



DETERMINANTS OF SPECTATOR CONSUMPTION AND THE PROMINENCE OF EVENT ATTRIBUTES IN BEHAVIOURAL INTENTIONS: INSIGHTS FROM A NON-MEGA SPORT TOURISM EVENT

Abstract

 **Rute MARTINS**, PhD
(Corresponding Author)
Research Centre for Tourism,
Sustainability and Well-being (CinTurs),
Universidade do Algarve,
Campus de Gambelas, Portugal
E-mail: rimartins@ualg.pt

Duarte ANICETO,
Master
Faculty of Human Kinetics,
Universidade de Lisboa, Portugal
E-mail: duarteaniceto397@gmail.com

 **Margarida MASCARENHAS**, PhD
Faculty of Human Kinetics,
Universidade de Lisboa, Portugal;
Research Centre for Tourism,
Sustainability and Well-being (CinTurs),
Universidade do Algarve, Portugal
E-mail: margaridab@fmh.ulisboa.pt

Purpose – Sport events can boost the local economy, both through the direct consumption of goods/services and by enhancing the destination’s image. The prominent focus of existing literature on mega-events contrasts with the need to study non-mega events, considering the economic benefits for the destination especially when the later are annually hosted. This study aimed to outline the profile of non-resident spectators (NRS) of a non-mega recurring sport tourism event, and analyse their consumption determinants and behavioural intentions.

Methodology/Design/Approach – At the Millennium Estoril Open event, 175 questionnaires were applied to the NRS. Determinants of consumption were calculated with multiple linear regression for total NRS expenditure. The association between destination/event attributes and behavioural intentions was calculated using Spearman’s Rho coefficient.

Findings – Overall, older spectators with higher income, who travelled with family, stayed overnight, and arrived early spend more money at the destination. The significant and positive effect on behavioural intentions of NRS is substantiated by five event attributes but only one respecting the destination. Event attributes are integrated into all dimensions of event service quality, i.e., overall event quality, functional quality, and hedonic quality. It is important to promote the recurring events’ hedonic attributes, which encourage anticipation for entertainment activities and boost spectators’ intentions to return. The findings are aligned with the economic assumption supporting the joint analysis of the short- and long-term economic benefits arising from the direct expenditure at the destination and the intensification of its image.

Originality of the research – This study integrates the determinants of NRS expenditure and their behavioural intentions, generating knowledge for designing strategies to promote the tangible and intangible effects of the event on the destination’s economic development.

Keywords Destination revisit and recommendation; Expenditure; Non-Resident Spectators; Recurring events.

Original scientific paper

Received 22 July 2024

Revised 08 November 2024

03 February 2025

Accepted 16 February 2025

<https://doi.org/10.20867/thm.32.1.1>

INTRODUCTION

Sport tourism events have the potential to significantly influence the economic and tourist development of the host community (Morfoulaki et al., 2023; Ziakas, 2023). Such capacity is justified on two levels, i.e., both by the economic benefits generated directly and indirectly. The first arise from the tourist attraction generated by the event, and the consequent expenditure of time and money by sport event tourists at the destination (Mortazavi, 2021; Salgado-Barandela et al., 2021). However, in addition to the direct consumption of goods and services, sport tourism events can also boost the local economy indirectly, through the intensification of the destination’s image (Martins et al., 2024; O’Reilly et al., 2020; Zourgani & Ait-Bihi, 2023). The design of strategies to promote direct tourism revenue and loyalty of spectators who live outside the community hosting the sport event, i.e. non-resident spectators (NRS), should be based on knowledge of their consumption profile, regardless of whether or not the event itself is the main reason for traveling (Mascarenhas et al., 2024a).

The repetition/recommendation of the tourist experience is influenced by the opinion built on the attributes of the event and/or destination (An & Yamashita, 2024; Newland & Yoo, 2021; Perić & Čuić Tanković, 2021; Vegara-Ferri et al., 2020). Thus, the better the quality of the service offered in the experience of participating in, or spectating, sport events, the greater the satisfaction of sport tourists, and consequently, the greater their intention to repeat and recommend the experience, i.e. behavioural intentions (Biscaia et al., 2023).

The study of the role of sport tourism events in promoting and implementing sustainable development has been emerging in guidelines for sport management at a global level (IOC, 2021; WTO, 2019), envisioning the framework of event management committed to minimizing negative impacts and maximizing the economic, social and environmental benefits generated in the short and long term for local communities. The concentration of scientific interest in mega-events contrasts with the relevance of a greater focus on investigating non-mega events, based on the latter’s ability to also promote economic benefits for the destination (Agha & Rascher, 2016; Chersulich Tomino et al., 2020; Schulenkorf et al., 2022), especially if they are hosted year after year, facilitating the planning of long-term strategies (Bazzanella et al., 2023; Oshimi & Yamaguchi, 2023). The Millennium Estoril Open, an international tennis event organized under the responsibility of the Association of Tennis

Professionals (ATP), fits into this framework. This is the only event on the ATP Tour calendar that takes place in Portugal, where it has been hosted for 34 years (ATP, 2024a).

Although there is a greater focus of research on the economic impacts generated by sport events compared to other types of impacts (Chersulich Tomino et al., 2020), few studies have adopted a holistic view of economic benefits, combining the short-term perspective, focused on consumption during the stay to attend sport events, and the prospect of long-term consumption, in convergence with the intensification of the destination's image. Thus, although there is research addressing the determinants of NRS consumption (e.g. Salgado-Barandela et al., 2018), as the relationship between event and destination attributes and behavioural intentions (e.g. Newland & Yoo, 2021), there is a need to integrate the determinants of consumption and behavioural intentions of the non-resident spectators (NRS) to generate a more in-depth analysis of the potential economic benefits of sport events (Mascarenhas et al., 2024b). Following the above, this study aims to outline the profile of NRS of a non-mega recurring sport tourism event, and analyse their consumption determinants and behavioural intentions.

1. LITERATURE REVIEW

According to the literature, sport events are one of the four types of planned tourism events (Getz & Page, 2016), which should be strategically planned differently from other events, given that they often elicit strong emotional and participatory engagement, creating a shared sense of identity that emerges from the sport subculture, affecting the achievement of economic benefits (O'Brien, 2007). The literature explores the economic benefits provided by tourist flows that derive from hosting sport events, both by investigating the determinants of their consumption behaviour (Kwiatkowski et al., 2018), and the factors associated with their intention to repeat or recommend the experience, among which the image of the event and the destination have been highlighted (An & Yamashita, 2024). Consequently, to obtain a holistic view of economic benefits, it is not only important to understand the factors that drive tourists' expenditures, but also which attributes of the sport event and destination shape tourists' intentions.

1.1. Determinants of consumption

Non-mega events have the capacity to stimulate the economic development of the communities that host them (Agha & Rascher, 2016; Chersulich Tomino et al., 2020; Duglio & Beltramo, 2017; Ziakas, 2023), attracting visitors from other regions, activating local services and revenues, promoting future visits to the destination, and when carried out in low season periods, combating seasonality. To this end, it is necessary to understand the consumption behaviour of NRS, and based on this knowledge, devise strategies leading to the stimulation of direct expenses and the intensification of the image of the tourist destination (Aragónés Jericó et al., 2021; Burillo et al., 2018; Salgado-Barandela et al., 2018). The study developed by Almeida and Garrod (2022) points out the consistency of the factors that influence tourist spending at different events hosted in a destination. From this perspective, the prior analysis of the determinants of tourist expenditure on recurring sport tourism events is particularly useful to assertively outline the strategic planning of the successive occurrences of these events in a given destination.

