THE CHANGENCY
Agentur für nachhaltigen Wandel

crowd impact

TICKET TO RIDE

Sustainable audience travel at major events

Project summary

Content

> "A developed country is not a place where the poor have cars. It's where the rich use public transportation."
>
> Gustavo Petro, Columbia's first leftist president

TICKET TO RIDE

photo: Lenny Rothenberg

The vision

There will be no music on a dead planet. There will be no concerts, no great parties, no business, no traveling on a dead planet.

We — The Changency and Crowd Impact — share a different vision for the future: We aspire to a world that is more just and fair for everyone, while throwing the best party in town in the process of getting there. We believe this requires inspiring role models and an event industry that is ready for implementing big ideas and showing courage. We believe in fighting global warming by implementing creative ideas and practical solutions in a strong community of like-minded people.

By burning coal, gas and oil, the traffic sector is responsible for the majority of greenhouse gas emissions and the corresponding global warming and climate crisis. This also applies to major events:

Fan travel causes 40 – 90 % of the overall emissions and thus is the biggest leverage factor for reducing CO$_2$.

The TICKET TO RIDE project by The Changency and Crowd Impact was conducted during AnnenMayKantereit's summer tour 2023 and shows possibilities for sustainable mobility: Our goal is to create awareness for more sustainable audience travel and to encourage artists and event organizers to explicitly ask for these measures for their concerts or events.

This paper is directed at people in the event industry, especially the ones who can make an impact. Your courage and your vision are essential.
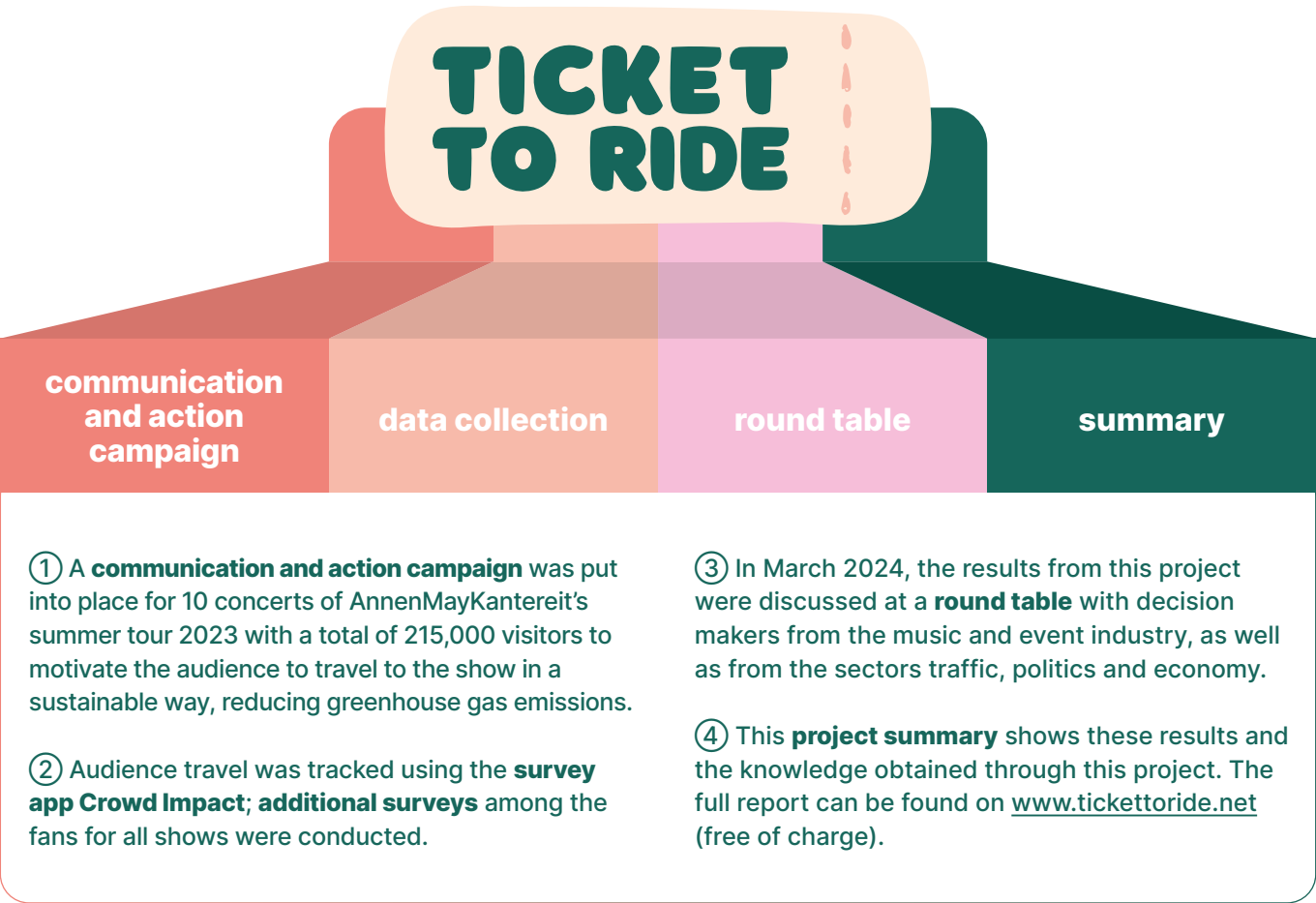
Use your reach and create social change by making your events as sustainable as possible.

TICKET TO RIDE   TICKET TO RIDE

photo: Lenny Rothenberg

The project

The four pillars of this project

TICKET TO RIDE

| communication and action campaign | data collection | round table | summary |

① A **communication and action campaign** was put into place for 10 concerts of AnnenMayKantereit's summer tour 2023 with a total of 215,000 visitors to motivate the audience to travel to the show in a sustainable way, reducing greenhouse gas emissions.

② Audience travel was tracked using the **survey app Crowd Impact**; **additional surveys** among the fans for all shows were conducted.

③ In March 2024, the results from this project were discussed at a **round table** with decision makers from the music and event industry, as well as from the sectors traffic, politics and economy.

④ This **project summary** shows these results and the knowledge obtained through this project. The full report can be found on www.tickettoride.net (free of charge).

The 10 concerts

● Berlin 1 (Parkbühne Wuhlheide)	▶ Friday, 18.08.2023
● Berlin 2 (Parkbühne Wuhlheide)	▶ Saturday, 19.08.2023
● Hamburg (Trabrennbahn Bahrenfeld)	▶ Friday, 25.08.2023
● Hanover (Expo Plaza)	▶ Saturday, 26.08.2023
● Losheim am See (Strandbad)	▶ Sunday, 27.08.2023
● Vienna (Stadthalle)	▶ Thursday, 31.08.2023
● Dresden (Rinne)	▶ Friday, 01.09.2023
● Zurich (Hallenstadion)	▶ Tuesday, 05.09.2023
● Frankfurt (Festhalle)	▶ Wednesday, 06.09.2023
● Cologne (Rhein Energie Stadion)	▶ Saturday, 09.09.2023

The team

TICKET TO RIDE was initiated by The Changency and Crowd Impact in cooperation with AnnenMayKantereit. The project was supported by Landstreicher Booking and Fridays For Future Germany. TICKET TO RIDE was funded by the "Initiative Musik" public funding program and the Federal Government Commissioner for Culture and the Media (BKM).

photo: Guillaume Prugniel

The Changency GmbH – Agentur für nachhaltigen Wandel:
The Berlin-based agency for sustainability was founded by Sarah Lüngen and Katrin Wipper and stands for empowerment and enthusiasm.
It's a catalyst for change towards a future-ready music and events industry by initiating and implementing creative sustainability projects.

