



SPORTCENTRUM
papendal



European Forum –
Commercial activities Papendal

ARNHEM, 23 September 2014





Introduction Jochem Schellens

- Hotel Management
- Real Estate Development and Management
- Head of High Performance Centre Papendal since 2005
- Director of Hotel and Sportscentre Papendal since 2013





Today

1. Interactive presentation of facilities at Papendal
2. What is a CTO and how do we manage at Papendal?







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Indoor training



Education



Hotel &
conference



Offices



Innovation



Outdoor training

**“A world of Sports
within 1 square km.”**

Hotel Papendal

- 150 rooms (3 and 4 star)
- 20.000 m2 conference facilities
- Original buildings date from 1971
- Completed renovation in 2009
- Voted best hotel in NL in 2010
- Annual turn-over: around €10 million



Why a commercial hotel at Papendal?

- Facility value for sport and federations
- Financial contribution to sports centre Papendal
- Connection between elite sport and business/corporate market

Papendal Offices

- 40.000 m2 office space
- Head Office National Olympic Committee
- Housing various national sports federations
- Sports related companies
- Health and Fitness



Why offices at Papendal?

- Differentiation in sources of income
- Strategy, management and decision-making close to daily practice

Papendal Innovation

- Medical centre
- Inno Sportslab
- ISA
- Climate Room



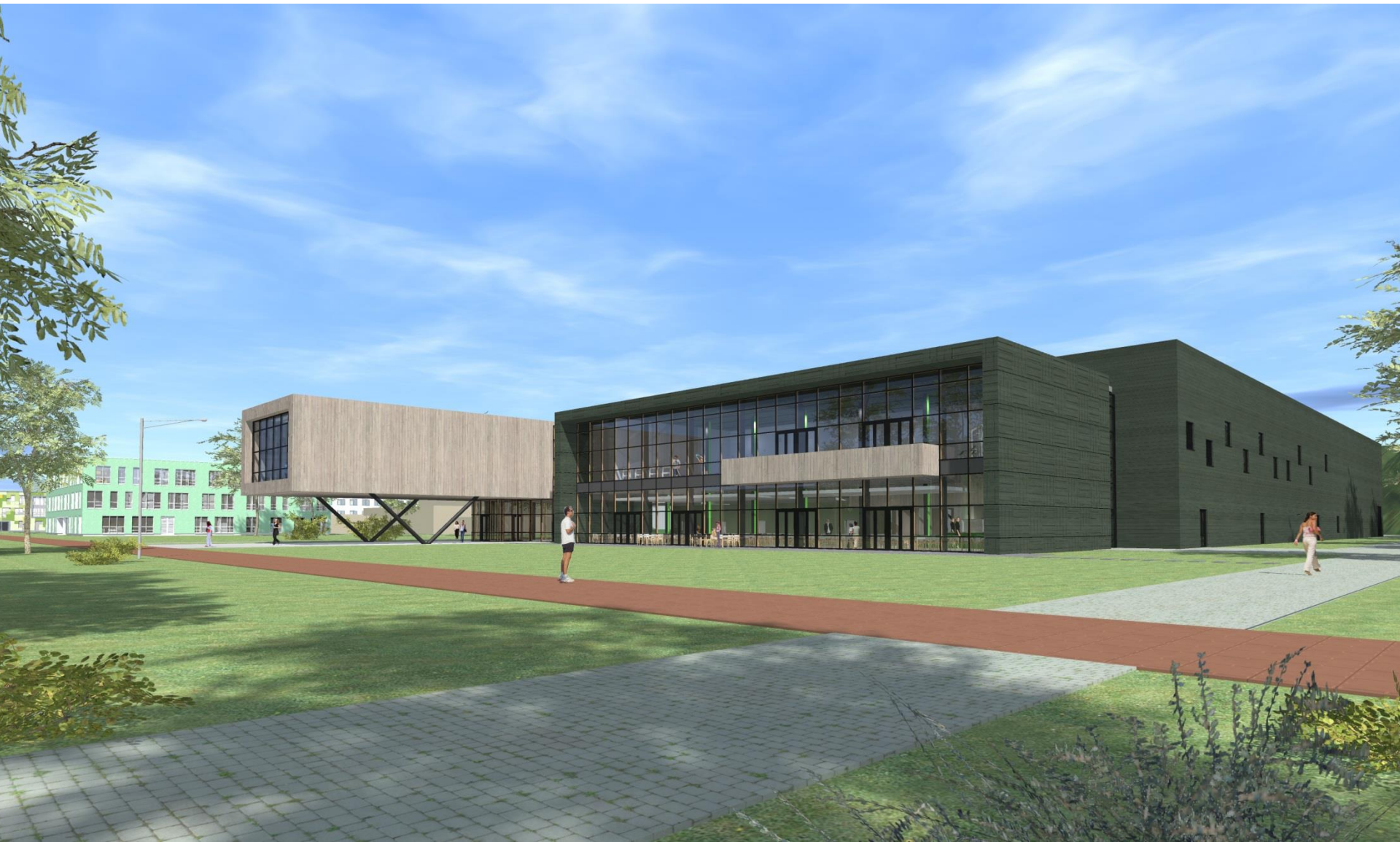
Papendal Education

- Secondary education off-site
- Professional education and sports related education on-site
- Strategic partnerships University Wageningen & Nijmegen
- Alliance Johan Cruijff institute





