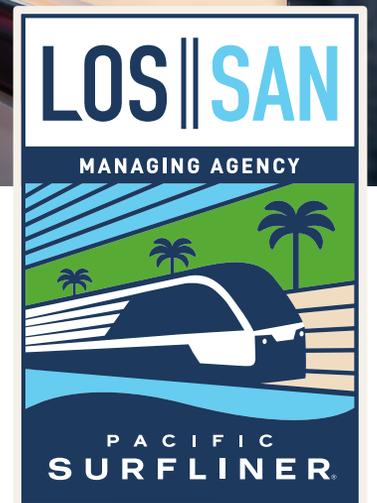




# Pacific Surfliner Marketing Update

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

LOSSAN Board of Directors Meeting | February 17, 2026



# Marketing Activities = Measurable Impact

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

1

TRAVEL+LEISURE SUBSCRIBE

### 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

**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

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.

## Build Awareness

Partnerships, Paid Advertising, and PR Campaigns

2

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.

COUPON

PACIFIC SURFLINER

### \$2 OFF

PURCHASE OF \$5 OR MORE

LIMIT ONE COUPON PER PASSENGER  
EXPIRES JUNE 30, 2025

Valid on Pacific Surfliner trains only. Not redeemable for cash. Valid with a purchase of \$5 or more. Cannot be combined with any other offers.

PASAJERO DE 2025

63026

## Inform Riders

Email, Web, and Organic Social

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

63026

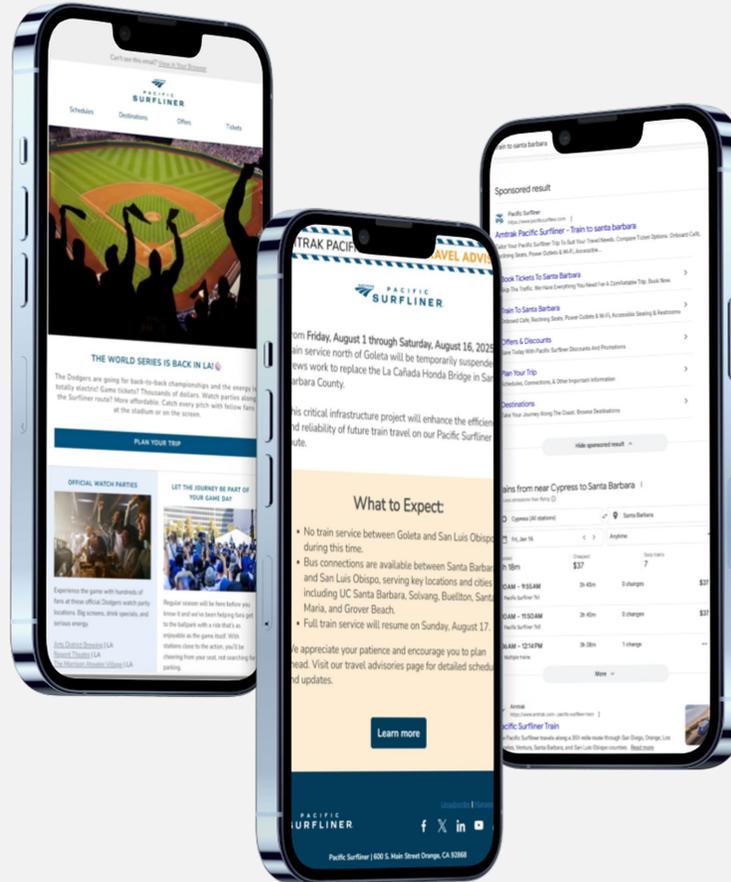
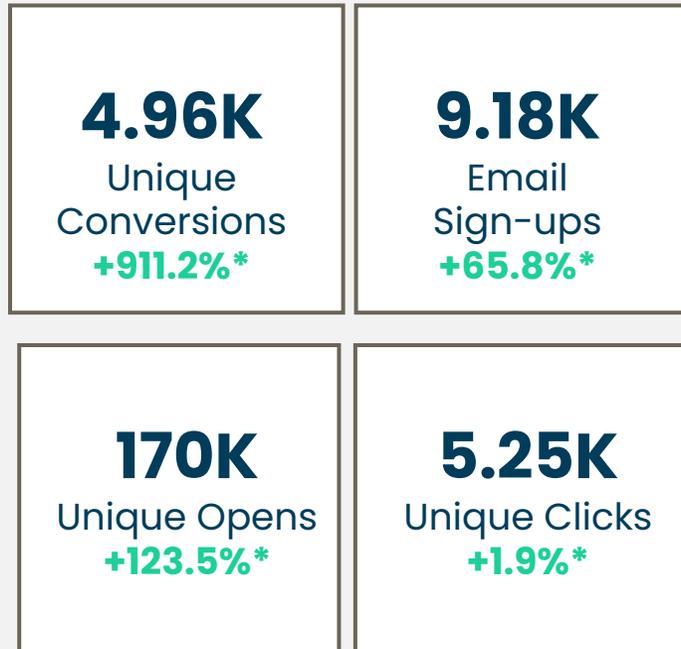
## Increase Ridership

