THE ECONOMIC IMPACT OF INTERNATIONAL SPORTS ORGANISATIONS IN SWITZERLAND
2008–2013
Summary

This year marks the 100th anniversary of the International Olympic Committee being headquartered in Lausanne. In conjunction with this milestone, the AISTS has completed a study on the economic impact of the International Olympic Committee and other international sports organisations. It sheds light on the impact they have on direct employment, business tourism and construction. The study concentrates on Switzerland, with emphasis on the Lausanne region and the Canton of Vaud. It spans the years 2008 to 2013 and consolidates data from 45 responding organisations. It is complemented by an analysis of Swiss residents’ perception of international sports organisations in Switzerland.

Mandated by

International Olympic Committee, City of Lausanne, Canton of Vaud

April 2015
KEY RESULTS
Together, international sports organisations and their visitors spend an average of CHF 691 million within Switzerland each year. This spending generates CHF 379 million of additional impact on the Swiss economy, creating an average yearly economic impact of CHF 1.07 billion for Switzerland, CHF 0.55 billion for the Canton of Vaud and CHF 0.25 billion for the Lausanne region. Every CHF 1 spent in Switzerland by international sports organisations creates 1.55 CHF in the Swiss economy, which equals to a 55% in added value.

YEARLY AVERAGE ECONOMIC IMPACT

BUSINESS TOURISM

<table>
<thead>
<tr>
<th>Year</th>
<th>Guest Nights</th>
</tr>
</thead>
<tbody>
<tr>
<td>2008</td>
<td>31,742</td>
</tr>
<tr>
<td>2013</td>
<td>34,581</td>
</tr>
</tbody>
</table>

DIRECT EMPLOYMENT

<table>
<thead>
<tr>
<th>Year</th>
<th>Employees</th>
</tr>
</thead>
<tbody>
<tr>
<td>2008</td>
<td>1,866</td>
</tr>
<tr>
<td>2013</td>
<td>2,152</td>
</tr>
</tbody>
</table>

45 INTERNATIONAL SPORTS ORGANISATIONS

'We trust that this study underlines that the impact of international sports organisations on a local economy (in this case Switzerland) is far more significant and extensive than previously assumed. We also hope that it will help policymakers and the public recognise the positive contribution of such organisations on increasing the prosperity of their nation.'

The Experts

Professor Jean-Jacques Dethier,
Georgetown University and
University of Bonn

Professor Stéphane Garélli,
IMD and University of Lausanne
METHODOLOGY

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

Calculating the overall economic impact of International Sports Organisations (ISOs) then consists of six consecutive steps:

**STEP 1 Calculation of injection**
spending in the reference area

**STEP 2 Calculation of external revenue**
revenue generated outside the area

**STEP 3 Calculation of net injection**
spending inside the area that is financed by revenue generated outside the area

**STEP 4 Calculation of primary income**
direct impact: effect of salaries and social security contributions on local residents
indirect impact: effect of purchased goods and services and investments on local companies

**STEP 5 Calculation of induced impact**
expenses induced by the spending of the primary income by local residents and local companies

**STEP 6 Calculation of overall economic impact**
sum of the primary income and induced impact

---

“We would like to express our deepest appreciation to the 45 international sports organisations executives and respective financial departments who made this study possible by taking the time to collect, consolidate and share the fundamental data with the AISTS.”

---

*The Authors*

**Dr Claude Stricker,**
AISTS Head of Study and Executive Director

**Ms Amandine Bousigue,**
AISTS Project Manager

---

*The Economic Impact of International Sports Organisations in Switzerland 2008-2013*
OTHER HIGHLIGHTS

60% Induced
CHF 640 million
29% Direct
CHF 313 million
11% Indirect
CHF 117 million

The induced impact accounts for more than half of the overall yearly average impact of the ISOs

78%
IOC + IOC financially supported ISOs (37)
CHF 838 million

22%
Non IOC financially supported ISOs (9)
CHF 232 million

The International Olympic Committee (IOC) and ISOs financially supported by the IOC account for most of the overall yearly average impact

CHF 40 million
total amount of income tax paid by ISOs' employees residing in the Canton of Vaud in 2013

CHF 1.78
value created by CHF 1 spent in the construction sector by ISOs

The impact of the international sports organisations goes well beyond what is tangible.

94%
of Canton of Vaud residents are aware that the IOC is headquartered in Lausanne

80%
of Swiss residents consider the title of 'Olympic Capital' important for Lausanne

72%
of Canton of Vaud residents consider it important to host ISOs in Switzerland

70%
of Swiss residents are proud that the headquarters of the IOC are based in Switzerland

ABOUT THE AISTS

The AISTS (International Academy of Sports Science and Technology) was founded in 2000 by the IOC and leading Swiss institutions and universities. A not-for-profit foundation, the AISTS is committed to professionalising sports management through continuing education, applied research and an engaging platform for industry connections. Our flagship programme is the postgraduate Master of Sports Administration (MSA) – educating aspiring sport managers from all over the world since 2003. Each year, the AISTS delivers over 900 hours of continuing education, workshops, seminars, and projects, bringing together over 140 international sports experts in the sciences of Management, Technology, Law, Medicine, and Sociology – all in the efforts of building a better world through sport.

International Academy of Sports Science and Technology
Innovation Park, Building C, 1015 Lausanne, Switzerland
info@aists.org | Tel: +41 (0)21 693 85 93 | www.aists.org

First published 2015 by the AISTS. © 2015 Amandine Bousigue and Claude Stricker. All rights reserved. Printed in Switzerland by EPFL (École Polytechnique Fédérale de Lausanne) reprography.