

## **Profile, patterns of spending and economic impact of event visitors:**

**Abstract:** In recent years, many coastal cities in Scandinavia and the Baltic region have invested heavily in hosting sailing events as a means to spark local development and as a tool to attract tourists. However, scant research has examined visitors to those events, particularly in terms of their profile characteristics and expenditure patterns. Against this backdrop, this study aims to shed more light on the characteristics of visitors to such events and their spending patterns by using primary data from 1,011 attendees to the German sailing event Warnemünder Woche held in Rostock in summer 2013. Insights offered by this research are important from both an economic and a marketing standpoint. Regarding the first point, the study delivers key evidence on visitors' origin, primary motivation, and average spending, which constitute crucial input variables for future *ex ante* economic impact assessments of comparable events (e.g. Tall Ships' Races and other sailing events hosted along the coast in Scandinavia and Baltic countries). Regarding the second, by providing a clear-cut picture of event visitors' profile and spending patterns, this research offers a fertile agenda for further marketing inquiries and practical endeavors for Warnemünder Woche's organizers and marketers. Accordingly, several cases for action are highlighted.

**Keywords:** Events, Sailing, Attendees, Profiling, Spending patterns, Warnemünder Woche, Germany

## **Introduction**

Recent years have witnessed growing interest in promoting local development by hosting events (Chalkley & Essex, 1999; Hiller, 2006; Taks, Chalip, & Green, 2015; Ziakas, 2013; Ziakas & Costa, 2011). Events can be a catalyst for legacy building and a strong accelerator of economic and image changes (Davies, 2012; Gold & Gold, 2008; Gratton, Shibli, & Coleman, 2006; Preuss, 2007, 2015; Smith, 2012; Wilson, 2006). They offer many tangible (e.g. direct economic impact, employment effects, tax revenues) and intangible (e.g. civic pride, community integration, feel-good factor) benefits to host destinations that together might be a potentially rich source of local well-being (Andersson, Armbrecht, & Lundberg, 2012; Atkinson, Mourato, Szymanski, & Ozdemiroglu, 2008; Kavetsos & Szymanski, 2010). Therefore, hosting events has become a permanent and inevitable part of many development strategies at all governmental levels (cities, regions, and countries) across the world. In this context, Richards and Palmer (2010, p. 3) claim that today “no city believes it is too small or too complex to enter the market of planning and producing events”.

The worldwide popularity and economic and social importance of mega sports events, including the Olympic Games and the FIFA World Cup, have led to a wealth of research on the topic in the past three decades (for review see: Porter & Chin, 2012). In particular, research on sports events’ economic impact has become rather sophisticated (Preuss, 2004; Solberg, Andersson, & Shibli, 2002; Spilling, 1994, 1998; Szymanski, 2002). In recent years, many destinations worldwide have expressed a growing interest in hosting smaller (non-mega) sports events, which generate considerably less public attention and financial turnover but also require less investment and, thus, may be more relevant in creating various benefits and causing fewer downsides for the hosts (Agha & Taks, 2015; Giampiccoli, Lee, & Nauright, 2015; Taks

et al., 2015).<sup>1</sup> That is, small-scale sports events mainly use existing or temporary infrastructures, are of a size compatible with the host community, require zero to low bidding expenses, entail little or no burden on public funds, occur more frequently than mega events, and are accessible to a wider variety of host cities and towns (Daniels & Norman, 2003; Giampiccoli et al., 2015; Gibson, Kaplanidou, & Kang, 2012; Higham, 1999; Taks, 2013; Taks et al., 2015; Veltri, Miller, & Harris, 2009). Moreover, the control of such events remains localized, and economic benefits often stay within the host communities (Giampiccoli et al., 2015, p. 230).

In Scandinavia and the Baltic countries, small-scale events have received growing attention (Andersson, Getz, & Mykletun, 2013). However, research on such events is still sparse, despite several important contributions directly related to events and festivals hosted in Scandinavia (See for a review: Andersson, Getz, & Mykletun, 2012). In particular, uncertainty exists about the profile characteristics of smaller-scale event visitors and the level of their consumption (Kwiatkowski & Oklevik, 2014; Taks, Green, Chalip, Kesenne, & Martyn, 2013). Thus, key questions of who visitors to small-scale events are and how much money they spend on-site require further examination, as their understating is crucial for the long-term economic viability of events and the destinations in which they are hosted (Frisvoll, Forbord, & Blekesaune, 2015; Preuss, Kurscheidt, & Schutte, 2009).

