

LALIGA

Digitalization of customer journey

ONLINE TRAFFIC MANAGEMENT

- Pre trip: Informing
- On trip: Steering and road safety
- Post trip: Analysis



COMMUNICATE WITH YOUR VISITORS

THE MOMENT IS LEADING

User buys an entrance ticket with a time slot. The Mobility Portal links to the ticketing system and visitors can also buy a parking ticket directly.

It should become an obligation to purchase a parking ticket in advance, with all possible parties in the area also being offered to visitors. Offer remains based on departure address.

OR

- Visitor wants to buy parking / bus / public transport ticket when buying ticket
- Advice of parking space based on origin
- Being able to go through the process quickly is important
- Integration with event ticketing

- Information about expected busyness
- Advice on best travel options
- Book parking, bus or public transport directly
- Present on all channels related to the event

Number of users on the Mobility Portal

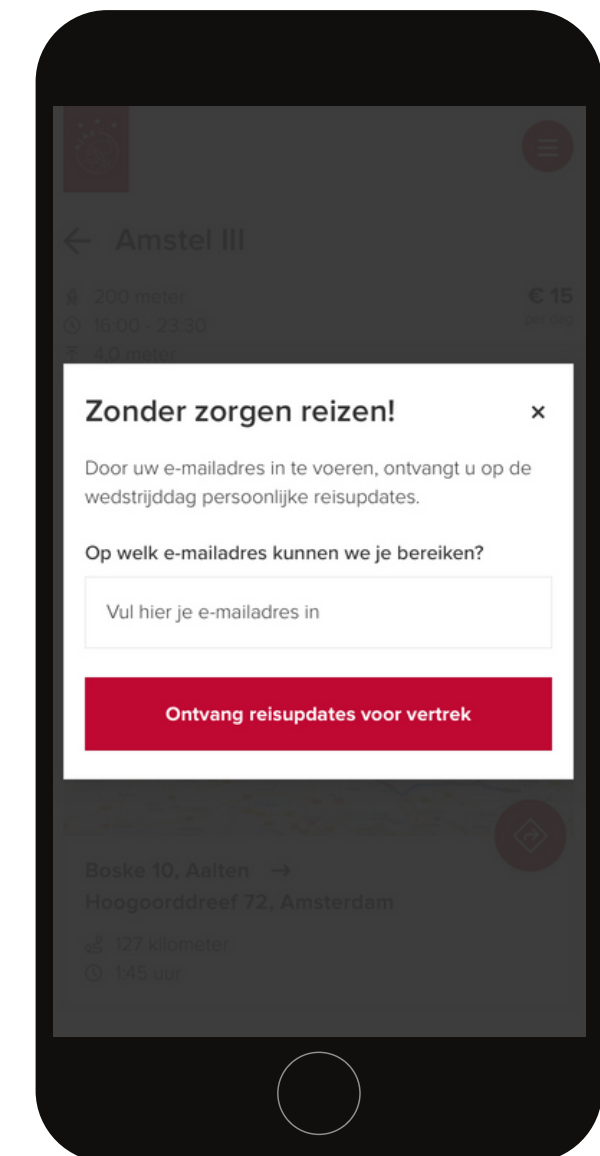
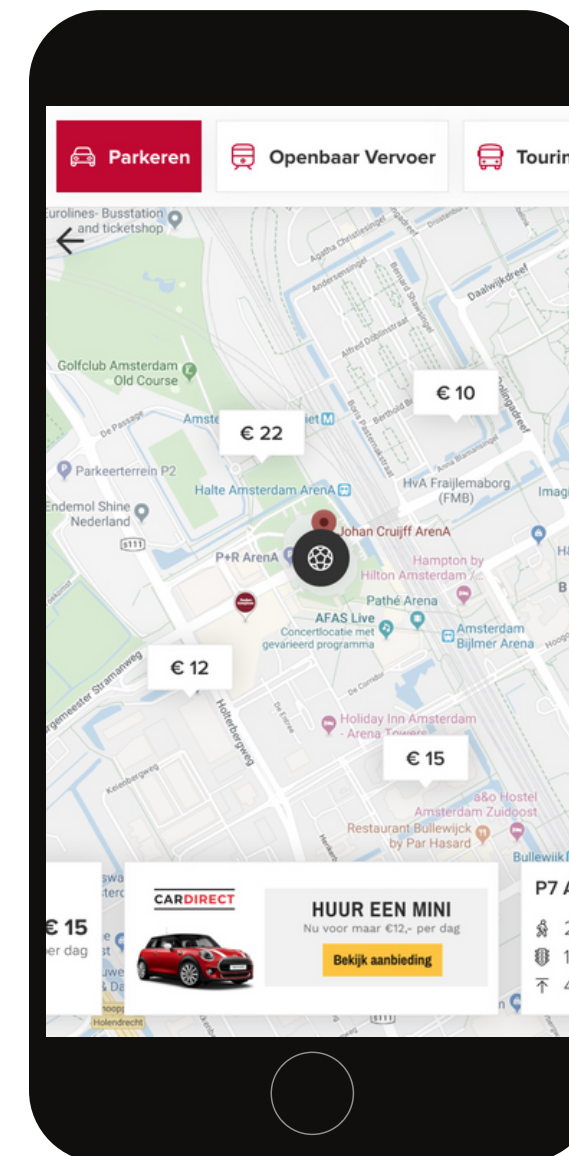
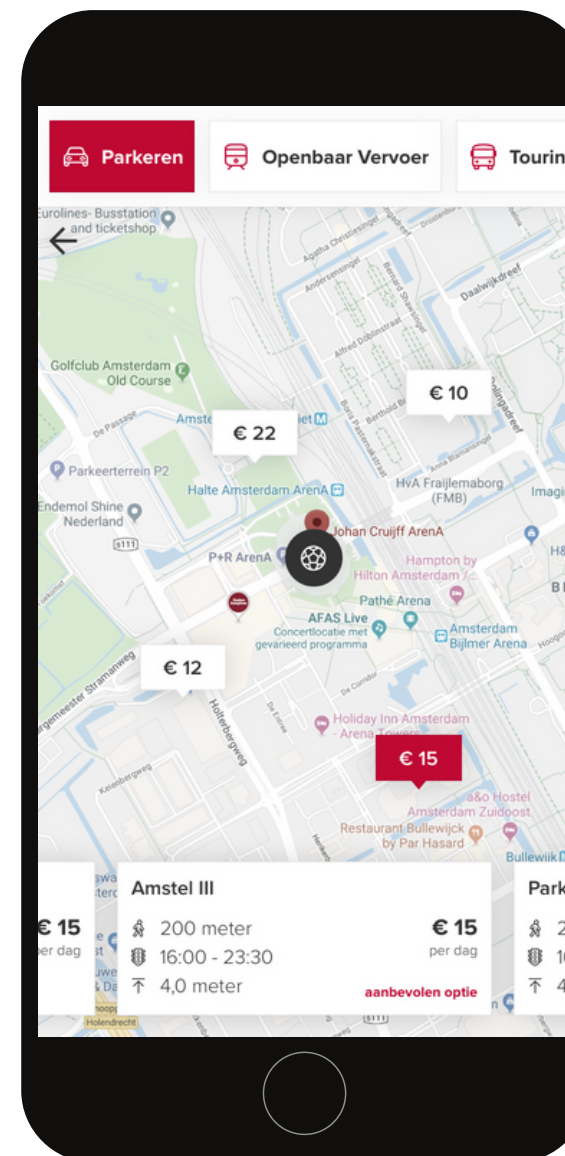
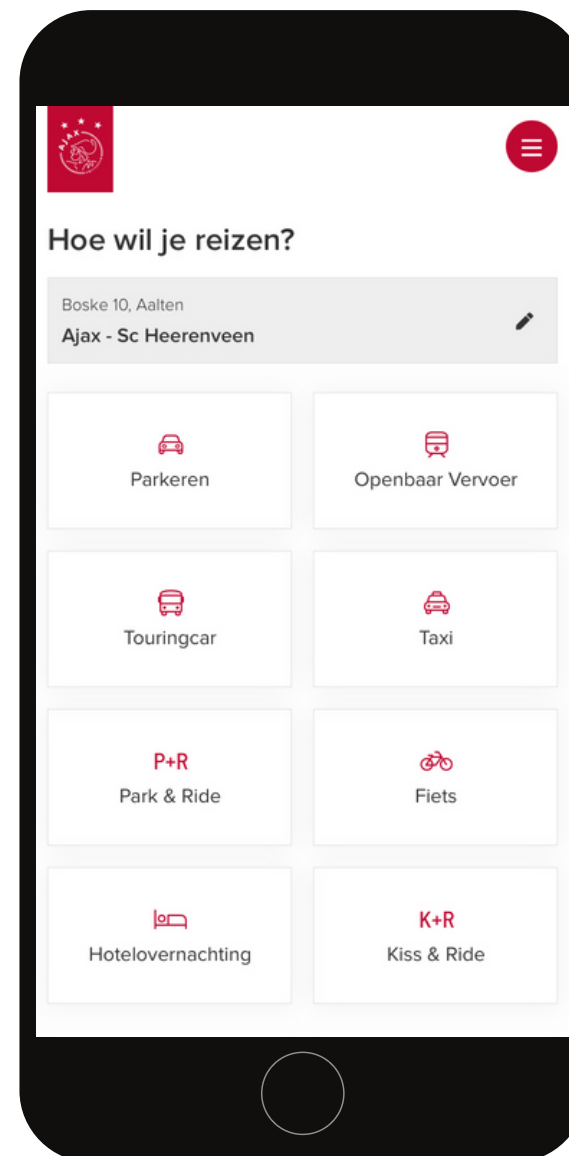
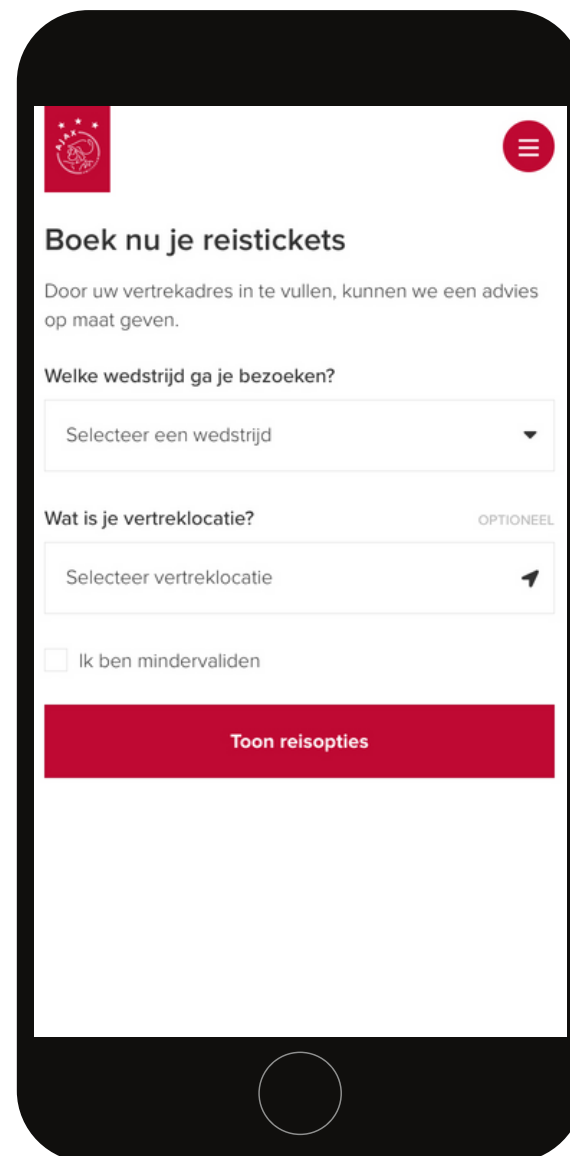
- Live contact
- User wants current information about the trip
- Pro-active updates on developments
- Last minute offers

