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# Amtrak Bike Reservation System

Brian Hart

Amtrak

Director Marketing, Southwest

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## Challenge

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- Demand for bike space onboard Amtrak Pacific Surfliner trains was outpacing availability for many departures.
- Passengers had to leave bikes locked-up at the station or wait for the next available train.
- Operations, Marketing and IT worked together to develop a bike reservation and bike capacity management system.
- In April, Amtrak and Caltrans announced that mandatory bike reservations would be implemented June 1.
- The cost to reserve and transport the bike was originally \$5 per segment.
- Promotional elements included web banners, station posters, rack cards, Quik-Trak (Ticket Vending Machine) toppers, press release, social media channels.

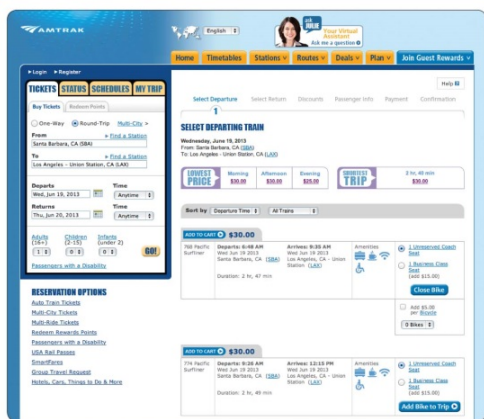




## BOOK YOUR BIKE!

Beginning June 1, 2013, bike reservations are required on the Pacific Surfliner. The reservation fee is \$5.00 per travel segment and may be booked at Amtrak.com by clicking the "Add Bike to Trip" tab after selecting your departure and class of service. Passengers are required to properly secure bicycles in bike racks. Book early as reserved bike space is limited and may not be available on all trains or departures.

Visit [Amtrak.com](http://Amtrak.com) today!



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## Book Your Bike!

Bicycle reservations are required on all Pacific Surfliner trains. Reservations are complimentary and can be obtained on-line at Amtrak.com or AmtrakCalifornia.com (click the "Add Bike to Trip" tab after selecting your departure and class of service), at Quik-Trak kiosks, from station ticket agents, or by calling 1-800-USA-RAIL. Bike reservations are required for each travel segment and must accompany a valid Amtrak ticket. Amtrak Multi-Ride Ticket holders (10-trip or Monthly Pass) may obtain bike reservations only through station ticket agents or by calling 1-800-USA-RAIL. Passengers are required to properly secure bicycles in bike racks. Book early, as bike space is limited and may not be available on all trains or departures.



