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INTERTRAFFIC 2024, AMSTERDAM











# CONTENT

01

THE STIGMA

02

MOBILITY CONCEPT

03

AMBITIONS

04

LEARNINGS



The background image shows a Formula 1 race track at dusk or night. The track is illuminated, and a large crowd of spectators is visible in the stands. A geometric pattern of red and orange lines is overlaid on the left and right sides of the image. The text "The stigma" is centered in the upper half of the image.

# The stigma

Zandvoort is not attainable for the  
100.000 visitors of the Formula 1











# Vision

By adopting an ambitious and, above all, sustainable approach to the modality choices of visitors around the Dutch Grand Prix, in which the train and bicycle are given a prominent place, we achieved control of all traffic flows while preserving the quality of life in Zandvoort and surrounding municipalities.



02

# Mobility concept



# STOMP PRINCIPLE

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The most important assessment framework for mobility is the degree of sustainability. The aim is to encourage visitors to choose the mode of transport as high as possible on the ladder.

1. Steps (walking)
2. Two-wheelers (bicycle)
3. On public transport
4. Mobility as a Service
5. Private cars





# STOMP - steps

The (direct) walk from an hotel or camping to the circuit.

This is stimulated by:

- Promoting local hotels or campings
- DGP camping for visitors (and crew)





# STOMP – two-wheelers

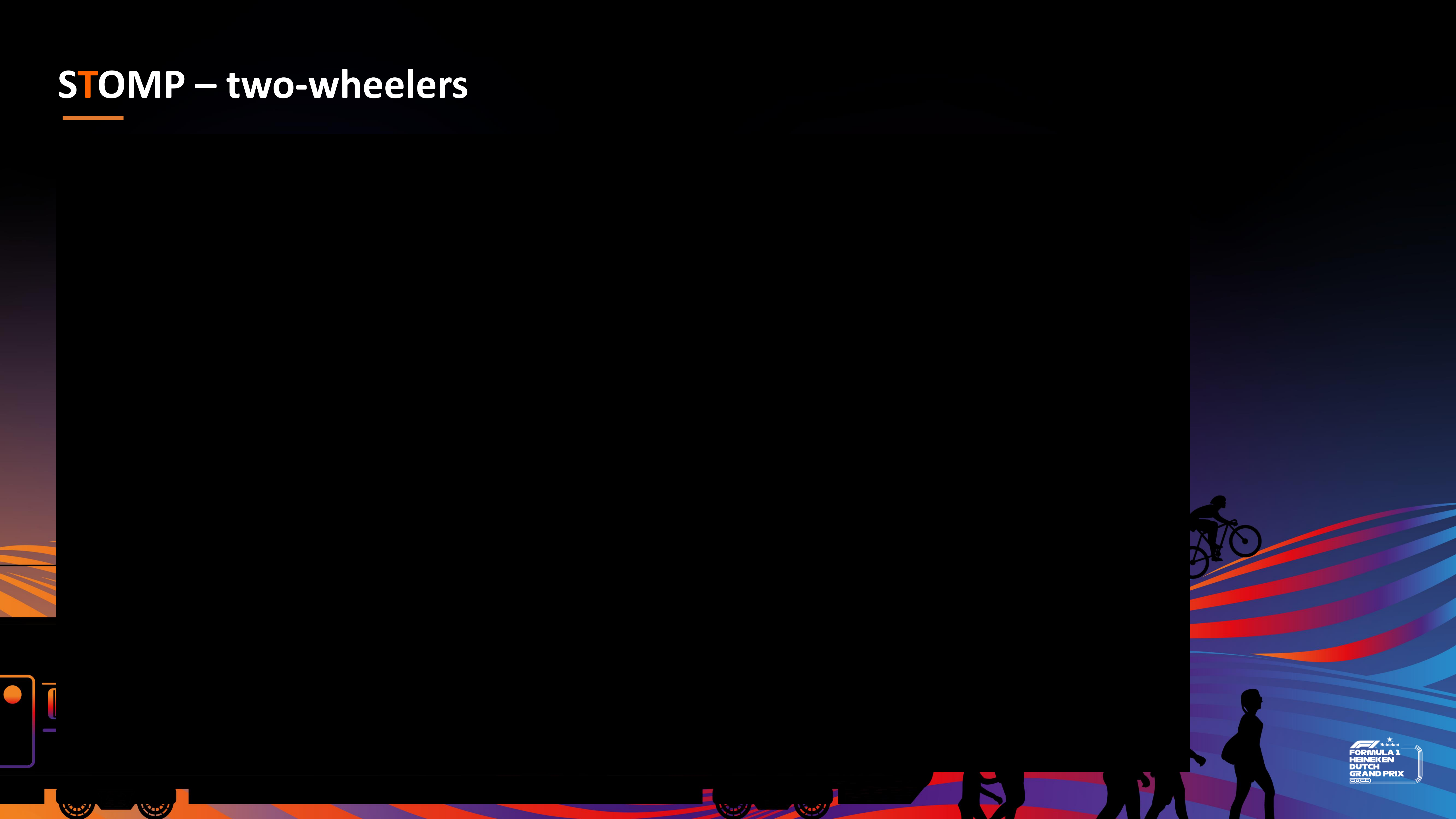
The use of the bicycle or moped as a way of transport from the place of residence of Park&Bike to the circuit has been stimulated by:

