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Profile and consumption patterns of non-residents spectators of an international football sport event held in Madeira Island

Dissertação elaborada com vista à obtenção do grau de
Mestre em Gestão do Desporto

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**PROFILE AND CONSUMPTION PATTERNS OF NON-RESIDENTS SPECTATORS OF A
FOOTBALL SPORT EVENT HELD IN MADEIRA ISLAND**

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À minha família por terem proporcionado tudo.

Aos colaboradores do estudo pela sua dedicação, esforço e fundamentalmente
por me terem feito falhar e aprender.

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Resumo

O objetivo deste estudo foi analisar o perfil e padrões de consumo dos espetadores não residentes que assistiram ao jogo de futebol entre as seleções nacionais de Portugal e Suécia numa das mais importantes regiões turísticas de Portugal: Ilha da Madeira.

108 (n) indivíduos não residentes com idades compreendidas entre os 18 e 68 anos, foram questionados aleatoriamente. Os dados foram analisados com base em análise descritiva e inferencial (análise regressão linear e testes não paramétricos). Os resultados demonstraram que: a) o gasto total dos indivíduos não residentes pertencentes à amostra ascendeu a 24960 euros (€); b) em média, cada visitante gastou €: 231 na cidade. O estudo revelou ainda que o “tempo de chegada ao estádio” foi o fator que mais influenciou positivamente o gasto total. Os resultados sugerem que a organização do evento deverá promover atividades de entretenimento para encorajar a chegada dos indivíduos ao evento desportivo com maior antecedência. O estudo aponta ainda que indivíduos com nível de educação mais elevado e salário têm maior predisposição para gastar dinheiro em comida e alojamento. Em geral, o estudo contribuiu para um aprofundamento do conhecimento para melhor adaptar os eventos desportivos e captar novos indivíduos fora da comunidade.

Palavras-chave:

Consumo desportivo; Desporto; Eventos Desportivos; Gestão Desportiva; Futebol; Ilha da Madeira; Impacto económico; Organização de Eventos; Turismo; Turismo desportivo.

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Abstract

This study analyses the profile and consumption patterns of non-residents spectators who attended the football game among the national teams of Portugal and Sweden at one of the most important tourist regions of Portugal: Madeira Island. Data collection was performed at the entrance of the football stadium. 108 (n) non-resident spectators were randomly surveyed, with ages within 18 and 68 years old. Data were analyzed based on descriptive and inferential statistics (linear regression analysis and non-parametric tests). The results showed that: a) the expenditure of sample's non-resident spectators amounted to a total of 24960 euros (€); b) on average, each tourist spent 231 euros (€) in the city. The findings also revealed that 'arrival time at the stadium' was the variable that most positively influenced the total expenditure. These results suggest that events' organizers should promote fan-friendly entertainment activities to encourage early arrival at the sporting event. The study also pointed out that individuals with higher education and wage levels have a greater predisposition to spend more money on food/drink and accommodation. In general, the study contributed to a deepening of the knowledge to better adapt the sporting events and capture new individuals outside the community.

Keywords

Economic Impact; Event management; Football; Madeira Island; Sport; Sport Consumption; Sport Events; Sport Management; Sport Tourism; Tourism;

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Introdução

O fenómeno turístico ligado às motivações para eventos desportivos tem sido cada vez mais alvo de estudo por forma a melhor entender o que atrai este nicho de turistas. Perceber o impacto de um evento já realizado, retirando conclusões para futuros eventos, fará com que o processo de planeamento e organização dos mesmos seja mais eficaz.

Para as cidades acolhedoras existem múltiplas motivações para acolher e organizar os eventos, tais como a melhoria da percepção da imagem da cidade/destino, a catalisação da regeneração económica com benefícios socioculturais, criação de emprego e ainda benefícios no marketing e desenvolvimento das infraestruturas locais.

Com o objetivo de traçar o perfil e padrões de consumos dos visitantes do evento de futebol entre seleções nacionais de Portugal e Suécia, considerou-se o questionário adaptado e validado por Quintal, Paípe, Felipe e Carvalho (2016) ao contexto português, o qual foi originalmente validado por Preuss, Seguin & O'Reilly (2007).

O questionário foi realizado a 423 indivíduos (residentes e não residentes na cidade do Funchal) que frequentaram o evento desportivo já referido. Dessa amostra foram analisados os indivíduos não residentes (n=108) para a realização do estudo "Profile and consumption patterns of non-residents spectators of an international football sport event held in Madeira Island". Os restantes dados serão posteriormente utilizados com vista à realização de outro estudo a publicar em revista científica específica de eventos.

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1. Contextualização do estudo

1.1 Âmbito do estudo

Este trabalho foi realizado no âmbito do XVI Mestrado em Gestão do Desporto, com vista à obtenção do grau de Mestre em Gestão do Desporto.

Esta dissertação de mestrado foi desenvolvida tendo por base o artigo “Profile and consumption patterns of non-residents spectators of an international football sport event held in Madeira Island”, de Bruno Rodrigues, Ivo Ferreira, Elsa Pereira e Margarida Mascarenhas submetido no dia 26 de março de 2018 à revista “Journal of Sport and Tourism” (anexo 3). Esta revista científica foi a primeira que a nível mundial abordou a área de investigação do turismo desportivo e foi fundada 1993 com o intuito de servir de veículo de comunicação para promover maior consciência sobre a temática, estimulando a discussão sobre os valores e benefícios do turismo desportivo.

1.2 Objetivo do estudo

Este estudo tem como objetivo conhecer o perfil e os padrões de consumo de quem visita os eventos desportivos, sendo responsável por trazer novo dinheiro para a comunidade, na tipologia e modalidade do evento estudado, para que futuramente haja forma de melhor executar estratégias de marketing e planeamento. Assim as políticas governamentais poderão ser adaptadas, e em cooperação com a organização do evento, promover-se de forma mais eficiente as características sociais e psicológicas do evento, criando mais oportunidades para o retorno desses indivíduos e consequente sustentabilidade económica do destino.

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1.3 Pertinência do estudo

Há a necessidade de perceber o que influencia o espetador e que desejos procura ver satisfeitos para uma correta organização e definição das estratégias de marketing adequadas. Sabendo adaptar o evento ao que os espetadores procuram, é expectável um efeito a longo prazo com benefícios económicos e catalisadores do turismo local (Auger, 2014). O “novo dinheiro” gerado pela afluência dos eventos desportivos ajuda a identificar o que atrai quem vai a este tipo de evento, quais os seus padrões de consumo, assim como para captação de indivíduos para futuros eventos com base em estudos prévios (Gursoy, Chen, & Chi, 2014; Halpenny, Kulczycki & Moghimehfar, 2016).

