



WORLDSKILLS LONDON 2011 CASE STUDY



WHAT IS A WORLD SKILLS COMPETITION?

WorldSkills London 2011, the largest public sector event to be held in London for at least 30 years, took place in October 2011 at the ExCel London. This was the largest event the venue has ever hosted, and the first time, the entire exhibition and conference space was utilised exclusively for one single event.

Young people from 51 countries competed to be the best of the best in their chosen skill. The delegation comprised of over 3,500 competitors, sponsors, officials and judges; more than 200,000 people from the UK visited and were inspired by the dedication of the teams taking part.

HOW WAS TRAVEL PLACES INVOLVED?

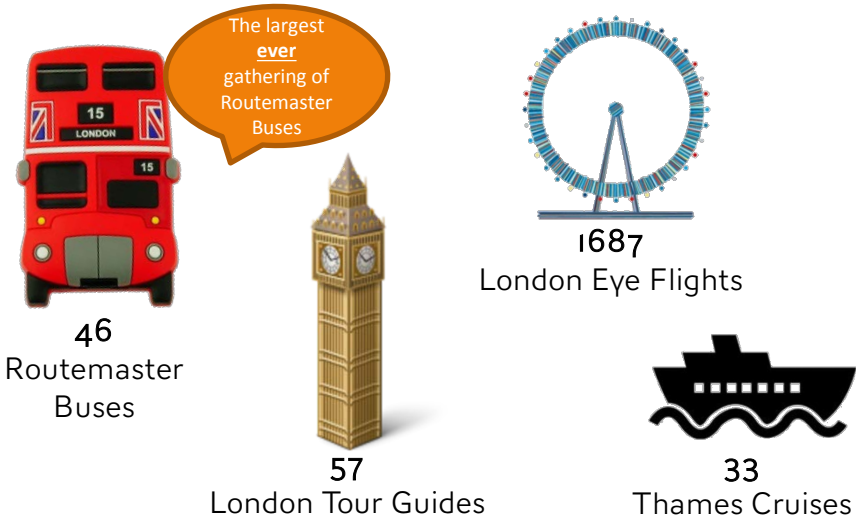
Over the 2 year cycle, in partnership with the UK Department of Business, Skills and Innovation, Travel Places was tasked with organising all UK based logistics for competing member countries, including accommodation, airport transfers, welcome party and sightseeing tours of London.



THE EVENT IN NUMBERS...



In one day Travel Places arranged...



On Friday 7 October **352,424** passengers travelled on the Docklands Light Railway – the busiest day in the history of the DLR and a 35% increase on a normal weekday (Source: DLR).



Over **1.1 million** official photos were viewed on Flickr during October and over **100** short films were loaded onto WorldSkills TV*

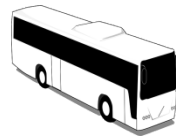


Over **200,000** people visited and took part in WorldSkills London 2011



43

DIFFERENT LANGUAGES



239

ARRIVAL & DEPARTURE COACHES



624

PRIVATE CAR TRANSFERS



29,000

HOTEL ROOM NIGHTS



£120K

SAVINGS FROM PROVISIONAL CONTRACTS

TESTIMONIALS

"From day one when they put their bid together we were very impressed with their approach, their professionalism, their attention to detail. They won [the contract] on merit in terms of evidence of previous contracts, value for money and cost effectiveness and boy did they deliver and we were very very pleased to work with them and not only did they deliver very efficiently they were a pleasure to work with."

AIDAN JONES | CHIEF EXECUTIVE | WORLD SKILLS LONDON 2011

"I was delighted that London hosted the biggest WorldSkills Competition in its sixty year history last year. Put simply, there's nothing more important than helping our young people get the skills they need to get a job and build a career. For our part, as governments, we must do everything we can to help young people develop their skills, just as you have done. People often say that our future is in the hands of our young people. From what I saw at WorldSkills – we have every reason to be optimistic about that future."

RT HON DAVID CAMERON MP | PRIME MINISTER

"London is consistently voted the best city in the world to do business and our strong skills base is a key factor behind this. In 2011 it will be our honour to host WorldSkills, when we will not only show the world our brilliance in staging great events, but also the great pool of talent in our country and in our capital."

BORIS JOHNSON | MAYOR OF LONDON



You can watch a video describing the event delivered by Travel Places during WorldSkills London 2011 on our **TRAVEL PLACES**

You Tube channel