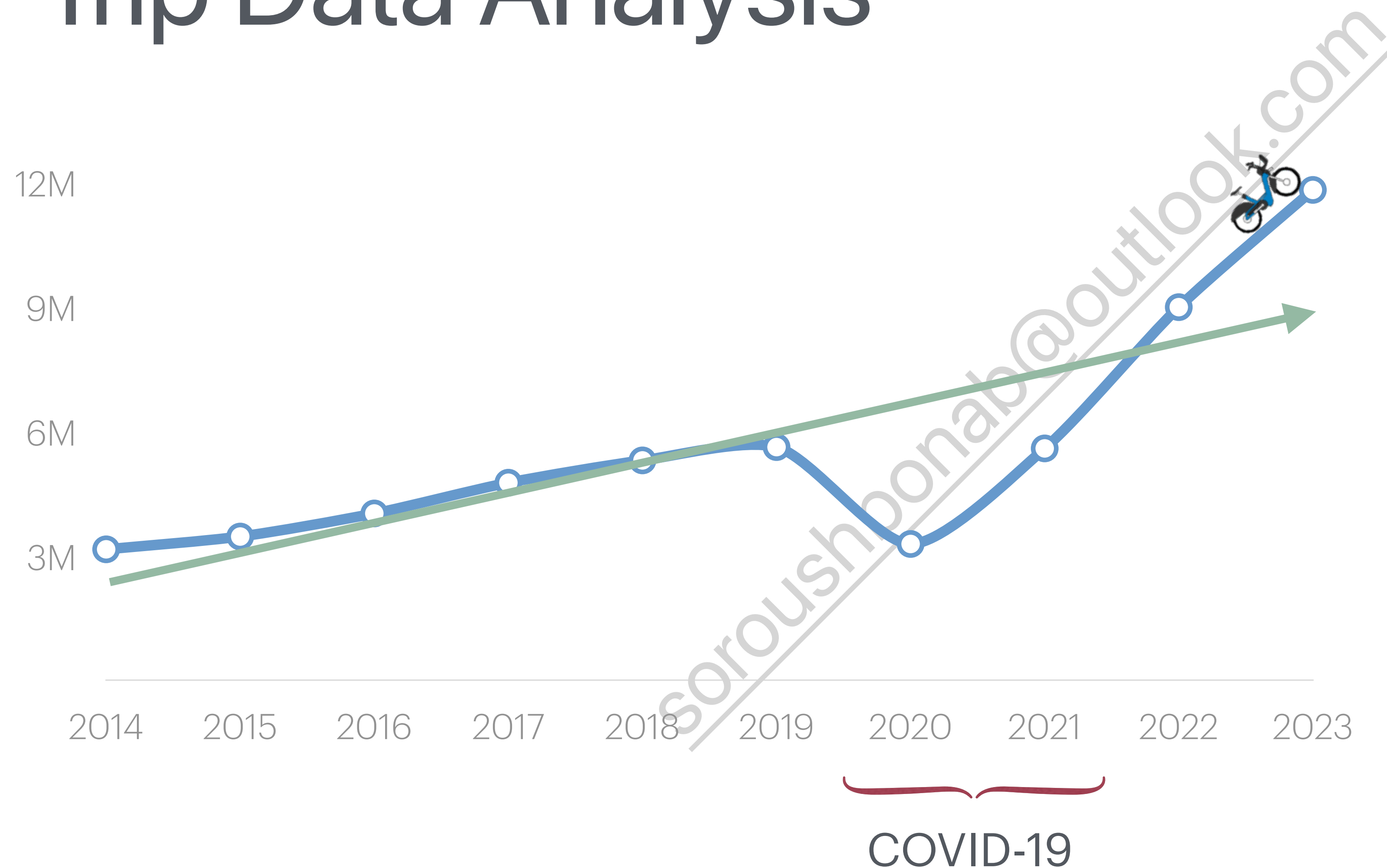
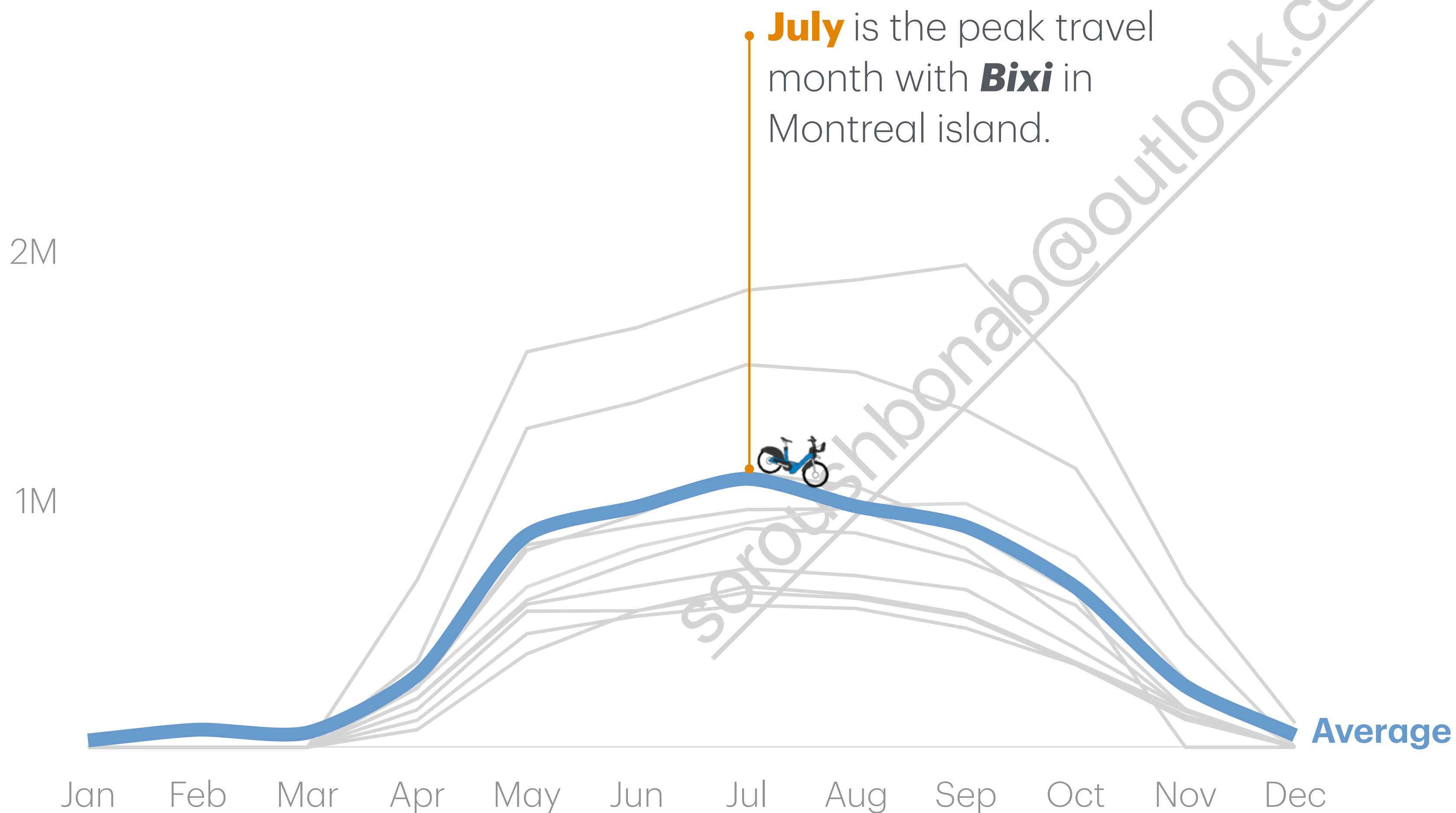


Trip Data Analysis



- Consistent growth until 2019, with a decline in 2020 due to COVID-19.
- Strong recovery in 2021 and accelerated growth in 2022, reaching 12 million trips.

Peak Trip Volume Analysis



- Trip volumes gradually increase from March, peak in July, then taper off through the fall.
- July's peak is driven by warm weather, longer daylight hours, and festival season in Montreal.
- This makes July an ideal time for hosting engagement activities like a sporting event.