

Ridership Initiatives

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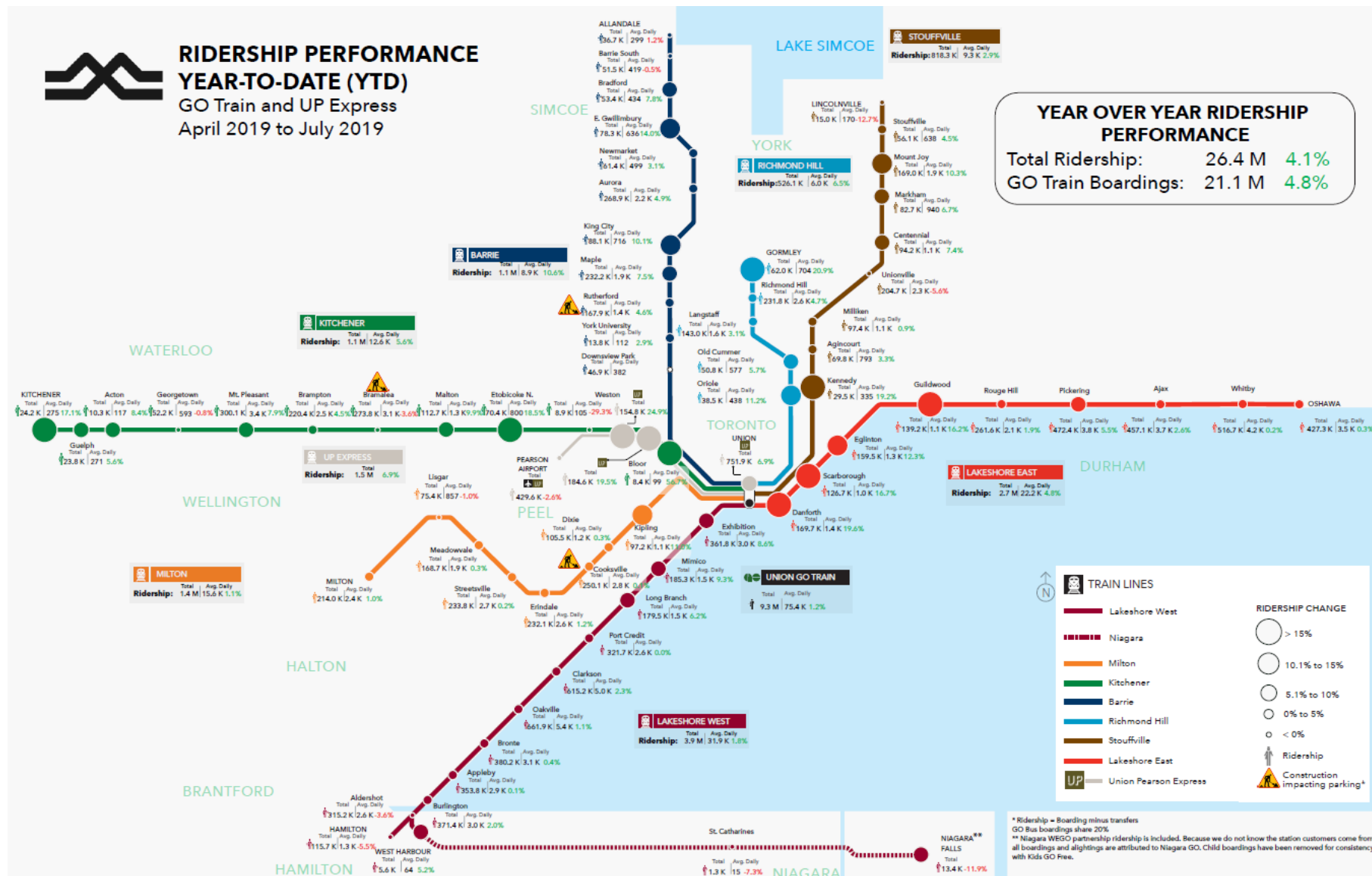
INSIGHTS TO ACTION

4.1 % Ridership growth is supported by a combination of service increases, cultural events, marketing campaigns, partnerships and digital growth

- **Service increases** Barrie corridor showing strongest growth (+10.6%), in particular off-peak ridership.
- Brand marketing campaign is exceeding targets with a **+77% increase in positive response to the GO brand**
- **71% increase in ridership for Honda Indy over 2018**
- **18 event, target and trip purpose campaigns planned for Fall** continued growth from destination-based travel with seasonal partnerships.
- **New e-tickets** sales are quickly gaining momentum since launch in late July and are well received by customers.