In the context of sport events, tourists tend to allocate greater expenditure to services that are absolutely necessary for the consumption of the experience, i.e. accommodation and food/beverage, contributing less to revenues generated by other types of activities, such as retail/shopping and entertainment (Pedauga et al., 2022; Pérez-González et al., 2021). Furthermore, international tourists are those who spend the most on accommodation and food/drink (Cabanilla et al., 2020; Kwiatkowski et al., 2018), unlike domestic tourists, for whom the ticket to the event represents one of the highest expenditures (Burillo et al., 2018; Dixon et al., 2013).

The determinants that influence tourists' expenses include both socioeconomic factors and those related to the tourist experience, so their analysis must integrate both categories (Mudarra-Fernández et al., 2019; Salgado-Barandela et al., 2018). The influence of socioeconomic factors on expenditures has been studied, particularly with regard to gender, age, education level, income and origin of sport tourists (Mudarra-Fernández et al., 2019). Thus, in relation to gender, the divergence of results leads to a lack of unanimity regarding the influence of this variable, as both the greater probability of male sport tourists spend more than female sport tourists (e.g. Sato et al. 2014) and the opposite results (e.g. Cheung et al., 2016), have already been verified, as well as the absence of its influence on expenditures (e.g. Mascarenhas et al., 2024a). Regarding age, education and income, the evidence supports greater spending by older sport tourists (e.g. Salgado-Barandela et al., 2018), more educated (e.g. Jiménez-Naranjo et al., 2016) and with higher income (e.g. Ferreira & Carneiro, 2021). Additionally, the study by Almeida and Garrod (2022) demonstrated that older tourists had a higher level of income and greater consumption capacity. Finally, the study of the effect of the origin of sport spectators on total expenditure has shown greater expenditure by international tourists compared to those of domestic origin (e.g. Burillo et al., 2018).

Factors related to the experience (e.g. duration of the stay, accommodation, travel size party) also affect the total expenditure of tourists (Mudarra-Fernández et al., 2019). For sport tourists, the overnight stay (e.g. Revindo et al., 2021), travel companions (e.g. Kwiatkowski et al., 2018), as well as whether it is the first time or whether they repeat the experience (Cheung et al., 2016; Salgado-Barandela et al., 2018; Sato et al., 2014) are factors that reveal an association with the level of their expenditures. Although there is less evidence in the literature, the early arrival of NRS at the event also seems to induce greater consumption,

which is why the development of activities that encourage sport tourists to arrive earlier at the hosting event zone (HEZ) has been recommended (Mascarenhas et al., 2020).

1.2. Attributes of the sport event and destination

The representation of the image of a destination is characterized by tourists' subjective interpretation of a given place, at three distinct moments: before, during and after the visit (Agapito et al., 2013). The formation of this representation can be based on cognitive and affective factors (Afshardoost & Eshaghi, 2020; Mainolfi & Marino, 2020), allowing sport tourists to perceive the image of the destination with a certain value, which can be positive or negative (Milovanović et al., 2021). The existence of a positive image of the destination results from positive experiences of tourists (Agapito et al., 2013), which are intrinsically linked to the attributes of the sport event and the destination (Kim & Jogaratnam, 2015; Perić & Čuić Tanković, 2021; Zouni et al., 2021). There is evidence of the positive effect of hosting sport events on destination image. For example, An and Yamashita (2024) attested to the influence of the positive perception of the attributes of the sport event on the image of the destination perceived by sport participants; in turn, Malchrowicz-Moško and Poczta (2018) revealed that hosting small-scale sport events had a positive impact on the perception of the destination's image by both sport tourists and local residents.

The relationship between the attributes of the sport event / host destination and the behavioural intentions has been investigated (Zourgani & Ait-Bihi, 2023), inferring a positive association between the attributes of the event (Matic et al., 2020) and the destination (Newland & Yoo, 2021) in the sport tourists' behavioural intentions.

In the meta-analytic review on service quality in spectator sport and its outcomes, developed by Biscaia et al. (2023), service quality is framed into three dimensions, namely: core product quality (related to the overall quality of the event); functional quality (related to the facility - venue, bathrooms, benches, food/beverage – and interaction with staff); and the aesthetic quality (related to the hedonic attributes regarding to event atmosphere, entertainment). There are several studies that corroborate the relationship between behavioural intentions and the various attributes of the event. For example, in the study by Milovanović et al. (2021), this relationship was measured based on the event attributes integrated into the core product quality, as in the study by Jeong and Kim (2019), although this relationship was mediated by the satisfaction of sport tourists. Furthermore, there are several studies reporting the relationship between variables linked to the functional quality of the service (i.e. venue, bathrooms, benches, food/beverage, staff) and behavioural intentions, both directly (Armbrecht, 2021; Mascarenhas et al., 2024a) and through the mediation of tourist satisfaction / perceived value (Ahrholdt et al., 2017; Calabuig Moreno et al., 2015; Vegara-Ferri et al., 2020).

In turn, the hedonic attributes of the event (i.e. event atmosphere/entertainment) have also been directly and positively associated with the behavioural intentions of sport tourists (Biscaia et al., 2023; Min et al., 2023). Additionally, the results of the study by Foroughi et al. (2019) highlighted the importance of attributes related to entertainment and electronic devices (e.g. giant screens broadcasting the event) during the experience at a sport event, triggering positive emotions, and consequently, a greater intention to repeat and recommend the experience; according to the same authors, the positive emotions of sport tourists are not only influenced by the expected quality of the service (e.g. general quality of the facilities such as the comfort of the benches), but also by the high importance of the hedonic attributes of the event, which indirectly and positively impact in behavioural intentions.

Regarding the attributes of the destination, the literature points to an association between the positive opinion of sport tourists about accommodation and restaurants, and their behavioural intentions (e.g. Mascarenhas et al., 2024b; Milovanović et al., 2021). Finally, tourist attractions, entertainment and commerce offered in the host destination of sport events have also been attributes related to greater revisit/recommendation intention, either directly (Newland & Yoo, 2021; Yoo et al., 2021), or mediated by the satisfaction of sport tourists (Min et al., 2023).

In summary, both the study of consumption determinants and the attributes of the event and destination have been mainly carried out through quantitative methodologies. To study the determinants, several methodological approaches which are in line with the present study's proposed objective have been used; for example, through the calculation of an input-output model (e.g. Dixon et al., 2013; Pérez-González et al., 2021) to measure expenditure, and through regression models to measure the determinants of consumption (e.g. Almeida & Garrod, 2022; Ferreira & Carneiro, 2021; Salgado-Barandela et al., 2018). Regarding the study of attributes, many investigations have chosen to hypothesize a model in which attributes are the response factors and behavioural intentions are the dependent factor, calculating their relationship through confirmatory factor analysis and structural equation modelling (e.g. Agapito et al., 2013; Mainolfi & Marino, 2020). However, in the context of non-mega sport events, the studies on the perception of sport event consumers regarding the attributes of the event and the destination have mainly focused on active sport tourists (e.g. An & Yamashita, 2024; Matic et al., 2020; Newland & Yoo, 2021; Perić & Čuić Tanković, 2021; Vegara-Ferri et al., 2020) to the detriment of NRS (e.g. Jeong & Kim, 2019; Kwiatkowski et al., 2018). In this sequence, and considering that this study aims at a detailed analysis of the association of the various attributes of the event and destination with the various behavioural intentions (i.e. repeat and recommend), instead of analysing the construct of attributes and the construct of behavioural intentions, the calculation of correlations is the most adapted statistical technique, as already adopted by other studies focusing NRS (e.g. Mascarenhas et al., 2024a).

