



Your Blissful Journey Awaits



What is Bliss® ?

Bliss® is a sub-brand of the National Railroad Passenger Corporation (Amtrak) in the U.S. Bliss® caters to people who are looking for a healthy, and luxurious alternative travel experience. It is the combination of a 5-star hotel and a cruise travel experience on a train.





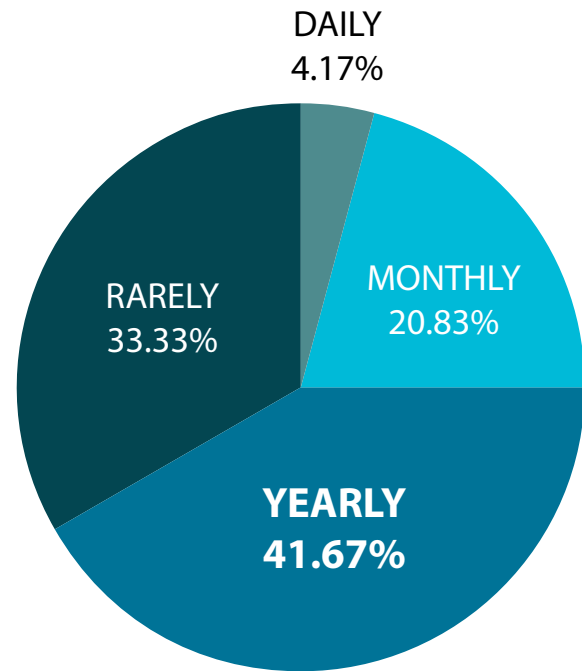
Project Objective

Create a new brand experience for Amtrak travel by paying special attention to customer wellness through upgrading the train cars, equipment, station signages, advertising, on-board food menu, events and on-board activities.

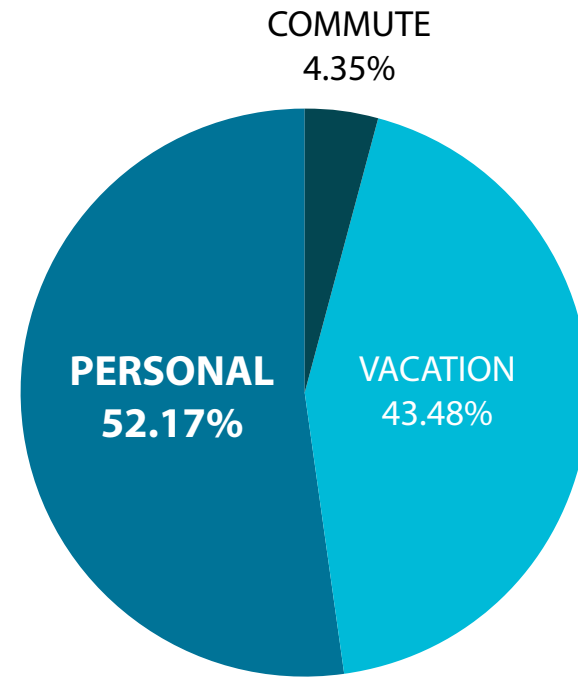




■ How often do you take train?

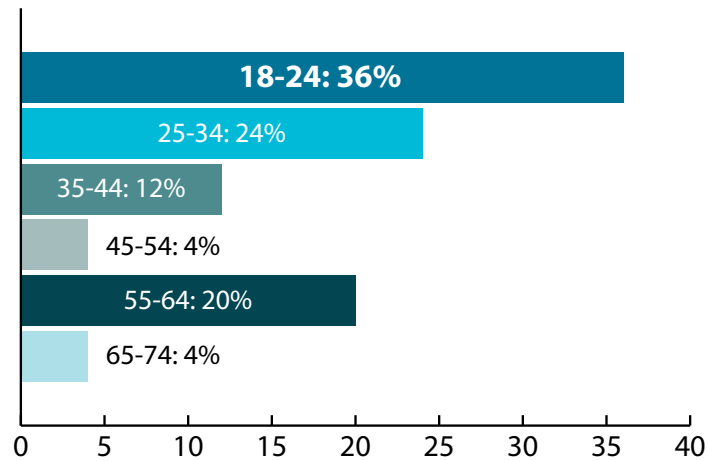


■ Reason to travel?



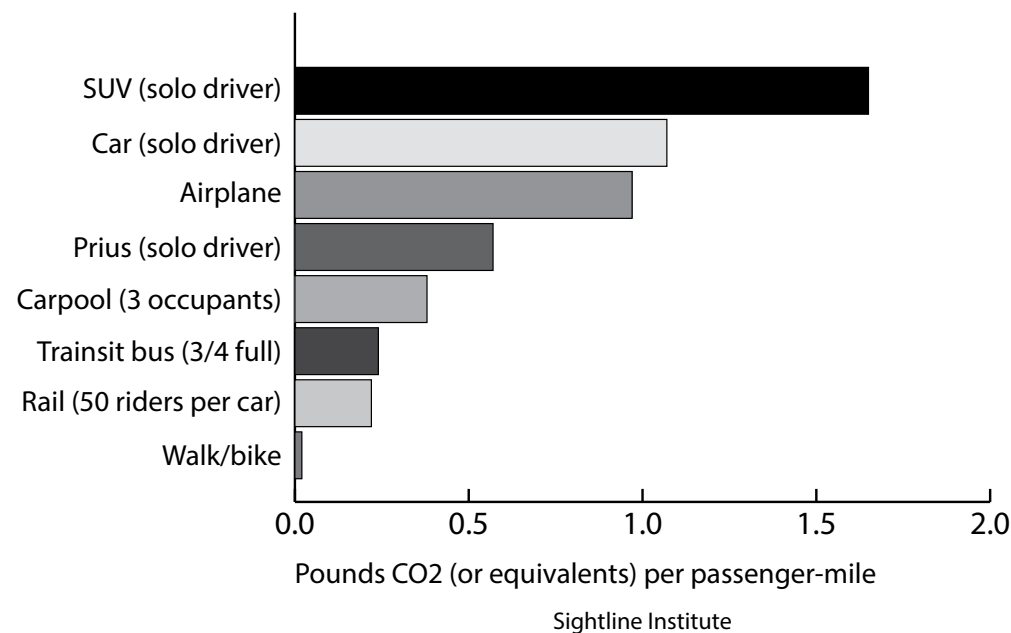
■ Age groups on train

- 18-24
- 25-34
- 56-64



■ Who rides train?

- People who do not want to put with the experience of dealing with TSA employees at airports or of the discomfort of coach class seats on an airplane.
- On-off small town passengers
- Those who want to enjoy the travel as well as destination, including both business and vacation travel, and who want the travel to be pleasant and the ability to see the country.
- Those with psychological or physical impairment who cannot or won't fly.
- Coach passengers who want economical transportation but are unwilling to put up with general discomforts of bus travel.
- Tourists for whom the train trip is the experience.
- Railfans
- Boy Scouts
- Amish
- Nostalgia, wanting to experience what they did as a child or what their parents or grandparents told them they did.

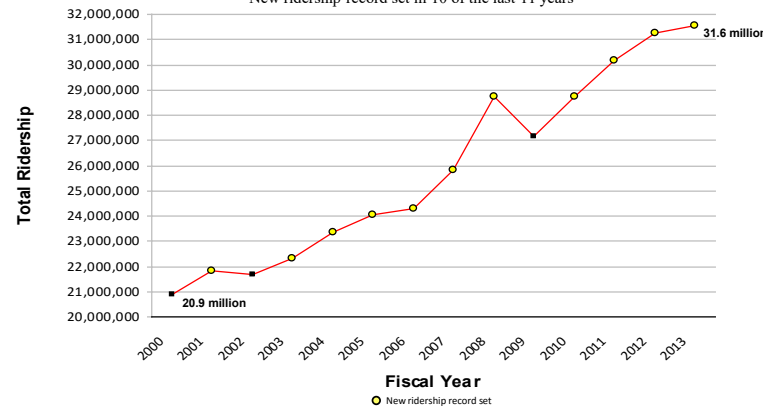


Amtrak Ridership Growth

"Amtrak moves people, the economy and the nation forward everywhere the trains go."
Amtrak President and CEO Joe Boardman

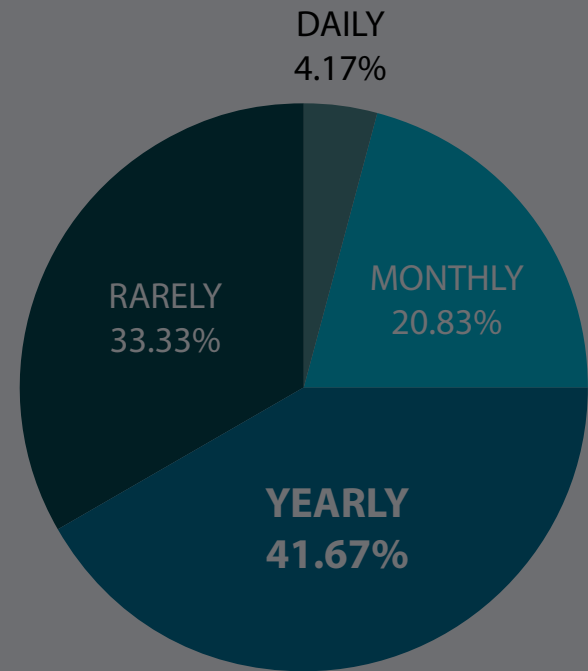
Ridership record of 31.6 million passengers in FY2013

New ridership record set in 10 of the last 11 years

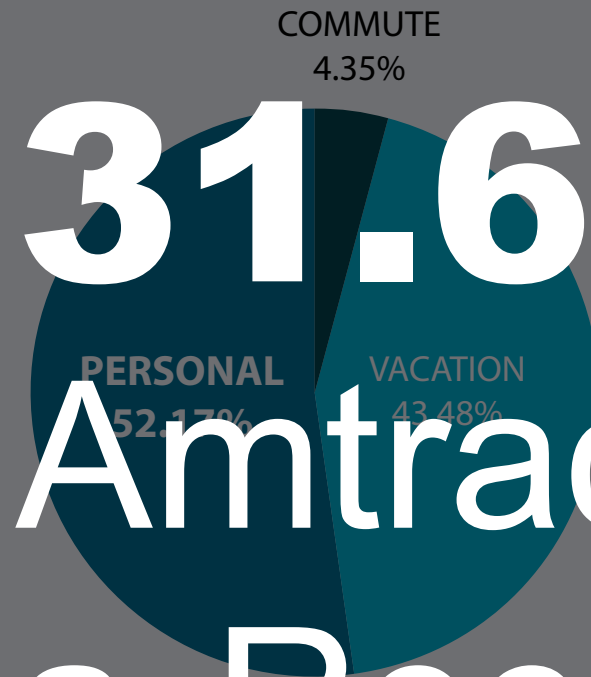


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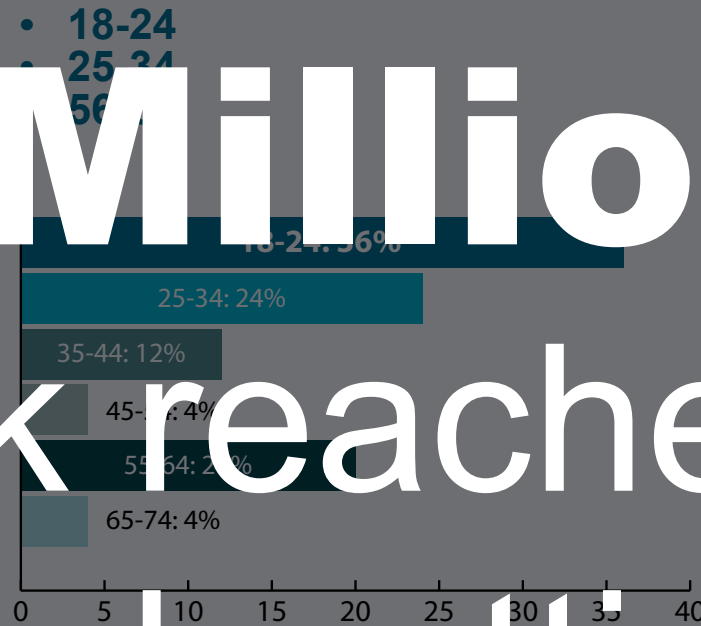
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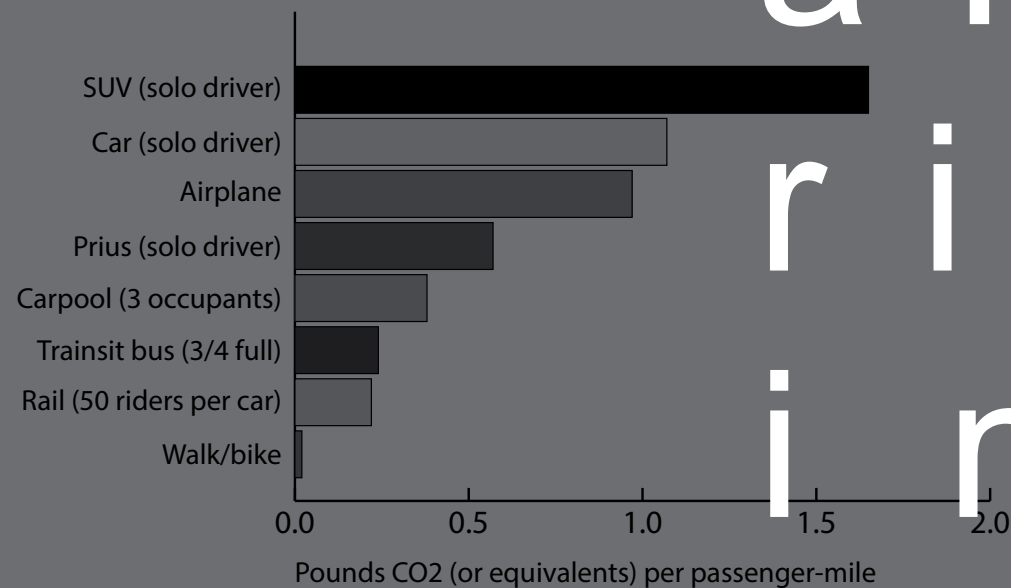


Age groups on train



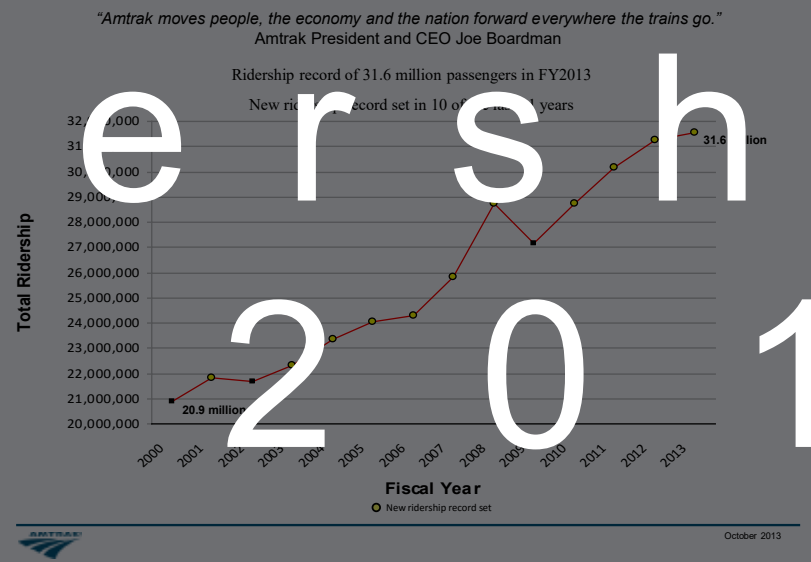
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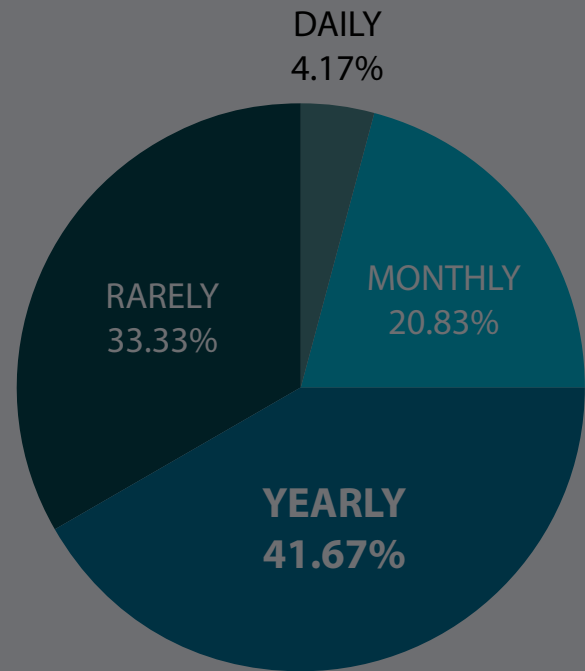


Sightline Institute

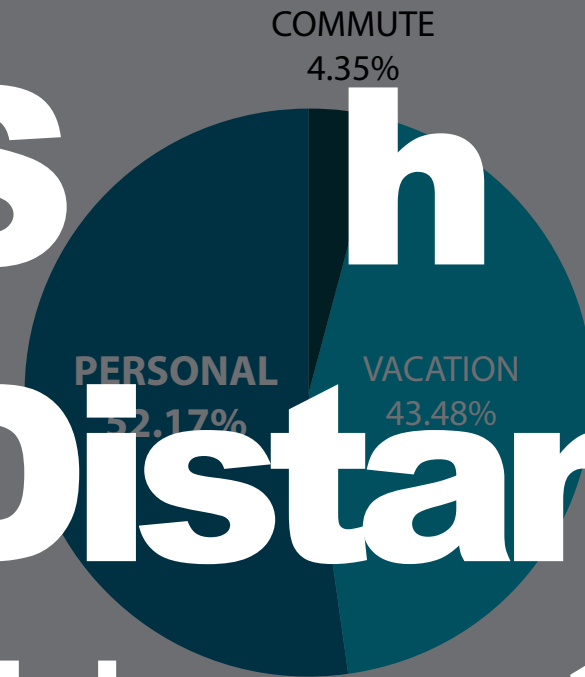
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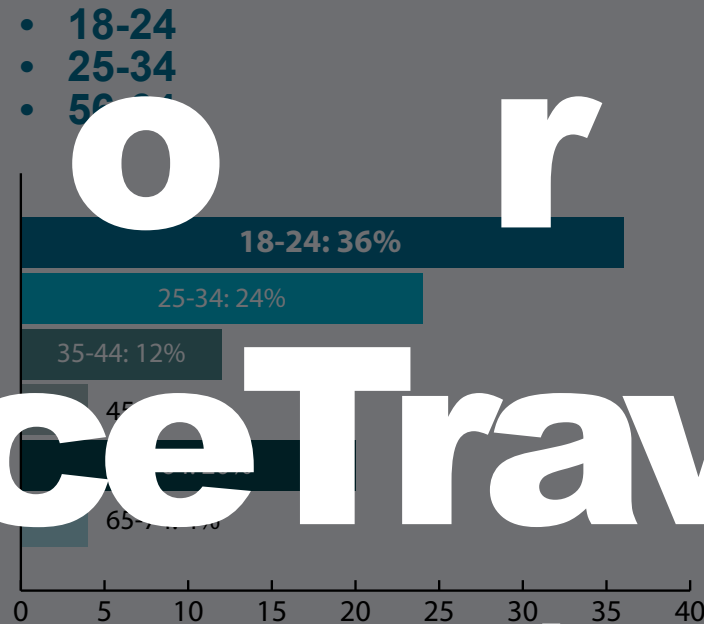
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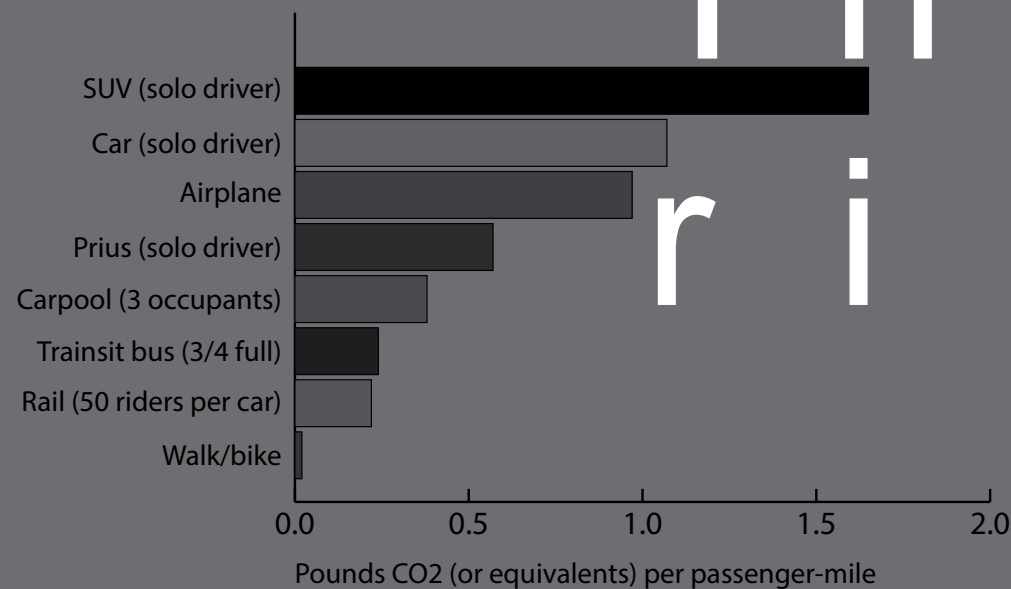


