



**Rental e-scooters  
are boosting local  
economies in turbulent  
times**

November 2022

Tim Morris | [tim@neuron.sg](mailto:tim@neuron.sg)





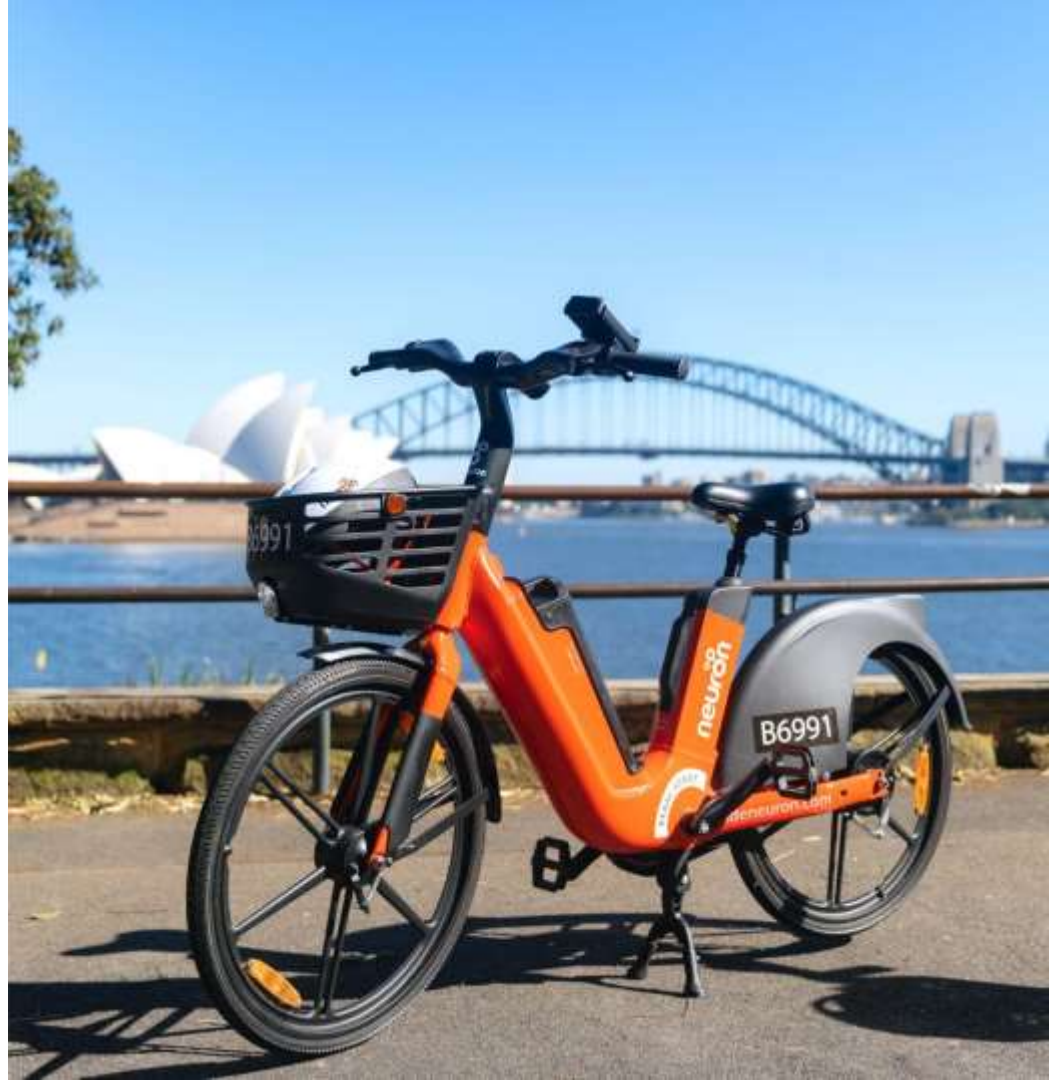
Neuron acknowledges and pays respects to the First Nations and Traditional Custodians of the land and waters encompassing where we are privileged to operate on and our staff and families work and live.

We value and celebrate the spiritual connection to culture and Country, and respectfully acknowledge all Elders past, present and emerging.

We recognise the value of shared wisdom and the importance of their guidance as we work and walk together towards a connected Country.

# Contents

- ❑ About Neuron
- ❑ Prosperity Report
- ❑ A deep dive on Brisbane
- ❑ Tourism in Townsville
- ❑ Bridging Public Transport
- ❑ Making Major Events Work
- ❑ Growing for the future



# About Neuron

Neuron Mobility, Australia and New Zealand's leading e-scooter and e-bike operator, differentiates by being the best partner to cities while also leading the industry when it comes to safety and sustainable operations.



## Mission

We partner with cities to connect people and places in a safe, convenient and fun way.



## Vision

We are driven to help the world build a more prosperous and sustainable future through new ways of moving and connecting.



