



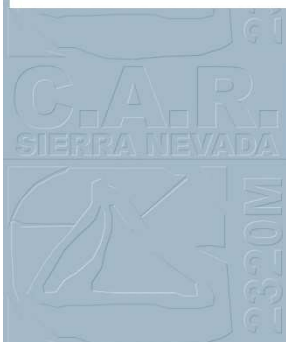
CAR SIERRA NEVADA

CSD

ALFONSO SÁNCHEZ BERNARD
DEPUTY DIRECTOR



#TeamESP



WHY

- **Spanish Elite Athletes as priority**
- **CAR Sierra Nevada as image of the Spanish Sport**



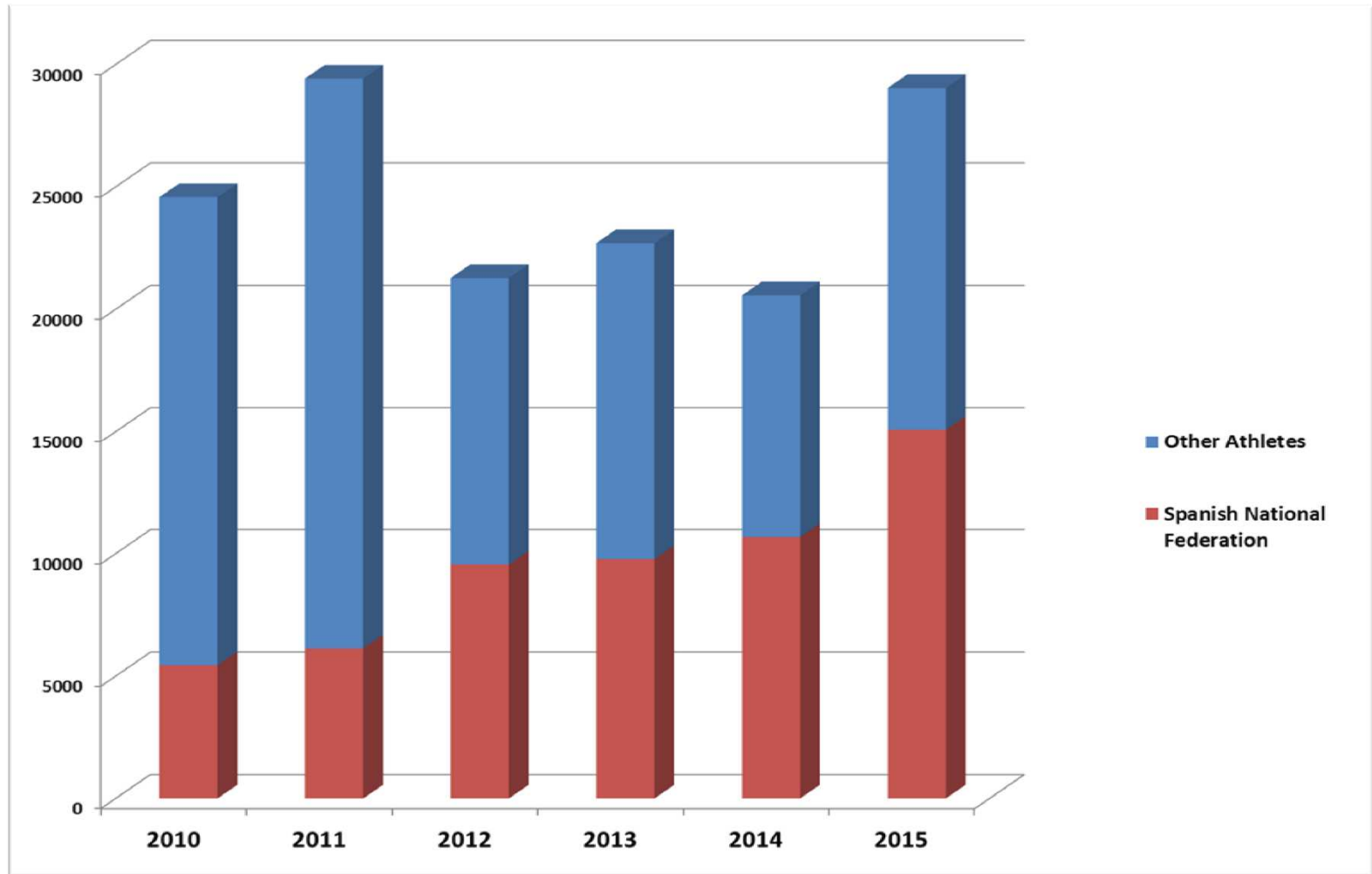


HOW

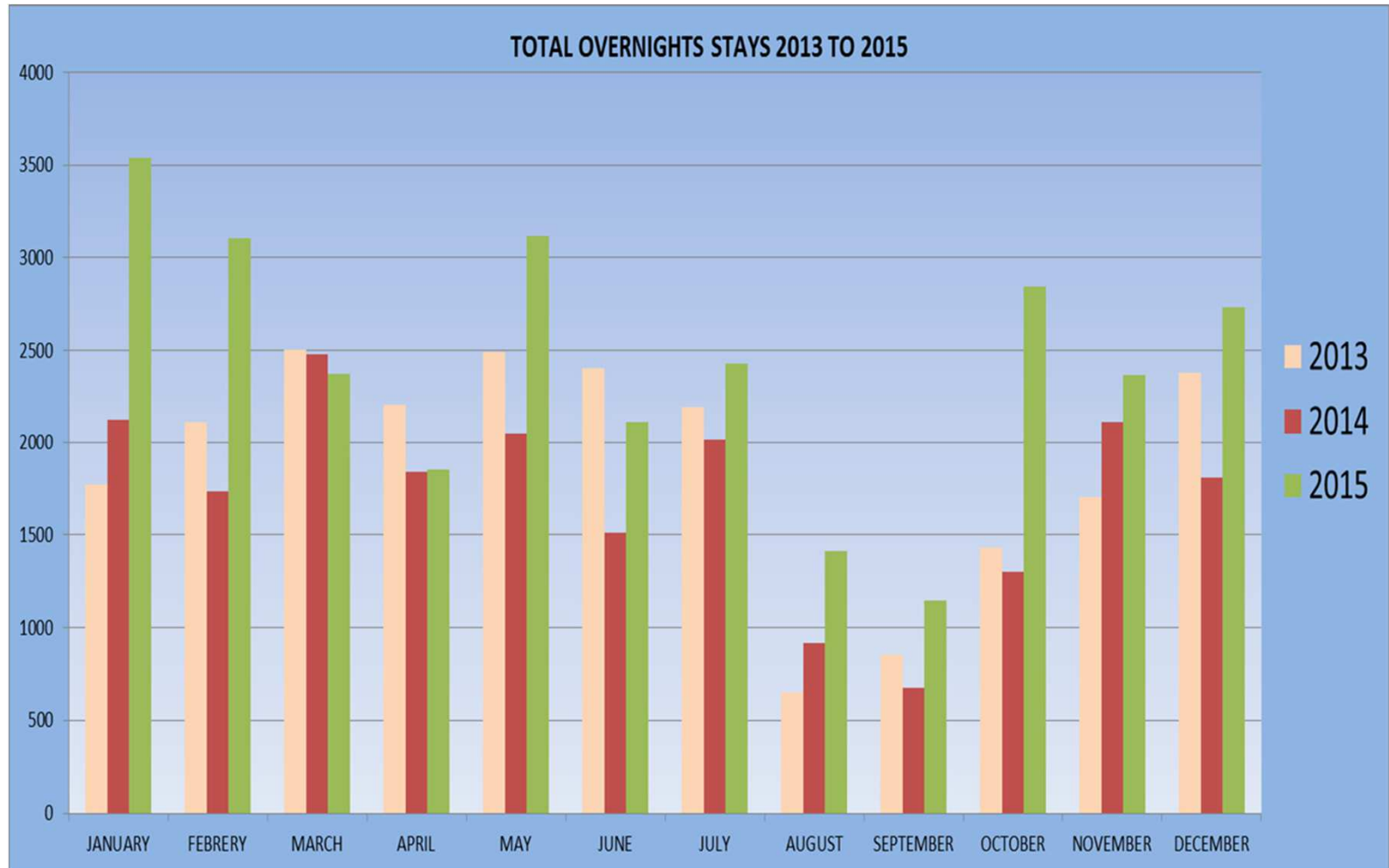
- **Contract with outsourcing company for services (FERROVIAL SERVICIOS)**
- **CSD continues with Athlete Services**
 - **Medical Service**
 - **Performance Analysis Department**
- **Figures of CAR SIERRA NEVADA, CSD:**
 - **TOTAL BUDGET 3,5 MILLIONS €**
 - **60-65 EMPLOYEES**
 - **20.000 TO 30.000 OVERNIGHT STAYS/YEAR**



