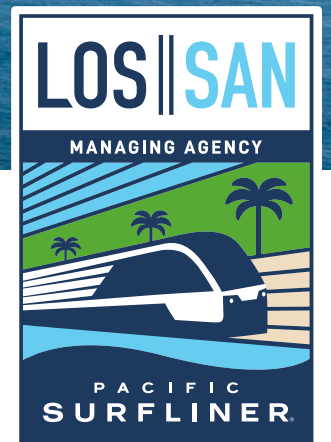




Marketing Update for the First and Second Quarters of Fiscal Year 2024-25

LOSSAN Technical Advisory Committee Meeting | March 6, 2025



Performance Summary

PacificSurfliner.com



Users to
PacificSurfliner.com



Referral traffic to
Amtrak.com



Bookings on
Amtrak.com



Riders

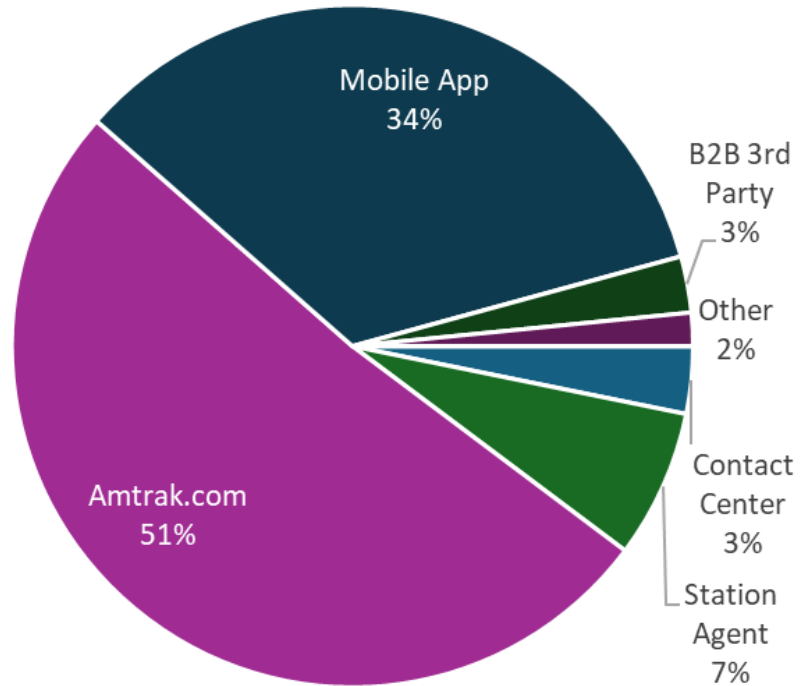


Revenue

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*

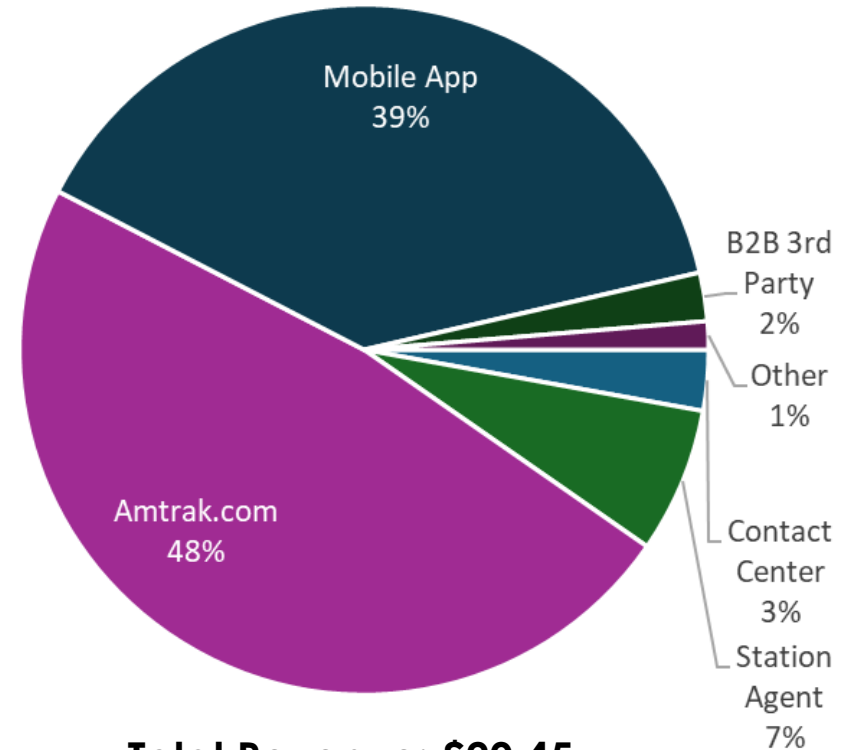
Revenue by Sales Channel

Q1 FY 2024-25



Total Revenue: \$20.82

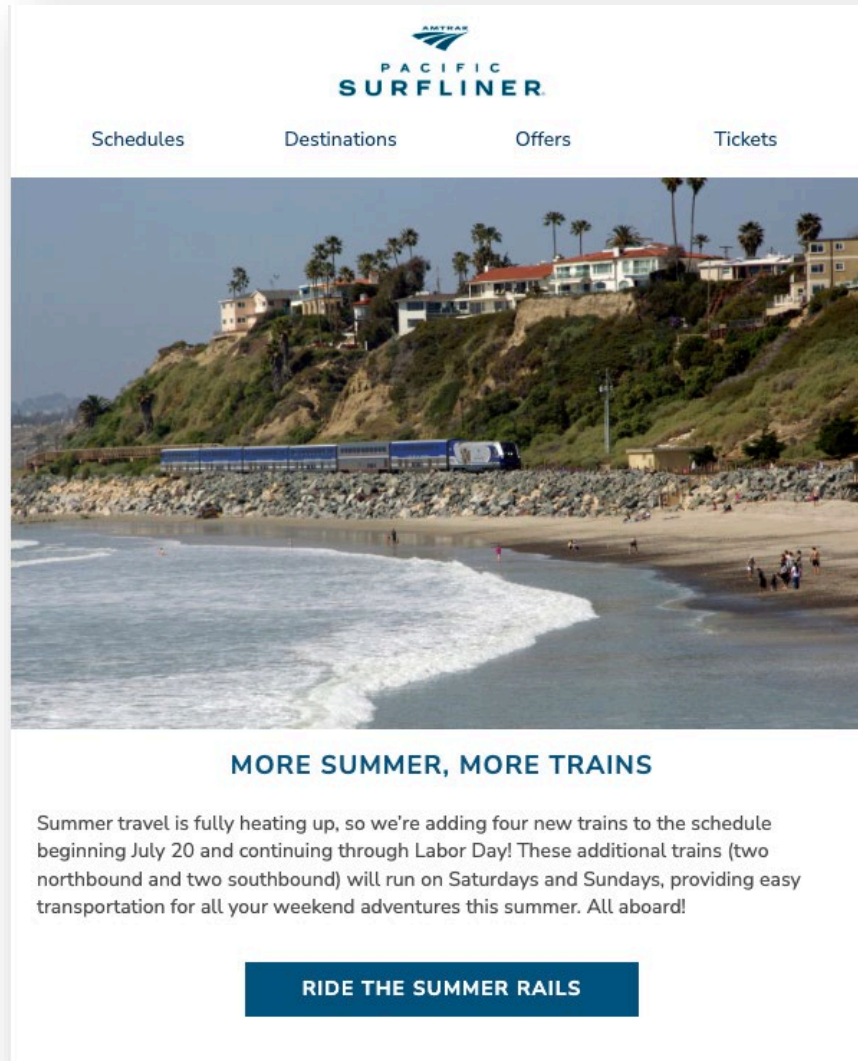
Q2 FY 2024-25



Total Revenue: \$20.45

Q1 FY2024-25 Highlights: Summer Events

- Enhanced Summer Schedule
- Del Mar Races
- San Diego Comic-Con
- X-Games




The screenshot shows the top portion of the Pacific Surfliner website. At the top center is the AMTRAK logo above the text "PACIFIC SURFLINER". Below this are four navigation links: "Schedules", "Destinations", "Offers", and "Tickets". The main image is a scenic view of a blue and silver train on a track along a beach. In the background, there are houses on a hillside and palm trees under a clear sky.

MORE SUMMER, MORE TRAINS

Summer travel is fully heating up, so we're adding four new trains to the schedule beginning July 20 and continuing through Labor Day! These additional trains (two northbound and two southbound) will run on Saturdays and Sundays, providing easy transportation for all your weekend adventures this summer. All aboard!

[RIDE THE SUMMER RAILS](#)


CATCH THE DEL MAR HORSE RACES 🐎



And... they're off! The Del Mar Races are in full swing every Thursday - Sunday until September 10. The club, where "the turf meets the surf," offers thrilling horse races, dining, and an absolutely electric atmosphere. Plus, ride the shuttle from Solana Beach Station (SOL) to the track for FREE with a valid Pacific Surfliner ticket!

[RACE TO THIS DEAL](#)

GET YOUR COMIC-CON TRAVEL XP ❤️



Calling all of our fellow nerds! San Diego Comic-Con is the ultimate gathering for pop culture enthusiasts of all kinds — enjoy 4 full days of panels, exhibits, costumes, and so much more, with plenty of exclusive merch to check out and grab in between. Click below to level up your Comic-Con with some of our top travel tips.

[LEVEL UP YOUR COMIC-CON](#)

July Newsletter

Q1 FY2024-25 Highlights: Rail Safety Month

- California Operation Lifesaver booth at Angels Stadium
- LAUS Rail Safety Month event
- Angels Radio rail safety spots
- [Press release](#)
