



INTERNATIONAL  
OLYMPIC  
COMMITTEE

# FACTSHEET

## VANCOUVER FACTS & FIGURES

### UPDATE FEBRUARY 2011

## HEADLINES

- **“Excellent and very friendly Games” with a record 82 National Olympic Committees**
  - **Record digital coverage of the Games**
  - **More doping controls than ever at an Olympic Winter Games**
- **Transportation legacy with increased number of riders on public transport**
  - **Nearly all Canadians watched the Vancouver Games**
  - **Sports legacy that is encouraging physical activity at all levels**
    - **Strong environmental and sustainability legacy**
- **New jobs and hundreds of millions of dollars injected into the local economy**

The Vancouver 2010 Olympic Winter Games were a success for the Olympic Movement and for the host city, region and country - although, of course, tempered by the tragic death of a young athlete. For the Movement, the Games advanced the cause of universality and expanded the global reach of the world's premier sporting event. For Canadians, the Games left a lasting legacy of both tangible and intangible benefits. The tangible benefits are easy to list, but there is no way to quantify the sense of national unity and pride that swept across Canada during the Games.

## SUCCESS FOR THE OLYMPIC MOVEMENT

### UNIVERSALITY

Ensuring the broadest possible participation by top athletes is a key goal for the Olympic Movement. The Vancouver Games advanced that cause on multiple levels.

- Record participation by 82 National Olympic Committees (NOCs).
- Six NOCs participated for the first time.
- 26 NOCs won medals.
- 2,566 athletes were at the 2010 Games
- Record participation by women at a Winter Games, in excess of 40 per cent

### MEDIA

Coverage from Vancouver reached nearly every corner of the globe, and demonstrated the power of digital media in sharing the Olympic values. The 2010 Games will be remembered as a landmark event in the emergence of mobile phones as a multi-media platform.

- Vancouver 2010 reached a record potential audience of 3.8 billion people worldwide and approximately 1.8 billion viewers.
- There was almost double the amount of television coverage of Vancouver 2010 than there was for the Turin Games in 2006 and three times the amount available during Salt Lake City 2002, representing 31,902 hours of broadcast coverage in total.
- Coverage was available on 235 TV stations and 100 websites around the world
- There were over 50,000 hours in total across all broadcast platforms
- More than 6,000 hours of coverage were delivered on mobile phones.
- The Games attracted impressive viewership globally with record television audiences in Canada - 99 per cent of Canadians experienced the Games.



- The U.S. TV audience totalled 190 million, a record for any Olympic Winter Games held outside the U.S.
- Official broadcasting websites recorded over 1.2 billion page views, and delivered over 265 million video views totalling over 38.3 million hours of videos viewed.
- The IOC Facebook page, launched shortly before the Games, attracted over 1.5 million Olympic fans in a matter of weeks.
- The Vancouver 2010 web site attracted 275 million visitors, more than double the 105 million visitors for the Beijing 2008 site.

### **FIGHT AGAINST DOPING**

In an encouraging sign in the fight against doping, there were no major doping violations in Vancouver. However, the IOC will retain samples for eight years for further analysis as needed.

- More than 2,000 tests conducted.
- Testing for top five finishers, plus two others, in every event.
- Only two minor doping offences, neither of which warranted disqualification.
- Samples held for eight years for possible follow-up.

### **GAMES ORGANISATION**

Games organisers improved the ticketing process.

- An online fan-to-fan marketplace created a secure way to buy and sell tickets.
- Ticket holders were able to donate tickets to low-income Canadians online.
- More than 30 per cent of seats at high-demand events were open to the public for purchase – the highest ratio in recent Winter Games history.

### **SUCCESS FOR THE HOSTS**

Using the Games as a catalyst, Vancouver 2010 significantly improved the city's already advanced infrastructure. Vancouver was the first host city to set up a not-for-profit organisation during the bid process to develop lasting community legacies. 2010 Legacies Now focused on legacies in sport, the arts, literacy, environment, accessibility and volunteerism.

The 2010 Legacies Now model is a lasting legacy for sport and other non-profit groups.

- An Ipsos Reid poll in February 2011 found that 81% of British Columbia adults polled agreed that the Vancouver Games were a success.
- 70% of 18 to 34 year old British Columbians polled by Ipsos Reid thought that the Games were worth it.

