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# 3 Key Traffic Trends Around Major Events in Europe 2022

**Congestion in Europe's cities can be difficult to manage for local governments. This is especially heightened during peak periods and special events, where higher volumes of traffic can cause real issues for essential services and the communities they operate in.**

But with a more detailed understanding of how and where vehicles move at these times, you can plan ahead to ensure the right support is provided in the right areas – such as border crossings or event locations.

This understanding can be gained from smart mobility insights, and we're here to show you how...

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## Where Wejo comes in

**Wejo's [Vehicle Movements](#) product provides the accurate location and journey information of vehicles. With it, we can analyse – on a real-time or over-time basis – where vehicles are travelling to help governments, agencies and organisations:**

**Identify high-traffic locations**
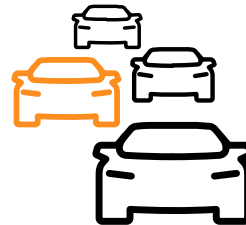
**Understand mobility at peak times**
(like major events or increased border crossings)

From the routes drivers are taking to the quantity of vehicles on the road, our granular data is accurate right down to lane-level, so you can see how drivers are driving and how roads are performing. These connected vehicle data insights can then be used to better understand where improvements are needed and what must be done to achieve this.
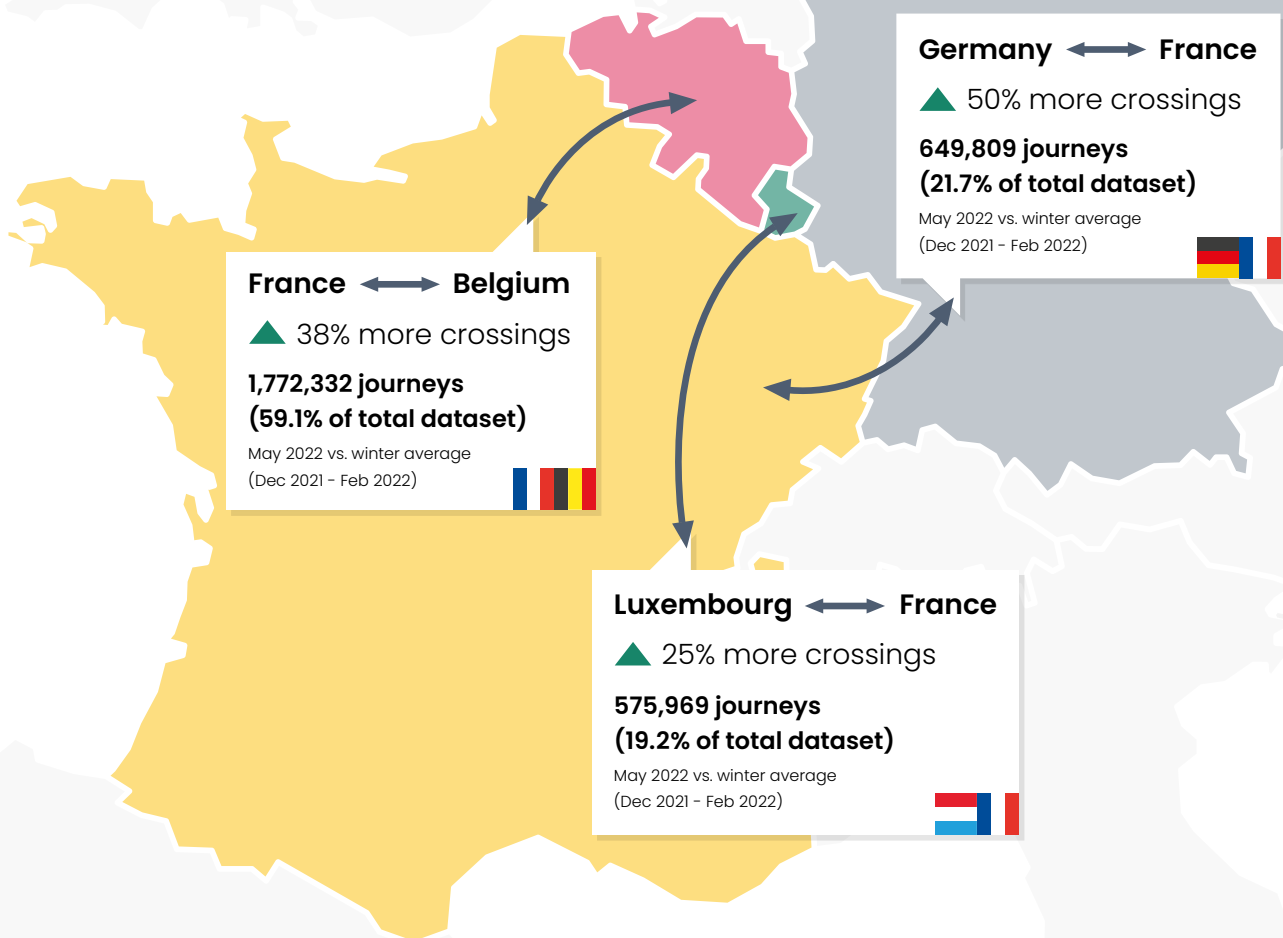
The result? More informed decision-making for better congestion management, event preparation and more – all powered by near real-time insights.

