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Porto street stage at Rally Portugal: the determinants of the length of stay

Ana Pinto Borges , Bruno Miguel Vieira   & Elvira Vieira 

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ABSTRACT

We present the determinants of the length of stay (LOS) of Porto Street Stage that integrated the program of the 52nd edition of Rally de Portugal. Sport events assume an important role in the marketing of tourism destinations. However, when we compare them with other segments in tourism, it still remains underexplored. This study represents an opportunity to contribute to the literature, and it could become a significant toll for the organizers, public entities and other stakeholders. We contemplate a set of information and data that may improve the management of the future editions in a more rigorous and effective way. As we are dealing with an international event, it is an occasion to enlist tourists and promote the tourist destination. We applied a quantitative analysis and considered the sociodemographic characteristics of the spectators, factors that influenced the trip, expenses per day in the city, level of satisfaction with the event, and the intention to return. An OLS

regression model, a Weibull survival model and a zero-truncated negative binomial regression model were estimated, and the results were compared. On the LOS determinants it is not common to consider the influence of each item of expenditure during the stay and the satisfaction levels with the event and different effects were observed. The travel and accommodation expenditures present a negative effect on the LOS. In the opposite side the satisfaction level and intention to return, both present a positive effect on the LOS. The sociodemographic characteristics have diverse impacts on the LOS.

KEYWORDS:

Length of stay

sport event

satisfaction

intention to return

determinants

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ORCID

Ana Pinto Borges <http://orcid.org/0000-0002-4942-079X>

Bruno Miguel Vieira <http://orcid.org/0000-0001-9568-4051>

Elvira Vieira <http://orcid.org/0000-0002-9296-3896>

Additional information

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