Presentation Overview

1. Offer Perspective of Engaging Passengers Through Local, Curated Content
2. Provide Examples of Combining Compelling Content with Amtrak Offers to Enhance Results
3. Review a New & Existing Program Offering Passengers an Easy Way to Experience Amtrak
4. Offer an Opportunity to Share Presentation – Avoid “Death By PowerPoint”
New York By Rail Story

- Approached by Amtrak’s New York State Marketing Director in 2003 (before PRIIA)
- Lack of local destination information provided by Amtrak to promote New York State – “One Size Doesn’t Fit All”
- Overall Goal: Increase Amtrak ridership
- Develop curated content (educate/inform) about New York State Routes
- First State-Centric Amtrak magazine
- Need for local content continues 17 years later
How Yonkers got its Amtrak stop

Going to NYS Fair on Amtrak

National Baseball Hall of Fame President Q+A

Exclusive!

NYC Concierge Reveal Best Spots
- Cocktails
- 2am Hot Spots
- Places to Watch Macy's Day Parade
- + NYC Marathon

Secret Central Park Gems
Foodies of Montréal

Amtrak SEE NY AND SAVE 15% Discount. See Inside!

I ❤️ NY SPECIAL 8-PAGE SECTION: Great Getaways Across New York State
National Award-Winning Magazine
11 Years Running: 2009-2019

Magazines & Journals
Amtrak - New York By Rail
Thomas Martinelli
President
Martinelli - Slocum Publishing

Magazines, Journals & Tabloids
2018 New York By Rail
Thomas Martinelli, Publisher
Lisa Ballard, Editor
Greg Cohane, Art Director
Martinelli Custom Publishing

NEW YORK BY RAIL
Integrated Marketing Program

- **Annual Print Magazine** –
  - 175,000 copies distributed 16 consecutive years (print isn’t dead)
  - Rebranding 2 years ago to keep content & design contemporary

- **NewYorkByRail.com**
  - Complementary resource to print magazine – began in 2013
  - Year-Round Trip Planning Resource - Audience is completely different than print magazine
  - Content is driving traffic through search.
  - 30,000 unique visitors & >50,000-page views in Aug 2019
Integrated Marketing Program

- Penn Station Travel Show
  - Annual Event in NY City offers opportunity to reach train audience during journey
- Weekly/Bi-Monthly E-Blast
  - 7,500 Opt-in subscribers
  - Timely information to stimulate Amtrak Getaways
- StorySeller Blogs (1st Person Experiences)
- Social Media (Facebook, Twitter & Instagram)
- New York By Rail Travel Packages (Emerging Market)
Complementing Amtrak Marketing

- Amtrak State-Supported Marketing Changes
- States and Regions Know Their Local Markets Best
- State-Supported Goals Offer Opportunities to Target Unique Audiences
- Educate and Inform – Be an Invaluable Resource
  - Sell your Destinations, Attractions, Events & Other Great Experiences
  - Help Manage Train-Rider Expectations (train ride duration, connections available from train station, day-
What’s Your State’s Story?

- Storytelling and great content provides the “Why”.
- Great way to complement Amtrak Fare Orders, Discounts and BOGO Offers
- 1st Person Experiences offer credibility
- Great Content = More Online Search Visitors
- Digital Content Examples
  - Adirondack Weekend Getaway
  - New York State Fair
New York By Rail/Amtrak – NYS State Fair

- **About:** State support. Blog promo for New York State Fair
- **Dates ran:** 8/21/19-8/26/19
- **Areas targeted:** Albany/Schenectady/Troy DMA, Buffalo DMA, New York DMA, Syracuse DMA
- **Amount spent:** $1,000
- **Bidding type:** Link clicks
- **Link Clicks:** 5,754
- **Unique Clicks:** 5,400
- **Cost per result:** $0.17
- **Avg. Time Reading Blog:** 2.12 min
Insights report:

The good:

- The ad received an above average quality ranking (meaning it performed better than ads that competed for the same audience).
- Compared to other state support ads we’ve run on social, this ad performed better than average in terms of engagement, number of link clicks, and cost per link click. This may mean several things: 1) the audience was correctly targeted, 2) the ad copy/image were compelling enough to drive people to learn more, 3) our bidding strategy (we paid for link clicks) was cost effective.
Rail Travel Getaways

Taking the train is part of your getaway and vacation experience.

