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## **Visitor Composition and Event-Related Spending**

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## **Abstract**

**Purpose** – This paper examines the spending patterns of non-local participants and spectators at a medium-sized international sport event, segments their spending patterns, and considers implications for the quality of each segment’s event experience.

**Design/methodology/approach** – Spending in nine sectors of the economy is measured via self-report, and respondents are segmented into five groups: spectators, athletes, coaches, officials, and other participants (e.g., media, medical staff). The daily and aggregate spend for each segment in each economic sector is calculated and compared. Regression analysis tests differences among segments for each economic sector.

**Findings** – Participants account for 39% of aggregate spend; coaches are the biggest spenders; athletes spend relatively little. The segments spend differently on hospitality, private transportation, grocery, and retail, with spectators spending significantly more than the participant groups on hospitality and private transportation, and significantly less on groceries and merchandise. Spending in sectors normally associated with celebration and festivity accounts for only 8% of total spend.

**Research limitations/implications** – Findings are derived from a single event, but are consistent with other work suggesting that inadequate attention is given to opportunities for festive celebration, especially among athletes.

**Practical implications** – Coaches are a particularly useful target market for retailers, whereas hoteliers and service stations should target their marketing at spectators. Event organizers should do more to build festival.

**Originality/value** – This paper identifies the ways that different segments organize their spending at an event, and demonstrates that greater attention to festival could enhance a sport event's overall impact.

**Keywords** Festival, Sport event, Visitor spending, Event segmentation, Economic sectors, Economic impact

## **Introduction**

Events have become a vital part of community economic development and planning (Chalip, 2004) – so much so that communities often develop an entire portfolio of events in order to optimize the overall economic value obtained (Ziakas, 2010). Yet, when the expenditures of event visitors are analyzed, it is sometimes noted that the economic benefits do not reach the levels that are expected or desired (Crompton & Lee, 2000) or that the distribution of benefits is so poor that some sectors of the economy do well, while others may actually be worse off (Putsis, 1998). Indeed, it has been shown that event visitors may spend very little beyond the event itself, particularly in the case of small or medium-sized events (Nogawa, Yamaguchi, & Hagi, 1996), although the amount that visitors spend for things other than event fees, accommodation, and food varies substantially across events (Daniels & Norman, 2003). When events are compared, it appears that the key to optimizing spend is to create conditions that encourage spending (Wilson, 2006). This is one reason that event strategists encourage sport event organizers to foster festival; it creates a sense of celebration (cf. Handelman, 1990) that can stimulate visitor spending (Chalip & Leyns, 2002; Green & Chalip, 1998).

To date, studies of spending by event attendees have focused on their aggregate spend across economic sectors. Previous work has typically chosen not to segment the spend by visitor category. From a practical marketing standpoint, it would be particularly useful to understand how event visitor segments differ in their spending patterns, as that could enable more targeted marketing. From a conceptual standpoint, understanding the ways that different groups choose to spend can enable a better grasp of the ways that event visitors construct their event experience. In particular, it is of interest to consider the relative degree to which spending is strictly in

support of event attendance, and the degree to which spending may also support festive celebrations. This study examines those matters.

### **Literature Review**

Although sport events are typically described in terms of the competition and entertainment they provide, one of the core attractions of sport events is that they enable an array of festive occurrences, some of which are designed and some of which are spontaneous. Consequently, a number of sport events now incorporate festivals as add-ons to the competition specifically to attract spectators or participants (Burdsey, 2008; Jowdy & McDonald, 2002/2003), while others provide festival spaces to enable spontaneous production of festival during events (Frew & McGillivray, 2008). While there is certainly some advantage to festival that is incorporated into event design, the spontaneous emergence of festive behaviour provides a particularly positive hedonic experience (Green & Chalip, 1998).

The experience of a sport event encompasses much more than the sport activity or entertainment. The event is part of the overall tourism experience. Indeed, it becomes more attractive to the degree that attendees can incorporate an array of tourism experiences during the event (Chalip & McGuirly, 2004), particularly because those can help to impart a sense of festivity (Chalip, 1992, 2006). This is important not merely because it represents an added attraction to the event, but also because it can stimulate spending during an event, which therefore enhances the event's overall economic impact (Chalip, 2004; Wilson, 2006). Thus, strategic leverage designed to amplify an event's economic impact requires attention to the creation of festival, while the creation of festival must be informed by an understanding of event attendees' preferred patterns of consumption.

There has been increasing interest in determining the spending patterns of different tourists in order to enable better prediction of tourist demand and enhanced targeting of marketing communications (Laesser & Crouch, 2006), and to enhance the overall quality of the consumption experience (Bailey, Baines, Wilson, & Clark, 2009). This is particularly important for events, as event attendees differ from other tourists not merely in terms of their particular interest in sport, but also in their patterns of consumption (Boo, Kim, & Jones, 2009). They are comparatively less interested in traditional tourism activities and souvenirs, and more interested in activities and products that can complement their overall event experience. Consequently, there is clear value in identifying the ways that spending varies among different segments of event visitors (Preuss, Seguin, & O'Reilly, 2007).

