



INTERNATIONAL  
OLYMPIC  
COMMITTEE

# FACTSHEET

## LEGACIES OF THE GAMES

### UPDATE – JANUARY 2010

## LEGACY AND THE GAMES

### IOC SUPPORT

As the Olympic Games have grown to become the world's foremost sporting event, their impact on a host city and country has also increased. This has meant that cities interested in hosting the Games are now placing more and more emphasis on the legacies that such an event could leave for their citizens and, in many cases, they are using the Games principally as a catalyst for urban renewal.

The International Olympic Committee (IOC) also realises that the Games need to leave behind more than just good memories from 16 days of competition. That is why Rule 2, Article 14 of the Olympic Charter states that part of the role of the IOC is "to promote a positive legacy from the Olympic Games to the host cities and host countries."

With that in mind, the IOC has worked hard to help current Games organisers, as well as applicant/candidate cities, look at what they believe the Games, and even just bidding, can do for their citizens, cities and countries.

As every host city is different and has different priorities, the IOC encourages each one to reflect on its own goals right from the beginning of the bid process and to look at how the Games can be a catalyst for development. It does so by asking the cities in both the applicant city and candidate city questionnaires to think about what they want the Games to leave as a legacy – this gives the Games organisers a clear objective to aim for during the seven years of preparation and beyond.

The IOC also aids the cities by giving them access to the enormous amount of information

that is available through the IOC's Olympic Games Knowledge Management (OGKM) service. This comprises elements such as, case studies of previous Games activities, Olympic Games Impact (OGI) studies and vast amounts of technical reports. The cities can then draw from the lessons that previous cities have learned and adapt them to their own specific context.

Legacy is a complex subject, as many of the benefits of an event may not be seen until years later, some may be dependent on continued support from local authorities once the Games Organising Committee has ceased to exist and others may be difficult to measure but are felt by the local population.

Over the years, the Olympic Games can point to numerous examples of positive legacies that host cities have been able to gain by staging the Games and using them as a catalyst. This factsheet will provide you with just a few examples from recent Games of what the Games can help host communities to achieve.

## SUMMER GAMES

### BEIJING 2008

#### Education:

- 400 million children in 400,000 Chinese schools were exposed to the Olympic values, and 550 Chinese schools partnered with schools in other countries to conduct cultural sports and educational exchanges.

#### Volunteers:

- The Games encouraged volunteerism with 1,125,799 people applying to be volunteers – 100,000 provided direct services for the Olympic and Paralympic Games, while 400,000 municipal



volunteers offered information, interpretation and other services. This volunteer movement has continued post-Games.

#### **Public Health:**

- Described by Hans Troedsson of the World Health Organisation as “a long-term gift to China”, public health legacies from the Beijing Games were far reaching with 100,000 Chinese chefs receiving food cleanliness classes, 200,000 additional food inspectors being hired, and a new disease prevention and control system put in place in Beijing.

#### **Accessibility:**

- The Olympic and Paralympic Games saw new wheelchair ramps for streets, shopping centres and cultural attractions installed, while street crossing signals were adapted for vision-impaired pedestrians, and new handicapped parking spots were made available at the airport.

#### **Transport Infrastructure:**

- Beijing’s Capital Airport saw its capacity increased by 24 million passengers; a new express way and high speed rail link was built to Tianjin; and three new subway lines were constructed, as well as a new ring road and airport express road. Public transport capacity was increased by 4.5 million people.

#### **Venues:**

- Twenty-three of the Beijing 2008 venues will be used as sports facilities, conference centres and public event facilities; six venues were located on university campuses for use by students after the Games; and the International Broadcast Centre and Main Press Centre will serve conventions and tourism.

#### **Cultural Preservation:**

- Heritage sites and cultural relics were protected and improved, with archaeologists surveying 1.6 million

square metres of land near 17 Olympic venues; 700 ancient tombs and 1,500 artefacts were excavated; and 600 million Yuan was invested to repair cultural sites and relics.

#### **Environment:**

- Some 140 billion Yuan was invested in air quality improvements alone, with 60,000 coal-burning boilers being upgraded to reduce emissions; a number of public buses being converted to run on natural gas; and restrictions being put in place on private automobile use, a form of which is still in place today. There were also significant improvements in water treatment facilities.

