

7. The continental sporting events

All-Africa Games stadiums

The All-Africa Games is a continental sporting event that has been held every four years since 1965.¹⁰⁹ The event is organised by the Association of National Olympic Committees of Africa (ANOCA) and the Union of African Sports Confederations (AASC).¹¹⁰

Abuja National Stadium, Abuja in Nigeria

Construction price: 426 million

Capacity: 60,491

Attendance in 2010: N/A

World Stadium Index: N/A

In 1973 Nigeria hosted the All-Africa Games for the first time. Due to the event, which was held in Surulere, Lagos, Lagos National Stadium was constructed.

30 years later, Nigeria hosted the event once again, and once again a new stadium was built. Before the games a debate took place over why Abuja National Stadium was built and why the authorities did not renovate the old stadium in Surulere instead. Questions were also raised about whether the government had the will and knowledge to maintain and operate the new stadium in Abuja as many construction projects in Nigeria, including Lagos National Stadium, had already experienced a lack of maintenance.¹¹¹

The worries became reality. During 2011 it became obvious that the stadium in Abuja is in urgent need of renovation due to the lack of maintenance. Other venues built due to All-Africa Games 2003 have also been poorly maintained and are in serious need of renovation if they are ever going to be used in a proper way again.¹¹²

Abuja National Stadium cost \$426 million to construct, making the stadium the second most expensive in this report after Cape Town Stadium in South Africa. Although nothing has been proven, there is information, according to 'The Nigerian Voice', that indicates that a major sum of the construction cost has ended up in private pockets¹¹³ and that the total cost could have been significantly lower.

¹⁰⁹ <http://www.aag.org.za/background/index.shtml>

¹¹⁰ http://www.webcaa.org/eng/index.php?option=com_content&task=view&id=784&Itemid=35

¹¹¹ <http://nigeriaworld.com/feature/publication/edobor/040903.html>

¹¹² <http://www.thenigerianvoice.com/nvnews/47295/2/abuja-stadium-fading-away.html>

¹¹³ Ibid.

Table 7.1: Overview of Abuja Stadium

Name	Construction Price	Capacity	Price per Seat	GNI Index	Ownership
Abuja National Stadium, Abuja (NGR)	\$426,000,000	60,491	\$7,053	3.3	Public

All prices in 2010 dollar value

The price per seat is, as shown in Table 7.1, relatively high. However, what is more noticeable is the GNI Index of the stadium which, at 3.3, is by far the highest index of the stadiums included in this report.

One can question why the authorities responsible came to the conclusion that they should construct a new and very expensive stadium in a country with obvious economic challenges. Although the stadium in Surulere was in need of major renovations, it would have been more sustainable for economical and sporting reasons to renovate the old stadium instead of investing \$426 million in a new one without any realistic legacy.

Several national sports federations, including the Nigeria Football Association have chosen to hold their events in other parts of the country as their events in Abuja have had major problems attracting larger crowds.¹¹⁴ It is obvious that just a few private persons have profited from the stadium being built – and that these profiteers have nothing to do with the Nigerian sports movement in a broader sense.

As with many of the other African stadiums we have researched, obtaining attendance figures for Abuja National Stadium has been problematic. But through the information we have available it is likely that the sporting legacy is negative and the World Stadium Index for the stadium is low.

Asian Games stadiums

Just like the All-Africa Games, the Asian Games are held every four years. These games have been held since 1951, and the Olympic Council of Asia (OCA) has been the organiser of the games since 1982.¹¹⁵

There have been some difficulties in obtaining qualified data for the venues included in the study. As we lack most of the data for Rajamangala National Stadium in Bangkok, Thailand, which was built before the Asian Games in 1998, we have chosen not include this stadium in the report.

Hiroshima Big Arch, Hiroshima in Japan

Construction cost: 73 million

Capacity: 50,000

Attendance in 2010: 288,976

World Stadium Index: 5.8

¹¹⁴ <http://www.thenigerianvoice.com/nvnewsp/47295/2/pagenum1/abuja-stadium-fading-away.html#continue>

¹¹⁵ <http://www.ocasia.org/Council/History.aspx>

Hiroshima Big Arch was built up to the Asian Games in 1994 and cost \$73 million to construct. Although the stadium has a capacity of 50,000, Hiroshima Big Arc was not one of the stadiums used during the FIFA World Cup 2002, which may seem a bit surprising since Japan decided to build nine new ones.

The anchor tenant of the stadium is the football team Sanfrece Hiroshima and it was the team's games that contributed exclusively to the stadium's attendance figure of 288,976 in 2010.

As Table 7.2 below shows, both the total construction cost and the price per seat are relatively low, which should be seen as positive, but as we do not know the maintenance cost of the stadium we cannot conclude that the relatively low price has led to a low annual cost.