Booking a ticket / Promotion event

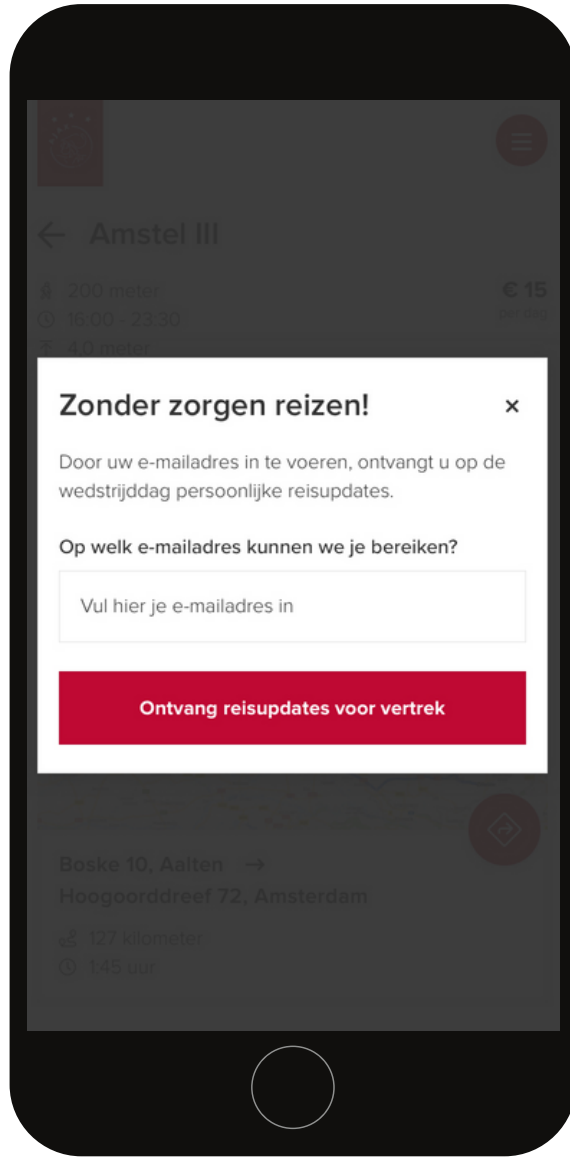
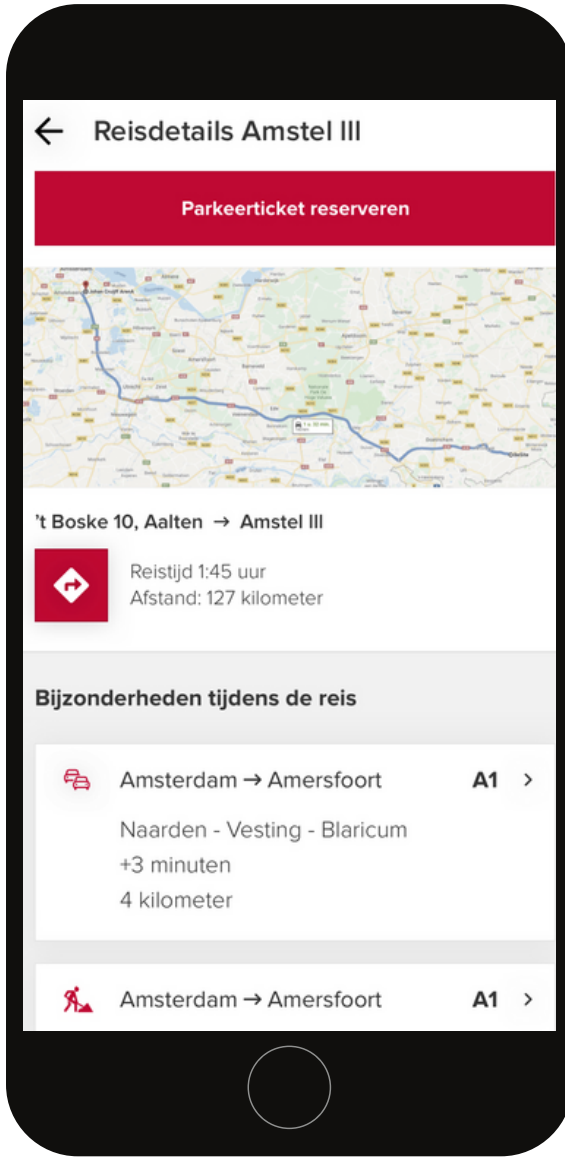
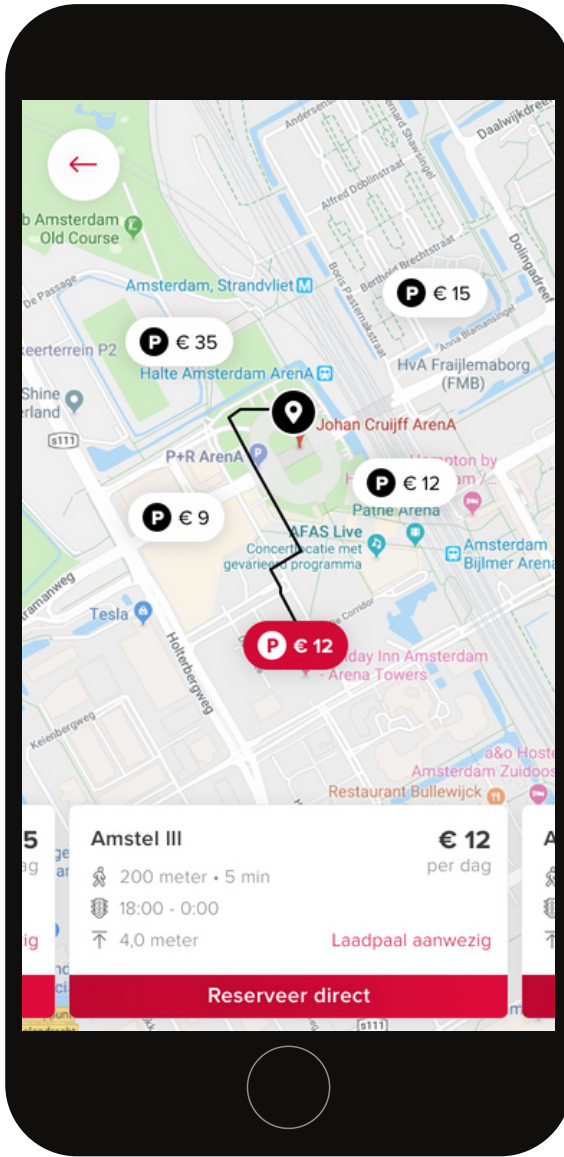
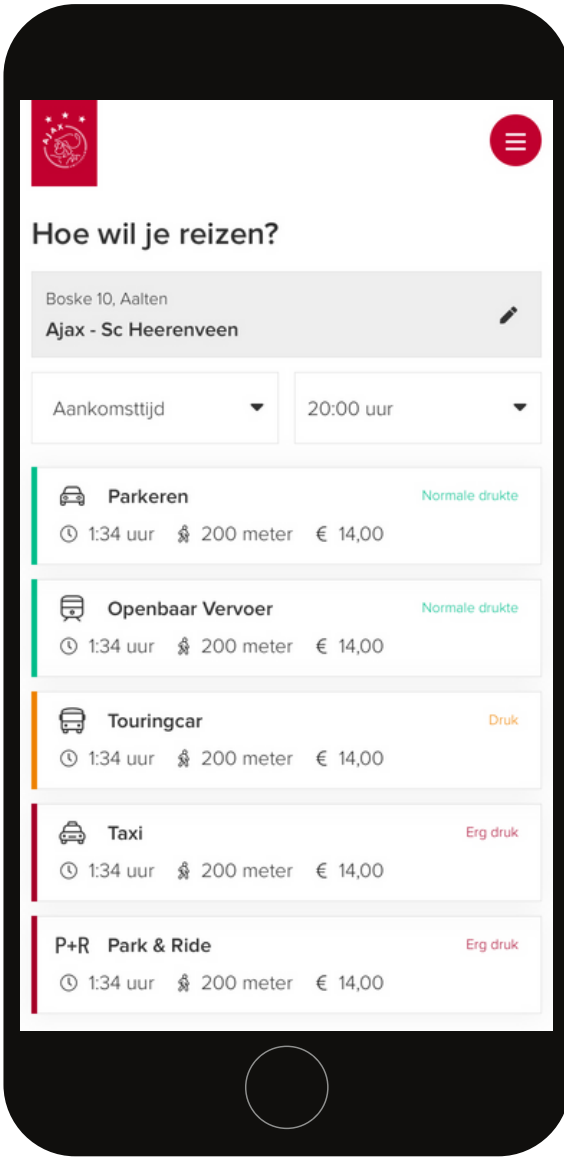
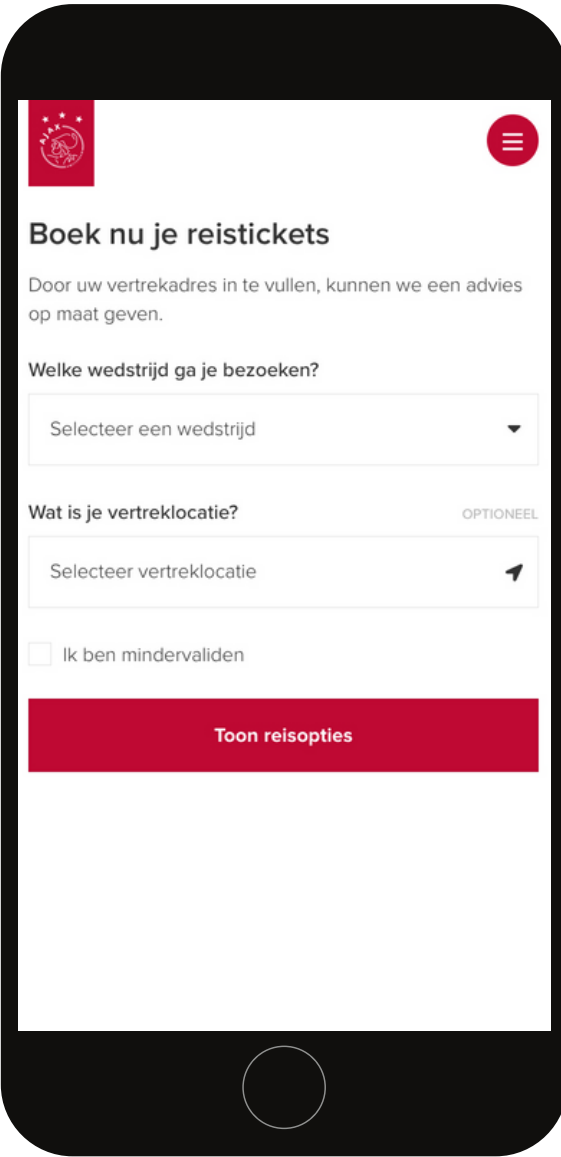
X number of weeks before event

