

# Let's Get Ready to Ride

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# EXECUTIVE SUMMARY

**SUMMER 'READY TO RIDE' RECOVERY SUCCESS TO 23% AND 45% RIDERSHIP ON WEEKENDS NOW FOCUSED ON JANUARY RETURN TO BUSINESS & SCHOOL AND WINTER REASONS TO TRAVEL**

## GO TRANSIT

- *GO Beyond* fall/winter leisure & weekend trip destination promotions & e-tickets
- Business and school partnerships and continued *Safety Never Stops* reassurance

## UP EXPRESS

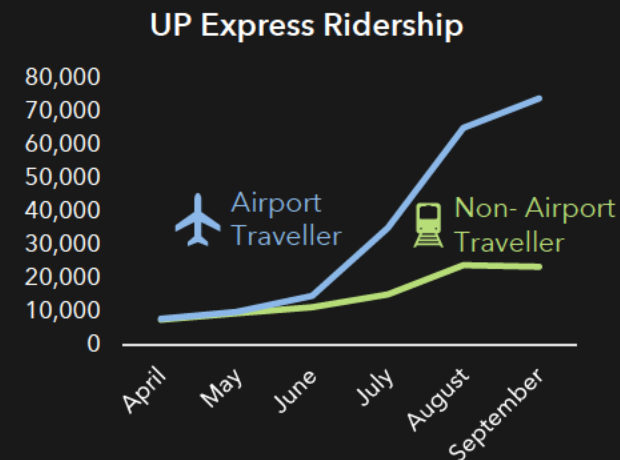
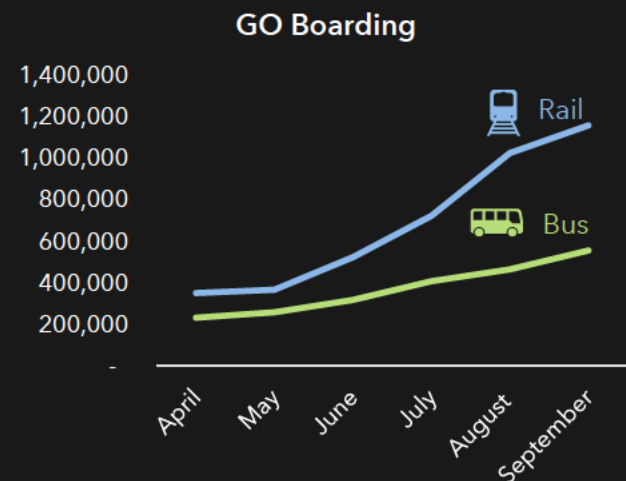
- *Keep your trip on track* campaign promotes 25-minute trip time as air travel returns
- Return of customer amenities

## PRESTO

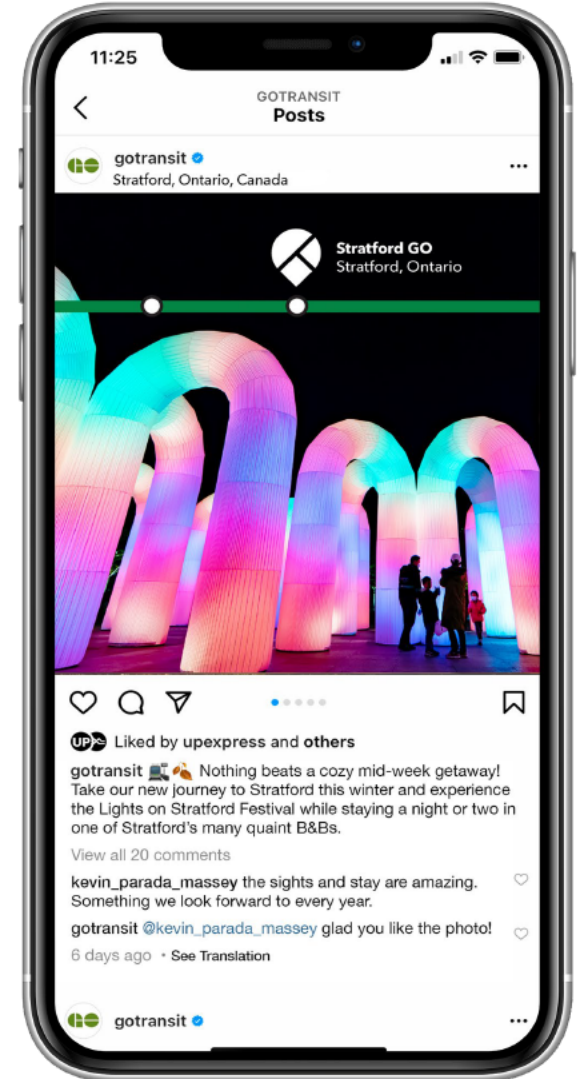
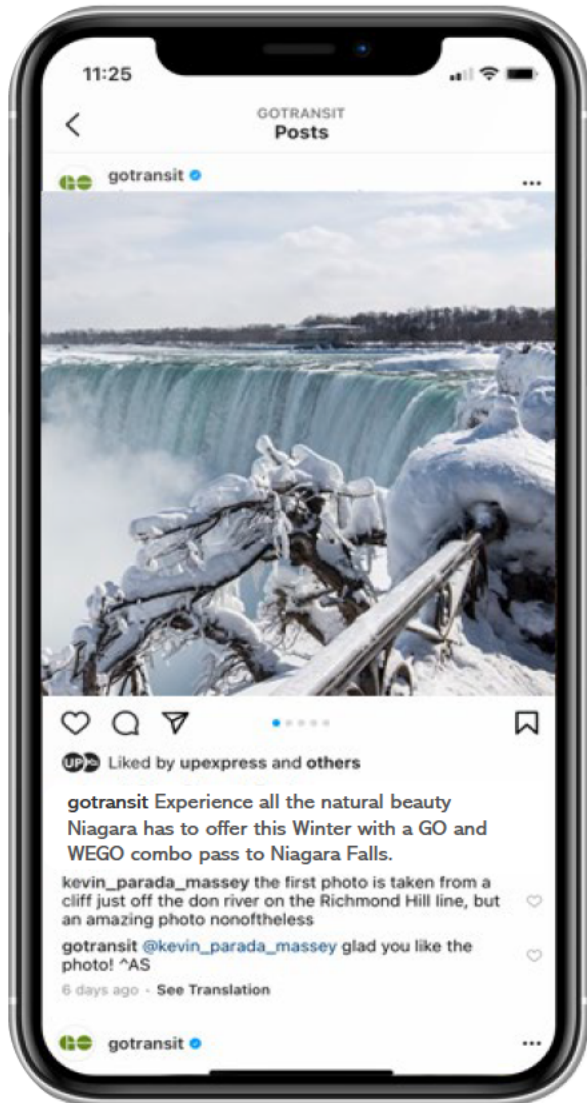
- PRESTO & transit partner campaigns promote app, e-tickets and Open Payment
- Revitalized PERKS program adds new partners