Crowd Impact is an innovative, intuitive app solution developed by klimaklitsche GmbH.
It enables event organizers to collect an unprecedented amount of data regarding the mobility behavior of the audience – providing hard data for measures and sustainability reports. Its founders, Laura Kleber and Julian Vogels, strive to accelerate the mobility transition by harnessing the pulling forces of cultural sites.

TICKET TO RIDE
in numbers

2,681 t CO$_2$ were caused by fan travel. 2,681 beech trees would need to grow for 80 years to compensate for these CO$_2$ emissions.

59 % of fans chose environmentally friendly means of transport (by foot, bike, public transport).

4,968 people were surveyed on their arrival.

Public

140,621 fans had a concert ticket that allowed them to use public transport for free.

12.44 kg CO$_2$ (27.4 lbs CO$_2$) per capita emissions were caused on average by their arrival. For comparison: The audience arrival and departure at the concerts have caused the same CO$_2$ footprint as 18 washing cycles, manufacturing 1 pair of shoes or brewing 7 litres of beer.

51 % were reached by the information on environmentally friendly travel.

6,350 additional bike parking spaces were created.

19 % fewer emissions were caused by fans that had been informed on the sustainable travel options prior to the shows.

20 % more public transportation was chosen by fans that had been informed on the sustainable arrival options prior to the shows.

3,000 give-aways (upcycled backpacks in limited editions etc.) were handed out to fans for rewarding their sustainable arrival.

1,196 trips around the world – that's the equivalent of the audience's travel distance put together!

31 % of the travel emissions were caused by 3 % of the audience with the furthest travel routes.

30 % of the fans arriving by public transport chose this means of transport due to the fact that their concert ticket included free public transport.

90 % of the surveyed fans traveling by bike stated that secure parking spaces for bikes are a high priority for them.

③ Action, Action: The realisation of TICKET TO RIDE on tour

"If we want to limit global warming we have to act now. We hope to be able to reduce the CO₂ emissions caused by our shows by utilizing the collected and analysed data."

Christopher Annen, AnnenMayKantereit

Infrastructure & Communication

The local traffic infrastructure varied depending on location and reachability of the event locations:

The mobility infrastructure of the event locations was assessed with the help of local event organizers. This — in combination with research on the nearest public transport possibility via OpenStreetMap — was the foundation for the communication towards the audience.

Information on environmentally friendly arrival:

Before the concert, travel possibilities with bike, public transport, and carpooling had been communicated to the audience:

- Ticket provider mailouts to all 215,000 ticket owners
- Instagram band channel (story highlight with travel information for all concerts)
- Event location websites
- Project website www.tickettoride.net

> The campaign on actions and communications for AnnenMayKantereit's summer tour 2023 included:
> ① An infrastructure analysis regarding the reachability of event locations.
> ② Targeted communication for environmentally friendly possibilities for audience travel.
> ③ Rewarding environmentally friendly fan travel with gifts.
> ④ Additionally, data on audience travel was collected.

Communication in general:

AnnenMayKantereit presented the project in their newsletter and on their Instagram channel (1.3 million followers).
The feedback was consistently positive: 18,300 likes and roughly 250 comments (as per february 2024). For each concert, the project was communicated via Instagram stories upfront and also on premise via the band's LED screens. The project website www.tickettoride.net is the platform used for the whole project.

Concert tickets including free public transport:

For 5 cities[1] free use of public transport was included in the concert ticket, which had been communicated to the audience upfront

as well as on the ticket itself. Prior to each concert, the mobility information to travel to the event location by public transport was shared in the band's stories on Instagram as well as via mailouts by the ticket providers. 2,000 lottery tickets made of seed paper were distributed among the fans who traveled to the concert location sustainably (by foot, bike, public transport), from which 80 could win backpacks made from the band's stage backdrop.

Supporting carpooling:

As Losheim lacks public transport infrastructure for sustainable audience travel, the ticket mailout for this concert encouraged carpooling. A temporary Telegram group chat was provided for this reason.

Bicycle parking:

In addition to the permanent bike parking spaces (Hamburg: 1,500; Cologne: 1,100), secure, temporary bike parking spaces were installed for Hanover (350) and Dresden (6,000) and communicated via the band and the ticket providers.
"This lane fights climate change" was sprayed on the bike lanes around the stadium with spray chalk to point out bicycles as a climate friendly way of audience travel. 1,000 engraved apples with information on the project were distributed among fans arriving at the concert location by bike.

Photo: Rosa Hoelger

Photo: Luan Madh

Data collection

38 Fridays For Future Germany activists used the survey tool "Crowd Impact" to survey nearly 5,000 fans (2.3 % of all visitors) on their means of arrival, collecting statistically solid data. Additionally, 676 fans at 5 locations were surveyed on their view on individual project measures put into place.

Photo: Lenny Rothenberg

④ Mission emission: Audience travel

88.2 %
Audience travel

5.2 %
Food and drinks

3.1 %
Logistics and tour production

1.7 %
Energy and heating

1.8 %
Other

Other:
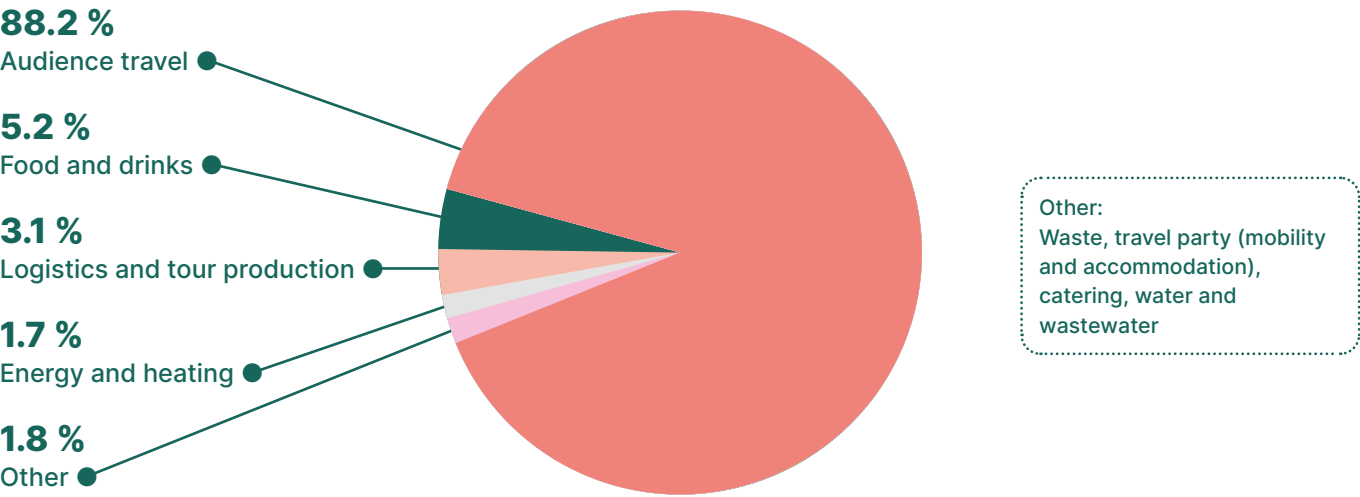Waste, travel party (mobility and accommodation), catering, water and wastewater

