

Study on the economic importance of international sports organisations in Switzerland

Around 1,800 employees and about CHF 4.7 billion income

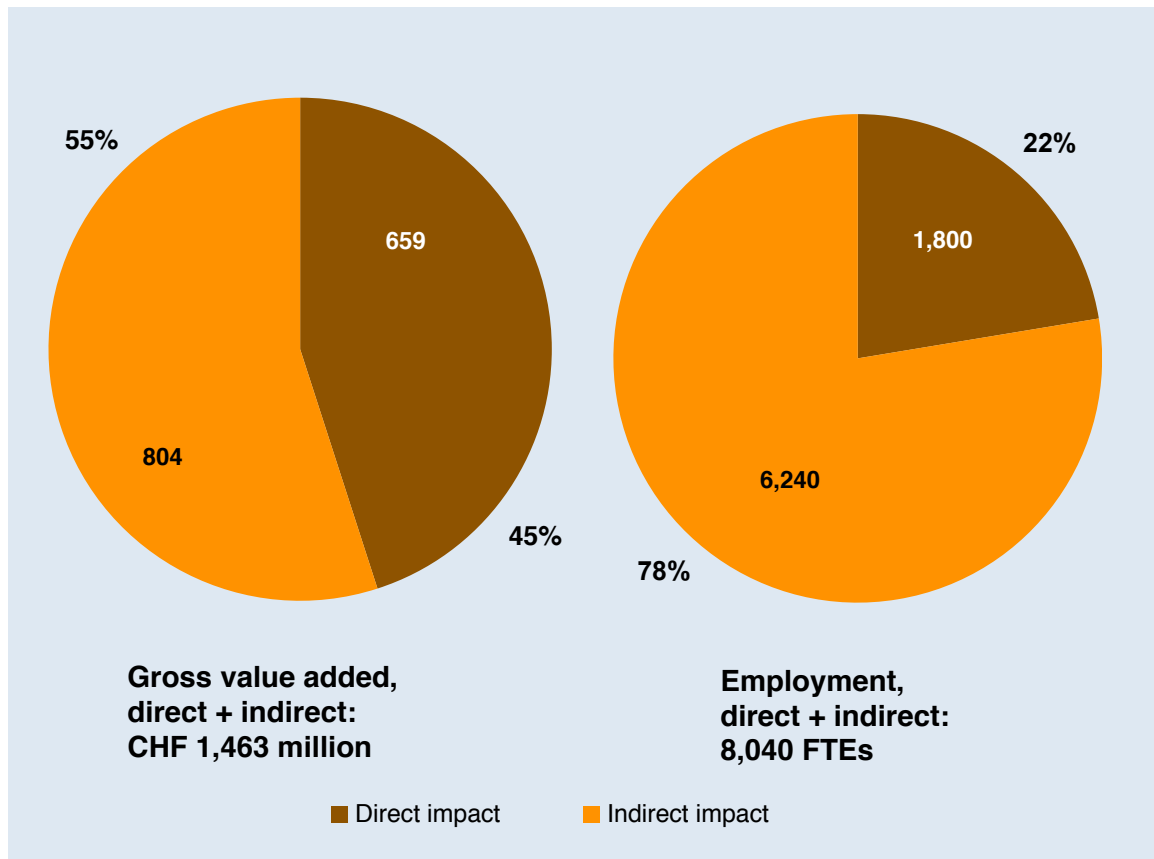
- 67 international sports organisations based in Switzerland are included in the study, most of them with global or European headquarters here. These international sports organisations employ around 1,800 people (full-time equivalents, FTE).
- The biggest employers are UEFA (25% of total employees), the IOC (22%), and FIFA (18%).¹ The remaining organisations jointly account for 35% of employees.
- In 2011 the international sports organisations generated income of about CHF 4.7 billion, most of which came from abroad. A significant portion of the income was reinvested in sports.

Total of about CHF 1,460 million gross value added and around 8,000 jobs (FTE) created in Switzerland

- In 2011 the international sports organisations generated total (direct and indirect) gross value added of about CHF 1,460 million and 8,040 FTE jobs in Switzerland.
- Gross value added directly generated by the organisations came to around CHF 660 million (45% of the total) and directly generated employment of 1,800 FTEs (22%).
- In addition, indirect income and supply chain effects in various sectors of the Swiss economy created value added of around CHF 800 million and 6,240 FTE jobs.
- The three biggest organisations, FIFA, IOC and UEFA, accounted for 75% of the international sports organisations' total gross value added (around CHF 1.1 billion) and 72% of employment (5,820 FTEs).
- The other organisations contributed gross value added totalling CHF 370 million (25%) and created 2,220 FTEs (28%).
- The international sports organisations' spending on hotels and restaurants, and tourist spending by its guests directly and indirectly generated gross value added of around CHF 18 million and employment equivalent to 210 FTEs.

¹ For methodological reasons the annual average of the period 2008-2011 has been used for FIFA, IOC and UEFA.

Figure 1: Total direct and indirect gross value added and employment generated by international sports organisations in Switzerland, 2011



Source: Survey and calculations by Rütter+Partner

Significant economic growth between 2005 and 2011

The international sports organisations posted significant growth between 2005 and 2011: Gross output rose by about a billion Swiss Francs (+91%), while the number of employees increased by 500 FTEs (+39%).

Tax revenue of CHF 128 million

International sports organisations generated wage income tax, business tax and value added tax of CHF 128 million, including tax generated by tourist spending.

Conclusions

- This study is the first ever comprehensive analysis of the economic importance of international sports organisations in Switzerland.
- Sports organisations generate substantial economic effects: total gross value added of around CHF 1,460 million and about 8,000 jobs (full-time equivalents, FTE).
- Many sectors of the Swiss economy benefit from purchase of goods and services, consumer spending, investments, and tourist spending by their guests.

- Since most of their income comes from abroad, the international sports organisations can be considered as part of the export-focused share of the Swiss economy, contributing positively to the nation's trade balance.
- Through their physical presence, as well as high-profile conferences and events, international sports organisations domiciled in Switzerland also have a considerable impact on the country's image as a business and tourist destination and a sporting nation.