





Sport, legacy and growth: the road to MICO 2026

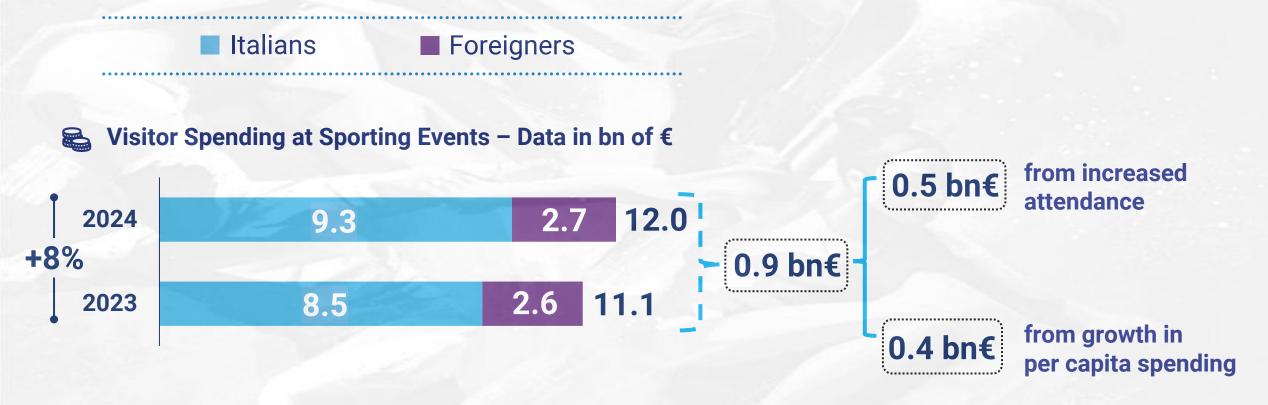
London, 2/12/2025



Italian sport tourism never stops! In 2024 the industry reached 12 bn€ value, +8% over 2023 driven by both attendance increase and desire for experiences



The growing performance depends for 56% on the increased attendance (42 million, + 4% over 2023) and for the remaining 44% it is the result of the growth in average spending, which increased by 3.2%





The in-depth study of MICO 2026 can help to analyze the strong impacts on community and local economies

XXV Olympic Winter Games

XIV Paralympic Winter Games





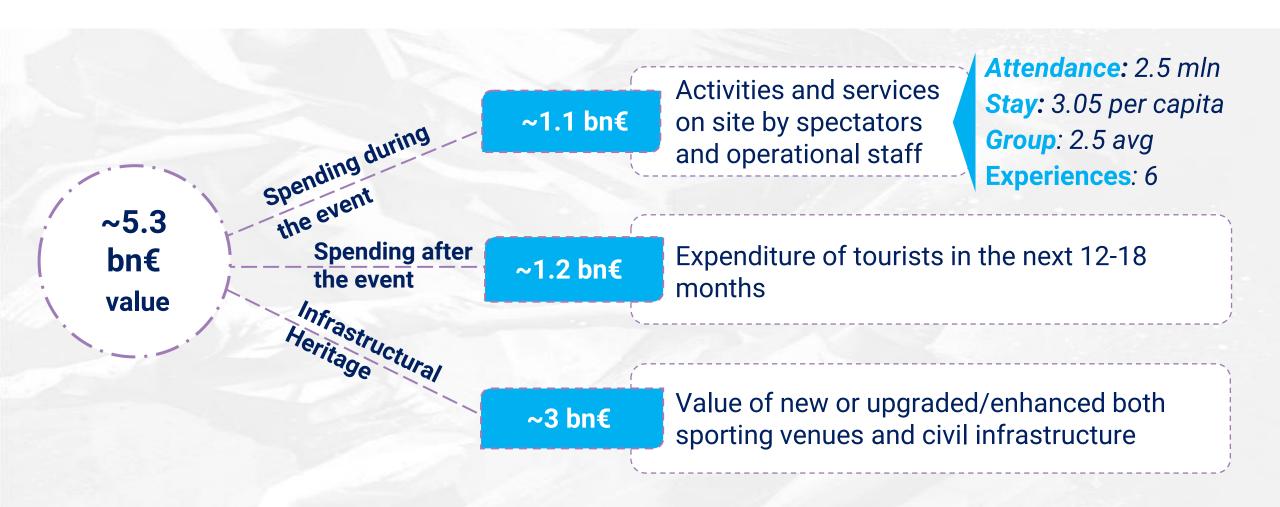


Milano-Cortina 2026: figures able to tell a «Olympic dream», reflecting the effort in creating an extraordinary event and spread across the territory





