



Pacific Surfliner Marketing Update

Fiscal Year 2024-25 - Third Quarter

LOSSAN Executive Committee Meeting | June 5, 2025



Performance Summary

PacificSurfliner.com



Users to
PacificSurfliner.com



Referral traffic to
Amtrak.com



Bookings on
Amtrak.com



Riders

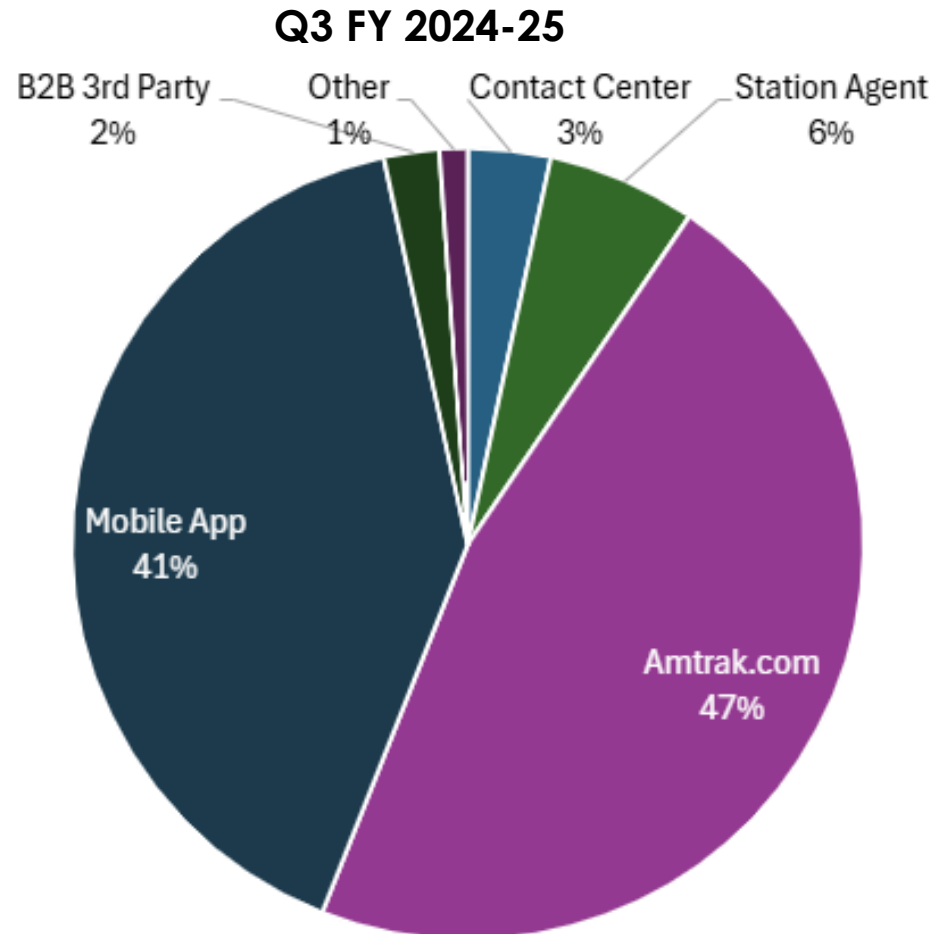


Revenue

	Users to PacificSurfliner.com	Referral traffic to Amtrak.com	Bookings on Amtrak.com	Riders	Revenue
Q3 – FY 25 (Jan-Mar)	543,500	130,000	10,964	22,762	\$798,658
Q2 – FY 25 (Oct-Dec)	420,000	163,382	16,044	32,077	\$1,069,841
Q1 – FY 25 (Jul-Sep)	631,000	274,402	26,734	61,186	\$1,905,473
Q4 – FY 24 (Apr-Jun)	612,000	236,292	21,547	47,109	\$1,512,473*

*Figure has been revised from previous quarterly update due to data reporting improvements from Amtrak implemented in September 2024.