Although the stadium fulfils a local sporting need, it is quite clear that the stadium, in relation to the attendance figures of Sanfrece Hiroshima, is too big. Sanfrece Hiroshima could play in a much smaller venue without any problem, as their World Stadium Index of 5.8 indicates.

Khalifa International Stadium, Doha in Qatar

Construction price: 128 million

Capacity: 50,000

Attendance in 2010: 90,000

World Stadium Index: 1.8

Khalifa International Stadium in Doha, Qatar, was built in 2005 for the Asian Games in 2006 and cost nearly \$130 million to construct. In addition to the Asian Games, the stadium has hosted the AFC Asian Cup 2011, the equivalent to UEFA Euro and the Pan-Arab Games 2011. Khalifa International Stadium will also be one of the stadiums hosting matches in the upcoming FIFA World Cup 2022 and will be the athletics stadium if Doha is awarded 2020 Summer Olympics. However, the stadium will undergo major renovations before 2022.

The stadium only hosted ten events in 2010 and those ten events only attracted 90,000 spectators in total, which may be seen as a low figure as the capacity of the stadium is 50,000.

Even though the exact figures for 2011 are not available, we can estimate that the attendance figures for 2011 are better. The AFC Asian Cup games that took place at the stadium attracted nearly 175,000 spectators and as the stadium also hosted the Pan-Arab Games it is supposable that the stadium had a total attendance figure of over 200,000 in 2011. This is considerably better than the total of 90,000 of 2010, but is still not a satisfying number of spectators for a stadium with a 50,000 capacity.

What is problematic for the stadium is the lack of an anchor tenant and the fact that too few people attend the events that actually take place at the stadium. From the figures we have available, Khalifa International Stadium has one of the lowest World Stadium Index figures of the stadiums included in this report – only 1.8, which is a very poor index. From this information it appears to be even more doubtful that the stadiums that are to be constructed for the 2022 FIFA World Cup will be sustainable after the event.

Table 7.2: Overview of Asian Games stadiums

Name	Construction Price	Capacity	Price per Seat	Attendance	Events	World Stadium Index
Hiroshima Big Arch, Hiroshima (JPN)	\$73,470,000	50,000	\$1,469	288,976	22	5.8
Khalifa International Stadium, Doha (QAT)	\$128,399,001	50,000	\$2,568	90,000	10	1.8
Guangdong Olympic Stadium, Guangzhou (CHN)	\$146,601,949	80,012	\$1,832	N/A	N/A	N/A
Average	\$116,156,983	60,004	\$1956	189,488	16	-

All prices in 2010 dollar value

Guangdong Olympic Stadium, Guangzhou in China

Construction price: 147 million

Capacity: 80,012

Attendance in 2010: N/A

World Stadium Index: N/A

Guangdong Olympic Stadium was built as part of China's campaign to be awarded the Summer Olympic Games in 2008.¹¹⁶ The stadium, which cost over \$145 million to construct, hosted the National Games of the People's Republic of China and ten years later the Guangdong Olympic Stadium was the main stadium for Asian Games.

The stadium currently lacks an anchor tenant, but the Chinese Super League team Guangzhou Hengda could be playing at the stadium in the future.

Since the Asian Games, only a few football friendly matches and music events have taken place at the stadium. Just as is the case with the Beijing National Stadium, it has been difficult to obtain official information on the number of people who attended the events in 2010. Our data suggest that the stadium hosted few events in 2010, and it is most likely that the people who attended the events in relation to the capacity of the stadium were few as well.

¹¹⁶ http://www.architectureweek.com/2002/0501/design_1-1.html

Conclusion on Asian Games stadiums

Even though we lack some data, it is possible to conclude that Khalifa International Stadium is one of the stadiums with the most serious sporting legacy issues. But as money not is a great concern in Qatar, the likely economic issues in connection with the stadium are not necessarily a problem. It is, however, a sporting problem as Qatar is going to host the FIFA World Cup in ten years. Even though there are plans to tear down some of the new stadiums' tiers after the event, several of the new stadiums that will be built for the event will most likely stand empty after the event. The sustainability of such a strategy can be questioned in spite of FIFA's legitimate aspirations to spread the game to new parts of the world.

Pan-American Games stadiums

Olímpico João Havelange, Rio de Janeiro in Brazil

Construction price: 200 million

Capacity: 46,931

Attendance in 2010: 561,812 (only soccer)

World Stadium Index: 12

In 2007 Rio de Janeiro hosted the Pan-American Games. Due to the games, Brazil chose to do minor renovations at Estádio do Maracanã, which was used for the opening and closing ceremonies and some games in the football tournament. Brazil also chose to build a new stadium, Estádio Olímpico João Havelange, which hosted the athletics and some football games. The stadium cost about \$200 million to construct which was well above the original budget of \$70 million.¹¹⁷

We lack information on the number of events that took place in the stadium in 2010, but its anchor tenant is Botafogo de Futebol e Regatas. Even Clube de Regatas do Flamengo and Fluminense Football Club played some of their matches at Estádio Olímpico João Havelange in 2010 as their regular home ground Estádio do Maracanã was closed due to renovations for the 2014 FIFA World Cup.