Such knowledge constitute an important basic input variable to more advanced economic impact assessments of comparable events, by means of the cost–benefit framework (Gratton, Dobson, & Shibli, 2000; Preuss, Seguin, & O'Reilly, 2007) or wider accessible economic impact assessments, as indicated by Crompton (1995), Preuss et al. (2007) and Kwiatkowski (2016), to name but a few. More precisely,

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<sup>1</sup>Although a universal definition of different types of events is lacking, non-mega sports events tend to be smaller in size, scale, scope, and reach than their mega counterparts. However, similar to mega events, they are one-off, discontinuous, and out of the ordinary (Taks et al., 2015, p. 1).

by examining event attendees origin and spending patterns, this study offers one of the first context-specific (i.e., type of the event, location) evidence on both the host city residents- and visitors' spending behavior, and thus, the study indirectly provides information on the direct economic significance of the event for the local economy (predefined as the host city). This is achieved by providing information on the composition (ratio) of event attendees coming from- and to the host city, where the expenditures of the first group (residents) stay neutral to the local economy, while the expenditures of the second group (visitors) create a local economic gain (Crompton, 1995; Preuss, 2005; Preuss et al., 2007). Furthermore, by focusing on the sailing event hosted in Rostock (Germany), the current study is relevant for organizers of other sailing events hosted in the North Sea and the Baltic Sea regions because it offers preliminary understanding of event visitors' profile and spending patterns as well as economic impacts associated with event visitors spending., which both might help better tailor events' products to more profitable segments of attendees (Kastenholz, 2005; Saayman & Saayman, 2012).

Against this backdrop, this study aims to provide evidence on attendees' profile and spending behavior at Warnemünder Woche ("Sailing Week"), which took place in Rostock, Germany, on July 6–14, 2013. Table 1 presents distinctive characteristic of the event. The study builds on primary data from more than 1,000 questionnaires gathered from attendees at this event.

<<< INSERT TABLE 1 ABOUT HERE >>>

### Conceptual framework

The impact an event exerts on the host region largely depends on the composition of attendees it attracts (Kwiatkowski, 2016). The larger the share of non-local visitors (event tourists) as well as local residents who decided to stay in the host region due to the event, the more positive economic impact on the host region. To date, several studies examined event-related money flows which, according to the economic significance to the host region, can be classified as positive, neutral or negative (Crompton, 1995, Preuss, 2005). Figure 1 depicts a conceptual framework which shows five types of event-related money flows to- and from the host region during the event as well as their further classification according to the economic significance (positive, neutral and negative) to the host economy. The proposed framework has been adapted from Preuss (2005).

<<< INSERT FIGURE 1 ABOUT HERE >>>

The proposed framework features three categories of money flows:

1. Positive, i.e. money flows which represent a direct result of the event and, accordingly, a gain for the regional economy. Specifically, positive economic impact occurs when non-locals (i.e., individuals living outside the area in which the event takes place) visit the host region solely because of the event, and thus, they move their consumption from the home regions to the region in which the event is hosted (called as *influx of money* on Figure 1). Another situation resulting in positive economic outcomes for the host economy takes place when locals (i.e., individuals living in the area in which the event occurs) decide to change their travel plans to stay in the host region and follow the event

(*import substitution*). As such, money they would have otherwise spent outside the host region is now spent locally in the host region, representing a gain to the local economy (Preuss, 2005).

2. Neutral, i.e. money flows which would have occurred regardless of the event (*redistribution of money*) and consequently represent neither a loss nor a gain for the regional economy. This situation occurs when locals, who did not intend to leave the area during the event, follow the event (Preuss, 2005). Accordingly, the impact of this group of attendees on the host economy is neutral because they opted out of other activities and consumption in their home region to follow the event. That is, deciding to go to the cinema or to the event involves merely a shift in consumption from one activity to another within the same region (i.e. *redistribution of money*).
3. Negative, i.e. money flows which are drawn away from the region due to the event and, hence, appear as a loss to the regional economy. This situation occurs when locals leave the host region (*crowding out effect*) or regular tourists cancel their visit to avoid noise, inflated prices, and traffic congestion (*deterrence effect*) (Preuss, 2005).

## **Data**

For the collection of primary data on event visitor (attendee) characteristics and spending patterns, an on-site questionnaire was chosen as the most suitable instrument (Wilton & Nickerson, 2006). According to Davies (2002), estimation of consumer expenditures is consistently two to five times lower than direct indications by spectators on-site. Moreover, several studies suggest collecting spending data as soon as they occur or as close to their occurrence as possible (Rylander, Propst, & Mcmurtry, 1995; Stynes, 1999; Stynes & White, 2006), to reduce recall bias.

Accordingly, a self-administered questionnaire based on the paper-and-pencil method with 27 mainly closed-end questions was developed based on Preuss et al. (2007) work and tested before data collection. Because the majority of respondents were German, the main questionnaire was developed in German by a native speaker; nevertheless, international visitors could choose an identical English version. All interviewers were briefed beforehand to ensure that they understood the aim of the survey and the questions in the questionnaire. Bearing in mind the explanatory character of this study as well as limited resources, a single-stage random cluster sampling procedure was applied to collect data (Cochran, 1977). With the aim to decrease response bias, questionnaires were handed out at different sites (clusters) and hours inside the event area during nine days of the event. As far as possible clusters were distributed proportionally to cover entire event area. All interviewers were native German speakers and fluent in English.

