Aspects of Olympic Games Tourism

3rd Conference “Tourism & Development”
Post-Olympic strategies for Greek Tourism

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Some theses ...

Indirekt Impact
Tourists returned home from Athens 2004 and tell stories about their experiences. That may motivate others to visit Athens and Greece.

Size of Tourism
The economic tourism effect is as huge as the economic impact through construction and operation of the Games.

Legacy
Tourism is the main long term economic legacy for Olympic Games hosts. A well planned strategy can increase tourism.
Based on hotel capacity, accessibility and availability of tickets, the number of tourists is different from Games to Games.

<table>
<thead>
<tr>
<th>Location</th>
<th>Out of City Visitors</th>
<th>Olympic Family</th>
<th>Out of City Visitors (Total)*</th>
</tr>
</thead>
<tbody>
<tr>
<td>Los Angeles 1984</td>
<td>400,000 – 608,760</td>
<td>28,460</td>
<td>770,000</td>
</tr>
<tr>
<td>Seoul 1988</td>
<td>less than 240,000</td>
<td>39,332</td>
<td>240,000</td>
</tr>
<tr>
<td>Barcelona 1992</td>
<td>250,000 – 422,666</td>
<td>55,000</td>
<td>450,000</td>
</tr>
<tr>
<td>Atlanta 1996</td>
<td>736,100 – 2,000,000</td>
<td>72,543</td>
<td>968,000</td>
</tr>
<tr>
<td>Sydney 2000</td>
<td>110,000</td>
<td>57,000</td>
<td>475,000</td>
</tr>
<tr>
<td>Athens 2004</td>
<td>150,000**</td>
<td>60,000</td>
<td>660,000</td>
</tr>
<tr>
<td>Beijing 2008</td>
<td>600,000***</td>
<td>60,000</td>
<td>660,000</td>
</tr>
</tbody>
</table>

Notes:  
* Figures estimated on foregoing columns and on additional information.  
** Only international visitors, Olympic Family estimated.  
*** According the hotel capacity (Bidding Committee Beijing 2008, 2001). Olympic Family estimated.
Awareness of the Games host city

- Calgary Europe
- Edmonton Europe
- Calgary USA
- Edmonton USA

Graph showing the awareness of the Games host city from 1986 to 1989.
Image: Attributes of Australia seen by Americans and British

Source: data from Young & Rubicam

UK 1999  UK 2002  USA 1999  USA 2002
Attributes of Australia seen by Germans

Source: 2000 data from Young & Rubicam
Ways the image of a host city affects the target groups

1. Olympic Games
   - Active promotion
   - Image
   - Media representatives

2. Image conveyed by other persons
   - Environment

3. Own opinion by direct visit
   - Host city / OCOG

4. Tourists / businesses / institutions
   - Black box

(1) (2) (3) (4)
The Australian Tourist Commission’s four-year strategic programme included:

- a visiting journalist programme
- servicing 50,000 international media inquiries
- providing a specialist internet for media, bringing international broadcasters to Australia before the Games
- working with international television to provide stories, quality vision and sound resources of all parts of Australia
- cooperative arrangements and joint advertorials with Olympic sponsors
- providing media with interesting visuals of the torch relay
- providing international magazines with stories
- photography and offering a non-accredited media centre in Sydney
Olympic Games

Aim I
Atmosphere in Athens
Media
complex system

Aim II
autonomous expenditure

foreign tourists to Athens
returning home
complex system

motivation to plan a trip to Athens

motivation to plan a trip to Beijing, ...

“economic legacy for Athens”
Long term Olympic tourism in Australia

in Tausend

Olympic month

Sep, 11

international visitors (season adjusted)

1999
2001
2002
2000

JAN FEB MAR APR MAY JUN JUL AUG SEP OCT NOV DEZ
Consumers' inclination to holiday in Australia sometime the next five years

<table>
<thead>
<tr>
<th></th>
<th>IND</th>
<th>INA</th>
<th>MAS</th>
<th>THA</th>
<th>CHN</th>
<th>SIN</th>
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<tbody>
<tr>
<td>45%</td>
<td>56%</td>
<td>41%</td>
<td>43%</td>
<td>37%</td>
<td>27%</td>
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</table>

<table>
<thead>
<tr>
<th></th>
<th>TPE</th>
<th>HKG</th>
<th>JPN</th>
<th>KOR</th>
<th>USA</th>
<th>NZL</th>
<th>GBR</th>
<th>GER</th>
</tr>
</thead>
<tbody>
<tr>
<td>26%</td>
<td>19%</td>
<td>24%</td>
<td>15%</td>
<td>24%</td>
<td>17%</td>
<td>13%</td>
<td>21%</td>
<td></td>
</tr>
</tbody>
</table>

But there also have been negative impacts e.g. in South Africa through the Aboriginal Issue.
Hotel nights

Attica?

nights in thousands

1990
1991
1992
1993

Games period

Attica?

Occupancy rate (hotels)

Games period


Occupancy rate (hotels)
## Hotel development in the host city

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</tr>
</thead>
<tbody>
<tr>
<td>12.2*</td>
<td>5.8</td>
<td>41.9 - 48</td>
<td>38</td>
<td>9.1*</td>
<td>12.5*</td>
<td>N/A</td>
<td>62.5</td>
<td></td>
</tr>
</tbody>
</table>

| Hotel occupancy rate during Olympic year | N/A | 75 | 72 | 65 | 68 | N/A | N/A | N/A |

| Relative change in occupancy rate during Olympic year compared to previous year (%) | N/A | -1 | -2 | -5 | -3 | N/A | N/A | N/A |
Change of congress participants in %
Impact of Olympic Games on Athens and Greece

800 Million Euro (Frankfurt 2012)
Impact of Olympics on tourism structure

Structural requirement for tourism

CITY

Structural Requirement

OLYMPICS 2004
Impact of Olympics on tourism structure

CITY

Structural Requirement

OLYMPICS 2004

Structural requirement for tourism
Impact of Olympics on tourism structure

Structural Requirement

OLYMPICS 2004

CITY
Impact of Olympics on tourism structure

Field (A)
non-Olympic related city tourism development

Field (B)
Olympic related city tourism development

Field (C)
Olympic related structure
Impact of Olympics on tourism structure

Field (A) Non-Olympic related city tourism development

Field (B) Olympic related city tourism development

Field (C) Olympic related structure

Myth Myth is that you need the structure control and plan field (C)

Fact One-time push of accelerated development (B)

Fact Do not stop the development of (A)
START

global competition between tourist destinations and mega sport event destinations

<table>
<thead>
<tr>
<th><strong>visible</strong></th>
<th><strong>invisible</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>positioning of destination</td>
<td>strengthening of destination „brand“</td>
</tr>
<tr>
<td>development of infrastructure</td>
<td>development of new products</td>
</tr>
</tbody>
</table>

Greece (Athens)

END

increase of demand
Thank You
Athens 2004 - temporary stands