



Pacific Surfliner Marketing Update

Fiscal Year 2025-26 – First Half (H1) – July - Dec 2025

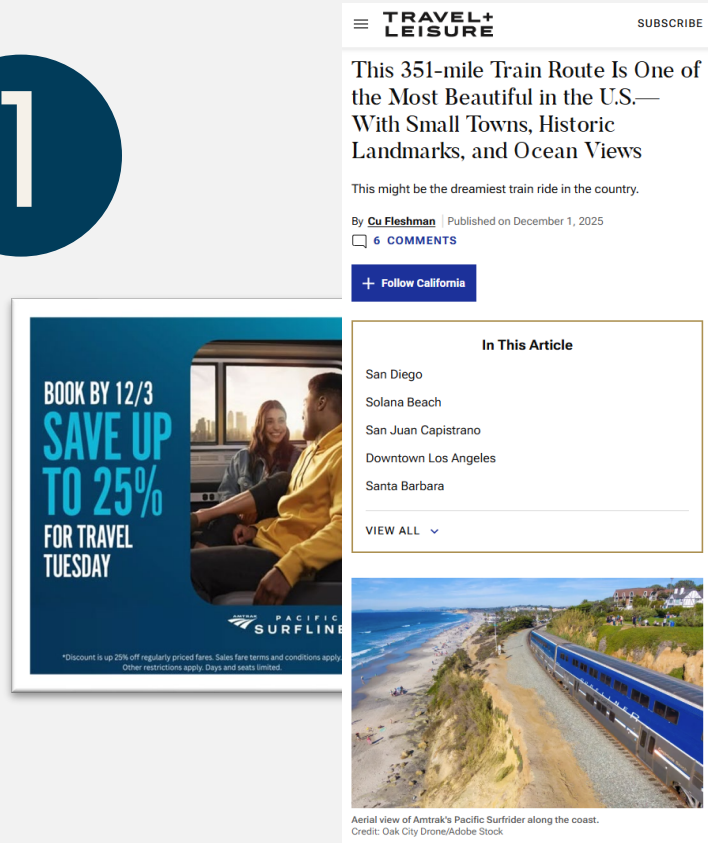
LOSSAN Technical Advisory Committee Meeting | February 5, 2026



