



The 2010 Winter Games Successes and Benefits

Impact on Economy:

- Conference Board of Canada says the Games will bring an additional \$770 million to B.C.'s economy in 2010 alone, with B.C. leading GDP growth at 3.7% this year.
- This is on top of the \$884 million and over 20,000 jobs created between 2002 and 2008 before the Games had even started (PWC report).
- A total of \$4 billion in investment is expected by 2015 as a result of the 2010 Games (Intervistas).
- The delegations of sponsors, suppliers, networking businesses, athletic teams and visitors are adding over \$2 billion in spending to the economy.

The Provincial Hosting Program

- The Provincial Hosting Program held more than 100 networking events with more than 10,000 participants. 2,500 people attending events at the BC Showcase, including more than 750 from outside B.C.
- More than 4,000 people attended business and celebration events at the BC Canada Pavilion.
- More than 65 meetings were held between provincial ministers and B.C., Canadian and international businesses and government leaders.
- More than 70 international visitors and temporary residents participated in 51 seminars about investing, working, and studying in B.C.

Important Announcements Made during the Games

- Credit Suisse announced it will invest in Chrysalix Energy's Energy Limited Partnership fund, which is expected to reach US\$150M by March 31.
- UBC and Nexterra announced they are partnering on new biomass heating technology, worth up to \$1B by 2020 once commercialized.

- Emirates Air plans to add daily service to Vancouver, creating more than 300 jobs, \$30M in economic spin-offs, and 50,000 new travelers to Vancouver.
- Air China announced it will increase its Vancouver service by three new direct flights a week for a total of 10 weekly direct flights between Beijing and Vancouver.
- Air China announced the newly-expanded Prince George Airport as Air China's alternate airport.
- Virgin Air CEO Sir Richard Branson says they are "seriously looking" at bringing Virgin Atlantic and American flights to YVR within 18 months – with every new flight creating 800 hours of employment on the ground.
- Pacific Bioenergy's announced a \$24M wood pellet expansion project in Prince George.
- DigiBC and Gyeonggi Digital Contents Agency completed an agreement to help establish partnering, collaboration and economic development opportunities between digital media companies in B.C. and Gyeonggi province.

Bilateral Agreements

- British Columbia and Krasnodar Region in Russia, host of the 2014 Winter Games, signed a protocol of intent to share information on Games planning and cultural and business opportunities.
- BC, California, Oregon and Washington agreed to a series of actions that will create jobs, strengthen the Pacific Coast economy, advance action on climate changes and clean energy, and protect the marine environment (Pacific Coast Collaborative).
- British Columbia and Montana announced a new partnership to sustain environmental values in the Flathead River Basin and work together on climate action.
- British Columbia and Gyeonggi province in Korea signed a sister province action plan.
- **Beijing Results:** The BC-Canada Pavilion in Beijing and various business programs introduced B.C. and Canadian companies to opportunities in China. 690 business connections were solidified, resulting in 16 formal MOUs.

Boost to the local economy

- VISA reports spending by international visitors on Visa cards at the Vancouver 2010 Olympic Winter Games and in British Columbia topped US\$115 million during the Games.

- Visa also reports international transactions in Vancouver were 93% higher than usual.
- According to Visa, US\$5.2 million was spent on Visa cards on the opening day of the Games (an increase of 46 per cent over the same day last year). People at the Games spent an average of US\$6.8 million on Visa cards each day during the Games.
- Consumer spending in Vancouver and Whistler, B.C., increased 48 per cent during the Olympics (Moneris Solutions).
- Souvenir sales from Feb. 12-28 increased almost four times, bars and pubs saw a 130 per cent increase and clothing sales doubled over almost the same period in 2009.
- Granville merchants reported a 200% increase in business.
- The Downtown Business Improvement Association estimated there were 100,000 shoppers daily.
- Restaurant sales increased -- 89% higher in downtown Vancouver, 129% higher in Yaletown, 71% higher in Gastown and 20% higher in the West End.
- The Bay reported 10,000 customers a day coming in just to get Olympic wear.
- The Bay sold 3.5 million pairs of red mittens, raising over \$35 million for the Own the Podium program and several other Winter Games athletes and sports-based initiatives.

Increase of Tourism:

- 250,000 visitors are estimated to have attended the 2010 Games (Intervistas).
- Over 100,000 people have visited the permanent and mobile Visitor Information Centres on the lower mainland and Whistler (as of Feb 19).
- VANOC recorded 140,000 spectators for Day 6 of the Games (Feb 17).
- Over 1.5 million people have visited Robson Square (averaging 75,000 – 100,000 every day).
- 2.2. million people, including 4,000 artists at 600 events over 60 days, engaged in the Vancouver 2010 Cultural Olympiad.
- Over 80,000 people visited the B.C. Canada pavilion.
- Over 8,000 rode the Zipline to date (700 daily).
- Over 12,000 people skated on the GE Plaza rink (1,000 per day).
- Over 1,300 visitors to the Downtown Eastside Connect House.

Exposure of B.C.

