



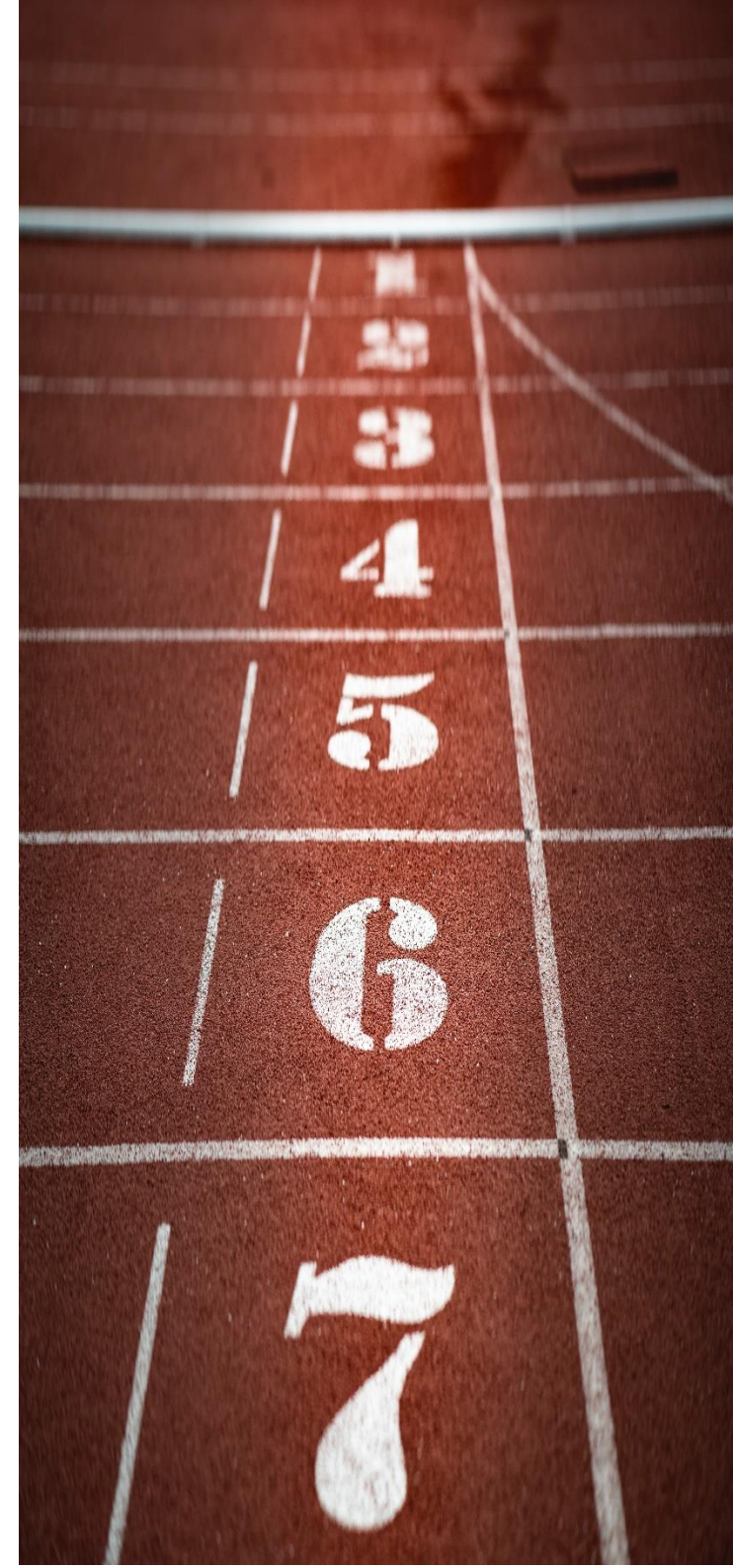
GLOBAL SPORT CITIES & THE OLYMPIC ECOSYSTEM

AUGUST 2023



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INTRODUCTION

It is with great pleasure that Quantum Consultancy, in collaboration with Durham University Business School, present the report “Global Sport Cities & The Olympic Ecosystem”. This comprehensive report strives to shed light on the various strategic approaches and ambitions of destinations around the world that use sport event hosting to position themselves on the global stage and as a catalyst for socio-economic development.

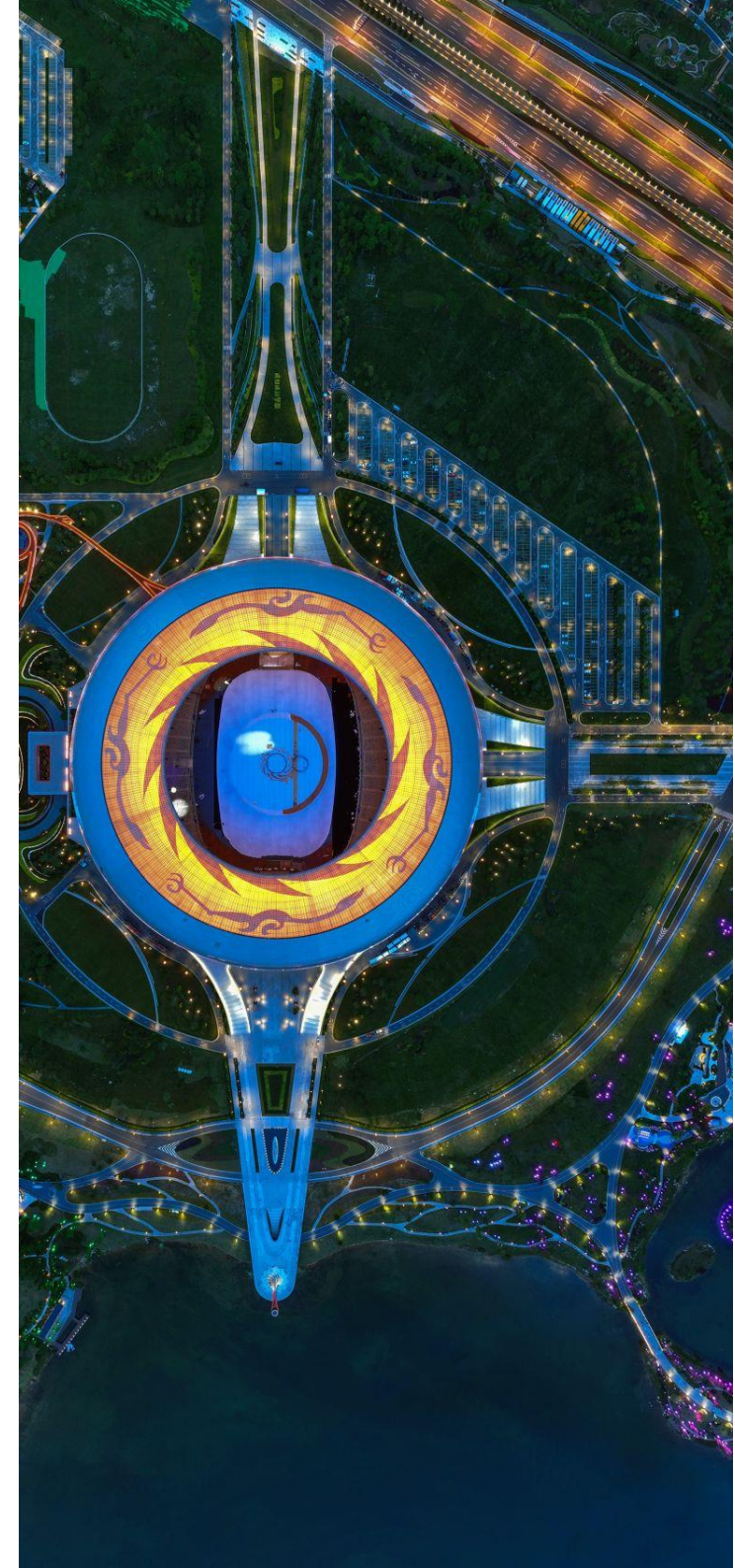
The report presents the concept of a global sport city and notable examples of destinations hosting major sports events to reach this status.

