



# Tickets



## **Introduction**

The London 2012 ticketing programme was the largest and potentially most complex ticketing operation undertaken in this country. Over 11 million tickets for 963 Olympic and Paralympic sessions were available, at a range of price points and, as a result, over 4,000 different ticket 'products' were sold across 26 Olympic and 20 Paralympic sports, and four Ceremonies.

## **Objectives**

Right from the outset, the London Organising Committee of the Olympic and Paralympic Games (LOCOG) set out its commitments and aims of the Olympic and Paralympic Ticketing programme which were:

- to raise over £500 million towards the cost of staging the Games;
- to fill our venues; and
- to offer affordable and accessible tickets.

These commitments were met.

## **Tickets Stats**

In total 10.99 million tickets were sold out of a total 11.3 million tickets available. 8.21 million of these tickets were Olympic Games tickets and 2.78 million were Paralympic Tickets.

A total of £659 million was raised for LOCOG's operating budget to stage the Games.

319,000 tickets (263,000 Olympic and 55,000 Paralympic) were unsold, the majority of these being early rounds for Olympic Football.

76.3% of all Olympic and 91% of all Paralympic tickets were sold through the UK application process against a target of 75%. This amounted to an unprecedented 8.8 million tickets sold (6.24 million Olympic and 2.53 million Paralympic through the UK application process).

Highlights include:

- 33 consecutive morning and evening Athletics sessions sold out – this has never happened at a previous Games
- 1.9 million Football tickets sold – the biggest Football tournament ever seen in the UK
- 278,000 tickets were sold for Handball – a sport which had never sold a commercial ticket before in this country.

- 340,000 Ticketshare tickets were distributed to school students and other good causes.
- 80,000 tickets were sold for a Women's Football match at Wembley, compared to international fixtures in this country with average attendances of less than 10,000.

The athletes, National Olympic Committees and International Sporting Federations commented on the incredible and unique atmosphere in the venues. Athletes competed in stadia full of passionate sports fans which was a promise we made to the Olympic and Paralympic movements in 2005. Pre-Games pledges on availability, affordability and accessibility were met or exceeded.

LOCOG commitments:

- £20 tickets available for every sport. A total of 2.5 million Olympic tickets at £20 or less and 2.1 million Paralympic tickets at £20 or less.
- Two thirds of the tickets at £50 or less. In the case of the Paralympics 97% of the tickets available were priced at £50 or less.
- 90% of tickets available at £100 or less. This was achieved for the Olympic Games tickets and 98% of Paralympic tickets were available at £100 or less.

There were 657 ticketed sessions for 26 Olympic sports each with between three and five price points. Price points varied by sport and within each sport also varied by session, resulting in 3,285 different ticketing products. There were 306 ticketed sessions in the Paralympic Games for 20 Paralympic sports. Each session had tickets at between two and five price points. In the same way as the Olympic Games, price points differed for each sport and each session within a sport, resulting in over 1,000 separate ticketing products. Across both Olympic and Paralympic Games over 4,825 different ticketing products were available for the UK public to buy.

To illustrate the complexity of the ticketing data we have analysed the most high profile and Athletics events.

- 946,752 tickets were made available for Athletics, of which 68.3% (644,915 tickets) were sold to the UK public.
- The percentage of tickets sold to the UK public across the 15 different Athletics sessions ranged between a high of 78.6% (50,072) tickets sold to the UK public for AT008 (Usain Bolt 200m qualifier); 73.6% (46,546) tickets sold for AT003 (Jessica Ennis Long Jump & Javelin); 60% (37,737 tickets) for AT015 (Mo Farah 5,000m Gold Medal) to the lowest percentage of 51.1% (31,618 tickets) for AT005 (for Men's 100m Final).



Appendix I attached provides a breakdown of Olympic Games capacity and sales to the UK public by sport. Looking at specific sessions across the most popular sports information is as follows:

**Boxing – on average 81% of tickets were sold to the UK public**

Boxing (BX017) – afternoon session – 87.4% of tickets sold to the UK public

Boxing (BX028) – afternoon session (Anthony Joshua Team GB Gold) – 59.4% of tickets sold to the UK public

**Cycling – Track – on average 47% of tickets were sold to the UK public**

Cycling – Track (CT004) – afternoon session (Women’s Team Pursuit Team GB Gold) – 51.6% sold to the UK public

Cycling – Track (CT007) – afternoon– (Men’s Sprint Team GB Gold Jason Kenny) 39.5% of tickets sold to the UK public

