



1 THE 2002 OLYMPIC WINTER GAMES

Historic Success for the Olympic Winter Games

THE 2002 OLYMPIC WINTER GAMES IN SALT LAKE CITY MARKED AN accomplishment for the Olympic Movement. Salt Lake 2002 established new benchmarks for success, generated lasting support for the future of Olympism and made a profound impact upon the people of the world.

The 2002 Olympic Winter Games began on 8 February 2002, the night of the Opening Ceremony, when — following an emotional and unifying journey of more than 13,500 miles — the Olympic flame ignited the Olympic cauldron in Salt Lake City, Utah.

For 17 days, the Olympic athletes shared with the world a spirit of hope and promise at Salt Lake 2002. Less than five months after the host nation had endured one of the greatest tragedies in its history, the world experienced a vital celebration of global friendship, unity and peace.



“The Olympic Games celebrate human endeavour and the desire to better ourselves. There are no losers at the Olympics, only winners. That is an increasingly urgent message that the world must heed. Let the Games begin.”

— The Japan Times



"I wish the world could always be this way."
 — Salt Lake 2002 Olympic spectator

Salt Lake City welcomed the world. The 2002 Olympic Winter Games are remembered today as a peaceful and safe gathering amidst turbulent times. Salt Lake 2002 captured the world's attention more than any Olympic Winter Games in history and had a powerful impact on the host nation and the people of the world. Salt Lake hosted 2,399 Olympic athletes from 77 countries through 16 days of competition in 78 events, spanning 15 disciplines and seven sports.

The 2002 Olympic Winter Games demonstrated the power of the Olympic Image and the prolific growth of interest in winter sport throughout the world. Salt Lake 2002 stands as the most-watched Olympic Winter Games in history.

📺 Dedicated Olympic broadcast coverage reached more than 2.1 billion television viewers in 160 nations.

The greatest number of visitors and spectators in history experienced the vitality and excitement of the 2002 Olympic Winter Games. Salt Lake 2002 stands as the best-attended Olympic Winter Games in history.

📺 More than 1.5 million tickets were sold, and Salt Lake City hosted an average of 70,000 Olympic visitors each day of the Games.

SALT LAKE 2002

Olympic Athletes	2,399
Olympic Teams	77
Olympic Sports	7
Olympic Disciplines	15
Olympic Events	78
Olympic Volunteers	25,000



The spirit of the Olympic Games resonates universally beyond the world of sport. More than 93% of Salt Lake 2002 spectators surveyed stated that the Olympic Games is an international celebration of sport and culture.



The Olympic Games are a unifying force throughout the world. More than 96% of Salt Lake 2002 spectators surveyed stated that the Olympic Games bring people from different countries and backgrounds closer together.





The Salt Lake 2002 athletes participated in one of the finest settings and on some of the finest competition courses in the history of the Olympic Winter Games. Salt Lake City was the largest metropolitan area ever to host an Olympic Winter Games. The city's downtown was transformed into Salt Lake Olympic Square, and the cityscape became a theatre of inspiring Olympic icons with the display of giant images of athletes. Park City, a small town thirty miles into the mountains, offered an idyllic winter-village setting to complement the metropolitan environment of Salt Lake City.

The Utah Olympic Oval provided Salt Lake 2002 with the fastest and highest speed skating track in history, at an elevation of 1,425 metres above sea level.

The challenging and varied terrain at Soldier Hollow in Wasatch Mountain State Park, with a summit elevation of 1,793 metres above sea level, offered Salt Lake 2002 the highest ever course for biathlon, cross-country and nordic combined events.

For the first time since 1948 St. Moritz, skeleton returned to the Olympic Winter Games programme with one event each for men and women. Sliders raced down the track at Utah Olympic Park at speeds of up to 140 kilometres per hour.



The 2002 Olympic Winter Games reaffirmed the preeminence of the Olympic Games in the world of sport. More than 82% of Salt Lake 2002 spectators surveyed stated that the Olympic Games is the best sporting event in the world.



Athletes from 25 nations earned a total of 234 Olympic medals at Salt Lake 2002.

The Olympic team from a unified Germany emerged the most successful over the course of Games, with an Olympic Winter Games record of 35 medals. Germany's medal tally for Salt Lake 2002 included 12 gold medals, the most of any Olympic team. This accomplishment is greater than any previously achieved by the Olympic teams from East and West Germany combined.

Salt Lake 2002 Olympic athlete Vonetta Flowers (USA) became the first person of color in the history of the Olympic Winter Games to win a gold medal.

Salt Lake 2002 athlete Janica Kostelic (Croatia) earned four medals in alpine skiing events, accomplishing a feat unprecedented in Olympic Winter Games history.



Salt Lake 2002 athletes esteem the Olympic Games above all other events. More than 87% of Salt Lake 2002 athletes stated that the Olympic Winter Games are the pinnacle of sporting excellence.





Olympic Marketing and the Success of Salt Lake 2002



*"The Olympics provide companies with a marketing opportunity unlike any other."
— The Wall Street Journal*

The 2002 Olympic Winter Games in Salt Lake City were made possible by the most successful marketing effort in the history of the Olympic Winter Games. Salt Lake 2002 marketing generated lasting support for the future of Olympism and established records in broadcast, ticketing and sponsorship.

The accomplishments of the marketing programmes that supported Salt Lake 2002 can be seen both as the reason for, and the evidence of, the success of the 2002 Olympic Winter Games. As the strength of Olympic marketing formed an essential foundation for the staging of the Games, the success of the Games in turn enhanced the value of Olympic marketing.

Today, Salt Lake 2002 also stands as a testament to the spirit of commitment, perseverance and courage. The International Olympic Committee (IOC), the Salt Lake Organizing Committee (SLOC) and many government agencies within the U.S. confronted major crises along the journey toward the Games, and each remained steadfast in its resolve to support the 2002 Olympic Winter Games. The Olympic partners — broadcasters, sponsors and licensees — demonstrated their commitment to the spirit of Olympism, the success of the Games and the dreams of the athletes.



*"The sponsors and partners supported us after the scandal, and after September 11th. They came and invested more and helped make the Games a success. They were our greatest friends and allies."
— Mitt Romney, President and Chief Executive Officer, SLOC*

Salt Lake 2002 testified to the enduring power of the Olympic Image, the global appeal of the Olympic Games, the value of Olympic marketing and sponsorship, and the rewards of a partnership with the Olympic Movement. This report demonstrates the success of the 2002 Olympic Winter Games in Salt Lake City and illustrates the support of the Olympic partners that made the achievement possible.