The questionnaire was sub-divided into four thematic parts: questions about (A) trip-related characteristics, (B) spending behavior, (C) visitor profiles, and (D) demographic details. Questions posed in section A were intended to identify the type of visitor, primary place of residence, means of transportation, travel party size and composition, prior attendance, nature of the trip, length of stay, trip planning, type of accommodation, and expected days of attendance. Questions in section B pertained to visitor spending behavior, including event-related spending by category, spending for accommodation, spending per trip, and the financing of all stated expenditures. To reduce recall bias, respondents were asked to report their spending the day they actually filled out the questionnaire. Specifically, they were asked to recall their spending before they agreed to participate and to then guess the amount of money they would likely spend during the rest of the day. Eleven spending categories were included: food and beverages at grocery stores, restaurants/fast food or the like, drinks and entrance fees at bars/clubs/pubs, shopping, private car expenses, cigarettes, transport during the stay in the host city,

recreation/entertainment/sights, Warnemünder Woche merchandise, sports equipment, and other. In this section, respondents tended to state their expenditure only in some of the given categories, leaving the remaining boxes empty, which created a substantial amount of missing values per category. On that account, the issue was addressed by following the suggestions of Preuss et al. (2009) and Wicker, Hallmann, and Zhang (2012), both of whom recommend adding a zero in the respective categories, presuming that no expenditures were made. However, this only applied if at least one category was answered. If the entire question was left empty, all spending categories needed to be treated as missing values. Section C contained questions on whether Warnemünder Woche was respondents' only motivation to visit the region, whether it had influenced their vacation plans, and whether they had visited a similar sailing event before. Section D consisted of demographics questions on age, gender, highest level of education, employment status, marital status, and net household income. In total, 1,066 questionnaires were collected, 1,011 of which were included in the statistical analysis.

Finally, the data gathered in Microsoft Excel were transferred into SPSS 21 for further analysis. The analysis was carried out in two stages. First, general profiles of the whole sample but also detailed profiles of residents and visitors were compiled. Second, spending patterns according to types of visitors were determined. To test for significant differences in spending patterns, independent samples t-tests were performed.

## **Results**

This section presents and evaluates the findings of the conducted surveys in two steps; each step aims to answer one research question. The first section describes the mean spectator (attendee) of the Warnemünder Woche 2013 according to demographic profile, attendance pattern, and trip behavior. Subsequently, different visitor groups, such as local residents and tourists, are assessed separately with

regard to their average characteristics. Local inhabitants who live in Rostock are referred to as “residents”, while all remaining respondents who traveled from any city outside Rostock are labeled as “visitors”. This group is further divided into “German visitors” and “foreign visitors”. German visitors are tourists from Germany who do not permanently live in Rostock, and Foreign visitors are tourists permanently living outside Germany. Furthermore, for statements regarding the whole sample (1,011), respondents are referred to as “spectators”. Of the overall 1,066 obtained questionnaires during the nine-day survey period, 1,011 surveys were valid and thus included in the analysis (251 account for residents and 760 for visitors). It is important to note that all findings presented in the following relate to the surveyed spectators at the event, which due to limitations in the study design might be not truly representative for the event population, and thus, generalization of results should be made with great caution.

### *Profile characteristics*

Among all the surveyed respondents, 95% were German, and 5% (n = 47) came from abroad. Foreign visitors primarily originated from the United States (35.4%) and the United Kingdom (25%). The remaining foreign visitors were tourists from Australia, Denmark, the Netherlands, Austria, Romania, Russia, and Switzerland. As mentioned previously, among all surveyed German spectators, three-quarters of the sample (760) were visitors; the remaining 251 respondents were local residents of Rostock (25%). With regard to the primary place of residence of surveyed German visitors, which was gathered using five-digit postal codes, the majority of surveyed German visitors (40.2%) live in Mecklenburg-Vorpommern, which is the federal state in which Warnemünder Woche took place. Furthermore, 39.4% arrived from the adjacent federal states of Schleswig-Holstein, Hamburg, Niedersachsen, Sachsen-

Anhalt, Brandenburg, and Berlin. Only every fifth respondent (n = 188) came from a more distant federal states (Figure 2).

**<<< INSERT FIGURE 2 ABOUT HERE >>>**

Consequently, the results suggest that though the event represents an international sport occurrence, its catchment area (i.e. the geographic area from which the event attendees originate) is rather small, which gives rise to two addition issues. First, such a small catchment area clearly indicates the major group of consumers for this event, thus providing an identified group for future marketing endeavors. At the same time, it shows that there is a need to undertake additional marketing efforts to target attendees from more distant locations. Doing so might positively influence the economic viability of the local area, as according to Brida and Scuderi (2013), there is a positive relationship between travel distance and spending patterns. Second, from an economic standpoint, a large share of residents reduces the event's economic impact on the local area. This is because expenditures made by locals constitute a neutral redistribution of moany in the host region rather than an economic gain to the local economy – see a conceptual framework presented in Figure 1 (Jeong, Crompton, & Dudensing, 2015; Kwiatkowski, 2016; Preuss, 2005). The decision to attend the event or go to the cinema involves merely a shift in consumption from one activity to another within the same region. In contrast, the visitor group spent substantially more on average than the residents, which is not surprising because tourist naturally spend more money during a vacation than local residents (Brida & Scuderi, 2013; Kwiatkowski & Oklevik, 2014). In this sense, an increased share of non-local visitors would positively contribute to the economic viability of the host region.