### **TRANSPORTATION LEGACY**

The Games saw record use of mass transit that, according to local transit officials, has changed commuting habits.

- Mass transit ridership increased by more than 50 per cent during the Games and remains well above previous-year levels — up nearly 20 per cent in March.
- TransLink, Vancouver's transit agency, launched an ambitious expansion plan before the Games that included 48 new SkyTrain cars, a new SeaBus and 180 diesel-electric hybrid buses.
- All of the new vehicles added before the Games have lower fuel consumption and fewer emissions.
- The new Canada Line speeds travellers between Vancouver's airport and downtown areas.
- Improvements to the Sea-to-Sky highway have made travel from Vancouver to Whistler safer and faster.

### **SPORTS LEGACY**

The Games generated tremendous interest among Canadians and left a legacy that will encourage sports participation at all levels.

- 99 per cent of Canadians watched some coverage of the Games.
- The gold medal hockey game was the most-watched broadcast event in Canadian history.
- The Richmond Oval skating track has been transformed into a community facility that includes an indoor track, two ice rinks, badminton courts, volleyball courts and a 2,300-square-foot fitness centre. Co-ed recreational leagues have been formed.
- The Vancouver Olympic Centre, used for curling, will be part of a complex that includes a community centre, an ice



rink, a curling club, a pre-school, and indoor and outdoor swimming pools.

- The Own the Podium programme, which led to a record 14 gold medals for Canada, will be continued and expanded, with funding being increased thanks to the success of Canadian athletes at the Vancouver Games.
  - An Aboriginal Youth Sports Legacy Fund was created and, as of 2009, the fund supported 13 post-secondary school students, 70 high-performance athletes, more than 125 community groups, two provincial sport organisations and the First Nations Snowboard Team.
  - The First Nations Snowboard Team included 20 high-performance athletes and 116 recreational athletes from across BC in 2010.
  - As a result of Action Schools! BC, a 2010 Legacies Now spinoff, more than 400,000 students across British Columbia are participating in programmes that combine physical activity with health education.
  - A new BC Sport Tourism Network united 40 communities in an effort to encourage sport tourism in the province.
  - Other 2010 Legacies Now projects support sports programmes for Aboriginal athletes, at-risk youth and athletes with a disability. Such as:
    - Game Plan BC has provided funding for more than 300 high performance athletes in the areas of coaching, training, competition, sport science, and sport medicine, every year since 2003.
    - Targeted Sport Strategy, since 2004, has offered financial and technical support to 1,000 athletes in 10 winter and 20 summer sports each year.
    - The Growing Champions programme linked 25 high performance athletes with sponsors to offer financial assistance and development.
    - The BC Sport Participation Programme provided more than 200,000 British Columbians with sport and recreation programmes.
    - SportFit, an online programme for youth, has served more than 81,000 young people in 612 BC schools.
- The Inner-City Sport and Recreation Table, which improves the availability of sport, recreation and leadership programmes for inner city residents, at risk youth and children, supported several existing sport delivery organisations.
  - The Spirit of 2010 Hockey Tournament saw 275,000 players participate in 1,300 ice hockey tournaments between 2002 and 2009.
  - Chill, a snowboarding programme for youth in Vancouver and Prince George, served more than 650 at-risk youths between 2005 and 2008.
  - Zero Ceiling, a snowboard programme that took individuals who wished to turn their lives around and gave them employment and life skills training to become Alpine sports accredited recreational leaders and instructors. In 2009-2010, close to 100 young people also participated in a Zero Ceiling snowboarding programme for at-risk youth that offered adventure-based learning.
  - Inner-City Sport Court Project was a plan to build an outdoor sports court in Vancouver's Downtown Eastside and offer programming there for local youth and families.

## ENVIRONMENTAL SUSTAINABILITY

The 2010 Games increased awareness and set new standards for sustainability.

- Every venue was built according to Canada's green-building standards.
- Venues used innovative sustainability methods such as capturing rain to irrigate landscaping and capturing the heat from used bath water.
- Nearly 70 per cent of the heating for the Olympic Village came from waste heat recovery systems, including heat from sewage.



