



# Global (green) Event Mobility



# Agenda

- History
- What we do
- Possible problems
- Examples
- Opportunities
- Green E.E.P.



# History



- Brink Verkeer (NL)
- Projects a.o.:
  - Rotterdam City Racing (NL)
  - Tomorrowland (B)
  - Rock for People (CZ)
- Rudi van den Brink / Martijn Hulshof / Frank Hommes
- Yourope Member since 2011



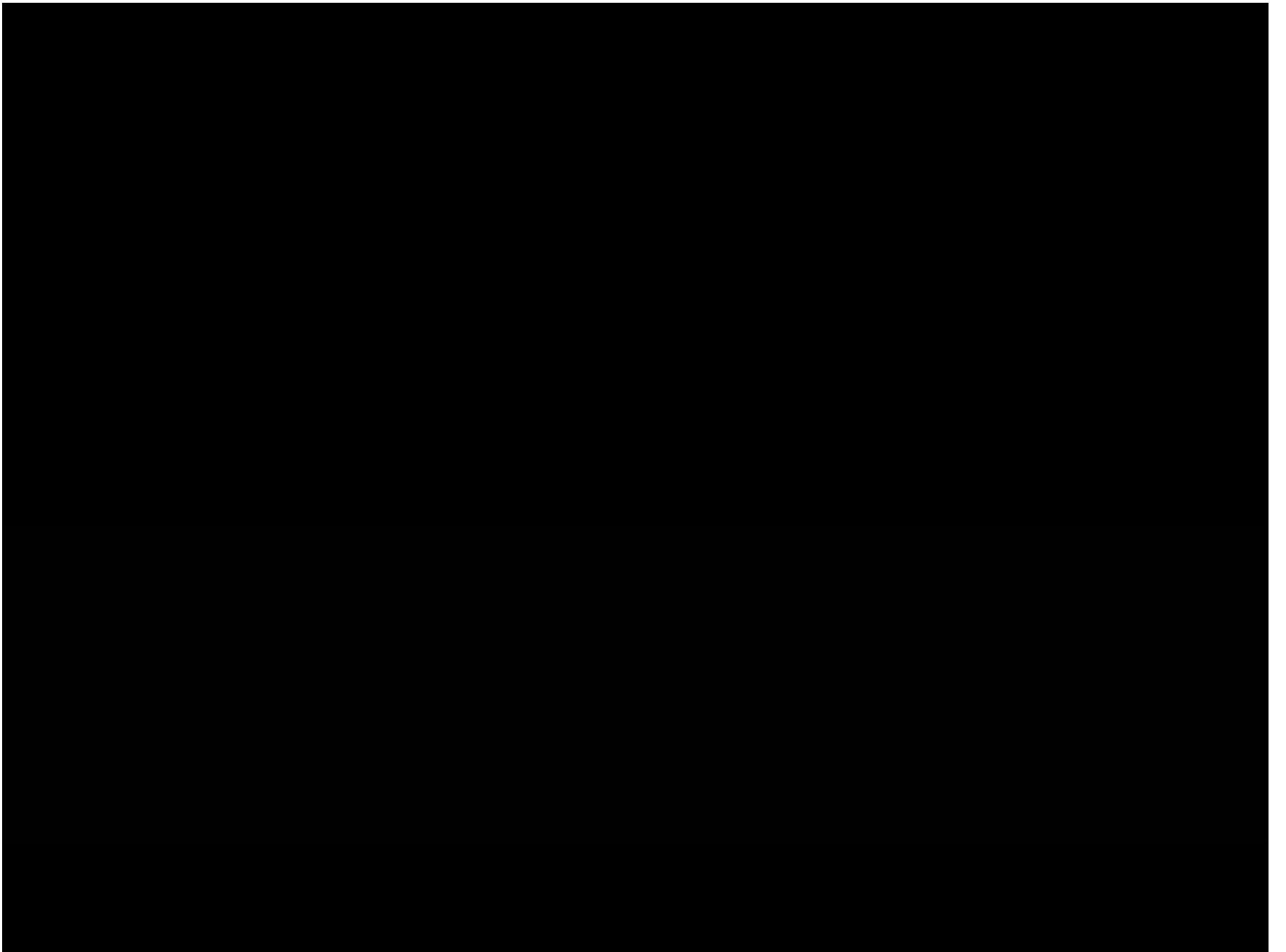
- Off Site Management
  - Mobility management (planning/advisory)
  - (Evacuation) scenario planning
  - Traffic management
  - Parking and accreditation
  - Public transport / taxi / “Kiss and Ride”
  - Organized event bus trips



