



Pacific Surfliner Marketing Update

Technical Advisory Committee
February 4, 2021

2020 Performance Summary

Amtrak reported a significant year-over-year decline in sales and revenue from leads generated by the Pacific Surfliner website. The significant decrease in lead volume delivered to Amtrak.com mirrors overall decline in ridership and revenue.

This is a direct result of the coronavirus (COVID-19) pandemic and the reduction in Pacific Surfliner service. Prior to the pandemic, both referral sales and revenue were up significantly year-over-year.

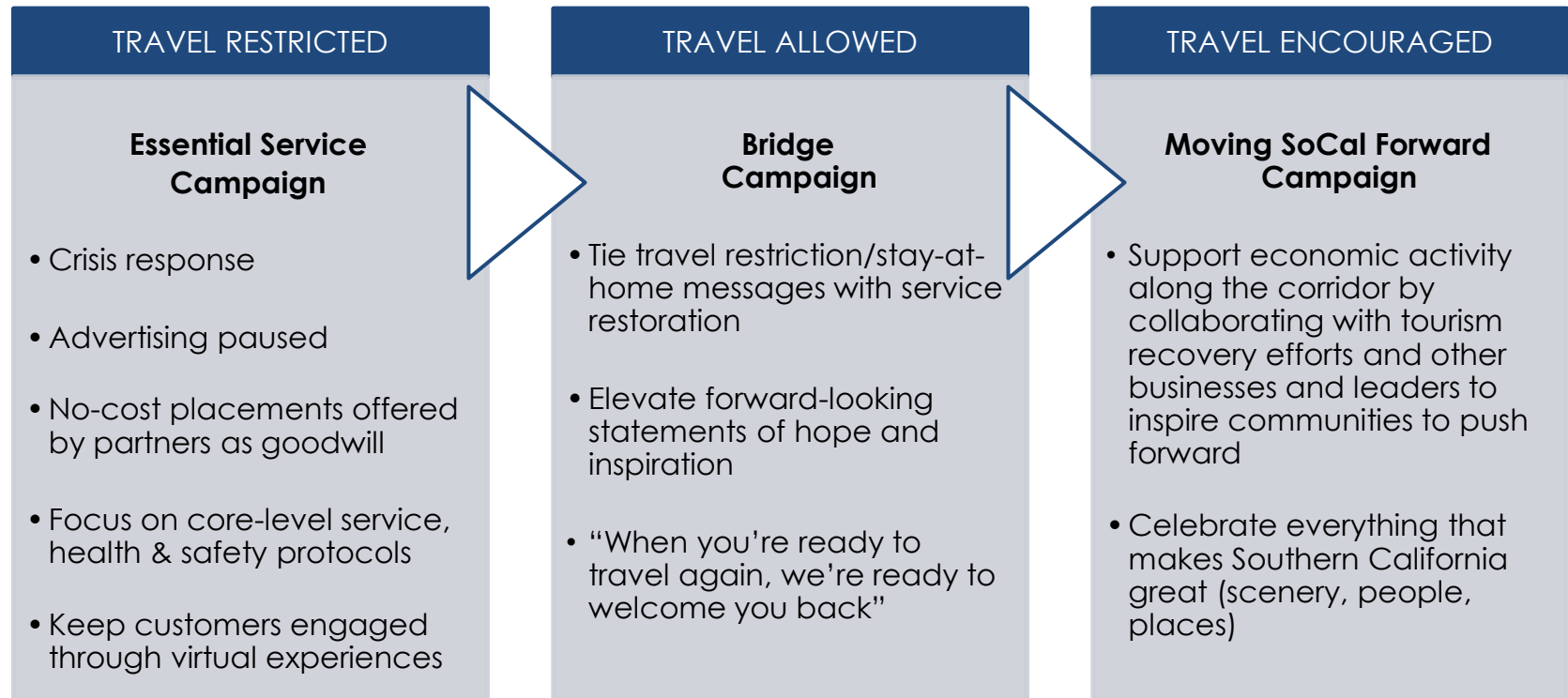


Future Outlook – 2021 Travel Trends

- Full recovery and return to 2019 travel numbers are not expected till 2023 - 2025.
- Local/domestic travel will rebound much faster than international, with many choosing to take trips so close to home.
- Leisure travel will likely recover before business travel, especially as remote meetings will be more prevalent.
- Strong desire to travel again will emerge, with consumers having a greater appreciation for the experience including greater demand for train travel.
- Increase in spontaneous bookings and flexibility.
- Big demand for scenic routes expected, including bucket list trips.
- Safety messaging will remain important to continue building consumer confidence travel services.

Source: Tourism Economics

Marketing & Communications Response and Reentry Phases



Campaign Overview

In 2020, we adopted a phased approach to our campaigns, with strategies and messaging to support different objectives at various stages of the pandemic, from periods of travel restrictions to a time when travel will be encouraged again.

- Strategic marketing and communications activities were adapted to align with reduced service levels and promote public informational messages related to developments in train operations and health and safety updates in response to the COVID-19 pandemic.
- The LOSSAN Agency paused traditional marketing efforts and limited all paid advertising, achieving significant cost savings. The resulting \$1.2 million carry over funded fiscal year 2020-21 marketing efforts, which reduced the subsidy needed from the State.
- Advertising efforts have been largely reduced or suspended since the initial stages of the pandemic, aligning with decreased travel demand and stay-at-home orders as well as reduced budgets. Efforts were shifted to focus on owned channels and earned media, including public relations and social. As health conditions improve and service levels are restored, advertising will play a critical role in reestablishing interest in train travel and recapturing lost ridership and revenue.

Covid-19 Response Campaign Results

Through our COVID-19 response campaigns, we maximized limited budget and resources while achieving greater public awareness of the Pacific Surfliner by communicating evolving service updates and safety information and appropriately engaging key audiences.

While ridership is still down 80 percent over the previous year due to the continued pandemic, our efforts have inspired confidence in the service and have built a foundation for recovering ridership once the pandemic subsides.

2020 Recognition

Silver Telly Award

- *Pacific Surfliner "Hug the Coast" Video Campaign*

APTA AdWheel First Place Honors in the following categories:

- *Best Marketing and Communications to Increase Ridership or Sales – Comprehensive Campaign*
 - Pacific Surfliner's 2019 "Hug the Coast" ridership campaign
- *Best Marketing and Communications Educational Initiative – Partnership*
 - Pacific Surfliner and Disneyland Resort partnership promoting alternative transportation options.

AdWheel Grand Award

- *Best Marketing and Communications Educational Initiative – Partnership*
 - Pacific Surfliner and Disneyland Resort partnership promoting alternative transportation options.



AdWheel Awards

The LOSSAN Agency will be recognized at APTA's rescheduled TRANSform Conference and EXPO on September 1-3, 2021, in Anaheim, California.