

Olympic balance sheet



ATHENS 2004



Beijing 2008

Costs of staging London 2012

Public funds	£9.3bn	\$14.6bn
Loss of GDP*	£1bn	\$1.7bn
Total costs	£10.3bn	\$16.3bn

Revenue generated by Olympics investment†

Short-term boost to economy‡	£2.4bn	\$3.8bn
Total revenue	£15.4bn	\$24.1bn

Cost of staging recent Olympics

Beijing 2008§	¥450bn	\$67.5bn
Athens 2004§	€12bn	\$17.6bn

*Cebr estimate, †Goldman Sachs estimate,

‡0.4% of GDP in July-September quarter,

§2012 US\$ purchasing power © GRAPHIC NEWS