

# Let's Get Ready to Ride

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**IN APRIL, GO TRANSIT RIDERSHIP RECOVERY INCREASED TO 63% & UP EXPRESS AT 76%. MOMENTUM CONTINUES INTO SPRING, NOTABLY ON WEEKENDS, FOR SPECIAL EVENTS, FESTIVALS TO KEY TOURIST DESTINATIONS**

**RECENTLY WE HAVE REACHED A NEW MILESTONE OF ACHIEVING 72% GO RIDERSHIP RECOVERY, HIGHEST SINCE PRE-PANDEMIC:**

- Weekend ridership at 105%
- Off-peak weekday ridership is recovering at 73.8%

**KEY DRIVERS OF INCREASED LEISURE & COMMUTER RIDERSHIP INCLUDE SERVICE CHANGES, DEMAND GENERATING CUSTOMER PROGRAMS, NEW DIGITAL PLANNING TOOLS, AND NEW WAYS TO PAY:**

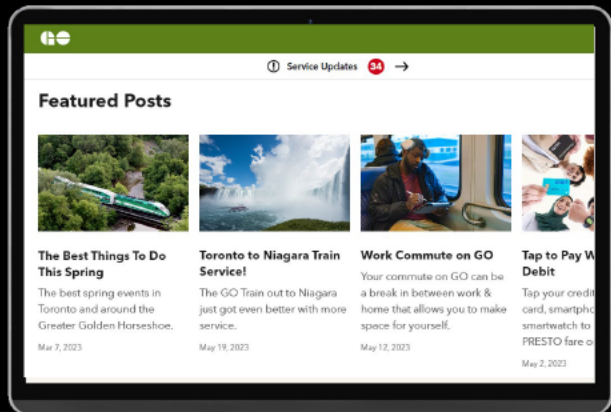
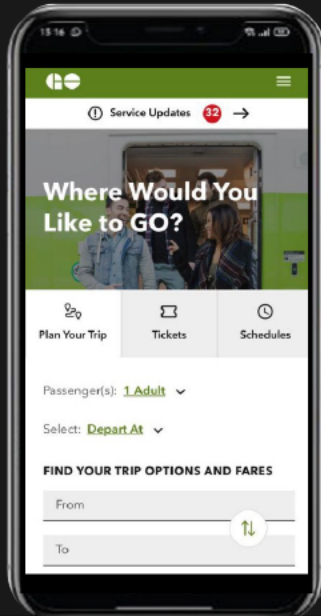
- New GO Transit website improves trip planning and helps connect customers to key destinations
- Gen Z campaign reaching Youth & Post Secondary students supported recovery at 110%
- In May, contactless debit payment for GO and 905 Transit agencies was launched with over 1.2M taps

**LOOKING TO THE SUMMER, WE ARE FOCUSED ON LEISURE TRAVEL, EVENT PARTNERSHIPS, FESTIVALS AND PROGRAMS TO ENHANCE THE CUSTOMER EXPERIENCE:**

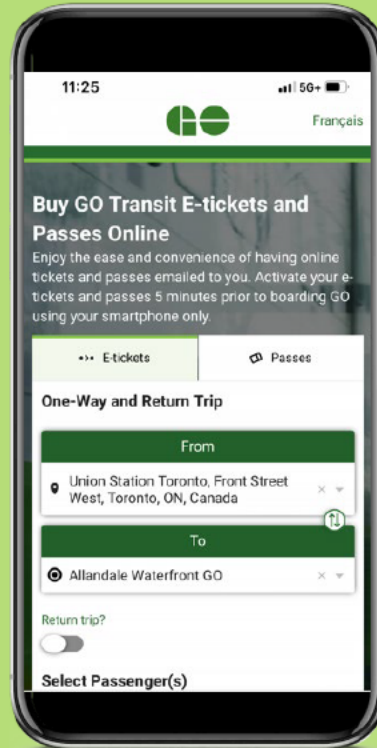
- Pride, Boots & Hearts, Taste of Asia, Khalsa Day, Caribbean Carnival and the CNE
- Partnerships with Turo, Blue Jays and Collision Conference
- New GO Wi-Fi movie/TV content and increased wi-fi data

