



College and University Outreach

Amtrak State Corridors

September 29, 2017

Demographics matter

Lincoln Service State Supported				Amtrak FY 15 Route Atlas [DRAFT PROTOTYPE]				
Passenger Demographics								
	Total State Supported	Lincoln Service			Total State Supported	Lincoln Service		
		Total	Business	Coach		Total	Business	Coach
Gender								
Male	46%	45%	54%	45%				
Female	54%	55%	46%	55%				
Age								
18 - 34	33%	43%	5%	45%				
35 - 54	26%	26%	28%	26%				
55+	41%	30%	58%	29%				
Average	47 yrs.	43 yrs.	54 yrs.	42 yrs.				
Ethnicity								
White	76%	72%	85%	71%				
African-American/Black	12%	17%	9%	17%				
Other	12%	11%	6%	12%				
Spanish/Hispanic	5%	5%	2%	5%				
Employment								
Employed	60%	62%	70%	62%				
Student	10%	13%	2%	14%				
Retired	22%	19%	23%	19%				
Homemaker	2%	2%	2%	2%				
HH Income								
Under \$50K	36%	49%	17%	41%				
\$50K - \$74.99K	20%	22%	20%	22%				
\$75K+	44%	38%	61%	36%				
Average	\$83K	\$74K	\$111K	\$72K				
Education								
HS graduate or less	8%	8%	5%	9%				
Some college/tech. school	24%	24%	9%	25%				
College graduate	34%	35%	38%	35%				
Graduate school	34%	32%	48%	31%				

	Total State Supported	Total	Business	Coach
Trip Purpose				
Business	33%	17%	32%	16%
Visit family/friends/personal business	44%	52%	39%	53%
Vacation/recreation	18%	24%	28%	23%
Other leisure purpose	5%	7%	2%	8%
Travel Party				
Alone	70%	68%	58%	68%
Family	3%	23%	30%	23%
Friends	5%	7%	7%	7%
Additional Trip Information				
Made round trip	71%	74%	73%	74%
First time customer on route (past yr.)	33%	32%	28%	32%
Average # of nights away on trip	4	4	4	4
Average # of past year trips on route	8	7	5	7
Future Consideration				
Definitely/probably would consider Amtrak	95%	96%	94%	96%
Definitely/probably would consider route	93%	94%	94%	95%

Total State-Supported Trains	13%	19%	44%	18%	8%
Chicago-St. Louis	14%	3%	52%	24%	7%
• Business Class	32%	39%	28%	2%	2%
• Coach Class	13%	8%	53%	23%	8%

Note: some percentages may not add to 100% due to rounding or because multiple responses are accepted.

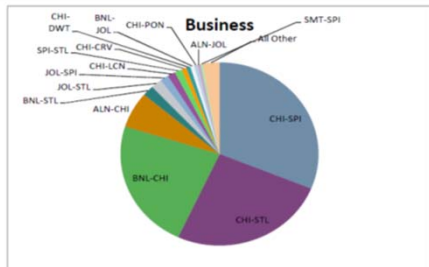
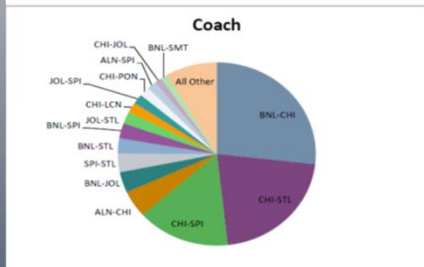


Frequency & Trip Time Matter

3

Lincoln Service State Supported Amtrak
FY 15 Route Atlas [DRAFT PROTOTYPE]