Marketing Activities = Measurable Impact

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

1



Build Awareness

Partnerships, Paid Advertising, and PR Campaigns

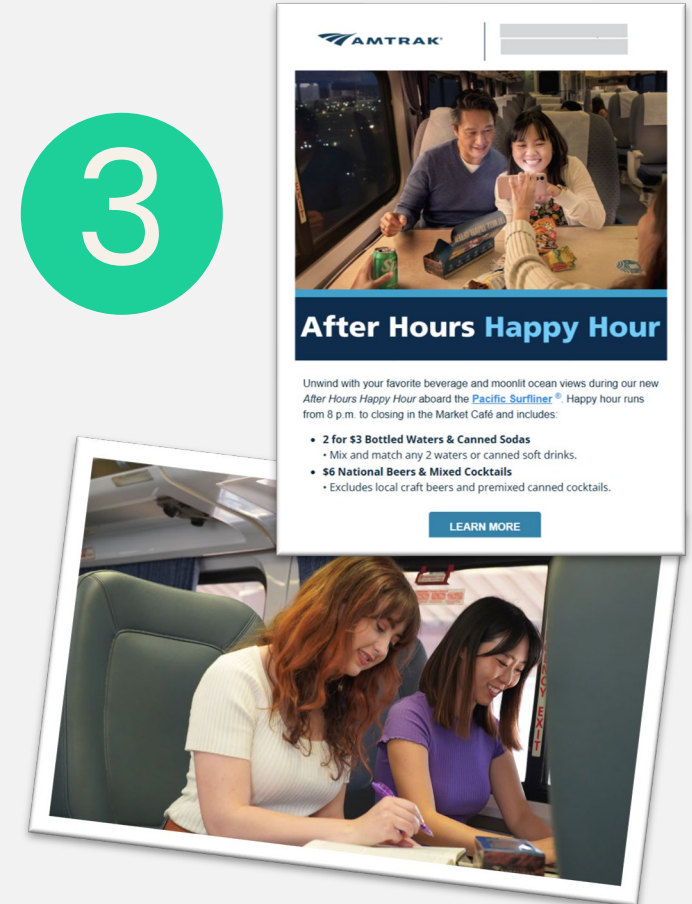
2



Inform Riders

Email, Web, and Organic Social

3



Increase Ridership

Bookings, Clicks to Amtrak.com

Digital Marketing in H1



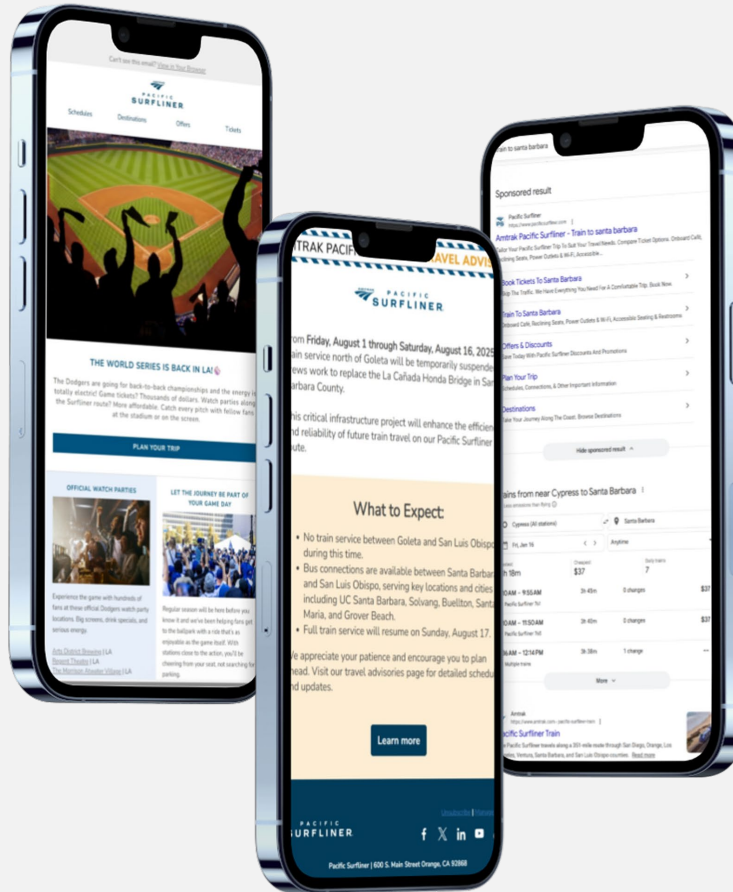
Email performance

4.96K
Unique
Conversions
+911.2%*

9.18K
Email
Sign-ups
+65.8%*

170K
Unique Opens
+123.5%*

5.25K
Unique Clicks
+1.9%*



Paid ad performance

