

# **Handbook Event Travel**

## **Turning the trip and event into a “seamless experience”**

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### **Book Structure**

#### **1 Handbook on transport management for special events - an introduction**

Hans-Liudger Dienel

- 1.1 Aim of the book*
- 1.2 The current situation*
- 1.3 Chances for sustainable growth*
- 1.4 Deciding on target groups*
- 1.5 Where to begin to plan successfully for travelling to events*
- 1.6 Résumé of this book*

#### **2 Ground rules for planning transport to special events**

##### **2.1 Classifying events**

G. Wolfgang Heinze

What defines an event? What are its elements, characteristics and their various forms? Which types exist? - Main types presented according to transport requirements and theme/message of the event.

- 2.1.1 Particular factors defining an event*
- 2.1.2 Event types from a transport planning perspective*
- 2.1.3 Classifying Events.*

##### **2.2 Stakeholders and their interests**

G. Wolfgang Heinze

An analysis of who is involved in planning and running an event, their interests and possible conflicts. The review is largely based on the analysis of case studies from Berlin.

- 2.2.1 Examples of special events where joint efforts were a deciding factor*
- 2.2.2 Overview of the parties involved*
- 2.2.3 Lessons learned from planning special events in Berlin*

##### **2.3 The status quo of event travel planning**

G. Wolfgang Heinze

The “traditional“ planning procedure: Allocation of responsibilities, structure of an event site and surrounding zones, traffic management.

- 2.3.1 Phases of the planning process*
- 2.3.2 Siteing of the special event - transport requirements and safety zones*
- 2.3.3 Issues in transport planning*
- 2.3.4 Traffic management*

### **3 How to make the trip to the event part of the whole experience?**

#### **3.1 New objectives for planning travel to special events**

Jörn Flaig, Heinrich Kill, G.Wolfgang Heinze

What can be improved? How can increased cooperation between transport providers and event organisers leads to possibilities for new “integrated travel-event-products”?

- 3.1.1 Innovative ideas in planning for travel to Special Events*
- 3.1.2 The ideal situation - from a planner's point of view*
- 3.1.3 The reality of planning for travel to special event travel planning*
- 3.1.4 Tasks and benefits of integrated planning*

#### **3.2 Planning the travel requirements for target groups**

Martina Dörnemann, Eckhard Schüler-Hainsch

A presentation of “lifestyle groups” with similar interests and travel priorities, based on the empirical work of the project. These groups can be used to develop transport solutions specially tailored to their requirements, an approach discussed in more detail in some of the following chapters.

- 3.2.1 Travel patterns and how this affects attendance at special events*
- 3.2.2 Possible future developments in travel patterns*
- 3.2.3 Different types of visitor and their travel requirements*
- 3.2.4 How to define target groups and their economic value for planning travel to events*

#### **3.3 Estimating visitor numbers**

Wolfgang Röhling

Estimating the attractiveness of an event and the number of visitors, finding the catchment area.

- 3.3.1 The use and restrictions of computers in planning travel to special events*
- 3.3.2 Classification of events for the assessment of visitor potential*
- 3.3.3 Types and numbers of attendees.*
- 3.3.4 Modal choice*
- 3.3.5 Forecasting procedure*

#### **3.4 Elements in the development of “travel chains”**

Hans-Horst Bethge, Angela Jain, Martin Schiefelbusch

How can the „experience dimension“ be put into practice? Presentation of the various dimensions and planning options with some examples.

- 3.4.1 A systematic approach to planning “travel chains”*
- 3.4.2 Choosing travel modes*
- 3.4.3 Transforming vehicles into an experience*
- 3.4.4 Information provision about the journey and the event*
- 3.4.5 What can be done in terms of infrastructure design along the route*
- 3.4.6 How to integrate sub-events into the trip*
- 3.4.7 From defining elements to an integrated concept*

### **3.5 Cooperation management in the planning of event travel**

Jenny Schmithals, Malte Schophaus, Susanne Leder

Cooperation can be a key problem area and main obstacle to overcome for the development of new ideas. This Chapter presents the essential elements required to achieve good cooperation.

*3.5.1 Spatial and temporal issues in cooperation*

*3.5.2 Analysis of stakeholders*

*3.5.3 General results of cooperation*

*3.5.4 Methodology of cooperation management*

*3.5.5 A case-study example*

*3.5.6 Lessons learned*

### **3.6 Assessing the sustainability of event travel**

Tanja Schäfer, Christoph Walther

Assessing the impacts of traffic at the exhibition site and in the neighbourhood, procedures for integrating social and economic issues in the assessment of transport services.

*3.6.1 Questions from the event organiser*

*3.6.2 Key requirements for the assessment of travel to special events*

*3.6.3 Comprehensive assessment of the traffic requirements at the event location*

*3.6.4 Assessment of “travel chains”*

## **4 Practical tools**

### **4.1 Elements for transport services and packages**

Angela Jain, Martin Schiefelbusch

Recent examples of good practice, including traditional and new approaches and topics.

*4.1.1 Transport operations, marketing, information and cooperation*

*4.1.2 The travel experience*

*4.1.3 Measures to increase the efficiency of individual transport*

### **4.2 Examples for successful event travel: Learning from the IGA**

Jenny Schmithals

A presentation of products and concepts developed in the project for the main case study, the International Horticultural Exhibition (Internationale Gartenbauausstellung, IGA) in Rostock 2003.

*4.2.1 The “Railway experience”: Special services with an on-board programme*

*4.2.2 The “bus experience”: The interior design of coaches*

*4.2.3 The “travel experience”: Proposals for coach tours*

*4.2.4 Highlights along the way - an example for integrating sub-events*

*4.2.5 “Base camp”: Excursions available from the event site*

*4.2.6 Cycle routes: Re-using existing tourist routes*

*4.2.7 Holiday routes: using existing transport infrastructure*

*4.2.8 “WasserTour”: Involving local inhabitants in event travel*

*4.2.9 Integrating water-based modes into the event journey*

### **4.3 Checklists for stakeholders**

Jörn Flaig

Checklists and practical hints

- 4.3.1 *The case for checklists*
- 4.3.2 *How to read and use the checklists*
- 4.3.3 *Lead times for organising successful themed transport services*
- 4.3.4 *General checklists for planning event travel*
- 4.3.5 *Supplementary thematic checklists*

## **5 Conclusions: The future of event travel**

### **5.1 Where do we go from here? Three scenarios**

Hans-Liudger Dienel

Presentation of the procedure followed through the scenario process and the conclusions reached.

- 5.1.1 *The trend scenario for events and event travel in 2010*
- 5.1.2 *Interconnected multicultural community - alternative scenario 1*
- 5.1.3 *“Everyone for themselves” - alternative scenario 2*

### **5.2 Some conclusions**

Hans-Liudger Dienel

Conclusions for various groups:

- 5.2.1 *Event planning*
- 5.2.2 *Transport planning*
- 5.2.3 *Political Considerations*
- 5.2.4 *Further education*
- 5.2.5 *Research*

*Translation of book structure: Julian Heathcote, Martin Schiefelbusch, January 2004*