### **ATHENS 2004**

#### **Transport Infrastructure:**

- Athens 2004 saw a new and renovated urban and underground system capable of carrying 1,000,000 passengers a day (20% of the population of Athens); 90km of new roads were built and a further 120km widened, with a new computerised traffic management system installed to help manage traffic. A new airport was also constructed.

#### **Urban Regeneration:**

- The Faliron and Hellinikon/Agios Kosmas waterfront areas were redeveloped and opened up the city to the sea. The Games saw improved tourism infrastructure and higher quality hotel accommodation. Thousands of buildings were renovated and repainted with many illegal billboards removed.

#### **Environment:**

- Some 90% of the Schinias rowing facility which is on reclaimed wetland was designated a wildlife preserve. Hundreds of thousands of trees and shrubs were planted.

#### **Cultural Preservation:**

- New lighting was put in place on the Acropolis ahead of the Games; the



Athens Archaeological Park was created; and the Panathinaikon Stadium was upgraded.

**Education:**

- One hundred thousand Greeks received technical, managerial or other Games-related training.

**Branding:**

- Greece and Athens received 17 days of worldwide advertising to show what the country/city and their people have to offer.

**Economic:**

- After the Games, the population of the city increased, and while unemployment shrank, economic activity in construction and tourism increased substantially. New competitive sectors emerged and existing ones were strengthened like logistics, IT, energy, culture, sports, entertainment and real estate.

**Venues:**

- The Athens 2004 venues have been converted to a number of uses post-Games, ranging from sports facilities to theatres to shopping and convention centres to Government offices to a new university campus.

**SYDNEY 2000**

**Tourism:**

- In 2001, the Australian Tourist Commission stated that “The Olympic Games remain the most significant beneficial event in the history of Australian in bound tourism”. It estimated that the development of brand Australia had been accelerated by 10 years.

**Venues:**

- The Sydney Olympic Park is now used by a number of local and national sports organisations competing in sports like rugby, netball, Australian rules, football, volleyball, tennis, swimming and

equestrian. Some of the venues are also open to the public, with the Park itself attracting a large number of visitors.

**Environment:**

- Sydney’s Green Games strategy saw the successful remediation and restoration of approximately 160 hectares of badly degraded land and the creation of one of the largest urban parklands in Australia (425 hectares). This included conservation and enhancement of remnant wetlands and forest, and native flora and fauna including the endangered Green and Golden Bell Frog. The venues were also designed with a strong focus on: energy and water conservation, sustainable materials selection, pollution control, and waste management and minimisation. This included the establishment of Australia’s first large scale urban water recycling system, which saves approximately 850 million litres of drinking water each year, and the extensive use of renewable energy across Sydney Olympic Park. The Park has also since developed environmental education, interpretation and research programmes.

**Cross-cultural Exchange:**

- “Reaching the World” – one of four Olympic cultural programmes, helped to bring the cultural performances and art of Australia’s indigenous people to the five continents, increasing people’s understanding of their culture and history.

**ATLANTA 1996**

**Economic:**

- The Atlanta Games created a USD 5 billion economic impact and branded Atlanta to 70% of the world’s population according to local Atlanta groups. In the 10 years following the Games, more than USD 1.8 billion in hotels, office buildings, high-rise residential buildings and entertainment venues had risen in the downtown area. By 2006, Atlanta



had nearly 280 more international businesses than prior to the Games.

**Reputation:**

- A Lou Harris poll conducted before and after the Games revealed that positive perceptions of the city amongst corporate decision makers nearly doubled after the Games.

**Urban Regeneration:**

- The Centennial Olympic Park (21 acres) was the largest urban green space constructed in more than 25 years in the United States and was created out of a 10-block blighted industrial district. It has become a nucleus for development and redirected the heart of Atlanta's central business district.

**Accommodation:**

- The dormitories built for the 10,000 athletes at the Games now provide much-needed housing for students at Georgia Tech and Georgia State University.

**Tourism:**

- Some 6,000 new hotel rooms were added to Atlanta's hotel stock in 1996, increasing capacity by 9.3%.

**Environment:**

- Nearly 2,000 trees were planted in downtown Atlanta alone for the Games. In addition to Centennial Olympic Park, several urban parks in metro Atlanta were redeveloped. More than USD 500 million was invested in new facilities, landscaped plazas and promenades ahead of the Games.

**Telecommunications:**

- In preparation for the Games, more than 400,000 miles of advanced fibre-optic cable was installed.