# TRIP PLANNING IS NOW EASIER WITH NEW DIGITAL WEBSITES

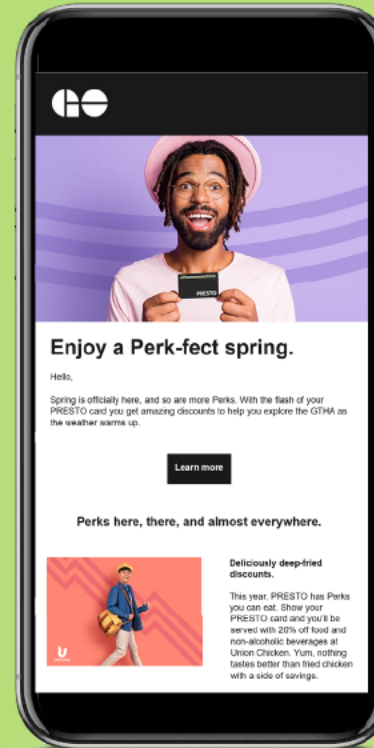
## NEW GO WEBSITE HELPS CONNECT CUSTOMERS TO THEIR DESTINATIONS



## EXPLORE YOUR SAVINGS WITH ETICKETS, GROUP PASSES AND PRESTO PERKS

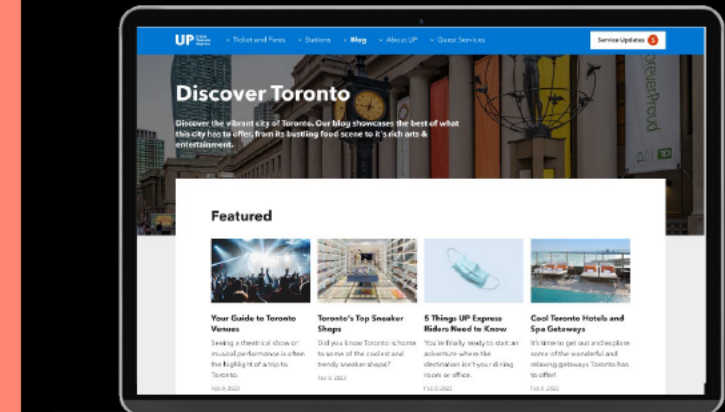
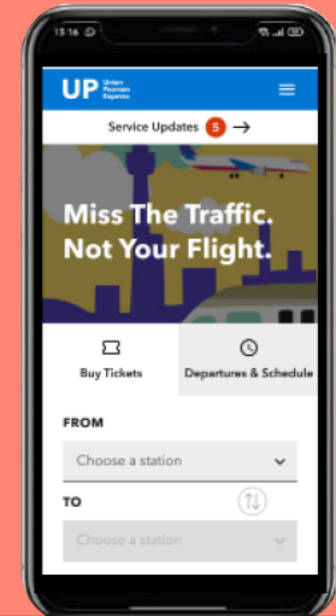


GO E-Tickets



PRESTO Perks E-mails

## UP EXPRESS WEBSITE COMING SOON



# CHOOSE GO & UP EXPRESS FOR EVENTS, CONCERTS, AND KEY LEISURE DESTINATIONS

## UP EXPRESS TAKES YOU TO DOWNTOWN FUN

UP-size your Family Fun

Bloor to Union in under 10 minutes

**UP** Union Pearson Express

## EXPLORE NIAGARA WITH GO

Rapids. Wine.  
Haunted houses.  
Butterflies.

**NIAGARA FALLS**

**GO/WEGO** Passes  
starting at \$18

Buy Now

**GO**

## PRESTO PERKS



## VELD MUSIC FESTIVAL

10TH EDITION  
**VELD**  
MUSIC FESTIVAL  
DOWNSVIEW PARK / AUGUST 4 - 6 / 2023 - TORONTO

**ABOVE & BEYOND ILLENIU**  
**LOUD LUXURY REZZMAUS TIËSTO ZEDD**

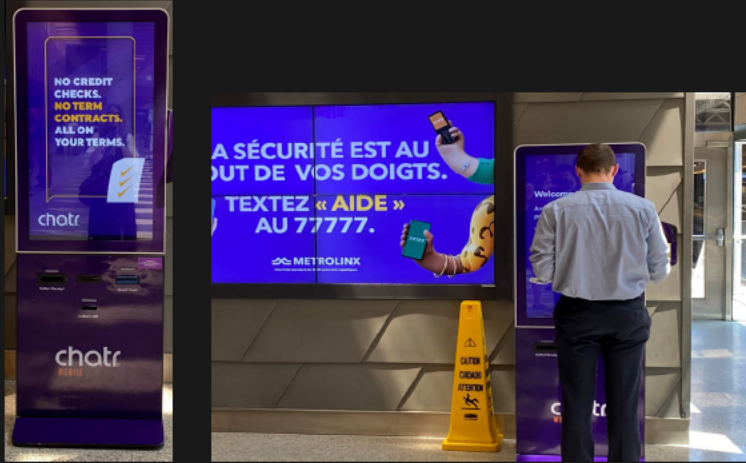
AITCH • BOB MOSES (DJ SET) • CENTRAL CEE • CID • DISCO LINES • DOM DOLLA  
DON DIABLO • ELI BROWN • FUNTCASE • GARETH EMERY • GORGON CITY  
J. WORRA • JAMES HYPE • JANZ • JANZ (OFF THE BEEP) (DJ SET) • K-TRAP • KAIYOM  
KOROLOVA • KREPT & KONAN • LANCEY FOUX • LIQUID STRANGER • LOST FREQUENCIES  
MATRODA • MEDUZA • MORTEN • SLANDER • SOFI TUKKER (HYBRID DJ SET) • SOLARBO  
SOGA • STELLER • SUBTRONICS • SULLIVAN KING • SYDDEN DEATH  
TIMMY TRUMPET • TWINSICK • TWO FRIENDS • UNKNOWN T • WOOLI • ZINGARA