- More than 44.000 temporary bicycle sheds
- Setting up Park&Bike locations where people park the car and continue by bike (cycling distance 30-45 minutes)
- Facilitate bicycle parking for free
- Extra service and attention
- Adding fun to the cycling journey





# STOMP – two-wheelers





# STOMP – on public transport

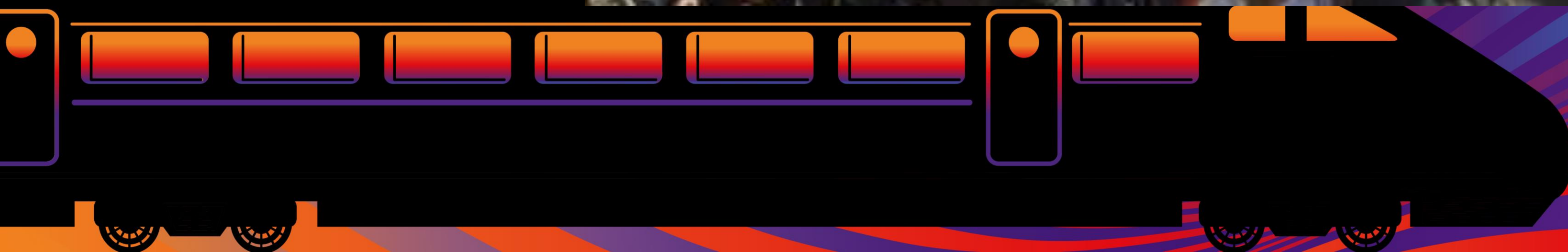
Using the regular bus and train connections to get to the circuit. This is simulated by:

- Extend existing public transport network (line 300 en 356) towards CM.com Circuit Zandvoort
- 12 trains per hour





# STOMP – on public transport





# STOMP – mobility as a service

The use of organized transport to get on a coach from your hometown or rent a coach as a group. This has been promoted by:

- Busstops near entrance of the circuit
- Walking distance closer than 15 minutes
- Pricing strategy





# STOMP – private cars

The circuit and Zandvoort are not accessible by car for the visitors! Zandvoort is only accessible for residence.

As a result, it was only possible to use a regular Park+Ride location and travel from there to Zandvoort by public transport.

Connexxion (public transport bus) has developed special tickets for this from its regular collaboration with Q-park to get more people on the bus.