- September newsletter
- Social posts

PACIFIC SURFLINER

Schedules Destinations Offers Tickets

SEPTEMBER IS RAIL SAFETY MONTH ⚠️

September is Rail Safety Month, and the Pacific Surfliner is all about keeping you safe and sound, year round! This month is the perfect time to brush up on some rail safety tips. Click below to learn more about why rail safety is so important, and how you can do your part in preventing pedestrian and automobile incidents.

CHOOSE SAFETY

CELEBRATE WINE MONTH WITH US 🍷

COLLEGE FOOTBALL, TRAIN STYLE 🏈

Ready to uncork some tasty adventures? Join us on the Pacific Surfliner for a scenic journey through picturesque vineyards for California Wine Month. Cheers to a unique wine-tasting adventure – all from the comfort of your seat! From tours with viticulture visionaries to fun-filled local festivals, it's wine's time to shine.

RAISE YOUR GLASS

Are you a college student who loves football to the end zone and back? Catch all your favorite SoCal teams on the field, from UC San Diego to Cal Poly SLO, with a little help from the Pacific Surfliner. Let us be your quarterback and have a total ball with your besties. Don't forget that we also offer a student discount code!

GET YOUR HEAD IN THE GAME

Newsletter

Instagram Post

View on Instagram Business

pacificsurfliner

Train safety reminder! ⚠️

Walking on or near train tracks but dangerous. 🚶 Always:

- 1 Look both ways at crossings
- 2 Pay attention to all signals
- 3 Keep a safe distance from

Our partnership with @California_Operation_Lifesaver promoting smart rail safety habits stay safe.

Read more #RailSafety tips through our bio.

pacificsurfliner

#PacificSurfliner #Amtrak #AmtrakGram #CoastalViews #TrainTracks #TrainTravel #PacificCoast #VisitCalifornia #SouthernCalifornia #CentralCalifornia #Traincation

Twitter

View on Twitter

PacSurfliners @PacSurf... • Just now

Ready for more #RailSafety tips? 🚶 Walking on or near train tracks is not only illegal but dangerous. Always:

- 1 Only cross at designated crossings.
- 2 Stay focused.
- 3 Never walk on or beside railroad tracks. Let's make smart, safe choices together.

Facebook

Pacific Surfliner Just now

Did you know trains can't see you? 🚶 Important tips to stay safe:

- 1 Only cross at designated crossings.
- 2 Pay attention to all signals.
- 3 Never walk on or beside railroad tracks.

Our partnership with California Operation Lifesaver is dedicated to promoting smart rail safety habits. Let's make every trip a safe one.

