



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%

Italians

Foreigners



Visitor Spending at Sporting Events – Data in bn of €



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 an «Olympic dream», reflecting the effort in creating an extraordinary event and spread across the territory



Details of the event

3.500 → Olympic athletes

90 → Countries

22,000 km² → *Diffused games:*
area covered

TRENTINO-ALTO ADIGE

LOMBARDIA

MILANO

CORTINA

VENETO

94 → Facilities
o/w

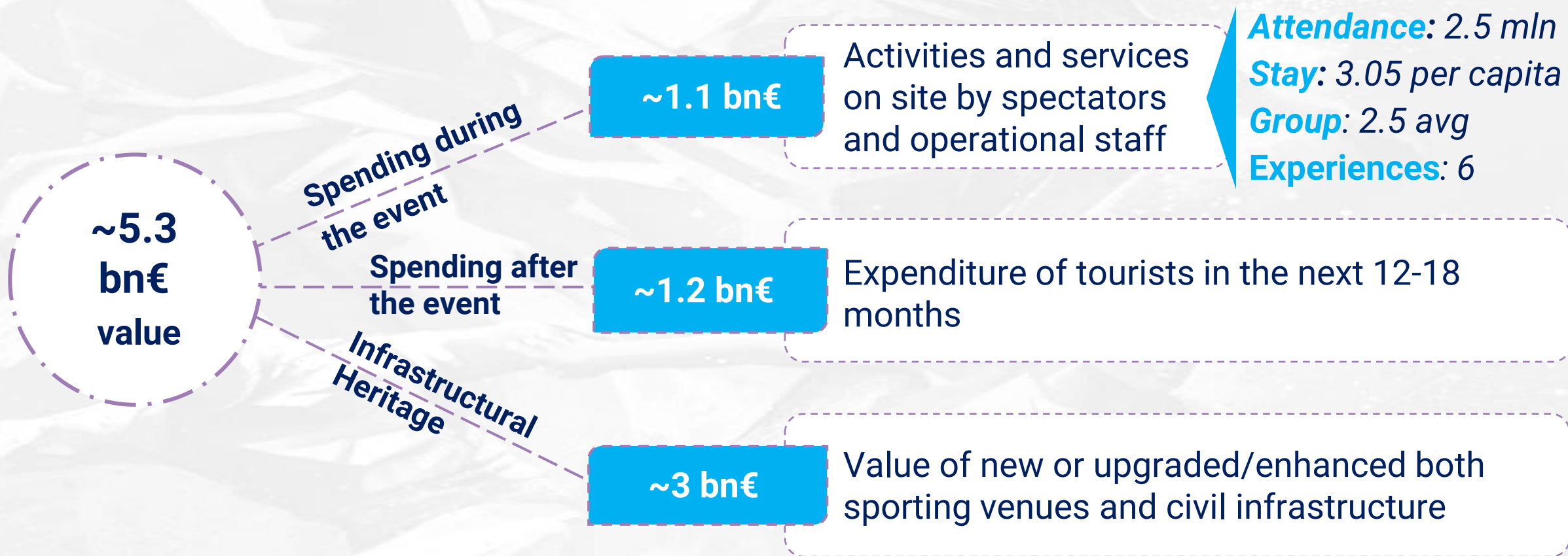
44 → Sport plants

50 → Infrastructures

Audience

3 bn → Global audience

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



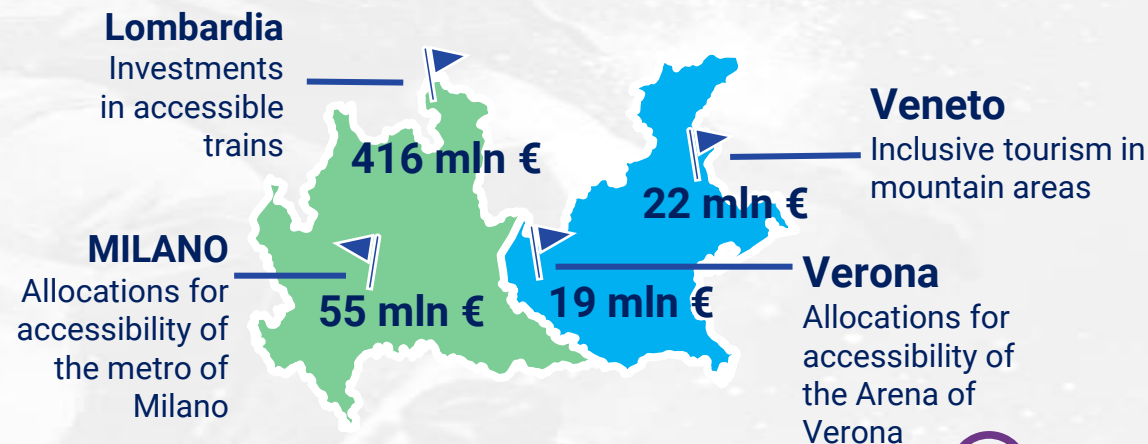
Milano-Cortina 2026 Paralympics: a double impact in both social and economic perspectives, 66 years on from the first-ever Paralympics in Rome