International Media Statistics

- 3.5 billion people (over half the world's population) watched the Games on TV, the internet or mobile by the end –making these the most-watched Winter Games in history.
- Over 300 TV stations and 100 online services showed B.C. to the world.
- There was over 50,000 hours of Olympic coverage by the end of Games – 47% more coverage than in Turin.
- 190 million US viewers have watched on NBC alone, marking a 20 per cent in viewership through 13 nights over the 2006 Winter Games.
- Daily US viewership was nearly 90 million households – putting average daily viewing 27% higher than Turin, the highest viewership since the scandal-fuelled Lillehammer Games in 1994.
- Over 2,000 domestic and international media are that at BC Media Centre broadcasting around the world, facilitating extensive profile for B.C. through shows like Oprah, NBC News, and the Today Show -- the Today Show alone reaches almost 5 million viewers a day.
- In total there were 10,800 media representatives: 7,000 rights-holding broadcasters, 2,800 press reporters and photographers and non-rights holding broadcasters, as well as 1,000 host Olympic Broadcast Service personnel.
- Yahoo took the gold in Olympics web traffic, besting NBC's site for the games. Yahoo's Olympics-devoted site received 32 million unique visitors during the two-week event. NBC's Olympics site drew 18.9 million unique visitors (Web tracker ComScore).

Canadian media statistics

- CTV estimates that 99% of all Canadians (nearly 33 million people) watched, read or listened to the Games - roughly 25 million Canadians each day watching TV and 12 million page views online.
- 22 million Canadians watched the gold medal men's hockey game on February 28th [CKNW].
- 69% of Canadians watched the Opening Ceremonies – the most watched TV event in Canadian history.
- Men's hockey alone garnered over 10.5 million Canadian viewers per game – it is the most watched sports program in Canadian history and ratings are already higher than the 2002 Canada-US matchup in Salt Lake City.

The Province's marketing campaign

- Total number of impressions by media:
 - Television – 968.7 million impressions
 - *Digital Ads – 258.2 million impressions (and growing- VANOC providing bonus impressions)
 - *Print Ads – 11.6 million impressions (11.6 million from Globe and Mail and 26.8 million from BC Yukon Community Newspaper Association)
 - Out of Home – 315.7 million impressions

The Province's online presence

- HelloBC.com has recorded 1.2 million visits in just 10 days in February (318 per cent increase over February 2009).
- The You Gotta Be Here site received 104,159 visits over the 17 days of the Olympic Games.
- To date there have been over 520,000 views of the 120 videos on the You Gotta Be Here YouTube channel.
- The You Gotta Be Here free attractions page has recorded 17,000 views.
- There are 5,600 fans on the You Gotta Be Here Facebook page.
- There are 1,850 followers of the You Gotta Be Here Twitter feed (1,484 tweets to date).
- There were 14,722 total click-throughs on the You Gotta Be Here Twitter feed from day Olympic Flame returned to BC (Jan. 21) until the end of the Olympics.
- There are 3,500 photos on the You Gotta Be Here Flickr collection.
- So far there are over 60 blog posts that cross-promoted all online You Gotta Be Here products.

Provincial Funding for the Olympics

- The Province committed \$765 million to the Games operations and we're on budget.
- The operating budget for the Games was about \$1.7 billion and most of that came from ticket sales, international broadcast rights, national and international sponsorships and merchandising.

- The security budget for the Games was a federal responsibility, and by agreement, the Province capped its commitment for security at \$87.5 million.
- All 2010 competition venues were completed one season ahead of the Games and were fully tested with international competitions.

British Columbians and the Olympic Games

- The Olympics resulted in the highest gold medal count ever for Canada, the first gold medal ever on Canadian soil, and the highest gold medal count for a host jurisdiction.
- Canada has won 26 total medals – 14 gold, 7 silver, 5 bronze – ranked 3th for total medals.
- 35 B.C. athletes competed in the Games, including three medal winners:
 - Maelle Ricker, Gold in Snowboard Cross – the 1st medal for a BC athlete
 - Ashleigh McIvor, Gold in Ski Cross – the 1st time ladies ski cross competed
 - Mike Robertson, Silver in Snowboard Cross
- 90% of Canadians believe this medal standing has exceeded what they consider is needed to make the Games a success (Vision Critical).
- 8% more Canadians strong they are a Canadian nationalist compared to the same period last year (Ipsos Reid).

Public opinion

- 75 per cent of BCers are watching the Games and say they are excited (Ipsos).
- 64 per cent of Metro Vancouver residents have been to Olympic games or activities (Ipsos).
- Over 70 per cent say the Games will leave a lasting legacy for B.C. (Vision Critical).
- More than 50 per cent feel these Games will be more defining for Canada than prior Canadian Olympics, Expos and even the 1972 Hockey Summit Series (Ipsos).
- 89 per cent gave the Opening Ceremonies a positive review (Ipsos).

British Columbian Student Participation

- Nearly 8,000 Student Welcome Cards from 180 schools in 62 B.C. communities were submitted and approximately 70,000 welcome cards.

- 121 schools have registered in the Adopt a Country program and over 60,000 hits have been made to the on-line program guide.
- During the Pan-Canadian Paralympic School Week (Nov. 2-6, 2009) students from B.C. and the U.K. communicated live online with Paralympic athletes during Paralympic School Week to tackle issues related to Paralympics.
- There have been over 7,000 downloads of the webcast guides, resources and views of the Sharing the Dream Webcast series aims to unite students from around the world in discussions about the themes of the 2010 Games.
- 147 schools registered in the 2010 Spirit Schools Program encouraging B.C. schools to show B.C. and the world the interesting 2010 Winter Games.
- 50 School districts were involved in local community events with numerous creative ideas undertaken to celebrate the Torch Relay.