

Minnesota Twins 2018

SLIDE
into summer
• WITH A RIDE TO THE •
BALLPARK



Presented By
Bruce Howard, Director of Customer Services and Marketing

Service Overview

- Light Rail
- Northstar
- Bus Service
- Metro Transit App



2017 Ridership Review

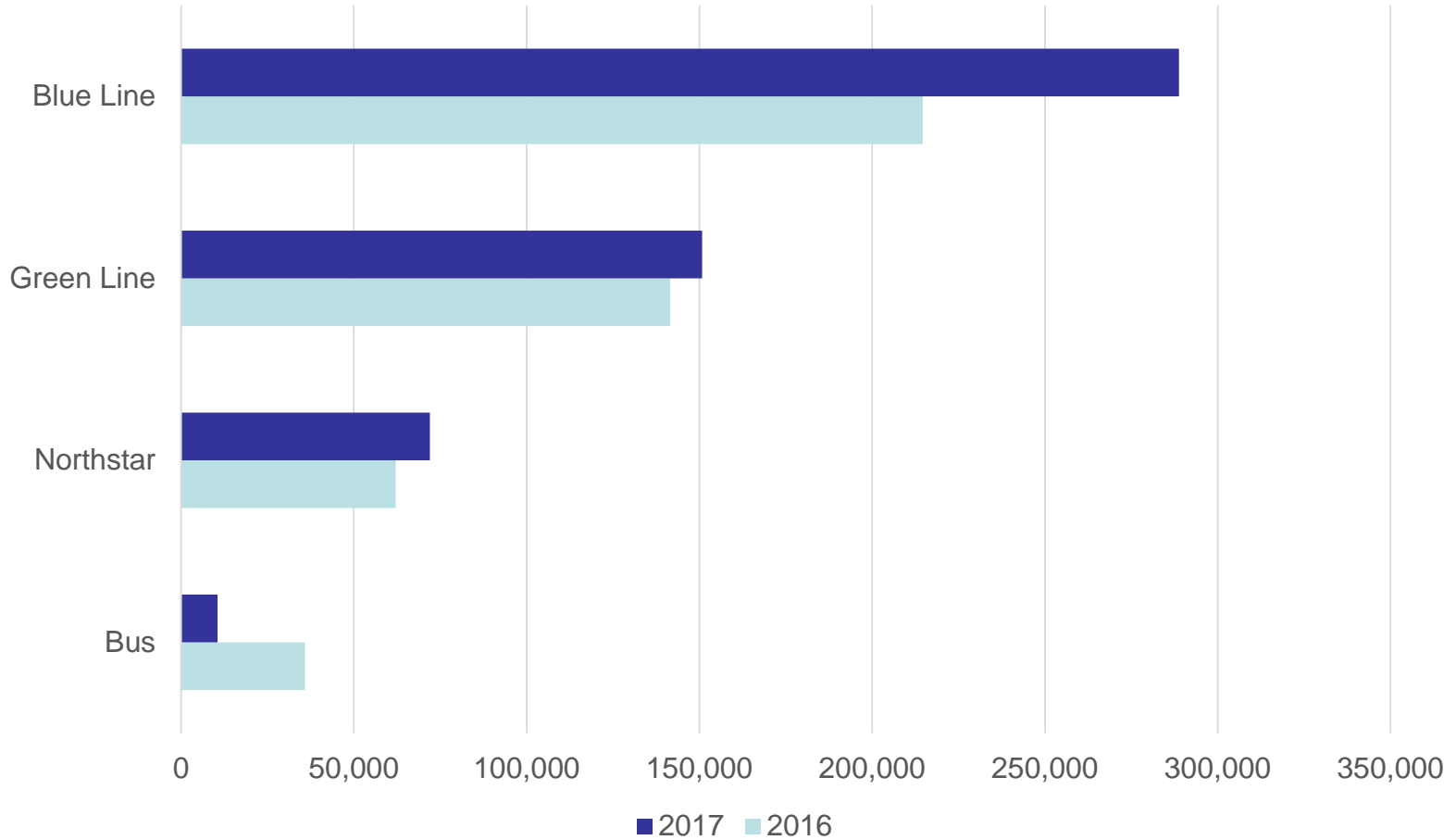
- 81 home games
- 522,003 rides
 - Rail—511,481 rides
 - Bus—10,522 rides