Milano-Cortina 2026 Olympic Games are expected to generate ~5.3 bn€ value, through tourists' spending (during and after the event) and infrastructural heritage on site





Milano-Cortina 2026 Paralympics: a double impact in both social and economic perspectives, 66 years on from the first-ever Paralympics in Rome

Tourist Attractiveness ~410 thousand spectators 1,24 mln **Attendance**

> 186 mln€ **Spending on site**





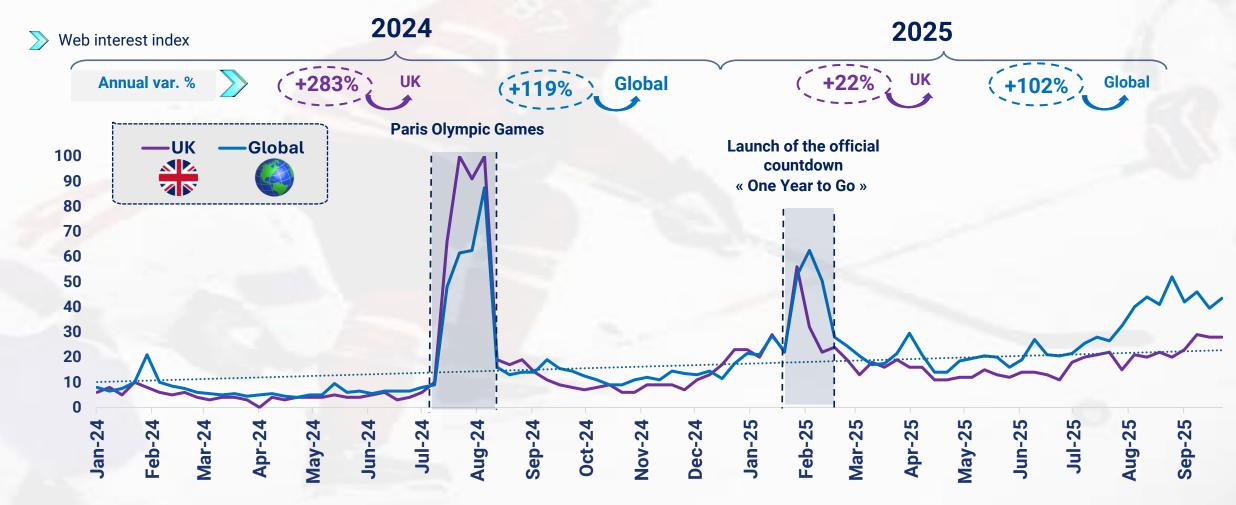




Winter Games: international interest and UK citizens' perspective



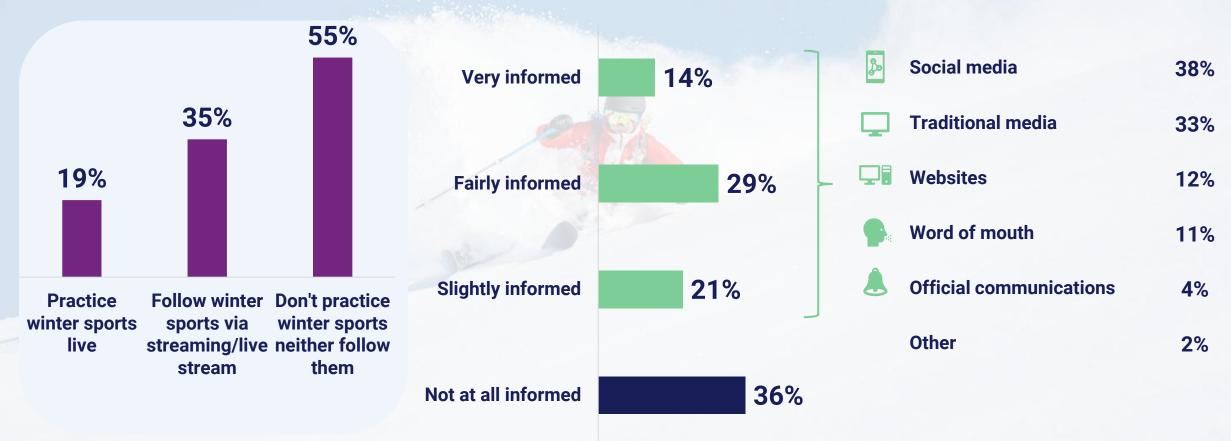
UK and global interest in the Milan-Cortina 2026 Winter Olympics is surging dramatically





