



The Paralympic Games  
recaptures the world's attention

# Search interest in Paralympic Games



[https://www.google.com/trends/story/US\\_cu\\_LPRGuFYBAAA8zM\\_en6](https://www.google.com/trends/story/US_cu_LPRGuFYBAAA8zM_en6)

# Top questions on Paralympics, Global

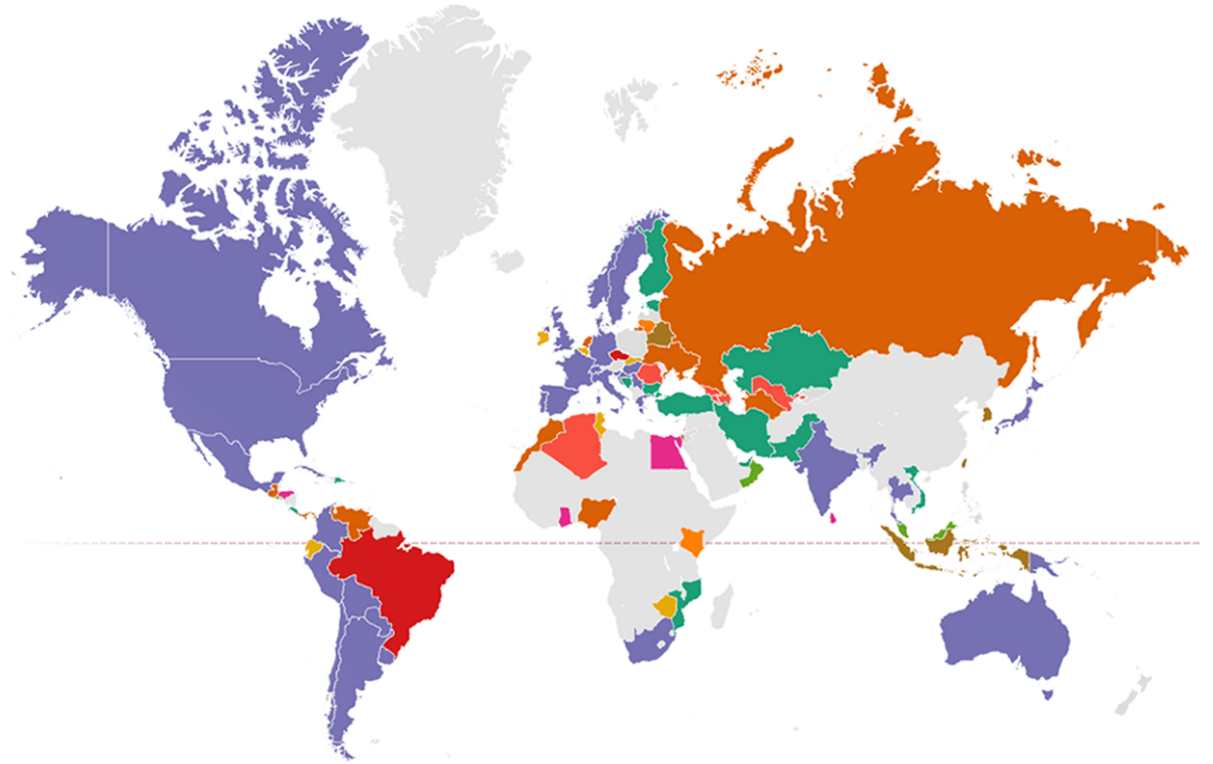


[https://www.google.com/trends/story/US\\_cu\\_LPRGuFYBAAA8zM\\_en](https://www.google.com/trends/story/US_cu_LPRGuFYBAAA8zM_en)

1. What are the paralympics?
2. When do the paralympics start?
3. What does paralympics mean?
4. How do you qualify for paralympics?
5. What sports are in the paralympics?

# Which Paralympic sport is most searched?

- Archery
- Athletics
- Badminton
- Boccia
- Football
- Goalball
- Judo
- Sitting Volleyball
- Swimming
- Table tennis
- Others



[https://www.google.com/trends/story/US\\_cu\\_LPRGuFYBAAA8zM\\_en](https://www.google.com/trends/story/US_cu_LPRGuFYBAAA8zM_en)



