



# Pacific Surfliner Marketing Update

Fiscal Year 2024-25 – Fourth Quarter – April, May, June 2025

LOSSAN Board of Directors Meeting | September 15, 2025

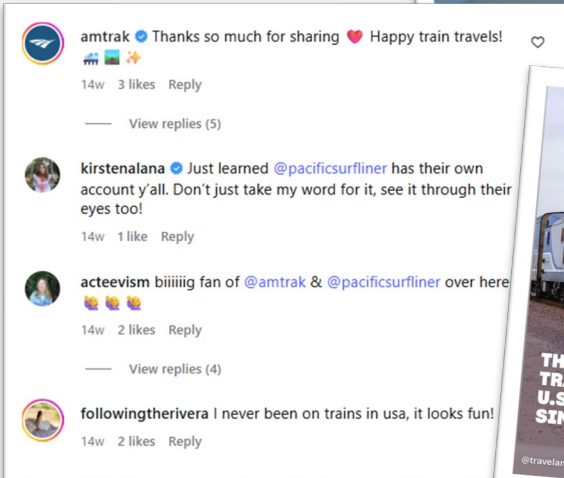
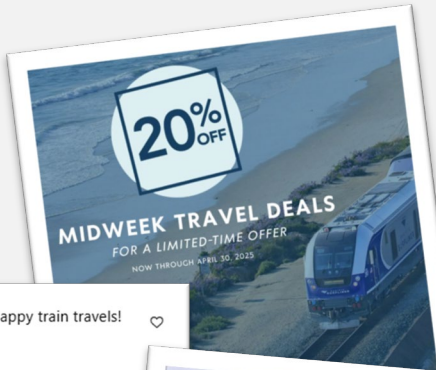




# Marketing Activities = Measurable Impact

LOSSAN's marketing objectives support ridership, build partnerships, and strengthen public trust.

1



## Build Awareness

Influencer Partnerships, Paid Advertising, and PR Campaigns

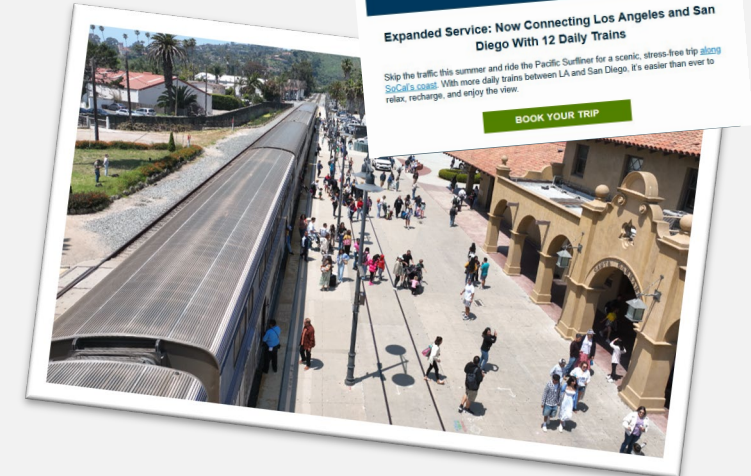
2



## Inform Riders

Email, Web, and Organic Social

3



## Increase Ridership

Bookings, Clicks to Amtrak.com

# Q4 2025 Ridership and Revenue

Marketing drives growth across revenue and ridership.

## Ridership

Q4 2025 24,594

Q4 2024 47,109

Compared  
to Q3 2025

**+8%**

Compared  
to Q4 2024

**-91.6%**

## Revenue

Q4 2025 \$787,624

Q4 2024 \$1,312,471

Compared  
to Q3 2025

**+11.1%\***

Compared  
to Q4 2024

**-66.6%**

# Q4 Highlights at a Glance

This quarter, the marketing team launched 6 campaigns to support key organizational goals, **increasing ridership by 8% and driving approximately 36% more online traffic** to the booking page.

