

London 2012 Olympic Games Destination Services

Combining a wealth of Olympic Games experience with local knowledge



Why Sportsworld?

Sportsworld is a leading hospitality, travel and logistics company specialising in Olympic Games operations. London 2012 will be Sportsworld's 15th consecutive Olympic Games in the city it knows best of all. We give you confidence knowing:

- **The Olympic Games is Sportsworld's signature event, where we have operated programmes for sponsors, VIPs, corporates, officials, athletes and the public at each of the last 14 Games**
 - Part of the 'Olympic Family' since 1984 (IOC working groups, NOCs, TOP/sponsor clients)
 - Excellent working relationship with LOCOG to assist programme planning and logistics
- **Sportsworld and its affiliated operations teams have detailed local knowledge and ready access to required infrastructure, borne out of operational familiarity with existing London 2012 competition venues**
 - Track record of delivering hundreds of London-based events in a sporting and/or business context
 - Specialist, dedicated colleagues to look after inbound and domestic guests in the capital
- **For London 2012, Sportsworld will channel its resources into supporting clients in the following areas:**
 - Hotels
 - Transportation
 - Tours, excursions and extensions
 - Venues (including green and brown field sites) to include infrastructure, fit out and production management
 - Restaurants
- **London is our back yard, the Olympics are our specialism and we are relishing the prospect of the Games coming to town**



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SPORTSWORLD®



Complete Destination Management Portfolio

As part of the TUI Travel Group, we deliver a critical marriage of Olympic expertise with on-the-ground buying power to offer a full range of Destination Management services:

Accommodation: sourcing, negotiation, contracting and management

Ground transportation: vehicle contracting, fleet management, logistics planning & delivery

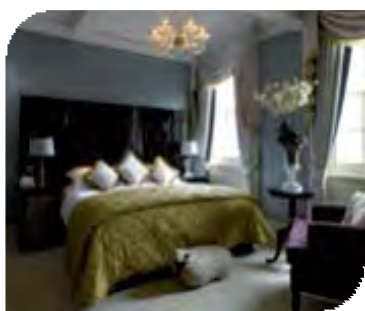
Restaurant & venues: research & selection, negotiation, contracting and management

Tours, excursions and extensions: research & development, product customisation, booking & management

Concierge services: ad hoc services

Meet and greet: Welcome team recruitment and briefing, transportation liaison

Staff: team recruitment, assessment & selection, training & management. Blue badge bilingual guides briefing and management



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Accommodation Portfolio

Why book your accommodation with Sportsworld?

- 30 years of experience in the Olympic world
- Historically strong working relationships with hotels and apartments through parent company TUI Travel PLC, across London and the UK
- Preferential access to our Olympic hotel portfolio
- Preferential pricing providing outstanding value
- Excellent local knowledge supplemented from within our wide TUI Travel PLC portfolio

Our accommodation offering includes:

- Comprehensive hotel offering ranging from hotel chains to independent and boutique hotels including LOCOG allocated hotels
- An accommodation portfolio varying from student lodgings and 2* up to 5* luxury hotels and apartments, in the West End/Central and East London/City locations
- Hotel/ Apartments criteria includes pricing, hotel grade, amenities, location, car and coach parking/ turnaround, function space, etc
- Specialist in workforce accommodation and long stay in apartments and university style dorms

Restaurants and Venues Portfolio

From unique dining experiences to fish and chips served in newspaper; from small intimate dinners for ten to gala events for hundreds; with our in-depth knowledge of restaurants and venues in and around London, we can deliver a memorable experience for your guests whatever the brief and whatever the budget. This includes:

- Identifying options based on Olympic realities including transport, wave structure and location
- Negotiating and contracting
- Exclusive use of venues, private dining rooms or maybe just the best table in the house
- Food and beverage management to include wait staff briefing, service style, menu and wine selections
- Entertainment and production management
- Management during the event

Our venue offering includes:

NOC House venues, TV studios with iconic views of London, cultural celebration sites, shared venues between partners (reducing cost).





Tours, Excursions and Extensions Portfolio

London Tours

Our specialist knowledge and association with London venues allows us to offer you truly 'unique' experiences. We create customised itineraries to suit your specific requirements.

These include:

- VIP fast-track or private entry
- Visiting areas behind the scenes that are not normally open to the public
- Hosted pre or post tour refreshments in a private area of the venue

Excursions

Bespoke day tours by coach and/or rail, designed with your specific needs in mind. Destinations include country houses, museums, award-winning gardens, medieval castles and quaint villages.

All excursions include:

- Coach transfers
- VIP fast-track entry
- Visiting areas not normally open to the public
- Blue badge guide and tour leader

Extensions

We can arrange specifically designed 2, 3 or 4 night extension programmes to various destinations in Ireland, Scotland, the North, the Midlands, South East, South West and France.

Packages include an event manager, guides, transport, hotels, meals, excursions and link to the Olympic Games dates and individual programmes.

Programme highlights (dependent on extension chosen):

- Medieval Castle accommodation
- Private dinners hosted by aristocracy
- A day at the races or a polo match with VIP hospitality
- VIP seating and hospitality at local festivals
- Exclusive tours with special touches

