

# Enjoy the Ride

**Mark Childs, Chief Marketing Officer**

Board of Directors  
September 12, 2024

# EXECUTIVE SUMMARY

July ridership recovered to 89.2% for GO and 99.4 % for UP Express

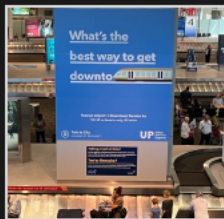
Aligned to 4 growth pillars and supported by increased service frequency, demand generation campaigns for summer events, sports, concerts and cultural events continue to boost recovery momentum into the Fall.

## TOURISM & LEISURE MOMENTUM

**162%**  
Weekend  
recovery



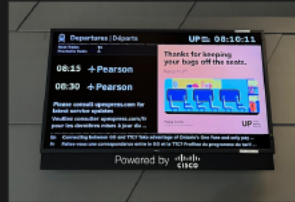
**+23%**  
Niagara  
vs. year ago



**104%**  
UP airport  
recovery

## RETURNED RIDER FREQUENCY

**1.0M**  
unique  
riders

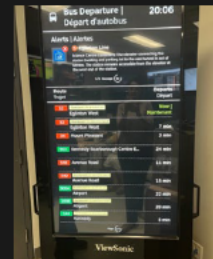


**PRESTO in  
Apple Wallet  
launch**

Gen Z  
**+47%**  
vs. year ago



## INCREASE BUSINESS TRAVEL & COMMUTERS



**Collision  
Conference**



**70%** Peak  
outpaces office  
occupancy

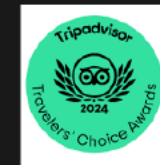
Keep your travel between  
downtown Toronto and  
Pearson Airport on track!

- Only 25 mins
- Trains every 15 mins
- Complimentary Wi-Fi

Simply the best way to get to the airport!  
40% off standard one-way fares, only \$7.41  
Official Transit Partner of **COLLISION**

new **Partner**  
offers

## PULL IN NEW AUDIENCES



**UP Express**  
Tripadvisor  
campaign launch

**Diljit**  
**+17.3K**  
ridership



**One Fare**  
multicultural

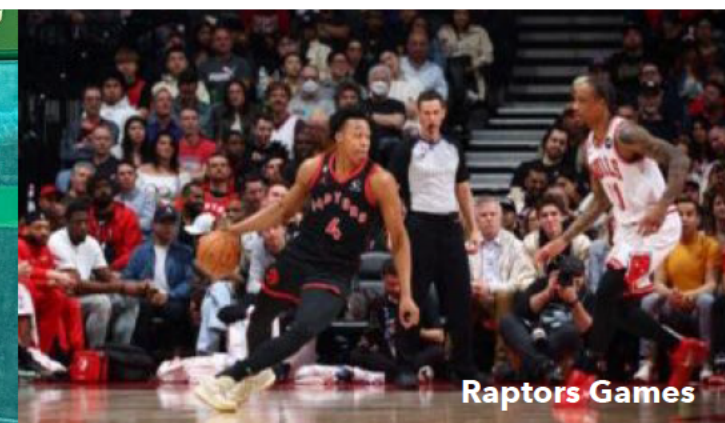


# Inspiring travel to 156 Fall festivals in Ontario's top tourism destinations





# Fans know the best way to get to the game and show is GO and UP Express



**Looking for the easier and faster way to get to Convergence Oshawa Festival?**

Take the Lakeshore East GO train to Durham College Oshawa GO station

At Durham College Oshawa GO station, transfer to Durham Region Transit Pulse 902 Bus

Exit at King Eastbound at Mary and walk 1 minute to the entertainment

**Convergence Oshawa**  
September 21  
Log off and tune in to Convergence 2024, your local music and art festival in the heart of Downtown Oshawa!


For event details, how to get there and French language scan:

ONE FARE | PRESTO





# PRESTO makes travel across the region easy and more affordable with One Fare, PRESTO in Apple Wallet and 107 Perks offers



A graphic on a black background showing a winding path. The path starts with a blue line, then a green line, and ends with a yellow line. Along the path are three circular icons: a dollar sign, a PRESTO logo, and a bus icon. Text is placed next to each icon.

**\$ SAVE UP TO \$1,600/YEAR**

**WITH ONE FARE**

**PAY ONCE ON TRANSIT ACROSS THE REGION**

**PRESTO | Ontario**

**One Fare**



A blue background with white text and a central image of a smartphone displaying the PRESTO app interface. The app shows a balance of \$16.00 and a 'Done' button with a checkmark.


**PRESTO | Apple Pay**

**Tap. Pay. Ride. With PRESTO on iPhone.**

Add your card to Apple Wallet today.


[prestocard.ca/applewallet](https://prestocard.ca/applewallet)

**PRESTO in Apple Wallet**



A woman wearing a blue helmet and a harness is smiling while ziplining through a lush green forest. She is holding onto a rope and is positioned over a wooden platform.

**Perks across the region: Treetop Trekking**



A hand holding a brown PRESTO card. The card has the PRESTO logo and the word 'METROLINK' on it. The background is a blurred image of a sports arena.

**Save on Toronto Argos/ Hamilton Tiger Cat's games with PRESTO Perks!**

**Perks across the region: Hamilton Ti-Cats vs Toronto Argos**



# Celebrating diversity during days of significance

May the moon  
accompany your  
journey home



**UP** Union  
Pearson  
Express

 **Train to City**  
Located in Terminal 1

**Mid-Autumn Festival - UP**

**GO 祝你中秋好歡聚!**  
平日團體票\$30起 | 單日週末票只需\$10



**Mid-Autumn Festival - GO**

**GO ਦਿਵਾਲੀ ਟ੍ਰੇਨ 'ਤੇ  
ਸਾਰਿਆਂ ਦਾ ਸੁਆਗਤ ਹੈ।**

ਦਿਵਾਲੀ ਟ੍ਰੇਨ 'ਤੇ ਤਿਉਹਾਰ ਦਾ ਆਨੰਦ ਮਾਣੋ  
10-15 ਨਵੰਬਰ





**Diwali**

**BLOOR WEST VILLAGE  
TORONTO  
UKRAINIAN  
FESTIVAL**

**28<sup>th</sup>** Annual  
Largest North American  
Ukrainian Festival

**SEPTEMBER 13-15, 2024**

[ukrainianfestival.com](http://ukrainianfestival.com)

Take **UP** Union  
Pearson  
Express to the Toronto Ukrainian Festival



**Ukrainian Festival**



# Bringing even more value to our customers to enhance their journey