The challenge, of course, is to segment attendees in a manner that is meaningful both conceptually and practically. The sport tourism literature argues that many different types of event attendees can be distinguished. Robinson and Gamon (2004), for instance, distinguish 'sport tourist' (i.e., primary visitors) and 'tourism sport' (i.e., casual visitors), based on the consumer's motivation. Other authors differentiate between 'active' and 'passive' sport tourists, based on the consumer's behaviour (e.g., Gibson, 1998; Ritchie et al., 2002; Standevan & De Knop, 1999). Economic impact studies make a distinction between 'local' and 'non-local' visitors (Dwyer, Mellor, Mistilis, & Mules, 2000; Hodur & Leistritz, 2006). Preuss (2005) suggests 11 different types of event-affected persons: residents, home stayers, runaways, changers, casuals, time switchers, avoiders/cancellers, avoiders/ pre-, post switchers, extensioners, and event visitors. He argues that some of these types of event attendees bring new money from outside into the host region, potentially creating a positive economic impact, while

other types of affected persons create a crowding out effect, leaking money out of the local economy and thus inducing a negative economic effect.

As compelling as the various kinds of segments might seem, it is often impractical to identify and classify attendees in advance of the event, when their expected spending differences would be useful for planning. Contemporary methods for collecting spending data also make it impractical to segment the event market into a large array of conceptual categories. However, event attendees do take on different roles at events (e.g., spectators, athletes, coaches, officials), and those roles are sufficiently visible that it is relatively straightforward to differentiate those groups prior to the event. Further, their roles are often associated with other factors known to affect spending, such as patterns of interest, age, and income (cf. Fennell, Allenby, Yang, & Edwards, 2003; Lehto, O'Leary, & Morrison, 2002). Consequently, it is of some interest to explore the degree to which spending can be usefully segmented as a function of the attendee's role in the event.

The purpose of the study is to analyze event visitor role and event-related spending in order to determine which sectors in the local economy benefit most from which visitor role, and to derive implications for fostering future event and tourism spending. The study examines these matters via an analysis of The 2005 Pan American Junior Athletic Championships. As a one-time international sport event, for which a new stadium was built, this event created very high expectations for the hosting community. The event was considered to provide unique opportunities to boost tourism, positively impacting local business and thus the local economy. In addition, as a prime example of a 'spectator/competitor event' (Gratton & Taylor, 2000) this type of event provided the range of visitor segments required for this study. Other annual tournaments hosted in this region, such as hockey tournaments, represent 'participant events'

(Gratton & Taylor, 2000). Spectators of the latter types of events are limited in number and are mainly accompanying persons. Overall, these annual events draw fewer non-event related spectators than international events like the Pan American Junior Athletic Championships. The 2005 Pan American Junior Athletic Championships were therefore an appropriate context for this study.

### **The Pan American Junior Athletic Championships**

The Pan American Junior Athletic Championships are organized bi-annually in various Pan American countries under the auspices of the International Association of Athletics Federations (IAAF) and the Pan-American Athletics Commission (PAC). The 2005 event was hosted in Windsor, from July 28-31, by the University of Windsor (Ontario), in partnership with the local Track and Field Club, the community, and corporate and regional partners. Thirty-five countries were represented at the Championships. Since it was a 'junior' championship, the athletes were under 19 years of age. Consequently, the athletes travelled with their team and were accompanied by coaches and team officials. In some cases, family members and/or friends also accompanied the athletes on their journey. Event organizers sought to foster a festive atmosphere, and visitors were encouraged by event organizers to experience the city of Windsor, including its shops, parks, restaurants, and entertainments.

Gratton and Taylor (2000) define this type of event as a 'type C' sporting event (i.e., an irregular, one-off major international spectator/competitor event). Accurate numbers for the different types of event attendees were available from the Local Organizing Committee (LOC, 2005), from which population estimates could be calculated. Since economic impact should only be measured from the flow of foreign money into the city, region, or country, and the additional

income created (Crompton, 1995; Pustis, 1998), only expenditures of non-local visitors, whose primary purpose was to attend the event, were taken into account (assuming locals did not behave differently because of the event). 'Non-locals' are defined as visitors living outside the county region under investigation. In this particular type of event, the majority of the participants are non-locals, while only a small portion of the spectators are non-local.

## **Method**

**Questionnaire.** Data on visitor spending were collected from responses to written questionnaires administered during the event. Two slightly different questionnaires were developed for the spectators and the participants. The complete questionnaire for the spectators consisted of four major parts, including a section on: (a) the respondent's role in the event and daily expenditures, (b) tourism behaviour, (c) motives and identity of event attendees, and, (d) demographic data. The first three sections were also incorporated in the participants' questionnaire. The latter did not include a separate section on demographics, but enquired about age and gender at the beginning of the questionnaire. This paper uses the data on visitor spending that were collected in section 1. The section on visitor spending differed slightly between spectators and participants. The survey instrument queried spectators about: their role in the event (related to any of the event participants or not), place of residence (to distinguish between locals and non-locals), purpose of the visit (primary, casual), daily spending of their party during the visit (tickets and admission fees, transportation, food, lodging, shopping, entertainment, other), length of stay (number of nights), the number of people in the party, type and location of accommodation. The question about daily expenditures for spectators enquired about their actual spending and was as follows: "Thinking about all the things that you did yesterday,

approximately how much did you and your immediate travel party spend (regardless of who was paying the bill) in the Windsor-Essex County area for each of the following categories. If you arrived today, please answer in terms of today's expenditures."

The participant survey queried: their role (athlete, coach, administrator, official, journalist/media, other), their involvement in athletics (number of years and speciality), place of residence (to distinguish between locals and non-locals), the number of accompanying people (relatives or friends), and personal daily spending during the visit (expenditure categories similar to those of the spectators except for tickets and admission fees), and length of stay (number of nights). The question about daily expenditures for participants was based on their estimation, and was phrased as follows: "How much money will you personally spend on a daily basis during your visit in the Windsor/-Essex County area for each of the following categories". The questionnaires were available in English and Spanish, because of the Pan American context.

