

INTERNATIONAL
OLYMPIC
COMMITTEE

FACTSHEET

BEIJING FACTS & FIGURES

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HEADLINES

- **“Truly Exceptional Games” with a record 204 National Olympic Committees taking part**
 - **Record media coverage of the Games**
- **Social legacy in a number of areas - 400 million children learnt about the Olympic Values**
 - **Games used as a catalyst for development**
 - **Venues being used for local and international events**
 - **A sport for all legacy – 8 August is Fitness For All Day across China**
 - **Large increase in domestic tourism to Beijing since Games time**

The Games of the XXIX Olympiad – Beijing 2008 took place from 8 to 24 August 2008. Approximately 10,500 athletes competed in 28 summer sports, and media from around the world relayed the story of the Games to their home audiences. The Games brought many tangible and intangible benefits to China, especially in terms of public infrastructure improvements. While some of the positive benefits are immediately apparent, others will emerge with time.

- A record 204 NOCs participating.
- A record number of women participating (about 43 per cent).
- Athletes from a record 87 NOCs — the most ever — won medals.
- The Beijing Games saw a number of countries stand on the medal podium for the first time in their Olympic history. A few others had the honour of winning gold and seeing their flag raised and anthem played during the Games for the first time.

SUCCESS FOR THE OLYMPIC MOVEMENT

The Beijing Games drew broader participation and bigger audiences than any Olympic Games in history. The event was operationally excellent. The competition venues and other facilities were among the best ever. The Games promoted cross-cultural understanding and led to significant achievements in the fights against doping and commercial piracy, as well as knowledge transfer.

UNIVERSALITY OF SPORT

The Beijing Games were a landmark event for the universality of sport:

MEDIA

Ratings. With an estimated potential audience of more than 4.3 billion people, Beijing 2008 was the most watched Olympic Games ever:

- Record audiences in the US and China.
- 94 per cent of households in China watched at least some of the Games.
- Beijing Olympic Broadcasting (BOB) produced more than 5,000 hours of live high-definition coverage for broadcasters in over 220 territories.
- 61,700 hours of Beijing 2008 dedicated coverage was aired globally.



New Media. These were the first Games to have global digital coverage.

- First ever Olympic Games to have full digital coverage freely available around the world.
- Record traffic to all Games-related web sites (IOC, BOCOG, RHBs).
- Beijing2008.com had 105.7 million unique users during August 2008.
- Nearly 6 million unique visitors to the IOC's Web site (www.olympic.org) — more than double the traffic in 2004.
- Official Chinese Rights Holding Broadcaster web sites recorded 6.4 billion page views per day, with 153 million people watching live broadcast online.
- The IOC's digital channel, available on the YouTube™ platform received 21 million views and brought the Games to 78 territories across Africa, Asia and the Middle East, including India, Republic of Korea, Nigeria and Indonesia.
- More than 6 million people in the US watched the Games on their mobile phone.

Reporting. The Olympic Games in Beijing saw the largest media contingent for any event ever — more than 28,000 journalists from around the world.

- Reduced restrictions on foreign media extended indefinitely after the Games.

GAMES ORGANISATION

The general operations ranked among the best in recent Games history.

- All 37 competition venues and 56 training facilities completed on time or ahead of schedule.
- Olympic Village and media facilities widely praised as the best ever.
- Nearly flawless scheduling and transportation system.
- Half a million volunteers deployed at venues and in host cities.

OTHER SUCCESSES

The Games saw significant progress in the fight against cheats — on the field of play and in the commercial world.

Fight Against Doping. An aggressive new anti-doping effort signaled the IOC's determination to detect performance-enhancing drugs.

- Nearly 4,800 drug tests conducted — 33 per cent more than in Athens.
- More than 1,400 unannounced tests.
- Testing for top five finishers, plus two others, in nearly every event.
- Retroactive testing on samples collected in China.

Anti-Piracy. Chinese authorities and BOCOG escalated the fight against piracy, counterfeit and ambush marketing during the Games. They helped to not only successfully protect the rights of our Olympic partners but also created a significant legacy for China.

Knowledge Transfer. Olympic Games Knowledge Management (OGKM) was a factor in the Games success as the IOC supported its Chinese partners on a daily basis by making knowledge and experts from past Games available and organising more than 60 workshops dedicated to Games functions and services. The IOC also provided opportunities for a number of BOCOG employees and partners to observe previous editions of the Games as a part of the OGKM effort.

