



SPORTS
EVENT

USE CASES

acorel
PEOPLE FLOW MANAGEMENT

ENSURING THE EFFECTIVE MANAGEMENT OF SPECTATOR FLOWS AT MAJOR SPORTING EVENTS



Sporting events, which attract thousands or even tens of thousands of spectators to each match, face a major operational challenge: managing the flow of fans whilst ensuring smooth and secure movement both around and inside the venues.

A DATA-DRIVEN APPROACH TO MANAGING AUDIENCE FLOWS IN REAL TIME AND REDUCING THE RISKS ASSOCIATED WITH LARGE CROWDS

A MAJOR CHALLENGE FOR SPORTING EVENTS

Sporting events bring together a massive influx of spectators in a very short space of time, often in confined spaces.

These critical moments particularly before kick-off or during half-time place a huge strain on the entire infrastructure.

Even with advance planning, difficulties persist: congestion at access points, overcrowding in circulation areas and heavy demands on teams on the ground.

Added to this is a key challenge:

The lack of real-time visibility, which makes it difficult to anticipate high-risk situations and limits the ability to respond quickly.

A DATA-DRIVEN APPROACH

To improve crowd flow management, it is essential to rely on reliable and actionable indicators. Monitoring the number of spectators by zone, combined with estimates of waiting times, provides a better understanding of movement patterns within the stadium.

This data provides an accurate snapshot of the situation at any given moment, but above all the ability to anticipate peaks in visitor numbers and identify bottlenecks before they become critical.

To address this, a data-driven crowd management approach enables organisers to better anticipate peaks in attendance, optimise access points (entrances, exits, catering areas, toilets) and make real-time decisions to enhance the spectator experience whilst improving security.





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CHALLENGE

- Lack of real-time visibility of footfall
- Queues at checkpoints
- Congestion in key areas
- Difficulty in anticipating peak times

ONE POSSIBLE APPROACH

Deployment of an Acorel solution combining :

3D stereoscopic counting sensors.

Computer vision technologies for analysing waiting times.

Vision Pop software for monitoring and reporting.

- Real-time counting of entries and exits
- Analysis of queues and waiting times
- Monitoring of footfall by zone
- Congestion detection
- Use of existing CCTV cameras

BENEFITS

- Reduced waiting times
- Smoother movement of people
- Optimisation of human resources
- Rapid identification of high-risk areas
- Improved spectator experience



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AN OPERATIONAL SOLUTION

A solution such as Acorel enables this data to be collected and analysed continuously using computer vision.

Deployed at entrances, queues and traffic areas, it provides an accurate real-time view of traffic flows, without capturing or storing images, ensuring full compliance with the GDPR.

MANAGING MAJOR SPORTS EVENTS WITH VISION POP

The data collected is centralised via the Vision Pop software, which provides a clear and actionable overview of the flow of people.

Teams can monitor the status of different areas of the stadium in real time, identify bottlenecks and respond quickly thanks to configurable alerts.

REAL-TIME DATA MANAGEMENT

Thanks to this enhanced visibility, operators can continuously adapt their arrangements: opening new access points, redeploying staff or redirecting footfall in each area. This real-time adaptability helps reduce congestion before it escalates and ensures a smoother distribution of spectators across the venue. It also enables more informed, data-driven decision-making, improving both operational efficiency and overall crowd safety throughout the event.

A CONNECTED ECOSYSTEM

The data can be displayed across various platforms: screens in the stadium, mobile apps or internal platforms.

This enables both the optimisation of operations and the provision of real-time information to spectators.

Crowd management at sporting events can no longer rely solely on practical experience. A data-driven approach enables organisers to anticipate issues, manage situations more effectively and simultaneously enhance safety, the spectator experience and operational performance.