03

# AMBITIONS

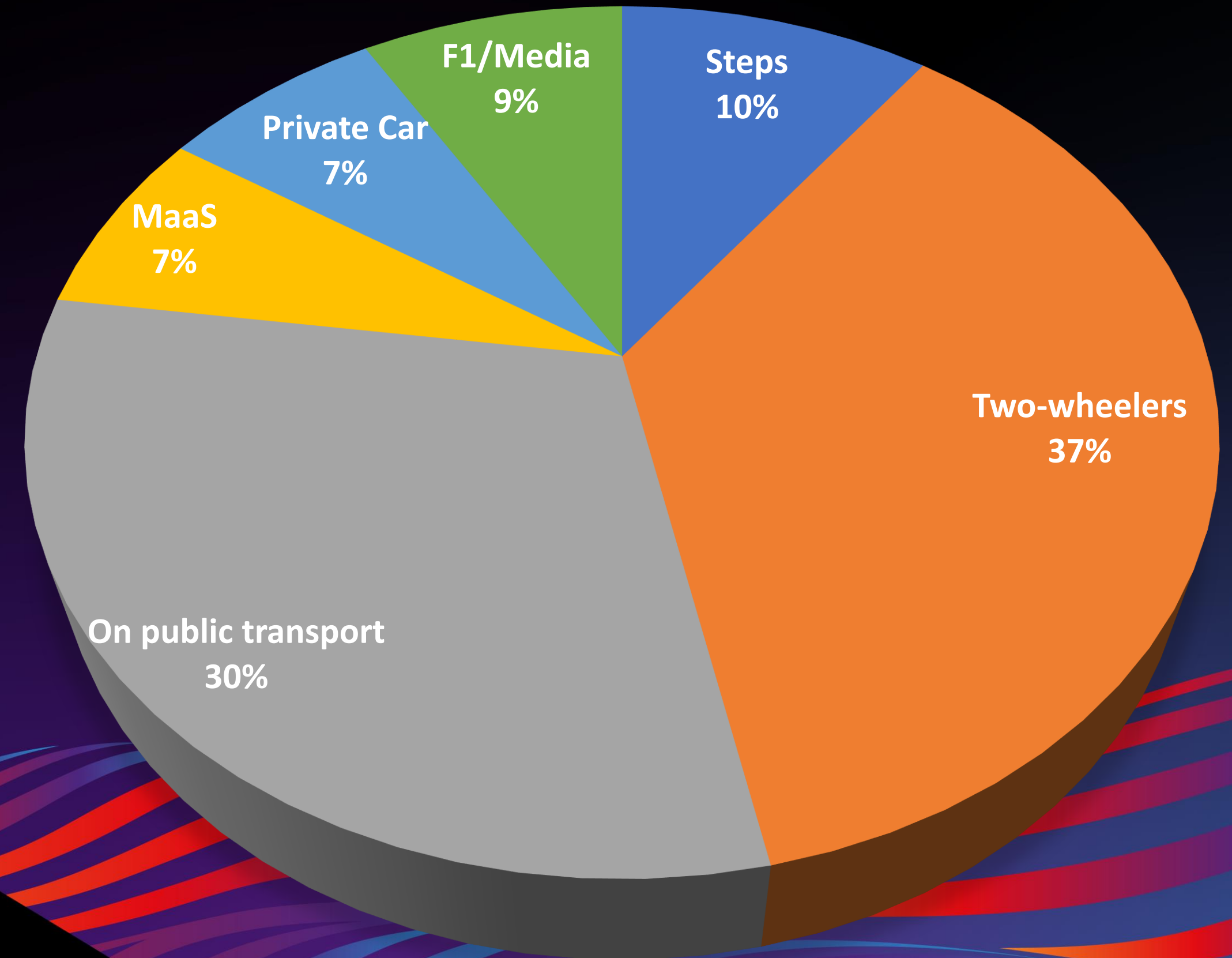


# Modal split 2021 - ambition

Commitment to sustainability and safety:

