

# Ridership Initiatives

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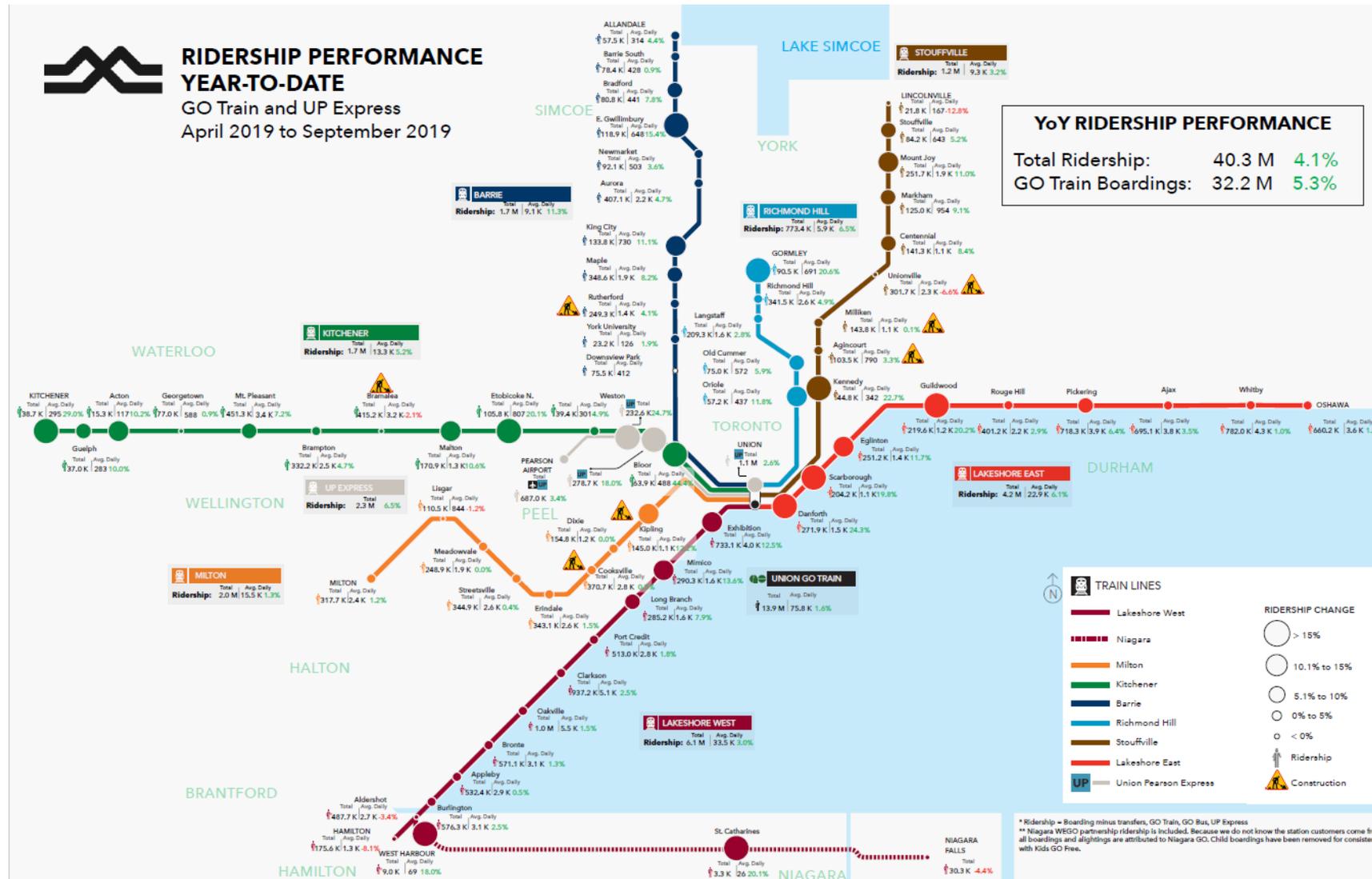
# EXECUTIVE SUMMARY