Table 4 presents the socio-economic characteristics of the respondents. The results show that the average surveyed respondent was predominantly female, approximately 44 years of age, and employed full time. On average, respondents were well-educated; 18.1% had obtained or were currently taking

their A-level (a university entrance diploma), and 34.4% held or aimed to achieve a university degree. In addition, 24.8% had received a high school diploma, and 16.4% had completed vocational training. Every second respondent had a household income ranging from less than 2000€ to less than 3000€. Regarding marital status, two-thirds of respondents were married, and most had children. For the average travel party (n = 954), nearly every second respondent traveled in groups of two; the majority were accompanied by a spouse/partner, every third respondent by a friend, and every fourth respondent by children or grandchildren. More than 40% of spectators were visiting Warnemünder Woche for the first time. When examining the different spectator groups separately, the majority of local residents had attended the event more than five times already, whereas the average visitor tended to be a first-time visitor. Regarding other trip characteristics (see Table 5), the most common mode of transportation was by automobile. The average surveyed visitor lodged in a holiday apartment and stayed an average of three nights. However, every second surveyed visitor was a day visitor who did not make use of any accommodation.

**<<< INSERT TABLES 4 AND 5 ABOUT HERE >>>**

These characteristics have several implications. First, the rather short length of stay among surveyed visitors indicates a need to try to keep them longer in the local area, as longer stays usually correspond to higher total expenditures and lower costs (Cannon & Ford, 2002; Downward & Lumsdon, 2000; Downward, Lumsdon, & Weston, 2009; Kastenholz, 2005). This could be achieved by placing the event into a wider portfolio of attractions, which might increase leisure opportunities in the local area. Second, event organizers should pay careful attention to the segment of visitors with children, as children can turn into a valuable source of future visitors to the destination. As such, it is advisable to create memorable experiences for this segment of visitors that perhaps go beyond experience with the sports

competition and can help create greater satisfaction and loyalty among the youngest strata of visitors. The third implication pertains to the alarming ratio of first time to repeat visitors. This might be an indication of low satisfaction with the “first” event’s experience, which in turn leads to low destination loyalty (Oppermann, 1997, 2000). This issue requires further research to uncover key determinants of such phenomenon.

A substantial number of surveyed spectators (43.4%) visited the event spontaneously. The remaining German visitors planned their trip to Warnemünder Woche 65 days in advance on average, while foreign visitors took substantially longer to plan their trip (175 days, n = 45). Not surprisingly, 74.6% (n = 236) of residents came to the event spontaneously, while the remaining residents planned their visit only 12 days in advance. This result indicates that event marketers should attempt to reduce the number of ad hoc visitors because, as previous studies indicate (see Brida & Scuderi, 2013), the lead time to take a trip and spending behavior are negatively related. Thus, marketing efforts should start long before the event actually takes place to generate necessary awareness among potential audiences. Table 6 provides the mean profile of all visitors and residents attending the event.

<<< **TABLE 6 ABOUT HERE** >>>

#### *Analysis of Spending Patterns*

This section compares spending patterns of the three attendee segments present at the event: residents versus visitors, day visitors versus overnight visitors, and primary purpose event visitors versus casual visitors. Furthermore, an analysis is carried out on spending patterns according to the structure of fellow travelers.

Regarding average daily spending per person during the Warnemünder Woche 2013, the results presented in Table 7 indicate that among the sub-groups of surveyed event attendees, German visitors

accounted for the highest expenditures per day, with an average spending 46.84€. In contrast, residents spent two and a half times less on average (17.70€) than German visitors. Visitors from abroad spent slightly less on average (39.06€) than Germans, but still twice the amount of the residents.

#### **TABLE 7 ABOUT HERE**

According to the results of the t-tests, the variable “type of spectator”, which differentiates residents from visitors, showed significant differences ( $t = 7.447$ ,  $p = 0.000$ ), though the effect size using eta squared was small (0.03).<sup>2</sup> These results indicate that visitors are twice as beneficial for the host destination, and thus marketing efforts should be tailored particularly to this audience, not only because this groups spends more but also because expenditures cause a gain to the local economy, as compared with the neutral impact of residents. Further research could investigate how these two groups’ consumption patterns vary to identify particular sectors to which both groups contribute the most. Research could also investigate the determinants of spending among both groups in a more statistically advanced framework (e.g. Tobit modeling due to the non-negative nature of the dependent variable; (McDonald & Moffitt, 1980; Tobin, 1958) and test changes in consumption patterns determined by the event. For the sake of completeness Table 8 presents a breakdown of average per day spending patterns into different categories of goods and services according to attendees’ origin.

