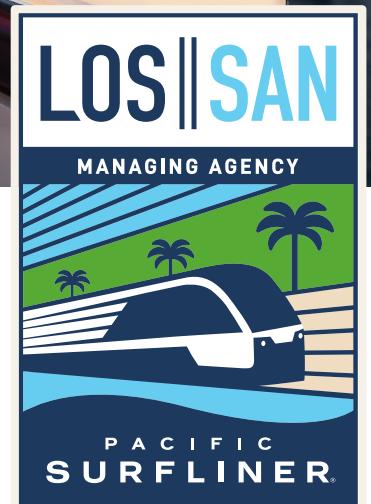




Pacific Surfliner Marketing Update

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

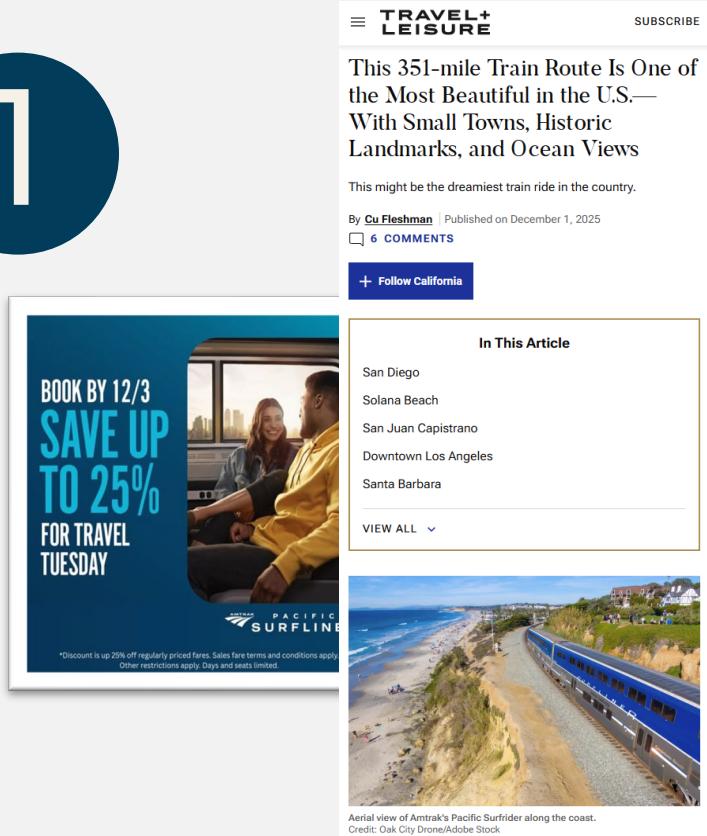
LOSSAN Technical Advisory Committee Meeting | February 5, 2026



Marketing Activities = Measurable Impact

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

1



This 351-mile Train Route Is One of the Most Beautiful in the U.S.—With Small Towns, Historic Landmarks, and Ocean Views

This might be the dreamiest train ride in the country.

By Cu Fleshman Published on December 1, 2025

6 COMMENTS

+ Follow California

**BOOK BY 12/3
SAVE UP TO 25%
FOR TRAVEL TUESDAY**

PACIFIC SURFLINER

*Discount is up to 25% off regularly priced fares. Sales fare terms and conditions apply. Other restrictions apply. Days and seats limited.

In This Article

- San Diego
- Solana Beach
- San Juan Capistrano
- Downtown Los Angeles
- Santa Barbara

