

E-ticketing Pilot Update

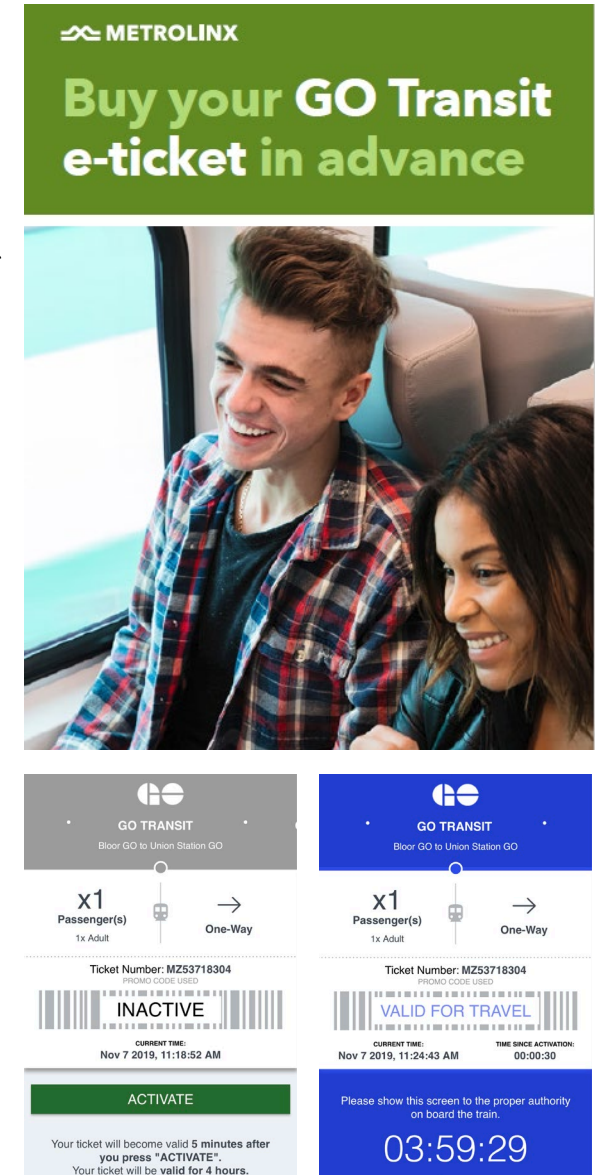
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EXECUTIVE SUMMARY

This report is provided to the Board of Directors for information only and provides an informational update on current and planned initiatives in support of the current e-ticketing pilot

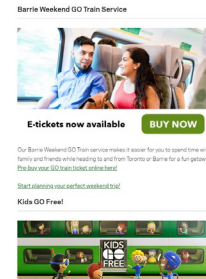
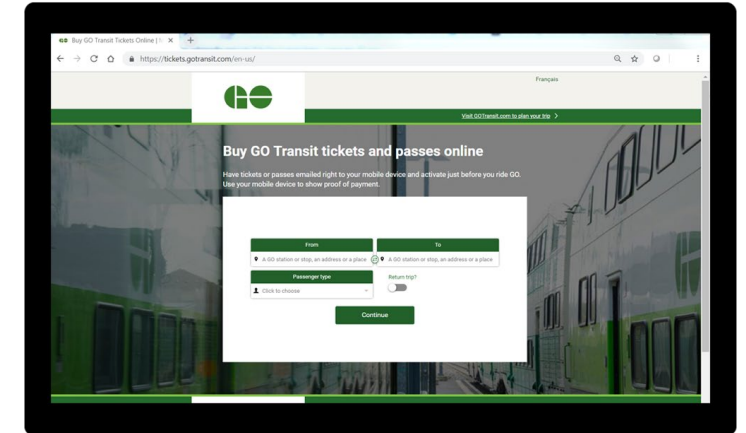
- E-ticket sales continue their growth momentum since pilot launch in July, offering a welcome convenience for customers to pre-plan
- Pilot provides a convenient pre-planned purchase option, proving to be a desirable customer experience for seniors, event and weekend travel
- Next for the pilot - increased event-based ticketing options, further integration with GOtransit.com and using tests on the platform to inform future options