**Venues:**

- The Atlanta Games saw a number of new sporting venues built. These venues continue to serve the community today by hosting

professional sports teams, university students and acting as entertainment and commercial destinations. The Olympic Stadium (Turner Field), Philips Arena and Georgia Dome alone have played host to All-Star Games for Baseball, Basketball and Ice Hockey, World Series Games, Superbowls and NCAA Final Fours.

**BARCELONA 1992**

**Urban Regeneration:**

- More than 100 hectares of what had been industrial land was redeveloped to incorporate residential housing (the former Olympic Village) and public facilities. The seafront was also cleaned up. Major ring roads and other transport infrastructure was also put in place for the Games

**Venues:**

- A number of the Games venues were located in order to maximise the urban regeneration of the city and also to ensure that there would be a community use for them post-Games. A company called "Barcelona Promocio" was set up to manage four venues, and in 1994 alone, they held 346 events for 1,514,348 people and created over 450 new jobs. The Games training venues were mainly renovated existing facilities that were then available for public use post-Games. The number of available sports venues in Barcelona increased 126.4% between 1982 and 1992.

**Branding:**

- The Barcelona Games showed a new and exciting city to the world and helped Spain to improve its image worldwide.

**Sport:**

- The Barcelona Organising Committee invested 3,000 million pesetas in purchasing sports material for the venues. The Games were also the catalyst for the creation of the Centre of High Sporting Performance in Barcelona and improved the facilities available to the Catalan National



Institute of Physical Education, both of which play a role in improving athlete performance and sporting education in Spain and beyond. The increase in the proportion of the population doing some kind of physical or sporting activity at least once a week increased from 36% in 1983 to 51% in 1995. Women's participation increased by 10% from 1989 to 1995.

#### **Education:**

- Barcelona's sporting community greatly benefited from the organisational and technical know-how acquired during the Games, allowing the city to better manage its sporting facilities and organisations. More than 35,000 people throughout Spain attended volunteer training courses. Some 1,000 volunteers received grants to study French in France or English in Great Britain for a month, while 2,000 others received grants to study the languages for a year in language schools in Spain.

#### **Tourism:**

- From 1990 to 1992, hotel space grew by 38% in Barcelona.

## **WINTER GAMES<sup>1</sup>**

### **TURIN 2006**

#### **Venues:**

- The Stadio Olimpico was renovated for the Games and is now the home of AC Torino (as well as Juventus FC while their stadium is being renovated). The Torino Olympic Park company was established to manage a number of the other venues from the 2006 Games. In the two years after the Games, the venues saw 187 events and 577,500 spectators use them for corporate, leisure and sports events; saw over 55,000 people attend entertainment activities; 34,900 students take part in

educational activities; and 186 teams use the venues for 1,110 training days.

#### **Events:**

- The Turin 2006 Olympic venues have allowed the region to play host to a number of major events since the Games, including Bruce Springsteen and Pearl Jam concerts, the World Fencing Championships, European Ski Jumping, Bobsleigh and Luge Championships, and the Winter Universiade, which involved more than 2,000 student athletes from across the world.

#### **Branding:**

- The Games allowed Turin to shed its industrial image and become a new tourist and business destination in Europe by showcasing its rich history, culture and high-tech industry to the world.

#### **Accommodation:**

- Some 800 apartments in the Olympic Village were used to help relieve the high demand for public housing. The seven media villages were slated to become university dorms or be sold on the housing market.

#### **Infrastructure:**

- Infrastructure improvements made ahead of the Games involved improving road and rail links, Turin's airport, telecommunications systems, and signage, all providing benefits long after the Games were over. The snowmaking equipment that was installed for the Games has allowed the ski season to be extended on a number of occasions.

#### **Sport:**

- A programme was created post-Games giving the school children of Piedmont the opportunity to discover and try out winter sports and disciplines. Many of the venues are now used for training and competition by high-performance and amateur athletes.

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<sup>1</sup> Vancouver 2010 has produced legacy reports on the Salt Lake City, Calgary and Lake Placid Games. They are available on [www.vancouver2010.com](http://www.vancouver2010.com)  
Legacies of the Games / 11 janvier 2010

**Volunteers:**

- A number of the volunteers from the NoI2006 programme have gone on to serve as volunteers for other events in the region.