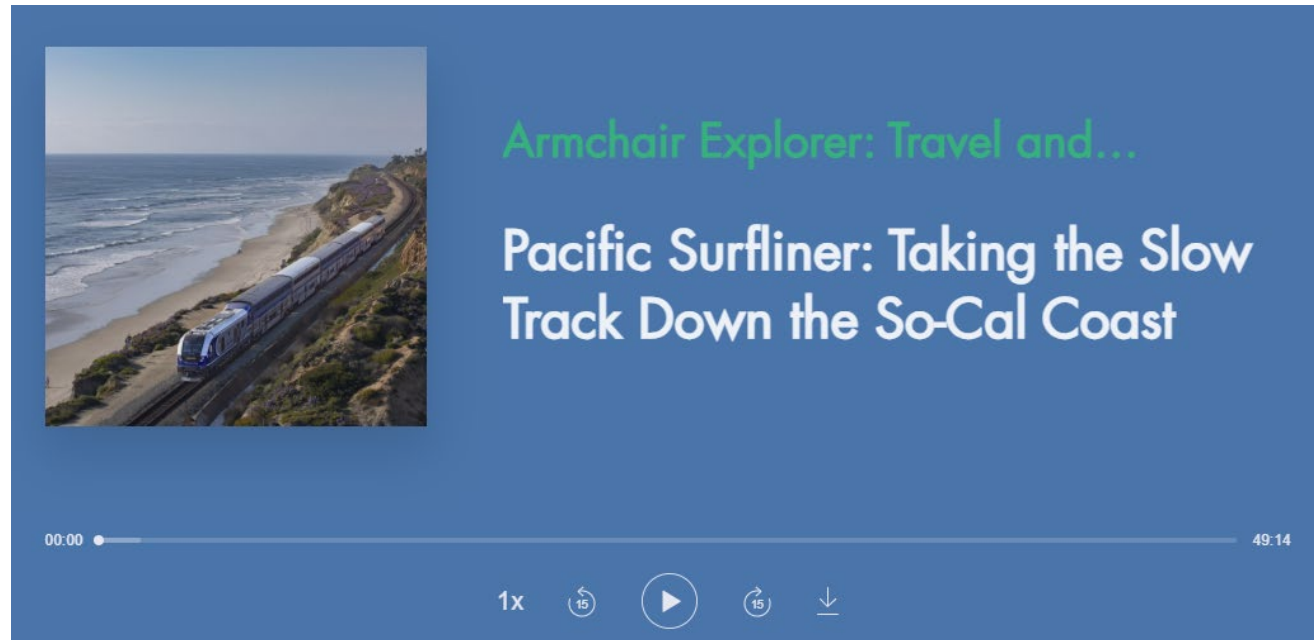
Read more rail safety tips here: <https://bit.ly/3MnneOi>

Social Media Posts

Q1 FY2024-25 Highlights: Armchair Explorer Podcast



- Armchair Explorer Podcast – custom episode and advertisements
 - Episode released on August 19, 2024
 - Over 5,200 downloads as of November 2024
 - [48-minute podcast](#)

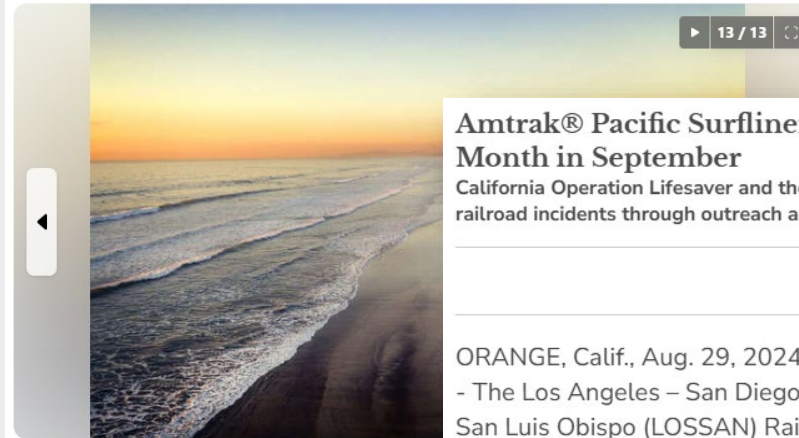


Q1 FY2024-25: Communications

- **Passenger:**
 - Comic-Con/Del Mar Racetrack schedule announcement
 - Del Mar Phase 5 Project
 - Rail Safety Month (September)
- **Press Releases:**
 - Press releases issued – 2
 - Total pickup by media outlets – 445
 - Views and hits – 30,154
- **In the Media:**
 - 706 mentions
 - Publicity value of \$1.87 million

12 Unforgettable Train Trips You Can Take in America

Story by James Barrett • 22h



12) The Pacific Surfliner

©Matt Benz / 500px - Getty Images

The Pacific Surfliner stretches along the California coast, from San Diego to San Luis Obispo. You don't need to keep "California Dreamin'" when you travel this nearly 350-mile journey, which offers passengers breathtaking views of quaint coastal towns.

Amtrak® Pacific Surfliner® Raises Awareness During Rail Safety Month in September

California Operation Lifesaver and the Los Angeles Angels join rail safety initiatives to prevent railroad incidents through outreach and education

