



Kennisplatform  
Verkeer en Vervoer

# Leisure traffic in the Netherlands: experiences and lessons from the KpVV programm

*ECOMM 2008, London, Chelsea Stadium*

*5th June, session 6 Managing Recreational Travel*

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# Topics

- **About KpVV**
- **KpVV programm on leisure traffic**
  - Backgrounds
  - Targets
  - Actions
- **Facts & figures**
- **Case studies**
- **Results**
- **Conclusions**

# About KpVV

- **Knowledge platform for Traffic and Transport (KpVV)**
  - supports local and regional authorities with traffic and transport policies
  - independent
  - focus on customer demands
- **Founded in 2004**
- **Governmental organisation**
- **Funded by Ministry of Transport and unions of municipalities, provinces, urban regions, water boards**
- **EPOMM National Focal Point for NL**

# KpVV themes

- Policy processes
- Europe
- Sustainable mobility
- Mobility Management
- Parking
- *Leisure traffic*
- Traffic management
- Public transport
- Freight transport
- Road Safety
- Urban planing & mobility
- Pricing

Also part of KpVV:

Fietsberaad (bicycle policies)

Accessibility of PT

Social Security in PT

# Leisure traffic: backgrounds

- 2004: Local governments ask for help
- Governments face problems
- No knowhow
- No policies, no research, no data
- 1999: attempt for national policy
- *“Leisure traffic is too fuzzy”*

# Leisure traffic: KpVV targets

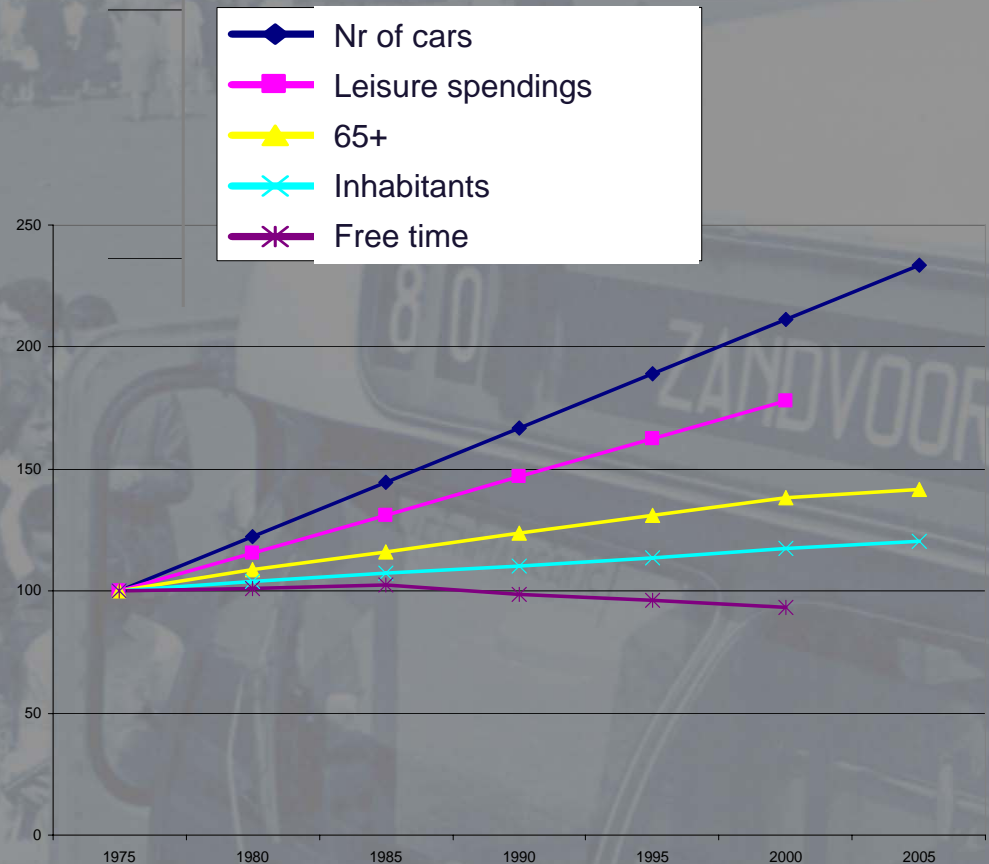
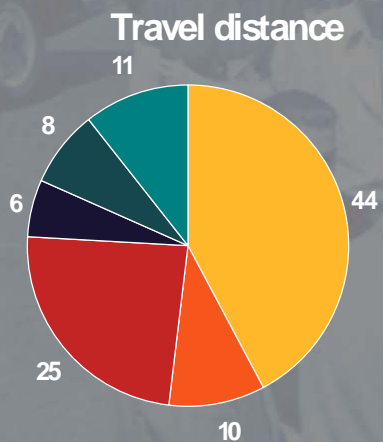
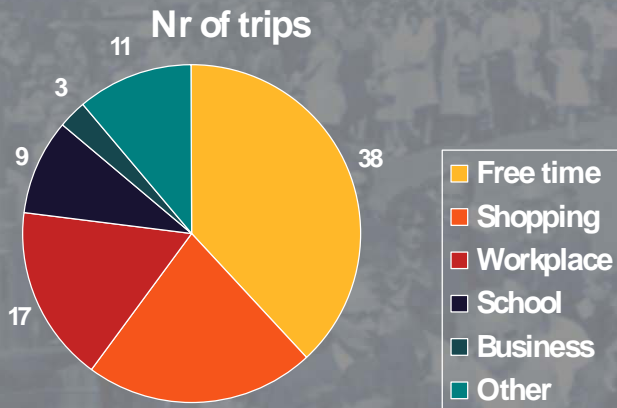
- KpVV programm on leisure traffic since 2004
- Aim: supporting governments coping with negative effects of leisure traffic
  - Showing which solutions work out properly
  - Show how to get from problems to solutions
  - Create a network of professionals
  - Bring together the mobility + leisure sectors
  - Raising awareness