2. MATERIAL AND METHODS

2.1. Event characterization

In the year 2023, the Millennium Estoril Open was held from April 1st to 9th in Estoril, Portugal, marking the beginning of the clay competition season. The event is a tennis tournament that belongs to the ATP 250 category, organized by the ATP and since 2015, co-organized with the events company 3Love.

The Millennium Estoril Open event included the men’s singles and doubles categories, in which players from 21 nations competed, including top seeds numbers 5, 12 and 24 of the world ranking (ATP, 2024b). The HEZ was made up of competition venues, and areas offering food/beverage, entertainment (fun centre and smash area), commerce and another area for sponsors’ activities.

2.2. Instrument

The questionnaire was adapted from Mascarenhas et al. (2024a, 2024b) who studied the profile and consumption patterns of NRS in the context of international sport tourism events without ticketing, which has also been previously applied to international stadium events with ticketing (Mascarenhas et al., 2020; Quintal et al., 2016). In particular, Quintal et al. (2016) concluded that the psychometric properties of the questionnaire prove the adequacy of adaptation performed, demonstrating that its structure has acceptable levels of validity and reliability (with Cronbach’s alpha = 0.78 and 0.62 for the spectator opinions’ dimension and the behavioural intentions dimension, respectively, which are values slightly below the recommended, although explained by the composition of only two items, for which a tourist may be willing to recommend but not to revisit in the near future). Subsequently, studies by Mascarenhas et al. (2024a, 2024b) analysed the correlation between behavioural intentions and event and destination attributes, individually, both for repeating the experience and for its recommendation. The last option was adopted in the present study. The questionnaire integrates the sociodemographic characterization of the NRS, as well as the identification of the sport spectator’s behaviour in relation to the event (e.g. who they came with) and the expenditures associated with the experience. The questionnaire also measures opinions and future intentions associated with the consumption of the experience, using a 5 point Likert scale.

2.3. Sampling

The data was collected in person at the event, covering the entire HEZ, by a team of collaborators, who were trained to, after making a brief presentation of the study to respondents, allow them the space and time necessary to complete the questionnaire. The questionnaires were applied to adult spectators (>18 years old), on pen and paper or through Microsoft Forms (with a QR code). The questionnaire was available in Portuguese and English, and its translation was assisted by a bilingual professional. A total of 211 questionnaires were collected, of which 185 respected to NRS. After removing 10 multivariate outliers (records with studentized deleted residuals > 3 and < -3), statistical analysis was performed with 175 questionnaires, respecting a quantity above the 118 observations required to perform multiple regression with a statistical power level =0.80, $\alpha = 0.05$.

The ethical and deontological standards inherent to scientific research were respected in all research procedures, complying with the Ethics Committee Guidelines of the institutions involved in the study. The informed consent was obtained from all participants prior to their involvement in the study, ensuring their voluntary participation and understanding of the research objectives and procedures.

In this study, the sample (Table 1) reveals a high predominance of male (71.4%) national NRS (95.4%), young (72.6% under 34 years old), with university education (85.7%) and whose income is less than 2000 euros (81.1%).

Table 1: Non-resident spectators’ sociodemographic characteristics (%)

		N	Total (%)
Sociodemographic			
Gender	Female	50	28.6
	Male	125	71.4
Birth year	[1945 – 1959]	5	2.9
	[1960 – 1969]	10	5.7
	[1970 – 1979]	15	8.6
	[1980 – 1989]	18	10.3
	[1990 – 1999]	78	44.6
	[2000 - 2005]	49	28.0

		N	Total (%)
Education level	High school	25	14.3
	Graduate	150	85.7
Monthly income	Under 500€	50	28.6
	[500€ - 999€]	27	15.4
	[1000€ - 1999€]	65	37.1
	[2000€ - 2999€]	26	14.9
	Above 3000€	7	4.0
Country of residence	Portugal	167	95.4
	Others	8	4.6

2.4. Data analysis

When calculating multiple linear regression, the following assumptions were observed (Hair et al., 2022; Kline, 2016): (i) normality, where none of the variables showed severe violations of the normality assumption (i.e. values for skewness >3 and kurtosis >7); (ii) absence of multicollinearity (Variance Inflation Ratio [VIF] < 5 and Tolerance > 0.1); e (iii) null autocorrelation between residuals and normal distribution and constant variance of residuals (through graphical visualization of standardized measures of residuals). The variables relating to total expenditure, namely, early arrival (minutes) and time in the city (hours) were subject to a normalization procedure through mathematical transformation (Log10), in which total expenditure is the dependent variable in the multiple regression. Correlations between opinions and behavioural intentions were calculated with the Spearman's Rho coefficient (rs). IBM SPSS Statistics v. 28.0 was the software used for statistical analysis.

3. RESULTS

The results (Table 2) show that the majority of NRS went to the event accompanied by friends (58.3%) or family (43.4%). Additionally, more than half of the NRS (58.9%) arrived early to the event for the following reasons: not miss the beginning of the event (36%), enjoy the environment (31.4%), and avoid traffic (20.6%). The NRS went to the event mainly by private transport (i.e. car, 63.4%), but public transport was also used, namely train/bus (17.2%) and taxi/uber (16.6%). The majority of NRS had already been to the destination and did not stay overnight. This result can be linked to the fact that the majority (60%) of NRS live in cities not far from where the event was held. Pointing to the median, the NRS arrived approximately 30 minutes early to the event, remained at the destination for approximately three hours, and incurred a total expense of 60 euros. The results also verified that all NRS spent money to go to the event, and that the expense that contributed most to the total expenditure was the purchase of the ticket (37.6%), followed by expenses with food, accommodation and transport (21.5%, 18% and 15.6%, respectively), and finally, shopping expenses (7%).

Table 2. Non-resident spectators' consumption characteristics

		N	Total (%)
Categorical variables (yes/no)			
You came with ^a	Alone	14	8.0
	Friends	102	58.3
	Family	76	43.4
	Colleagues / Organized group	9	5.1
First time in the city		25	14.3
Overnight stay in the city		15	8.6
		Median	Mean (S.D.)
Ordinal variables			
Early arrival at the event (minutes)		30	52.0 (71.1)
Time in the city (hours)		3	6.8 (16.7)
Total expenditure (Euros)		60	105.3 (135.5)
		N	Total (%)
Early arrival at the event (minutes)		103	58.9
Time in the city (hours)		175	100
Total expenditure (Euros)		175	100

Note. ^a Possible multiple responses.

The multiple linear regression model was validated ($F_{(10, 164)}=20.445, p<.001$), demonstrating an explanatory capacity for total expenditure of 53% (Adjusted $R^2= 0.53$). The results (Table 3) show there are five predictor variables: two sociodemographic and three related to the sport event consumption experience. Thus, older NRS, with higher income, accompanied by family, who stayed overnight at the destination and who arrived earlier at the event, are the variables who are associated with greater total expenditure. However, it is important to highlight that overnight stay and age are the characteristics with the greatest power of influence, although both have obtained a result expressing a power of influence that is not very high (i.e. weak to moderate). As for the remaining three predictor variables, they barely affect NRS consumption.

