



# International Research to Practice Conference

Dr. Robert Kaspar, Austria



# Topic

- Where next?
- Polycentric bidding and hosting scenarios for future Olympic Winter Games and their contribution to the sustainable development of cities



# Research Question and Project Framework

- Can a polycentric hosting model be a perspective for the Olympic Winter Games?
- Research Project initiated by Dr. Robert Kaspar and led by Prof. (FH) Dr. Claudia Stura in 2015/2016



# The challenge for the Olympic Winter Games

- Situation:
- Decreasing number of bidding cities
- For the 2022 Olympic Winter Games only Almaty and Beijing were bidding (after the 5 European bid cities Munich, Krakow, Lviv, Oslo & Stockholm withdrew)
- A major shift to Asia with Pyeongchang 2018 & Beijing 2022
- The Challenge are the 2026 Olympic Winter Games – not many large nations with mountains exist
- What happens if no more city is applying?



# The research project – Central Research Questions (Stura, Kaspar & et. alt. 2015)

- Can the new polycentric event model replace the current host city model?
- Can the new model lead to an increase in attractiveness for key stakeholders such as athletes, sponsors, the media and ultimately the fans?
- Would the polycentric model improve the legacy and reduce the costs for sports and general infrastructure?
- What are the opportunities and limitations?



# Key Issues discussed with experts

- Increase of Event Attractiveness
- Live Event Experience
- Digital Event Experience
- Contribution to Destination Image
- Impact on Tourism - Fan Perspectives
- Organisational and Political Challenges
- Security and Legal Challenges
- Technological Challenges
- Environmental Sustainability Aspects
- (inter-) Cultural Sustainability Aspects
- Economic Sustainability Aspects



# Preliminary Results – Olympic Games

- Enables smaller countries/candidate cities to bear the IF & IOC requirements for IBC/MPC/OV/Sports Venues
- **Costs:**
  - Cost reduction in investment budgets
  - Investments are spread over a larger region/ a continent – multiple nations – impact less visible
- **Athletes**
  - All athletes in one village, that could be lost (is it still reality?)
  - Olympic Village atmosphere in the subvillages is central
  - Emotional experience may be reduced (enthusiasm could build up in two countries, but in a larger region?)
  - Olympic Park – Medal Ceremonies central or decentralised?



# Pros & Cons

## Pros

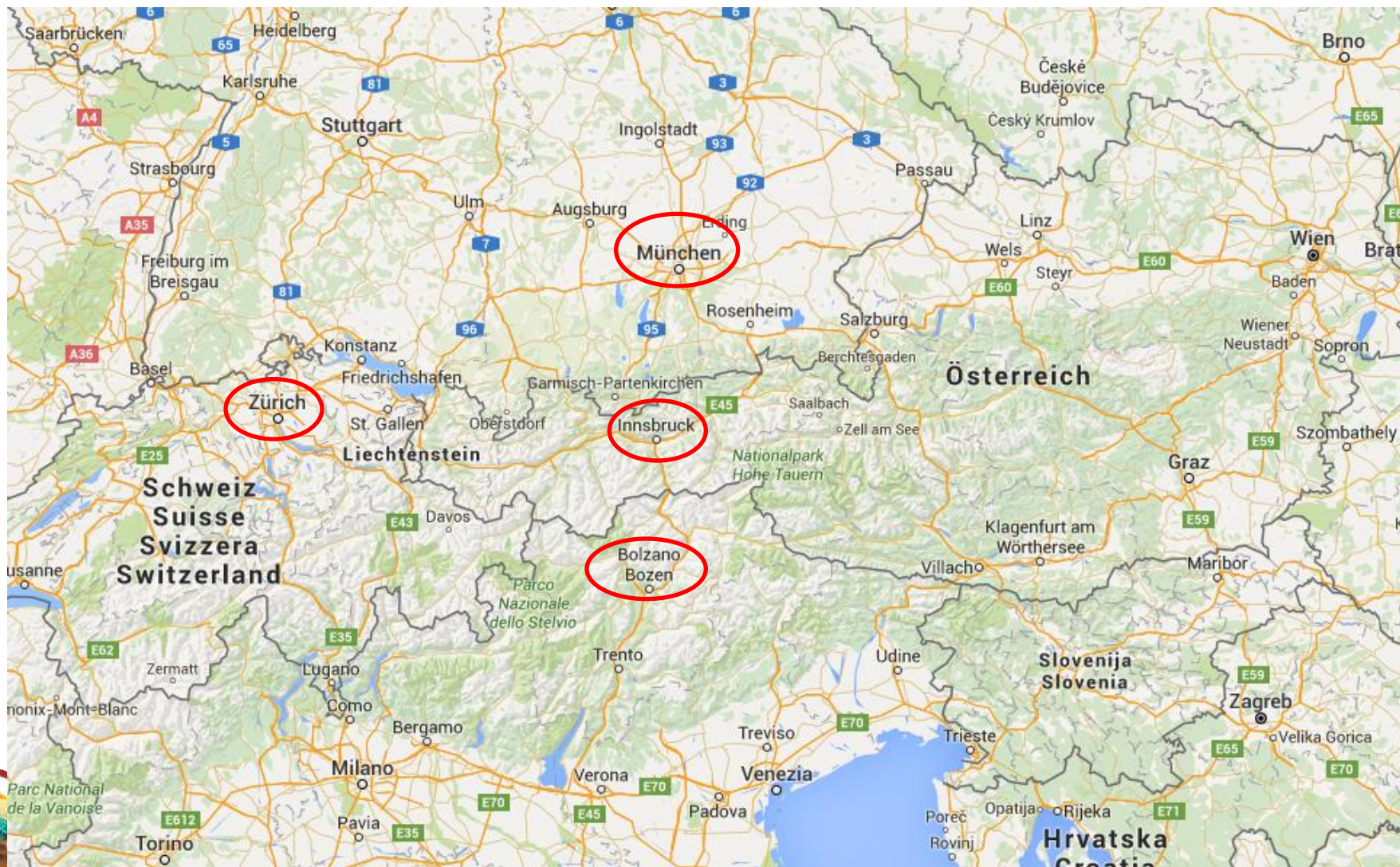
- Opportunities for smaller cities/nations to be part of a mega-event
- Existing infrastructure can be used
- Risks & Security are decentralised