As far as we know, the three teams attracted in total 561,812 spectators, of which 313,611 attended some of Botafogo de Futebol e Regatas' 21 games.¹¹⁸ With the combined figures for the three teams, Estádio Olímpico João Havelange has a World Stadium Index of 12 which is fairly good. However, the total number of spectators will probably drop when Estádio do Maracanã is completed and Clube de Regatas do Flamengo and Fluminense Football Club most likely start holding their matches there again.

Botafogo de Futebol e Regatas' attendance figures alone only contribute to a modest World Stadium Index of 6.7, and the stadium's GNI Index of 0.4 is comparable to some of the African venues. The stadium is to be used again for the athletics events at the 2016 Olympic Games in Brazil.

¹¹⁷

http://www.ceme.eefd.ufrj.br/ive/boletim/bive200707/imprensa/fsp/pdf_fsp/Abertura%20do%20Engenh%C2%A6o%20ressuscita%20tradi%C3%A7%C3%A7%C3%A3o.pdf

¹¹⁸ <http://www.worldfootball.net/spielplan/bra-serie-a-2010-spieltag/1/>

Conclusion on Pan-American Games stadiums

Many of the venues built for the Pan-American Games, including Estádio Olímpico João Havelange, were necessary for Rio de Janeiro to host the event. The city did not have a major athletics stadium and Estádio Olímpico João Havelange filled this vacancy. But athletics is not a major spectator sport in Brazil and it is likely that the tracks after the Olympics not will be used to a large extent – just as is the case in many former Olympic stadiums.

Before the Olympics in 2016 the stadium will undergo renovations that are budgeted to cost over \$52 million¹¹⁹ and, once again, the state of Rio de Janeiro will cover the costs as it owns stadium.

Hosting the Pan-American Games was probably one of the steps Brazil took in its strategy to bid for other major international sporting events. If so, it has succeeded. Brazil will now host the 2014 FIFA World Cup and the 2016 Summer Olympics.

The Olympic organisers have budgeted for a cost just over \$3 bn.¹²⁰ – only covering investments in stadiums and sports facilities – and the Brazilian Football Confederation (CBF) estimates an investment of \$1.5 bn.¹²¹ in stadiums for the 2014 FIFA World Cup. \$4.5 bn. is a considerable sum, especially considering it only refers to investments made in the venues. However, there is a high probability that the cost of the stadiums will be even bigger as under-budgeting in connection with international sports events is fairly common – and several stadiums included in this study have already become more expensive than anticipated in the original bids.

Although Brazil's economy has grown in recent years and the country's purchasing power parity is the ninth largest¹²² in the world, 24 per cent¹²³ of the population lives below the poverty line. Together with significant differences in income¹²⁴ the investments in major sporting events may be seen as a questionable way to invest public money.

Commonwealth Games stadiums

Etihad Stadium, Manchester in the UK

Construction price: 291 million

Capacity: 47,805

Attendance in 2010: 943,000

World Stadium Index: 19.7

¹¹⁹ http://urutau.proderj.rj.gov.br/rio2016_imagens/sumario/English/Per%20Theme/Volume%202/Theme_09.pdf p.23

¹²⁰ http://urutau.proderj.rj.gov.br/rio2016_imagens/sumario/English/Per%20Theme/Volume%202/Theme_09.pdf

¹²¹ Stadionwelt. Stadionbau 2011. Die Stadien und Arenen der kommenden Sportevents. p. 22

¹²² <https://www.cia.gov/library/publications/the-world-factbook/rankorder/2001rank.html?countryName=Brazil&countryCode=br®ionCode=soa&rank=9#br>

¹²³ Ibid.

¹²⁴ <http://hdrstats.undp.org/en/indicators/67106.html>

Manchester showed in their applications to host the Olympic Games 1996 and 2000 that the city had an explicit goal to host a major international sporting event, and they eventually fulfilled this goal by winning the hosting rights for the 2002 Commonwealth Games.

The City of Manchester Stadium was built for the Games, which since summer 2011 has been named Etihad Stadium for sponsorship purposes.¹²⁵ The stadium cost £140 million to construct, equivalent to \$290 million, and the stadium hosted the Games' opening and closing ceremonies and the athletic competitions. After the games the athletics track was removed and a smaller athletic stadium with seating for 5,000 spectators was built nearby.

