

Delivering Success: Engagement, Legacy and Vision

Olympic Winter Games 2026



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Introduction

Today we are launching the reformed Candidature Process for the XXV Olympic Winter Games 2026.

Building on changes guided by Olympic Agenda 2020, this new process provides interested Cities and National Olympic Committees (NOCs) with greater support directly from the IOC. It offers more flexibility to develop Games proposals that are aligned with local, regional and national development goals, and have less financial, operational and environmental impact.

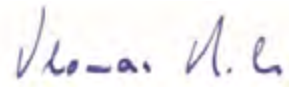
The Candidature Process 2026 comprises two stages.

The first phase is a new, one-year non-committal Dialogue Stage that will provide interested Cities and NOCs with an opportunity to engage with the IOC to assess the benefits and requirements related to hosting the Olympic Winter Games 2026.

The second phase is the Candidature Stage to which the IOC will invite certain Cities. These Candidate Cities will then work closely with the IOC to increase the value proposition of their Games delivery plan.

Throughout both stages, the procedure will be tailored to the context and needs of each City through an open dialogue, enabling continuous improvement of the Games projects. The fact that the IOC is requiring fewer deliverables throughout the candidature process will lead to substantially reduced Candidature budgets.

We hope that this new Candidature Process finds your interest and meets your requirements. You are welcome to raise any question you may have and in this way start a fruitful dialogue with the IOC.



Thomas Bach
President of the International
Olympic Committee





Enhancing Reputation



Enhancing Reputation

The Olympic Games captivate a global audience, bringing unprecedented attention for both candidate and host cities. With a clear and compelling vision, a candidature can have a transformative effect on the profile and reputation of your city, region and country.

3.5bn

people around the world watched the Olympic Games Rio 2016 – a record audience

77%

of those engaging with Olympic Channel content on social media are below the age of 35

1bn+

videos were viewed on social media during the Olympic Channel's first year

7bn+

video views of official online Rio 2016 coverage engaged young people like never before



Sochi 2014: A Record Audience



For the first time, digital coverage of the Olympic Winter Games exceeded that of traditional television broadcasts.

114,000

more hours of coverage than any previous Winter Games

2.1bn

viewers in 220 countries and territories were estimated to have been reached by coverage of the Games





Case Study

Torino 2006



Prior to the Olympic Winter Games Torino 2006, the Italian city was best known for its industrial economy and passion for football. Hosting the Games helped the city achieve its long-term development goal of revitalising the region and reshaping its public image.

The city implemented a master plan that showcased Torino's impressive but lesser-known heritage, including rich cultural sites and Baroque architecture, through an extensive programme of more than 200 events running parallel to the sport programme. The aim was to use the global dimension of the Games to present the cultural identity and history of Torino and its region to the world. The result was an energised tourist industry nurtured by expanded hotel capacity and quality, leading to a significant increase in post-Games tourism.

Torino was scarcely mentioned in international guidebooks at the turn of the century, but has received wide and positive media coverage since the Games.

Alongside enhanced transport infrastructure and facilities in the mountain resorts, the Games encouraged improvements in the capacity and calibre of accommodation in Torino and the mountains. The number of hotels in the city rose by 31 per cent between 2002 (287) and 2006 (376), with a rise of 11 per cent in the availability of beds in hotels rated four stars and above.

Italian academics Piervincenzo Bondonio and Chito Guala have examined substantial research into changing attitudes regarding the city and visitor numbers to demonstrate the impact of the Games on Torino's tourism, in comparison to other regions of Italy over the same period. The growth in the number of visitors to the region since the Games and a shift from business visitors to leisure – who generally stay longer – demonstrates how the city has transformed itself from industrial town to tourist hotspot.



The image of Torino has totally changed since the Games. It was not considered a cultural city, despite having a very rich cultural heritage, with beautiful Baroque buildings... Now it is recognised as an attractive city. Until the Games, no one would really consider spending a leisure weekend in Torino, but now things have changed.

Roberto Daneo
Former Director of Authority Relations, Torino NOC

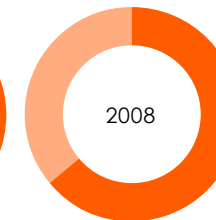
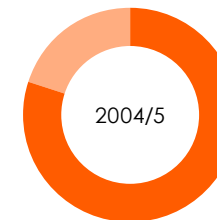


102%

Increase in arrivals to Torino between 2000 and 2016

110%

Increase in bed nights in Torino between 2000 and 2016



● Business
● Leisure



Read the full study [here](#)

Ratio of business to leisure visitors



Case Study



It was necessary to position Torino on the map. It was necessary to change the mood of the city, in the sense that it had to be plural: culture, tourism, innovation, technology. At the end of this transformation process we needed an international stage to present our vision. What Torino then experienced during the Games was a change in mentality.