- Queensday (NL | 2009) Car crashed into crowd
- George Michael (UK | 2011) Accreditation error
- PukkelPop (BE | 2011) Emergency routing blocked
- Hurricane (D | 2012) Car crashed in back of traffic jam
- Isle Of Wight (UK | 2012) Traffic Queue on to the ferry



- George Michael Live in London
- A whole stadium is waiting for the main star
- Tickets cost up to 500 British Pounds
- And then.....
- [Where](#) is [George Michael](#)

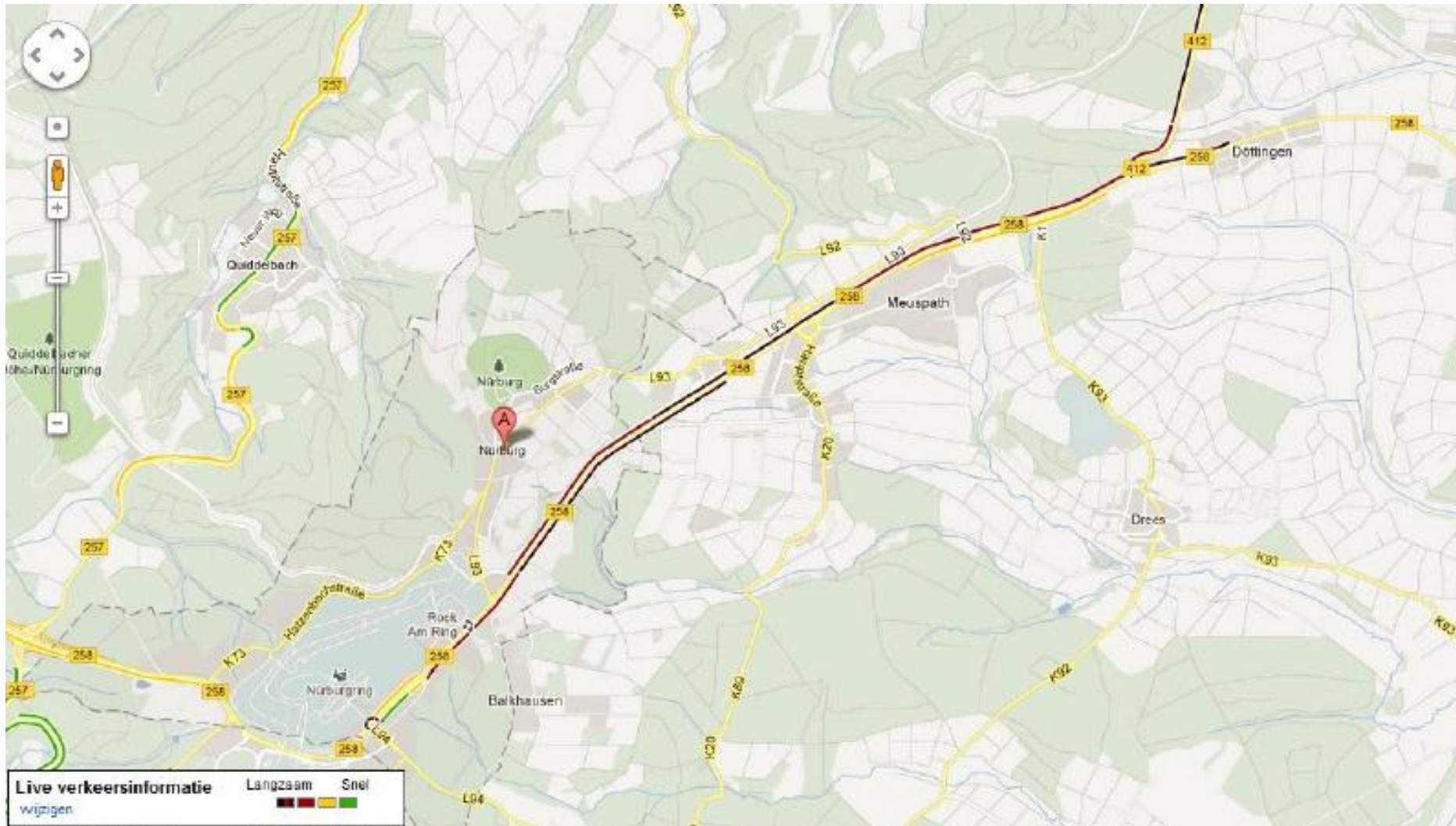




- Massive Rainstorm
- Unpredicted weather conditions
- Affraid teenagers phoning up parents who all come to the side together
- No clear entrance to the side for emergency services