**Equestrian (Eventing) – on average 83.2% of tickets were sold to the UK public**

Equestrian (Eventing) (Cross Country) (EV003) – All Day General Admission – 90.9%

Equestrian (Eventing) (Individual and Team Jumping – Team GB Silver) (EV04) - afternoon– 73.5%

**Football – on average 90.9% of tickets were sold to the UK public**

Football – (FB003) – evening Hampden Park Glasgow – Women’s GB v New Zealand - 96.3% of tickets were sold to the UK public

Football final – (FB042) – evening Wembley Stadium – Brazil v Mexico - 78.2% of tickets were sold to the UK public

**Hockey – on average 78% of tickets were sold to the UK public**

Hockey – (HK031) morning – ( Women’s Hockey - Japan v South Africa, Korea v Germany) 91.6% of tickets sold to the UK public

Hockey – (HK042) evening - (Men’s Hockey Final – Germany v Netherlands) - 49.8% of tickets sold to the UK public

**Swimming – on average 51.8% of tickets sold to the UK public**

Swimming – (SW013) – morning heats – 64.4% of tickets sold to the UK public

Swimming (SW002) – evening – 39.8% of tickets sold to the UK public

**Accredited Seating**

There were no tickets for accredited seating. These seats were for people working at the Games, and a number of people rotated through an accredited seat within a session. This was not tracked or measured.

The seats were made available in each venue for use by four client groups; broadcast journalists, press journalists, athletes and Protocol (VIPs, Olympic Family, Sport Federations, Judges and Coaches). Accredited members of these four client groups could attend without prior notice. The number of seats set aside for accredited areas was worked out months in advance through discussions and negotiations with these groups.

During the first few days of the Olympic Games it was clear that these seats were not all being utilised at several sessions. Plans had already been developed to mitigate the potential for empty seats by downsizing accredited areas at Preliminary sessions and by implementing the 'Key Seat' programme in Park venues where London school and college students would fill seats.

The 'Key Seat' programme was established by LOCOG in anticipation that there may be some variance in accredited seat demand in some of the early rounds of competition. The programme allowed young people from London to use approximately 400 accredited seats per day, free of charge, throughout the Olympic Games. A total of 6000 seats were allocated in this way. Additional steps were taken to reduce the accredited areas further, selling more seats to the UK public (over 90,000 tickets were sold in this way) and by offering seats to the military and volunteers in recognition of their service to the Games. Between 300 and 600 seats were offered to military and volunteers per day throughout the Olympic Games with approximately 7000 seats allocated in this way throughout the Games.

## **Ticketshare**

Tickets for school students and other good causes funded through the hospitality programme. The scheme delivered 175,000 tickets to schools through the London 2012 'Get Set' Education Programme, including 125,000 to London schools. A further 25,000 tickets were distributed to good causes through the BOA, BPA, Tickets for Troops and Sport England. There was an additional uplift of 140,000 tickets to the scheme for regional Football matches. In total, 340,000 tickets were distributed through the Ticketshare programme.

## **Accessibility**

Tickets for wheelchair users included a ticket for a carer or companion and the Ticketcare scheme saw additional tickets for carers at no cost for those ticket holders with high dependency care needs. 2,134 tickets were allocated through the Ticketcare scheme throughout both Games.

35,767 Wheelchair and companion seats were allocated for the Olympic Games, and a further 31,040 were allocated for the Paralympic Games.

In addition, during the Olympic Games wheelchair and companion seats were allocated on the day to approximately 250 customers per day. This figure was approximately 200 per day for the Paralympic Games.

Easy access seats and enhanced amenity seats were made available and facilities such as enhanced audio commentary were put in place for blind spectators. 'Changing Places' toilets were also installed in almost all venues, and a Games Mobility Service was in place for disabled people that included free wheelchair and scooter hire.

## **Pay Your Age**

For the first time at an Olympic Games a concession programme was introduced across all sports. This saw young people (aged 16 and under) pay their age and people aged 60 and over pay just £16 for a ticket. For the Paralympic Games, concession tickets were £5. This proved extremely popular. A total of 639,777 concession tickets were sold for the Olympic Games and 802,391 concession tickets were sold for the Paralympic Games.

## **Re-sale**

All customers could re-sell their tickets through LOCOG, at face value. This enabled people whose circumstances had changed to get their money back without resorting to the black market. 180,000 tickets were re-sold in this way.

