



Philippe Jacobs

Head of Department Marketing & Communication

START-PT Plan: Zaventem Airport

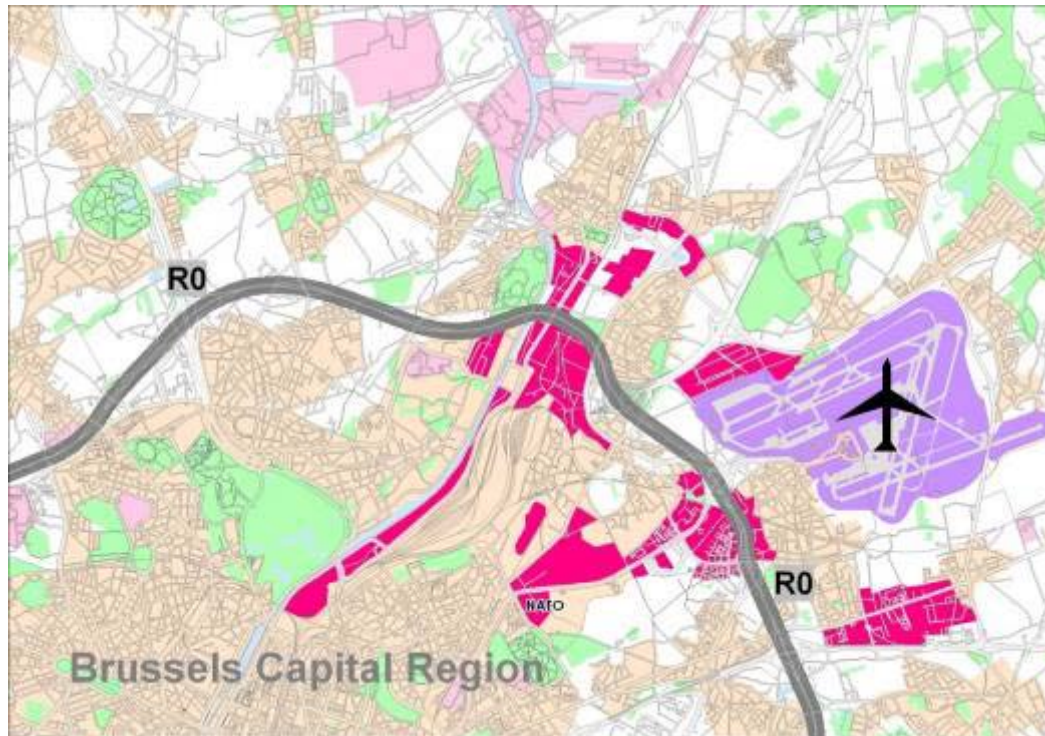
Airport zone within reach



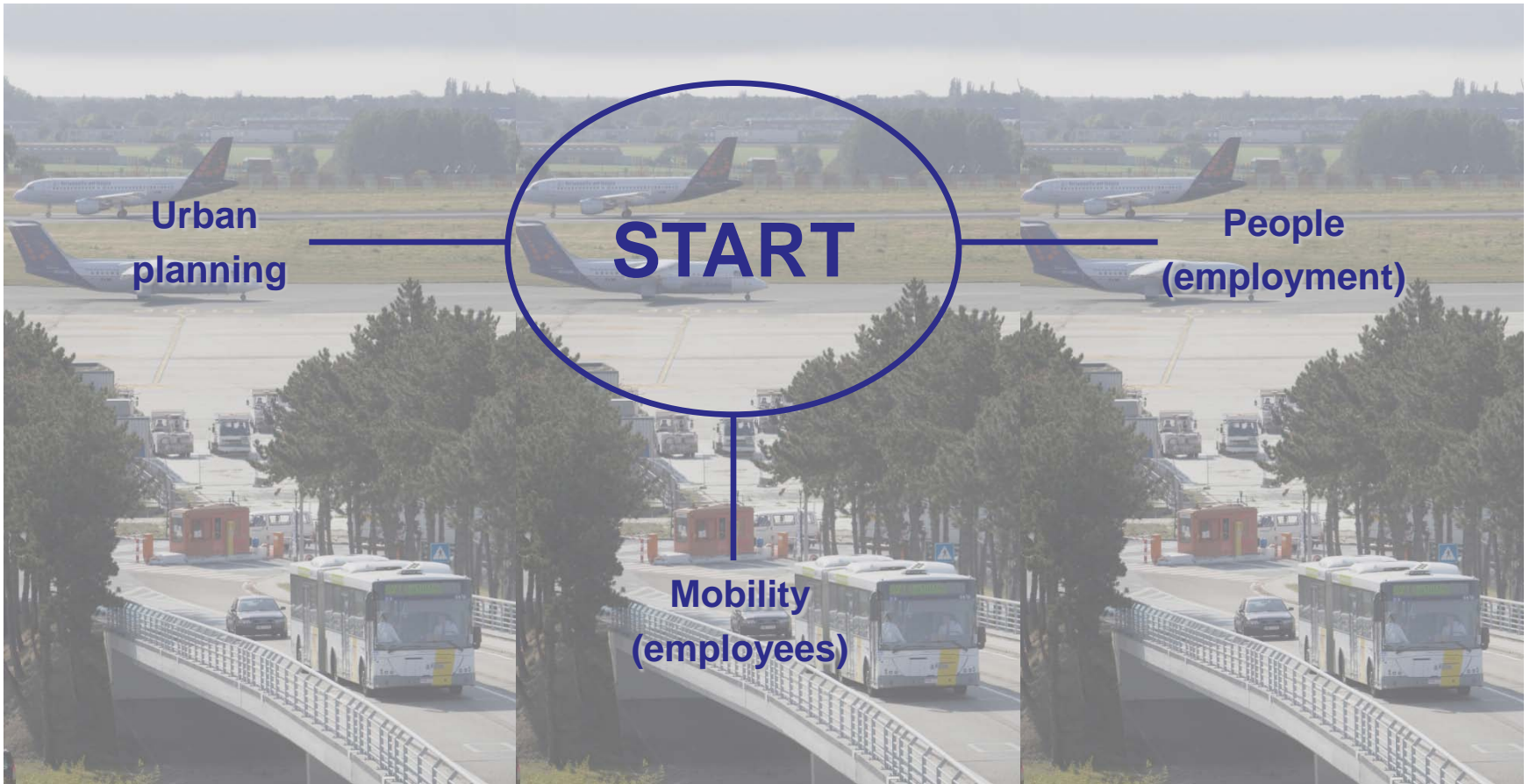
START



START = Strategic Action plan for Reconversion and Employment in the airport-region



START



START PT plan 2006 - 2009

- **Mission:**

- Improve the accessibility of the airport region with qualitative PT
- Provide an alternative to the car