Fig. 1: Share of individual sections on the overall emissions of the tour.

Audience mobility caused a total of 2,680.95t CO_2 for 10 concerts.[2]

With 88 % this makes up the biggest part of the overall emissions for the entire tour!

2,681 beech trees would need to grow for 80 years to absorb 2,681t of CO_2.[3]

Audience travel

About 52 % chose public transport for the main part of their route, additional 7 % arrived on their bike or by foot. About 40 % decided to travel by car. With an average of **2.8 people per car**, the occupancy rate was higher than the German national average for leisure activities, which is 1.9 people per car.[4]

31.1 %
Public transport

39.9 %
Car

21.3 %
Public long-distance ravel

6.7 %
Foot and bicycle

0.3 %
Air travel

0.7 %
Other

Other:
eBike, taxi, eScooter (pedal and motor), motorbike
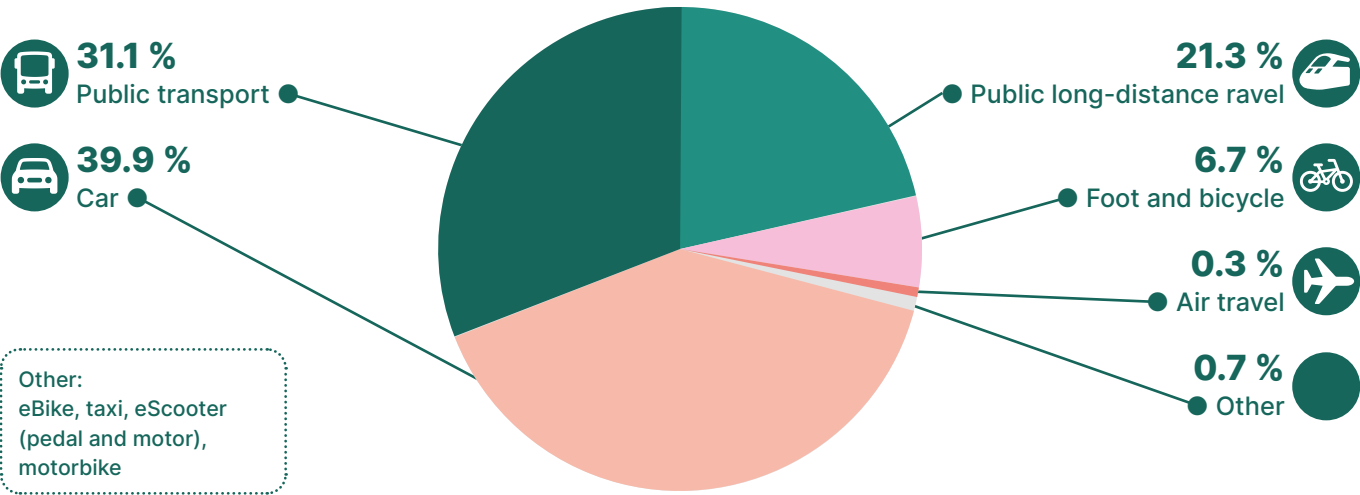
Fig. 2: Main means of transport (longest route section) — total   n=4,968

The audience traveled a total of 47,883,755 km (29,753,586 mi) for the arrival and departure for 10 concerts. This equals 1,196 trips around the world!

On average this equals 222 km (138 mi) per visitor. Nearly the same amount of passenger kilometers were traveled by public transport (48.6 %) and by car (45.6 %).[5]
Compared to the German average, less cars were used: Usually, cars make up 79 % of the traffic performance of the total passenger services.[6]
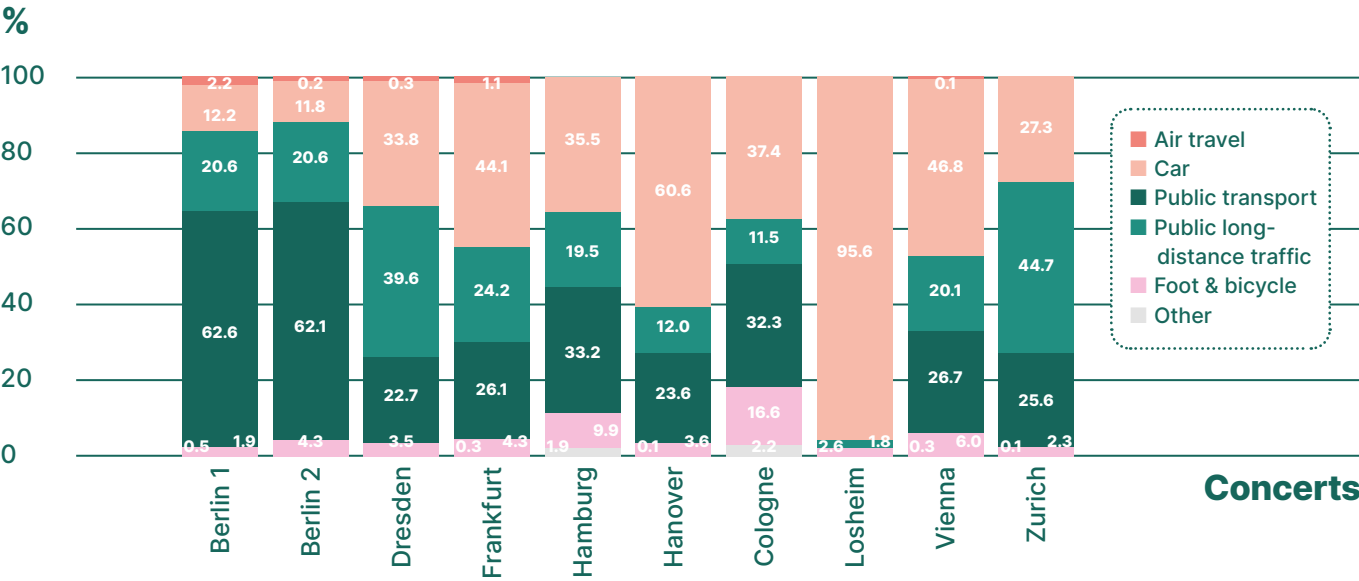
Concert	Air travel	Car	Public transport	Public long-distance traffic	Foot & bicycle	Other
Berlin 1	2.2	12.2	20.6	62.6	0.5	1.9
Berlin 2	0.2	11.8	20.6	62.1	4.3	
Dresden	0.3	33.8	39.6	22.7	3.5	
Frankfurt	1.1	44.1	24.2	26.1	0.3	4.3
Hamburg		35.5	19.5	33.2	1.9	9.9
Hanover		60.6	12.0	23.6	0.1	3.6
Cologne		37.4	11.5	32.3	16.6	2.2
Losheim		95.6			2.6	1.8
Vienna	0.1	46.8	20.1	26.7	0.3	6.0
Zurich	27.3		44.7	25.6	0.1	2.3