## **Re-cycle**

Re-cycle was introduced at the Olympic Park and at Wimbledon for the Olympic Games. Spectators leaving early had their tickets scanned and these were then re-issued to other people waiting who could then enter the venue for the remainder of the session. 15,944 tickets were re-cycled in this way.

## **Appendices**

Attached (in order) please find the following supporting information:

- Appendix I     Olympic Games Total Sales / Sales to UK public by sport
- Appendix II    Paralympic Games Total Sales / Sales to UK public by sport
- Appendix III   £20 or less tickets available by sport
- Appendix IV    Pay Your Age allocation by sport
- Appendix V     Olympic Sport by Price Point
- Appendix VI    Olympic Games ticket prices

## Appendix I: OLYMPIC GAMES TOTAL SALES / SALES TO UK PUBLIC BY SPORT

	Total Saleable Capacity	Total Sold	UK Public Sold	UK Public Sold % (% of Total Sold)	Unsold	Unsold %
Archery	61,150	60,410	46,032	76%	740	1%
Athletics	946,752	944,345	644,915	68%	2,407	0%
Athletics - Marathon	7,545	7,298	4,840	66%	247	3%
Athletics - Race Walk	11,283	10,935	9,139	84%	348	3%
Badminton	113,017	111,729	78,589	70%	1,288	1%
Basketball	465,385	462,433	326,197	71%	2,952	1%
Beach Volleyball	408,823	405,952	284,491	70%	2,871	1%
Boxing	202,901	200,914	162,677	81%	1,987	1%
Canoe Slalom	52,789	51,616	38,351	74%	1,173	2%
Canoe Sprint	119,805	119,018	97,606	82%	787	1%
Ceremony	104,149	103,865	53,784	52%	284	0%
Cycling - BMX	16,162	15,914	10,274	65%	248	2%
Cycling - Mountain Bike	33,914	33,558	28,777	86%	356	1%
Cycling - Road (Road Race)	32,997	32,809	29,750	91%	188	1%

Cycling - Road (Time Trial)	2,970	2,733	2,494	91%	237	8%
Cycling - Track	38,301	37,966	17,846	47%	335	1%
Diving	167,481	165,154	113,987	69%	2,327	1%
Equestrian - Dressage	77,227	76,655	62,663	82%	572	1%
Equestrian - Eventing	105,563	105,266	87,567	83%	297	0%
Equestrian - Jumping	77,138	76,769	55,669	73%	369	0%
Fencing	106,392	105,824	72,330	68%	568	1%
Football	2,088,078	1,874,854	1,703,636	91%	213,224	10%
Gymnastics - Artistic	171,481	170,250	100,972	59%	1,231	1%
Gymnastics - Rhythmic	20,076	19,432	10,746	55%	644	3%
Gymnastics - Trampoline	27,510	27,113	21,552	79%	397	1%
Handball	284,442	282,930	204,889	72%	1,512	1%
Hockey	588,630	586,625	457,503	78%	2,005	0%
Judo	99,235	97,897	59,598	61%	1,338	1%
Modern Pentathlon	32,231	31,736	23,889	75%	495	2%
Rowing	196,234	194,398	145,271	75%	1,836	1%
Sailing	56,575	53,418	41,946	79%	3,157	6%



Shooting	23,386	22,865	13,624	60%	521	2%
Swimming	172,986	171,939	91,100	53%	1,047	1%
Swimming - Marathon	4,752	4,582	2,304	50%	170	4%
Synchronised Swimming	63,785	63,176	49,629	79%	609	1%
Table Tennis	138,924	137,930	98,120	71%	994	1%
Taekwondo	72,023	71,602	52,916	74%	421	1%
Tennis	217,661	216,930	142,272	66%	731	0%
Triathlon	8,732	8,613	2,294	27%	119	1%
Volleyball	498,748	495,737	382,335	77%	3,011	1%
Water Polo	116,288	114,398	80,051	70%	1,890	2%
Weightlifting	92,442	90,137	75,338	84%	2,305	2%
Wrestling - Freestyle	71,895	71,077	54,134	76%	818	1%
Wrestling - Greco-Roman	43,322	42,774	33,750	79%	548	1%
Olympic Park	152,838	151,109	116,953	77%	1,729	1%
Orbit	79,275	76,784	71,857	94%	2,491	3%
<b>Total</b>	<b>8,473,293</b>	<b>8,209,469</b>	<b>6,264,657</b>	<b>76%</b>	<b>263,824</b>	<b>3%</b>

