

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

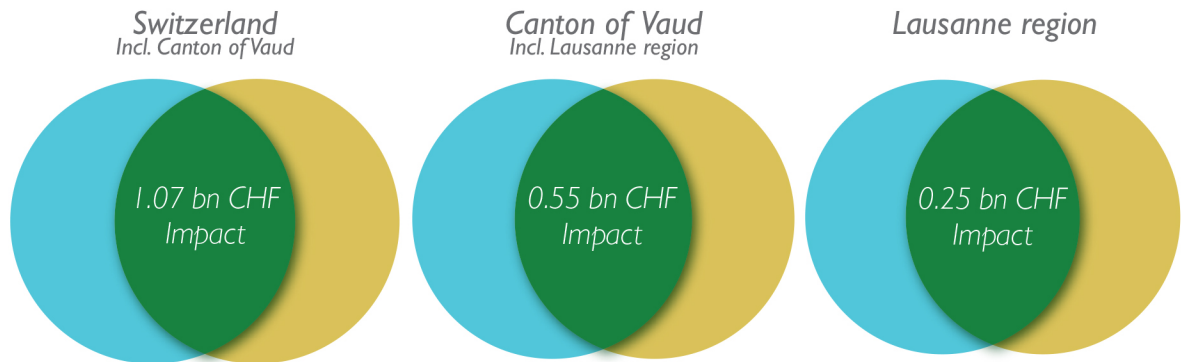
*This year marks the 100th anniversary of the International Olympic Committee being headquartered in Lausanne. In conjunction with this milestone, the AISTS has completed a study on the economic impact of the International Olympic Committee and other international sports organisations. It sheds light 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.*