Fig. 3: Main means of transport (longest route section) — per concert   n=4,968

Public long-distance traffic:
Long-distance buses, ICE/IC, regional trains

Public transport:
Street cars, urban trains, local buses, ferries

Other:
eBike, taxi, eScooter (pedal and motor), motorbike

The audience behavior regarding travel varies: **Concert visitors in Berlin, Dresden and Zurich were most likely to use public transport**. In Hanover and Losheim most fans traveled to the concert location by car.
In Hamburg and Cologne more fans than elsewhere chose to travel to the location by bike or by foot. Why is that? More information in chapter 6 — **"More is more: Additional impacting factors for sustainable audience mobility."**

2   For emissions per concert see the extended "Analysis on audience mobility". For a better readability we decided to use "CO_2" in the whole report. This refers to CO_2 equivalents.

3   CO_2online (2019): Wie viele Bäume braucht es, um eine Tonne CO_2 zu binden? (In German) As of: 04/23/2024

4   Gerike, Regine (2023): Pkw-Besetzungsgrad bei der privaten Autonutzung. Forschungsinformationssystem. (In German). As of: 04/23/2024

5   Passenger kilometer = measure unit for the transport of one person with a certain mean of transport for 1 km (0,62 mi)

6   BALM, DIW Berlin, Federal Statistical Office of Germany and ITP (2023): Personenverkehr in Deutschland - Modal Split bis 2026 (in German). As of: 04/24/2024.

The emissions

Several factors influence how environmentally friendly a means of transport is. These include energy source, number of passengers and efficiency. Generally speaking, this hierarchy can be assumed: The most environmentally friendly way of arrival is by foot or by bike, followed by long-distance buses, long-distance trains, public transport, car and air travel.[7]
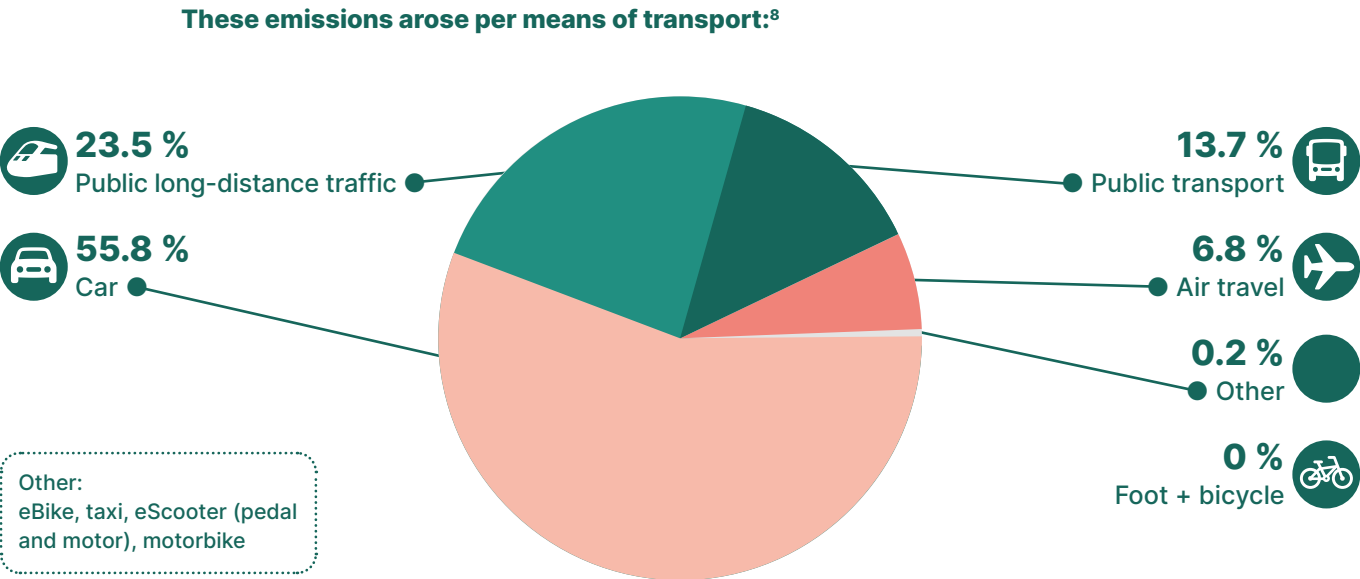
These emissions arose per means of transport:[8]

23.5 % Public long-distance traffic

55.8 % Car

13.7 % Public transport

6.8 % Air travel

0.2 % Other

0 % Foot + bicycle

Other: eBike, taxi, eScooter (pedal and motor), motorbike

Fig. 4: Total emissions of the tour per means of transport, including all partial routes   n=4,968

Overall, 0.3 % of the audience traveling by plane caused nearly 7 % of the emissions.

Even though public transport (local and long-distance) was used for more kilometers than cars, more than half of the CO_2 emissions (56 %) were caused by cars.