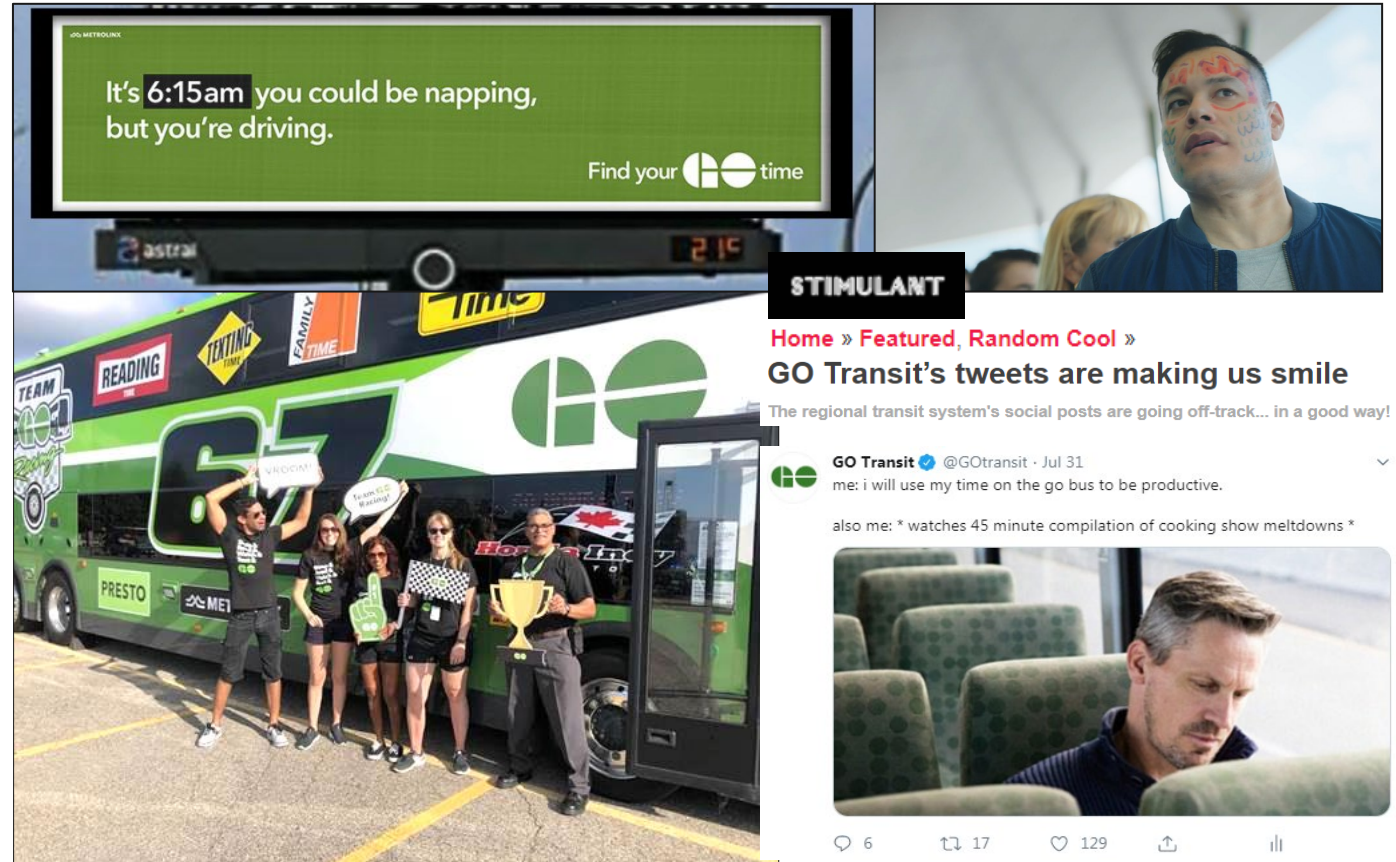
RIDERSHIP INCREASES SEEN ACROSS THE NETWORK



RIDERSHIP CAMPAIGNS

Promoting time on GO as time well spent, building a connection with new customers to drive ridership, featuring all the things you can do while travelling on GO.

- Find Your GO Time Online Video has performed well, driving our target audience to consider taking *and* feel more positively about GO:
 - Consideration to purchase +76%
 - Positive opinion of GO +77%
- GO Memes and GO/UP .GIFs have positioned us well, especially with audiences who are well-versed in internet culture. Meme posts receive 1.5-2x the engagement vs. past posts on our channels



EVENTS AND ENTERTAINMENT DRIVE RIDERSHIP

Raptor's Parade on Monday, June 17 resulted +101K more boardings across GO and UP.

- **Raptors Parade a one-day event** had a +33% increase in ridership, with 92K boardings on GO, and 9K more boardings on UP Express.
- **Attracting new or infrequent riders:** paper ticket sales increased by almost 75K. Opportunity for conversion to future rides. PRESTO card sales also increased.
- **Insights for future promotion:** large-scale events continue to drive ridership. Opportunity to promote GO for all sporting and entertainment events during the year.