Ridership impact

24,594

+8.0%\*

Revenue

\$787,624

+11.1%\*

Traffic to Amtrak.com

176,703

+35.9%\*

Publicity Value

\$1.38M

+21.1%\*

Email Subscribers

30,329

+6.3%\*

Net Social Audience  
Growth

6,243

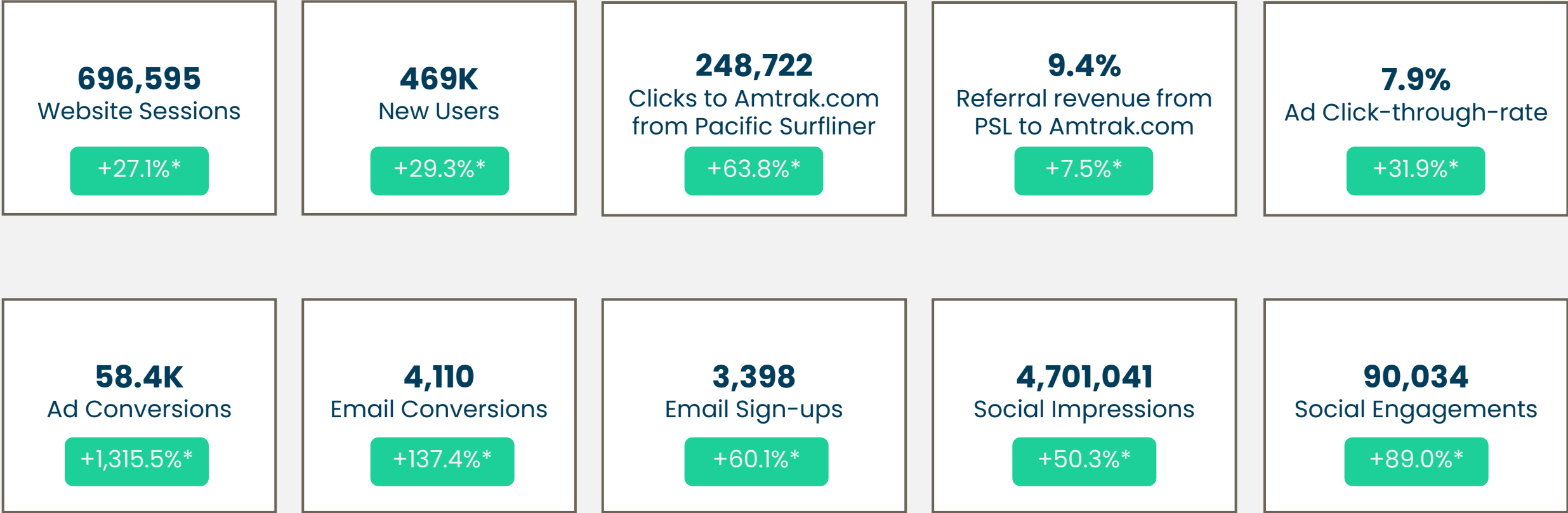
+16.6%\*

\*compared to previous quarter

# Marketing Q4 2025 Highlights

Marketing is a core growth driver and communications engine.