CO_2e

| | 24.5 | 8.3 | 17.4 | 15.6 | 9.5 | 10.5 | 11.5 | 10.2 | 9.8 | 4.2 | 12.4 |

Berlin 1, Berlin 2, Dresden, Frankfurt, Hamburg, Hanover, Cologne, Losheim, Vienna, Zurich, ∅
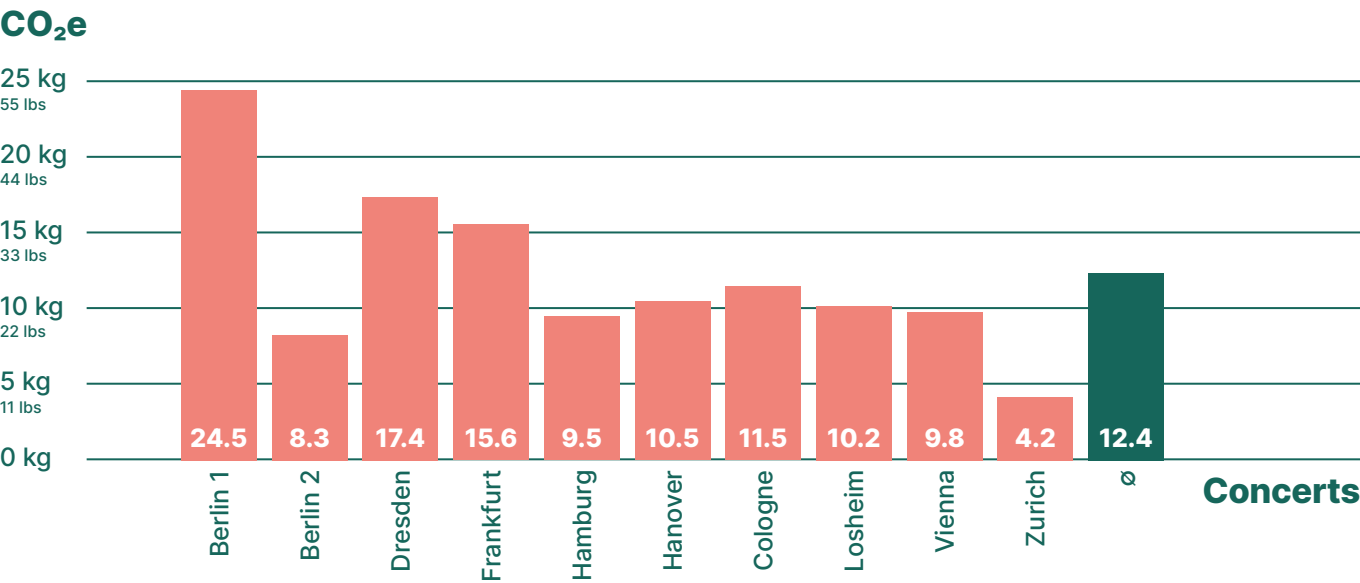
Concerts

Fig. 5: Emissions per capita for all 10 analysed AnnenMayKantereit concerts.   n=4,968

Photo: Nader Ismail

On average, each fan caused emissions of 12.44 kg (27.43 lbs) CO_2 with their arrival.
The same CO_2 footprint would be caused by 18 washing cycles, manufacturing 1 pair of shoes or brewing 7 litres of beer.[9]

7   German Federal Environment Agency (UBA); 2021: Wie umweltfreundlich sind Auto, Zug, Schiff & Co. im Vergleich? (in German) As of: 04/24/2024

8   The emission factors of the means of transport of choice correspond to those of the UBA. For eScooters (pedal and motor) we used the emission factors from Green Delta, for flights the emission factors of BEIS. You can find a detailed list in the document "Analysis of audience mobility". As of: summer 2023.

9   Berners-Lee, M. (2010). How Bad Are Bananas - The Carbon Footprint of Everything. Great Britain: Profile Books
Guido Reinhardt, Sven Gärtner, Tobias Wagner (2020): Ökologische Fußabdrücke von Lebensmitteln und Gerichten in Deutschland (in German). ifeu Heidelberg. As of: 16.04.2024

⑤ Agents of change: Key factors and levers for promoting sustainable audience travel

Communication on environmentally friendly arrival:

Simple means — huge transformation!

According to a local survey, more than half of the participants (51 %) were aware of how to arrive at the concert location sustainably.

The majority of those being aware of the concert ticket including free public transport or bicycle parking received this information through mailouts of the ticket providers. For Hamburg this meant 69 %, for Losheim 78 % and for Dresden 91 % of the survey participants. This means that **the mailout service by ticket providers was — by far — the most successful channel of communication**.

The band's Instagram channel (story highlight with arrival information for all shows) informed up to 14 % of the visitors of these possibilities.

Conclusion:
Ticket providers providing comprehensive information about environmentally friendly possibilities for audience mobility in a timely manner motivate a greater number of people to actually really use them.

Fig. 6: AnnenMayKantereit's Instagram stories on environmentally friendly fan travel, e.g. Dresden (in German).

Survey participants who had been informed about sustainable travel possibilities prior to the event displayed a more sustainable travel behavior:

- 19 % fewer travel emissions per person occurred
- 20 % more people chose using public transport as the main means of transportation

"Seeing public transportation usage rates increase by 20 % is a "dream come true" achievement in reshaping mobility behaviors within an otherwise rigid sector. Particularly noteworthy is the straightforward approach to achieving this — communication. Therefore, communication is key!"

Michael Birk, Director Strategic Customer and Project Management,

Deutsche Bahn (national rail services Germany)

Concert ticket including free public transport: Let Them Know About It

96 % of the fans traveled to the show at Losheim by car due to the lack of public transport infrastructure. Fans in Berlin, on the other hand, used public transportation even without the concert ticket including public transport more than in other cities (63 %). This corresponds to the insights of the German Energy Agency: Many people state that to reduce their car travel, a higher frequency of public transport connections is a bigger incentive than low prices.[10]

Surveys at the concerts in Cologne and Hamburg showed the following: **More than 80 % of the people using public transport knew they would be able to do so for free.**

62 % of the survey participants in Cologne were made aware of the free travel possibility by a note on their concert tickets, 13 % via Instagram and 13 % were told by friends. **For Hamburg, the mailouts of the ticket providers were the strongest channel of communication (69 %).**

Around 30 % of the survey participants were influenced in their decision to use public transport by the concert ticket offering this for free.

Conclusion:
For the concerts tickets for free use of public transport to be effective, it is vital that the event location is reachable by public transport. Communicating public transport possibilities well leads to an increase in usage.

10 German Energy Agency (dena), 2022: Repräsentativumfrage zur Energiewende im Straßenverkehr (in German). As of: 04/24/2024

Carpooling Of Love: Do It!

Two days prior to the concert in Losheim, fans were encouraged by mailouts from the ticket providers to form carpools and organise them through a temporary Telegram group.

Carpoolers were surveyed at the venue: 11 % got together just for traveling to the concert together.

Despite the short-term communication, 23 % of the fans who knew about the Telegram group used it. For more than half of these users this led to a carpool and joint traveling.

With 3.5 persons per car on average, the second highest occupancy rate for cars was reached in Losheim.[11]

Conclusion:

A timely communication on carpooling possibilities is important and reduces travel emissions through high car occupancy rates. Carpool platforms are well accepted and lead to carpooling.

Photo: Luan Madh

Bicycle Parking: Safety First

The event locations in Hamburg and Cologne provide permanent bicycle parking: The rates for audience arrival by bike was especially high for these cities (Hamburg: 6.4 %; Cologne: 10.7 %).

For this project guarded, temporary bike parking was installed in Hanover and Dresden. 87 % of the surveyed fans arriving by bike in Dresden knew about this upfront.

This influenced nearly one third of the survey participants (30 %) to use their bike to get to the concert location.

90 % of the surveyed fans traveling by bike stated that guarded bike parking is a high priority for them.

Conclusion:

Having secure bike parking available is important just as is the upfront communication.

