LOCATION

Village of Boom

- 17,000 inhabitants
- Surface: 7.3 km²
Music festival – electronic dance music

- 3 days festival
- 5 days DreamVille camping
- 2 weekends per year in July

200.000 visitors per weekend

Visitors from all over the world (120 nationalities in 2017)
A GROWING FESTIVAL

2005

- 1 day festival
  - Visitors: <10,000
  - No camping

2017

- 3 day festival – 2 weekends
  - Visitors: 200,000
  - Camping: 35,000
  - Sold out in less than 1 hour
A GROWING FESTIVAL

Changes in time

- Number of visitors increased tenfold
- From a local to an international audience
- Award for the best festival (International Dance Music Awards)
- From 1 day – no camping to 2 weekends & 5 days camping per weekend
- Increased impact on the environment
Mobility coordinator since 2008
Part of the event team
Working from within the organisation
Links to all other departments
Mobility team
Mobility plan
Focus is twofold

We care about our NEIGHBOURS
- We love our neighbours
- Counter negative effects

We care about our VISITORS
- Mobility management
  - Alternatives for car
  - Spread traffic flows
- Traffic Management
  - ECC + field coordinators
  - Dynamic signage
- Wayfinding
WE LOVE OUR NEIGHBOURS

Community center

Neighbour gathering
NEIGHBOURS

COUNTER NEGATIVE EFFECTS

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Organisational aspects

Infrastructure
- Efficient use of existing infrastructure
- Bike parking
- Parking lots

Mobility management
- Communication
- Alternatives for car use

Traffic management during the festival
DreamVille is open Thursday – Monday

DreamVille is a part of the experience

Second entrance allowing visitors to walk from DreamVille to the festival site
ALTERNATIVES FOR CAR USE

- Dedicated services tailor made for the festival
- Global Journey package
  - Travel package including transport and accommodation
  - 2017: 19,000 visitors

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MOBILITY MANAGEMENT

ALTERNATIVES FOR CAR USE

- Extra trains & buses
- City shuttles
- Guarded bike parking

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Different messages for different target groups

- Neighbours
- Visitors
- Artists
- Crew
- …

It’s about what we tell and what we don’t tell
Event Control Center

Mobility manager is present and in contact with all other domains.

Mobility coordinator is assisted by field coordinators.

CCTV, social media, traffic data and other data are used to monitor traffic and make adjustments.

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International audience

“Side effects” of the festival

Very concentrated egress
WAYFINDING IN DIFFICULT CONDITIONS

Entrance = exit

Info points on exit route
Multilingual information

Colours + line signing

LED signing using pictograms

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DIFFERENT STAKEHOLDERS

- Event organizer
- Police
- Local authorities
- Neighbours
- Transport providers
Growing process of the festival and the mobility approach go hand in hand.

Neighbours are involved and very supportive.

Event organiser, local authorities and police are convinced of the strength & the necessity of mobility management.

Scelta Mobility is exporting the approach to other events in Belgium and abroad.