## Key Performance Indicators



\*compared to previous quarter

# Digital Marketing in Q4



## Email performance

**2.77K**

Unique Conversions

**+212.9%\***

**113K**

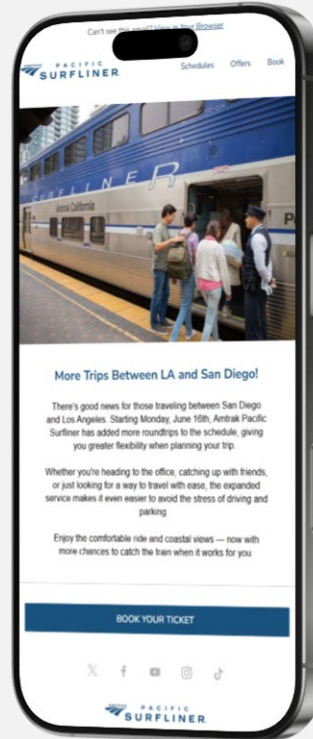
Unique Opens

**+10.2%\***

**5.89K**

Unique Clicks

**+6.6%\***



## Paid ad performance

**58.4K**

Conversions

**+1,315.5%\***

**20.7%**

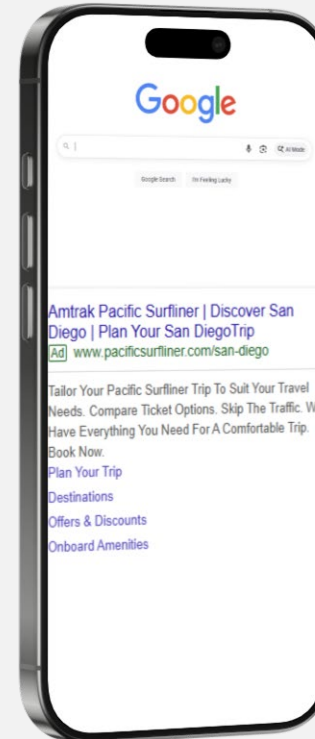
Conversion Rate

**+891.3%\***

**7.9%**

CTR

**+31.9%\***



# Media Coverage & Publicity Value

In Q4 2025, LOSSAN boosted public visibility and trust through earned media tied to major press announcements including service expansion and the Disneyland Resort train wrap.

**1,078**  
Stories in the press

**6.47 billion**  
Earned media  
impressions

**\$1.38 million**  
Publicity value

**2**  
Press releases

## LOCAL NEWS

### Pacific Surfliner unveils Disney-themed railcar, park discounts

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### Pacific Surfliner unveils Disney-themed railcar, park discounts

By [Jill Berman](#)  
Published: June 20, 2025 / 11:28 AM PDT  
Updated: Jun 26, 2025 / 12:16 AM PDT

#### SHARE

A new Disneyland-themed railcar for Amtrak's Pacific Surfliner has been unveiled on the 70th Anniversary of the "Happiest Place on Earth."

The limited time train wrap features famous Disney characters, including Mickey Mouse and Goofy, alongside silhouettes of its Anaheim theme parks.

The Los Angeles - San Diego - San Luis Obispo (LOSSAN) Rail Corridor Agency today announced that the Amtrak® Pacific Surfliner® train service has added more daily roundtrips between Los Angeles and San Diego, offering

"We are thrilled to be part of the Disneyland Resort 70th Anniversary," LOSSAN City of Fullerton Mayor Fred Jung said. "Taking the Pacific Surfliner to one of the most iconic and beloved destinations makes magical memories start the moment you board."

The service expansion provides more transportation options between San Diego and Los Angeles - just in time for summer travel," said LOSSAN Agency Chair and City of Fullerton Mayor Fred Jung. "It is the next step in restoring Pacific Surfliner service and creating more

### Amtrak Pacific Surfliner Adds 12th Roundtrip Between San Diego and Los Angeles

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PR Newswire  
June 10, 2025 - 3 min read

New afternoon and evening trains between Los Angeles and San Diego offer travelers more flexibility along the Southern California coast

ORANGE, Calif., June 11, 2025 /PRNewswire/ -- The Los Angeles - San Diego - San Luis Obispo (LOSSAN) Rail Corridor Agency (Agency) today announced that the Amtrak® Pacific Surfliner® train service has added more daily roundtrips between Los Angeles and San Diego, offering

flexibility and convenience along the Southern California coast. The expanded Pacific Surfliner schedule

provides more transportation options, providing better service for both business and leisure passengers along the busiest intercity passenger rail route in the nation.

"This service expansion provides more transportation options between San Diego and Los Angeles - just in time for summer travel," said LOSSAN Agency Chair and City of Fullerton Mayor Fred Jung. "It is the next step in restoring Pacific Surfliner service and creating more

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# As Seen In...

Pacific Surfliner in the news



**AFAR**



**TRAVEL+  
LEISURE**

**Parade**



**April 24, 2025**

[Not Every Amtrak Route Is Scenic— But These 8 Train Rides Are Truly Worth It.](#)

**April 28, 2025**

[10 amazing places to stop along Amtrak's Pacific Surfliner route](#)

**May 6, 2025**

[This solo traveler traveled all over the U.S. Over 30 Days Using a Single \\$499 Amtrak Pass Here's How.](#)

**May 11, 2025**

[7 of the biggest travel trends to watch for summer 2025, According to Getaway Guru Samantha Brown.](#)

**June 28, 2025**

[Our favorite way to get to Disneyland just got happier.](#)