- 1/3 by bicycle
- 1/3 on public transport
- MaaS equal to private cars

Ambition Modal split 2021 Sunday

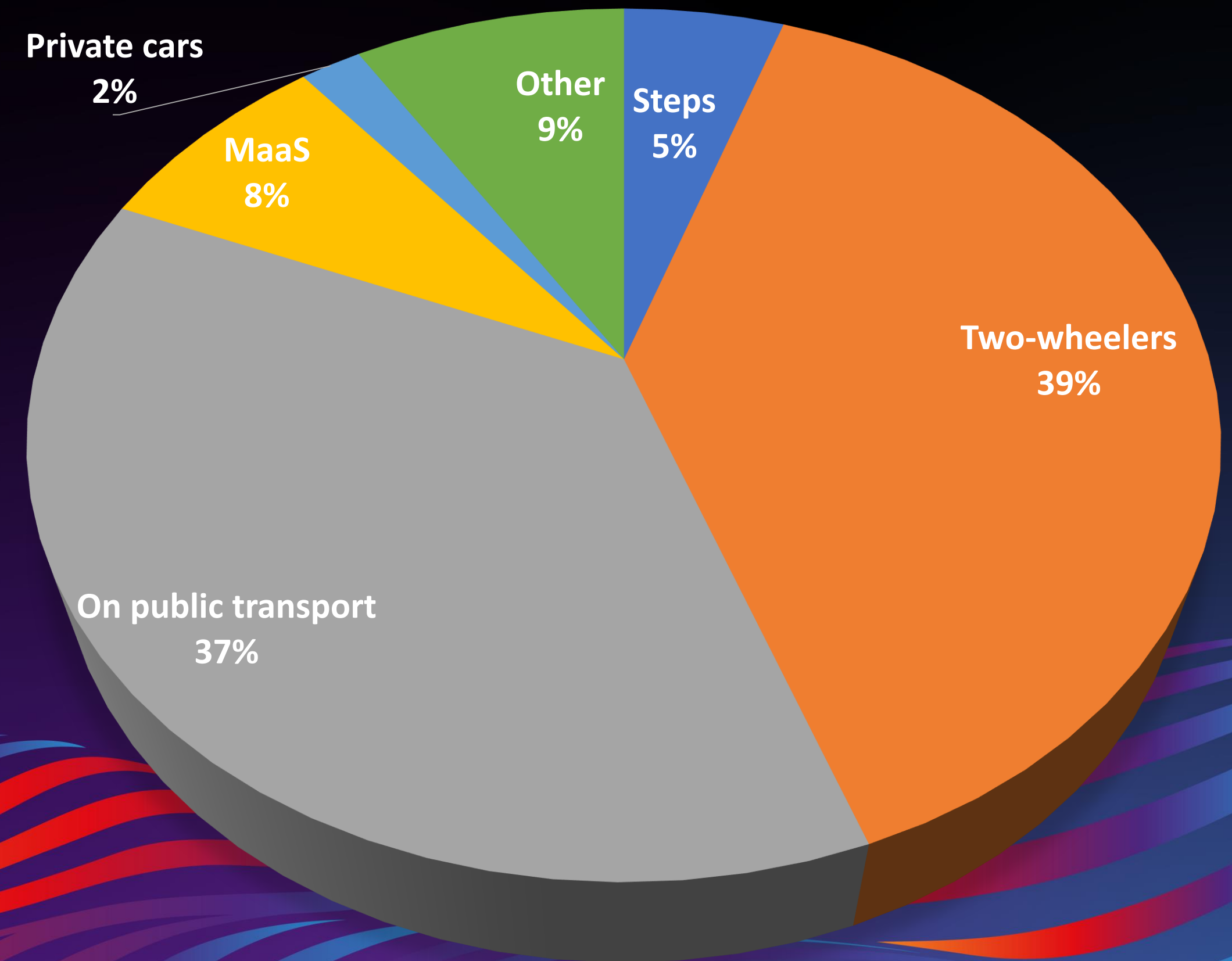




# Modal split – 2021

- Nearly 40% by two-wheelers
- More than 35% on public transport
- More than 80% travelled sustainable to the Dutch Grand prix!
- 2% by private car (1.350 people / 520 cars)