# Rock am Ring 2012



# Hurricane 2012





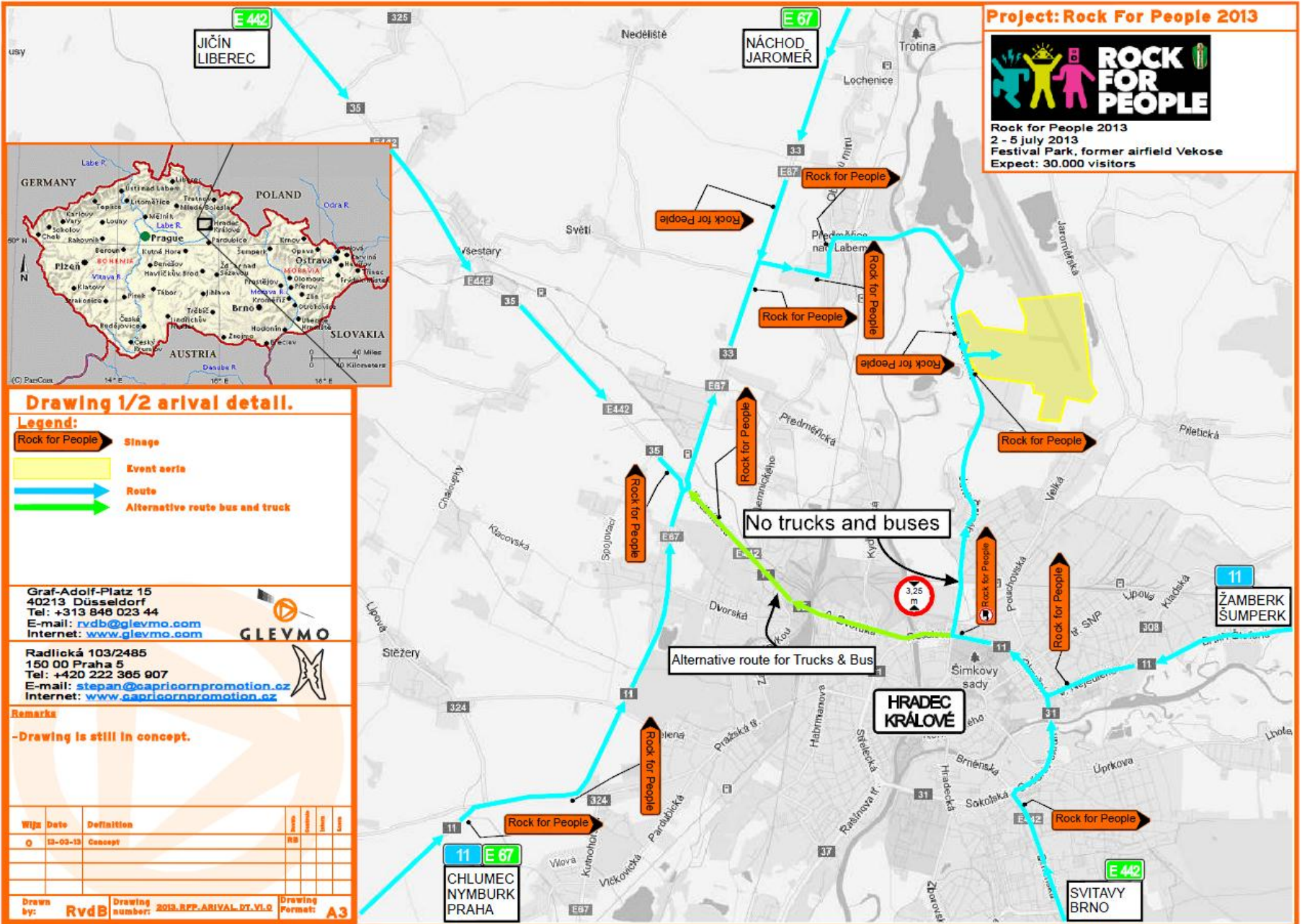
Example 1







Rock for People 2013  
 2 - 5 July 2013  
 Festival Park, former airfield Vekose  
 Expect: 30.000 visitors



**Drawing 1/2 arrival detail.**

- Legend:**
- Rock for People **Signage**
  - Event aeria
  - Route
  - Alternative route bus and truck

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**Remarks**  
 -Drawing is still in concept.

Wjzj	Date	Definition	RR	RR	RR	RR	RR
0	13-03-13	Concept					

Drawn by: **RvdB** Drawing number: **2013.RFP.ARIVAL.DT.V1.0** Drawing Format: **A3**

# Drawing 2/2 Bus and Truck

## Legend:

-  **ROCK FOR PEOPLE** Sinage bus and truck
-  **Event seria**
-  **Alternative route bus and truck**