Proporcionar uma melhor experiência geral ao visitante fará com que haja maior divulgação do evento, contribuindo assim para maior exposição mediática tanto do evento como do destino, e interesse entre os seus pares.

Apesar de existirem diversos estudos que descrevem o perfil e os seus padrões de consumo em grandes eventos, existe uma lacuna na investigação de pequenos e médios eventos (George & Swart, 2012; Getz, 2008). Assim, o estudo reproduzido abaixo procura saber qual o perfil e os padrões de consumo dos visitantes de um evento de futebol numa das regiões mais turísticas de Portugal e da Europa.

2. Percurso metodológico

Na fase introdutória, procedeu-se à revisão da literatura do estado da arte sobre o perfil e padrões de consumo dos espetadores em eventos desportivos nas bases de dados ISI Web

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of Science, Science Direct e Scopus através da string “sport* AND (tourism OR tourism events) AND (consumption pattern* OR profil* OR motivation* OR opinion*)”.

Os artigos foram criteriosamente selecionados nas bases de dados, sendo posteriormente eliminados aqueles que tinham abstract fora do âmbito do perfil, padrão de consumo e motivações para frequentar eventos desportivos.

Foram encontrados 251 artigos na base de dados Science Direct, 64 artigos na ISI Web of Science e 19 na Scopus. Feita a filtragem aos artigos transferidos para o End Note x7 e End Note Web, foram aprovados 96 artigos da Science Direct, 31 artigos da ISI Web of Science e 15 da Scopus, segundo o critério de exclusão descrito acima.

O artigo cujo título é *Strategic Tool to estimate the consumption patterns of non-residentes spectators at sporting events (Liga NOS): Adaptation to Portuguese reality* (Quintal et al., 2016) validou e adaptou o questionário validado por Preuss et al. (2007) à realidade portuguesa. Este questionário permitiu recolher os dados demográficos referentes ao perfil do consumidor, aferir qual o gasto que este despendeu na cidade e ainda a sua opinião sobre condições locais. O questionário referido acima foi ligeiramente adaptado ao evento de futebol entre seleções nacionais de Portugal e Suécia que ocorreu em março de 2017 na cidade do Funchal, Ilha da Madeira. Procedeu-se à reformulação de perguntas para que fossem ao encontro do contexto do local onde decorreu o evento desportivo estudado. Posteriormente o estudo foi reproduzido aos espetadores do evento desportivo na cidade do Funchal, por quatro estudantes universitários previamente treinados para o efeito. De forma a assegurar a confiança e compreensão total sobre o intuito do inquérito foi descrito o propósito da realização, previamente à entrega do mesmo aos espetadores do referido evento.

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3. Profile and consumption patterns of nonresident spectators of an international football sport event held in Madeira Island

Over the last decades, the research that has been developed around the theme of the sporting events' economic impacts has provided a varied range of studies (Agha & Taks, 2015; Dixon, Backman, Backman, & Norman, 2012; Gómez-Bantel, 2015; Kelley, Harrolle & Casper, 2014; Ratten, 2016b). As stated by Sanz, Moreno, and Camacho (2012), sports events have aroused high interest among scholars for their ability to provide both positive and negative impacts.

The literature has emphasized the importance of this type of studies (Carneiro, Breda & Cordeiro, 2016; George & Swart, 2012; Ratten, 2016a), because it allows the: a) knowledge of the impact of an event that has already occurred; and b) analysis of potential advantages and disadvantages in a future scenario of hosting an event. Although the studies carried out provide a great deal of information on the economic impacts of mega-events (Getz, 2008), there is a gap regarding the knowledge of these impacts generated in the host region by a special event (George & Swart, 2012; Getz, 2008). In fact, much less attention has been given to the analysis of the economic impact of small-scale sporting events (Gibson, Kaplanidou, & Kang, 2012).

Regional development is an important focuses of sporting events, being the subject of analysis by local councils in view of regional policies' framework (Kwiatkowski, 2016) and tourism development issues (Agha & Taks, 2015). The motivations to host events include improving the perception of the image of the city/destination (Pereira, Mascarenhas, Flores, & Pires, 2015), using the event as a catalyst for economic regeneration with sociocultural benefits, job creation, marketing benefits and the

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development of local infrastructures (Diedering & Kwiatkowski, 2015; Thomson, Schlenker & Schulenkorf, 2013).

The entry of 'new money' from the influx of nonresidents to the sports event is of paramount importance. It is therefore imperative to understand the attractiveness of this type of events, both to draw conclusions about the consumer's profile and to better visitors' capturing in future events (Crompton, 2006; Gratton, Shibli, & Coleman, 2006; Gursoy, Chen, & Chi, 2014; Halpenny, Kulczycki, & Moghimehfar, 2016). Thus, it is possible to create bases for the loyalty of visitors to the destination, and consequently to promote its economic sustainability. It is necessary to understand what influences the spectator and what desires seeks to satisfy for a correct organization and definition of appropriate marketing strategies. If an event is adapted to what spectators are looking for, it is expectable that in the medium/long term it will generate an effect of economic benefits and catalysts of local tourism (Auger, 2014).

In this sequence, the identification of market niches will allow the adaptation of the characteristics of the event to the needs/desires of the spectators, providing a better experience of the event - and by association, of the destination - thus strengthening visitors' retention (Barajas, Coates & Sánchez-Fernandez, 2016; George & Swart, 2012). Given the importance of knowing who visits and what benefits these events provide, both for tangible and intangible values (Kaplanidou, Kerwin & Karadakis, 2013), these studies aim to give decision makers an important tool for the realization of marketing strategies according to the visitors' niches. For example, one of the challenges of this line of research is to realize that if a visitor buys a service/product whose production is not entirely originated in the region of the event, there will be a 'leak' out of the community of that money (Crompton,2006; Ziakas & Costa, 2011). As such, to ensure the

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maximization of economic benefits, it will be up to the organization of the event - in cooperation with local businesses/suppliers - to devise a strategy to ensure that all products and services provided at the event come from its host region (Chalip, 2004).