⑥ More is more: Additional impacting factors for sustainable audience mobility

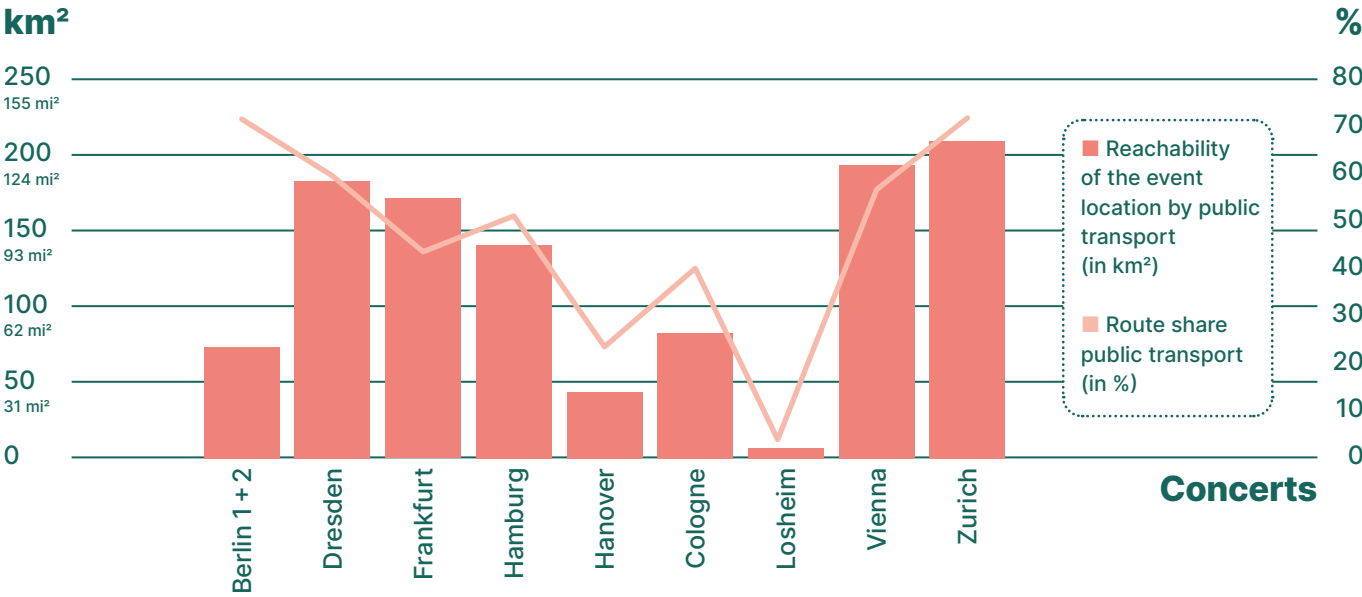### Love for public transport and reachability: Public transport

Fig. 7 shows the reachability of the event locations prior to the start of the concerts compared to the usage of public transport. Correlation coefficient R shows a strong correlation.   n=4,968

Fig. 7 shows the reachability of the event locations prior to the start of the show compared to the usage of public transport. The lack of public transport in Losheim, which is situated in a rural area, definitely shows in the figures. The event location in Zurich has the best reachability. Berlin, Cologne, and Hanover display a rather bad reachability, due to the fact that the event locations are situated a bit more on the outskirts of the cities. Especially considering the public transport connections at the end of the concert (11pm), it is clearly visible that connections are worse by 25 % after the concerts.

Berlin is an exception:
The reachability of the event location received a bad rating due to the long walk of 13 minutes through a park to reach the public transportation stops. Nevertheless, 83 % arrived by public transport.

Conclusion:

Event locations that show a good reachability before and after a concert will usually have a higher use of public transport.

Photo: Lenny Rothenberg

Home Is Where The Heart Is: Regionality

The distance fans are willing to travel to a concert also has a big impact on how environmentally friendly a concert is.

Comparing Zurich and Dresden is a good example:[12] For Zurich, the route to and from the event location had a length of 101 km (62.8 mi) on average and caused only 4.2 kg (9.3 lbs) CO_2 per visitor (one third of the average). This is due to good reachability of the event location by public transport but also due to the audience mainly being locals. In comparison, the concert in Dresden attracted more people from a wider catchment area — fans traveled an average of 375 km (233 mi), leading to emissions of 17.4 kg (38.4 lbs) CO_2 per person.

Zurich: 4.2 kg CO_2

Dresden: 17.4 kg CO_2
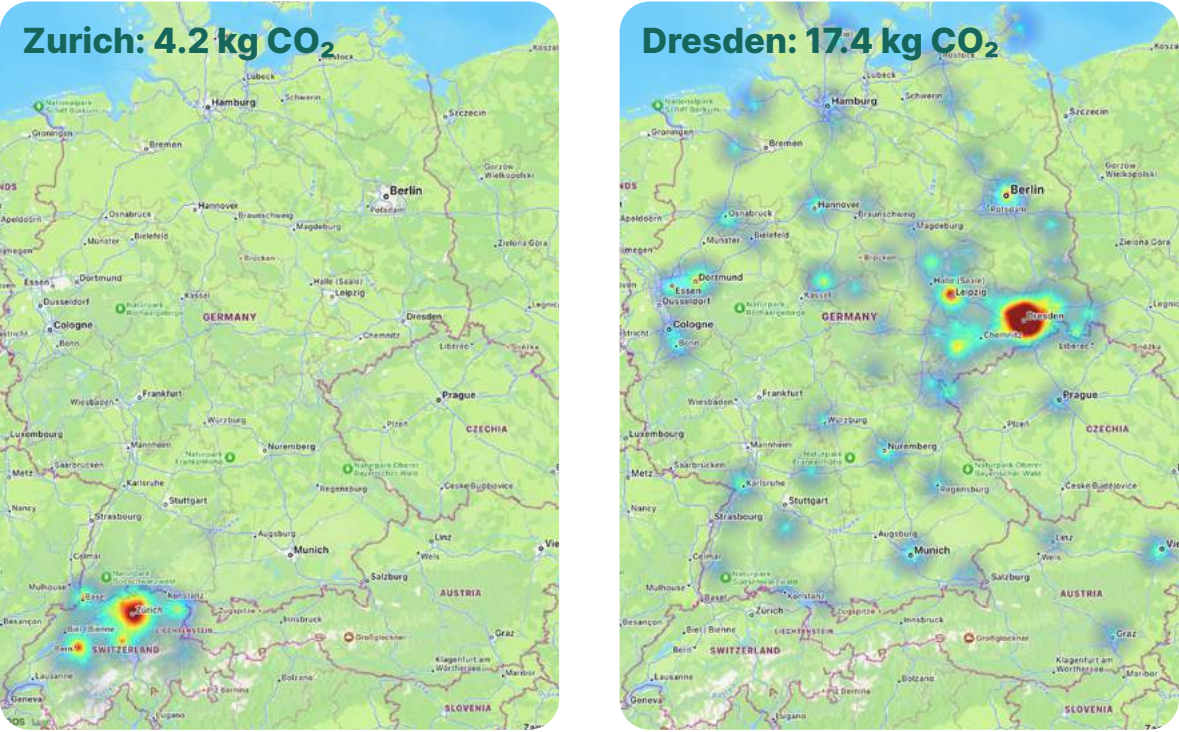
Fig. 8: Hotspots of places of origin for the shows in Zurich and Dresden. Basic map: Apple Maps.