In our exploration, we provide a comparative analysis of event hosting portfolios in the context of the Olympic sport ecosystem. This exploration includes a data-driven ranking of cities which are most prominent in the event hosting landscape during the period 2021-2028.

Within selected case studies, key indicators such as the number of professional sports teams based in these cities, and the successes in hosting major international events provide a multifaceted view of the cities' sporting landscapes.

We anticipate that the insights presented in this report will contribute to the discourse around the way in which destinations are using major sport events to drive growth and recognition, as well as unveil trends in the event hosting landscape which will have implications for destinations seeking to establish effective event hosting strategies in future.

REPORT AUTHORS & PARTNERS





Developing a Global Sport City

DEVELOPING A GLOBAL SPORT CITY

What is a Global Sport City?

As we begin to explore the evolving event hosting landscape and global sports cities, it becomes imperative to first articulate and comprehend the concept of a "global sport city". Quantum Consultancy and Durham University Business School have worked together to establish a clearer understanding of this term, not only as a foundation for this report, but also to shape the context within which we measure and assess developments of global sport cities going forward.

The status of “global sports cities” defines those that have gained attention from athletes, fans, and sports organisations on a global scale as major venues for hosting international sports events. Such cities have acquired a reputation for their outstanding athletic infrastructure as well as their thriving sports culture. They have earned such reputation by successfully hosting major sports events and by fostering a culture conducive to the growth of sports organisations as well as athletes. Recent examples of cities achieving this status include Tokyo (Japan), Rio de Janeiro (Brazil), Sochi (Russia), PyeongChang (South Korea), and Doha (Qatar).

- Tokyo portrayed its reputation as a global sports city by hosting the 2020 Summer Olympics. The city made significant investments in the creation of athletic infrastructure, including the construction of modern stadiums as well as pertinent sports facilities.
- Rio de Janeiro established its status as a global sports city by hosting the 2016 Summer Olympics. The famous monuments of Rio de Janeiro, such as the Copacabana Beach and the Maracanã Stadium, served as breathtaking backdrops for the games.
- The 2014 Winter Olympics were held in Sochi, turning the city into a major sports hub. The investment of Sochi in new athletic facilities, such as ski resorts, stadiums, and transit systems, demonstrated its dedication to becoming a premier winter sport city.

- The 2018 Winter Olympics were held in PyeongChang, showcasing its status as a global sports city. As a result of the successful bid of PyeongChang to host the Olympics, an extensive infrastructure was built including world-class ski resorts, and Olympic towns.
- Doha has been actively positioning itself as a global sports city. The city hosted the 2006 Asian Games and has since attracted major international sporting events, such as the IAAF World Athletics Championships in 2019, and the FIFA World Cup in 2022.

These are just five recent examples of cities that have successfully pursued the status of global sports city by hosting major international sporting events and investing in sports infrastructure as well as the relevant athletic culture. The ongoing pursuit of hosting major events showcases their commitment to sports, as well as the socio-economic development that comes with it.

To pursue the status of a global sports city, there is a need to engage in competitive bidding processes to attract prestigious sporting events such as the Olympics, World Cups, or World Championships of well renowned and followed sports. This requires significant investments in athletic and hosting infrastructure, as well as the development of robust marketing and promotional strategies. To achieve this, there is a need to closely collaborate with the relevant sports organizations as well as governing bodies to ensure meeting the requirements and standards set for hosting such events. Additionally, there is a need to create supportive policies as well as incentives to attract sports-related businesses and foster a favourable ecosystem for athletic development.

DEVELOPING A GLOBAL SPORT CITY

Global Sport City Status as a Catalyst for Socio-Economic Development

Cities pursue the status of “global sports city” as a catalyst for socio-economic development for five key reasons:

- i) Economic impact
- ii) Infrastructure development
- iii) Global exposure
- iv) Community engagement
- v) Legacy and regeneration

Firstly, major sporting events have a significant economic impact on host cities. Such events attract a large number of visitors, including athletes, officials, media personnel, and spectators, who spend money on accommodation, transportation, dining, entertainment, and retail. Such an injection of funds from both international and national visitors during the event can stimulate the local economy, create new jobs, boost tourism, and generate tax revenue. The increased tourism can lead to a surge in demand for accommodations, resulting in a revenue burst for the hospitality sector. Improved transportation infrastructure can benefit the host city in the long run.

Local businesses, including restaurants, bars, and retail stores can experience increased sales and revenue during the event. The economic impact can extend beyond the period of the sports event, as the positive image projected by the host country can attract subsequent tourism. Major sports events can also generate indirect and induced economic effects, creating a multiplier effect on the local economy. Such events, thus, contribute to the economic development and prosperity of the host city.

The 2018 FIFA World Cup that was held in Russia can serve as an example of a major sports event with a significant economic impact. The tournament attracted millions of visitors to Russia from around the world, including fans, athletes, and media personnel, who contributed to the local economy by spending money on various goods and services. Such a surge in tourism led to an increased demand for accommodations, resulting in a boost for the hospitality industry, as hotels reached full capacity and homeowners rented out their properties. The transportation infrastructure and services were also improved to accommodate the influx of visitors, leaving a lasting legacy for the host cities and the country.

Additionally, visitors spent money on dining, entertainment, and retail, benefiting the local businesses in these sectors. The economic impact extended beyond the tournament and delivered subsequent tourism and sustained economic activity. The economic impact of major sports events goes beyond direct spending by visitors. The indirect effects include increased demand for goods and services required to support the event, while induced effects involve the re-spending of income earned from direct and indirect activities, creating a multiplier effect in the local economy.



DEVELOPING A GLOBAL SPORT CITY

Secondly, hosting major sports events necessitates the development of infrastructure. Cities often need to construct or enhance sporting facilities, stadiums, transportation networks, and accommodation options to meet the requirements of such events. Such major infrastructure development can provide immediate benefits during the event, and also contribute to the long-term development of the city. The improved facilities can be repurposed for various sporting and recreational activities, benefitting the local community, and attracting further investment.

The hosting of the 2012 Summer Olympics in the city of London serves as an example of the infrastructure development associated with such major sports events. In preparation for the event, London underwent significant infrastructure projects that included state-of-the-art sporting facilities, such as world-class Olympic Stadium, Aquatics Centre, and Velodrome, designed specifically to meet the Olympic standards.

