

UP Express Ridership & Fare Sales

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EXECUTIVE SUMMARY

- UP Express ridership grew over 20% in the first half of the year with both Airport traveller and non-Airport traveller segments experiencing growth.
- Three airport initiatives emphasize 'Customer first' to strengthen fare sales.
 1. Customer Service Desk pilot
 2. Ticket Vending Machine (TVMs) optimization & mobile sales agent pilot
 3. Traveller acquisition advertising
- Plan continues a collaborative partnership with Greater Toronto Airport Authority.

RECOMMENDATION

RESOLVED:

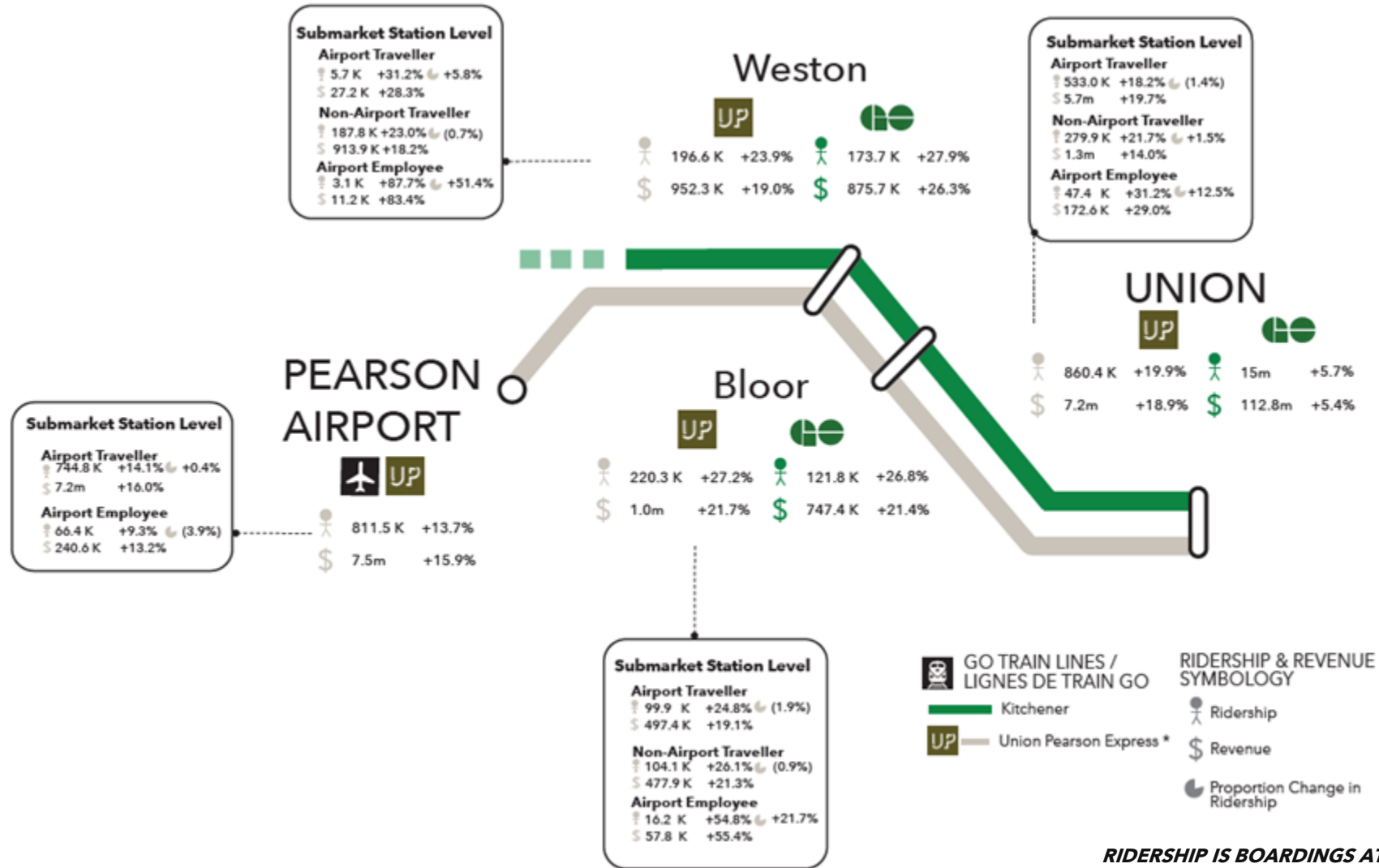
THAT the Metrolinx Board of Director's endorse the strategies and actions set out in the Chief Marketing Officer's September 14, 2018 report to increase customer-focused initiatives to drive ridership and fare sales on UP Express.