This study aims to analyze the profile and patterns of consumption of nonresidents spectators of a sporting event that took place in an eminently tourist city - Funchal (Madeira Island [MI], Portugal). The event that confronted the national football teams of Portugal and Sweden placed the city in the spotlight of the most diverse media, as it had the presence of the European champion and the best football player in the world - Cristiano Ronaldo, five times gold ball and born in the region that hosted the event. The national football team of Portugal is the current European champion, having won the Euro 2016 held in France. Moreover, in the last two decades, the Portuguese team has been present in the final stages of international competitions, such as the Euro 2004 final and the semi-finals of the 2006 World Cup and Euro 2012.

In short, there is a need to comprehend the profile and consumption patterns of nonresident spectators of the typology and sport of the event under study, who are responsible for injecting 'new money' into the community so that future marketing strategies can be better grounded. The results of the study should help local governments - in cooperation with the decision makers of the events organization - to disseminate the social and psychological characteristics of the event, promoting the return of visitors and thus, the destination's economic sustainability.

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3.1 Literature Review

Historical-cultural links have intrinsically connected the sports and tourism sectors (Devine, Boyd, & Boyle, 2010). The sport phenomenon is seen as attractive and mobilizing people (Jiménez-Naranjo, Coca-Pérez, Gutiérrez-Fernández & Sánchez-Escobedo, 2016) because of its dynamic character and social importance (Nunes, 2010). Sports tourism is perceived as a way of promoting the image of a tourist destination (Gammon, Ramshaw & Wright, 2017; Preuss, Seguin, & O'Reilly, 2007). Due to this potential, there is a great interest for the niche of tourists whose motivation to travel focuses on the sporting events (Hassan & Connor, 2009; Preuss et al., 2007). According to Weed and Bull (2009), the rapid growth of this market niche in the tourism sector is due to the democratization of sports given the large investments made in infrastructures and the increasingly easy mobility of travelers. In addition, as defended by Devine, Boyd and Boyle (2011), the 'sport and tourism' binomial allows a wide range of possibilities for the creation of collaboration between the areas, fundamentally fostering partnerships with local companies.

As Schnitzer, Schlemmer and Kristiansen (2017) point out, a sporting event represents an opportunity to boost the use of local infrastructures as well as the development of new destination's trends, that is, sporting events can leverage the regeneration of the image of a tourist destination. Some authors (Briedenhann, 2011; Schnitzer et al., 2017) exalt the ability of sporting events tourism to catalyze economic progress, because of investment in infrastructures, growth in the number of tourists and the development of services in the various sectors affected by the event. As M. Saayman and Saayman (2014) defend, it is extremely important to have a precise knowledge about who does sports tourism by attending sporting

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events, in order to define assertive strategies for this market niche and to devise policies that can effectively stimulate consumption.

The analysis of the consumption patterns of spectators attracted by the event is the way to assess the measurement of the economic impact of an event, being necessary to discover their desires and behaviors in order to better maximize the economic revenues of future events (Jiménez-Naranjo et al., 2016). As highlighted by Salgado-Barandela, Barajas and Sánchez-Fernández (2017), the organizations have an increased concern about the understanding of the various factors that affect this phenomenon, since only this way it is possible to instigate the intensification of the economic benefits, thus constituting a topic of growing interest.

In order to draw conclusions about the aspects sought by tourists, it is necessary to understand the motivations that are the basis of sports tourism (Lourenço, 2008). The new money comes from the consumption of the affluence resulting from the event, namely from nonresidents, as they bring money from outside the community. As argued by Gratton (2005), if local businesses are able to cooperate with one another, and with local authorities and the organization of the event, in order to avoid leakages of this money - particularly, through the acquisition of products/services from local suppliers - the local economy is fostered, providing the state with a source of income through taxation. It is the local administration's responsibility to ensure that a portion of this money is channeled into the promotion of new events and the upgrading of infrastructures in order to attract new tourists (Crompton, 2006). Government tourism policies tend to look to the organization of sports competitions as a source of benefits for the events' hostage city, namely by combating seasonality and promoting the economic sustainability of the destination (Carneiro et al., 2016; Halpenny et al., 2016). In this regard, Briedenhann

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(211) highlights the opportunity to regenerate the destination's image, the catalytic role of events in improving the infrastructure and development of the hosting city and still as a chance for personal development and the acquisition of new skills.

Since the estimation of the economic impact of the events presupposes an anticipation of the expenditure incurred by the respective spectators, the knowledge of the expenses incurred by the tourists in similar past events constitutes one of the most important factors in this evaluation (Preuss et al., 2007). According to Alexandris and Kaplanidou (2014), once the features and patterns of consumption are delineated, it is possible to define a successful marketing strategy, that is, based on a broad understanding of the wishes and needs of the spectators. In this way, it is intended to substantiate the process of strategic decision making on the best way to grow this niche market. According to Ratten (2016a), there is a need for optimization of marketing strategies to better define and plan the organization of sporting events, in order to maximize the visitor's experience and consequently, the positive benefit in terms of the economic impact on the hosting city.

Jiménez-Naranjo et al. (2016) emphasize the attention that should be given to the niche of tourists whose primary motivation is centered on sporting events. Alongside the large events, Agha and Taks (2015) and Pereira et al. (2015) also highlight the importance of smaller scale events, given the possibility of promoting the destination as a tourist region and creating local wealth by virtue of the event's organization. Briedenhann (2011) as well as Sánchez-Fernández and Rodríguez-Campo (2012), affirm that the increase of publicity and media coverage are an opportunity for the regeneration of the local image, as well as for the attraction of industry and capital. In turn, Ratten (2016a) argues that identifying the characteristics of market niches behavior is fundamental to the creation of marketing policies and strategies, both for the event itself and for the city that hostage it.

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The analysis of the economic impact of a sporting event is difficult because of the diversity of variables to be studied, such as the local authority's expenses to host the event, the duration of the visitors' stay, the daily consumption of the tourists and the spectator's profile of each type of event (Mules & Dwyer, 2005). According to Gratton (2005), there is still the possibility of two rounds of benefits, since, as the author points out, in the first instance there will be more money within the community by the expenditure of nonresidents, and at a later stage, a use of this money for the acquisition of more products/services within the community.

In this type of studies, it is usual to analyze the demographic data of the tourist population attracted by the event, in order to draw the profile of the individuals who actually attended the event, thus including characterization variables such as age, gender, educational level, among others. The aggregation of this type of information allows defining a profile, with the intention of effectively targeting the marketing campaigns.