EVENTS AND ENTERTAINMENT DRIVE RIDERSHIP

Many significant summer events drove ridership across the network.

- **Pride Weekend** effective marketing saw a 30K increase in GO and UP Express boardings. Supported by a strong brand presence with a decorated bus and almost 200 Metrolinx staff marching in the parade.
- **Honda Indy Weekend** saw an increase in combo (GO ride + admission) ticket sales. We saw a 71% increase in boardings versus year ago.
- **August Civic Holiday Weekend** launch of new GO e-ticket platform with promising results. Supported by Caribbean Parade targeted social media and through VELD music festival partnership.



E-tickets now available

[BUY NOW](#)

DESTINATION-BASED TRAVEL

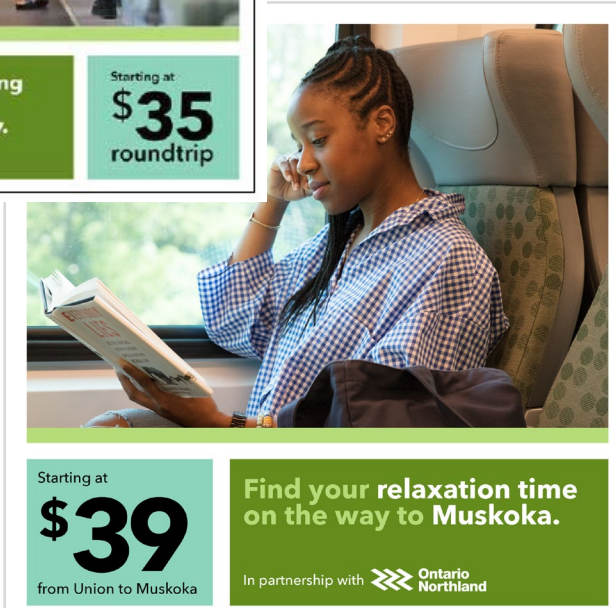
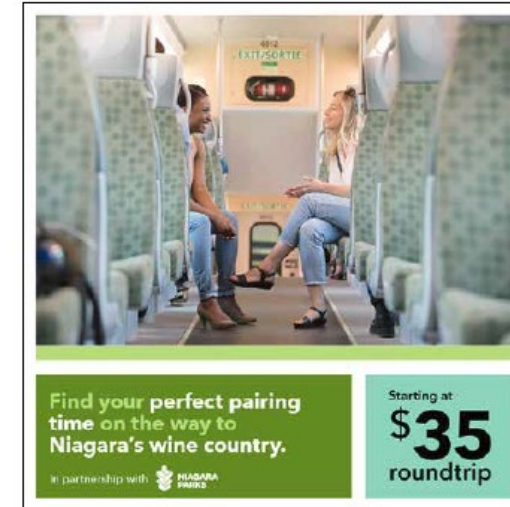
Steady interest in our seasonal service to Niagara and growth with our Muskoka service following a successful 2018 pilot.

Niagara Parks Partnership

- 3.8K ticket packages sold, making up approx. 47% of total Niagara Fall GO Station boardings.*
- The seasonal service is continuing into year-round service, creating opportunities to build more partnerships, connecting customers to the Niagara Region.

Muskoka

- GO Transit's Interlining service that connects the GO Barrie train with an Ontario Northlands bus, that goes to provide service to North Bay has served over 317 riders, with particular success over long weekends. Service concluded on September 1st.



COMING THIS FALL!

We're partnering with large local events this Fall to drive ridership.

- **Cirque du Soleil's Alegria** is performing at Ontario Place from Sept 12 – Nov 24, and has partnered with GO to promote getting to the show with train graphics, a unique stunt activation, convenient e-tickets and more.
- **The Royal Agricultural Winter Fair** runs from Nov 1-10; discounted combo tickets including your GO fare and admission will be available.
- The **Santa Claus Parade** rolls into town on Nov 17, GO will be promoting special service on select lines, Kids GO Free and the option to pre-buy adult e-tickets for easy family travel.
- **GO has teamed up with the Argos** for the first time; offering combo tickets for individual games and season holders, promoted both on Ticketmaster and Argos sites.



Score game tickets and GO rides to and from the game for one low price.

Buy the GO and Argos combo ticket now:
gotransit.com/argos



E-TICKET CHANNEL OPPORTUNITIES

Our customers are loving the ease and convenience of our new E-tickets with +229% increase in the last week of August alone.




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



Français

[Visit GOTransit.com to plan your trip](#)

Buy GO Transit tickets and passes online

Have tickets or passes emailed right to your mobile device and activate just before you ride GO. Use your mobile device to show proof of payment.

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To

A GO station or stop, an address or a place

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GO Transit

From Pickering GO to Union Station

x2

Passenger(s)



→

One-Way

Ticket Number: MZ53673406



Please show this screen when asked for proof of fare purchase.

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