

The Impact of Sport on the European Economy

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Simplified MRIOT:S

		Category					Final	Total	
		1	2	3	Sport	Σ	Demand	Export	Demand
Category	1								
	2								
	3								
	Sport								
	Σ								
Gross Value Added									
Import									
Gross Supply									

		Category					Final	Total	
		1	2	3	Sport	Σ	Demand	Export	Demand
Category	1								
	2								
	3								
	Sport								
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Gross Value Added									
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		Category					Final	Export	Total
		1	2	3	Sport	Σ	Demand		Demand
Category	1								
	2								
	3								
	Sport								
	Σ								
Gross Value Added									
Import									
Gross Supply									

		Region 1				Region 2				Region 3				Final	Export	Total	
		Category				Category				Category							
		1	2	3	Sport	1	2	3	Sport	1	2	3	Sport				
Region 1	Category	1															
		2															
		3															
		Sport															
Region 2	Category	1															
		2															
		3															
		Sport															
Region 2	Category	1															
		2															
		3															
		Sport															
Σ																	
Gross Value Added																	
Import																	
Gross Supply																	

2

- Three different views of sport:
 - Statistical definition: sport according to the system of national accounts, i.e. a part of NACE 92.6. E.g. operation of swimming pools.
 - Narrow definition: statistical definition plus all goods and services which are needed to do sport. E.g. football shoes, billiard tables, repair services.
 - Broad definition: narrow definition plus all goods and services which use sport as an input. E.g. all sport related tourism, sport betting.

Input-Output Analysis (1 of 2)

Input-Output Analysis of sport allows to differentiate at least two kinds of effects:

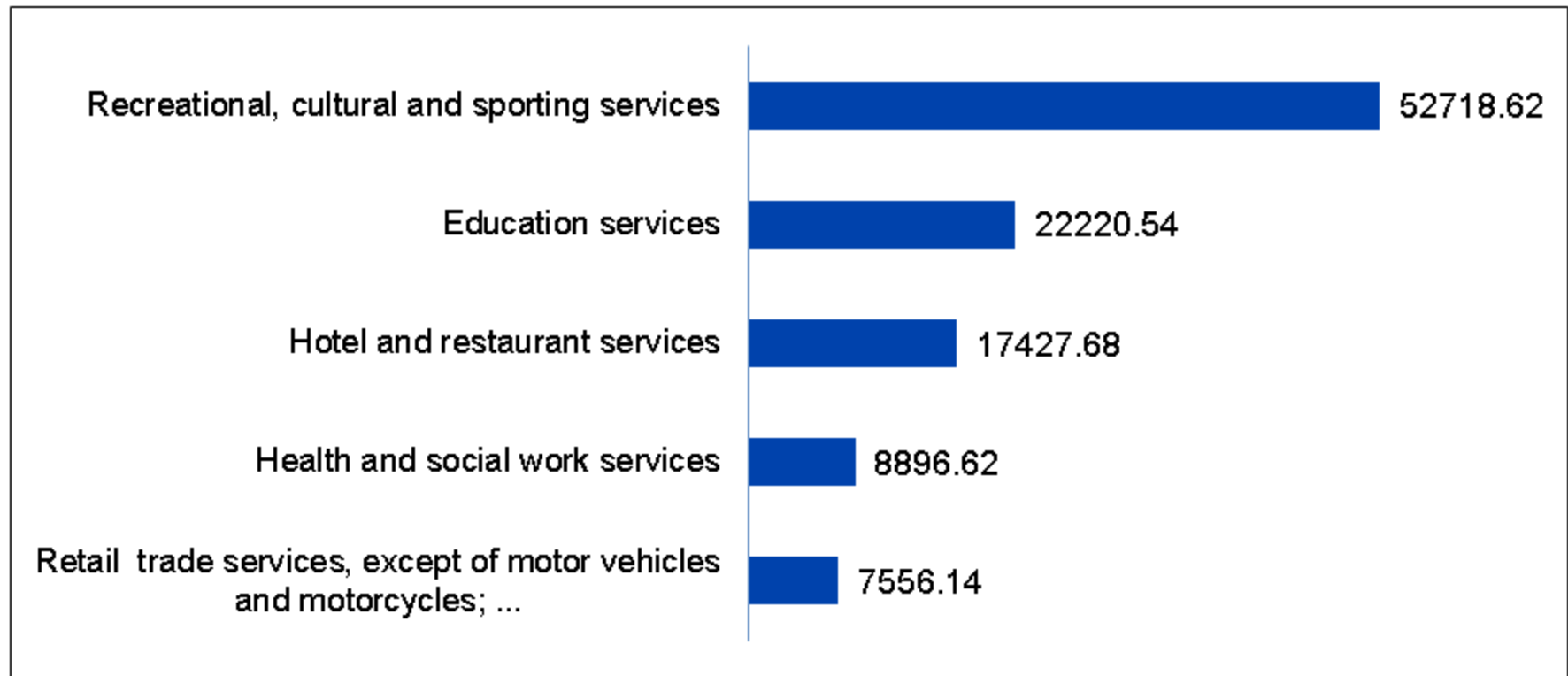
- Direct Effects: arise directly in the sport-related economic activities. E.g. employees in a company producing sport watches.
- Indirect Effects: arise in the, theoretically infinitely long, supply chain of sport-related economic activities. E.g. employees in a company supplying sport-watch producers with batteries.
- Total Effects: direct plus indirect.

