

HAMBURG UEFA EURO 2024 MOBILITY CONCEPT

European Men's Football
Championship 2024

14 June - 14 July

Mediaserver Hamburg / Jörg Modrow

14 - 16 June 2023 | IMPACTS conference in Paris, Session 2



EURO2024 HOST CITY CONCEPT HAMBURG

- Based on tournament requirements, host city programm and host city concept briefing
- Concept with several sub concepts and guidelines
 1. Administration
 - 2. Mobility**
 3. Fan Zone
 4. Event Promotion
 5. Spectator Services (Volunteering + Fan Services)
 6. Commercial issues
 7. Security
 8. Sustainability



Source: UEFA EURO 2024

EURO2024 STADIUM HAMBURG

- one of the most beautiful stadiums in Germany
- Experienced with large-scale events such as FIFA World Cup 2006 and international matches and concerts
- Stadium gross capacity about 52,000 seats including 95 disabled seats for wheelchair users
- UEFA EURO 2024 set-up about 50,000 seats including 230 disabled seats

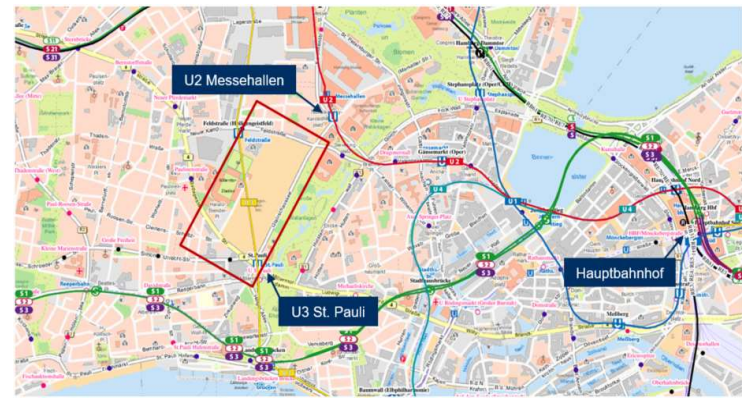
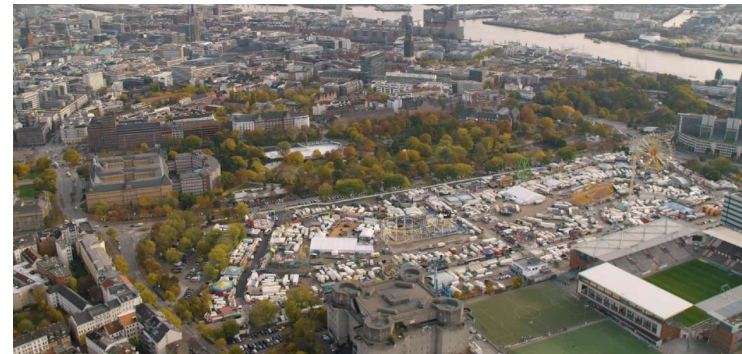


Source: EURO 2024 - DFB - Public Bid Book



EURO2024 FAN ZONE HEILIGENGEISTFELD

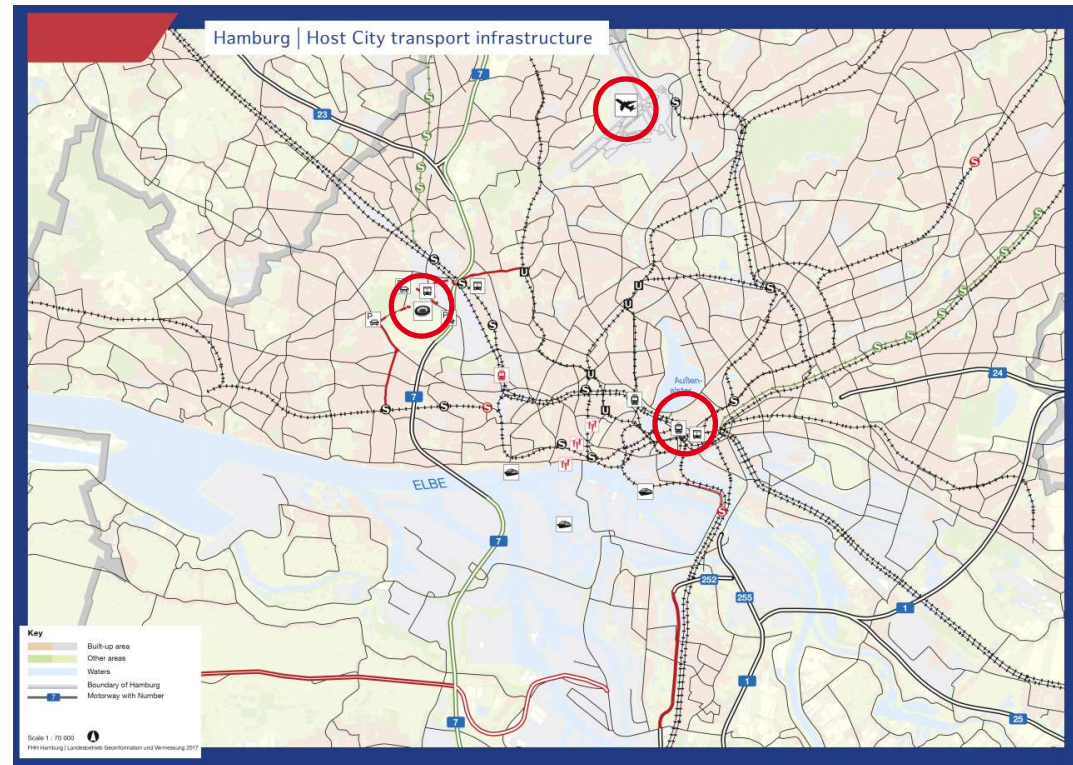
- Biggest venue in town and well known place
- Next to Millerntorstadion „FC St. Pauli“
- Very well connected by public transport
- Clean venue, lately modernized
- Distance to Reeperbahn 0.8km, Rathaus 2.0km, Elbphilharmonie 2.3km, Central station Hamburg 3.4km



