

Big Events as an opportunity for trolleybus promotion



Experiences in Salzburg



- Bicycle World Championship 2006
- Soccer European Championship 2008
- Challenges:
 - Operation of trolleybus service during event
 - Demonstration of perfect trolleybus efficiency
 - Information for passengers and sport fans

Planning & Operation



- Transport of sport fans: City - Stadium
- Public viewing in City: Night Lines



Transport of sport fans



- most fans go from city to stadium inspite of train station to stadium
- sourrounding of stadium closed for cars and PT, 10 minutes walk for all fans
- shuttle service from parking lots
- good signage at bus stops in foreign languages and with icons
- Staff for information (english speaking)



Shuttle Service



3 Matches



Trolley Bus Shuttle: City to Stadium

10.June 2008: 10.000 fans

14.June 2008: 13.200 fans

18.June 2008: 10.100 fans



Public Viewing



- Video wall in city centre showing all matches, with market place and beer stands. up to 23.000 guests/day
- Daily Night service. In the city free of charge, to surrounding € 2.- and € 3.-
- Daily deviations because of enthusiasts blocking a main street after the matches

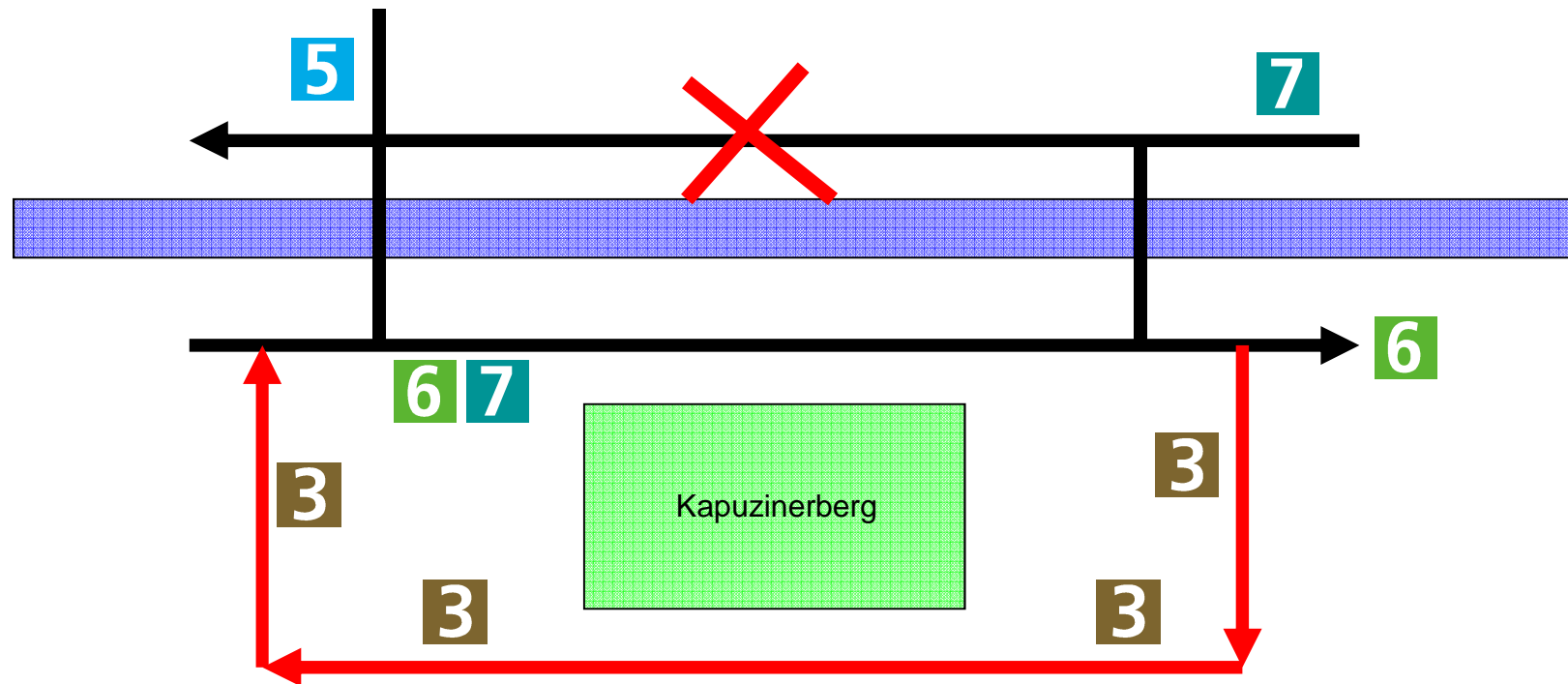


