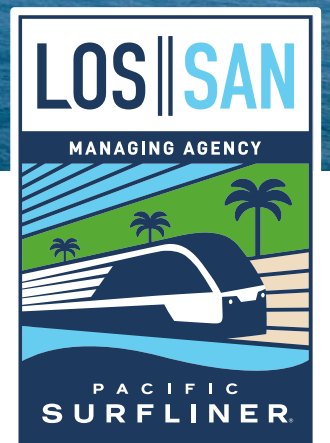




# Marketing Update for the Fourth Quarter of Fiscal Year 2023-24

LOSSAN Executive Committee Meeting | November 8, 2024



# Performance Summary (PacificSurfliner.com)

- Quarter 4 (Q4) of fiscal year (FY) 2023-24 saw an increase in revenue derived from PacificSurfliner.com compared to the prior quarter.
- Over 236k qualified sales leads were delivered to Amtrak.com from the booking widget between April and June, resulting in more than \$1.3 million in revenue.



Users to PacificSurfliner.com



Referral traffic to Amtrak.com



Bookings on Amtrak.com



Riders



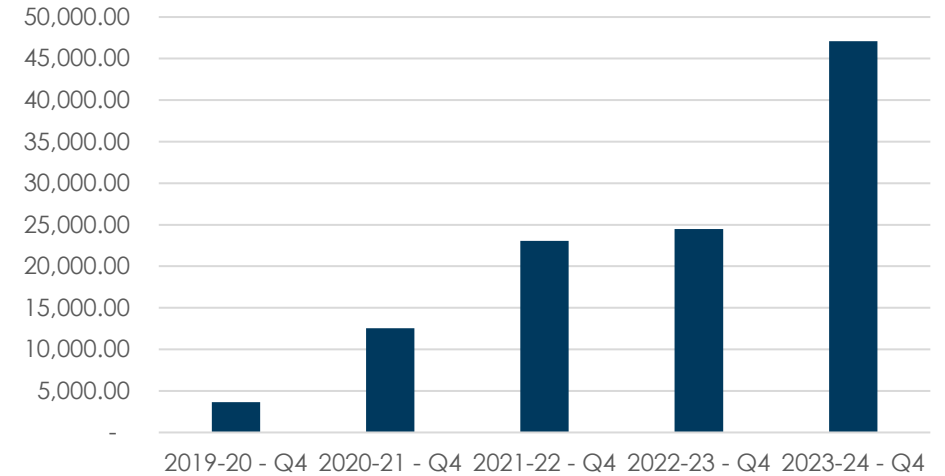
Revenue

	Users to PacificSurfliner.com	Referral traffic to Amtrak.com	Bookings on Amtrak.com	Riders	Revenue
<b>Q4 – FY 24</b> (Apr-June)	612,000	236,292	21,547	47,109	\$1,312,471
<b>Q3 – FY 24</b> (Jan-Mar)	410,000	146,919	10,753	21,628	\$701,726

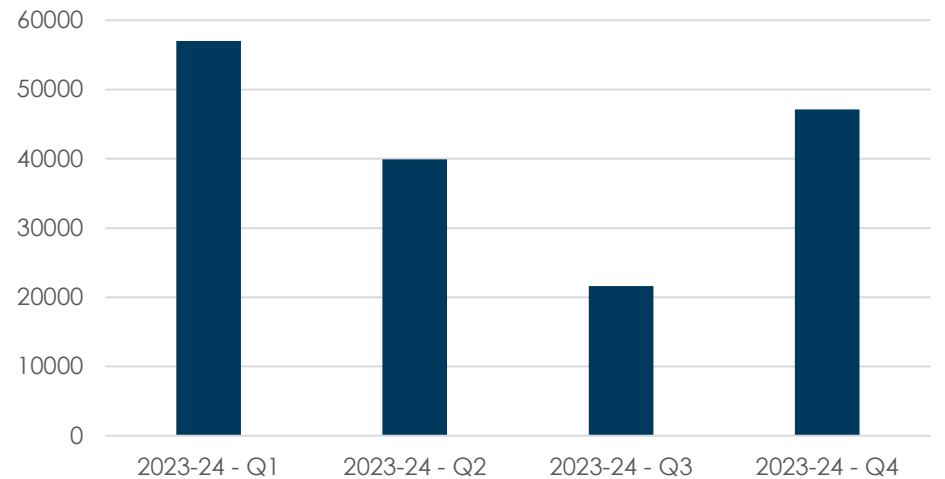
# Performance Over Time (from online bookings)

