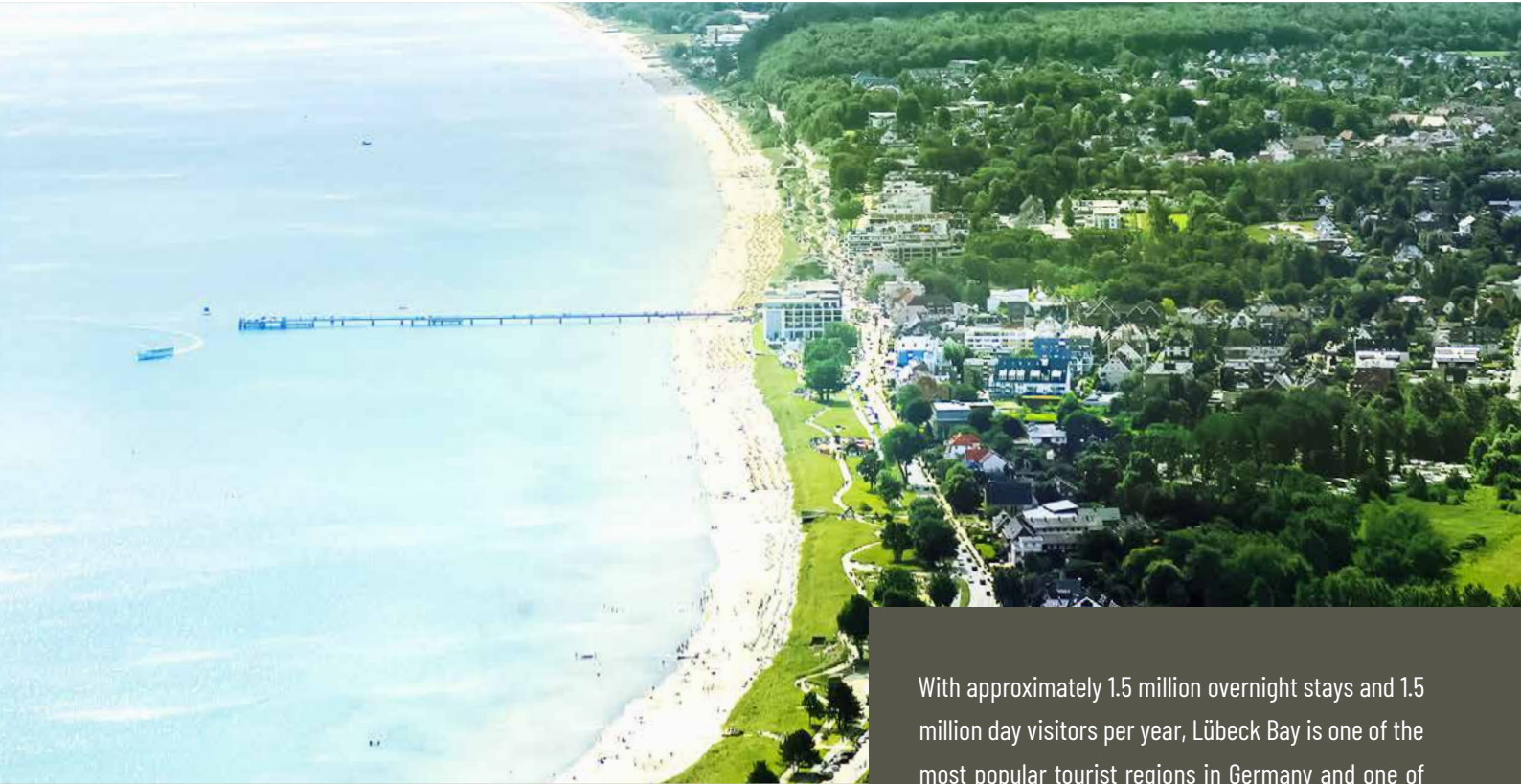


Effectively steering visitor flow in a popular tourist region



The Case

Lübeck Bay, on the northern coast of Germany, is a popular recreational region that is heavily frequented by visitors in the summer, resulting in traffic congestion as tourists look for available parking spaces. One of the core problems is the lack of information regarding the occupancy status of the various parking areas. As part of an integrated concept devised by the local tourism agency to direct visitor flow along the coast more efficiently, Cleverciti was selected to implement a parking system to monitor the real-time occupancy status of two parking lots near a popular beach.