Revenue by Sales Channel



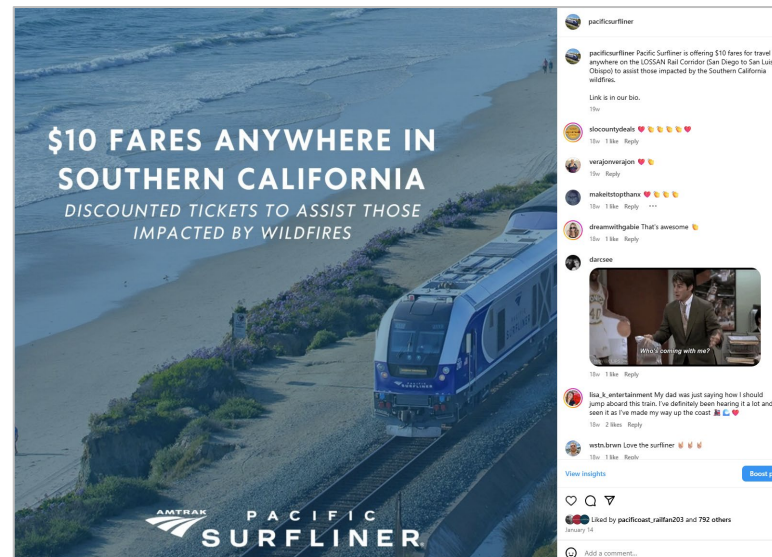
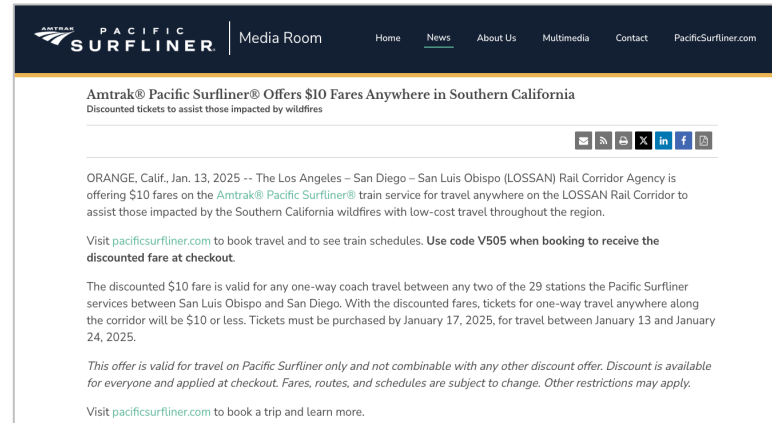
Total Revenue: \$17.17m


Q3 FY2024-25 Highlights: SoCal Wildfires Assistance

- \$10 special fare anywhere on Pacific Surfliner to support those affected by the SoCal wildfires
- Valid from January 17-24
- Emails, press release, and social media posts
- Ridership: 5,760*


*Preliminary, unaudited data from Amtrak

LOS||SAN





SchedulesStationsOffers



\$10 Fares Anywhere in Southern California

Pacific Surfliner's special fares to assist those affected by the Southern California wildfires are available for purchase until January 17. One-way tickets are just \$10 for travel on Pacific Surfliner anywhere from San Diego to San Luis Obispo.

Tickets must be purchased by January 17, 2025 and are valid for travel until January 24, 2025. Use code V505 at checkout to book your discounted trip.

For more details, visit PacificSurfliner.com/Assist or click on the link below.


BOOK NOW


Q3 FY2024-25 Highlights: Spring Midweek Sale

- Spring sale to increase ridership during low ridership season
- 20% discount on midweek travel
- Valid from March 10 – April 30
- Pacific Surfliner emails
- Press release, digital ads
- Ridership: 4,585*
- Revenue: \$123,092.35*

*Preliminary, unaudited data from Amtrak



[Schedules](#)[Stations](#)[Offers](#)



Ride Midweek and Save 20% on Pacific Surfliner

Take in the beauty of the Southern California coast this spring! You'll save 20% when you travel Tuesday – Thursday from March 10 – April 30. Grab a window seat and enjoy breathtaking views of pristine beaches, rolling hills, and charming towns.


So sit back, relax, and enjoy the ride. Your wallet will thank you.


[BOOK NOW](#)

Q3 FY2024-25 Highlights: Expanded Service

- 11th roundtrip train added to schedule between LA and San Diego
- Combined with 20% discount on midweek travel
- Began March 31
- Pacific Surfliner and Amtrak Guest Rewards emails
- Digital ads



[Schedules](#)[Stations](#)[Offers](#)



Save 20% Midweek – Now More Trains Between L.A. & San Diego!