2018 Ridership Goal

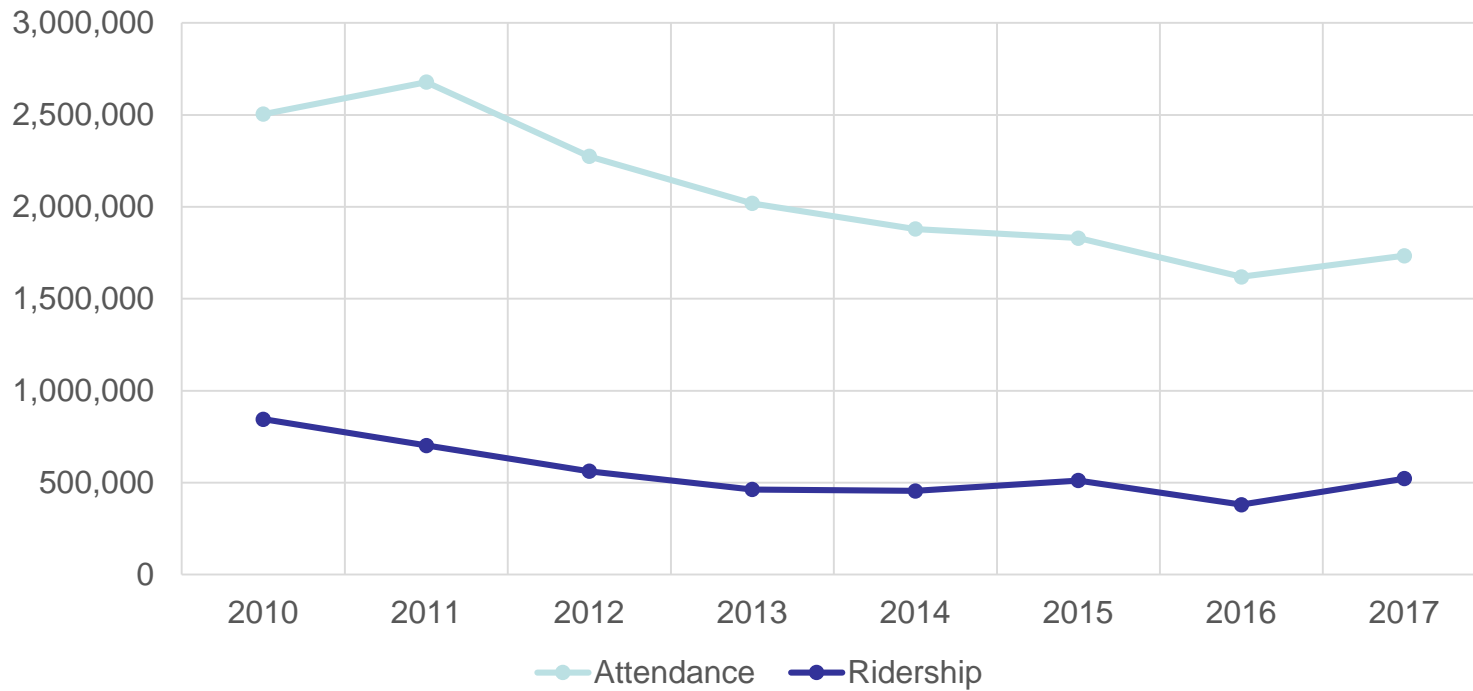
- Increase Event Pass Sales
- Increase ridership/attendance



2017 / 2016 Ride Mode Breakdown



Total Attendance vs Ridership



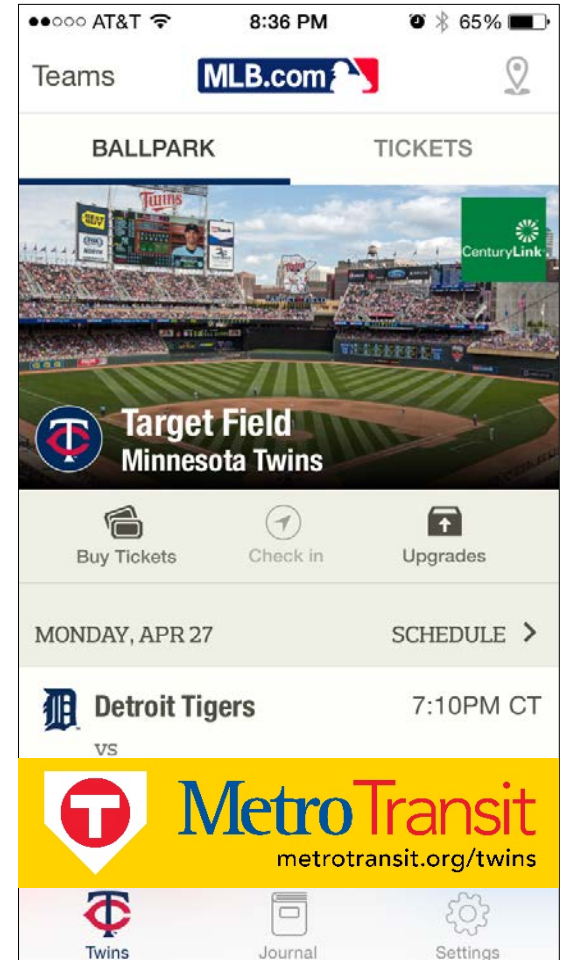
Marketing Campaign

- Twins advertising
- Ultra Super Kings
- Radio
- Student Days





Homeplate Rotational Banner & Twins Mobile App Banner Ad





Ultra Super King Ad Panels



Radio

- :30 ad on La Razza radio
- :15 ad on WCCO AM
- :15 ad on MPR News & The Current 89.3



Beverage Coasters



(front)



(back)



Questions?