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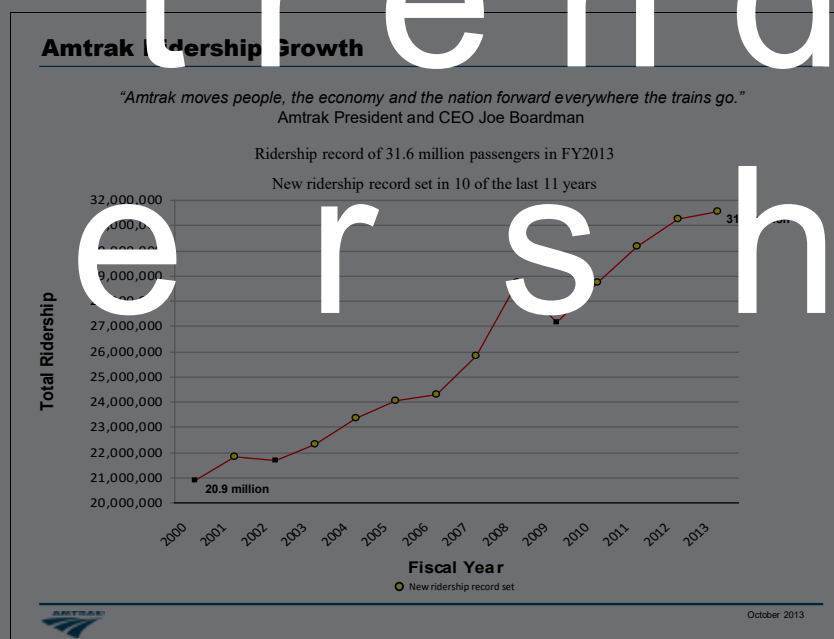


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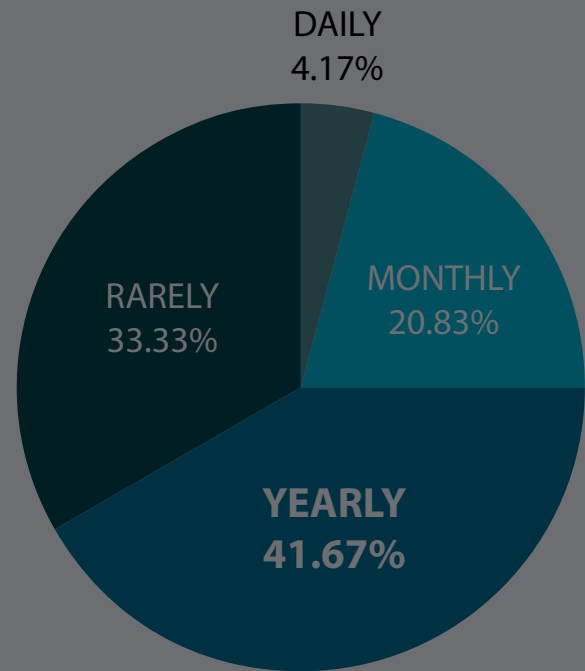


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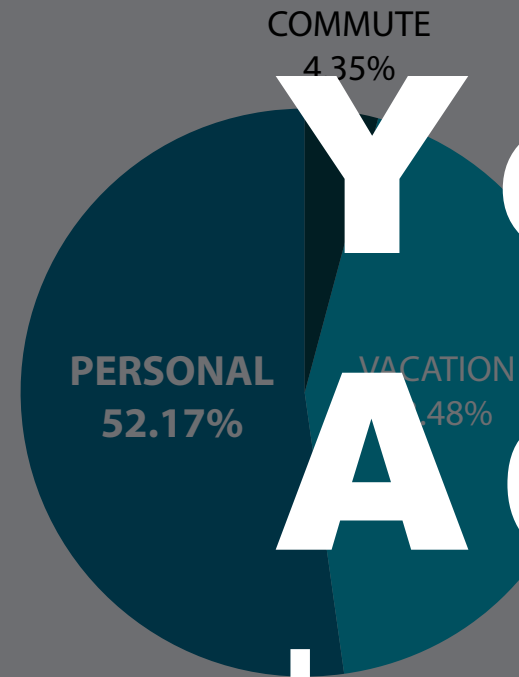


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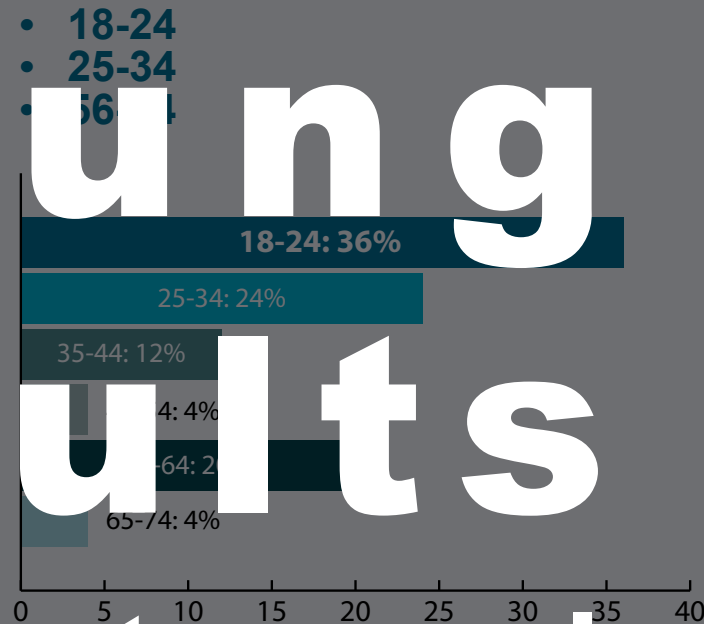
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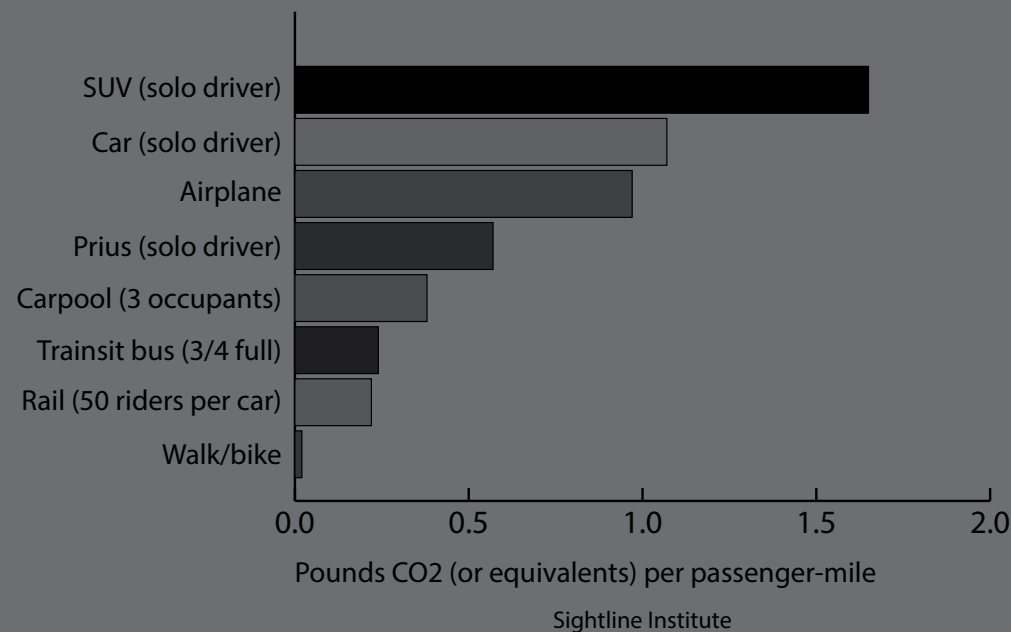


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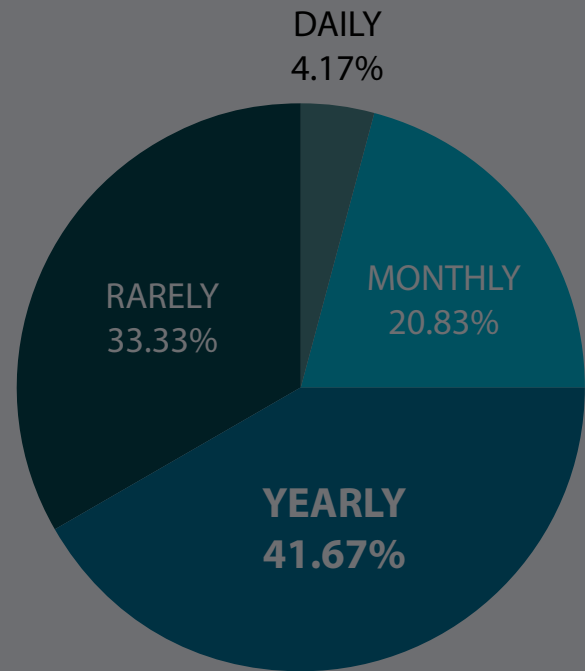
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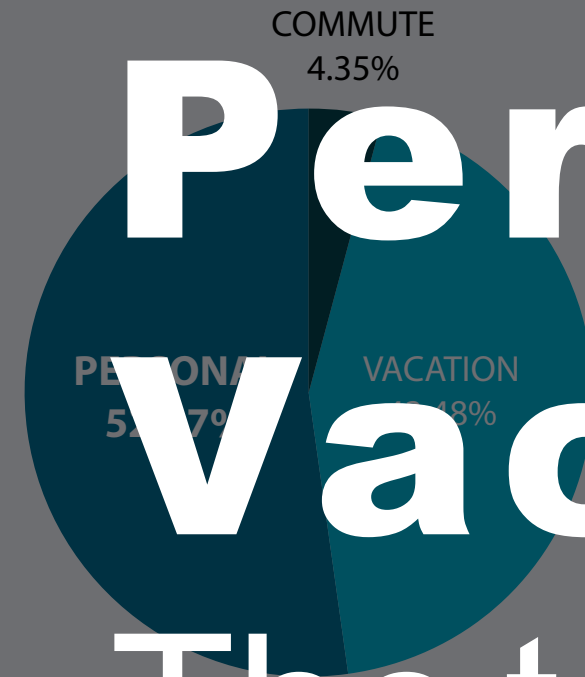


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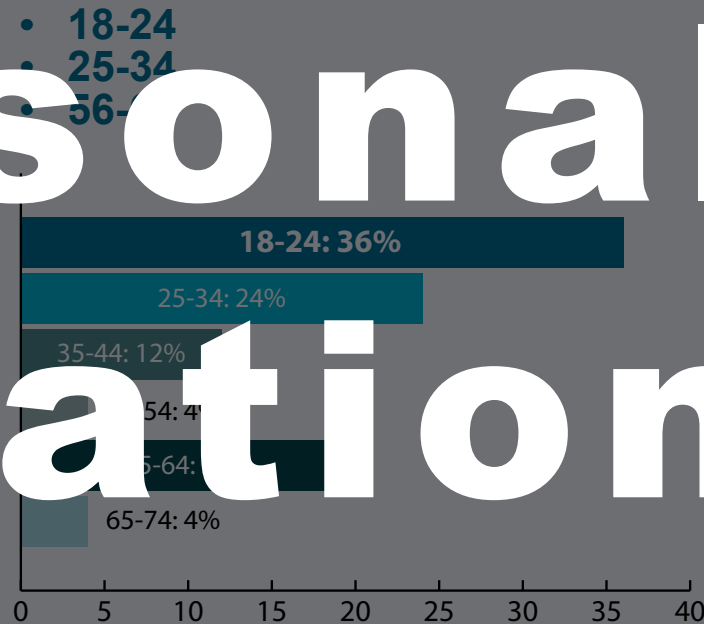
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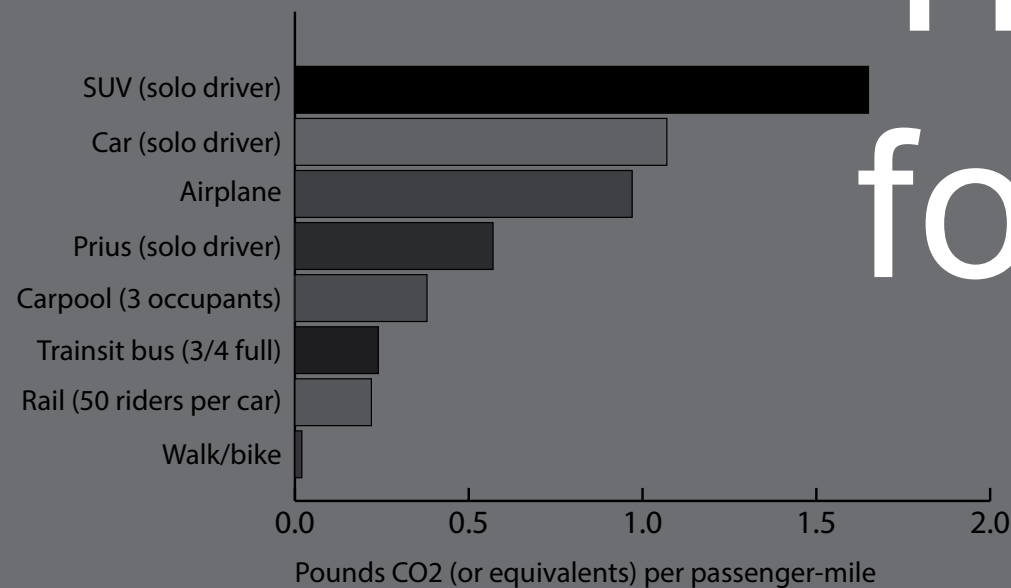


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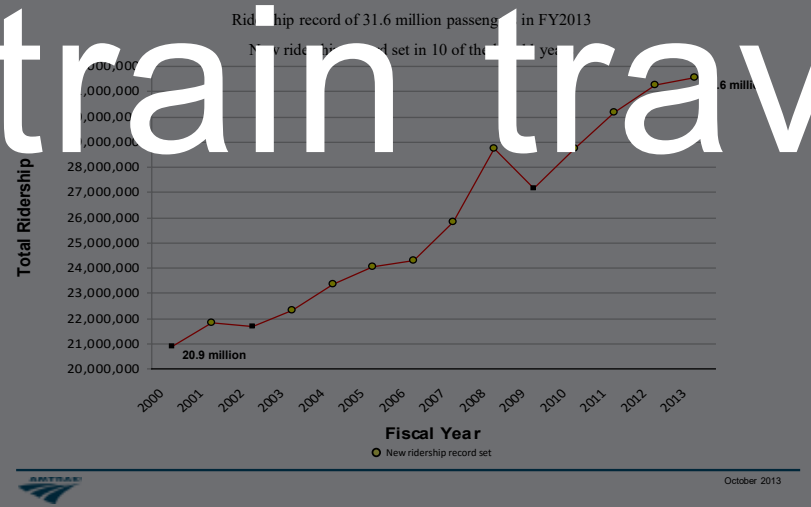
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Amtrak Ridership Growth

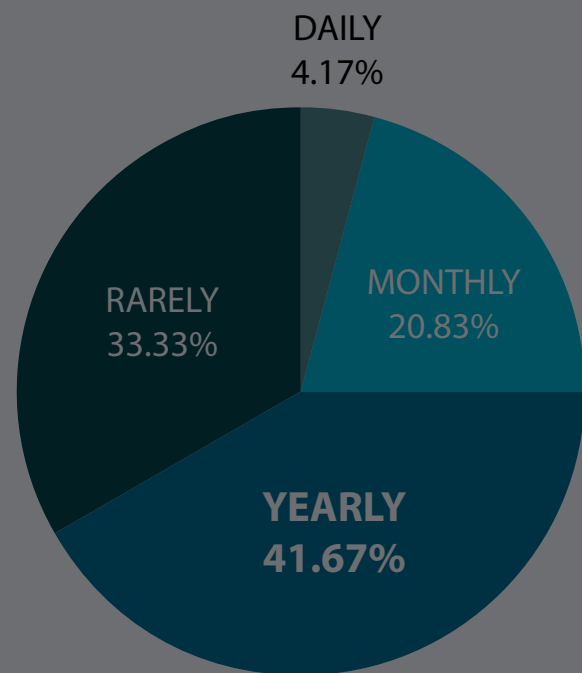
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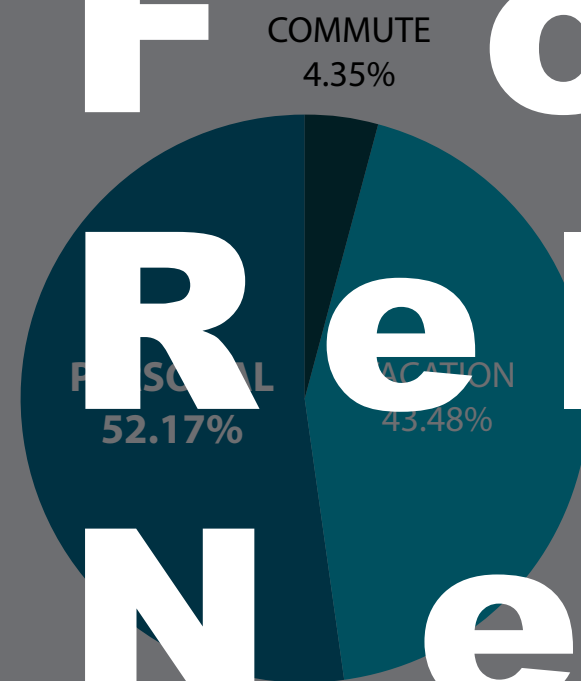
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Factors Related to Needs

How often do you take train?

