Tourist and special event transport demand management

Introduction

For both domestic and international visitors, transport is key to their ability to experience all that a city or region has to offer. The same is true for those attending special events, such as international festivals or sporting fixtures, whether they are visitors or local residents. Poor planning can lead to an unsafe and overloaded transport system and prevent people from attending the event.

Managing transport demand for tourists or special events must take all modes into account. In addition, international visitors to New Zealand may have very high expectations of walking, cycling and public transport facilities particularly to access key events and tourist destinations, based on experience of these modes in their own countries.

Objective

To ensure the transport network provides multiple travel choices for tourists travelling around New Zealand or those attending special events that are safe, efficient, cost-effective and sustainable.

Benefits

Economy

In the year ended March 2012, tourism contributed over 9 percent of New Zealand’s gross domestic product (GDP) and just under 10 percent of all employment in equivalent full-time positions. Total tourism expenditure reached $23.4 billion in the year to March 2012.

Offering visitors a good choice of high-quality well organised transport modes for travel around the country and to tourist attractions and for one-off events will showcase New Zealand as a place to visit. Use of social media and television coverage of events such as the 2011 Rugby World Cup ensures our success (or otherwise) in planning for such events instantly reaches a worldwide audience of millions. Any bad experiences that tourists have with transport will damage New Zealand’s reputation, make it less likely to be selected to host international events and deter new tourists.

Congestion reduction

Managing tourist transport and other local traffic in a tourist area or around an event venue can help reduce congestion and improve safety. This will benefit all network users including freight operators, business owners and local residents.

Efficient transport spending

Focusing transport expenditure on tourism-related transport initiatives around high tourism routes and locations and carefully planning for special events is likely to contribute to growing New Zealand’s GDP and exports.

Liveability

An important aspect of New Zealand’s attractiveness as a place to live is the
accessibility of recreational opportunities. This means that improving transport options for tourists will benefit all New Zealanders and help to attract highly skilled migrants.

<table>
<thead>
<tr>
<th>Health</th>
<th>Providing better access to recreational facilities for tourists will benefit the health of all New Zealanders. This will in turn help improve the productivity of the New Zealand workforce.</th>
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<tbody>
<tr>
<td>Multimodal</td>
<td>The main objective of managing tourist transport is to provide modal choice so tourists can choose the mode that will give them the experience they are seeking.</td>
</tr>
<tr>
<td>Environment</td>
<td>Actively managing tourist travel around New Zealand, and particularly access to sensitive cultural and natural sites ensures they are suitably protected.</td>
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<tr>
<td>Safety</td>
<td>At times of high demand such as one-off events and festivals, keeping visitors informed about transport options and reducing access by private vehicles will make venues safer for residents and visitors alike. Lack of knowledge of local driving rules and road conditions also makes it important to provide tourists with up to date information so they travel safely.</td>
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</table>
Strategic interventions for tourist and special event transport demand management

The types of measures and activities that can be considered to improve the movement of tourists and around special events are:

- tourist and event specific signage and information
- frequent parking and rest facilities
- innovative ticketing options such as event tickets including remote parking and public transport to venue
- park and ride or park and explore facilities
- safe and well connected walking and cycling paths to venues and tourist attractions
- accessible and affordable cycle hire
- event transport management
Tourist travel demand management – page 4

Strategic interventions for tourist and special event transport demand management contd

Tourist-and event specific signage and information

Tourists need information if they are going to get the best experience out of the time that they have. From a travel point of view, tourists need to know exactly where tourist attractions are located and how to get to them. This includes what modes are available and how long it will take to get to the location as they may have limited time, money or modal choice.

For example, an elderly tourist on a coach tour with a half-day free will not have a hire car or may not want to walk, so public transport may be the only way for them to get to and from a tourist site.

Tour operators and tourist booking offices could consider adding additional mode options available at the time of booking. For example, skiers booking accommodation in Ohakune could also be offered bus or train connections from Auckland or Wellington, or cycle hire to get around Ohakune. Cycle hire could also be added to a hotel room booking system as an option for getting around a tourist town or city.

Information about different transport modes may be delivered before the journey (such as in airline magazines or brochures at an information site), on the journey (such as directional and distance signs along a route or information from a bus driver), or at the site, but visible from a distance so it is obvious that the tourist is nearing the site. Clear and concise maps showing landmarks and facilities (or a lack of facilities, such as no footpaths or a one-way road) will also help tourists.

Tour specific travel information is currently available at i-site locations

Directional and distance signs for a site or an event should have a distinctive appearance so that they are easily recognised by visitors. This is particularly important for events such as the Rugby World Cup where domestic and international visitors may need to access stadia in many different cities.
Consistent signage will help them to find their way.