#### **TABLE 8 ABOUT HERE**

In general, all spectator groups spent the most in the category restaurants and fast food, followed by shopping in the case of German and foreign visitors and groceries in the case of residents. In comparison,

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<sup>2</sup> This was interpreted using Cohen’s (1988 in Pallant, 2007, p. 237) guidelines, which propose that 0.1 indicates a small effect, 0.6 a moderate effect, and values from 0.14 upward a large effect.

expenditures for merchandise of the Warnemünder Woche, cigarettes, sports equipment, and recreation reached only 1€ per person of the overall average daily expenditure.

Table 9 provides average spending information for the groups of primary purpose event visitors and casuals. The first group contains people who came to the region solely as a result of the event, while the second contains people who would have visited the region regardless of whether the event took place or not. The distinction between these groups comes from the economic impact literature of events (Crompton, Lee, & Shuster, 2001; Preuss, 2005). Furthermore, as noted previously, the expenditures made by primary purpose event visitors result in an influx of fresh money to the host region because members of this group transfer their consumption and expenditures from their home regions to the region in which the event takes place. Conversely, expenditures of casuals stay neutral because they are not directly determined by the event; in other words, these expenditures would have occurred regardless of whether the event took place or not (Crompton et al., 2001; Preuss, 2005).

#### **TABLE 9 ABOUT HERE**

As Table 9 shows, respondents who came to Rostock solely because of the event spent slightly more than casuals on average (approximately 5€ more), though this amount is not statistically significant in terms of daily spending between the groups. This information, when combined with the composition of event attendees, constitutes a key input variable to calculate total direct spending of both groups presented in the last row of the table.

Finally, Table 10 displays average daily spending according to travel companions with whom respondents stated to have visited the Warnemünder Woche 2013. The results indicate that people traveling with their spouse/partner or children spent on average 44€ per day per person. Conversely, approximately 21.40€ was spent on average by spectators traveling alone. Average daily expenditure of

spectators traveling with friends was roughly 33€ per person. Tests of whether these differences between the groups were statistically significant showed only differences between groups when traveling with the spouse/partner ( $t(745) = 2.271, p = 0.023, \eta^2 = 0.01$ ). Conversely, all other independent sample t-tests on other companions were not statistically significant at the 0.05 level.

#### **TABLE 10 ABOUT HERE**

### **Discussion**

This research has sought to enhance understanding of event visitors from the economic viewpoint, and add to a growing bulk of literature on small-scale events hosted in seaside tourism destinations by examining attendees' profile and patterns of spending. Although the results are immediately important for Warnemünder Woche organizers, they have a wider relevance, specifically for destinations considering potential costs and benefits from hosting events.

The results show that although Warnemünder Woche is an international sports competition, the average visitor hails from Germany. Even more striking is that one-fourth of all visitors are local inhabitants. This result is in line with the past study on the composition of event attendees at three small-scale sports events hosted in Scandinavia and Germany conducted by Kwiatkowski (2016), which also demonstrated that small-scale sports events are, to a large extent, driven by local audience or visitors who would have visited the region anyway. Accordingly, there is a clear implication that can be drawn from these results: organizers of small-scale sports events and the respective local policy makers should be more moderate in estimating the potential of such events for contributing to the host economy as those events are to a large extent driven by economically neutral groups of visitors. Accordingly, it is advisable

to encourage DMOs and event organizers to look beyond direct economic effects of small-scale events (i.e. on non-market benefits such as civic pride, community integration and city branding), in order to legitimize allocation of scarce public resources (subsidies) to such events (for additional discussion see: Crompton (2004)). This is somewhat different to organizers of mega sport events who, based on the composition of event attendees which is dominated by non-local (often international) audience, might expect a considerably larger influx of fresh money to the host economy than organizers of small-scale events (for empirical evidence and further discussion see: Preuss, Kurscheidt Schutte (2009) and Preuss (2011)).

Second, the study informs researchers, event organizers and destinations managers that there is a need to understand the complexity of event-related money flows, and take into account not only attendance figures and patterns of spending, but also consider composition of event attendees in order to gain a more accurate illustration of the event's economic significance to the local economy. This knowledge, in turn, should lead to more accurate estimation of the economic impact caused by the event within *ex-ante* framework. In addition, it might help to better tailor event-related products to the main customers groups as knowledge about visitors' origin and their variation in motivation constitutes an important proxy variable for such endowers.

Third, another strand of consideration should be given by DMOs and event organizers to potentially negative effects caused by events as for example *deterrence effect* (cf. Figure 1). Earlier studies showed that even small events can displace regular tourist, and thus, cause rather a loss to the local economy than a gain (Litvin, 2007). Arguably, this might be particularly important for mature tourist destination already characterized by a high demand. Consequently, it is advisable to destination managers to take into account not only those visitors who might come to the region due to the event but also those who

might get deterred (Matheson & Baade (2006)). Therefore, a question of when is the “right” time to host an event should be inherent to event’s planning.