Revised Bike Ad (3.625 x 2.3125).indd 1

5/23/13 8:29 AM

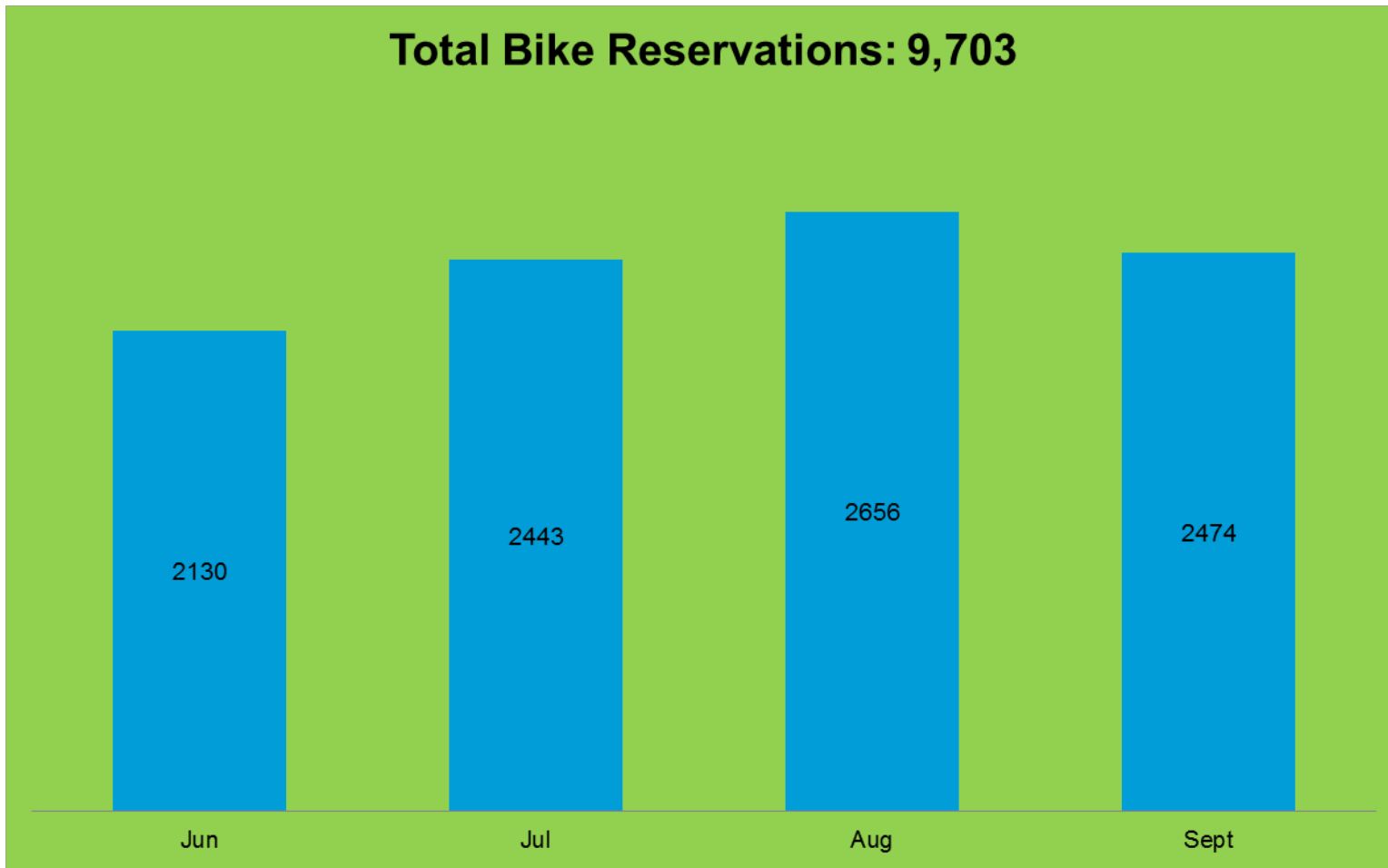
# Book Your Bike on Amtrak.com

The screenshot displays the Amtrak website interface for booking a bike. The main navigation bar includes links for Home, Timetables, Stations, Routes, Deals, Plan, and Join Guest Rewards. A search form is visible on the left, with fields for 'From' and 'To' stations, and a 'GO!' button. The central content area is divided into sections: 'TRAVEL OPTIONS' with links for SmartFares, Auto Train Tickets, Multi-Ride Tickets, USA Rail Passes, Accessible Space, Multi-City Tickets, Group Travel, Hotel, Insurance & More, and Redeem for Free Travel; 'RIDER'S GUIDE' with links for Service Disruptions, Trip Planning, Seats & Rooms, Meals & Dining, Baggage Policy, Change for Low Vision, Search Amtrak.com, and Contact Us; and 'EXPLORE' with icons for Auto Train, Amtrak Vacations, and Sleeping Car Virtual Tours. A prominent banner for the Pacific Surfliner offers 500 Bonus Points and free bike travel. Below this, a list of train services is shown, each with a price of \$37.00 and an 'Add Bike to Trip' button. The services include the 562 Pacific Surfliner (departing 6:15 AM, arriving 9:00 AM), the 561 Pacific Surfliner (departing 7:25 AM, arriving 10:10 AM), and the 563 Pacific Surfliner (departing 8:30 AM, arriving 11:20 AM). Each service listing includes departure and arrival times, station information (Los Angeles, CA - Union Station (LAX) to San Diego, CA (SAN)), duration, amenities (WiFi, power outlets, wheelchair access), and seat selection options (Unreserved Coach Seat or Business Class Seat). A 'Close Bike' button is also present for the 561 Pacific Surfliner service. At the bottom, there are promotional banners for a sale on souvenirs and a subscription offer for Amtrak Rewards.

The screenshot shows the Amtrak California website with a prominent banner for booking bicycles. The banner features a red and white bicycle and the text "BOOK YOUR BIKE" in large, bold letters. To the right of the bicycle, a red box contains the word "FREE!" in white. Below this, text reads: "The Pacific Surfliner bicycle reservation system makes it easy to bring your bike aboard the train." An orange button with a white arrow and the text "GET MORE DETAILS" is positioned below the text. The website's navigation bar includes links for "Routes", "Stations", "Destinations", "Events", "Deals", "Kids' Corner", and "Travel Info". Below the banner, a blue navigation bar contains "Find A Fare", "View My Schedule", "My Amtrak California", and "Check Train Status". The "Low Fares" section displays three fare options:

Route	Starting From	Each Way	Action
Los Angeles to San Diego	\$36	EACH WAY	GET DETAILS
Los Angeles to Santa Barbara	\$29	EACH WAY	GET DETAILS
Merced to San Francisco	\$25	EACH WAY	GET DETAILS

Additional elements include a "Find Your Station" search box and a "Sign up and Get Hot Deal" section.





## Take Away...

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- Sometimes, developing a winning marketing campaign or successful launch is the easy part. It's the politics that are the real challenge.
- What's good for the company or your passengers may be trumped by the *perceived* inconvenience of just a few folks.
- Don't give up, find a workable solution, persevere!