# Actions



- Expert meeting
- Partnership with the Leisure Knowledge & Innovation Centre
- Supporting 4 regions, learning from dilemmas
- 'best practise' website
- Conferences (2005 & 2007)
- Publications
- Helping hand
- Instigating + lobbying

# Facts & figures



# Four types of leisure traffic



*Large leisure sites*



*Event traffic*



*Beach traffic*



*Traffic in rural areas*

# Leisure sites – Amsterdam ArenA area

## Leisure

### concentration:

- Ajax stadium
- Heineken Music Hall
- Mega Cinema
- Shopping Area
- Villa Arena

### Good access:

- Train
- Subway
- Motorway

## Ajax Stadium:

### Research

environmental effects

### Measures:

- Extra bicycle parkings
- Mixed use of car parkings
- Dynamic route information
- Extra public transport
- Locking residential areas
- EK2000: combi tickets PT

## Mega cinema:

### Environmental law

### Measures:

- Adjusting subway timetable with latest performance



# Leisure sites – Ajax ArenA stadium

	Ajax-MVV competition	NL-Rumania Practice match	NL-CZ EK2000	NL-France EK2000
Car	61 %	66 %	47 %	51 %
Public transport	31 %	19 %	41 %	34 %
Touring cars	3 %	12 %	11 %	13 %
Bicycle/ walking	4 %	1 %	0 %	0 %
Taxi / other	1 %	2 %	1 %	2 %

# Leisure sites – general lessons

## Main problems

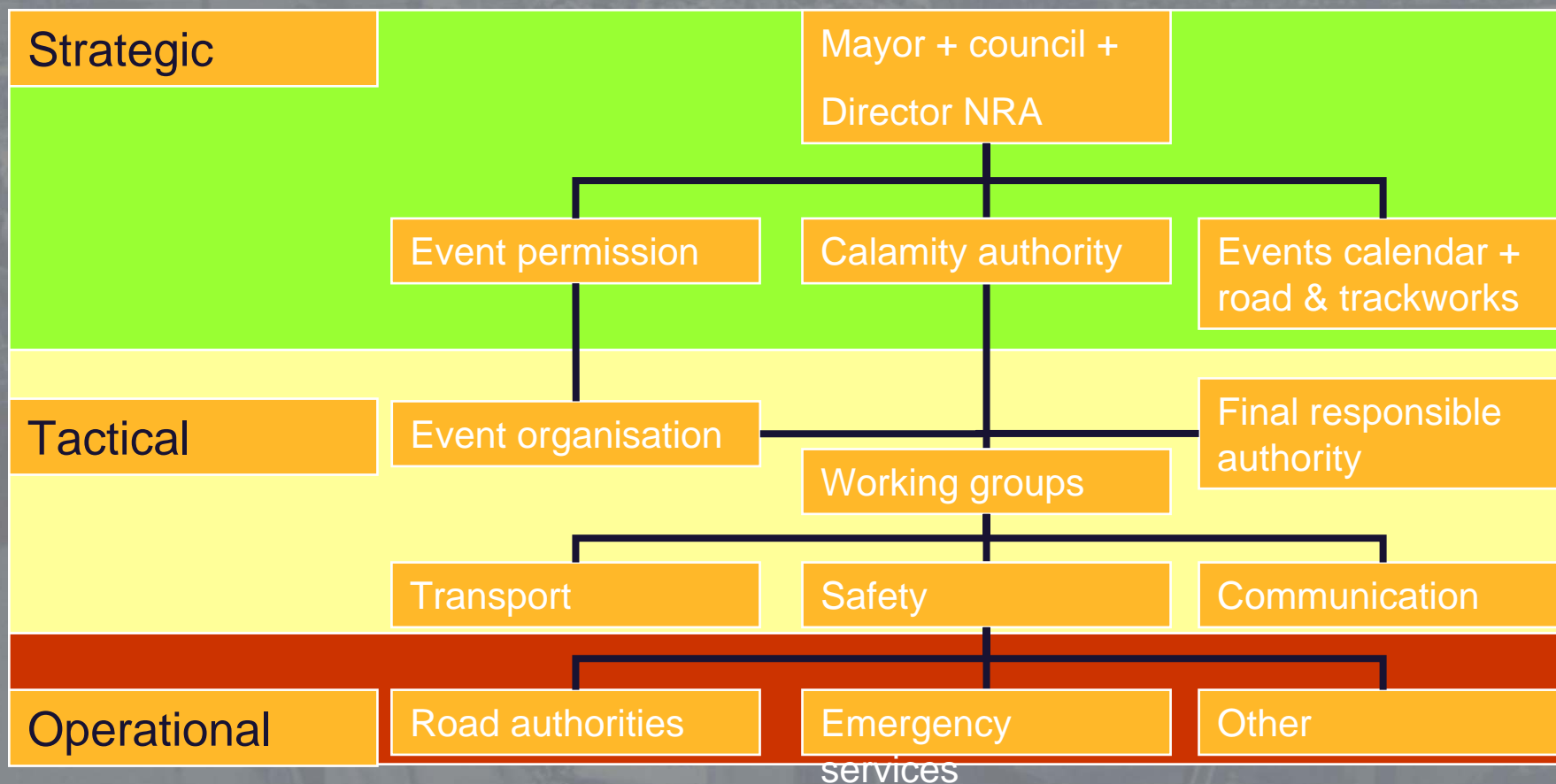
- motorway sites with bad PT access
- traffic peaks
- Parking = business