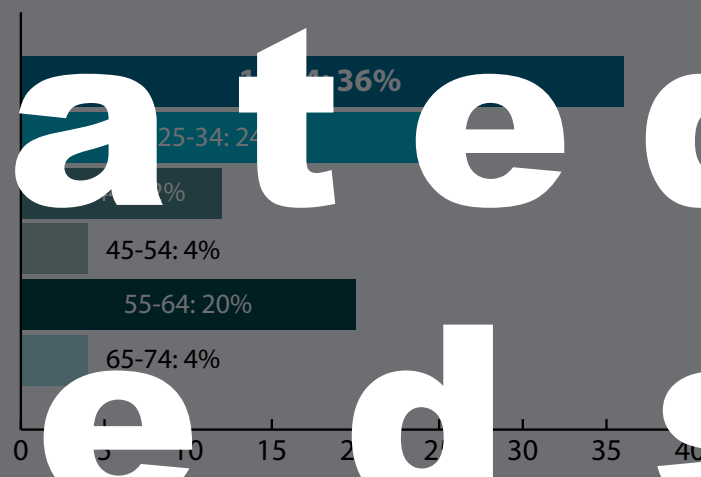


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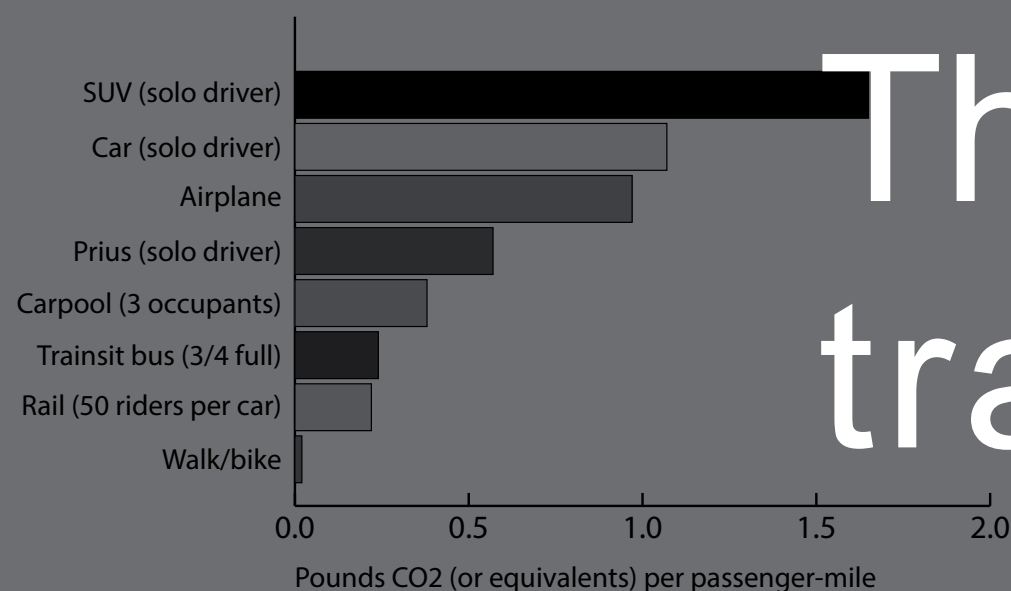
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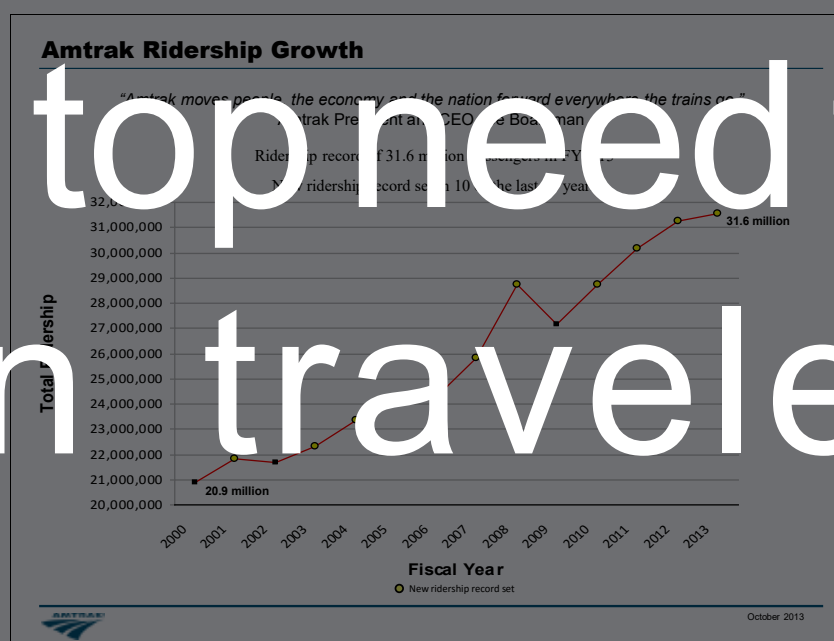


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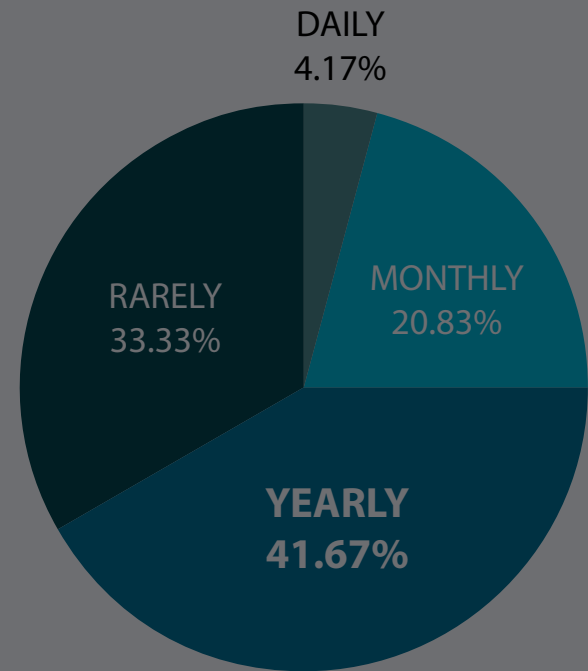


The top need for train travelers

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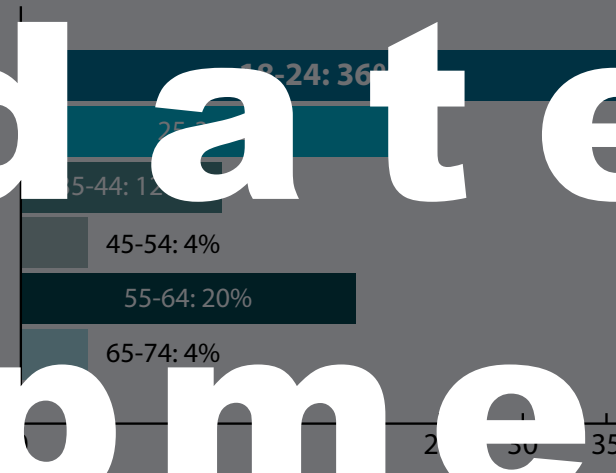
Delay/Dirty/ Outdated Equipment The top pains for train travelers

■ How often do you take train?



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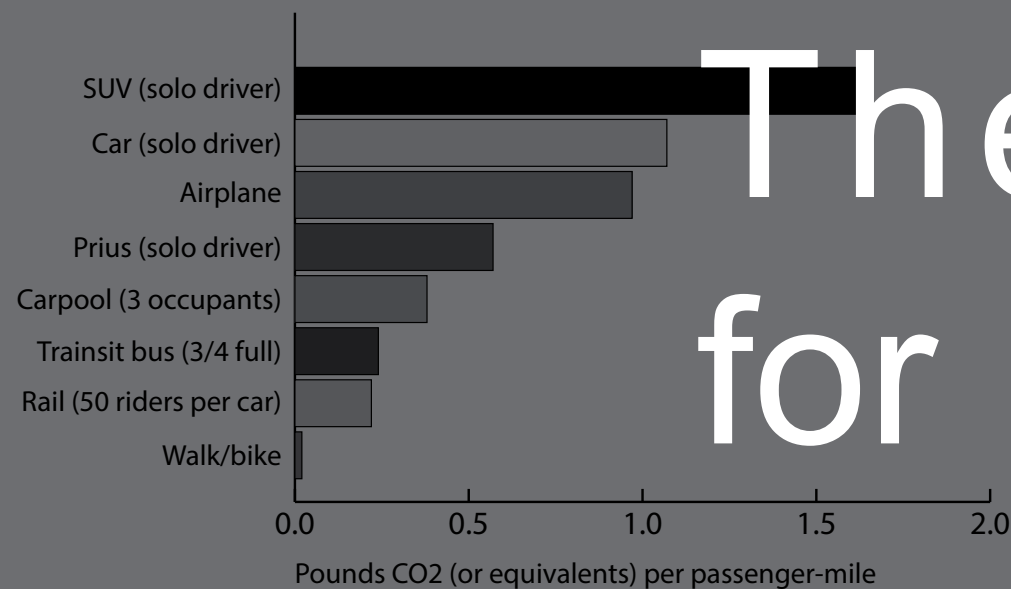
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Bliss® STEEPX Opportunities

- *High speed rail*
- *Sustainability*
- *Growing public transportation ridership*
- *Travel for business professionals*
- *Luxury train travel*
- *Alternative to stressful air travel*
- *Travel with your whole family and create memorable moments*
- *Fast, comfortable, and helping the environment*
- *Promote wellness on train travel*
- *Alternative to inter-city commute*
- *Nostalgic train vacations*



Strengths | Weaknesses | Opportunities | Threats

S

- 500+ destinations and 30+ routes in USA & Canada
- Up to 4 checked bags per passenger & up to 50lb each bag
- Wi-Fi on select trains and stations
- Lower accident rate compared to travel in automobiles

W

- Government red tape on expanding new routes
- Bicycles may need to be checked in as baggage
- Sharing railroads with freight trains causing delays
- Takes a long time to travel long distance
- Out-dated facilities
- Lack of marketing that appeals to younger populations

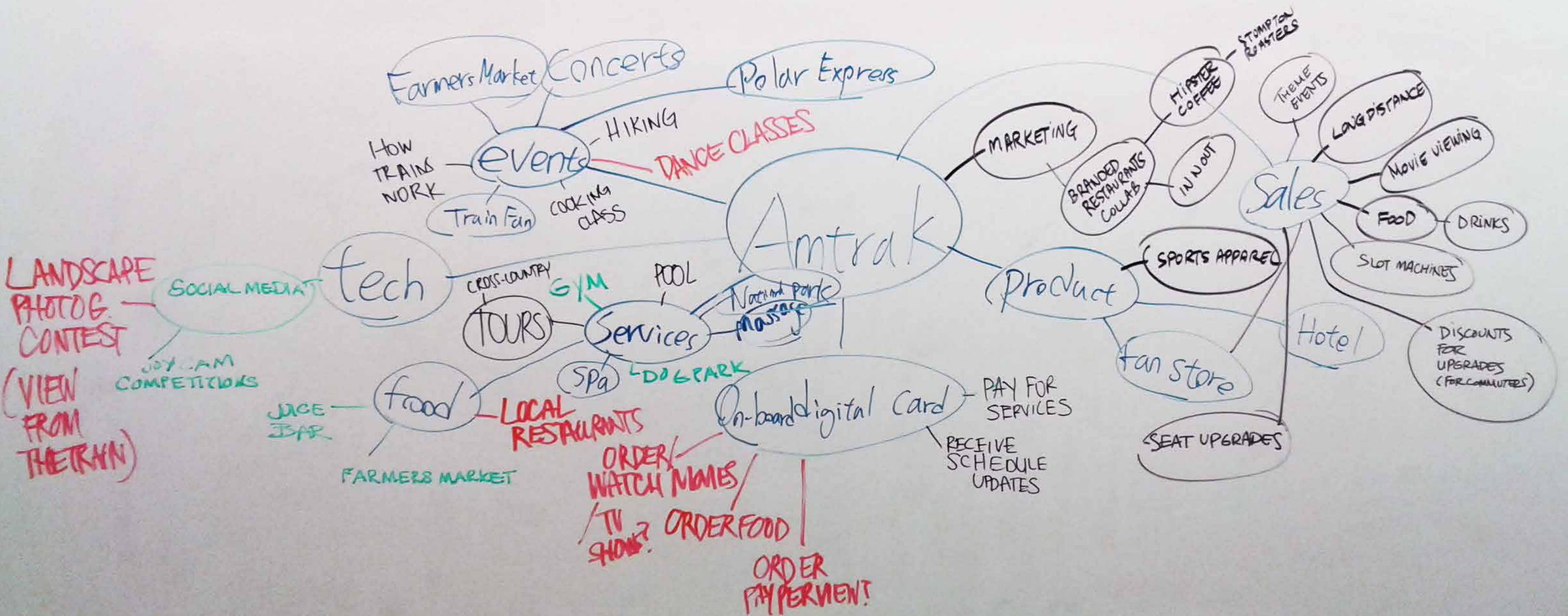


O

- High speed rail
- Wi-Fi at all Amtrak facilities
- **ALLOW PETS ON BOARD**
- **EXPAND CURRENT TRAIN STATIONS AND MAKE THEM TRAVEL DESTINATIONS**
- **IMPROVE AGING AND OUTDATED FACILITIES**
- **MORE EFFICIENT, STREAMLINED SERVICES**
- Amtrak fan stores
- Advertise on apps like Waze

T

- Budget airline service
- Commuter regional jets
- Budget bus service
- Competitor has on-board entertainment system
- Competitor has a better presence in the digital world

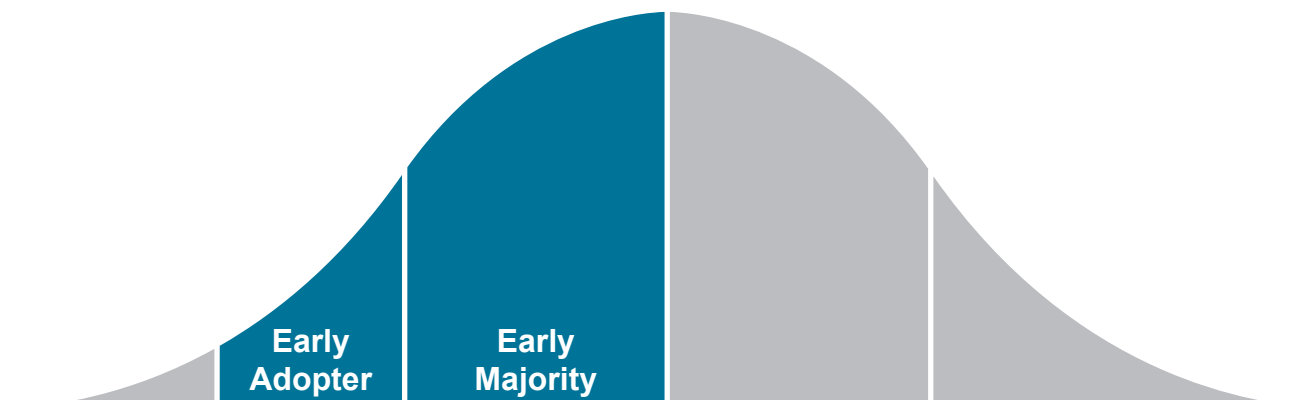


TECHY MILLENNIAL

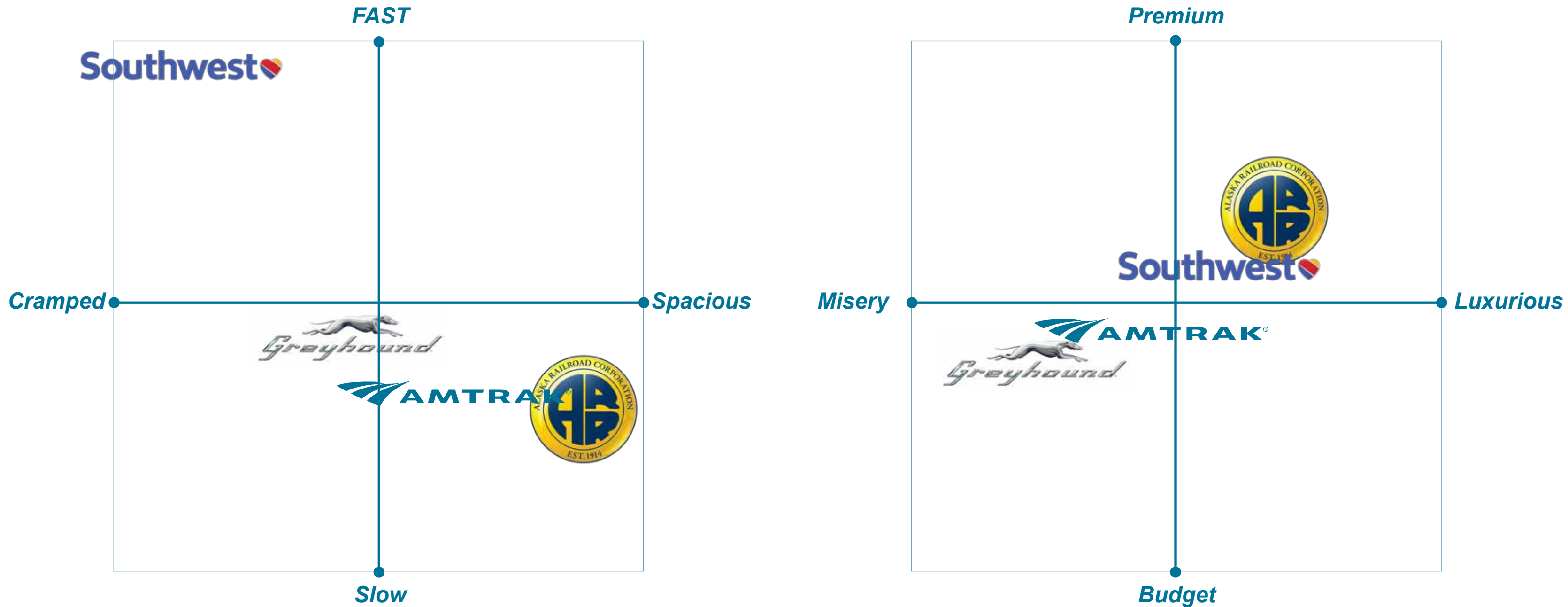
- 20s-30s Gen Y Millennial
- Early adopter, Early majority
- Social liberal
- Tech savvy
- Stay connected
- Health conscious
- Curious and daring
- Authentic and original
- Entitled
- Believe in the power of community
- Socially responsible

MUST HAVE

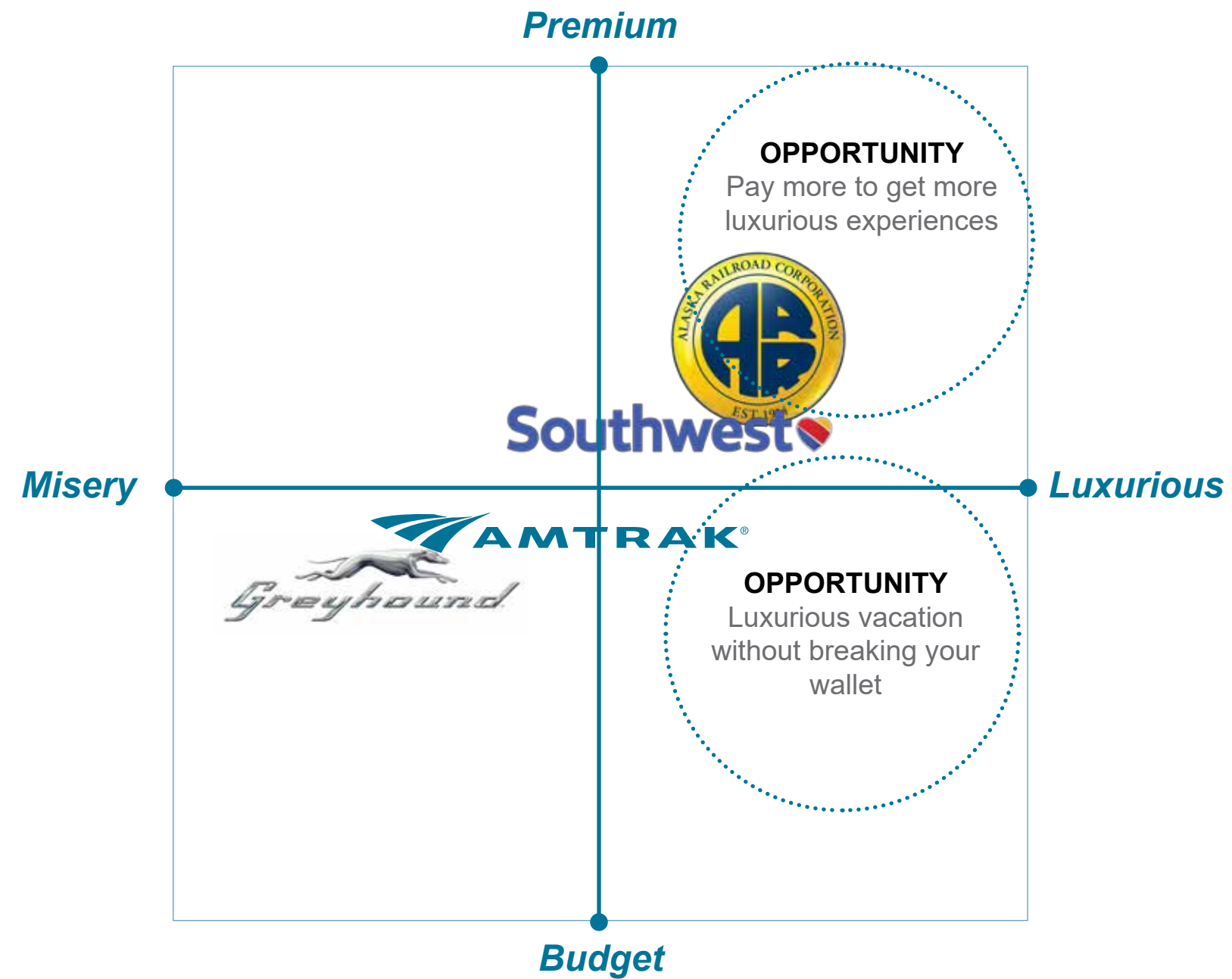
- Mobile devices
- Netflix
- Gym
- Locally brewed beers
- Farmers' market
- Live concerts



