
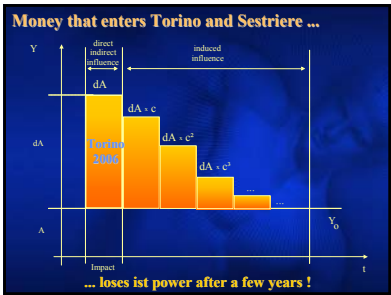
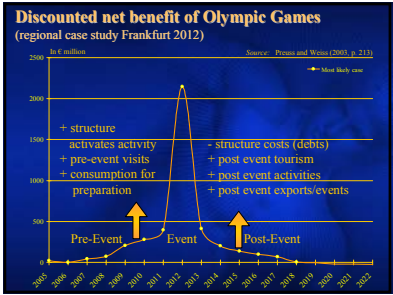
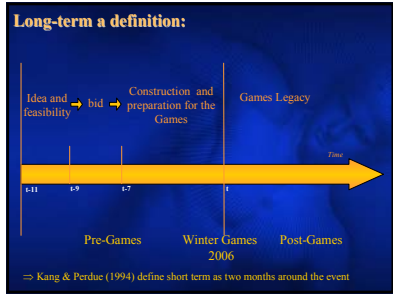


# The Olympic Games as investment in the long term

Torino 24.2.2005

Prof. Dr. Holger Preuss  
Faculty of Sport  
Johannes Gutenberg University  
Mainz, Germany

### The economic legacy of the Winter Games

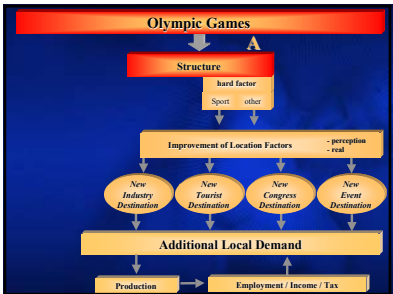
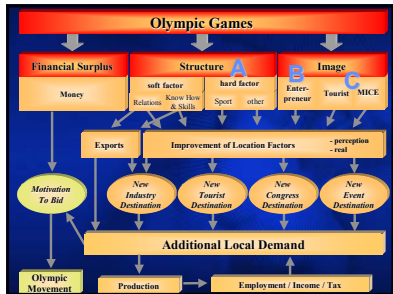
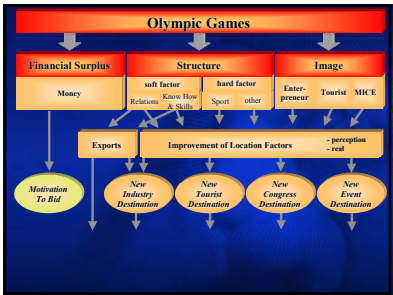
... is not the money because it disappears!

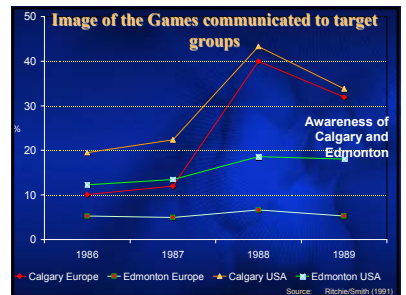
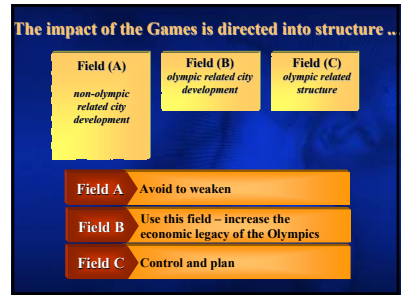
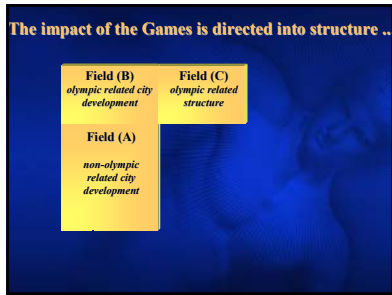
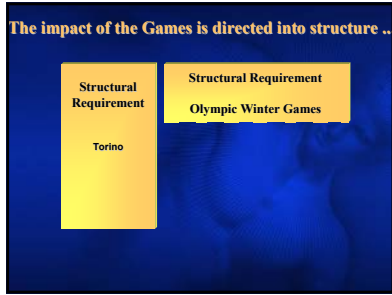
... is higher prices?

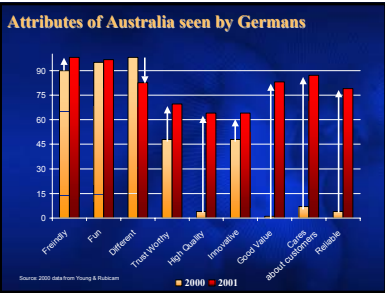
... is the risk to weaken the development of non-olympic structure?

... is the risk to end up with "white elephants"?

**IS THAT THE ECONOMIC LEGACY ???**



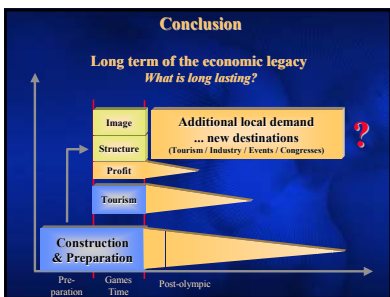
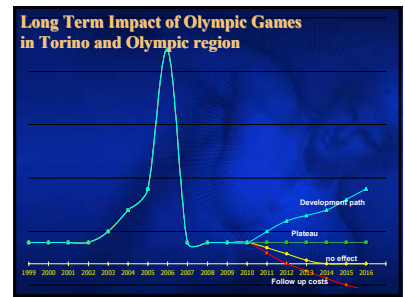
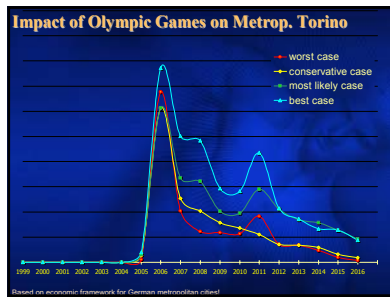
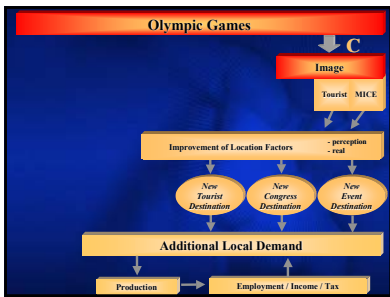
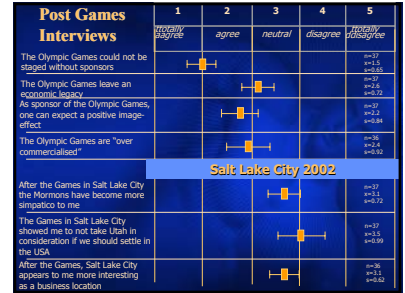




### Decision makers opinion about Olympic Games

**Olympic "Decision Maker" study**

- Germany
- 500 biggest companies
- executive committee members
- before and after Salt Lake 2002
- return rate 17.4%



Thank you very much