# Campaigns and Promos Launched in Q4



April 28–June 7  
**San Clemente Track Closure and Reopening**



May 16–18  
**Wonderfront Festival**



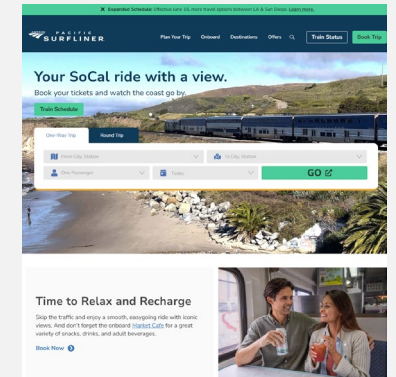
May 17–18  
**Strawberry Festival**



June 16  
**Disney Train Wrap**



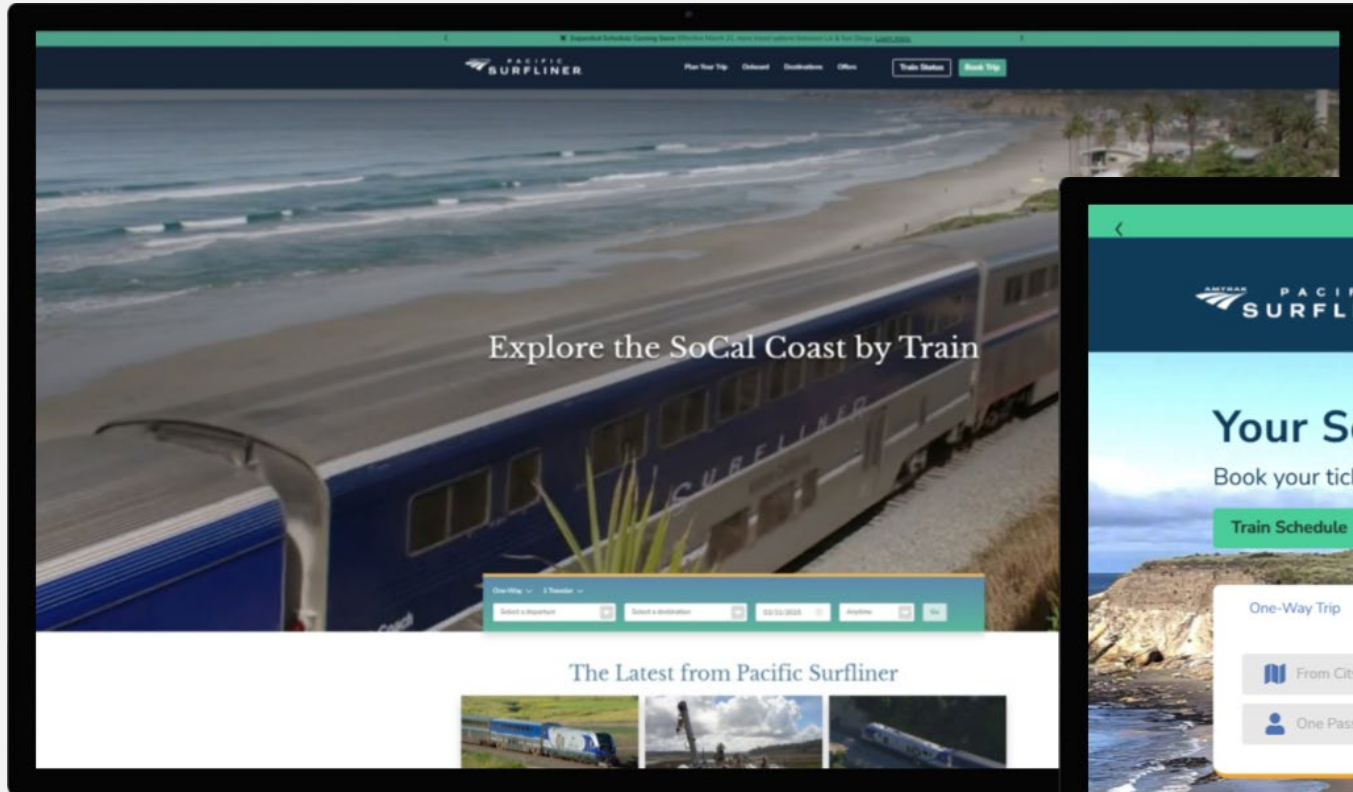
June 16  
**12<sup>th</sup> Round Trip**



