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

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Pages 1-17 | Received 22 Jul 2019, Accepted 24 Mar 2020, Published online: 01 Apr 2020

Cite this article <https://doi.org/10.1080/14775085.2020.1748097>



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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

Acknowledgments

The authors are deeply grateful to ISAG – European Business School and Research Group of ISAG (NIDISAG) for the availability of the database. This work is funded by National Funds through the Foundation for Science and Technology under the project UID/GES/04752/2019.

Disclosure statement

No potential conflict of interest was reported by the author(s).

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Funding

The authors are deeply grateful to ISAG – European Business School and Research Group of ISAG (NIDISAG) for the funding. This work is funded by National Funds through the Foundation for Science and Technology under the project UID/GES/04752/2019.

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