66K
Conversions
+5.5%*

9.9%
Conversion Rate
-23.4%*

10.94%
CTR
+1.7%*

*compared to same period in previous year

Media Coverage & Publicity Value

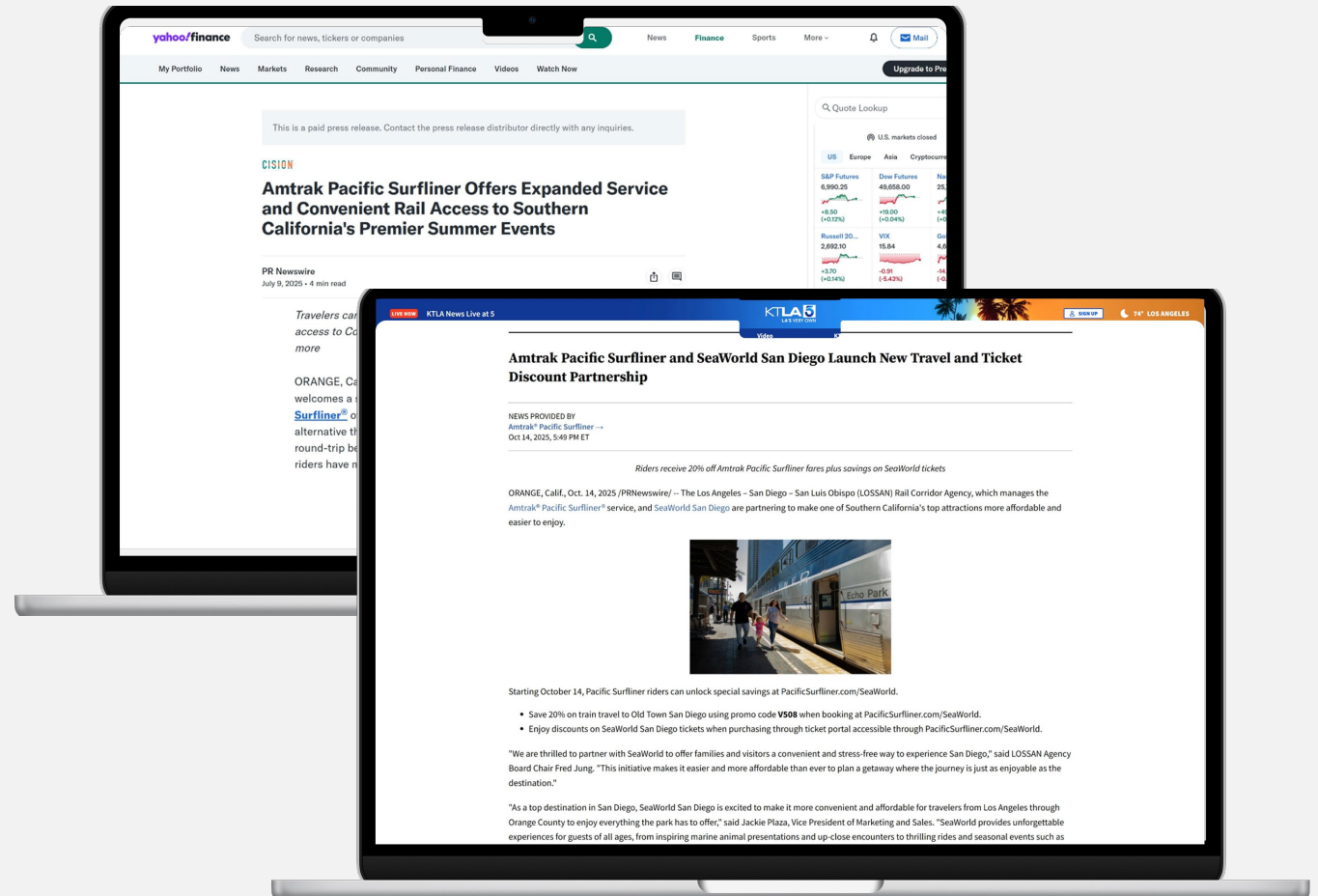
In H1 2025-26, LOSSAN boosted public visibility and trust through earned media tied to major press announcements including the press release promoting of our 12th roundtrip between LA and San Diego and our partnerships.

22,700
Stories in the press

20.7 billion
Earned media
impressions

\$13.6 million
Publicity value

5
Press releases



As Seen In...

