SESSION 3: Mega Events:
A Unique Opportunity to Capitalise on Global Attention
– Creating a Positive Image, Regenerating the Destination and Enhancing the Economic Impact

Keynote Presented By:
Mr. Eric Callender
Senior Mountain Planner
October 15 2015
Company name derived from **ECOlogical deSIGN**
Head Office in Whistler, British Columbia, Canada
Branch Offices in Austria (Ecosign Europa) and Japan (Ecosign Asia)
Completed planning projects on over 400 different mountain resorts in the form of Feasibility Studies, Operational Reviews and Master Plans in 39 countries of the world including:

Andorra, Argentina, Australia, Austria, Bulgaria, Canada, Chile, China, Czech Republic, Finland, France, Georgia, Greece, Italy, Japan, Kazakhstan, South Korea, Kosovo, Lebanon, Macedonia, Mexico, Montenegro, Morocco, New Zealand, Norway, Romania, Russia, Serbia, Spain, Sweden, Switzerland, Turkey, Turkmenistan, Ukraine, UAE and the United States
“MEGA EVENTS” COMPETITION AND OLYMPIC WINTER GAME DESIGNS

- 1980 Canada Winter Games - Manitoba, Canada
- 1988 XV Olympic Winter Games - Alberta, Canada – Nakiska Resort
- 1996 World Championships - Sierra Nevada, Spain
- 2001 World Championships - St. Anton, Austria
- 2002 XIX Olympic Winter Games - Snowbasin Resort, Utah, USA
- 2007 Asian Winter Games - Beidahu Resort, Jilin, China
- 2007 Canada Winter Games - Whitehorse, Yukon, Canada
- 2010 XXI Olympic Winter Games – Vancouver & Whistler, B.C., Canada
  - Canadian Bid - Nordic Centre Master Plan - Alpine Ski Events Technical Plans
- 2014 XXII Olympic Winter Games - Sochi, Russia – Russian & IOC Bids
- 2018 XXIII Olympic Winter Games - Pyeongchang, South Korea
  - Freestyle Events - Bokwang Phoenix Park
- 2022 XXIV Olympic Winter Games– Beijing, China – Snow Clusters- Bid book
INTRODUCTION

When we think of Mega Events and Mountain Resorts, the most Mega Event of all is the Olympic and Paralympic Winter Games. But just how Mega is Mega?
OLYMPIC WINTER GAMES
NUMBER OF EVENTS

NUMBER OF ATHLETES

NUMBER OF EVENTS

No. Of Events
No. Of Athletes

Olympic Winter Games

<table>
<thead>
<tr>
<th>Year</th>
<th>No. Of Events</th>
<th>No. Of Athletes</th>
</tr>
</thead>
<tbody>
<tr>
<td>1924</td>
<td>10</td>
<td>10</td>
</tr>
<tr>
<td>1932</td>
<td>20</td>
<td>20</td>
</tr>
<tr>
<td>1948</td>
<td>30</td>
<td>30</td>
</tr>
<tr>
<td>1956</td>
<td>40</td>
<td>40</td>
</tr>
<tr>
<td>1964</td>
<td>50</td>
<td>50</td>
</tr>
<tr>
<td>1972</td>
<td>60</td>
<td>60</td>
</tr>
<tr>
<td>1980</td>
<td>70</td>
<td>70</td>
</tr>
<tr>
<td>1988</td>
<td>80</td>
<td>80</td>
</tr>
<tr>
<td>1994</td>
<td>90</td>
<td>90</td>
</tr>
<tr>
<td>2002</td>
<td>100</td>
<td>100</td>
</tr>
<tr>
<td>2010</td>
<td>200</td>
<td>200</td>
</tr>
</tbody>
</table>

NUMBER OF ATHLETES

0 50 100 150 200 250 300 350 400 450 500 550 600 650 700 750 800 850 900 950 1000 1050 1100 1150 1200 1250 1300 1350 1400 1450 1500 1550 1600 1650 1700 1750 1800 1850 1900 1950 2000 2050 2100 2150 2200 2250 2300 2350 2400 2450 2500 2550 2600 2650 2700 2750 2800 2850 2900 3000

NUMBER OF EVENTS

There is a direct relationship between the number of events and the number of athletes.

\[ R^2 = 0.9828 \]
The growth in the number of events at the OWG is an exponential trend.
The Growth in the Number of Athletes at the OWG is an Exponential Trend
Olympic Winter Games include:

Opening and Closing Ceremony – location is the Host City

Ice Events - Skating, Ice Hockey, Curling

Sliding Events - Luge, Bobsleigh, Skeleton

Snow Events - Skiing, Snowboarding, Ski Jumping
OLYMPIC WINTER GAMES FACILITY REQUIREMENTS

Ice Events – requires the construction of suitable facilities – easy to build ice arenas and curling rinks – just takes time and money.