HOW



HOW



WHAT

- **STRENGTHNESS**
 - **ALTITUDE**
 - **Adaptability**
 - **Colaboration**
- **WEAKNESS**
 - **Isolation**
 - **Lack of plate areas for training**
 - **Economic crisis**





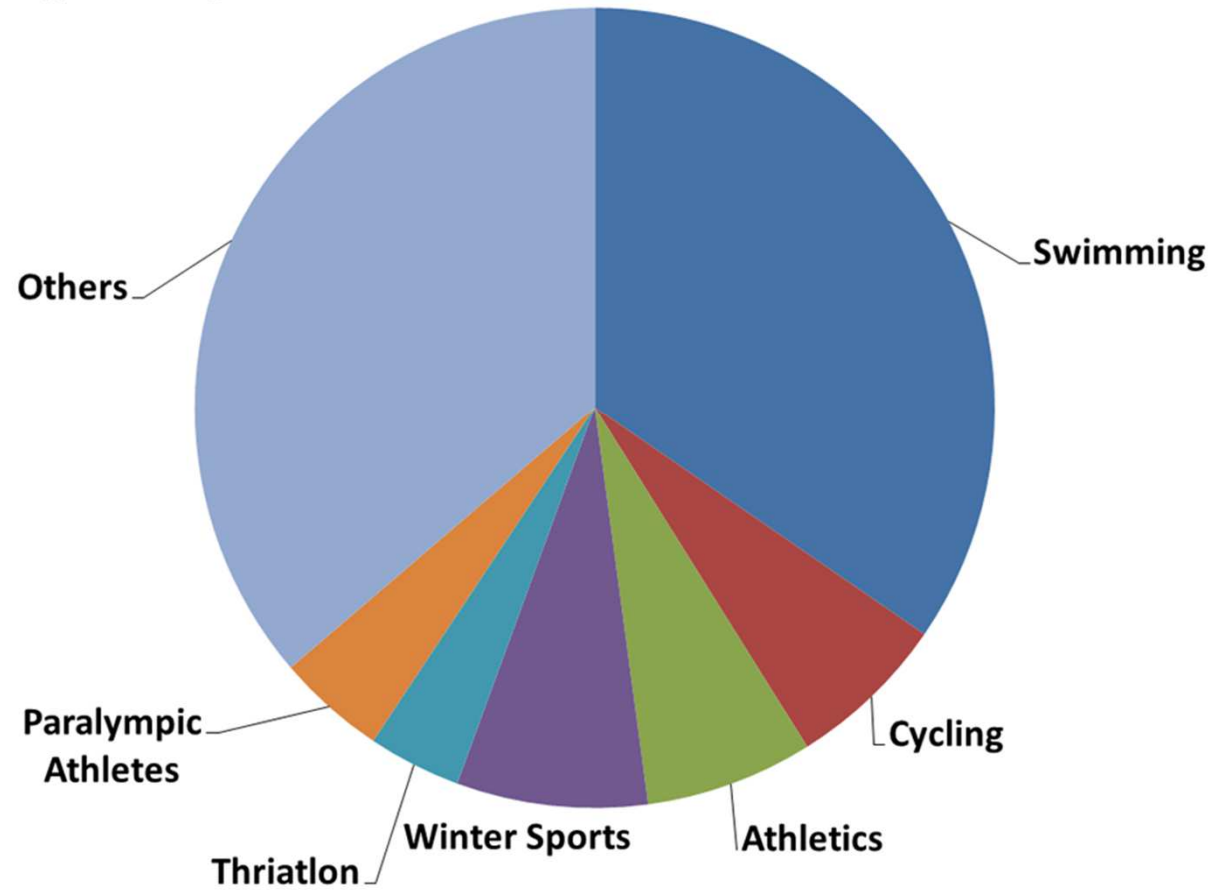
WHO

- **SPORTS: SWIMMING AND OTHERS**
- **>50% SPANISH ATHLETES**
- **OTHER COUNTRIES**
- **34 OLYMPIC MEDALS WERE TRAINING IN CAR SIERRA NEVADA DURING LAST YEAR**
- **MEDALIST FROM AT LEAST 9 DIFFERENT COUNTRIES**



