



AFG & Shopping Arena St. Gallen (Switzerland)

Shopping and sports – this combination attracts many Swiss, German and Austrian visitors to St. Gallen. The SHOPPING ARENA, Switzerland's shopping center with its own highway exit, houses more than 50 shops and restaurants under its 23,500 m² roof. An additional 13,000 m² is occupied by the IKEA furniture warehouse, and the facility also provides stadium parking for the AFG ARENA.

SHOPPING ARENA & SKIDATA: Parking system and overview

Parking at shopping centers in Switzerland generally costs money. The parking system for the SHOPPING ARENA has to manage the flow of up to 10,000 vehicles per day, identify multiple user groups, and process different rates.

The SHOPPING ARENA manages the parking for the entire shopping center, the furniture market and stadium. For events in the Arena, the parking system identifies sta-

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Car Access

Installation date	Spring 2007
Operator	Jelmoli Shopping Arena
Automated ticket machines	12
Entry lanes	8
Exit lanes	8
Parking spots	1200
System application	APT 450
Data media	Barcode ticket, keycard, credit card
Security	Video system with 60 cameras, manned emergency call system in the underground garage with 17 emergency telephones.

People access

Operator	AFG Arena
Ticket vending machines	36
Scanners	29
Data media	Barcode, keycard, Print@Home
System Application	Asx70i Cf/ISO 14&15/V2
Software	Handshake V3.3

dium users based on their entry and exit times. Scanners in the entry areas of the shopping center determine the number of clients. This enables the operators to show compliance with the legal requirement that at least 20% of all visitors use public transportation. Philipp Gscheider, Facility Manager for the Shopping Arena, states: "With our parking management system, we are ideally equipped to handle the flow of more than 10,000 vehicles a day, to apply the correct rates, and to keep an overview."

AFG ARENA & SKIDATA: Secure and convenient access

The ticketing partner VisionOne AG is responsible for the ticketing concept and coordinates ticketing, access and cashless payments. Strong advance sales help to reduce lines when users are on the go: Tickets can be purchased online from the FC St. Gallen webshop as well as at ticket portals and more than 400 advance ticket sites. Print@Home-Tickets are also very popular. On-site readers are color-coded according to the arena and are equipped with a Print@Home extension box that enables them to read 1D and 2D barcodes. And to provide drivers information during entry, a tri-color signal indicates reduced fee groups.

Special features

- **Solution for car access and stadium entry**
- **Differentiates between users:** Parking for visitors of shopping center or stadium
- **RFID for long-term parking:** Long-term parking is detected and managed by hands-free RFID system.
- **Reporting ratio of visitors using private versus public transportation:** SKIDATA enables operators to statistically demonstrate that 20% of all visitors arrive by public transportation.