

VANCOUVER 2010 WINTER GAMES

## YVR's Gold Medal Performance

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## OUR OLYMPIC EXPERIENCE

1. Video "Welcoming the World"
2. The numbers
3. Planning, engaging, executing
4. Commercial achievements
5. Lasting legacies



# 17 DAYS

of olympic games   
**+10 DAYS** OF PARALYMPIC GAMES



NUMBER  
OF BAGS  
per athlete



SALES OF OLYMPIC MERCHANDISE  
(94% SOLD BETWEEN FEBRUARY & MARCH 2010)

**\$1.5 MILLION**  
RECORD DAY MARCH 1<sup>ST</sup> 2010  
of concession sales

MARCH 1, 2010:  
**37,000 pax + 65,000 bags**  
an increase of **42%** over  
the previous busiest day  
on record at YVR

12,500 MEDIA  
6,850 ATHLETES  
34,000 SPONSORS

# 4.6

(OUT OF 5)  
CUSTOMER SATISFACTION

Advertising  
REVENUES = **\$4.2M**



900  
*Coca-Cola*  
pins sold  
each day

PLANNING,  
PREPARING &  
TESTING

Planning began the day  
after the announcement

Stakeholders and  
employees united under  
a common vision

Plans reviewed with  
peers

Facilities and processes  
tested



## ENGAGE AND EXCITE

Leverage the value of sponsorship

Use retail to create excitement

Create event ambassadors by providing training and tools

Involve the community and region



“PROVIDE THE OPPORTUNITY  
TO GET INVOLVED”

150 Airport Authority staff  
redeployed

Celebrate key milestones

Take care of your staff



GAMECHANGER

ARN 2011 Revenue Conference & Exhibition

# OPERATIONAL EXCELLENCE



"OUR BUSIEST DAY WAS ALSO  
OUR MOST SUCCESSFUL"

Proactive communication

Transportation logistics coordinated

Virtual YVR airports – offsite check-in

Auxiliary terminal facilities

24 hour operations

Entertainment and fun



# COMMERCIAL ACHIEVEMENTS



  
GAMECHANGER

*ARN 2011 Revenue Conference & Exhibition*

Sales and service targets exceeded

A comprehensive Operations Plan is key

- *Logistics and storage*
- *Forecasting*
- *Advanced scheduling of resources*



## LASTING LEGACIES

YVR positioned as a “destination”

Entertainment drives sales

Canada Line ridership increased

A spirit of collaboration continues



THANK YOU



THE OLYMPIC STORE  
La BOUTIQUE OLYMPIQUE →