Day of event

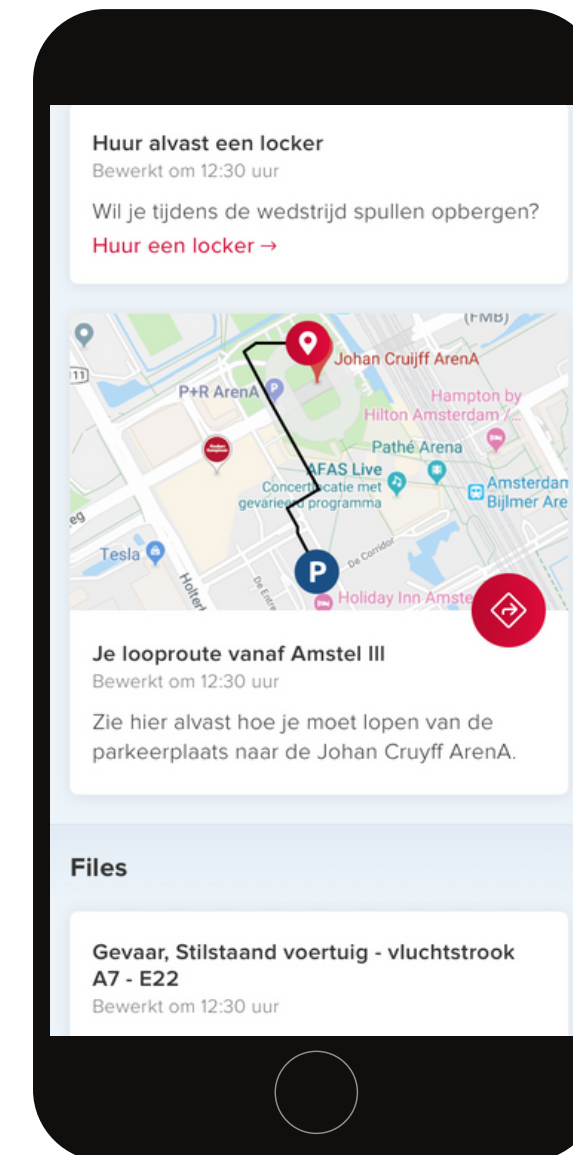
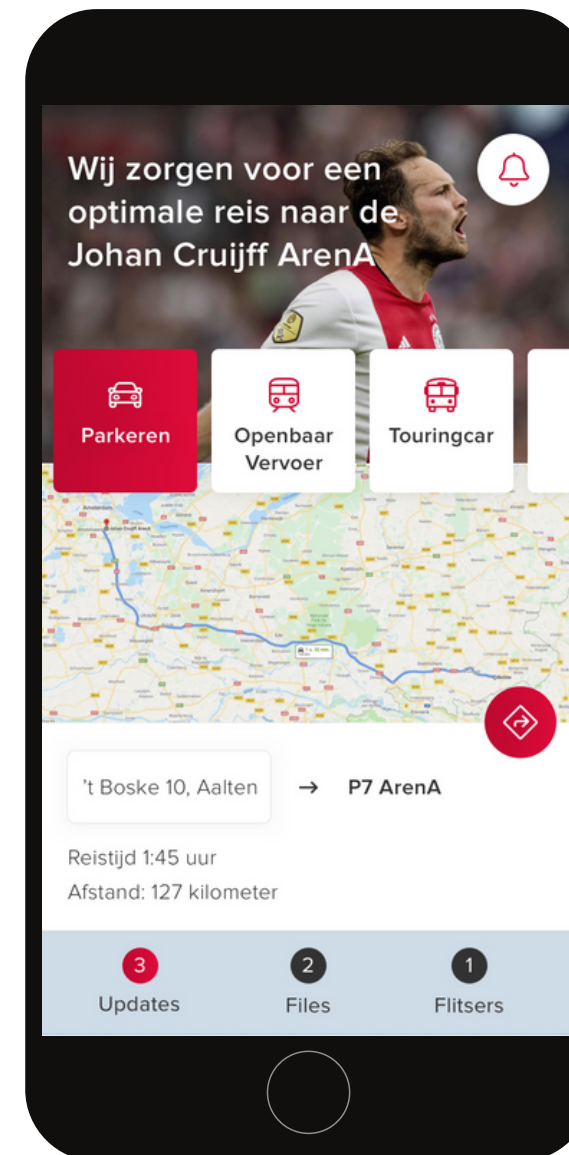
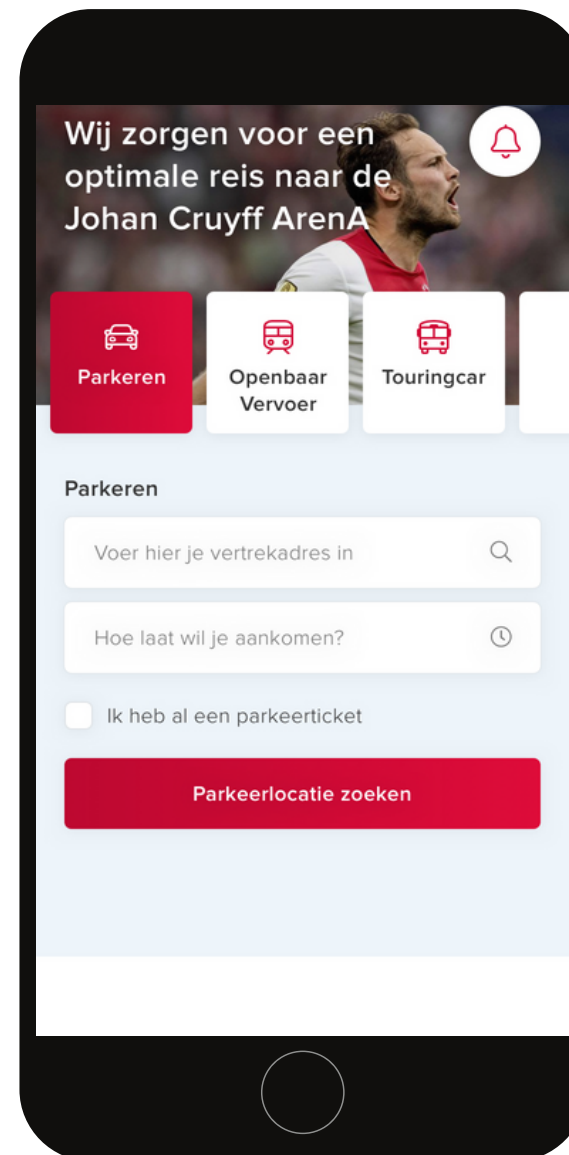
BOOKING A TICKET / PROMOTION EVENT



