

ECMT TRANSPORT AND EXCEPTIONAL PUBLIC EVENTS

Round Table 122

Mega Sports Event Transportation and Main Mobility Management Issues

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ECMT Contents

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1. Olympic transport organization key aspects and issues
2. The Sydney 2000 Olympics in a very few words. The first Games ever with 100 % ticketed spectators by public transport
3. Games growth trends and the future

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ECMT Olympic Transport Experience

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Past Games experience show that Olympic transport :

- is one of the toughest logistical component of the Games
- is often very expensive both in infrastructure and operations
- is very sensitive to mismanagement, accidents, schedule changes, information breakdowns
- is highly exposed to media and client criticisms
- Is extremely dependent on security

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ECMT Olympic Transport Magnitude

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The Olympic Summer Games are by far the World largest sport event

- multi-sports 28
- multi-events 300
- multi-competition main sites >13
- multi-non-competition main sites >6
- multi-transport main client groups >8

Olympic generated traffic is estimated at about 20 millions person trips in 17 days

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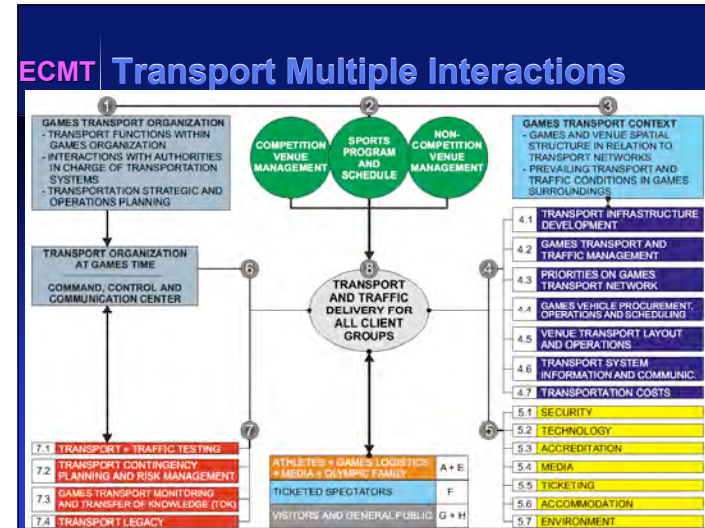
ECMT Most Outstanding Olympic Transport and Traffic Challenge

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Simultaneous superposition of eight distinct transport operation and traffic management schemes varying day by day

		Indicator of peak daily traffic demand
A	A. ATHLETES + TEAM / IF OFFICIALS	18'500
B	B. LOGISTICS + WORKFORCE + VOLUNTEERS	145'000
C	C. MEDIA	20'000
D	D. IOC + NOC	4'000
E	E. SPONSORS	50'000
F	F. TICKETED SPECTATORS	500'000
G	G. NON-TICKETED VISITORS	150'000?
H	H. GENERAL BACKGROUND TRAFFIC OF A 4.0 MILLION METROPOLITAN AREA	

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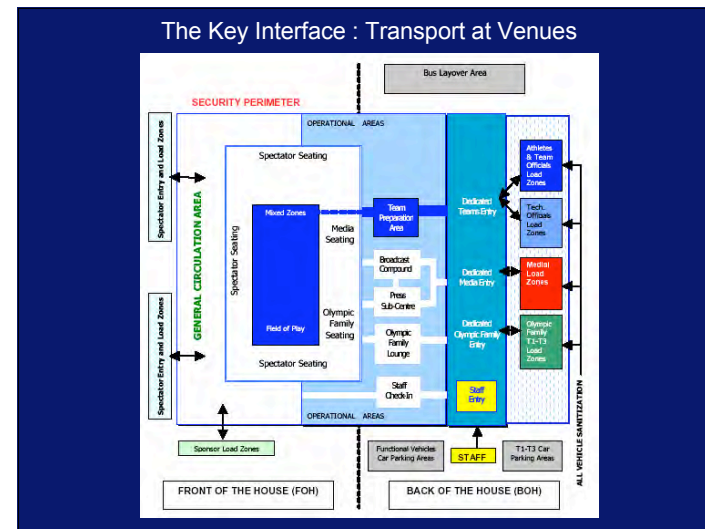
ECMT Main Transport Features