Enjoyable
Eco-Friendly
In-Demand
How a Travel Package Program Is An Asset To Promoting Rail & Overall Tourism

- Provides a Turnkey Product & Fulfillment Program To an Easier Decision-Making Process
- Many Travelers Are Yearning for Service & Help to Plan Their Vacations and Getaways
- Cars Are Left at Home = More Decisions & Planning is Needed For a Smooth Trip
- Travel Packages are a Great Advertising Tool for Content
- Opportunity to partner with your State & Regional Tourist Organizations, Hotels & Suppliers
• Modeled after Downeaster Travel Packages
• All-Inclusive Packages include Transportation to/from Amtrak stations – “The Last Mile”
• Make it Easy for Passengers to Experience Amtrak
• Opportunity to Provide Product to Tourism Industry
• Complement Amtrak Vacations – Fill in Gaps With Other Popular New York State Destinations & Experiences

Creative Way to Work with Hotels, Attractions
• 15 Travel Packages Within NY State-Supported Routes
• 10 Travel Packages Not Offered by Amtrak Vacations:
  - Adirondacks (1 Multi-Stop Tour)
  - Hudson Valley (6)
  - Lake George (2)
  - Saratoga Springs
• 5 Other Packages With Different Experiences:
  Montreal, Quebec
LAKE GEORGE - New York

Imagine relaxing under the stars from the deck of an old-fashioned paddle-wheeler while reminiscing about the glorious view you had to earlier that day. Or, maybe you spent the afternoon at a sandy beach after an adrenaline-packing morning at an amusement park. You must be in Lake George! Urbanites have spent their vacations here since the mid-1800s spurred by William H.H. Murray's Adventures in the Wilderness, a combination guidebook and collection of short stories about this region of the Adirondacks. Murray took the train to Lake George for its fresh air, clear water and majestic, wildlife-laden forests.

Experiences & Events
Lake George Steamboat Co.
Port Kent Ferry
Rogers Island Visitor Center
Skane Manor
The Depot Theatre

Accommodations
Fort William Henry Hotel
Best Western Lake George
Hampton Inn & Suites Lake George

GETAWAY TO LAKE GEORGE
the original vacation destination

Package Includes:
- Round-trip Amtrak
- 3-night hotel stay
- Lake George cruise and admission to Fort William Henry Museum
- All taxes

Travel Packages from:
$489 pp/dti

LAKE GEORGE EXPERIENCE
vacations have been flocking here since the mid-1800s

Package Includes:
- Round-trip Amtrak
- 2-night hotel stay
- Lake George cruise
- All taxes

Travel Packages from:
$359 pp/dti

Call to book your vacation (888) 769-7245

SARATOGA SPRINGS - New York

Saratoga treasures its rich history of sparkling mineral waters and luxurious spas that have provided respite and relaxation for hundreds of years. The Victorian grandeur that is quintessentially Saratoga includes a list of over 1,000 buildings on the National Register of Historic Places... this lovely city offers something for everyone. Saratoga is all about racing! World-class thoroughbred horse racing, exciting harness racing and, polo events are signature events that have brought visitors here for generations. Downtown Saratoga has quaint shops, exquisite dining and entertainment along with a charming Victorian pedestrian setting provides hours of relaxation.

Experiences & Events
Saratoga Race Track
National Museum of Dance & Hall of Fame
Saratoga Automobile Museum
Saratoga Springs Food Tours
Saratoga Lake Cruises
Accommodations
Pavilion Grand Hotel
Saratoga Hilton
Gideon Putnam Resort & Spa

RIDE TO SARATOGA
one of New York's greatest bucket-list destinations

4 Day/3 Night Package
Package Includes:
- Round-trip Amtrak, train from Penn Station
- 3-night hotel stay at the Pavilion Grand Hotel
- Admission to the National Horse Racing Museum and Saratoga Auto Museum
- All taxes

Travel Packages from:
$699 pp/dti

Call to book your vacation (888) 769-7245

MULTI-STOP TOUR
ADIRONDACK EXPLORER

9 Day/8 Night (may be customized)
Rhinebeck - Saratoga - Lake George - Montréal

Ride the Adirondack from New York to Montréal with an eclectic selection of stops to explore. Rhinebeck is your first stop and is known as one of America’s best gourmet towns. After the sophistication of Rhinebeck, you are off to Saratoga and its world-renowned racing. Next stop is Lake George where people have been vacationing for over a hundred years. Finally, you will cross the border to the sensational city of Montréal in the Canadian province of Quebec. This is a truly diverse travel package where each destination is uniquely its own.

