

Using contingent valuation results to assess the relative levels of public support across multiple cities bidding to host the Olympics

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Abstract

The focus of the research is to explore potential differences between using willingness to donate money and willingness to volunteer time as hypothetical payment methods in contingent valuation estimates of the intangible benefit expected by the residents of potential Olympic host cities. Contingent valuation studies were conducted in Berlin and Chicago in the 2006-2007 timeframe when both cities were still possible hosts for the 2016 Games. The results allow for comparisons between willingness to donate and volunteer time among the residents of the same city and between the residents of the different cities.