**Data collection.** The data collection was different for spectators and participants. Spectator data were collected during the opening ceremony and during all sessions of the three day event. Members of the research team randomly approached as many event attendees as possible and invited them to participate in the study as they entered the front gate, and as they watched from the stands. Members of the research team were stationed at different areas of the facility. If the spectators agreed to participate, they received a pencil and an envelope containing the survey and a letter of information and consent explaining the study and describing respondents' ethical rights concerning their participation. The survey took approximately 10 minutes to complete. Respondents were instructed to place the completed survey in the envelope provided and return it to the research booth (located nearby) in exchange for a token of appreciation (a frisbee bearing the event logo). All participants (athletes, coaches, and officials)

received the questionnaire in their welcome package. They were asked to return their completed questionnaire to the research booth any time during the event. As an incentive to partake in the study, the participants were invited to participate in a draw for a prize.

**Sample.** A total, of 2067 questionnaires were handed out to the spectators, of which 1290 were returned (response rate = 62.41%); of the 740 questionnaires handed out to the participants, 256 were returned (response rate 34.59%). Thus, of the total of 2829 questionnaires that were distributed, 1546 were returned (response rate = 54.64%), of which 1379 were usable.

For the purpose of this study, only the expenditures of non-local event attendees ( $N = 428$  responses) are considered, as these generate new spending for the local economy. The following five visitor segments are distinguished: (a) spectators ( $n = 217$ ); (b) athletes ( $n = 123$ ); (c) coaches ( $n = 32$ ); (d) officials ( $n = 38$ ); and, (e) ‘other’ participants (such as media, therapists, medical staff, other administrative roles;  $n = 18$ ). In the spectator group, only spectators whose primary purpose was to attend the event were included, as the objective was to determine spending stimulated by the event, rather than coincident with it. Note that athletes, coaches, official and ‘other participants’ all completed the participant survey, and are therefore segments within the participant group.

Population numbers with regard to the spectators were estimated as follows: the numbers of spectators at opening night was approximately 4000, and another 4000/day for the subsequent three event days, totaling 16,000 spectators. However, this number includes double counting. The average attendance of the spectators was 1.7948 ( $SD = .86$ ) days. The number of ‘unique’ spectators is thus estimated to be 8,915. According to our survey, 19% of the spectators were non-local visitors whose primary purpose was to attend the event, compared to 76% locals, and

5% non-local casual spectators. The total number of non-local primary spectators is therefore estimated to be 1694.

Exact numbers of non-local participants were available from the local organizing committee (LOC, 2005) for the athletes ( $n = 442$ ), coaches ( $n = 143$ ) and officials ( $n = 65$ ). The number of 'other participants' ( $n = 47$ ) was estimated based on survey results (of the 'other participants', 82% were non-local). The share of each participant category in the response group aligns with the actual attendance numbers; coaches are slightly underrepresented in the response group while officials are slightly overrepresented.

**Data analysis.** Cross-sector distribution is estimated by calculating the amount of money spent in nine different economic sectors by each visitor segment during the time of the event: (a) private transportation rental; (b) private transportation operation (parking, gas, repairs); (c) local transportation (bus, taxi, limo); (d) hospitality (hotels, lodging); (e) food and beverage at grocery stores; (f) food and beverage at restaurants, bars and concessions; (g) entertainment and recreation; (h) retail and merchandise (clothing, gifts, souvenirs, merchandise); and, (i) other retail.

Event expenditures were calculated by multiplying the daily expenditures in each sector of the local economy by the number of days. 'Number of days' was a newly created variable based on the 'number of nights', an original variable in the survey; if the number of nights was 0, then the number of days was 1; else the number of days equalled the number of nights + 0.5. This assumption was based on the fact that people who spent, for example 2 nights, normally arrived half a day early, or stayed another half a day before leaving. The average number of days for the non-local spectators was 3 ( $SD = 2.1$ ), for the athletes 6.15 ( $SD = 1.2$ ), for the coaches

6.19 ( $SD = 1.30$ ), the officials 5.08 ( $SD = 1.4$ ) and the other participants 6.44 ( $SD = 1.11$ ; see also Table 1).

Daily expenditures more than two standard deviations from the mean were considered to be outliers. Outliers were replaced with the next highest daily expenditure level within each visitor segment. In addition, spectators' daily expenditures were initially asked based on the number of people in the party; therefore, daily expenditures of spectators were first divided by the number of people in the party, and subsequently multiplied by the number of days, in order to calculate an average event expenditure per person per visitor segment. All dollar amounts are reported in Canadian dollars.

Descriptive statistics illustrate the characteristics of each visitor segment (spectator, athletes, coaches, officials, other participants). In order to predict which visitor segment best predicts event expenditure in a specific sector in the local economy, a linear regression was executed with visitor segments (dummy variables), age and gender as independent variables. The dependant variables, event expenditures in each sector, were log transformed to normalize the distribution. This is a standard procedure when modelling economic data, and is typically essential in order to enable the estimation of linear relationships among variables when performing regression analyses (Wang, 2009, pp. 22-23). The regression model was:

$$\text{Log Event Expenditure by Sector} = f \{ \text{age, gender, visitor type [dummy variables, 1 type as reference category]} \}$$

Finally, the overall impact of the visitor segments on each sector of the local economy was calculated at the aggregate level by multiplying sector event expenditures per visitor segment by the population numbers in each segment. The overall contribution in each economic sector is calculated, and then analyzed for each visitor segment.

