



Pacific Surfliner Marketing Update

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

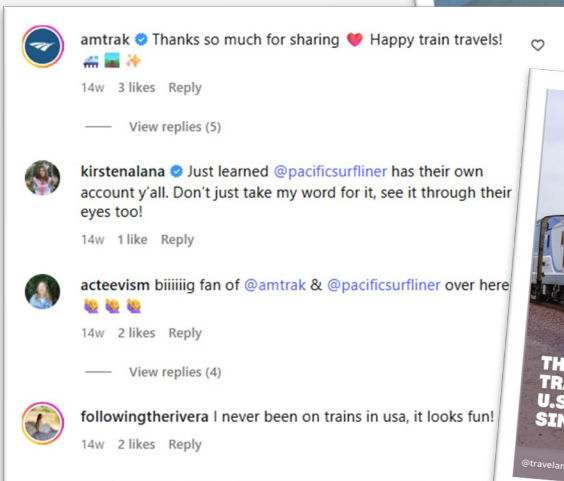
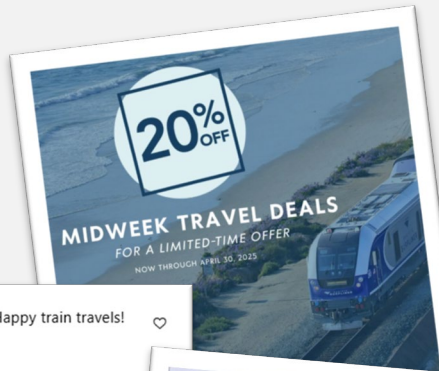
LOSSAN Executive Committee Meeting | September 4, 2025



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

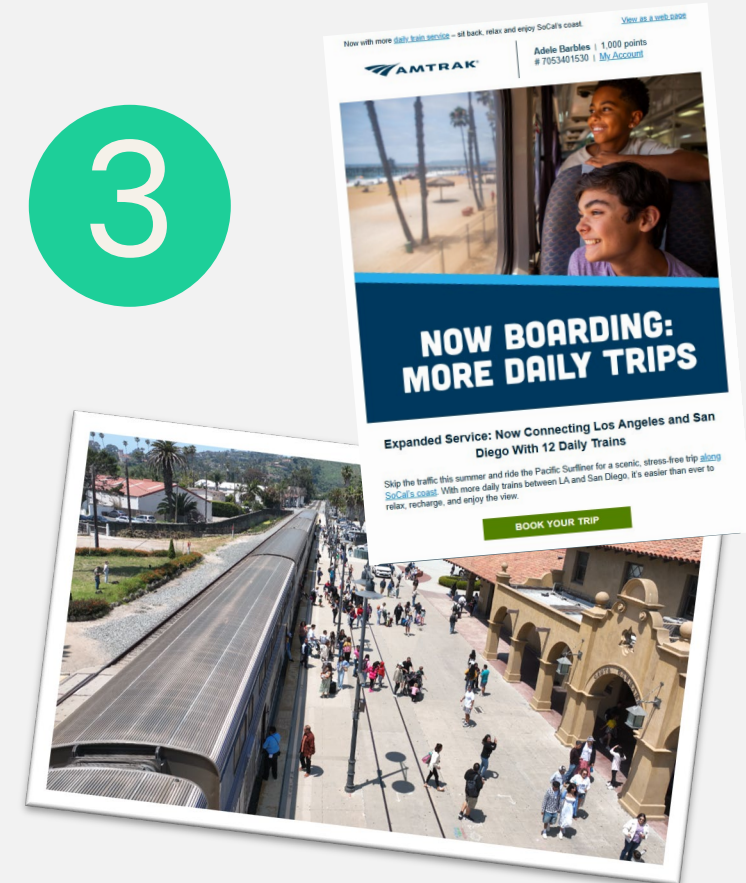
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Inform Riders