Top Markets - Ridership



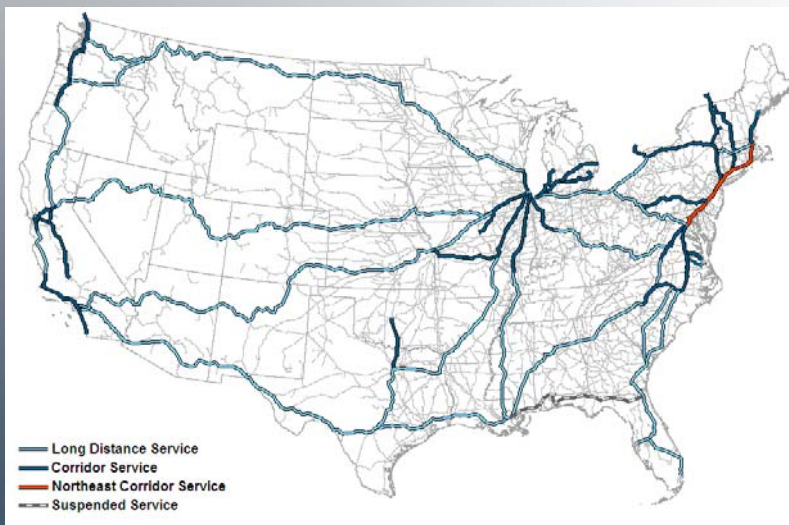
Top 10 Markets

Rank	Market	Ridership	Miles	Time
1	BNL-CHI	143,800	124	2:24
2	CHI-STL	115,000	284	5:32
3	CHI-SPI	82,000	185	3:30
4	ALN-CHI	25,000	257	4:41
5	BNL-JOL	19,500	87	1:25
6	SPI-STL	17,700	99	2:02
7	BNL-STL	14,400	160	3:07
8	BNL-SPI	14,300	61	1:05
9	JOL-STL	11,400	247	4:33
10	CHI-LCN	9,700	156	3:00
Remaining		83,700		

Rank	Market	Ridership	Miles	Time
1	CHI-SPI	10,500	185	3:30
2	CHI-STL	8,600	284	5:32
3	BNL-CHI	7,700	124	2:24
4	ALN-CHI	2,100	257	4:41
5	BNL-STL	600	160	3:07
6	JOL-STL	600	247	4:33
7	JOL-SPI	500	148	2:31
8	CHI-LCN	400	156	3:00
9	SPI-STL	400	99	2:02
10	CHI-CRV	300	224	4:13
Remaining		1,800		



Amtrak serves 140+ Midwestern schools



MIPRC Survey

Amtrak Takeaways



- 24% of respondents would take Amtrak if they had more information (Where does train go? Where is station?)
- 29% indicate they need info on transportation from the campus to the rail station.
- 35% would ride if there were more or better discounts.



Amtrak Outreach



- Targeted at 23 Midwest schools
 - Initial focus on Michigan, Missouri and Illinois schools
- Colleges and Universities incorporated into Government Affairs 'grass roots' strategy.
 - Western Illinois University
 - Albion College
 - Western Michigan University
- Increased discount available for students from 10% to 15%.
 - Severed ties with Student Advantage, *no more membership needed.*
 - 15% discount available online and other channels.
 - Since March, almost \$9 million additional revenue.
 - 151,577 took advantage