## **Event Expenditures by Visitor Segment**

Table 1 describes the characteristics of each visitor segment. Coaches and officials are predominantly male (66% and 58% respectively); while spectators, athletes and ‘other participants’ are predominantly female (53%, 55%, and 61% respectively). The athletes stand out with regard to their age ( $M = 18$ ). All other visitor segments are middle aged, with averages from 41 for ‘other participants’ to 45 for the spectators.

[Insert Table 1 about here]

Inspection of Table 1 shows that coaches are the big spenders with an average total event expenditure of \$1,452, followed by ‘other participants’ ( $M = \$994$ ). The three other segments (spectators, athletes and officials) each spent around \$500 per event. The coaches’ expenditures stand out in four sectors of the local economy: retail and merchandising (\$727), food and beverage at restaurants and concessions (\$278), food and beverage at grocery stores (\$72) and local transportation (\$45). Their expenditure for hospitality is also substantial (\$195). As is the case for coaches, ‘other participants’ spent the largest portion of their event expenditures on retail and merchandise (\$402), followed by food and beverages at restaurants (\$176). This segment stands out with regard to private transportation, specifically car rental (\$150), compared to other visitor segments. This group also shows the highest expenditure in the entertainment sector (\$76).

Interestingly, retail and merchandise consumes a substantial portion of the event expenditures of all segments for the participant group, but is much less important in the budget of spectators. The non-local spectators spent most of their money on hospitality, which is normally hotels (\$174) and food and beverage at restaurant and concession stands (\$112).

## **Predictors of Event Expenditures in Specific Economic Sectors**

Event expenditures were log normalized and predicted based on visitor segments, age and gender. Visitor segments were transformed into dummy variables. The correlation matrix for variables in the model is presented in Table 2. (Correlations between visitor segments are irrelevant and are therefore not represented in the table.) The correlation between athlete role and age accounts for almost 50% of the variance. This is not surprising, since the event is a junior event, and all athletes are younger than 19 years of age. Inspection of Table 2 also shows that spectators are significantly older than those in other roles, as are the officials. There does not seem to be any significant relationship between gender and spectator segment.

[Insert table 2 about here]

Results of the regression analyses are presented in Table 3. Only the four categories of spend for which significant prediction was obtained are shown. The segment ‘other participants’ is left out of the model as it serves as reference group for the other four visitor segments. Four models were significant: hospitality, food and beverage at restaurants, private transportation operation and retail and merchandise ( $R^2$  varying from .03 to .24).

[Insert Table 3 about here]

Inspection of Table 3 shows that spectators contribute significantly to the hospitality sector through spending on hotel accommodation. Spectators also positively impact the local transportation operation sector through expenditures related to gas and parking fees. Spectators contribute substantially less to the food and beverage retail sector (grocery) and the retail and merchandise sector than do other segments. Age only appears to be a significant predictor for private transportation operation (i.e., older people spent more money on gas and parking).

Remaining models predicting food and beverage at restaurants and concessions, private transportation rentals, local transportation, entertainment and recreation, and other retail failed to yield significant prediction.

The dummy variables for sector are estimated with reference to the ‘other participant’ category. In order to compare sectors, it is useful to note whether the parameter estimate for each is more than two standard errors from any other (in other words, whether the difference between the two standard errors is non-zero at the 95% confidence level). In one case, the prediction of retail and merchandise expenditures, the parameter for coaches is more than two standard errors from every other estimate. Thus, although the parameter estimate for coaches does not differ significantly from the baseline set by ‘other participants’, it is significantly different from that of all other segments. Further, the parameter is positive while others are negative. Thus, coaches spent significantly more on retail and merchandise than did spectators, athletes, or officials.

### **Cross-sector Distribution by Visitor Segment at the Aggregate Level**

The analyses reported above show different expenditure patterns according to visitor segments. The aggregate impact of each sector on the local economy is, of course, dependent on the size of these segments. Aggregated expenditures in the different sectors of the local economy are calculated using the average event expenditure  $\times$  population estimates for each visitor segment. The numbers are presented in Table 4, and graphically illustrated in Figures 1 and 2.

[Insert table 4 about here]

[Insert Figure 1 about here]

Inspection of Table 4 shows that spectators made up 71% of the non-local visitors, and spent approximately \$800,000 (61%) of the total new money coming into the local community. The participant group (i.e., athletes, coaches, officials, and ‘others’) made up 29% of the non-local visitors and contributed approximately \$500,000 (39%) of the new money coming into the local community.

Almost one third of all non-local visitor spending goes to retail and merchandise (30%), followed by hospitality (27%) and food and beverage at restaurants (21%). The large share of retail and merchandise is linked to the spending patterns of the participant segments, while the shares in the hospitality and restaurant sectors are due to spectator spending. Thus, although smaller in numbers, the participant segments spent a substantial amount of money in the retail and merchandise sector. For athletes and coaches this is about 50%, and for officials and ‘other participants’ about 40% of their total spending. This is in contrast to the spectators who spent only 16% of their total event expenditure on retail and merchandise.

At the aggregate level, the impact of the officials and ‘other participants’ is minimal, due to their low numbers. Aggregate spending of athletes and coaches is fairly equitable in sectors such as retail and merchandise, hospitality, and food and beverage at restaurants. Therefore, Figure 2 compares the final expenditure of non-local spectators versus the participant group (including all participant segments: athletes, coaches, officials, and other participants). Non-local spectators contribute substantially more to four of the nine economic sectors (i.e., hospitality, food and beverage at restaurants, private transportation rental and operation). Participants, although lower in numbers, contribute substantially more to the retail and merchandise sector and ‘other retail’.

