

## 4.3 Mobility management for major events

### Mobility Management for the U2 and Coldplay 2017 concerts in Brussels (Brussels, Belgium)

Sustainable modes of transport preferred among concert fans

*Obtaining positive mobility results for three consecutive concerts in Brussels that attracted around 50.000 fans each.*

**Event:** U2 and Coldplay 2017 concerts in Brussels

**Location of the event:** King Baudouin Stadium  
(around 6 km from the city centre of Brussels)

**Country:** Belgium

**Implementation body:** Event organizer with the support of Scelta Mobility, a mobility consultant firm, and in collaboration with the different stakeholders

**Level of implementation:** mobility measures at city level and communication activities at a wider level

**Topic:** mobility management for major events

**Target group(s):** U2 and Coldplay fans attending the concert



**Stakeholders involved:**

- Event organizers
- Mobility consultant
- City of Brussels
- Police
- Public transport providers in Brussels
- Railway operator

### INTRODUCTION

The 2017 U2 and Coldplay concerts in Brussels were a music event of national importance that attracted thousands of visitors from all over the country. Considering King Baudouin Stadium's capacity of 50,000 and the limited parking spaces available (from 10,000 down to 6,250 at the time due to construction works), the risk of traffic problems and car park chaos in the concert area was rather high. In order to prevent this, the event organizers and their mobility consultants, in collaboration with local stakeholders, set up and implemented a series of mobility management measures aimed at facilitating and promoting sustainable modes of transport.

### OBJECTIVES

- Avoid traffic congestion by creating alternative solutions to car use.
- Avoid parking chaos at the area surrounding the concert location by limiting parking demand.

### MEASURES IMPLEMENTED

All the tickets for the three concerts were pre-booked which provided the event organizers with information on the post code of origin for all the fans attending the concert. This information allowed for the planning of a variety of mobility measures that were tailor made to the different areas of origin. The measures implemented included (Scelta Mobility, 2018):

- Establishment of night trains: night trains were organized for areas outside Brussels that had a high concentration of fans.
- Extension of the metro and tram services in Brussels in terms of frequency, capacity and timetables.
- Creation of Park & Ride services.
- Creation of guarded bicycle parking.
- Extra private parking places in presale.
- Communication:
  - Clear and direct communication to the fans regarding the lack of parking spaces at the concert area
  - Targeted communication: mobility alternatives were communicated to the fans based on the mobility solutions available for their area of origin. This included information on public transport, cycling routes and parking areas, park and ride services and so on.
- Price setting: the price of the train ticket was lowered from €18 to €10 whereas the cost of parking was more expensive €20.
- Promotion of carpooling through the application “Eventpool”.

## RESULTS

At each one of the concerts the great majority of the fans reached the stadium using sustainable modes of transport (Backx, 2018):

- Transport by bike: 1,500
- Train: 5,000
- City public transport between 16,000 and 20,000
- Cars: 5,500 on all parking lots (between 3,200 – 3,700 cars per concert at the parking lots around the stadium)
- Less than 3,500 cars on the main parking lot.

Obtaining these results for three consecutive concerts that attracted around 50,000 fans each, highlights the importance of mobility management in influencing mobility behaviour.

## SUCCESS FACTORS

- Good communication:
  - Targeted mobility information to the fans based on their post code
  - Clear and direct message regarding the shortage of parking spaces.
- Event organizer interested in mobility and sought to ensure that the transport mode used by the audience was as sustainable as possible.
- The construction works taking place in the stadium parking area at the time provided an excellent opportunity to influence the travel decisions of fans.
- The variety of solutions offered that allowed people to choose their optimal solution.
- Knowing the visitor: the fact that tickets were booked in advance provided useful information regarding the origin of the trips and thus allowed for better planning of the mobility solutions and targeted communication.
- Stakeholder cooperation.
- Very good weather conditions during the concerts.

## BARRIERS AND OBSTACLES

- Convincing the event organizer to be clear and direct in its communication to the fans regarding the limited number of parking spaces available.
- The variety of stakeholders (due to the complex governance system in Brussels) that had to be involved in order to organize and implement the various mobility solutions.
- The stadium is adjacent to the Expo Site in Brussels that owns part of the parking spaces. It was not possible to obtain control of these parking spaces during the concerts and thus not possible to have a better control of the trips made by car.