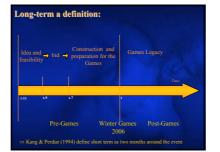
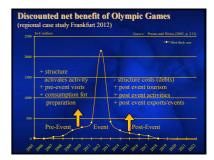
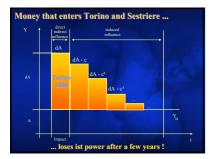
The Olympic Games as investment in the long term









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 ???











The impact of the Games is directed into structure .

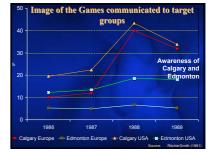


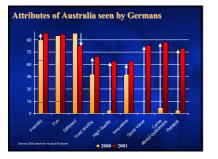
The impact of the Games is directed into structure ... Structure Requirem Olympic Winter Games Torino













Post Games	1	2	3	4	5
Interviews	ttotally aagree	agree	neutral	disagree	ttotally ddisagree
The Olympic Games could not be staged without sponsors	н	H			n=37 x=1.5 s=0.65
The Olympic Games leave an economic legacy		- F			n=37 x=2.6 s=0.72
As sponsor of the Olympic Games, one can expect a positive image- effect		-	ł	1	n=37 x=2.2 s=0.84
The Olympic Games are "over commercialised"					n=36 x=2.4 s=0.92
	Salt Lake City 2002				
After the Games in Salt Lake City the Mormons have become more simpatico to me			++-		n=37 x=3.1 s=0.72
The Games in Salt Lake City showed me to not take Utah in consideration if we should settle in the USA					n-37 x-3.5 s-0.99
After the Games, Salt Lake City appears to me more interesting as a business location			⊢ ∎–		n=36 x=3.1 s=0.62