The city also invested in upgrading its transportation networks, including new railway lines and enhancements to existing ones, to accommodate the influx of visitors. The accommodation options were improved with the construction of new hotels, expansion of existing ones, and repurposing of buildings for temporary accommodations. Such infrastructure projects not only supported the smooth operation of the sports event but also left a lasting legacy of enhanced facilities for future use. The sporting facilities have been repurposed since then to host various events, attracting local and international audiences. The Olympic Park has transformed into a vibrant public space, fostering community engagement, and offering recreational activities. The transportation improvements have provided Londoners with improved mobility and connectivity, while the upgraded accommodation options have contributed to the growth of the hospitality industry.

Thirdly, the hosting of major sports events can provide cities with significant global exposure. The international media coverage and the influx of visitors during the period of the event shine a spotlight on the city, showcasing its attractions, culture, and capabilities to a worldwide audience. Such exposure can enhance the reputation of the city, elevate its profile as a tourist destination, and attract new businesses as well as investments. It can also create opportunities for the city to host future events, further solidifying its status as a global sports city.

The hosting of 2016 Summer Olympics in Rio de Janeiro serves as an example of the significant global exposure that a city can gain by the organization of major sport events. During the Olympics, Rio de Janeiro garnered international media attention, with extensive coverage of the sporting events and the vibrant culture of the city. The influx of visitors provided an opportunity for Rio to showcase its attractions, natural beauty, and cultural heritage to a worldwide audience. The global exposure from hosting the Olympics greatly enhanced the reputation of Rio de Janeiro as a tourist destination. Landmarks like the Christ the Redeemer statue and the Copacabana Beach received extensive media coverage, enticing travellers from around the world to visit and explore the city.

Such exposure also attracted new businesses and investment, as the international spotlight created a favourable environment for local and global to establish or expand their presence in Rio. The ability of Rio de Janeiro to organize and execute a large-scale international event, such as the Olympics demonstrated its capabilities and infrastructure, solidifying its status as a global sports city and attracting more events in the future.

DEVELOPING A GLOBAL SPORT CITY

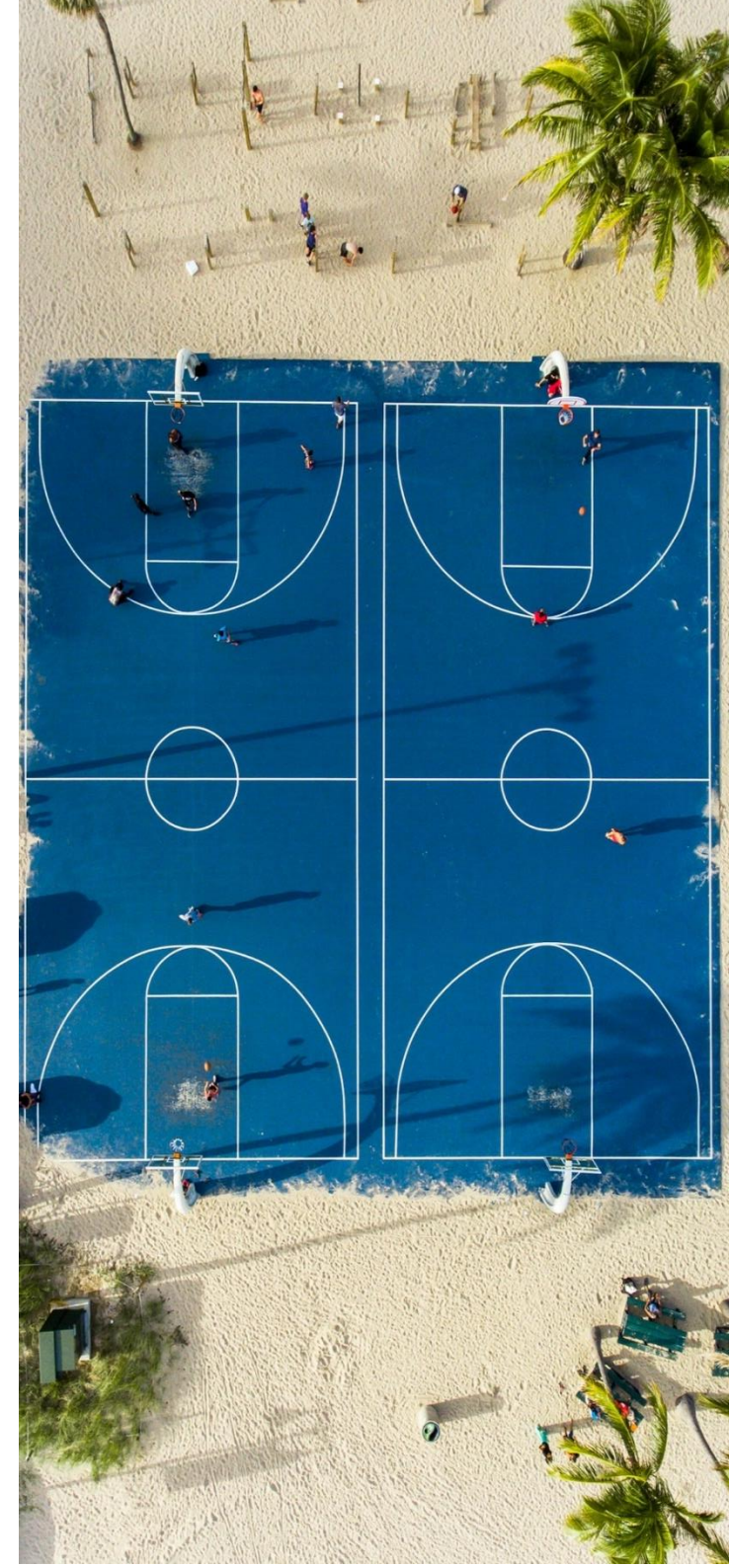
Fourthly, major sports events have a profound impact on community engagement. They bring people together, fostering a sense of pride and unity amongst the residents. The hosting of such events enables cities to create a festive atmosphere, with the active participation and support of the local communities. The presence of world-class athletes and the opportunity for local ones to compete on a global stage can inspire future generations, promoting active and healthy lifestyles. Additionally, hosting sports events can stimulate grassroots participation and the development of local talent, creating a lasting legacy within the local communities.

An example that highlights the profound impact of major sporting events on community engagement is the hosting of the 1992 Summer Olympics in Barcelona. The event brought people together, fostering a sense of pride and unity among the diverse communities of the city. The streets and venues of Barcelona were filled with excitement and celebration, creating a festive atmosphere that permeated throughout the city. The local communities actively participated and supported the competitions, embracing the Olympic spirit. The residents volunteered, cheered for athletes, and participated in various cultural and sporting events held alongside the Olympics.

The presence of world-class athletes competing in Barcelona inspired and captivated the local population, providing an opportunity to witness exceptional sports performances and be inspired by the dedication and achievements of such athletes.

