

2025

# ACI-NA & ACI World Annual General Assembly, Conference and Exhibition



## Smarter Curbside Congestion Management: Beyond Detection — Integrating Tech, People, and Process

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1:15 PM-2:00 PM | October 25, 2025 | Toronto, ON



# Managing The Curbside During Major Events

ACI-NA & ACI World General Assembly,  
Conference and Exhibition

October 25, 2025

An aerial view of a large stadium, likely the London Stadium, filled with spectators. The pitch is green and marked with white lines. The stadium's roof is visible, and the stands are packed with people. The text is overlaid on the top half of the image.

# Major Sporting Tournaments Will Introduce New Travel Patterns + Increased Demand

**230** DAYS

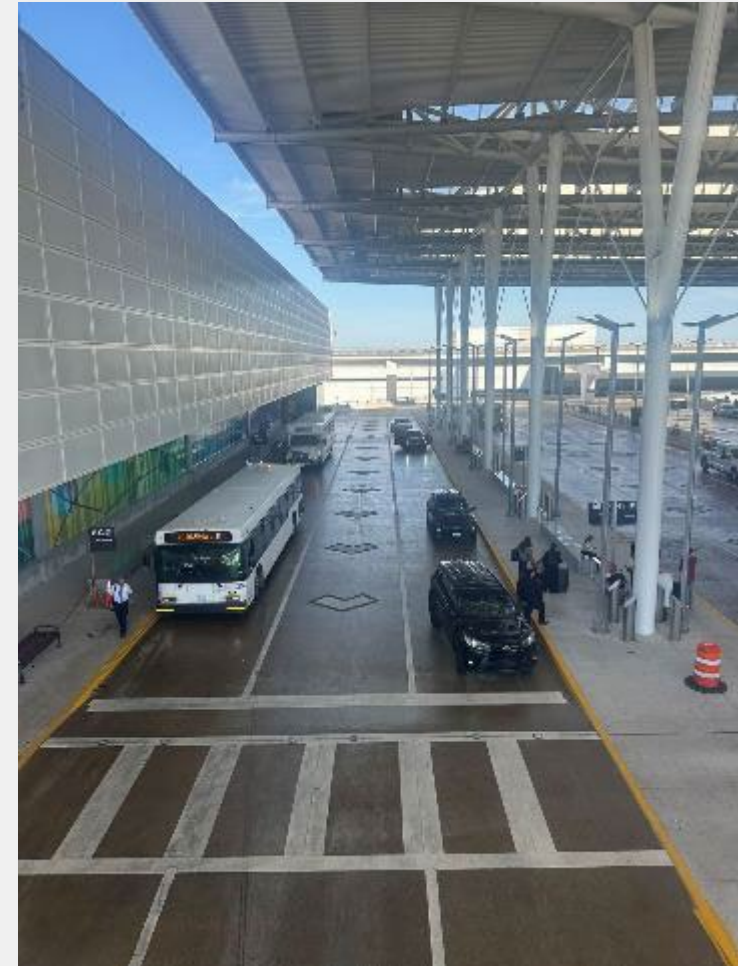
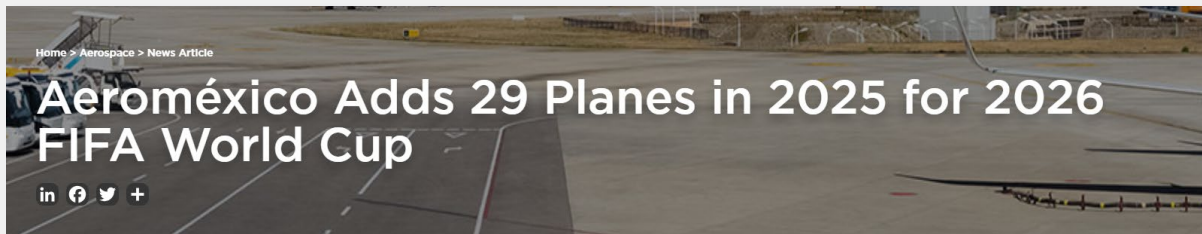
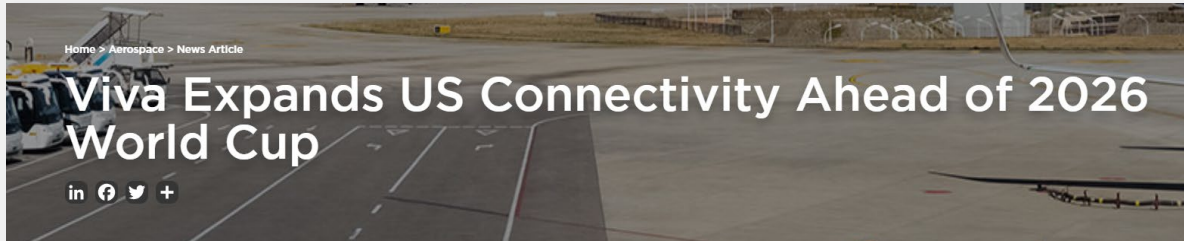


# Not Business as Usual on the Curbside

## American Airlines to expand international service for summer travel

Soccer fans might be excited about some of these routes.

