

# **Ridership Initiatives**

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# EXECUTIVE SUMMARY

## Customer insights:

- Campaigns have led to increased ridership and revenue growth.
- Promotional partnerships increase ridership and revenue especially on off-peak travel (travel during the day and evening) and on weekends.

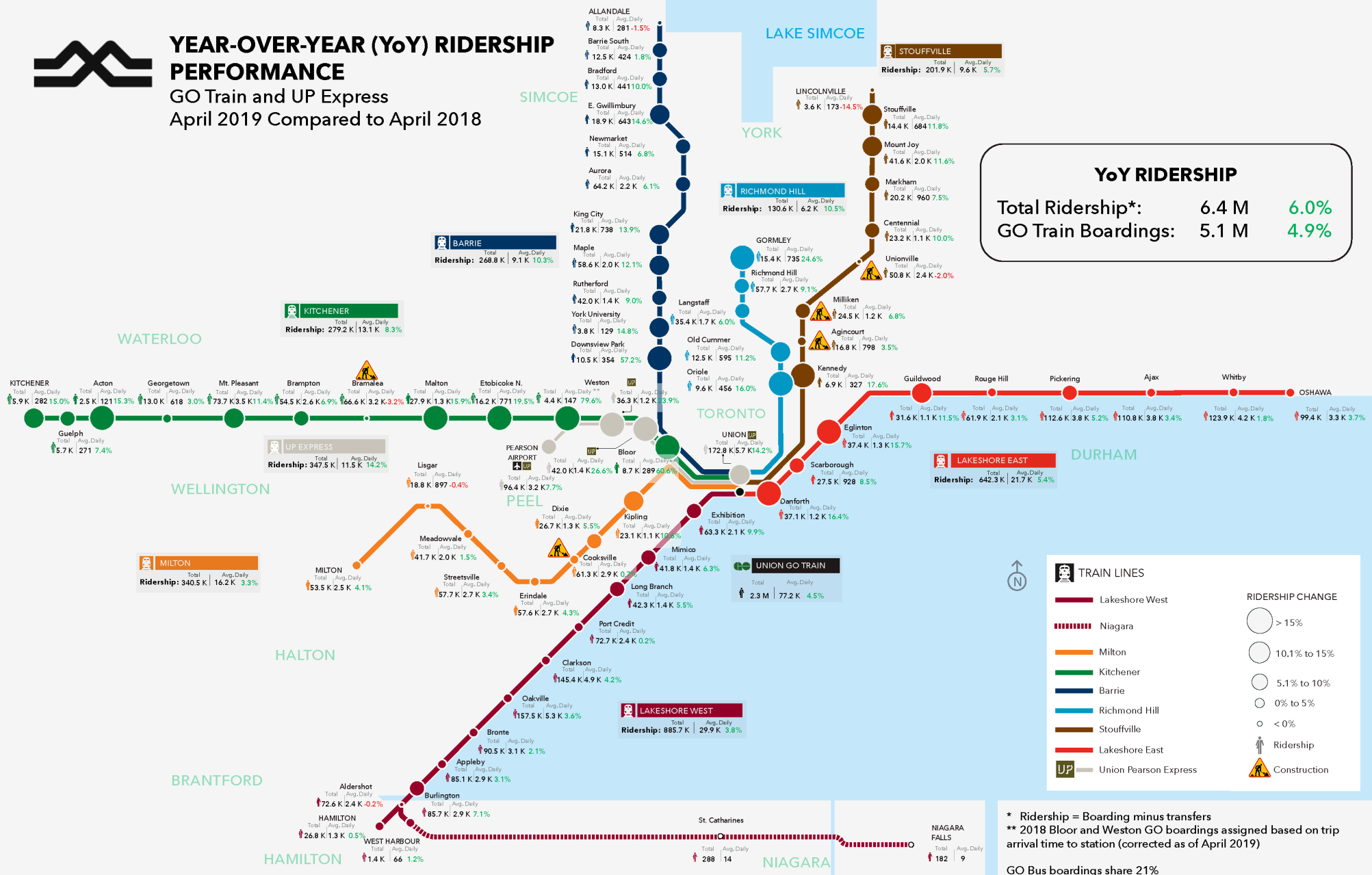




# YEAR-OVER-YEAR (YoY) RIDERSHIP PERFORMANCE

## GO Train and UP Express

April 2019 Compared to April 2018



# INSIGHTS TO ACTION

Data-driven insights are feeding into action plans to continue our growth trajectory

- 6.0% Year over Year (YoY) growth in April 2019.
- Boardings increased on each corridor.
- Driven by Kids GO Free, increased service, bus marketing and destination-based campaigns.





