

Date	January 26, 2026 (Mon.)		Photos	○	Video	○
Contact	Evaluation & Compliance Div. (Venue & Infra Team II)	Director	Yoo Seung-min (+82-63-280-4112)			
		Team Leader	Kim Geo-su (+82-63-280-4114)			
		Liaison	Go Hyeon-ah (+82-63-280-4247)			

## Jeonju Summer Olympics Proves Economic Viability with 82.7% Public Approval

### Regional Olympic Dream Moves One Step Closer to Reality

- **B/C Ratio of 1.03** confirms **economic feasibility and sustainability** of the Jeonju Olympics
- **With 82.7% national support**, Jeonju secures public consensus beyond economic figures
- **A new model for balanced national development** through decentralized hosting across partner cities

Jeonbuk State is gaining significant momentum in its bid to host the Summer Olympics, as new data confirms the event's economic viability and reveals that more than eight out of ten citizens support the initiative.

On January 26, the state held a final briefing on the "Pre-Feasibility Study for the 2036 Summer Olympics," announcing a Benefit-Cost (B/C) ratio of 1.03. The B/C analysis is the ratio of total benefits to total costs, both converted into present value; a score of 1.0 or higher indicates that the project is economically viable.

The 10-month study was conducted by the Korea Institute of Sport Science (KISS), a specialized agency designated by the Ministry of Culture, Sports and Tourism, in accordance with the International Sports Competition Support Act. This serves as the first major administrative milestone successfully reached for the Jeonju bid.

The B/C ratio of 1.03 signifies that the Jeonju Olympics is a project with sufficient national investment value, transcending a mere local government event. It is a symbolic result proving that a regional city like Jeonju has the capacity to lead a global mega-event.

The total project cost is estimated at \$5.19 billion (6.9 trillion KRW). Within this budget, facility costs account for \$1.32 billion (1.76 trillion KRW) (25.5%), while operating expenses make up \$3.87 billion (5.14 trillion KRW) (74.5%). The state policy is to host the Games without building new stadiums, instead focusing on renovating existing sports facilities, installing temporary structures, and utilizing venues already scheduled for construction. By designing a budget structure where operating expenses outweigh facility costs, the state aims to significantly alleviate the overall financial burden.

A total of 51 venues will be used, with 32 located within the province and 19 distributed in other regions. This decentralized hosting model aligns with the IOC's "Olympic Agenda 2020+5" for sustainability, overcoming regional infrastructure limits while ensuring both fiscal efficiency and operational stability.

Jeonju will serve as the primary stage, hosting the Opening and Closing Ceremonies, Swimming, Archery, Table Tennis, Badminton, Taekwondo, and the Football finals. Meanwhile, sports requiring specific international-standard infrastructure, such as Athletics, Tennis, and Rowing/Canoeing, will be distributed to other regions, including Seoul.

Public support for the bid remains robust. According to a four-week national perception survey conducted by the Korea Institute of Sport Science from December 7 last year to January 6 this year, 82.7% of the general public and 87.6% of Jeonbuk residents expressed support for hosting the Olympics in Jeonju. The survey was conducted via one-on-one interviews with 1,100 heads of households or spouses nationwide and 500 Jeonbuk residents.

The primary reasons for support included:

- ▲ National and Regional Economic Development:  
51.1% in Jeonbuk / 39.2% nationwide
- ▲ Enhanced National Image: 29.0% / 20.2%
- ▲ Revitalization of Domestic Sports Exchanges: 13.5% / 14.5%

This high level of approval is a significant advantage, as the IOC heavily weighs "public support" when selecting hosts. Given that cities like Boston and Hamburg previously withdrew bids due to lack of public consensus, Jeonju's overwhelming approval rating is expected to be a decisive factor in earning international credibility.

By hosting the first Summer Olympics in a regional city 48 years after Seoul 1988, the state intends to shift the paradigm of major international events away from the capital region. The strategy focuses on a sustainable, fiscally responsible model that avoids excessive investment and maximizes existing infrastructure.

The pre-feasibility study highlighted the diverse positive impacts of the Jeonju Olympics. It emphasized that the event would provide citizens with the opportunity to experience world-class athletic performances firsthand, elevate South Korea's international standing, and promote balanced regional development. Furthermore, the study projected that the Games would serve as a catalyst for expanding the foundations of grassroots sports, advancing elite sports, and driving the growth of the sports industry.

On Feb. 6, 2026, Jeonbuk State plans to seek approval for the "Olympic Bid Motion" from the State Council. This will be followed by an official application to the Ministry of Culture, Sports and Tourism, signaling the full-scale launch of the government's administrative approval process.

"The Jeonju Olympics will serve as a new national model for regional cities hosting international events and offer a sustainable direction for the Olympic movement," said Governor Kim Kwan-young. "We will enhance South Korea's global standing through an Olympics that balances economic viability, environmental responsibility, and public consensus."