

THE ECONOMIC VALUE OF *SPORT* IN THE EU

European Week of Sport

294 BILLION € = SHARE OF SPORT-RELATED GROSS VALUE ADDED
(2.98 % OF TOTAL EU GVA)

7.38 MILLION PEOPLE = SPORT-RELATED EMPLOYMENT
(3.51% OF TOTAL EU EMPLOYMENT)

TOP 4 SECTORS CONTRIBUTING TO THE SPORT ECONOMY

TOURISM
(HOTEL AND
RESTAURANT)

FITNESS

MEDIA

EDUCATION