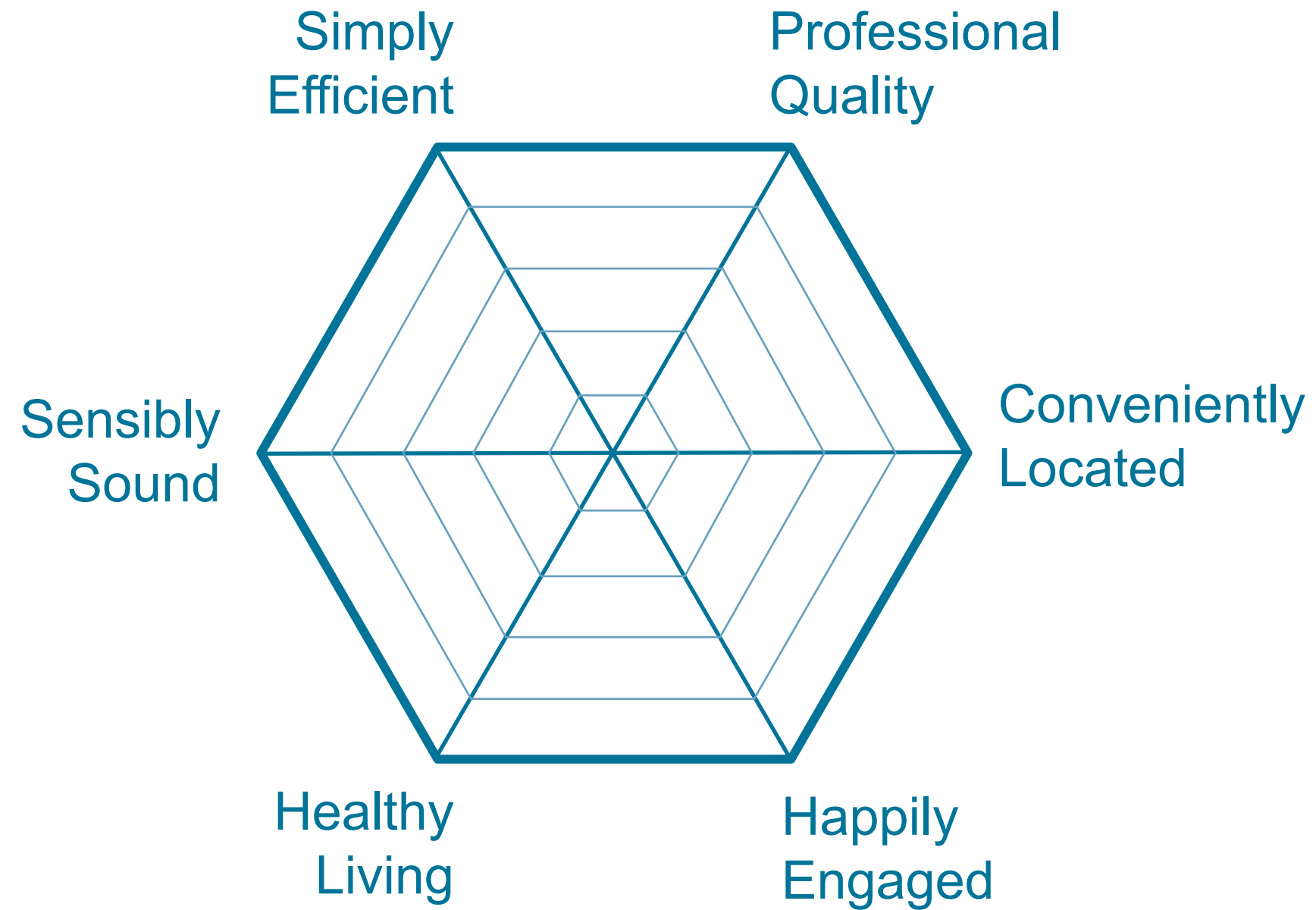
Positioning Matrix



Positioning Matrix



Brand Attributes





■ **Professional Quality**

Provide products and services that exceed customer expectations.

■ **Conveniently Located**

Services can be reached within a 10-mile radius in major cities; leave the travel time to us.

■ **Happily Engaged**

Provide products and services that keep customers entertained and at ease throughout their journey.

■ **Healthy Living**

Provide clean relaxation and a stress-free experience while helping the environment and local communities.

■ **Sensibly Sound**

Customers trust what we deliver as what we promised and provide products and services that make sense to them.

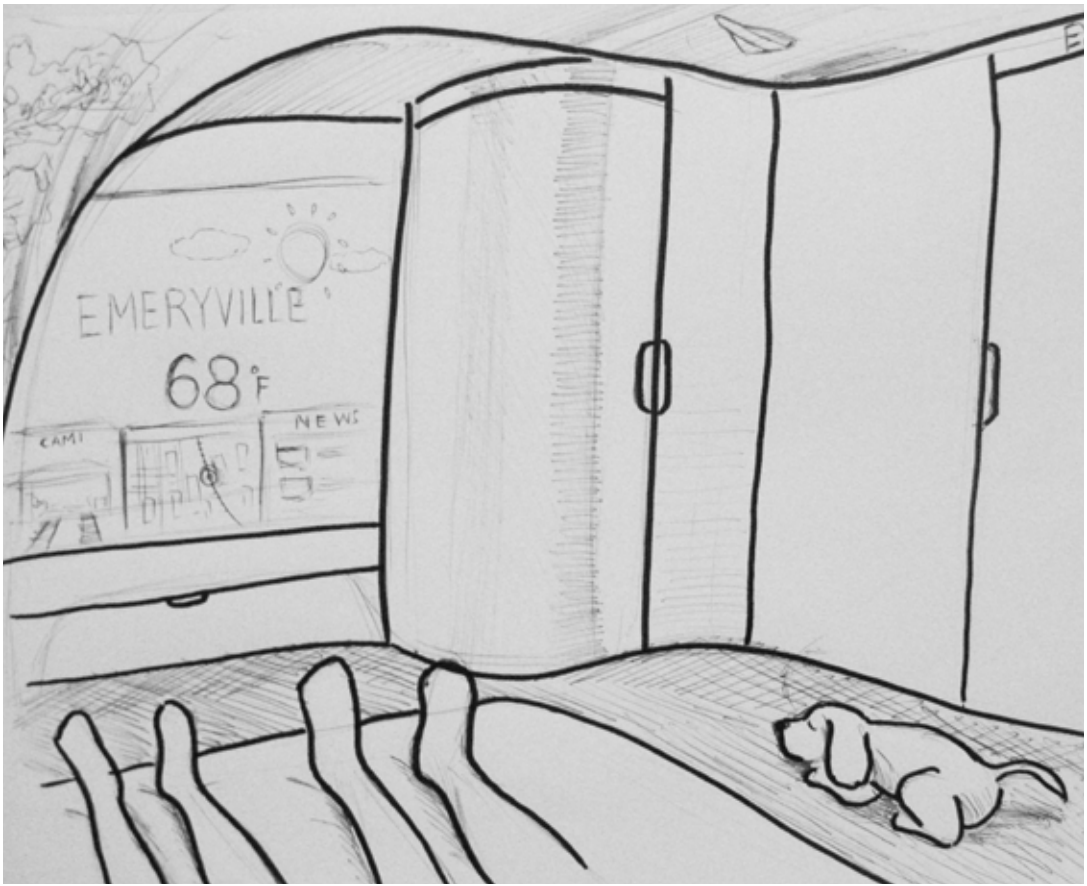
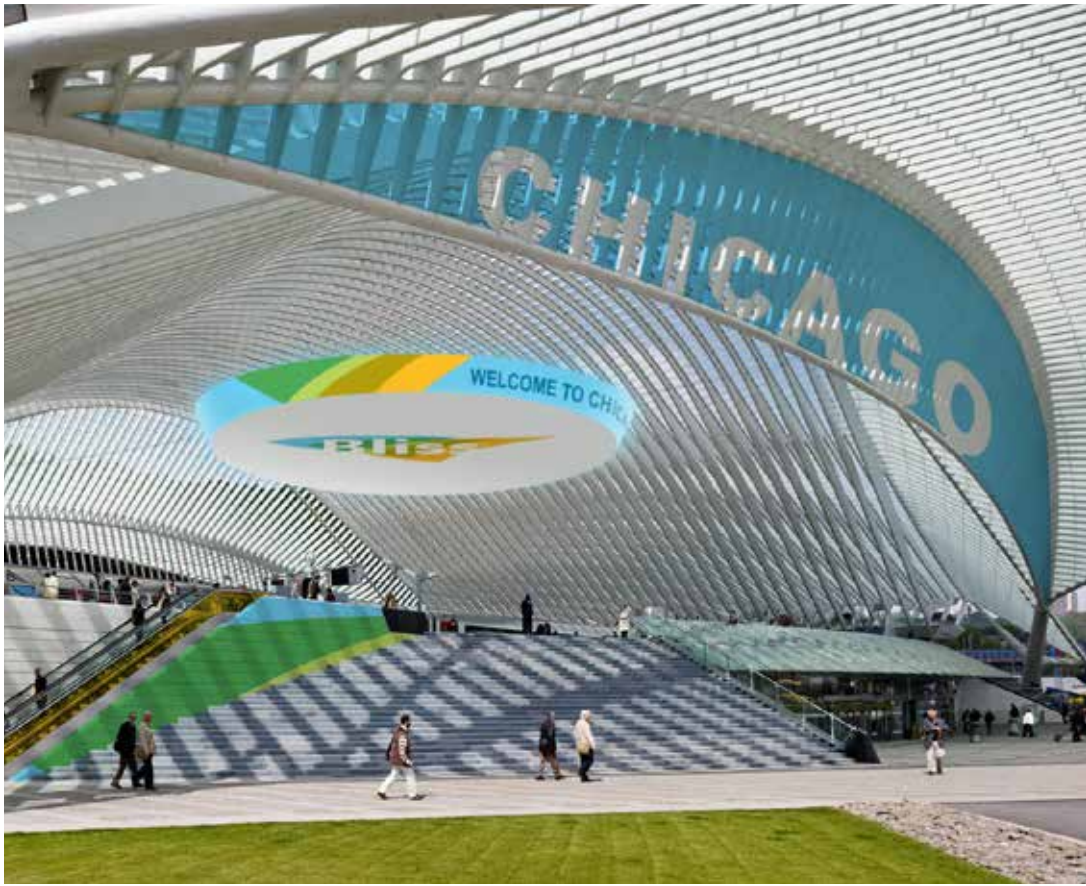
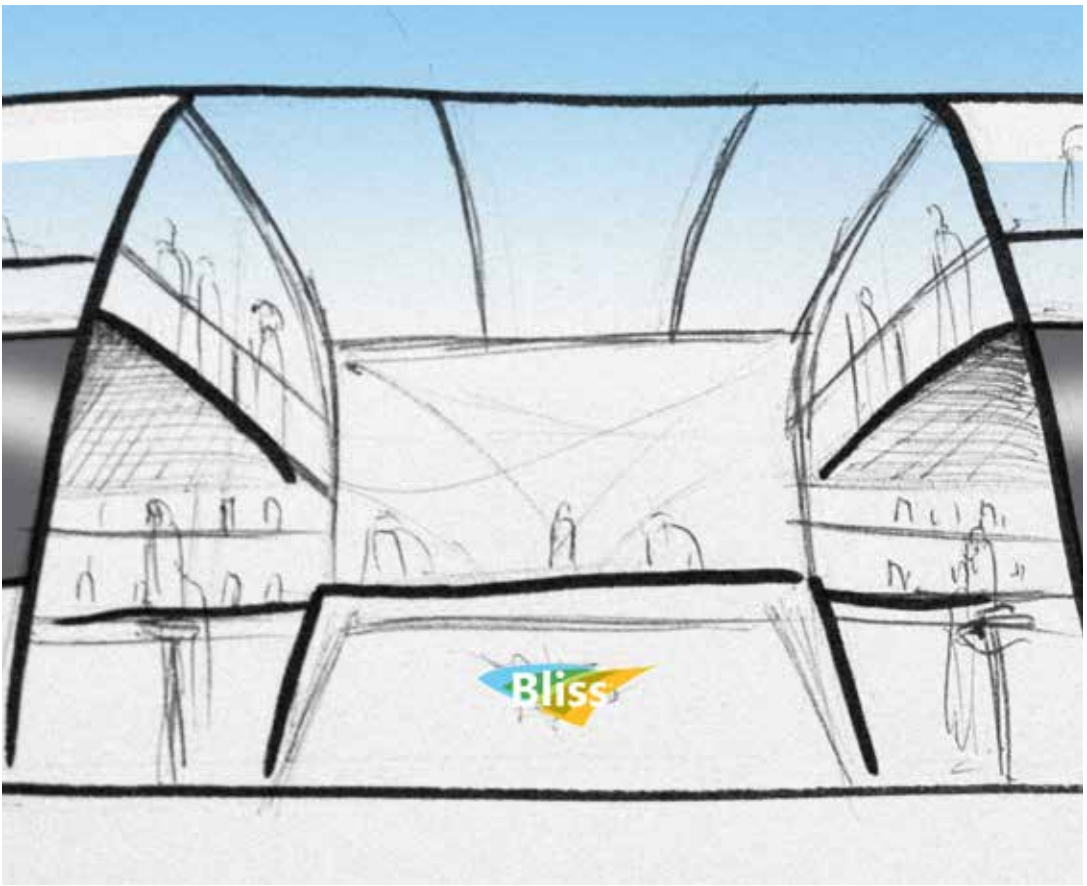
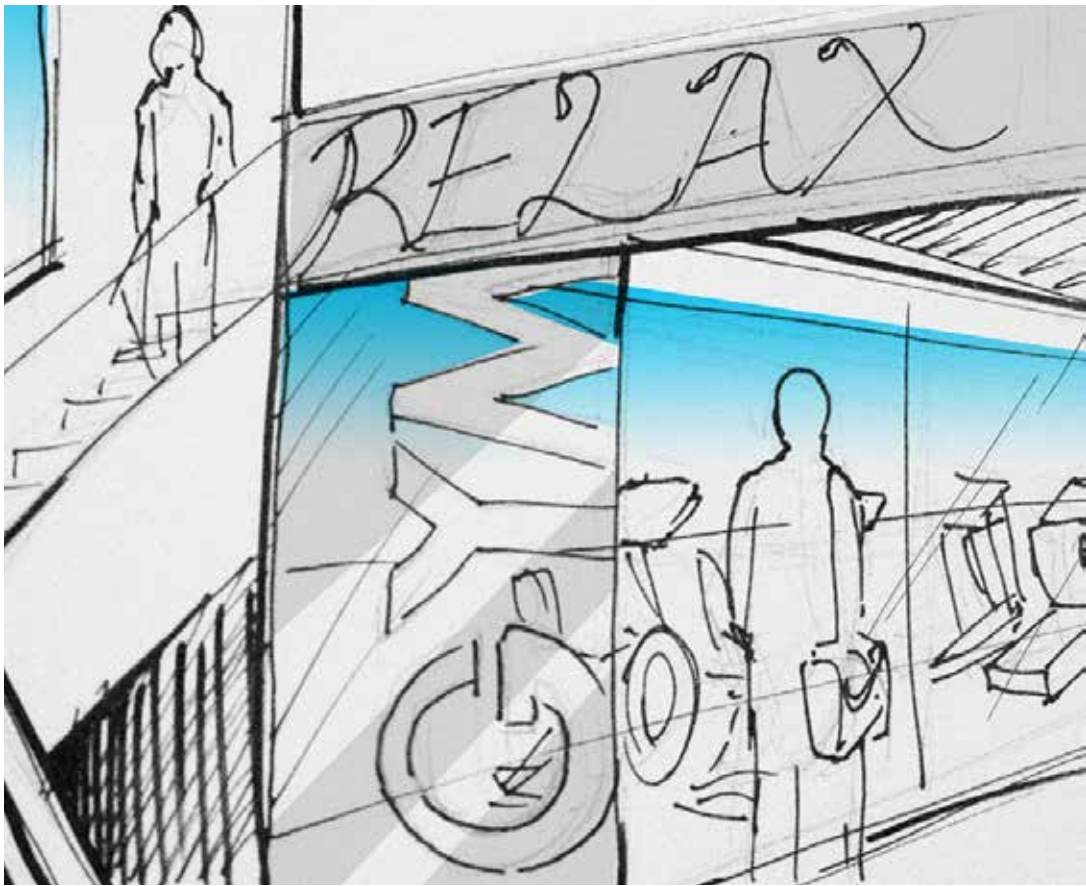
■ **Simply Efficient**

Customers find products user-friendly, accessible, and efficient; we value your time and energy.



Your Blissful Journey Awaits

Offering you a **stress-free** and **rejuvenating** travel experience while **immersing** in **spectacular views** on your journey from sea to shining sea.





*BRIAN &
STEPHANIE*

& BELLA

Brian and Stephanie are a newly-wed couple from Redwood city, California. Brian is a computer programmer for a preeminent technology company, and Stephanie is a nurse at a major hospital. Brian got Bella for Stephanie as her wedding gift. They both enjoy fine dining, travel and hanging out with family and friends. During their 6-month wedding anniversary, they plan to visit Brian's relatives in Chicago. They are seeking an alternative to air travel because they are tired of long lines and cramped cabin seating.

Bliss

Star Tour Series



In early year 2020, Brian is on his way home from work. He sees a big billboard advertising Bliss-Star Tour Series featuring one of his favorite bands. He is excited and tells Stephanie about it. That night, they visit the Bliss website to learn more about the details and download the Bliss app.