Explicit promotion of all modes available and booking methods should be sent to all tourists at the time of booking. They can then be incorporated into journey planning, rather than investigated once tourists arrive. This is especially important for tourist-related modes such as train or cycle journeys that can be both an attraction and a way of moving people between locations.
Strategic interventions for tourist and special event transport demand management contd

Parking and rest facilities

Most tourists come to New Zealand to see the landscape. Stopping places and associated facilities are important to make the tourist experience as good as possible. This may simply be a seat along a pedestrian path, an area for cars to pull off the road, or information boards and toilets. Marking these facilities on maps is also likely to make a route more attractive.

Attractive rest areas enhance the tourist travel experience.

Innovative ticketing options

In order to avoid congestion around popular tourist sites and event venues, where large numbers of people are arriving simultaneously, public transport services in some areas are provided free to ticket holders.

For example, purchasing a Zoo Pass to Taronga Zoo, on the shores of Sydney Harbour, covers the cost of admission to the zoo, a return ferry ticket from Circular Quay and a bus ride to the main entrance. The pass saves visitors time and money, and means the area around the zoo isn’t clogged with visitors’ cars.

Similarly, the Vatican and Rome Card includes admission to the Vatican Museums and the Colosseum, the two most popular tourist sites in Rome. It also includes transport, audio tours and maps, traveler medical assistance, and discounts for admission to most other monuments and museums in Rome.
Strategic interventions for tourist and special event transport demand management contd

<table>
<thead>
<tr>
<th>Park and explore or park and ride</th>
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<tr>
<td>Unless serviced by tour operators, many tourist spots are only accessible by car. High-use locations can become clogged with people trying to find a park or simply driving around for a look without getting out of their car. ‘Park and explore’ encourages people to park once and walk, cycle or use a bus service to explore the location. This can be used in tourist towns or cities where parking is provided at the outskirts and a regular free bus service travels around the tourist spots.</td>
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<thead>
<tr>
<th>Walking and cycling paths</th>
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<tr>
<td>Providing safe and convenient walking and/or cycling access to event venues and tourist sites reduces the need for extensive on-site car parking facilities and reduces congestion on roads near such sites, as well as stress for local residents.</td>
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*The Westpac stadium is linked to Wellington’s CBD and the railway station via a 650m long elevated walkway*
Strategic interventions for tourist and special event transport demand management contd

**Cycle hire**

For cycles to be a viable choice for tourists, they need to be available from a location at or close to accommodation. This enables tourists to leave their large bags in their room or in storage before using the cycles. Ideally, large hotels, motels and backpackers would have cycles available on-site, while smaller sites would share or be serviced by one or more suppliers. To make such a system work, tourist locations, shopping areas, cafes and dining locations will need suitable cycle parking to ensure the cycling experience is not marred by cycles being stolen or damaged.
Strategic interventions for tourist and special event transport demand management contd

Event transport management

Events that are ‘one-off’ or only occur infrequently and attract large numbers of attendees are likely to need special transport management, especially when attendees all arrive and/or depart at the same time.

For yearly events, a transport management plan can be developed and tweaked in future years. However, large one-off events, especially those with international attendees, will require in-depth planning to ensure the event is not marred by transport issues.

It is particularly important to manage the use of transport modes to reduce the number of cars accessing these large events. This will reduce the pressure on a road system that was not designed for such heavy volumes of traffic.

The Vancouver Skytrain was a successful link in the transport network for the 2010 Winter Olympic Games.
Case study – Hadrian’s Wall bus

Introduction
Tourist travel to and along the Hadrian’s Wall World Heritage Site has been supported and enhanced by the provision of integrated transport options based around the Hadrian’s Wall bus service.

Background
The Hadrian’s Wall bus, AD122 (named after the date that the Roman Emperor Hadrian started building the wall) runs along the full length of Hadrian’s Wall from Newcastle-upon-Tyne to the Solway Coast.

AD122 is a seasonal service run by the Hadrian’s Wall Bus Partnership, comprising local authorities, English Heritage, the National Trust and local tourism bodies. The service is textbook example of the whole being greater than the sum of its parts and what started out as a bus route gradually evolved into a visitor experience in its own right.

Implementation
Buses are fitted with a PA system and drivers are trained to provide information about the heritage sites along the routes. At peak times, local heritage guides are employed to provide interpretation and visitor guidance on the bus. The AD122 buses are low floor and some vehicles can carry up to four cycles.

To encourage modal shift, visitors wanting to walk or cycle the National Trail who arrive by car are encouraged to park at a visitor centre or car park (covered by CCTV and a staff presence) and then walk or cycle the trail in sections, using the bus to get back to their vehicle or to reach local accommodation.

