

# Let's Get Ready to Ride

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# EXECUTIVE SUMMARY

## MOMENTUM FROM NOVEMBER RIDERSHIP (26.6% OF 2019) INTO DECEMBER POSITIONS US WELL FOR 3-STEP REOPENING AND A RETURN TO LEISURE, SCHOOL AND BUSINESS TRAVEL

### GO TRANSIT

- *Safety Never Stops* reassurance campaign in market to communicate we're "ready when you are"
- *GO Beyond* leisure & weekend trip destination promotions & e-tickets

### UP EXPRESS

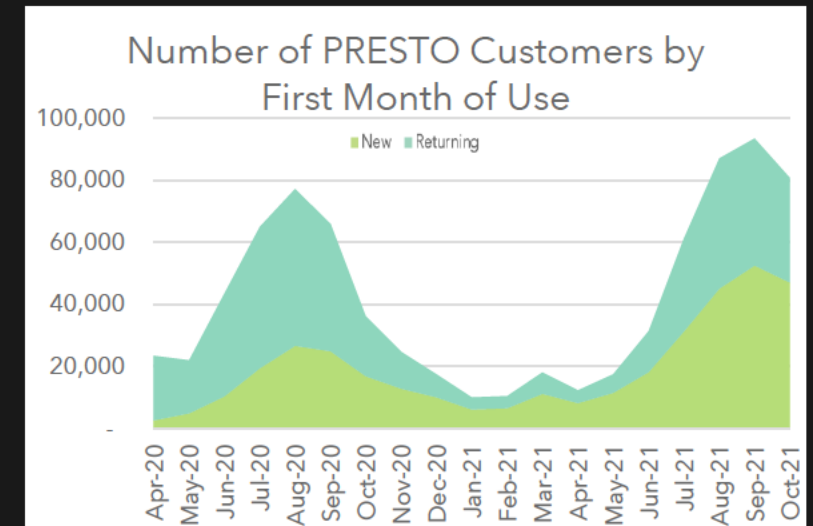
- Safety messaging continues
- Keep Your Trip on Track campaign will restart as travel resumes

### PRESTO

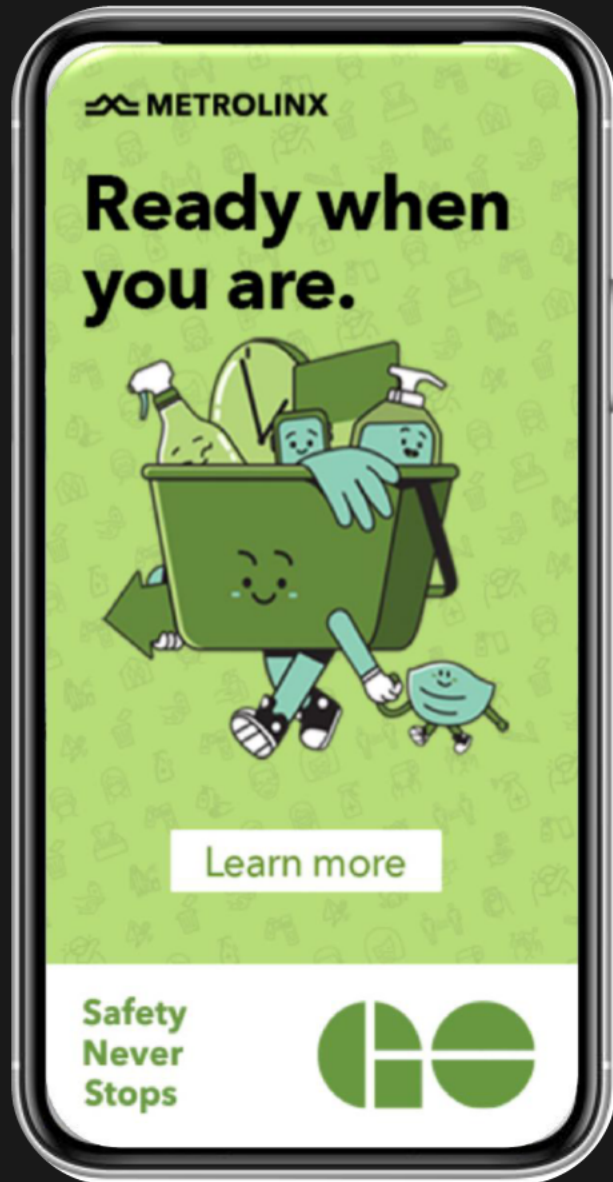
- PRESTO PERKS partner expansion in the works & e-ticketing roll out
- App campaign has generated 224,000 downloads to date and continues

### METROLINX

- It's Happening 5.0 promotion of transit progress
- Vision 2030 campaign continues with multicultural PR, online videos and social
- Capital projects stream promotes customer-resident benefits and drives project newsletter acquisition