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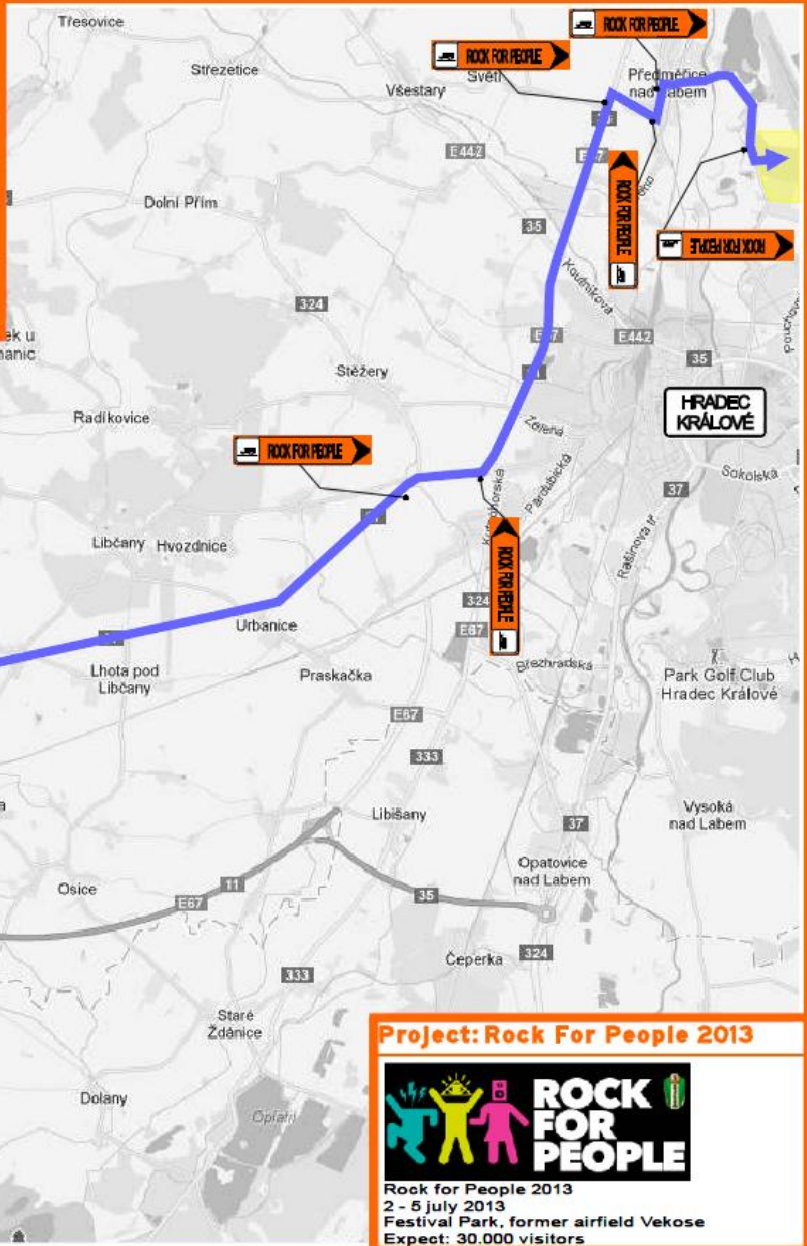


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