[Insert Figure 2 about here]

## **Discussion**

Results are consistent with Gratton and Taylor's (2000) typology of sport events. In their typology, this event would be classified as a 'spectator/competitor' event. It generates a fair bit of new spending into the local economy (estimated here at over \$1.3 million) while using predominantly volunteer labour. In addition, a new facility was built to host the event, increasing the overall economic impact on the local economy to about \$ 11,000,000 in direct spending (Taks, Kesenne, Chalip, Green, & Martyn, 2008). While these final expenditures are often used as a basis to calculate a net increase in economic activity in the local economy through input-output modelling, the relevance of these types of economic impact analyses is being questioned since it omits the cost of hosting the event. Therefore, several authors argue that cost-benefit analysis is a more appropriate way to reflect on the net effects of events (e.g., Dwyer, Forsyth & Spurr, 2006a, 2006b; Kesenne, 2005; Mules & Dwyer 2005; Porter & Fletcher, 2008). Previous calculations for the 2005 Pan American Junior Athletic Championships support this claim. Input-output analysis revealed that the final expenditures of \$ 11,000,000 generated a net increase in economic activity in the city of Windsor of \$ 5,617,681 (Taks et al., 2008), while the cost-benefit analysis disclosed a net deficit of \$ 451,676 (Taks et al., 2010). Further, participants account for well over a third of the total new expenditures. This is quite different from mega sporting events, where most of the impact is generated from spectators. The utility of segmenting the spending is illustrated by the fact that the different segments of non-local event attendees show different expenditure profiles during the event.

Coaches were the big spenders during this event, with an average spend of about \$1500. This is three times the amount spent by athletes, officials or non-local spectators, who spent an

average of \$500. 'Other participants' are somewhere in between, with event expenditures around \$1000. It is reasonable to expect that the different categories of event visitors face different budget constraints, which may explain some of the differences in expenditure behaviours among attendees from different categories (cf. Eugenio-Martin, 2003). Travel and accommodation costs for coaches are usually covered by sport governing bodies. Therefore, coaches have more disposable income available to spend during the event, with a high preference for retail and merchandised goods. Since non-local spectators have to spend a substantial amount towards hospitality and food and beverage, they have less money available to spend in other areas of the local economy. Athletes, on the other hand, are focused on the competition, and have less time for shopping and socializing. That fact, plus the fact that they tend to be younger than other participants, which may limit their resources, limits their overall capacity to spend. Officials are a separate segment, and show some affinity for retail and merchandise, as well as restaurants, but they limit their overall expenditure. They are definitely not the big spenders at this type of event. Lastly, the spending of 'other participants' falls between that of coaches and officials.

There are some interesting implications here. From the standpoint of nurturing spending, it would seem that coaches are a particularly good target market, especially with reference to retail spending. Pre-event market research should seek to identify the kinds of purchases that coaches want to make, and this group should be particularly targeted. Promotions, such as coupons or offers for discounted activity bundles, targeted specifically at coaches might be particularly useful (cf. Chalip & Leyns, 2002; Chalip & McGuirly, 2004).

These findings may also have some implications for event sponsorship. Businesses that could benefit from access to segments with highest potential yield and businesses that could help

to enable festival might be particularly appropriate sponsors. Since sponsors, the host destination, and event organizers have a shared interest in fostering a sense of festival, and given the potential thereby to enhance sponsors' revenues during the event, there is a potential here for enhancing an event's mix of sponsors (cf. Chalip, 2006; Frew & McGillivray, 2008; Jowdy & McDonald, 2002/2003).

The low spending by athletes is also important. Sport policymakers and sport critics have long been concerned about the financial stresses experienced by athletes, as athletes sacrifice income and often spend heavily to enable their training and competition (Connor, 2009). Financial stress has been identified as a cause of poor nutrition (Heaney, O'Connor, Naughton, & Gifford, 2008), burnout (Cresswell & Eklund, 2004), and career termination (Lavalley, Grove, & Gordon, 1997) among athletes. To the degree that spending at the event enables participation in the informal sense of festival that events seeks to nurture (cf. Green & Chalip, 1998) and the long-term benefits that events seek to bequeath (cf. Taks et al., 2009) then athletes at this level may be among the least able to participate. This elevates the importance of organized festival elements at events for athletes (e.g., celebrations, social mixers) and free or low-cost festival opportunities enabled through spaces dedicated to informal celebration (cf. Frew & McGillivray, 2008).

The regression analyses indicate that the hospitality and the private transportation operation sectors are the primary beneficiaries of spending by spectators. Local businesses in these sectors should therefore specifically target the spectator segment in their marketing strategies. The retail and merchandise sector as well as grocery stores are not impacted by spectator spending. The most efficient strategy for these sectors will be to target event participants, rather than spectators. From the spending profiles it is clear that event merchandise

is extremely important for the participant group, especially for the coaches, but also for the other participants, athletes, and officials. Identification with the event through merchandise seems an important feature for this group of people, more so than for non-local spectators.

At the aggregate level it becomes clear that participants, although fewer in number, spent proportionally more money in the local economy than did spectators. The non-local spectators boost the hospitality, food and beverage and private transportation sectors of the local economy, as expected. Since accommodation and meals are provided to the ‘participant group’ it is not surprising that these sectors do not benefit greatly from this category of event attendees. However, all segments of the participant group spend large portions of their budget on retail and merchandise items, as well other retail. Measuring the incremental economic impact of medium sized sporting events is an important component of the marketing activities of event organizers and hosting cities. Understanding economic redistribution and individual expenditures by category can aid future event organizers in shaping event attributes based on visitors spending (cf. Putsis, 1998), as illustrated above.