Valentino Castellani
Mayor of Torino

Case Study

Almaty 2022



Following the new, more flexible approach of Olympic Agenda 2020, Almaty worked closely with the IOC to produce a candidature closely aligned with the long-term development goals of the city and country. Its aim was to change perceptions of Kazakhstan and turn the region into a winter sports hub.

The candidature was the centrepiece of an ambitious strategy to raise the country's profile by hosting major events and develop an expanded winter sports industry in addition to its traditional energy-based economy.

Aydar Makhmetov, a spokesman for the country's sovereign wealth fund who was involved in the candidature, claimed that the bid "would forever fix Almaty on the world map and be a powerful impulse for the development not just of the city, but of all Kazakhstan. This is a goal that can unite the entire nation in a single patriotic impulse".

While the bid ultimately lost out to Beijing as host city for the 2022 Olympic Winter Games, it was successful in bringing a new profile to the city and delivering regional and national strategic aims. By placing the city at the forefront of the global sport conversation, the candidature has set up Almaty to be a regular host of winter sports events in the future.

International University Sports Federation (FISU) President Oleg Matytsin commented: "I believe that in future, Almaty will be among

those [cities] which organises multi-sport events at international level", demonstrating how bidding for the Games has continued to help develop the country's long-term goals.



By bidding for the Winter Games we showed the world the amazing progress that Kazakhstan has made since its independence.

Andrey Kryukov
Vice-Chairman of Almaty Candidature Committee



Academic Study

Maximising Tourism Development

A recent study from the United Nations World Tourism Organisation, “Maximising the Benefits of Mega Events for Tourism Development”, offers valuable guidance on how to achieve the greatest possible tourism impact from bidding for or hosting the Games.

The study, published in August 2017, includes the following key pieces of advice:

- Have a clear vision for the image of your city you want to show the world
- Focus efforts on the media and the reception of visitors to ensure this image is delivered
- Develop new tourism products in advance of the Games to market alongside the sport
- Bring together key stakeholders as early as possible to focus on shared benefit, cooperation and co-construction
- Ensure that tourist programmes are also benefiting local communities and addressing their concerns
- Look to spread tourism benefits across the whole country, not just the host city
- Work with event sponsors to deliver a shared vision



For tourism development, a mega event is not a goal but a means to a goal.

'Maximising the Benefits of Mega Events for Tourism Development'



Read the full study [here](#)





Economic Impact

Economic Impact

Hosting the Games can have a positive impact on a city and country, in direct, tangible and long-lasting ways.

Hosting has been shown to boost GDP in real terms in the lead up to, during and after the Games.

Thousands of jobs are created as part of a Games project, delivering a positive economic impact across sectors ranging from construction to hospitality to retail, and contributing to a reduction in unemployment. In addition, foreign visitors attending the Games generate considerable activity within the local economy.

A number of indirect benefits can continue delivering a positive impact for decades after the Games. Among these are increased tourism and investment, the growth of new workforce skills and improvements in transportation, technology and other infrastructure.



Case Study

Vancouver 2010



Coordinated and detailed planning helped the Olympic Winter Games Vancouver 2010 deliver economic success in both the short and long term.

Despite being affected by the global financial crisis, Vancouver 2010 was still able to create strong economic legacies. Growth stimulated by the Games led to more than 800 new businesses being created in Vancouver. The Games also generated between CAD 70.2 million and CAD 91.9 million in federal tax revenues.

A recent PWC report on the Games states that they delivered an estimated boost to Canada's GDP of CAD 2.8 billion between 2003 and 2010. More than 10 million people paid overnight visits to Vancouver in 2016 and the city's tourism industry enjoyed its third straight record-breaking year.

Sustainable venues continue to provide value for the local community. The sale of unused land enabled the construction of the Richmond Oval, a CAD 163 million venue, while delivering a CAD 40 million profit for the city. The Oval has become a multi-sports arena since the Games. It consistently makes a profit and is supported by the new residential community that has grown around it.

The Games delivered lasting benefits for Vancouver's Whistler resort. According to Barrett Fisher, CEO of Tourism Whistler, visitor numbers increased by 32 per cent between summer 2009 and winter 2016. Whistler now attracts around three million visitors annually and has become a hub for major events in a wider range of sports

than before the Games. The sliding centre alone hosted two international Bobsleigh and Skeleton Federation World Cups in 2015-16.