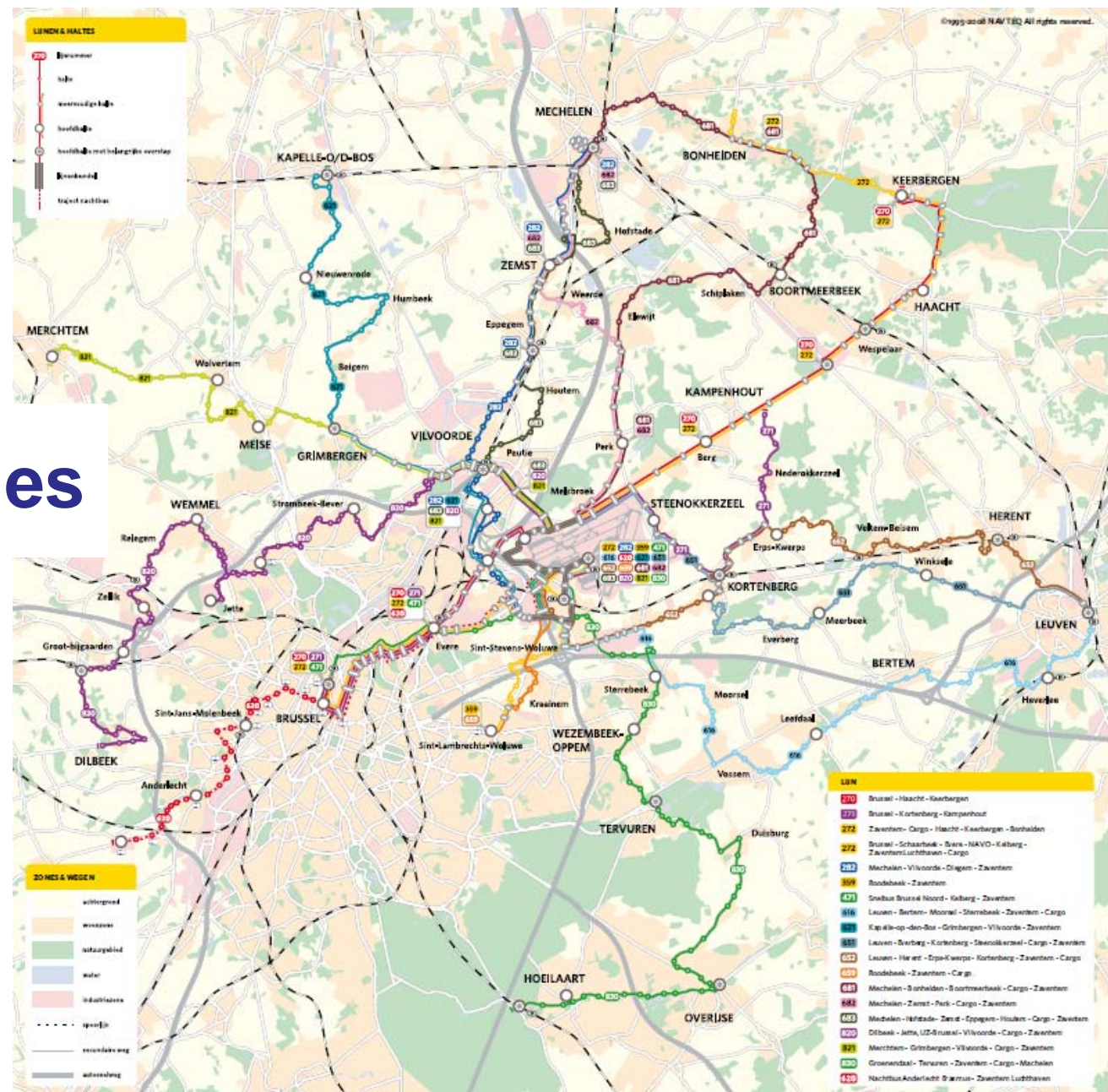
- **Objective:**

- 60/40 objective: 40% of the people going to and coming from the airport region with PT
 - 32% train (Diabolo)
 - 8% bus

- **PT Plan De Lijn:**

- New: 13 direct lines to the airport for employees within a radius of 20 km
 - High frequency (rush hour '15, day hour '30, weekend '60)