## Appendix II: PARALYMPIC GAMES TOTAL SALES / SALES TO UK PUBLIC BY SPORT

	Total Saleable Capacity	Total Sold	UK Public Sold	UK Public Sold % (% of Total Sold)	Unsold	Unsold %
Archery	15,095	13,606	12,592	93%	1,489	10%
Athletics	1,186,644	1,185,976	1,132,467	95%	668	0%
Athletics - Marathon	4,226	4,115	3,800	92%	111	3%
Boccia	28,332	26,976	25,058	93%	1,356	5%
Ceremony	122,563	122,017	98,023	80%	546	0%
Cycling - Road	29,872	29,223	21,786	75%	649	2%
Cycling - Track	40,057	37,923	31,641	83%	2,134	5%
Equestrian	119,456	115,602	108,980	94%	3,854	3%
Football 5-a-side	16,588	13,872	11,160	80%	2,716	16%
Football 7-a-side	87,907	82,011	78,673	96%	5,896	7%
Goalball	57,771	52,700	46,971	89%	5,071	9%
Judo	13,880	13,026	11,895	91%	854	6%
Powerlifting	26,053	25,542	24,525	96%	511	2%
Rowing	30,571	29,393	25,876	88%	1,178	4%
Shooting	3,765	3,123	2,372	76%	642	17%

Sitting Volleyball	42,448	42,044	38,544	92%	404	1%
Swimming	259,886	256,342	221,427	86%	3,544	1%
Table Tennis	25,640	24,040	20,975	87%	1,600	6%
Wheelchair Basketball	171,777	168,619	147,887	88%	3,158	2%
Wheelchair Fencing	22,850	20,482	19,459	95%	2,368	10%
Wheelchair Rugby	29,100	27,311	18,898	69%	1,789	6%
Wheelchair Tennis	21,172	17,649	11,864	67%	3,523	17%
ExCel day pass	119,502	115,919	106,798	92%	3,583	3%
ExCeL pass	12,650	12,542	12,542	100%	108	1%
Olympic Park	109,000	106,206	101,776	96%	2,794	3%
Olympic Park day pass	176,443	172,880	135,346	78%	3,563	2%
Orbit	60,550	59,769	59,607	100%	781	1%
The Royal Artillery Barracks day pass	6,000	5,435	4,815	89%	565	9%
<b>Total</b>	<b>2,839,798</b>	<b>2,784,343</b>	<b>2,535,757</b>	<b>91%</b>	<b>55,455</b>	<b>2%</b>

## APPENDIX III £20 (OR LESS) TICKETS AVAILABLE BY SPORT

Sport	Volume
Archery	10,837
Athletics	67,255
Athletics - Marathon	3,540
Athletics - Race Walk	7,006
Badminton	15,780
Basketball	68,901
Beach Volleyball	36,114
Boxing	24,375
Canoe Slalom	5,836
Canoe Sprint	31,843
Ceremony	5,483
Cycling - BMX	3,450
Cycling - Mountain Bike	1,774
Cycling - Road (Road Race)	29,400
Cycling - Road (Time Trial)	2,970
Cycling - Track	2,130
Diving	7,256
Equestrian - Dressage	9,843
Equestrian - Eventing	9,806
Equestrian - Jumping	9,992
Fencing	13,239
Football	1,282,851
Gymnastics - Artistic	13,716
Gymnastics - Rhythmic	2,670
Gymnastics - Trampoline	4,571
Handball	70,374
Hockey	134,133
Judo	15,714
Modern Pentathlon	15,192
Olympic Park	207,248
Orbit	86,952
Rowing	34,097
Sailing	2,297
Shooting	2,999
Swimming	15,918
Swimming - Marathon	1,328
Synchronised Swimming	8,922
Table Tennis	27,987
Taekwondo	13,656
Tennis	17,058
Triathlon	3,630
Volleyball	98,447
Water Polo	23,517
Weightlifting	9,272
Wrestling - Freestyle	22,791
Wrestling - Greco-Roman	13,705
<b>Grand Total</b>	<b>2,495,875</b>