Starting today, March 31st, there are [more travel options between Los Angeles and San Diego!](#) A new southbound Train 566 will depart Los Angeles Union Station daily at 8:10am. A new northbound Train 579 will also depart Downtown San Diego daily at 1:01pm.

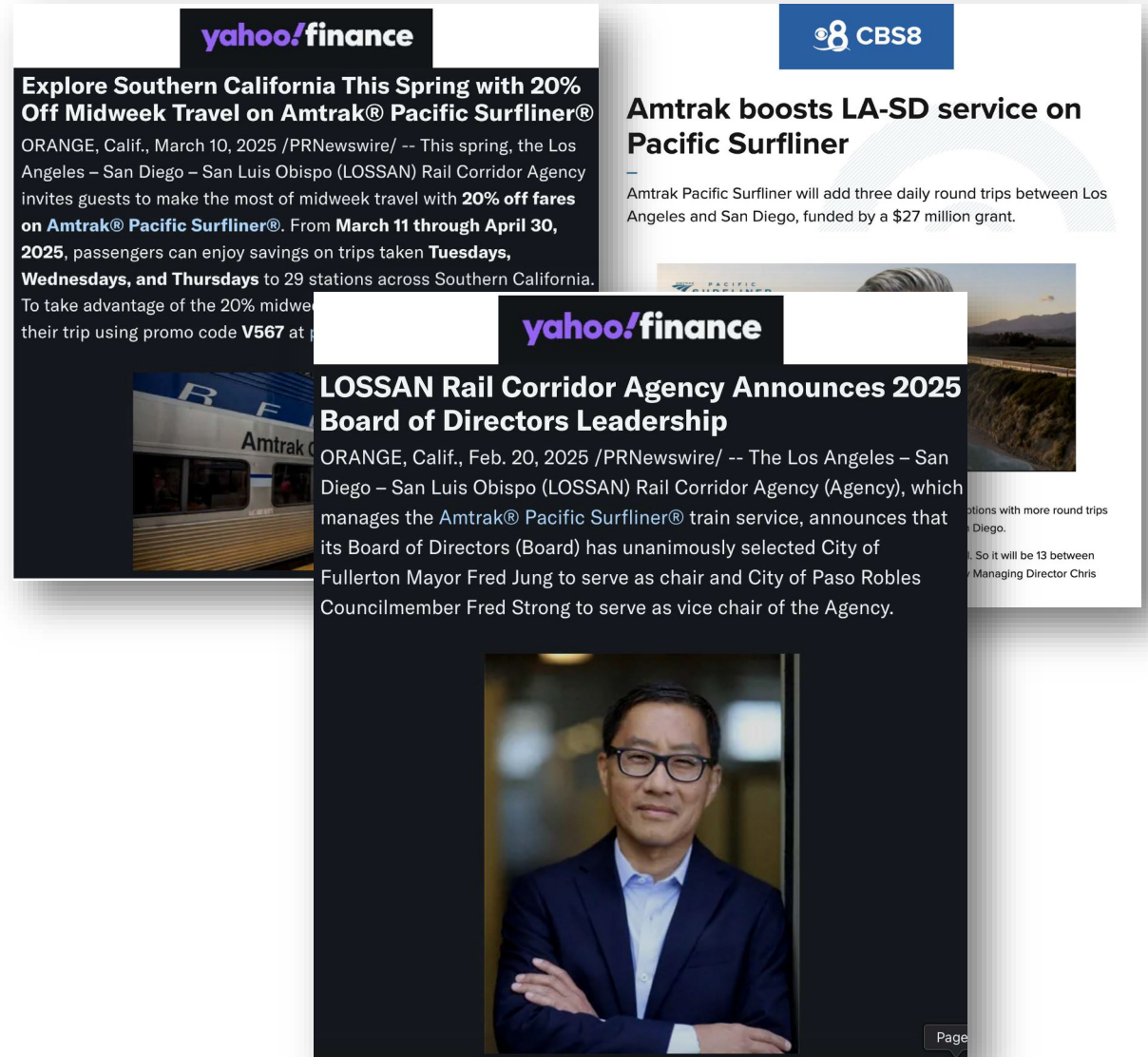
The best part? SAVINGS! Now through April 30th, enjoy [20% off midweek](#) fares when traveling on Tuesdays, Wednesdays, or Thursdays. Just use Promo Code V567 at checkout.

