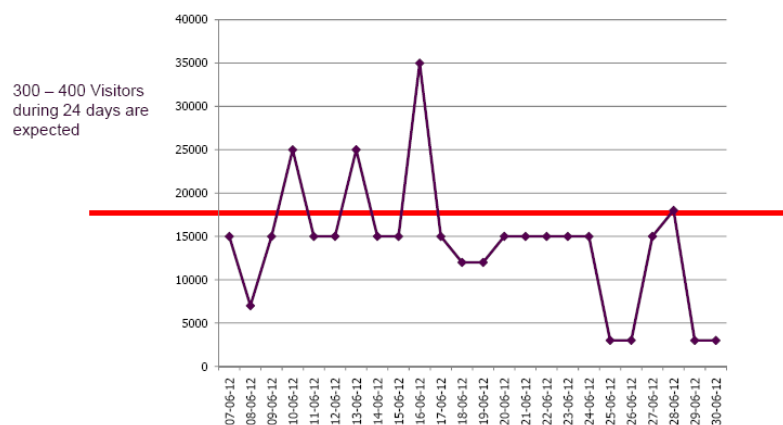


Event	Interview
Interviewee	<u>Mr. Oleg Zasadny</u> Lviv City Council, EURO 2012 Department
Date	March 2011

EU: How many football supporters does Lviv expect to welcome during the EURO 2012?

OZ: Lviv is ready to offer accommodation in the city and surrounding for approximately 20 000 – 30 000 guests in the hotels, spa resorts, apartments and student’s dormitories. Hosting 3 matches Lviv will offer good accessibility not only by plane but also by ground transport, thank’s to perfect location of official Fan Zone and interesting program we expect to have 300 000-400 000 fans during event.

Forecast of number of Visitors in Lviv During UEFA EURO 2012



EU: How many hotel rooms does Lviv have available for the EURO 2012 fans?

OZ: Thank’s to the fact that Lviv is well known in Ukraine touristic destination, every year 5-10 hotels appear on the city map, currently 53 hotels with capacity around 3000 rooms are already booked for EM2012 , another 1500 rooms are available for sales in hotels, 12 000 are located in the Sanatoriums (resorts located 90 km in the South). Touristic operators are working on the agreements with student’s dormitories – 4 600 beds are booked in Lviv Universities.

EU: What are the prospects of Lviv hospitality sector development? (incl. 3* hotel segment and international hotel chains)

OZ: In 2009 Lviv in cooperation with Ecole d’Lausanne run a research for Hotel Business Development. During this project we have studied hotel’s market in Ukraine and in Lviv particularly and then base on tourism development, number of existing hotels and occupancy rate in the local hotels we prepared a long term forecast



for new hotels development up to 2018. Looking on the structure of Hotels rooms by category special attention will be on 3* category where Lviv has a biggest demand in the next years. This research gave us an understanding what are favorable partners in the hotel market. We invited for cooperation investors who is interested not only in construction but also in operations: Accor Group with brand Ibis and currently they have 3 hotel project in preparation, Reinkarz opened Dvorzec hotel and is working on another one project in the city center.

EU: How does Lviv plan to ensure public Safety and Security during the EURO 2012?

OZ: Safety and security for a such big event is always a big challenge, we are using best European experience to secure our guests. Last year we start cooperation with Austrian police within project financed by EU – TWINNING. During the project we hosted head of Vienna police and our representatives of Militia had a possibility to visit Austrian host cities. With cooperation with GIZ (Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH) we prepared Host City concept, GIZ is providing support of all host cities in the necessary questions (marketing, safety and security, etc.)

EU: How many stewards and volunteers does Lviv plan to prepare for the EURO 2012?

OZ: All activities in the city are aiming to provide a support for our guests. A municipal volunteer service will be created to arrange and stage the UEFA European Football Championship 2012™ in Lviv it will require around 950 volunteers in the different areas (welcoming areas, media centers, fan embassies, fan camps, etc.) and from 150 to 300 stewards in the official Fanzone depending on the risk of the game.

Main project tasks for volunteers:

- Providing effective, professional and civilized servicing of guests and participants of UEFA EURO 2012™ in Lviv;
- Creating optimum working conditions for all volunteers to contribute to arranging UEFA EURO 2012™ in Lviv;
- Promoting UEFA European Football Championship 2012™ core ideas and events in Lviv and among citizens and visitors of the city in particular.

EU: What are the main selection criteria for potential stewards and volunteers?

OZ: Key requirements to candidate of municipal volunteers are very simple:

- being 18 years old at the time of fulfilling volunteer obligations;
- eagerness to help;
- language knowledge;
- appropriate motivation.

An application can be filled by candidate at the host city web-site. Every application will be registered by host city team and candidates will be interviewed and 950 people will be selected among them.



EU: Does Lviv plan to run any special training programs for the candidates?

OZ: Before proceeding with their obligations during event, every candidate will be obliged to undergo theoretical and practical training of volunteers.

The suggested volunteer training plan has been elaborated with view to key concept tasks and specific requirements to volunteers in order to serve in a certain division of volunteer activity.

- There are two kinds of classes – general (required for all volunteers) and specialized (elaborated with view to work specifics of each division or activity);
- With view to specifics of volunteer tasks, some classes (general and specialized) require practical comprehension of the material, along with theoretical expression.
- Special training will be provided for medical volunteers and volunteers responsible for support of police officers.

EU: How many fan zones will Lviv prepare for the EURO 2012?

OZ: We are working on the couple of projects of fanzone, official fanzone will be located in the central part of the city, in front of Opera House- this location can host up to 35,000 fans. To be on the safe side in case if bigger group of fans is coming we are working on 2 more locations in Lviv and one in Truskavets (where part of guests will be accommodated). These fan zones will be operated in cooperation with local business.

EU: What entertainment program will Lviv offer to its guests between football matches?

OZ: “Open up to the world” –this is a part of our promotion logo. So for the Championship we invite All-Ukrainian Internet based contest for young performers representing various music styles. The finalists are to perform in fan-zone during 24 days of event.

At least 3-5 festivals are to be held in Lviv during the finals of UEFA EURO 2012™ “Beer festival”, “The Dreamland” festival, “Drama.UA”, “Etnovyr”, “Kraina mrij (“Country of dreams”) festival. Theme days, dedicated to the countries of teams playing in Lviv, host-countries and host-cities are to be held. Besides, quizzes, mini-football contests and other activities for fans and city-visitors will be organized daily. Namely, kids entertainment zone from McDonald’s, activities supported by Carlsberg and, possibly, other sponsors.

Additionally we are working on the Host Cities Days - Host cities presentation, concert of the performers from the host cities, promotional videos exhibition and other events.