Ready to see a snapshot? We conducted Wejo Vehicle Movements research in three scenarios across Europe, covering cross-border activity as well as journey insights around two major sporting events in 2022...

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## Border crossings spiked in May 2022

**In the height of spring, France's many vacation destinations attract millions of European tourists – many of which travel by car. As a result, border crossings experience increased traffic volumes, particularly out of neighbouring countries such as Belgium, Germany and Luxembourg.**

Here's what we found from those areas:

**Germany ⟷ France**

▲ 50% more crossings

**649,809 journeys
(21.7% of total dataset)**

May 2022 vs. winter average
(Dec 2021 - Feb 2022)

**France ⟷ Belgium**

▲ 38% more crossings

**1,772,332 journeys
(59.1% of total dataset)**

May 2022 vs. winter average
(Dec 2021 - Feb 2022)

**Luxembourg ⟷ France**

▲ 25% more crossings

**575,969 journeys
(19.2% of total dataset)**

May 2022 vs. winter average
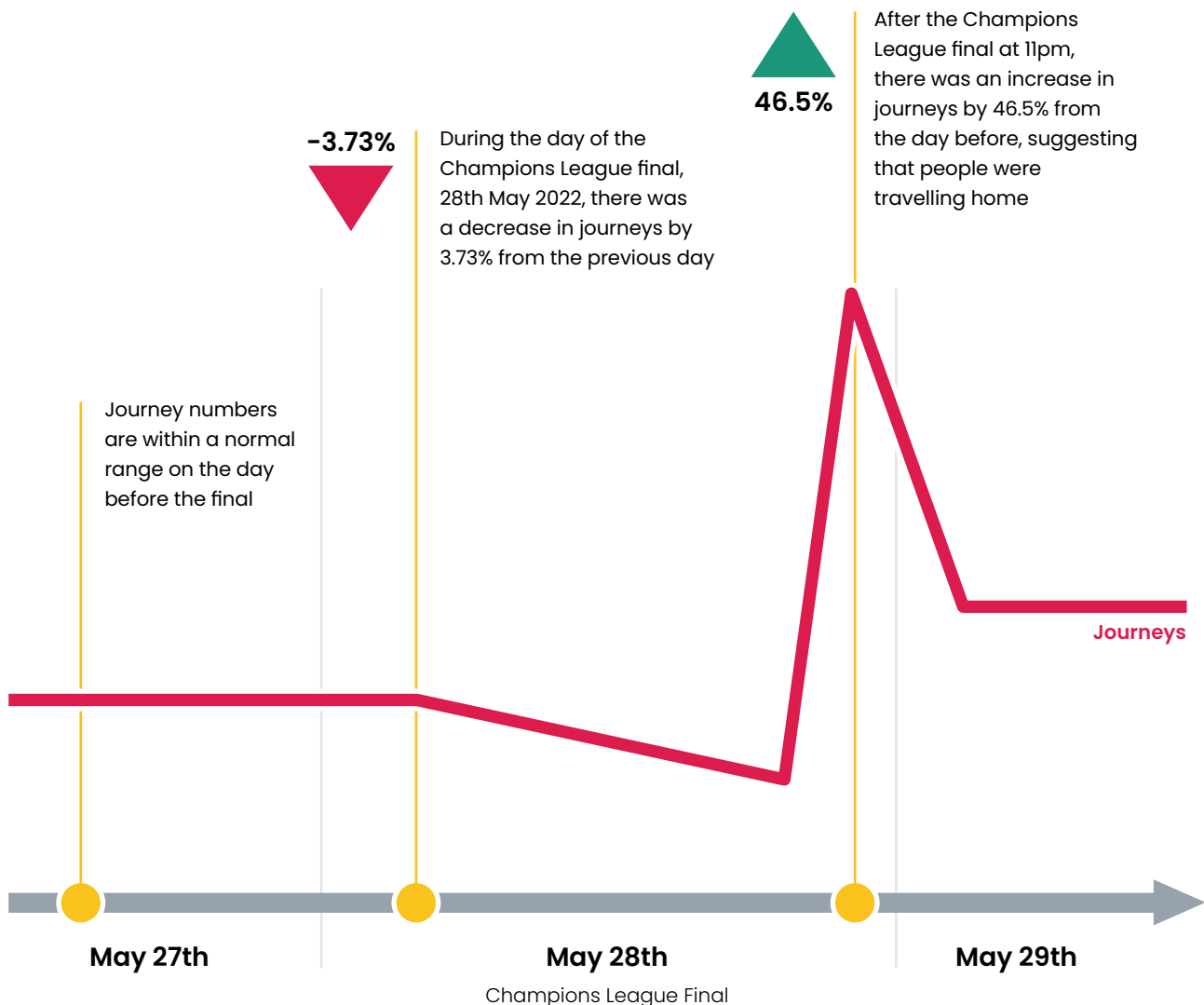(Dec 2021 - Feb 2022)