Discover all SoCal has to offer with Pacific Surfliner. 🌞

EXPLORE SOCAL

Q3 FY2024-25: Communications

- **In the Media:**
 - 1,370 media mentions
 - Impressions: 6 million
- **Publicity value:** \$1.14 million
- **Press Releases (4):**
 - **Jan 13, 2025:** LOSSAN Rail Corridor Agency Awarded \$27 Million to Increase Amtrak Pacific Surfliner Train Service
 - **Jan 13, 2025:** Amtrak Pacific Surfliner Offers \$10 Fares Anywhere in Southern California
 - **Feb 20, 2025:** LOSSAN Rail Corridor Agency Announces 2025 Board of Directors Leadership
 - **Mar 10, 2025:** Explore Southern California This Spring with 20% Off Midweek Travel on Amtrak Pacific Surfliner



Q3 FY2024-25: Social Media Influencer – Winter Campaign


- Seasonal influencer partnership campaign
- Theme: Daytrip Date from San Juan Capistrano to Old Town San Diego
- Influencers: Nadia & Jeremy Sry
- 15% discount shared through their social channels
- IG: 27.6K views, 872 likes, 41 comments, 419 shares, 313 saves
- TikTok: 4.3K views, 167 likes, 4 comments, 23 shares, 24 saves



Q3 FY2024-25: Social Media




10.8K Views

 pacificsurfliner Hello 2025! 🇺🇸
It's nice to see you: we're the Pacific Surfliner. Come ride with us in our bio.
📍: @coasterjosh

#amtrak
#amtrakpacificsurfliner
#pacificsurfliner
20w



15.2K Views

 pacificsurfliner We still can't get over it, either ✨
Thanks to @it.s.cristina for sharing your journey with us.

#amtrak
#traintravel
#pacificsurfliner
6w



896K Views

 entertainmentandstyle and 4 others
Maksym Rzeminski, Rzeminski Chamber Orchestra • Liz on Top of the ...


 entertainmentandstyle • SoCal's Most Enchanting Tea Experience welcomes spring! NEW Spring Tea Alert at The Tea House on Los Rios


💖 Storybook feels at a charming hidden gem straight from Wonderland

You, me, and Tea? Yes, please! Share this reel with a friend and save it for later!



22.1K Views

 castrawberryfest and 2 others
Katrina Leskanich • Walking on Sunshine (2019 Rerecording)


 castrawberryfest Start your visit to the California Strawberry Festival on the right track! 🍓 Enjoy a relaxing hassle-free ride on @metrolink or @pacificsurfliner to the Ventura Train Station, then take a short walk across the street to the Festival entrance.