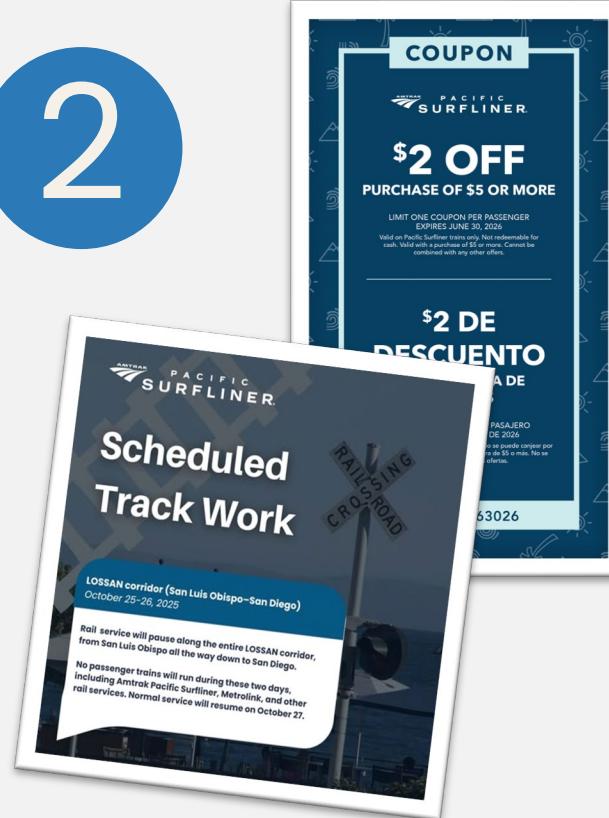
VIEW ALL ▾

Aerial view of Amtrak's Pacific Surfliner along the coast.
Credit: Oak City Drone/Adobe Stock

Build Awareness

Partnerships, Paid Advertising, and PR Campaigns

2



COUPON

PACIFIC SURFLINER

\$2 OFF PURCHASE OF \$5 OR MORE

LIMIT ONE COUPON PER PASSENGER EXPIRES JUNE 30, 2026

\$2 DE DESCUENTO

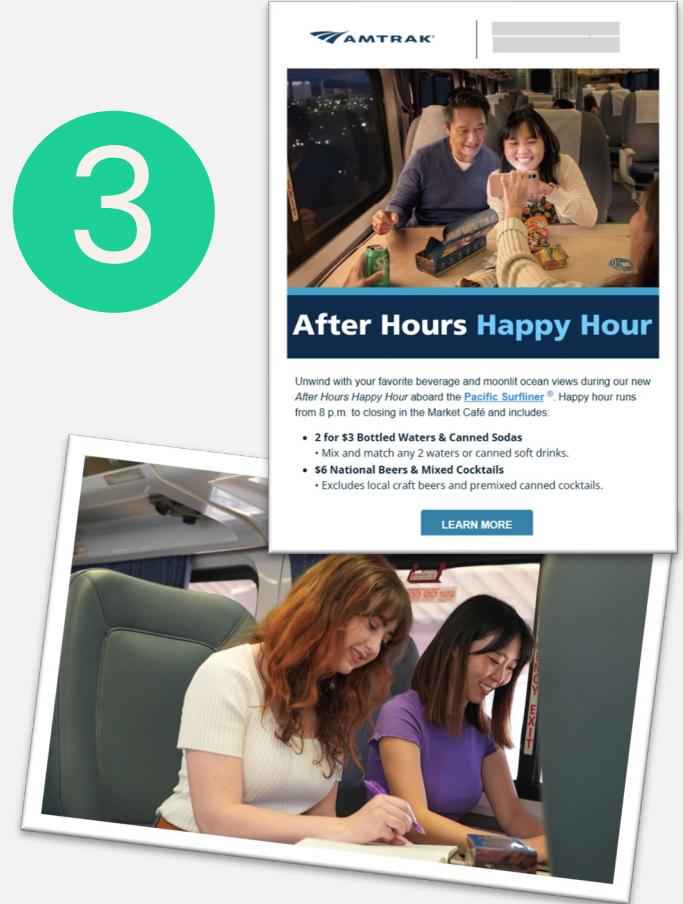
PACIFIC SURFLINER

Scheduled Track Work

LOSSAN corridor (San Luis Obispo–San Diego)
October 25–26, 2025

Rail service will pause along the entire LOSSAN corridor, from San Luis Obispo all the way down to San Diego. No passenger trains will run during these two days, including Amtrak Pacific Surfliner, Metrolink, and other rail services. Normal service will resume on October 27.

3



AMTRAK

After Hours Happy Hour

Unwind with your favorite beverage and moonlit ocean views during our new After Hours Happy Hour aboard the **Pacific Surfliner**®. Happy hour runs from 8 p.m. to closing in the Market Café and includes:

- 2 for \$3 Bottled Waters & Canned Sodas
 - Mix and match any 2 waters or canned soft drinks.
- \$6 National Beers & Mixed Cocktails
 - Excludes local craft beers and premixed canned cocktails.