This kind of granular lane-level insight is useful for transport and traffic professionals, who can use it to understand driving behaviour with aggregated, anonymised data and plan for cross-border journeys more effectively. By anticipating congestion with connected vehicle data, local authorities could also ensure the correct roads are open, prepare emergency services accordingly, and provide different audiences – such as fleet and logistics – with alternative routes

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# Traffic increased in scale after the Champions League final

**More than 75,000 people attended the Stade de France to watch the 2022 Champions League final, and 50,000 more watched from a fan park in the centre of Paris. Additional screenings and sports bars across the city also attracted thousands of travelling fans and locals alike. Unsurprisingly, this led to significant disruption on the roads.**

For major international sporting events like this, traffic and journey insights – such as where drivers are travelling from, to and through, as well as journey volumes and traffic count – can prove invaluable. They help cities plan ahead for inevitably large traffic spikes prior to and following the event. Take a look at what we found:
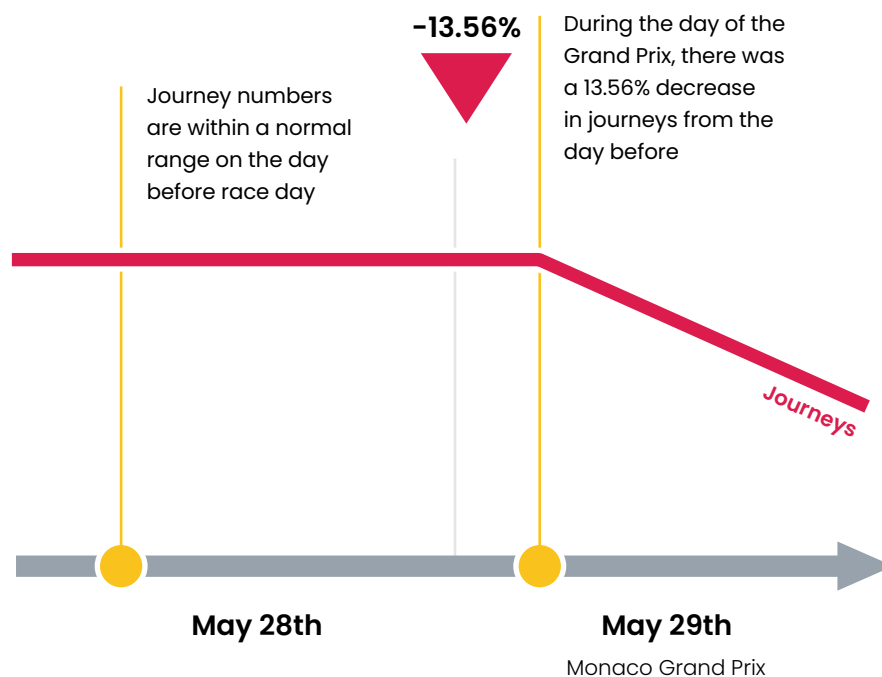
**46.5%**