APPENDIX IV: PYA ALLOCATION BY SPORT

Sport	Volume
Archery	2,352
Athletics	50,870
Athletics - Marathon	803
Athletics - Race Walk	2,228
Badminton	4,514
Basketball	20,920
Beach Volleyball	7,897
Boxing	8,948
Canoe Slalom	5,128
Canoe Sprint	12,142
Ceremony	839
Cycling - BMX	1,993
Cycling - Mountain Bike	8,261
Cycling - Road (Road Race)	628
Cycling - Road (Road Race) - Box Hill	25,883
Cycling - Road (Time Trial)	2,494
Cycling - Track	1,654
Diving	4,516
Equestrian - Dressage	6,370
Equestrian - Eventing	17,835
Equestrian - Jumping	5,608
Fencing	8,153
Football	255,404
Gymnastics - Artistic	3,178
Gymnastics - Rhythmic	1,175
Gymnastics - Trampoline	2,943
Handball	7,939
Hockey	46,341
Judo	6,692
Modern Pentathlon	6,554
Rowing	14,161
Sailing	7,844
Shooting	599
Swimming	1,972
Swimming - Marathon	244
Synchronised Swimming	6,175
Table Tennis	6,949
Taekwondo	5,003
Tennis	29,490
Triathlon	327
Volleyball	17,329
Water Polo	5,284
Weightlifting	3,904
Wrestling - Freestyle	6,633
Wrestling - Greco-Roman	3,601
Grand Total	639,777
Football	255,404
Total less FB	384,373



Appendix V: Price category by Olympic sport

	Total Sold Price Point Allocation				
	A	B	C	D	E
Archery	20%	25%	30%	25%	0%
Athletics	20%	22%	21%	19%	18%
Athletics - Marathon	35%	19%	46%	0%	0%
Athletics - Race Walk	37%	63%	0%	0%	0%
Badminton	23%	25%	25%	27%	0%
Basketball	22%	25%	24%	23%	6%
Beach Volleyball	18%	19%	26%	20%	17%
Boxing	15%	22%	21%	22%	19%
Canoe Slalom	23%	24%	26%	27%	0%
Canoe Sprint	24%	25%	51%	0%	0%
Cycling - BMX	20%	19%	18%	21%	21%
Cycling - Mountain Bike	95%	5%	0%	0%	0%
Cycling - Road (Road Race)	40%	20%	40%	0%	0%
Cycling - Road (Time Trial)	100%	0%	0%	0%	0%
Cycling - Track	22%	20%	21%	20%	17%
Diving	19%	20%	24%	18%	19%
Equestrian - Dressage	23%	28%	23%	25%	0%
Equestrian - Eventing	59%	14%	13%	14%	0%
Equestrian - Jumping	25%	27%	22%	25%	0%
Fencing	23%	29%	23%	24%	0%
Football	16%	24%	49%	10%	1%
Gymnastics - Artistic	14%	28%	20%	20%	19%
Gymnastics - Rhythmic	24%	24%	26%	26%	0%
Gymnastics - Trampoline	16%	23%	21%	21%	20%
Handball	24%	24%	24%	28%	0%
Hockey	21%	24%	28%	27%	0%
Judo	22%	27%	21%	30%	0%
Modern Pentathlon	62%	38%	0%	0%	0%
Rowing	19%	23%	18%	15%	25%
Sailing	96%	4%	0%	0%	0%
Shooting	100%	0%	0%	0%	0%
Swimming	20%	19%	22%	19%	20%
Swimming - Marathon	50%	22%	28%	0%	0%

Appendix V: Price category by Olympic sport

	Total Sold Price Point Allocation				
	A	B	C	D	E
Synchronised Swimming	15%	12%	27%	23%	23%
Table Tennis	22%	26%	28%	24%	0%
Taekwondo	20%	32%	20%	28%	0%
Tennis	21%	27%	27%	14%	11%
Triathlon	43%	15%	42%	0%	0%
Volleyball	16%	20%	20%	22%	22%
Water Polo	27%	23%	25%	25%	0%
Weightlifting	21%	28%	25%	26%	0%
Wrestling - Freestyle	22%	24%	24%	29%	0%
Wrestling - Greco-Roman	22%	24%	25%	29%	0%
Olympic Park	-	-	-	-	-
Orbit	-	-	-	-	-
Total	-	-	-	-	-
Key Sessions:					
AT003 (Jess Ennis morning session)	19%	21%	20%	19%	20%
AT005 (men's 100m final)	19%	21%	22%	20%	18%
AT015 (Mo Farah Gold 5k)	19%	21%	22%	20%	18%
RO005 (Helen Glover/Heather Stanning - 1st	21%	22%	18%	15%	25%
CT004 (women's team pursuit - team gb gold)	22%	20%	21%	20%	17%
SA008 (Ben's ainslie - Team GB gold)	100%	0%	0%	0%	0%
BX028 (Anthony Joshua (Super heavyweight)	18%	22%	20%	20%	20%
CS005 (Tim Baillie & Etienne Stott - Team GB	23%	23%	26%	27%	0%
TK006 (Jade Jones, Team GB Gold)	20%	32%	20%	28%	0%
CR008 (Bradley Wiggins Time Trial - Team GB	100%	0%	0%	0%	0%