As widely argued in the literature (Gratton, 2005; Jiménez-Naranjo, et al., 2016; Quintal, Paípe, Felipe, & Carvalho, 2016;), determining the economic impact of a sporting event requires accounting for the different categories of expenditure incurred by sports tourists (i.e., consumers residing outside the place where the event is held), in particular regarding to accommodation, food and drink, traveling, tickets, among others. Thus, due to the analysis of the payment of the different expenses made by the event's nonresident consumers, as well as the degree of satisfaction regarding the characteristics of the event - the stadium and the tourist destination itself - it is possible to assess the set of wishes that this important touristic niche market intends to satisfy.

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4. Method

4.1 Study Context

Tourism is of major importance and growing trend in the region of Madeira Island (MI). Recently, World Travel Awards distinguished Madeira with two outstanding awards – ‘Europe's Leading Island Destination 2017’ and ‘World's Leading Island Destination 2017’ - illustrating the prominence given to the tourism sector by the regional government in cooperation with companies to ensure the satisfaction of those who visit the region. The tourism relevance of the destination has also been demonstrated by statistics published by local authorities (Regional Board of Statistics of Madeira [RBSM], 2018), pointing to a 7.8% increase in total revenues from overnight stays, in 2017 compared to 2016, corresponding in 2017 to a total of revenues from tourism in this region of approximately 407.4 million euros.

The values described above not only emphasize the economic impact of the MI tourism sector but also the entire business environment of the region, as many other sectors indirectly benefit from tourism flows through the provision of services/products to visitors. In this way, it is of great importance to attract individuals to visit the city of Funchal. The actions taken by the local government around this football sports event, as well as the high media attention, can be important means to improve and renew the image of the city, create new opportunities for attracting tourists, increase visitor loyalty and promote economic sustainability of the destination.

The ‘new money’ that enters the city of Funchal has two origins: a) on the one hand, from inbound tourism that, as previously evidenced, has a great impact for the region; and b) on the other hand, through domestic tourism from the rest of the MI region. As regards

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the assistance of the sporting event under study, both are sources of tourist flow responsible for bringing 'new money' to the hosting city.

4.2 Characterization of the sporting event

The game was sold out of the stadium (10415 spectators), according to news from the site of the Portuguese public television channel (RTP) in its edition of March 28, 2017. Several reasons may explain the great turnout of spectators at this event: a) in 2016, the Portuguese Football Team was the European Champion; b) the presence of Madeiran Cristiano Ronaldo - five times winner of the Golden Ball ('FIFA World Player of the Year' award); and c) for about 15 years this team did not play a game on Madeira Island.

The regional government took advantage of the mediation contiguous to the event and inaugurated the Madeira Airport - Cristiano Ronaldo - capitalizing on the great focus placed on Madeira Island. As pointed out by several authors (Pereira et al., 2015; Williams & Chinn, 2010), this initiative is a means of promoting the tourist destination by local authorities, taking advantage of the opportunity of the event's media coverage to foster infrastructures which may give rise to the organization of other events in the near future.

In the context of hosting this specific football event, it is also worth mentioning another action taken by the local government in cooperation with the Sport Marítimo Club: the requalification of the Marítimo Stadium, making it accredited as a "Premium Stadium" of level 1 of the Portuguese Professional Football League, which made it possible to host international matches. This fact demonstrates the commitment of the cities to support the construction of infrastructures that enable the hosting of events, leveraging the promotion and attractiveness of the destination (Williams & Chinn, 2010).

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4.3 Data Collection

With a confidence level of 95% and a margin of error of 9.4%, 108 nonresident spectators were randomly surveyed in the city of Funchal. Data collection was performed on March 28, 2017, at the entrance to the Marítimo Stadium (located in the city of Funchal, MI), before the start of the friendly match between the national teams of football of Portugal and Sweden.

In order to assure the confidence and total understanding about the purpose of the survey, both the anonymity and the confidentiality of the data were guaranteed and the purpose of its realization was described to the respondents. In addition, the questionnaire header contained the logo of the Faculty of Human Kinetics of the University of Lisbon. Four university students previously trained for this purpose supported data collection.

4.4 Tool

This study applied the questionnaire adapted and validated to the Portuguese context by Quintal et al. (2016), and originally validated by Preuss et al. (2007). The questionnaire comprises the following analyzing dimensions: i) Spectator profile; and ii) Spectator consumption patterns. Table 1 shows the various variables covered by each of the dimensions of the questionnaire.

Table 1. Dimensions and variables

Dimensions	Variables
	▸ Gender; Age; Education level; Monthly income

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Spectator profile	<ul style="list-style-type: none"> ▸ Who did you come with; Plans to visit the city; Overnight stay in the city; Football Practice; Other sports practice; Follow national games; Follow international games ▸ Opinion regarding stadium quality; Opinion regarding city restaurants; Opinion regarding city attractions; Intention of future visit; City recommendation ▸ Time in the city; Arrival at the stadium
Spectator consumption patterns	<ul style="list-style-type: none"> ▸ Food/drink ▸ Shopping ▸ Accommodation ▸ Travel cost ▸ Ticket to the game

4.5 Data analysis

Processing of data was performed using the Statistical Package for Social Sciences (SPSS) for Windows, version 24.0. Data were analyzed based on descriptive and inferential statistics. More precisely, linear regression analysis and the application of non-parametric tests were performed.

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5. Results

5.1 Spectator Profile

In order to understand the niche of the tourist population attracted by this football event between the national teams of Portugal and Sweden, which took place in Funchal, the first objective of this study is to assess the profile of nonresident spectators in the host city. For this purpose, 108 spectators were surveyed. Table 2 shows the results obtained in the variables that characterize the sample of the nonresidents spectators' profile.

Table 2. Descriptive statistics of demographic variables

Variables	Frequency (n=108)	Percentage (%)
Gender		
Male	61	56.5%
Female	47	43.5%
Age		
< 20	9	8.3%
[20 - 29]	24	22.2%
[30 - 39]	32	29.6%
[40 - 49]	34	31.5%
[50 - 59]	5	4.6%
≥ 60	4	3.7%
Education level		
Primary	21	19.4%

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Secondary	51	47.2%
Higher	36	33.3%
Monthly income (€: euros)		
< 500€	16	14.8%
[500€ - 999€]	46	42.6%
[1000€ - 1499€]	25	23.1%
[1500€ - 2249€]	15	13.9%
[2250€ - 2999€]	4	3.7%
[3000€ - 4449€]	2	1.9%

The sample is made up of 61 men and 47 women, aged between 18 and 68 years. The age group most represented (83.3%) in the event refers to individuals between the ages of 20 and 49 years. In addition, there is a lower affluence of individuals over 50 (4.6% for [50-59] years old and 3.7% for ≥ 60 years old), as well as for younger people (8.3% of individuals < 20 years old). With regard to the educational level, more than 80% completed the secondary education level and only 19.4% reported having primary education. Concerning the monthly income, the majority of the surveyed population (65.7%) claimed to earn between 500 and 1499 euros, 14.8% said they live with less than 500 euros and 19.5% declared to earn more than 1500 euros.