X NUMBER OF WEEKS BEFORE EVENT



DAY OF EVENT





MOBILITY PORTAL: THE QUICK WINS

- Always the best final location based on departure address
- Guidance through navigation
- Data collection on travel behavior
- Income source because you can book in advance



ON TRIP: STEERING AND ROAD SAFETY

- Map adjustments
- Warnings in navigation



DATA-INTERMEDIAIR




Vlaams Verkeerscentrum
Vlaamse overheid



SIMN




OVERHEID




LIVE-P2000







Apple kaarten



TomTom



Waze



Google Maps

Traffic Reportal



BUKO. INFRASUPPORT

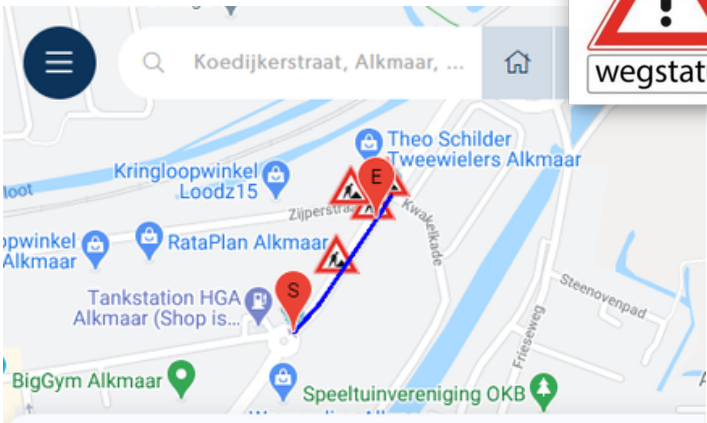



YUNEX TRAFFIC



TRAFFIC SERVICE NEDERLAND

KAART AANPASSINGEN





wegstatus

Startpunt		(0 meter)
52.637963	4.754330	
Eindpunt		Zijperstraat (0 meter)
52.638981	4.755560	
<div>Volgende</div>		