Tourist Attractiveness

~410 thousand spectators

1,24 mln Attendance

186 mln€ Spending on site



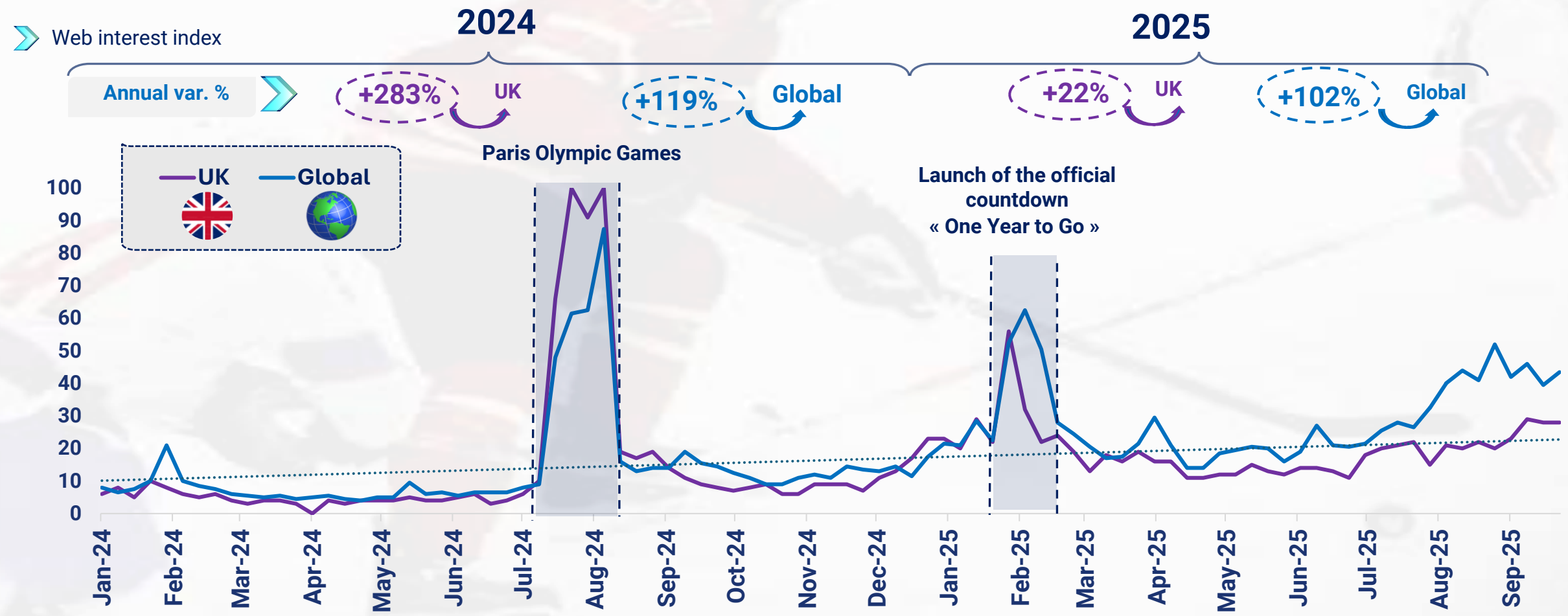
Lasting legacy of inclusion

The Arena of Verona - Olympic closing