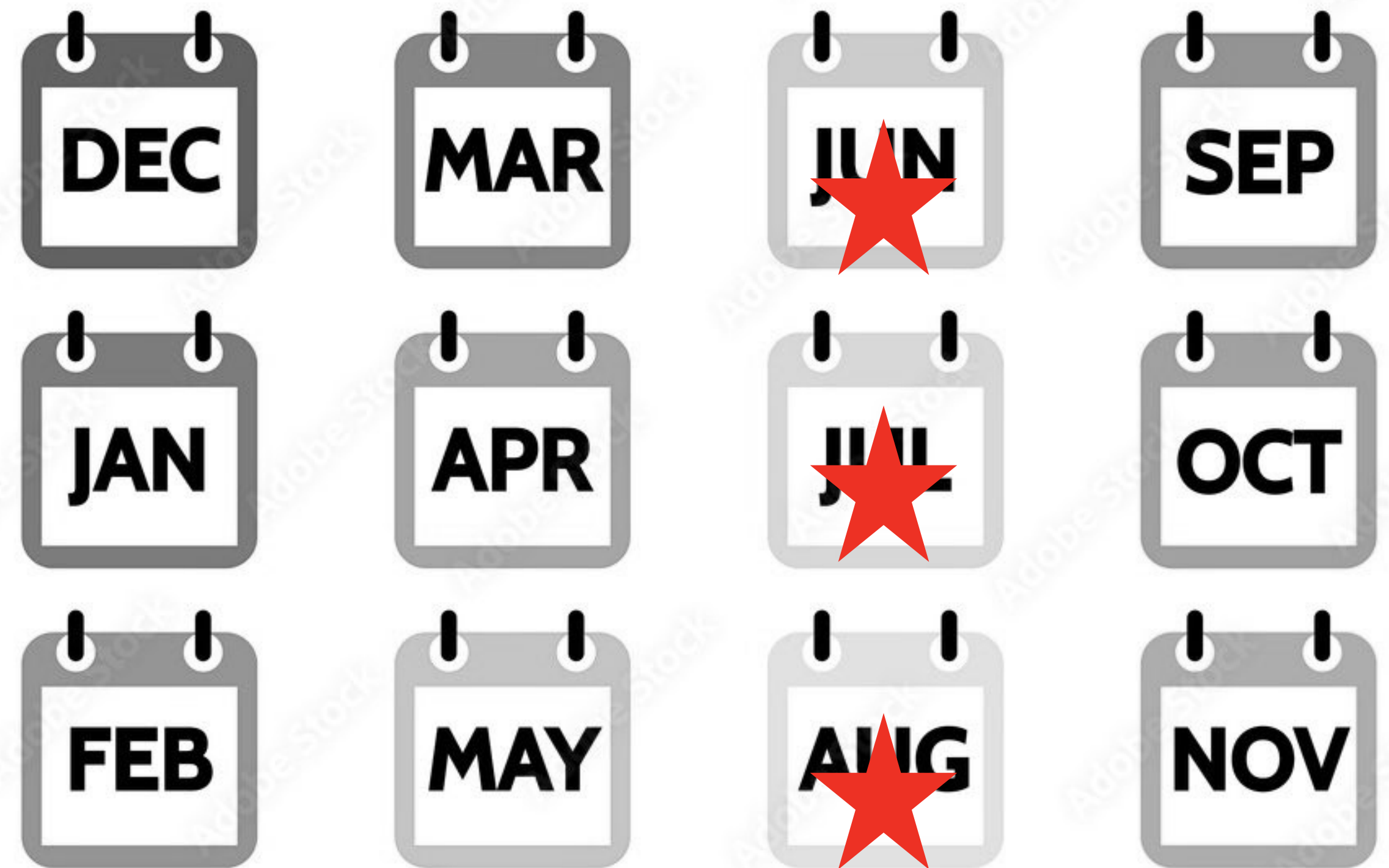


Optimal Timing for Event: June to August

- Aligns with Montreal's tourist season and favorable weather.
- Higher engagement potential during festivals and long summer days.



Recommendations for Bixi's Sporting Event

- Host a multi-week challenge with varying difficulty levels.
- Utilize app-based leaderboards and social sharing through Strava.
- Collaborate with local gyms, health brands, and tourism boards for prizes.