With approximately 1.5 million overnight stays and 1.5 million day visitors per year, Lübeck Bay is one of the most popular tourist regions in Germany and one of the top destinations in the state of Schleswig-Holstein. The proximity to Hamburg makes it one of the most important local recreational destinations for city dwellers. The main attractions in the area center around the beaches of Scharbeutz and Timmendorf. The Tourismus-Agentur Lübecker Bucht is responsible for the promotion and sustainable development of tourism along the entire coastline. The agency is made up of representatives of three adjacent municipalities – Scharbeutz, Neustadt and Sierksdorf – which enables a coordinated approach.



The Challenge

The region of Lübeck Bay experiences a yearly influx of tourists and visitors from April to October. Due to the COVID-19 pandemic and the resulting increase in domestic tourism, the situation has become even more challenging in 2020. Due to overcrowding, sections of the beach had to be closed for several days. About 90% of guests travel to the beaches by car, frequently causing heavy traffic congestion.

About 90% of guests travel to the beaches by car.



Considering that Lübeck Bay is best reached via the freeway and the transport of beach luggage by car is much more convenient than by train, this situation will likely not change in the future.

In many cases, drivers head for the parking lots closest to the beaches, only to find they are already fully occupied once they arrive. What follows next is a random search for available parking in the adjacent parking lots or residential streets. As more drivers follow, this inevitably leads to needless congestion and traffic jams. The only solution for drivers is to get back on the freeway and repeat their parking search in the next town along the bay.






