

METROLINK® 2019



ADWHEEL AWARDS



Target Audience

Metrolink offered special service & promotions to the LA County Fair for the 25th year in 2018.

The targeted audience was current and potential Metrolink riders as well as internal and external stakeholders and the media.

Take Metrolink to the LA County Fair August 31 - September 23

\$10 WEEKEND DAY PASS

ENJOY A STRESS-FREE RIDE TO THE FAIR ON SATURDAY OR SUNDAY

METROLINK.

SINCE 1922
LA COUNTY
FAIR
AUG. 31 - SEPT. 23

Metro sbcta
metrolinktrains.com/lacf



Situation

Metrolink helped passengers avoid the stress of parking and dealing with traffic to get to one of the most anticipated events of the year while taking advantage of special deals and promotions to increase overall ridership and awareness about the brand and public transportation as a whole.



Strategy/Objective

The objective of this special service was to help give potential passengers the opportunity to avoid the stress of traffic and trying to pay and deal with parking, while also taking cars off the road by getting them to ride the train.

We wanted to increase revenue and ridership over the previous year by getting appropriate messaging out about the service and utilizing the following tactics:

- We offered a \$10 weekend day pass on Labor Day, Monday, Sept. 3 which was the opening weekend of the fair
- LACF tickets were given away each weekday for 10 days (20 tickets) and 12 additional tickets (3 family 4-packs) were given away over the four weeks of service to the fair
- The fair provided a free shuttle service from the platform to the gate entrance
- Advertisement space on the LACF website homepage rotating banner
- Digital ad space on the Fairplex digital billboard off the I-10 freeway & Fairplex Dr. with 2 million commuters a week passing the digital sign
- Web banners, splash pages, newsletter articles, promotional emails, paid Facebook ads, organic Facebook, Twitter and Instagram posts, conductor announcements and station screen messages

METROLINK. SAMPLES



Pomona - North
LA COUNTY FAIR

The LA County Fair returns Friday, August 31 bringing delicious food, exciting rides and great entertainment.

Take Metrolink to the LA County Fair
\$10 WEEKEND
Daily Fares
August 31 - September 24

DETAILS

- Location**
1101 W McKinley Ave
Pomona, CA 91768
- When**
August 31 - September 23, 2018
- Price of Entry**
Ticketing prices vary. Visit LA County Fair's website for more information.


GENERAL OVERVIEW

The 2018 LA County Fair is celebrating the iconic Route 66. This year's theme is "Get Your Kicks," and every fair exhibit will feature a Route 66 theme, celebrating the landmarks, pop culture and simplicity that the Mother Road is known for. Enjoy all the exciting attractions including delicious food, exciting rides and great entertainment.

Webpage

Metrolink
Sponsored · 🌐

Take Metrolink's San Bernardino Line service directly to the LA County Fair for a convenient and stress-free commute on Saturdays and Sundays for only \$10 roundtrip! Enjoy the special LA County Fair train stop during the weekends!



metrolinktrains.com
LA County Fair | Destinations and Events | Metrolink

👍❤️😂 45 3 Comments 12 Shares

Social Media




Metrolink
Published by Tom, 10/17/17
Page likes · August 20

Contest Alert! We have 2 tickets to give away to the LA County Fair EVERY WEEKEND for the rest of August! Check our Facebook, Twitter, and Instagram (@metrolink) daily to keep an eye out for your chance to win!

Tag a friend you'd like to take with you to the LA County Fair by tonight at 11:59 p.m. PST to be eligible to win. 🎟️🎡🎠🎪🎢🎣🎤🎭🎯🎰🎲🎳🎴🎵🎸🎹🎺🎻🎼🎾🎿🏀🏈🏉🏊🏋🏌🏍🏎🏏🏐🏑🏒🏓🏔🏕🏖🏗🏘🏙🏚🏛🏜🏝🏞🏟🏠🏡🏢🏣🏤🏥🏦🏧🏨🏩🏪🏫🏬🏭🏮🏯🏰🏱🏲🏳🏴🏵🏶🏷🏸🏹🏺🏻🏼🏽🏾🏿🏠🏡🏢🏣🏤🏥🏦🏧🏨🏩🏪🏫🏬🏭🏮🏯🏰🏱🏲🏳🏴🏵🏶🏷