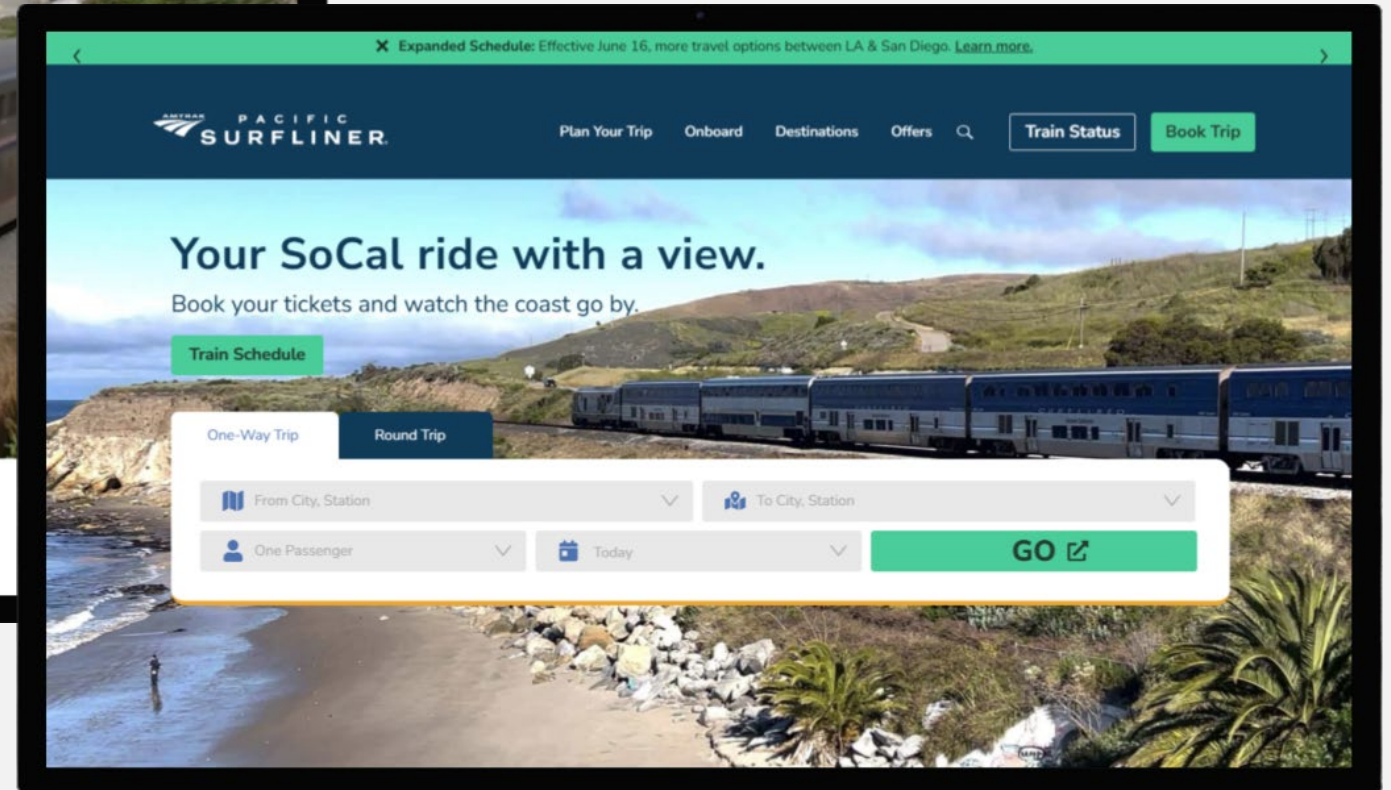
June 20  
**Website Landing Page Refresh**

# Website Landing Page Refresh

Landing page update to improve accessibility and support user conversions.



