



# Pacific Surfliner Marketing Update

LOSSAN Executive Meeting | March 7, 2024



# Results

# Performance Summary (PacificSurfliner.com)

- Quarter 2 (Q2) of Fiscal Year (FY) 2023-24 saw a decrease in revenue derived from PacificSurfliner.com compared to the prior quarter. This is due to a big decrease in advertising spending on Google.
- Over 200K qualified sales leads were delivered to Amtrak.com from the booking widget between October to December, resulting in more than \$1.27 million in revenue



Users to PacificSurfliner.com



Referral traffic to Amtrak.com



Bookings on Amtrak.com



Riders



Revenue

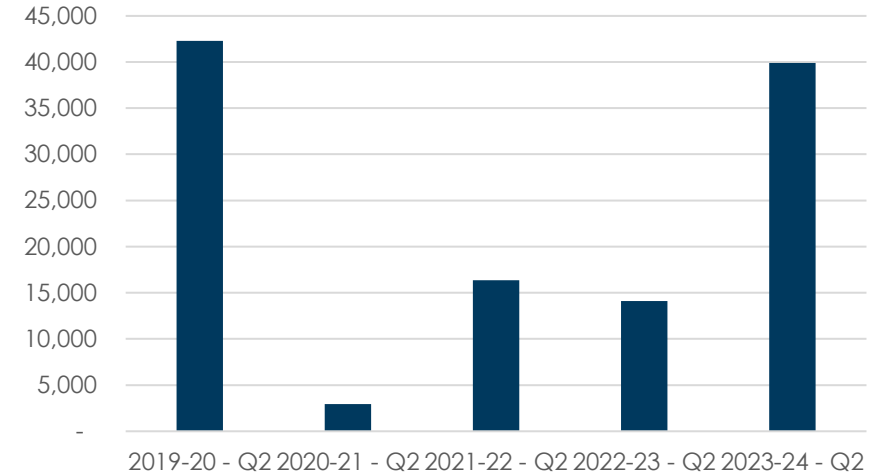
	Users to PacificSurfliner.com	Referral traffic to Amtrak.com	Bookings on Amtrak.com	Riders	Revenue
<b>Q2 – FY 24</b> (Oct-Dec)	643,970	201,038	20,719	39,905	\$1,272,519
<b>Q1 – FY 24</b> (Jul-Sep)	501,000	273,964	25,464	57,007	\$1,753,742



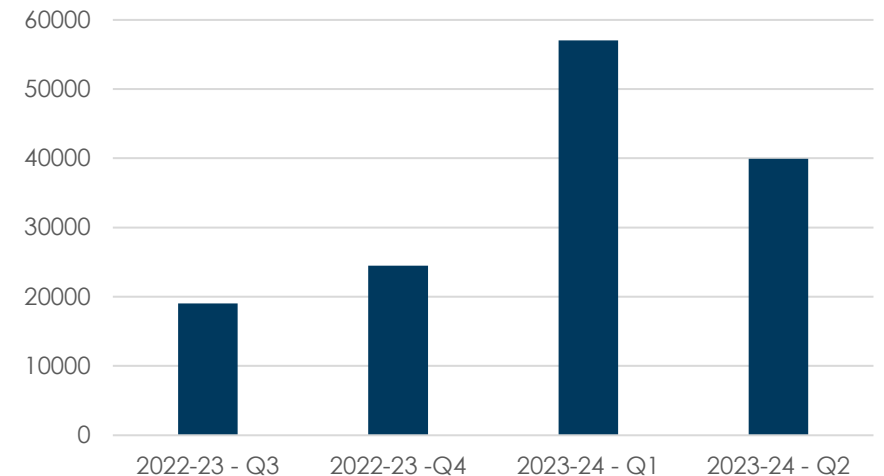
# Performance Over Time (from online bookings)

October to December	Referral to Amtrak.com	Bookings	Ridership (from online Bookings)	Revenue (from online Bookings)
2019-20 - Q2	187,721	22,691	42,288	1,436,023
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