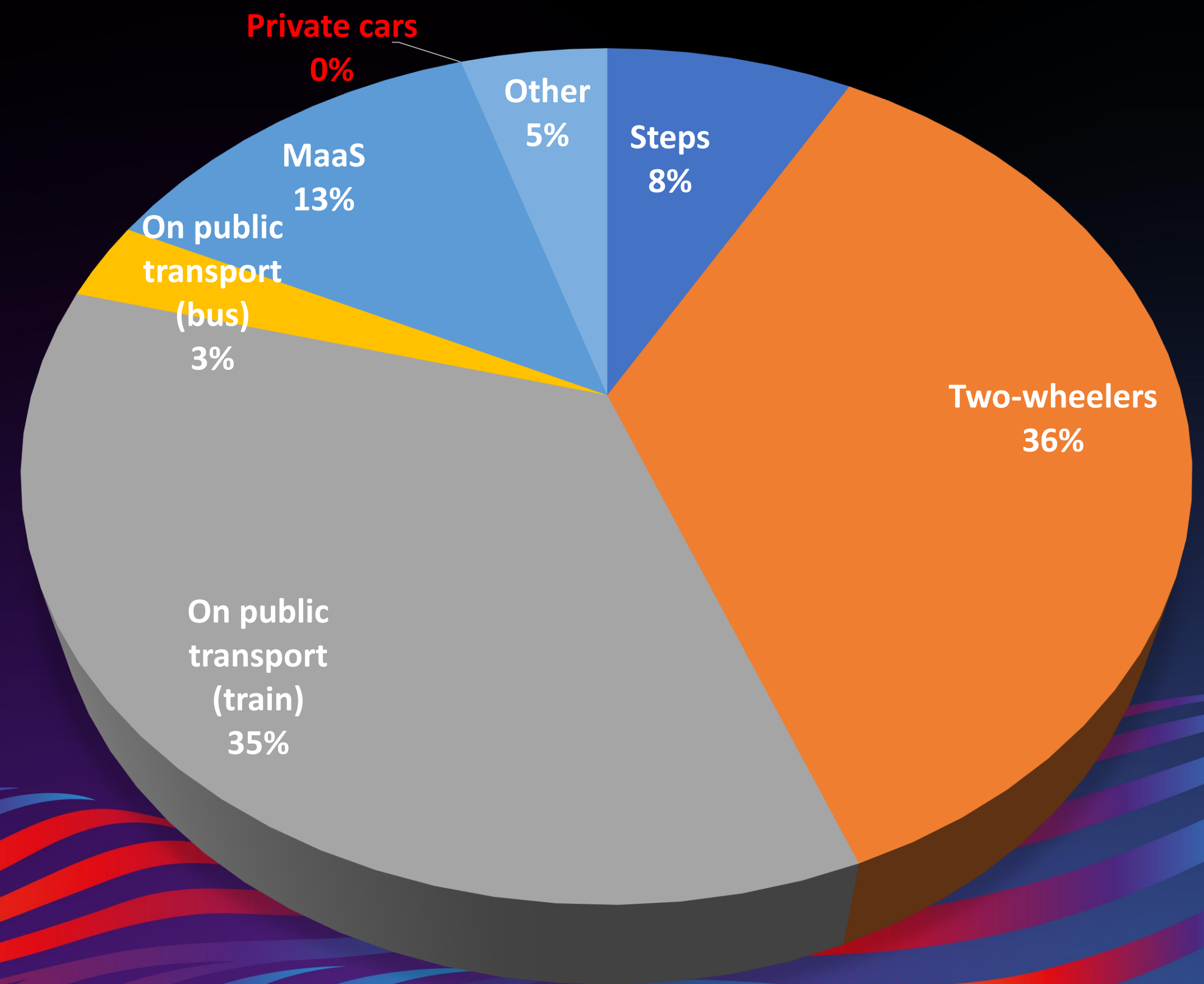
Modal split sunday sept 5th 2021





# Modal split – ambition 2022

- Public transport and bicycle about the same
- Intensify MaaS
- Ambition in 2022 – no regular visitors by car