Before



After



# Social Media in Q4

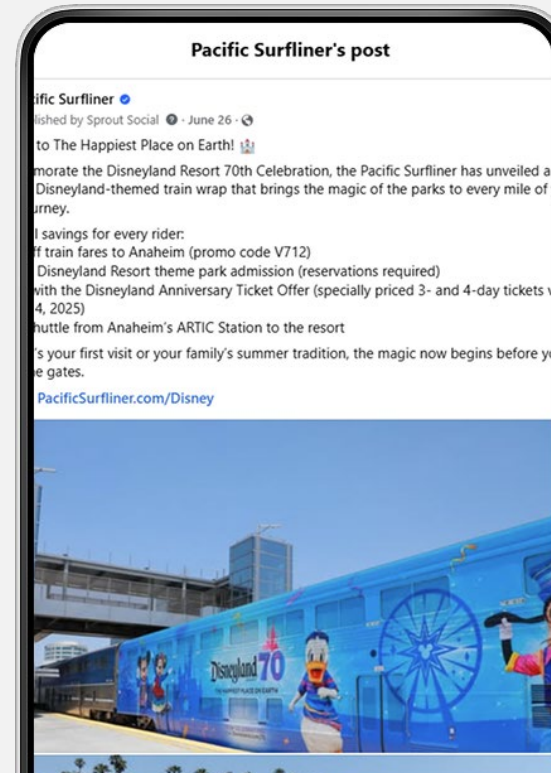
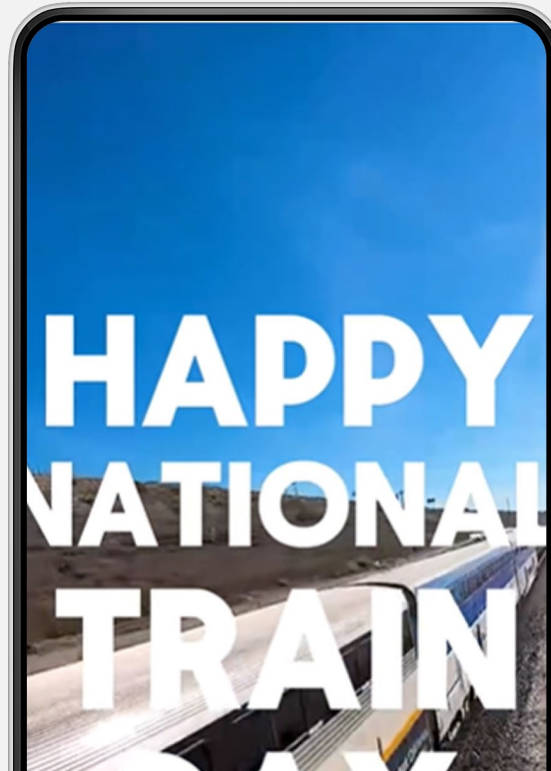
## Top performing posts