The Olympics also provides a platform for local athletes to compete on a global stage, representing their city and country, which instilled a sense of pride in the community and inspired future generations of athletes to pursue their aspirations. This created a lasting legacy as local sports clubs and programs experience a surge in participation and development, nurturing and cultivating talent at the grassroots level. The community engagement fostered by the Barcelona Olympics had a lasting impact on the city. The event inspired the revitalization of public spaces, the development of sports infrastructure, as well as the creation of programs and initiatives for promoting active and healthy lifestyles.

Barcelona continues to be recognized as a city that values community engagement through sports, hosting various sporting events and nurturing local talent.



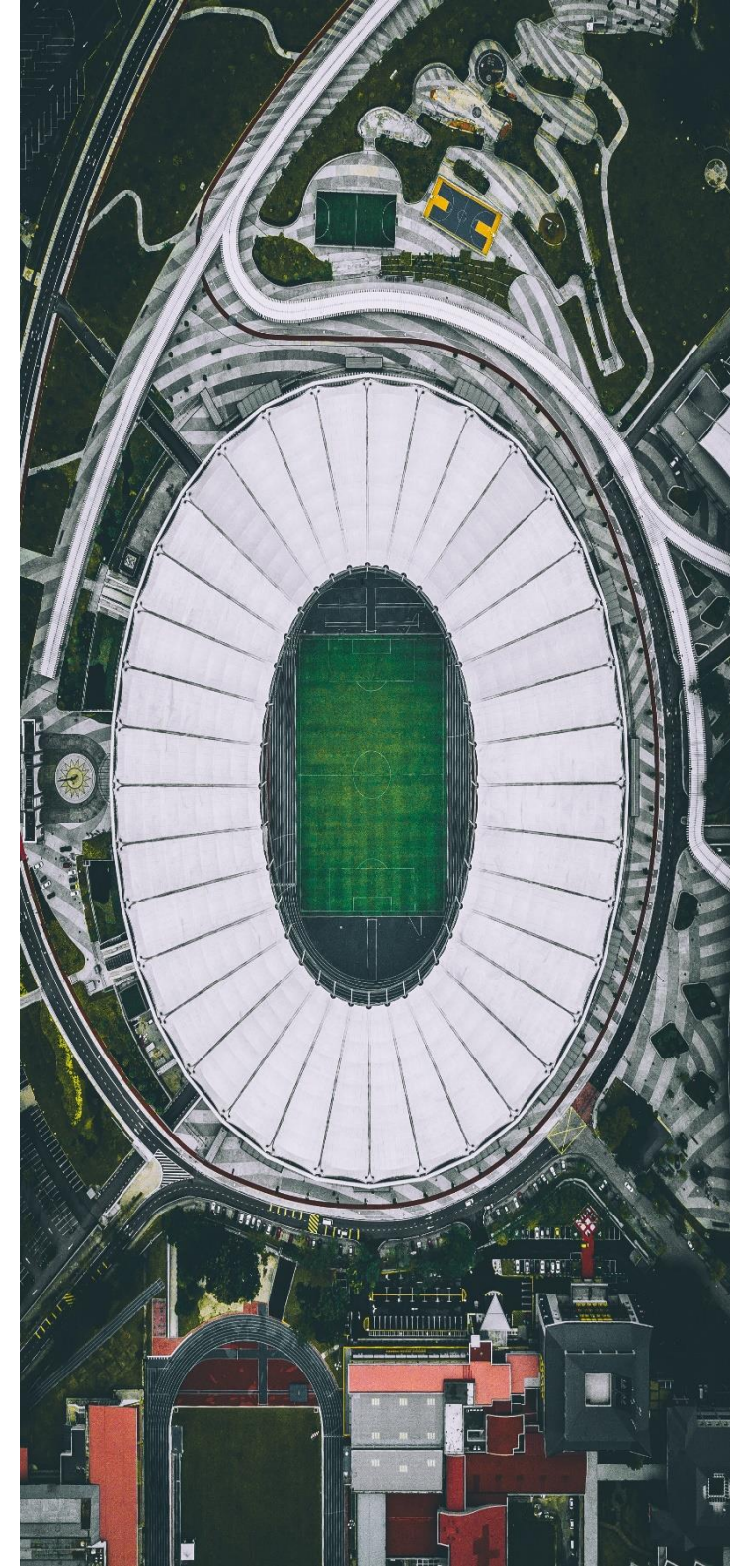
DEVELOPING A GLOBAL SPORT CITY

Lastly, hosting major sports events can act as a catalyst for urban regeneration. Cities often leverage such events to revitalize underdeveloped areas, improve public spaces, and upgrade infrastructure. The preparations for hosting such events provide an opportunity to enhance the physical environment of the city, creating a positive impact that extends beyond the event. These regeneration efforts can leave a lasting legacy, transforming the city and benefiting residents long after the event has concluded.

An example of how hosting major sports events can act as a catalyst for urban regeneration is the hosting of the 2000 Summer Olympics by Sydney. The city took advantage of the event to undergo significant transformation and revitalization. One notable example is the redevelopment of Darling Harbour, an industrialized waterfront area that was transformed into a vibrant public space featuring parks, pedestrian promenades, and cultural attractions. The construction of iconic landmarks like the Sydney Olympic Park and the Sydney Olympic Stadium further enhanced the area. These venues have been repurposed for various events since then, ensuring their continued utilization, and contributing to the long-term infrastructure sustainability of the city.

Additionally, the Olympics prompted the improvement of the transportation infrastructure of Sydney. The city invested in expanding its public transportation system, including the construction of new railway lines and upgrades to train and bus networks. Such enhancements facilitate movement during the period of the event and ensure improved accessibility as well as reduced congestion for the residents.

Furthermore, Sydney focused on enhancing public spaces and revitalizing parks, streetscapes, and recreational areas. The creation of the Centennial Parklands and the enhancement of the Hyde Park, for instance, provided attractive green spaces for leisure and promoted a healthier and more active lifestyle. The urban regeneration projects driven by the Olympics has had a lasting impact on the city and its residents. The Darling Harbour has become a popular destination, offering entertainment, dining, and cultural experiences for locals as well as tourists, the improved transportation infrastructure supports economic development and facilitates the growth of the city, while the enhanced public spaces continue to contribute to the liveability as well as quality of life for the residents.





Event Hosting Landscape
Olympic Sport Ecosystem
2021-2028

EVENT HOSTING LANDSCAPE

Olympic Ecosystem Event Hosting Landscape Background

The analysis of events within this report spans from 2021-2028, covering two summer Olympic cycles. The scope of research includes 95 sports, 156 event properties and 355 individual event editions in total, each governed and operated by sport event rights holders that are members of the Global Association of International Sports Federations (GAISF), currently restructuring under the SportAccord umbrella.

These event rights holders are members of five further umbrella organisations which represent international sports federations, categorised by their Olympic participation, recognition and general involvement within the Olympic Movement:

- **ASOIF:** Association of Summer Olympic International Federations
- **AIOWF:** Association of International Olympic Winter Sports Federations
- **ARISF:** Association of IOC Recognised International Sports Federations
- **AIMS:** Association of Independent Recognised Members of Sport
- **Associate:** a sport organisation which groups together the activities of several members generally for the purpose of organising competitions or any international organisation contributing to sport in various fields
- **Observer Status:** designed as the first step on the pathway towards fulfilment of all criteria required for full membership and entry to AIMS

The event hosting landscape has been analysed using primary and secondary research methods, establishing which of the world championship and multisport games events within the scope of research have been awarded to a host city or cities within the period analysed, 2021-2028.