April to June	Referral to Amtrak.com	Bookings	Ridership (from online Bookings)	Revenue (from online Bookings)
2019-20 - Q4	23,972	2,004	3,655	\$114,237
2020-21 - Q4	61,423	7,284	12,544	\$507,745
2021-22 - Q4	108,577	10,885	23,069	\$726,770
2022-23 -Q4	149,903	10,874	24,493	\$752,201
<b>2023-24 -Q4</b>	<b>236,292</b>	<b>21,547</b>	<b>47,109</b>	<b>\$1,312,471</b>

Q4 Ridership Year-over-Year



Past Year Ridership



# Wonderfront Music & Arts Festival

- Downtown San Diego, May 10-12
- Promotion: Save 20% on train travel to San Diego and 10% on event tickets

**22%**

Ridership  
Increase\*

**8%**

Promotional  
Code Usage

\* Based on station arrivals during event days vs. 6-month average



# California Strawberry Festival

- Ventura Fairgrounds, May 18-19
- Promotion: Kids ride free - up to three children ride free with each paying adult
- Onboard rack cards & 3 video collaborations

**86%**

Ridership  
Increase\*

**37%**

Promotional  
Code Usage

\* Based on station arrivals during event days vs. 6-month average



# X Games 2024

- Ventura Fairgrounds, June 28-30
- Promotion: Save 15% on admission and train travel to Ventura
- Extra weekend service added to schedule
- Train wrap, eblast, social posts, onboard rack cards, ad in program

**39%**

Ridership  
Increase\*

**21%**


Promotional  
Code Usage

\* Based on station arrivals during event days vs. 6-month average




# LAist Campaign


- Radio and digital ad campaign
- Ran from May 27 to July 7
- Placements:
  - 125+ aired radio spots
  - 122K+ display ad impressions
  - Dedicated [eBlast newsletter](#) to 150K subscribers

VIEW ONLINE  [DONATE](#)

*From time to time, we send you messages such as this one from our underwriting partners. Our newsroom is not involved in their creation or messaging. These occasional messages help to support our independent journalism.*

THIS MESSAGE IS FROM





*Amtrak Pacific Surfliner*

Treat yourself to a journey along the coast unlike any other. The [Amtrak® Pacific Surfliner®](#) is one of the most scenic train routes in the country, traveling through landscapes that deliver sweeping views of sparkling ocean waters, rolling hills, rocky mountain passes, and more. But the views are not the only thing that make the Pacific Surfliner the ideal way to travel through Southern California.

# Communications

- **Passenger:**
  - Del Mar Phase 5 Project
  - Planned Track Closures
  - R2R Blackout Dates
- **Press Releases:**
  - Amtrak Pacific Surfliner Adds Additional Trains for X Games Ventura 2024. May 30, 2024
  - Explore Southern California This Summer with Amtrak Pacific Surfliner: Tips & Tricks for Travelers
- **In the Media:**
  - Sand takes increasing role to protect rail line in San Clemente, California – Trains Online, May 5, 2024
  - 7 Scenic Train Trips On The West Coast Worth Trying This Summer – The Travel, May 11, 2024
  - Revealed: The Most Scenic Train Journey In Your State – MSN, June 21, 2024

## Amtrak Pacific Surfliner Adds Additional Trains for X Games Ventura 2024

Partnership Provides Convenient and Scenic Train Travel Options for Action Sports Fans



The Amtrak® Pacific Surfliner® will add two extra trains per day from Friday, June 28 through Sunday, June 30, 2024, to accommodate the expected increase in travelers for the highly anticipated X Games Ventura 2024 event. This is the second annual partnership between the Pacific Surfliner, the X Games, Ventura County Coast, and the Ventura Visitors and Convention Bureau (Visit Ventura) to support sustainable travel to the event.