Star Tour Series

Bliss 9:50 PM

DEPARTURE
Denver, CO (DEN)

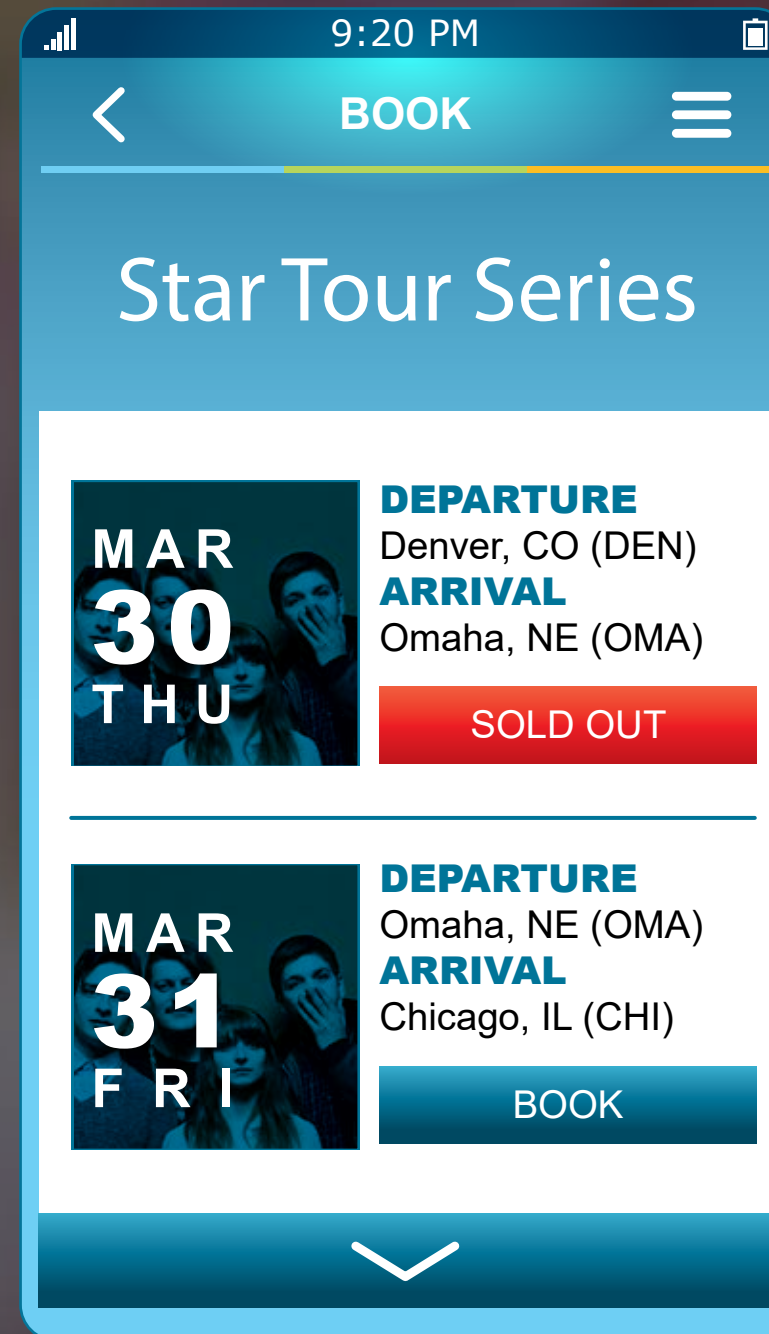
ARRIVAL
Omaha, NE (OMA)

SOLD OUT

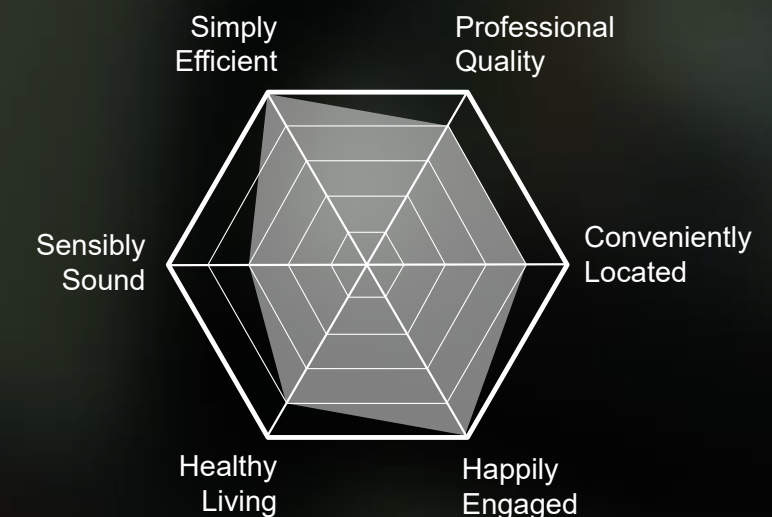
DEPARTURE
Omaha, NE (OMA)

ARRIVAL
Chicago, IL (CHI)

BOOK

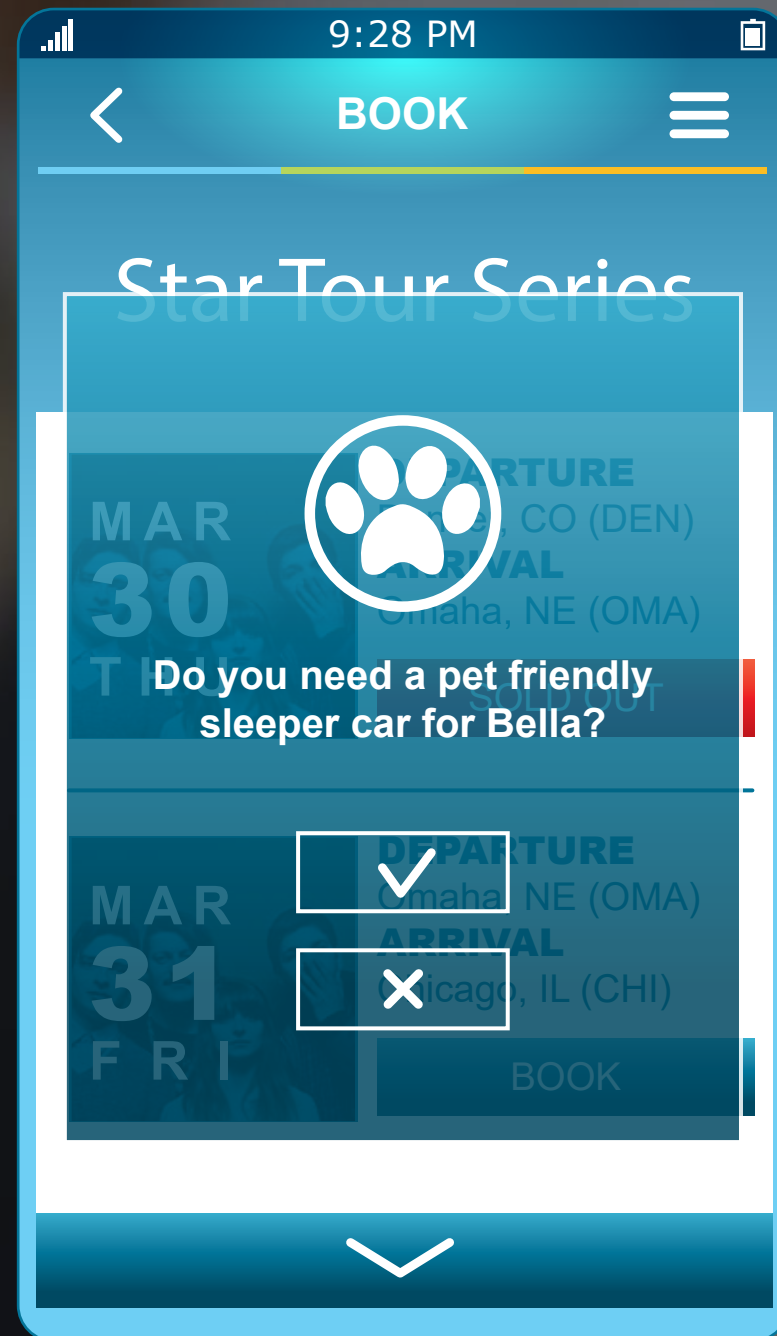


Brian and Stephanie browse the app and find out that their hometown band is going to perform on board a train heading to Chicago during their travel time. They quickly book the trip. The app also provides vacation packages for the route, Trails & Rails National Park program, and the option to stop by any of the train stations along the route before reaching their final destination within a week.

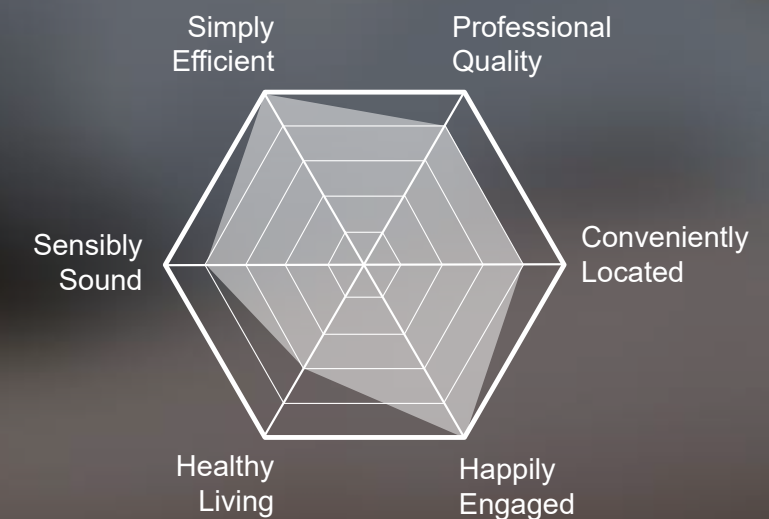








Before they finalize booking the trip, Bella looks at Stephanie wondering if she can come along with them. Meanwhile, the app receives profile data from Stephanie's social media and acknowledges Stephanie has a dog named Bella. A notification pops up asking them if they want to book a pet-friendly room. They gladly select the option. It will be their first long-distance family trip together.



FRESH
MIXED & MATCH
FRUITS & VEGETABLES
#6.99 & up depending
To SIZE OF BASKET

Vidalia
Sweet Onions

Local

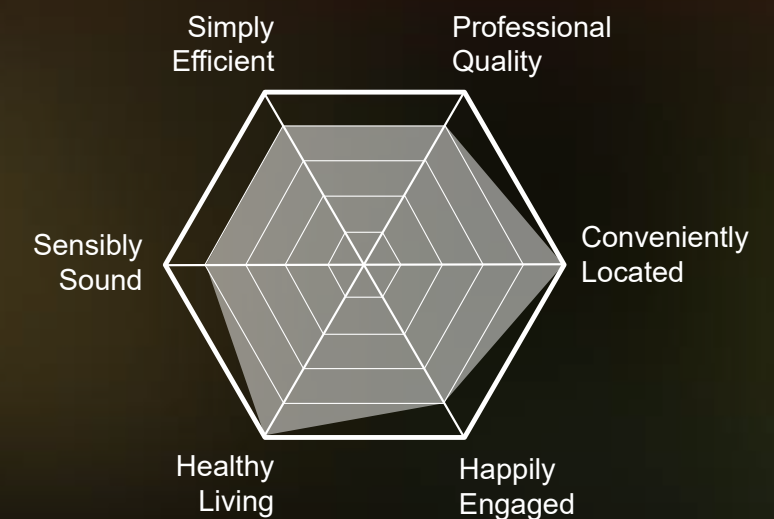
mangos
saffron

SUPER
SWEET
ONIONS
2.00





A day before they embark on the journey, the app sends out a notification about an upcoming farmers market event at their boarding station. With their train reservation, they can get discounts at the market. Now they can support local farmers and get fresh fruits and snacks right before the trip.

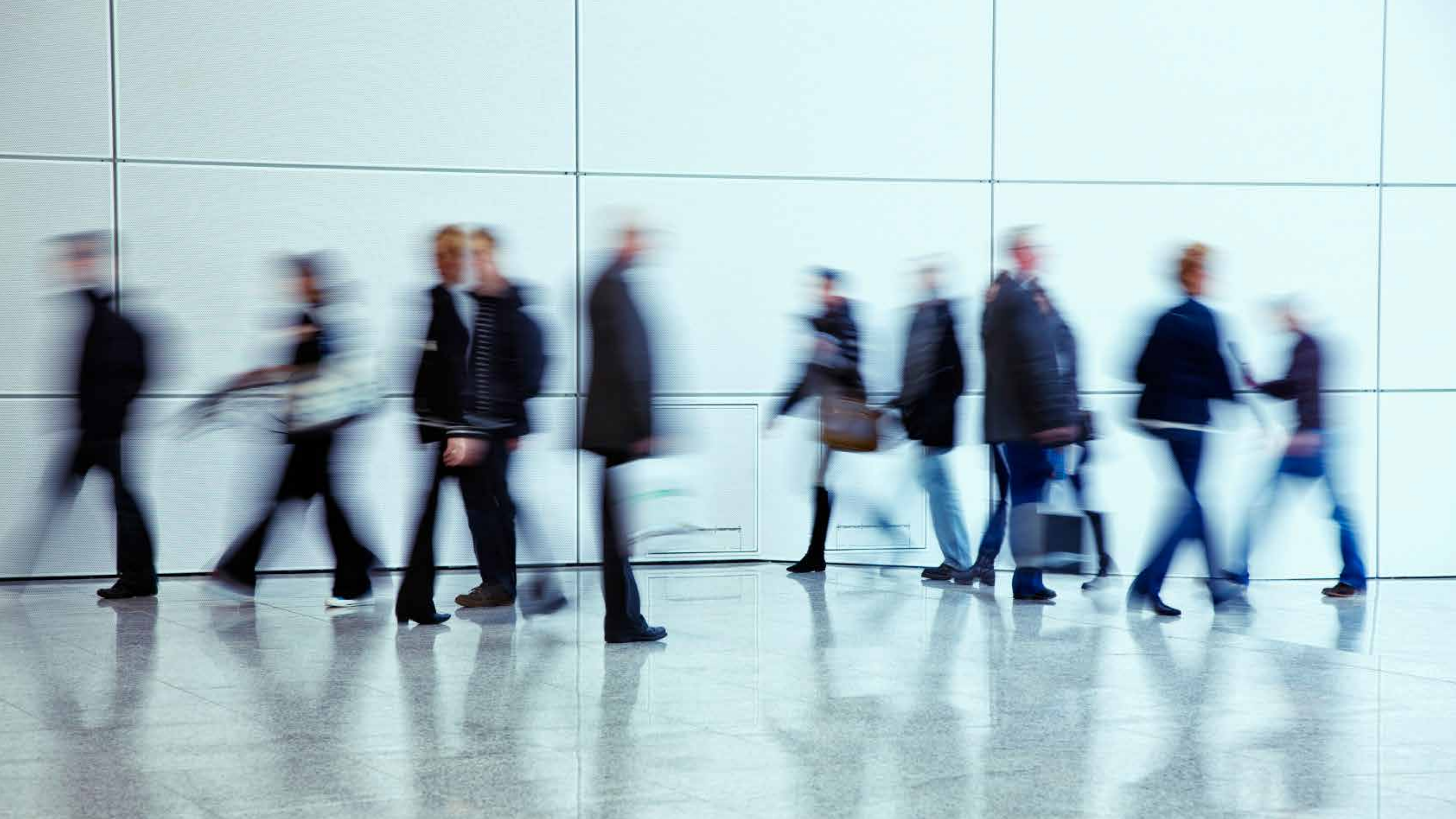


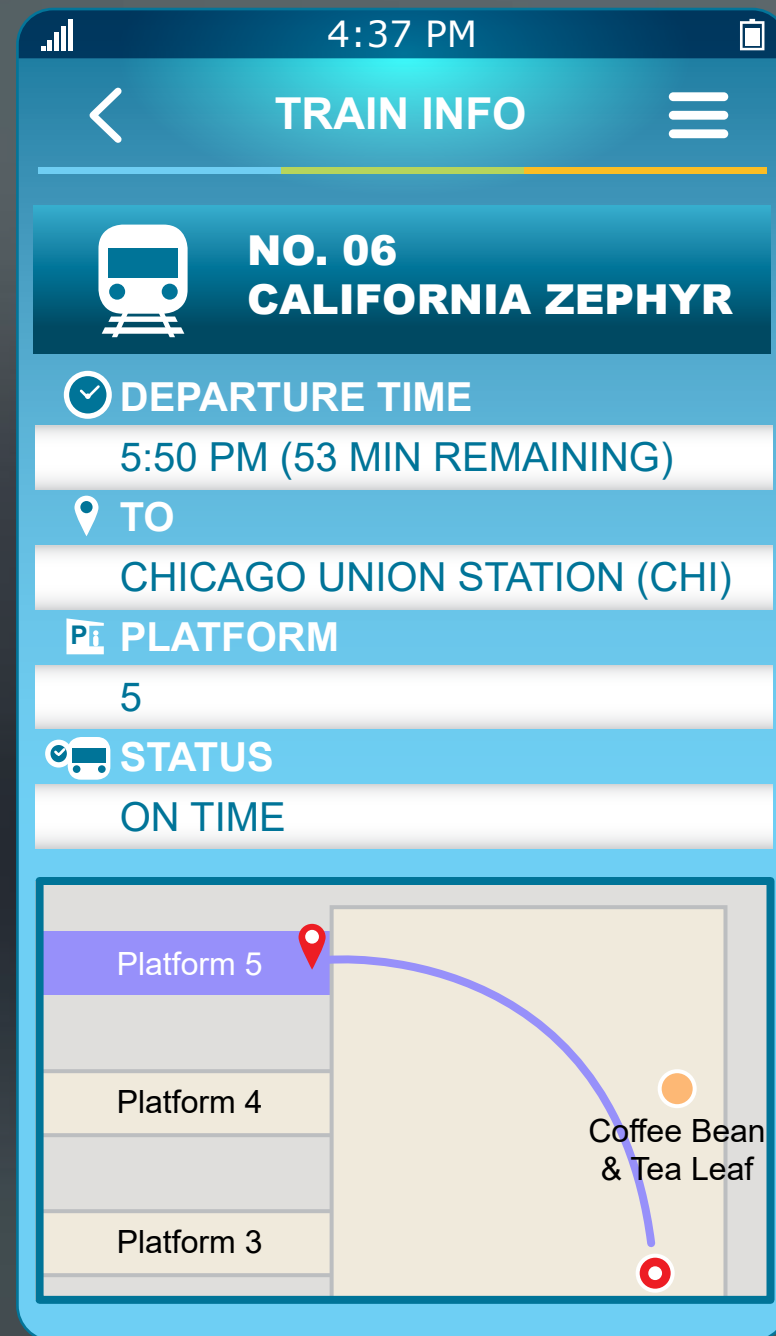


Bliss

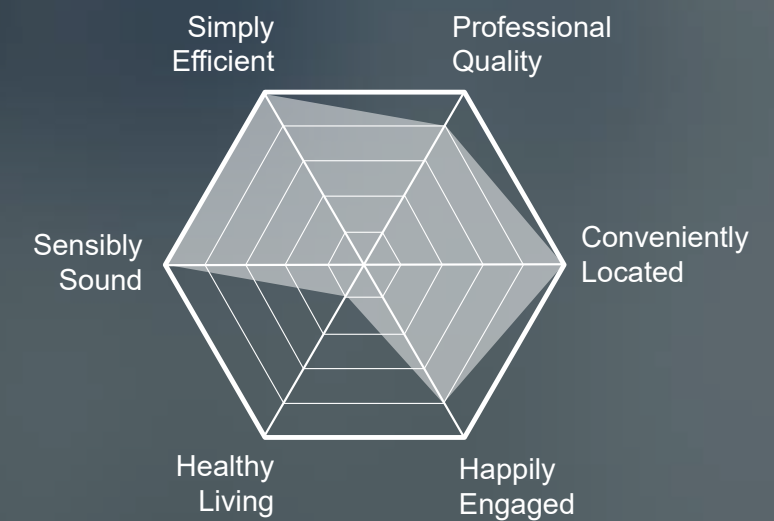
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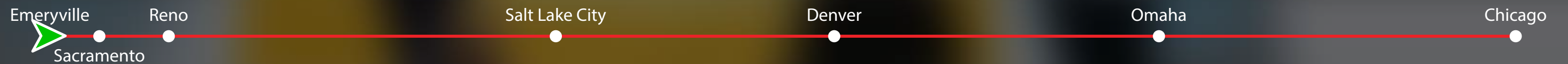
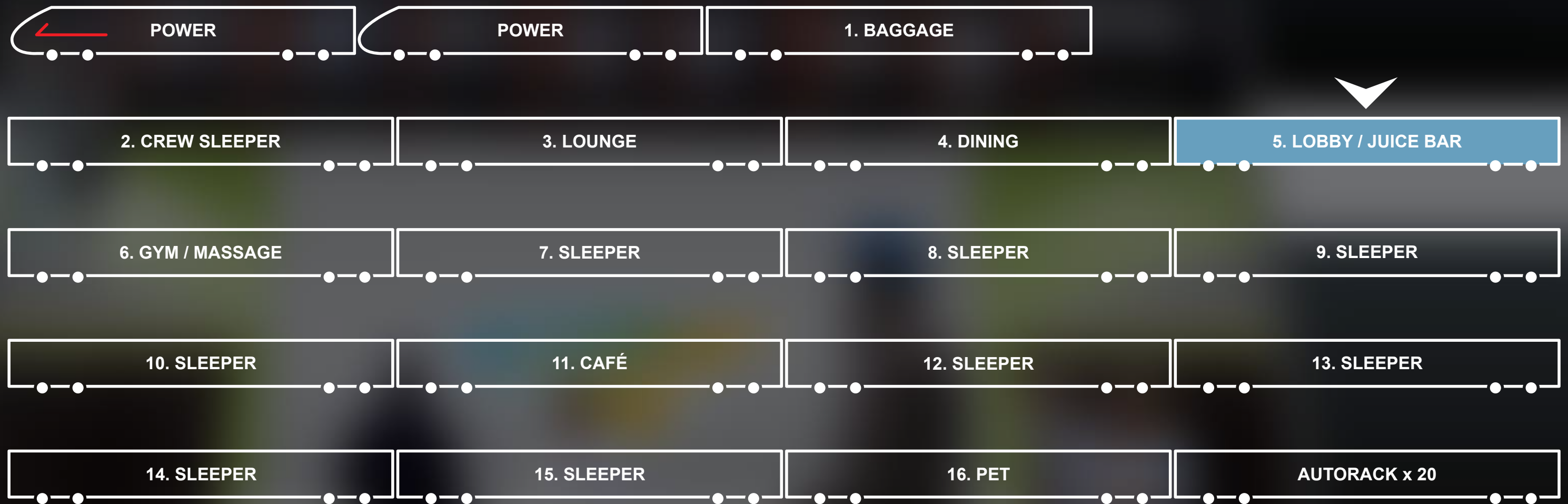
MERYVILLE