The data contained within this analysis includes information published in the public domain as of 15 June 2023 and is reliant upon the accuracy and communication of event rights holders as and when their events have been awarded.

Future analyses considering World Cup, World Series and World Tour events which take place in stages across several destinations is available to Quantum clients. This also includes a range of large-scale commercial properties such as Formula 1, Formula E, MotoGP, SailGP, among others, all of which deliver wide-ranging impacts for host destinations of these events.



ASSOCIATE MEMBERS



EVENT HOSTING LANDSCAPE

Global Sport Event City Ranking Methodology

In reviewing the progress of several cities with ambitions of becoming globally recognised sport cities in the context of hosting major international sports events, Quantum Consultancy, in collaboration with Durham University Business School, has established a data-driven approach to comparing the event hosting credentials of notable sports destinations.

This comparison ranks host cities based upon the number of events they have hosted, and the size, scale and recognition of the events being hosted. Events have been attributed a score which is calculated according to the event rights holder’s membership status and positioning within the Olympic sport ecosystem. This incorporates international sports federations and event owners which are members of the ASOIF, AIOWF, ARISF and AIMS umbrella organisations, as well as Associate Members of this sport ecosystem.

The scope of research includes identified pinnacle events of each sport, or up to three key events per sport where men’s, women’s and team competitions are contested separately, or where different sport disciplines host their own world championships. In total, 109 international sports federations and event owners have been included, consisting of 95 sports and 156 world championships and multisport games properties.

All events within the scope of research are available to bid for on a global basis, with the exception of continental and regional multisport games, for which there are opportunities for destinations to host these events and equivalents in different regions (e.g. African Games, Asian Games, European Games, Pacific Games and Pan American Games).

Following the significant impact of the COVID-19 pandemic on the global event calendar throughout the year 2020, events have been monitored and allocated to their respective host cities throughout an eight-year period from 2021 to 2028, with 2021 being the first year in which some events once again returned to the global stage.



Event scores are weighted based upon the year in which the event takes place. In the present year, 2023, events receive a weighting multiplier of 1.0. For past years, events receive a weighting of 0.8 (2022) and 0.6 (2021), respectively. For future years, a declining nominal weighting of 0.1 is used, meaning that 2024 is 0.9, 2025 is 0.8 and so on. This weighting reflects the relative importance of each event being hosted and the associated exposure those events traditionally receive in the lead-up to and following the event.

EVENT HOSTING LANDSCAPE

This ranking of global sport cities reveals some significant insights into the dynamics of sport event hosting globally in the context of the Olympic movement. According to the ranking, Paris, France, leads the list, having hosted five major events with an event score of 2,746, reflecting the city's significant investment in sporting infrastructure, strong bid strategies, and a robust sporting culture.

Paris has secured less Olympic sport world championships than its predecessors Tokyo (2020), Rio de Janeiro (2016), and London (2012) in the lead-up to its hosting of the world's largest sports property. However, events such as the IGF World Amateur Team Championships 2022 (golf), key matches during the Rugby World Cup 2023 and the Badminton World Championships in 2025 have all been secured. Despite there being no demonstrable coordinated effort by the city and sport stakeholders in France to build on this portfolio of events beyond 2025, Paris is focussed on using events as a catalyst for positive change and transformation in the areas of sustainability and social inclusion.

Budapest, Hungary, follows Paris. Although hosting more events (seven), its combined event score is slightly lower at 2,350, indicating that while the quantity of events is high, the size, scale, or impact of those events are smaller than that of Paris given its hosting of the Olympic and Paralympic Games in 2024. Budapest has longstanding ambitions to host the Olympic Games and continues to demonstrate its commitment to investing in events in the Olympic ecosystem.

Tokyo, Japan is in third position with a score of 2,075 following its hosting of the Olympic and Paralympic Games during 2021 and having secured future world championships in athletics, badminton and sumo as well as the Summer Deaflympics in 2025.

In fourth position is Beijing, China, with an event score of 1,800 from hosting the Olympic and Paralympic Winter Games in 2022, events of significant size and impact. However, Beijing has yet to secure any further events through to 2028, with cities outwith the capital receiving more investment for sports events instead in China.

Milan, Italy, with six events, rounds out the top five event hosting cities in the Olympic sport ecosystem.

Global Sport Event City Ranking

Rank	City	Country	Events	Score
1	Paris	France	5	2,746
2	Budapest	Hungary	7	2,350
3	Tokyo	Japan	6	2,075
4	Beijing	China	2	1,800
5	Milan	Italy	6	1,763
6	Doha	Qatar	5	1,710
7	Belgrade	Serbia	5	1,680
8	Chengdu	China	4	1,670
9	Los Angeles	USA	4	1,395
10	Berlin	Germany	3	1,130
11	Tashkent	Uzbekistan	4	1,080
12	Singapore	Singapore	3	1,040
13	Glasgow	United Kingdom	3	1,005
14	Birmingham	United Kingdom	2	1,000
15	Copenhagen	Denmark	4	989
16	Dubai	UAE	5	960
17	Baku	Azerbaijan	3	960
=	Montreal	Canada	3	960
19	Cairo	Egypt	4	880
20	Riyadh	Saudi Arabia	2	850

A full list of events can be found in the Appendix

Destinations co-hosting events receive a weighted event score for those co-hosted events

If destinations have the same score, the destination hosting the most events is ranked higher

EVENT HOSTING LANDSCAPE

Global Sport Event City Ranking

Rank	City	Country	Events	Score
21	Rotterdam	Netherlands	5	837
22	Turin	Italy	3	800
23	Oberhof	Germany	2	800
24	Cortina d'Ampezzo	Italy	2	788
25	Lake Placid	USA	2	770
26	Hangzhou	China	1	750
=	Santiago	Chile	1	750
28	Seoul	South Korea	2	720
29	Sydney	Australia	3	712
30	Shanghai	China	3	700
31	Herning	Denmark	5	682
32	Bogota	Colombia	2	650
33	Fukuoka	Japan	1	650
34	Orlando	USA	4	640
35	Bangkok	Thailand	3	640
36	Sofia	Bulgaria	2	640
37	Lusail	Qatar	2	630
38	Abu Dhabi	UAE	4	610
39	Valencia	Spain	2	580
40	Auckland	New Zealand	4	579

Rank	City	Country	Events	Score
41	Yankton	USA	2	560
42	Honiara	Solomon Islands	1	550
43	Cape Town	South Africa	2	520
=	Val di Sole	Italy	2	520
45	Eugene	USA	1	520
46	Accra	Ghana	1	495
47	New Delhi	India	2	480
=	Kitakyushu	Japan	2	480
=	San Juan	Argentina	2	480
50	Barranquilla	Colombia	1	450
51	Zurich	Switzerland	2	440
=	Hamar	Norway	2	440
53	Rhine-Ruhr	Germany	1	440
=	Birmingham, AL	USA	1	440
55	London	United Kingdom	2	420
56	Stockholm	Sweden	4	418
57	Trondheim	Norway	3	416
58	Nantes	France	2	401
=	Madrid	Spain	2	401
60	Brampton	Canada	1	400

*Rhine-Ruhr is the collective region that will host the FISU World University Games in 2025, consisting of five cities: Bochum, Duisburg, Düsseldorf, Essen and Mülheim an der Ruhr

EVENT HOSTING LANDSCAPE

European cities such as Berlin, Germany and Glasgow, United Kingdom maintain strong positions in the ranking due to their consistent investment in sport event hosting. Similarly, American, Japanese, and Uzbekistani cities feature on the list, emphasising the globality of major sports events within the Olympic ecosystem.