The Games-inspired completion of Highway 99, known as the "Sea to Sky Highway", has greatly enhanced transportation options for local people and visitors alike. As well as facilitating easier movement, the highway and its breathtaking scenery have become a tourist attraction in their own right.



Tourism in British Columbia has grown exponentially since 2010. In recent years many communities around the province have enjoyed record-setting numbers, Vancouver in particular. The profile from the Olympic Winter Games has helped us attract other major sporting events including the 2015 FIFA Women's World Cup and World Rugby Sevens Series, with more to come.

Walt Judas
CEO, Tourism Industry Association of British Columbia



800

new businesses created

2.8bn

boost to Canada's GDP (Can\$)

2,500

full-time jobs created

91.9m

raised in federal tax revenues (Can\$)

10m

overnight visitors to Vancouver in 2016

32%

increase in visitor numbers

Case Study

“
If you have a
great story to tell,
many will want
to be part of it.

John Furlong
CEO, Vancouver 2010 Winter Games
Organising Committee



Case Study

London 2012



A number of significant economic impacts were achieved by the Olympic Games London 2012.



Between being awarded the Olympic Games in 2005 and hosting them in 2012, London was affected by the global financial crisis. Despite this turbulent timing, the Olympic Games London 2012 has produced a variety of economic benefits and contributed to the UK's 14 per cent economic growth (Office for National Statistics – based on GDP) between 2005 and 2016.

A recent study by academics Chris Gratton and Girish Ramchandani establishes a framework for identifying economic legacy and then assesses London 2012 through that framework.

One of the areas highlighted is the impact of increased interest in sport. Consumers' sport-related spending grew from GBP 26.4 billion in 2010 to GBP 29.2 billion in 2012, benefiting the UK economy as a whole. The study also estimates the economic impact of the health benefits of sports participation: an increase in participation of 1.3 per cent in London between 2010/11 and 2012/13 represents a potential additional saving for the NHS in one year of GBP 195 million, with further savings in subsequent years.

Tourism is one of the key drivers of the London economy, and the "shop-window" effect of hosting the Games has helped power growth in this sector since the Games.

A 2013 VisitBritain survey asked 100 communications experts from 24 countries about the impact of the Games: 99 per cent believed it would encourage more people from their country to visit Britain.

That confidence has played out in a significant increase in both tourist numbers (25 per cent between 2012 and 2016) and tourist expenditure (18 per cent between 2011 and 2015).



Case Study

One of the most significant legacies of the Games has been the redevelopment of east London:

- All five newly-built sporting facilities in the Olympic Park have a secure legacy.
- The Athletes Village has been transformed into East Village, containing 2,818 new homes of which 1,379 are affordable homes and houses available for sale or rent. The Financial Times reported in September 2017 that occupancy has now reached 90 per cent in East Village.
- The Westfield Stratford shopping centre, built with GBP 1.4 billion of private investment on a former industrial estate, houses 250 retailers and provided 10,000 permanent new jobs from day one, including 2,000 for east Londoners who were previously unemployed.
- The Olympic Delivery Authority, the public body responsible for delivering the venues and infrastructure for London 2012, invested over GBP 500 million towards transport infrastructure including a new Docklands Light Railway Line.
- An extra 110,000 jobs have been created in east London since the 2012 Games — more than three times the number originally forecast. The boom is expected to continue with an additional 125,000 jobs across London's six Olympic boroughs by 2030.
- A variety of activities have been attracted into the Olympic Park since the Games, including cultural and educational institutions, sports organisations and technology companies.

2,818

new homes

90%

occupancy in East Village

10,000

permanent new jobs

£500m

towards transport infrastructure



The legacy of the 2012 Olympics is not just about the Queen Elizabeth Olympic Park. I am pleased to see this area of London [the six Olympic boroughs] is providing tens of thousands of new jobs for Londoners in important industries like technology, science and media.

Sadiq Khan
Mayor of London, 2017



Case Study

Developing Knowledge Economies

Just as the Games can be a catalyst for physical development, the impacts on a city's knowledge economy can be equally powerful.

An Olympic Games candidature and delivery brings together experts from a wide range of functions, including from outside the host city or country. This helps develop new competencies that can strengthen a city's place in the knowledge economy. Expertise in mega-event hosting, improved communications and marketing functions and awareness of best-practice sustainable technology are some of the benefits that cities may accrue.