Bookings, Clicks to Amtrak.com

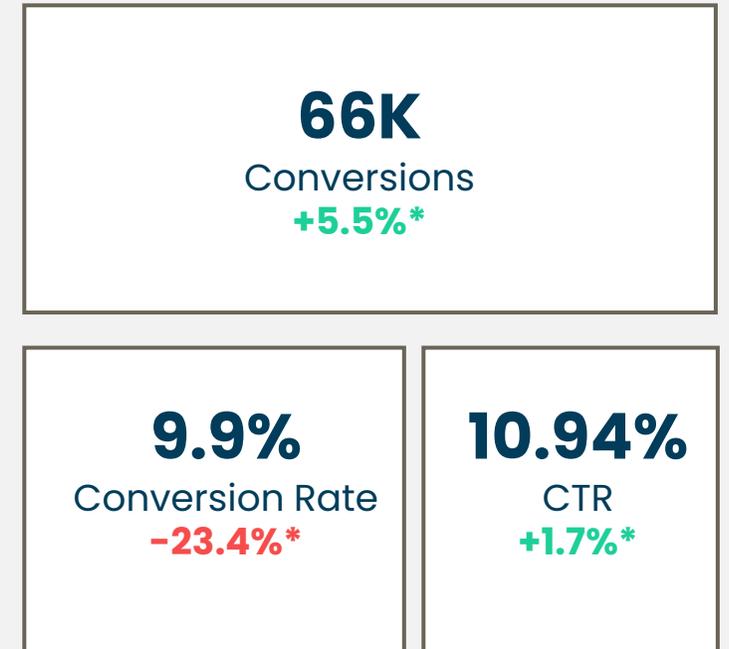
# Digital Marketing in H1



## Email performance



## Paid ad performance



\*compared to same period in previous year

# Media Coverage & Publicity Value

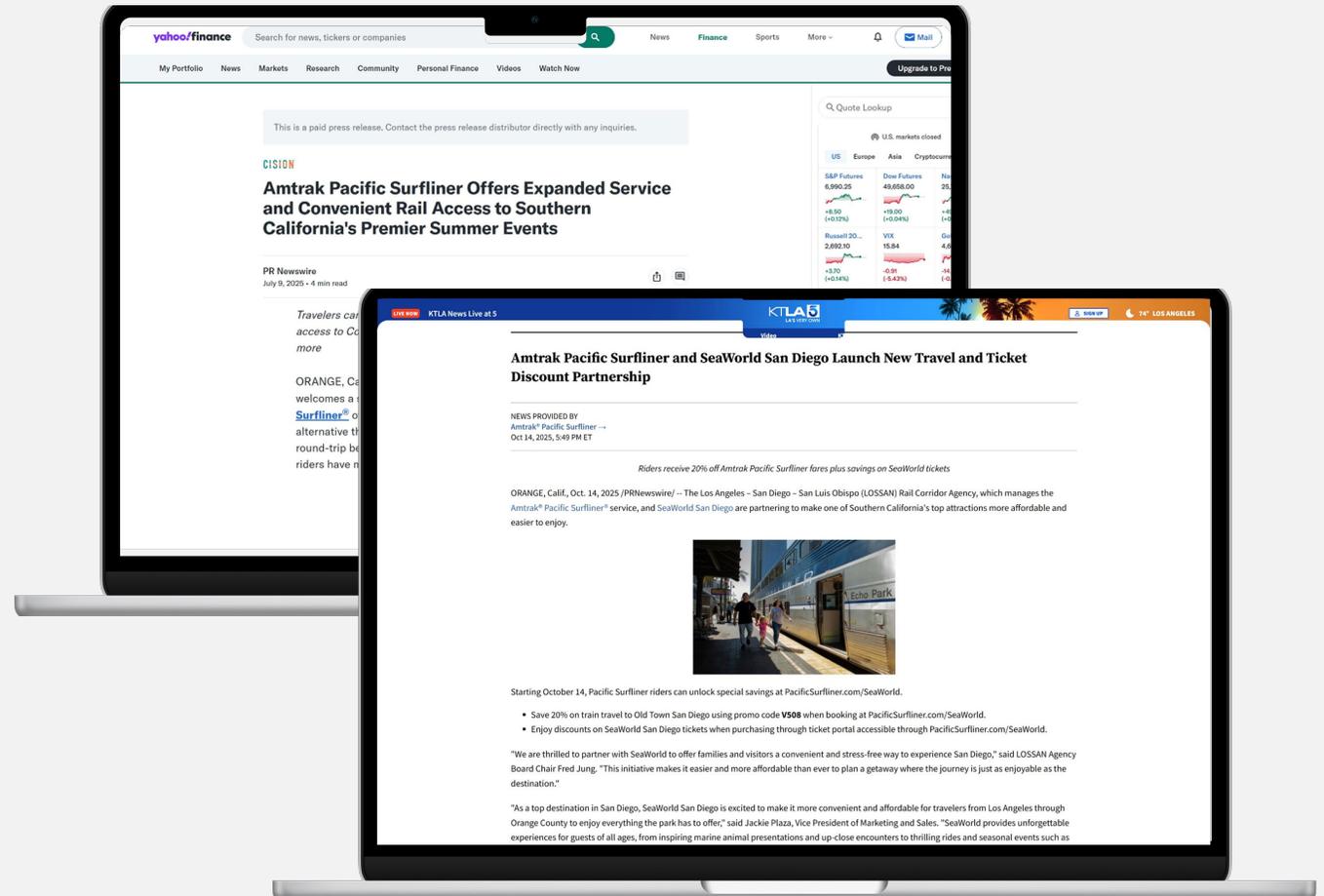
In H1 2025-26, LOSSAN boosted public visibility and trust through earned media tied to major press announcements including the press release promoting of our 12th roundtrip between LA and San Diego and our partnerships.

**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](#)

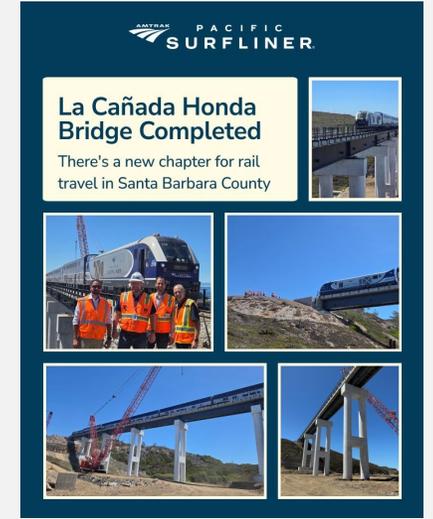
11/5/25

[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 70<sup>th</sup>  
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

 pacificsurfliner

Enjoy this little time-lapse wrap of our railcar to celebrate **Disneyland®**'s 70th Anniversary! 🎉 🎂

Don't forget you can ride the Pacific Surfliner to Anaheim Station:

- ✓ 20% off train fares to Anaheim (promo code V712)
- ✓ 5% off Disneyland® Resort theme park admission (reservations required)

Also save with the Disneyland® Anniversary Ticket Offer (specially priced 3- and 4-day tickets valid now – August 14, 2025)

- ✓ FREE bus from ARTIC Station to the resort

[PacificSurfliner.com/Disney](https://www.pacificsurfliner.com/Disney)



👍 🗨️ 📌

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Hold up...you mean I could have been taking the train to Angel Stadium this entire time? 🤪



👍 🗨️ 📌

 pacificsurfliner

Proof that SoCal loves trains 🚂



👍 🗨️ 📌

 pacificsurfliner

Train lovers, families, and history buffs, mark your calendars. 🗓️ 🎉

The Los Angeles Union Station Train Festival is back and bigger than ever. Join us for a weekend celebrating Southern California's rich rail history with experiences for all ages.