Table 3. Multiple linear regression model

Model ^a	Beta	t	Sig.	Tolerance	VIF	Sk	Ku	
Sociodemographic variables								
Birthday year	-0.30	-4.48	0.00*	0.58	1.72	-1.67	2.32	
Gender	-0.02	-0.34	0.73	0.95	1.06	-0.96	-1.10	
Education level	-0.01	-0.24	0.81	0.89	1.13	-2.06	2.26	
Monthly income	0.21	3.15	0.00*	0.62	1.62	0.11	-0.94	
Experience variables								
Party group	Came with friends	0.03	0.39	0.69	0.61	1.63	-0.34	-1.91
	Came with family	0.17	2.74	0.01*	0.69	1.44	0.27	-1.95
First time in the city	0.10	1.70	0.09	0.83	1.21	2.06	2.26	
Early arrival (minutes)	0.11	2.08	0.04*	0.90	1.11	0.05	-1.44	
Time in the city (hours)	0.01	0.14	0.89	0.71	1.41	2.14	5.71	
Overnight stay	0.31	4.90	0.00*	0.65	1.53	2.99	6.99	
			df	F	Sig	Adjusted R²	S.E.	
Model summary^a			10	20.80	<.001	0.53	0.24	

Note. ^a – Dependent Variable: Total Expenditure; *. Significant at the 0.05 level; Sk – skewness; Ku – Kurtosis; S.E. - Standard Error

The majority of NRS intend to visit the city in the coming years (75.4%), and to recommend the destination to others (96%). Both intentions are correlated ($r_s=.0.310, p < 0.05$). As shown in table 4, out of a total of seven event attributes, five are associated with behavioural intentions. On the contrary, only the variable related to accommodation is associated with the destination recommendation from a set of six attributes. Additionally, the intention to return to the destination is only influenced by the attributes of the event, namely the quality of the event and the bathrooms, as well as the food/beverage, fun centre, and smash areas. It is also important to highlight that only the variables relating to the quality of the event, bathrooms and food/beverage area are simultaneously associated with the two behavioural intentions, i.e. recommending and revisiting the destination. It should also be noted that although the correlations are positively significant, they have a low effect size ($r_s < 3$). Thus, the association between a good opinion about the bathrooms and a future visit to the city is the relationship with the greatest effect ($r_s = 0.213$).

Table 4. Non-resident spectators' intentions and opinions (event and city attributes) significant correlations

Attributes	Opinions			Future Behavioural intentions	
	Good /Very good	Don't have	Poor/Very poor	City future visit	City recommendation
	(%)			Correlation Coefficient	
Access	92.5	0.6	6.9	0.088	0.044
Event quality	97.7	1.7	0.6	.172*	.183*
Bathrooms	64.6	9.7	25.7	.213*	.162*
Event Fun centre	80.5	18.3	1.2	.184*	0.147
Benches	63.5	5.1	31.4	0.094	0.030
Food area	88.1	5.1	6.8	.187*	.164*
Smash area	81.2	17.7	1.1	.164*	0.102

Attributes	Opinions			Future Behavioural intentions	
	Good /Very good	Don't have	Poor/Very poor	City future visit	City recommendation
	(%)			Correlation Coefficient	
Restaurants	87.4	12.6	0.0	0.005	0.092
Touristic attractions	86.9	13.1	0.0	0.056	0.012
City Accommodation	73.1	26.9	0.0	0.072	.156*
Transports	61.7	22.9	15.4	-0.081	-0.013
Commerce	80.0	17.7	2.9	0.069	0.099
Entertainment	70.3	27.4	2.3	0.020	0.000

Note.*. Significant at the 0.05 level

4. DISCUSSION

The results of this study present the profile and determinants of consumption of the NRS of an international recurring sport tourism event and assess the association between opinions on the various attributes of the event and destination, and behavioural intentions. The individual evaluation of different attributes contributes to more specific knowledge for the management of sport events and sport tourism in destinations.

The amount spent on admission to the sport event (i.e. tickets) was what contributed most to total expenses, followed by expenses with food/beverage, accommodation and transportation. Given that the origin of the majority of NRS is from cities close to the destination, where they did not stay overnight, this result highlights the importance of overnight stay and the origin of spectators in the analysis of expenditures. In the study by Burillo et al. (2018), also contextualized in an international tennis event, the biggest expense for domestic NRS was on tickets, in contrast to international NRS for whom accommodation was the highest expense. A similar result was found by Dixon et al. (2013), given that the majority of NRS, who went to events on weekdays from cities not far from the destination, did not stay overnight and spent more on ticketing than on accommodation and food/beverage. Therefore, the results suggest that the NRS in this study are day-trippers, which are associated with lower expenditure compared to overnight tourists (Mayer & Vogt, 2016; Sport ETA, 2021). Considering this type of NRS, it is important to design strategies capable of leveraging expenditure on local entertainment and commerce, such as cross-selling strategies (e.g. promotions and discounts at the destination) through the expenditure necessary to attend the event (e.g. tickets, transport). Therefore, it is important to understand the origin and type of NRS when analysing event-related expenditures.

At the same time, the car was the most used means of transport when NRS travelled to the event, and public transport was an option for only around a third of NRS, which corroborates the findings of other studies (e.g. Mascarenhas et al., 2024a; Thormann et al., 2022). Considering that the location where the international tennis event under study was hosted is an urban environment, accessible by a public transport system, it is important to reflect on the ability of events hosted in destinations with these characteristics to induce more ecological mobility behaviour (Martins et al., 2022), enhancing greater use of public transport (Chirieleison et al., 2020). For example, rewarding the niche of NRS who go to the event using public transport could be a strategy to encourage this mobility. In this context, further research could explore the effectiveness of such incentives in inducing behavioural change, especially in urban sport tourism settings.

Age, overnight stay, income, companions and early arrival were the determinants of the consumption of the NRS validated in this study, of which the first two are the factors that were most strongly related to a greater total expenditure. The influence of age, income (e.g. Almeida & Garrod, 2022; Gómez-Déniz et al., 2020) and overnight stay (Ferreira & Carneiro, 2021; Mudarra-Fernández et al., 2019; Revindo et al., 2021) strengthens the findings from previous studies and support the importance of including the characteristics associated with the experience, in addition to the sociodemographic ones, in the analysis of the determinants of consumption of sport tourism events (Mudarra-Fernández et al., 2019; Salgado-Barandela et al., 2018). The fact that the NRS went to the event with family members and arrived earlier at the event also had a positive influence on the amount of their expenditures. These results are in line with other studies that found that traveling with family and friends (Kwiatkowski & Könecke, 2017) and with children has a positive impact on spending (Almeida & Garrod, 2022; Salgado-Barandela et al., 2018) compared to sport event tourists who travel alone. Additionally, in this study, the majority of NRS who arrived before the start of the tennis competition only anticipated their arrival by around 30 minutes, which differs from the study contextualized in an international football event (Mascarenhas et al., 2020), where a large majority of 69% arrived more than one hour in advance. The difference between the two metrics suggests the influence of the type of sport promoted by the event, with the sporting subculture underlying a stadium team sport (e.g. tailgating) promoting longer pre-event consumption

time in the HEZ. Metrics are necessary for assertive planning of activities that can enhance pre-event consumption (Chalip, 2014; Ziakas, 2023), and strategic leveraging of this type of consumption is more efficient than simply waiting for tourists to do so spontaneously (Duignan & Pappalepore, 2023). Thus, there is a need to better analyse pre-event and post-event consumption patterns across different sports, determining how the timing of arrivals affects total expenditure.

The importance of event attributes in NRS behavioural intentions corroborates other studies (An & Yamashita, 2024; Armbrrecht, 2021; Matic et al., 2020; Milovanović et al., 2021; Perić & Čuić Tanković, 2021; Zouni et al., 2021), supporting the recommendation that greater attention be paid to the attributes of the event (Mascarenhas et al., 2024a, 2024b) within the scope of the study of the behavioural intentions of sport tourists. In this study, the event attributes that are significantly connoted with behavioural intentions integrate the various dimensions related to service quality, i.e. core product, functional quality, and aesthetic/hedonic, contrasting the results of the meta-analysis by Biscaia et al. (2023), which only validated the relationship between the last two and behavioural intentions. Consequently, this study substantiates the importance of evaluating all dimensions concerning the quality of service at sport events.

