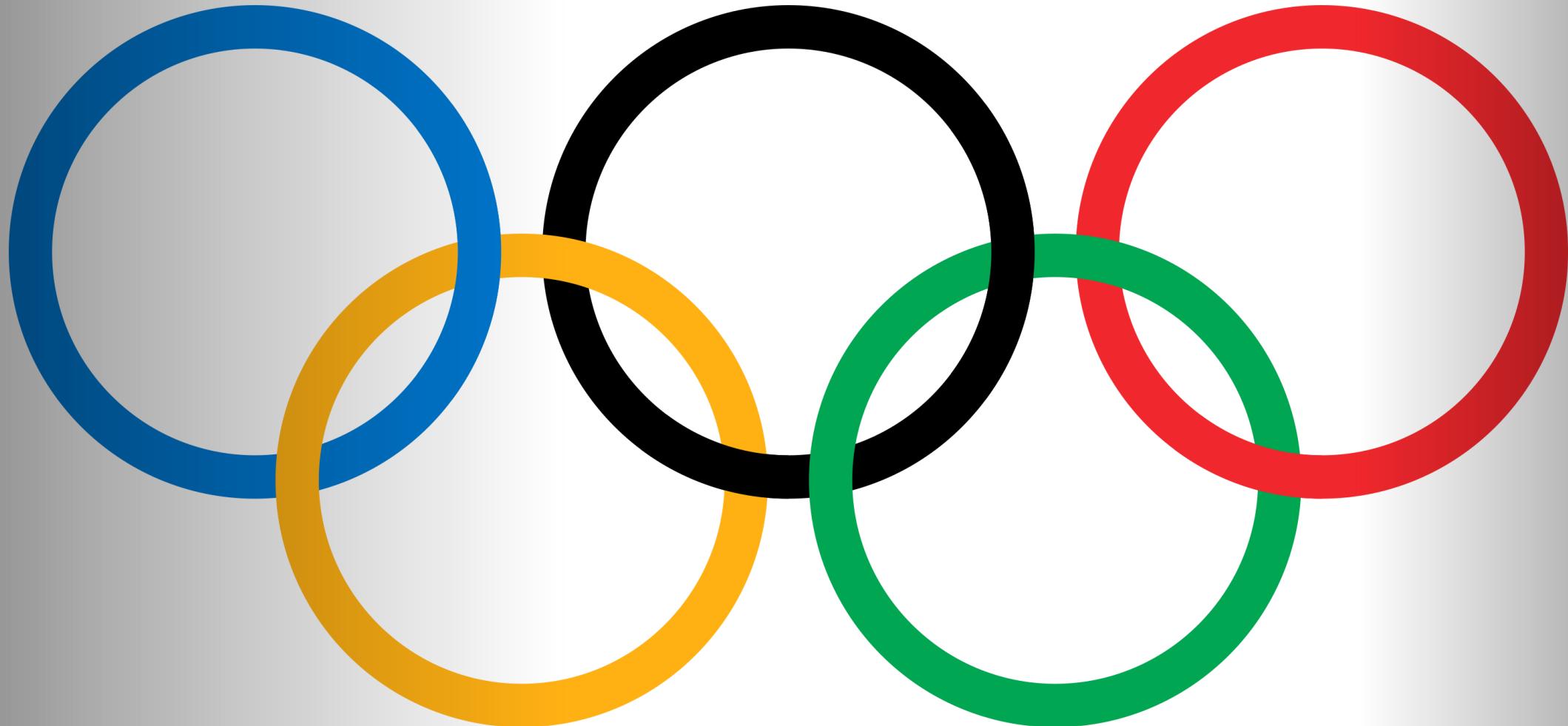
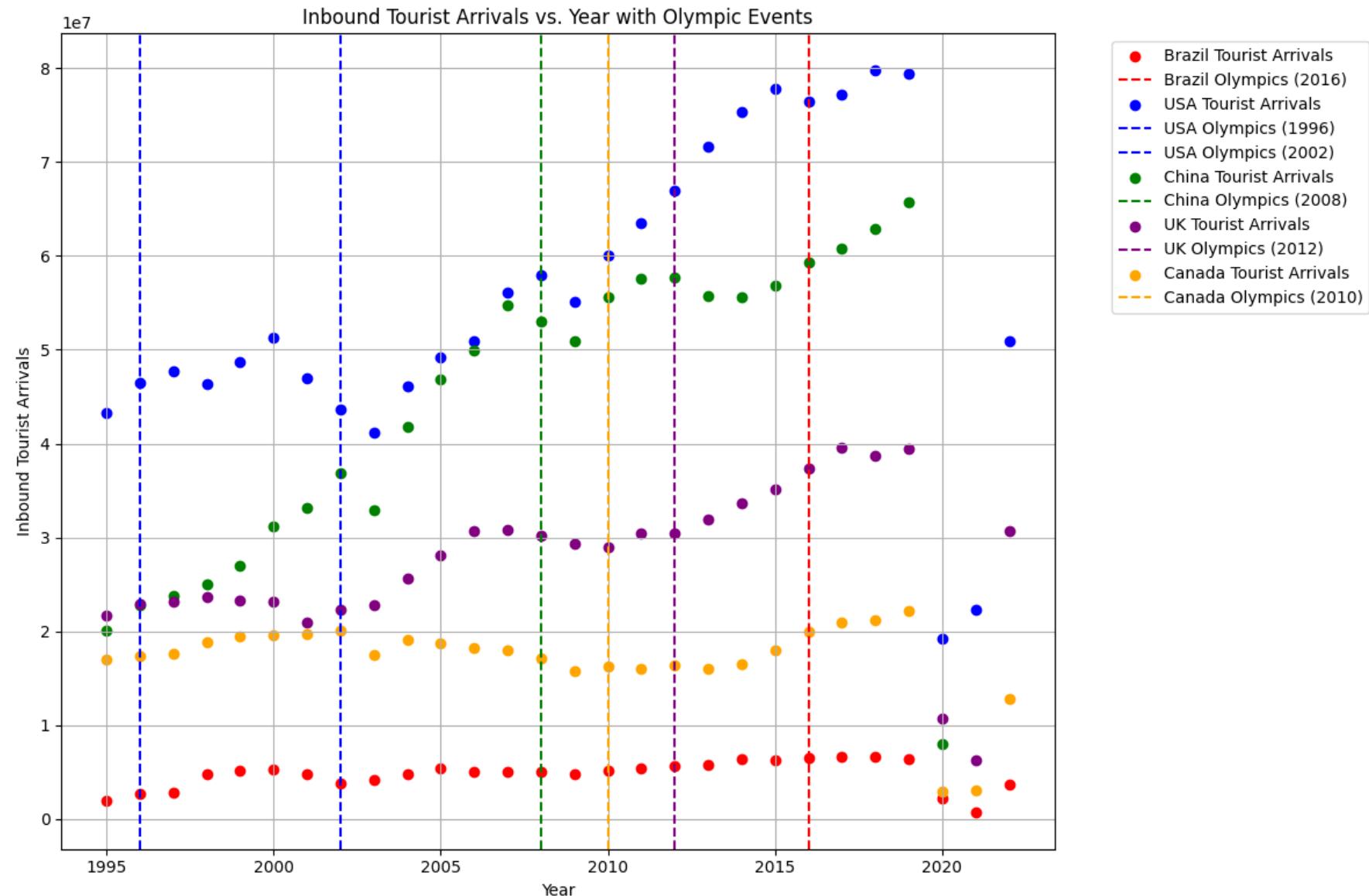


The Olympics Effect



By Cooper Sainiak and Joe Corella

How does
hosting the
Olympics
influence a
country's
tourism rates?



Conclusions to our Data:

- We used a GLM model for each country to see the **additional boost of tourism** from years around the Olympic Games
- Hosting the Olympics is linked to **short-term increases in tourism**, but not long-term growth shifts
- The tourism impact of the Olympics **varies by country**
- **Global events (like COVID-19)** had a much larger impact on tourism than the Olympics
- Overall, the Olympics function more as a **temporary visibility boost** than a lasting economic driver