



# Minnesota Twins 2017



Presented By  
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# Service Overview

- Light Rail
- Northstar
- Bus Service
- NEW Metro Transit App
- Twins Express, Rte. 679-  
Discontinued



## 2016 Ridership Review

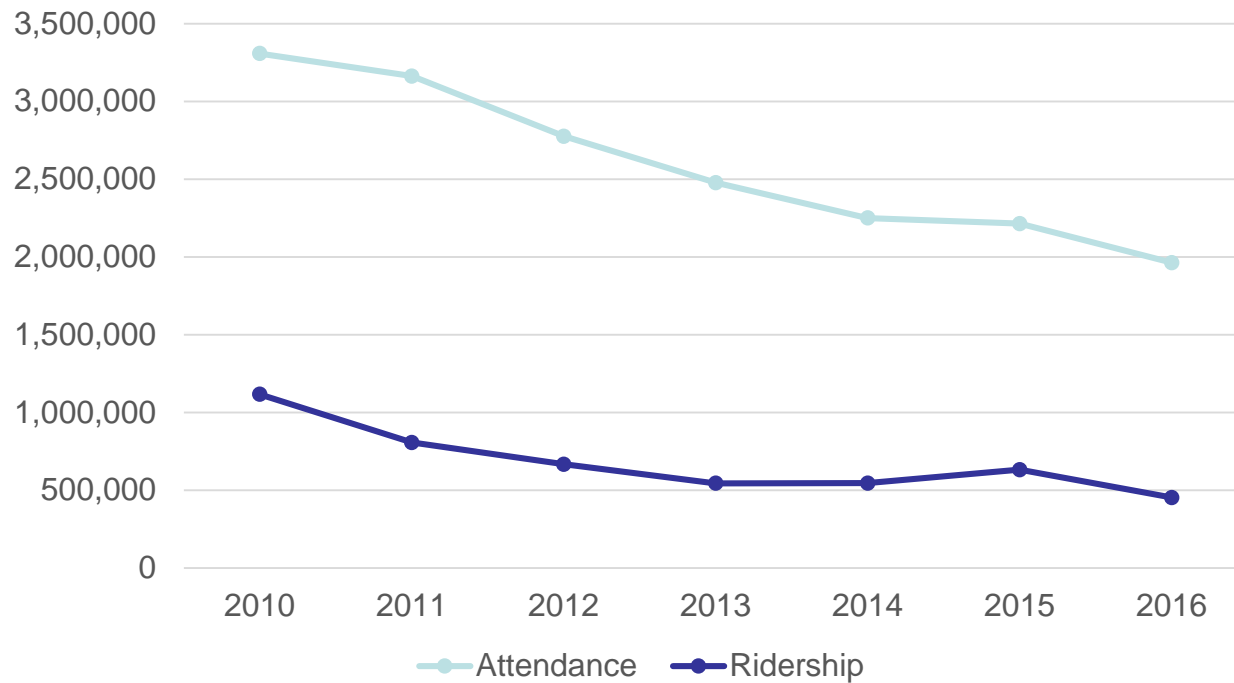
- 81 homes games
- 453,938 rides
  - Light Rail/Northstar—418,162 rides
  - Bus—35,776 rides

## 2017 Ridership Goal

- Increase All-Day Pass Sales
- Increase ridership/attendance



## Twins Reported Attendance / Ridership



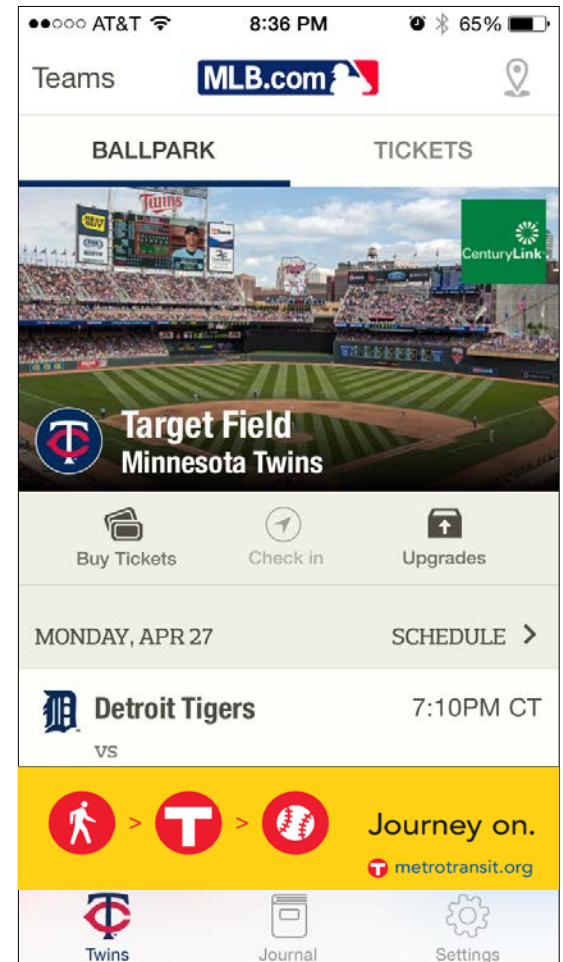
# Marketing Campaign

- Twins advertising
- Ultra Super Kings
- Radio ads
- Mascot Wrapped Train
- Student Days





# Homeplate Rotational Banner & Twins Mobile App Banner Ad





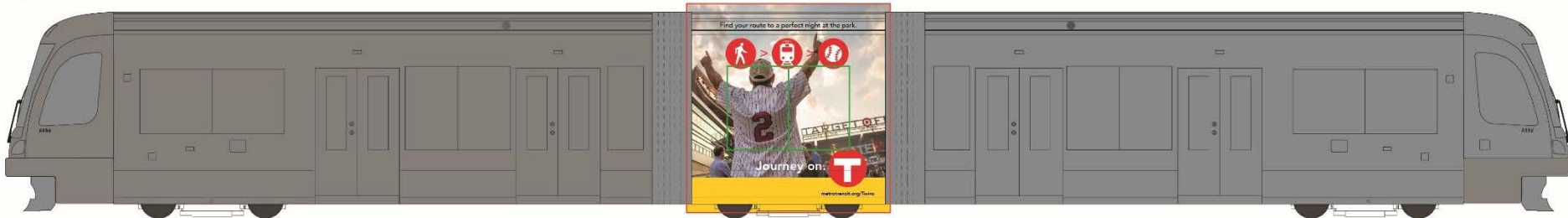
# Ultra Super King Ad Panels



REAR

SIDE 2

FRONT



# Radio

- :30 ad on La Razza radio
- :15 ad on Go 96.3 FM





# Beverage Coasters



(front)



(back)

# Mascot Wrapped Train



Journey on.

[metrotransit.org/twins](https://metrotransit.org/twins)

## Questions?