeles to Santa Barbara/Goleta. Additional bus service will continue to provide more options north of Santa Barbara.

The Los Angeles - San Diego - San Luis Obispo (LOSSAN) Rail Corridor Agency, which oversees the Pacific Surfliner, has been working closely with Amtrak to respond to changes related to COVID-19. Both trains and buses continue to operate as essential services and provide options for those who must travel.

KSBY 6 NEWS
Local News and Weather
Available Anytime
Roku firetv apple tv

Stream local news anytime and on your schedule. Search KSBY on your favorite device!

ADVERTISEMENT

MemorialCare.
Medical Group

Let Us Come to You
Medicare Online Seminars

Health and Safety Campaign

Personal safety continues to be #1 concern of travelers and consumer confidence in the Pacific Surfliner brand will be key to rebuilding ridership.


- New website page to support messages in market that reinforce efforts to provide a safe environment for passengers and crews
- Ongoing public relations and social media efforts to distribute critical service information including enhanced cleaning protocols and installation of hand sanitizing stations and antibacterial wipe dispensers onboard all Pacific Surfliner trains

Coronavirus Update: Modified service and other adjustments to Pacific Surfliner service. [Learn More](#)

PACIFIC SURFLINER Plan Your Trip Onboard Destinations Offers Train Status **BOOK TRIP**


Contact-Free Travel

- **Electronic Ticketing:** When you book your ticket on the website, you will receive an eTicket as a PDF attachment to your emailed receipt. You can also book and retrieve your eTicket in the Amtrak app. Simply open the eTicket on your mobile device and show the QR code to the conductor.
- **Cashless service:** Amtrak has made the decision to only accept credit and debit cards at stations and onboard trains for the health and safety of passengers and crews.
- **Contactless movement onboard:** To move between cars, customers can press on the "automatic door open" button with their foot to avoid touching the doors.



At the Station and Onboard

- **Facial covering requirement:** All passengers and employees must wear facial coverings that cover their nose and mouth while at stations and onboard trains and buses. Small children who are not able to maintain a facial covering are exempt from this requirement.
- **Enhanced cleaning protocols:** Amtrak has increased the frequency of cleaning service at stations and onboard trains to multiple times a day, and in some cases, on an hourly basis. Commonly used surfaces in stations such as handrails, door handles, counter tops, seating areas, and Quik-Trak kiosks are cleaned with EPA-registered disinfectants.
- **Physical distancing:** Signage has been displayed at our busiest stations to indicate safe distances in high traffic areas. Trains continue to operate at their normal length, to allow adequate space for social distancing.
- **Handwashing:** Each train car has a restroom on the upper and lower level with soap and hot water for washing hands.
- **Upon arrival:** When the train is approaching a destination, conductors make announcements regarding where and when customers should disembark to minimize crowding at the exits.



Bridge Campaign: Reconnecting You

Campaign goal: Balance essential service messaging with forward-looking statements of hope, inspiration and action for moving Southern California forward.

As California moved into various stages of re-entry, messaging was updated to bridge the essential service campaign with service restoration efforts, ensuring the public that when they are ready to travel again, the Pacific Surfliner is ready to welcome them back with enhanced safety protocols in place.



60-second video

Looking Ahead

- **Informational Messaging (Ongoing Bridge Campaign)**
 - Communicate developments in train operations, stations, local public health conditions, and other areas
 - Build consumer confidence in the Pacific Surfliner brand as well as establish a strategic foundation for restoring ridership in the future
 - Align with Amtrak research and regional third-party studies on travel demand to ensure a course is charted correctly
 - Continue to work with Amtrak to align on messaging and onboard experience
- **Travel-Encouraged Campaign**
 - Likely to align with a COVID-19 vaccine or widespread immunity
 - Align with service levels and public health guidelines
 - Support economic activity along the corridor by continuing to connect Southern California during these trying and unprecedented times
 - 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