



INNSBRUCK after 1964 and 1976

Olympic intoxication without a financial hangover

by Dr. Karl Heinz Klee,

The snow has come again in Innsbruck. The snow-covered Bergisel jump dominates the town's south aspect. The two flame bowls at its foot bear witness to the fact that the Winter Games have been held here twice.

But the appearance of the twice-Olympic city does not present this picture alone. Young and old alike amuse themselves skating on the speed skating rink in front of the Olympic stadium, in which ice hockey matches and a range of other events are regularly held. The Olympic broadcasting centre houses the goods depot of the Innsbruck Transport Service. The press centre has now become the planned Teacher Training College which was inaugurated a few weeks ago by the former President of

the Organising Committee in his capacity as Minister for Education.

Together with the buildings of its 1964 counterpart the Olympic village, which was taken over by the tenants shortly after the Games, has become an individual district which in its entirety is now called "Olympic village". In the course of the Olympic improvements this district was equipped with excellent educational installations, an indoor swimming pool and sauna, and good communal facilities. If this district of Innsbruck were to be considered separately it would be the second biggest settlement in Tyrol. Improved communications bring the inhabitants of Innsbruck as well as tourists to the near-by resorts in the locality of Igls, Pat-

scherkofel, Axamer Lizum and the Seefeld Plateau.

Training and competitions are continuously held on the combined bob and luge run, the greatest sports construction for the 1976 Games. Athletes from all corners of the world come to this track, as well as many thousands of interested visitors who watch the sports activity.

The Patscherkofel downhill stretch is a keenly frequented run for experienced skiers from the Innsbruck region.

The Axamer Lizum Alpine ski resort, discovered for the IXth Winter Games in 1964, was made even more attractive on the occasion of the XIth Olympic Winter Games in 1976 through the construction of a modern high capacity funicular to the Hoagl.

Through the 1976 road extension one quickly and easily reaches the Seefeld Plateau. Here thousands indulge in cross-country skiing which has also now become a widely practised sport in the Alps. The Culture and Sports Centre with its indoor swimming pool and sauna in Seefeld, also built for the 1976 Games, serves as a base for the enthusiastic cross-country fans.

This development, so gratifying for Innsbruck and Tyrol in particular but also the whole of Austria, was possible without causing the taxpayers a financial burden impossible to bear.

The fact that the IXth Olympic Winter Games in Innsbruck in 1964 were staged without any painful financial consequences was already apparent when the city of Innsbruck decided to apply for the organisation of the XIth Olympic Winter Games after Denver's withdrawal. In view of the positive experience of 1964 all the political authorities as well as the population supported this application.

Yet when Innsbruck was then commissioned to organise the 1976 Olympic Winter Games it appeared that substantial new buildings and installations were necessary, chiefly because the International Sports Federations had adopted new rules and requirements with regard to the sports venues. Although the costs were considerably higher than had been expected, on the other hand Innsbruck now has really the most modern winter sports installations.

A comparison of the costs of the 1964 Games with those of 1976 is interesting, although it can only be based on the purely organisational costs, that is, those that were necessary to adapt and equip the sports venues, buildings and installations already available or newly erected by public bodies for the Olympic Winter Games and to carry out the organisation of the Games.

For such a comparison of costs it must first of all be borne in mind that during the period 1964 to 1976 there was a rise in



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prices of 100%. The price and cost indices issued by the Austrian Central Statistical Office are therefore approximately twice as high for 1976 as for 1964. It is interesting to note that the loss, that is, the deficit of the Organising Committee's management, appears at the same ratio. While the loss at the IXth Olympic Winter Games in Innsbruck in 1964 was S. 24,110,000.—, for the XIth Olympic Winter Games in Innsbruck in 1976 it amounted to S. 48,961,000.—,

However the total expenses, which for 1964 amounted to S. 107,840,000.—, at the XIth Olympic Winter Games in Innsbruck in 1976 were S. 391,542,000.— that is, 3.6308 times as high.

That the loss was not greater was due to the fact that the multiplier for the total income, which in 1964 was S. 83,730,000.— as against S. 342,581,000.— in 1976, was 4.0915.

The amount of the total income for 1976 is based on the fact that the income from television' for the granting of rights and construction of hardware in 1976 came to S. 142,228,000.—, that is, about 5.9 times more than in 1964 when these receipts totalled S. 24,166,000.—.

In this connection it should however be pointed out that the requirements which the Organising Committee had to meet for the national and international television and radio transmissions were far greater than had been the case in 1964. For in 1964 a sum of merely S. 1,609,000.— was spent for the press, radio and television centre, while the corresponding figure for 1976 was S. 54,312,000.—.

It must of course be noted that the publicity effect through the radio and particularly television broadcasts in 1976 was disproportionately greater than in 1964. The introduction of colour television in Europe, the possibilities of live broadcasts throughout the world-complete Winter Games transmissions on all five continents were actually broadcast for the first time-of course constituted a very welcome effect for the winter sports resort of Innsbruck, the "Land" of Tyrol and Austrian tourism.

But winter sports themselves and the Olympic idea also received very impressive publicity through the world-wide coverage. This increase in intensity of interest on television also allowed the International Olympic Committee to improve its financial position.

Whereas in 1964 the rights of the International Olympic Committee were discharged by the Organising Committee through the payment of US\$ 20,000.—, the International Olympic Committee in 1976 received a share of the television monies (with the participation of the NOCs and IFs) of almost US\$ 4,000,000.—, that is, 200 times as much.

The comparison of profits from ticket sales in 1964 and 1976 shows some interesting aspects. Although the Organising Committee endeavoured essentially to take into account only the 100% price rise since 1964 when fixing the ticket prices, the 1976 tickets brought in S. 82,185,000.—, as against S. 30,481,380.— in 1964. The resulting multiplier of 2.7 therefore also shows that the spectator record for the 1964 Winter Games was considerably exceeded by the XIth Winter Games in Innsbruck in 1976.

While the Organising Committee, as mentioned above, had a deficit of S. 48,961,000.—, which according to the statutory agreements is to be borne by the three territorial authorities of the Republic of Austria, the "Land" of Tyrol and the city of Innsbruck, against this-on the other hand must be set the fact that during its existence the Organising Committee paid taxes and rates of over S. 60,000,000.— and social contributions of approximately S. 10,000,000.—.

In conclusion it can therefore be said that the people of Innsbruck gladly remember the 1964 and 1976 Olympic festivals without feeling any painful financial consequences, and therefore enjoy even more the infrastructure and the sports venues that were created for the preparation of the IXth Olympic Winter Games in Innsbruck in 1964 and the XIth Olympic Winter Games in Innsbruck in 1976.

K.H.K.