# Neuron in Australia

- ❑ 15 cities
- ❑ Operations in all Australian States & Territories
- ❑ Both e-scooters and e-bikes



# Prosperity Report

- ❑ Economic Research across Australia
- ❑ Survey of over 5,000 riders
- ❑ Data from millions of completed rides
- ❑ Analysis from leading economist Nick Behrens of Queensland Economic Advocacy Solutions

## 8 Key Figures



**10%** of trips would not have happened if a Neuron e-scooter was unavailable

---

**66%** of trips result in a direct purchase from a local business

---

**\$65** spent at local businesses by Neuron riders per e-scooter trip

---

**\$70,000** spent at local businesses each year by Neuron riders per e-scooter deployed

---

**\$448 M** spent at local businesses each year by Neuron riders in Australia

---

**20%** of trips support the night-time economy (10pm to 6am)

---

**46%** of trips replace a car journey

---

**95%** of users believe Neuron has created a positive impact on their city



# Where do riders spend?



**34%**

General shopping



**45%**

Restaurants, bars and cafes



**17%**

Leisure and recreational venues

\* Respondents could select more than one option



# Why do riders scoot?



**37%**

Commuting  
to work or  
study



**22%**

Getting to  
appointments



**28%**

Running  
errands such  
as shopping



**73%**

Exploring  
the city

\* Respondents could select more than one option

# A deep dive on Brisbane

Start Locations



**1.62 million rides**

End Locations



**3 million km travelled**

# Total Economic Contribution

Table: Total Economic Contribution of Neuron E-Scooters in Brisbane - \$ millions

	2021-22
Direct	\$9.04 million
Indirect	\$8.68 million
Enabled	\$98.88 million
Total	\$116.60 million

Source: QEAS 2022

# A job creation engine

Table: Total Employment Created by Neuron E-Scooters in Brisbane - persons

	2021-22
Direct	80
Indirect	35
Enabled	566
Total	681

Source: QEAS 2022

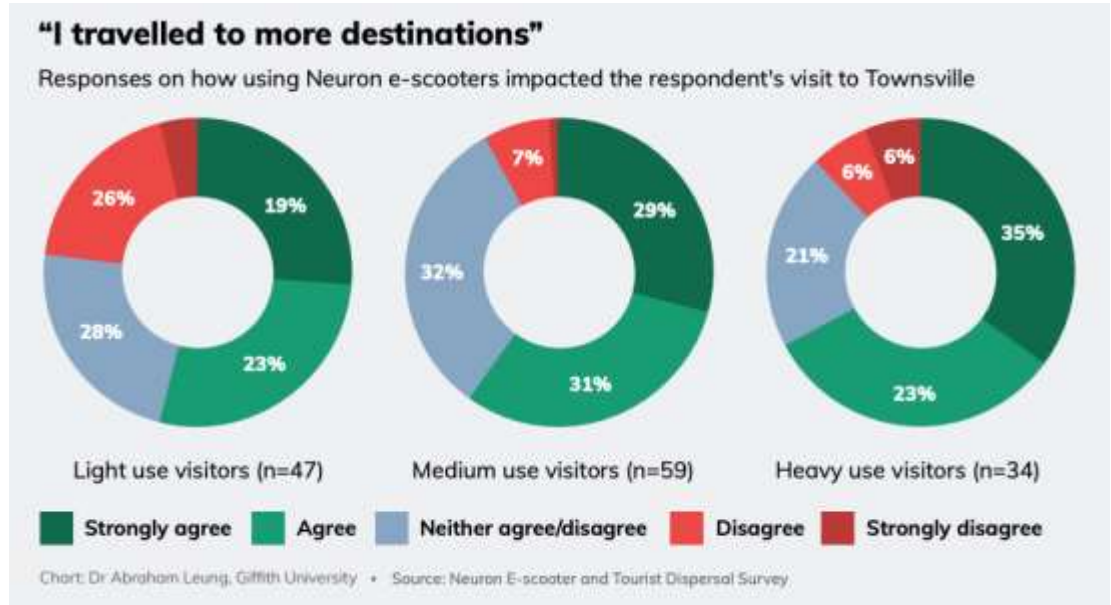
## Broader Benefits to Brisbane

- ❑ **197.9 tonnes** of CO2 emissions avoided annually from 1,451,041 vehicle kilometres saved
- ❑ **\$3.4 million** annual savings on road maintenance
- ❑ **\$2.96 million** in annual productivity benefits from reduced traffic congestion



# Boosting Tourism Spending in Townsville

- ❑ **42% increase** in spending from avid e-scooter users
- ❑ **Up to 26 km** travelled per day
- ❑ Tourists who scoot more spend more



# Bridging Public Transport Gaps in Rockhampton

- ❑ Providing a new mode in transport deserts
- ❑ Solving the first and last mile problem
- ❑ Reducing car dependency



*E-scooter trips ending around Rockhampton's city centre in the month prior to expansion (left) and since expansion (right)*

# Keeping Melbourne Moving During Major Events

- ❑ **8% of trips** in Melbourne during the Footy Festival started or ended at the MCG precinct
- ❑ **55% of trips** connecting to the MCG pressing started or ended at a train station



# Growing for the future

- ❑ As the industry grows across Australia the economic, environmental and community benefits will multiply
- ❑ Integration into the fabric of all cities will enable the next wave of sustainable growth







**Prosperity Report**



**Brisbane Economic  
Impact Report**