 Google Maps



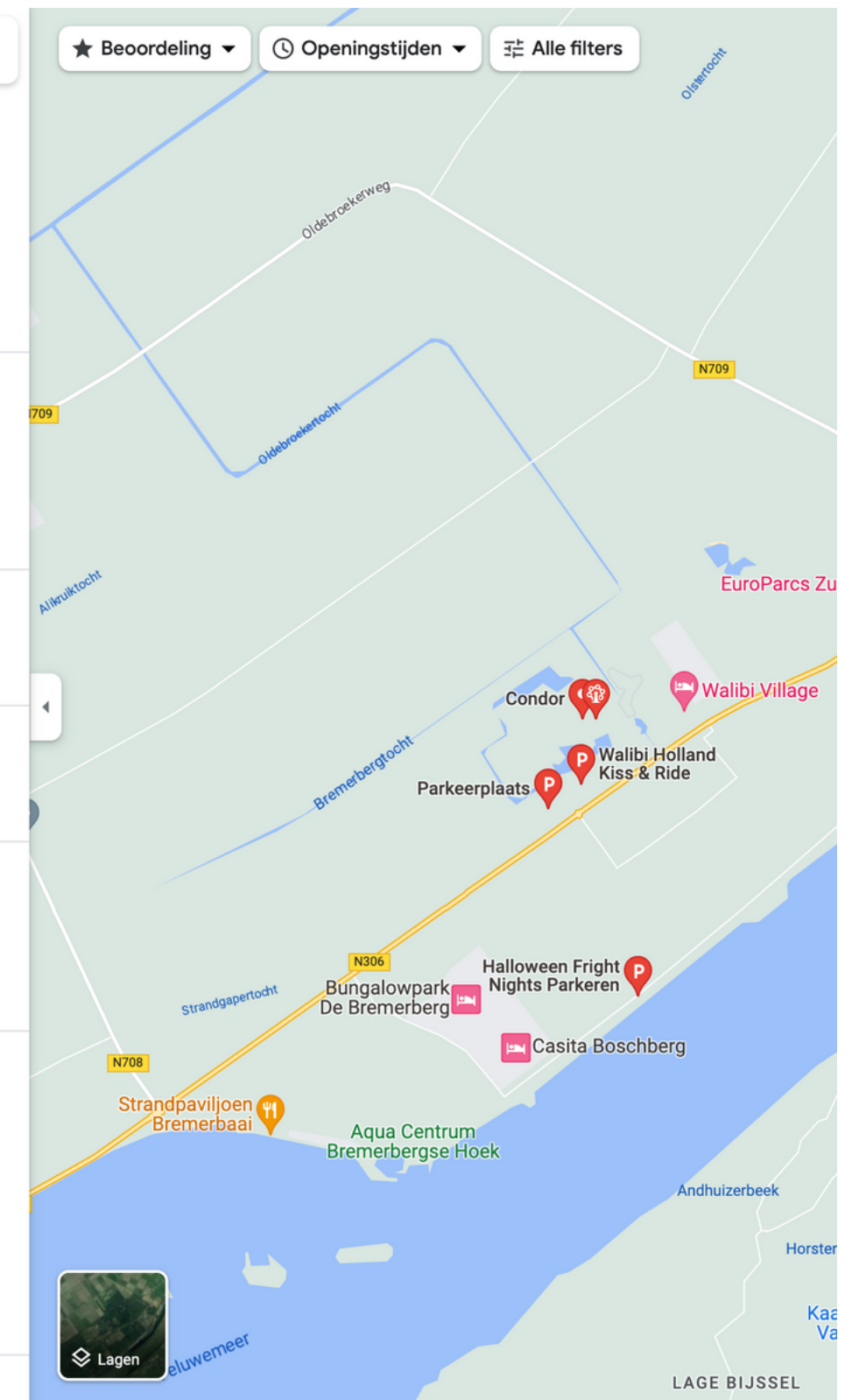