When dealing with straightforward spectator and/or participants events, visitor segmentation in terms of participant or spectator may not be useful because one group is so dominant over the other – spectators at spectator events, and participants at participant events. However, for mixed ‘spectator/competitor events’ it is useful to differentiate spectators and participants, because spending does differ as a function of visitor segment. Although non-local spectators are larger in number, the participant group in this study spent proportionally more in the local economy. At the aggregate level, however, the size of the segments starts to play a role. Segmenting becomes relevant, therefore, only if the segments are large enough to render a substantial economic impact (cf. Kotler, 1988; Wedel & Kamakura, 1998).

Nevertheless, spend is not merely a matter of economic impact, as it is also relevant to the festive sense of the event to the degree that spending can engender a sense of celebration (Chalip, 2006). For that reason, it is particularly interesting to note how little was spent on elements such as entertainment and recreation, or food and beverage purchases at groceries (perhaps to support a party). Expenditures in these categories were among the lowest for every segment, constituting barely 8% of the total spend in aggregate. This can be explained, at least in part, by the special events and ceremonies staged in the context of the Pan American Junior Athletic Championship, which were free for spectators and participants. Besides the formal opening, closing and victory ceremonies, which created enjoyable experiences for the participants and the spectators, a Team Canada parade and pep rally was organized two days prior to the event at Windsor's downtown waterfront. Local citizens, business owners, and fans lined up to honour the team members. The opening night concluded with a musical celebration with Motown and Latin Rock tunes for both participants and spectators. The Closing Ceremonies were less formal than the Opening Ceremonies in that the athletes all marched together, not by country, displaying "camaraderie and friendship" (LOC, 2005, p. 21). Closing night was concluded by a fireworks celebration after which participants, volunteers and spectators were invited to attend a music festival in the University's Field House to celebrate the success of the event. In their study of a women's football tournament, Green and Chalip (1998) argued that the quality of the experience and participants' consequent satisfaction and desire to return depended on the quality of entertainment, recreation, and socializing that participants obtained. They criticized event organizers' myopic focus on sport, and inadequate attention to festival. Although it appears that in the case of the Pan American Junior Athletic Championships adequate attention was given to festival, it did seem to suppress spending because the officially organized festivities

were essentially free (or included in the admission fee for spectators). Thus, while greater attention to the festivities associated with a sport event may be important for improving the quality of experience that spectators and participants obtain, festive activities that are built into the event may suppress visitor spend – not only because the events are for free, but also because the time taken up by these activities is time not devoted to other forms of celebration. Event attendees spent their time in the venue attending the activities of the event. These activities might therefore be crowding out potential revenue for local business (e.g., Mules & Dwyer, 2005; Preuss, 2005; Kesenne, 2005), not allowing local businesses to benefit from the event in the manner recommended by Chalip and Leyns (2002).

There is a related issue here having to do with the differences between festival and spectacle at an event (Chalip, 2006; MacAloon, 1984). Most opening and closing ceremonies aim to produce spectacle, and are not really about festival, even if they are called ‘festival’ by event organizers. When event attendees remain in the role of audience, and performances are staged for them, then they are not participants in festive celebrations; they are merely an audience to whatever performances are provided. Much of what is staged is intended to be spectacular, such as parades during the ceremonies and fireworks at the end. Event attendees are not invited to become active celebrants during these activities. Yet, it has been shown elsewhere that the capacity to become active participants in a celebration can play a pivotal role in participants’ enduring sense that the event was worthwhile and their consequent spending (Ehrenrich, 2007; Green & Chalip, 1998; Veno & Veno, 1992). To the degree that performances crowded out festival, the event’s overall economic value may have been reduced. These findings suggest the value of future work that examines ways to foster festival at events (cf. Handelman, 1990).

## **Limitations**

This study has focused on spending patterns at the Pan American Junior Athletic Championships, which were a unique event for the city of Windsor. It would be worthwhile to compare these findings with spending patterns of attendees of other events, in order to explore variations in the ways that spending is segmented, and the ways that event organizers do or do not nurture a sense of festival among attendees..

The survey relied on self-reported spending (recall in the case of spectators, estimates in the case of participants). A different approach to collect spending data, such as a spending journal, could provide more accurate spending patterns, but would limit the number of attendees who could be surveyed. Although accurate population numbers were available for the participants through the Local Organizing Committee (LOC, 2005), the population numbers for the spectators had to be estimated in order to calculate the aggregate numbers. It should be noted that small differences in these population estimates can have an impact on aggregated numbers. Thus, some caution is warranted when estimations are used.

## **Concluding Observation**

Insight into event-related spending of different visitor segments allows specific economic sectors to strengthen their marketing strategies by targeting the specific segments that benefit from their products and services. It also suggests the need for greater attention to the festival that sport events are intended to enable.