# Olympic Games ticket prices



Tickets for the London 2012 Olympic Games are available at a wide range of prices starting at £20. There are also special prices for young people and seniors across all Olympic sports. Young people who are 16 years old or younger (at 27 July 2012) will pay their age for a ticket. Seniors aged 60 and over (at 27 July 2012) will pay £16. These 'pay your age' ticket prices and senior ticket prices are available in more than 200 sessions. The price of a ticket for a wheelchair space includes a companion seat located next to it.

The full breakdown of ticket prices for each Olympic sport is shown below. All ticket prices will provide a great Games experience.

Olympic Games tickets go on sale in March 2011. You can make a start by signing up to register your interest at [www.tickets.london2012.com](http://www.tickets.london2012.com)

Sport	Venue	Session type	Gender	Special prices	Ticket prices				
Archery	Lord's Cricket Ground	Preliminary	M/W	Yes	£65	£45	£30	£20	
		Final	M/W		£95	£65	£45	£30	
Athletics	Olympic Park - Olympic Stadium	Preliminary	M/W	Yes	£150	£95	£65	£40	£20
		Final	M/W		£450	£295	£150	£95	£50
		Super final	M/W		£725	£420	£295	£125	£50
Athletics - Marathon	London	Final	M/W	Yes	£50	£30	£20		
Athletics - Race Walk	London	Final	M/W	Yes	£30	£20			
Badminton	Wembley Arena	Preliminary	M/W	Yes	£75	£50	£35	£20	
		Quarter-final	M/W		£95	£65	£45	£30	
		Semi-final	M/W		£95	£65	£45	£30	
		Final	M/W		£150	£95	£65	£45	
Basketball	Olympic Park - Basketball Arena	Preliminary	M	Yes	£95	£65	£40	£20	
			M		£115	£75	£45	£30	
			W	Yes	£75	£50	£35	£20	
		Quarter-final	W		£95	£65	£40	£20	
	North Greenwich Arena	Quarter-final	M		£125	£85	£55	£45	£35
		Semi-final	M		£150	£110	£95	£65	£45
			W		£125	£85	£55	£45	£35
		Bronze	M		£325	£225	£150	£95	£50
			W		£150	£110	£95	£65	£45
		Final	M		£425	£295	£185	£125	£95
			W		£325	£225	£150	£95	£50
Beach Volleyball	Horse Guards Parade	Preliminary	M/W	Yes	£95	£65	£50	£40	£20
		Round of 16	M/W		£110	£75	£55	£45	£30
		Quarter-final	M/W		£125	£95	£75	£65	£45
		Semi-final	M/W		£225	£150	£110	£95	£65
		Final	M/W		£450	£295	£185	£125	£95

