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

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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 significa
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the city, OLS
regressi inomial
regression model were estimated, and the results were compared. On the LOS

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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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Disclosure statement

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

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