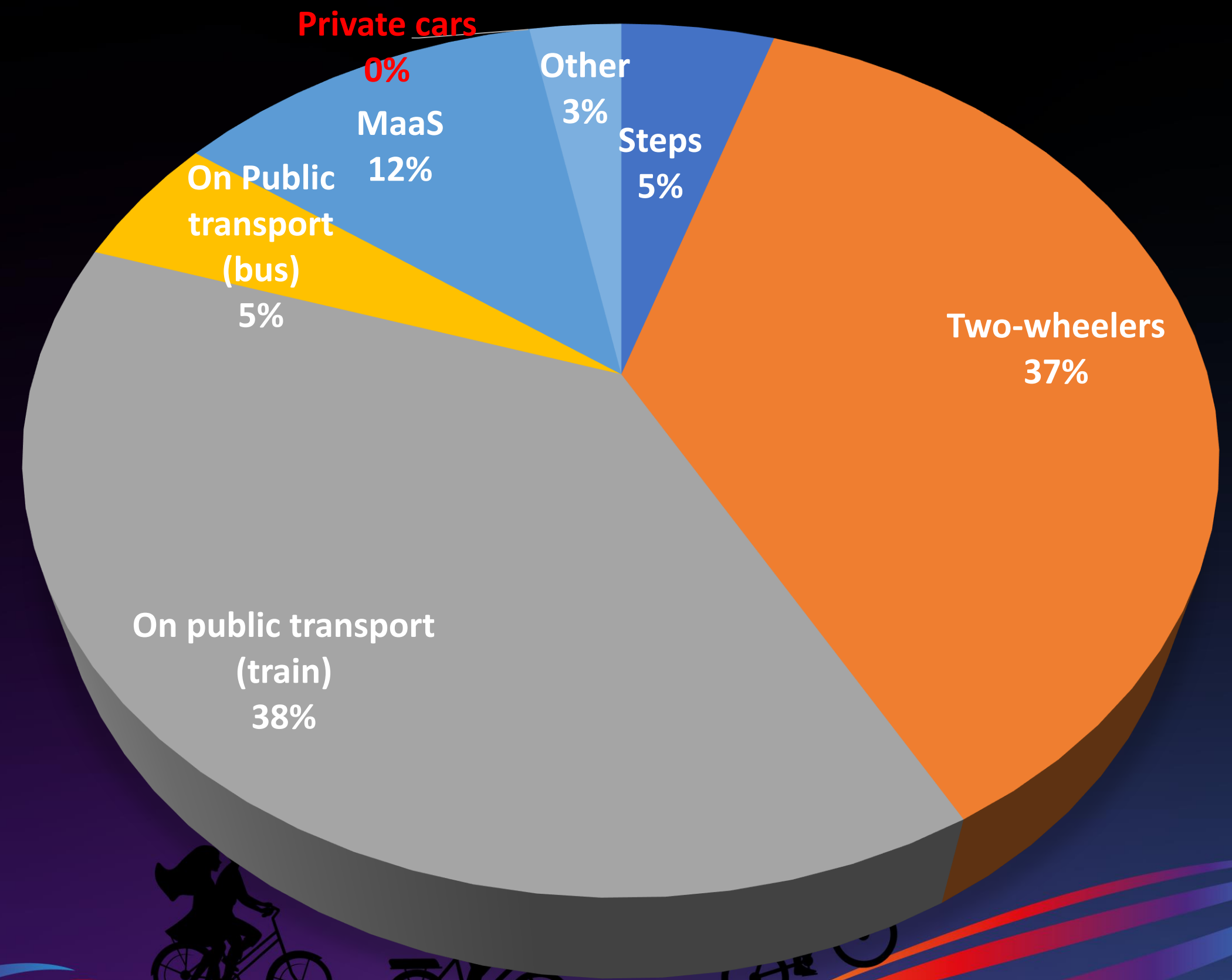
# Modal split 2022

Orange is the new green

37% by bike (two-wheelers)

