

# Statesman Travel Group

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LOOKING AHEAD TO THE

# LONDON 2012 OLYMPIC GAMES

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**“Service from the traditional  
to the technologically advanced”**

Published: 29th July 2011



# Looking Ahead: London 2012

## Next year, London hosts the Olympic Games. We're ready. Are you?

At Statesman, we understand the importance of planning ahead. That's why, with less than one year to go until the start of the 2012 Games we have the following strategy in place.

Our aim is to support every one of our clients, in order to understand and meet with each of their requirements during this exceptionally busy period.

We will endeavour to communicate, as soon as possible, any important information regarding the Olympics and the subsequent effect this may have on our clients' individual travel needs. Our website will also be updated with general information and e-newsflashes distributed accordingly.

If you wish to be added to our distribution list for e-newsflashes please email a request to [olympics@statesmantravel.com](mailto:olympics@statesmantravel.com)

**For those of you who have regular review meetings with our Account Management team, we will allocate some time to discuss your business's requirements during the London 2012 Games.**

**However should you have any immediate concerns, requirements or questions regarding how your business travel will be affected then please email us at [olympics@statesmantravel.com](mailto:olympics@statesmantravel.com)**

### Key Dates

#### Olympic Games: 27<sup>th</sup> July – 12<sup>th</sup> August

Opening Ceremony: 27<sup>th</sup> July

Closing Ceremony: 12<sup>th</sup> August

#### Paralympics: 29<sup>th</sup> August – 9<sup>th</sup> September

Opening Ceremony: 29<sup>th</sup> August

Closing Ceremony: 9<sup>th</sup> September

### Our Recommendations

With the Olympics set to impact heavily on the availability of air, hotel and rail options, we have set the following guidelines:

- ✦ Plan ahead and arrange air tickets and book accommodation as early as possible.
- ✦ Flights exiting the UK should be competitively priced; consider holding meetings in other locations.
- ✦ Examine whether or not your business would benefit from adjusting your Travel Policy specifically for travel during the Games.
- ✦ Consider conference calls / video / web conferencing as an alternative to business travel.
- ✦ Postpone any non-critical travel, and travel at non-peak times.
- ✦ Allow additional time for security checks at train stations and airports.

### What to Expect

There have been 8.8 million tickets issued for the Olympic Games, with a further 2 million issued for the Paralympic Games.

Each ticket issued also includes free travel within the public transport network on the day of that event.

The Olympic Delivery Authority (ODA) says this could lead to vastly increased passenger numbers resulting in up to 3 million additional journeys using public transport on the busiest event days.

Alongside Friday 3<sup>rd</sup> August, the busiest day of the Games is expected to be Saturday 4<sup>th</sup> August, when almost 800,000 ticket holders will be travelling to Central London and the Olympic Park at Stratford.

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## Impact on Air & Rail

With nearly 50,000 people expected to descend upon London during Summer 2012, there is likely to be an effect on air and rail ticket prices and availability.

The games are likely to effect both the price and availability of air travel into London airports, as well as continental links to Europe through ferries, the Channel Tunnel and Eurostar services.

London City Airport, situated close to the main Olympic Park and other airports (Heathrow, Gatwick, Stansted, Luton) are all likely to be extremely busy from June – September 2012.

The Olympic Delivery Authority & Network Rail have confirmed plans to implement up to 2,000 extra train services during the period of the 2012 Olympic Games.

Certain Olympic events will take place outside London, with increased passenger numbers expected on several routes outside London.

### Jon Langley

( Joint Managing Director, Statesman Travel )

***“The 2012 Olympics will be a momentous event for Britain and our priority at Statesman is to ensure that our client’s can plan ahead for their travel requirements with absolute confidence.”***

## Key Facts

**20 million** trips made within London during the Games

**3 million** trips made by spectators on the busiest day

**10.8 million** tickets on sale for the Games

**800,000** people expected to use public transport to travel to the 2012 Games on the busiest day.

**80%** - of spectators attending the events in Greater London will travel by rail including the London Underground.

(Olympic Delivery Authority: *Keep On Running*)

## Impact on Hotels

With 60% of hotel rooms contracted to the London Organising Committee for the Olympic and Paralympic Games (LOCOG), there is expected to be a shortage of room availability.

LOCOG is not expected to make available unused rooms until early 2012.

It is speculated that hotel rates could increase by up to 400% e.g.

- ✦ A five star hotel quoted £1100, normally £200
- ✦ A four star hotel quoted £297, normally £131
- ✦ A three star hotel quoted £162, normally £80.

Our aim is to understand our clients’ requirements and to book accommodation as early as we can, ensuring that we secure the best available rates.

Some hotels may also change terms, e.g. Introducing 100% cancellation fees and full payment months in advance.

## Impact on Roads & River Services

LOCOG and the Mayor of London have already announced the existence of an Olympic Route Network (ORN) and Paralympic Route Network (PRN) during the London 2012 Games.

The route will be key to participants reaching their destinations on time, and will result in a large impact (including road closures & traffic) on roads and river services throughout London and Greater London.

There is also expected to be an impact to roads around other venues outside London and football stadia in Manchester and Cardiff.