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Table 1:

Descriptive Statistics: Sex, Age, Length of Stay, and Average Event Expenditure by Visitor

Segment (SD between brackets)

|                              | Spectators | Athletes   | Coaches     | Officials  | Other part. |
|------------------------------|------------|------------|-------------|------------|-------------|
| n-response                   | 217        | 123        | 32          | 38         | 18          |
| Women (%)                    | 53         | 55         | 34          | 42         | 61          |
| Age (yrs)                    | 45 (16)    | 18 (1.4)   | 42 (9)      | 53 (13)    | 41 (11)     |
| n-days                       | 3 (2.1)    | 6.15 (1.2) | 6.19 (1.3)  | 5.08 (1.4) | 6.44 (1.1)  |
| Average Expenditure (\$      |            |            |             |            |             |
| CND)                         |            |            |             |            |             |
| Priv. transp. rental         | 34 (117)   | 8 (49)     | 20 (98)     | 8 (46)     | 150 (635)   |
| Priv. transp. operation      | 33 (85)    | 7 (42)     | 9 (49)      | 28 (74)    | 11 (48)     |
| Local transportation         | 5 (32)     | 8 (32)     | 45 (144)    | 3 (18)     | 23 (80)     |
| Hospitality                  | 174 (400)  | 55 (282)   | 195 (767)   | 31 (136)   | 101 (300)   |
| Food & beverage at grocer    | 13 (39)    | 26 (57)    | 72 (163)    | 25 (54)    | 45 (65)     |
| Food & beverage at           |            |            |             |            |             |
| restaurants                  | 112 (210)  | 64 (131)   | 278 (476)   | 164 (215)  | 176 (273)   |
| Entertainment and recreation | 19 (95)    | 25 (78)    | 48 (145)    | 55 (136)   | 76 (160)    |
| Retail & merchandise         | 76 (177)   | 275 (353)  | 727 (735)   | 207 (233)  | 402 (514)   |
| Other retail                 | 5 (36)     | 23 (124)   | 58 (228)    | 11 (37)    | 10 (29)     |
| Total per person spend       | 472 (841)  | 492 (675)  | 1452 (1971) | 532 (400)  | 994 (1299)  |

Table 2:

Correlation Matrix of Variables in the Regression Model

|     | Sex | Spectators | Athletes | Coaches | Officials | Other participants |
|-----|-----|------------|----------|---------|-----------|--------------------|
| Age | .11 | .42        | -.70     | .08     | .28       | .04                |
| Sex |     | -.03       | -.05     | .10     | .06       | -.04               |

Table 3:

## Predictors of Sector Spending: Results of the Regression Analyses

| Predictors  | Hospitality |     |         | Food & Beverage<br>at Grocery Stores |     |         | Private Transport.<br>Operation |     |         | Retail and<br>Merchandise |     |         |
|-------------|-------------|-----|---------|--------------------------------------|-----|---------|---------------------------------|-----|---------|---------------------------|-----|---------|
|             | B           | SE  | $\beta$ | B                                    | SE  | $\beta$ | B                               | SE  | $\beta$ | B                         | SE  | $\beta$ |
| Constant    | .09         | .67 |         | 2.3                                  | .53 |         | -.27                            | .44 |         | 4.40                      | .65 |         |
| Age         | .02         | .01 | .11     | -.01                                 | .01 | -.06    | .01                             | .01 | .14*    | .01                       | .01 | .10     |
| Gender      | .10         | .23 | .02     | -.14                                 | .18 | -.04    | -.06                            | .15 | -.02    | -.32                      | .22 | -.06    |
| Spectators  | 1.50        | .57 | .30**   | -1.09                                | .45 | -.29*   | 1.62                            | .38 | .46***  | -2.63                     | .56 | -.51*** |
| Athletes    | .02         | .62 | .00     | -.88                                 | .49 | -.21    | .21                             | .41 | .05     | -.28                      | .61 | -.05    |
| Coaches     | -.30        | .69 | -.03    | -.39                                 | .55 | -.06    | -.12                            | .46 | -.02    | .93                       | .67 | .10     |
| Officials   | -.41        | .67 | -.05    | -.63                                 | .54 | -.10    | .59                             | .45 | .10     | -.95                      | .66 | -.11    |
| $R^2 =$     | .14         |     |         | .03                                  |     |         | .24                             |     |         | .22                       |     |         |
| F(6, 421) = | 11.631      |     |         | 2.062                                |     |         | 22.38                           |     |         | 20.136                    |     |         |
| p =         | ***         |     |         | < .057                               |     |         | ***                             |     |         | ***                       |     |         |

Note: \* =  $p < .05$ ; \*\* =  $p < .01$ ; \*\*\* =  $p < .001$

Table 4:

Non-local visitor spending at the aggregate level in the different sectors of the local economy by visitor segment