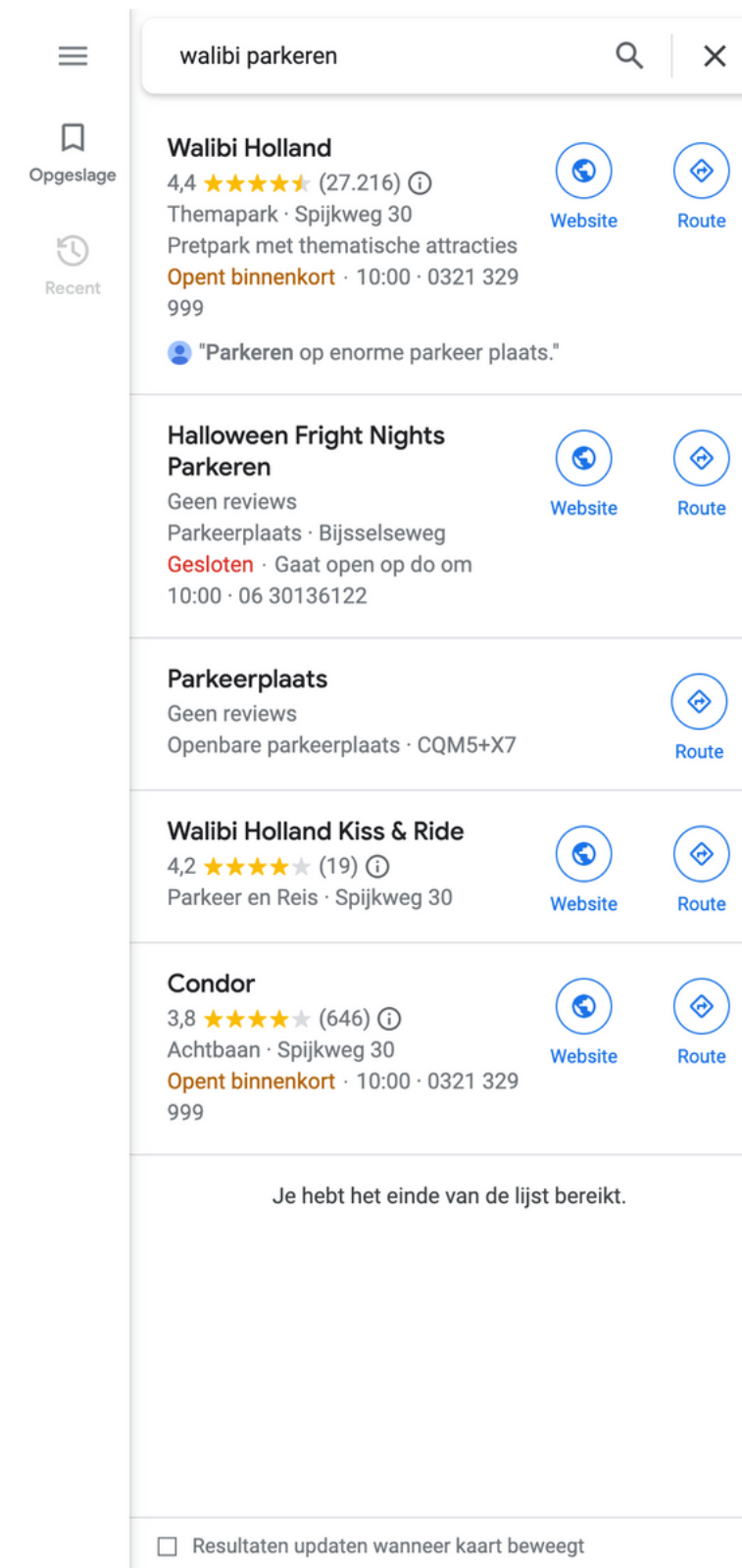
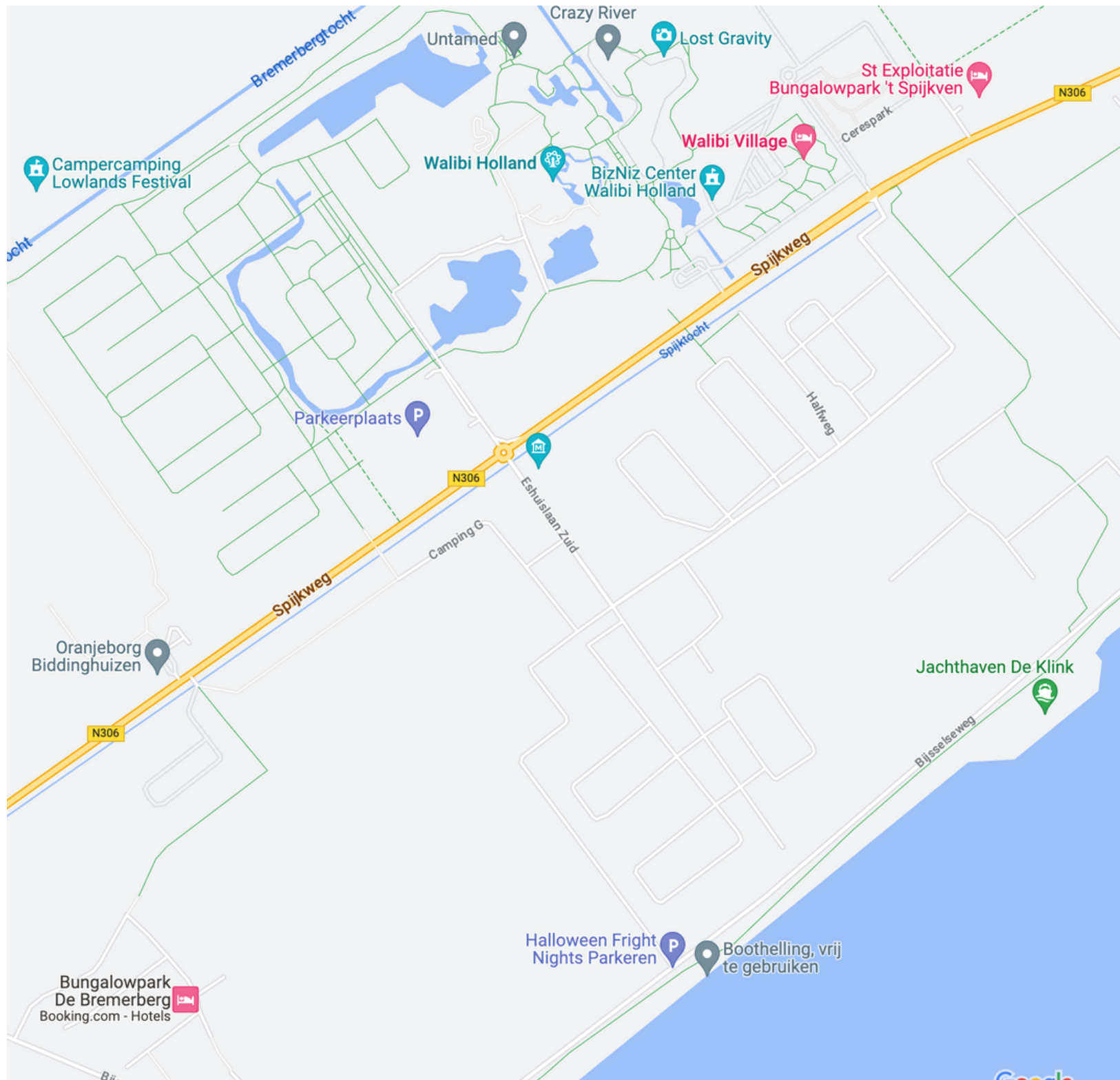
 waze