ceremony and Paralympic opening ceremony - will benefit from a diffuse accessibility system



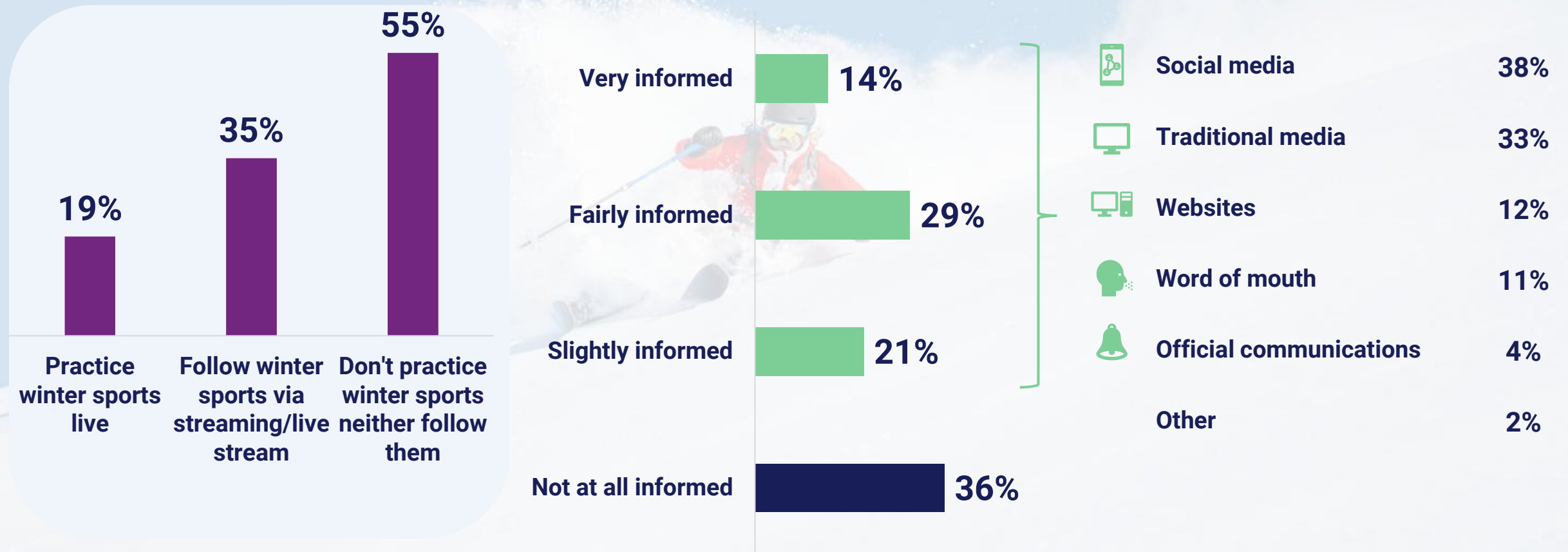
**Winter Games:
international interest
and UK citizens'
perspective**