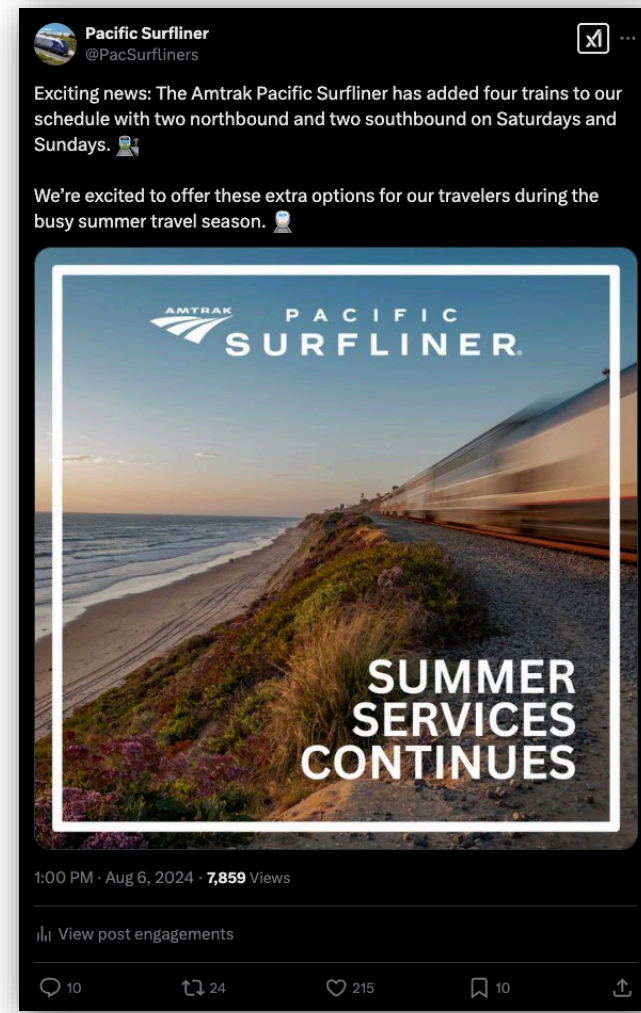
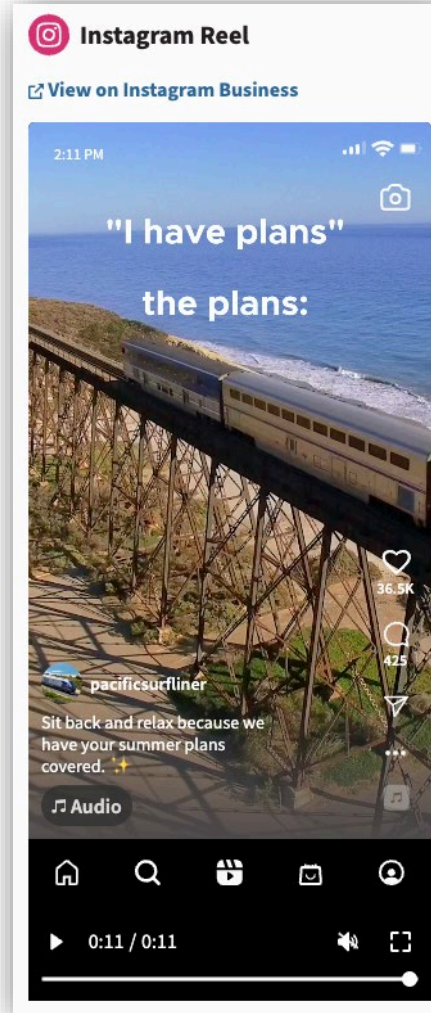
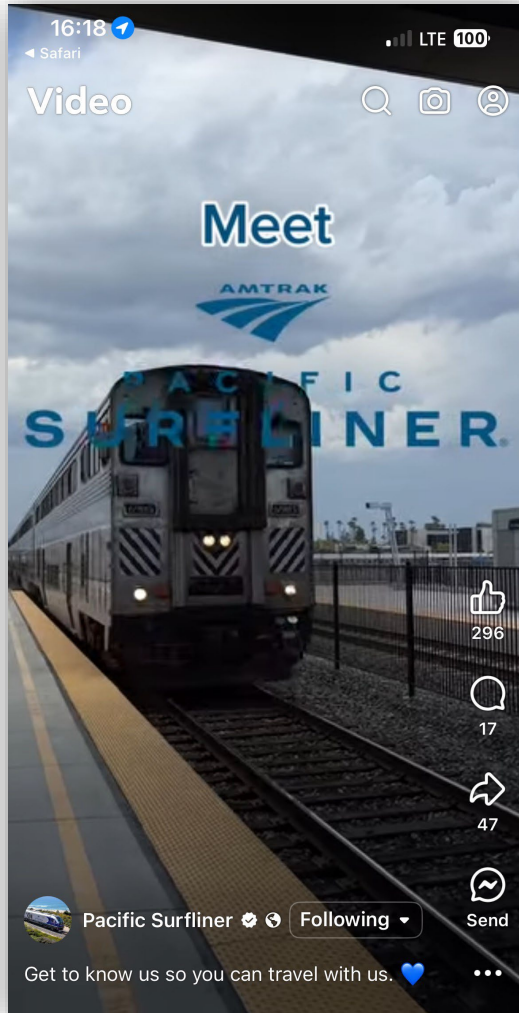


ORANGE, Calif., Aug. 29, 2024 - The Los Angeles – San Diego – San Luis Obispo (LOSSAN) Rail Corridor Agency, which manages the [Amtrak® Pacific Surfliner®](#) service, is proud to announce initiatives in collaboration with [California Operation Lifesaver \(CAOL\)](#), a non-profit entity that works year-round to promote rail safety, and the Los Angeles Angels baseball team. Launching this September to coincide with Rail Safety Month, this multi-faceted strategy for enhanced rail safety education and awareness includes communications through streaming, television, digital radio, and focused geofencing.




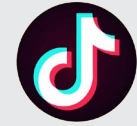


Amtrak® Pacific Surfliner® Raises Awareness During Rail Safety Month in September

Q1 FY2024-25: Social Media



Q1 FY2024-25: Social Media Metrics

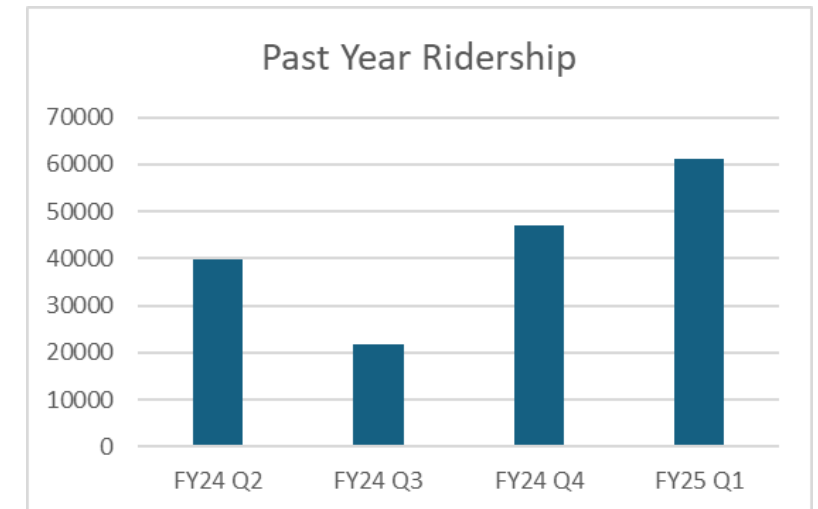
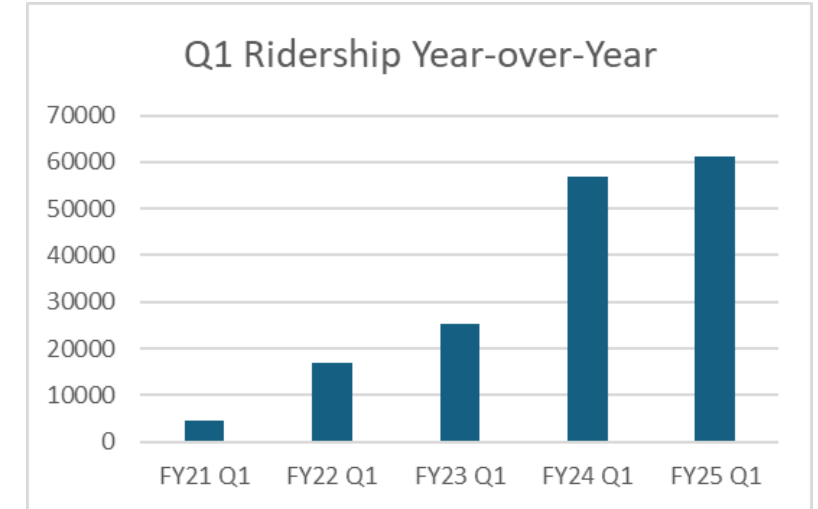
Platform	Total Followers	New Followers	Engagement Rate*	Link Clicks
	52,628	1,736	5.60%	155
	22,887	1,915	12.16%	N/A**
	17,878	219	5.69%	390
	1,492	51	2.14%	N/A**