**Tourism:**

- According to Turismo Torino, in the year after the Games, there was an estimated increase of about 100,000 to 150,000 tourists in the city.

**Environment:**

- The Torino 2006 Organising Committee carried out a large amount of work on the environmental aspects of its project in the lead-up to, and during the Games. These projects ranged from HECTOR, its carbon neutral programme, to the blending of the ski jump venue in Pragelato into the landscape, through sensitive design that works with the natural gradients and contours of the location. It is initiatives such as these that will ensure that the environmental legacy of the Games will be positive. The United Nations Environment Programme (UNEP)'s Executive Director, Klaus Toepfer has said, "By locating in the city centre several key events, such as figure skating or ice hockey, along with accommodation for athletes and media, the organisers have dramatically increased the likelihood that these buildings and structures will be sustainably used in the future for sports, other leisure activities and housing." He continued, "During the two weeks of competition this is likely to have increased commuting and transportation between the urban areas and the events staged in more rural, mountainous locations. But over the longer term the environmental impacts are likely to be positive."

**SALT LAKE CITY 2002****Economic:**

- Some 35,000 job years of employment were created between 1996 and 2002. Workers employed because of the

Games earned USD 1.5 billion. In addition, the Utah Government received USD 56 million in net revenue, while local government got USD 20.4 million. No debt was left to the State of Utah from the Olympic Games. By December 2008, the economic impact of hosting events since the Games was approximately USD 855 million.

**Sport:**

- To ensure a legacy from the Games, the Utah Sports Commission was set up in order to develop both public recreational and elite sport in the State. Utah has hosted over 50 world cups or championships since 2002, as well as numerous other sporting and non-sporting events. The Games also saw an increase in sports participation from young people, with sports like bobsleigh, skeleton, snowboard and freestyle and mogul skiing seeing an upsurge in interest. Utahans were also encouraged to get active through the "A healthier you 2002" programme, which saw more than 30 Gold Medal Mile legacy sites established.

**Volunteers:**

- The Games created a significant and well trained volunteer force, which has been key in the success of many subsequent events in Utah – the Olympic legacy volunteer database currently includes 10,000 individuals.

**Venues:**

- The Utah Athletic Foundation was created to manage the Olympic Oval and Park, allowing the local community to use the facilities, as well as host major events. Both the Park and Oval are USOC Olympic training sites. Fourteen venues in total continue to be used for events, elite training and recreational purposes.

**Education:**

- The Salt Lake City Organising Committee provided Olympic-related experiences to 600,000 Utah school



children and those experiences continue today with 5-10,000 students visiting Olympic facilities every year. Salt Lake also ran a “One School, One Country” programme partnering schools in Utah with schools in countries around the world, thus letting students learn about a variety of cultures, languages, customs, music and sport.

**Environment:**

- Thanks to energy efficient designs, water conservation efforts, aquatic habitat restoration projects, recycling of Games waste, a worldwide tree planting programme and the encouragement of transit use, Salt Lake 2002 was certified as climate neutral by the Climate Neutral Network.

**NAGANO 1998**

**Transport:**

- The introduction of the “Asama” Shinkansen bullet train just four months before the Games cut travel time between Nagano and Tokyo down to just 79 minutes.

**Education:**

- In order to encourage the participation of children, these were the first celebration of the Games to offer reduced price tickets for children for Opening and Closing Ceremony events, as well as all competitions. The “One School, One Country” programme saw a total of 76 schools (elementary, junior high and special) in Nagano City paired with countries or regions expected to send athletes to the Games, introducing students to the history and culture of their partners and allowing them to increase their international awareness.

**Technology:**

- Japan was able to promote its technological know-how by fitting all of its Olympic vehicles with navigation systems and providing video on demand systems, enabling those involved to watch action from the events at any time.

**Venues:**

- After the Games were finished, the Nagano Olympic Museum was established inside the M-Wave arena, which was the venue for the speed skating events. Today, the Olympic torch, medals, video images and other items are on display there.

**LILLEHAMMER 1994**

**Environment:**

- The Lillehammer Games were noteworthy for their focus on environmental conservation, which set the stage for the formation of the “Green” Olympics.

**Venues:**

- Lillehammer Olympia Park AS was created to manage the legacy of five of the Olympic Venues. The Lillehammer Olympic venues can be used for a host of purposes ranging from sporting to cultural and commercial events in both summer and winter. The venues are available for public use, as well as for elite athletes.