Pacific Surfliner in the news



7/9/25

Amtrak Pacific Surfliner Adds More Service As Summer Events Heat Up



8/27/25

14 Family-Friendly Road Trips From Los Angeles for Labor Day Weekend



9/5/25

Amtrak Pacific Surfliner Promotes Safe Practices Around Tracks During Rail Safety Month



9/19/25

10 Train Routes That Will Take You Straight to a National Park



11/5/25

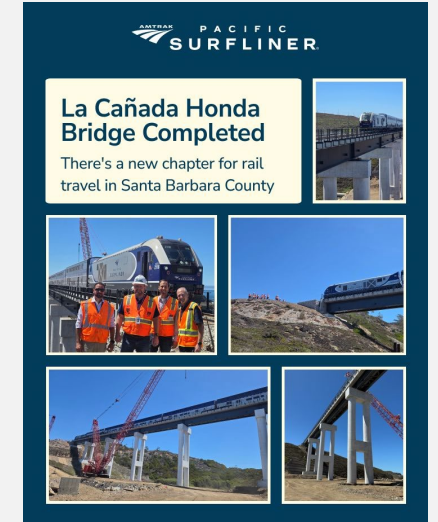
7 Dreamy Coastal Train Rides, From California to the Amalfi Coast



12/1/25

This 351-mile Train Route Is One of the Most Beautiful in the U.S.

