

# Hampton Roads Passenger Rail Marketing Working Group: Update

Presented By:

Camelia Ravanbakht, PhD  
Deputy Executive Director

September 26, 2017

- The Hampton Roads Passenger Rail Marketing Working Group (HRPRMWG) was established to promote passenger rail service between Hampton Roads, Richmond, and all points north



RRPictureArchives.NET Image Contributed by K. M. SIES

- Update Hampton Roads Regional Chamber Alliance
- Review VDOT signage for Norfolk Amtrak station/key decision areas
- Review marketing strategies for passenger rail in Hampton Roads
- Long term parking at Harbor Park
- Signage, parking, and website for the Newport News station.
- Methods to promote passenger rail with TRAFFIX
- Outreach
- Promote tourism from outside the region
- Populate Amtrak website with contents and images showcasing Hampton Roads localities.

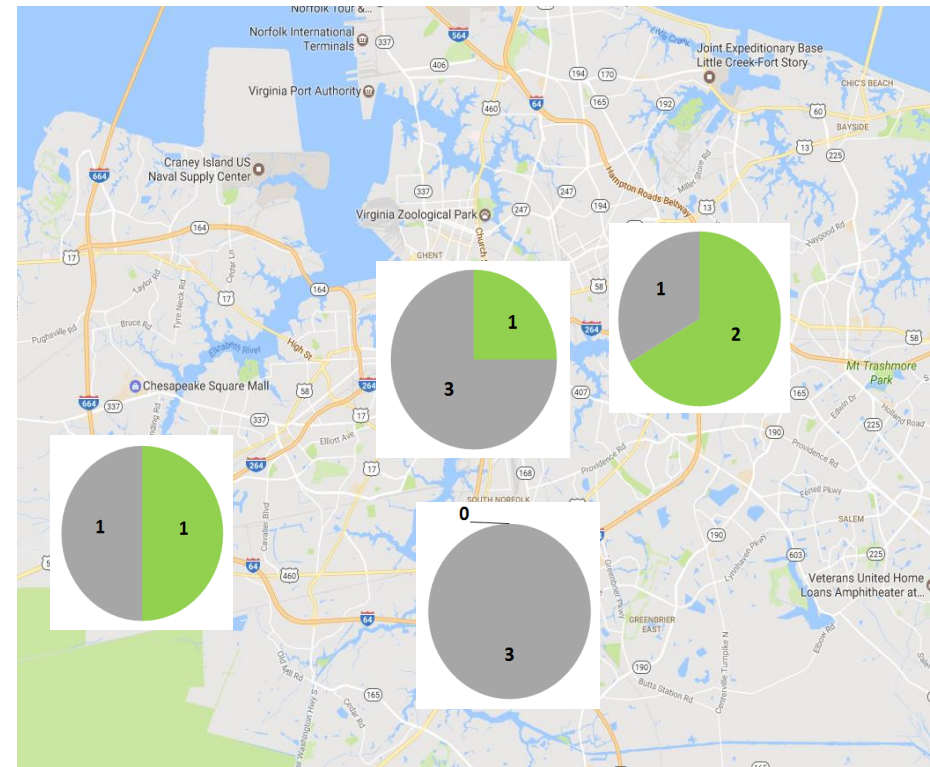
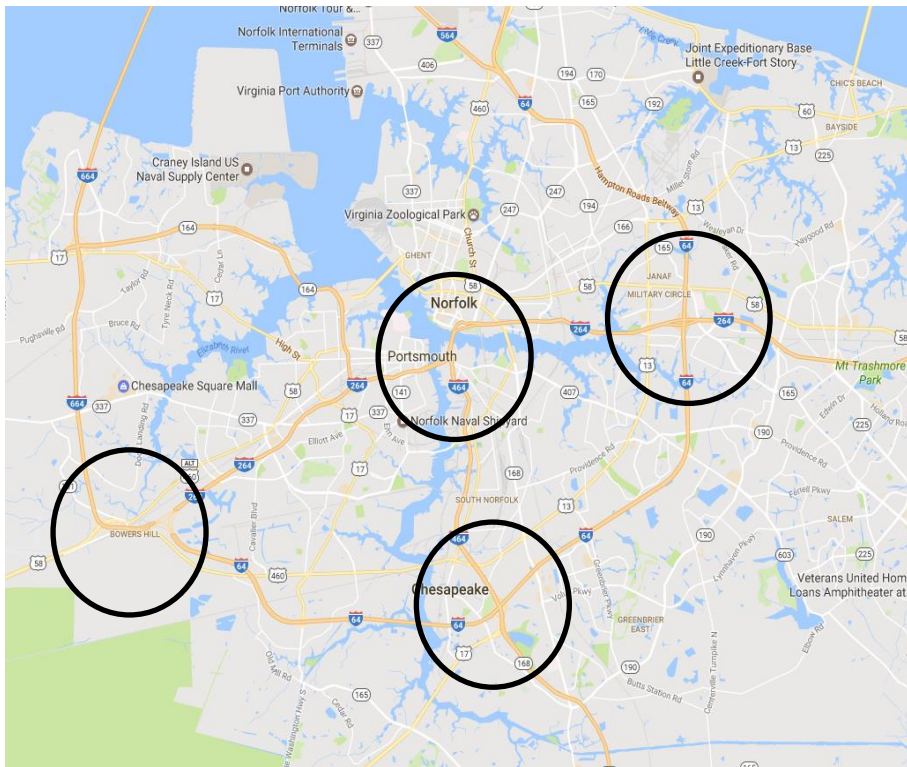


