

Olympic Experience City of the Hague, Netherlands

6. – 21. 8. 2016



Main organiser

National Olympic Committee
* National Sport Federations,
The Netherlands

Host city

The Hague

Co-organiser

TIG Sports, Event agency



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As an athlete at the Olympics, I was not always aware of the impact of the Olympics at home. I am glad to have had the chance to co-organize and experience the Olympic atmosphere together with thousands of sport-fans in our own country; We developed a unique concept in the Netherlands to experience the Olympics, to watch the Games, to try all kinds of sports and to meet Olympic legends together, during the Olympic Games in Rio at the "Olympic Experience".



Mark Huizinga

Olympic Champion former Olympic judoka. Ambassador and host of the Olympic Experience The Hague



16

Days



103,000

Visitors



1,000

Volunteers



37

Sports



90 %

Would like the Festival to be organised in the future



737,305 Social media reach



Budget

3+ m €

■	32.5 %	Public subsidies
	29.16 %	Sponsors/partners
■	26.67 %	Revenues admission
■	19.5 %	Own resources

Interesting facts:

20,000

kids earned a medal with the educational Olympic Road

75

Olympic Legends were present



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