Future research may use this study as a starting point for continued research into “fluidity” of visitors to and from destination during the event. Furthermore, since several studies have shown that event tourists and regular tourists regularly differ in terms of socio-demographic variables and patterns of spending (Brida & Scuderi, 2013), it would be worthwhile to compare consumption characteristics and length of stay of both groups to at least partly contribute to the wider discussion whether hosting sports events in a well-established tourist destination represents the most favorable trajectory of development. In this context such study would become a part, and could further contribute, to the recent discussion presented by Gössling, Dwyer, Andersson & Hall (2016, p. 527), who ask whether destinations should seek to constantly increase tourist numbers and pursuing economic maximization strategies or rather optimize existing tourist systems to create more profitable, stable, resilient and potentially more sustainable entities.

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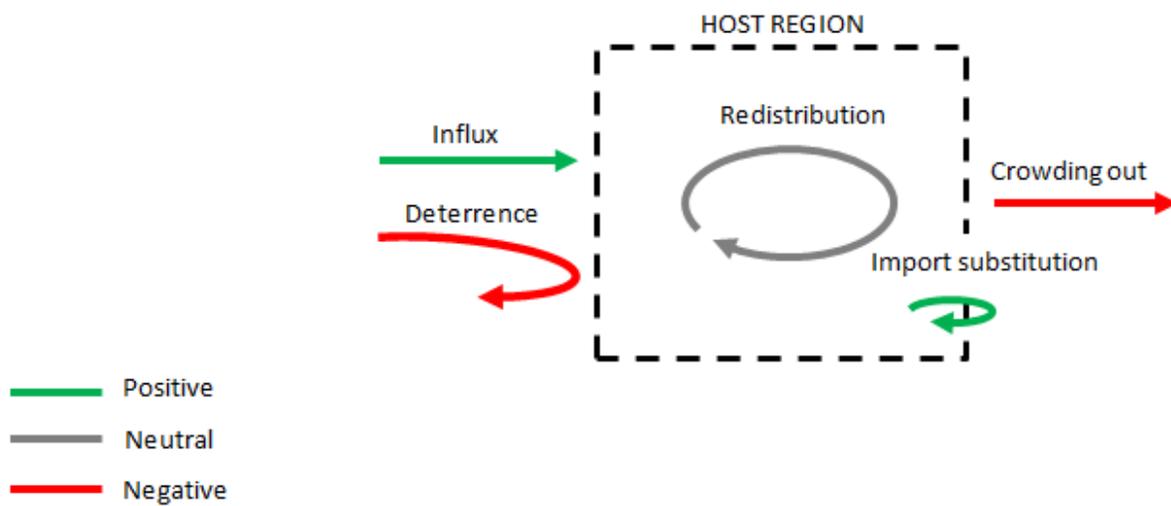
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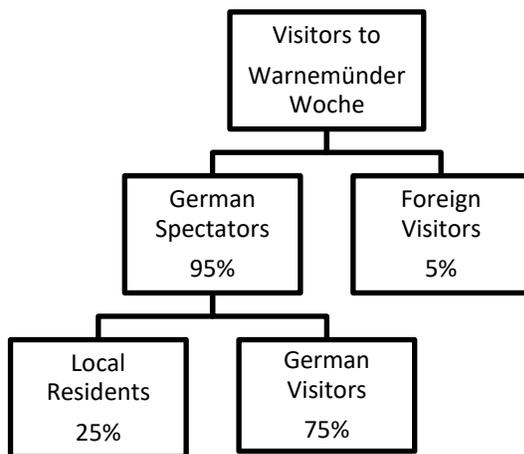
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## Figures & Tables



**Figure 1.** Event attendees money flows.  
Source: Adapted from Preuss (2005)



**Figure 2.** Composition of event attendees according to origin.



**Table 1.** Distinctive features of Warnemünder Woche.

|               |   |
|---------------|---|
| Size          | Small-scale, local, community event   |
| Attendance    | Spectators (750,000) and participants (1700)  |
| Participants  | Professional & amateurs<br>Local & foreign athletes   |
| Place         | Outdoor, water & land   |
| Type          | Mixed: sports event, competitions, festival, concerts   |
| Type of Sport | Multi-sports event: main sport sailing<br>Minor competitions: kite surfing and beach handball |
| Time          | Regular, annual   |

