

# Assessing the Potential for a Bixi Sporting Event in 2025

Business Report Presentation



# Bixi Membership Growth

- 2023 saw a 23% increase in ridership, reaching 6.2 million rides.
- 37,000 new memberships, marking a 10% growth compared to 2022.
- Growth driven by increased awareness of sustainable transport and urban mobility shifts.

**Chart:** Line graph showing membership growth from 2014 to 2023.