Plan your trip 📍 link in bio

#californiastrawberryfestival #californiastrawberryfest
4w

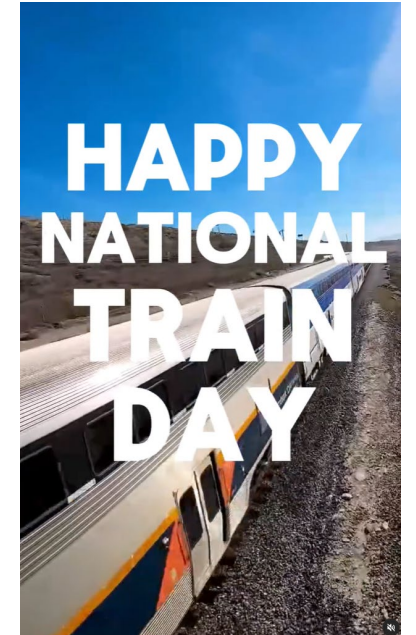


22.4K Views




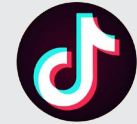
 pacificsurfliner
Original audio

 pacificsurfliner It's our day today, baby! Happy #NationalTrainDay

#amtrak
#traintravel
#pacificsurfliner
2w



Q3 FY2024-25: Social Media Metrics

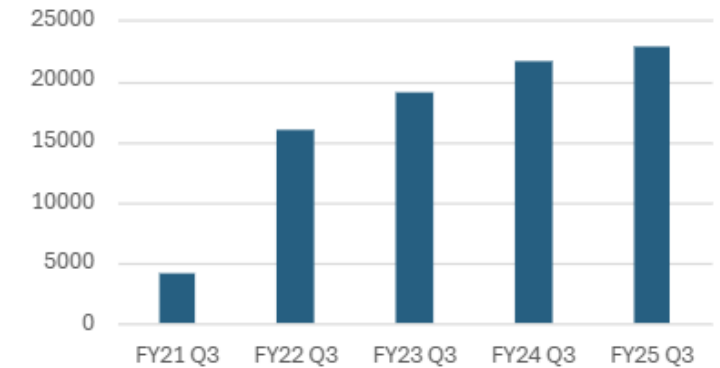
Platform	Total Followers	New Followers	Engagement Rate*	Link Clicks
	60,350	4,595	0.9%	1,110
	24,707	710	5.3%	N/A
	17,687	23	6%	301
	1,615	1	3.3%	N/A

*Engagement rate: Shares, comments/replies, likes, video views, etc., out of total followers.

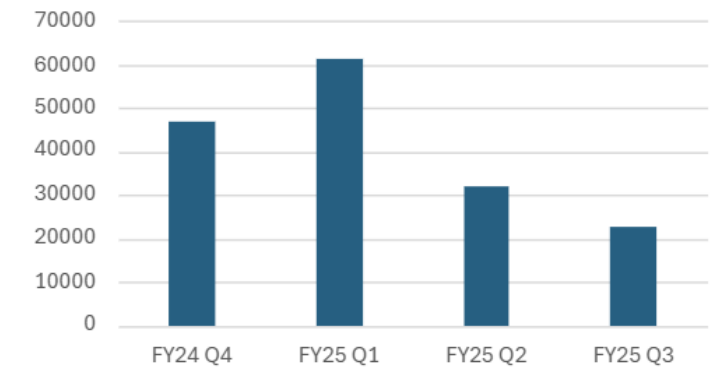
Q3 FY2024-25: Overall Performance (from online bookings)

January to March	Referral to Amtrak.com	Bookings	Ridership (from online Bookings)	Revenue (from online Bookings)
2020-21 – Q3	24,218	2,169	4,112	125,706
2021-22 – Q3	75,634	7,904	15,899	497,360
2022-23 – Q3	126,436	9,342	19,026	589,390
2023-24 –Q3	146,919	10,753	21,628	701,726
2024-25 –Q3	274,402	10,964	22,762	\$798,658

Q3 Ridership Year-over-Year




Past Year Ridership




Q3 FY2024-25: Pacific Surfliner Email Newsletter

Month	Total Average Recipients	Average Open Rate	Average Click Rate
Q3 FY2024-25	29,461	47.48%	2.56%




[Schedules](#)[Destinations](#)[Offers](#)[Tickets](#)




IT'S OFFICIALLY TANDEM TIME 🚲

Grab your tandem bike and explore the SoCal coast on two wheels, together, using the Pacific Surfliner's brand new tandem bike racks! All you have to do is make a free reservation for your bike when you book your train trip. Click below to learn more.

PEDAL TO THE METAL




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CATCH FEELINGS, NOT TRAFFIC 💕

This Valentine's Day, let the Pacific Surfliner be your wingman. From beachside escapes to artsy adventures, we've got everything a couple of lovebirds need to thrive. Roll into romance with our blog on 5 incredible date ideas across SoCal!

RIDE THE LOVE TRAIN



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Spring break students

STUDENTS SAVE 15% 🍎

Are you a student? Consider riding the Pacific Surfliner to all your upcoming Spring Break adventures! Students 25 and under save 15% with code **V353** at checkout.

AN A+ DEAL

Q4 FY2024-25 Initiatives

- Spring Event Promotions
- Social Media Influencer Effort – Spring Campaign
- Emergency San Clemente Track Closure Reopening
- Service Restoration – 12th Roundtrip
- Strategic Partnerships
- Website Updates and Travel Companion
- Summer Event Promotions



QUESTIONS?