# MARKETING CAMPAIGNS DRIVE RIDERSHIP

**Preliminary results show Kids GO Free has been successful in increasing adult ridership across the network.**

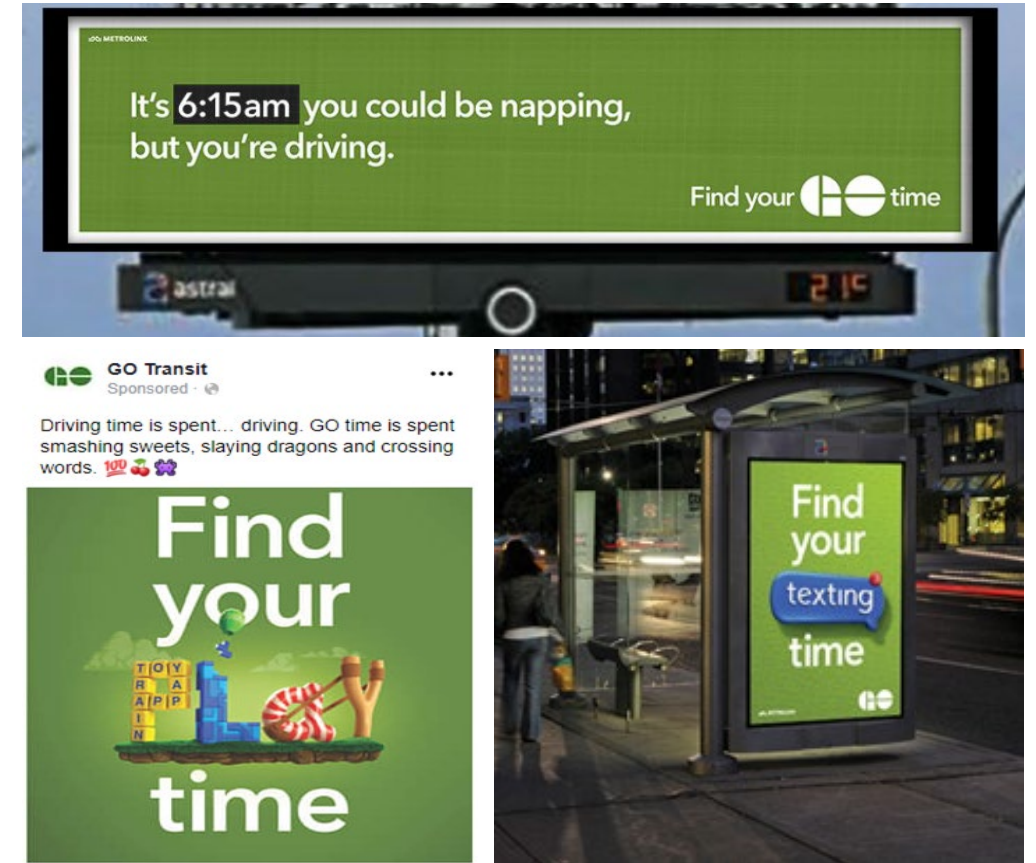
- Launched March 9, 2019 supported by an awareness campaign.
- Increase of 11.9K adult weekend boardings.
- Continued marketing support continues throughout the summer months.



# RIDERSHIP CAMPAIGNS

**Promoting the GO transit value proposition - time well spent and offering time back in your day - validating current customer behaviour and attracting new riders**

- New GO ridership campaign, building a stronger connection with customers.
- Refreshing campaign with creative applications: high-impact contextual digital highway billboards and on-line videos.



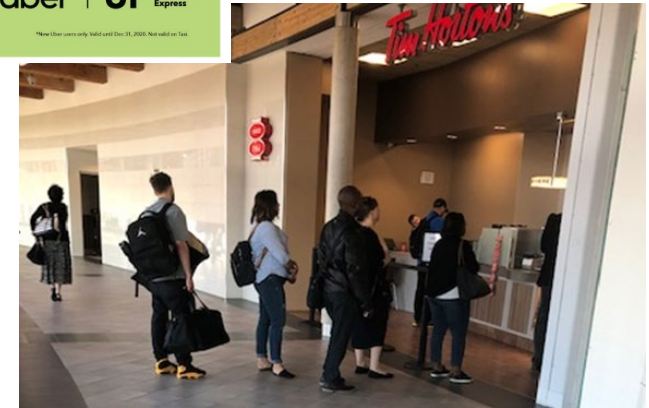
# IMPROVING CUSTOMER EXPERIENCE

Partnerships and offerings that improve customer experience throughout their journey

**Uber** - the Metrolinx/Uber partnership has maintained its strength with steady increases in use from all UP Express stations

**Tim Hortons** - re-opened at Burlington Station and coming soon to Oshawa GO Station.

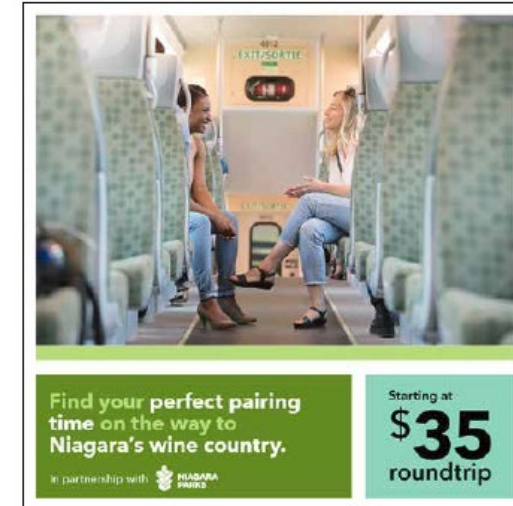
**E-Ticketing** - option for occasional customers and special events coming soon.



## DESTINATION-BASED TRAVEL

Encouraging people travel to some of Ontario's best destinations by GO Transit

**Niagara Service** - travel package starting at \$35 per person or \$65 per group, including WEGO bus service from the station to complete their journey.



**Muskoka Service** - providing connections to and from Orillia, Gravenhurst, Bracebridge and Huntsville at Allandale GO station.





## PROMOTIONAL PARTNERSHIPS

Creating value and excitement through seasonal events and PRESTO Perks offers - driving combo ticket sales and contributing to increased ridership

- **Summer events in Toronto:** Honda Indy, Canadian National Exhibition, Toronto Wolfpack and Pride.
- **PRESTO Perks discounts:** Hockey Hall of Fame, Royal Ontario Museum, Ripley's Aquarium, Gardiner Museum.

