

China's National Games are coming to Tianjin

In less than five months, the National Games, a domestic gathering of athletes which takes place every four years will be held in Tianjin. The two previous installments were held in Shandong and Liaoning provinces. Although the marketing campaigns may not have been running at full speed, the planning and construction teams have been working overtime for years to be ready for the event.

The National Games, are one in a long line of major sporting or cultural events held in Tianjin that give the city an excuse to invest in itself. Other events have included the bi-annual Summer Davos events, the East Asian Games, the Tianjin Open tennis tournament and some early qualifying matches for the 2008 Olympics. We view these not really about the specific events themselves, but rather as an opportunity that the city has seized upon to help promote itself, to drive domestic tourism and as a great excuse to build more infrastructure.

Sports Event in Tianjin	Date	Sports	Competitors	Notes
China's National Games	August 2017	27	More than 10,000 athletes	All Chinese athletes
East Asian Games	October 2013	24	2,422 athletes	9 different countries in Asia
China's National University Games	September 2012	12	6,196 athletes	University students across China
Olympic Games	August 2008	1	About 500 athletes	12 international football qualifier games

The Event

The 13th National Games will be held in Tianjin from August 27th to September 8th 2017. This event is expected to bring about 10,000 athletes and 1,000 referees and officials into Tianjin to

participate. Additionally, another about 7,000 non-professionals are expected to take part in 19 sports, including roller skating, dragon boat racing and a marathon. We believe that the larger scale of the National Games will bring more changes and development in Tianjin during and after the game.

The Infrastructure

In order to support the event, the city has been building sporting facilities. These include:

Sports stadiums:

- 47 stadiums across the city will be used during the National Games. The government plans to build 21 new stadiums, renovate 15 existing stadiums and directly use another 11 existing ones. After the games, we expect most sports stadiums would be accessible to the public, providing more options for citizens to participate in sports and enhancing their communities.
- Universities are going to benefit directly by adding more high-quality sports stadiums, as 10 out of the 21 future stadiums are located on colleges and university campuses. For example, five new stadiums are going to be located in the Haihe Education Park in Jinnan district. And after the games, those stadiums are expected to open to students and improve the facility level of universities.

Parks:

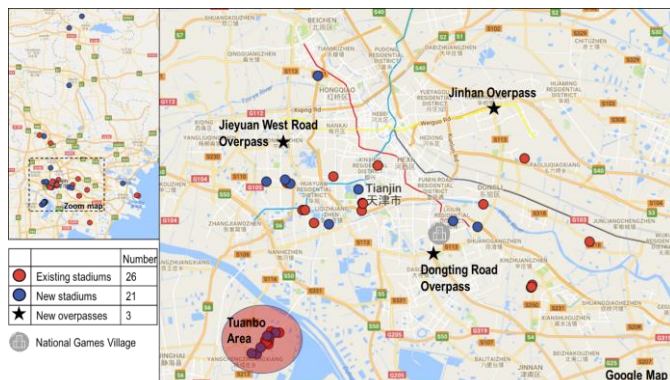
Several parks were built near different communities to improve the city's image before the games. One typical example is new Fumin Park (in Hedong district). In September 2015, Hedong Fumin Park opened to public and provided 80,000 sqm of public space with 16,000 sqm of space for sports facilities, such as football field, basketball court and 900 meter athletics track around the park. It has become the sports center in the surrounding area since it opened.

In addition, government is revamping dozens of old parks, such as Nankai Park and Zhujiang Park, by adding more public fitness equipment.

Roads and Rails

Infrastructure development is underway in several areas including subways, roads and overpasses. The story is that these new infrastructure links connect sporting venues to the rest of the city for easy access.

- New highway overpasses are under construction. Jinhan Overpass (connecting downtown to the Airport area), Dongting Road Overpass (adjacent to National Games Village and connecting to Jingang, Tianjin city center to Dagang Express Way to Jinnan District) and Jieyuan West Road Overpass started construction one year ago and are expected to complete and open to traffic by end of June 2017.
- Construction of subway lines is speeding up. Metro Line 5, which will pass Tianjin Olympic Center Stadium, Galaxy International Shopping Mall, and several large residential catchments in Hexi and Hedong District is expected to open before the event. Metro 6 phase II, from Water Park East Road Station to Meilin Road Station (near south Outer Ring Road and Meijiang Area), passing National Games Village is also expected to complete before the event.



Source: 13th National Games official website, JLL Tianjin Research

Environmental Improvements

- 46 roads are going to be cleaned and rebuilt, especially those near the stadiums and National Games Village and along Haihe River (Daguangming Bridge to Liuzhuang Bridge in Hedong District).
- To prepare for the aquatic sports, the government has cleaned up the Haihe River channel, from Jingang Bridge to Erdaozha in Jinnan District, removed up to 300 cubic meter of garbage.

High-end residential projects:

- National Games Village:
 - To provide accommodation for the athletes, coaches and media staff during the event, Tianjin has built the National Game Village. Started in early 2015 and developed by Greentown and Sunac, the National Game Village is located in Hexi District along Jiefang South Road in the Meijiang Area just north of the Outer Ring Road.
 - The project constitutes 81 buildings, providing about 4,900 units with more than 700,000 sqm of residential and facility space. The project is expected to complete in May 2017. After the games, citizens who bought the units can start to move in June 2018.
 - The National Games Village will reportedly have high quality of fit-out and more technology applications including Wi-Fi covering the whole community area. It will also adopt intelligent community concept. For example, residents can use an app to monitor their kids or older relatives when they are at home alone. The intelligent control system will also adjust the temperature of rooms automatically.

Area Branding

Several suburban areas, including Wuqing in the north-west of Tianjin and Tuanbo in the south are going to be given the chance to promote themselves through the games.

Wuqing, for example, is going to host the marathon, table tennis and triathlon. To prepare for the marathon, the local government is actively taking measures to smooth traffic and reconstruct roads. During the marathon, more than 10,000 participants and thousands of spectators will come and get to know the district. Professional facilities, clean roads and good organization ability could all leave people a good impression.

So overall, specific areas within Tianjin should be able to better brand themselves and show off their new sports facilities which may become anchors for more local events and encourage more restaurants or other retail locations to open nearby, much in the way, the stadium in the Five Roads area of Heping district has helped to revitalize that area.

Conclusion

The National Games will offer a short burst of sport activities to attend and for a few days will increase occupancy at local hotels and drive spending at local restaurants. However, the long-term implications will be the new infrastructure that was built in order to accommodate the event. The stadiums appear to have been thoughtfully- placed, so that after the games, they will get heavy

use by local universities and communities. Similarly, new parks will improve the green space of the city for a wide variety of residents. The athlete village will be quickly absorbed into the landscape as just another housing development, large, but not particularly significant in a city dotted with new housing developments. We expect the largest impacts to come from the roads and subway lines that were completed to help make the games more smoothly, but will benefit Tianjin residents and

businesses for years to come. So if you miss the games in August, don't worry, as a Tianjin resident, you will experience the benefits for years to come.

For further information, please contact:



[Lesley Chai](#)
Senior Analyst, Tianjin



[Michael Hart](#)
Managing Director, Tianjin

www.joneslanglasalle.com.cn