# Medal Table



Ukraine



Olympics

31



Paralympics

3



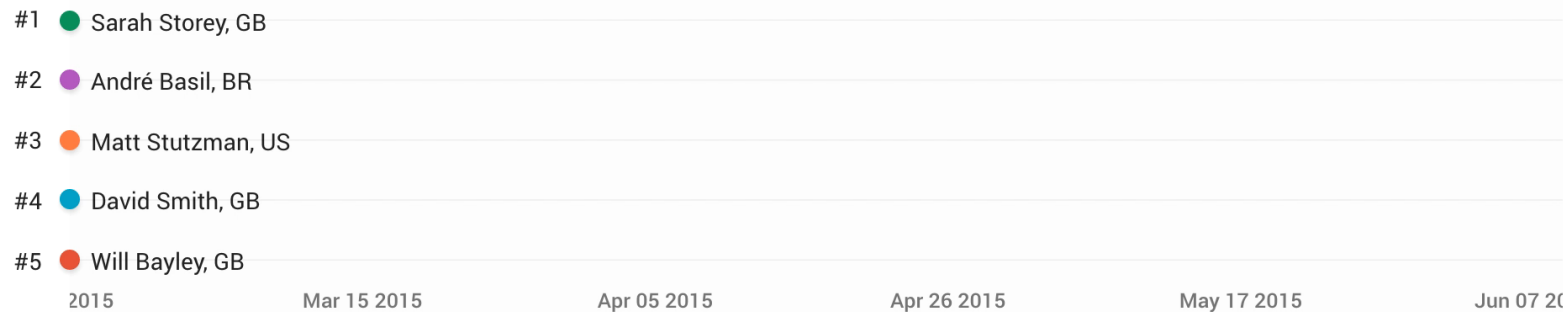
USA

1

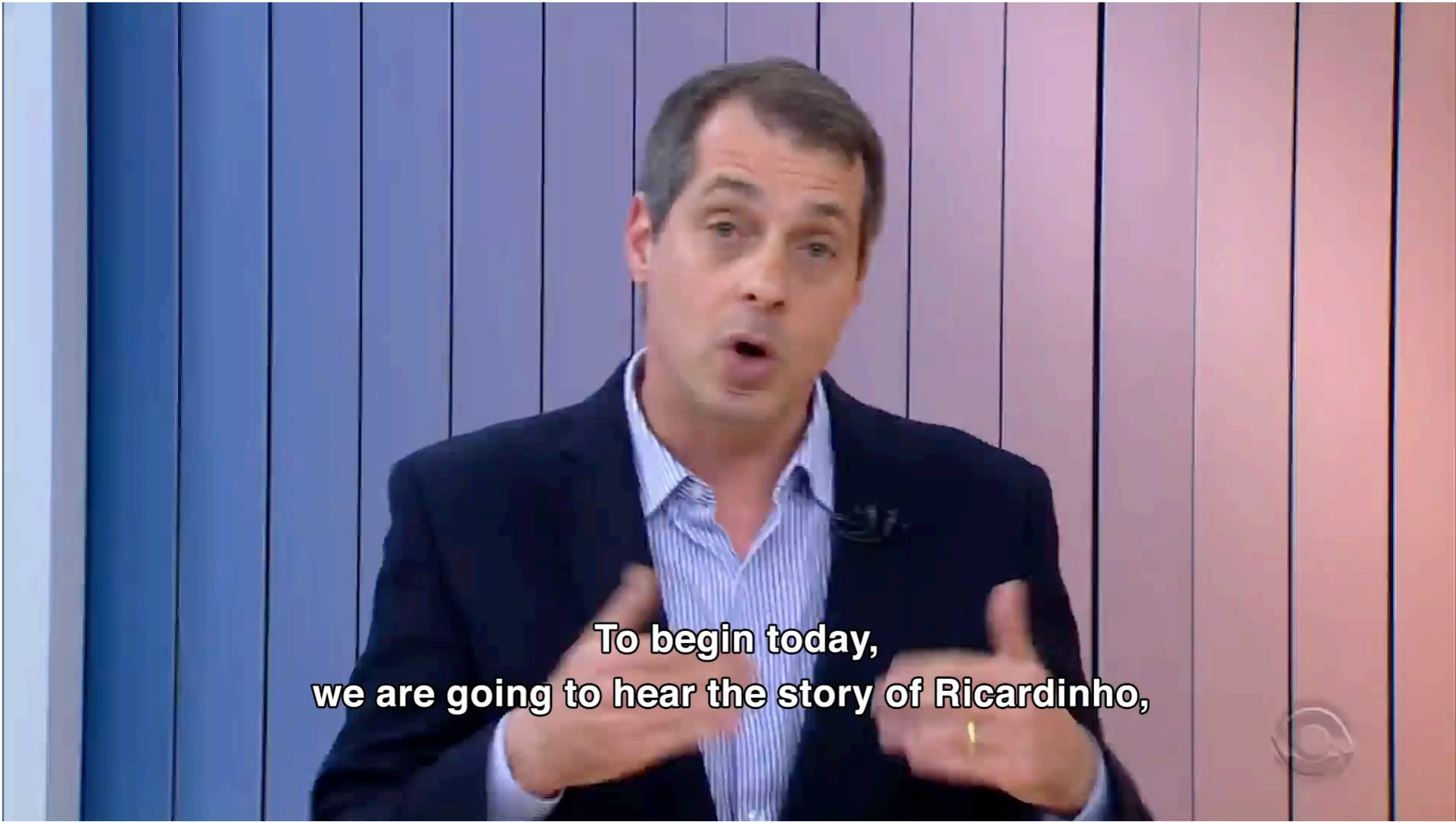
4



# Search interest in Paralympic athletes, Global



[https://www.google.com/trends/story/US\\_cu\\_LPRGuFYBAAA8zM\\_en](https://www.google.com/trends/story/US_cu_LPRGuFYBAAA8zM_en)

A man with short brown hair, wearing a dark blue suit jacket over a light blue and white striped shirt, is speaking. He has a surprised or emphatic expression on his face, with his mouth open. He is gesturing with both hands, palms facing outwards. The background consists of vertical wooden slats in shades of blue and brown. A small, faint logo is visible in the bottom right corner of the frame.

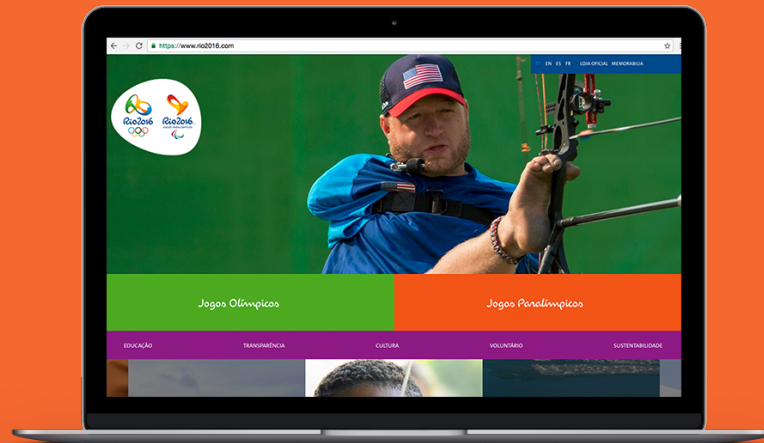
To begin today,  
we are going to hear the story of Ricardinho,

# Ricardo Alves

Paralympic gold medal | football 5-a-side







# How popular is rio2016.com



[https://www.google.com/trends/story/US\\_cu\\_LPRGuFYBAAA8zM\\_en](https://www.google.com/trends/story/US_cu_LPRGuFYBAAA8zM_en)

# Long-run benefits

In Brazil, besides the medal winning record (72) and the sportive infrastructure legacy, the positive economic gains from the event will still be sensed over that next years. Research from the Brazilian Tourism Ministry, held between the 8<sup>th</sup> and the 13<sup>th</sup> of September, shows that:

**60%**

of the foreigners that came to the Paralympics did not previously now Brazil.

**87,80%**

of the foreigners state that their trip to Brazil met or topped their expectations.

**90,5%**

of the foreigners state having the intention of returning to Brazil after the Paralympics.



# The positive impact of the Olympics Games on the image of Grupo **RBS**



Pre-games coverage (10 days)  
+ 2,50%



Olympic Games coverage  
+ 14,18%



Paralympic Games coverage  
+ 3,32%

# Conclusions



1. Never before was there so much worldwide interest on Paralympic Games as in the last edition.
2. The public of the Paralympic Games is still in construction and has no greater knowledge about the event.
3. Some Paralympic sports (swimming, football, badminton, etc) are more popular in determined countries and contribute to the dissemination of the event. The same statement works with Paralympic Athletes (Daniel Dias, Will Bayley, Alex Zanardi, Sarah Storey and André Brasil).
4. The profit from the Paralympic Games in Brazil cannot be measured only by its holding year, as some press vehicles would defend, due to the long-term benefits on the promotion of the country on the foreign market.
5. In Grupo RBS's case, the Paralympic games had a bigger positive impact on its image than the whole pre-olympic coverage. Which weigh in on the idea of how much the Paralympic games has grown in importance.