Q2 Ridership Over Time



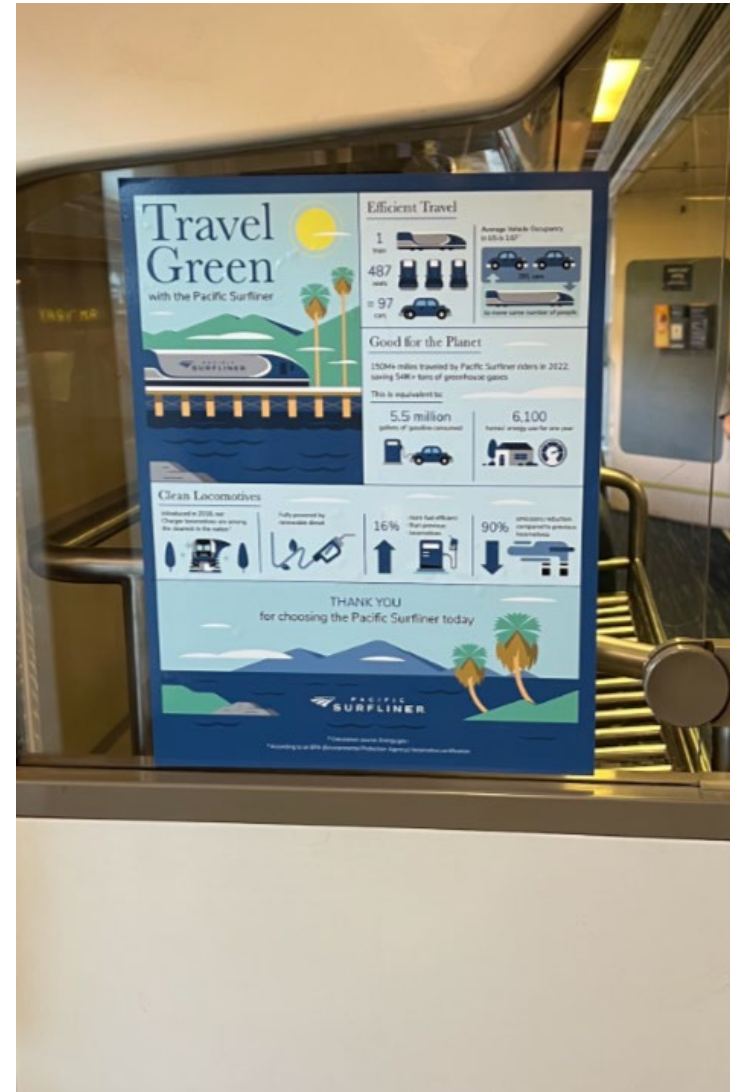
Past Year Ridership



# Marketing

# Marketing

- Holiday Photoshoot
- Spanish Campaigns Photoshoot
- Completed installation of the Sustainability Infographic



# Community Partners

- Convention and Visitor Bureau Partnerships
  - San Luis Obispo
  - Anaheim
  - Oxnard
  - Oceanside
- Visitor's Guides 2024 (Print ads)
- Digital ads

**AMTRAK PACIFIC SURFLINER**

Treat yourself to an unforgettable journey.

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.

Sporting events, concerts, theme parks – where will the train take you? Plan your trip and view travel discounts at [PacificSurfliner.com/VisitAnaheim](https://PacificSurfliner.com/VisitAnaheim).

**CRUISE ALONG THE COAST BY TRAIN**

Take the Pacific Surfliner to Oxnard 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. Sporting events, concerts, beach towns—where will the train take you? Plan your trip at [pacificsurfliner.com/visitation](https://pacificsurfliner.com/visitation).

#PACIFICSURFLINER @PACIFICSURFLINER

Enjoy the comforts of home while you travel.

Take the 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/SLOMap](https://PacificSurfliner.com/SLOMap).