The list also showcases cities from the Middle East like Dubai, UAE, and Riyadh, Saudi Arabia. Their emergence underlines the shift in the global sports landscape as these cities invest heavily in sporting events as a tool for diversification and global recognition. Future ambitions to host the Olympic Games in the Middle East are further demonstrable by the back-to-back hosting of the Asian Games in the Middle East region in 2030 (Doha, Qatar) and 2034 (Riyadh, Saudi Arabia).

Chengdu, China, emerges as a significant player in the global sport city landscape, holding the eighth position with four events and a total score of 1,670. This underlines China's broader strategy of promoting sports and reflects Chengdu's specific focus on becoming a global sports city via means of hosting large-scale multisport events such as the FISU World University Games and The World Games, as well as world championships in table tennis and badminton's prestigious Thomas and Uber Cup.

These rankings provide an insightful snapshot of the current global sports hosting landscape in the context of the Olympic sport ecosystem. They underline the growing competition among cities worldwide to attract major events and emphasise the strategic investments required to become a prominent player in this global arena.





Case Studies
Destinations on the Rise
& Established Global Sport Cities

CASE STUDY: BEIJING

Beijing – World’s First Dual Olympic City

The sporting sector has developed rapidly in China since the beginning of the 21st century. The awarding of the Olympic Games hosting rights to Beijing provided a massive stimulus to the entire industry and Chinese cities began to leverage the economic, cultural and social benefits of sport. In 2022, Beijing, China became the first city to have hosted both the summer and winter editions of the Olympic and Paralympic Games, firmly positioning itself as a global sport city.

To support its vision of becoming a healthy nation and a global sports power, but also to achieve a variety of other objectives relating to urbanisation, national identity building and external positioning, China has evolved into a leading force in organising large scale national and international events.

The State General Sports Administration (“SGSA”) has the supervisory role over sports events at the national level, while the All-China Sports Federation, the Chinese Olympic Committee, national and local sports associations are responsible for event organisation and delivery.

Like for other Chinese cities, Beijing’s strategy for the development of sport and sport facilities is aligned with the nationwide policies such as the 14th Five-Year Plan for Sports Development (2021-2025) and the National Fitness Plan (2021-2025).

The city’s main targets with regards to sport development include regular participation in sport and physical exercise by 53% of its population, and the provision of 2.82 sq. meters per capita of sports area. The city also strives to promote winter sports, building on the legacy of the Winter Olympic Games 2022. The overall goal was to have 10 million people participating in ice and snow sports in 2022.

Beijing has hosted some of the world’s largest events in the past two decades and has also played host to the World Athletics Championships in 2015 and the FIBA Basketball World Cup in 2019.

Beijing, China

Population: 21.2 million



SELECTED EVENTS HOSTED IN BEIJING

RECURRING EVENTS

Sport	Event name
Athletics	Beijing Marathon
Tennis	China Open

WORLD CHAMPIONSHIPS AND MULTISPORT GAMES (2021-2028)

Sport	Event name
Multisport	Olympic Winter Games 2022
Multisport	Paralympic Winter Games 2022

CASE STUDY: PARIS

Paris – World’s No. 1 Sporting Capital?

As the host of next year’s Olympic and Paralympic Games Paris is set to become only the second city – alongside London – to have hosted the summer Olympics three times. With the return of the Games to Paris after exactly 100 years its sport and event hosting sectors have received a welcome boost and Paris is looking to establish itself as the world capital of sport for the foreseeable future.

As the most visited city in the world Paris has no shortage of tourists. Well over 30 million tourists arrived in the French capital during 2022. Despite no shortage in tourism arrivals, for at least the last two decades the city has gradually increased the number of international events that it hosts and has built an impressive portfolio of recurring and one-off events which contribute towards growing the city’s appeal to visitors from all over the world.

A study by Paris Île-de-France Capitale Economique identified 595 international sports events held in Greater Paris between 2005 and 2020, spanning across 35 different sports. The breadth and depth of the events hosted is helping Paris to generate a strong economic and tourism impact, but it is also a catalyst for positive change and transformation in the areas of sustainability and social inclusion.

The Olympic Games 2024 lead the way in that regard. The organising committee has developed a legacy and sustainability plan which is not only meant to strengthen the social impact of the event, but also pioneer a new model for delivering the Olympic and Paralympic Games, as well as other major sports events – a model that is based on the idea of organising events to improve people’s lives.

France is no stranger to this approach as in early 2017 the French Ministry of Sports and the World Wide Fund for Nature (WWF) published the “Charter of 15 eco-responsible commitments of event organisers” of which Paris 2024 was one of the first signatories. The charter places a focus on delivering events with the environment and sustainability at the heart. Evaluation results from Paris 2024 will be eagerly anticipated to understand the impact and achievements of the Olympic and Paralympic Games in reaching this goal.

Paris, France

Population: 11.21 million



SELECTED EVENTS HOSTED IN PARIS

RECURRING EVENTS

Sport	Event name
Athletics	Diamond League Paris
Athletics	Paris Marathon
Cycling	Tour de France
Equestrian	Global Champions Cup
Horse racing	Grand Steeple-Chase de Paris
Judo	Paris Grand Slam
Tennis	Roland Garros

WORLD CHAMPIONSHIPS AND MULTISPORT GAMES (2021-2028)

Sport	Event name
Golf	IGF World Amateur Team Championships 2022
Rugby	Rugby World Cup 2023
Multisport	Olympic Games 2024
Multisport	Paralympic Games 2024
Badminton	BWF World Championships 2025

CASE STUDY: TOKYO

Tokyo – Two-Time Summer Olympics Host City

In a strategy document published in 2014, the Tokyo Metropolitan Government set out the vision for Tokyo to become the world’s best city. The staging of the Olympic Games 2020, which made Tokyo the first Asian city to have hosted the largest global sporting event twice, was considered the key factor in reaching that goal, demonstrating the role that sport has played in the development of the city.

The Olympic Games 2020 were not only the celebration of sport that put Tokyo in the global spotlight, for city officials the event was also the opportunity to address the societal and demographic issues that Japan and Tokyo itself are facing. From promoting sustainable development to establishing a volunteer culture, the city’s aim was to leverage the benefits of hosting the Olympic Games to build a long lasting legacy.