Many cities also use the platform of an Olympic Games to increase global awareness of the strength of their knowledge economy. Host cities often introduce revolutionary new technology to the world at the Olympic Games. This trend goes back as far as 1964 when the Shinkansen, or "Bullet Train", was unveiled to coincide with the opening of the Tokyo Games.

PyeongChang 2018 will be the first Olympic Games to use 5G, the world's fastest mobile data network. From one month before the start of the Games, spectators and visitors will be able to experience 5G technology for the first time in PyeongChang and Gangneung, the two main Games sites, and the cities of Seoul and Incheon.

The Olympic Games Tokyo 2020 will be no different. Emerging technology in Japan promises to enrich our experience of the Games and could go on to have global significance.

Instant voice translation, self-driving taxis and a village of robots are just a few of the innovations that will support the efficient delivery of the Games; boost engagement with athletes and spectators; and showcase a key capability of the host country.





Social Unity

Social Unity

The Olympic Games bring together athletes and spectators from every nation and from all walks of life. This unifying power extends to host and candidate cities, offering the chance to build greater social cohesion.



We dedicated this city to the Olympic Games but we didn't design and build it for the Olympic Games. We did it for community legacy and that's where the payback is.

George Duncan,
CEO Richmond Oval Corporation



Case Study

Vancouver 2010



In a city renowned for its diverse communities, the Vancouver Organising Committee for the 2010 Olympic Winter Games developed a range of projects designed to bring people closer together, support social inclusion and provide skills and experiences that would benefit local communities long after the Games.

The Olympic Fabrication Shop trained disadvantaged people in carpentry to give them a new start in life. While creating over 11,000 items for the Games, the Shop provided training to disadvantaged young people, First Nation residents, struggling single parents, immigrants and others in need.

Particularly impactful were efforts to improve integration with local First Nation communities. Vancouver 2010 was the first time in Olympic history that indigenous peoples were recognised as official partners. Formal First Nations planning was integrated into all aspects of delivery, from efforts to promote business opportunities to Games decision-making. Sales of licensed Aboriginal merchandise contributed CAD 190,000 to an Aboriginal Youth Legacy Fund that continues to support physical activity, sports and recreation.

First Nation culture was promoted in the Opening Ceremony and in the design of the Games medals by First Nation artist Corrine Hunt. A new Squamish Lil'wat Cultural Centre in Whistler was built with provincial and federal government

funding, educating visitors about traditional Squamish and Lil'wat cultures and ways of life.

The greater understanding of First Nation peoples and new community links created by these projects has contributed to improved social integration since the Games:

- 2014 was declared the Year of Reconciliation
- In 2015 Jody Wilson-Raybould was sworn in as Minister of Justice, the first indigenous person to hold the role
- In Vancouver and British Columbia, Canada's 150-year celebrations were supplemented by a "150-plus" years festival in recognition of the heritage of First Nation peoples
- On 24 September 2017, 50,000 people took part in a Walk for Reconciliation in Vancouver, including Mayor Gregor Robertson



The Olympic Games bring nations together in common cause. This was a perfect match for our projects to bring together cultures and traditions, helping us to recognise that we're stronger because of our diversity.

Jody Wilson-Raybould

Minister of Justice and Attorney General of Canada

Case Study

Sochi 2014



The Olympic Winter Games Sochi 2014 embraced the importance of education to support the community and foster greater unity by spreading Olympic values throughout society.

Olympic education programmes were introduced into secondary school curriculums, reaching four million school children in 60 Russian regions by September 2013.

Another educational legacy was the opening of the graduate-level Russian International Olympic University, which trains future sports industry professionals in sports management and governance. As well as developing skills for the industry, the University instils Olympic values, teaching the next generation the importance of social unity.

Further support was given to Russia's young people through the Sirius Academy, a special educational centre enabling gifted children to develop their abilities in fields including science, sport, the arts and technical subjects.



A new generation of sports managers, equipped with the necessary knowledge and skills to stage major sport events, will not only become top-class specialists but ambassadors for the Olympic ideals and values as well.

Dmitry Chernyshenko
President and CEO of the Sochi
2014 Organising Committee



Case Study

PyeongChang 2018



Winter Olympic Games 2018 host PyeongChang is also embracing education as a positive Olympic legacy.

The Dream Programme, started as part of PyeongChang's candidature for the Olympic Winter Games 2010, has taken place annually since 2004. The programme has already helped spread Olympic values as well as offer winter sports experiences to participants from 75 countries around the globe.