# SAFETY NEVER STOPS, GO BEYOND DESTINATIONS & NEW CUSTOMER EXPERIENCES




METROLINX

## Ready when you are.



Learn more

Safety Never Stops

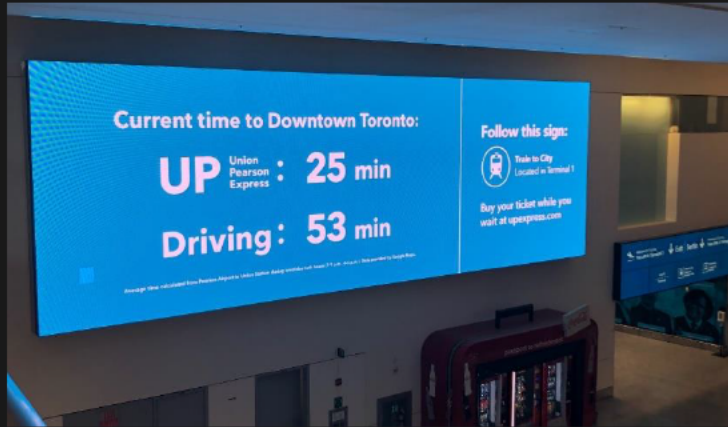


清潔不會停  
現在不會，將來也不會！  
沒錯！我們是執著了一點

安全保障永不停



# KEEP YOUR TRIP ON TRACK, CUSTOMER EXPERIENCE, AND TRAVEL INSPIRATION



## 10 BEST TRAVEL DESTINATIONS



由多倫多市中心到皮爾遜機場只需25分鐘

### UP Express 機場快線，輕鬆準時到達機場的無憂之選

「曾經有一年，在聖誕節期間，多倫多地區的居民們紛紛出門採買聖誕禮物，而此時，正是多倫多最繁忙的購物季節。在聖誕節期間，UP Express 機場快線，為您提供最快速、最舒適、最準時的服務，助您輕鬆準時到達機場。UP Express 機場快線，是您聖誕節期間往返機場的最佳選擇。

UP Express 機場快線，為您提供最快速、最舒適、最準時的服務。從多倫多市中心到皮爾遜機場，只需 25 分鐘。UP Express 機場快線，是您聖誕節期間往返機場的最佳選擇。

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**Balzac's Coffee** @Balzacs · Dec 22, 2021

This is your **LAST CHANCE** to win a \$500 grand prize, including \$100 cash!

Here's the location clue:

Those who live in the GTA can get their morning coffee here after riding the express train into the city.

[instagram.com/balzaccoffee](https://www.instagram.com/balzaccoffee)

[Balzac's Coffee Roasters \(@balzaccoffee\) · Instagram...](#)



## DISCOVER TORONTO: BEST SOUP FOR TAKEOUT IN THE CITY

# RELAUNCH PRESTO PERKS PARTNERSHIPS AND E-TICKET EXPANSION



## PERKS

AGH

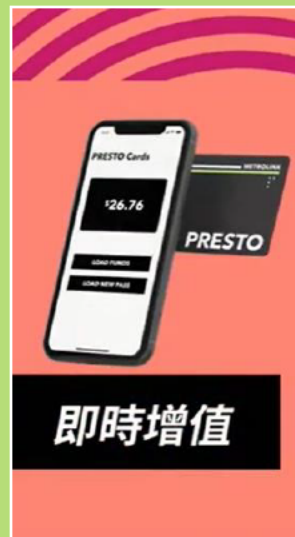
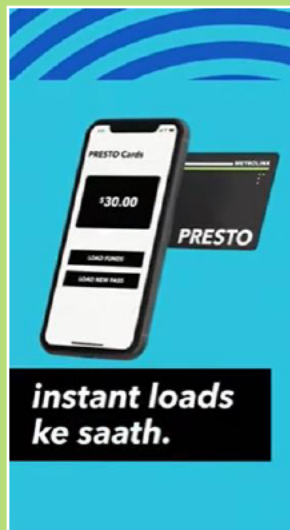
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FESTIVAL



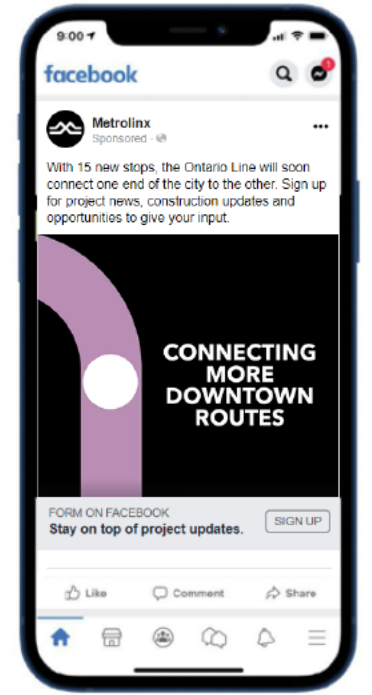
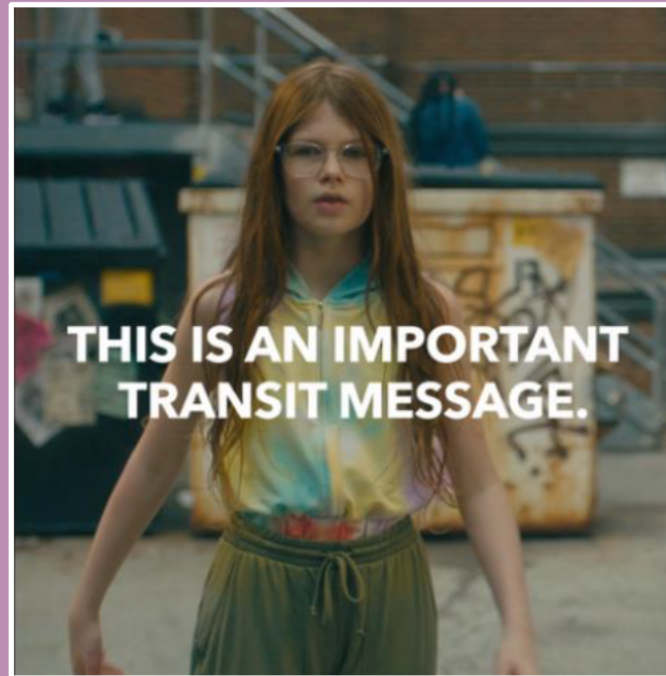
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# IT'S HAPPENING CAMPAIGN BRINGS TO LIFE TRANSIT & RESIDENT BENEFITS



# **Let's Get Ready to Ride**



