

The contribution of sport to the Dutch economy (Summary)

12



Explanation of symbols

.	data not available
*	provisional figure
**	revised provisional figure (but not definite)
x	publication prohibited (confidential figure)
–	nil
–	(between two figures) inclusive
0 (0.0)	less than half of unit concerned
empty cell	not applicable
2011–2012	2011 to 2012 inclusive
2011/2012	average for 2011 up to and including 2012
2011/'12	crop year, financial year, school year etc. beginning in 2011 and ending in 2012
2009/'10– 2011/'12	crop year, financial year, etc. 2009/'10 to 2011/'12 inclusive

Due to rounding, some totals may not correspond with the sum of the separate figures.

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The contribution of sport to the Dutch economy (Summary)

English summary of the Dutch report 'The contribution of sport to the Dutch economy'.

The relevance of sport within society exceeds the mere competitive aspect of sport, i.e. winning or losing. Modern society acknowledges a multitude of important facets of sport, such as pleasure and fun, activity, health, competition, social involvement (participation) and personal development. In addition, sport also has an economic dimension. Taking part in a sport often costs money. Many sports require specially designed kit: garments and equipment, and sports activities often take place in purpose-built facilities. All these products are produced and supplied on the goods and services market. There they are purchased by sports participants, clubs, government agencies, etc.

Several interesting questions arise with regard to the economic relevance of sport within society. How much economic wealth does sport generate? What impact does it have on the economy as a whole? How much do consumers spend on sport-related goods and services? How many people are employed in the sport-related part of the economy? The answers to these and other questions can be construed from a so-called sport satellite account. This report presents the results of a sport satellite account for the Netherlands for 2006. The economic impact of sport in the Netherlands is described in terms of a number of macro-economic indicators: sport-related final expenditure, production, value added and employment.

Final expenditure

Sport-related final expenditure in 2006 amounted to almost 11.4 billion euro, or 1.3 percent of total final expenditure. For the most part, sport-related final expenditure is consumer spending (6.8 billion euro) and government spending (2.6 billion euro). Exports of sport-related goods and services are worth 1.6 billion euro.

Consumer spending results primarily from spending on active sport participation and as a result of the general interest in sport. The former includes for example membership and subscription fees of sports clubs and gyms, and admission fees for swimming pools and sports events. This expenditure, together with spending on betting on the outcome of sports events and spending related to the interest in sport on TV and radio, amounts to 2.4 billion euro. Sport-related consumer spending on food and drink and in canteens is almost 1.1 billion euro, accounting for 9 percent of total consumer spending in the Dutch hotel and restaurant sector. Consumer spending is also relatively high on sportswear and shoes (1.2 billion euro), equipment such as skates, tennis rackets, etc. (870 million euro) and products such as sailing boats, sports bikes and motorcycles (910 million euro).

Sport-related final expenditure by government is mainly accounted for by swimming pools and other sport facilities operated by municipalities (1 billion euro), and physical exercise classes in schools, and education in sport academies (together 1.2 billion euro).

Production

Sport-related production of goods and services amounted to 9.2 billion euro in 2006; i.e. 0.9 percent of total production. In addition, 1.8 billion euro worth of sport-related goods and services were imported.

The value of production by goods producers was 1.1 billion euro, that by commercial services providers 2.6 billion euro. The remainder of sport-related production, just over 5.5 billion euro, was produced by services providers in the non-profit sector: organisations that provide and operate sports facilities – sports clubs, riding stables, gyms, organisers of sports events – and all umbrella and

coordinating, advisory and cooperative bodies active in sport¹. The sector also includes broadcasting companies that respond to the interest in sports by producing radio and TV programmes, as well as operators of betting on sports. All these non-profit services providers together produce over 2.7 billion euro of sport-related services.

The government also provides non-profit services, just as the health care sector. The government produces 2.4 billion euro of sport-related services through physical exercise at schools, funding of sport academies and the operation of sport facilities by municipalities. Production by the health care sector (380 million euro) is primarily related to the treatment of sports injuries.

Gross value added

Sport-related value added was 4.7 billion euro in 2006; this is 1.0 percent the gross domestic product (GDP) of the Netherlands.

Goods producers generated 360 million euro of sport-related value added, commercial services 1.3 billion euro and non-profit services 3.0 billion.

The government sector, part of the non-profit services providers, contributes most to sport-related value added: 1.6 billion euro. The shares of contributions by the three different types of producers differ considerably from the shares they contribute to total value added in the Dutch economy. In contrast to the overall economy, sport-related value added is concentrated in the non-profit services sector. This sector accounts for more than 60 percent of sport-related value added, compared with less than a quarter of total value added in the Dutch economy.

Employment

The sport-related part of the economy employed 130 thousand people in 2006. This is 1.5 percent of all employed persons.

Like the rest of the economy, most people who work in the sport-related part of the economy are not self-employed but render paid services (almost 85 percent). Part-time work is even more popular than average in this sector, and as a result the labour input per employed person is lower than the average for the Dutch economy as a whole.

The total labour input of employed persons in the sport-related part of the economy amounted to 100 thousand full-time equivalents (fte's). Given the total sport-related value added, the value added per fte, or labour productivity, was 49 thousand euro. This is substantially lower than the average labour productivity of 73 thousand euro. The low labour productivity in the sport-related part of the economy is connected to the relatively high shares of categories such as 'service activities n.e.c.', 'trade and repair' and 'hotels and restaurants' in sport-related employment. These are industries in which relatively little value added is generated per fte.

¹ Many of these organisations have commercial or profit-generating activities. However, the sport satellite account adheres to the specific classification of the system of National Accounts, in which they are included in the category 'non-profit service providers'.