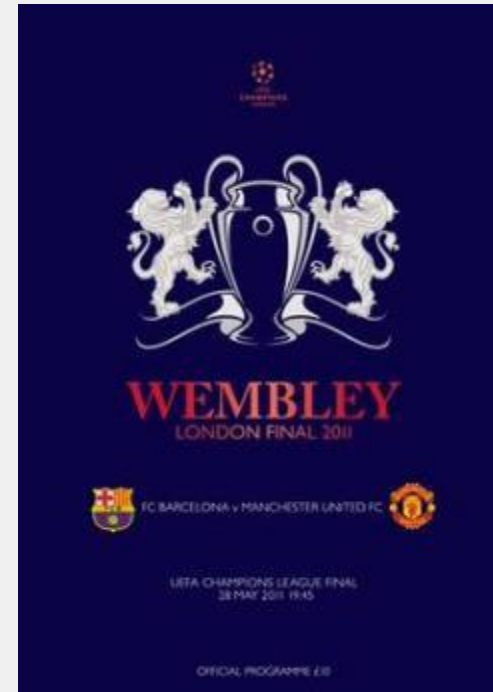
By **Andrea Guzmán**, Texas Brands Reporter  
Aug 11, 2025





# Case Study: Wembley Stadium, UK

## Same Tournament, Same Stadium, Different Travel Patterns



2011

Barcelona



Manchester United



2013

Borussia Dortmund



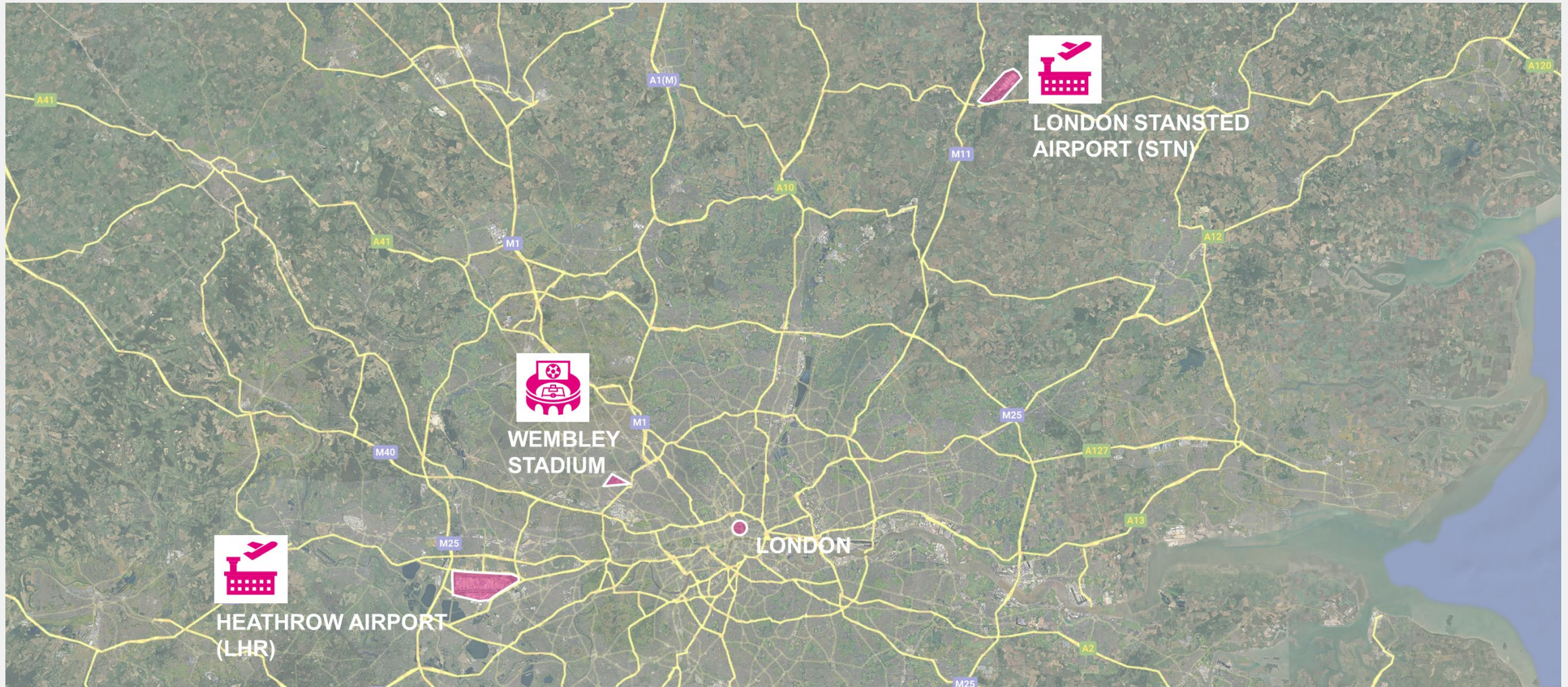
Bayern Munich





# Case Study: Wembley Stadium, UK

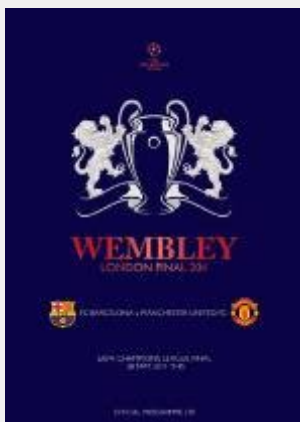
## Same Tournament, Same Stadium, Different Travel Patterns





# Case Study: Wembley Stadium, UK

## Same Tournament, Same Stadium, Different Travel Patterns



2011