This innovative and ambitious residential camp provides an opportunity to try winter sport for young people aged 11-15 from countries that lack the natural environment. With its mix of sports instruction and cultural exchange, the Dream Programme has brought together over 1,500 young people from around the world in a spirit of friendship.

The Dream Programme is in keeping with the overall vision of the 2018 Games to launch "New Horizons" in winter sport, building the reputation of Gangwon Province and Korea as a hub for winter sport in Asia.



Case Study

Chicago 2016



Chicago's candidature for the Olympic Games 2016 helped advance social cohesion in a city that has faced real challenges in this area.

A primary objective of the candidature was to put in place social programmes that would help support the local community through sport. A youth sports organisation, World Sport Chicago, was established in 2007 with the aim of creating sporting opportunities for children each year. Ten years later, it is still in operation and last year introduced around 3,500 youngsters from the city into sport.

One of World Sport Chicago's most impactful programmes is "Becoming a Man" (BAM), which promotes prevention of violence and educational enrichment. A detailed study by Sara Heller, Harold A. Pollack, Roseanna Ander and Jens Ludwig notes that this programme has successfully increased school engagement and reduced arrests for violent crime by 44 per cent among participants compared to non-participants. As they identify, the effect of this is significant: "Depending on how one monetises the social costs of crime, the benefit-cost ratio may be as high as 30:1 from reductions in criminal activity alone."

Chicago has traditionally been a "city of neighbourhoods". One of the outcomes of the candidature was to bring the community together through shared pride in the city's efforts. The experience proved that people from different neighbourhoods and backgrounds could work together for common benefit and helped set the scene for future development, particularly in relation to collaboration between public and private sectors.



We may not have won the honour of hosting the Games in 2016, but we have positively impacted the lives of thousands of kids, and we look forward to expanding our programmes in the months and years to come to reach even more youth.

Patrick G. Ryan
Chairman of World Sport Chicago



30,000

youngsters introduced to sport



[Read the full study here](#)

44%

reduction in violent crime amongst participants



Sustainability

Sustainability

Sustainability is an essential element of a successful Games. Preparing a candidature or hosting the Games can identify sustainable solutions to support communities' development needs and showcase sustainable innovations.

The environment is one of the three pillars of the Olympic Movement. Olympic Agenda 2020 has placed an even stronger focus on sustainability and legacy, with a specific recommendation to “include sustainability in all aspects of the Olympic Games”.

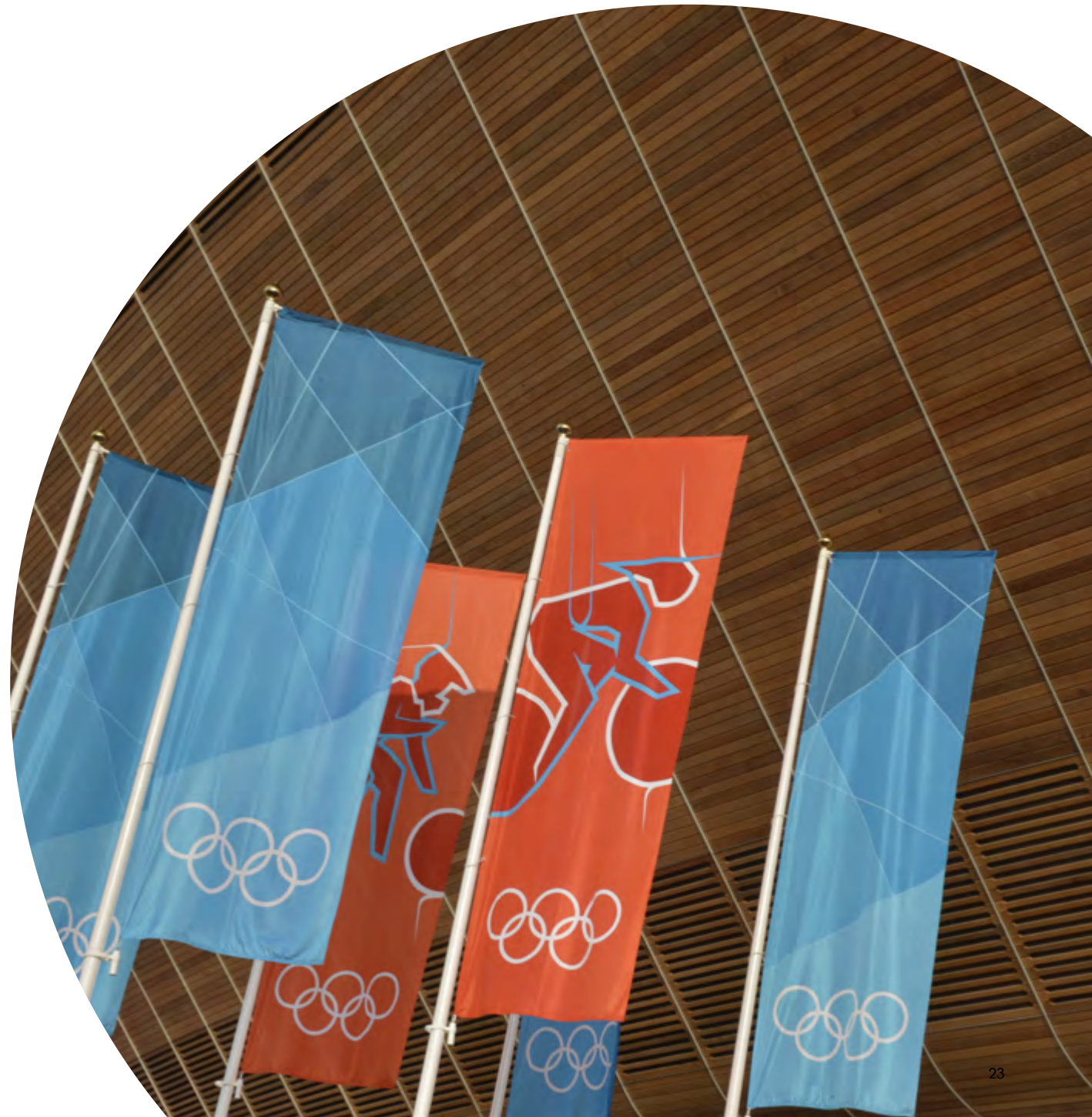
Building on the objectives of Olympic Agenda 2020, the IOC Sustainability Strategy was developed in close cooperation with many stakeholders and partners and published in 2016. The Strategy includes the following focus areas:

