



PERFORMANCE REPORT

July 2008

Northern New England Passenger Rail Authority 75 W. Commercial Street, Portland, ME 04101 207-780-1000

AT A GLANCE

July 2008
Ridership:

48,438

33.6% increase over July 2007

FY09 total: 48,438

34.1% increase over FY08

July 2008
Ticket Revenue:

\$722,676

34.1% increase over July 2007

FY09 total: \$722,676

34.1% increase over FY08 to date

July 2008
Passenger Miles:
3,937,444

Customer Satisfaction Index

96%

3 month average

On Time Performance

52.6%

Since December 15, 2001:

2,103,397 riders

\$29,188,285 revenue

174,935,157 passenger miles

Performance Highlights

THIS MONTH

July 2008 is the first month of fiscal year 2009, and a record breaking month for the Downeaster. Ridership of 48,438, or 1,536 riders per day, was 33.6% greater than the previous year, making July 2008 the busiest month in Downeaster history. Accordingly, revenues of \$722,676 were the highest ever recorded, and exceeded last July by 34.1%.

FISCAL YEAR 2009 TO DATE:

July 2008

Fiscal year 2009 total ridership is projected to be 454,943. Total revenues are expected to be \$6,261,381.

July 2008 ridership was 16% greater than projected, with revenue 13% greater than projected.

JULY HIGHLIGHTS and TRENDS

The "Train to Maine" marketing campaign targeted at generating visitors to Maine began in late June. The campaign included outdoor advertising in downtown Boston, North Station, Haverhill Station and Woburn Station accompanied by radio and newspaper advertisements in the Boston area. Overall, travel to and between Maine stations and Boston increased by approximately 28%, and represented about 51% of total ridership and 66% of total revenues. Riders traveling between Saco, Old Orchard Beach or Wells and Boston increased approximately 50% over last year. Additionally, northbound trains 681 and 683 realized a 29% growth in ridership for the month.

Commuters/pass holders represented about 27% of total ridership for the month and 12% of total revenue.