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

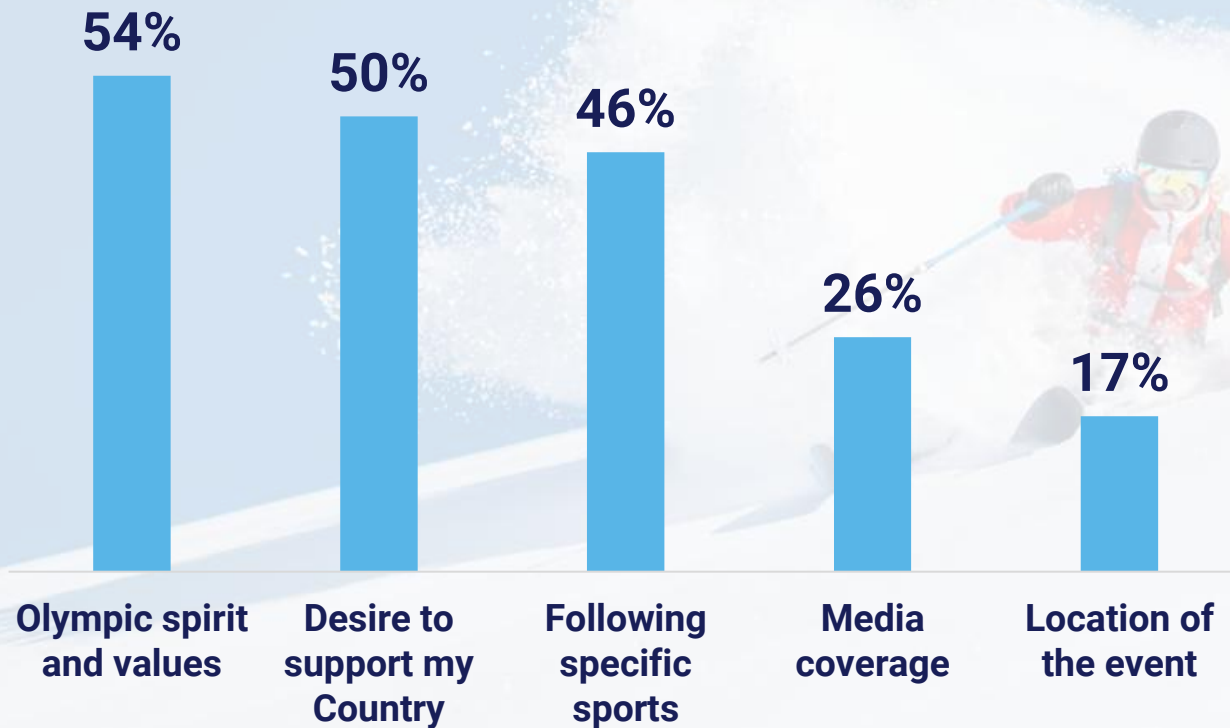
wish for live attendance

live streaming/remote

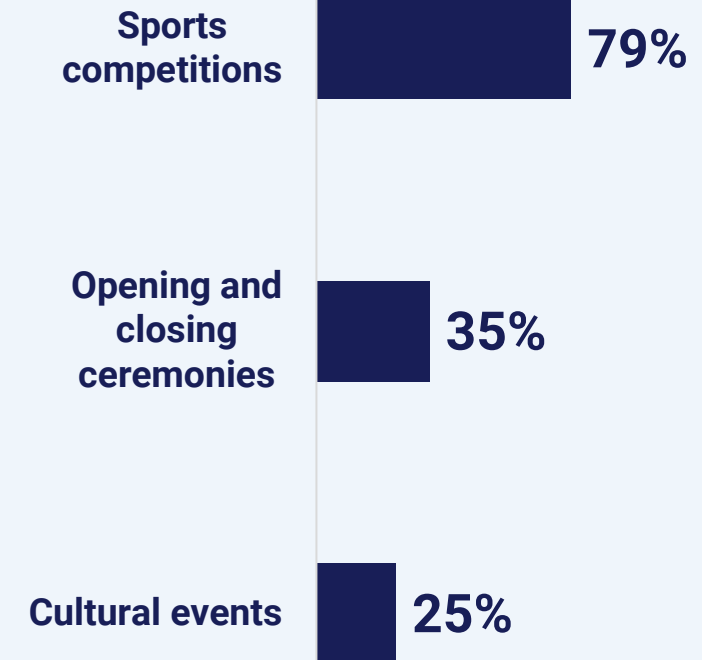


Olympic spirit and values overcome watching sports when it comes to motivation to follow the Games. **Sport competitions but not only!**

why



what



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



A word cloud where the words are of varying sizes and colors (purple, green, blue). The words include: responsibility, quality, community, inclusivity, accessibility, modernity, new generations, design, and territory. 'responsibility' and 'quality' are the largest words at the top, while 'community' and 'inclusivity' are large words running diagonally across the middle.