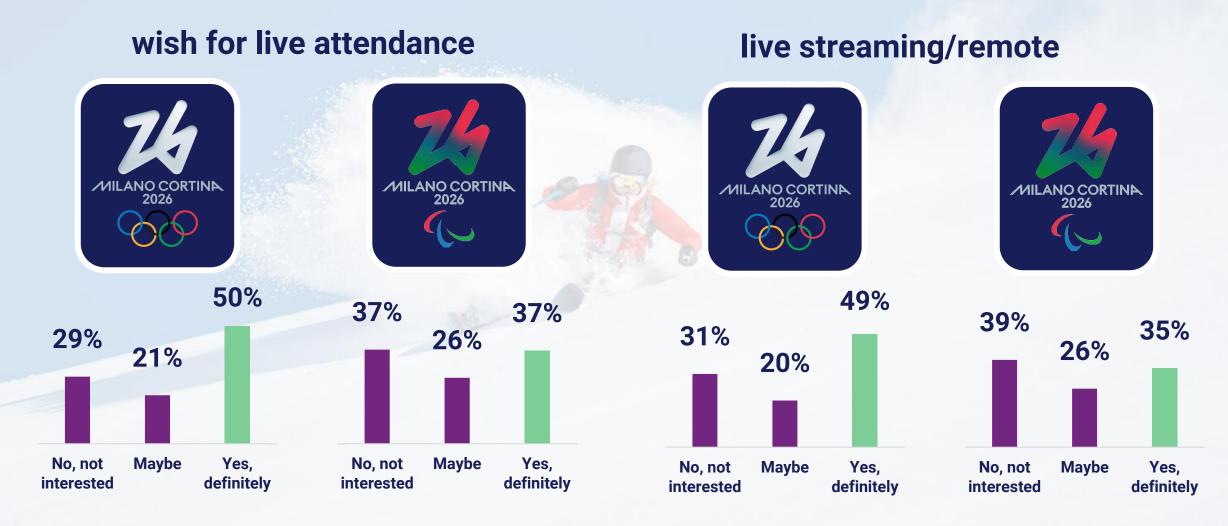
Olympic spirit goes further: despite 55% of UK citizens over 18 y.o. does not follow or practice winter sports, 64% is quite aware of the Winter Games taking place in February-March 2026.

Social media wins on traditional ones as the main source of information





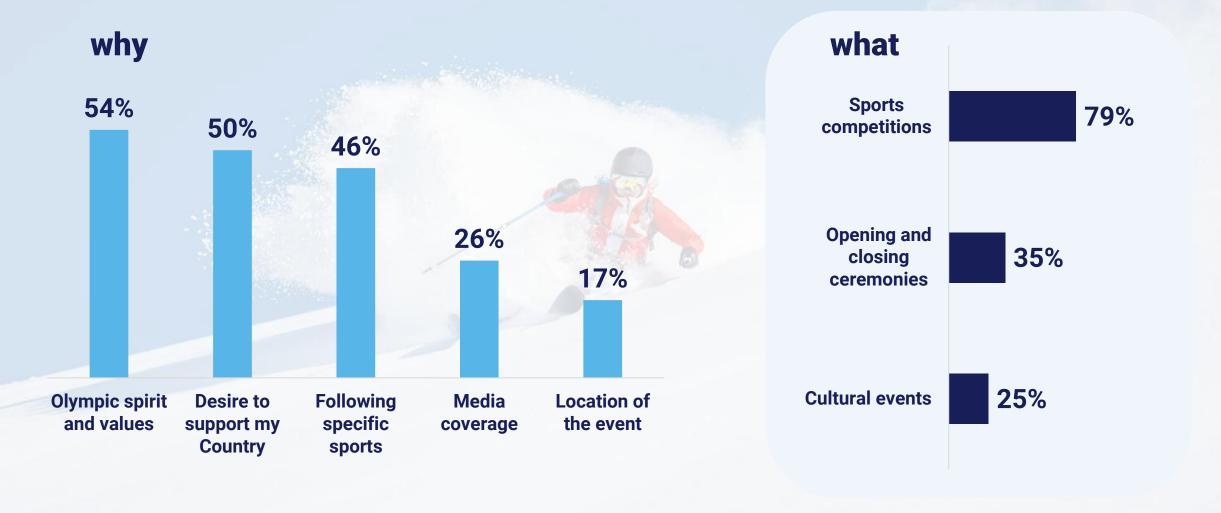
UK Olympic spirit is high! Half of UK people wishes to follow live or via media the Olympic Games; 37% wishes to attend the Paralympics and 35% will follow them via media







Olympic spirit and values overcome watching sports when it comes to motivation to follow the Games. Sport competitions but not only!