## Opportunities

- communication
- encouraging bicycle use
- combi-tickets: entrance + PT ticket
- spreading of traffic peaks



# Events - organisation



K+R taxi

 Dance Valley  
Andere richtingen

   
Dance Valley

A 9



ANWB



# Event permission & mobility

- # of visitors + times of arrival & departure
- Reduction of hindrance
- Public transport, bicycle use & parking
- Traffic circulation (road signs & road closures)
- Routes for emergency services
- K+R
- Removal of cars & buses
- Traffic & parking watches



# Events sites – general lessons

## Main problems

- Knowledge of mobility & measures (costs, effects)
- Traffic peaks
- Safety risks because of large crowds

## Opportunities

- Regional coordination of events + road works
- Marketing
- Relating crowd management & mobility management
- **combi-tickets: entrance + PT ticket**

# Beach traffic Zandvoort aan Zee

## Problems:

- heavy traffic
- no main roads
- traffic problems city of Haarlem
- economic vision
- bus & emergency services

## Approach:

- area based approach
- cooperation with partners
- No possibilities to improve car access and parking
- Solutions: traffic management & mobility

## Traffic management:

- Traffic management system Kennemerland
- Scenarios for traffic regulation
- Combination with PT
- Traffic information
- Traffic & parking watches

## Mobility management

- PT transport
- Reach the beach campaign
- Guarded bicycle parkings
- P+R

The screenshot shows the website REACHTHEBEACH.NL. On the left is a navigation menu with categories like 'Grote Kusten', 'Cullandsloog', 'St. Maartenszee', 'Petten', 'Compendium', 'Bergen aan Zee', 'Schoorl', 'Bergen aan Zee', 'Egmond aan Zee', 'Custicuum aan Zee', 'Hoekschoot', 'Wijk aan Zee', 'Noorderstrand', 'Noordpluis', 'IJmuiden aan Zee', 'IJmuiderslag', 'Hoosdrecht', and 'Zandvoort'. The main content area is titled 'Naar Zandvoort' and contains text about the 'Tuktuk' service and a 'Geen zin in drukte?' section. A map on the right shows the coastal area around Haarlem and Zandvoort with various icons for transport and parking. At the bottom, there are links for 'links', 'projectinfo', 'doelstelling', and 'contact'.