Arnhem Hall



Vitesse training facility

- Leading soccer training facility in the NL
- Heated pitches
- External financing of investment
- Cost sharing for use of services



Why Vitesse at Papendal?

- Local involvement and dedication
- High commercial and PR value



Commercial Activity & Training

- Friction between commercial activity & sports?
- Focus on segregation
- But to every rule there is the exception.....



BMX World Cup Supercross

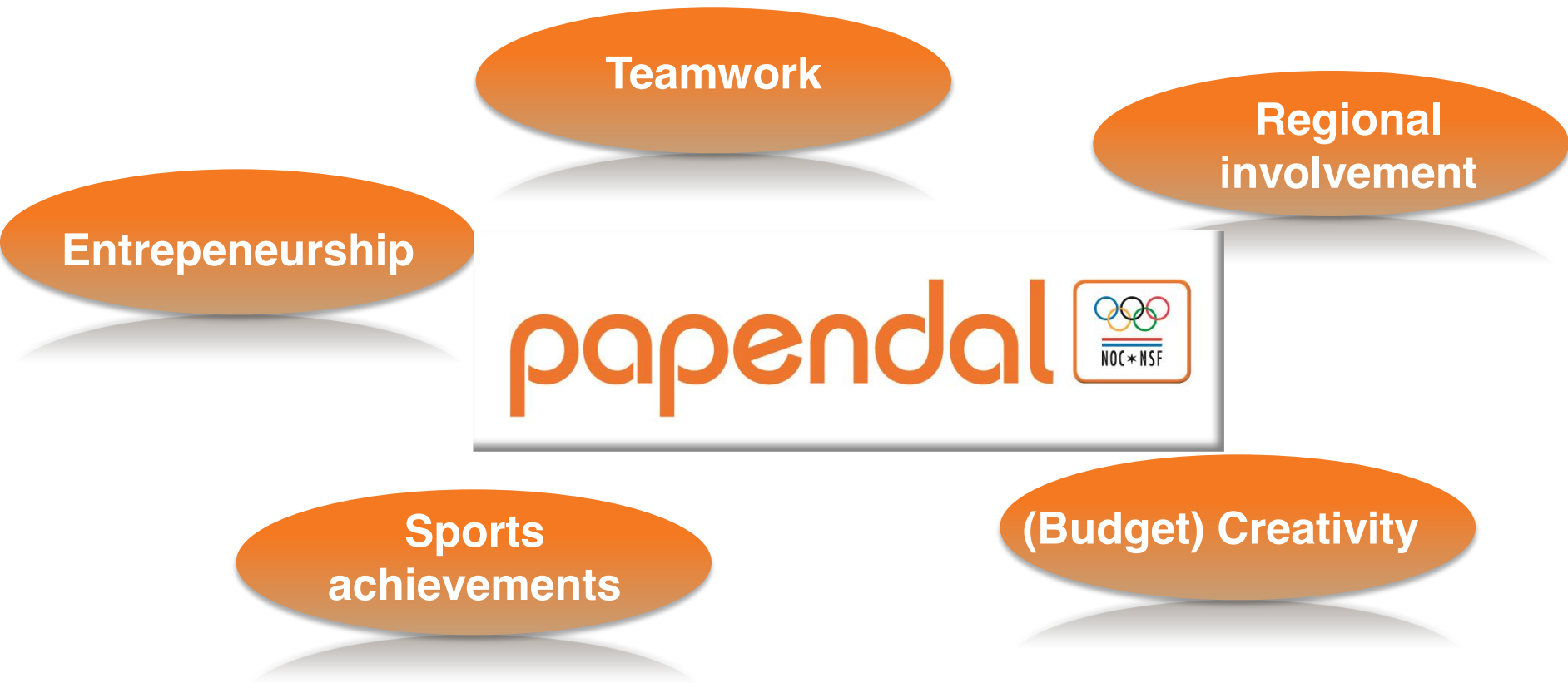
- Seperate foundation to maintain transparency
- 3 year-contract UCI (extended)
- Regional involvement
- Lack of budget stimulates creativity



BMX Track: replica London 2012



Critical points for success of Papendal





Thank you