There is also expected to be a car and taxi-free zone around the Olympic Park in London, with LOCOG aiming for 100% travel to the Games via public transport.

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## Identified Travel Hotspots

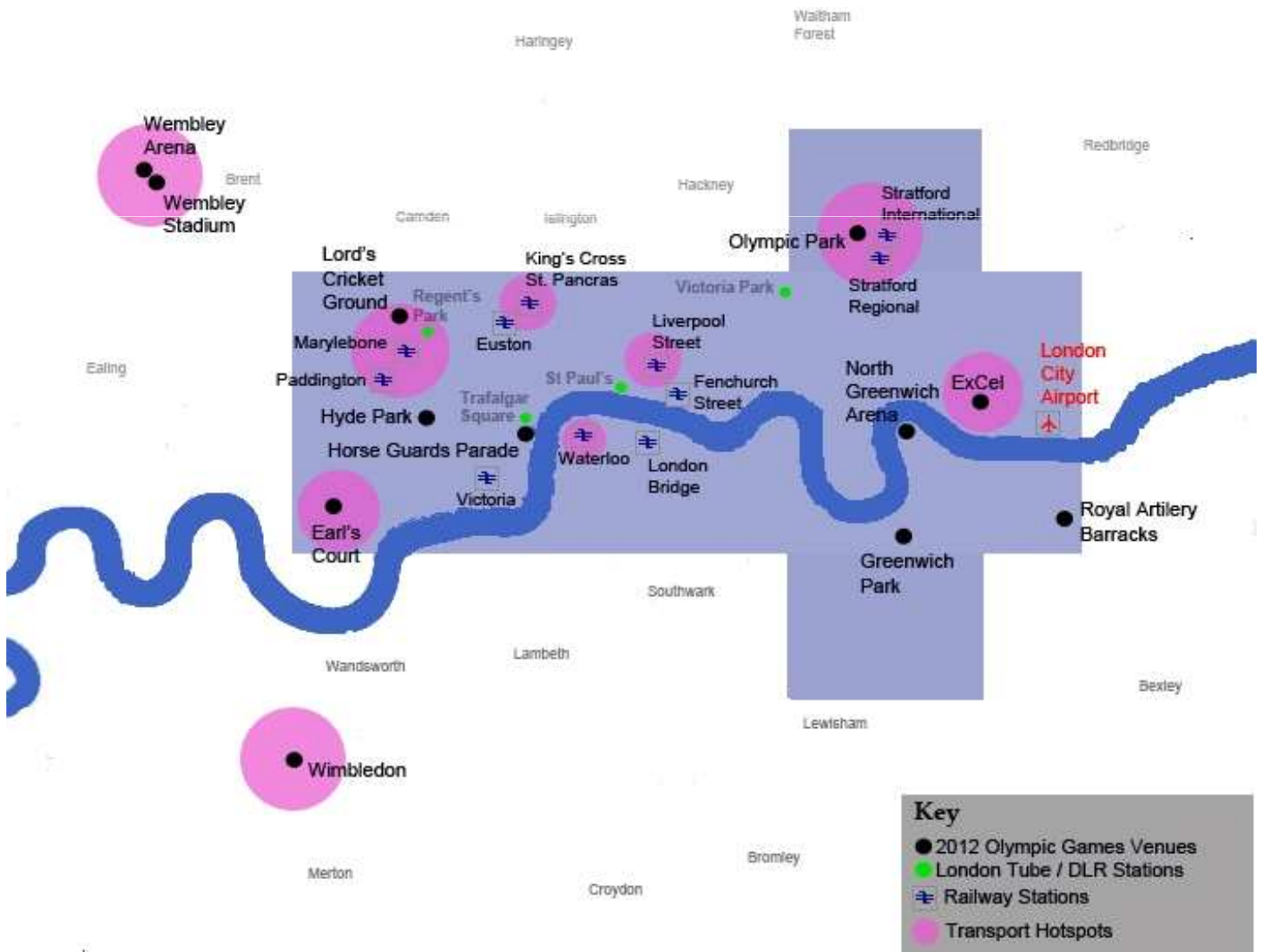
During the Games, the London public transport network is likely to be heavily congested, with the Olympic Delivery Authority (ODA) identifying several transport hotspots around the capital including:

- ⚡ Kings Cross / St. Pancras
- ⚡ Westminster / Waterloo
- ⚡ Liverpool Street
- ⚡ Wembley Park
- ⚡ Stratford
- ⚡ Holborn / Charing Cross
- ⚡ West End
- ⚡ Wembley Park / Wembley Central

The use of public transport around these hotspots during the day is not advised unless absolutely necessary.

The busiest days of the games feature:

- ⚡ **Friday 3<sup>rd</sup> August:** Athletics, Men's shot put, Women's 10,000m finals, Men's team pursuit, Swimming in Olympic Park.
- ⚡ **Saturday 4<sup>th</sup> August:** Triathlon in Hyde Park, Football at Wembley, 20km race walk on The Mall, Second day of heptathlon in the Olympic Park.
- ⚡ **Sunday 5<sup>th</sup> August:** Men's 100m finals, Women's 400m finals in Olympic Park. Women's Marathon in London.



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