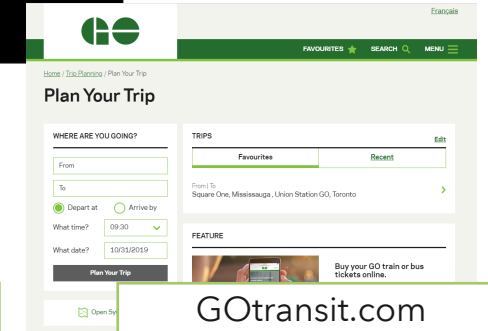
E-TICKETING, A FIRST FOR GO TRANSIT

E-ticket sales continue their growth momentum, offering a welcome convenience for customers to pre-plan

- E-ticketing pilot launched in July
- Convenient pre-purchase options for infrequent GO riders
- Events and promotions on GOtransit.com driving to e-tickets
- Links to e-ticketing integrated through Digital Tools on GOtransit.com
- Removing barriers for occasional riders to get on GO




Promotions driving to e-ticketing




GOtransit.com integration

E-TICKETING PILOT, MARKETING AND CUSTOMER COMMUNICATIONS SUPPORT

**GO Transit**
Sponsored (demo)

Getting to the  game is now a homerun with a GO Transit mobile e-ticket.




Find your hangout time on the way to the Jays game. Get to the game with GO Transit.

E-TICKETS AVAILABLE


GOTRANSIT.COM/JAYS

Pre-buy your ride!
Kids GO Free


Book Now

  You and 225 others

97 Comments 29 Shares


**METROLINX**

Buy your GO Transit e-ticket in advance



Take GO Transit to Cirque du Soleil, just steps away from Exhibition GO Station.

Pre-buy your e-ticket at tickets.gotransit.com



**GO Transit**
Sponsored

Heading to the CNE? Let us be your first thrill ride of the day!



Take GO Transit to the Ex. Aug 16-Sept 2

50% OFF adult fare

GOTRANSIT.COM/CNE

Seniors save 50% on GO
Buy your GO e-tickets now

Book Now

**GO Transit**
Sponsored

Getting to the Caribbean Carnival Parade is now a music to your ears with a GO Transit mobile e-ticket.



Take  to the Caribbean Carnival Parade on Aug 3rd!

E-TICKETS AVAILABLE

gotransit.com/CaribbeanCarnival


Extra GO Train Service available!
Kids GO Free




Book Now

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You've decided to just GO. We'll show you how! Learn more about our latest promotions, contests, events, and special seasonal service.

Cirque du Soleil




Get to Cirque du Soleil with GO e-tickets

BUY NOW

Cirque du Soleil is running their Alegia production at Ontario Place, from September 12 to December 1, 2019. You can now [pre-buy GO train or bus tickets online](#) to make it easier to get to the show.


[Start planning your trip now!](#)

Niagara Weekend GO Train Service




E-tickets now available


BUY NOW

**METROLINX**

Don't want to wait? Buy your ticket online.

