

THE ECONOMIC IMPACT OF INTERNATIONAL SPORTS ORGANISATIONS IN SWITZERLAND

2014–2019

HIGHLIGHTS

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Mandated by the Canton of Vaud, the City of Lausanne
and the International Olympic Committee

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Key results

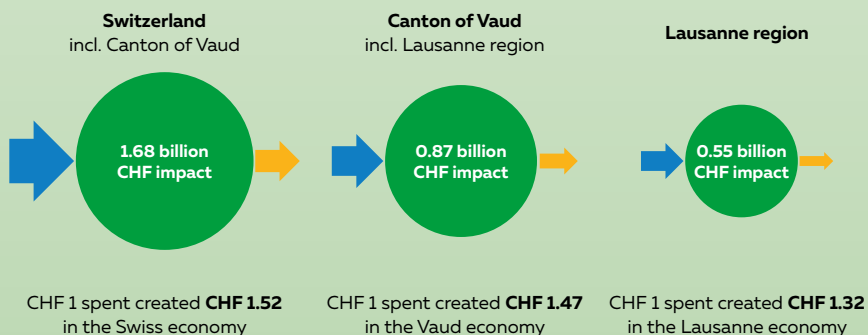
Between 2014 and 2019, the International Sport Organisations (ISOs) and their visitors spent, together, an average of CHF 1.10 billion within Switzerland each year (compared to an average yearly spending of CHF 0.70 billion between 2008 and 2013) (Bousigue & Stricker 2015). This spending generated CHF 0.58 billion of additional impact on the Swiss economy, creating an average yearly economic impact of **CHF 1.68 billion for Switzerland** (CHF 1.07 billion between 2008 and 2013), **CHF 0.87 billion for the Canton of Vaud** (CHF 0.55 billion between 2008 and 2013) and **CHF 0.55 billion for the Lausanne region** (CHF 0.25 billion between 2008 and 2013). Every CHF 1 spent in Switzerland by international sport organisations created CHF 1.52 in the Swiss economy, which equals to a 52% in added value.

Yearly average economic impact

● outside revenue

● outside expenditure (leakage)

● net impact



The authors

"We express our deepest appreciation to the 53 international sports organisations executives and respective organizational departments who made this study possible by taking the time to collect, consolidate and share their data with AISTS. We also acknowledge the trust demonstrated by the International Olympic Committee, the City of Lausanne and the Canton of Vaud in mandating AISTS to conduct this study."



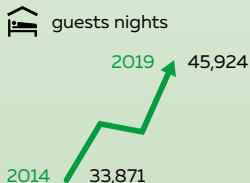
Dr Claude Stricker
AISTS Head of Study
& Executive Director



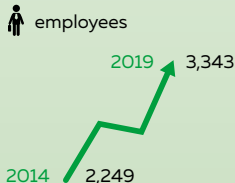
Dr Giovanni-Battista Derchi
AISTS Project Manager
& Assistant Professor at EHL
(Ecole hôtelière de Lausanne,
HES-SO University of Applied
Sciences and Arts Western
Switzerland)

The IOC and its financially supported ISOs generated CHF 1.38 billion of the average yearly economic impact in Switzerland. As a not-for-profit association, the IOC financially supports the organisation of the Olympic Games and the development of sport worldwide by redistributing its revenues. This includes a yearly average of CHF 157 million given to ISOs and other sports-related organisations in Switzerland.

Business tourism



Direct employment



53 international sports organisations

● Lausanne region ● Canton of Vaud ● Switzerland



The experts

“We have deliberately adopted a very cautious methodology and made particularly conservative assumptions in measuring the economic impact. Results are therefore conservative figures and the likely impact is much larger than what is reported.

This report shows that the impact of ISOs on the Swiss economy is significant and extensive. These findings are informative to both policy-makers and the public, helping them recognise the positive contribution of such organisations on increasing the prosperity of their nation.”



Prof. Jean-Jacques Dethier
University of California, Berkeley
& University of Bonn



Prof. Stéphane Garelli
IMD
& University of Lausanne

Other highlights

The induced impact is responsible for the majority of the overall yearly economic impact of ISOs, consistent with prior study.



60% induced impact
CHF 1 billion

22% direct impact
CHF 0.38 billion

18% indirect impact
CHF 0.30 billion

The IOC and its financially supported ISOs account for most of the overall average yearly economic impact. The IOC and FIFA are responsible for most of this impact, while UEFA represents most of the impact created by ISOs that are not financially supported by the IOC.



82% IOC + IOC financially supported ISOs (42)
CHF 1.38 billion

18% non IOC financially supported ISOs (11)
CHF 0.30 billion



CHF 57 million

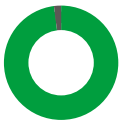
Total estimated amount of income tax paid by ISOs' employees residing in the Canton of Vaud in 2019



CHF 1.83

Value created by CHF 1 spent in the construction sector by ISOs in Switzerland, which equals to 83% in added value

The impact of the international sport organisations goes beyond what is tangible



98% of Canton of Vaud residents are aware that the IOC has its headquarters in Lausanne.