HOW IS UP EXPRESS PERFORMING?

Monthly ridership has increased an average of ~**19%** year over year. Average daily ridership increased ~**20%** on weekdays and ~**16%** on weekends.

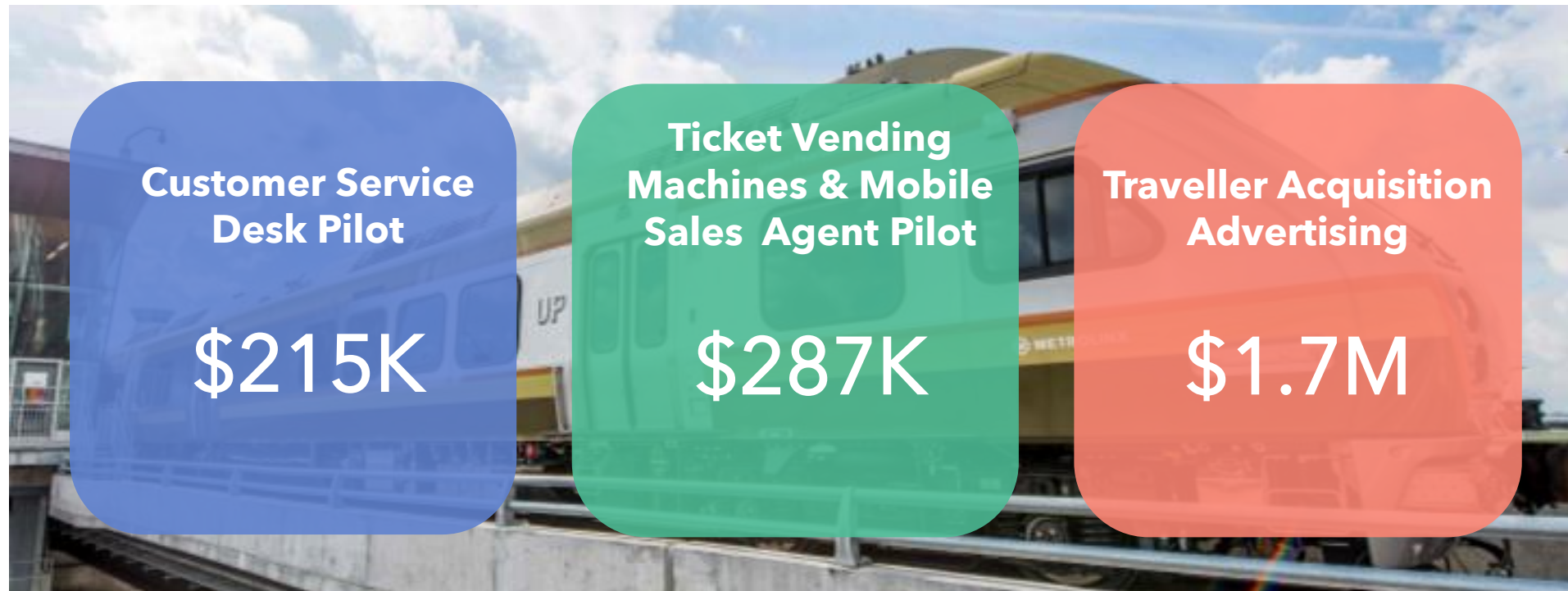
Year to date revenue increased by **20%** compared to same period in 2017.

