

# Enjoy the Ride

Mark Childs, Chief Marketing Officer

Board of Directors Meeting  
June 26, 2025

# EXECUTIVE SUMMARY

- Strong close to the fiscal year with March ridership recovered to 94.7% for GO and 99.4% for UP Express
- Impressive customer satisfaction (CSAT) of 86% for GO Transit, 88% for UP last fiscal, supported by achieving On-Time Performance targets for all services. Overall, weekly GO and UP rail trips increased by 14.7% compared to 2023-24
- April continues the ridership growth trend at +12.7% YoY, delivering the 2nd highest N.A. rail recovery
- Sport, tourism destinations, and cultural events throughout the Summer will be supported by frequent service, brand campaigns and promotions aligned to our 4 T-R-I-P growth pillars

## T TOURISM & LEISURE MOMENTUM

**157.9%** Weekend  
recovery



**+29% YoY** Sports  
ridership



## R RETURNED RIDER FREQUENCY

**5.9 M** unique riders  
(GO/UP) in FY24/25

**PRESTO PEOPLE  
get more perks.**

Because they save on attractions  
and dining with PRESTO Perks.



Mobile Wallet surges to  
**21.8%** of all transactions



## I INCREASE BUSINESS TRAVEL & COMMUTERS

**78.3%** Peak outpaces  
office occupancy

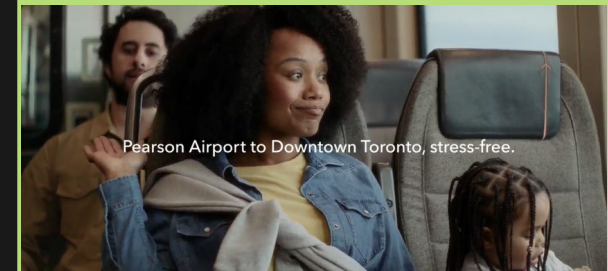


new **Partner**  
offers



## P PULL IN NEW AUDIENCES

**39%** over target with  
top 5 UP inbound markets



**Celebrations** of Holi, Eid,  
Nowruz drive ridership gains





**GO & UP EXPRESS ARE THE BEST WAY TO GET TO 116 GAMES AND PREMIERE SPORTS EVENTS WITH ADDED PRESTO PERKS SAVINGS**



Toronto Blue Jays



Honda Indy



AFC Toronto



Toronto Argonauts



# GET ONBOARD TO DISCOVER 5 TOP TOURISM DESTINATIONS & OVER 23 EVENTS



**Cycle Burlington's  
Great Lakes  
Waterfront Trail.**



## CURIOSITY IS CALLING

**A WORLD OF  
ADVENTURE AWAITS**

The GO Transit + WEGO Combo Pass is your best way to get to Niagara. Plus, kids 12 and under ride free on GO Transit making this pass even more affordable for families. From Niagara Falls GO Station, hop on the WEGO bus to get to Niagara's top attractions.

EXPLORE OUR PACKAGES AT [NIAGARAPARKS.COM/GO](https://niagaraparks.com/go)



NIAGARA  
PARKS



Niagara Tourism



## PRESTO PEOPLE get CNE perks.

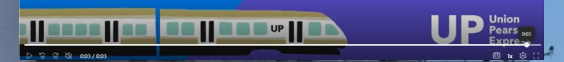
They save up to 47% on advance CNE ticket purchases made before August 15.



**PRESTO  
PERKS**



Traffic is backed **UP** to YYZ in 25 mins

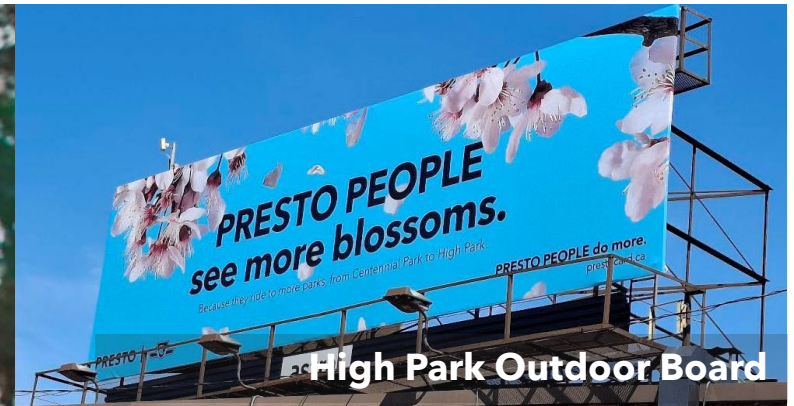


ALLVISION

**Things Are Looking UP**



# PRESTO IS YOUR PASSPORT TO ADVENTURES ACROSS THE REGION

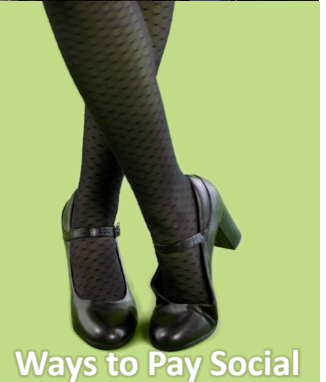


**PRESTO  
PEOPLE  
have more  
ways to tap.**

Because they can tap with Interac® Debit,  
Credit or your Mobile Wallet to ride.

**PRESTO** [prestocard.ca/contactless](https://prestocard.ca/contactless)

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# JOIN US AS WE CELEBRATE WITH COMMUNITIES THROUGHOUT THE SUMMER



Pride Celebrations



Caribbean Carnival



TIFF Film Festival



# ENJOY THE TRIP WITH RETAIL EXPERIENCES, CUSTOMER OFFERS, AND REWARDS



Kipling GO Second Cup Grand Opening

**EN ROUTE TO REWARDS!**

Sign up for a Simplii™ Cash Back Visa® Card and earn a \$100 PRESTO Voucher.\*

\*Conditions Apply

[Learn more](#)

**Simplii Financial Offer**

Simplii Financial PRESTO



PizzaForno Vending

**RIDE WITH GO TRANSIT, PLAY TO THE MAX!**

Take a GO Transit round trip on Monday and receive a \$15 lottery bonus when you sign up and purchase a lottery ticket on OLG.ca.

**OLG Lotto Max Offer**

Play Smart