A one day Rover ticket costs £9 for an adult, £4.50 for a child, or £18 for a family. Rover tickets also come with a copy of the Rover Scenic Guide which tells visitors what they can see from the bus.
Case study – Hadrian’s Wall bus continued

In 2012 around 36,000 people used the AD122 bus, an increase of 40% since 2006. Of these, around 60% were walkers, and 40% international visitors.

The following factors have contributed to the bus service’s success:

- strong and flexible partnership between 7 stakeholders including County Councils, the National Park and operators with integrated delivery;
- public transport service integrated with other modes of transport including private cars (stops at car parks), cycling and walking trails (280km long Hadrian’s Wall cycling trail and 135km Hadrian’s Wall Path National walking trail);
- strong branding and advertising to increase awareness of the service;
- Hadrian’s Wall is a UNESCO World Heritage Site.
## Case study – London Olympics 2012

### Introduction
The Olympic Games were held in London between July 27 and August 12 2012, followed by the Paralympics, from 29 August to 9 September. The games brought 14,000 athletes to the UK, along with 7,500 team officials, 21,000 members of the media and around 800,000 overseas visitors. In addition, a local workforce of more than 200,000 people was employed to run the games. Thirty-four venues in London and beyond hosted a total of 300 events, for which 8.8 million tickets were sold.

### Olympic Park
The London 2012 Games were centred around the Olympic Park in east London. The main venues – the Olympic Stadium, Aquatics Centre, Velodrome and BMX Circuit, as well as the hockey, handball and basketball arenas - were easily accessible through a network of footbridges and walkways within the Park. In addition, the Olympic Village was within walking distance of all the venues in the Park, enhancing the experience for athletes and officials.

### The “public transport games”
Given the huge influx of visitors and participants for the Games and the pressure this would place on transport networks, spectators were asked to travel by public transport, cycle or on foot. The busiest day saw around 800,000 spectators travel by public transport, resulting in an extra 3-million or more journeys in London.

### Travel Advice for Business (TAB)
In order to keep London moving, travel demand management specialists and Transport for London (TfL) worked in partnership with businesses through the TAB programme.

Analysis showed the transport challenge would be focused on certain times and in certain locations, primarily in central London, near Games venues, and on the Olympic and Paralympic Route Network. The TAB programme encouraged individuals and businesses to change their travel plans, freight and delivery arrangements through greater understanding of the likely disruption to their journey.
Tourist travel demand management

Behaviour change

Businesses eligible to join the free programme needed to employ at least 200 staff and be located in the congested zones. More than 500 businesses across London, Eton Dorney and Weymouth, with more than half a million employees, signed up to the programme.

Travel advisors worked closely with businesses to encourage managers to instigate behaviour change, including changes to employee working hours, as well as providing travel information and advice to staff and suppliers, in order to reduce the impact on their businesses.

The TAB programme primarily targeted four responses:

- Reduce the need to travel
- Retime the journey
- Re-mode – primarily mode shift from public transport to walking and cycling, and
- Re-route to less busy routes on the road and public transport network.

Based on staff travel surveys and other information, action plans were developed for individual businesses based on the four responses above. Some of these measures are set out in the table below:
Case study – London Olympic 2012

<table>
<thead>
<tr>
<th>Reduce</th>
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<tbody>
<tr>
<td>Implement agile working strategy for home working - could IT systems cope, do staff have the right equipment?</td>
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<td>Introduce compressed working week strategy</td>
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<tr>
<td>Introduce a managed approach to taking annual leave</td>
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<tr>
<td>Arrange for staff to work at alternative offices</td>
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<tr>
<td>Reduce the need for business travel to and from the offices - provide tele/video conference facilities and publicise to staff</td>
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<tr>
<td>Encourage staff to take annual leave over the Games and manage as necessary</td>
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<tr>
<td>Stockpile non-perishable goods for Games time - is there sufficient available space?</td>
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<tr>
<td>Coordinate servicing with neighbouring businesses</td>
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<tr>
<td>Minimise the volume of personal mail/parcels delivered during congested times</td>
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<thead>
<tr>
<th>Re-time</th>
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<tr>
<td>Encourage staff travelling to the office to re-time their journeys to avoid peak congestion - set up system for flexible working, make sure security and support functions are able to cope with out of hours working</td>
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<tr>
<td>Ask staff to re-time client meetings and business trips to outside of the Games</td>
</tr>
<tr>
<td>Manage supplies such that deliveries are arranged for times when the Games impact will be minimal</td>
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<tr>
<td>Reduce impact on clients/visitors travelling to the business - provide information about transport hotspots and the alternatives</td>
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<table>
<thead>
<tr>
<th>Re-mode</th>
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<tbody>
<tr>
<td>Provide essential staff with travel planning tools</td>
</tr>
<tr>
<td>Promote walking to/from work - provide staff with access to walking maps and route planning</td>
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<tr>
<td>Promote cycling to work and link messages with London 2012 health and fitness messages</td>
</tr>
<tr>
<td>Promote cycle to work schemes and encourage staff to get prepared beforehand. Promote use of cycle hire bikes. Where required, expand facilities for cyclists, e.g. parking. Provide journey planning information and maps</td>
</tr>
<tr>
<td>Use local suppliers and those that use alternative travel modes</td>
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<thead>
<tr>
<th>Re-route</th>
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<tr>
<td>Promote using the bus instead of the tube, particularly for journeys beyond the central London area (where buses are less likely to be disrupted)</td>
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<tr>
<td>Encourage staff to choose (and test) a new route to work to avoid worst delays by providing staff with relevant information of predicted hotspots and delays</td>
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</tbody>
</table>
Case study – London Olympic 2012