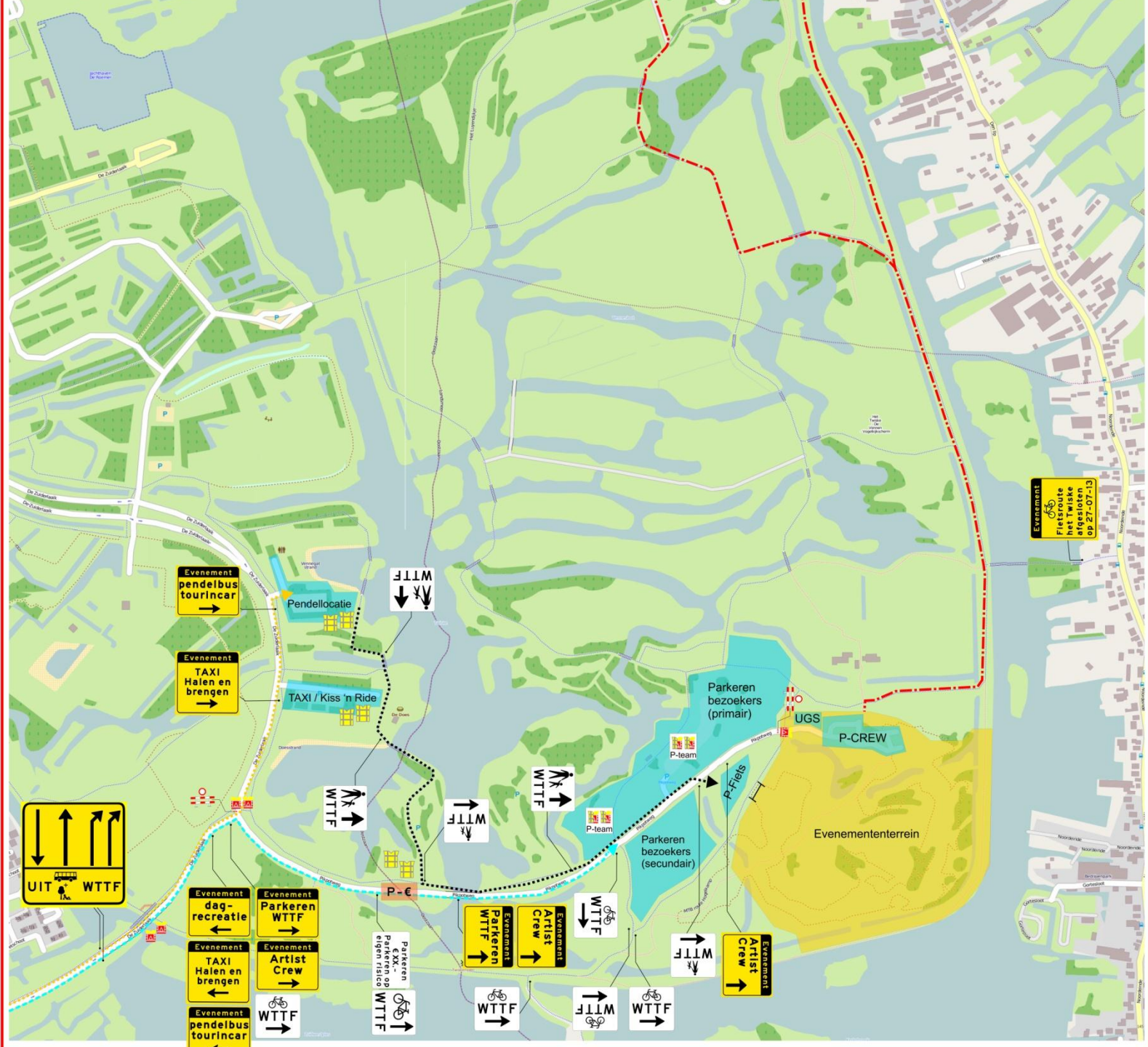
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## Project: Rock For People 2013