43% on public transport

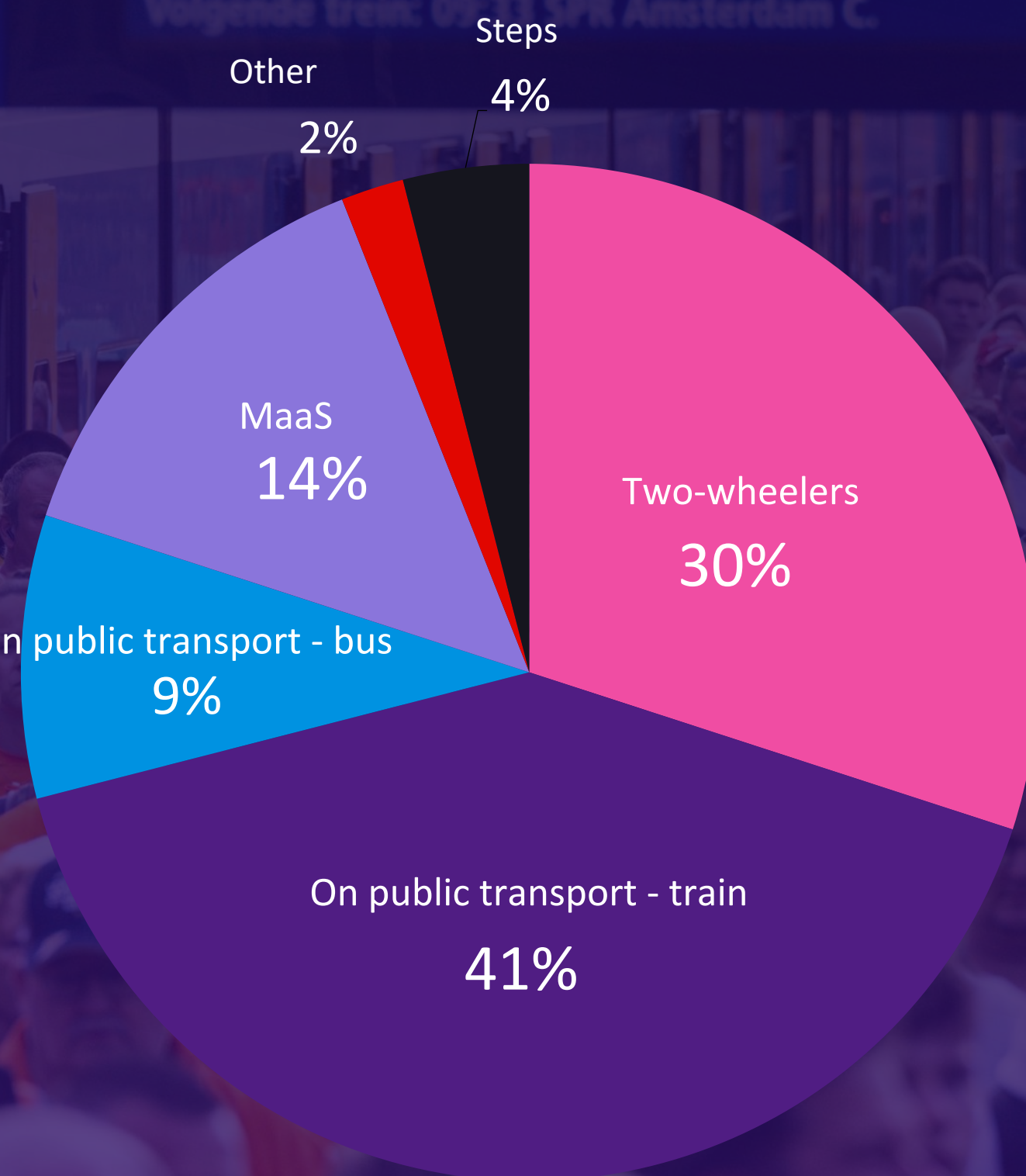
97% of visitors travels sustainably to the Dutch Grand Prix!





# MODAL SPLIT

## DUTCHGP 2023



Steps



Two-wheelers



Train



Bus



MaaS



Other



A wide-angle photograph of a Formula 1 race track at night. The track is illuminated, and a single race car is visible in the distance. The stands are filled with a large crowd of spectators, many of whom have their arms raised. The scene is framed by decorative geometric patterns in shades of red and orange on the left and right sides.

04

# Learnings



# If you want to make miracles, start to do the impossible

- Dear to dream!
- Think out of the box.
- Hold on to your ambition.
- Together you stand strong(er).





THANK YOU!

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