The results of this study also provide more precise knowledge about the association of event and destination attributes with behavioural intentions, identifying five event attributes, but only one destination attribute (i.e. accommodation). Thus, accessibility to the event and the comfort of the benches were the only attributes of the event that did not generate a significant association with behavioural intentions, suggesting that the quality of these attributes can be taken for granted (Foroughi et al., 2019), and for this same reason they do not appear to be attributes capable of enhancing maximizing long-term economic benefits (i.e. revisit and recommendation).

Finally, although the data collection was planned and operationalized to strategically ensure coverage of all areas of the HEZ, and during the various days of competition, in order to obtain a sample that included the various types of spectators attending the event, the characteristics of the sample show its homogeneity in terms of gender and type of tourist, i.e. day-trippers whose origin is mainly national. Consequently, one of the limitations of this study derives from its inability to quantify the total population of spectators at the event, making it impossible to infer the representativeness of its sample. The overrepresentation of domestic young male NRS, with university education, and income below 2000€ should be interpreted with caution, since the results can overemphasize the consumption behaviours of this demographic group, potentially excluding insights from other NRS with different socioeconomic, educational, or cultural backgrounds. Therefore, the findings exhibit limited generalizability, as they may not be broadly applicable beyond the specific conditions or sample used in this study. It should also be noted that the dependent variable (total expenditure) was analysed after a mathematical transformation (Log10); therefore, when replicating this study or comparative analysis of these results with other studies, its discussion must consider such transformation.

5. IMPLICATIONS AND FUTURE RESEARCH

From a theoretical perspective, this study contributes to the investigation of the potential of non-mega events in generating economic benefits for the destinations where they are hosted, strengthening the importance of simultaneously analysing both their tangible and intangible economic benefits (O'Reilly et al., 2020). Furthermore, this study also reinforces the theoretical framework that provides for the joint analysis of sociodemographic variables and variables related to experience, in order to better understand the consumption behaviour of sport tourism events' spectators (Salgado-Barandela et al., 2018).

From a methodological perspective, the framework given by the study of recurring non-mega events is suitable for the analysis of long-term intangible benefits (Oshimi & Yamaguchi, 2023), (Oshimi & Yamaguchi, 2023), i.e. behavioural intentions, providing the discussion of strategies that enhance the consumption behaviour of spectators in future editions of the studied international sport event or other similar events. Additionally, to deepen knowledge about the influence of event attributes on NRS behavioural intentions, this study recommends a qualitative approach to data collection (e.g. interviews with NRS). In this way, it will be possible to understand whether the lack of influence of some of the attributes on behavioural intentions is a consequence of the respective quality being understood as basic, and as such, guaranteed by the NRS, and also whether, in addition to the attributes revealed in this study, there are other ones in relation to which the NRS express a similar perception. From a managerial perspective, this study advances several recommendations. In this study, almost all NRS are part of domestic tourism flows. However, as the results of other studies have highlighted (e.g. Almeida & Garrod, 2022; Mascarenhas et al., 2024a, 2024b; Mortazavi, 2021), one of the important determinants of higher spending at the destination is precisely the international origin of the tourists attending sport events. Accordingly, both sport event managers and local destination tourism managers must develop strategies aimed at attracting this type of tourist, otherwise the advantage/effort of hosting an international elite event is not economically capitalized by the destination.

Furthermore, in this study, in addition to the national origin of the NRS, the type of day-trippers is the most represented. Consequently, sport events managers must develop efforts in terms of planning strategies that transversally combine unavoidable expenditures (e.g. ticketing and transport) with the promotion of expenditures in local commerce and restaurants, expanding the number of local stakeholders who can benefit directly with the event hosted at the destination (Oshimi & Yamaguchi, 2023).

Strengthening the importance of the event for the local community where it is hosted can help to create a perception more based on the benefits of the event than on its impacts, and consequently, promote community support for the event (Duan et al., 2020). From this perspective, event management should emphasize the collaboration of key stakeholders, including a wide range of local community agents (e.g. commerce, tour operators, sport clubs and associations), when planning the event (Martins et al., 2024).

Still within the framework of a recurring sport tourism event, management should take advantage of the fact that NRS arrive at HEZ in advance and accompanied by family members, as they constitute important stimuli for the intensification of total expenditure, for example, by offering family-oriented pre-event entertainment activities, and oriented towards the various family ties (e.g. father-son, husband-wife). In this sense, it is necessary to encourage the hedonic and eudemonic dimension of the experience, and at the same time, stimulate interaction among spectators, as these are essential factors in increasing the memorability of sport tourism experiences (Mascarenhas et al., 2024c), inducing their repetition and recommendation (Hosany et al., 2022). The results demonstrate that behavioural intentions are associated with the NRS opinion about the entertainment activities offered at the event (i.e. fun centre and smash area). Nevertheless, among the various attributes of the event, these activities were the ones that recorded the greatest lack of opinion from the NRS. Therefore, the management of recurring sport tourism events, based on the logic of a long-term relationship with the domestic NRS as a target audience, must reinforce the promotion of entertainment activities before and during the event. In this way, the management of this type of events can capitalize on the implementation of entertainment activities, and consequently, on their effect on the NRS behavioural intentions, which will anticipate the existence of such activities in future editions of the event.

In this international tennis event, the time in advance of the arrival of the NRS at the HEZ (i.e. 30 minutes) must guide the planning of activities. However, the temporality of this advance seems to vary according to the sport discipline covered by the sport event; for example, in the study by Mascarenhas et al. (2020), contextualized in an international football event, the early arrival of the NRS was more than an hour. Therefore, future research should delve deeper into the metrics associated with pre-event consumption and the influence of the type of sporting subculture underlying it. In turn, the study by Hanly (2012), contextualized in business events, concluded that there was greater consumption after the end of the event, compared to the pre-event phase, as a consequence of the extension of visitors' stay. In this sequence, future investigations should assess whether or not the time spent at the HEZ after the end of the sport competition is a determinant of the consumption of NRS, which would imply the development of strategies aiming to extend their stay after the event (Ziakas, 2023).

Notwithstanding the implications advanced above, it is important to note that, with the exception of overnight stay and age, the remaining three determinants of consumption (i.e. income, family party group and early arrival) showed a weak power of influence, and that the correlations found between event and destination attributes and behavioural intentions are also weak. Thus, these results suggest that, given the need to prioritize strategies, managers should focus on planning an increase in total NRS expenditure through strategies that strengthen the attraction of older spectators who stay overnight at the destination. However, additionally, the results expand the number of determinants and attributes of the destination and event that present a statistically significant association with consumption behaviour/intention. Therefore, and given the complexity of consumer behaviour, it is important to create strategies that, in addition to prioritizing the most important factors, also consider factors of lesser influence, ensuring a strategic plan of excellence, globally encompassing the NRS consumption experience.

CONCLUSION

This study outlines the NRS profile of an international tennis event that has been hosted for 34 years in Estoril, Portugal, and also analyses the factors that determine their consumption. The results reveal that a vast majority of NRS were domestic, day-tripper tourists which did not stay overnight at the destination, and chose to go to the event in the company of friends and family. Additionally, most NRS arrived at HEZ 30 minutes in advance to ensure that they would not miss the start of the event, as well as to enjoy the environment and avoid traffic congestion, as there was a substantial preference for using their own car rather than of public transport. Purchasing tickets to enter the event was the biggest expense made by most NRS. The sociodemographic characteristics (i.e. age, income) and the variables related to travel (i.e. overnight stay, family group party and early arrival) are the determinants that induce NRS's consumption, in which age and overnight stay were the determinants with the most influence on their consumption.

