

Transport Systems for Event-Tourism - Summary

The research project "Transport Systems for Event-Tourism", sponsored by the German Federal Ministry of Education and Research, aimed to develop and test new transport concepts for events as part of the leisure experience. The journeys to and from the events were seen as key elements of a strategy for reducing their negative side-effects while at the same time improving their integration in the regional economic and social context. The idea of integrating the trip in the event also opened up possibilities for new experiences.

The project ran from September 2000 to March 2004. Activities of the research team can be summarised under two main headings: Firstly, the current level of knowledge regarding both people's motivation to participate in events and the resulting transport needs is insufficient. New research was therefore necessary which was then used to develop new approaches and solutions in the context of space, event and transport. This included the development of new methods, for example regarding descriptive models, traffic modelling, planning and co-operation procedures.

Major events offer opportunities for combining and aggregating travel demand and thus lend themselves to public transport use. However, their recreative value and suitability for leisure travel is so far limited. Thus the project followed the following main guidelines:

- research on the variety of events and formulation of appropriate types
- scenarios for the description of future event- and leisure travel processes
- development of concepts for an integration of journey and event
- design proposals for leisure-friendly public transport systems
- integration and optimisation of the whole trip

Based on the principles of sustainable development, the resulting solutions aimed at the following effects:

- greater experience value of the trip for the participant
- reduced environmental pollution, also by way of
- shifts to more sustainable transport services, furthermore
- creation of new job opportunities in the leisure industry and
- improved recreational and entertainment value of events

The main trial area to test the ideas developed in the project was the international horticultural exhibition (Internationale Gartenbauausstellung) in Rostock, Germany, in 2003. Experience gained from EXPO 2000 in Hanover and the annual Berlin Love Parade was used as well. Findings and proposals of the project were collected and published in a "manual" for event and transport organisers and other interested groups.

Nine disciplines worked closely together in this project. The participating institutions were:

- Transport Planning: Erfurt University of Applied Sciences and Studio for Transport Planning and Research, Berlin
- Urban Ecology and Design: Institute for Agro- and Urban Ecological Projects, Berlin
- Transport Technologies: DaimlerChrysler Transport Research, Berlin
- Ergonomics, Psychology, Sociology and Implementation Research, Nexus Institute for Co-operation Management and Interdisciplinary Research, Berlin (also project co-ordinator)
- Transport Economics: PTV Transport Consultants, Karlsruhe
- Marketing: IGA Rostock 2003