83%

think corporate sponsors
should sponsor
Paralympic Games too

87%

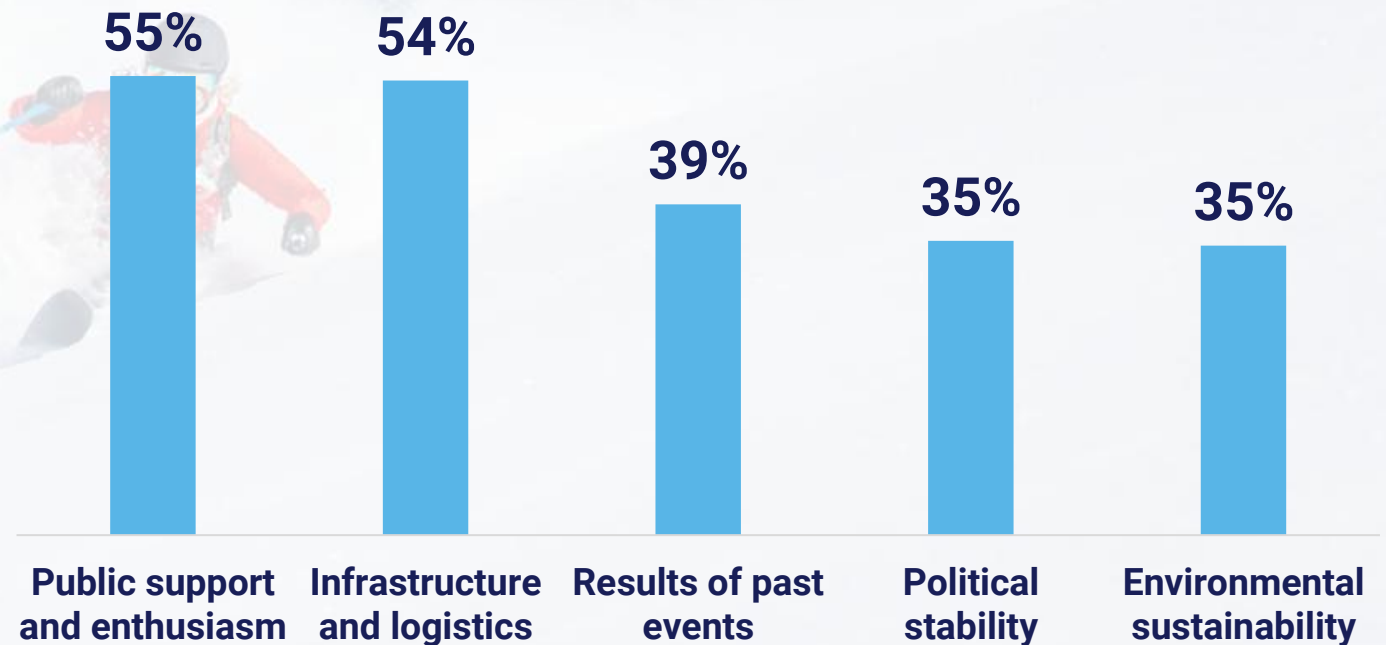
think corporate sponsors
should invest concretely
on local communities
hosting the Games

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

Success drivers

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...

can help the economies

90%

will influence tourism in Italy

89%

will influence Italy's image in the world

86%

can promote the desire to play sports

86%

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

country's beauty

national pride

local economies

sport

tourism

Thank you

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