## Ridership results and insights:

- September continues to build monthly ridership momentum +7.8% prior year
- Short distance trips to/from Union +12.4%
- Find Your GO Time campaign connects with 18-24 year olds: attendance at student fairs, increased student concessions set on PRESTO
- Promotional & event partnerships grow off-peak and weekend ridership
- Journey purposes driving new service demand and Holiday plans



# RIDERSHIP INCREASES SEEN ACROSS THE NETWORK



- **Strong growth despite weekend Barrie Corridor Sept 21/22 closure that reduced boardings -22%**
- **Lakeshore East grew +9.3% in the peak in Sept and +15.3% with midday service increases**
- **Growth is even stronger at +5% comparing adult boardings to prior year**

# INSIGHTS TO ACTION

+4.1%\* ridership growth is supported by combination of service increases, cultural events, marketing campaigns, partnerships and digital growth

- **Barrie corridor** showing strongest growth +11.3%
- **Lakeshore East**, with 24% of our rail ridership, grew +6.1%
- **Over 550K boardings in August and Sept from events**, 122K more boardings than last year with effective promotion of short distance trips and Kids Go Free to partnership events
- **Growth accelerated +12.4%** at stations close to Union, and +22% on weekends



# FIND YOUR GO TIME STUDENT CAMPAIGN, SHOWS RESULTS

**Multi-channel campaign launches late August with social media and on-campus events; Student rail ridership is up +5.2% compared to last year.**

- **+16% more unique student cards used** in September versus last year
- **+58% new student concessions set on Presto cards** in September versus year ago
- **Campaign drives 52,229 web page views.** Referral sources reflect campaign: organic search, Snapchat, direct, Instagram, Google CPC, [Ryerson.ca](http://Ryerson.ca), [Georgebrown.ca](http://Georgebrown.ca), Facebook



# CNE TARGETED MARKETING CAMPAIGN

**CNE delivers 115,000 incremental boardings this year by promoting short distance trips, Seniors Discount, Kids GO Free and increased service**

- **CNE attendance**, 1.4 million with almost 50% family demographic
- **GO bus on-site as a billboard** promoting Kids GO Free, along with customer engagement activities: GO Bear, bus tour, photo ops
- **Ridership increases** almost +20%
- **Seniors growth over +39%**, with almost 29K ridership lift

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

Like Comment Share

GO Transit Sponsored · 🌐

Beat the crowds to the CNE! Enjoy all-day GO Transit service for easy family travel.

KIDS GO FREE

gotransit.com/CNE  
Take GO Transit to the Ex  
Buy your GO e-tickets now

BOOK NOW

24 1 Comment 7 Shares

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# COMING THIS WINTER

Using the CNE model, promoting a variety of compelling Trip Purpose events, partnerships and destinations, using fare concessions and e-ticket platform to drive interest and incremental ridership

- Royal Winter Fair
- Winter One of a Kind Craft Show
- Holiday shopping bus pilot
- Holiday campaign
- Aurora Winterfest



**Let's go shopping!**

Direct Service to Malls.  
Buy your e-ticket today.

**BUY NOW**



**GO Transit**  
Sponsored •

Save with PRESTO! A short GO trip from Danforth, Mimico, Scarborough or Union is \$3.70, plus get 50% off admission on Nov 27.

**One of a Kind**  
Nov 21 - Dec 1



**OUR KIDS CAN'T WAIT TO MEET YOUR KIDS**

Bringing your herd to The Royal? Kids 12 and under ride GO Transit for free!

LOCAL FOOD • HORSE SHOW • LIVESTOCK SHOW  
FAMILY FUN • SHOPPING • CRAFT BEER & CIDER  
LIVE ENTERTAINMENT • HORTICULTURE • EDUCATION  
ROYALFAIR.ORG

**TICKET OFFER:**  
ONE-DAY ADULT ADMISSION  
(\$7-14) + GO trip for \$38.50  
ONE-DAY FAMILY ADMISSION  
(\$2 Adults, 2 kids under 12) + GO trip for \$90.00

**Royal**  
NOVEMBER 1-10, 2019  
GET AGRICULTURED

Canada Ontario Toronto