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 2025

-91.6%

Revenue

Q4 2025 \$787,624

Q4 2024 \$1,312,471

Compared
to Q3 2025

+11.1%*

Compared
to Q4 2025

-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

696,595
Website Sessions

+27.1%*

469K
New Users

+29.3%*

248,722
Clicks to Amtrak.com
from Pacific Surfliner

+63.8%*

9.4%
Referral revenue from
PSL to Amtrak.com

+7.5%*

7.9%
Ad Click-through-rate

+31.9%*

58.4K
Ad Conversions

+1,315.5%*

4,110
Email Conversions

+137.4%*

3,398
Email Sign-ups

+60.1%*

4,701,041
Social Impressions

+50.3%*

90,034
Social Engagements

+89.0%*

Digital Marketing in Q4

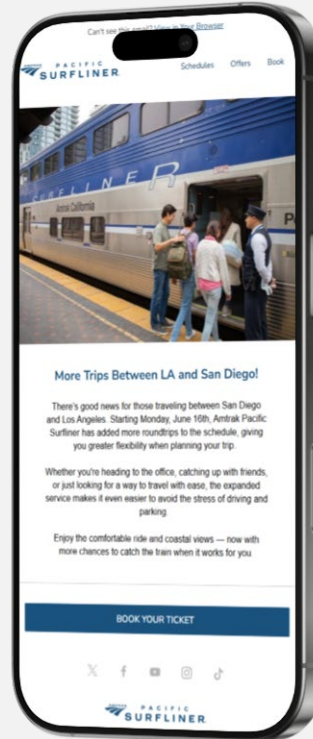


Email performance

2.77K
Unique Conversions
+212.9%*

113K
Unique Opens
+10.2%*

5.89K
Unique Clicks
+6.6%*

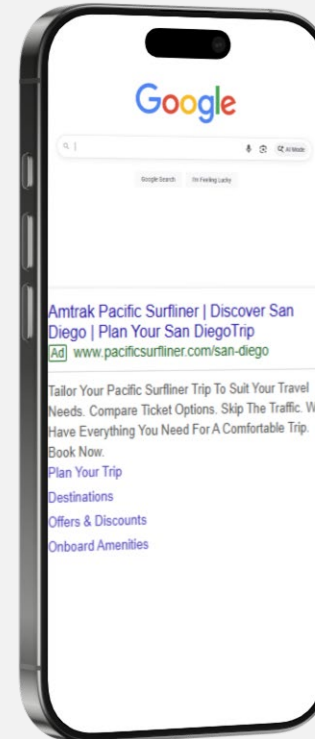


Paid ad performance

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

LOCAL NEWS

Pacific Surfliner unveils Disney-themed railcar, park discounts

By [Name]
Published: [Date]
Updated: [Date]

SHARE

A new Disneyland-themed railcar for Amtrak's Pacific Surfliner has been unveiled in time for 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 more flexibility and convenience 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 more flexibility and convenience along the Southern California coast.

The expanded Pacific Surfliner schedule provides more business and leisure passengers along the busiest intercity passenger rail route in the nation.

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

CISION

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

PR Newswire
June 11, 2025 - 3 min read

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

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The expanded Pacific Surfliner schedule provides more business and leisure passengers along the busiest intercity passenger rail route in the nation.



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

"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."