SUCCESS FOR CHINA

The Games left a positive legacy for China in several areas — social, urban, environmental, sport and economic — and produced intangible benefits for China to build on. Only time will tell whether China will take full advantage of the opportunities that the Games provided.

SOCIAL LEGACY

Public Health. Chinese authorities took new steps to improve food and water safety, sanitation and public health. Hans Troedsson of the World Health Organisation has called the public health legacy of the Games “a long-term gift to China”.

- 100,000 Chinese chefs took food cleanliness classes; 200,000 additional food inspectors were hired.
- Hospital drills to anticipate possible emergencies and increased blood reserves.
- A new disease prevention and control system in Beijing.
- A smoke-free Olympic Games.



People with Disabilities. The Olympic and Paralympic Games led to some notable improvements for people with disabilities in China.

- New wheelchair ramps for streets, shopping centres and cultural attractions.
- New street crossing signals were adapted for vision-impaired pedestrians.
- New handicapped parking spots at the airport.
- Unprecedented favourable media coverage on disability-related topics.
- Barrier-free taxi fleet still in operation.
- Increased legislation for accessible building construction.
- Policies and proactive measures taken to increase employment opportunities for people with disabilities.
- Increased numbers of trained special education and sports staff.

Education.

- 400 million children in 400,000 Chinese schools learnt about Olympic values
- More than 550 Chinese schools partnered with schools in other countries to conduct cultural, sports and educational exchanges.

Volunteers. The Games encouraged volunteerism.

- 1,125,799 people applied to be volunteers for the 2008 Games — an Olympic record.
- 100,000 volunteers provided direct services for the Olympic and Paralympic Games.
- 400,000 municipal volunteers offered information, language interpretation and other services.
- Beijing is building on the Games volunteer system and is looking to achieve a 20 per cent public participation rate in three to five years, with a registered number of volunteers totalling at least 2 million and annual voluntary service hours totalling over 50 per person.

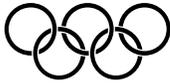
- All the different volunteer streams from the Games will be merged into a regular volunteer service team.
- The Olympic volunteer services provided prior to and during the Games will be continued and transferred into regular services for the city, including those offered by Games volunteers, city operations volunteers, pre-Games volunteers and the volunteers participating in the “Smiling Beijing” themed activities.
- The 500 city volunteer service stations will be maintained and over 1,000 municipal welfare service programmes and over 1,000 grass roots welfare service programmes will be continued.
- A special fund for volunteer work will be established so as to provide necessary financial support for large-scale and key volunteer services.

URBAN & ENVIRONMENTAL LEGACY

The many urban and environmental improvements in Beijing are the most visible legacy.

Transportation Infrastructure. Beijing saw significant and lasting improvements.

- New airport terminal expanded capacity by 24 million passengers.
- New expressway and new high-speed rail line to Tianjin.
- Three new subway lines
- A new ring road and airport express road, which has improved connectivity and transportation efficiency.
- Additional capacity for 4.5 million public transit riders.
- Bus passenger numbers up 1.5 million since the Beijing Games.
- Six Olympic bus routes made permanent.
- Subway passenger numbers up 8 per cent to 4 million passengers per day compared to Games time.



Cultural Preservation. Heritage sites and cultural relics were protected and improved.

- Archaeologists surveyed 1.6 million square metres of land near 17 Olympic venues.
- 700 ancient tombs and 1,500 artefacts were excavated.
- 600 million yuan invested to repair cultural sites and relics.

Environment. The Games raised environmental standards and awareness¹.

- 140 billion yuan (USD 20.5 billion) invested in air quality improvements.
- More than 3 million cars removed from the roads during Games time; significant restrictions remain in place.
- 60,000 coal-burning boilers upgraded to reduce emissions.
- A number of city buses converted to natural gas.
- Significant water treatment improvements.

Venues. Most of the competition venues and other facilities will be used for years to come.

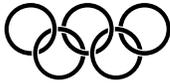
- 23 venues will be used as sports facilities, conference centres and public event facilities.
- Six venues were located on university campuses for use by students after the Games.
- The International Broadcast Centre and Main Press Centre will serve conventions and tourism.
- The National Stadium and National Aquatics Centre won Gold medals at the 2009 IOC/IAKS Awards, while the Beijing Olympic Green Tennis Centre won bronze.
- The National Stadium and the Beijing Olympic Green Tennis Centre both received an IPC/IAKS distinction.
- The Water Cube will be adapted to its post-Games use starting in October 2009, where temporary seating will be removed and a water fun park (Water

Paradise) will be built. The Water Cube will not only retain its function of holding international competitions but will also have the capacity to be a multifunctional indoor sports and recreation centre providing services such as water recreation, sports, tourism and shopping.

