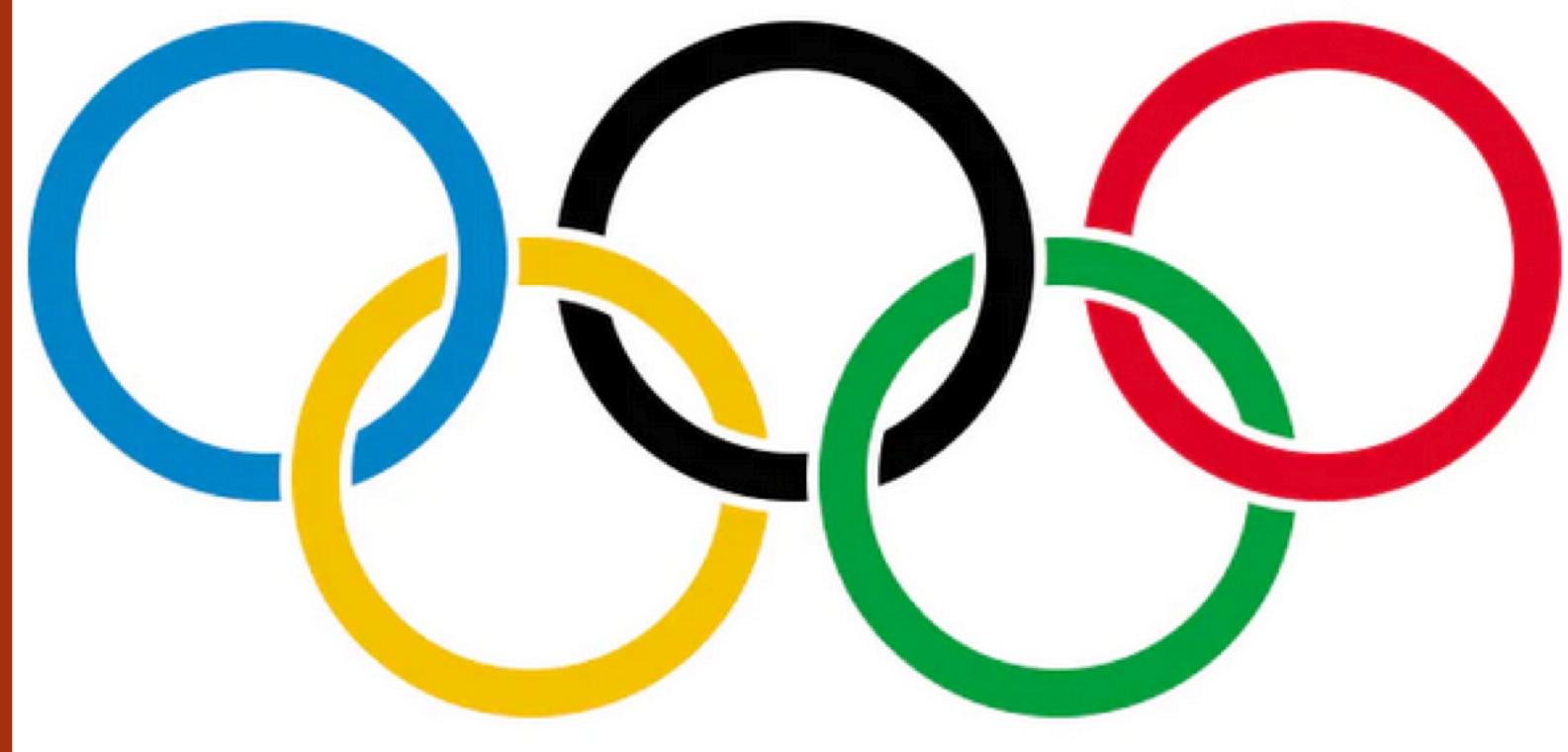


# Macro through the lens of Olympics

## Team 10



### Introduction

Our Datathon project focuses on the systematic macro impact of the Olympics Games by visualizing the economic structural impact and aims to answer to question of how a well-organized Olympics Games improves host countries' fundamentals, which includes income, employment and foreign investment, and infiltrates the benefits to the host city into a longer term.



