



ATHENS 2004 OLYMPIC GAMES TICKETS

Athens 2004 spectators witnessed the pinnacle of sport in a magnificent setting, as the Athens 2004 Olympic Games competitions were staged throughout Attica — in the center of Athens and along the Aegean seaside — as well as in Thessaloniki, Volos, Heraklio, Patras and Olympia.

Spectators flocked to the ancient fields of Olympia, lined the road from Marathon, filled the ancient Panathinaiko Stadium, and marveled at the engineering mastery of the new Olympic Stadium. They witnessed road races around the majestic Acropolis, viewed the triathlon along the picturesque coastline of Voulaigmeni, and experienced the vital atmosphere of Faliro. In the midst of the ancient and the modern, the Athens 2004 Olympic Games provided spectators with an unforgettable experience.

Athens 2004 made available a total of more than 5.3 million Olympic Games ceremony and competition tickets. The Organising Committee also developed a ticketing programme and pricing plan designed to best ensure that all members of the public in all socio-economic groups would be able to experience the Athens 2004 Olympic Games.

The average Athens 2004 ticket price was 34% cheaper than the average Sydney 2000 ticket price.

-  Ceremony ticket prices ranged from 50 to 950
-  55% of the tickets were priced at less than 20
-  Sports ticket prices ranged from 10 to 300
-  68% of the tickets were priced between 10 and 30
-  38% of the tickets were priced between 10 or 15

“GREECE GAVE THE WORLD TWO MAGNIFICENT WEEKS OF SPORT.”
— THE TIMES (UNITED KINGDOM)

Staged in the smallest country ever to host the Olympic Games, Athens 2004 surpassed ticketing revenue targets and established a per capita record for Olympic sport and ceremony ticket sales.

Day 3: Athens Eclipses Seoul and Barcelona

On August 16, Athens 2004 eclipsed Seoul 1988 and Barcelona 1992 in the total number of ticket sold. Throughout the remainder of the Athens 2004 Olympic Games, spectators purchased an additional 500,000 tickets. Athens 2004 ticket sales ultimately reached 3,581,080.

Day 4: Athens Surpasses Revenue Target

On August 17, Athens 2004 tickets sales surpassed the Organising Committee’s revenue target of 183 million. Ticket sales ultimately generated 202.5 million, providing substantial support the staging of the Olympic Games.

Athens 2004 Tickets Sold	3,581,080
Athens 2004 Ticketing Revenue	202.5 million

“EFHARISTO, ATHENS, FOR ARCHITECTURAL MASTERPIECES OF STADIUMS AND ARENAS THAT SHOWCASED RECORD PERFORMANCES.” — ASSOCIATED PRESS