## Cons

- Olympic Idea and Flair may be lost
- Logistical Challenges
- Emotional Experience may be lost
- Higher Complexity of Media Coverage, especially for print, radio and online media
- Level of Security Standards may vary
- More Fan Travels to follow events



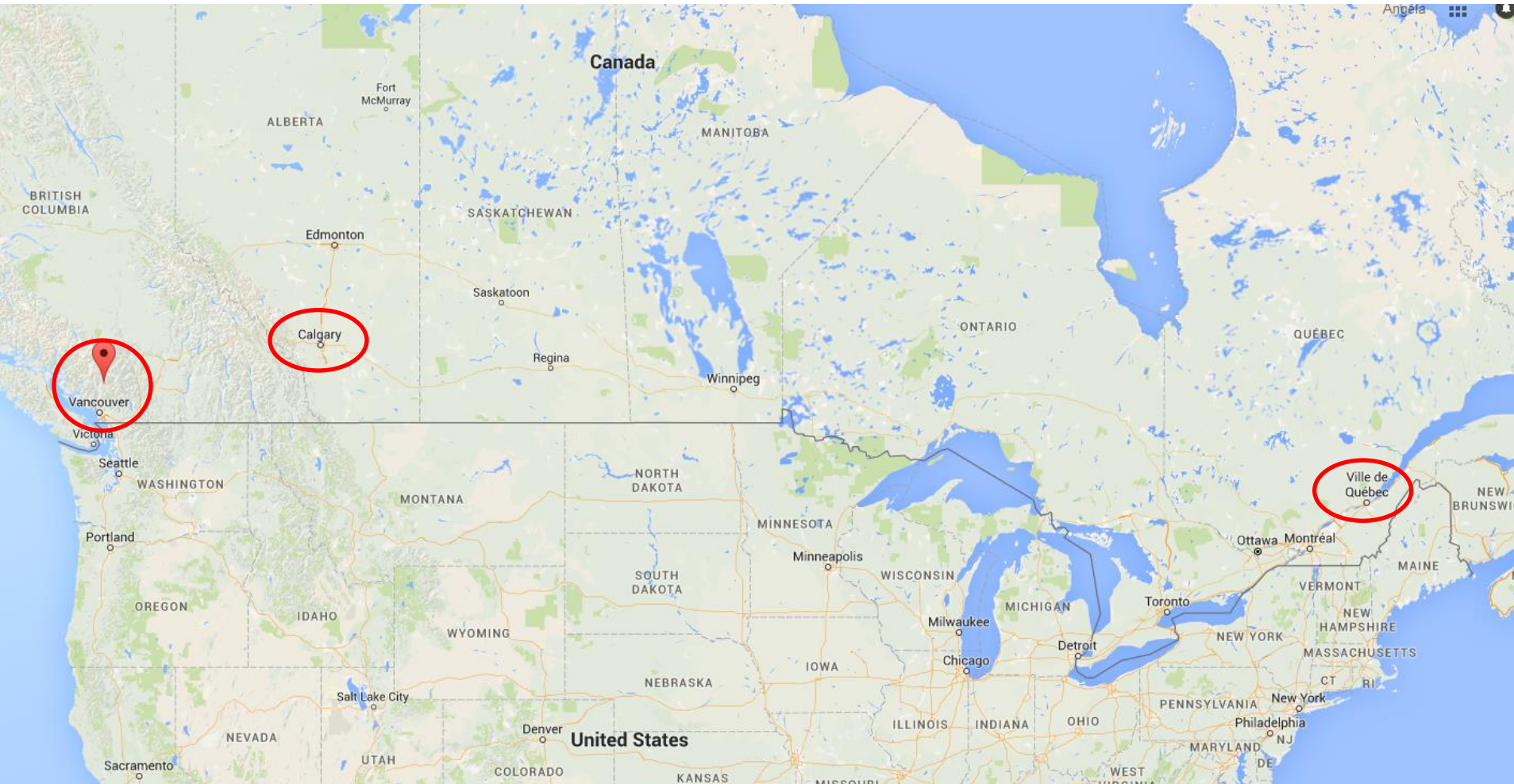
# THE VISION OF A POLYCENTRIC OLYMPIC WINTER GAMES 2026 – THE ALPINE BID



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



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



# Conclusion I

- Agenda 2020 allows for polycentric hosting formula
- A polycentric staging dramatically reduces the necessary infrastructure to be built (sports venues, Olympic village, MPC/IPC) for each host city
- Olympic Winter Games would again also be feasible in smaller cities
- No impact for the television audience



# Conclusion II

- The concept of unity (all athletes in one village) would be eliminated
- Increase in the complexity of the organisation
- Logistical challenges



# Read more in: The Business of Events Management

## Editors:

- John Beech
- Sebastian Kaiser
- Robert Kaspar

## Publisher:

- Pearson Education, England

## Contact:

- [robertkaspar@yahoo.com](mailto:robertkaspar@yahoo.com)
- [www.robertkaspar.com](http://www.robertkaspar.com)