3,222 people searched

Metrolink · Thank you for all your submissions! Congratulations to Jessica Brown for being the lucky winner of 2 tickets to the LA County Fair! Please direct message us with your address so we can help mail the tickets out to you! 🎟️🎡🎠🎪🎢🎣🎤🎭🎯🎰🎲🎳🎴🎵🎸🎹🎺🎻🎼🎾🎿🏀🏈🏉🏊🏋🏌🏍🏎🏏🏐🏑🏒🏓🏔🏕🏖🏗🏘🏙🏚🏛🏜🏝🏞🏟🏠🏡🏢🏣🏤🏥🏦🏧🏨🏩🏪🏫🏬🏭🏮🏯🏰🏱🏲🏳🏴🏵🏶🏷



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Tag Photo · Add Location · 🗨️ 📍

4,514 people searched

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Rack Card

Metrolink LA County Fair Service

Metrolink and Fairplex are pleased to Offer Train Service to the LA County Fair.

Here are a few helpful tips to make your trip a pleasant experience.

- Metrolink will offer regular San Bernardino Line weekend service with an additional stop at the Fairplex station Sept. 1-23, 2018.
- Additional Saturday and Sunday train departing 8:30 p.m. from the Fair returning to LA Union Station.
- Metrolink will begin making a stop at the Fair after 9:30 a.m. on Saturday and Sunday.
- Metrolink will make special stops at the Fair on Labor Day, Monday, September 3. Sunday schedule will be in effect.
- There are some Antelope Valley Line trains which connect with the San Bernardino Line trains to the LA County Fair. Visit metrolinktrains.com/lacf for train schedules.
- For the best value, purchase the Metrolink \$10 Weekend Day Pass from the ticket vending machine at any Metrolink station (Sat/Sun only) or through the Metrolink App.
- No wagons will be allowed on the train. For a list of approved items, visit our website at metrolinktrains.com.
- You must have a valid ticket to board. Tickets are not sold onboard the train.

LA County Fair

- **Online Special Only: LACF.com**
Single-Day Admission.
\$12 Adults; \$6 Child.
Go to LACF.com, under the tickets tab click on promo/voucher and enter promo code: **METROLINK**
- A free shuttle will meet every train to pick you up and drop you off at Yellow Gate main entrance.
- LACF is equipped and ready to handle ADA transport needs as required at our station.
- For more information visit LACF.com

Contact Information: 800-371-5465 (LINK)
For speech and hearing impaired: 800-698-4833 (4TDD)

metrolinktrains.com/lacf



METROLINK.

Take Metrolink to the LA County Fair
August 31 - September 23, 2018

San Bernardino Line
Saturday & Sunday Service
metrolinktrains.com/lacf



\$10

METROLINK WEEKEND DAY PASS

Online Admission Ticket Specials.
Special Saturday and Sunday Stops at the Fair.
Free Shuttle Service Directly to the Fair.
Metrolink Service to the Fair on Labor Day, Monday, September 3.













Promotional Email





Take Metrolink to the LA County Fair
September 1-24, 2017

FUNDED BY  Metro

A Day at the Fair

The annual LA County Fair is in town, bringing fun for the whole family. There are countless activities for you to enjoy, including rides, carnival games, concerts, and delicious food.