Sport	Venue	Session type	Gender	Special prices	Ticket prices				
Boxing	ExCeL	Preliminary	M/W	Yes	£95	£75	£50	£30	£20
		Quarter-final	M/W		£110	£75	£55	£45	£30
		Semi-final	M		£150	£95	£75	£50	£30
			W		£110	£75	£55	£45	£30
		Final	M		£395	£295	£185	£125	£95
			W		£275	£185	£125	£95	£50
Canoe Slalom	Lee Valley White Water Centre	Preliminary	M/W	Yes	£60	£45	£30	£20	
		Final	M/W		£150	£95	£55	£35	
Canoe Sprint	Eton Dorney	Preliminary	M/W	Yes	£60	£40	£20		
		Final	M/W		£95	£55	£35		
Cycling - BMX	Olympic Park - BMX Circuit	Preliminary	M/W	Yes	£95	£65	£55	£40	£20
		Final	M/W	Yes	£125	£75	£55	£45	£20
Cycling - Mountain Bike	Hadleigh Farm, Essex	Final	M/W	Yes	£45	£20			
Cycling - Road (Road Race)	London	Final	M/W	Yes	£60	£40	£20		
Cycling - Road (Time Trial)	London	Final	M/W	Yes	£60	£40	£20		
Cycling - Track	Olympic Park - Velodrome	Preliminary	M/W	Yes	£150	£95	£65	£40	£20
		Final	M/W		£325	£225	£150	£95	£50
Diving	Olympic Park - Aquatics Centre	Preliminary	M/W	Yes	£150	£95	£65	£40	£20
			M/W		£175	£120	£80	£50	£30
		Semi-final	M/W		£175	£120	£80	£50	£30
			M/W		£225	£125	£90	£50	£30
		Final	M/W		£225	£125	£90	£50	£30
			M/W		£450	£295	£185	£95	£50
Equestrian - Dressage	Greenwich Park	Preliminary	M/W	Yes	£95	£65	£40	£20	
		Final	M/W		£150	£95	£55	£35	
			M/W		£275	£175	£95	£65	
Equestrian - Eventing (dressage, jumping only)	Greenwich Park	Preliminary	M/W	Yes	£95	£65	£40	£20	
		Final	M/W		£150	£95	£55	£35	
Equestrian - Eventing (cross-country only)	Greenwich Park	Preliminary	M/W	Yes	£55				
Equestrian - Jumping	Greenwich Park	Preliminary	M/W	Yes	£95	£65	£40	£20	
		Final	M/W		£150	£95	£55	£35	
			M/W		£275	£175	£95	£65	
Fencing	ExCeL	Preliminary	M/W	Yes	£65	£45	£30	£20	
		Final	M/W		£95	£65	£45	£30	
Football	City of Coventry Stadium, Coventry	Preliminary	M/W	Yes	£40	£30	£20		
		Quarter-final	W	Yes	£50	£40	£20		
		Bronze	W		£60	£45	£30		
	Hampden Park, Glasgow	Preliminary	M/W	Yes	£40	£30	£20		
		Quarter-final	W	Yes	£50	£40	£20		
	Millennium Stadium, Cardiff	Preliminary	M/W	Yes	£40	£30	£20		
		Quarter-final	M/W	Yes	£50	£40	£20		
		Bronze	M		£75	£45	£30		
	Old Trafford, Manchester	Preliminary	M/W	Yes	£40	£30	£20		
		Quarter-final	M	Yes	£50	£40	£20		
		Semi-final	M		£125	£75	£45	£30	
			W	Yes	£50	£40	£20		
	St James' Park, Newcastle	Preliminary	M/W	Yes	£40	£30	£20		
		Quarter-final	M/W	Yes	£50	£40	£20		
	Wembley Stadium	Preliminary	M/W	Yes	£60	£45	£30	£20	
		Quarter-final	M	Yes	£60	£45	£30	£20	
		Semi-final	M		£125	£75	£45	£30	
			W	Yes	£60	£45	£30	£20	
		Final	M		£185	£125	£95	£65	£40
			W		£125	£95	£65	£45	£30