LEARN MORE

After Hours Happy Hour

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LEARN MORE

Inform Riders

Email, Web, and Organic Social

Increase Ridership

Bookings, Clicks to Amtrak.com

Digital Marketing in H1



Email performance

4.96K

Unique
Conversions
+91.2%*

9.18K

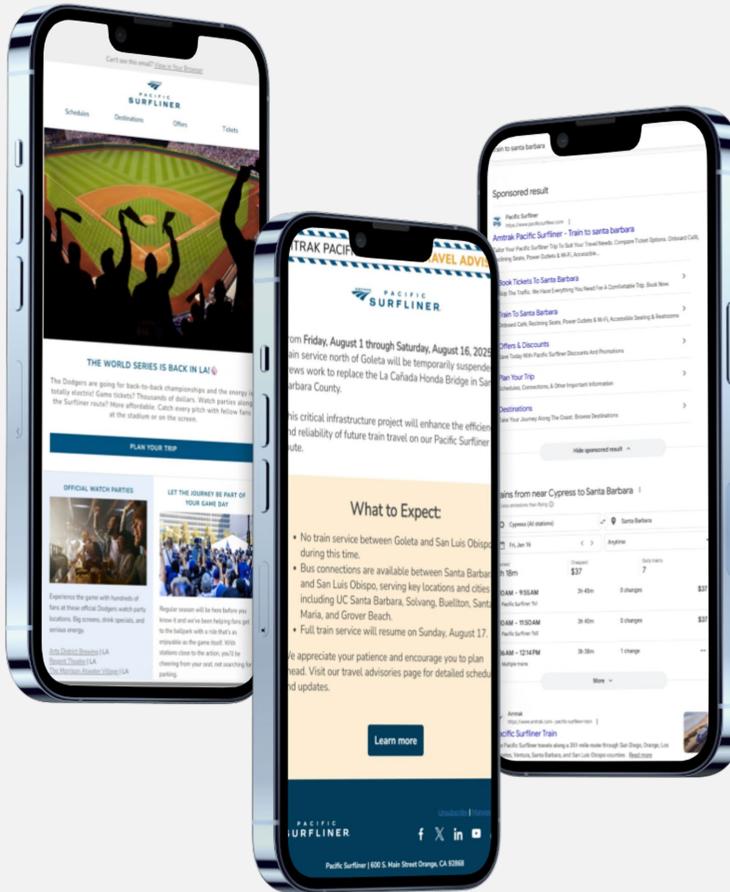
Email
Sign-ups
+65.8%*