The results obtained from the variables related to the spectator's behavior are displayed in Table 3. Regarding the variable 'Who did you come with', all respondents went to the event accompanied by friends (64.8%), family (25.9%) and boyfriend/girlfriend (9.3%). It is also noteworthy that a majority of 50.9% of the spectators visited the city motivated by attending the football game, while the rest stated that they would visit Funchal regardless of the existence of the event. In terms of overnight stays, 60.2% did not spend the night in Funchal, compared to 39.8% who slept in the city for at least one night.

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Tabela 3. Descriptive statistics of the variables related to the spectator behaviour

Variables	Frequency (n=108)	Percentage (%)
Who did you come with		
Friends	70	64.8%
Boyfriend/Girlfriend	10	9.3%
Family	28	25.9%
Plans to visit the city		
No	55	50.9%
Yes	53	49.1%
Overnight stay in the city		
No	65	60.2%
Yes	43	39.8%
Football practice		
Never	28	25.9%
Rarely	11	10.2%
Sometimes	42	38.9%
Often	15	13.9%
Always	12	11.1%
Other sports practice		
Never	12	11.1%
Rarely	24	22.2%
Sometimes	29	26.9%
Often	30	27.8%

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	Always	13	12.0%
Follow national games			
	Never	35	32.4%
	Rarely	0	0%
	Sometimes	4	3.7%
	Often	9	8.3%
	Always	60	55.6%
Follow internacional games			
	Never	16	14.8%
	Rarely	4	3.7%
	Sometimes	6	5.6%
	Often	10	9.3%
	Always	72	66.7%
Time in the city (min: minutes)			
	< 30 min	5	4.6%
	[31 min - 60 min]	13	12.0%
	[61 min - 90 min]	13	12.0%
	[91 min - 120 min]	14	13.0%
	≥ 120 min	63	58.3%
Arrival at the stadium (min: minutes)			
	< 30 min	5	4.6%
	[31 min - 60 min]	25	23.1%
	[61 min - 90 min]	13	12.04%
	[91 min - 120 min]	14	12.96%

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≥ 120 min 51 47.2%

Concerning the sports practice, 25.9% of those surveyed said they had never had any type of physical activity related to football. Conversely, 74.1% of the respondents stated that they practice/practiced football, even if it is/was sporadic. When asked about practicing another sport, non-practitioners' responses drop to 11.1%, revealing that there is a greater percentage of individuals practicing other sport (88.9%) on a regular or occasional basis. Regarding the assistance of national games, a majority of 55.6% of respondents said they always follow the games, which is accentuated in the case of following the international games (66.7%). With reference to the results of the variable 'Time in the city', most of the spectators (58.3%) stated that they had arrived in Funchal more than two hours before the start of the football game. In addition, a large proportion of these spectators went directly to the stadium after arriving in the city, since results for the 'Arrival at the stadium' variable indicate that 47.2% of the sample said they had entered the stadium at least two hours in advance.

Since the majority of respondents showed an interest in following national football matches, and even more so in international football games, the next step was to identify whether sporting practice would lead to greater interest in following sporting events or would otherwise undermine such interest (Aljandali, 2016). For this, Spearman's correlation coefficient was calculated to measure the association between the following variables: 'Football practice', 'Other sports practice', 'Follow national games' and 'Follow international games'.

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Tabela 4. Correlation analysis of sports behavior variables (using Spearman coefficient)

		Football practice	Other Sports praticice	Follow national games	Follow internacional games
	Correlation				
Football practice	Coefficient	1.000	.074	.053	.125
	Sig. (2-tailed)	.	.446	.589	.199
	Correlation				
Other sports practice	Coefficient		1.000	-.069	-.236*
	Sig. (2-tailed)		.	.475	.014
	Correlation				
Follow national games	Coefficient			1.000	.744*
	Sig. (2-tailed)			.	.000
	Correlation				
Follow internacional games	Coefficient				1.000
	Sig. (2-tailed)				.

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*The correlation is significant at the 0.05 level.

According to Table 4, the results suggest that: on the one hand, there is a poor negative correlation between the variables ‘Other sports practice’ and ‘Follow international games’ (-0.236); on the other hand, a high positive correlation between the variables "Follow national games" and "Follow international games" (0.744). These correlations were statistically significant (Marôco, 2014) at the significance level of 0.05. Thus, the variables 'Other sports practice' and ' Follow international games' vary in opposite directions, signifying that an individual who practices other sport (i.e., other than football) is less interested in following international football matches. In contrast, the 'Follow national games' and ' Follow international games' variables vary in the same direction, revealing that individuals accompanying national matches are much more likely to follow international football matches as well. For the remaining pairs of variables there is an extremely weak and non-significant correlation. These results corroborate the study of Quintal et al. (2016), also carried out in the Portuguese context. As can be seen from the results in Table 5, the view of the spectators about the characteristics of the sports infrastructure where the event occurred is largely positive. Thus, 'Opinion regarding stadium quality' was rated as 'very good' (63%) and 'good' (37%), and 76.9% of the respondents rated its animation as 'good/very good'.