WHO

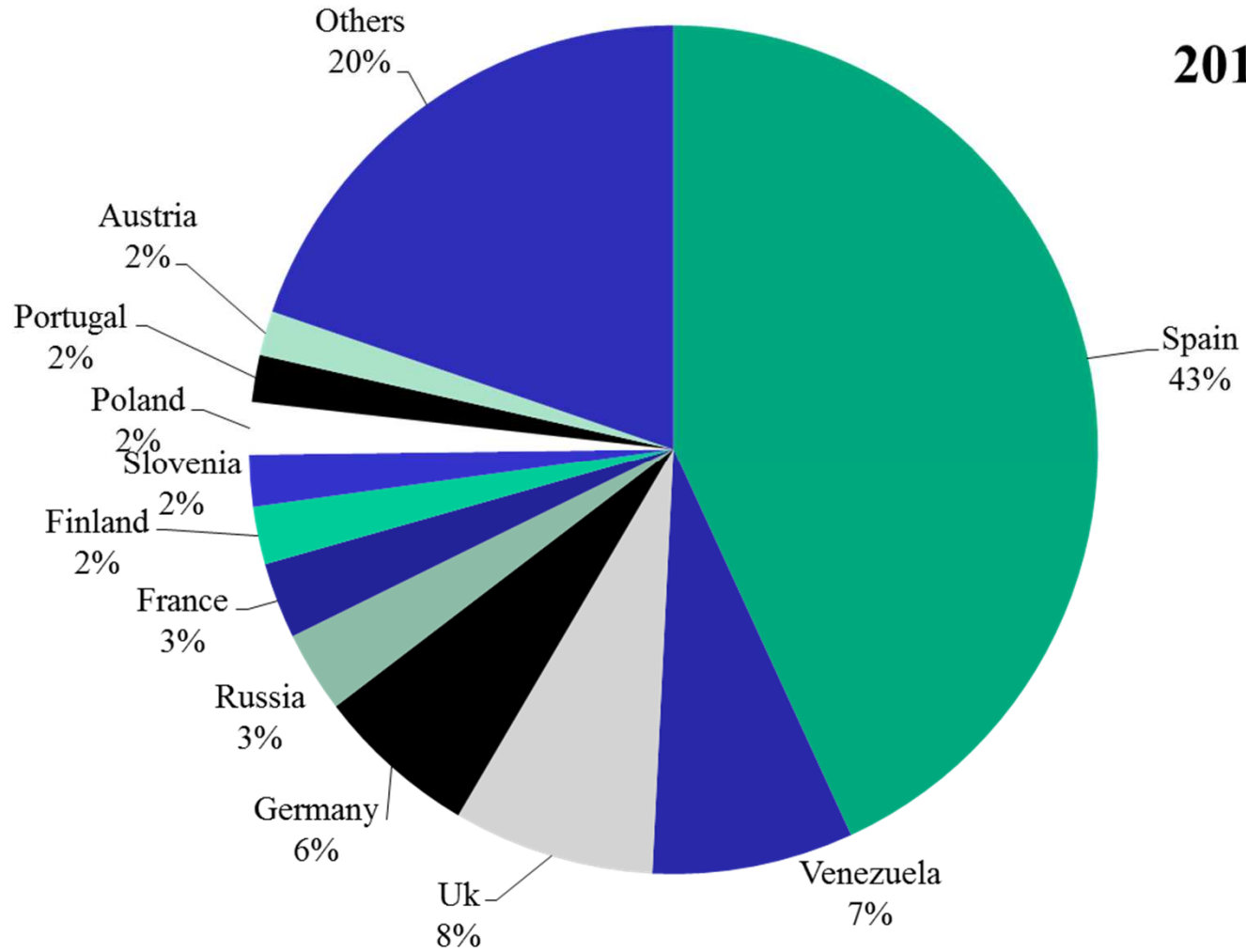
Overnights stays 2013 -2015





WHO

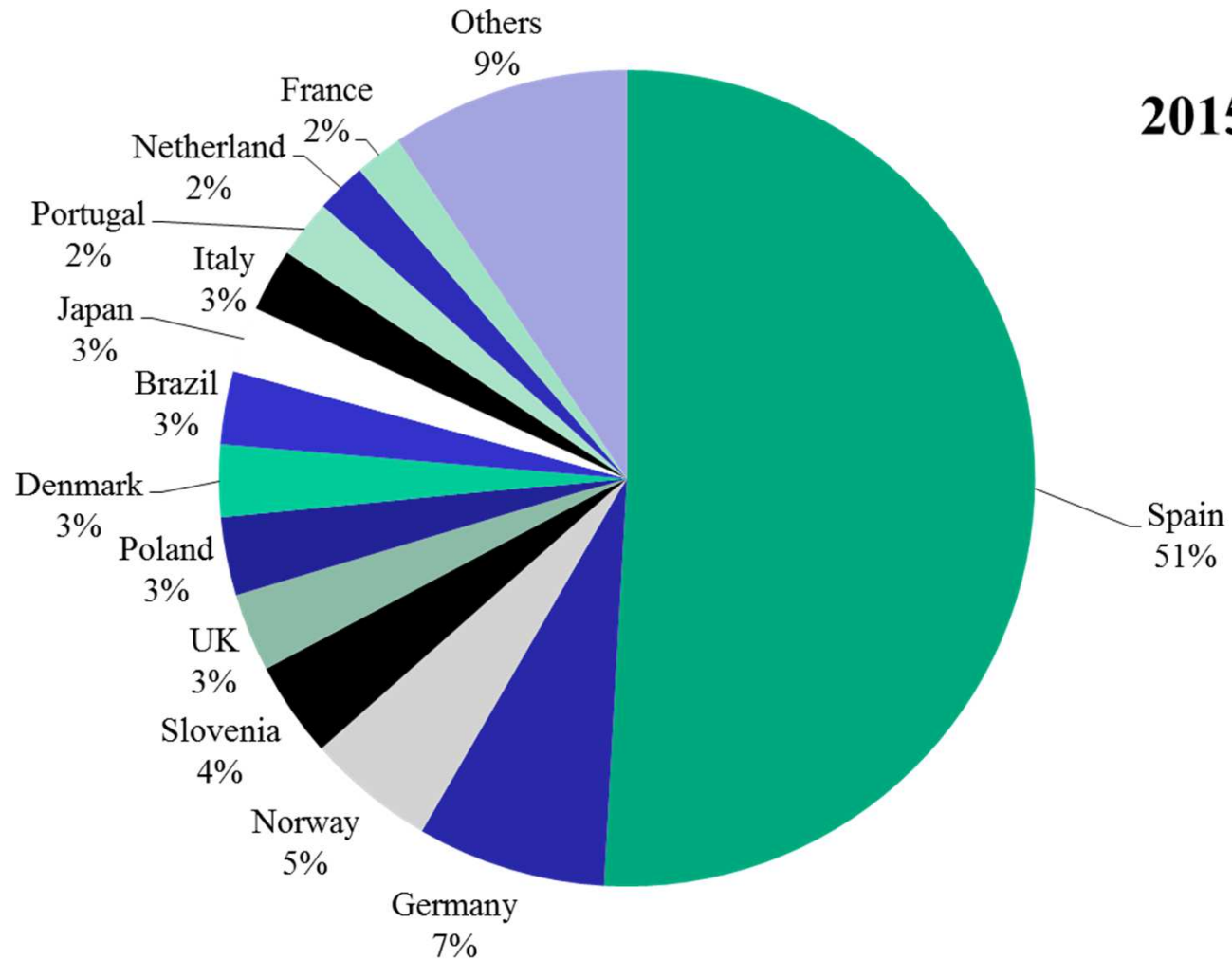
2013





WHO

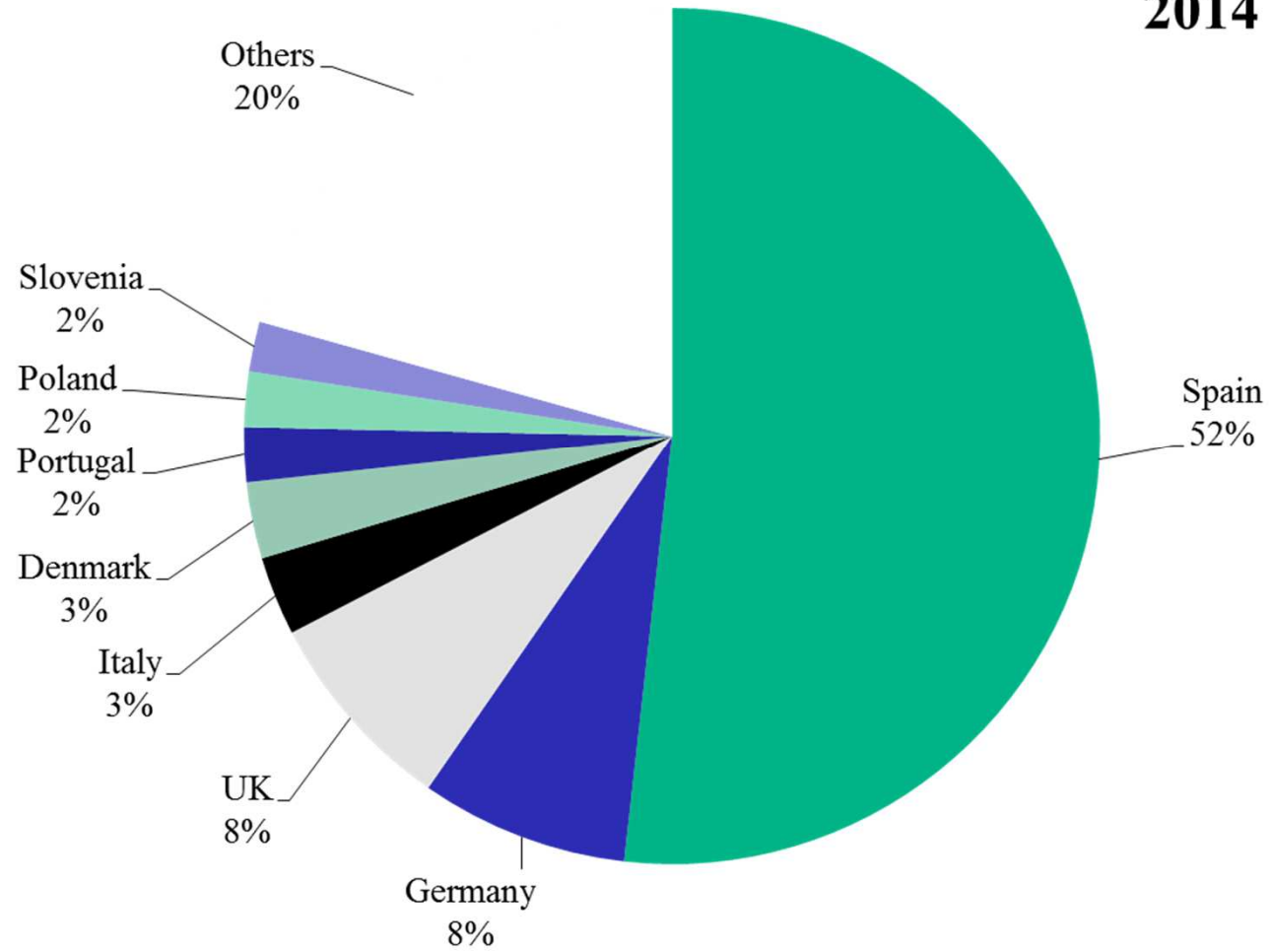
2015





WHO

2014





OLYMPICS






PARALYMPICS




LONDON 12

RIO 16

LONDON 12

RIO 16

GOLD		8	11
SILVER		10	7
BRONZE		11	15
TOTAL		29	33

7	12		GOLD
16	12		SILVER
10	11		BRONZE
33	35		TOTAL



FUTURE

- **BE MORE USEFUL TO SPANISH TOP-ATHLETES**
- **IMPROVE OUR SERVICES FOR ATHLETES**
- **INCREASE OCUPATIONS DURING QUIET PERIOD**
- **NEW SPORTS**



**THANK YOU FOR YOUR
ATTENTION**