

Session: **Managing sport in upcoming economic conditions I.**
Abstract nr: **EASM-0268**

Comparing the economic dimension of the FIFA Football World Cup 2006 in Germany and the UEFA EURO 2008 in Austria

N. Schuette¹, H. Preuss¹

¹Institute of Sports Science, Sport Economics and Sport Sociology, Mainz, Germany

Ever more nations and cities apply to host mega sport events. Reasons to enter the bidding process are the prospect to attract exogeneous money and to speed up infrastructure development of the host city. Häussermann & Siebel (1993) call this strategy „festivalization of city politics“. Therefore each host city needs to check if the mega event had a positive macroeconomic outcome. Only this justifies investments of public resources into such an event. The EURO 2008 in Austria/Swiss and the FIFA Football World Cup 2006 in Germany could be classified as Mega Sport Events (Hall 1992, Kurscheidt 2008). Both were staged in the center of Europe in a small interval of only two years and with comparable structures. By measuring the economic structure of these events crucial determinants of these mega events became obvious.

The aim of this research is to detect differences or similarities in the economic structures of the event visitors of both events which lead to different economic impacts.

Methods: The results are based on two empirical surveys: the FIFA World Cup 2006 in Germany (n=9,456) and the UEFA EURO 2008TM in Austria (n=8,093). In both cases the same questions were asked. The data was collected by a randomized multistage cluster sampling, related to the lacking information available about the population of the public viewings and stadium visitors. At each chosen match day the interviewees collected questionnaires in several languages at one randomly chosen location around the stadium or public viewing to assure that visitors were in stage of waiting and willing to participate in the survey. An impact analysis was in both cases undertaken based by the collected data and by material provided by the OC's, the FIFA or the UEFA. Methodically both calculations were based on the approach of Preuß (2003). Crowding out effects and different economic contributions of visitor types were considered.

Results: Both tournaments differ in the economic structure driven from visitors. Important variables which determine the consumption are the amount of day-tripper vs. overnight-stayers, the place of residence of the visitor, the intention of visit and whether the visitor is a stadium ticket holder or is exclusively a fan zone visitor. Following our impact calculations the prime economic impact of event visitors of the World Cup was 2.860 billion € (2006) while it was only 0.287 billion € for the EURO in Austria. It will be explained why the EURO in Austria was 10 times smaller than the World Cup in Germany.

Conclusions: The identification of four variables that foremost determine the impact will help to calculate the economic impact of sport mega events in the future. Nevertheless it was again shown, that calculating impacts are highly deliberated tasks.

Hall, C. M. (1992). *Hallmark Tourist Events: Impacts, Management and Planning*. London: Belhaven Press.

Häußermann, H. & Siebel, W. (1993). Die Politik der Festivalisierung und die Festivalisierung der Politik: Große Ereignisse in der Stadtpolitik. *Leviathan Sonderheft*, 13, 7-31.

Kurscheidt, M. (2008). *Ökonomische Analyse von Sportgroßveranstaltungen: Ein integrierter Ansatz für Evaluierung und Management am Beispiel von Fußball-Weltmeisterschaften*. Berlin: Duncker & Humblot.

Preuß, H. / Kurscheidt, M. / Schütte, N. (2009): *Ökonomie des Tourismus von Sportgroßveranstaltungen. Eine empirische Analyse zur Fußball-Weltmeisterschaft 2006*. Wiesbaden: Gabler.

Preuss, H. / Siller, H.t / Zehrer, A./ Schütte, N. / Stickdorn, M. (2009). *Regionale ökonomische Auswirkungen der EURO 2008 für Österreich*. Wiesbaden: Gabler.

Preuß, H. & Weiss, H.-J. (2003). *Torchholder Value Added. Der ökonomische Nutzen Olympischer Spiele in Frankfurt RheinMain 2012*. Eschborn: AWW-Verlag.