- Infrastructure and natural sites
- Sourcing and resource management
- Mobility
- Workforce
- Climate

The Sustainability Strategy supports the IOC's commitment to contribute to the United Nations 2030 Agenda for Sustainable Development.



Read the strategy [here](#)



Case Study

Lillehammer 1994



The sustainable development programmes of the Olympic Winter Games Lillehammer 1994 set new environmental standards for major sporting events and led to it becoming known as the “Green Games”.

Over two decades later, the town is now an established winter sports destination. Its positive legacy developed even further with the hosting of a successful Winter Youth Olympic Games 2016.

Lillehammer's pioneering approach in 1994 was rooted in the five “green goals” it set for the Games:

- To increase international awareness of ecological questions
- To safeguard and develop the region's environmental qualities
- To contribute to economic development and sustainable growth
- To adapt the architecture and land use to the topology of the landscape
- To protect the quality of the environment and of life during the Games

More than 20 sustainability projects were initiated. Reclaimed stone from the construction of the ski jumping venue was used to create the Olympic medals. The speed skating arena in Hamar was relocated

to protect a bird sanctuary. Games organisers heavily promoted recycling and the use of public transport. And volunteer and staff uniforms were made from recycled materials.

Energy-efficient Games venues were built with a strong focus on their post-Games use and constructed using predominantly local materials. For example, the construction of an underground ice hockey venue, the Gjøvik Olympic Cavern Hall, reduced energy needs. The arenas were planned with community and elite use in mind; today, they regularly host major sporting events as well as concerts and other cultural and commercial meetings.

A recent study by Timothy Kellison and Jonathan Casper explores the history of environmental sustainability in event hosting, including during several Olympic Games.

The study stresses the importance of having these elements central to a Games delivery plan. It is this approach that made Lillehammer so successful and led to future events following its lead with environmentally sustainable projects.



I can remember the amazing atmosphere, the fantastic weather and the crazy amount of people that gathered in our small city. I also remember the environmental programmes... The 1994 Games definitely set new standards in the technical aspects of sustainability.

Tomas Holmestad
Chief Executive Officer,
Youth Olympic Games Lillehammer 2016



Read the full study [here](#)

Case Study

New York 2012



New York's candidature for the Olympic Games 2012 led the city to rally around a series of sustainable development projects.

Mitchell Moss, a Professor of Urban Policy and Planning at NYU Wagner, has emphasised the importance of the candidature in bringing together major stakeholders and encouraging action on the city's key development goals.