Photo Courtesy of Amtrak® Pacific Surfliner®

"The success of last year's partnership underscored the immense potential for long-term synergy between our organizations. With our Ventura stop located just steps away from all the action, Pacific Surfliner is an easy choice to avoid traffic, while enjoying the scenic views of the Pacific Coast. The Ventura stop is an easy choice to support sustainable mobility."

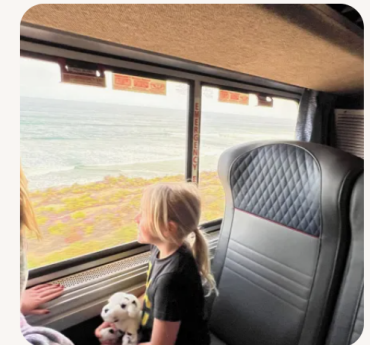


The App Pregnancy Ages & Stages Family Life Travel Shopping Entertainment Gift Cards

Sign up Log in

With 29 stations from San Diego to San Luis Obispo, the Pacific Surfliner offers an ideal travel option for families. Additionally, the M&M's® commemorates the X Games.

## We Tried Amtrak's Pacific Surfliner & Here's Why It's the Perfect Family Getaway



Melissa Heckscher

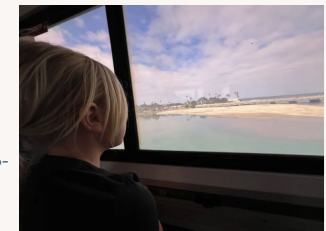
Avoiding the CA freeways is a major win.

By Melissa Heckscher May 22, 2024

LA is known for a lot of things: Sunny weather. Towering palm trees. Hollywood. And freeways.

Consequently, driving out of town for a SoCal staycation—the whole, 10-to-the-110-to-the-405 thing— is sometimes more hassle than it's worth. Especially when you've got little ones strapped in for the ride.

Enter Amtrak's Pacific Surfliner. A 351-mile train service that runs between San Diego and San Luis Obispo, this coast-hugging train is for travelers who love a scenic road trip but don't want to deal with the actual road. It's basically Pacific Coast Highway, without the harrowing drive.





# Pacific Surfliner Newsletter

- Subscription-based newsletter highlighting service offerings and regional events
- Distributed monthly
- 21,226 total recipients