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



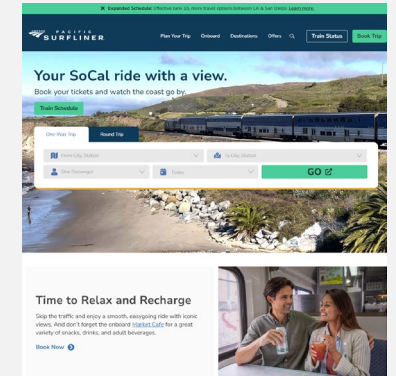
May 17–18
Strawberry Festival



June 16
Disney Train Wrap



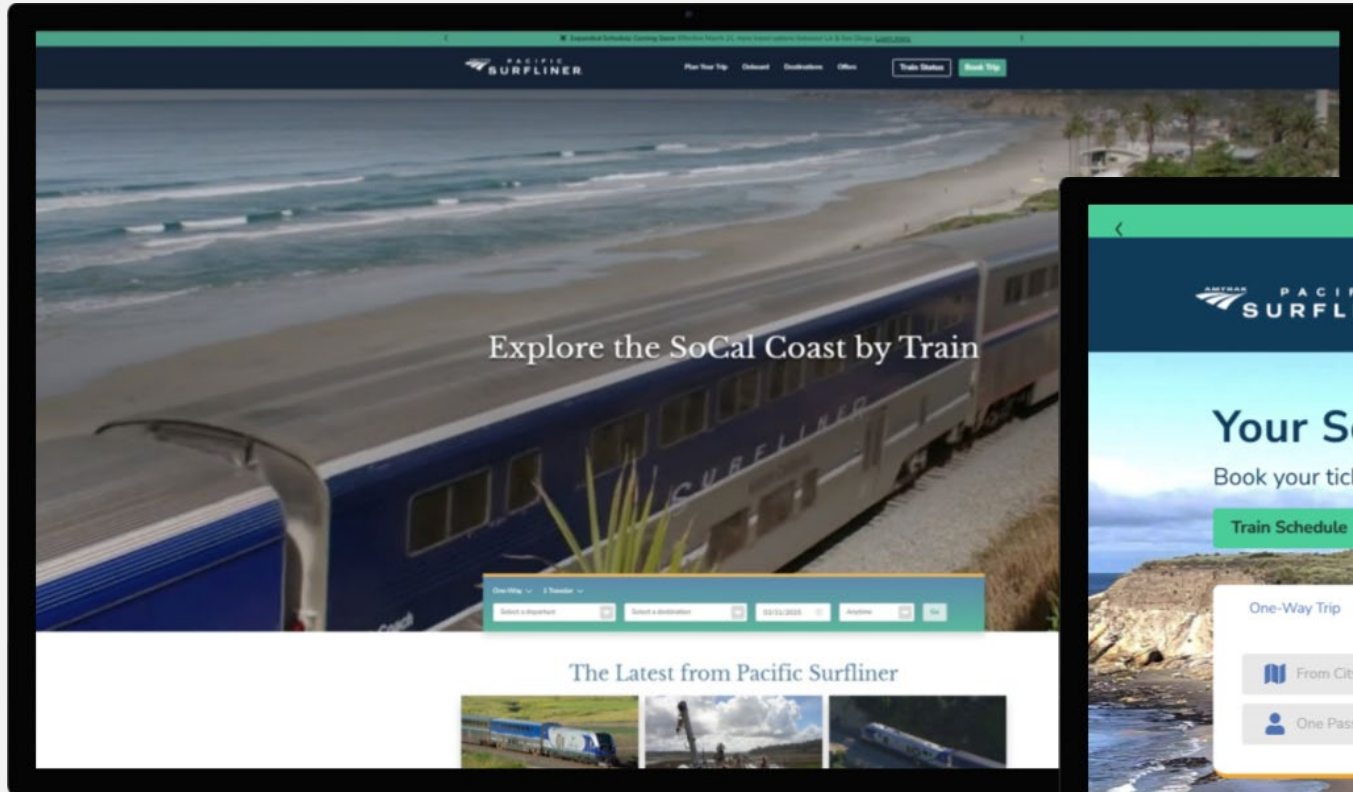
June 16
