

THE OPPORTUNITY WITHIN AMTRAK

America's Railroad



THE PROBLEM

- Not profitable & uncertain funding
- Dependent on government subsidies
- Low ridership
- Severely hurt by COVID



AMTRAK'S VISION: Double ridership by 2040

Serve with safety

Sustain the company

Gain new customers (e.g. younger riders)

Build for the future

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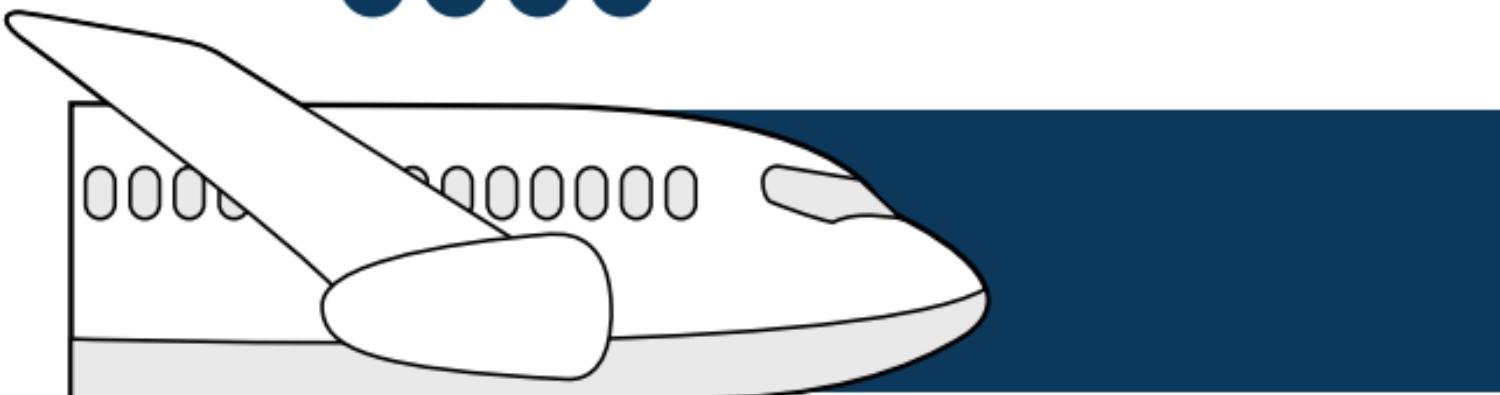
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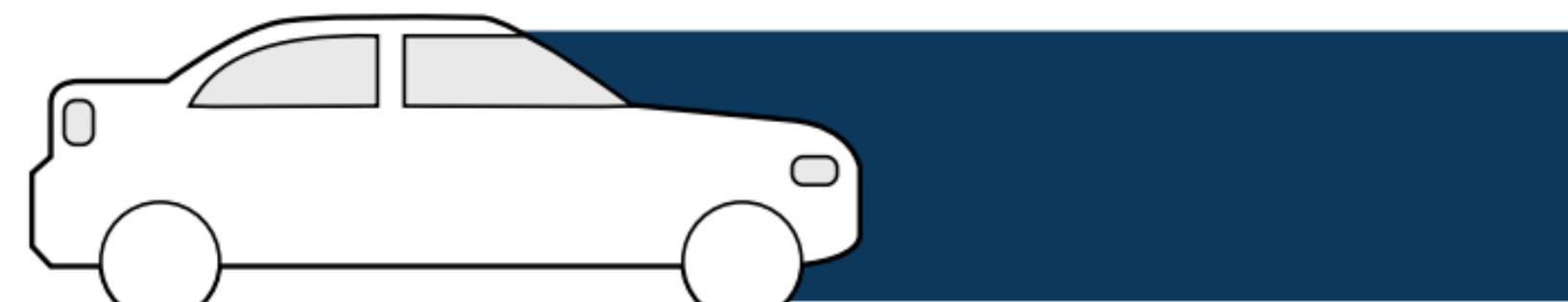
AMTRAK'S ADVANTAGE



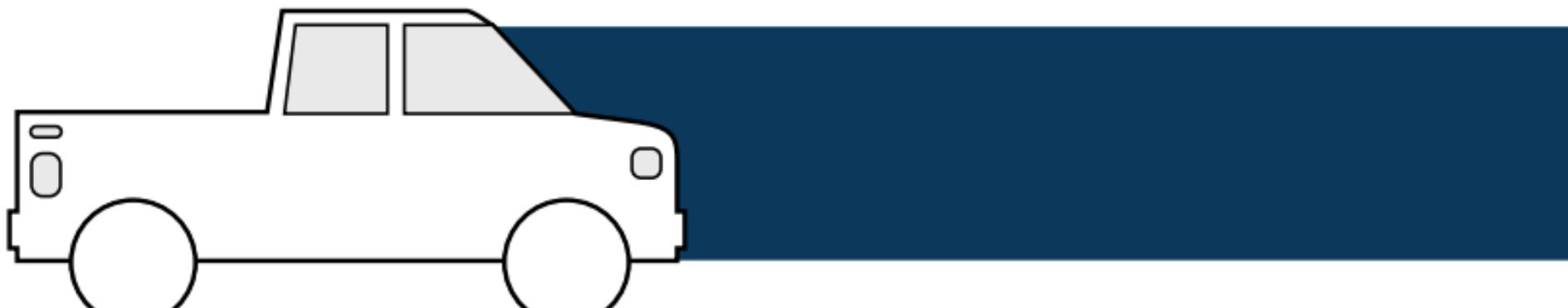
AMTRAK: 1,524 BTU/
PPM



AIRPLANE: 2,391 BTU/
PPM



AUTOMOBILE: 2,888 BTU/
PPM



TRUCK: 3,641 BTU/
PPM

THE OPPORTUNITY

30-50%

More energy efficient
than cars & air, with
continued emissions
reductions

2/3

Of young people
show distress over
climate change

**EQUAL OR
MORE**

amenities compared
to air travel

**VERY
LITTLE**

advertising of these
advantages to date

HYPOTHESIS

Environmentally focused advertising targeted at young, climate-conscious air travelers will increase ridership and revenue.



STRATEGY

Identify a highly focused young population along these routes
with which to pilot climate advertising on a low budget.

MEASURING SUCCESS

Increase ridership of 18-35 year olds by 5% in chosen advertising geographies.

MODELING THIS SOLUTION

- Collect data at ticket purchase
- Predict who might switch to rail
- Use shown strategy to target most likely consumers



QUESTIONS?