Due to the outbreak of the global pandemic in 2020, the impact of the Olympic Games may have been lower than anticipated, but the event remained the main driver for the development of the city’s sports strategy. In January 2022, the TOKYO Sports Legacy Vision was released. The strategy document focused on: 1) strategic utilisation of metropolitan sports facilities; 2) attracting and hosting international sports events; 3) expanding opportunities for sports practice to all parts of Tokyo; 4) promoting para sports; 5) engaging and supporting Tokyo athletes; 6) establishing a culture of volunteerism; and 7) conveying important messages on sustainability, diversity etc. to future generations.

According to the document, Tokyo’s sports participation rate has increased from 39.2% in 2007 to 68.9% in 2021 and the city wants to use this momentum to further encourage people of all ages to use sports facilities across the city and to organise sports events of different size and for different audiences.

In relation to hosting international events, Tokyo’s ambition is to continue to provide opportunities for its citizens to experience elite sports competitions. In July 2022, almost 12 months after the Olympic Games, Tokyo was awarded the rights to host the World Athletics Championships 2025 and the city is looking to hold other major events, including para sports competitions.

Tokyo, Japan

Population: 13.99 million



SELECTED EVENTS HOSTED IN TOKYO

RECURRING EVENTS

Sport	Event name
Athletics	Tokyo Marathon
Judo	Tokyo Grand Slam
Tennis	Japan Open (ATP)
Tennis	Pan Pacific Open (WTA)

WORLD CHAMPIONSHIPS AND MULTISPORT GAMES (2021-2028)

Sport	Event name
Multisport	Olympic Games 2020
Multisport	Paralympic Games 2020
Badminton	BWF World Championships 2022
Sumo	Sumo World Championships 2023
Athletics	World Athletics Championships 2025
Multisport	Summer Deaflympics 2025

CASE STUDY: BUDAPEST

Budapest – Sporting Capital With Olympic Dreams

Budapest has long had a reputation as one of the main sporting centres in Europe. In the last decade it has ramped up its efforts to attract major sports events to enhance its hosting credentials with the eventual goal of bringing the Olympic Summer Games to Hungary.

Given its accessibility, excellent transport links, robust sports infrastructure, as well as rich sporting and cultural traditions, Budapest has all the hallmark features which are sought by event owners. Sport in Hungary has strong government backing and it has been used as a tool in political and sports diplomacy.

Two international sports federations are headquartered in Budapest – the International Judo Federation and the International Teqball Federation. In May 2023, it was announced that another summer Olympic sport federation, World Aquatics, is exploring relocation to the capital of Hungary, demonstrating the global prestige of the city and its credentials.

This could undoubtedly further strengthen Budapest’s position in the Olympic ecosystem. Despite an unsuccessful bid to host the Olympic Games in 2024 (Budapest eventually withdrew its bid due to growing political and public opposition) the city is keeping its dream to stage the world’s largest sporting event alive and continues to pursue its strategy to attract globally recognised competitions, primarily those of Olympic sports.

Budapest’s hosting track record includes the EHF European Men’s Handball Championships 2022, the FINA World Aquatics Championships 2017 and 2022, Giro d’Italia 2022 Grande Partenza, the UEFA Euro 2020, the UEFA Europa League Final 2023, the UEFA Women’s Champions League Final 2019 and the inaugural World Urban Games 2019.

The investments made into hosting major sports events translate into improved sports facilities for the use of both amateur and professional sports teams based in Budapest, as well as regular citizens. They also lead to the revitalisation of the neglected parts of the city. An example of this is the National Athletics Centre, inaugurated in June 2023 and built in the former industrial part of Budapest to serve as the main venue of the World Athletics Championships 2023.

Budapest, Hungary

Population: 1.78 million



SELECTED EVENTS HOSTED IN BUDAPEST

RECURRING EVENTS

Sport	Event name
Handball	EHF FINAL4 Women
Motorsport	Formula 1
Tennis	Hungarian Grand Prix (WTA)
Tennis	Hungarian Open (ATP)

WORLD CHAMPIONSHIPS AND MULTISPORT GAMES (2021-2028)

Sport	Event name
Casting Sport	World Championships in Casting Sport 2021
Judo	World Judo Championships 2021
Kettlebell	IUKL World Championships 2021
Aquatics	FINA World Championships 2022
Athletics	World Athletics Championships 2023
Karate	World Karate Championships 2023
Aquatics	FINA World Championships 2027

CASE STUDY: RIYADH

Riyadh's Rise To Become A Global Event Destination

In its bid to become one of the world's leading sporting and tourism destinations, the Kingdom of Saudi Arabia has evolved into a major player on the event hosting scene. The Kingdom's drive to attract high-profile sporting events, encourage sport participation and build world-class sporting infrastructure is well illustrated by Riyadh's use of sport and events as a platform for economic and tourism growth.

Over the past few years Riyadh has established its position as one of the most prominent event hosts in the Gulf Region. From high-profile professional boxing bouts to golf tournaments, the capital of Saudi Arabia has played host to events that attract diverse audiences and have a global broadcast appeal.

In addition to international events which draw overseas tourists to the region, the top national sporting competitions are also staged in Riyadh. The launch of the Saudi Games was one of Saudi Arabia's sporting highlights of 2022 and the host city of Riyadh welcomed more than 6,000 athletes competing in 45 sports.

Riyadh's hosting credentials are further strengthened by the investments made into building new sports facilities and upgrading existing ones. For example, to support Saudi Arabia's planned bid to host the FIFA World Cup and in preparation for the AFC Asian Cup 2027, in May 2023 the Kingdom's Ministry of Sport announced that over the next five years the capacity of Riyadh's two main football stadia will be expanded, while a new stadium will be built north of the city. Riyadh is also aiming to attract major esports tournaments and develop an esports hub through the construction of esports facilities in a \$500 million project announced in June 2023.

While major events put Riyadh into the global spotlight, the infrastructure growth in the city is also aligned with Saudi Arabia's Vision 2030 which stresses the importance of a healthy and balanced lifestyle in order to build a vibrant society. The Sports Boulevard is Riyadh's ambitious project to create an open space for all citizens to engage in sport and recreational activities. Upon completion, the Sports Boulevard is likely to become the largest park in the world.

Riyadh, Saudi Arabia

Population: 7.68 million



SELECTED EVENTS HOSTED IN RIYADH

RECURRING EVENTS

Sport	Event name
Equestrian	Global Champions Tour
Golf	LIV Golf
Horseracing	Saudi Cup
Football	Italian Super Cup
Football	Spanish Super Cup
Multisport	Saudi Games

WORLD CHAMPIONSHIPS AND MULTISPORT GAMES (2021-2028)

Sport	Event name
Multisport	World Combat Games 2023
Weightlifting	World Weightlifting Championships 2023

Beyond 2028, Riyadh will also host the Asian Games in 2034.