**Rock for People 2013**  
2 - 5 July 2013  
Festival Park, former airfield Vekose  
Expect: 30.000 visitors



Evenement  
pendelbus  
tourincar  
→

Evenement  
TAXI  
Halen en  
brengen  
→

UIT  
WTTF

Evenement  
dag-  
recreatie  
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Evenement  
Parkeren  
WTTF  
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Evenement  
TAXI  
Halen en  
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Evenement  
Artist  
Crew  
→

Evenement  
pendelbus  
tourincar  
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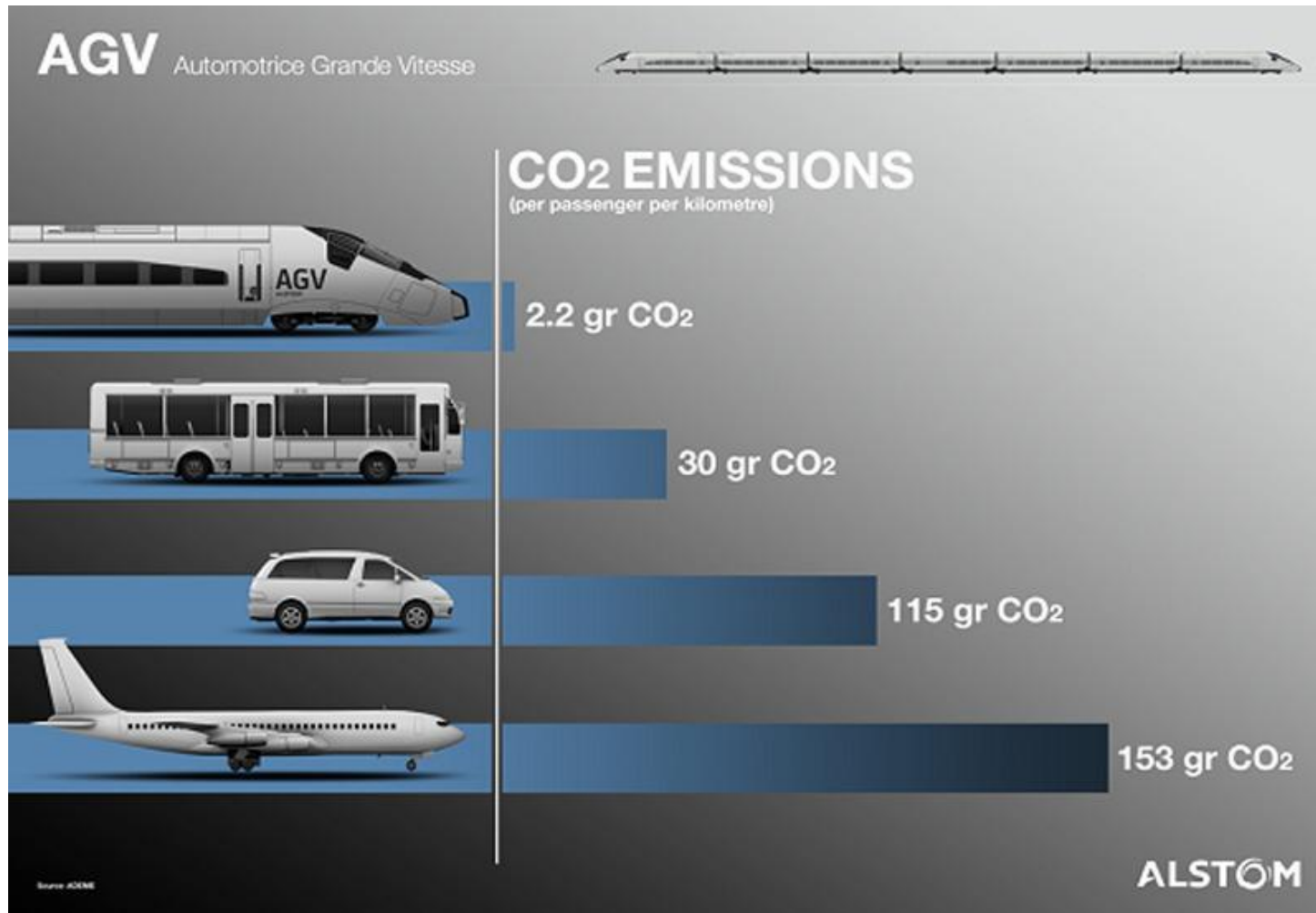




- Sustainable transport as part of Hospitality
- = The experience of a visitor on his way to a festival
- This experience is determined by behaviour, product / service and the location of the festival site.

For example;

a festival is situated far away from a train and bus station. The festival offers a shuttle bus service for their visitors (product/service) to pick them up from the station to the location. Visitors are happy with the service (experience), they have an alternative for their car and reduce their costs





Type	Avg. Speed	Avg. Distance	Avg. Fuel Use	Amount vehicles	Amount persons	Total 😊
Car	80 km/h	4	6,76 / 100 km	55	165	7,436 0,05
Car	20 km/h	4	11,1 / 100 km	285	855	63,27 0,074
Bus	80 km/h	12	25,0 / 100 km	45	2250	11,25 0,005



- •Integrate MM
- •Use new technologies
- •Use organised festival travel
- •Reduce parking ticket price when more people in one car.  
(100%, 80%, 60%, 40%, etc.)
- •Avoid congestions, traffic jams
- •Think long term
- •Surprise people, from buying tickets to festival
- •Monitor
- •Reducing parking space by smart parking saves environment
- •Compensate CO2 emissions with T.F.L.
- •Let your mobility concept finance itself



# Opportunities



- Enhance the capacity of the parking places by coordination and planning. Reducing “wildparking”
- All-inclusive bus trips
- Mobility plan, reducing the traffic pressure on the main road(s)





# Opportunities



- Explore the possibilities for park and ride and taxi places
- The blame game
  - Politics, permit for next year
  - Law, who is responsible
  - (Social) Media, image
  - Reduce risk, enhance possibilities



# DISCUSSION