Tabela 5. Descriptive statistics of the spectators’ opinion variables

Variables	Frequency	Percentage
	(n=108)	(%)
Opinion regarding stadium quality		

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Very bad	0	0%
Bad	0	0%
Don't have	0	0%
Good	40	37.0%
Very good	68	63.0%

Opinion regarding stadium animation

Very bad	0	0%
Bad	0	0%
Don't have	25	23.1%
Good	54	50.0%
Very good	29	26.9%

Opinion regarding city restaurants

Very bad	0	0%
Bad	0	0%
Don't have	0	0%
Good	54	50.0%
Very good	54	50.0%

Opinion regarding city attractions

Very bad	0	0%
Bad	0	0%

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Don't have	0	0%
Good	23	21.3%
Very good	85	78.7%
Intention of future visit		
No	0	0%
Unlikely	0	0%
Don't know	0	0%
Likely	0	0%
Yes	108	100%
City recommendation		
No	0	0%
Unlikely	0	0%
Don't know	0	0%
Likely	0	0%
Yes	108	100%

Regarding local conditions, the answers show high levels of satisfaction, since 100% of the sample classifies the restaurants and attractions of the city as 'good/very good'. The combination of the results obtained for the stadium and the local conditions is clearly positive, illustrating that the spectators experienced a very evocative general experience. The other results shown in Table 5 further reinforce that outcome: when heard about the intention of revisiting the city, as well as recommending the destination to other individuals, a unanimous opinion (100%) is seen around the 'yes'.

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5.2 Spectator Consumption Patterns

In order to measure visitor consumption patterns, when analyzing the economic impact of a sporting event, it is necessary to consider the expenditures made in the city. Table 6 shows the results obtained for each of the five distinct categories considered in this study: 'Food/drink'; 'Shopping'; 'Accommodation'; 'Travel cost'; and 'Ticket to the game'.

Tabela 6. Descriptive statistics of spectators' expenditures

	Average	Standard deviation	Total
Food/drink	5,70 €	4,61 €	616,00 €
Shopping	1,44 €	6,83 €	156,00 €
Accommodation	186,02 €	287,16 €	20 090,00 €
Travel cost	8,41 €	12,90 €	908,00 €
Ticket to game	29,54 €	29,45 €	3 190,00 €
Total	231,11 €	301,40 €	24 960,00 €

The results show that the 'Accommodation' category had the highest expenditure: on average, nonresident spectators spent € 186.02 on sleeping in the city. The second largest source of expenditure was the cost of admission (an average of 29.54 euros) to the stadium to attend the sporting event. Depending on the bench area, the ticket prices for the football match were set at 20, 25 and 150 euros. On the other hand, given the geographical proximity of the cities of MI, on average, each visitor had a traveling cost of 8.41 euros. Lastly, the 'Food/drink' and 'Shopping' categories recorded low expenditure amounts, averaging 5.70 euros and 1.44 euros, respectively.

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Analyzing the total expenses of this sporting event, it is verified that 108 nonresident spectators contributed with an increase of 24 960 euros for the economy of the city of Funchal, meaning that, on average, each visitor funded with 231,11 euros for such economic growth. Thus, accommodation expenses accounted for the largest share of overall spending by nonresident spectators, strengthening the importance of staying overnight in the city. Finally, in addition to examining the average costs associated with each category of spectator expenditures, it is also important to analyze the respective standard deviations, where there is a great dispersion of the costs incurred by each visitor. In order to identify the variables with the most significant influence on the spectators' total expenditure (response variable), a multiple linear regression model was adjusted based on the following predictor variables: 'Gender'; 'Age'; 'Education level'; 'Monthly income'; 'Time in the city'; and time of 'Arrival at the stadium'. Table 7 shows the estimates obtained for the various parameters associated with the model. To evaluate the quality of the adjustment of this model, the coefficient of determination ($R^2 = 0.492$) was used, meaning that the adjusted model explains nearly half of the data variability.

Tabela 7. Estimates of the parameters associated with the multiple linear regression model

Variables	Not standardized		Standardized		
	coefficients		coefficients		
	B	Standard error	Beta	T	Sig.
(Constant)	-477.837	139.454		-3.426	0.001*
Gender	38.595	43.631	0.064	0.885	0.378
Age	4.824	2.303	0.193	2.095	0.039*

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Education level	61.482	42.469	0.146	1.448	0.151
Monthly income	-9.152	24.626	-0.034	-0.372	0.711
Time in the city	0.474	0.688	0.112	0.689	0.493
Arrival at the stadium	2.710	0.788	0.565	3.438	0.001*

*The regression coefficient (variable effect) is significant at the 0.05 level.

Analyzing the regression coefficient estimates, there are two variables presenting a statistically significant effect ($p < 0.05$) on total visitor spending - 'Age' and 'Arrival at the stadium'. As the results illustrate, both variables positively influenced the sample's total expenditure, although the effect of the variable 'Arrival at the stadium' (0.565) is much higher than that of the 'Age' variable (0.193). As showed by data, the sooner an older nonresident spectator reaches the stadium, the higher the consumption.

In order to analyze the distribution of the total expenditures in each of the categories of the demographic variables – 'Gender', 'Education Level' and 'Monthly income' - (Landau & Everitt, 2003), the Wilcoxon-Mann-Whitney nonparametric tests ('Gender') and Kruskal-Wallis ('Education Level' and 'Monthly income') were applied (see Table 8). The application of these tests allows a more specific identification of the target niche market because it characterizes the profile of the spectators that contribute most to the total expenses associated with the sporting event.

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Tabela 8. Nonparametric tests to evaluate the distribution of expenditure among the variables' categories

	Wilcoxon-Mann-Whitney Test		Kruskal-Wallis Test			
	Gender		Education Level		Monthly Income	
Hypothesis	Sig.	Decision	Sig.	Decision	Sig.	Decision
Food/drink	0.587	Not rejected H_0	0.034*	Reject H_0	0.008*	Reject H_0
Shopping	0.662	Not rejected H_0	0.866	Not rejected H_0	0.803	Not rejected H_0
Accommodation	0.418	Not rejected H_0	0.002*	Reject H_0	0.034*	Reject H_0
Travel Costs	0.091	Not rejected H_0	0.181	Not rejected H_0	0.060	Not rejected H_0
Tickets to game	0.055	Not rejected H_0	0.157	Not rejected H_0	0.446	Not rejected H_0

H_0 : The distribution of the expenditure is the same among the categories of the variable.

*Significant at the 0.05 level.

