

1065-62-152

Thomas Schwarz* (ts_schwarz@web.de), Biesenbrower Straße 120, 13057 Berlin, Germany.

Soccer World Cup 2010 - Did the man in the street benefit?

The Soccer World Cup (WC) 2010 hosted by South Africa proved to be a great marketing success for South Africa. But did the economy, did the businesses and ultimately "the man in the street" benefit? The current analysis investigates the impact of the WC on the South African economy. Resulting from previous analyses of mega sports events, e.g. the WC in France 1998 and Germany 2006, no significant effect was proven. We have developed new procedures for analysing the impact. The conducted study is based on an online survey amongst the members of Southern African - German Chamber of Commerce and Industry. We have determined and, thus, explored indicators, which show potential changes in Gross Domestic Product. For the first time we use tools of applied and descriptive statistics and the exploratory data analysis, which shed light on the economical impact of a WC. (Received September 12, 2010)