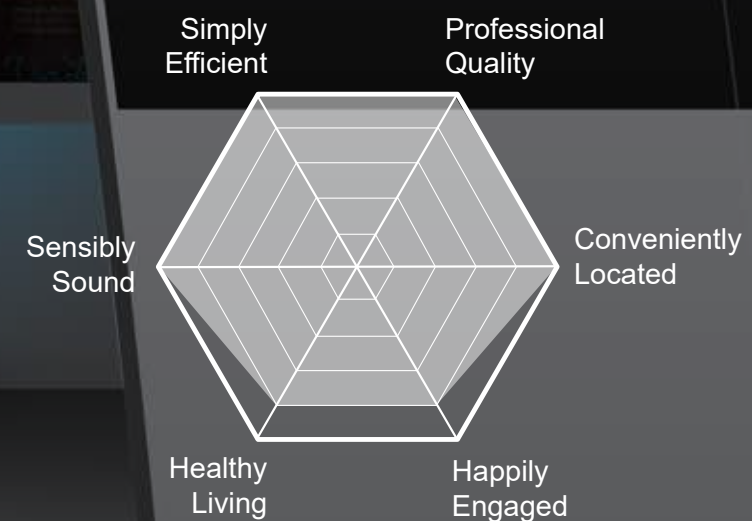


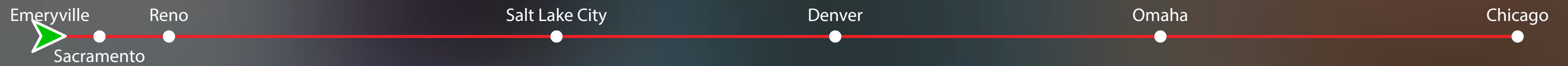
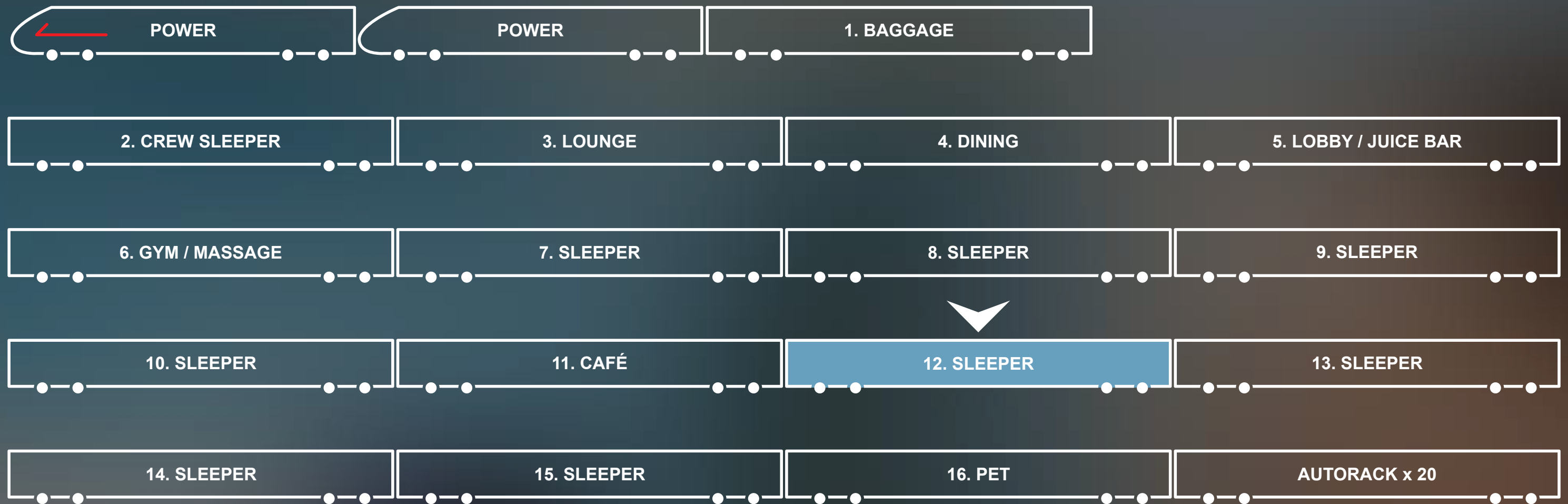
When they enter the train station the app detects that they are in the station and a station map pops up with their departure time, platform number and the direction to their train.





As they enter the lobby of the train, the app detects that they are in the right train and automatically checks them in. Their luggage is also checked in with the front desk. They receive a complimentary fresh juice before heading to their room.





5:47 PM MARCH 29TH, 2020



EMERYVILLE, CA

62°F

MAPS

NEWS



Mother forced to marry attacker or face disgrace

5:47 PM MARCH 29TH, 2020

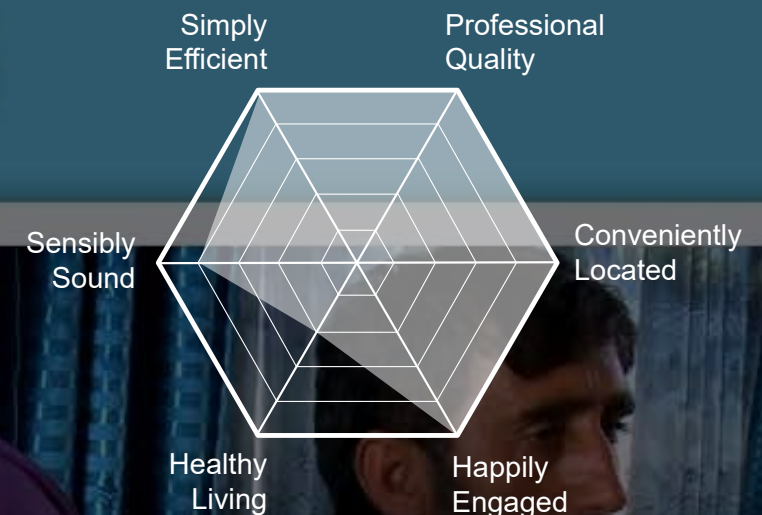
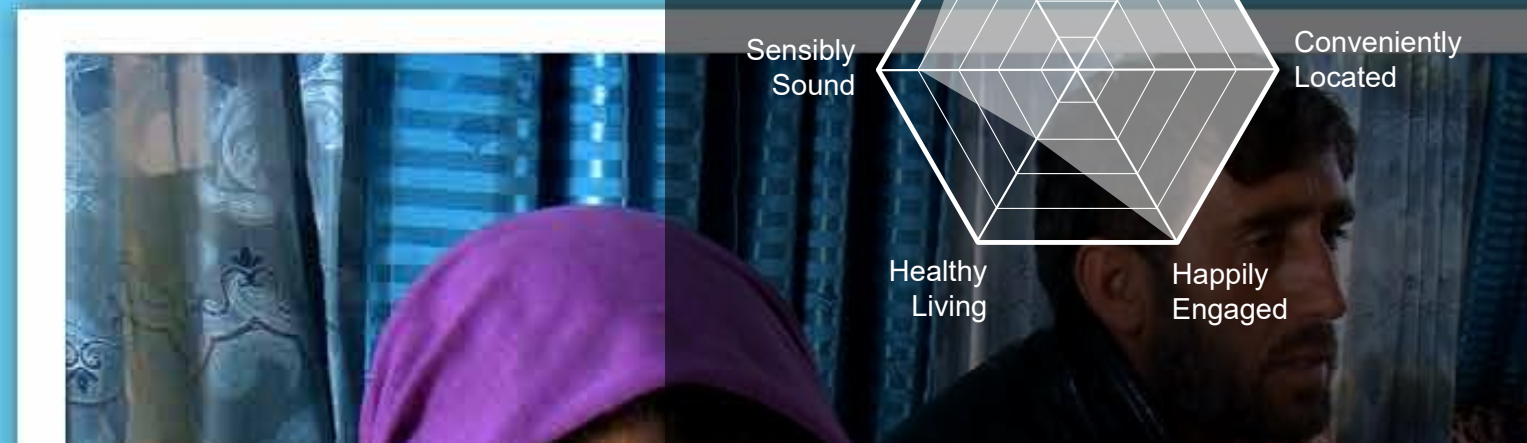


EMERYVILLE, CA

62°F

NEWS

The Bliss app guides them to their room. Upon entering the room, the app turns into a room remote control that manages all the amenities in the room, including room lights, window shades, and a state-of-the-art TV. The TV provides the train's current location, exterior camera views, weather, news, entertainment and the daily activity schedule throughout the car. These features are also available on the Bliss app.



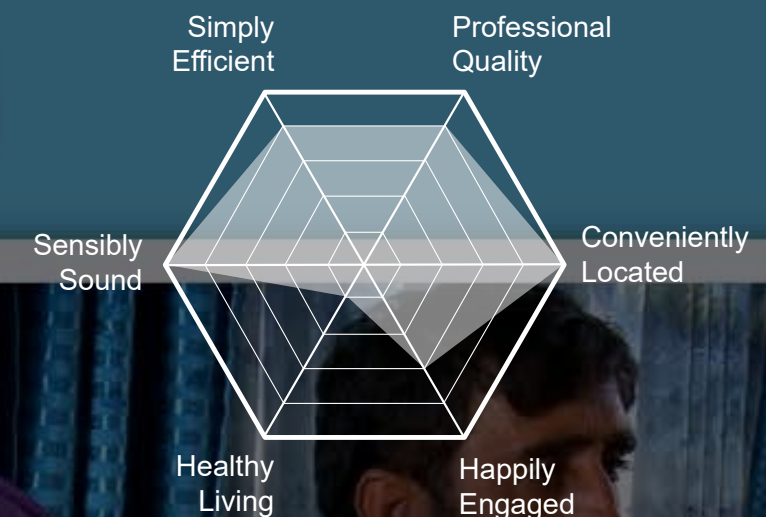
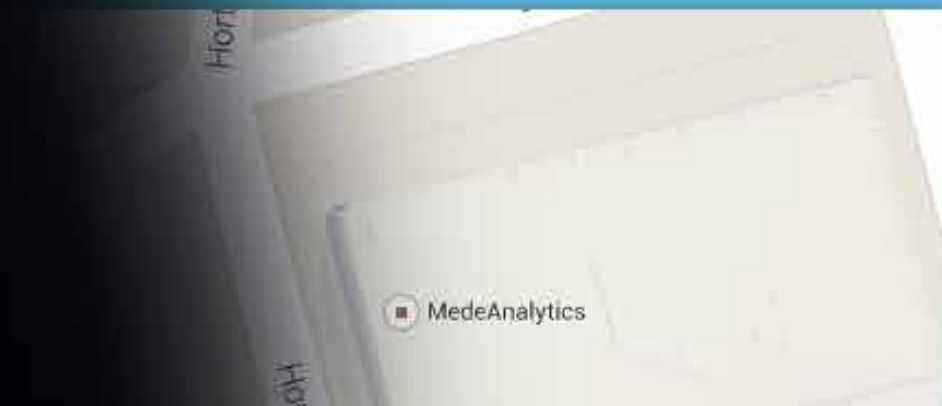
16. PET



PET CARE CAR FOOD, LODGING GROOMING

Brian turns on the TV with the Bliss app. A short Welcome message appears informing them that there is a Pet care car located at the end of the train. They have the option to check Bella in to that special car where she can receive food, lodging and grooming for an additional fee.

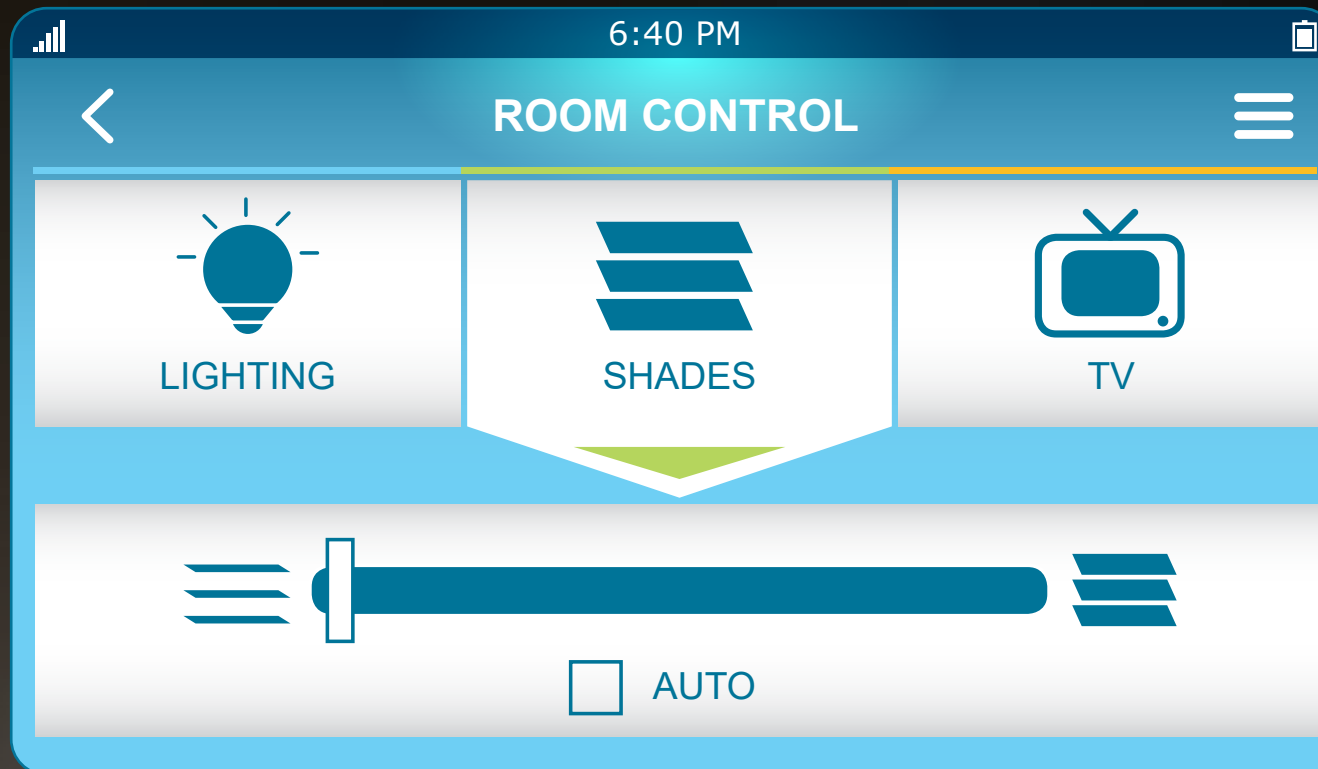
NEWS



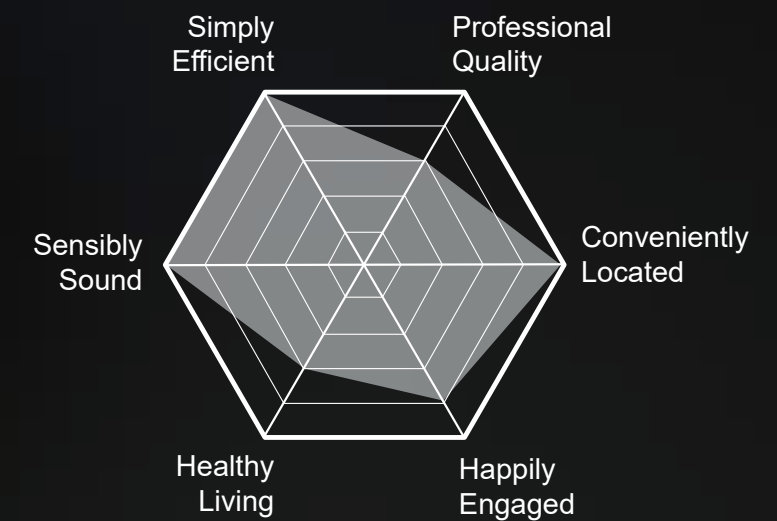




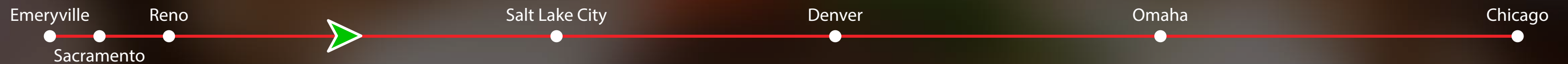
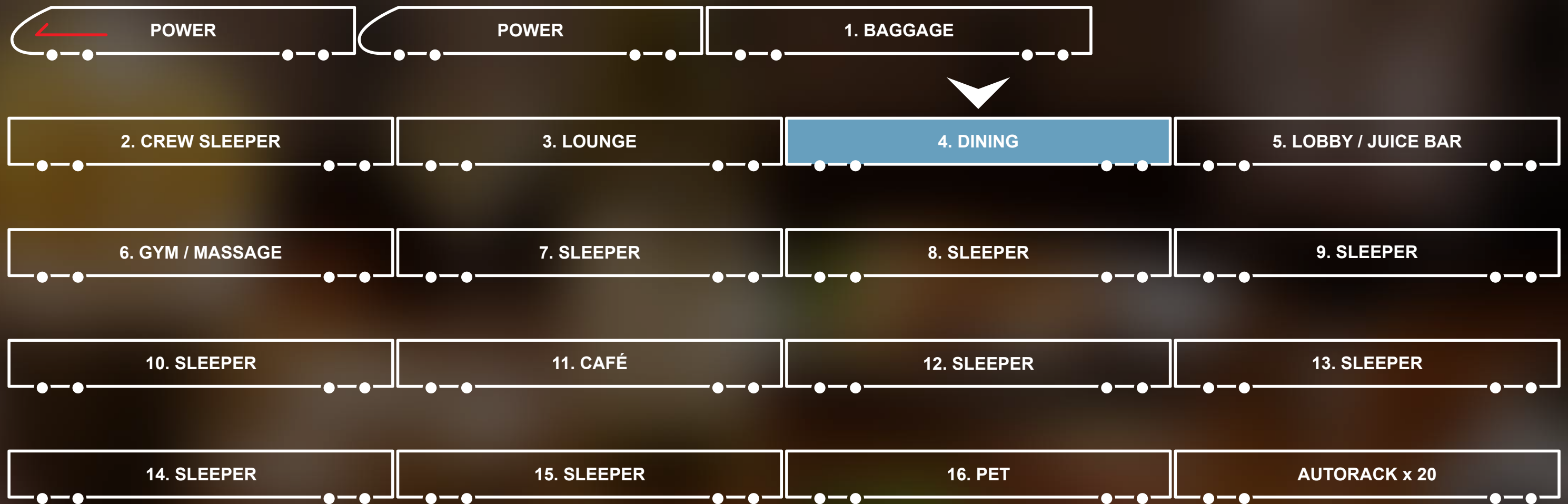




Now they are on their way to Chicago. The afternoon sun is just too bright for them to snuggle on the bed. Brian uses the Bliss app to control the window shades.