JANUARY TO JULY 2018 RIDERSHIP AND FARE SALES



MARKETING PROGRAMS TO BUILD FARE SALES

- Plan emphasizes 'Customer first' focus to drive fare sales & deliver ROI
- Multi-channel campaign integrates strengthened airport presence



MARKETING PROGRAMS TO BUILD FARE SALES

1. Customer Service Desk pilot

Team behind & in front of counter

- Staffed +8 hours daily, 10am-10pm
- Preloaded PRESTO supports regional transit options
- Kiosk creative & wayfinding refresh end September
- Revenue exceeds cost by factor of 2.5
- Pilot runs through October

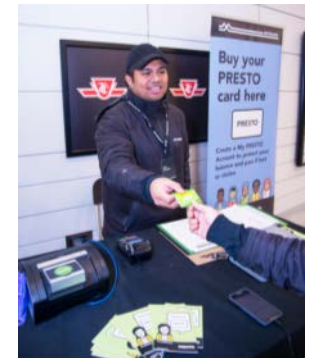


MARKETING PROGRAMS TO BUILD FARE SALES

2. Ticket Vending Machines (TVM) & Mobile Sales Agent pilot

86% transactions from 4 platform TVMs

- Relocate 3 machines to baggage halls with customer concierge support
- Builds on PRESTO Ambassador success & Heathrow Express best practice
- Enhanced communication, signage & wayfinding
- Airport partner planning in progress
- TVMs in position for October



MARKETING PROGRAMS TO BUILD FARE SALES

3. Traveller Acquisition Advertising

Integrated '25 Minutes' campaign

- Terminal 1 & 3 airport arrivals & departures
- Always on digital, mobile & social influencers (e.g. TripAdvisor, Expedia)
- Innovative radio & baggage claim activation
- Integrates 'way-tizing' & airport symbols
- E-ticket fare sales conversion
- Full launch November

To downtown Toronto:

Traffic **78:49**

UP Union Pearson Express **25:00**

Express train to the city
Terminal 1, parking level 5

Current time to Pearson airport:
UP **25:00**
Traffic **78:49**

Follow the signs to the UP Express on the west side of Union Station.

Get to Toronto Pearson In only 25 minutes

Swipe for tickets

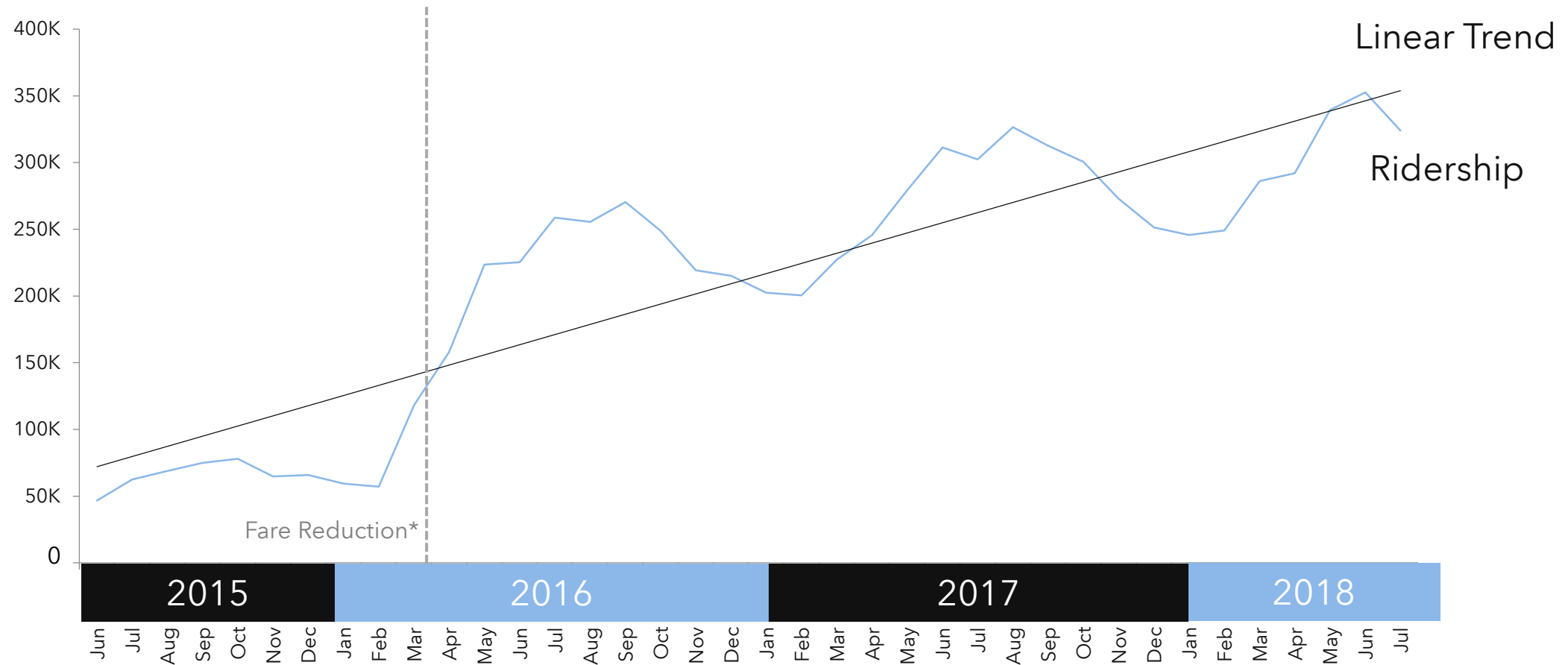
Enjoy your vacation (from traffic)