**46.7%**  
Open Rate

**4.6%**  
Click Rate

AMTRAK  
PACIFIC  
SURFLINER

Schedules Destinations Offers Tickets

ENJOY A TASTE OF SUMMER AT THE CALIFORNIA STRAWBERRY FESTIVAL 🍓

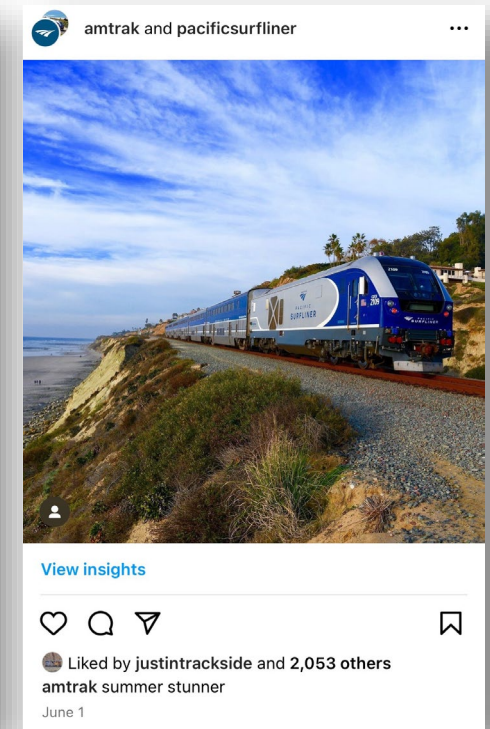
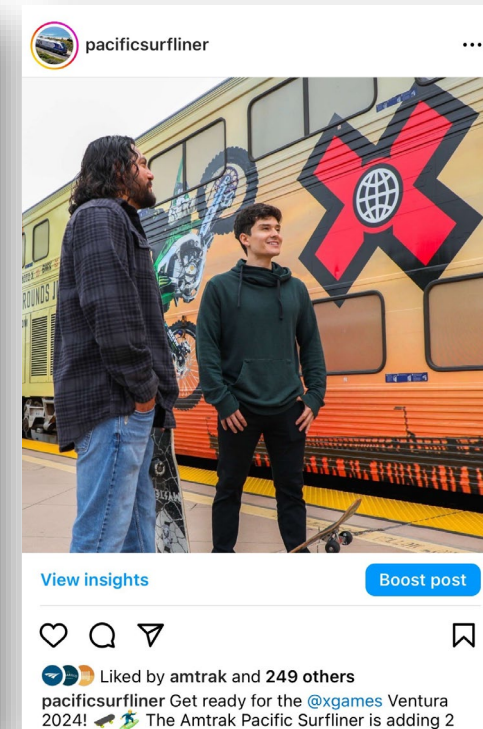
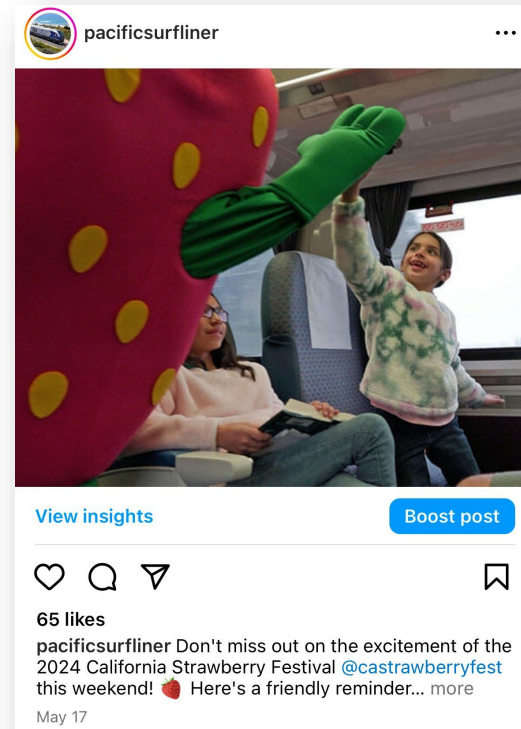
Join strawberry-lovers from far and wide at the annual California Strawberry Festival located in Ventura County! Enjoy strawberry-flavored treats, live music, arts & crafts booths and more, all while supporting the local community.

We'll even sweeten the deal: if you ride the Pacific Surfliner to the festival, up to three children ride free with each paying adult!




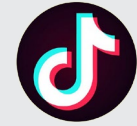
CLAIM THIS SWEET DEAL

# Social Media – Q4

- **55 posts, 18,248 likes, 1,974 comments**
- Content examples:
  - Del Mar Track Closure
  - Strawberry Festival
  - X Games
  - Bringing pets on board
  - Taking train to Padres games
  - Celebrate Pride Month
  - Upgrading to Business Class
  - Santa Barbara Solstice Festival



# Social Media Metrics – Q4

Platform	Total Followers	New Followers	Engagement*	Link Clicks
	52,900	390	11,800	22,600
	23,300	2,200	17,600	1,100
	17,900	459	N/A	N/A
	1,494	119	7,270	15

\*Engagement: Shares, comments/replies, likes, video views, etc.

# Quarter 1 FY2023-24

- Summer Events
  - Del Mar Races
  - Comic-Con
- Summer Travel Tips
- Rail Safety Month
- Powered by Sustainable Fuel signs
- Sparks Partnership
- Angels Partnership

Questions?