Additionally, this study reveals that there are five event attributes (i.e. event quality, bathrooms, fun centre, food/beverage area and smash area) and only one destination attribute (i.e. accommodation) that are significantly associated with NRS behavioural intention, suggesting the importance of the attributes of the event in the intentions to repeat and recommend the experience, comparing to the destination's specific attributes. The results also suggest that there are other event attributes (i.e. event access and benches) whose quality is taken as guaranteed by the NRS. Furthermore, the various event attributes whose effect on the NRS' behavioural intentions is significant fit into the three dimensions relating to the quality of event services, namely, general event quality, functional quality and quality of the event's hedonic attributes.

This study contributes to boost the line of research that emphasize the potential of non-mega sport events for providing economic benefits. To that end, this study reinforces the need for an integrated research approach of both consumption determinants and behavioural intentions, allowing a joint analysis of the tangible (short-term) and intangible (long-term) economic benefits. Regarding the latter, this study highlights the need to study event attributes in an integrated perspective, including the various dimensions of service quality at sport events.

From a managerial perspective, the findings of this study generate relevant implications for the management of sport tourism events, as well as for the definition of strategies to promote local tourism allowing a more in-depth understanding of spectators' consumption patterns, and also the relationship between the attributes of the destination and the sport event, on the one hand, and behavioural intentions, on the other. The results highlight the influence of age and overnight stay in the NRS total expenditure, reiterating the importance to consider these variables when designing strategies aimed at maximizing tangible economic benefits. Additionally, this study advances the need to analyse the early arrival variable, to which the literature has not paid much attention, as well as the family companionship variable, as they can also influence NRS total expenditure, offering valuable insights into how pre-event activities can be leveraged to increase consumption at the event. Furthermore, considering the longevity perspective of recurring sport tourism events, it is necessary to effectively promote their hedonic attributes, favouring the anticipation of the existence of entertainment activities for future editions of the event, and consequently, the possibility of capitalizing on the NRS's behavioural intentions.

Finally, the temporal breadth covered by the analysis of this study allows it to contribute to the line of research that highlights the relevance of the role of sport events in the sustainable development of the host communities, and in particular, in economic sustainability, framing the economic benefits generated in the present by the event, and their potential creation in the future. In this sense, and since the foundation of sustainable development is tripartite, encompassing the economic, social and environmental pillars, this study contributes with future research directions for developing the sport tourism knowledge also considering the social and ecological issues arising from hosting sport tourism events. For example, by exploring the influence of different sport subcultures on pre- and post-event NRS consumption, through the study of the social benefits of local community involvement in the promotion and operationalization of destination attributes and investigating the ecological mobility of NRS in sport tourism events.

ACKNOWLEDGMENTS

This paper is financed by National Funds provided by FCT – Foundation for Science and Technology through project UIDB/04020: Research Centre for Tourism, Sustainability and Well-being.

REFERENCES

- Afshardoost, M., & Eshaghi, M. S. (2020). Destination image and tourist behavioural intentions: A meta-analysis. *Tourism Management*, *81*, 104154. <https://doi.org/10.1016/j.tourman.2020.104154>
- Agapito, D., Oom Do Valle, P., & Da Costa Mendes, J. (2013). The cognitive-affective-conative model of destination image: a confirmatory analysis. *Journal of Travel & Tourism Marketing*, *30*(5), 471–481. <https://doi.org/10.1080/10548408.2013.803393>
- Agha, N., & Rascher, D. A. (2016). An explanation of economic impact: Why positive impacts can exist for smaller sports. *Sport, Business and Management: An International Journal*, *6*(2), 182–204. <https://doi.org/10.1108/SBM-07-2013-0020>
- Ahrholdt, D. C., Gudergan, S. P., & Ringle, C. M. (2017). Enhancing service loyalty: The roles of delight, satisfaction, and service quality. *Journal of Travel Research*, *56*(4), 436–450. <https://doi.org/10.1177/0047287516649058>
- Almeida, A., & Garrod, B. (2022). Determinants of visitors' expenditure across a portfolio of events. *Tourism Economics*, *28*(8), 2099–2125. <https://doi.org/10.1177/13548166211030019>
- An, B., & Yamashita, R. (2024). A study of event brand image, destination image, event, and destination loyalty among international sport tourists. *European Sport Management Quarterly*, *24*(2), 345–363. <https://doi.org/10.1080/16184742.2022.2120903>
- Aragónés Jericó, C., Küster Boluda, I., & Vila López, N. (2021). Segmentación del turista deportivo: El caso del espectador de la Fórmula 1. *Investigaciones Turísticas*, *21*, 182. <https://doi.org/10.14198/INTURI2021.21.9>
- Armbrecht, J. (2021). Event quality, perceived value, satisfaction and behavioural intentions in an event context. *Scandinavian Journal of Hospitality and Tourism*, *21*(2), 169–191. <https://doi.org/10.1080/15022250.2021.1877191>
- ATP. (2024a). *ATP scores—Results archive*. <https://www.atptour.com/en/scores/archive/estoril/7290/2023/top-seeds>
- ATP. (2024b). *Millennium Estoril open*. <https://www.atptour.com/en/tournaments/estoril/7290/overview>
- Bazzanella, F., Schnitzer, M., Peters, M., & Bichler, B. F. (2023). The role of sports events in developing tourism destinations: A systematized review and future research agenda. *Journal of Sport & Tourism*, *27*(2), 77–109. <https://doi.org/10.1080/14775085.2023.2186925>
- Biscaia, R., Yoshida, M., & Kim, Y. (2023). Service quality and its effects on consumer outcomes: A meta-analytic review in spectator sport. *European Sport Management Quarterly*, *23*(3), 897–921. <https://doi.org/10.1080/16184742.2021.1938630>
- Burillo, P., De la Riva, L., Garcia-Unanue, J., Sanchez-Sanchez, J., Felipe, J., & Fernández-Luna, A. (2018). Spectator spending and satisfaction analysis in the 2017 Madrid Tennis Open according to the attendee profile. *Journal of Physical Education and Sport*, *2018*(3), 1271–1275.
- Cabanilla, E., Lastra-Bravo, X., Pazmiño, J., & Burbano, M. (2020). Analysis of the demographic profile and tourist consumption in sporting events in the city of Quito. Case of study: Roger Federer. *Retos*, *40*, 27–40.
- Calabuig Moreno, F., Prado-Gascó, V., Crespo Hervás, J., Núñez-Pomar, J., & Añó Sanz, V. (2015). Spectator emotions: Effects on quality, satisfaction, value, and future intentions. *Journal of Business Research*, *68*(7), 1445–1449. <https://doi.org/10.1016/j.jbusres.2015.01.031>
- Chalip, L. (2014). From legacy to leverage. In Grix, J. (Ed.), *Leveraging legacies from sports mega-events: concepts and cases* (pp. 2–12). UK: Palgrave Macmillan. https://doi.org/10.1057/9781137371188_1
- Chersulich Tomino, A., Perić, M., & Wise, N. (2020). Assessing and considering the wider impacts of sport-tourism events: A research agenda review of sustainability and strategic planning elements. *Sustainability*, *12*(11), 4473. <https://doi.org/10.3390/su12114473>