**Sport:**

- The Olympic venues host elite sports events such as the final matches of the European Men’s Handball Championship and Ski Jumping World Cup competitions. As well as being used by local clubs, the facilities are open to the public for recreational use.

**Branding:**

- The Lillehammer Games were the most watched Olympic Winter Games at that time and helped to showcase Norway to the rest of the world. The local authorities and businesses also used the Games to make national and international contacts.

**Infrastructure:**

- The Games allowed improvements to be made to the roads, the railway to Oslo, the local telecommunications



system, and the water and sewage systems that would otherwise have taken 20 years.

**Economic:**

- The Oppland area received about NOK 12 billion in public and private investments over a four-year period. The Games created work for 600-1,900 people over a four-year period. This was an important boost to an inland area that had been unable to keep pace with the more resource-rich coastal areas of Norway.

**Education:**

- The International Broadcast Centre allowed the Lillehammer College to increase enrolment from 600 to 3,000 students. The local authority also developed an educational programme for local primary and secondary school students.

**Medical:**

- Joint projects with the Lillehammer County Hospital gave the hospital a polyclinic worth NOK 17 million.

**ALBERTVILLE 1992**

**Sport:**

- During the four years leading up to the Games, 1,992 places were offered to top-level sportspersons, between 15 and 21 years old, who were selected by their National Olympic Committees, so that they could come to Savoy to discover winter sports. These young people came for seven periods of 10 to 15 days in June/July or January/February of each year. Today, the Halle Olympique now plays host to the National ice sport teams of France in a number of sports, while many of the venues continue today to host international sporting competitions.

**Transport Infrastructure:**

- Upgrading of public infrastructures meant that numerous amenities were built and modernised, including the

highway to Moutiers and the TGV railway line to Bourg St Maurice.

**Culture:**

- Thanks to the Games, the Dôme Theatre was created in the heart of the Municipality of Albertville and has left the area with a high level cultural centrepiece.

**Venues:**

- La Halle Olympique was used for figure skating and short track. In legacy, it has retained the ice rink and added a climbing wall and tennis courts and is used for concerts. The Ceremonial Theatre was dismantled and is now a leisure area with sports facilities used by clubs and local amateurs. The speed skating ring was converted into a running track for use by local athletes. The skiing venues are still used today by amateurs and for major competitions, while the ski jumps and bob track are used year round for both training and competition. The curling venue was converted after the Games into a leisure centre and the Olympic Village in Brides-Bains was adapted to become a summer thermal resort and winter sports resort.

**Urban Redevelopment:**

- Méribel took advantage of the 1992 Games to restructure the resort and develop it into one of France's most important resorts. Val d'Isère also launched a period of urban reconstruction, building new hotels, modernising existing facilities and creating a congress centre.

**Education:**

- The former offices of the Albertville Organising Committee now form an extension to the Lycée Professionnel de Grand Arc, allowing all the technical students to be brought together and to offer new training courses.



**Third party websites of interest** (the IOC is not responsible for the accuracy or content of these sites):

**Beijing Olympic Development Association** (Beijing 2008):

<http://www.beijing2008.cn/>

**Hellenic Olympic Properties** (Athens 2004):

[http://www.olympicproperties.gr/default\\_en.asp](http://www.olympicproperties.gr/default_en.asp)

**Sydney Olympic Park** (Sydney 2000):

<http://www.sydneyolympicpark.com.au/>

**Metro Atlanta Chamber** (Atlanta 1996):

<http://www.metroatlantachamber.com/content/Article.aspx?Id=126>

**Centre d'Estudis Olímpics** (Barcelona 1992):

<http://olympicstudies.uab.es/b92/eng/index.asp>

**Torino Olympic Park** (Turin 2006):

[http://www.torinolymphicpark.org](http://www.torinollympicpark.org)

**Utah Sports Commission** (Salt Lake City 2002):

<http://www.utahsportscommission.com/>

**Lillehammer Olympia Park AS** (Lillehammer 1994):

<http://www.olympiaparken.no/english/index.asp>

**Mairie d'Albertville** (Albertville 1992):

[http://mairie.albertville.com/fr/il4-historique\\_p18-albertville-et-les-jo.aspx](http://mairie.albertville.com/fr/il4-historique_p18-albertville-et-les-jo.aspx)

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