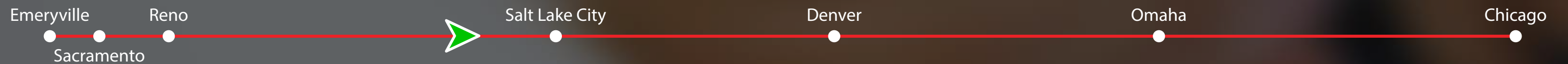
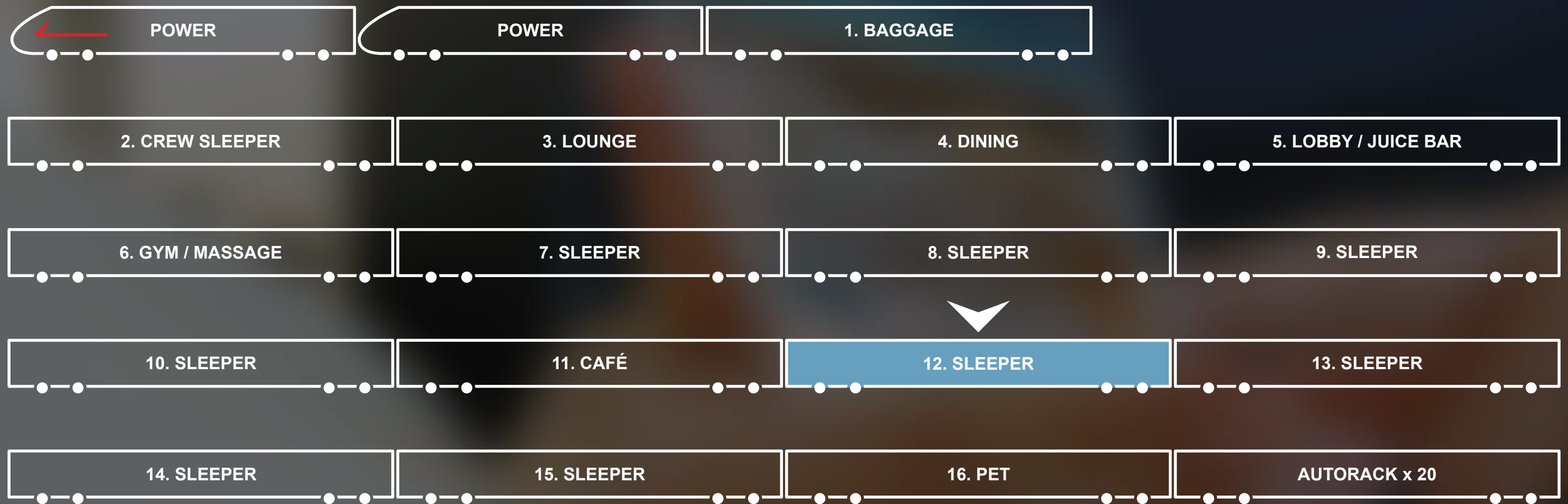




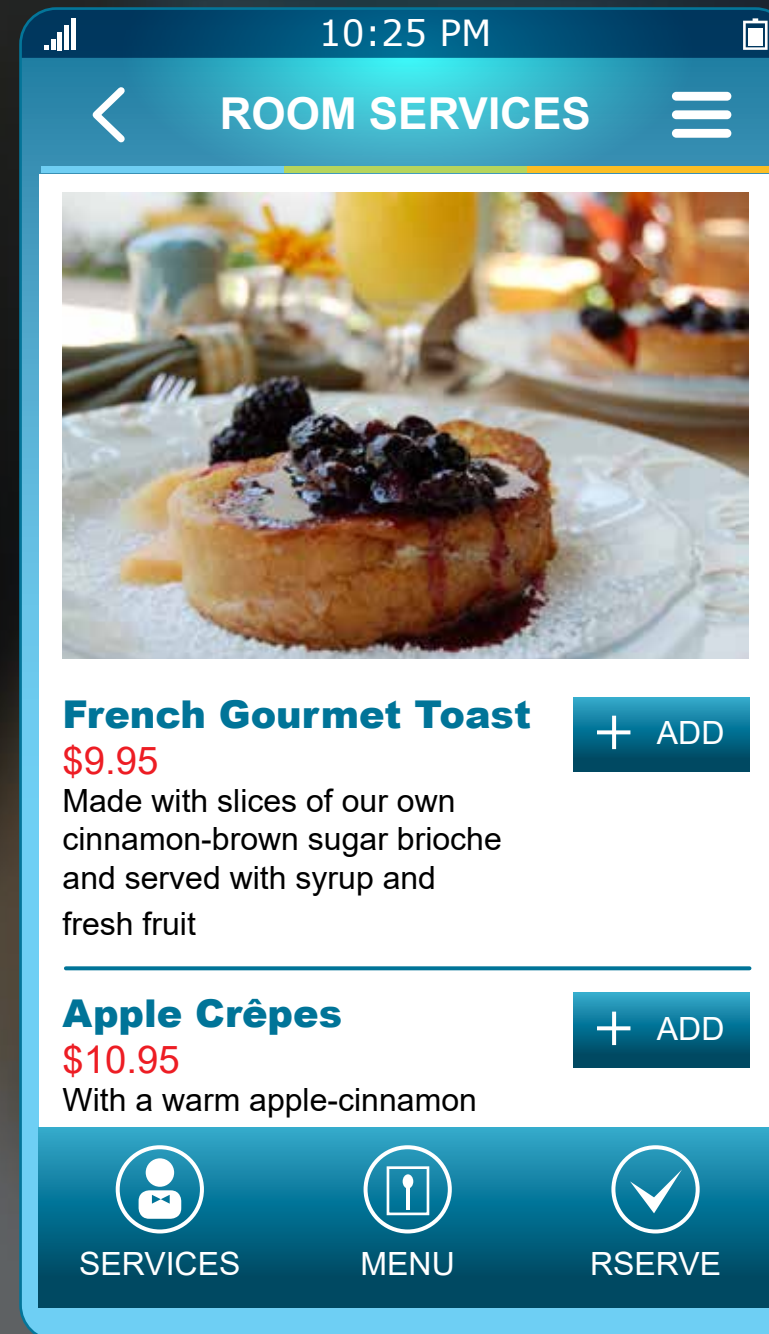
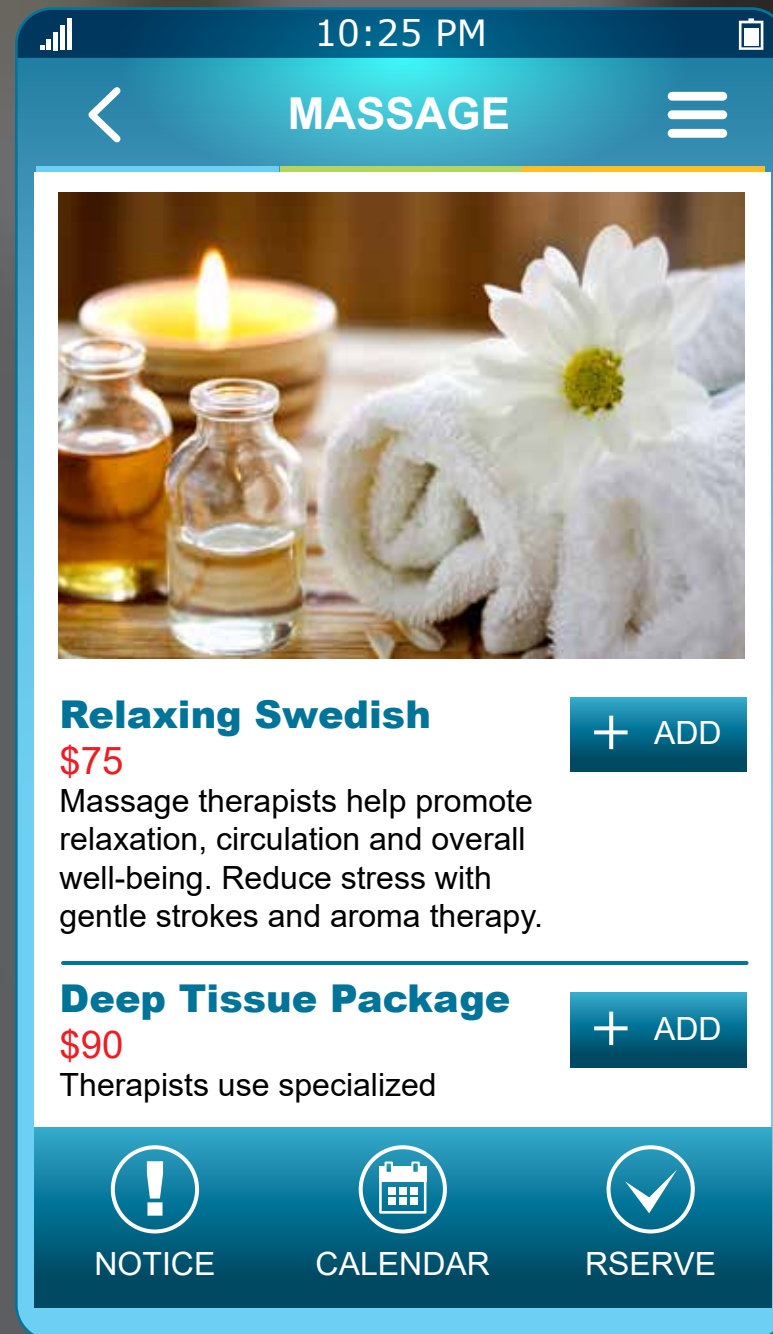


After exploring the train, they start getting hungry. Brian and Stephanie check Bella in at the Pet Care car and head to the dinner car where they receive an exquisite fine dinner with complimentary champagne.

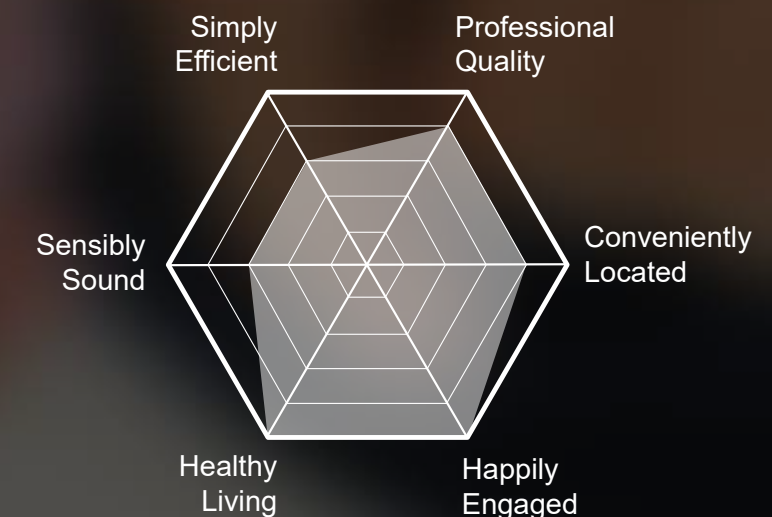


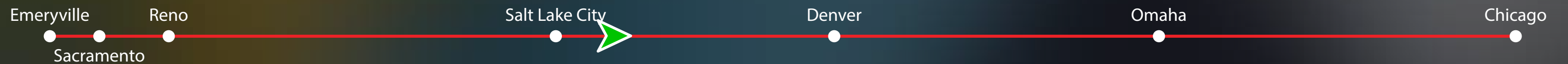






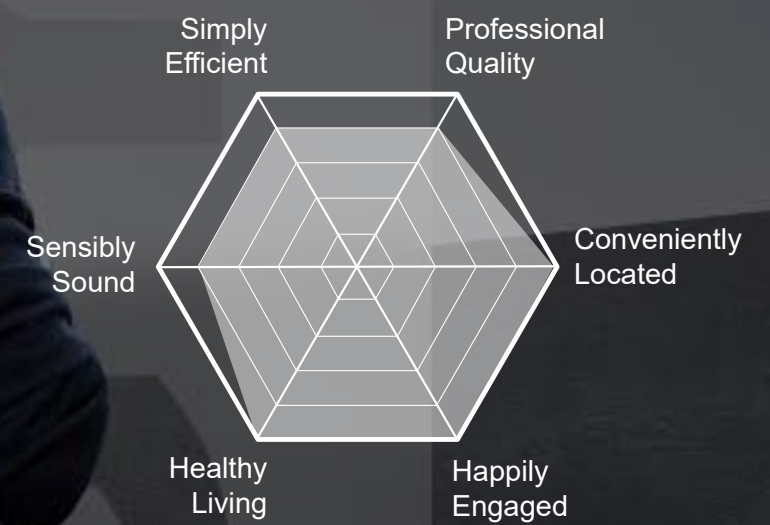
After dinner, Brian and Stephanie pick up Bella at the Pet Care car and spend the rest of the night together. In the mean time, Stephanie uses the Bliss app to make an appointment for a morning massage and order in-room breakfast delivery.





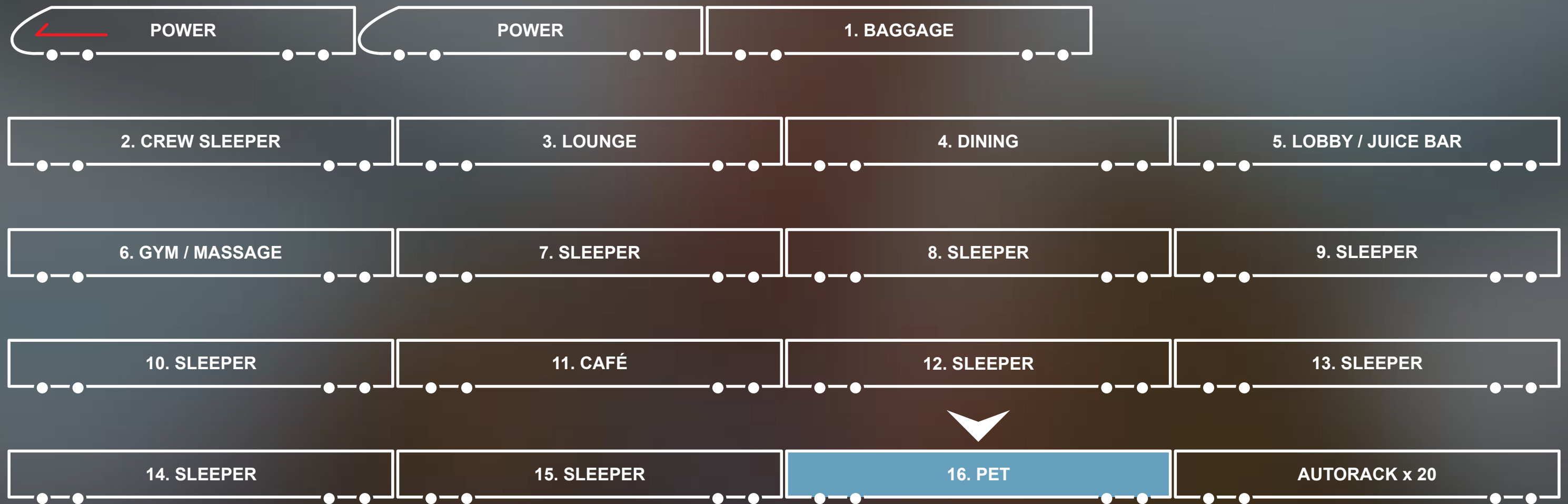


After a restful night's sleep, they enjoy a delicious breakfast under the early Colorado sun. They check Bella in for a grooming session at the Pet Care car while Stephanie heads to her massage appointment and Brian heads to the gym.



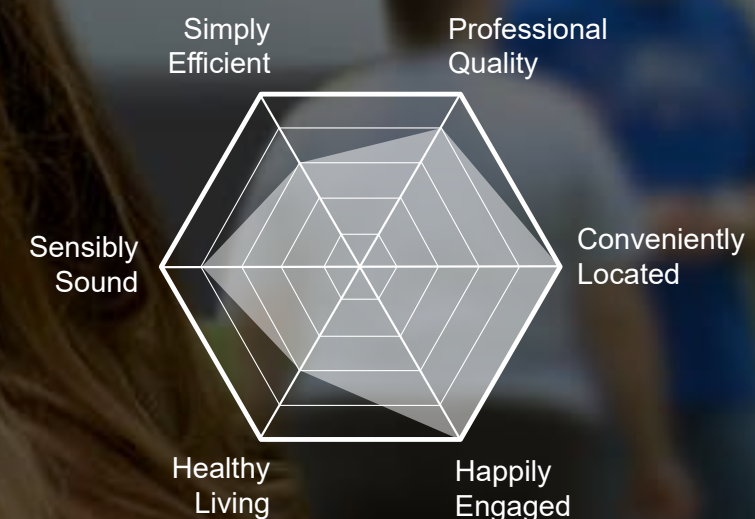




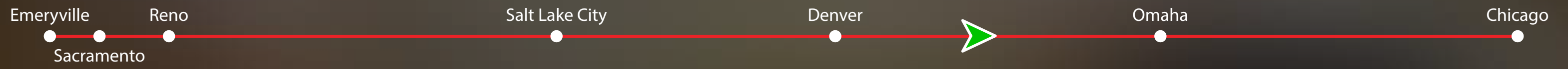




After their morning massage and workout, Brian and Stephanie go to the Pet Care car to pick up their freshly-groomed Bella before heading up to the pet park on the upper deck of the Pet Care car. Embraced by the Colorado landscape and beautiful sun, they get to socialize with other pet owners.

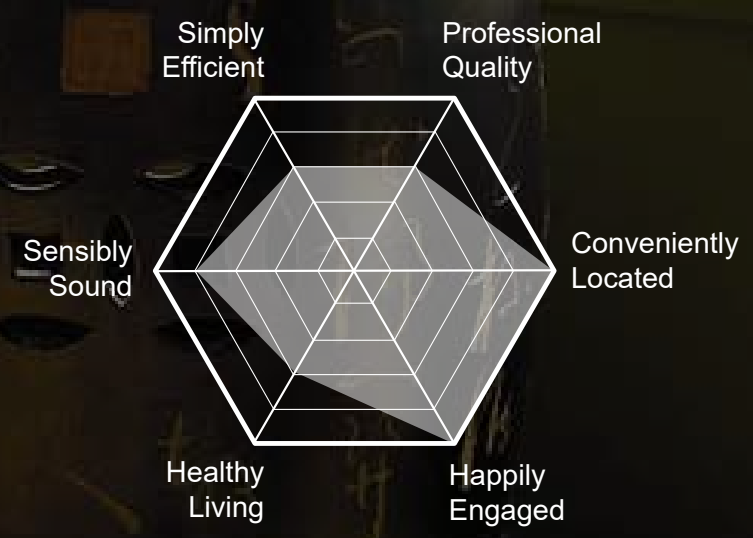


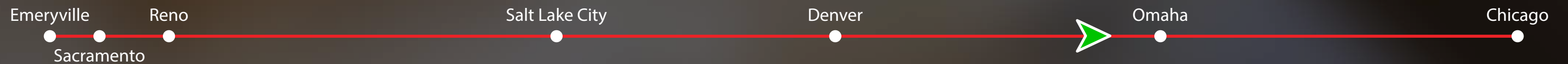
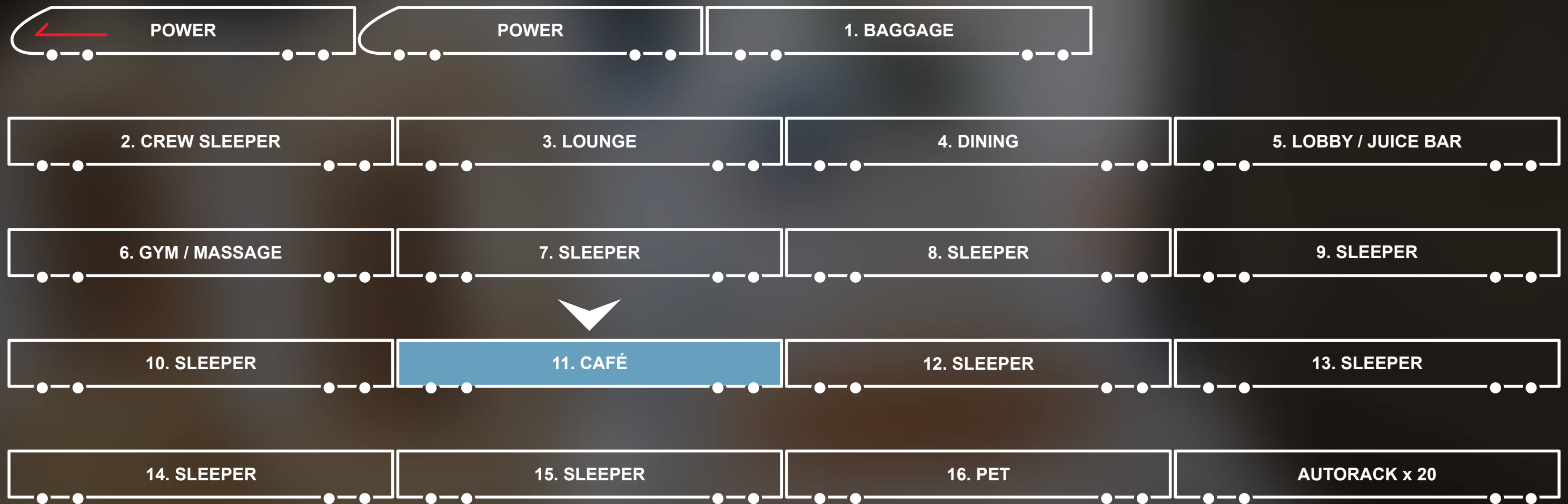






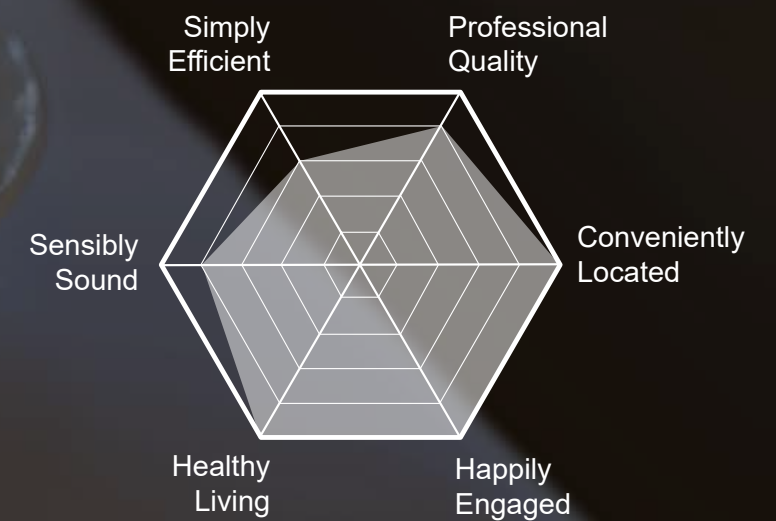
The train makes a short stop in Holdrege, Nebraska, a town with population 5527. Brian and Stephanie step out the train and visit the store in the train station that sells local products and delicacies. They are both excited to know such a wonderful American town often missed by travelers.