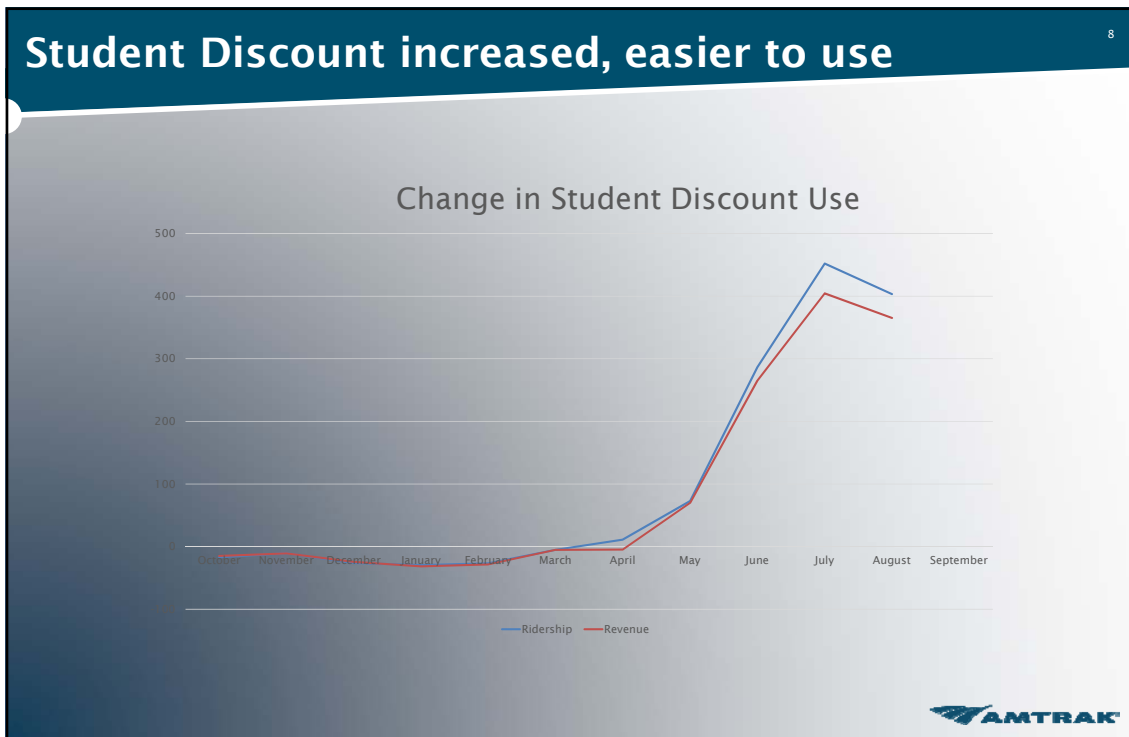
Amtrak Students Now Save 15%

7

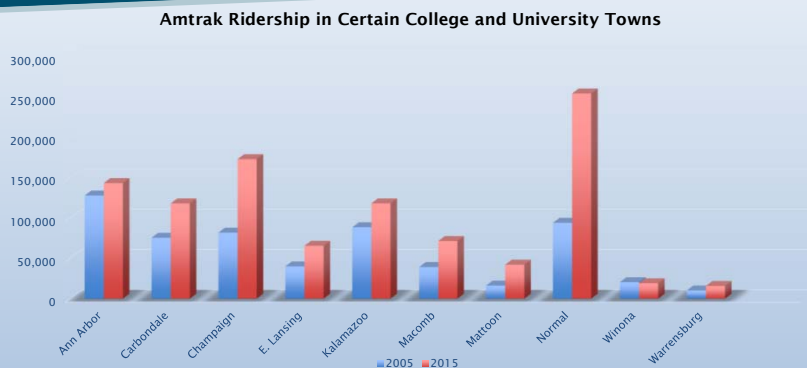
The screenshot shows the Amtrak website interface. At the top, there are navigation tabs for DESTINATIONS, EXPERIENCE, SCHEDULES, and DEALS. A prominent banner reads "Savings 101: Students Now Save 15% on Travel Year-Round". Below this, a sub-header says "Learn More About the Amtrak Student Discount for Students Ages 13 - 25". A large image features a smiling student with the text "STUDENTS NOW SAVE 15% ON TRAVEL". To the left of the banner is a ticket booking form with fields for "From", "To", "Departs", and "Time". Below the form are buttons for "FIND TRAINS" and "BROWSE DEALS". Text on the right explains that students aged 13-25 with a valid student ID can save 15% off the lowest Value or Flexible Fare. It also lists benefits like free Wi-Fi and checked baggage. A "BROWSE DEALS" button is visible at the bottom left of the page content.

Student Discount increased, easier to use

8



College and University Communities are Important to Amtrak



1.02 million annual passengers at these communities in FY15. 7.5 million passengers all stations in these states.



Possibilities are endless!

10



Amtrak – *See where the train can take you.*

“This is just goofy, and this is just absolutely me. I would make a truly great state-of-the-art national rail service a huge priority because of the infrastructure it would provide. So let’s just make really good rail transportation all over our country. Why can’t we take a good train from St. Louis to Denver? Have it like it is in Europe, where it’s cheap, efficient and fast. That’s what I’d do.”

*-Tom Hanks, answering “If I were President....”
from Sept 11, 2016 Parade magazine.*



Amtrak conducts on-the-ground research!

12

At the Moonrise Hotel in the
Delmar Loop area-St. Louis.
We took the HSLR, whoosh!

Lots of students in this area.