 - Broad amplitude
- Easing of gridlock on the ring around Brussels (R0)
 - Increase frequencies on existing regional public transport

13 START-lines



Increase frequency of regional public transport



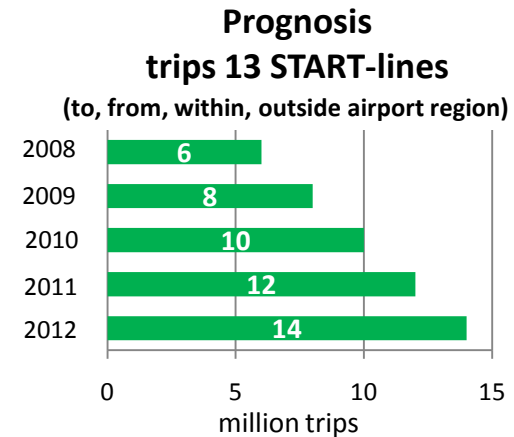
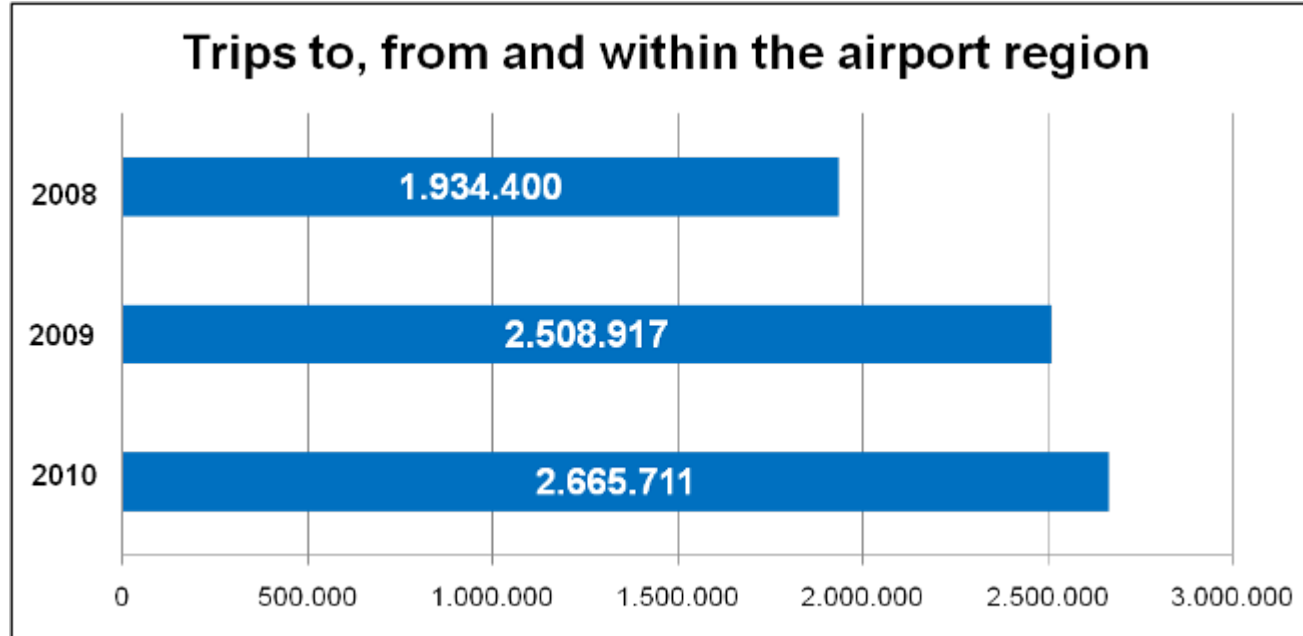
START 2010

