The Electric Daisy Carnival is a yearly electronic music festival. In 2014, it attracted more than 360,000 people over three days. Our company was charged with providing shuttle service from twelve hotels to over 65,000 concert goers each night. The massive shuttle involved 410 buses, 120 full staff, and four program managers. The event ran "dark till dawn," meaning shuttles began at 5:00pm and continued throughout the night until every concert goers began their exodus as the sun rose around 5:30am. The event completed by 7:30am each morning, just before rush hour.

The festival venue was fifteen miles away from the nearest pickup location so getting festival goers to the event in a timely fashion with minimal wait time was our client’s ultimate goal. Safety, as always, was of great importance as well.

Naturally, unforeseen challenges will always pop up during the execution of a program, especially one of this magnitude. Thankfully, our fearless DMC team was up to the task.

Even though tickets sold for each pick-up point were capped, we encountered more people showing up at certain hotels than anticipated. We planned for additional buses throughout the shuttle, but the challenge was at which location and how to move them quickly. Our “eye in the sky” traffic manager, who worked from the traffic control tower at the speedway, was charged with keeping constant communication with all twelve locations and moving buses around like chess pieces in order to keep wait times to a minimum.

Before the program, we met with the DOT Chief Inspector to review each piece of information for every single driver. Any bus that did not meet the requirements could be towed immediately, eliminating it from use. We’re proud to report, not a single bus was pulled off the road! In addition to the DOT, we worked with the Metro Police Department, Nevada Highway Patrol, Public Works, numerous medical units as well as undercover and city officials. These entities shared that there had never been a move in Las Vegas, of this many people, in a single day, much less three days in a row.

Our company’s role in the program was to provide overall management of the entire transportation system throughout the event. From up high in the traffic control tower of the local motor speedway, running the twelve hotel pickup locations and managing the drop off and staging hot, every aspect of the shuttle system our team did just that. After almost a year of relentless planning, hiring and training of staff and multiple driver meetings this massive transportation system was a success!