Only 3.1 % of the survey participants traveled more than 500 km (311 mi) but were responsible for 30.5 % of the overall emissions.

In comparison, 87.6 % traveled less than 200 km (124 mi) and caused only 48.2 % of the overall emissions.

Impact factor air travel:

The per capita emissions for the first show in Berlin are three times as high as for the second show. Reason for this is the audience traveling by air.

For concert 1, 2.2 % of the fans traveled by plane as main means of transport and caused 50 % of the overall emissions for audience mobility.

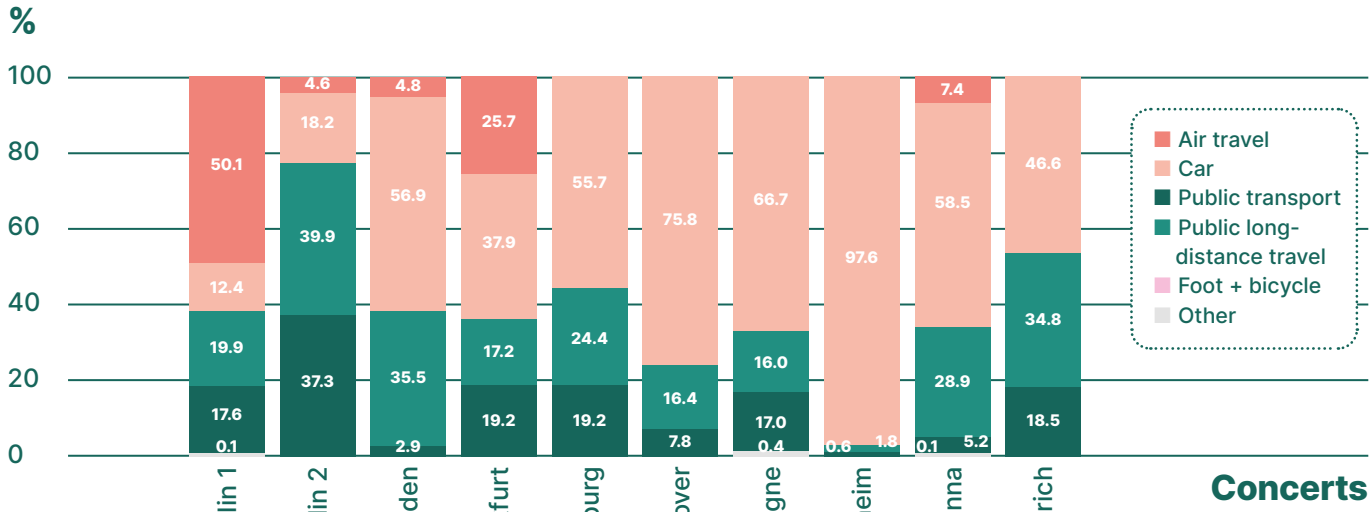**For Frankfurt, 1 % arrived by plane and caused 25 % of the overall emissions for audience mobility.**

Fig. 9: Anteile der Verkehrsmittel an den Emissionen der einzelnen Concerts (inkl. alle Teilstrecken).   n=4,968

0.3 % chose air travel.

They accounted for **3.1 %** of all routes.

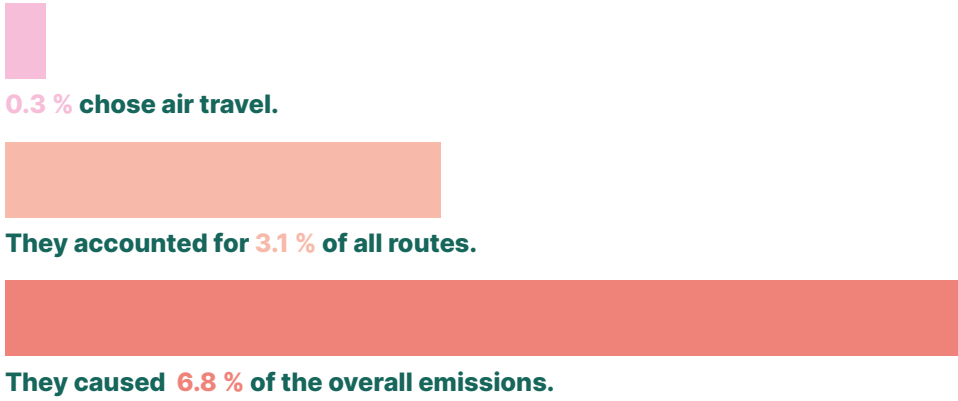They caused **6.8 %** of the overall emissions.

Fig. 10: Ratio main means of transport, kilometers per route and air travel emissions   n=4,968

Conclusion:

Balanced routing through many regions of Germany and selling tour tickets regionally can help to reduce long travel distances and the associated emissions from the audience.

During the planning of a tour it should be considered to have the band travel to their audiences and not the other way around. Air travel is always the worst choice to get to a concert. Therefore, airports should not be actively communicated via the event location's website.

Sharing Is Caring: Car occupancy

Strandbad Losheim is an event location situated in a rural area and therefore only has a rather limited connectivity to public transport. Although **96 % of the fans arrived by car, the per capita emissions of 10.2 kg (22.5 lbs) CO_2 are middle-ranking compared to other concerts during this tour** (see fig. 5).

The following stands out: The average travel distance of 184 km (114 mi) per fan is comparatively regional and the car occupancy rate of 3.5 persons per car is considerably higher than for other concerts.

For Hanover the situation is similar: Despite having the second highest rate in arrival by car (66.6 %), the average per capita emissions reached 10.5 kg (23.1 lbs) — a low average in comparison.