#### Takeaways

##### Short-Run Benefits:

**Employment:** Positive effect after the bid-year

**Investment:** Positive effect in the short-term but evades in the long-run.

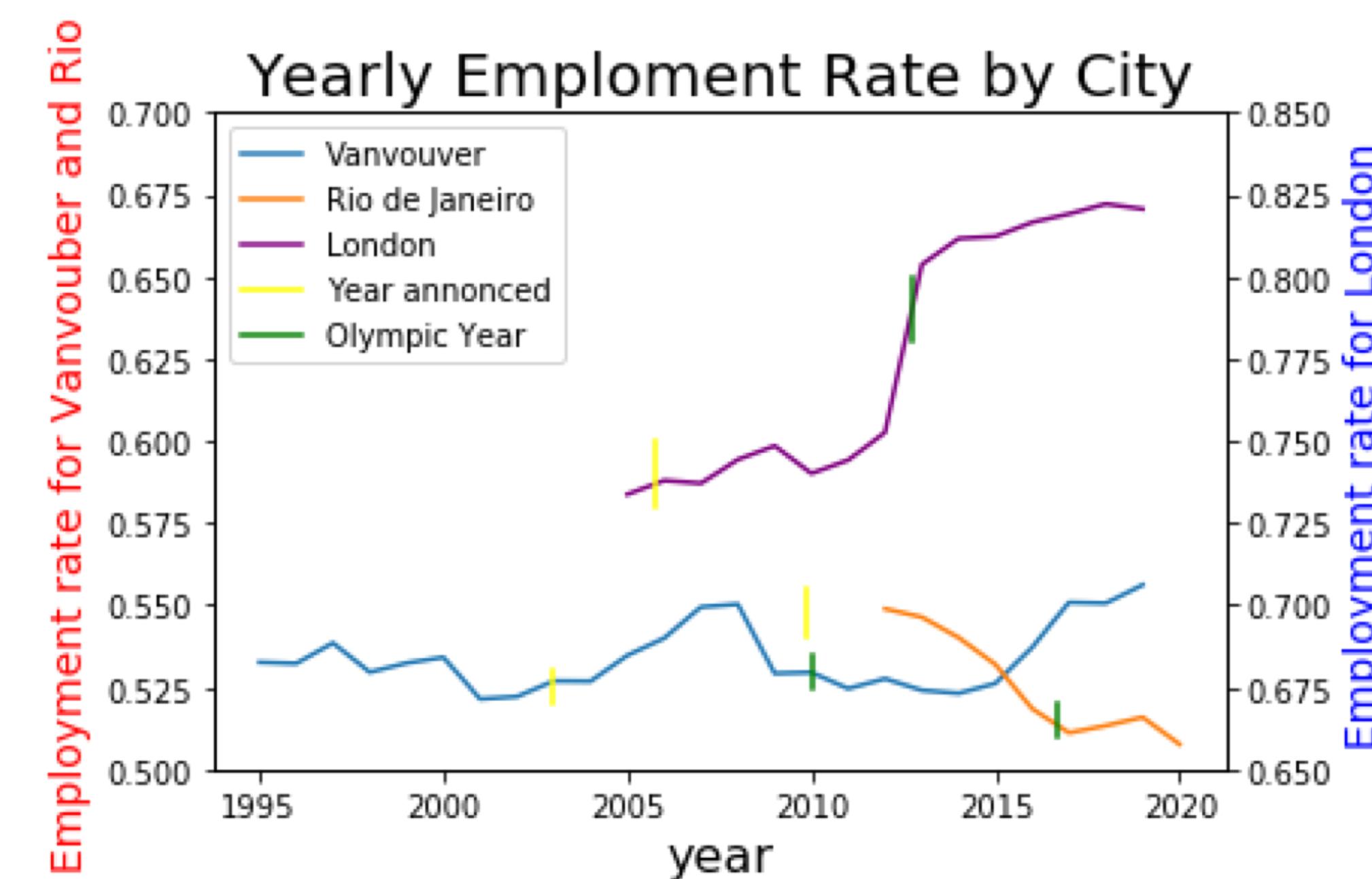
**Stock:** Investors are usually optimistic over the host country after the Olympic Game is closed.