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%*

Media Coverage & Publicity Value

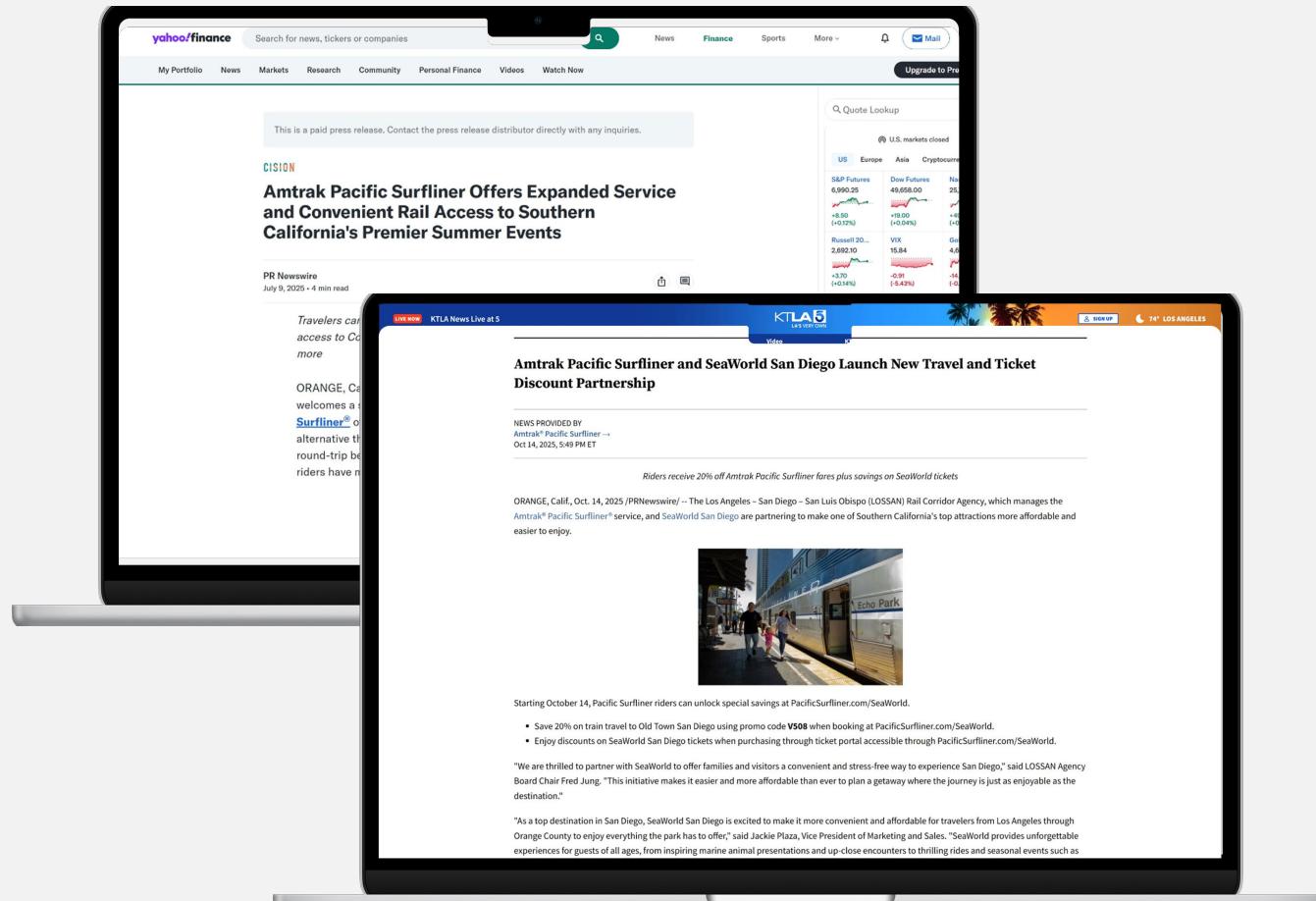
In H1 2025-26, LOSSAN boosted public visibility and trust through earned media tied to major press announcements including the press release promoting of our 12th roundtrip between LA and San Diego and our partnerships.