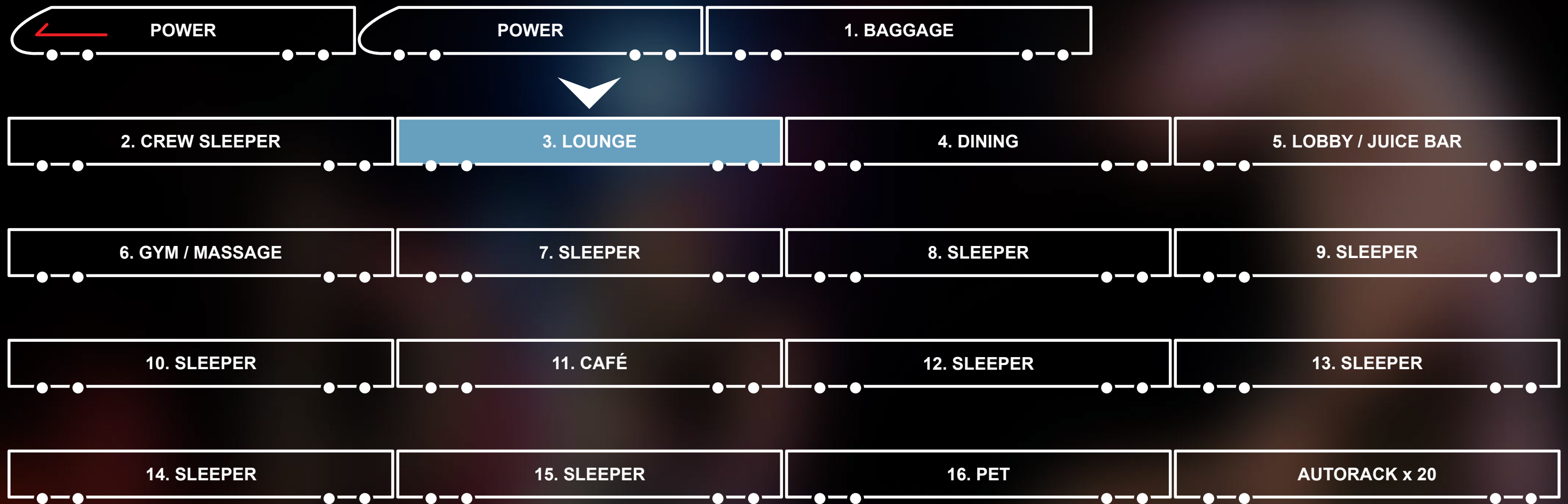






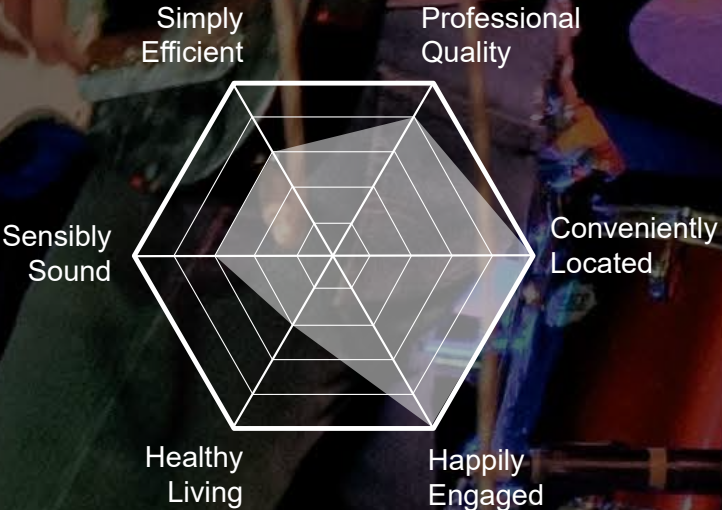
With their new-found pet loving friends, Brian and Stephanie head to the Café car to enjoy afternoon tea time with the Nebraskan scenery as the backdrop. The Café serves organic and fair trade specialty teas and coffees from around the globe brewed fresh daily.

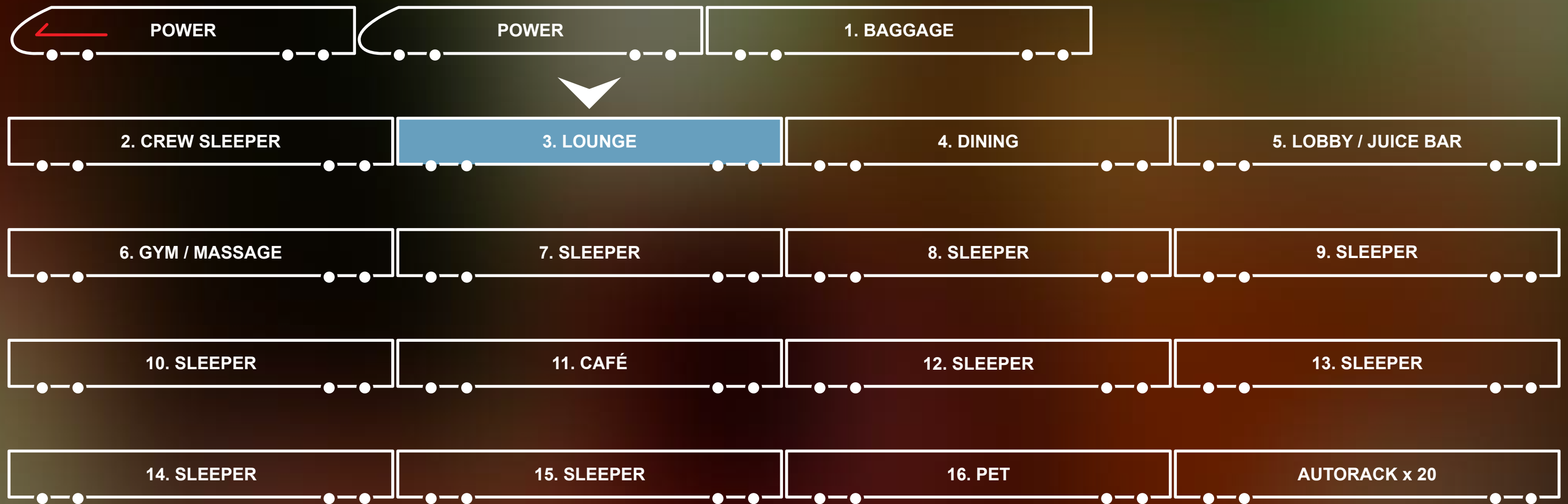






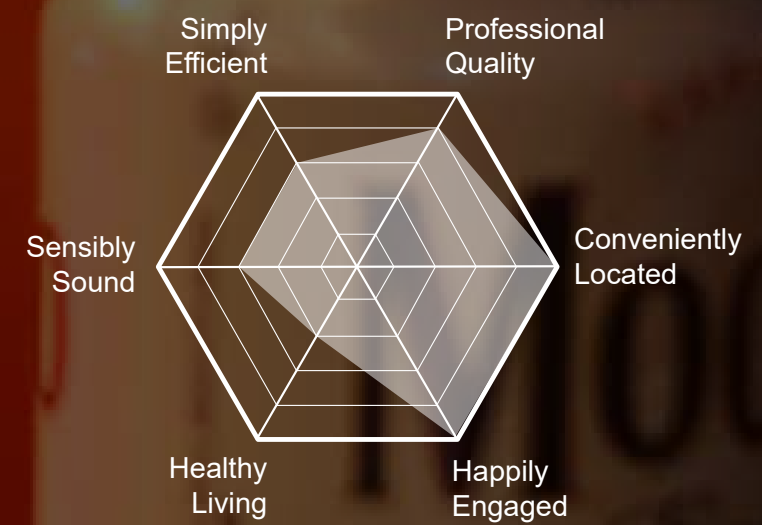
As the train approaches Omaha station, the Bliss app sends out a notification informing Brian and Stephanie that it's time to head to the lounge car to get up close with their favorite hometown band.

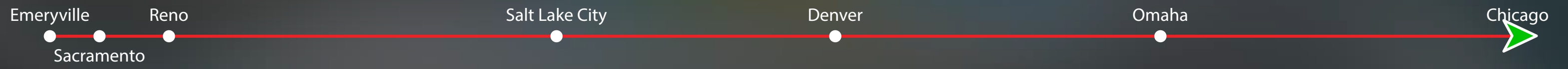


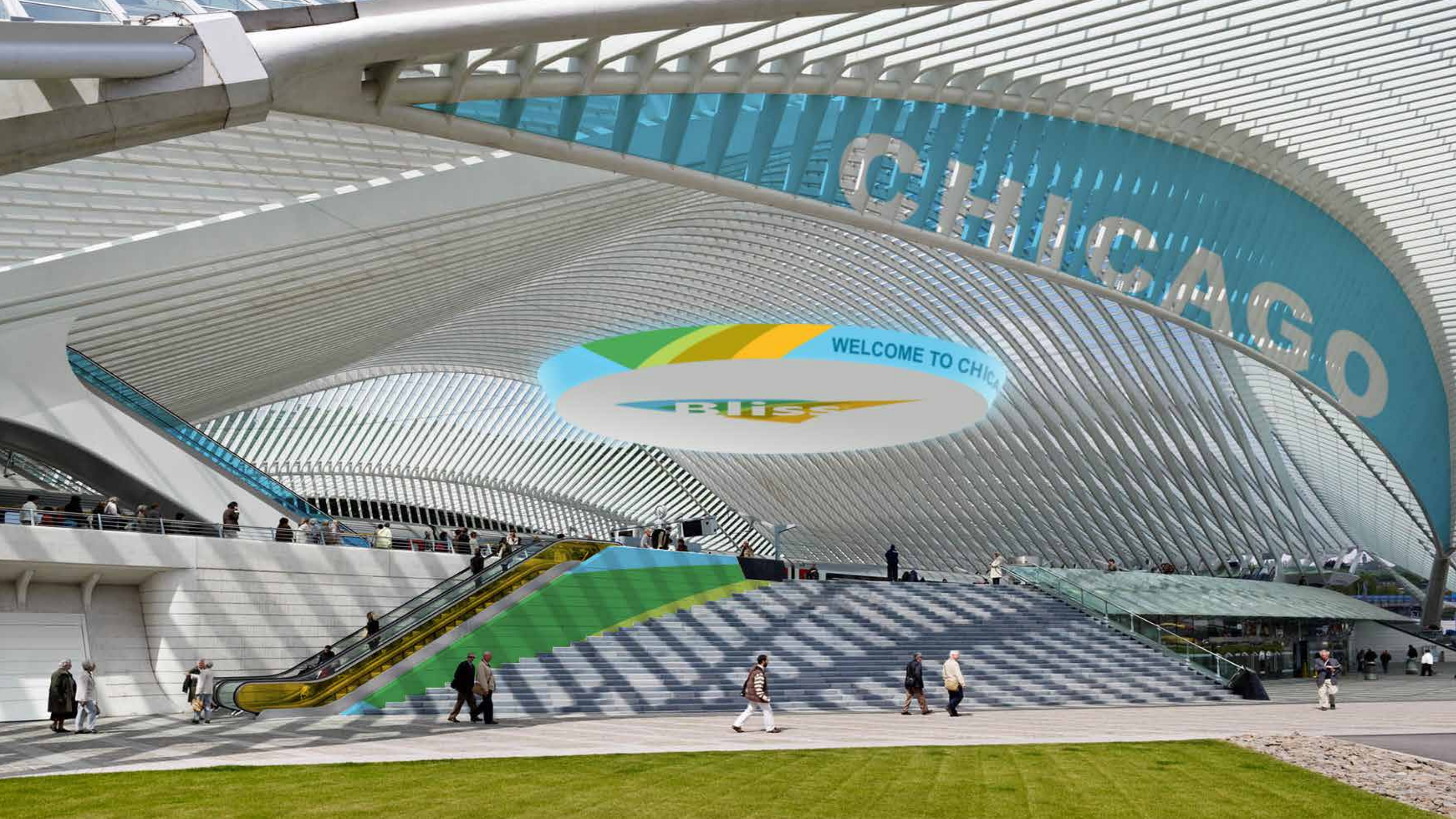




Brian and Stephanie enjoy the concert and award-winning Illinois wine. They then head back to their room and spend their last night on the Bliss train.



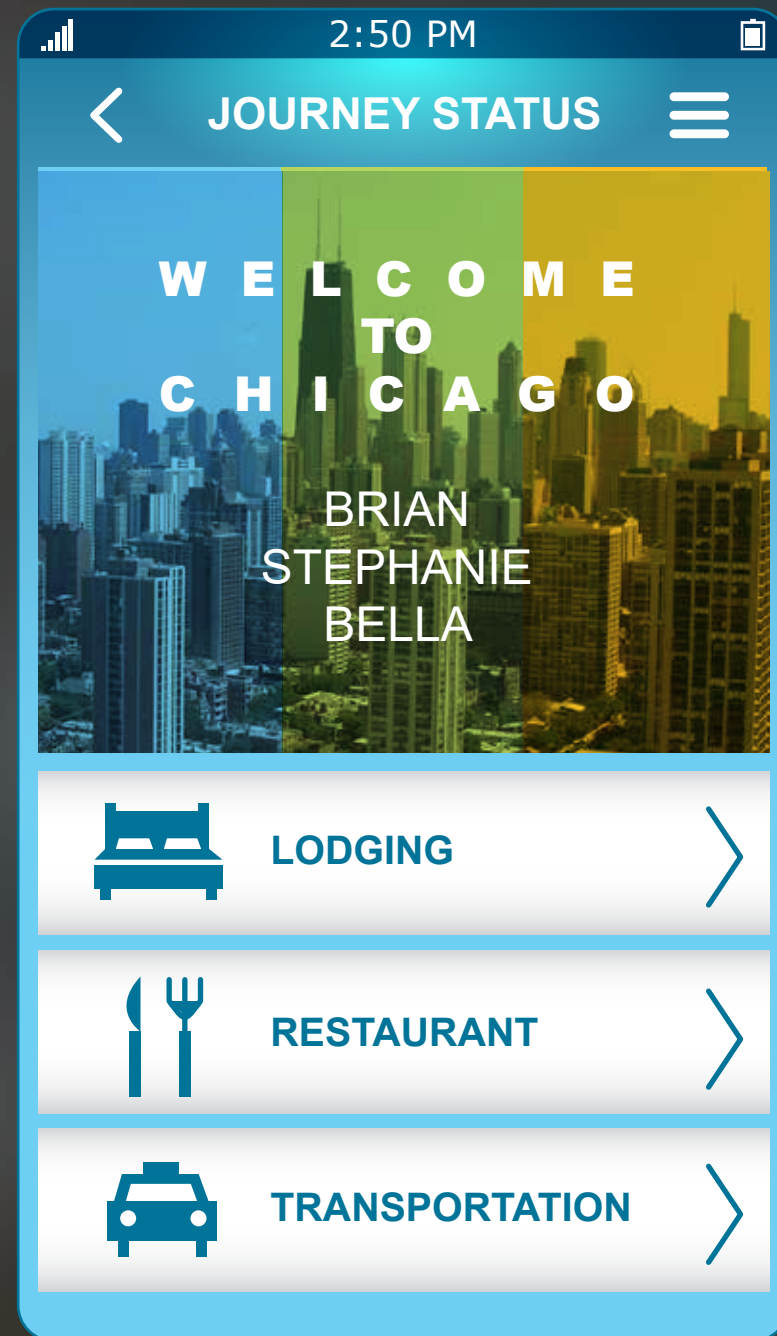




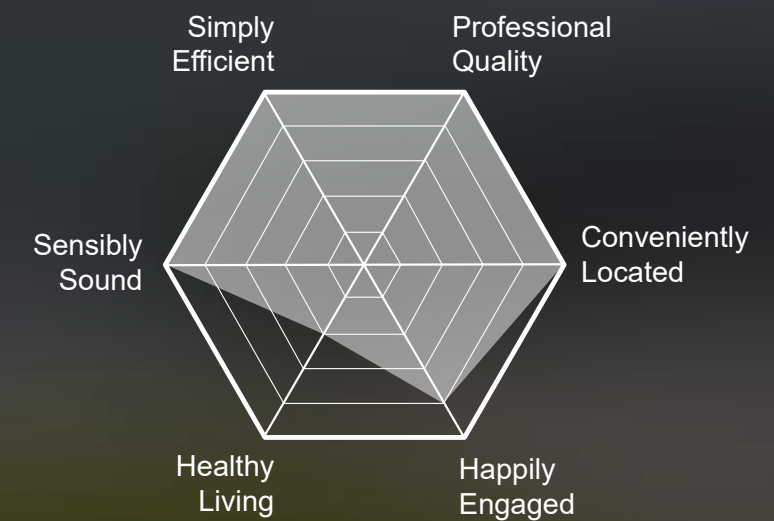
CHICAGO

WELCOME TO CHICAGO

BLISS



As they reaching the destination, the Bliss app provides options for their post-travel activities. This concludes their three-day journey to Chicago. It's been one of their most memorable experiences together.







■ **Professional Quality**

Provide products and services that exceed customer expectations.

■ **Conveniently Located**

Services can be reached within a 10-mile radius in major cities; leave the travel time to us.

■ **Happily Engaged**

Provide products and services that keep customers entertained and at ease throughout their journey.

■ **Healthy Living**

Provide clean relaxation and a stress-free experience while helping the environment and local communities.

■ **Sensibly Sound**

Customers trust what we deliver as what we promised and provide products and services that make sense to them.

■ **Simply Efficient**

Customers find products user-friendly, accessible, and efficient; we value your time and energy.



Your Blissful Journey Awaits

Offering you a **stress-free** and **rejuvenating** travel experience while **immersing** in **spectacular views** on your journey from sea to shining sea.



Your Blissful Journey Awaits