- Cheung, S. Y., Mak, J. Y., & Dixon, A. W. (2016). Elite active sport tourists: Economic impacts and perceptions of destination image. *Event Management*, 20(1), 99–108. <https://doi.org/10.3727/152599516X14538326025198>
- Chirieleison, C., Montrone, A., & Scrucca, L. (2020). Event sustainability and sustainable transportation: A positive reciprocal influence. *Journal of Sustainable Tourism*, 28(2), 240–262. <https://doi.org/10.1080/09669582.2019.1607361>
- Dixon, A. W., Henry, M., & Martinez, J. M. (2013). Assessing the economic impact of sport tourists' expenditures related to a university's baseball season attendance. *Journal of Issues in Intercollegiate Athletics*, 6(1), 96–113.
- Duan, Y., Mastromartino, B., Zhang, J. J., & Liu, B. (2020). How do perceptions of non-mega sport events impact quality of life and support for the event among local residents? *Sport in Society*, 23(11), 1841–1860. <https://doi.org/10.1080/17430437.2020.1804113>
- Duglio, S., & Beltramo, R. (2017). Estimating the economic impacts of a small-scale sport tourism event: The case of the Italo-Swiss mountain trail Collon trek. *Sustainability*, 9(3), 343. <https://doi.org/10.3390/su9030343>
- Duignan, M. B., & Pappalepore, I. (2023). How do Olympic cities strategically leverage new urban tourism? evidence from Tokyo. *Tourism Geographies*, 25(2–3), 425–449. <https://doi.org/10.1080/14616688.2021.1895296>
- Ferreira, M., & Carneiro, M. (2021). Maximizing the potential of river sports to boost sustainable tourism development: Identification of the determinants of tourist consumption associated with river sports. *Journal of Tourism & Development*, 1(36), 149–166. <https://doi.org/10.34624/rtd.v1i36.10711>
- Foroughi, B., Mohammad Shah, K. A., Ramayah, T., & Iranmanesh, M. (2019). The effects of peripheral service quality on spectators' emotions and behavioural intentions. *International Journal of Sports Marketing and Sponsorship*, 20(3), 495–515. <https://doi.org/10.1108/IJSMS-08-2018-0082>
- Getz, D., & Page, S. (2016). Progress and prospects for event tourism research. *Tourism Management*, 52, 593–631. <https://doi.org/10.1016/j.tourman.2015.03.007>
- Gómez-Déniz, E., Pérez-Rodríguez, J. V., & Boza-Chirino, J. (2020). Modelling tourist expenditure at origin and destination. *Tourism Economics*, 26(3), 437–460. <https://doi.org/10.1177/1354816619840845>
- Hair, J. F., Babin, B. J., Anderson, R. E., & Black, W. C. (2022). *Multivariate data analysis*. Cengage Learning.
- Hanly, P. A. (2012). Measuring the economic contribution of the international association conference market: An Irish case study. *Tourism Management*, 33(6), 1574–1582. <https://doi.org/10.1016/j.tourman.2011.12.010>
- Hosany, S., Sthapit, E., & Björk, P. (2022). Memorable tourism experience: A review and research agenda. *Psychology & Marketing*, 39(8), 1467–1486. <https://doi.org/10.1002/mar.21665>
- IOC. (2021). *Olympic 2020+5*. <https://www.olympics.com/ioc/olympic-agenda-2020-plus-5>
- Jeong, Y., & Kim, S. (2019). A study of event quality, destination image, perceived value, tourist satisfaction, and destination loyalty among sport tourists. *Asia Pacific Journal of Marketing and Logistics*, 32(4), 940–960. <https://doi.org/10.1108/APJML-02-2019-0101>
- Jiménez-Naranjo, H., Coca-Pérez, J., Gutiérrez-Fernández, M., & Sánchez-Escobedo, M. (2016). Cost-benefit analysis of sport events: The case of world paddle tour. *European Research on Management and Business Economics*, 22(3), 131–138. <https://doi.org/10.1016/j.iedee.2015.04.001>
- Kim, K., & Jogaratnam, G. (2015). participant perceptions of a sport event, destination competitiveness, and intended future behavior: the case of the thunder road marathon in North Carolina. *Tourism Review International*, 19(3), 133–145. <https://doi.org/10.3727/154427215X14430967453634>
- Kline, R. (2016). *Principles and practice structural equation modelling* (4th ed.). Guilford Press.
- Kwiatkowski, G., Diederling, M., & Oklevik, O. (2018). Profile, patterns of spending and economic impact of event visitors: Evidence from Warnemünder Woche in Germany. *Scandinavian Journal of Hospitality and Tourism*, 18(1), 56–71. <https://doi.org/10.1080/15022250.2017.1282886>
- Kwiatkowski, G., & Könecke, T. (2017). Tourism and recurring sport events: Event tourists' and regular tourists' profiles and expenditures at the windsurf world cup on Sylt. *Sport, Business and Management: An International Journal*, 7(5), 464–482. <https://doi.org/10.1108/SBM-11-2016-0070>
- Mainolfi, G., & Marino, V. (2020). Destination beliefs, event satisfaction and post-visit product receptivity in event marketing. Results from a tourism experience. *Journal of Business Research*, 116, 699–710. <https://doi.org/10.1016/j.jbusres.2018.03.001>
- Malchrowicz-Moško, E., & Poczta, J. (2018). A small-scale event and a big impact—Is this relationship possible in the world of sport? The meaning of heritage sporting events for sustainable development of tourism—Experiences from Poland. *Sustainability*, 10(11), 4289. <https://doi.org/10.3390/su10114289>
- Martins, R., Mascarenhas, M., & Pereira, E. (2024). Exploring strategic multi-leveraging of sport tourism events: An action-research study. *Journal of Destination Marketing & Management*, 32, 100902. <https://doi.org/10.1016/j.jdmm.2024.100902>
- Martins, R., Pereira, E., Rosado, A., Marôco, J., McCullough, B., & Mascarenhas, M. (2022). Understanding spectator sustainable transportation intentions in international sport tourism events. *Journal of Sustainable Tourism*, 30(8), 1972–1991. <https://doi.org/10.1080/09669582.2021.1991936>
- Mascarenhas, M., Vieira, H., & Martins, R. (2024a). Factors shaping spectators' consumption patterns: Controversial arisings from an international sport tourism event. *Consumer Behavior in Tourism and Hospitality*, 19(3), 325–338. <https://doi.org/10.1108/CBTH-08-2023-0108>
- Mascarenhas, M., Carvalho, H., Pereira, E., & Martins, R. (2024b). Analysing the suitability of the strategic economic leverage developed in non-mega-sport tourism events to the spectator profile. *Tourism Review International*, 28(2), 97–110. <https://doi.org/10.3727/194344224X17065495994369>
- Mascarenhas, M., Alves, J., Pereira, E., & Martins, R. (2024c). Co-creation of the tourism experience at international sport tourism events. *Event Management*, 28(2), 229–244. <https://doi.org/10.3727/152599523X16957834460303>
- Mascarenhas, M., Rodrigues, B., Sousa-Ferreira, I., & Pereira, E. (2020). Insular tourism: Profile and consumption patterns of an international football event held in Madeira Island. In *Handbook of research on resident and tourist perspectives on travel destinations* (pp. 339–360). IGI Global. <https://doi.org/10.4018/978-1-7998-3156-3.ch016>
- Matic, R. M., Karagiorgos, T., Maksimovic, N., Alexandris, K., Bujkovic, R., & Drid, P. (2020). Testing the influence of destination image and event quality on athletes' intentions to re-visit the city: A case study of the 2017 World youth and juniors' sambo championships in Novi Sad, Serbia. *Managing Sport and Leisure*, 25(5), 390–401. <https://doi.org/10.1080/23750472.2020.1724187>
- Mayer, M., & Vogt, L. (2016). Economic effects of tourism and its influencing factors: An overview focusing on the spending determinants of visitors. *Zeitschrift Für Tourismuswissenschaft*, 8(2), 169–198. <https://doi.org/10.1515/tw-2016-0017>
- Milovanović, I., Matic, R., Alexandris, K., Maksimović, N., Milošević, Z., & Drid, P. (2021). Destination image, sport event quality, and behavioral intentions: The cases of three world sambo championships. *Journal of Hospitality & Tourism Research*, 45(7), 1150–1169. <https://doi.org/10.1177/1096348019883920>
- Min, J. H., Chang, H. J., Fowler, D., & Blum, S. (2023). Why are college sports tourists traveling long distance? Antecedents of destination and team loyalty. *Asia Pacific Journal of Marketing and Logistics*, 35(2), 323–343. <https://doi.org/10.1108/APJML-05-2021-0371>
- Morfoulaki, M., Myrovali, G., Kotoula, K.-M., Karagiorgos, T., & Alexandris, K. (2023). Sport tourism as driving force for destinations' sustainability. *Sustainability*, 15(3), 2445. <https://doi.org/10.3390/su15032445>
- Mortazavi, R. (2021). The relationship between visitor satisfaction, expectation and spending in a sport event. *European Research on Management and Business Economics*, 27(1), 100132. <https://doi.org/10.1016/j.iedeen.2020.10.002>
- Mudarra-Fernández, A. B., Carrillo-Hidalgo, I., & Pulido-Fernández, J. I. (2019). Factors influencing tourist expenditure by tourism typologies: A systematic review. *Anatolia*, 30(1), 18–34. <https://doi.org/10.1080/13032917.2018.1495086>
- Newland, B. L., & Yoo, J. J.-E. (2021). Active sport event participants' behavioural intentions: Leveraging outcomes for future attendance and visitation. *Journal of Vacation Marketing*, 27(1), 32–44. <https://doi.org/10.1177/1356766720948249>
- O'Brien, D. (2007). Points of leverage: Maximizing host community benefit from a regional surfing festival. *European Sport Management Quarterly*, 7(2), 141–165. <https://doi.org/10.1080/16184740701353315>
- O'Reilly, N., Abeza, G., Fodor, A., MacIntosh, E., Nadeau, J., MacAdam, L., Pasqualicchio, G., Dottori, M., & Lawrence, H. (2020). Impact studies in sport: The development of an assessment process model. *Sport, Business and Management: An International Journal*, 10(4), 381–402. <https://doi.org/10.1108/SBM-05-2018-0037>
- Oshimi, D., & Yamaguchi, S. (2023). Leveraging strategies of recurring non-mega sporting events for host community development: A multiple-case study approach. *Sport, Business and Management: An International Journal*, 13(1), 19–36. <https://doi.org/10.1108/SBM-06-2021-0071>