12th Round Trip



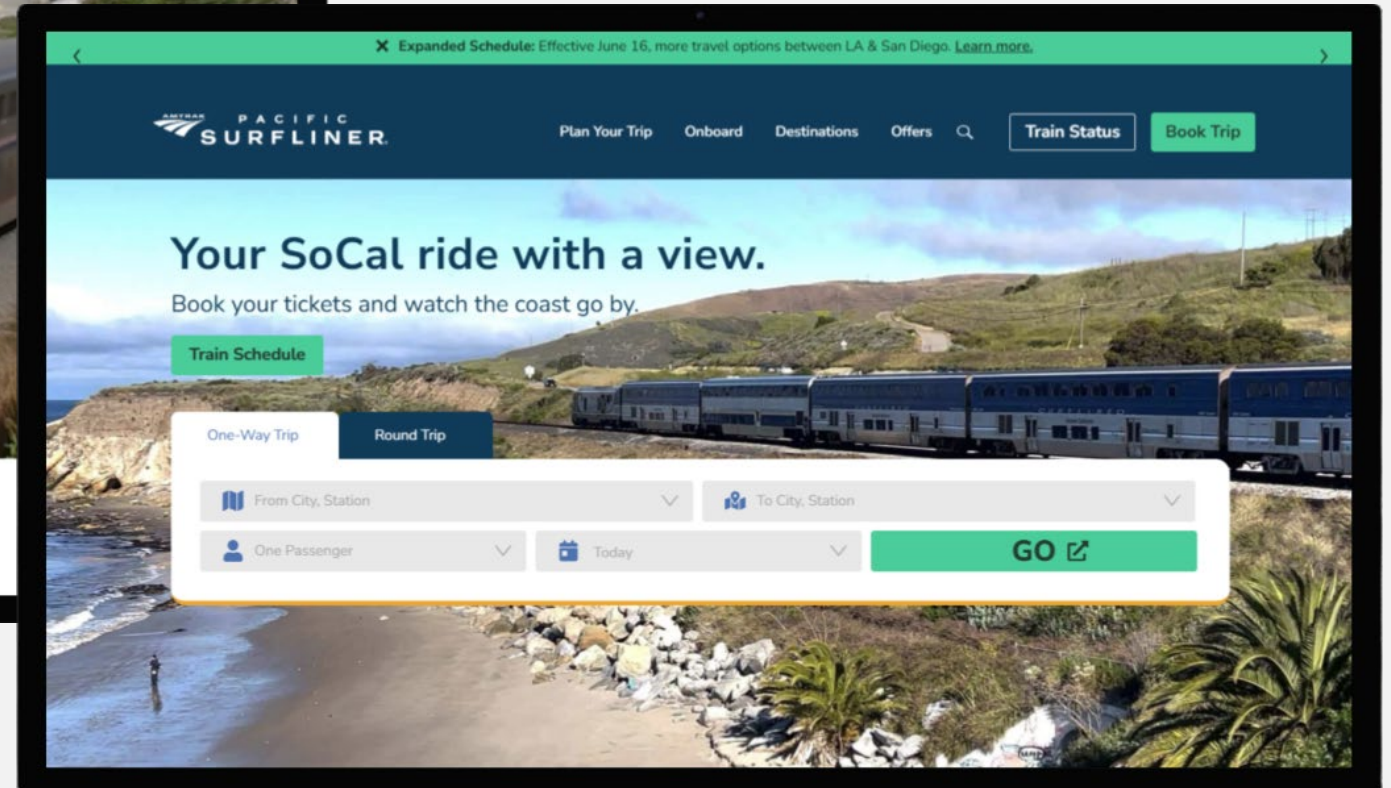
June 20
Website Landing Page Refresh

Website Landing Page Refresh

Landing page update to improve accessibility and support user conversions.



