

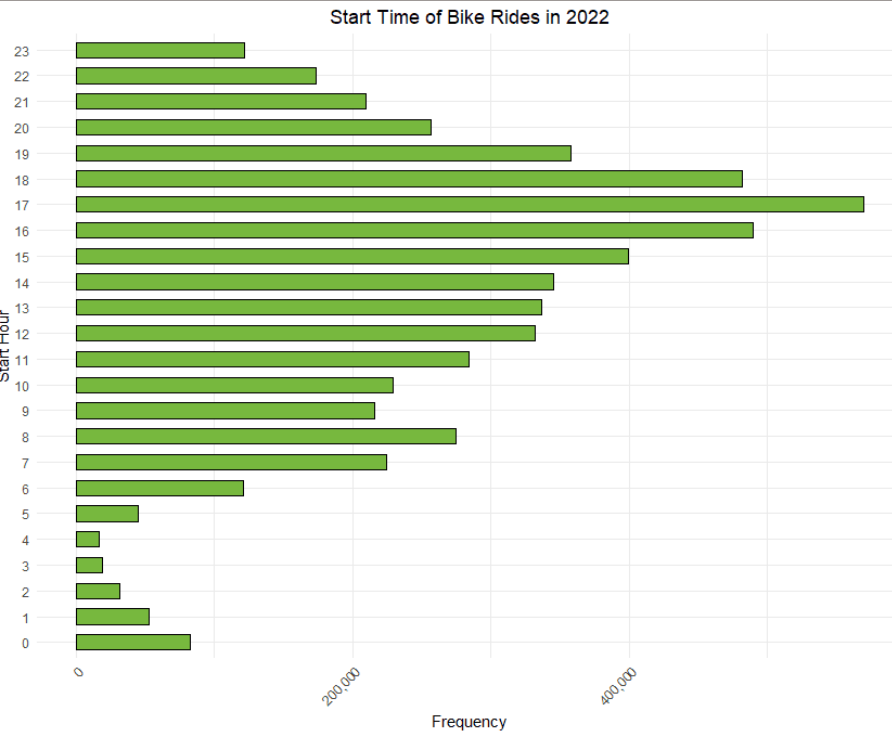


Revving up Bike Membership: Leveraging Current Data Trends for Sustainable Growth



Bike Membership has seen a growth in recent years. This presentation will explore **current data trends** and strategies to leverage them for **sustainable growth**.



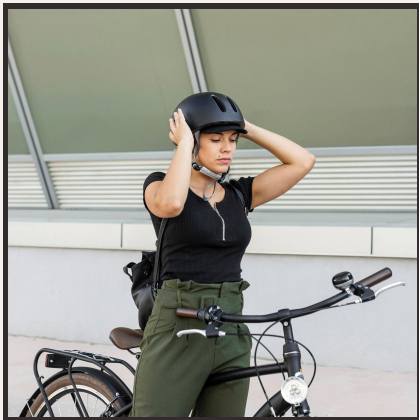


More than half of bike rides happen between 12pm-7pm

Highest number of rides happen at 5PM when many people are getting off work.

