



## The economic impact of the London 2012 Olympics

Sort the cards below to decide which factors you think will bring the most important economic benefits to London and Britain from the Games.

<p><b>Farmers will have a larger market for food as spectators visit London and eat in the capital</b></p>	<p><b>Visitors will spend money on accommodation and restaurants in London</b></p>	<p><b>Spectators will spend money in shops and on services in London</b></p>
<p><b>Infrastructure will be improved and newly built ready for the Olympics. Like the Javelin train.</b></p>	<p><b>Multinational companies will be attracted to invest in London as its image is enhanced by the games. This is called inward investment.</b></p>	<p><b>Building the Olympic stadium and Olympic village will employ thousands of builders.</b></p>
<p><b>Museums, galleries and other cultural 'attractions' will benefit from increased levels of domestic and international visitor interest.</b></p>	<p><b>People across the world will see London during the Olympics. International awareness of London as a business and tourist location will increase.</b></p>	<p><b>Investment in infrastructure such as train services and underground services will improve transport links and accessibility in London.</b></p>