Barcelona



Manchester United



- Barcelona fans arrived via chartered flights into STN airport due to limited overnight flights into LHR airport.
- Chartered flights / +100 chartered coach buses provided round-trip transportation between stadium and airport.



2013

Borussia Dortmund



Bayern Munich

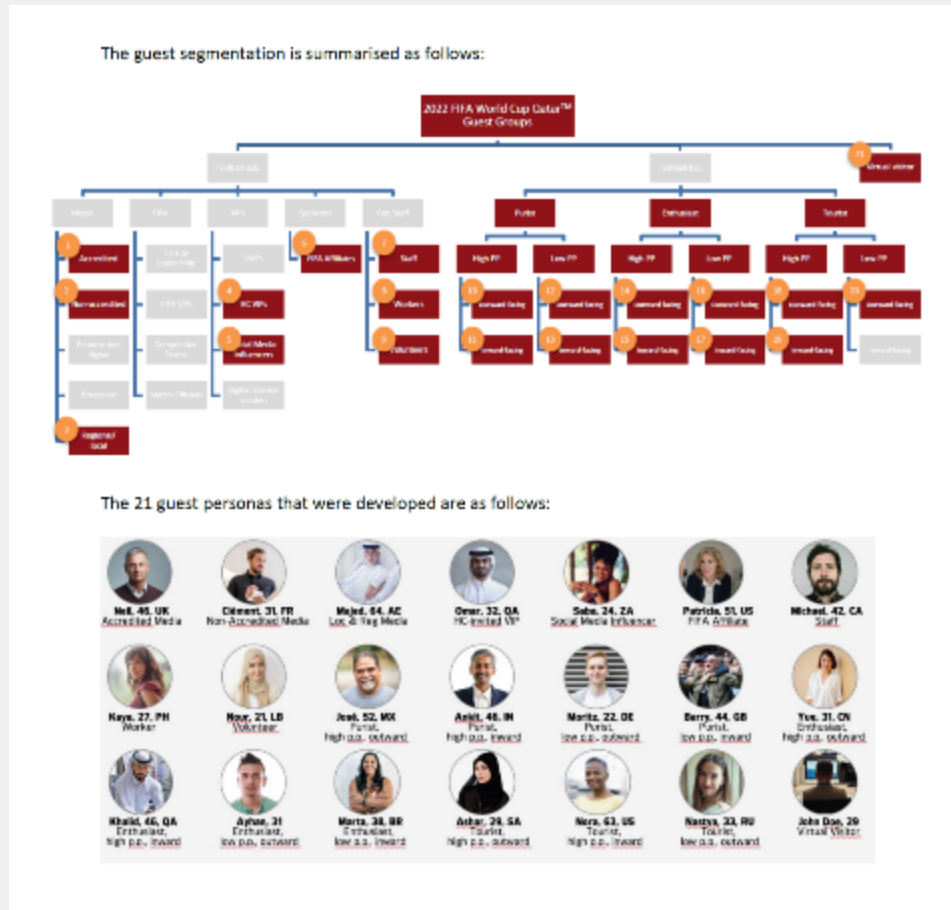


- Majority of fans arrived via inter-city coach buses (strong team following culture)
- Uptake on air travel into LHR relatively low despite two visiting teams.