Closed Rudolfskai



Deviation

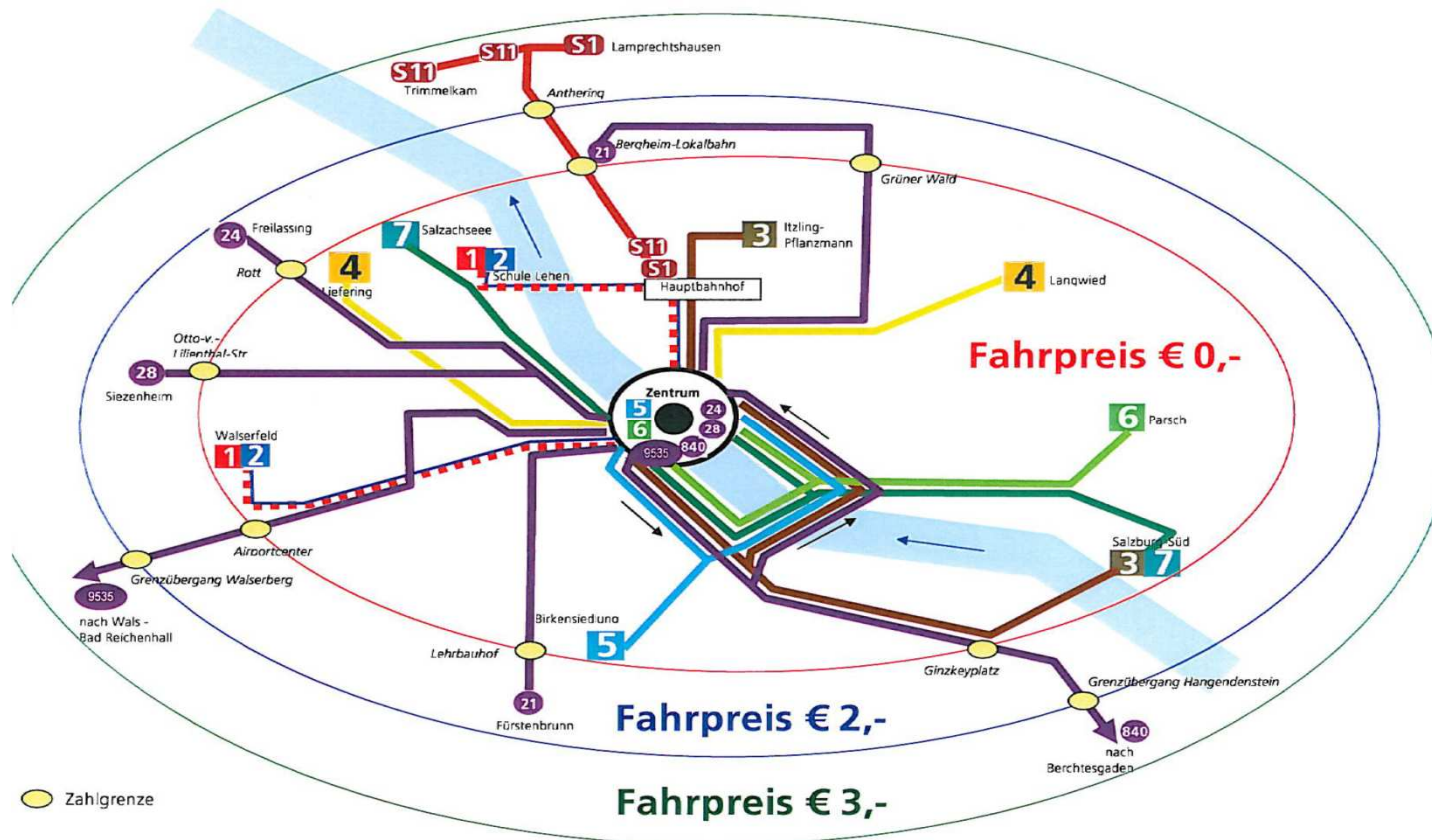
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Night Lines



Euro-Nachtstern täglich vom 7. bis 29. Juni 2008 - Linien & Tarife



Secrets of Success



- excellent information for passengers before and during event
- visible presence of staff at main bus stops
- daily meeting of organisation committee
- being prepared for emergencies (problems with overhead, blocking of streets, short term flexibility, stand by trolleybuses...)



Motivated Team Drivers and Management



- no holidays for staff during event
- proud of the important role to make the event a success
- challenge for extraordinary performance
- show efficiency of trolley buses
- be part in a thrilling experience
- compliments, acknowledgement and certificate after perfect service



bus
smart way

Extra Service



- English Lessons for drivers
- 50 persons daily additional staff for passenger information, operation, workshop, control centre...
- on match days additional 30 staff, esp. for shuttle service and regulation
- 3.500 extra hours for staff,
- time for management not included

Thank you



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