##### Long-Run Benefits:

The London 2012 Olympics revitalized the Newham borough well-organized post-game planning.

### Main Findings Breakdown

#### Impact on Employment

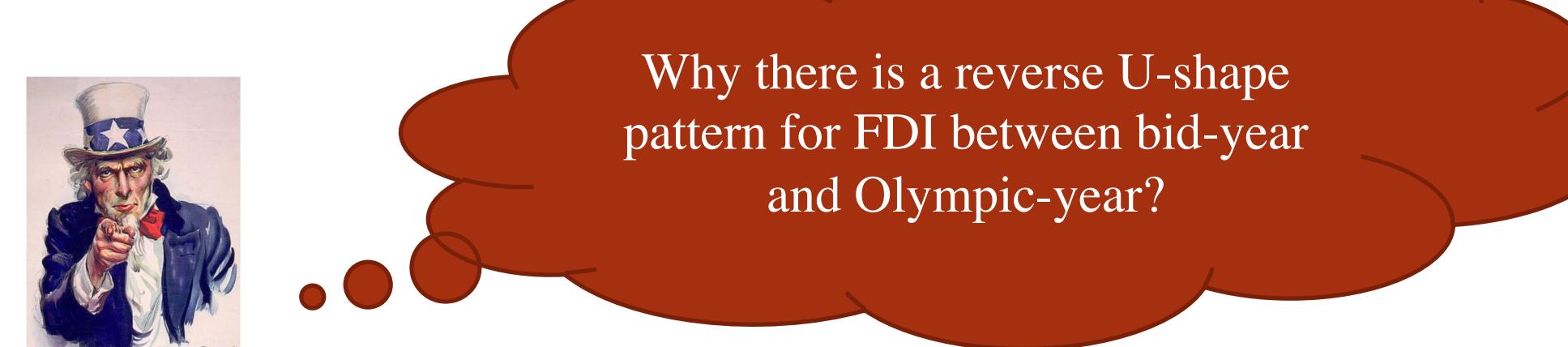
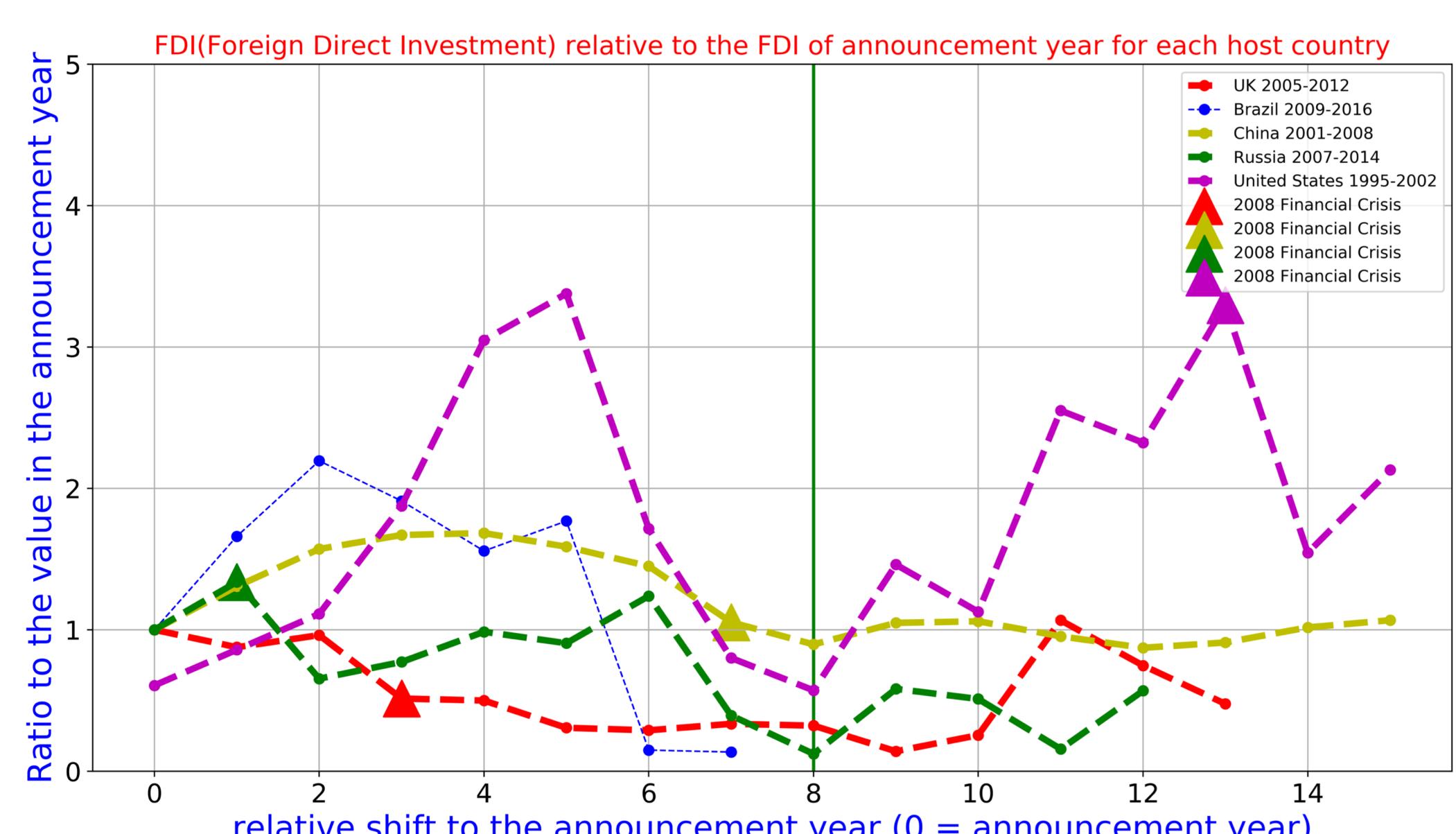