Before



After

Social Media in Q4

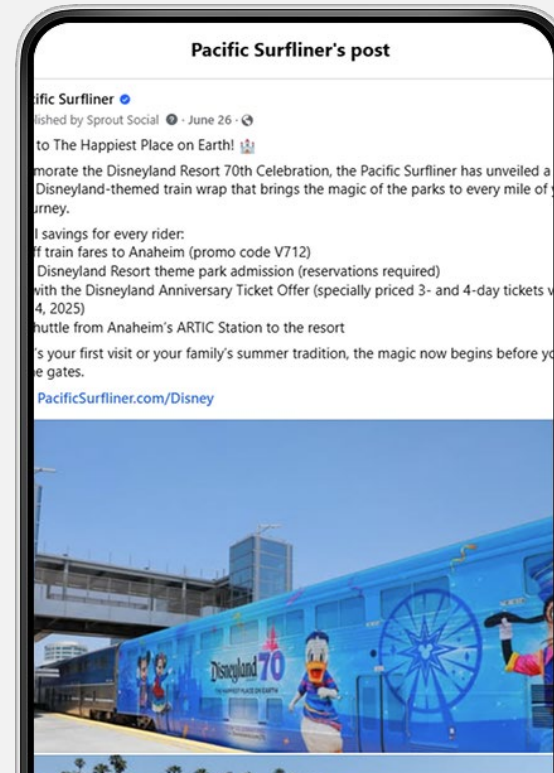
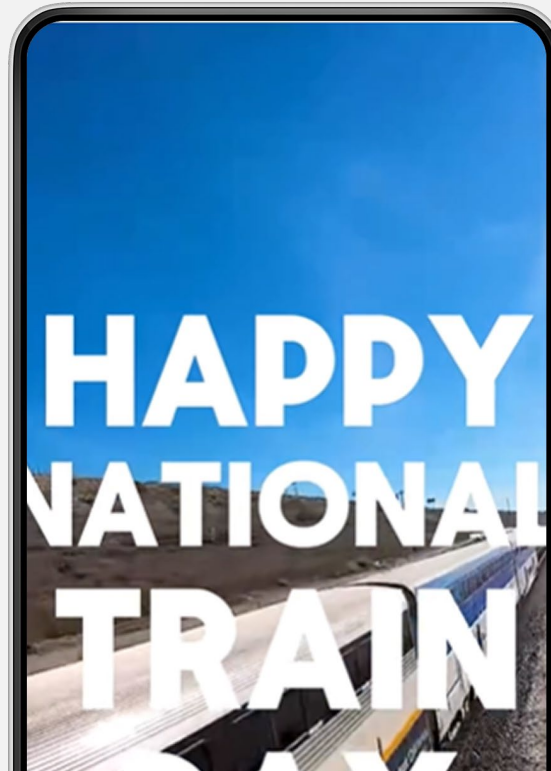
Top performing posts