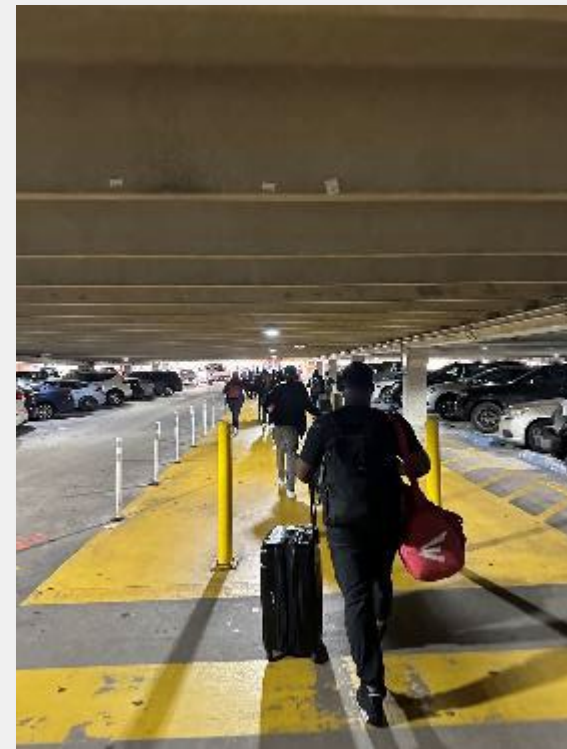
# Case Study: Journey Mapping for the 2022 FIFA World Cup - Qatar



- Cognitive Load / Orientation Stress
- Language / Cultural considerations
- Accessibility and Inclusivity
- Perceived Safety and Comfort
- Group versus Individual Behaviors
- Technology Reliance / Information Access
- Emotional Transitions (Arrival vs. Departure)



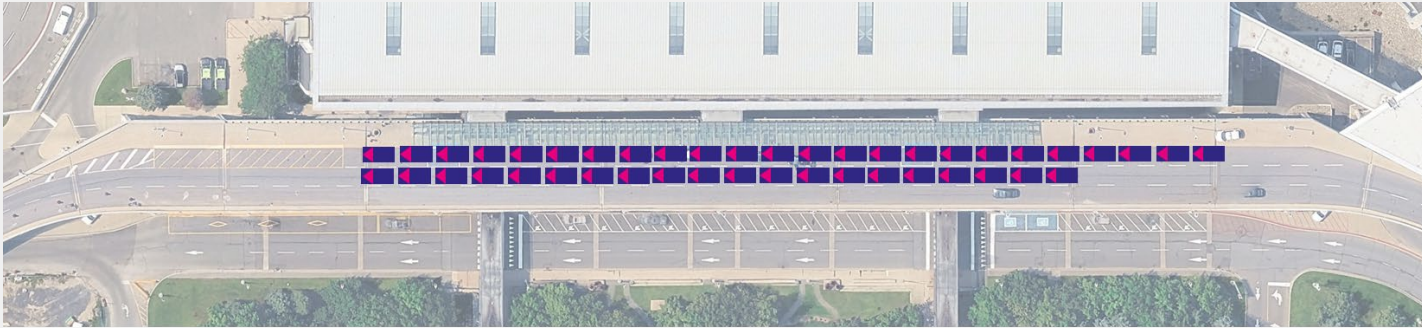
# Challenging Curbside Environment



- Increasing TNC mode share has resulted in increased demand on the curbside for both pax and providers.
- Expansion of the curbside footprint to accommodate TNC service requirements.
- Prevalence of Intermodal Transportation Hub to address curbside congestion (PHX, LAX)



# Strategies to Manage the Curbside: Transportation Demand Management (TDM) – Mode Shift



100 PAX ~ 43 vehicles (2.3 ppv)

- Manage curbside demand by providing alternative options that can shift mode share to higher occupancy options.



100 PAX ~ 2 coach buses (50 ppv)

- Promote transit and introduce enhanced shuttle service to key locations (i.e. Downtown, Fan Fest Zone, Stadium).



# Strategies to Manage the Curbside: Temporary Infrastructure – Spaces for People

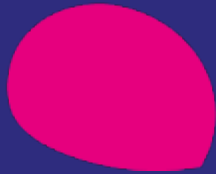


**Qatar Airways Airport Expansion 2022**

credit: Alchemy



**LHR Temporary Overflow Terminal – 2012 London Olympics**



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October 25 - 28, 2025

Toronto, ON



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