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



KSBY
CALIFORNIA'S CENTRAL COAST

Time Out
THE BEST OF THE CITY

Independent
Santa Barbara

AFAR

**Condé Nast
Traveler**

**TRAVEL+
LEISURE**

7/9/25

8/27/25

9/5/25

9/19/25

11/5/25

12/1/25

[Amtrak Pacific Surfliner Adds More Service As Summer Events Heat Up](#)

[14 Family-Friendly Road Trips From Los Angeles for Labor Day Weekend](#)

[Amtrak Pacific Surfliner Promotes Safe Practices Around Tracks During Rail Safety Month](#)

[10 Train Routes That Will Take You Straight to a National Park](#)

[7 Dreamy Coastal Train Rides, From California to the Amalfi Coast](#)

[This 351-mile Train Route Is One of the Most Beautiful in the U.S.](#)

H1 Campaigns and Promos



Save 20% on Train Travel to the Ventura County Fair 

A collage of images related to the Pacific Surfliner. It includes the Amtrak Pacific Surfliner logo, a photo of the train, and several images of the La Cañada Honda Bridge under construction, showing workers and the bridge structure.



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**

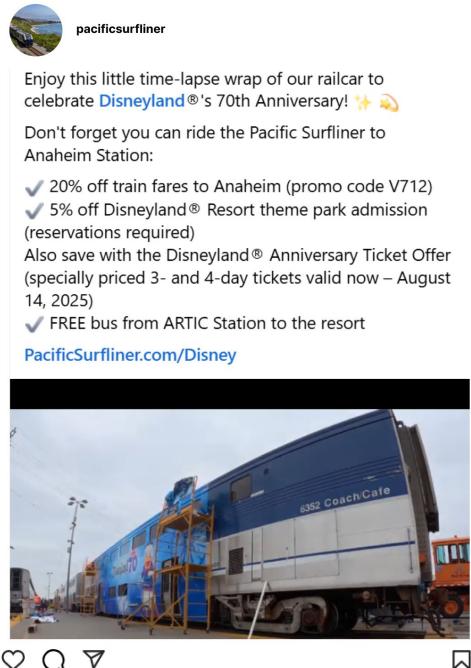
Nov. 26-Jan. 1

**Holiday
Travel
Advisories**

Social Media in H1

Top performing posts

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



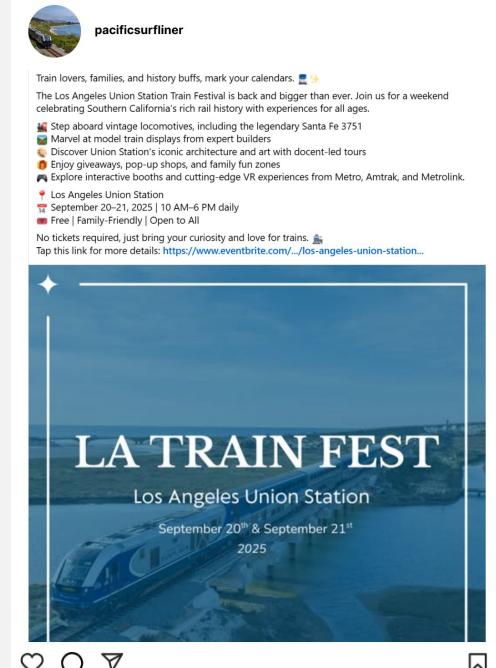
Reach: 34.6K
Likes/Reactions: 1.2K
Comments:
Shares: 111



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.



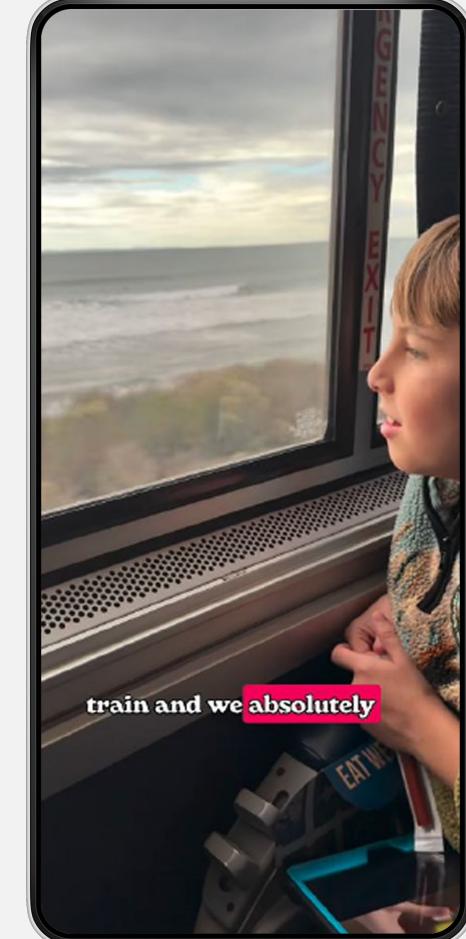
Courtney Quinn
[@colormemagic](https://www.instagram.com/colormemagic)

Views: 23.5K
Likes: 1.6K
Shares: 278



Lexi Stephens
[@lexiswinelist](https://www.instagram.com/lexiswinelist)

