The Economics of Staging the Olympics
A Comparison of the Games 1972–2008

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The Olympic Games is a unique event centering global interest on its host city. The financing of the Games has changed dramatically since Munich (1972) and economic interests and effects are increasingly paramount. It is therefore an anomaly that accurate economic analysis and comparison is not readily available. This is the most detailed study on the economic implications of recent and future Olympic Games over four decades.

‘The book is chock full of data and history... Preuss’s book provides an in-depth, comprehensive look at the economics and finances of the Olympics. The book merits reading in a sequential fashion, but readers interested in particular topics would still benefit from reading only specific sections. It does contain a number of graphs, tables and some equations, but the accompanying text is written in an accessible manner that should not put off non-specialist readers.’
– IPKat

‘This book should be compulsory reading for all politicians and planners involved in preparing for the Games, for tutors who want to incorporate analysis of the Olympics into their programmes, for sports studies and sports management students in higher education, for events management staff and students wanting the definitive word on the economics of mega events. It is Preuss’s defining contribution to the study of the economics of sport.’
– Peter Taylor, Leisure Studies

‘Professor Preuss has written a much needed book comparing the economic effects of the Olympic Games from 1972 to 2004. The book will be easy to follow for those without an in-depth knowledge of economics... This book should be essential reading for anyone connected to the London Games and for anyone involved in tourism. It will also be a very useful source of information and statistics for those studying how the Olympic Games affect tourism, sport or other aspects of leisure.’
– Mike Dods, The Tourism Society Journal

‘This is probably the most ambitious effort, so far, to describe economic impacts of Summer Olympic Games... The major contribution of this book is that it gives a wealth of details and succeeds in making these comparable over 30 years and 7 countries. It is a unique source of information and a “must-have” in the reference library of any institution or researcher interested in mega-events’
– Tommy D. Andersson, Idrottsforum.org

‘The Olympic Games are the most prestigious sports event that a city can organise. They are the dream and fulfilment of young athletes. They also represent an extraordinary sporting, social, cultural and environmental legacy for the host city, the region and the country. The IOC is dedicated and committed to ensuring that its legacy is the best possible one. Professor Holger Preuss highlights the beneficial impact of the Olympic Games, financially and socially. Nowadays, hosting the Olympic Games can act as a catalyst for urban redevelopment, enabling changes, which might normally take several decades, to be completed over a seven-year cycle. This work, which highlights macroeconomic and business analysis related to over 30 years of Olympic Games’s history, will certainly be useful to share the knowledge and the various experiences in this field and prove a valuable tool for students and researchers who are interested in the Olympic Movement. It is through similar publications that the complexity of the Olympic Games and their economic impact can be further understood by the generations to come. I trust that each of you will enjoy reading this book and appreciate the work of its author.’
– From the preface by Jacques Rogge, President of the International Olympic Committee