**AMTRAK PACIFIC SURFLINER**

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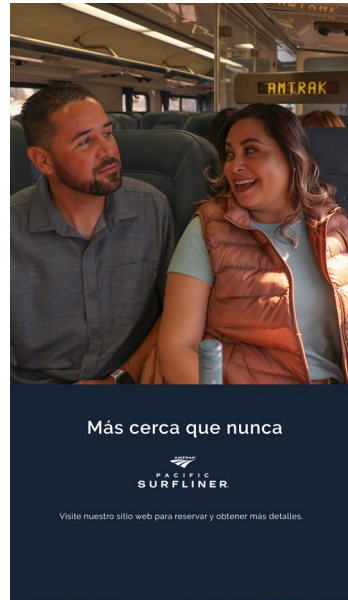
# Marketing Campaigns

## Digital:

- Ongoing Destination and Brand Campaigns
- Holiday Spanish Language Campaign Launch
  - **Impressions:** 985K
  - **Clicks:** 304K
  - **ROAS:** 16:1
  - **Conversions:** 27.4K

## Radio:

- LAist
  - **Dates:** 11/13 to 12/24
  - **Impressions:** 190K



### Viaje sin estres ni trafico

Pocos comprenden la magnitud del desafío que implica estar lejos de nuestros seres queridos. A pesar de que la tecnología nos permite mantenernos conectados, a veces la distancia se hace sentir. Sin embargo, en esta mágica época, el Amtrak® Pacific Surfliner® se convierte en nuestro mejor aliado, acortando las distancias y acercándonos cómodamente a nuestro México lindo y querido.

Su fascinante viaje por la pintoresca costa del sur de California y su oferta de beneficios a bordo hacen que cada viaje sea una experiencia relajante e inigualable.

[Reservar viaje](#)



Además, gracias a la ubicación estratégica de sus estaciones de tren, encontrará los cruces fronterizos de San Ysidro y Otay Mesa a tan solo 30 minutos en auto desde la estación Santa Fe Depot en San Diego. Inclusive, puede llegar directamente al cruce fronterizo de San Ysidro desde la estación de Santa Fe Depot utilizando la línea azul del Tranvía, sin necesidad de hacer transbordos.

Otro de los mayores beneficios de estar tan cerca de la frontera con



# Influencer: The Points Guy

YouTube: [The Points Guy](#) (Departures)

- **Travel Dates:** October 24
- **Subscribers:** 473,000
- **Video Views:** 70,000
- **Engagements:** 277 comments



