

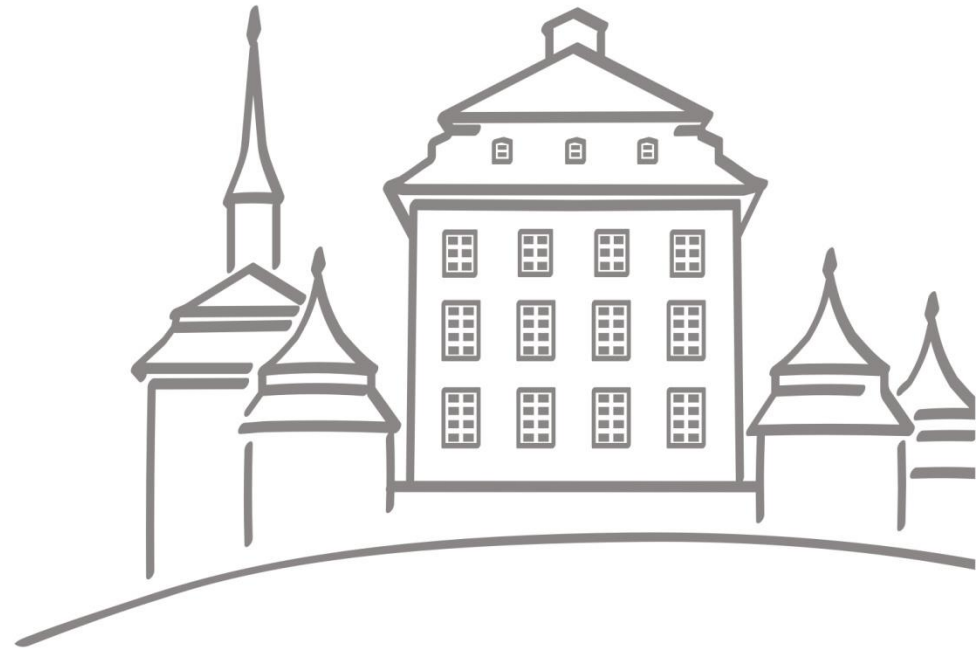
# SOL'17 Sochi Olympic Legacy

## The Olympic Games – what is a future model for intelligent legacy planning?

Ass.-Prof. Dr. Robert Kaspar

Seeburg Castle University

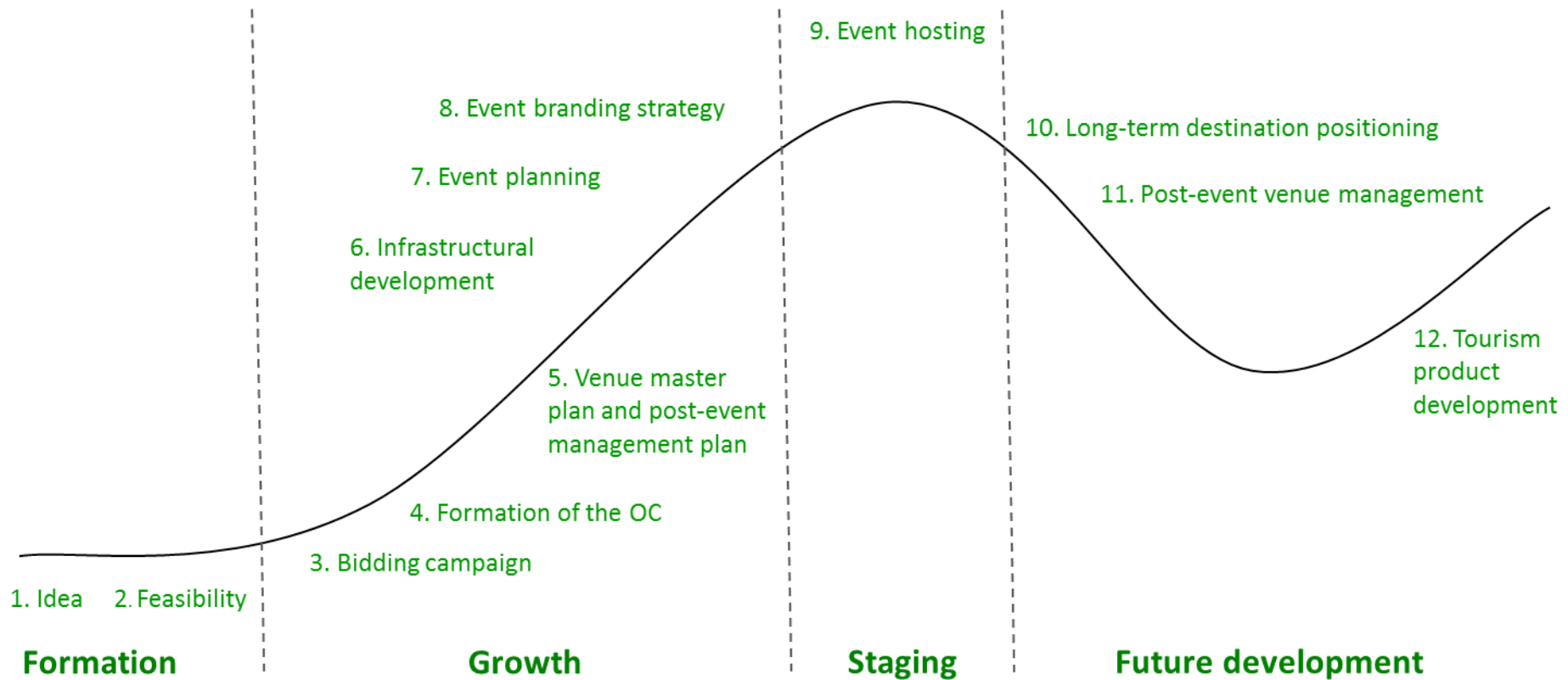
Sochi, 20th November 2017



# OVERVIEW

- Research and publications on 8 Olympic Games and many World Championships
- Event Life Cycle
- Olympic Games Legacy in selected cities
- 11 LIONS
- View on the 2026 Olympic Winter Games bids
- Suggestions for Legacy Evaluation 7 + years

# THE EVENT LIFE CYCLE



# OLYMPIC GAMES LEGACY

- Munich 1972: Olympic Park still vibrant
- Salt Lake City 2002: Great sports legacy
- Athens 2004: White Elephants in Sports Venues, but positive in city and transport legacy
- London 2012: Development of London Olympic Park
- Sochi 2014: Great to see all venues alive
- Rio 2016: To early to say

# LIONS

- **L** EGACY DRIVEN
- **I** NTELLIGENT
- **O** RGANISATIONAL
- **N** ATIVE
- **S** UCCES FACTORS

# LIONS 1 – 5 SPORTS VENUES

- **LION 1:** Early decision on post-event venue ownership
- **LION 2:** Implementation of post-event venue management, business plans and marketing 1 year before the event
- **LION 3:** Decide on temporary venues in all cases where post-event use is not guaranteed or financed
- **LION 4:** Downsize venue capacity to your needs immediately after the event
- **LION 5:** Consider a polycentric venue concept when you do not have/need all sports venues

# LIONS 6 – 8 HOST CITY

- **LION 6:** Advance your city transportation infrastructure with the residents as key stakeholders
- **LION 7:** Use the event to beautify your downtown with locals and business/cultural tourists in mind