Reach: 76.4K  
Likes/Reactions: 803K  
Comments: 37  
Shares: 52

Reach: 70K  
Likes/Reactions: 2.5K  
Comments: 105  
Shares: 495

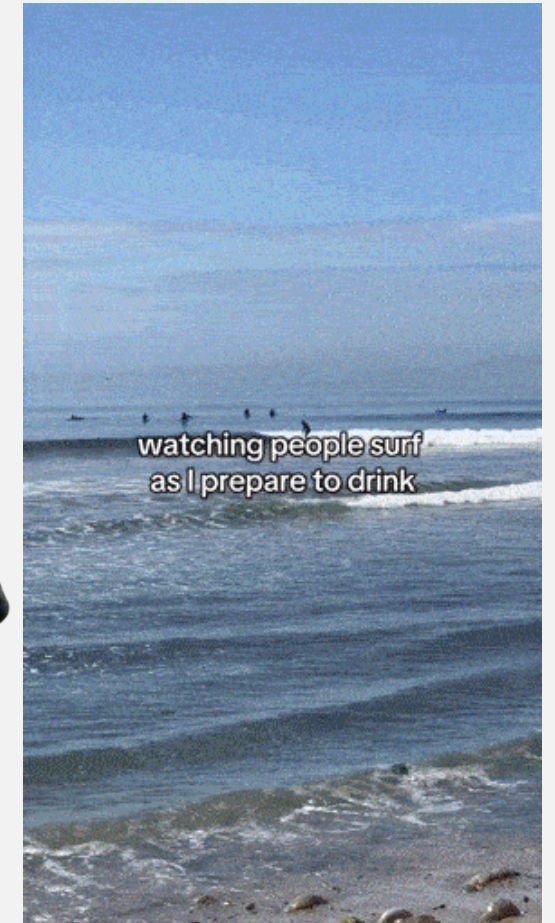
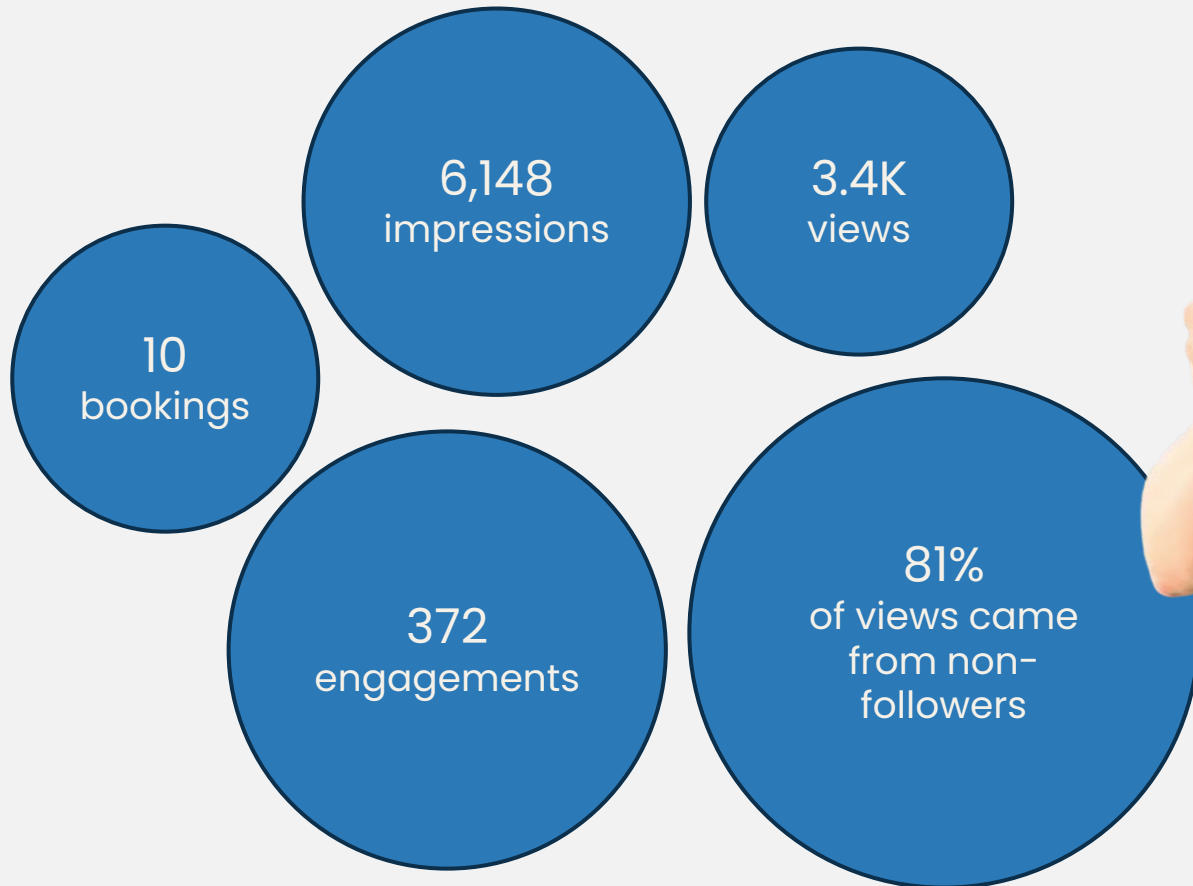
Reach: 64.7K  
Likes/Reactions: 570K  
Comments: 54  
Shares: 72

Reach: 57.9K  
Likes/Reactions: 4K  
Comments: 44  
Shares: 83



# Q4 Influencer Impact

Pacific Surfliner partnered with **craft beer influencer Russell Hainline** to showcase car-free getaways to brewery-rich destinations like Moorpark and Ventura. The collaboration promoted rail travel as a scenic, convenient option for weekend escapes while supporting local breweries and regional tourism.





# Here's what we're working on for next quarter

**Del Mar Races  
Opening Day**  
(July 18)



**San Diego Comic-Con**  
(July 23-27)



**Ventura County  
Fair**  
(July 30-Aug 10)



**Honda Bridge  
Closure**  
(Aug 1-16)



**Disney Influencer  
Activation**  
(Aug 4)



**SeaWorld  
Partnership**  
(Aug 1-16)



**Rail Safety Month**  
(September)



**Questions?**