- 🚂 Step aboard vintage locomotives, including the legendary Santa Fe 3751
- 🎨 Marvel at model train displays from expert builders
- 🏛️ Discover Union Station's iconic architecture and art with docent-led tours
- 🎁 Enjoy giveaways, pop-up shops, and family fun zones
- 🎮 Explore interactive booths and cutting-edge VR experiences from Metro, Amtrak, and Metrolink.

📍 Los Angeles Union Station  
📅 September 20-21, 2025 | 10 AM-6 PM daily  
🆓 Free | Family-Friendly | Open to All

No tickets required, just bring your curiosity and love for trains. 🚂

Tap this link for more details: <https://www.eventbrite.com/.../los-angeles-union-station...>



👍 🗨️ 📌

# 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.



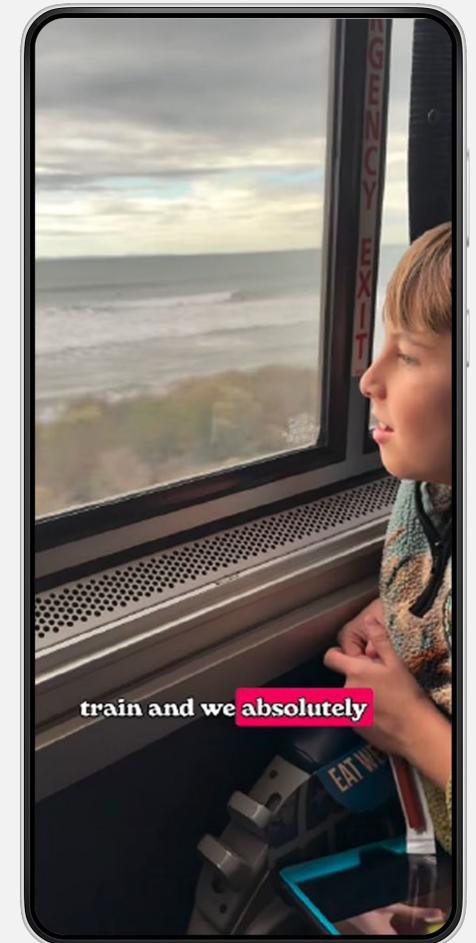
Courtney Quinn  
[@colormemagic](#)

Views: 23.5K  
Likes: 1.6K  
Shares: 278



Lexi Stephens  
[@lexiswinelist](#)