Source: Mediaserver Hamburg and Geo-Online (geoportal-hamburg.de)

EURO2024 HOST CITY TRANSPORT INFRASTRUCTURE

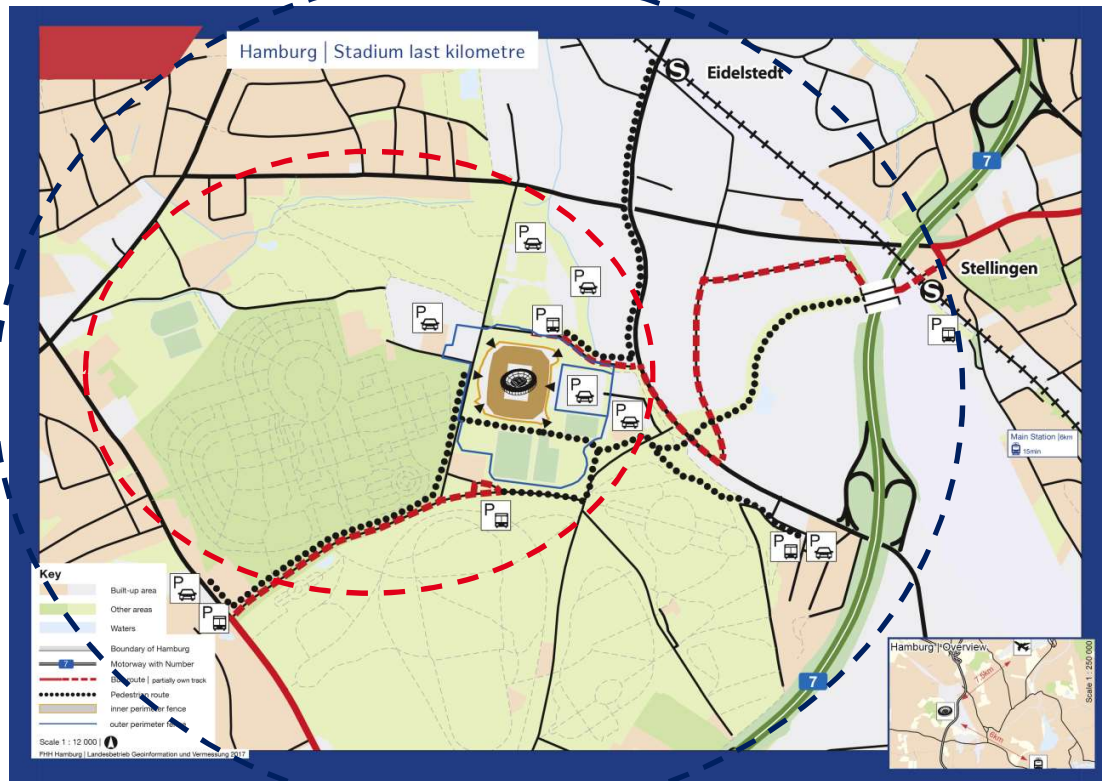
- very good mobility services within the city and between the stadium, training camps and UEFA EURO 2024 venues
- Public transport is the most important player
- underground railway (U-Bahn)
- suburban railway (S-Bahn)
- regional rail (Regionalbahn)



