

**ECONOMIC IMPACT ASSESSMENT OF THE WORLD CUP ON THE CUPS OF FRANCE (1998),
JAPAN/SOUTH KOREA (2002) AND GERMANY (2006)**

Felipe Garcia
Gisele Pereira
João de Araújo
Vinícius Halmenschlager
Universidad Federal de Pelotas
Pelotas, Brasil

This study investigates the impact of a Soccer World Cup on the foreign visitor expenditure paths of France (1998), Japan/South Korea (2002) and Germany (2006). It has used the synthetic control method to build the dependent variable simulated path in the absence of the event. The results show that, for issues of Japan and Germany, spending of tourists has increased not only during the event but consistently over time. These results reject the possibility of substitution effect (crowding out) during the World Cup and corroborate the hypothesis that the World Cup, by increasing international exposure of the country, increases tourism activities in the same lastingly.

KEY WORDS: *mega events, Soccer World Cup, synthetic control, tourism.*