Book your return journey to Union Station now and save 10%
Use discount code: NOTRAFFIC

25 MIN

APPENDIX

UP EXPRESS SUSTAINED GROWTH



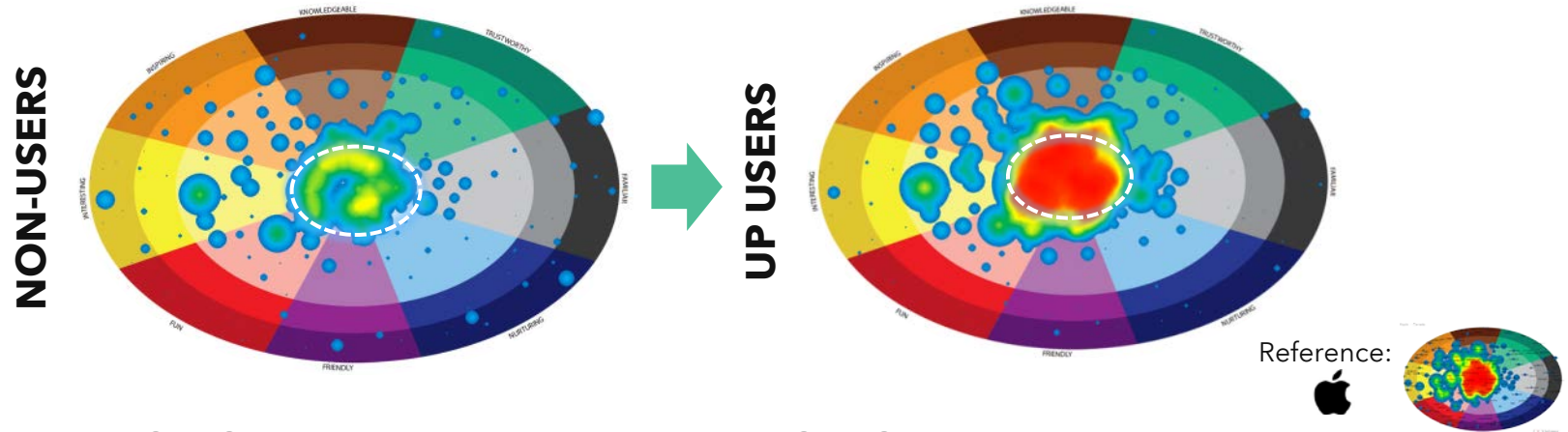
CUSTOMER BRAND PERFORMANCE

- On Time Performance (OTP) & Customer Satisfaction (CSAT) continue strong
- Customer very strong emotional connection underscores trial opportunity

JULY OTP



JUNE CSAT



FUNCTIONAL DRIVERS

- Transit system I trust
- Valuable service
- Delivers on its promise
- Good reputation
- Well-managed

EMOTIONAL DRIVERS

- Strong
- Active
- Modern
- Inspired
- Confident
- Good
- Relieved
- Comforted
- Friendly
- Popular