The first spike happens when people are beginning their lunchbreaks

Membership Benefits

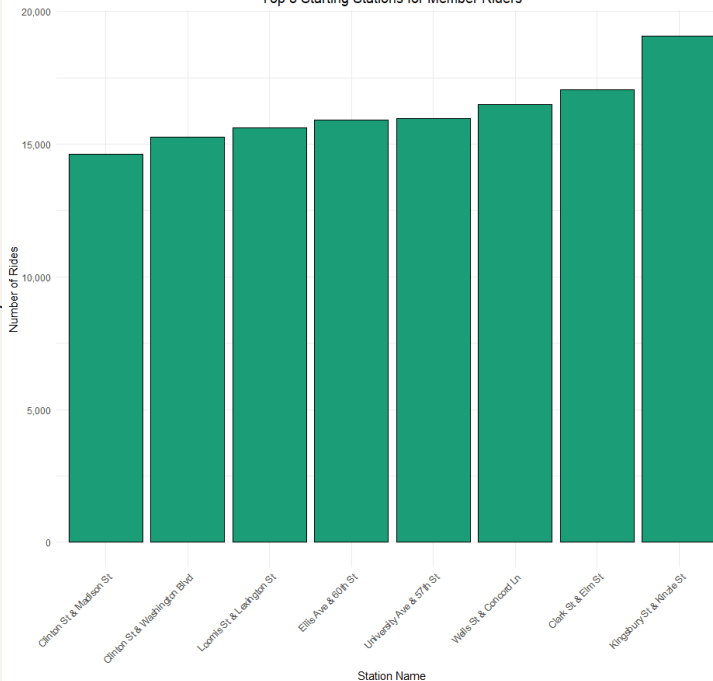


Current membership benefits allow unlimited entry into trails.

Weekly rates are higher than monthly rates on a long-term basis.

Non-members are allowed entry for a fee via day passes.

Top 8 Starting Stations for Member Riders

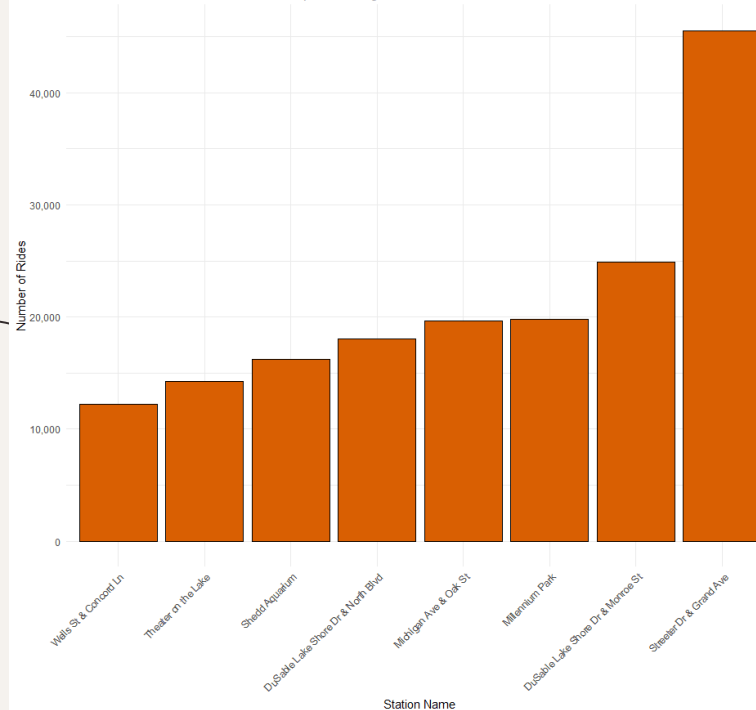


Membership Engagement

These are the current top 8 trails in 2022 that members prefer to use.

The only difference between the lowest and highest is ~3,000 rides.

Top 8 Starting Stations for Casual Riders



Casual Engagement

These are the current top 8 trails in 2022 that non-members or 'Casual' riders prefer to use.

They are completely different trails from member's and are a good option to target for membership expansion.

Membership Expansion



To increase membership signups, I recommend offer a trail-pack signup. This would include a package of three trails close to each other where non-members could pay for entry fees. These entry fees would go toward providing repairs to tracks, installing bathrooms or waterfountains on the trail to encourage more people to take them.

For an increase in weekly or monthly memberships, I recommend offering a discount based on how many months someone has been subscribed to the membership for.

A member with 3-month subscription time will enjoy a 5% discount going forward.

A member with a subscription for more than 9-months will enjoy a 10% discount.

The increase for weekly subscriptions will only be 3% and 6% to encourage them to subscribe on a monthly-basis.



Thanks!

Do you have any questions?
evicwilson@gmail.com
803-237-0301
LinkedIn