How did it go? Overall, London coped very well with the pressures on the city’s transport system during the Games, despite record TfL passenger numbers. On Thursday August 9th, for example, London Underground carried 4.52 million passengers, the highest number in its 149-year history. Docklands Light Rail carried over 500,000 passengers for the first time on August 3rd, up 70% on usual levels, and Barclays Cycle Hire also broke records with 1 million hires in July.

Athletes, officials, spectators and media were able to arrive at their events in good time, largely because of the role employers played in enabling staff, suppliers and visitors to be flexible in their travel so as to avoid travel in the busiest places at the busiest times.

In the longer term, many of the participating businesses in London, Eton Dorney and Weymouth are looking to continue to use their Action Plan to influence future travel behaviour.

For further information see http://www.olympic.org/
Case study – Alpine Pearls in Austria

Origins

Alpine Pearls is the result of two European Union projects (Alps Mobility and Alps Mobility II – Alpine Pearls) that were set up by the Austrian Federal Ministry of Agriculture, Forestry, Environment and Water Management. It was co-funded by the European Union and carried out by 15 project partners from Austria, France, Germany, Italy and Switzerland.

The main focus was on creating sustainable tourism by combining tourist sites with environmentally friendly transport.

This environmentally friendly transport concept is offered in 24 alpine towns, the so-called Alpine Pearls, across Europe. A long-distance hiking trail links all Alpine Pearls in Austria, Switzerland, Italy, France, Germany and Slovenia.

Werfenweng

Werfenweng, a small town near Salzburg with just 800 inhabitants, is an Alpine Pearl resort that offers guests holidays from their cars. About 40 hotels in Werfenweng participate in the ‘holidays without your car’ scheme.

Visitors are encouraged to travel by train (a pick-up service from the station is available). While there are no restrictions placed on motorised traffic in the resort, Werfenweng does manage to convince many visitors who come by car to leave them parked. Car drivers can hand their car keys over to the tourist office, in exchange for a special transport pass.

The pass allows visitors to use the free electric taxis that operate day and night, and run on solar power. The pass also gives complimentary use of cross-country skis, ice skates, snowshoes, sledges and a ticket for a horse-drawn sleigh ride during winter.

In summer, the resort puts a fleet of electric vehicles at the disposal of its guests, from battery-powered cycles to three-wheeled scooters and even a hybrid Toyota Prius car for trips beyond the village.
Case study – Alpine Pearls in Austria continued

Impact of car-free tourism

The car-free tourism concept was initially developed uniquely for economic reasons, following a sharp drop in tourist occupancy rates. Given the resort’s pristine image, it made sense to link its economic survival to environmentally friendly transport.

Renewable energy

Werfenweng also uses renewable energy sources. A photovoltaic system provides the power not only for its electric vehicles, but also for more than half of the village’s households.

Many of the streetlights have been replaced by energy-efficient lamps, each topped by a small solar panel. Since they are also equipped with motion sensors, they are only activated when people pass by, thereby also reducing light pollution.

Werfenweng has played a key role in the creation of the Alpine Pearls network of alpine resorts.

For more information, visit www.werfenweng.org and www.alpine-pearls.com.
Complementary measures

<table>
<thead>
<tr>
<th>Land-use planning</th>
<th>Land-use planning around tourist destinations and activities will impact on travel demand.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Public transport</td>
<td>Convenient links and a comprehensive network will encourage tourists to use public transport.</td>
</tr>
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</table>

What other policies will this address?

<table>
<thead>
<tr>
<th>Environment</th>
<th>Tourism impact on the environment can be mitigated through the provision of more environmentally sensitive travel modes.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Economy</td>
<td>High-quality and convenient transportation will attract further tourists and provide increased benefit to the economy.</td>
</tr>
<tr>
<td>Safety</td>
<td>Tourists not used to driving in New Zealand can have a high risk of being involved in motor vehicle crashes. In addition, some international visitors who choose to walk and cycle may find the road environment unexpectedly difficult. Coordinating tourist travel and providing safer systems will improve safety.</td>
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</table>

Further information

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