Source: EURO 2024 - DFB - Public Bid Book

EURO2024 LAST KILOMETER AROUND THE STADIUM

- Very good mobility service to the stadium with suburban railway (S-Bahn) and shuttle busses
- Parking around the stadium only for EURO2024 target groups e.g. Organizer, VIP, VVIP, Partner, TV and MEDIA etc.
- No public parking around the stadium
- Traffic management in the last kilometer around the stadium traffic perimeter
- No entry without special label and permission on matchdays (outer security perimeter)



Source: EURO 2024 - DFB - Public Bid Book

EURO2024 CARPE DIEM

Collaborative Routing ExPErience für Die EM 2024

- Research project funded by the German Federal Ministry of Transport
- Goal: Traffic Management for mass events in the metropolitan area of Hamburg
- Subject: traffic load/ road user distribution by coordinated routing
- Routing APP guides EURO2024 visitors to Park+Ride facilities, to switch to public transport

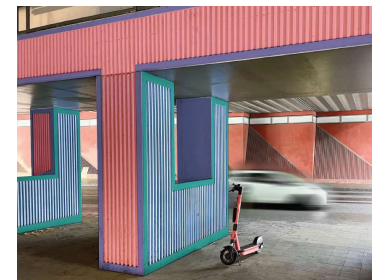


Routes are coordinated centrally and predicted in the road network

Source: DigiLab - Landesbetrieb Straßen, Brücken und Gewässer Hamburg
[ADAC und Graphmasters testen Navigationssysteme in Hannover](#)

EURO2024 SUBURBAN RAILWAY FOKUSLINE S21

- Reconfiguration and new design of suburban railway station near the stadium
- Target images are cleanliness, safety and upgrading
- Stations relevant for EURO2024 Stellingen and Eidelstedt



Source: DB Station&Service AG

EURO2024 MOBILITY ACTIONS ACTIVE MOBILITY

- Bikesharing (StadtRAD)
- E-Scooter (parking zones and no parking zones)
- Parking for private bikes
- Actions for sustainabel mobility



Source: BVM – E-Scooter / Mediaserver Hamburg – StadtRAD / Bezirk Altona - Fahrradflunder

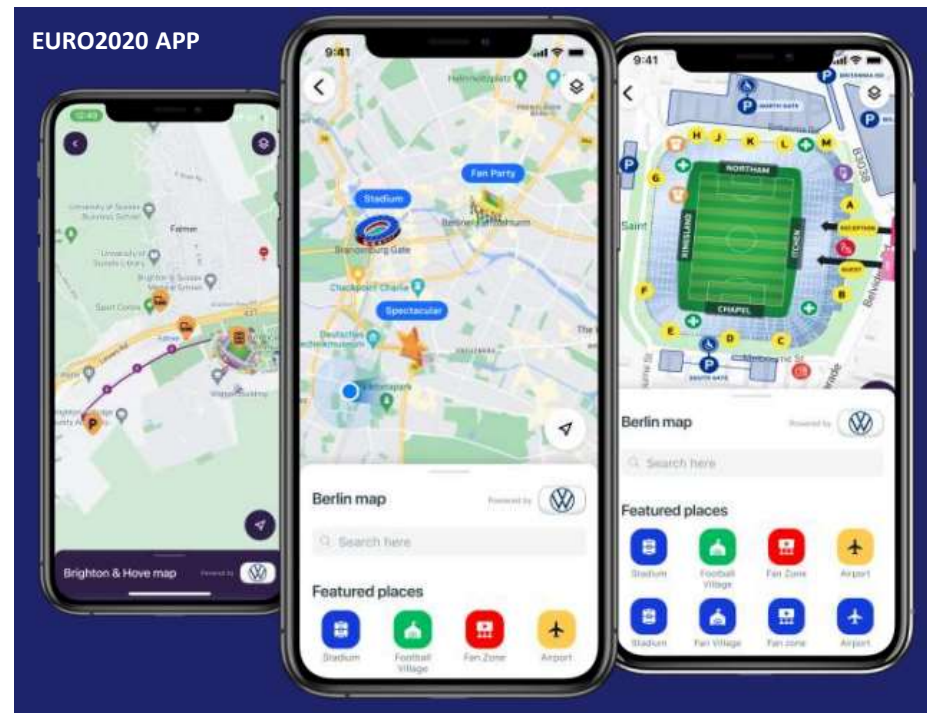
EURO2024 EVENT COMMUNICATION

Website - Event Guide

Central platform for information before arrival, information on how to move around the host city, especially for handicapped guests

APP - Event Companion

official companion for guests on the spot, in English and German, with features such as calendar, news, match information and statistic, personalized communication, ticketing, interactive map, daily live updates and push notifications for special occasions



Source: EURO2024 GmbH



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