The famous High Line development turned a section of unused rail track into a new pedestrian park which is now the tenth most Instagrammed place on earth. The bid also accelerated the renovation of Hudson Yards, Greenpoint and Williamsburg waterfront, opening them up to sustainable development.

Hudson Boulevard and Park have been renovated and expanded, and a major convention centre built. In addition, the Hunter's Point South district, the proposed location of the Olympic Village, continues to thrive as an affordable housing development for New Yorkers.



Even though we lost, I view the effort to bid for the Olympics for New York to have been a massive positive... I can look around this city and see things that would never have occurred but for the fact that we were bidding for the Olympics – projects that people had thought about for decades that finally got done.

Dan Doctoroff

Bid Leader and Deputy Mayor (2001-2008), New York 2012



Read the full study [here](#)



Paris 2024 & Los Angeles 2028



One of the significant successes of the IOC's Agenda 2020 has been the fact that the host cities for both 2024 and 2028 have proposed Games that will mark new levels of sustainability.

As a starting point, both Paris and Los Angeles fully embraced the Olympic Agenda 2020 philosophy that cities should use existing or temporary venues if no long-term legacy need could be identified.

As a result, both cities will deliver Games plans in which more than 90 per cent of venues will be existing or temporary – leading to significant cost reductions in organising the Games as well as eliminating the risk of ‘white elephant’ developments.

The Paris bid was built around a strong commitment and vision for sustainable development in the broadest sense. The candidature team stated:

“Building on the Paris Agreement on climate change adopted in December 2015 at the COP21, the Paris 2024 Games will be at the forefront of environmental stewardship.”

The Paris Olympic and Paralympic Village will be a model of sustainable development, including:

- 100 per cent bio-based materials
- 100 per cent green energy during the Games
- 100 per cent sustainable and certified food sources
- 100 per cent of the Olympic family and spectators using clean transportation

- Over 26 hectares of biodiversity created on the Olympic sites in Seine-Saint-Denis, thanks to the Games

Paris 2024 is also working to develop and deliver a sustainable model of organising major events that is reproducible internationally, and to share it with other international organisers.

Meanwhile, Los Angeles will be the first “energy-positive” Games, meaning more energy will be generated through renewable sources than is needed to power the Games.

LA 2028 is already collaborating with venue partners to explore opportunities for onsite renewable energy generation, such as solar carports.

The Games in LA will also feature a Green Sports Park, which will showcase leading technology in sport and environmental innovation.

And an innovative new role has been created to deliver and oversee all sustainability and legacy projects.

The Chief Impact Officer, who will be a member of the executive team, will report directly to the CEO.



97%

of Los Angeles 2028 venues will be temporary or existing



[Read the Los Angeles Candidature File here](#)

93%

of Paris 2024 venues will be temporary or existing



[Read the Paris Candidature File here](#)



Sporting Legacy

Sporting Legacy

Rising concern about inactivity, obesity and lack of social cohesion make sports development and participation high priorities in many countries around the world.

The Olympic Games are a source of inspiration, encouraging all people, especially the young, to take up sport and engage in physical activity.

The Games leave a legacy of world-class venues that can be used by both elite athletes and communities. Hosting the Games also builds the capacity and expertise to host further large-scale sporting events, encourages sport tourism and supports the commercial development of sport in the host city and nation.

Sport-related legacy projects can have a transformative effect long after the Games have ended. The LA84 Foundation, a legacy of the Olympic Games Los Angeles 1984, has for more than 30 years been a key advocate for the role of sport in positive youth development and a partner for youth sports organisations in Southern California. As Los Angeles prepares to host the Games again in 2028, the success of the LA84 Foundation will continue to inspire the next generation of young people around the positive values of sport.



[Read more here](#)



Case Study

Salt Lake City 2002



Since the Olympic Winter Games Salt Lake City 2002, the region has become one of the leading centres for winter sport in the USA.

Such is the success of the facilities and surrounding network that ten per cent of Team USA members at Sochi 2014 came from a single college in Salt Lake City.

The Utah Olympic Legacy Foundation manages many of the former Olympic venues and works to engage young people in Utah in winter sport. Dedicated to a “sport for life” model, the Foundation provides opportunities both for those looking to reach elite levels and for the wider population. Importantly, the levels of ambition and commitment remained long after the Games – the United States Ski and Snowboard Association opened its Centre of Excellence in Park City in 2009.