Regarding 'Gender', the results indicate that in no category of expenditure there are significant differences between men and women, assuming that the spending distribution between men and women is the same. However, in the case of the variable 'Education level', there are signs that the distribution of spending on 'Food/drink' and 'Accommodation' is different for the diverse levels. For the specific determination of the levels of this variable that present significant differences, post hoc tests were used to perform the pairwise comparisons (more precisely through the nonparametric Dunn-Bonferroni test). Thus, in terms of the distribution of expenditure in 'Food/drink', the

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results reveal significant differences (at the 0.05 level) only between the 'Secondary Education - Higher Education' pair, whereas in 'Accommodation' costs there are significant differences between the pairs 'Primary education - Secondary education' and 'Primary education - Higher education'. Therefore, the results illustrate that there is a greater predisposition to spend on 'Food/drink' and 'Accommodation' by individuals belonging to higher levels of education compared to less educated spectators. Finally, since the 'Monthly income' variable also shows that only the distribution of expenditure in 'Food/drink' and 'Accommodation' is statistically significant, the statistical procedure was similar to that of the variable 'Educational level', but now to find the statistically significant differences across the ranges of the 'Monthly income' variable. For the distribution of the expenditure in 'Food/drink', statistically significant differences occur only in the pair '<500€ and [1500€ - 2249€]', while in the cost on 'Accommodation' this difference only appears in the pair '[500€ - 999€] and [1000€ - 1499€]'. Consequently, the data show that those with a higher wage level are more likely to spend more money on 'Food/drink' and 'Accommodation', than those who receive a lower salary.

6. *Discussion of results*

Since more than 83% of respondents claimed to be between 20 and 49 years of age, the sports event under study attracted mostly active-aged individuals, corroborating the findings of previously developed studies (Buning, Cole, & McNamee, 2016; Dixon et al., 2012; Quintal et al., 2016). In addition, as a minority (about 17%) of the sample is made up of individuals aged 50 years and over as well as spectators under 20 years old, there is still a small capacity of this event to entice both the older and the younger. According to Biscaia, Correia, Rosado and Maroco (2013), dedicated young fans tend to recognize the event's sponsors when repeatedly exposed to the brand. Considering the majority of

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respondents are aged between 20 and 49 years, local companies have an excellent opportunity to make their products/services known, attracting new customers. In this way, through the promotion of new forms of local attraction, seasonality can be blurred, paving the way for the development of the local economy. Regarding gender, there is only a slight predominance of the male population, since about 43% of respondents are women, highlighting the homogeneity of the spectators of the event. However, compared to previous studies (Buning et al., 2016; Dixon et al., 2012; Quintal et al., 2016), the number of women among the respondents is higher, which underlines a distinctive aspect of this sporting event.

According to the findings of this study, the promotion of the event should focus on individuals who regularly follow football matches, since there is a high and directly proportional correlation between the variables 'Follow national games' and 'Follow international games' (.744). This means that the sports event's organization should intensively promote it among individuals who are truly passionate about football, since national game fans are more motivated to watch international games (and vice versa). It should also be pointed out that only 14.8% of the spectators in the sample declared that they never attended international matches, indicating that their presence in the event could have been motivated just by the companionship or by the festive nature of the event.

Knowing from previous studies the importance of the relationship between sports events and the destination image (Briedenhann, 2011; Pereira et al., 2015), it was important to identify the perception of the event's consumers about the experience in general. In this regard, the results show a very positive opinion about the quality and animation of the stadium, which could promote loyalty to the destination and, consequently, sustainability of the local economy. It should be noted that this appreciation was further reinforced by

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the opinion regarding the tourist attractions and restaurants of the city of Funchal, obtaining a 'good/very good' rating from all the respondents. However, the events' organization should give more visibility to the animation of the stadium, since 23.1% of the sample omitted opinion about it.

In this event it was also found that individuals who spend the night in the city have a greater impact on the injection of 'new money' than the spectators who do not spend at least one night at the destination. As mentioned by Dixon et al. (2012), the category of 'Accommodation' is expected to take the lead in total cost accounting, and in this study approximately 40% of nonresident spectators stayed at least one night in Funchal. This finding, also observed by Jiménez-Naranjo et al. (2016), may be relevant to planning and therefore one of the factors to consider in conducting similar future events. It should be noted that all tickets for the event were bought at the Marítimo Stadium, as this was the only means of purchase made available by the organization, which may have hampered the access to tickets by nonresidents in the city of Funchal. The frenetic rhythm of the purchase of tickets may be due to what Gómez-Bantel (2016) claims to be local identification with the team, being a source of pride for the people of the destination and high adherence to the event by local residents.

The total of expenditures (24 960,00€), calculated for the sample, expresses the event's capacity in the collection of 'new money', that is, wealth for the city of Funchal provided by the sporting event. In a simplified way, it was observed that, on average, each nonresident present in the sport event of football of Portugal-Sweden added 231.11 euros to the local economy. The distribution of that value by the different types of expenses showed that the phenomenon of a sporting event goes far beyond the revenue obtained from the sale of the tickets and highlighted the importance of staying overnight in the city, since accommodation was the category that most contributed to the total expenditure

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incurred by the sample. Local businesses - businesses directly connected to the event and service/product providers throughout the visitors' stay - have the opportunity to obtain an additional source of income. Being integrated in the widely positive general experience of the visitors, it is necessary to emphasize the fundamental role that the local companies play in their city's general perception.

As already pointed out by Quintal et al. (2016), the importance of demographic characteristics in total expenses was also reinforced, showing a greater impact on the formation of that expenditure by individuals with higher salary and education. However, regarding the demographic variable 'Gender', the results of this study did not corroborate the findings of Cannon and Ford (2002), because it was not significantly related to the total expenditure of the spectators. Also, it should be noted that the time of arrival at the stadium was the variable with the greatest positive influence on total expenditure. Thus, as highlighted by Chalip and McGuirly (2004) as bundling sport events with the host destination, the event's organization should promote activities before the game's start, encouraging cross-referencing between nonresident spectators and local products/services. Such activities will not only reinforce the primary motivation for immediate cash expenditures, but will also intensify the desire for revisiting and recommending the destination. Since, even at a lower weight, the age variable also had a positive effect on total visitor costs, it is in the interest of the local economy that the event also attracts older non-resident viewers. For example, the existence of a concert with a singer or a musical group from the 70s/80s (or musical tributes to great stars who marked this musical era) could be a strong attraction factor of the older age group.

The sporting event is a factor of tourist attraction and incorporates the experience of the tourists, tempting the visitors to spend more time and therefore more money in the community, as highlighted by Preuss et al. (2007). In this sequence, strategies should be

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designed to attract individuals to stay overnight in the city, through the dissemination of the event to individuals who fit the spectator's profile traced in this study. As examples, to maximize the economic gains of the city, tickets could be sold in places close to hotels and packages should be created at travel agencies including ticket, lunch/dinner at a restaurant and one or more overnight stays at a hotel. That is, going to Kelley et al. (2014) who argue that consumption varies according to the context, these strategies could not only increase the accessibility of nonresidents to the event's tickets, but cumulatively intensify their experience in the destination and consequently, their immediate consumption, plans to revisit and recommendation to family/friends. In this sequence, it could be important to have a broader vision regarding the events' hosting by the city of Funchal. For example, as defended by Ziakas and Costa (2011), creating an event portfolio to leverage the destination brand.