## METROLINX

- It's Happening new campaign launch includes digital, cinema & multicultural
- Community engagement plan brings to life resident benefits for capital projects



# GO BEYOND FALL & WINTER CAMPAIGN DESTINATIONS & CUSTOMER EXPERIENCES



LET'S GET READY TO RIDE

# UP AMENITIES RETURN & ENCOURAGES AIRPORT TRAVEL AS DEMAND INCREASES



由多倫多市中心到皮爾遜機場只需25分鐘

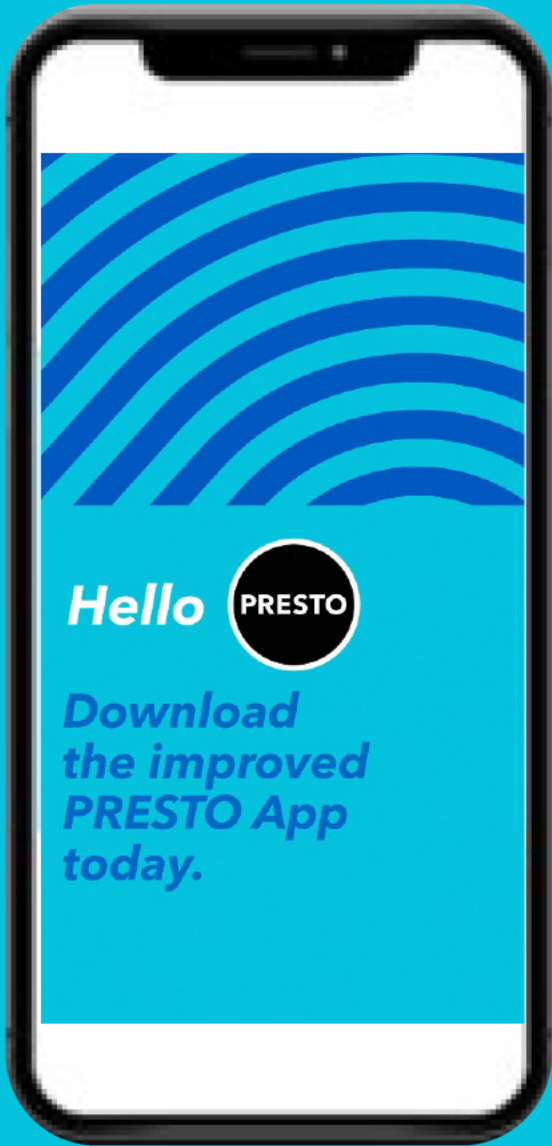


**UP** Union  
Pearson  
Express

快捷隱妥，讓行程暢通無阻

LET'S GET READY TO RIDE

PRESTO NEW APP BENEFITS, MULTICULTURAL & PARTNERSHIP REVITALIZED PERKS