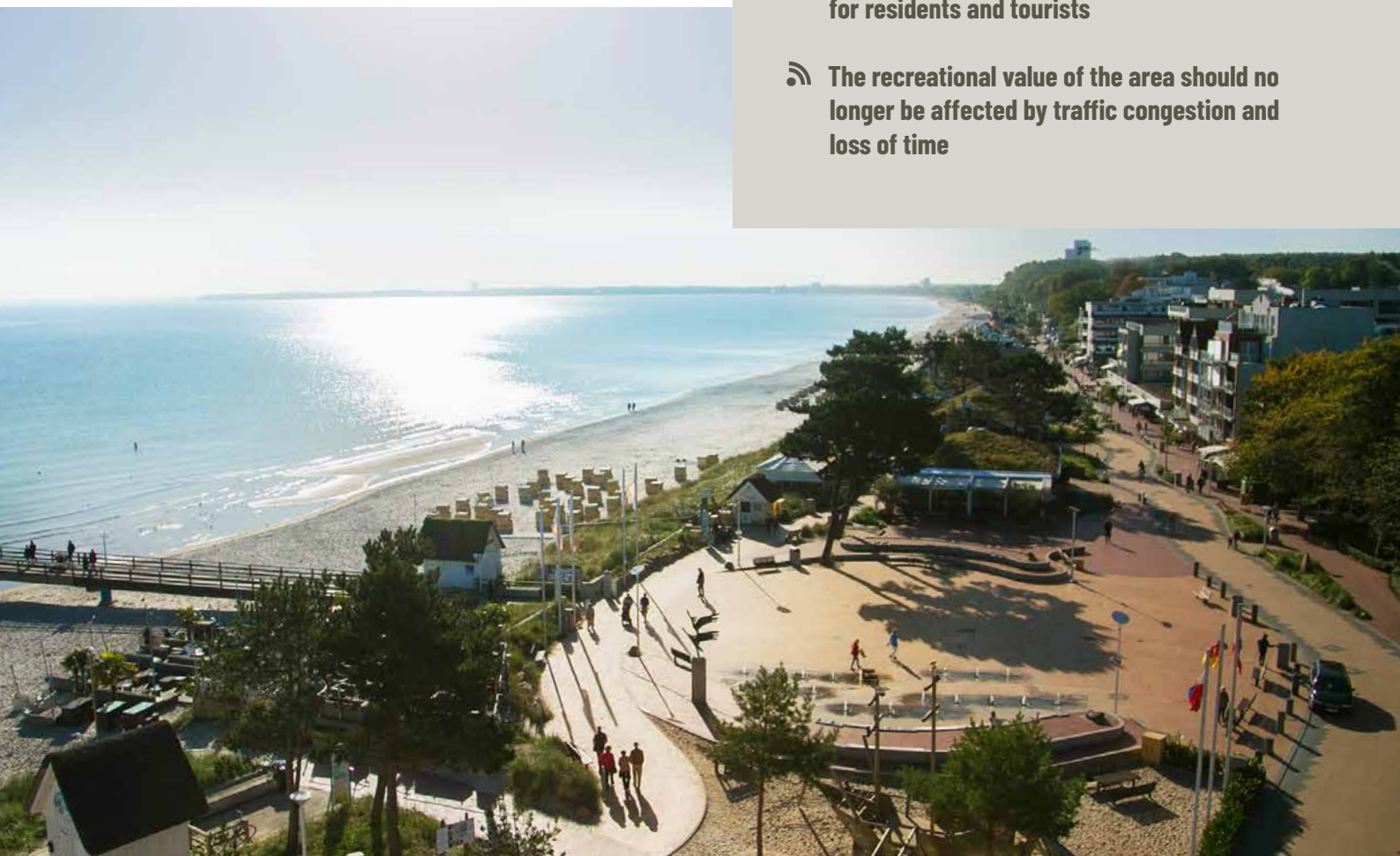
The Target

The tourism agency's goal was to obtain real-time occupancy data for two parking lots with a total of 100 parking spaces in Scharbeutz, enabling them to redirect the traffic flow to alternative available parking areas if necessary. This was intended to reduce traffic in Scharbeutz, lower CO2 emissions, and provide a less stressful environment for residents and tourists alike. The recreational value of the area should no longer be affected by traffic congestion and loss of time. In addition, the aim was to gather data concerning the occupancy of the beaches in Scharbeutz by determining the occupancy of the two parking lots located close to the beach. Based on this information, visitors were to be distributed more evenly along the different beach sections of Lübeck Bay via various communication channels such as the "Strandticker".

A solution was sought that would entail minimal installation and maintenance costs, external disturbances (for example from sand) as well as internal operating costs. To this end, a comprehensive system was to be implemented that is operated, monitored and maintained by the provider.

Objectives of the tourism agency:

-  **Obtain real-time occupancy data**
-  **Reduce traffic in Scharbeutz, lower CO2 emissions, and provide a less stressful environment for residents and tourists**
-  **The recreational value of the area should no longer be affected by traffic congestion and loss of time**



The Cleverciti Solution

Cleverciti monitors the approximately 100 parking spaces in the two parking lots in real-time via nine Cleverciti Sensors, which were installed to the existing lampposts.

The occupancy data generated by the sensors are made available to the tourism agency via the Cleverciti Cockpit, a comprehensive management dashboard. It enables a live view of the availability per parking space as well as the parking time per parking event. Simultaneously, the dashboard provides statistics, allows for data analysis and the blocking of individual parking areas (for example in case of construction work).

The data is made available via REST API to third-party sites and can be integrated into various tourism websites to inform drivers about the parking availability ahead of time. The plan is to integrate this data into a higher-level parking guidance system in the future.



Cleverciti Sensor

“Cleverciti has implemented the project in an excellent way. They have fully responded to our wishes and needs and deliver high quality. We are looking forward to the next steps.”

Paul Stellmacher, Deputy Chairman of the Lübeck Bay Tourism Agency

The Result

The Cleverciti system was installed and deployed quickly and easily. The operation of the sensors is now running without any administrative effort to the tourism agency. The parking data is integrated into various websites, including www.strandticker.de. By providing information about the occupancy status of the parking lots close to the beach in real-time, unnecessary parking search traffic in Scharbeutz can be avoided - reducing the burden on residents and hotel guests.

Furthermore, the occupancy status of the parking lots has proven to be a good indicator for the occupancy of the beaches. The data can therefore also be used for the "beach traffic lights" to better distribute tourist flows along Lübeck Bay.

The Lübeck Bay Tourism Agency has won second prize and the audience award from the prestigious German Tourism Awards 2020

for its concept to better direct visitor streams. Due to its ongoing success, the Cleverciti system will be rolled out to other parking lots in Lübeck Bay.

"We are very pleased to have won 2 awards from the German Tourism Awards 2020 with our concept for better management of tourist flows, which also includes parking data."

Paul Stellmacher, Deputy Chairman of the Lübeck Bay Tourism Agency