Appendix

APPENDIX

Attributed Events in Event Hosting Landscape Analysis (2021-2028)

SPORT	EVENT
American football	IFAF Men's World Championship
American football	IFAF Women's World Championship
Aquatics	FINA World Championships
Aquatics	FINA World Swimming Championships (25m)
Archery	World Archery Championships
Archery	World Field Archery Championships
Arm wrestling	World Armwrestling Championships
Athletics	World Athletics Championships
Athletics	World Indoor Athletics Championships
Badminton	BWF Sudirman Cup
Badminton	BWF Thomas & Uber Cup
Badminton	BWF World Championships
Bandy	FIB Women's World Championship
Bandy	FIB World Championships
Baseball & Softball	Men's Softball World Cup
Baseball & Softball	Women's Baseball World Cup
Baseball & Softball	Women's Softball World Cup
Basketball	FIBA Men's Basketball World Cup
Basketball	FIBA Women's Basketball World Cup
Basque pelota	Basque Pelota World Championships
Biathlon	IBU Biathlon World Championships
Bobsleigh and skeleton	IBSF World Championships
Bodybuilding	IFBB World Fitness Championships
Bowling	World Bowling Senior Championships
Boxing	AIBA Men's World Boxing Championships
Boxing	AIBA Women's World Boxing Championships
Bridge	World Bridge Games

SPORT	EVENT
Canoeing	ICF Canoe Slalom World Championships
Canoeing	ICF Canoe Sprint World Championships
Casting	World Championships in Casting Sport
Cheerleading	ICU World Cheerleading Championships
Chess	FIDE World Chess Championship Match
Chess	Women's World Chess Championship
Climbing & Mountaineering	UIAA Ice Climbing World Championships
Cricket	ICC Cricket World Cup
Cricket	ICC Women's Cricket World Cup
Curling	World Men's Curling Championship
Curling	World Women's Curling Championship
Cycling	UCI BMX World Championships
Cycling	UCI Cycling World Championships
Cycling	UCI MTB World Championships
Cycling	UCI Road World Championships
Cycling	UCI Track Cycling World Championships
Dodgeball	Dodgeball World Cup
Dragon Boat	IDBF Club Crew World Championships
Dragon Boat	IDBF World Nations Championships
Draughts	Draughts World Championships
Equestrianism	FEI Endurance World Championships
Equestrianism	FEI Eventing World Championships
Equestrianism	FEI World Championships (multiple disciplines)
Fencing	FIE World Fencing Championships
Fistball	IFA Fistball World Championships
Fistball	IFA Women's Fistball World Championship

APPENDIX

SPORT	EVENT
Floorball	IFF Men's World Floorball Championships
Floorball	IFF Women's World Floorball Championships
Football	FIFA Women's World Cup
Football	FIFA World Cup
Footgolf	FIGF Footgolf World Cup
Go	World Amateur Go Championship
Golf	IGF World Amateur Team Championships
Gymnastics	FIG Acrobatic Gymnastics World Championships
Gymnastics	FIG Artistic Gymnastics World Championships
Gymnastics	FIG Rhythmic Gymnastics World Championships
Gymnastics	FIG Trampoline Gymnastics World Championships
Handball	World Men's Handball Championship
Handball	World Women's Handball Championship
Hockey	Men's FIH Hockey World Cup
Hockey	Women's FIH Hockey World Cup
Ice hockey	IIHF Ice Hockey Women's World Championship
Ice hockey	IIHF Ice Hockey World Championship
Ice skating	ISU World Figure Skating Championships
Ice skating	ISU World Short Track Speed Skating Championships
Ice skating	ISU World Speed Skating Championships
Icestocksport	IFI World Championships
Judo	World Judo Championships
Ju-Jitsu	JJIF Ju-Jitsu World Championship
Jump rope	IJRU World Championships
Karate	World Karate Championships
Kendo	World Kendo Championships
Kettlebell	IUKL World Championships

SPORT	EVENT
Kickboxing	WAKO Senior World Championships
Korfball	IKF World Korfball Championship
Lacrosse	World Lacrosse Men's World Championship
Lacrosse	World Lacrosse Women's World Championship
Life saving	Life Saving World Championships
Luge	FIL World Championships
Match poker	IFMP Nations Cup
Minigolf	World Adventure Golf Masters
Modern pentathlon	UIPM Pentathlon World Championships
Motorsports	FIA Motor Sport Games
Muaythai	IFMA World Muaythai Championships
Multisport	African Games
Multisport	Asian Games
Multisport	Commonwealth Games
Multisport	European Games
Multisport	Mediterranean Games
Multisport	Military World Games (Summer)
Multisport	Military World Games (Winter)
Multisport	Olympic Games
Multisport	Olympic Winter Games
Multisport	Pacific Games
Multisport	Pan American Games
Multisport	Paralympic Games
Multisport	Paralympic Winter Games
Multisport	Summer Deaflympics
Multisport	Summer Special Olympics World Games
Multisport	The World Games

APPENDIX

SPORT	EVENT
Multisport	Winter Special Olympics World Games
Multisport	World Combat Games
Multisport	World Masters Games
Netball	Netball World Cup
Orienteering	World Orienteering Championships
Padel	Padel World Championship
Pole sport	World Pole & Aerial Championships
Polo	World Polo Championship
Powerlifting	World Open Powerlifting Championships
Practical shooting	Handgun World Shoot
Practical shooting	Shotgun World Shoot
Racquetball	Racquetball World Championships
Rafting	World Rafting Championships
Roller sports	World Skate Games
Rowing	World Rowing Championships
Rugby league	Rugby League World Cup
Rugby union	Rugby World Cup (Men)
Rugby union	Rugby World Cup (Women)
Rugby union	Rugby World Cup Sevens
Sailing	World Sailing Championships
Sambo	World Sambo Championships
Savate	World Savate Assaut Championships
Shooting	ISSF World Shooting Championships
Ski mountaineering	ISMF World Championships
Ski & Snowboard	FIS Alpine World Ski Championships
Ski & Snowboard	FIS Freestyle, Snowboard & Freeski World Champions.
Ski & Snowboard	FIS Nordic World Ski Championships

SPORT	EVENT
Sleddog	Sleddog OS World Championships & World Masters
Sport climbing	IFSC Climbing World Championships
Squash	WSF Men's World Team Championship
Squash	WSF Women's World Team Championship
Sumo	Sumo World Championships
Surfing & Bodyboarding	ISA World Surfing Games
Table tennis	World Table Tennis Championships
Taekwondo	World Taekwondo Championships
Tennis	Billie Jean King Cup Finals
Tennis	Davis Cup Finals
Teqball	Teqball World Championships
Triathlon	ITU Multisport World Championships
Tug of war	TWIF World Outdoor Championships
Underwater sports	CMAS Finswimming World Championships
University sports	FISU Winter World University Games
University sports	FISU Summer World University Games
Volleyball	FIVB Beach Volleyball World Championship
Volleyball	FIVB Volleyball Men's World Championship
Volleyball	FIVB Volleyball Women's World Championship
Waterski & Wakeboard	IWWF World Wakeboard Championships
Waterski & Wakeboard	IWWF World Water Ski Championships
Weightlifting	IWF World Weightlifting Championships
Wrestling	UWW World Championships
Wushu	World Wushu Championships

The data contained within the event hosting landscape analysis includes information published in the public domain and confirmations received from event rights holders as of 15 June 2023. The information is reliant upon the accuracy and communication of event rights holders as and when their events have been awarded, cancelled, postponed and/or rescheduled.



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