Night line 620 Zaventem, Luchthaven – Anderlecht, Erasmus

- Functional frequency with an amplitude between 0h00 and 5h00
- Startup: 4th January 2010
- October 2010: > 1,000 travellers/month



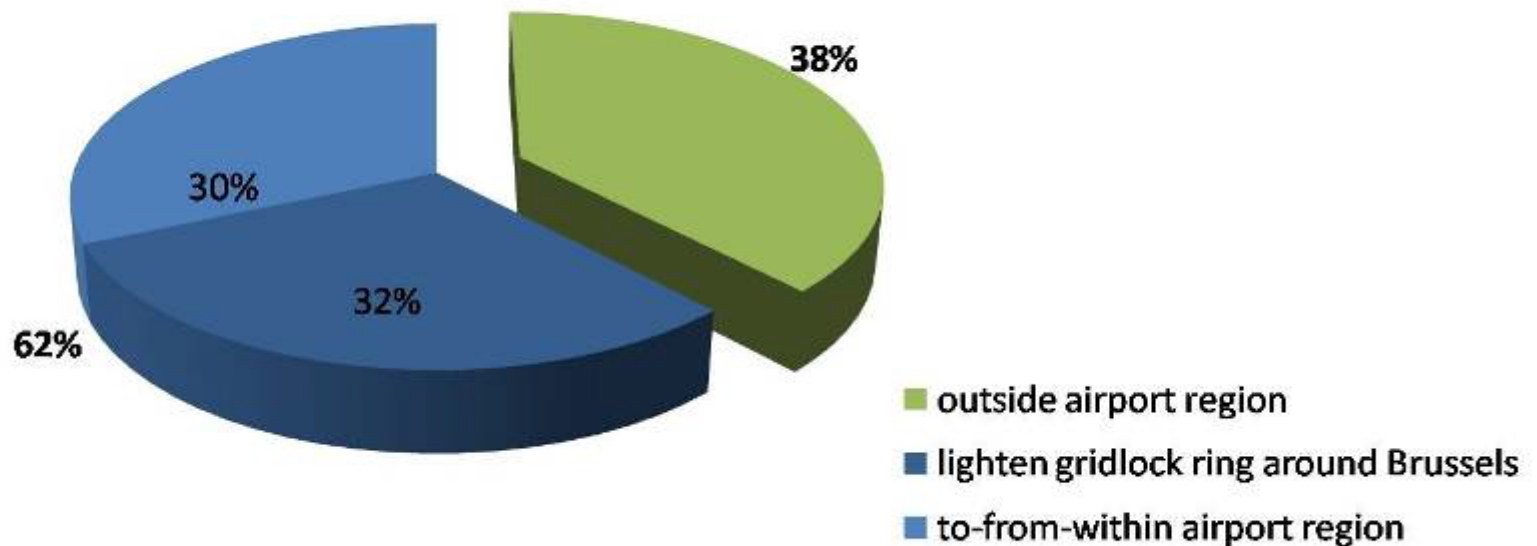
Evolution employment trips in airport zone



Despite the global economical crisis, the decrease of the employment and the decrease of the amount of passengers