- The Olympic Village will anchor a sustainable urban neighbourhood that will serve as a model development for other cities.
  - The Richmond Oval won numerous awards for environmental design.
  - VANOC received the Excellence for Green Building award from the Globe Foundation and the World Green Building Council for building the greenest Olympic district in North America.
  - Transportation improvements reduced emissions and encouraged the use of mass transit, bicycling and other alternatives to commuting by cars.
  - The most ambitious carbon management programme at any Games included the first official supplier of carbon offsets.
  - All construction occurred with community input, and integrated legacy planning from conception.
  - A Sustainable Sport Event Toolkit for mega sport events was developed by VANOC, the IOC, and the International Academy for Sport Science and Technology.
  - VANOC assisted the Canadian Standard Association's development of the new Z2010 Sustainable Event Management Standard in Canada.
  - A Vancouver City Olympic legacy fund helped to create 40 new garden plots with eight accessible to seniors and people with disabilities. Four beds were also used to supply food to agencies who feed the poor.
  - The same programme also saw a  $\frac{3}{4}$  acre community garden established in the heart of the Downtown Eastside, based on universal design, so that seniors and people with disabilities could participate in community gardening.
- according to the Conference Board of Canada.
  - A coalition of Metro Vancouver municipal governments announced in February 2011 that the Vancouver Games had so far helped to spur more than CAD 300 million in economic development benefits, which has resulted in 2,500 full time jobs.
  - The city of Richmond has said that the CAD 178 million investment in building the Olympic oval has generated CAD 2 billion in economic benefits and spin-offs.
  - Aboriginal businesses realised CAD 59 million in economic opportunities since 2003 and another CAD 190,000 was contributed to the Aboriginal Youth Legacy Fund through the sale of officially licensed Vancouver 2010 Aboriginal merchandise.
  - Inner-city businesses benefitted from CAD 5.7 million in Games-related procurement opportunities.
  - According to a PricewaterhouseCoopers report, between 2003 and 2008, 20,780 jobs were produced in BC and another 1,750 jobs across Canada through interprovincial trade; more than 800 new business were created as a result of incremental economic growth stimulated by the Games; and the Games also generated between CAD 70.2 and CAD 91.9 million in federal tax revenues and as much as CAD 1.05 billion in real GDP.
  - Employment in BC was given a bump up in February 2010 according to Statistics Canada. This amounted to 8,300 positions with average weekly earnings, including overtime, of CAD 843.91.
  - The Vancouver 2010 Fabrication Shop provided carpentry training and work experience for disadvantaged young people, indigenous people, single mothers and immigrants. Eighty per cent of those who started the six-month-long programme finished it and about 60% of the finishers went on to pass the first year industry exam afterwards.
  - The bouquets for victory ceremonies were made by at-risk women, including recovering addicts and abuse victims, as training for florist jobs.
  - A programme was created by VANOC and its partners to create a model for a

## ECONOMIC AND HOUSING LEGACY

Work on the Games created jobs and opportunities during the global recession of 2009 and left a housing legacy that will benefit all income levels.

- The Games injected CAD 600 million into the Vancouver economy, lifting economic growth by 0.8 per cent,



centralised, inner-city customer service training programme and of the 15 participants that took part in the four-week pilot programme with VANOC partner Hbc, 13 completed it and six were hired by Hbc.

- Covenant House, an organisation that works with homeless and at-risk teenagers, received help from VANOC that allowed it to double the number of beds in the centre, which, since the new beds became available, has meant that no one has had to be turned away.
- Temporary accommodation from the Whistler Olympic Village is being sent to six communities in British Columbia to provide 156 permanent, affordable homes for elderly, homeless and low-income residents.
- As a result of the Inner City Inclusivity agreement between VANOC and its partners:
  - The province and City of Vancouver acquired over 1,800 units of existing rental housing and renovated them to provide supportive housing.
  - The Government of Canada provided CAD 387.9 million for homelessness and housing programmes between 2009 and 2014.
  - Roughly 1,900 units of non-market housing have been built or are in the process of being built since Vancouver was awarded the Games
- VISA reported that international visitors spent USD115 million on their credit cards over the course of the 17 days of the Games.
- According to the Government of BC, consumer spending in Vancouver and Whistler increased 48% during the Games.