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

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

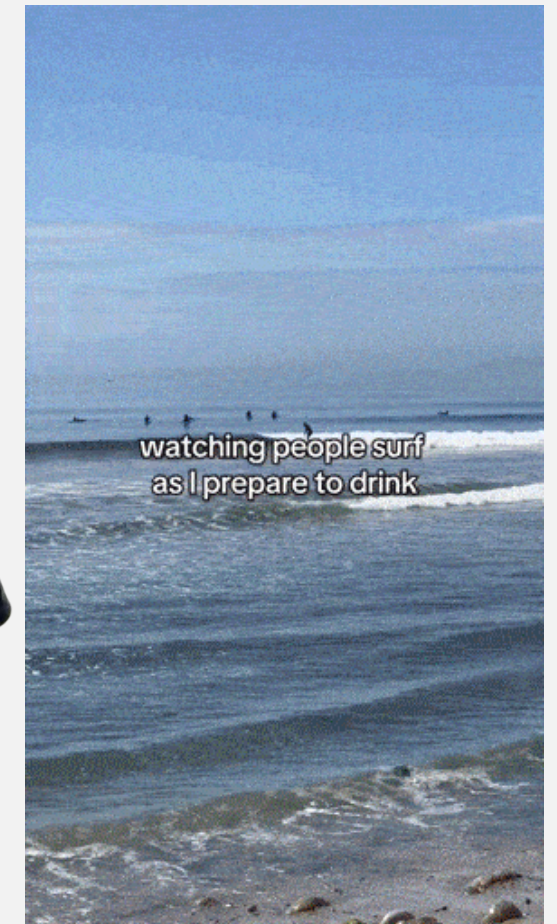
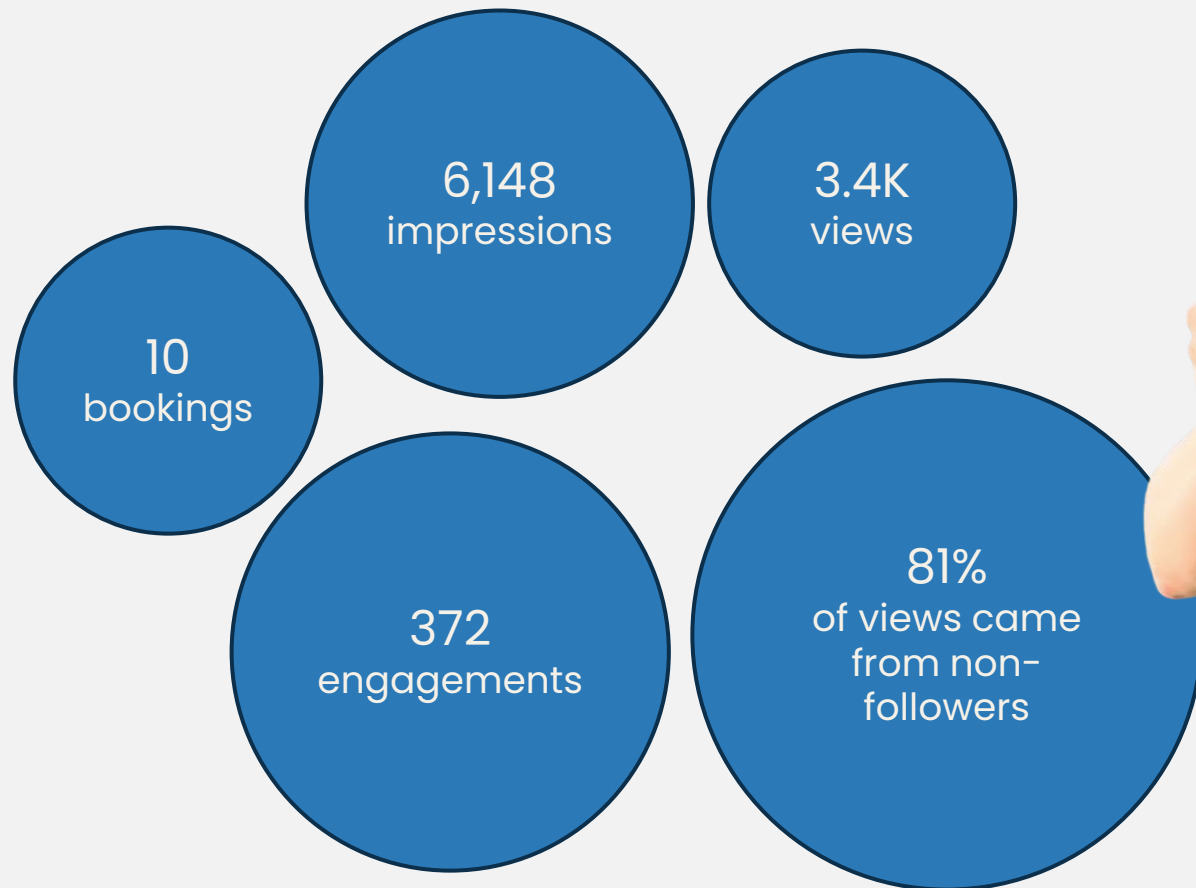
Reach: 64.7K
Likes/Reactions: 570K
Comments: 54
Shares: 72

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?