Etihad Stadium was primarily funded by the British government and UK Lottery Funding. The stadium is owned by the city of Manchester and its anchor tenant is Manchester City FC. The club pays on an annual basis 20 per cent of its gross attendance receipts to the council of city of Manchester. Manchester City FC has one of the highest attendance averages¹²⁶ in the Premier League and in 2010 the club had 943,000 spectators in total – a figure which could be regarded as brilliant.

The stadium is also used during the summertime as a concert venue and is one of the biggest in England. However, from 2008-2010 no concerts were held at the stadium as the club wanted to protect the pitch and eventually replace the grass.

In summer 2011 concerts were held in the stadium once again and Take That played eight sold out shows.¹²⁷ As Etihad Stadium able to host concerts again it will most likely have over one million visitors per year, which in this report is a comparatively high figure.

National Stadium, Bukit Jalil, Kuala Lumpur in Malaysia

Construction price: 321 million

Capacity: 87,411

Attendance in 2010: N/A

World Stadium Index: N/A

Jawaharlal Nehru Stadium, Delhi in India

Construction price: 209 million

Capacity: 60,000

Attendance in 2010: N/A

World Stadium Index: N/A

We lack sufficient information on National Stadium, Bukit Jalil in Kuala Lumpur, Malaysia, other than its construction cost.

¹²⁵ <http://news.bbc.co.uk/sport2/hi/football/14080388.stm>

¹²⁶ http://soccer.net.espn.go.com/stats/attendance/_/league/eng.1/year/2009/barclays-premier-league?cc=5739

¹²⁷ http://menmedia.co.uk/manchestereveningnews/tv_and_showbiz/s/1422687_take-that-tour-thats-a-record-breaker

Based on the information we have available for Jawaharlal Nehru Stadium, it can be pointed out that this stadium has an unusually high GNI Index in comparison with the two other venues that have hosted Commonwealth Games and a majority of the stadiums included in this report.

Jawaharlal Nehru Stadium was the main stadium for 2010 Commonwealth Games in Delhi, India. According to the Comptroller and Auditor General of India (CAG), the total cost of the event was \$4.1 bn., which exceeded the original budget by \$3.8 bn. CAG also states that the net income for the event only ended up being \$38 million.

Unrealistic budgets and delays are the main reasons why the event became more expensive than expected. Due to the delays, several contracts for the construction of stadiums and sports facilities were not awarded properly, and the absence of a tender process resulted in added construction costs and a lack of transparency.¹²⁸

The National Stadium in Kuala Lumpur, Malaysia, and Jawaharlal Nehru Stadium in Delhi, India, only have their national football teams as anchor tenants, and even though we do not have adequate information available, it is not likely that the stadiums attract large crowds in relation to their capacity on an annual basis as there is no greater interest in domestic football or the national teams in Malaysia and India.

Table 7.3: Overview of Commonwealth Games stadiums

Name	Construction Price	Capacity	Price Per Seat	World Stadium Index	GNI Index
Etihad Stadium, Manchester (GBR)	\$290,998,579	47,805	\$6,087	19.7	0.17
National Stadium, Bukit Jalil, Kuala Lumpur (MAL)	\$321,169,597	87,411	\$3,674	N/A	0.26
Jawaharlal Nehru Stadium, Delhi (IND)	\$209,280,000	60,000	\$3,488	N/A	0.98
Average	\$273,816,059	65,072	\$4,416	-	-

All prices in 2010 dollar value

Conclusion on Commonwealth Games stadiums

The construction of Etihad Stadium in Manchester must be seen as a success and as a positive sporting legacy of a major event stadium. A part of the success is the conversion of the stadium after the event, including removing the running track and creating an additional tier. All of this was done to fulfil

¹²⁸ <http://idan.dk/Home/Nyheder/a073delhi2010.aspx>

Manchester City FC's needs and wishes when they moved from their former home ground Maine Road to Etihad Stadium in 2003.

The move helped Manchester City to increase their attendance figures as the new stadium has a capacity of 48,000 in comparison to Maine Road's capacity of 35,000. The figures from the 2009/10 season indicate that the stadium is doing pretty well, and since the anchor tenant, Manchester City FC, got a new owner the club has also improved its performance on the pitch. Sporting success for the anchor tenant and the possibility to host concerts will surely contribute to an increase of the stadium's attendance figures. The long term success of Manchester City FC is yet to be seen seeing as the club is running at heavy losses and is being sustained financially by its owners. Seen as a whole, the football club and the stadium are currently running at a huge loss.

The other two stadiums probably do not have as bright a future as Etihad Stadium. The lack of a high profile anchor tenant is the main reason why both of the stadiums have problems attracting larger crowds. It is not enough for a stadium to host a major sporting event once every third to fifth year – more profile events on a weekly and annual basis are a necessity.