# Influencer: The Knot

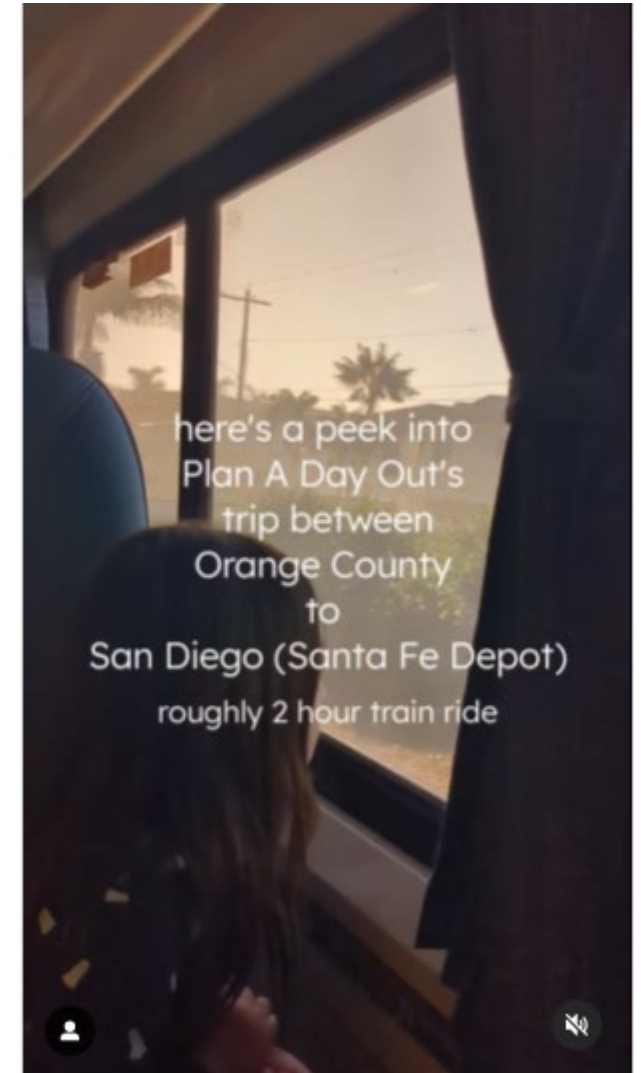
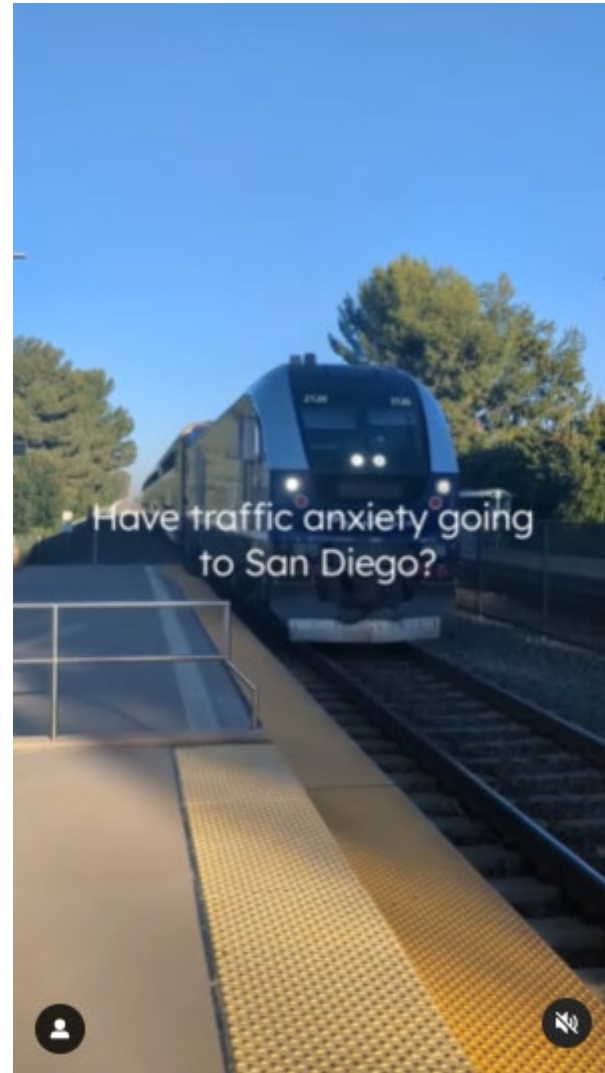
## The Knot: Couples ride to Santa Barbara

- **Travel Date:** Nov. 28
- **Followers:** 1 million
- **Impressions:** 49,777
- **Video Views:** 462,345
- **Engagements:** 40,000
- **Photo credit:** Patrick Quezada Photography



# Influencer: Plan a Day Out

- **Instagram:** [@Planadayout](#)
  - **Travel Dates:** October 21-22
  - **Followers:** 32,400
  - **Impressions:** 1,152
  - **Video Views:** 10,700
  - **Engagements:** 1,686





# Communications

# Communications

- **Passenger:**

- Thanksgiving Reservations
- December Track Closure
- Transition to Renewable Diesel

- **Media:**

- [Holiday Travel Press Release](#)
- [Sustainable Fuel Press Release](#)



November 22 – 27, 2023



**Amtrak Pacific Surfliner Rail Service Reduces Fleet's Environmental Impact With Sustainable Fuel Alternative**  
Amtrak® Pacific Surfliner® service transitions to a more sustainable fuel made from renewable raw materials

ORANGE, Calif., Oct. 3, 2023 -- The Los Angeles – San Diego – San Luis Obispo (LOSSAN) Rail Corridor Agency, which manages the Amtrak® Pacific Surfliner® service, is proud to announce that the passenger rail fleet is now powered by a more sustainable fuel alternative.