After the Champions League final at 11pm, there was an increase in journeys by 46.5% from the day before, suggesting that people were travelling home

**−3.73%**

During the day of the Champions League final, 28th May 2022, there was a decrease in journeys by 3.73% from the previous day

Journey numbers are within a normal range on the day before the final

**Journeys**

**May 27th**          **May 28th**          **May 29th**

Champions League Final

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# The Monaco Grand Prix saw a huge decrease in journeys

**Unlike other Formula 1 events, the Monaco Grand Prix circuit runs through the cramped streets of a highly functioning yet small city centre. This means the surrounding roads are closed to traffic and pedestrians when the circuit is active throughout the Grand Prix weekend.**

With Monaco's population totalling just under 40,000, and a spectator capacity of double this for its Grand Prix grandstands, it's vital for transport planners to get preparations just right in order to manage roads and handle congestion during this time. We found the following when analysing vehicle movements around the event:

The direct link between road closures and the decrease in journeys is clear to identify here. But the next step is for city planners to act on this by enabling commercial and emergency vehicles to maintain vital routines.

**–13.56%**

Journey numbers are within a normal range on the day before race day

During the day of the Grand Prix, there was a 13.56% decrease in journeys from the day before

*Journeys*

**May 28th**

**May 29th**

Monaco Grand Prix

They can do this with connected vehicle data – detecting road closure, spotting alternative routes and minimising congestion. This is a key dataset in local authorities' toolbox to anticipate potential traffic disruption and how to efficiently deploy local resources - and ultimately, improving the lives of local citizens.

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## Discover how your cities move

**Wejo Vehicle Movements' granular data makes both real-time insights *and* historic comparisons easily accessible and actionable. With this understanding, you can:**

- ✓ Ease congestion
- ✓ Reduce emissions
- ✓ Prepare for major events
- ✓ Support emergency services
- ✓ Improve city management
- ✓ Detect road closures & traffic diversion

Ultimately, these insights provide you with flawless location and journey information, allowing you to make the kind of proactive decisions that keep your city moving. Download this **information pack** to move one step closer to seeing how many vehicles are on your roads and the routes that drivers are taking.

## Further actionable insights from Wejo

**Wejo has a variety of Smart Mobility For Good™ products and services that are proven to empower governments, city planners and civil engineers with the insights to create a safer, smarter and more sustainable world.**

**wejo Journey Intelligence**

Gain easy-to-consume insights into how vehicles are driven with data from millions of connected vehicles. Access journey volumes, average speeds and travel times to improve decision-making around transportation planning and infrastructure.

**wejo RTTI™**
**Real-Time Traffic Intelligence**

This solution offers an up-to-the-minute, holistic view of traffic conditions and incidents. Extensive and highly granular data helps you drive innovation to effectively improve road safety and congestion within communities.

**wejo Historic Traffic Patterns**

Using historical data of real road conditions, you can identify and address your current road network pain points, assess the impact of road network changes, and improve traffic management in your area.

## Want to learn more?

**Get in touch** with our data experts today.

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