TO RIDE

# IT'S HAPPENING CAMPAIGN BRINGS TO LIFE COMMUNITY & RESIDENT BENEFITS

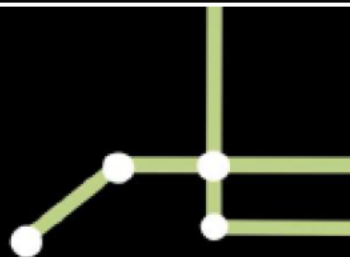


**40 MINS  
LESS TRAVEL TIME.  
40 MINS  
LESS LOOKING-FOR-  
PARKING TIME.**

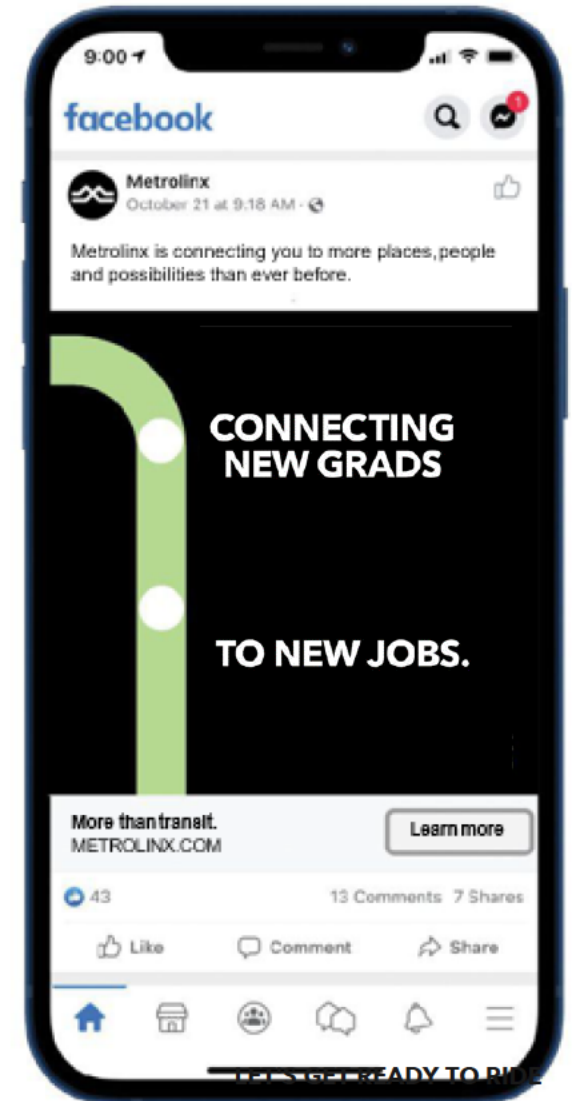
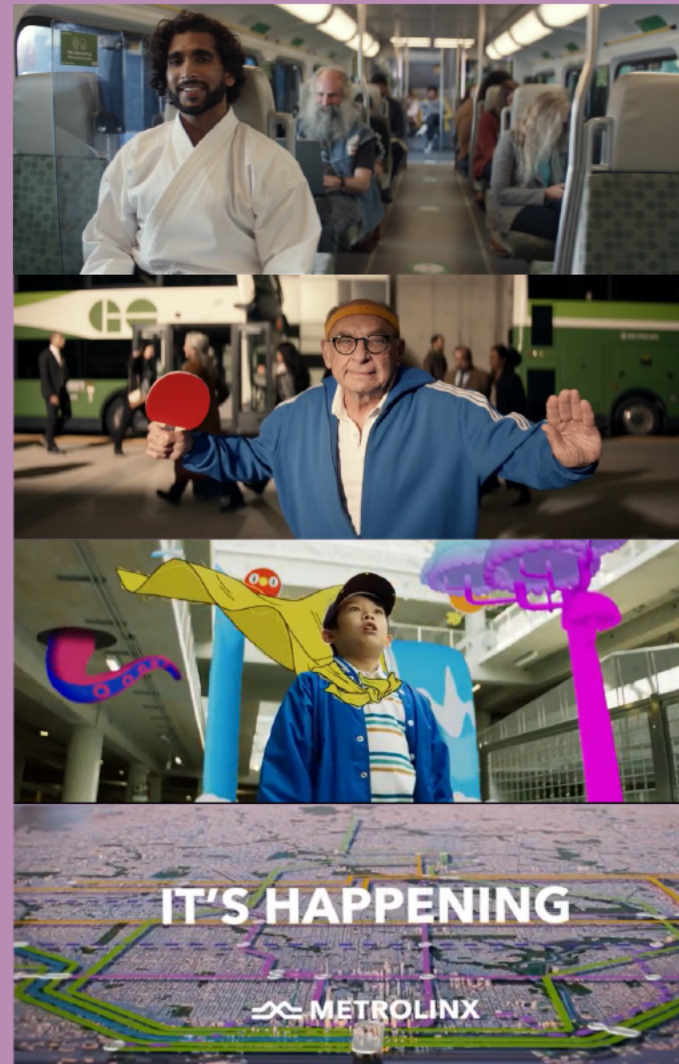
 **METROLINX**  
ONTARIO LINE. IT'S HAPPENING.

為您生活、工作  
和吃喝玩樂的地方  
創建理想未來

改變，正在進行。



欲查詢最新車庫資訊，請到 [metrolinx.com/its happening](https://metrolinx.com/its happening)



**PRESS *PLAY* ON OUR  
VIDEO PRESENTATION!**