*Engagement rate: Shares, comments/replies, likes, video views, etc., out of total followers. Beginning in FY25Q1, this will be measured as a percentage instead of the quantity of engagements.

** Data point not validated.

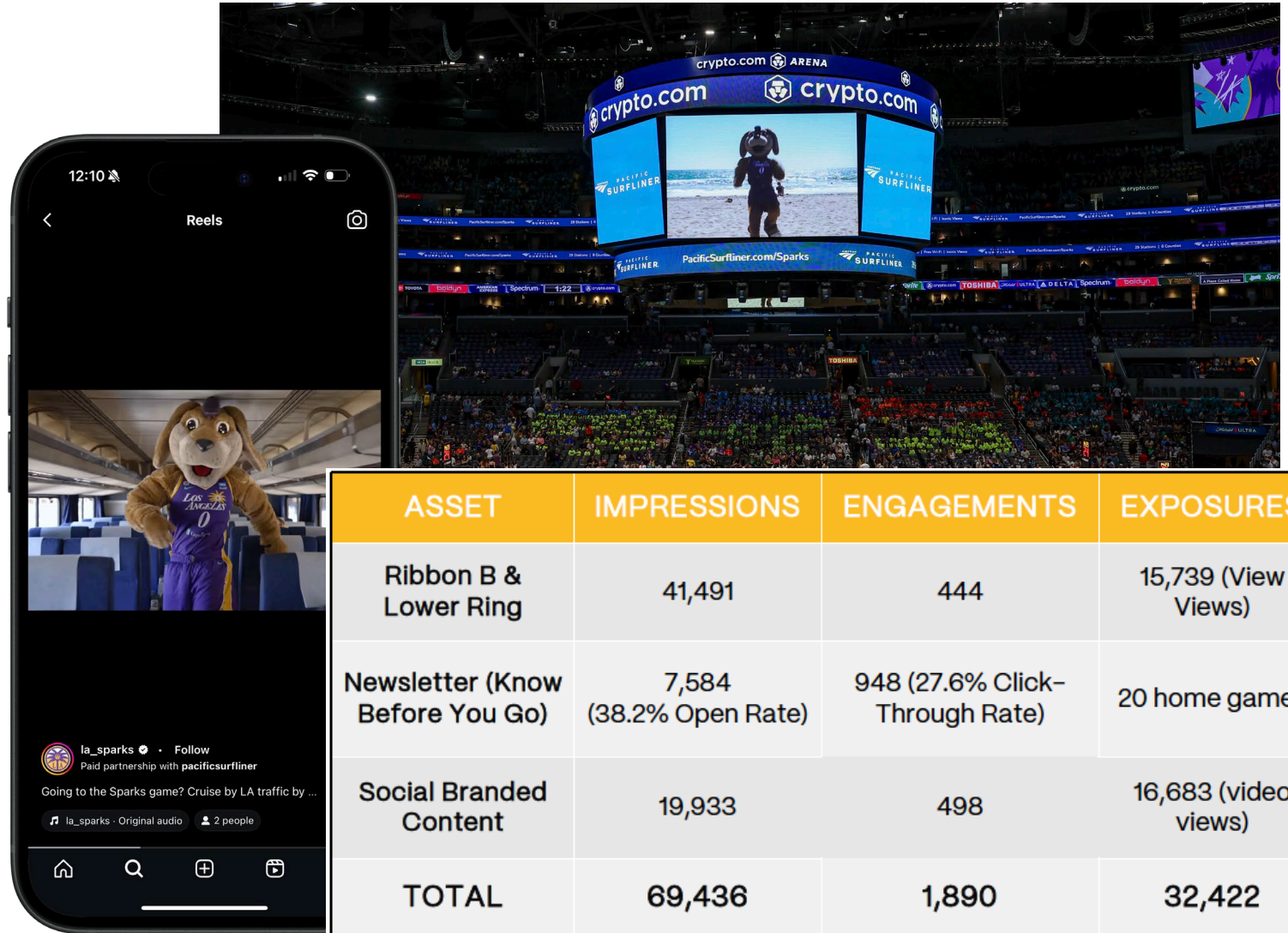
Q1 FY2024-25: Overall Performance (from online bookings)

July to September	Referral to Amtrak.com	Bookings	Ridership (from online Bookings)	Revenue (from online Bookings)
2020-21 – Q1	26,468	2,497	4,653	143,593
2021-22 – Q1	98,157	8,202	16,911	541,658
2022-23 – Q1	111,378	11,647	25,204	779,437
2023-24 –Q1	273,964	25,464	57,007	1,753,742
2024-25 –Q1	274,402	26,734	61,186	\$1,905,473



Q2 2024-25 Highlights: LA Sparks Sponsorship

- In-arena assets:
 - LED ribbon boards
 - [Video](#) produced by Sparks featured on jumbotron
- Social & digital assets:
- Social posts
- Ad in Sparks newsletter to game attendees
- [Press release](#) (July 9)



ASSET	IMPRESSIONS	ENGAGEMENTS	EXPOSURES
Ribbon B & Lower Ring	41,491	444	15,739 (View Views)
Newsletter (Know Before You Go)	7,584 (38.2% Open Rate)	948 (27.6% Click-Through Rate)	20 home games
Social Branded Content	19,933	498	16,683 (video views)
TOTAL	69,436	1,890	32,422

Q2 2024-25 Highlights: Print Ads – Visitors' Guides



AMTRAK PACIFIC SURFLINER

Enjoy the comforts of home while you travel.