➔ in 2010 trips to, from and within the airport region increased with 6,3 %

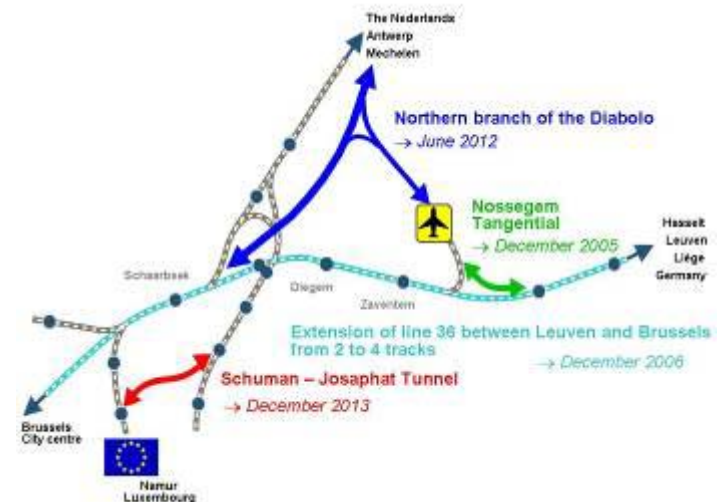
Trips in employment zones 2008



New infrastructure to improve rail connections to Brussels & Airport

Diabolo: essential to reach the mobility objective (60/40)

- Airport will be a trainstation of National interest
- Implementation: 2013
- Contribution De Lijn: transportation to the trainstation
 - Employees that do not work at the terminal
 - Inhabitants of the region



Travellers Zaventem Airport 2010

- Reasons behind the trips:
 - 15% of the travellers is a passenger of Zaventem Airport
 - 60% of the travellers is an employee
 - 25% of the travellers moves to Zaventem Airport for an other reason (mainly to change between transport modes)
- Change between transport modes:
 - 31% of the travellers at Zaventem Airport makes a change
 - 20% changes between busses
 - 11% changes between bus and train
- Landside passengers: trips with bus to and from the airport (study BAC):
 - 1998: 0,7%
 - 2007: 5,2%
 - 2009: 7%



Flanking measures

Important for public transport

1) Accommodation on site

Future accommodation:

- Extra information boards with public timetables, network maps,...
- Real-time information
- Installation of automatic ticket vending machines
- Information point in cooperation with BAC

2) Communication START

Communication

Press conference First results - 2008

We welcomed our 6 millionth START-user



Communication START- 2009/2010

- Door-by-door distribution of the new edition of the START-network map
- Rebroadcasting TV ad on ROB and Ring TV
- Advertisement at regional editions of newspapers (Het Laatste Nieuws and Het Nieuwsblad)
- Articles with information about the START-lines in municipal publications



Communication START 2010

- Banner on website De Lijn
- Flyering booklets of riddles
- Brochures with general information
- Advertising outside the busses



Zaventem

Slim naar regio Zaventem?
Onze **lijnen** staan startklaar



Communication START 2010

- Mailings about the START-lines,
the Third-party payer system and the campaign
➔ to companies within the target business parks
- Packages with information
= cardboard busstop + brochure with general information + posters
➔ to companies, VDAB-, Actiris-, interim offices



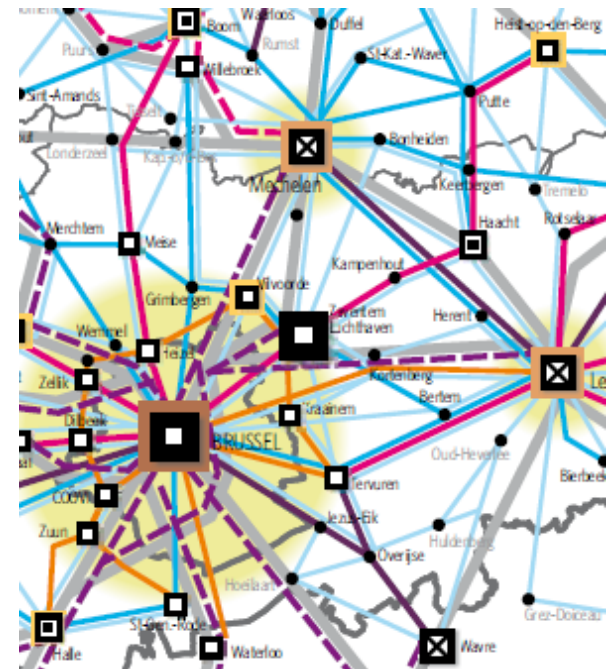
Plan for the future: Zaventem



NMBS-rail-net: Diabolo-project

Feasibility study in 2011, new connections:

- Express tramline: Brussels – Zaventem
– Haacht – Heist-op-den-Berg
- Regional tramline in the Flemish periphery around Brussels





Thank you for your attention