tickets.gotransit.com



 METROLINX

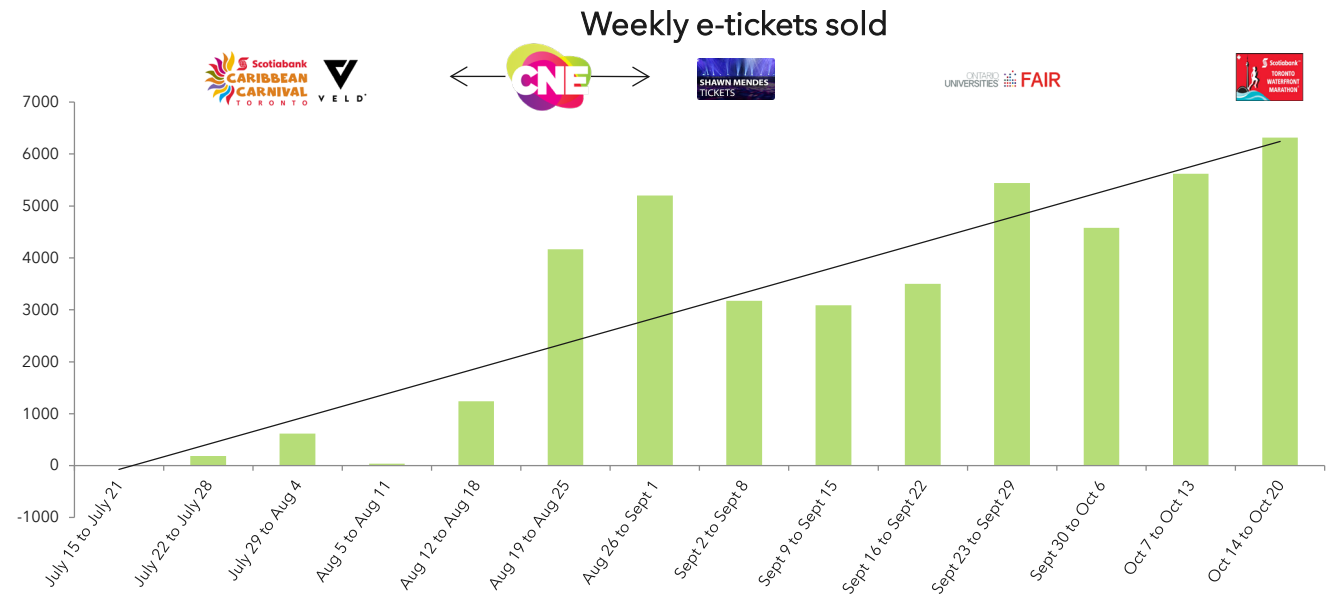
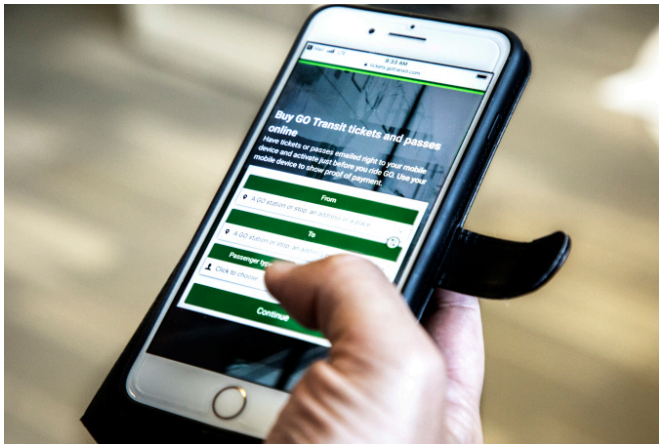
RIDERSHIP INITIATIVES

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WEEKEND, ROUND-TRIP AND SENIOR TRAVEL WITH E-TICKETS

E-ticketing pilot provides a convenient pre-planned purchase option, proving to be a desirable customer experience for seniors, event and weekend travel

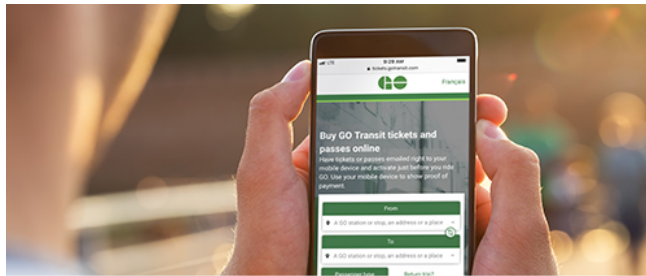
- Since launch, e-ticketing sales have shown weekly growth, with uplift tied to major events
- E-tickets make off-peak travel more convenient, with 43% of sales on Friday and Saturday
- Senior's use of the platform greater than anticipated
- A convenient round-trip travel option, 64%



WHAT'S NEXT

More event-based ticketing options, powered by e-ticketing pilot

- Santa Claus Parade launch of Adult pass product, with more event-based ticketing to come
- Further integration with GOtransit.com trip planning tools
- E-ticketing pilot testing will help to inform future pricing options and PRESTO digital ticketing



E-tickets now available

BUY NOW

How many	Passenger type	Cost
1	Adult (Ages 13 to 64)	\$11.20
0	Senior (Ages 65+)	\$0.00
0	Student (with ID)	\$0.00
0	Child (Ages 6 to 12)	\$0.00

Same-day return trip? ☐

Calculate \$11.20

Purchase tickets for this trip

GOtransit.com Fare Calculator integration