AKIRA • BIANCA MARINHA • BRESQUE • DUSTY MATTIE • JAYBLONDER • PIZZAZZ (DJ SET) • KEVIN FRANK • LONAR • MARCINE & STYRON • OJAJ

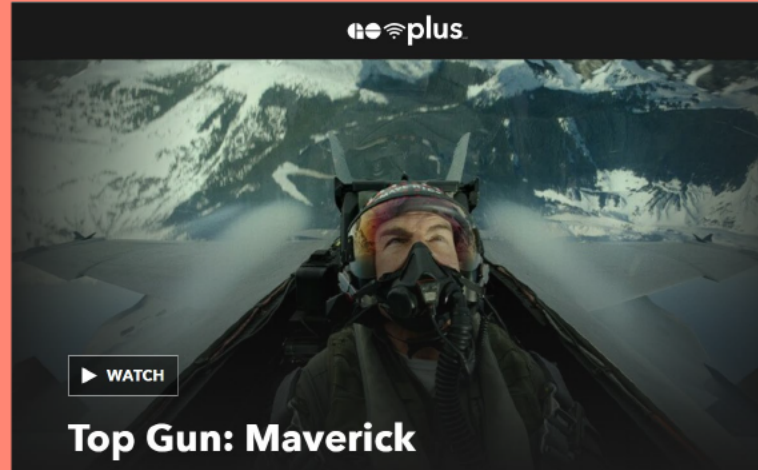
VELDMUSICFESTIVAL.COM  
ALL AGES

# NEW EXPERIENCES AND AMENITIES TO DELIGHT

## CHATR SIM CARD VENDING



## GO WIFI PLUS NEW CONTENT



## BLUE JAYS HOME OPENER FREE TRANSIT

### Enjoy the ride, it's FREE!

Catch a free ride from the first Blue Jays home game. Take UP Express for free on April 11 starting at 9 PM until end of service at 11 PM courtesy of Budweiser. Check the schedules below.

*Budweiser*



THAT'S WHAT *Buds* DO.  
Please Drink Responsibly.



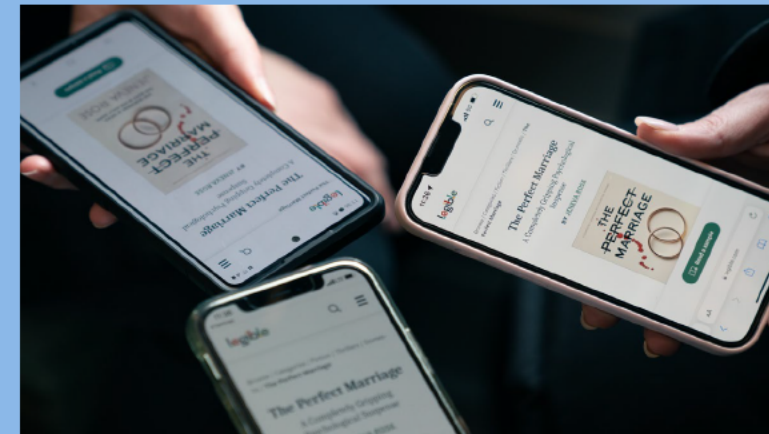
## TURO PARTNERSHIP



## COLLISION CONFERENCE PARTNERSHIP



## GO BOOK CLUB BY LEGIBLE



# INCLUSIVE EVENTS, FESTIVALS AND CELEBRATIONS

## NEWCOMER DAY



## RIDE WITH PRIDE



## TASTE OF ASIA



## CARIBBEAN CARNIVAL



## DRAGON BOAT FESTIVAL



乘坐GO前往龙舟比赛



## KHALSA DAY



