

METROLINK® 2019

FESTIVAL OF LIGHTS

ADWHEEL AWARDS





Target Audience

Metrolink offered special service to the Festival of Lights at the Mission Inn and Spa in Riverside for the second year in 2017.

The targeted audience was families within 5 miles of our station cities along the route of the special service.

Situation

2017 was the 25th Anniversary of the Festival of Lights and more than 750,000 people attended the event. The event began with a turning on ceremony on November 24 at 4:30 P.M. when approximately five million lights were illuminated on the Mission Inn and on the surrounding streets. There was severe traffic congestion and little to no parking for the event attendees. Metrolink had run special service to the event in 2016 to help alleviate some of the traffic and parking issues and it was extremely popular. The Metrolink service was so popular that it resulted in crowding and some passengers being turned away at stations due to trains reaching capacity. Due to the extremely large crowds from 2016, Metrolink increased their special service offered by 133% over the previous year offering ample service for families from Los Angeles and Orange County to attend the Festival of Lights.





Strategy/Objective

The objective of this special service was to have Festival of Lights attendees take cars off the road and ride the train to the event. We wanted to increase revenue and ridership over the previous year by getting the word out about the service. The tactics we used were web banners, splash pages, newsletter articles, promotional emails, paid Facebook ads, organic Facebook, Twitter and Instagram posts, conductor announcements and station screen messages.





Webpages

Riverside - Downtown
FESTIVAL OF LIGHTS

Bypass traffic and parking hassles and enjoy a relaxed ride on Metrolink to the magic and tradition of the Mission Inn Hotel & Spa's 25th Annual Festival of Lights.

DETAILS

- Location**
The Mission Inn Hotel & Spa
3649 Mission Avenue Riverside, CA 92501
- When**
November 24, 25 & December 1, 2, 8, 9, 15, 16
- Price of Entry**
\$7 Round-Trip for Adults and Seniors
Ages 18 and under ride FREE! (Limit 2 per adult)

GENERAL OVERVIEW

Information Things to Do Calendar Connect Rose Parade

Social Media

Metrolink Sponsored

Don't miss the spectacular lights display at the Mission Inn. Metrolink takes you there for just \$7 round-trip!

FESTIVAL OF LIGHTS

TAKE METROLINK FOR \$7
KIDS RIDE FREE

Take Metrolink to the dazzling Festival of Lights!

[HTTPS://METROLINKTRAINS.COM/DESTINATIONS/FESTIVAL...](https://metrolinktrains.com/destinations/festival...) Learn More

3.8K Reactions 464 Comments 1.6K Shares

Like Comment Share

Instagram

metrolink Sponsored

Don't miss the spectacular lights display at the Mission Inn. Metrolink takes you there for just \$7 round-trip!

Learn More

TRANSPORTATION

METROLINK

Bypass traffic and save on gas and parking! Take Metrolink to the magic and tradition of 25th Annual Festival of Lights in Riverside. Bring the entire family to this electric holiday event and experience the excitement of 5 million dazzling lights, animated figures, and Santa Claus.

You can ride the Metrolink's Festival of Lights train for \$7 or less round trip! Don't miss the "Switch-On" ceremony and fireworks show on Friday, November 24th. Go to www.MetrolinkTrains.com/FOL for more information.

Dates: November 24, 25 & December 1, 2, 8, 9, 15, 16

Location: 3649 Mission Avenue Riverside, CA 92501

CATCH THE SPARKLE. TAKE METROLINK!

METROLINK TRAIN DATES: NOVEMBER 24, 25 | DECEMBER 1, 2, 8, 9, 15, 16
\$7 ROUND TRIP ADULTS AND SENIORS
Ages 18 and under ride FREE! (Limit 2 per adult)

METROLINK SAMPLES



Rack Card

CATCH THE SPARKLE. TAKE METROLINK!

The Mission Inn Hotel & Spa presents the **25th Anniversary Festival of Lights**.

\$7 Round Trip
Ages 18 and under ride FREE!
Free Shuttle from Riverside - Downtown Station.

DOWNTOWN RIVERSIDE

Promotional Email

METROLINK

CATCH THE SPARKLE. TAKE METROLINK!

METROLINK TRAIN DATES
NOVEMBER 24, 25 | DECEMBER 1, 2, 8, 9, 15, 16

\$7 ROUND TRIP ADULTS/SENIORS
Ages 18 and under ride FREE! (limit 3 per adult)

Trains from LA, Orange County, and Perris. Free event shuttle from Riverside - Downtown Station.

Take Metrolink to Festival of Lights for Only \$7 Round-Trip

Head over to Riverside's Mission Inn Hotel & Spa to experience the Festival of Lights, the event that was deemed "The Best Public Lights Display in the Nation" by USA Today!

Metrolink is running special service to the Festival of Lights on **November 24, 25 and December 1, 2, 8, 9, 15, 16**. Tickets are only \$7 for adults, and children 18 and under ride free (up to 3 per adult)! Get onboard to experience the most dazzling event of the holiday season.

[View Details](#)

Take Metrolink to the **Riverside-Downtown Station**. From there, you can take a free RTA shuttle to get you to the Festival of Lights and back.

Experience approximately 4.5 million lights and an amazing fireworks display, with over 400 animated figures and the world's largest man-made mistletoe.

Come visit Santa Claus, hitch a ride on horse-drawn carriages, and, of course, enjoy the many delectable holiday treats this event has to offer.



Results

The 2017 Festival of Lights ridership on the special service trains was 11,274 for the season which was a 127.76% increase over the 2016 season service which was 4,950.

FESTIVAL OF LIGHTS RIDERSHIP

■ FY16 ■ FY17





Results

The special ticket option for Festival of Lights was available in both 2016 and 2017. The special fare was \$7 for adults with children 18 and under riding free. Revenue increased 27.94% in 2017 to \$31,248.00 over the 2016 season which generated \$24,423.00.

Festival of Lights Ticket Sales Revenue

