



characteristic. Perhaps it could assume various shades depending on the country. Take wrestling for example: it is so courteous in the Orient, so brutal in Greek culture, yet everything marking its distinct nature – freedom within rules that are accepted from the beginning, friendly rivalry, explosiveness, and the expression of self in joy and in the effort – everything applies to all people, throughout all time and in all countries.”

Gladstone needed a night of reflection to answer the second and asked Coubertin to return the next day. The formal reply was: “Your point of view is brand new – but it is correct.” Coubertin was satisfied.

W.E. Gladstone also wrote to Brookes giving him encouragement. And Herbert had Brookes coopted on to the Executive of the NPRS soon after its birth in 1886.

There is a further nice coincidence [synchronicity?] to please Olympian historians. In November 1893, W.E. Gladstone was awarded an Honorary Doctorate at St. Andrews University Scotland. There were nine other candidates for such an award. One was Demetrius Vikelas – to become 1st President of the IOC one year later. Vikelas was praised for his translations into Greek of the best Shakespeare plays and for writing the first book on Scotland in Greek – with strong mentions of the national Scottish poet Robbie Burns.

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FACTS AND FIGURES

OLYMPIC WINTER GAMES 1988-2002

By Wolf Lyberg

There can be no doubt that the Olympic Winter Games in Salt Lake City were “the best ever”, to use the often quoted remarks by former IOC President Juan Antonio Samaranch, even if the current IOC President, Jacques Rogge was a bit milder in his comments.

For us, Olympic historians, dealing with statistics, it was evident that the new partner¹ for the results, the firm Schlumberg-Sema, did an outstanding job – much better than those that we were used to.

The interesting question for most of us in statistics was whether or not the Salt Lake City Organizing Committee [SLOC] was going

to publish a new record on paying spectators. From the start it was evident that these 2002 Olympic Winter Games would be an enormous success when it came to measuring the attending crowds on the various sites. But would that be sufficient to pass the earlier record of the Olympic Winter Games in Calgary in 1988?

Since the figures arrived late, I started to doubt my own assumptions. But finally, late May the final figures came to me via the Marketing Department of the IOC (!) and the impressive record was a fact: 94.99 percent of all tickets sold!

In itself it is probably not quite correct to

¹ It seems appropriate to explain a bit more about this firm. In 1998, the firm SEMA signed a contract with the IOC to replace IBM as its IT contractor. SEMA was bought up by Schlumberg Ltd. in 2001, and now is one of the TOP sponsors, also working for the Organizing Committees in Athens 2004, Turin 2006, and Beijing 2008. Schlumberg is an old company formed in 1919, when two brothers tried to win oil in an electromagnetic way. The company now has approximately 30,000 cooperators in 65 countries. The main offices are in New York City and Paris. In Salt Lake City some 3,000 people from this firm worked in the IT business.

compare figures between the various Organizing Committees and the Olympic Winter Games they organised. If one looks more closely, it can be noted that for instance Calgary in 1988 [the original recordholder] only had 48 events in its programme, while Salt Lake City had as many as 78 events.

But even the figures from the Olympic Winter Games in Albertville 1992 and Lillehammer 1994 show amazing gatherings of interested fans.

When studying the various figures, it is also easy to see which events the crowds of the different nations are most interested in. There can be no doubt that most of Calgary's attendency could be found in its Super-dome, which gathered over 50 percent of the total amount of spectators.

As usual, cross-country skiing, the biathlon and the nordic combined in Salt Lake City had the highest figures of unsold tickets. A little surprising is that as many as 17,679 tickets were unsold in ice-hockey, perhaps most of them were in women's games?

For an oldtimer like me, it came as a surprise that "odd" [modern] sports like snowboard and free style skiing showed to have an enormous

interest of the public; while on the other hand slalom seemed to be the sport with least sold attendency in skiing.

Calgary had impressive figures in bobsleigh and even skijumping, where it seems that everybody adored to see Edward "the Eagle", even more than to see the real good jumpers, like the Norwegians and the Fins.

But of course, comparatively Norway still holds the overall crowd record for paying spectators [both summer and winter] with its 103,432 paying spectators at the skijumping at the Holmenkollbakken in Oslo in 1952. Both Los Angeles 1984 and Sydney 2000 came close, but never surpassed this number!

The most impressive figures are of course those from the alpine events in Albertville in 1992, and the cross country and the alpine events in Lillehammer in 1994.

Also interesting is the fact that in Lillehammer, the Norwegians, living in the motherland of some of the greatest speedskaters, seem to be not especially interested and impressed by short track skating. However, this sport now seems to be well established in the Olympic programme.

ATTENDENCY FIGURES [paid spectators]							
Sport	1988	1992	1994	1998	2002	2002 [not sold]	2002 [percentage]
Opening/Closing Ceremony	96,387	51,216	41,965	98,194	69,51	276	99,6
Biathlon	29,429	50,692	54,297	38,624	64,16	15,947	88,09
Bobsleigh	100,927	31,433	23,381	37,336	74,187	6	99,99
Curling	-	-	-	39,61	40,572	998	97,59
Figureskating	137,838	74,683	42,007	65,488	145,997	58	99,96
Icehockey ²	484,801	166,206	299,094	369,708	361,724	17,679	95,34
Luge	76,453	29,844	14,597	30,431	64,104	812	98,75
Skiing, alpine ³	163,015	217,168	216,348	165,516	181,515	1,885	98,97
Skiing, cross country	42,293	57,856	224,772	63,869	99,319	23,795	80,67
Skiing, jumping	122,153	50,115	102,913	102,641	90,579	6,446	93,36
Skiing, nordic combined	39,54	33,936	58,97	95,445	70,228	12,344	82,06
Skiing, free style	-	54,32	45,211	37,135	69,679	5	99,99
Skiing, snowboard	-	-	-	26,007	63,45	120	99,81
Skeleton	-	-	-	-	14,86	9	99,94
Short track skating	-	31,399	13,362	21,952	59,878	2	99,99
Speedskating	39,763	72,244	74,686	118,555	52,656	24	99,95
Totals	1,338,199	913,468	1,211,573	1,310,421	1,525,118	80,406	94,99
Number of events:	46	57	61	68	78		

² Icehockey: number of games played: 1988: 43; 1992: 46; 1994: 46; 1998: 35+17=52;2002: 35+18=53.

³ Crowds during the 2002 Olympic Winter Games at some events: Slalom, combined: 38.520 (1.147); Slalom: 27.301 (605); Super G.: 42.199 (18); Downhill: 43.654 (23); Giant Slalom: 32.541 (92); Moguls: 27.690 (5); Aerials: 41.989 (0); Nordic Combined jumping: 51.286 (3.460); Nordic combined cross country: 18.942 (8.884). [Unsold tickets mentioned between brackets].