Take Amtrak® Pacific Surfliner® to 29 stations between San Diego to San Luis Obispo along the Southern California coast. There is a power outlet for every seat, free Wi-Fi, and a Café Car on board that serves food and drinks including wine, beer, and cocktails.

Book your trip now at PacificSurfliner.com/OceansideGuide.

Fares, routes, schedules, and services are subject to change without notice. Amtrak and Pacific Surfliner are registered service marks of the National Railroad Passenger Corporation and used with permission.

Visit Oceanside Visitors Guide



AMTRAK PACIFIC SURFLINER

Next Stop: Magic

Take Amtrak® Pacific Surfliner® to Anaheim's world-class attractions, including the *Disneyland*® Resort and entertainment venues such as the Honda Center, Angel Stadium, and the Anaheim Convention Center. The train station is centrally located, making the train your ticket to a family-friendly getaway.

Use code V712 and save 20% on Pacific Surfliner® train travel to and from Anaheim. To save 5% on *Disneyland*® Resort Theme Park admission, visit:

PacificSurfliner.com/Disney

Please visit PacificSurfliner.com/Disney for complete details. Fares, routes, schedules and services are subject to change without notice. Amtrak and Pacific Surfliner are registered service marks of the National Railroad Passenger Corporation and used with permission. As to Disney properties: ©Disney. To enter a park, both a theme park reservation and a valid ticket for the same park on the same date is required. Theme park reservations and ticket and park fees are subject to capacity. Certain park attractions, restaurants, experiences and offerings may be modified or unavailable. Limited in capacity, and subject to limited availability or even closure. Park admission and offerings are not guaranteed. Visit www.disneyworld.com for important information about park attendance requirements and other restrictions that you need to know before visiting the Disneyland Resort. #TSLR000022

Visit Anaheim Destination Guide



SAN LUIS OBISPO COUNTY

Amtrak Pacific Surfliner

Cruise the coast by train! Take the Pacific Surfliner for a memorable journey across Southern California. Stay connected with complimentary Wi-Fi and power outlets while enjoying iconic views. Visit the onboard Market Café for a selection of local food and drinks including wine, beer, and cocktails. The Pacific Surfliner serves 29 stations in San Diego, Orange, Los Angeles, Ventura, Santa Barbara, and San Luis Obispo counties. From sporting events to concerts to beach towns, where will the train take you?

pacificsurfliner.com/SLO | [Facebook](https://www.facebook.com/pacificsurfliner) | [Instagram](https://www.instagram.com/pacificsurfliner) | [Twitter](https://www.twitter.com/pacificsurfliner)




SLO Cal Visitors Guide Magazine


Q2 2025 Highlights: Signage Updates

- Station monument sign replacements
- Poster case installations
- Suicide prevention signs



Q2 2024-25 Highlights: Tandem Bikes On Board

**TAKE YOUR TANDEM
FOR A SPIN** 🚲



We're excited to announce new tandem bike racks, coming soon to Pacific Surfliner trains. Explore the SoCal coast with your favorite travel buddy and bring your tandem bike along for the ride. That means it's easier than ever to plan the perfect cycling getaway!

COMING SOON

Newsletter Inclusion

Facebook [View on Facebook Page](#)

Pacific Surfliner
Just now


You can bring a tandem bike on the Pacific Surfliner now!

Here's a great example by the [Blind Stokers Club](#) using this amenity to help their travels:

The new Amtrak Pacific Surfliner access for carry-on and racking Tandem bikes is now available in Cab Cars. The BSC Tandems on Amtrak Demo Adventure (TADA), a train-bike-train model, collected and racked 4 tandem teams (plus 1 single cyclist) from 3 different San Diego stations; all 9 cyclists and 5 bicycles detrained (Train 765) at Anaheim for 34 mile cycling tour via Newport peninsula, Balboa Island, Back Bay, UCI and to Irvine station for boarding afternoon Train 774 back to origin stations.

For more info on bringing your bike along for the ride, click here:
<https://www.pacificsurfliner.com/onboard/bikes>


#amtrak #bikes #biketavel #PacificSurfliner #Amtrak #AmtrakTrain #CoastalViews #TrainTravel #PacificBeach #PacificCoast #VisitCalifornia #SouthernCalifornia



[Like](#) [Comment](#) [Share](#)

Instagram Post [View on Instagram Business](#)

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pacificsurfliner
You can bring a tandem bike on the Pacific Surfliner now!


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Social Media Posts

Instagram Post [View on Instagram Business](#)

