

## Event Mobility Management (Gelredome) Arnhem (NL)

*Gelredome is a big event hall. Lack of parking places is solved by giving visitors personalised pre-trip information via (Partners)websites and social media.*

### Objectives

*The facility manager of Gelredome (private business)*

- *Collects data of visitors (origin, by postcode)*
- *Gives personalised pre-trip information how to reach Gelredome in time via traffic management apps*
- *Uses website(s) of partners), facebook and twitter*
- *Provides alternatives to the car – from carpooling to use of PT*
- *Promotes P&R facilities in the surrounding of Gelredome*

### Discription

*Gelredome can attract up to 35.000 visitors that come all over the Netherlands to Arnhem, e.g. when Justin Bieber will be on stage. Unfortunately only 2000 cars can park on the GPS address of Gelredome. There is a high risk of search traffic and congestion on the gateways to the location.*

*A combined traffic- and mobility management approach has the challenge to convince +6000 car drivers not to come by car, or park somewhere else. The facility manager uses personalised information and ‘nudges’ the clients of Gelredome..*

### Impact & outcomes

*The traffic- and mobility management approach works quite well, because nobody wants to be late for ‘Bieber’, so the majority of clients make use the personalised information they receive.*

### Barriers / constraints and how they have been overcome

*New clients earn most attention. Once they are convinced, they will follow up the advice another time. Client that get stuck in congestion or desperately search for a parking space (that isn’t there anymore) will come too late for the concert and will perceive this a bad experience they will not repeat again. So, next time they will follow up on the information and advice they get.*

# Good Practise

## Rough costs and resources *(better in workload than in Euro)*

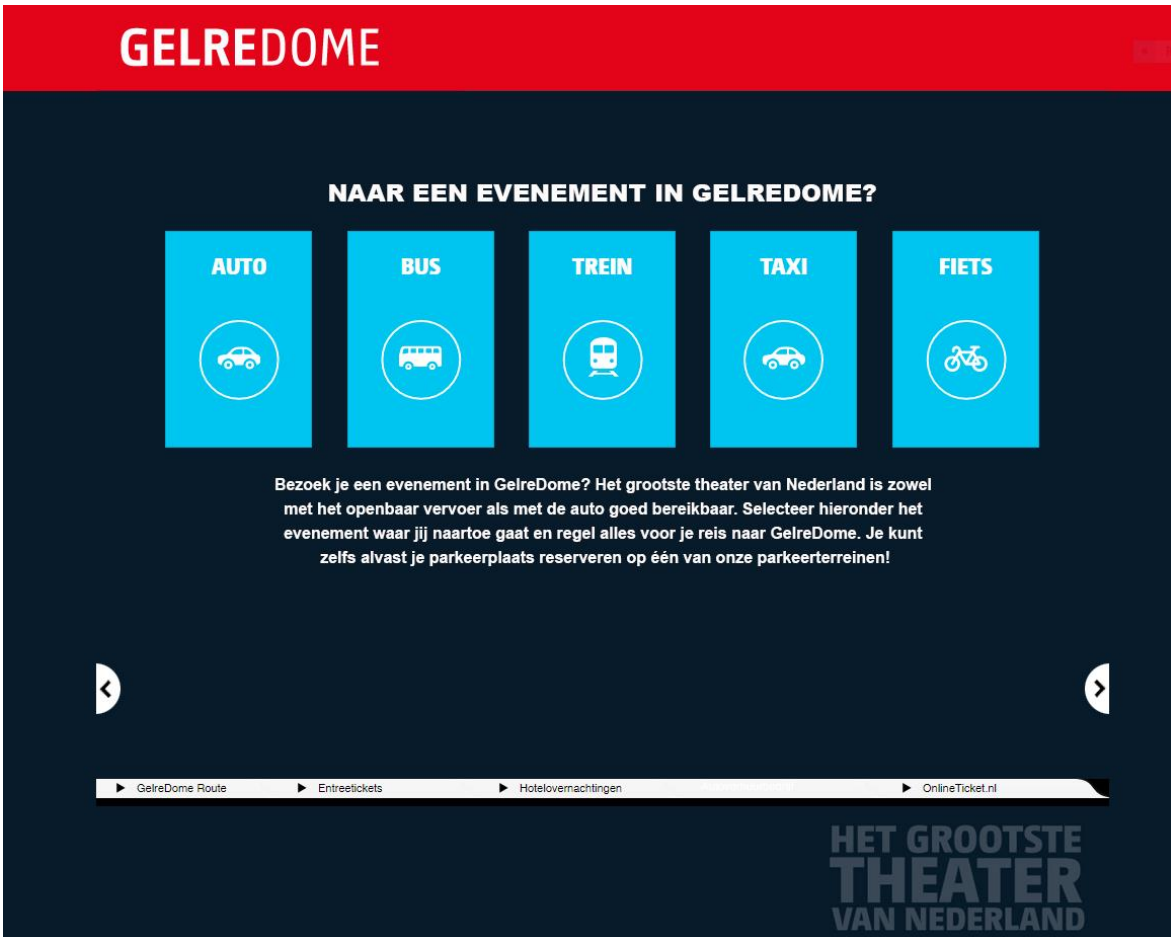
Approx. ¼ of work of facility manager

Communication costs, networking & traffic management

Cost-benefit is high because clients 'feel well' with the advice they get.


## Further information available at / from


Rob Bakker, facility manager at GelreDome : <https://gelredome.nl/>





**GELREDOME**


**NAAR EEN EVENEMENT IN GELREDOME?**

**AUTO**  


**BUS**  


**TREIN**  


**TAXI**  


**FIETS**  


Bezoek je een evenement in GelreDome? Het grootste theater van Nederland is zowel met het openbaar vervoer als met de auto goed bereikbaar. Selecteer hieronder het evenement waar jij naartoe gaat en regel alles voor je reis naar GelreDome. Je kunt zelfs alvast je parkeerplaats reserveren op één van onze parkeerterreinen!

[GelreDome Route](#) [Entreetickets](#) [Hotelovernachtingen](#) [OnlineTicket.nl](#)

**HET GROOTSTE  
THEATER  
VAN NEDERLAND**

Translation of the Dutch document Parkeren en gedrag - Een totaaloverzicht van alle relevante kennis op het gebied van parkeren en gedrag (CROW).

# Good Practise



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