

SUSTAINABLE MOBILITY FOR EVENTS

COMMUNICATE THE EXISTING PUBLIC TRANSPORT NETWORK AS DEDICATED FOR THE EVENT. GIVE A SPECIFIC NAME FOR THE PRODUCT.

What & Why to do it

The use of public transport can be increased when existing network is presented as “dedicated” to an event. Information on public transport can, in this way, reach and seduce a wider public. At the same time new target groups used to public transport (young, etc.) could be attracted to the event. To “dedicate” public transport network specific name, design, communication and information has to be provided.

How to do it

- Map the origin and the time schedule for most visitors: do they come from the surrounding areas or from all over the country? When do they arrive or leave? This can be done through a survey or estimation done by the organisers
- Estimate the number of visitors expected during the event in different hours
- Get in contact with the public transport operator, inform them of the organisation of the event and of the interest to build partnership. This has to be done quite in advance, ideally one year before the event.
- With the help of the public transport operator, map the existing public transport services (destinations, frequencies, late night services if relevant, stops around the event site, fares)
- With the public transport operator analyse which existing transport offer could fulfil visitors needs
- Establish with the public transport operator an agreement based on reciprocal tasks. A good partnership is based on motivation of both partners. Consider that also the event organiser will have to participate actively in public transport promotion.
- Involve the people responsible for event marketing in order to design the communication (find the name etc.) and to insert public transport information in event communication. The design of the communication idea has to precede ideally 2 months the preparation and launch of the scheduled communication activities.

Costs and benefits

Costs

- In general an agreement with the public transport operator could be established at no additional costs. Both partners can find reciprocal advantages.
- In case special marketing expenses are needed (for public transport operator or for the event organiser, i.e. reductions on the entrance ticket cost) they are usually of the same dimension of other communication initiatives undertaken.

Benefits

- Added value in terms of image and services could be provided usually at no additional costs
- Additional visitors can reach the event ground, resulting in better income for the organisers
- The number of parking places needed to accommodate all visitors can be considerably lower if good public transport services are provided
- There are substantial gains on for the environment: if only 100 visitors, travelling an average distance of 20 km one way, are diverted from the car to a bus, CO² emissions are reduced with 156 kg.

“To the park with the chauffeur” campaign in the Natural Park Dolomiti Bellunesi (Italy)

Around 50.000 tourists reach in summer week-ends the Natural Park Dolomiti Bellunesi. During these days, they concentrate in few well known locations where recreational activities are organised or reach events in the nearby towns as the Artisan Fair in Feltre (25.000 visitors).

The area is reachable by train from the main towns of the Region (Padova, Venice, Treviso, etc).

In summer 2002 a campaign was launched to promote the use of train to reach the region. This initiative was called “To the park with the chauffeur”. During summer week-ends existing train connections were advertised under the campaign logo. Additional measures were implemented as well. Most of the campaign was integrated in already planned marketing of the events. Specific communication was also carried out especially through radio spot.

Where necessary, additional public transport services were added to connect railways station and event sites.

The national railways operator offered 30% discount in combination with the initiative

A combined reduced ticket (train + entrance) was offered in occasion of the Artisan Fair.



The results:

No direct additional costs were spent by the event organisers. Some communication measures were sustained by the Natural Park and by the Life project.

The number of visitors coming by train passed from 0,7 to 2,6% on Sunday and from 1,1 to 3,4% during Artisan Fair. Visitors to Park guided tours, even if in limited number, used train at 89%.

The Artisan Fair organiser and the Park asked to repeat the initiative. The national railways confirmed the 30% ticket reduction.

Contact: Marco Viviani, Ecoistituto info@ecoistituto.it, phone + 39 0471 98 00 48