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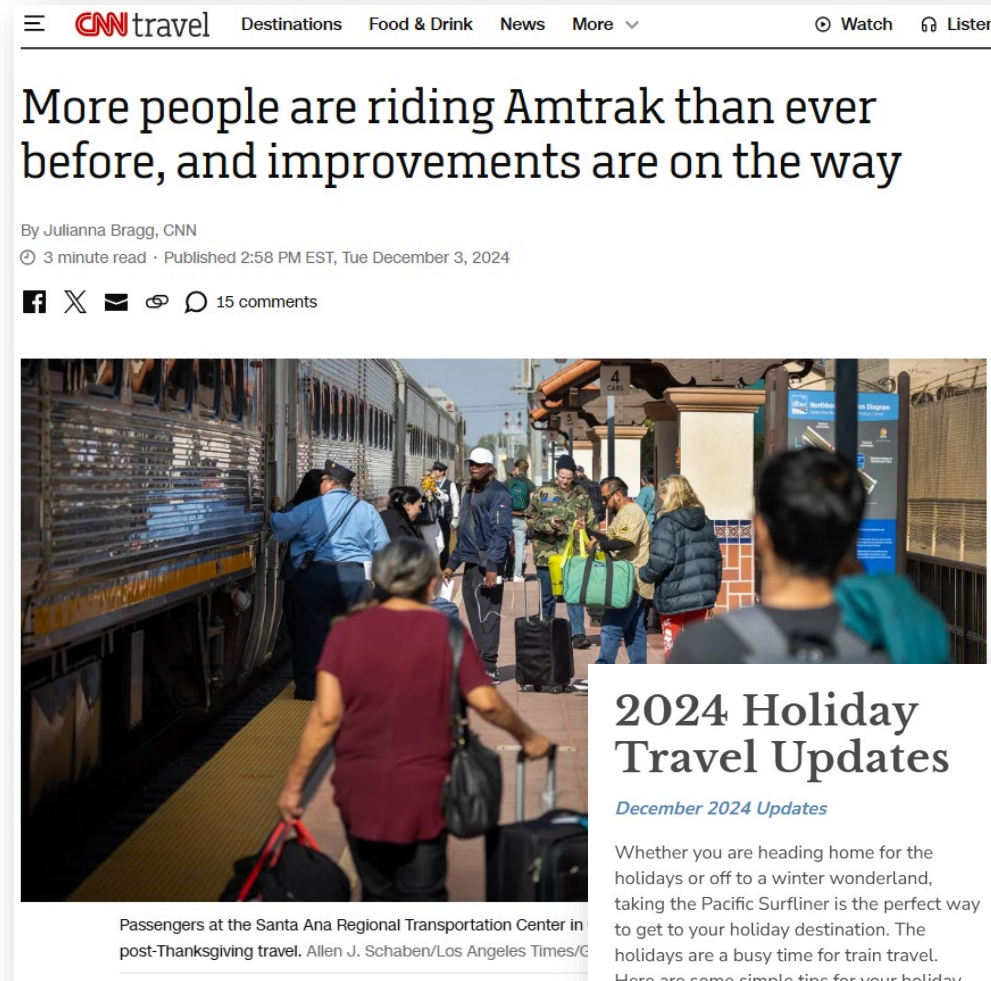
pacificsurfliner
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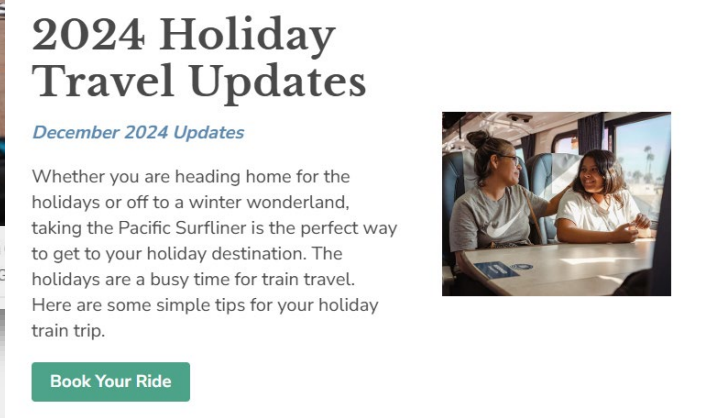
Q2 2024-25: Communications

- **Passenger:**
 - Del Mar Phase 5 Project
 - Holiday travel tips
 - Installation of tandem bike racks
 - Weekend track maintenance projects
- **Press Releases:**
 - Press releases issued – 2
 - Total pickup by media outlets – 903
 - Views and hits – 30,566
- **In the Media:**
 - 837 mentions
 - Publicity value of \$5.06 million



The screenshot shows a CNN travel article with the following details:

- Header:** CNN travel | Destinations | Food & Drink | News | More | Watch | Listen
- Title:** More people are riding Amtrak than ever before, and improvements are on the way
- Author:** By Julianna Bragg, CNN
- Metadata:** 3 minute read · Published 2:58 PM EST, Tue December 3, 2024
- Engagement:** 15 comments
- Image:** A photograph of passengers at a train station platform next to a train.
- Text:** Passengers at the Santa Ana Regional Transportation Center in... post-Thanksgiving travel. Allen J. Schaben/Los Angeles Times/C




2024 Holiday Travel Updates

December 2024 Updates

Whether you are heading home for the holidays or off to a winter wonderland, taking the Pacific Surfliner is the perfect way to get to your holiday destination. The holidays are a busy time for train travel. Here are some simple tips for your holiday train trip.

[Book Your Ride](#)




Q2 2024-25: Social Media

Facebook [View on Facebook Page](#)

Pacific Surfliner
Just now

A chill December morning in sunny southern California ☀️

#PacificSurfliner #Amtrak #AmtrakTrain
#CoastalViews #TrainTravel #SanClemente
#PacificCoast #VisitCalifornia #SouthernCalifornia



Like Comment Share

Instagram Post
[View on Instagram Business](#)

pacificsurfliner



pacificsurfliner
The Amtrak® Pacific Surfliner travels along a 351-mile route through San Diego, Orange, Los Angeles, Ventura, Santa Barbara, and San Luis Obispo counties, with portions hugging the Southern California coastline.

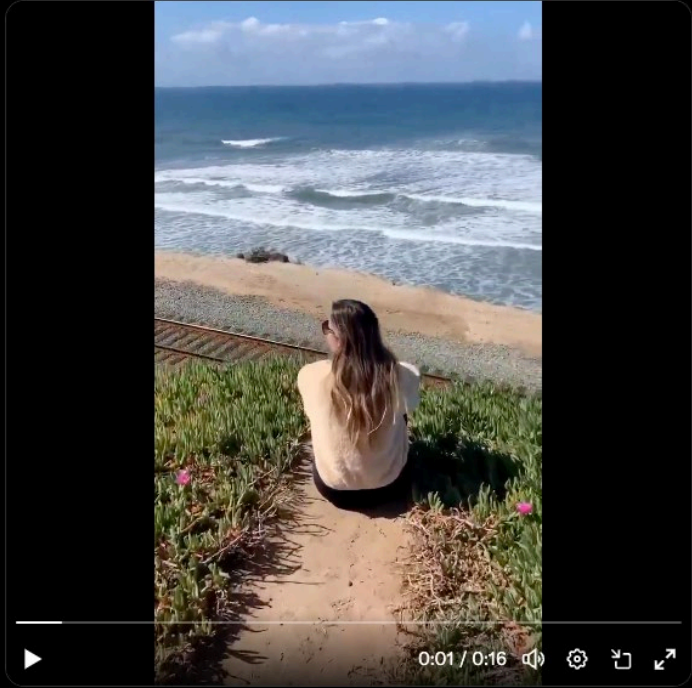
Design by Steve Loco of the United Kingdom

#PacificSurfliner #Retro #RetroPosters #Amtrak #AmtrakTrain #AmtrakGram #CoastalViews #TrainGram #TrainTracks #TrainTravel

Pacific Surfliner
@PacSurfliners

Southern California. There's nothing like it! ☀️ 🌴

Video by @lifehacksla on Instagram.