# Beach traffic – general lessons

## Main problems

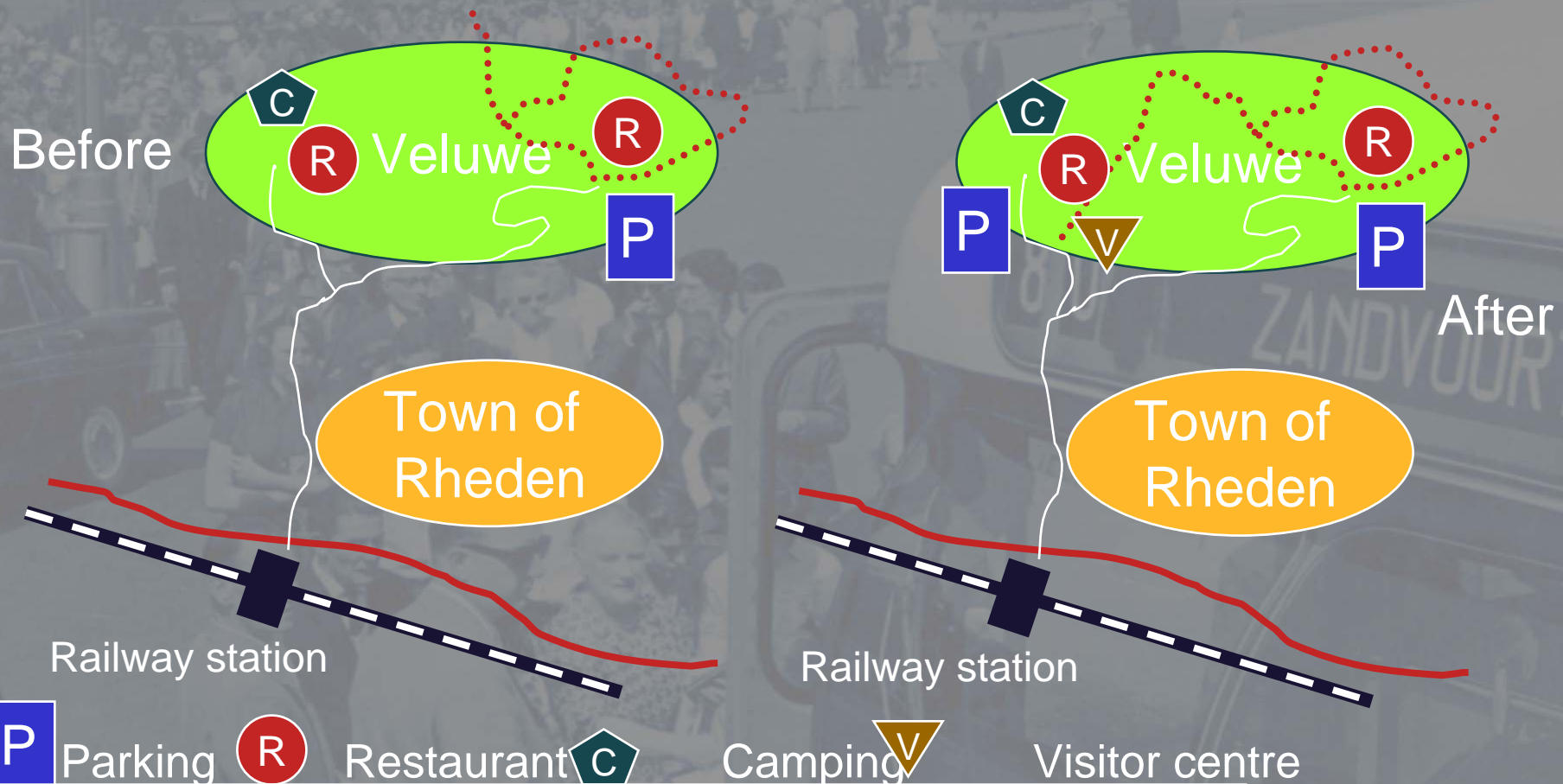
- Giant traffic peaks
- Parking problems
- Economic threat
- Many partners

## Opportunities

- Marketing & communication
- Start with quick wins; not with study
- Strong leadership & process management required



# Rural areas- Veluwe transferium



# Traffic in rural areas– general lessons

## Main problems

- Conflicts between nature & traffic
- Parking problems
- Many small recreational companies
- Insufficient public transport

## Opportunities

- Zoning principles
- Starting points for bicycle and hiking routes
- ‘Stick’ measures like roadclosures are difficult
- Guiding traffic to interesting points works



# General lessons

- Difficult to start as everyone is responsible
- Cooperation 2 sectors gives better results
- Mobility has to be 'fun'
- Universal problems – unique solutions
- Carrot vs stick

## Measures:

- Simple measures like parking watchers can be effective
- Chances for more biking
- PT = complicated
- Possibilities for peak reductions
- Communication & marketing



# Results KpVV programm:

- growing awareness
- attention for event traffic in National Mobility Plan
- more cooperation between leisure & traffic sector
- more research
- emerging visions
- more projects

# Future actions

## Large leisure sites

- Developing knowledge about traffic attraction
- Problem: revenues from parking
- Planning of new leisure facilities
- How to promote PT + bike use

## Event traffic

- How to develop event traffic plans
- Regional event calendars
- How to implement mobility management

# More information?

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