Sliding Events – requires the construction of suitable facilities – easy to accomplish – just takes time and money.

Snow Events – requires suitable natural terrain and climatic conditions – more than just money to be successful. There are certain technical criterion for the ski events that must be met in order to have a successful Olympic Winter Games bid, especially the Men’s Downhill.
OLYMPIC WINTER GAMES
FINAL ACTUAL SPORTS RELATED COSTS

• New, from scratch resort created to host Alpine Ski events
• Cost $23 Million, opened 1986
• Has since hosted 5 million skier days over 29 years
• Owned by province of Alberta and leased to operator
## 2010 OLYMPIC WINTER GAMES
### VANCOUVER - WHISTLER

<table>
<thead>
<tr>
<th>Vancouver</th>
<th>Still in Use</th>
<th>Financial Success</th>
<th>Whistler</th>
<th>Still in Use</th>
<th>Financial Success</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pacific Coliseum</td>
<td>✓</td>
<td>✓</td>
<td>Sliding Centre</td>
<td>✓</td>
<td>✕</td>
</tr>
<tr>
<td>Richmond Oval</td>
<td>✓</td>
<td>✓</td>
<td>Biathlon and Nordic</td>
<td>✓</td>
<td>?</td>
</tr>
<tr>
<td>UBC Thunderbirds Arena</td>
<td>✓</td>
<td>✓</td>
<td>Alpine Skiing Venue</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Convention Centre</td>
<td>✓</td>
<td>✓</td>
<td>Athlete Village</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Freestyle Ski/Snowboard</td>
<td>✓</td>
<td>?</td>
<td>Athlete Centre</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Athlete Village</td>
<td>✓</td>
<td>✕</td>
<td>Celebration Plaza</td>
<td>✓</td>
<td>?</td>
</tr>
<tr>
<td>BC Place</td>
<td>✓</td>
<td>✓</td>
<td>Sea to Sky Highway</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Hillcrest Curling Venue</td>
<td>✓</td>
<td>✓</td>
<td>Hydrogen Bus Fleet</td>
<td>✕</td>
<td>✕</td>
</tr>
<tr>
<td>Trout Lake Figure Skating</td>
<td>✓</td>
<td>✓</td>
<td>Squamish Lil’wat CC</td>
<td>✓</td>
<td>?</td>
</tr>
<tr>
<td>Killarney Rink</td>
<td>✓</td>
<td>✓</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Canada Line LRT</td>
<td>✓</td>
<td>?</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
WHISTLER ATHLETE VILLAGE

- Housed 3,000 athletes and 600 officials
- Became a legacy neighbourhood for resort employees
- High performance centre and Athlete’s Lodge allow Whistler to host training for competitive teams
- Temporary facilities area repurposed as major community park.
- Debt repaid and land bank for future needs.
WHISTLER CREEKSID SSE ALPINE SKI VENUE

Renovation of existing WC Downhill and Super G venue to accommodate all alpine ski events
Cost $27.6 million, Capacity 7,600
WHISTLER CREEKSKIDE ALPINE SKI VENUE

Legacy
- Snowmaking upgrades benefit Whistler Mountain’s continuing operation.
- Dave Murray National Training Centre is a venue for athlete training and competitions.
- Venue is capable of hosting World Cup races.
CYPRESS MOUNTAIN FREESTYLE SKI/SNOWBOARD VENUE

- Upgrade to existing area to provide venue cost $16.7 million
- Legacy is snowmaking reservoir and 35 snow guns now used in the ongoing operation of Cypress Mountain.
- Moguls hill has been retained as training area for Vancouver Freestyle Team and to host competitions.
- The half-pipe was removed and the material used for trail improvements.
SEA TO SKY HIGHWAY UPGRADES

- Cost $600 million to improve alignment and widen to 3 to 4 lanes.
- Olympic traffic handled with buses and private vehicle restrictions.
- Shortened driving time, reduced accidents, less road closures.
- More visitors, particularly in summer and shoulder seasons.

![Graph showing visitor numbers](image-url)
CANADA LINE

- Rapid transit line between Richmond and downtown Vancouver with connection to the airport.
- Transit project was under consideration prior to award of the Olympics however the schedule was accelerated so it could be used during the Games.
- Total cost of $2.1 billion shared between the federal, provincial and local governments – 19 km, 20 stations.
- Peak ridership during the Olympics was 287,000 per day.
- Ridership following the Games has exceeded forecasts and is in excess of 100,000 trips per day.
FIRST NATIONS (FN) LEGACIES

- Celebration of FN Culture central part of OWG
- New facilities
- Land & Development Rights
- Job training and 2,000 + construction jobs
VANCOUVER CONVENTION CENTRE

• Upgrade to existing facility and a new building to provide the main media centre, tripled the facility’s capacity and cost $883.2 million, almost double original budget.
• Now major player in Vancouver’s convention market hosting 60 conventions a year.
• Owner, BC Pavilion Corp., estimates current annual economic spin-off at $210 million.
VANCOUVER OLYMPIC/PARALYMPIC CENTRE

• Curling venue was 9,886 m² facility with 4 ice sheets and spectator capacity of 6,000 built for $39.1 million.