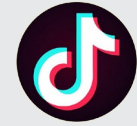


9:00 AM · Oct 13, 2024 · 27.1K Views

View post engagements

15 77 534 34

Q2 2024-25: Social Media Metrics

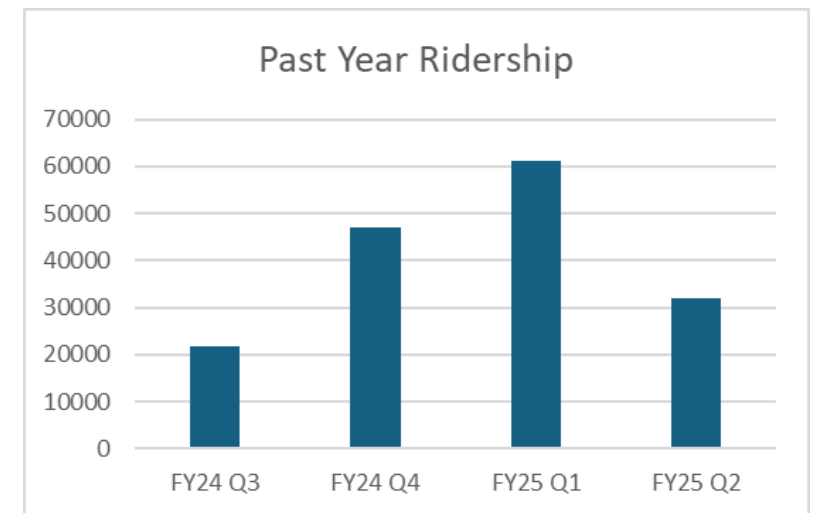
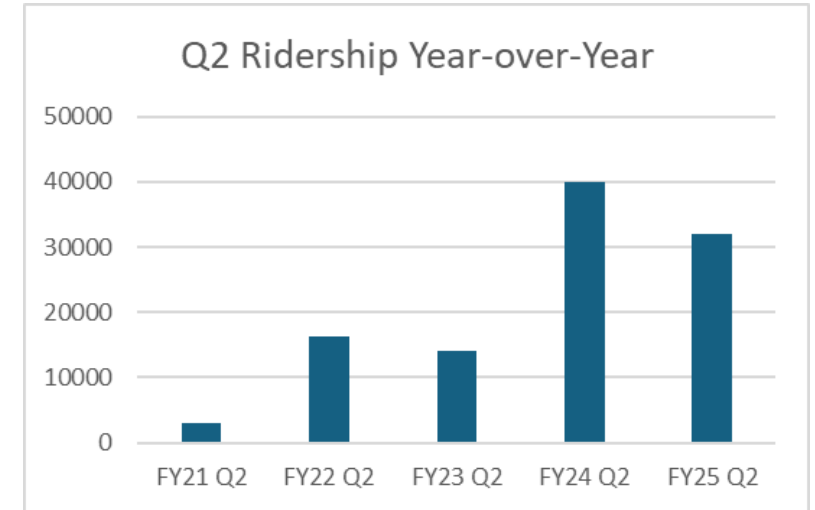
Platform	Total Followers	Net New Followers	Engagement Rate*	Link Clicks
	55,627	3,078	4.77%	132
	54,002	1,892	10.95%	N/A**
	17,603	-271	5.92%	479
	1,554	34	4.85%	N/A**

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

** Data point not validated.

Q2 2024-25 Highlights: Overall Performance (from online bookings)

July to September	Referral to Amtrak.com	Bookings	Ridership (from online Bookings)	Revenue (from online Bookings)
2020-21 – Q2	21,824	1,859	2,955	97,285
2021-22 – Q2	79,410	8,740	16,341	535,052
2022-23 – Q2	98,538	7,707	14,098	453,053
2023-24 –Q2	201,038	20,719	39,905	1,272,519
2024-25 –Q2	163,382	16,044	32,077	\$1,069,841



Pacific Surfliner Newsletter

Month	Total Average Recipients	Average Open Rate	Average Click Rate
Q1 FY2024-25	24,772	46.07%	3.16%
Q2 FY2024-25	26,888	51.89%	4.03%

PACIFIC SURFLINER

Schedules Destinations Offers Tickets

DEL MAR'S MANE ATTRACTION 🐎

Giddy up! The Del Mar Races are here every Thursday - Sunday until September 10, and there's no better way to get there than the Pacific Surfliner. Ride the shuttle from Solana Beach Station (SOL) to the track for FREE with a valid Pacific Surfliner ticket, and enjoy horse races, dining, and more at this incredible coastal setting.

PONY UP FOR THE RACES

PACIFIC SURFLINER

Schedules Destinations Offers Tickets

UP YOUR THANKSGIVING TRAVEL GAME 🦃

Traveling over Thanksgiving? Don't just wing it! Remember that seats are in high demand over holidays—the best way to guarantee your spot (and some comfy bonus amenities) is by booking a Business Class ticket. Check out our blog with more holiday travel tips and updates below!

GOBBLE UP TRAVEL TIPS

PACIFIC SURFLINER

Schedules Destinations Offers Tickets

SLEIGH-TACULAR HOLIDAY EVENTS 🎄

Southern California is absolutely packed with holiday events that will have you feeling festive in no time. Hot tip: use the train to go on the holiday activity/event spree of your wildest sugar plum dreams! Click below to learn more about a few seasonal events along the Pacific Surfliner route.

DECK THE RAILS

Q3 FY2024-25 Initiatives

- Southern California Wildfire Support
- Social Media Influencer Effort
- Spring Mid-Week Sale
- Service Restoration
- Strategic Partnerships
- Ongoing Rail Safety Outreach
- Website Updates
- Summer Event Promotions

QUESTIONS?