**Table 22.** Socio-demographic and trip-related characteristics of respondents.

| Variable  | Respondents (Whole) | Variable                           | Respondents (Whole) |
|---|---------------------|------------------------------------|---------------------|
| <b>Age (years)</b>                              | <b>n=958</b>        | <b>Household income</b>            | <b>n=867</b>        |
| 20-30   | 22.4 %              | No income                          | 6.5 %               |
| 31-49   | 35.0 %              | Less than 500 €                    | 4.6 %               |
| 50-65   | 25.2 %              | Less than 1000 €                   | 12.1 %              |
| Older than 65                                   | 12.4 %              | Less than 2000 €                   | 26.2 %              |
| <b>Gender</b>                                   | <b>n=959</b>        | Less than 3000 €                   | 24.2 %              |
| Female  | 60.7 %              | Less than 4000 €                   | 11.6 %              |
| Male  | 39.3 %              | Less than 5000 €                   | 7.6 %               |
| <b>Highest level of education</b>               | <b>n=923</b>        | Less than 6000 €                   | 3.0 %               |
| Elementary school                               | 4.8 %               | More than 6000 €                   | 4.2 %               |
| Some high school                                | 24.8 %              | <b>Travel party size (persons)</b> | <b>n=954</b>        |
| High school graduate (A-level)                  | 18.1 %              | 1                                  | 7.2 %               |
| Vocational school/Completed vocational training | 16.4 %              | 2                                  | 47.2 %              |
| Bachelor  | 9.8 %               | 3-4                                | 29.6 %              |
| Master (MSc, M.A.)/Diploma/State examination    | 22.0 %              | 5-6                                | 10.9 %              |
| (Medical) Doctor (Ph.D., Ed.D.)                 | 2.6 %               | <b>Acquaintances</b>               | <b>n=1005</b>       |
| No completed education/Leaving certificate      | 0.2 %               | No one                             | 5.7 %               |
| Other   | 1.2 %               | Friends                            | 33.5 %              |
| <b>Occupation</b>                               | <b>n=967</b>        | Spouse/Partner                     | 59.1 %              |
| Pupil/Student                                   | 9.9 %               | Parents                            | 10.8 %              |
| Apprentice/Intern                               | 1.9 %               | Grandchildren/Children             | 23.8 %              |
| Self-employed/Freelancer                        | 9.4 %               | Other family members               | 1.5 %               |
| Employed full time                              | 40.8 %              | Business partner/Co-worker         | 1.9 %               |
| Employed part time                              | 8.9 %               | Fan club (organized group)         | 0.4 %               |
| Public official                                 | 6.0 %               | Coach/Sailing club member          | 0.9 %               |
| Unemployed                                      | 3.7 %               | <b>Previous visits</b>             | <b>n=1009</b>       |
| Pensioner                                       | 17.1 %              | Never                              | 43.2 %              |
| Other   | 2.3 %               | 1-2 times                          | 22.9 %              |
| <b>Marital status</b>                           | <b>n=981</b>        | 3-5 times                          | 13.1 %              |
| Married with children                           | 36.9 %              | More than 5 times                  | 20.8 %              |
| Married/Relationship without children           | 33.2 %              |                                    |                     |
| Single with children                            | 3.6 %               |                                    |                     |
| Single without children                         | 19.2 %              |                                    |                     |
| Other (divorced, widowed, separated etc.)       | 7.1 %               |                                    |                     |

**Table 3.** Trip characteristics of respondents.

| <b>Variable</b>                     | <b>Respondents (Whole sample)</b>   |
|-------------------------------------|-------------------------------------|
| <b>Mode of transport</b>            | <b>n=995</b>                        |
| Train                               | 16.3 %                              |
| (Tour) Bus                          | 4.1 %                               |
| Plane                               | 0.7 %                               |
| Car                                 | 63.0 %                              |
| Bicycle                             | 6.6 %                               |
| Motorbike                           | 0.6 %                               |
| Public transport                    | 9.3 %                               |
| Campervan                           | 2.0 %                               |
| Other                               | 4.3 %                               |
| <b>Type of accommodation</b>        | <b>n=317</b>                        |
| At home                             | 23.3 %                              |
| Friends/Relatives                   | 9.9 %                               |
| Holiday apartment/Cottage           | 25.6 %                              |
| Secondary home                      | 1.2 %                               |
| Camping ground                      | 5.6 %                               |
| ‘Wild camping’                      | 1.7 %                               |
| Bed & Breakfast                     | 2.7 %                               |
| Hotel/Motel ★ to ★★★                | 5.9 %                               |
| Hotel ★★★★★ to ★★★★★★               | 15.0 %                              |
| (Youth) hostel                      | 1.3 %                               |
| Other                               | 7.6 %                               |
| <b>Trip planning</b>                | <b>n=973</b>                        |
| Spontaneous                         | 43.4 %                              |
| Average trip planning in days       | M=65.49, Min=1, Max: 730, SD=109.28 |
| <b>Day visitors (Visitors only)</b> | <b>45.79 %, N=348</b>               |
| <b>Length of stay</b>               | <b>n=700,</b>                       |
| in nights                           | M=3.00, Min: 0, Max: 27, SD=4.37    |

**Table 4.** Descriptive Statistics according to spectator type: Residents and visitors.

| <b>Variable</b>                    | <b>Residents</b>                                  | <b>Visitors</b>  |
|------------------------------------|---|--|
| <b>Age</b>                         | 41  | 45   |
| <b>Gender</b>                      | Female (58.6%)                                    | Female (61.4%)   |
| <b>Education</b>                   | A-level (23.7%)/Some high school                  | Some high school (26.0%)/University degree (Master, Diploma – 23.6%) |
| <b>Employment status</b>           | Full time   | Full time (43.2%)  |
| <b>Marital status</b>              | Married   | Married  |
| <b>Household income</b>            | 0 €-2000 € (67.4%)                                | 0 €-3000 € (69.2%)   |
| <b>Spending per day</b>            | 17.70 € per person                                | 46.84 € per person   |
| <b>Type of accommodation</b>       | -   | Holiday apartment (25.8%)/At home 23.0%)                             |
| <b>Mode of transport</b>           | Car (32.9%)/Public transport (28.8%)              | Car (72.6%)  |
| <b>Planning in advance</b>         | Spontaneous (74.6%)                               | Spontaneous (32.4%),   |
| <b>WaWo – Main purpose of trip</b> | -   | ‘No’ (83.5%)   |
| <b>Travel party</b>                | Friends (48.0%)/Spouse (48.0%), 2 Persons (45.8%) | Spouse (62.8%), 2 Persons (47.6%)                                    |
| <b>Length of stay</b>              | -   | 3 nights   |
| <b>Number of previous visits</b>   | More than 5 times (49.8%)                         | Never (55.0%)  |

Note: WaWo = Warnemünder Woche.