# Signage for Norfolk Amtrak Station

- Review of existing signage for the Norfolk Amtrak Station and key decision areas where signage is not present



## Key Decision Areas



# Amtrak Virginia Website Update

<https://www.amtrak.com/virginia/home>

AMTRAK Log In or Register Need help? Ask me Ask Julie English Amtrak Guest Rewards

DESTINATIONS EXPERIENCE SCHEDULES DEALS

## TAKE THE TRAIN TO AND FROM VIRGINIA

A smarter way to travel.

PLAN A TRIP TODAY >

- Where We Go >
- Reasons to Ride >
- Virginia Service Alerts >

Buy Tickets | Modify Trip | Check Train Status | Other Travel Options

One-Way Round-Trip Multi-City Children 13-15 traveling alone FIND TRAINS

From To Depart Anytime

AMTRAK Log In or Join Need help? Ask me Ask Julie English Amtrak Guest Rewards

DESTINATIONS EXPERIENCE SCHEDULES DEALS

## TAKE THE TRAIN TO AND FROM VIRGINIA

A smarter way to travel.

PLAN A TRIP TODAY >

- Where We Go >
- Reasons to Ride >
- Virginia Service Alerts >

Buy Tickets | Modify/Cancel Trip | Check Train Status | Other Travel Options Dollars Points

One-Way Round-Trip Multi-City Children 13-15 traveling alone FIND TRAINS

From To Depart Anytime

### Student Discount

Students save 15% when booking three days in advance.

GET MORE DETAILS

### Pets Welcome

Bring Fido or Fluffy along on your next train ride.

GET MORE DETAILS

#### EVERYDAY LOW FARES

### Richmond to New York

from **\$71** each way [GET DETAILS](#)

### Washington to Williamsburg

from **\$34** each way [GET DETAILS](#)

### Washington to Richmond

from **\$26** each way [GET DETAILS](#)

### Student Discount

Students save 15% when booking three days in advance.

GET MORE DETAILS

### Coastal Gateway

Amtrak connects Hampton Roads with the Mid-Atlantic and beyond.

GET MORE DETAILS

### Pets Need Vacation Too

Bring Fido or Fluffy along on your next train

### Go Farther

Amtrak Virginia Thruway buses connect you

#### EVERYDAY LOW FARES

### Richmond to New York

from **\$71** each way [GET DETAILS](#)

### Washington to Williamsburg

from **\$34** each way [GET DETAILS](#)

### Washington to Richmond

from **\$26** each way [GET DETAILS](#)

### Washington to Lynchburg

from **\$33** each way [GET DETAILS](#)



# Thank You !

Hampton Roads Transportation Planning Organization  
723 Woodlake Drive  
Chesapeake, VA 23320  
(757) 420-8300 • [www.hrtpo.org](http://www.hrtpo.org)