

# SUSTAINABLE MOBILITY FOR EVENTS

## COMBINED TICKET TRANSPORT PLUS ENTRANCE FEE

### *What & Why to do it*

Combined ticketing generally means that upon buying a ticket to an event in advance it will also include public transport to and from the event. Special forms of a combined ticket are „entry ticket plus parking“ as well as a ticket which includes „public transport to the event, a free drink, or participating in a lottery“ as well as a ticket for arrival by bicycle in combination with participation voucher at a lottery.

### *How to do it*

- Choose at the beginning of your planning phase among the following types of combined ticket:
  - o combined ticket “public transport + entrance ticket” (the entrance ticket is valid as PT ticket before and after the event - minimum of one hour before and after the event)
  - o combined ticket “arrival with public transport + participating at a lottery and/or a free drink”
  - o combined ticket “arrival by bicycle + participating at a lottery and/or a free drink”
  - o combined ticket “entry ticket plus parking”
- Draft an estimate of the modal share of public transport use in order to be able to set up a reasonable contract with the PT provider and after that effect the negotiation. Schedule one to three month for the negotiation.
- For additional offers (e.g. free drink) work out an agreement with the event’s catering service (turning in the voucher, etc.) and sign contracts accordingly.
- Integrate „Combined Ticketing“ in your event by including it in the event planning phase and in the public relations and marketing activities:
  - o make sure that all means of distribution (advance booking service, online-ticketing, reservation cards, event organisation staff, etc.) are informed of this combined ticket right from the start and that tickets include adequate information
  - o integrate the marketing for a ‘car-free’ journey to the event into the overall marketing – that means all marketing material for the event should include a note on ‘car-free’ travel to the event
  - o use special radio spots to inform the people about the possibility for ‘car-free’ access to the event via regional radio stations
  - o market the ‘car-free’ journey by appealing to the emotional needs (adventure, dating, independence,...) of the respective target group – especially young people
- Consider a strict parking policy in the area around the festival ground, this can enhance the use of combined ticketing.
- Evaluate the success of the combined ticket measure for planning purposes for the next event. Do a survey among PT users on their satisfaction with the service and on whether they have suggestions for improvement. This will allow you to offer combined tickets even more effectively and more user friendly at the next event.

### *Costs and benefits*

#### Costs

- Depending on what can be agreed upon with the PT provider there should be at least a reduction of 40 to 80% on the regular price of a PT ticket if the ticket is to be combined for all visitors. Financing these additional costs can be done either by marginally increasing the price of the ticket or by finding

sponsors such as the local municipality or even more effective in terms of mobility management: using parking lot revenues for extra PT costs.

#### Benefits

- reducing car related traffic problems around the event (accessibility, parking space, etc.)
- offering adequate additional service or benefit is a means of positive image enhancing

## ***Combined ticket “Public Transport + entrance ticket” at the Provincial Exhibition Styria, 2001***

### ***The event***

The exhibition with the motto „Energy at your fingertips“ was on at the City of Weiz and the City of Gleisdorf from the 27th of April to the end of October 2001. Approximately 143.700 persons visited the exhibition.

### ***The combined ticket***

During the exhibition many passengers were animated to use public transport to the event-site by offering a combined ticket (valid for public transport to and entry for the exhibition).

The local transport with public buses or trains between both exhibition-sites, Gleisdorf and Weiz, was for free for the visitors of the exhibition. The entrance ticket also functioned as a ticket for public transport. In addition to bicycle transport facilities on trains were offered.

### ***The results***

The combined ticket was made available over a period of six months (May to October 2001), about 4.300 persons used this public transport service.



### ***Combined ticket for the Provincial Exhibition Styria:***

*The entrance ticket is also valid as a ticket for the regional PT lines for Gleisdorf to Weiz (bus or train) on the day of devaluation.*

## ***Combined ticket “Arrival by bicycle + participating at a lottery and/or a free drink” and combined ticket “Arrival with public transport + participating at a lottery and/or a free drink” at the Alpe-Adria Biofest in Graz, 2002***

### ***The event***

This trade fair for rural organic products was held in the City of Graz on the 13th and 14th of September 2002. The event has been located within the pedestrian area of the city. About 10,000 persons visited this event.

### ***The combined ticket***

An attractive “bicycle-action” was offered during this event to be composed of an information-point for bikers, a give-away (wooden key fobs) and a refreshment for free for those visitors that came by bike. The bikers took part in a raffle too. Although those visitors that arrived with public transport got a give-away and a refreshment for free. Those visitors coming by public bus or train took also part in a raffle.

### ***The results***

These marketing measures were very successful, because nearly every third of the visitors came by bike. All in all the share of the sustainable modes (P.T., cycling, foot) on the modal split of the visitors reached 55%.

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