• Post games the facility was transformed into the Hillcrest Park Legacy Community Centre with gym, fitness centre, child-care facilities, NHL size ice rink, curling club with 8 ice sheets and a library for cost of $10.3 million.

• Operates year round and sees over 16 million visitors.
RICHMOND SPEEDSKATING OVAL

- New facility cost $178 million
- The costs were shared with the City of Richmond who designed it to be repurposed as a sports and community centre, providing ice rinks, basketball and tennis courts, fitness centre etc.
- Now sees more than 700,000 visitors per year.
- Receives financial support from the 2010 Games Operating Trust set-up to support venues in the years following the OWG.
VANCOUVER ATHLETE VILLAGE

- Housed 2,800 athletes and officials
- Project cost $1.1 billion for mix of social and market housing with a total of 1,000 units.
- City had to take over financial responsibility for project in 2009 and new legislation was required for it to be able to borrow the necessary funds.
- Project was placed into receivership in November 2010.
- The City was eventually able to retire its debt in 2014, however, it wasn’t able to recoup the land value, servicing costs or the amount spent to build social housing.
Whistler Olympic Park – 2010 Biathlon, Nordic and Ski Jumping Venue
WHISTLER OLYMPIC PARK
VENUE FOR BIATHLON, NORDIC, SKI-JUMPING AND NORDIC COMBINED

• New facility with 3 separate stadiums each having a capacity of 7,500 was built for $119.7 million.
• The stadiums were removed and the park is now operated for public recreation and competitive sports with an average of 15 international, national and regional events annually.
• Receives operating subsidy from Games Sport Trust.
WHISTLER SLIDING CENTRE
VENUE FOR BOBSLEIGH, SKELETON AND LUGE

• New facility constructed for $104.9 million; one of 15 in world.
• Recently designated as National Training Centre.
• Hosts up to 6 national or international competitions per year.
• Offers bobsleigh and luge runs to the public.
• Financially supported by Games Operating Trust.
SOCHI 2014

- Coastal resort city on the Black Sea with a population of approximately 360,000
- Snow events were held in the Caucasus Mountains at Krasynaya Polyana, 67 km inland.
- Rhosa Khutor and Krasnaya Polyana were already being developed as major destination ski resorts prior to the Olympic bid; the venues for Biathlon, Nordic, Ski-jumping and Bobsleigh, Luge, Skeleton were brand new venues.

- In Sochi, new venues were built for the opening and closing ceremonies, skating, hockey and curling events.
- A city of this size is having difficulty sustaining these facilities.
- Two athlete villages were constructed, one in Sochi and one in Krasnaya Polyana.
Трехмерное изображение - Красная Поляна
3D VENUES - KRASNAYA POLYANA

Энгельмановская Поляна
Engelman Polyana

Роза-Хутор
Rosa Khutor

Горнолыжный спорт
Alpine Skiing

Альпика Сервис
Apline Service

Эсто-Садок
Esto-Sadok

Красная Поляна
Krasnaya Polyana

Фризтайл Объекты
Freestyle Venue

Сноубординг Объекты
Snowboarding Venue

Прыжки на лыжах с трамплина
Ski Jumps

бобслей
Bob sleigh

9 март 2015 г.
SOCHI 2014 Rosa Khutor, Ski Laura, Krasnaya Polyana
Rosa Khutor Alpine Ski Venue

- Designed as a destination ski area, the Olympic requirements were integrated into the resort master plan.
- One finish stadium.
- Now operates as a commercial ski area which received over 600,000 skier and 150,000 sightsee visitors in 2014/14.
- Owner increased capacity by 50% in 2015.
Rosa Khutor Extreme Park - Freestyle Ski Snowboard Venue

- New facility built for the Games
- Now operates as part of the Rosa Khutor Ski Resort
JEONGSUNG ALPINE SKI SPEED EVENTS

- Purpose built facility to host Men and Women’s Downhill and Super G events
ECOSIGN MOUNTAIN RESORT PLANNERS LTD.
P.O. BOX 63
WHISTLER, B.C. CANADA
pmathews@ecosign.com
PHONE 01 604 932 5976

www.ecosign.com

THANK YOU FOR YOUR ATTENTION