Corporate sponsors play a fundamental role in sporting events. Their main reasons for investing include marketing and visibility, which positively enhance the brand's image and its products

76%

thinks corporate sponsors are important for sport events like **MICO 2026**

80%

thinks investing in main sport events will positively impact on the image of corporates and brands

77%

thinks investing in main sport events will impact positively on sponsors' products and services

50%

will be more likely to buy or recommend a product/service manufactured by a sponsor



The winning recipe for companies: mixing sport values and business strategy. A company sponsoring Winter Games is mainly associated with support to the local communities and inclusivity, for this reason corporate sponsor should support Paralympic athletes too

Values associated with **Olympic/Paralympic sponsors**

responsibility new generation modernity

83%

think corporate sponsors should sponsor **Paralympic Games too**

87%

think corporate sponsors should invest concretely on local communities hosting the Games

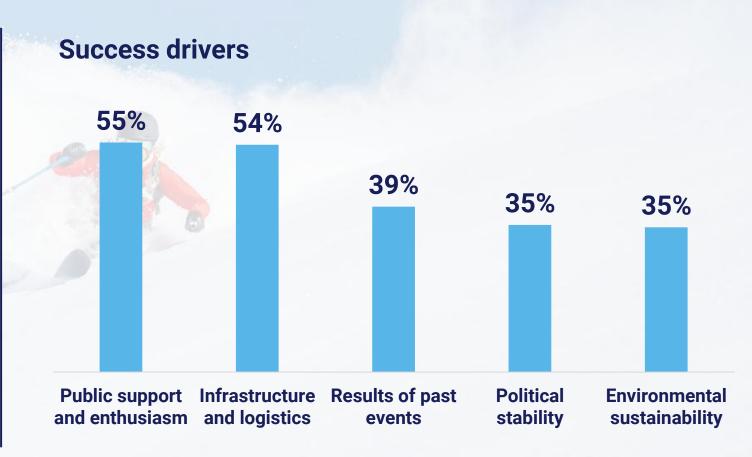


UK respondents seem quite enthusiast about Italy hosting the Olympic and Paralympic Games in 2026. Public support and infrastructure/logistics the main aspects on which respondents are confident about

89%

is in favor of **Italy hosting Winter Games** 81%

thinks Winter **Games in Italy** will be a success

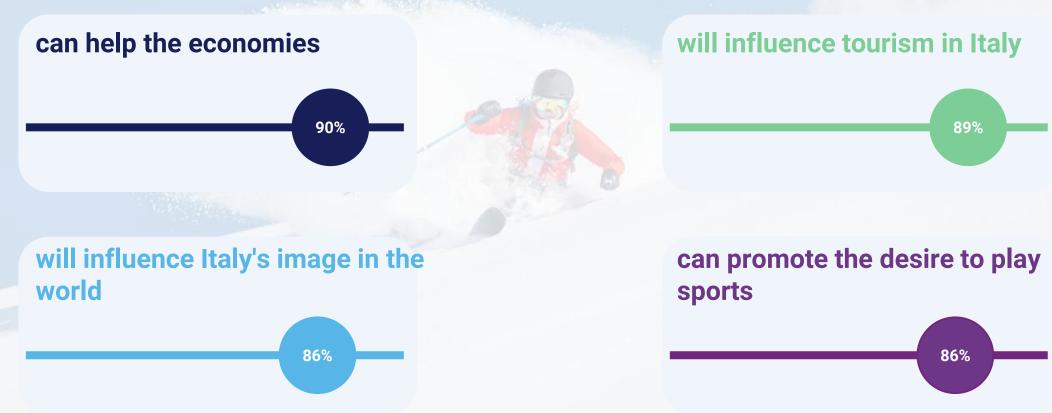






Major sport events like Milano-Cortina 2026 may have an outstanding impact on economies, due to their effects on tourism and the desire to play sports

How much do you think that major sport events like the Games...





National pride and support for local economies make UK respondents wish to host a major sporting event

86%

would be in favor of UK organizing a major sport event

Reasons to host the Games countrys' beauty



Grazie



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