Day 1 - Depart for Rhinebeck
Day 2 - Explore Rhinebeck with a culinary walking tour
Day 3 - Depart for Saratoga
Day 4 - Take in some racing plus your choice of museum admission
Day 5 - Off to Lake George
Day 6 - Enjoy a lake cruise
Day 7 - Cross the border to Montréal
Day 8 - Tour of Montréal
Day 9 - Relax and take the train back home

9 Days/8 Night Package Includes:
- Roundtrip Amtrak Rail
- Eight-night hotel accommodations
- Stewart transfers in Rhinebeck, Saratoga and Lake George
- Museum Admission in Saratoga
- Lake cruise in Lake George
- Montréal Tour, Culinary Tour in Rhinebeck
- All hotel taxes

*Some breakfasts may be included depending upon the hotel property chosen.

May Packages From: $1,369 pp/dti
September Packages From: $1,669 pp/dti

*Package prices listed are per person double occupancy and vary by date and month. Some weekend surcharges may apply. Packages listed based on the travel dates and are subject to change. Please contact us at phone or for availability with these dates to receive up-to-date pricing.

NEW YORK BY RAIL

Call to book your vacation (888) 769-7245
• Vehicle to Get New York City Residents Upstate
• I Love New York/Tourism Alignment
• Big Opportunity!
Amtrak Vacations

- Only Selling NY City & Niagara Falls in New York – Great Experiences Void!
- Opportunity to develop Complementary Travel Packages

DISCOVER BEAUTIFUL LOCATIONS THROUGHOUT THE U.S. AND CANADA

- Western U.S.
- National Parks
- Southern & Mid-Western U.S.
- Eastern U.S.
- Canada
- Victoria, BC
- Seattle, WA
- Glacier National Park, MT
- Yellowstone National Park
- Niagra Falls, Ontario
- Chicago, IL
- San Francisco, CA
- Yosemite National Park
- Grand Canyon National Park
- San Diego, CA
- New Orleans, LA
- Boston, MA
- New York City, NY
- Washington, DC
Working with a Travel Package Expert!

Steven Grasso - President
North American Traveler
Downneasterpackages.com
• 6th Year
• 35 “Car-Free” Travel Packages Currently Offered
• Day Trips, Overnight Getaways & Multi-Stop Tours
• Independent Vacation Travel Packages – People Can Travel When They Want (Without Assigned Dates)
• 1,200 Amtrak Passengers
• 626 Room Nights
• $300,000 in Supplier Payments
CAR FREE TRAVEL PACKAGES TO NOVA SCOTIA
Featuring the Amtrak Downeaster and Cat Ferry

Leave your car behind and let Downeaster Travel Packages plan your vacation gateway. Our packages up the Maine Coast and over to Nova Scotia via the Cat Ferry are thoughtfully planned to get the most out of your travels. Spend less time planning your vacation and more time enjoying it. Here is a selection of featured packages.

EXPERIENCE HALIFAX

5 Days / 4 Nights
Yarmouth – Halifax – Portland, ME

Our most popular Halifax package! Board the ferry in Portland and just hours later you will be ready to experience this jewel of Atlantic Canada!

Itinerary:
Day 1 – Travel by rail to Portland, ME, where a private transfer will be waiting to bring you from the train station to the ferry terminal in Portland’s Old Port. Board the ferry to Yarmouth, NS, where you will spend your first night.
Day 2 – Your driver will greet you at your hotel for a scenic tour/transfer along the southern coast of Nova Scotia. Overnight in Halifax.
Day 4 – Your driver will greet you at your hotel for a scenic tour/transfer along the north shore coast of Nova Scotia. Overnight in Yarmouth.
Day 5 – Board the ferry in the morning for your return to Portland. A driver will greet you at the ferry terminal for your transfer to the train station, or you may choose to add an optional night in Portland.

Package Includes:
• Round-trip Amtrak Downeaster
• Amtrak station and ferry terminal transfers
• Round trip ferry between Portland, ME and Yarmouth, NS
• Four nights accommodations (Yarmouth, NS and Halifax, NS)
• Round trip tour transfers between Yarmouth and Halifax
• Deluxe city tour and Peggy’s Cove tour in Halifax

Maybe customised

Package from: $1,259 per

Call 1-888-574-9777
or go online to DowneasterPackages.com
to explore all travel packages.
Parting Words

• Each State is Unique – “One Size Doesn’t Fit All”
• Maximize Content/Storytelling Opportunities
• Develop Ways to Complement Amtrak’s Marketing Support & Leverage Amtrak’s Nationwide Network
• Make it Easy for Passengers to Experience Your State
• All Aboard State-Supported Trains!