

# 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**



European  
Commission

*Sport*

**#BEACTIVE**