Demographics matter
Frequency & Trip Time Matter

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%

Student Discount increased, easier to use

Change in Student Discount Use

- Ridership
- Revenue

October November December January February March April May June July August September

Change in Student Discount Use
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!
“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!

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

Lots of students in this area.