## TOURISM LEGACY

By leveraging the Games to create awareness about Canada internationally, bookings and Canada's reputation as a tourist destination showed strong growth in 2010.

- British and Australian visitor numbers were double those of 2009.

- British, Australian, and German visitors alone generated an extra CAD 314 million in tourism revenue.
- The Canadian Tourism Commission (CTC)'s media and public relations activities around the Games generated about CAD 1 billion in 'Advertising Value Equivalency' in 2010.
- Global audiences were reached 12 billion times in 2010 by Olympic coverage with Canadian tourism messages.
- Potential visitors to the region were so intrigued by the Games that the HelloBC.com website had over 2 million visits, up 590% on the previous year.
- Coverage of Whistler by non-broadcast media increased 10-fold as a result of the Games-time exposure.
- The overall value for Whistler of the coverage that it received in North America alone was estimated at CAD 139 million, compared to CAD 5 million the year before.
- A programme called Accessible Tourism helped 3,600 tourism businesses and 27 recreations measure their accessibility and learn how to improve it so that they can draw and serve people with disabilities.
- FutureBrand ranked Canada as the number one country brand in 2010, crediting the positive effects of hosting the Games, and noting CTC's Olympic Games tourism strategy and its strong tourism brand as a key influence.

## SOCIAL LEGACY

The Games touched the lives of Canadians from all backgrounds and encouraged a spirit of inclusion.

- Accessibility improved dramatically in Vancouver and surrounding communities during preparations for the Olympic Winter Games and the Paralympic Games, with wider sidewalks, pedestrian ramps, curb cuts and other modifications.
- The Games encouraged volunteerism. More than 75,000 people volunteered to help with the Games. The volunteer database will continue to help link



volunteers with organisations throughout British Columbia.

- Schools across Canada added lessons related to Olympic values and other aspects of the Games. Examples include geography lessons built around the Olympic torch route, research projects on athletes and art projects linked to national flags in the Opening Ceremony.
- The Britannia HUB City Celebration helped 400 inner-city youth, who would not usually be able to participate in the Games, to understand Olympic themes such as the link between sport, culture and education, the practice of sport and the joy of effort, and the pursuit of sport in a spirit of peace, excellence, friendship and respect.

## CULTURAL LEGACY

- Following the City of Vancouver's Olympic and Paralympic Public Art Programme, legacy artworks were installed in six major sites on the city.
- The City of Vancouver ran a programme called the Hastings Street Renaissance Programme, which updated the facades on storefront spaces in order to breathe new life into Downtown Eastside buildings that formerly appeared to be derelict.
- ArtWalk Vancouver 2010 featured 29 galleries with artwork from a full spectrum of disciplines and is expected to become an annual event.
- 2010 Legacies Now also ran a number of programmes, which included:
  - The Innovations programme, which created new opportunities, funding 195 arts and culture projects in 60 communities.
  - The Catalyst programme, which funded more than 220 arts and culture projects in 49 communities with the focus on supporting participants' artistic, organisational and business abilities.
  - The explorations programme that allowed more than 16,000 students from more than 130 communities to attend summer camps with a focus on the arts, sport and recreation; these

were children who did not otherwise have access to summer programmes.

- Infusion: Arts in Education was an in-school programme that introduced 1,200 students to visual art, dance, drama, music and art technology by incorporating the arts into other subject areas.
- Creative Communities provided funding to 49 municipalities and other governing bodies to incorporate cultural programmes into their planning.

## A SELECTION OF SOURCES & FURTHER READING:

- [Legacies of Vancouver 2010 Report.](#)
- [Vancouver 2010 Sustainability Report 09-10.](#)
- [2010 Legacies Now.](#)
- [Government of Canada Games Secretariat.](#)
- [Province of British Columbia.](#)
- [City of Vancouver.](#)
- [Resort Municipality of Whistler.](#)
- [Canadian Tourism Commission Report.](#)

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## IMPRINT

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For further information, please contact



INTERNATIONAL  
OLYMPIC  
COMMITTEE

Château de Vidy,  
1007 Lausanne,  
Switzerland

IOC Communications  
Tel. +41 21 621 6000  
Fax +41 21 621 6356  
pressoffice@olympic.org