This approach has established Salt Lake City as a popular sporting hub. Since 2002, the annual number of visitors to the Utah Olympic Park has increased by a factor of four and Park City now records around three million visitor nights per year. World-class ski facilities are an attractive draw, with the number of annual skier days in Park City increasing soon after 2002 from around 1.2 million to 1.8 million and staying at that level ever since. Most of the venues developed for the Olympic Winter Games Salt Lake City 2002 continue to host events with more major championships secured for the years to come. For example, Park City will host the 2019 Freestyle and Snowboard

FIS World Championships and the Utah Olympic Oval will be the venue for the 2020 World Single Distance Speedskating Championships.

“
I’ve been riding Park City since I was seven. 14 years I’ve been riding here... lot of good memories. Whole family up here every year... pretty much learned everything that I know here.

Sage Kotsenburg
US athlete and winner of the first ever Olympic gold medal for slopestyle snowboarding (Sochi 2014), who grew up training at venues developed for the Olympic Winter Games Salt Lake City 2002

x4 increase in visitor numbers to the Utah Olympic Park
3m visitors per year



Case Study

London 2012



Rallying behind the slogan, “Inspire a Generation”, the UK Government and sports authorities used the Olympic Games London 2012 to increase participation in sport at both elite and community levels.

At the elite end of the scale, a carefully designed and funded system delivered an exceptional result for the British team at their “home” Games. The investment has continued since London, reaping an even bigger return at the Olympic Games Rio 2016. A focus on youth produced tangible legacies. British sprinter Dina Asher-Smith was a volunteer at London 2012 when aged 16 then won a bronze medal four years later in Rio. One of her team-mates, Desiree Henry, was among a group of young athletes who lit the cauldron at the Opening Ceremony in London.

There have been some clear successes in sports participation programmes. One policy priority was to increase capacity in community sport. The Join In charity was established as an Olympic Games London 2012 legacy with the aim of recruiting more volunteers into sport to help more people to be physically active. In recognition of the value of volunteers, a new strategy for sports volunteering was published at the end of 2016.

The Queen Elizabeth Olympic Park is thriving with plenty of opportunities for sports participation and outdoor activity. Venues such as the London Aquatics Centre, the Lee Valley VeloPark and Lee Valley Hockey and Tennis Centre are in constant use by local clubs and

the community. Major events are hosted in the Park on a regular basis, such as the 2016 UCI Track Cycling World Championships and the 2017 IAAF World Athletics Championships.

Number of medals won by Team GB				
	2004	2008	2012	2016
Gold	9	19	29	27
Silver	9	13	17	23
Bronze	12	15	19	17
Total	30	47	65	67



Case Study

Sochi 2014



The Olympic Winter Games Sochi 2014 achieved the goal of turning the Black Sea resort into a year-round destination for sport.

The Bolshoy Ice Dome, venue for ice hockey, has become the home of the professional club HC Sochi, attracting nearly 160,000 spectators in the most recent season. Rosa Khutor, the venue for alpine skiing events, is now the largest alpine resort in Russia and received 600,000 visitors during the 2014-15 winter season. The venues regularly host major events on the international winter sport circuit, including the 2016 FIS Junior World Ski Championship.

Sochi is also thriving during the summer season. Since 2014 a Formula 1 Grand Prix race has taken place annually on a street circuit around the Olympic Park. And the Fisht Olympic Stadium, which hosted the Opening and Closing Ceremonies, will be one of the venues for the 2018 FIFA World Cup.

160,000

spectators at the Bolshoy Ice Dome

600,000

visitors to the Rosa Khutor resort



Case Study

Rio 2016



A year on from the Olympic Games Rio 2016, the Transforma education programme has produced impressive results in broadening the range of sports available to schoolchildren in Brazil, where football, basketball and volleyball have traditionally tended to dominate.

More than eight million children in 16,000 schools have benefited since the start of the programme in 2013, participating in sports including badminton, rugby and field hockey. One important aspect of Transforma is that it has brought together a coalition involving federations, sponsors and Olympic athletes as well as students, teachers and parents.

Teachers in Brazil have been extremely positive about the impact of Transforma so far and even identified a positive impact on student engagement. PE teacher Carla Da Silva Reis Alves of the Rosa Da Fonseca Municipal School has identified a positive effect in terms of behaviour: "Students are more attentive to each other and there's a lot less bullying. They respect people who do something different and they're responding positively to new things. They really take part now and the relationship between students and teachers is excellent."



Sport instils respect, equality, willpower and responsibility, all of which apply in and out of class. With time, students have come to understand the importance of values in everyday life and in all environments.

Jorgina Rodrigues Guimarães
Rosa Municipal School Principal

8m

schoolchildren have benefited from the Transforma programme

16,000

schools have participated in Transforma



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