

LOCOG Ticketing Strategy Factsheet

Strategy

- LOCOG has been working on its ticketing strategy for the last 12 months, and it is close to completion
- There will be 8 million tickets for sale for the Olympic Games, and 2 million tickets for sale for the Paralympic Games, and revenue from those sales will account for around £376 million
- Tickets include free public transport within London. This will also support spectators to take in cultural festivities throughout the day.
- Road cycling, Triathlon and Marathon will be free to watch
- Thomas Cook and Ticketmaster will be the ticket agencies for both the Olympics and Paralympics
- Ticketing business plans will be created by LOCOG for each of the 26 Olympic sports and 20 Paralympic sports
- London 2012 have a concept of 'Fans in Front' – inspired by feedback received from athletes in Beijing, that they want the *real fans* in prime position in the stadiums to boost the atmosphere, support the athletes and make some noise! *Real fans* are those who “follow sport, play sport and support sport”

Distribution

- Ticketing allocation will be by ballots, not first-come-first-served. This it is hoped will support young people to NOT miss out
- 75% of tickets will go to the main ballot, 13% to international Olympic bodies, 8% to TV companies and sponsors, and 4% towards hospitality packages
- Want young people in the front row – especially for 'minor' sports (to support legacy)
- There will be resale of tickets – just like at the Wimbledon tennis championships
- There will be a theatre-style approach to ticketing packaging – i.e. venue tickets, accommodation and travel all in one. Conversations are taking place with national rail providers to enable this

- LOCOG will run a public ballot for tickets – Spring 2011 for Olympic tickets; Autumn 2011 for Paralympic tickets. Not every discipline will be available in the first ballots.
- Tickets will be available for a nominal fee to simply enter Olympic Park and watch the competition on big screens i.e. accessible for young people, with perhaps limited money and who are less likely to plan ahead
- LOCOG considering a 'sign up' pre-launch registration to make sure sports fans have access to tickets. This to build upon fact that loyal fans and members of clubs are often offered a pre-registration scheme for tickets for popular sporting events
- LOCOG is about to start talking to sports governing bodies and stakeholders to develop a scheme supporting this principle. LOCOG will be launching sign up for ticketing in spring 2010. This is to provide registered supporters the chance to receive ticketing news and information first. Keep an eye on L2012 website

Pricing

- Pricing details will be announced in autumn 2010
- Fair pricing is at the heart of London 2012's plans
- London 2012 will have lower prices for the prelims than the finals
- London 2012 is looking at a range of innovative 'ticket products', including multi-sport tickets (especially Paralympics?), and special tickets for young people and sports fans.