The Pacific Surfliner trains will now operate on renewable diesel (RD) which is chemically similar to fossil diesel but made from renewable raw materials such as used cooking oil, instead of crude oil. Compared to fossil diesel, RD significantly reduces greenhouse gas emissions by an estimated 63%<sup>1</sup> throughout its lifecycle, providing a steep increase to the sustainability of rail travel in Southern California. Furthermore, the switch to RD offers the potential to reduce other harmful emissions, including fine particulates and nitrogen oxides leading to improved local air quality.

Amtrak Pacific Surfliner Rail Service Reduces Fleet's Environmental Impact With Sustainable Fuel Alternative

"The adoption of renewable diesel for our Pacific Surfliner service is an important milestone in our ongoing commitment to environmental preservation and the fight against climate change," said Jewel Edson, Chair of the LOSSAN Agency Board of Directors. "We take immense pride in joining forces with Amtrak, state and federal agencies, rail equipment manufacturers, and fuel distributors who share our commitment to reducing greenhouse gas emissions and promoting sustainability."



## NOTICE: Pacific Surfliner will not stop at LA Union Station December 26-29

Bus connections with a prior reservation are available to connect passengers to the train at the next station.



**December 26-29, 2023:** Bus Connection to Amtrak Pacific Surfliner  
**BOARD IN FRONT OF UNION STATION WEST OFF ALAMEDA ST.**

**Bus to Glendale Station:**

- Take the bus connection to Glendale for all 700 series trains (770, 774, 784, 790, 794, 761, 765, 769, 777, and 785)

**Bus to Fullerton Station:**

- Take the bus connection to Fullerton for 500 series trains (562, 564, 572, 586, 573, 581, 589, and 595)
- Trains 580 and 591 are cancelled.
- Train 587 has been replaced by a special train 589, operating one hour later.

**Reservations Required:**

Reservations are required for bus connections and passengers must ride the bus they are ticketed for.

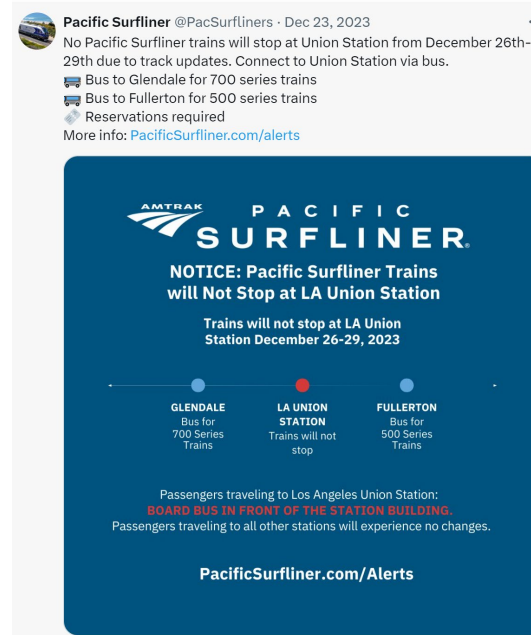
- Reserve or Modify: Amtrak.com, Amtrak App, or 800-USA-RAIL
- Monthly Pass: Use Amtrak's RideReserve system to reserve bus
- No Rail 2 Rail or Code Share tickets to/from Los Angeles

[PacificSurfliner.com/Alerts](https://PacificSurfliner.com/Alerts)






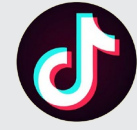
# Social Media

- Holidays
- Reposting content from our riders
- Fun Recap Reel
- December track closures





# Social Media Metrics

Platform	Total Followers	New Followers	Engagement*	Web Visits
	48,710	281	7,200	406
	19,221	1,691	14,100	617
	17,103	121	N/A	N/A
	1,313	19	98	N/A

\*Engagement: Shares, comments/replies, likes, video views, etc.

# Looking Ahead

# What's Next

- Spring Promo (ongoing until March 28)
- Track Reopening
- X Games Partnership
- Powered by Sustainable Fuel signs



Questions?