75% of Swiss residents are proud that the headquarters of the IOC are based in Switzerland.



77% of Swiss residing in the French-speaking part of Switzerland consider it economically important to host the IOC in Lausanne.

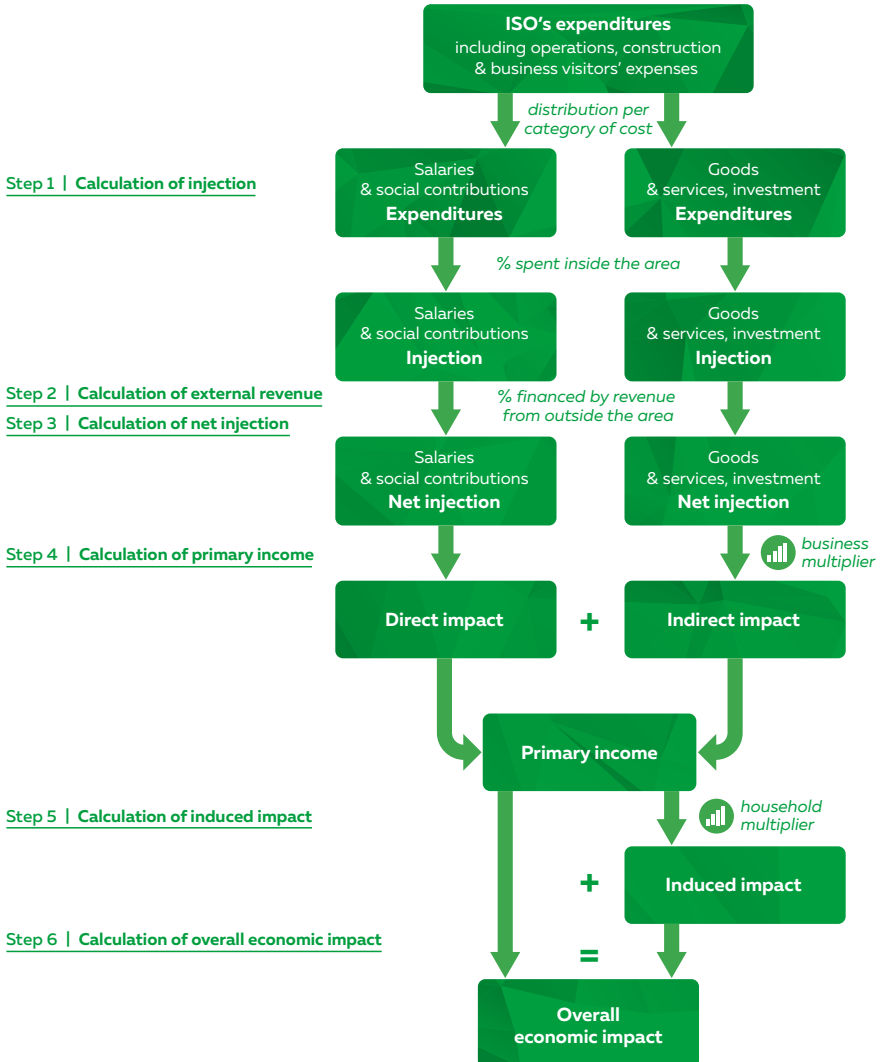


Over 80% of Swiss residing in the French-speaking part of Switzerland consider the title 'Olympic Capital' being important for Lausanne.

Methodology

The study applies the method proposed by Barget (2001) and Stritt & Voillat (1998), that defines a tangible economic impact as the product of a net injection and a multiplier.

In line with prior AISTS studies (Bousigue & Stricker 2015), calculating the overall economic impact of ISOs consists of six consecutive steps:



The International Academy of Sports Science and Technology (AISTS) is committed to professionalising sports management through the three core activity areas of continuing education, applied research and providing an engaging platform for industry connections.

Founded as a not-for-profit organisation in 2000, the AISTS's Founding Members – the International Olympic Committee, the EPFL, the University of Lausanne, the University of Geneva, IMD Business School, Ecole hôtelière de Lausanne, the City of Lausanne and the Canton of Vaud – all recognise the importance of meeting the evolving knowledge needs of today's sports managers.

Through its education services, the AISTS prepares tomorrow's international sports managers with the Master in Sports Administration and Technology (AISTS MSA) held each year in Lausanne; provides professional development opportunities to international sport organisations; and onsite training for major event organisers.

The AISTS's applied research arm conducts independent and commissioned projects, in addition to helping sports organisations and federations navigate an increasingly complex sport landscape through advisory services. The AISTS areas of focus line principally in major sport events, international sport administration and management, business and development of sport, as well as sport for social and economic impact.

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AISTS Founders
