



Minnesota Twins 2016



Presented By
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2015 Ridership Review

- 81 homes games
- 632,000 rides
 - Light Rail/Northstar—585,530 rides
 - Bus—48,322 rides

2016 Ridership Goal

- 3% Increase
- 651,000 rides



Service Overview

- Light Rail
- Northstar
- Bus Service
- Route 679 / Twins Express

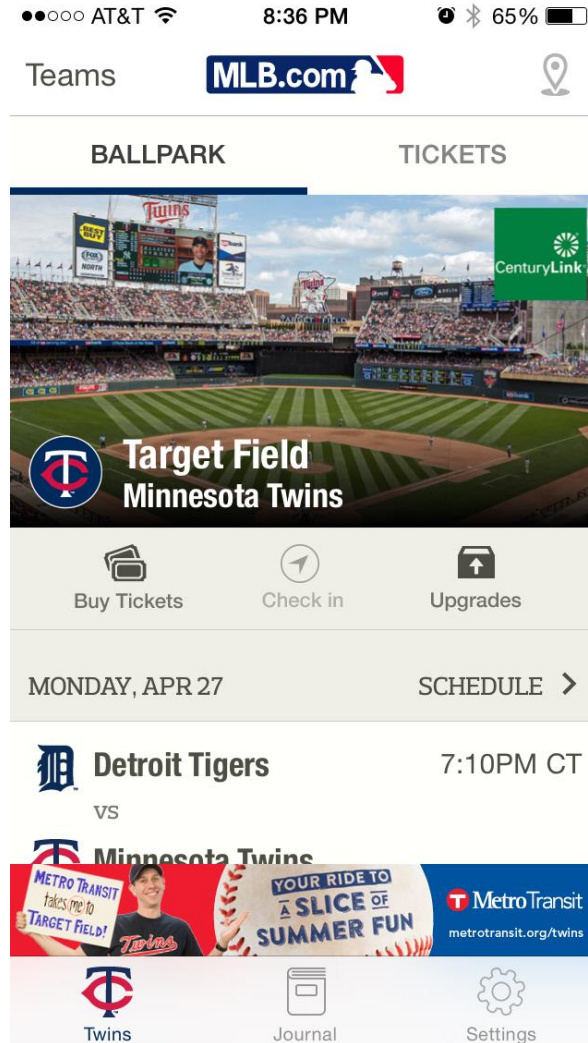


Marketing Campaign

- Student Days
- Twins Mobile advertising
- Ultra Super Kings
- Radio ads
- Direct Mail



Twins Mobile App Banner Ad



Ultra Super King Light Rail Trains



Ultra Super King Ad Panels



Radio

- :30 Telemundo Radio
- :15 second playing on Go 96.3 FM



Direct Mail w/ Co-Brand Go-To Card





Questions?