**Insight:** Olympics seem to create a significant number of construction jobs in Vancouver, which is maintained even after the Olympics finished.

Similarly, London also shows sustainable employment growth.

Short-term employment increase after the bid
Vancouver(5.5%)      London(11%)

#### Impact on Foreign Direct Investment

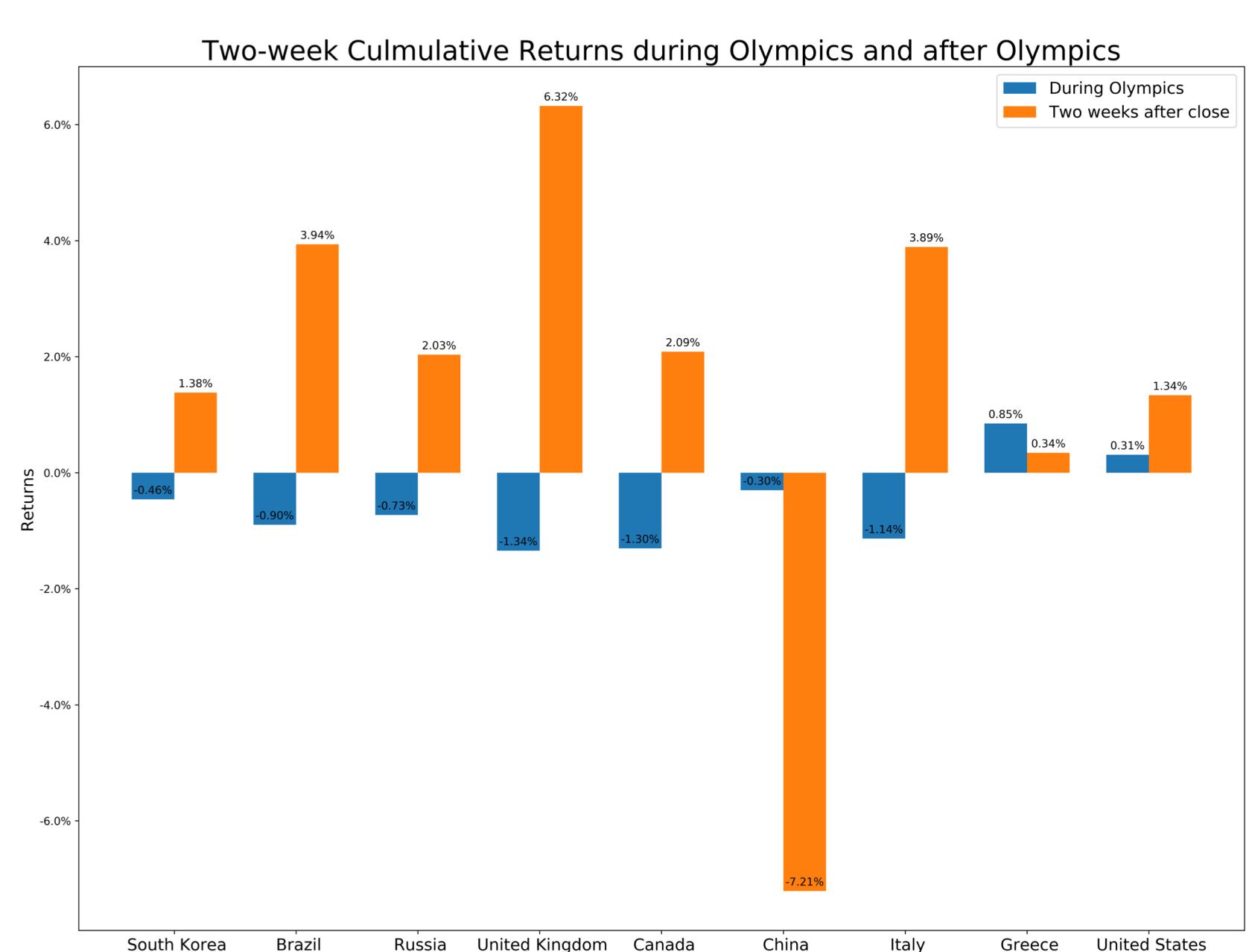


- Boosting exists in short-term rather than long-term. Investors generally leave even if they profit from investing this country.



**Insight:** Hosts should focus more on the synergy effect brought by the mega-event rather than the short-term FDI boosting. E.g. London does a great job! See the case study.

