Amtrak Sales & Marketing

Deb Sanderson, Manager, Sales and Marketing

New York State Supported Service

March 7, 2015
Introduction

• Deb Sanderson

• 27 years with Amtrak

• Began in Station Services as an “Unassigned” Clerk

• Transferred to the commissary department

• Food and Beverage Manager

• District Manager of Stations - East

• Marketing and Sales Manager
Background

• Current Territory

• Funding prior to 2013

• Funding post 2013 – PRIIA Legislation

• New York State Department of Transportation

• Partnership established

• Goal – Diverse - Statewide Marketing Campaign

• The Adirondack
Initiatives

- New Logo’s created to promote the service
Partnerships

• Fort Ticonderoga

• Began with small sponsorship

• Welcome Ambassador Program

• Community Inclusive

• BOGO – Special Fare Renewed
Partnerships

• Voices of Hope
• Special Fare Creative
• Safeguards developed
• Service Amenity to the Communities served by Amtrak

• NYSDOT – full support
• Ridership Revenue
Advertising

- Outdoor Exposure
- Billboards
- Special Venues
- Sporting Events
- Coming Soon – Bus billboards

- Finished product:
Billboard Creative

$90 Weekend Getaway Fare

New York City, Albany & Montreal

Check Out the Scenery & Save on Gas

Amtrak.com

OUR DEFINITION OF “ROAD TRIP”

Amtrak.com
Advertising

- Indoor Exposure
- Airports
- Entertainment Venues
- Sporting Events
- Buffalo Airport
Advertising

- Digital Exposure
- NYBR.com
- Escapemaker.com
- Young Broadcasting
- Time Warner Cable – email component
- Mannix Marketing
- Times Union
- New York Press Service
Digital Creative

- Times Union/Mannix Marketing

See Fall Foliage from the Dome Car on the Adirondack®

Experience exciting, carefree winter travel aboard the Adirondack®

The Dome Car Returns to the Adirondacks... Sept. 25 - Nov. 4

Save 15% between any 2 station within New York State
Advertising

- Television Exposure
  - WTEN
  - WNYT
  - Mid-Hudson Cable
  - Time Warner Cable
  - NHL Hockey Spots

- Buffalo Sabres
Advertising

• Radio Exposure
• Total Traffic & Weather Network
• Clear Channel Radio
• TALK 1300
• WAMC – Underwriting Campaign
• Pamal Broadcasting
• Galaxy Communications
Advertising

• Print Exposure
• Times Union
• New York Press Service
• Senior Times
• Magazines
• Playbill Ads
• Student Newspapers
• Student Planners

• See New York and Save 15%

![Amtrak Ad Image]
Trade Shows

- Adirondack Balloon Festival
- EscapeMaker.com
- Empire State Tourism Conference
- College of Saint Rose
- New York by Rail Day
- Amtrak Train Days
### Ridership/Revenue – FY14

<table>
<thead>
<tr>
<th>Route</th>
<th>FY14</th>
<th>FY13</th>
<th>%CHG</th>
<th>FY14</th>
<th>FY13</th>
<th>%CHG</th>
</tr>
</thead>
<tbody>
<tr>
<td>ALB-NFL-TOR</td>
<td>410,344</td>
<td>406,973</td>
<td>+0.8%</td>
<td>$24,712,104</td>
<td>$23,796,560</td>
<td>+3.8%</td>
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<tr>
<td>Adirondack</td>
<td>133,764</td>
<td>133,008</td>
<td>+0.6%</td>
<td>$7,538,465</td>
<td>$7,035,147</td>
<td>+7.2%</td>
</tr>
<tr>
<td>Empire –ALB-NYP</td>
<td>1,119,959</td>
<td>1,081,329</td>
<td>+3.6%</td>
<td>$47,472,663</td>
<td>$44,299,328</td>
<td>+7.2%</td>
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</tbody>
</table>


<table>
<thead>
<tr>
<th>Route</th>
<th>FY15</th>
<th>FY14</th>
<th>%CHG</th>
<th>FY15</th>
<th>FY14</th>
<th>%CHG</th>
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</thead>
<tbody>
<tr>
<td>ALB-NFL-TOR</td>
<td>159,364</td>
<td>164,445</td>
<td>-3.1%</td>
<td>$9,679,219</td>
<td>$9,931,488</td>
<td>-2.5%</td>
</tr>
<tr>
<td>Adirondack</td>
<td>47,532</td>
<td>47,353</td>
<td>+0.4%</td>
<td>$2,703,102</td>
<td>$2,613,723</td>
<td>+3.4%</td>
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<tr>
<td>Empire –ALB-NYP</td>
<td>467,846</td>
<td>455,542</td>
<td>+2.7%</td>
<td>$19,999,930</td>
<td>$19,061,426</td>
<td>+4.9%</td>
</tr>
</tbody>
</table>
Thank you ESPA for your continued support !!!

Questions??