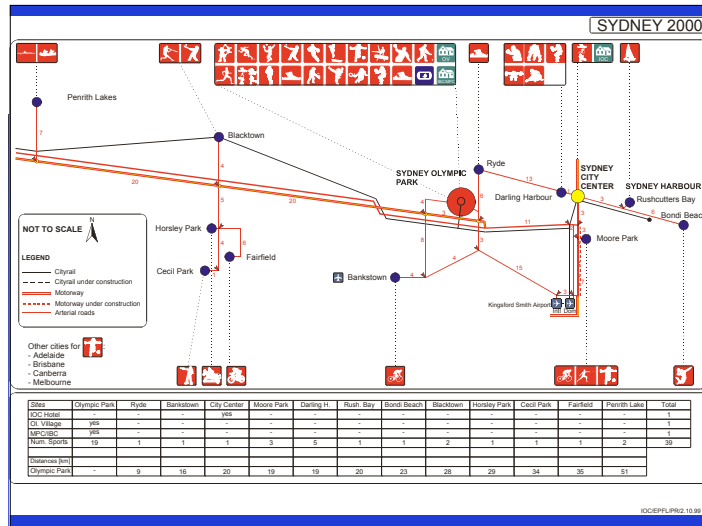
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As shown in the preceding graph, Olympic transport :

- requires a very strong organization
- is driven by the sports program
- is highly dependent on existing urban and regional transport infrastructures and their performance
- needs extensive operational testing
- is strongly related to ticketing, accreditation, security
- is an important part of the Games legacy
- must be focused on the best possible service to competition venues (see last illustration)

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ECMT Sydney 2000 transport : an outstanding mobility management concept ▶ A

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Olympic Transport Plan eight main components :

- Provision for **100% Olympic venue accessibility by public transport** using rail access, 13 supplementary Olympic bus lines and shuttle services from rail stations
- **Free use of Olympic public transport by ticketed spectators**
- **Full traffic control within Olympic competition venues** and strict spectator-parking ban around all venue perimeters
- More than 25'000 free park-and-ride temporary spaces along the 13 Olympic bus lines and shuttle routes

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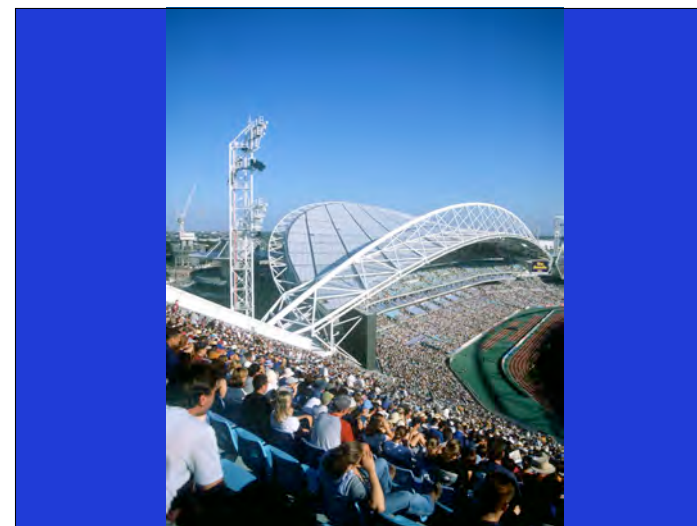
ECMT Sydney 2000 transport : an outstanding mobility management concept ▶ B

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- Single or dual **Olympic reserved bus lanes on crucial routes.**
- An **extensive Travel Demand Management (TDM) Program** to reduce vehicular traffic through telework, staggered working hours, reduced business activity, employee holiday incentives and State wide school holiday extension.
- Substantially **reduced Games time automobile traffic in Sydney CBD** by actions such as complete 24 hour on-street parking ban, downtown street pedestrian priorities, downtown night deliveries only, downtown free bus loop.
- **Effective transport and traffic communication strategy** to diffuse all appropriate Olympic transport and travel information.

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ECMT All Games are different...

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- Sydney 2000 : 100 % ticketed spectators by public transport
- Salt Lake 2002 : ~ 95 % ticketed spectators by car
- Athens 2004 : will be very much by public transport
- Torino 2006 : planning is starting, but public transport will play an important role
- Beijing 2008 : About 80 km of new subway lines to be built before the Olympic Games

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ECMT Transfer of know-how and Games size

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- Since Sydney, IOC does a tremendous effort to monitor the Games : the TOK-Transfer of Knowledge Program
- Debriefing of Salt Lake Winter Games at Torino in April 2002
- IOC new President J. Rogge wants to stabilize or reduce the size of the Summer Games ... but how ?

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ECMT Olympic 1980 to 2004 trends

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	Moscow 1980	Barcelona 1992	Sydney 2000	Athens 2004
Interval (years)	-	+12	+8	+4
NOC	145	172	199	200?
SPORTS (number)	21	25	28	28?
EVENTS (number)	203	257	300	300?
Woman events	50	86	120	120?
ATHLETES +T. OFFICIALS	8'300	17'000	18'400	18'000?
ACCREDITED MEDIA	8'000	12'000	19'800	20'000?
TICKETS SOLD (Million)	5.3	3.8	8.0	5.4?
TOTAL TV RIGHTS (Mio US\$)	90	635	1330	?

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