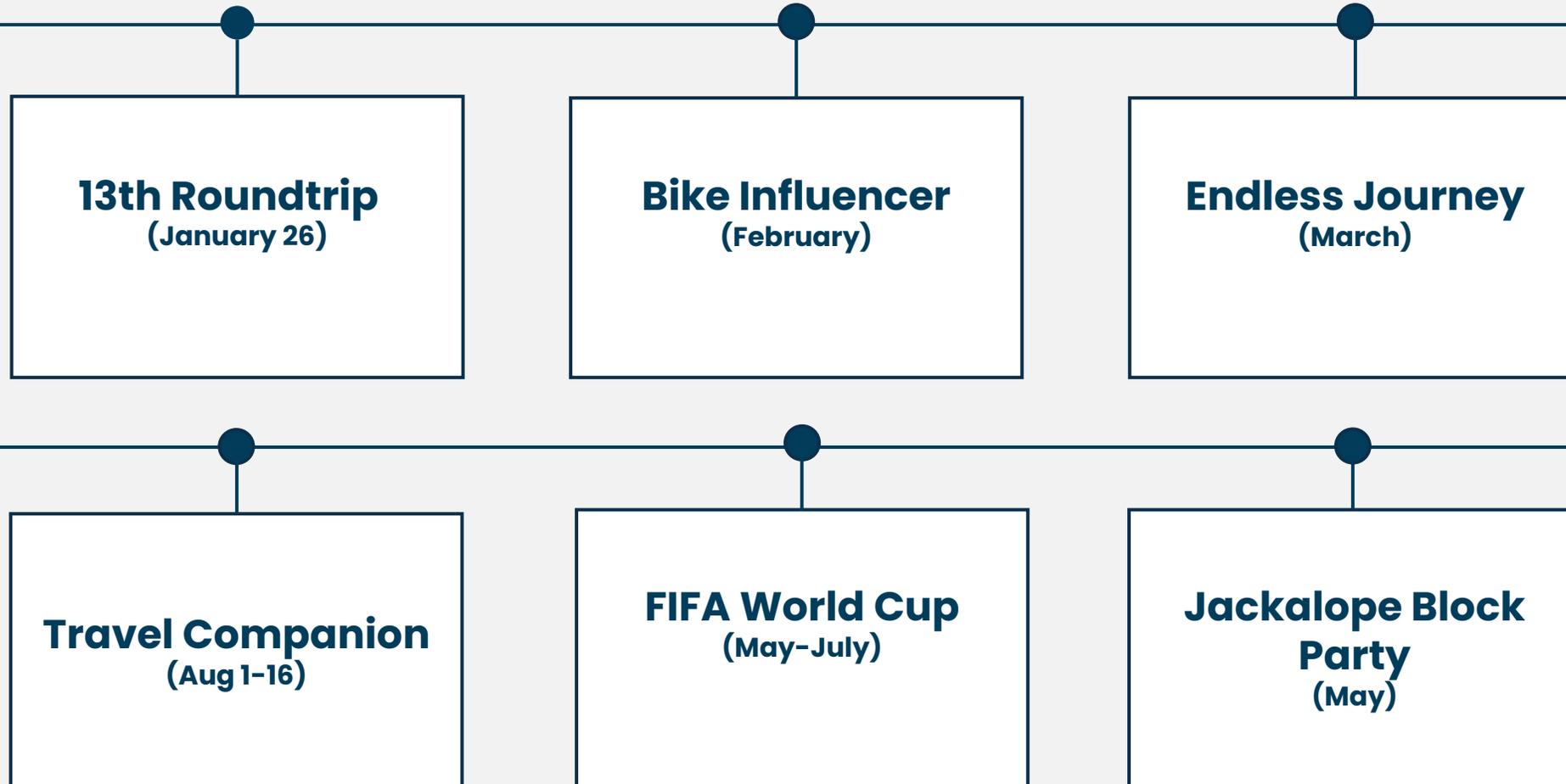
Views: 22.7K  
Likes: 724  
Shares: 331



Allison Rafie  
[@magicfamilyadventures](#)

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

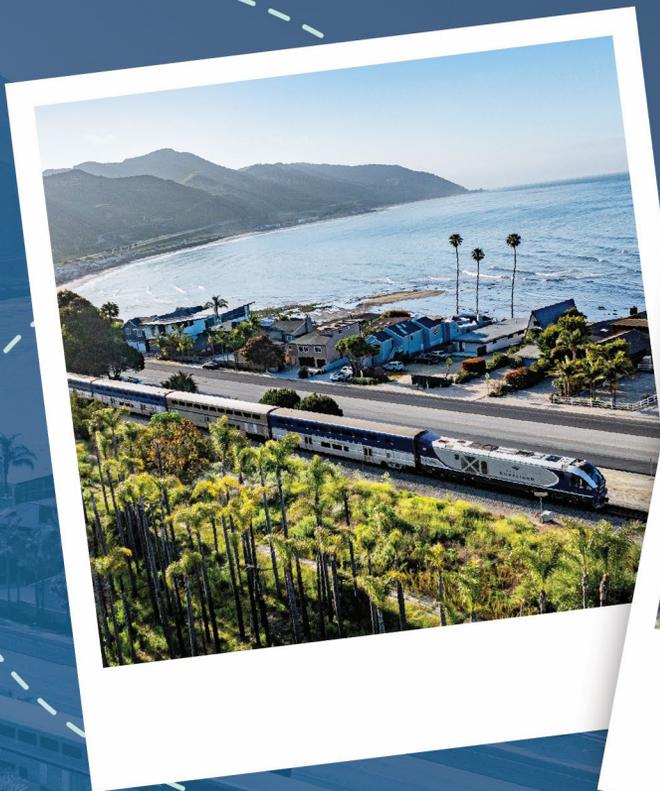
# Here's what we're working on



# YOUR TICKET TO

*Endless Escapes*

SAN LUIS  
OBISPO



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

SAN  
DIEGO

AMTRAK  
PACIFIC  
SURFLINER®

**Questions?**