

Plenty of tickets available for Sochi Games

By Mason Levinson, Bloomberg

Sochi may attract the fewest American visitors to a Winter Olympics in 20 years amid terrorism concerns, a lack of luxury hotel rooms and difficulties procuring visas, according to U.S. tour operators.

Russia's plan to spend \$50 billion on hotels and other infrastructure to convert a small city on the Black Sea into a year-round resort hasn't resulted in enough high-end hotels, and the existing facilities have raised prices by 121 percent for the event, according to trivago.co.uk, a U.K. website.

Russia's Olympic organizing committee said that 30 percent of tickets remained unsold three weeks before the Feb. 7 opening ceremony. The Vancouver Games in 2010 wound up selling 97 percent of its seats. With few international flights directly into the Sochi airport, and most Westerners requiring visas, a last-minute rush is unlikely, tour operators say.

Sochi has planned to sell 1.1 million tickets, according to an International Olympic Committee marketing document, meaning about 330,000 remained available as of the latest update from the organizing committee.

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