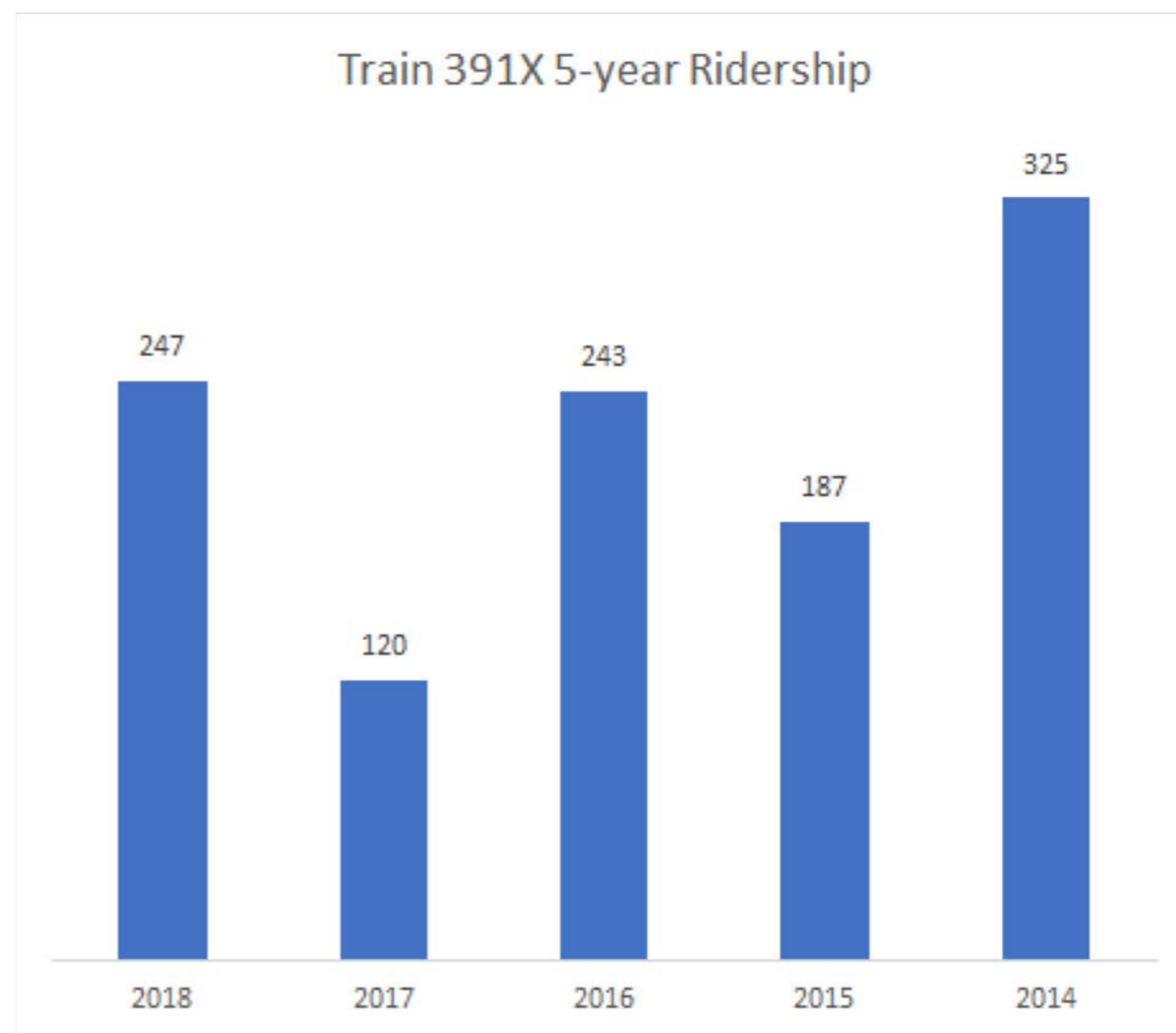
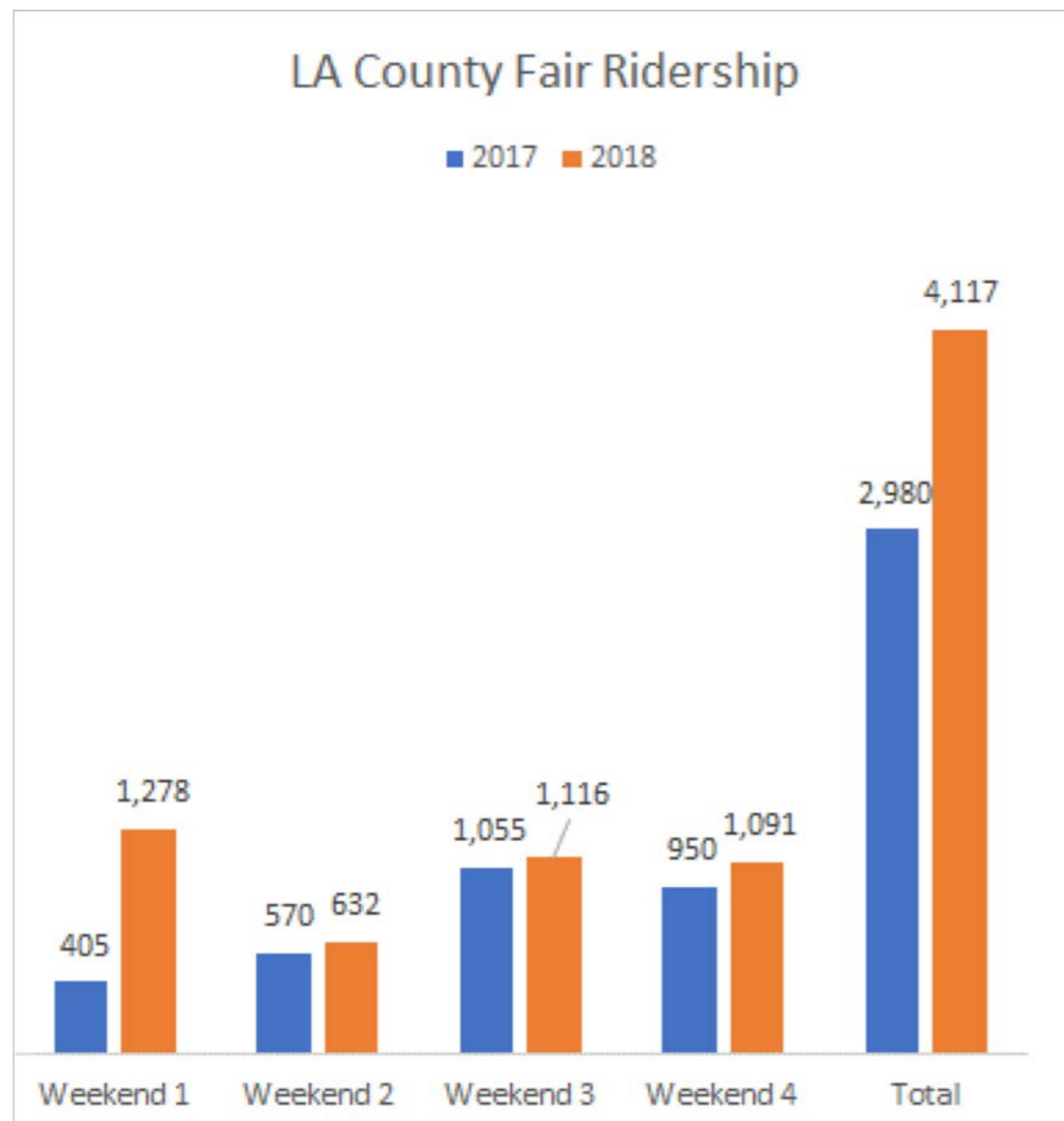
Avoid the hassles of traffic and parking by taking Metrolink to this perfect summer event and get up to 50% off your fair admission. Fair tickets must be purchased online to be eligible for the discount. Metrolink service to the LA Fair is only available on Saturdays, Sundays, and Labor Day.

[View Details](#)



Results

Metrolink ridership for 2018 came in at 4,117, which was up 38% from 2017 ridership. Special train 391X, which is funded by Metro, had a 106% increase in ridership from 2017.





Results

Since the marketing campaign began in September of 2018 for the LA County Fair, the ridership for Metrolink as a whole has continued to increase.

Fair Attendance:	2014	2015	2016	2017	2018
	1,204,911	1,276,817	1,317,370	1,231,243	1,251,209

Ridership:	2014	2015	2016	2017	2018
	3,918	3,372	4,372	2,980	4,117