**Table 5.** Average spending according to visitors' origin.

| Variable                               |    | Whole sample | Residents | Visitors |            |
|--|----|--------------|-----------|----------|------------|
|  |    |              |           | Germans  | Foreigners |
| Daily spending per person              | M  | 38.91 €      | 17.70 €   | 46.84 €  | 39.06 €    |
|  | SD | 71.64        | 24.29     | 82.34    | 56.46      |
|  | n  | 752          | 193       | 515      | 44         |
| Total trip spending per person per day | M  | 55.10 €      | ---       | 56.73 €  | 32.16 €    |
|  | SD | 99.26        | ---       | 102.22   | 27.93      |
|  | n  | 582          | ---       | 544      | 37         |

**Table 6.** Breakdown of average per day spending patterns according to visitors' origin.

| Spending category     | Whole sample |        | Resident |        | German visitor |        | Foreigner |        |
|-----------------------|--------------|--------|----------|--------|----------------|--------|-----------|--------|
|                       | Average      | Sample | Average  | Sample | Average        | Sample | Average   | Sample |
| Groceries             | 4.99 €       | 813    | 4.35 €   | 199    | 5.35 €         | 569    | 3.33 €    | 45     |
| Restaurants/Fast Food | 10.38 €      | 791    | 4.67 €   | 207    | 12.21 €        | 540    | 14.72 €   | 44     |
| Bars/Clubs/Pubs       | 3.46 €       | 849    | 2.42 €   | 214    | 3.66 €         | 591    | 5.78 €    | 44     |
| Shopping              | 6.79 €       | 847    | 1.58 €   | 217    | 8.58 €         | 587    | 8.55 €    | 43     |
| Private car expenses  | 3.21 €       | 860    | 0.89 €   | 219    | 4.16 €         | 596    | 1.94 €    | 45     |
| Cigarettes/Tobacco    | 0.44 €       | 892    | 0.32 €   | 220    | 0.51 €         | 627    | 0.11 €    | 45     |
| Transport             | 1.04 €       | 875    | 0.71 €   | 216    | 1.12 €         | 615    | 1.60 €    | 44     |
| Recreation/Sights     | 0.86 €       | 895    | 0.17 €   | 221    | 1.08 €         | 629    | 1.08 €    | 45     |
| WaWo Merchandise      | 0.35 €       | 899    | 0.13 €   | 221    | 0.41 €         | 633    | 0.48 €    | 45     |
| Sports equipment      | 0.62 €       | 895    | 0.23 €   | 219    | 0.73 €         | 631    | 1.11 €    | 45     |
| Other                 | 0.34 €       | 889    | 0.37 €   | 221    | 0.34 €         | 668    | 0.19 €    | 45     |

Note: WaWo = Warnemünder Woche.

**Table 7.** Average spending according to type of visitor.

| <b>Variable</b>                  |    | <b>Primary purpose event visitor</b> | <b>Casual</b> |
|----------------------------------|----|--------------------------------------|---------------|
| <b>Daily Spending per person</b> | M  | 51.64 €                              | 47.01 €       |
|                                  | SD | 67.10                                | 91.68         |
|                                  | n  | 85                                   | 349           |
| <b>Total direct spending</b>     |    | 4,389.02 €                           | 16,407.62 €   |

**Table 8.** Average spending according to fellow travelers.

| <b>Fellow travelers</b>      | <b>Responses</b> |      | <b>Daily spending per person</b> | <b>Total trip spending per person per day</b> |
|------------------------------|------------------|------|----------------------------------|---|
|                              | N                | %    | (N)                              | Visitors only (N)                             |
| <b>No one</b>                | 57               | 4.06 | 21.40 € (41)                     | 76.50 € (20)                                  |
| <b>Friends</b>               | 337              | 33.3 | 33.19 € (269)                    | 53.60 € (169)                                 |
| <b>Spouse</b>                | 594              | 58.8 | 44.07 € (428)                    | 57.48 € (378)                                 |
| <b>Children</b>              | 203              | 20.1 | 44.81 € (169)                    | 42.18 € (130)                                 |
| <b>Spouse &amp; Children</b> | 657              | 65.0 | 42.82 € (480)                    | 56.09 € (413)                                 |
| <b>Parents</b>               | 109              | 10.8 | 41.98 € (92)                     | 38.95 € (64)                                  |