- **LION 8:** Consider an urban redevelopment when it makes strategic sense

# LIONS 9 – 14 STAY ACTIVE

- **LION 9:** Create new sports tourism products with the sports tourists in mind
- **LION 10:** Become a training center for athletes and teams
- **LION 11:** Focus on bringing the youth to the sports relevant in your country
- **LION 12:** Develop an annual sports event portfolio to stay in the memories of sports tourists
- **LION 13:** Strive for continuous media coverage
- **LION 14:** Keep updating your human events knowledge



# BRIEF LOOK AT THE 2026 BID FIELD

- Innsbruck – Referendum, Bid rejected
- Sion – Referendum June 2018
- Calgary – City Council decision pending
- USA cities – all in discussion (LA 2028)
  
- Solutions:
- Going back to past host cities such as Pyeongchang/Sochi/Vancouver?
- Allow a polycentric approach?

# THE VISION OF A POLYCENTRIC OLYMPIC WINTER GAMES 2026 – THE NORDIC BID



# LEGACY CHECK 7 years later?

- Analysing the use of sports venues
- Evaluation of tourism developments
- Increase in sports participation?
- Event Portfolio
  
- Who could be interested in evaluating event legacies?
- Would media report about good news?

# STAYING IN TOUCH?

Ass.-Prof. Dr. Robert Kaspar

*Professor for Sports Management*

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**Seeburg Castle University**

Seeburgstraße 8, 5201 Seekirchen am Wallersee, Salzburg, Austria

**Mobile/Whatsapp:** +43 676 - 321 2012

**E-Mail:** [robert.kaspar@uni-seeburg.at](mailto:robert.kaspar@uni-seeburg.at)

**Social Media:** XING, linkedin, Facebook, Twitter, Instagram