| n-population =           | Spectators |    | Athletes |    | Coaches |    | Officials |    | Other part. |    | Total  |    |
|--------------------------|------------|----|----------|----|---------|----|-----------|----|-------------|----|--------|----|
|                          | %          |    |          |    |         |    |           |    |             |    |        |    |
|                          | \$         | %  | \$       | %  | \$      | %  | \$        | %  | \$          | %  | \$     | %  |
| Retail & merchandise     | 12874      |    | 12155    |    | 10396   |    | 1345      |    | 1889        |    |        |    |
|                          | \$ 4       | 16 | 0        | 56 | 1       | 50 | 5         | 39 | 4           | 40 | 386604 | 30 |
|                          | % 33       |    | 31       |    | 27      |    | 3         |    | 5           |    | 100    |    |
| Hospitality              | 29475      |    |          |    |         |    |           |    |             |    |        |    |
|                          | \$ 6       | 37 | 24310    | 11 | 27885   | 13 | 2015      | 6  | 4747        | 10 | 353713 | 27 |
|                          | % 83       |    | 7        |    | 8       |    | 1         |    | 1           |    | 100    |    |
| Food & beverage at rest. | 18972      |    |          |    |         |    | 1066      |    |             |    |        |    |
|                          | \$ 8       | 24 | 28288    | 13 | 39754   | 19 | 0         | 31 | 8272        | 18 | 276702 | 21 |
|                          | % 69       |    | 10       |    | 14      |    | 4         |    | 3           |    | 100    |    |
| Priv. transp. rental     | \$ 57596   | 7  | 3536     | 2  | 2860    | 1  | 520       | 2  | 7050        | 15 | 71562  | 5  |
|                          | % 80       |    | 5        |    | 4       |    | 1         |    | 10          |    | 100    |    |
| Priv. transp. operation  | \$ 55902   | 7  | 3094     | 1  | 1287    | 1  | 1820      | 5  | 517         | 1  | 62620  | 5  |
|                          | % 89       |    | 5        |    | 2       |    | 3         |    | 1           |    | 100    |    |
| Food & beverage at groc. | \$ 22022   | 3  | 11492    | 5  | 10296   | 5  | 1625      | 5  | 2115        | 5  | 47550  | 4  |
|                          | % 46       |    | 24       |    | 22      |    | 3         |    | 4           |    | 100    |    |
| Entertainment and recr.  | \$ 32186   | 4  | 11050    | 5  | 6864    | 3  | 3575      | 10 | 3572        | 8  | 57247  | 4  |
|                          | % 56       |    | 19       |    | 12      |    | 6         |    | 6           |    | 100    |    |
| Other retail             | \$ 8470    | 1  | 10166    | 5  | 8294    | 4  | 715       | 2  | 470         | 1  | 28115  | 2  |
|                          | % 30       |    | 36       |    | 30      |    | 2         |    | 2           |    | 100    |    |
| Local transportation     | \$ 8470    | 1  | 3536     | 2  | 6435    | 3  | 195       | 1  | 1081        | 2  | 19717  | 2  |
|                          | % 43       |    | 18       |    | 33      |    | 1         |    | 5           |    | 100    |    |
| Total event spending     | 79956      | 10 | 21746    | 10 | 20763   | 10 | 3458      | 10 | 4671        | 10 | 130596 | 10 |
|                          | \$ 8       | 0  | 4        | 0  | 6       | 0  | 0         | 0  | 8           | 0  | 6      | 0  |
|                          | % 61       |    | 17       |    | 16      |    | 3         |    | 3           |    | 100    |    |

Note: % in italic is cross sector distribution; percentages may not add to 100 due to rounding.

Figure 1:

Cross Sector Distribution at the Aggregate Level (total non-local visitor spending = \$ 1,305,966)

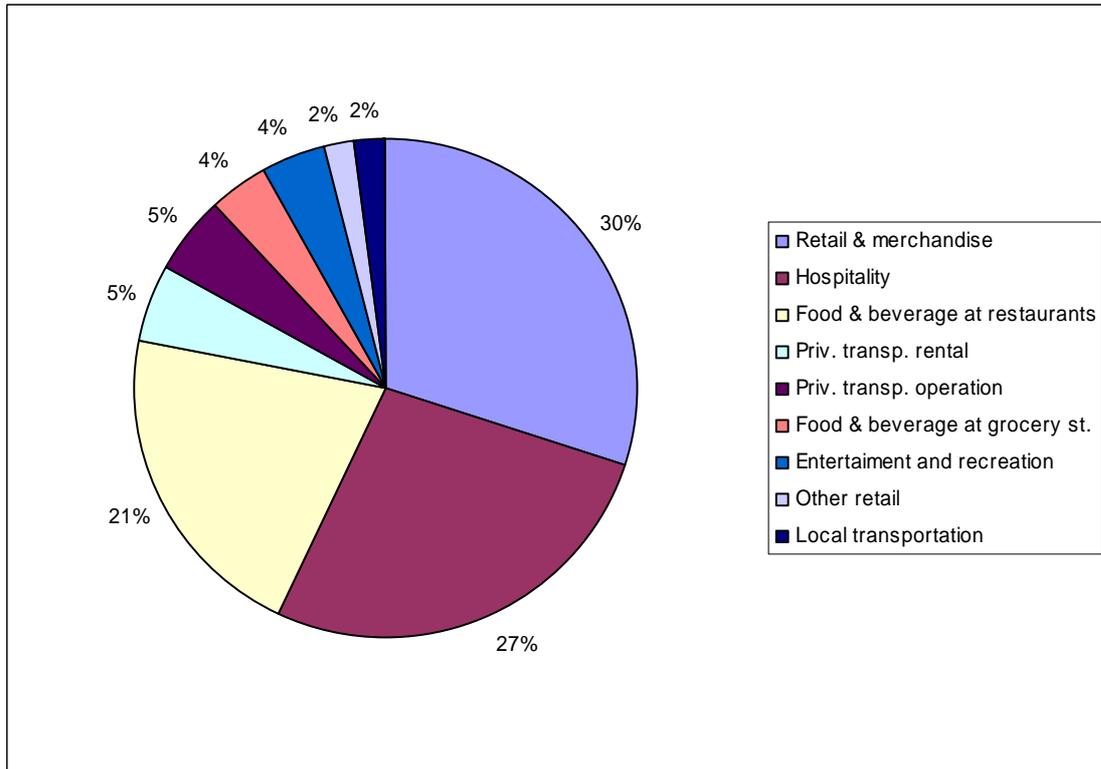


Figure 2:

Cross Sector Distribution of spectators versus the participant group (including athletes, coaches, officials, other participants)