H1 Campaigns and Promos



June – August

**Disneyland
Resort 70th
Anniversary
Celebration**

Jul. 18–Sep. 7

**Del Mar
Races**

Jul. 24–27

Comic-Con

Jul. 30–Aug. 10

**Ventura
County Fair**

Aug. 1–17

**Honda Bridge
Construction/
Reopening**

Campaigns and Promos in H1



Sept. 20–21

**Rail Safety
Month/
TrainFest
2025**



Sept. 27–28

**Goleta
Lemon
Festival**



Oct. 14

**Happy Hour
After Hours**



Oct. 14

**SeaWorld
Partnership**



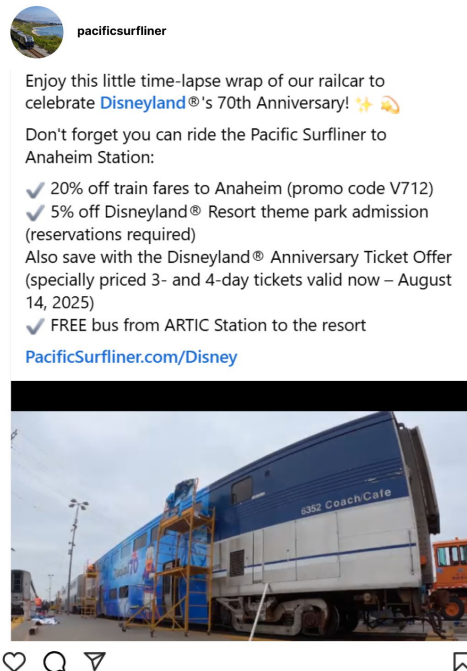
Nov. 26–Jan. 1

**Holiday
Travel
Advisories**

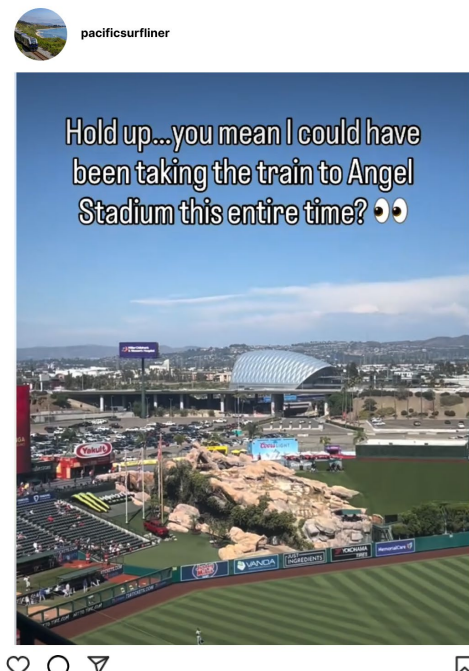
Social Media in H1

Top performing posts

Reach: 103K
Likes/Reactions: 1.7K
Comments:
Shares: 52



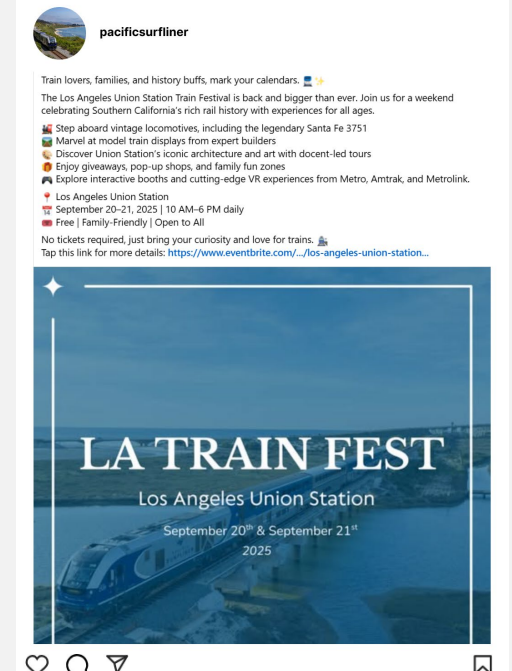
Reach: 34.6K
Likes/Reactions: 1.2K
Comments:
Shares: 111



Reach: 22K
Likes/Reactions: 2K
Comments:
Shares: 113



Reach: 20K
Likes/Reactions: 201
Comments:
Shares: 38



Influencer Partnerships in H1

Pacific Surfliner partnered with **three influencers** to showcase how taking the Pacific Surfliner is an easy, convenient, and enjoyable transportation option for SoCal travelers.



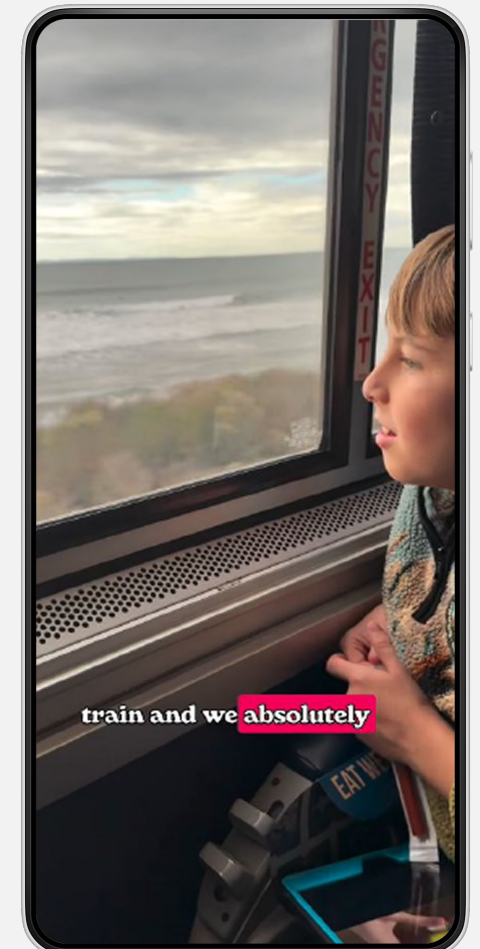
Courtney Quinn
[@colormemagic](#)

Views: 23.5K
Likes: 1.6K
Shares: 278



Lexi Stephens
[@lexiswinelist](#)

Views: 22.7K
Likes: 724
Shares: 331



Allison Rafie
[@magicfamilyadventures](#)

Views: 219.6K
Likes: 7.7K
Shares: 2.3K

Here's what we're working on



13th Roundtrip
(January 26)

Bike Influencer
(February)

Endless Journey
(March)

Travel Companion
(Aug 1-16)

FIFA World Cup
(May-July)

**Jackalope Block
Party**
(May)

YOUR TICKET TO

Endless Escapes

SAN LUIS
OBISPO



*Wherever you're headed,
the journey is half the fun.*

SAN
DIEGO

AMTRAK
PACIFIC
SURFLINER®

Questions?