- The Beijing Olympic Green Tennis Centre will soon host the ATP China Open and is being upgraded for this purpose, which will allow it to host other high profile tournaments.
- By February 2009, the Bird's Nest had hosted 14 events and the Water Cube 80 with the number of spectators and participants reaching about 300,000 people. These events included sport for all and cultural events.
- The Bird's Nest has held major events, such as Jackie Chan and friends, and the Glamour China National Stadium Bird's Nest Music Festival, and is expected to host the Opera Turandot, the Race of Champions and the Italian Super Cup final in the coming months.
- The Water Cube has hosted the Dream Water Cube Audio-Visual Fountain concert and the Dream Water Cube Panoramic Ballet Swan Lake. It will also host the Chinese National Swimming Championships in August and the World Synchronised Swimming Centre Open Tournament in May 2010.
- Tourist programmes have been developed in association with travel agencies to visit the venues.
- The Bird's Nest and Water Cube have become major tourist attractions welcoming 4.5 million and 2.2 million visitors each (until end March 2009).
- The venues have also added recreational facilities like restaurants, cafés, exhibition halls, shops and fitness centres in order to guarantee their full use on days with and without events.
- Live sites left for community usage, hosting 279 public cultural events, 17 site performances and 39 performances since October 2008. Some 499 public cultural events, 133 site performances and 67 exhibitions are planned for 2009.

¹ More information on the Games and the environment can be found in UNEP's report:

www.unep.org/publications/UNEP-eBooks/BeijingReport_ebook.pdf



SPORT LEGACY

The Games increased China's interest in elite and mass sport.

- A dramatic increase in venues and training facilities across the country.
- New government commitments to mass sport.
- August 8 is now the Fitness for All Day across China.
- 716 primary and secondary schools have opened-up their sports facilities to the public with more being encouraged to do so.
- Improved research facilities and conditions for elite sport.
- Over 30 BOCOG employees recruited for Asian Games in Guangzhou in 2010.
- Games experienced workforce now employed by the State Sport General Administration.

ECONOMIC LEGACY

The Games established new business relationships and increased China's appeal for business and tourism.

Business and Tourism

- Olympic sponsors strengthened ties to China.
- Infrastructure improvements made Beijing more attractive for business.
- Beijing Capital Airport ranked 25th in the world for passenger satisfaction (fourth quarter 2008).
- 79 airlines operating from Beijing Capital Airport serving 187 destinations.
- Beijing Capital Airport serves over 2.5 million passengers a month (first quarter 2009).
- From October to December 2008, domestic tourism to Beijing was up 21 per cent year on year, with Beijing receiving 25.6 million tourists, generating revenue of 50.4 billion yuan, up 23 per cent year on year.
- In the first quarter of 2009, 28.7 million domestic tourists visited Beijing, a year-on-year increase of 29 per cent, generating revenue of 48 billion yuan, a year-on-year increase of 9.6 per cent.

- The current world financial crisis had a negative effect on foreign tourists visiting Beijing with 929,000 visiting from October to December and 774,000 visiting in the first quarter of 2009. These represent year-on-year decreases of 19 per cent and 8.5 per cent respectively.
- The Olympic Green has become a new tourist attraction in Beijing. From October to December 2008, 6.7 million visitors visited the area – this is 23 per cent of the total number of tourists in Beijing.
- In the first quarter of 2009, 5.4 million tourists visited the Olympic Green accounting for 19 per cent of the total number of tourists in Beijing.

INTANGIBLES

The Games provided intangible benefits that can lead to further social, economic and political progress. Unprecedented international attention from journalists, activist organisations and foreign leaders highlighted China's strengths as well as its shortcomings. The Games helped boost confidence in a country seeking to establish its place in the world. Thousands of young volunteers will be forever changed by their experiences. Some will become China's leaders.

As Wilfried Lemke, Special Adviser to the United Nations Secretary-General on Sport for Development and Peace, said in a report following the Games, "The Games have provided a unique platform for the social progress of the Chinese people. China demonstrated friendship, leadership and harmony which will continue to build bridges amongst China and with the rest of the world."

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