 TomTom



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POST-TRIP: ANALYSIS

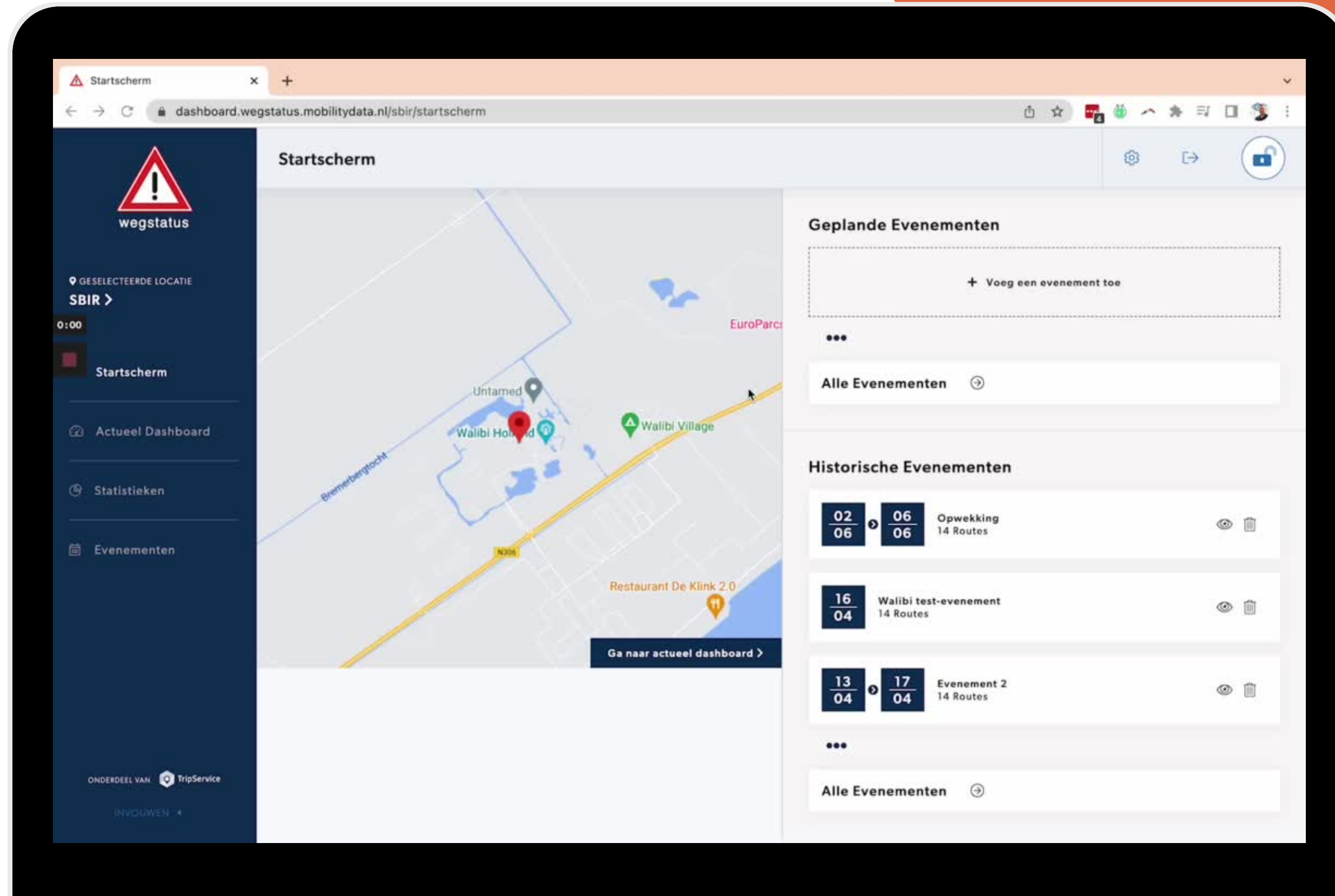
- Event Traffic Dashboard



INZICHT DATA

Developments

- Trigger function
- Scenario management
- Visualization of historical data





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