

# Inheritance, Practice and Innovation of Olympic experience and Post-Olympic operation in Taizicheng Resort

Vincent Zhou – Vice President (Sinobo Group)


# Beijing 2022 - Chongli

- Klíčové při volbě místa konání ZOH:
  - Mimo velké město
  - Perfektní infrastruktura
  - Vysoká kvalita zařízení jako ve velkém městě – ubytování, nakupování.. (servis města)
  - Přírodní zdroje
  - Sportovní historie (místo konání šampionátu apod.)
  - Kultura
- Učili se z historie, z minulosti
- Peking – první město, které bude hostit LOH i ZOH
- Klíčová je spolupráce s globálními partnery

# Výběr místa


Winter Olympics enjoy popularity with unique features

中赫集团  
SINOBO GROUP



**Pyeongchang Winter Olympics:**

- ~2bn TV audience
- ~5mn tourists
- ~2.5mn spectators



**Outdoor sports as majority**

% of outdoor sports

Event Type	% of outdoor sports
Winter Olympics	69%
Summer Olympics	19%

Winter Olympics Summer Olympics










Winter Olympics are usually held in beautiful tourism destinations with great quality of natural resources away from metropolises

# Sustainability of Winter Olympic towns

Benchmark shows that the sustainability of Winter Olympic towns relies on four KSFs

中赫集团  
SINOBO GROUP

We learn from Winter Olympic towns:

								
Chamonix 1924	St. Moritz 1928/1948	Placid Lake 1932/1980	Garmisch- Partenkirchen 1936	Innsbruck 1964/1976	Sapporo 1972	Nagano 1998	Turin 2006	Vancouver 2010

---

**Embrace the landscapes**  
—Nature

- The **permanent feature**
- Appreciate, protect and best leverage natural resources

**Challenge the limit**  
—Sports

- The legacy of Olympic spirit
- Inherit Olympic legacy of "friendship, solidarity and fair play"

**Enrich the spirit**  
—Culture

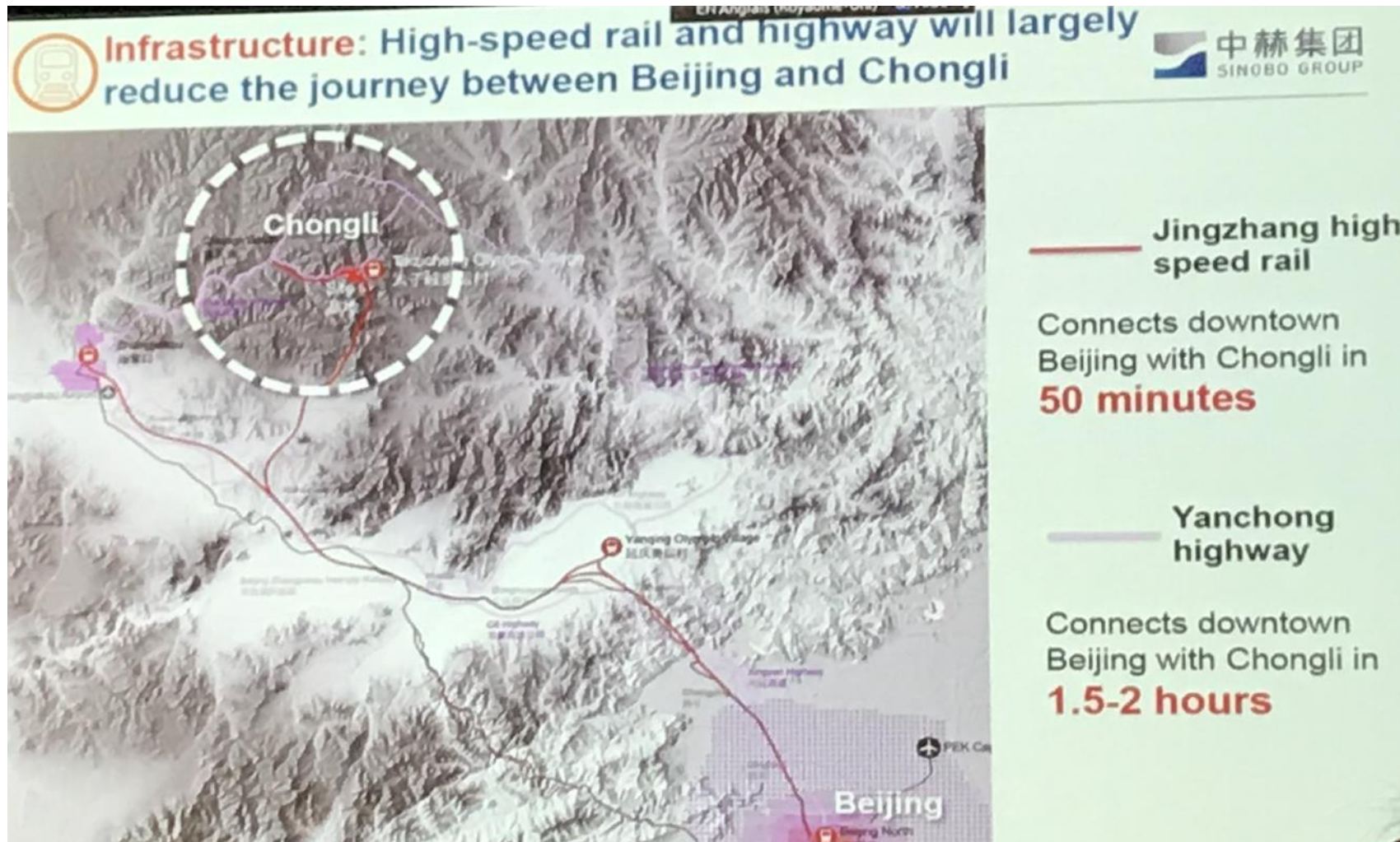
- The key to lasting vitality
- Bring in and even develop unique IP for continuous attraction & traffics

**Access the mass population**—Infrastructure

- The **foundation** of Olympic towns' development
- Investment in infrastructure to connect population and nature

304-133

# Infrastruktura Beijing - Chongli



# Technologie v Chongli