## 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

- Outside Revenue
- Inside Expenditures
- Positive Impact



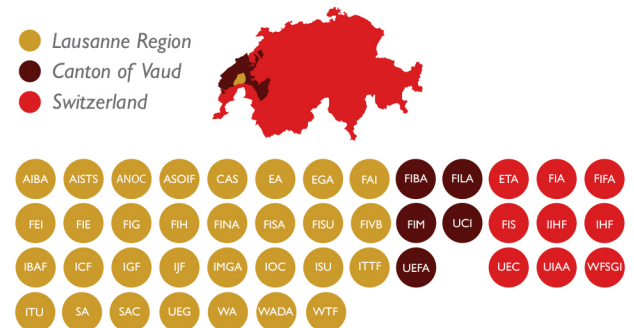
## BUSINESS TOURISM



## DIRECT EMPLOYMENT



## 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

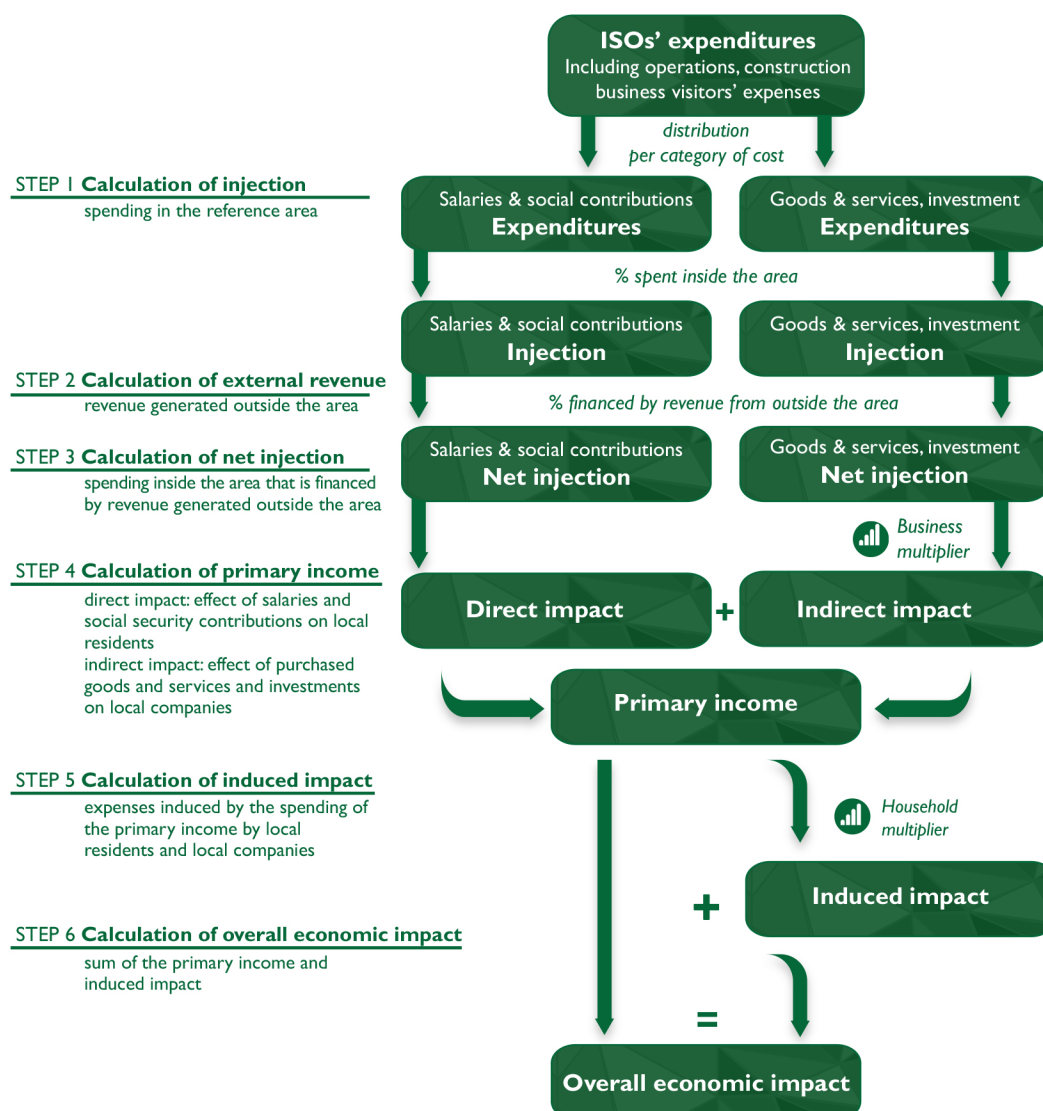


**Professor Stéphane Garelli,**  
IMD and University of Lausanne

## 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:



'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

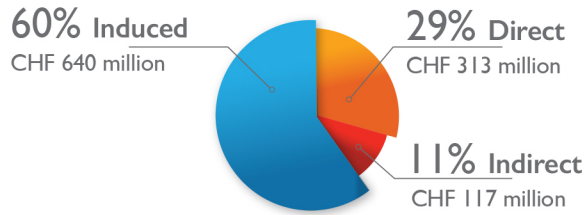


**Dr Claude Stricker,**  
AISTS Head of Study and  
Executive Director

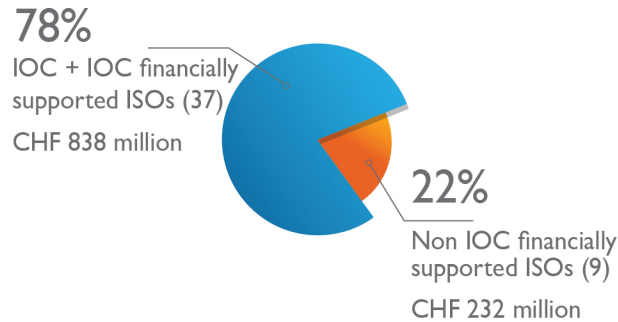


**Ms Amandine Bousigue,**  
AISTS Project Manager

## OTHER HIGHLIGHTS



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



*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



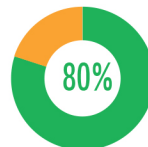
**CHF 1.78**

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

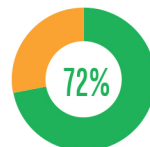
*The impact of the international sports organisations goes well beyond what is tangible.*



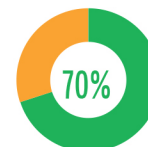
of Canton of Vaud residents are aware that the IOC is headquartered in Lausanne



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



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



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