#### Impact on Stock Market



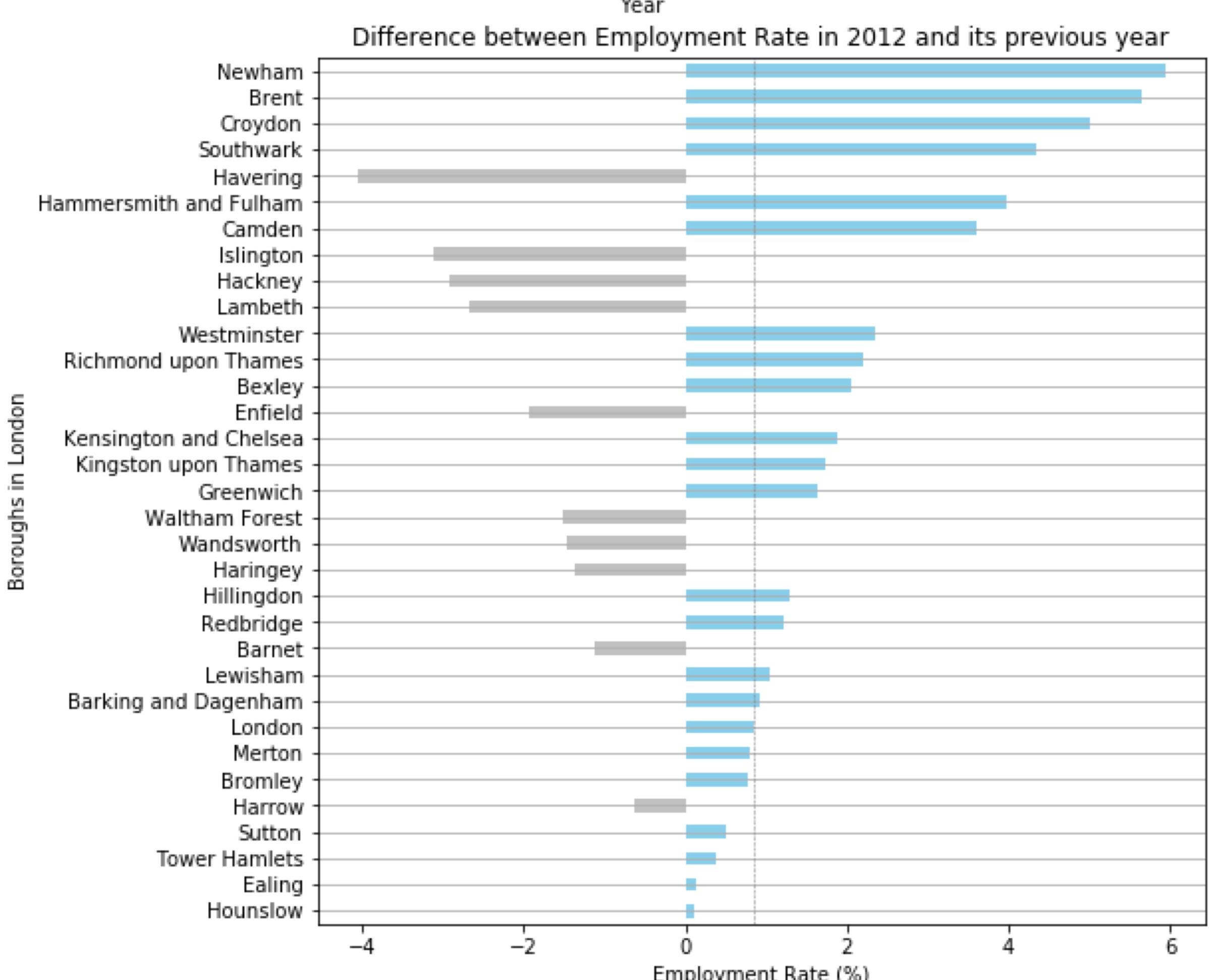
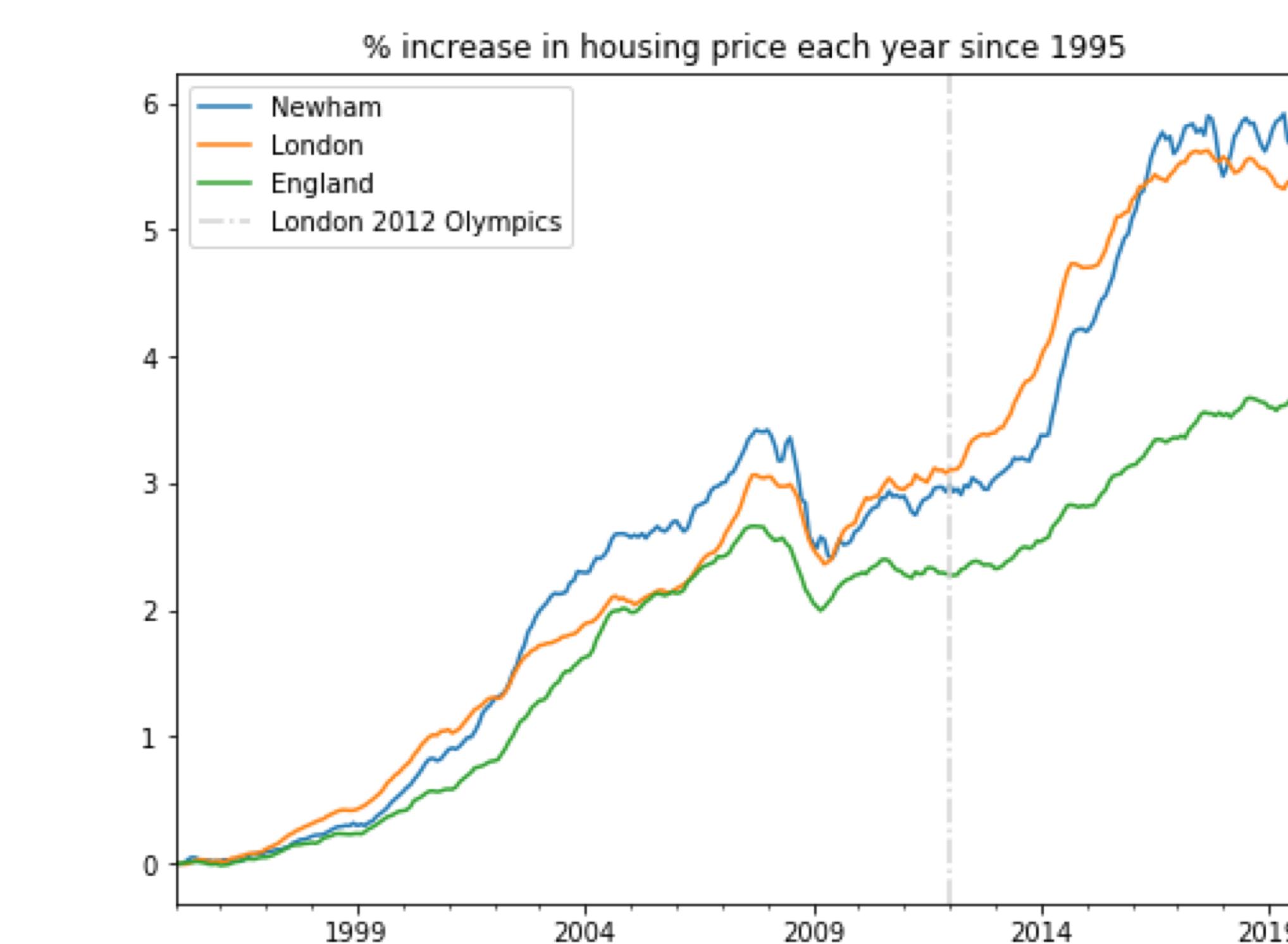
**Insight:** Olympics have a positive impact on the local host market after adjusted by the benchmark MSCI World Index.

**Insight:** Positive two-week returns show the optimistic assessment of local investors over the long-term benefits of the host country.

#### Case Study: London 2012



Post-Game planning is essential to our success of hosting an Olympic game.



**Insight:** Both the increases of income and housing prices in Newham swell compared with England-wide average increases and London average increases.

**Insight:** The employment rate in Newham increased about 6% in 2012 compared to 2011, creating many job opportunities to people in Newham and promoting the community economy.