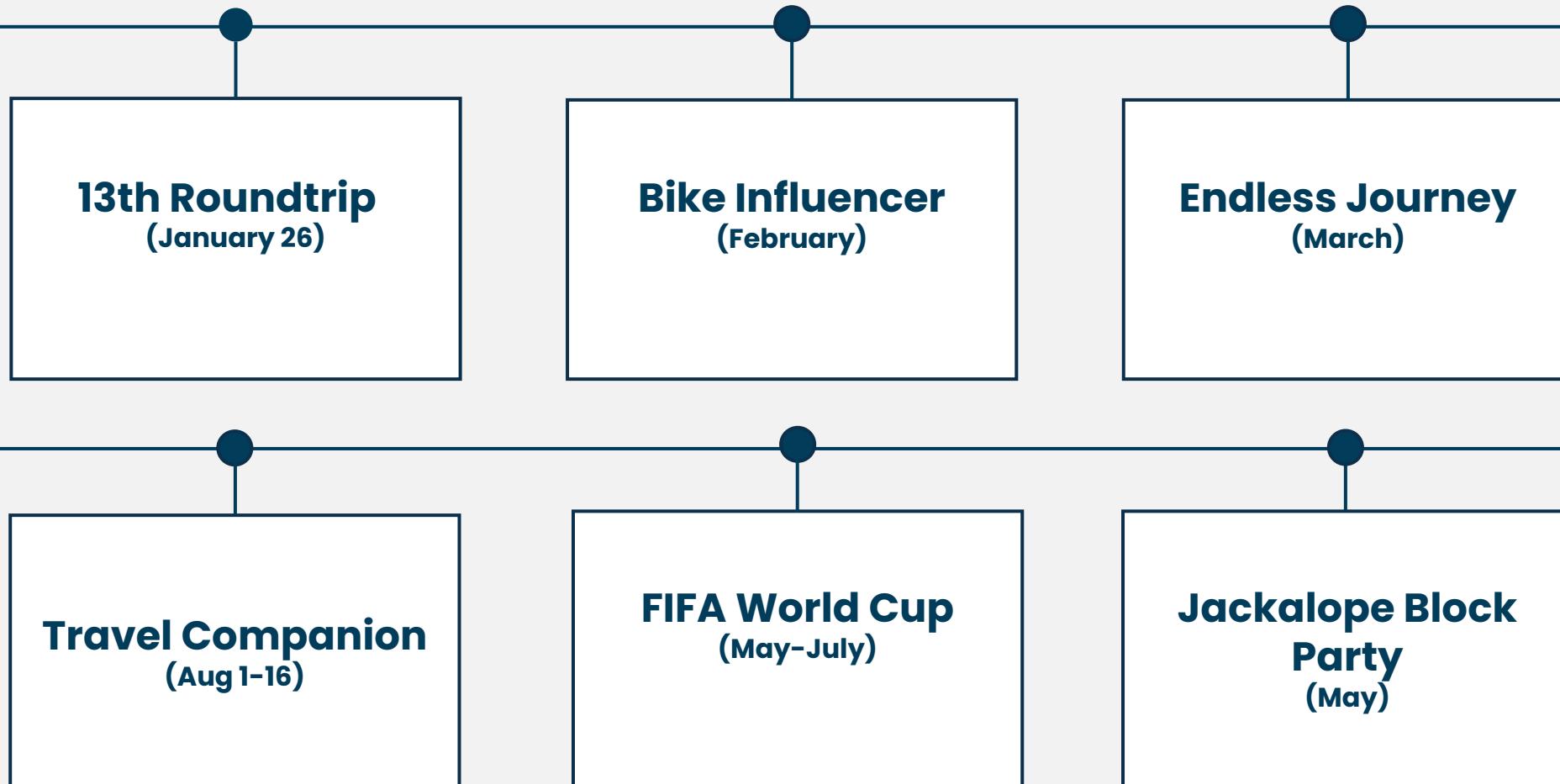
Views: 22.7K
Likes: 724
Shares: 331



Allison Rafie
[@magicfamilyadventures](https://www.instagram.com/magicfamilyadventures)

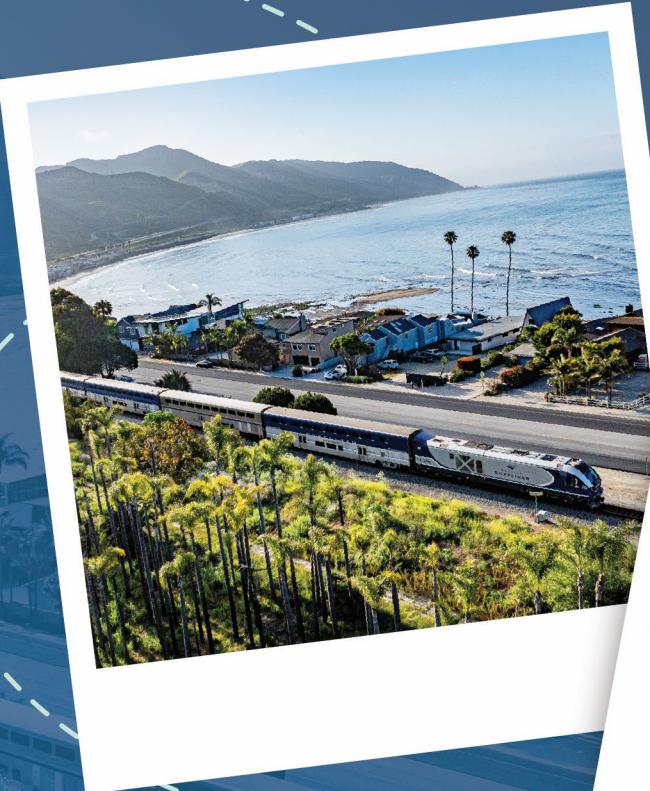
Views: 219.6K
Likes: 7.7K
Shares: 2.3K

Here's what we're working on



YOUR TICKET TO *Endless Escapes*

SAN LUIS
OBISPO



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

SAN
DIEGO

AMTRAK
PACIFIC
SURFLINER®

Questions?