- Pedauga, L., Pardo-Fanjul, A., Redondo, J., & Izquierdo, J. (2022). Assessing the economic contribution of sports tourism events: A regional social accounting matrix analysis approach. *Tourism Economics*, 28(3), 599–620. <https://doi.org/10.1177/1354816620975656>
- Pérez-González, B., Gómez-Carmona, J. L., León-Quismondo, J., Burillo, P., Teva-Villén, R., & Fernández-Luna, Á. (2021). Impacto económico, valoración de evento y recuerdo de patrocinio en un maratón popular. *Cultura, Ciencia y Deporte*, 16(50). <https://doi.org/10.12800/ccd.v16i50.1616>
- Perić, M., & Čuić Tanković, A. (2021). Investigating the satisfaction of active event sport tourists. *European Journal of Tourism Research*, 28, 2806. <https://doi.org/10.54055/ejtr.v28i.2251>
- Quintal, G., Paibe, G., Felipe, J., & Carvalho, M. (2016). Strategic tool to estimate the consumption patterns of non-residents spectators at sporting events (Liga NOS): Adaptation to Portuguese reality. *Brazilian Business Review*, 13, 102–120.
- Revindo, M. D., Widyasanti, A. A., Siregar, C. H., & Hambali, S. (2021). Factors explaining the expenditure of sports event participants and spectators: Evidence from the 2018 Asian Games. *Journal of Sport & Tourism*, 25(2), 105–127. <https://doi.org/10.1080/14775085.2021.1883460>
- Salgado-Barandela, J., Barajas, Á., & Sánchez-Fernández, P. (2018). Determinants of the spending of sporting tourists: The case of attendees at professional basketball. *European Research on Management and Business Economics*, 24(3), 168–176. <https://doi.org/10.1016/j.iedeen.2018.05.001>
- Salgado-Barandela, J., Barajas, Á., & Sánchez-Fernández, P. (2021). Sport-event portfolios: An analysis of their ability to attract revenue from tourism. *Tourism Economics*, 27(3), 436–454. <https://doi.org/10.1177/1354816619884448>
- Sato, M., Jordan, J. S., Kaplanidou, K., & Funk, D. C. (2014). Determinants of tourists' expenditure at mass participant sport events: A five-year analysis. *Current Issues in Tourism*, 17(9), 763–771. <https://doi.org/10.1080/13683500.2014.892918>
- Schulenkorf, N., Peachey, J., Chen, G., & Hergesell, A. (2022). Event leverage: A systematic literature review and new research agenda. *European Sport Management Quarterly*, 24(3), 785–809. <https://doi.org/10.1080/16184742.2022.2160477>
- Sport ETA. (2021). *Sport events and tourism: State of the industry report*. https://www.sportseta.org/Portals/sportscommissions/SOTI_6_24_22.pdf
- Thormann, T. F., Wicker, P., & Braksiek, M. (2022). Stadium travel and subjective well-being of football spectators. *Sustainability*, 14(12), 7278. <https://doi.org/10.3390/su14127278>
- Vegara-Ferri, J. M., López-Gullón, J. M., Valantine, I., Díaz Suárez, A., & Angosto, S. (2020). Factors influencing the tourist's future intentions in small-scale sports events. *Sustainability*, 12(19), 8103. <https://doi.org/10.3390/su12198103>
- WTO. (2019). *Sport tourism and the sustainable development goals (SDGs)*. World Tourism Organization. <https://doi.org/10.18111/9789284419661>
- Yoo, J. J.-E., Newland, B., & Lee, W. (2021). Influencing active sport tourists' loyalty to event and destination. *Event Management*, 25(3), 297–309. <https://doi.org/10.3727/152599519X15506259856336>
- Ziakas, V. (2023). Leveraging sport events for tourism development: The event portfolio perspective. *Journal of Global Sport Management*, 8(1), 43–72. <https://doi.org/10.1080/24704067.2020.1731700>
- Zouni, G., Markogiannaki, P., & Georgaki, I. (2021). A strategic tourism marketing framework for sports mega events: The case of Athens Classic (Authentic) Marathon. *Tourism Economics*, 27(3), 466–481. <https://doi.org/10.1177/1354816619898074>
- Zourgani, A., & Ait-Bihi, A. (2023). A systematic literature review: Assessing the impact of sports events between 2010 and 2022. *International Journal of Sport Policy and Politics*, 15(2), 347–365. <https://doi.org/10.1080/19406940.2023.2206397>

Please cite this article as:

Martins, R., Aniceto, D. & Mascarenhas, M. (2026). Determinants of Spectator Consumption and the Prominence of Event Attributes in Behavioural Intentions: Insights from a Non-Mega Sport Tourism Event. *Tourism and Hospitality Management*, 32(1), 1-12, <https://doi.org/10.20867/thm.32.1.8>



Creative Commons Attribution – Non Commercial – Share Alike 4.0 International