People
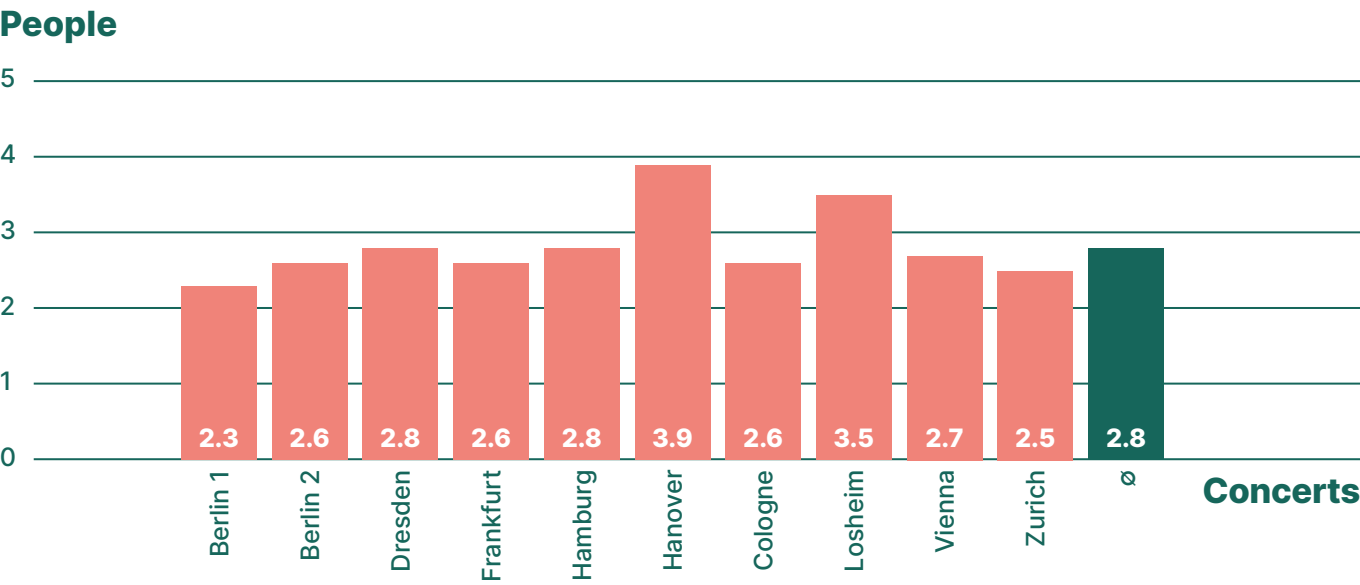
Fig. 11: Average car occupancy rate per concert.   n=4,968

Conclusion:

Supporting carpooling is very relevant as the carbon footprint of 3 occupants per car is similar to the footprint of public transport. However, in long-distance traffic long-distance buses and trains are twice as environmentally friendly as a car with 3 occupants.[13]

13   Quarks (2023): CO_2-Rechner für Auto, Flugzeug und Co. auf Basis von Daten des Umweltbundesamtes (in German). As of: 04/24/2023

22

⑦ Move more together: recommended actions and conclusion

In March 2024, the TICKET TO RIDE project team brought together stakeholders from politics, transport, science, and the event industry at a round table to discuss the project results and jointly develop the following recommendations for action:

Photo: Guillaume Prugniel

Photo: Guillaume Prugniel

Photo: Guillaume Prugniel

23

"**Since the PLANT A SEEED recommendations for action study, we know that our greatest leverage for a sustainable event industry lies in the mobility of the audience. TICKET TO RIDE as a follow-up now offers solutions, because only concrete solutions will move us forward. So let's think further: what if every concert ticket enabled you to use all regional trains nationwide for the day of the event? This is what we want to achieve together with the project team."**

Johannes Everke, Managing Director Association of the Concert and Event Industry (BDKV e.V.)

Recommended actions

Infrastructure (politics, transport operators, event locations)

- Recognition of the importance of the event industry for the volume of traffic and nationwide support for sustainable travel options through politicians. (A little reminder: at the concerts examined here alone, the audience traveled around the world almost 1,200 times).

- Developing sustainable mobility concepts for events by collaborating with local politicians and event locations.

- Revision of the parking regulations under consideration of sustainability aspects.

- State funding especially for regional event projects to reduce emissions arising from audience travel.

- Support for implementing combination tickets for public transportation by accepting Print@Home tickets on the side of public transport operators.

- Improving public transport connections for major events, especially by increasing the frequency of night services.

- Event locations: Carry out location analysis and mobility surveys as a data basis to implement and prioritize local measures.

- Event locations: Recommendation/Appeal to event organizers to contractually agree on public transport to be integrated in concert tickets.

- Support secure, long-term bicycle parking and provide (e)shuttle services to the closest cities and stations.

- Reduce environmentally harmful travel possibilities by reducing parking spaces for cars, increasing parking fees and not naming airports as a possible travel option. Sufficient disabled parking should always be available for free.

Ticket providers

- Support sustainable travel options by communications and ticket mailouts to fans.

- Technically enable regional pre-emptive ticket sales.

- Simplify the combination ticket for public transport possibility by changing the default settings: Include public transport as default if the respective infrastructure is available.

Event organizers and artists

- Use your reach and promote sustainable travel options through social media, newsletters, fan groups and on stage with incentives like exclusive lottery drawings or merch discount. Early communication is key.

- Support regional travel through regional, pre-emptive ticket sales, avoid residencies and route your tours to include rural areas. Artists should travel to their audience — not the other way around.

- Concert ticket including free public transport as a default if infrastructure is available.

- Organized bus travel and support for carpooling by creating carpooling groups and cooperating with the respective apps. Centralized luggage transport for multi-day events.

- Integration of digital platforms to calculate sustainable travel routes.

- Clear and timely communication, especially for temporary solutions like the temporary installation of bicycle parking.

- Event timing that takes a comfortable arrival and departure by public transport into account.

25

Conclusion

This project shows just how important it is to create knowledge and put it to a targeted use to drive discourse. Data is the foundation of change and decision making.

- **Nothing is possible without the right infrastructure!** Sustainable audience travel hugely depends on availability and reachability of an event location by public transport. Therefore, we urgently need **politicians nationwide to take a genuine interest in sustainable traffic transformation** and make appropriate investments in infrastructure developments.

- **Environmentally friendly audience travel made simple:** The event industry can accelerate environmentally friendly audience travel. Through trans-regional tour routing together with combination tickets for public transport, encouraging carpooling, providing secure bicycle parking — supported by good communication and incentives.

- **Tik, tok, talk:** Timely and targeted communication is easy, affordable, and effective. It has clearly proven to promote sustainable travel behavior. And it is a key factor: Even the best mobility concept doesn't have any effects, if people don't know about it. Creative and motivational speech is always a plus.

- **Regionality:** A short travel distance for the audience is one of the most important factors for low travel emissions. The bands need to travel to their audience — not the other way around!

This summary shows the core findings.

Wanna know more?

You can find an extended analysis in the document "Analysis of audience mobility" including methodological criteria on

→ tickettoride.net

Photo: Lenny Rothenberg

⑧ Acknowledgement

Credits

Authors of this project summary: Rosa Hoelger, Katrin Wipper, Sarah Lüngen. Authors of the extended "Analysis audience mobility": Julian Vogels, Laura Kleber, Niklas Mono.

Graphical realization: Jan Wirth

Photos by: Lenny Rothenberg, Luan Madh, Guillaume Prugniel, Nader Ismail and Rosa Hoelger

Copyright: © 2024 The Changency GmbH

Suggestions for citation:

The Changency, Crowd Impact (2024): TICKET TO RIDE – Sustainable audience travel at major events – Project Summary.

Contact

The Changency:

the-changency.de
hey@the-changency.de

Crowd Impact:

crowdimpactapp.com
hello@crowdimpactapp.com

26   27

!! Let's get moving into action together !!