Sport	Venue	Session type	Gender	Special prices	Ticket prices				
Gymnastics - Artistic	North Greenwich Arena	Preliminary	M/W	Yes	£150	£95	£65	£40	£20
		Final	M/W		£450	£295	£185	£95	£50
Gymnastics - Rhythmic	Wembley Arena	Preliminary	W	Yes	£95	£65	£40	£20	
		Final	W		£175	£125	£65	£45	
Gymnastics - Trampoline	North Greenwich Arena	Final	M/W	Yes	£185	£115	£75	£40	£20
Handball	Olympic Park - Handball Arena	Preliminary	M/W	Yes	£50	£40	£30	£20	
		Quarter-final	W		£75	£50	£35	£20	
	Olympic Park - Basketball Arena	Quarter-final	M		£75	£50	£35	£20	
		Semi-final	M/W		£75	£50	£35	£20	
		Bronze	M/W		£95	£65	£45	£35	
		Final	M/W		£125	£95	£65	£45	
Hockey	Olympic Park - Hockey Centre	Preliminary	M/W	Yes	£65	£45	£35	£20	
		Classification	M/W	Yes	£65	£45	£35	£20	
		Semi-final	M/W		£95	£65	£45	£30	
		Bronze	M/W		£115	£75	£45	£35	
		Final	M/W		£150	£95	£65	£45	
Judo	ExCeL	Preliminary	M/W	Yes	£85	£55	£35	£20	
		Final	M/W		£125	£95	£65	£45	
Modern Pentathlon	Greenwich Park	Final	M/W	Yes	£35	£20			
	All venues	Final	M/W		£75				
Rowing	Eton Dorney	Preliminary	M/W	Yes	£95	£65	£50	£40	£20
		Final	M/W		£150	£95	£70	£50	£30
Sailing	Weymouth and Portland	Preliminary	M/W	Yes	£35	£20			
		Final	M/W		£55				
Shooting	The Royal Artillery Barracks	Preliminary	M/W	Yes	£20				
		Final	M/W		£30				
			M/W		£40				
Swimming	Olympic Park - Aquatics Centre	Preliminary	M/W	Yes	£150	£95	£65	£40	£20
		Final	M/W		£450	£295	£185	£95	£50
Swimming - Marathon	Hyde Park	Final	M/W	Yes	£60	£40	£20		
Synchronised Swimming	Olympic Park - Aquatics Centre	Preliminary	W	Yes	£95	£75	£50	£30	£20
		Final	W		£175	£120	£80	£50	£30
Table Tennis	ExCeL	Preliminary	M/W	Yes	£85	£55	£35	£20	
		Quarter-final	M/W	Yes	£85	£55	£35	£20	
		Semi-final	M/W	Yes	£85	£55	£35	£20	
		Bronze	M/W		£110	£75	£45	£30	
		Final	M/W		£125	£95	£65	£45	
Taekwondo	ExCeL	Preliminary	M/W	Yes	£60	£45	£30	£20	
		Quarter-final	M/W		£85	£55	£35	£20	
		Semi-final	M/W		£95	£65	£45	£30	
Tennis	Wimbledon - Outer Courts	Preliminary	M/W	Yes	£20				
		Quarter-final	M/W	Yes	£20				
	Wimbledon - No.1 Court	Preliminary	M/W	Yes	£55	£40	£30		
		Quarter-final	M/W	Yes	£75	£45	£35		
		Semi-final	M/W	Yes	£75	£45	£35		
		Bronze	M/W	Yes	£95	£55	£35		
	Wimbledon - Centre Court	Preliminary	M/W	Yes	£85	£65	£55	£40	£30
		Quarter-final	M/W		£115	£75	£65	£45	£35
		Semi-final	M/W		£115	£75	£65	£45	£35
		Final	M/W		£185	£125	£110	£95	£65
			M/W		£225	£150	£110	£95	£65



Sport	Venue	Session type	Gender	Special prices	Ticket prices				
Triathlon	Hyde Park	Final	M/W	Yes	£60	£40	£20		
Volleyball	Earls Court	Preliminary	M/W	Yes	£65	£55	£45	£30	£20
		Quarter-final	M/W		£95	£65	£55	£45	£30
		Semi-final	M/W		£115	£85	£75	£65	£40
		Bronze	M/W		£115	£85	£75	£65	£40
		Final	M/W		£185	£150	£125	£95	£65
Water Polo	Olympic Park - Water Polo Arena	Preliminary	M/W	Yes	£65	£45	£30	£20	
		Classification	M/W		£65	£45	£30	£20	
		Quarter-final	M/W		£65	£45	£30	£20	
		Semi-final	M/W		£95	£65	£45	£30	
		Final	M/W		£185	£125	£95	£65	
Weightlifting	ExCeL	Preliminary	M/W	Yes	£65	£45	£30	£20	
		Final	M/W		£125	£95	£65	£45	
			M/W		£175	£125	£65	£45	
Wrestling - Freestyle	ExCeL	Preliminary	M/W	Yes	£65	£45	£35	£20	
		Final	M/W		£95	£55	£35	£20	
Wrestling - Greco-Roman	ExCeL	Preliminary	M	Yes	£65	£45	£35	£20	
		Final	M		£95	£55	£35	£20	
Ceremony	Venue				Ticket prices				
Opening Ceremony	Olympic Park - Olympic Stadium				£2,012	£1,600	£995	£150	£20.12
Closing Ceremony	Olympic Park - Olympic Stadium				£1,500	£995	£655	£150	£20.12

#### Notes:

- Prices may differ within a session type, depending on factors such as the time of day.
- Details of the events taking place within each session will be released in spring 2011.
- Special prices for young people and seniors are available in more than 200 sport sessions. Full details of these special prices, including the sessions to which they apply, will be released in spring 2011.
- There are two distinct types of ticket for the Modern Pentathlon competition. One covers all venues: fencing in the Handball Arena, swimming in the Aquatics Centre, and riding and the combined run/shoot in Greenwich Park. The other ticket covers only the events in Greenwich Park.
- Archery - Ranking Round on Friday 27 July is a non-ticketed session.
- Olympic Games ticket prices are correct as at 15 October 2010 and are subject to change.



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