The table shows EU-wide sport-related direct Gross Value Added (GVA) and employment in absolute terms and relative to the entire economy's value.

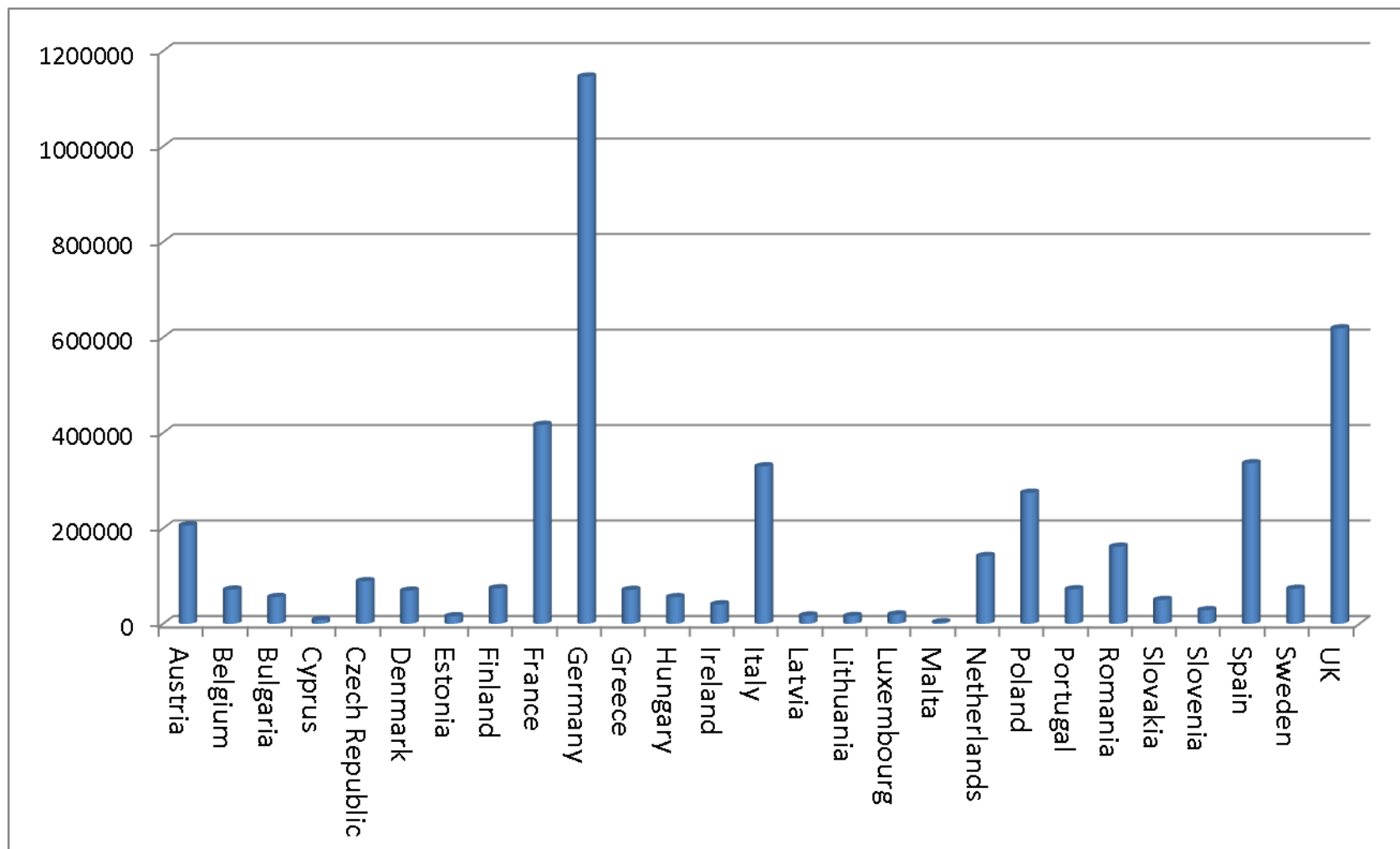
Sport Definition:	Statistical		Narrow		Broad	
GVA	28 bn €	0.28%	112 bn €	1.13%	174 bn €	1.76%
Employment	0.66 m	0.31%	3.14 m	1.49%	4.46 m	2.12%

Gross Value Added

Top-5 contributing sectors to EU-wide GVA,
Broad definition, direct effects, in m €



Employment, broad, direct



- Sport is under-recognised and under-documented. Recognise its economic importance.
- Sport creates more jobs than GDP (in shares of their total values).
 - Sport thus is an employment driver, valuable during the crisis.
 - Sport jobs, however, are less productive than average jobs. Training & education of professionals (not only athletes) is required.
- Sport differs largely between countries! Do not generalise too much.
- Sport seems to be a superior good: the higher GDP per capita the higher the *share* of sport in GDP. Sport can foster convergence between countries.

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