The televised broadcast of the event, and its constant reference to the city where it is taking place, serves as a great flagship of what the destination has to offer its visitors. The televising of the games to the most diverse zones of the globe, takes sports to millions and millions of fans, expanding the exhibition of the event's associated brands. An event of this nature creates a prime opportunity for local businesses to advertise their brand in new markets. In this sense, it is necessary not to lose the chance to spread the satisfaction of a well-known fan's desire - either as event's visitor or television viewer - to create loyalty and thus promote the economic sustainability of the destination. The importance of studies for the expansion of sporting events and the sports phenomenon to the global scale (Ratten, 2016a) is important in order to spread the economic impact not only to visitors, but to all those interested in the event.

In cooperation with event organizers, local governments must adapt policies in line with what is intended by hosting the event (Agha & Taks, 2015). It is up to the event's

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organization to maximize the economic impact, and in the case of small-scale events, to plan the event in order to make the most of the existing infrastructures. As an active participant in the sporting phenomenon, local companies must create conditions to satisfy the desires of the fans, guaranteeing the financial profit and reinforcing the image of the destination by improving the general experience of the spectator.

7. *Conclusions*

The purpose of this study was to outline the profile of nonresident spectators of a football event that confronted the national teams of Portugal and Sweden, as well as to know their consumption patterns throughout their stay in the city of Funchal. Thus, it was intended to accurately assess the niche market on which the marketing strategies should be given greater attention, in order to better adapt the event, promoting local consumption and satisfying visitors (Lita & Ma'ruf, 2015).

Data revealed that the largest source of 'new money' came from accommodation and the time of arrival at the stadium was the major inducer of visitor spending. These findings suggest that organizers should encourage early arrival at the stadium, for example, promoting stadium's fan-friendly entertainment zones to boost the interaction of local visitors and residents in order to publicize local customs, products/services and attractions. Other examples to increase nonresident time spent at the stadium could be the creation of playful activities (such as visits to a museum/art exhibition located in the stadium) and the promotion of activities in partnership with local entities (such as local food/drink tastings). In this way, the improvement of the perceived experience would reinforce the improvement of the destination's image, especially as the respondents' opinion on the stadium and local conditions was clearly positive.

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It should also be noted that pre-event activities should be primarily promoted among individuals with a higher level of education and salary, since the data revealed a greater predisposition to spend money on 'Food / drink' and 'Accommodation' by these spectators. Another initiative to consider would be the availability of tickets in places accessible to nonresidents in the event's hosting city, such as at online ticket offices that simultaneously advertise the pre-event activities, or travel agencies that provide travel packages that include the ticket, the night at the hotel, dining in typical restaurants or with stunning views, etc.

Although this study helps to explain the profile of the consumers of this type of sporting event, as well as the variables that most influence the spending of money in the destination, it is still necessary that more studies focus on this theme. Future research should study open events held in the city of Funchal, where the number of nonresident spectators is not limited by the installed capacity of the infrastructure where the event takes place or by the constraint of the sale of tickets. Finally, to support the results obtained in the present study and to 'encourage benchmarking among destinations' (Getz & Page, 2016, p. 612), it is proposed to replicate it in similar events hosted in comparable cities.

8. Acknowledgments

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10. Anexos

10.1.Ficha Revisão Sistemática de Literatura

Componentes	Conteúdos
Objetivo Geral	Determinar o perfil do espetador e padrões de consumo do evento
Objetivos específicos	<p>Descrever os adeptos que se deslocaram ao jogo, e traçar o seu perfil através das seguintes variáveis:</p> <ul style="list-style-type: none"> • Género; Idade; Nível de escolaridade; Salário Mensal • Com quem veio? Tinha planos de visitar a cidade? Pernoita na cidade? • Pratica futebol; Pratica outro desporto; Assiste a jogos nacionais; Assiste a jogos internacionais • Opinião sobre a qualidade do Estádio; Opinião sobre a animação do Estádio; Opinião sobre a restauração na cidade; Opinião sobre os pontos turísticos na cidade • Tempo na cidade; Tempo de chegada ao estádio <p>Descrever os padrões de consumo dos adeptos, para identificar onde e como estes gastam o dinheiro. Pretende-se identificar as maiores fontes geradoras de “novo dinheiro” através das cinco seguintes variáveis:</p> <ul style="list-style-type: none"> • Alojamento • Comida e bebida • Viagem • Bilhetes • Outros
Público-alvo	Visitantes do evento desportivo entre as seleções nacionais de futebol Portugal e Suécia
Tema	Impacto económico e perfil do consumidor
Keywords	Consumo desportivo; Eventos Desportivos; Futebol; Ilha da Madeira; Impacto económico; Turismo desportivo.
Scope	Science Direct Scopus Web of science
Search string	“sport* AND (tourism OR tourism events) AND (consumption pattern* OR profil* OR motivation* OR opinion*)”.
Critérios de Exclusão	<ul style="list-style-type: none"> • Artigos cujo <i>abstract</i> esteja fora do âmbito do estudo do perfil, padrão de consumo e motivações

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	para frequentar eventos desportivos
Crítérios de qualidade e validade metodológica	<ul style="list-style-type: none"> • Os critérios de pesquisa foram aplicados nas pesquisas realizadas nas bases de dados • As pesquisas serão realizadas por quatro investigadores do estudo, com os filtros de pesquisa descritos previamente.
Exportação de dados	<ul style="list-style-type: none"> • Exportação dos dados para o Endnote x7 e Endnote web (verificação do conteúdos e informações dos artigos)
Tratamento dos dados	O processamento dos dados será feita através do Statistical Package for Social Sciences (SPSS) for Windows, version 24.0

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10.2. Questionário

Caro espectador,

Estamos a desenvolver um estudo com o objetivo de analisar o impacto económico
direto do evento desportivo Portugal vs. Suécia na cidade do Funchal

A sua opinião é muito importante para nós!

Todas as respostas serão mantidas confidencialmente e apresentadas de forma
anónima e científica.

1. Como obteve o seu bilhete? *(Assinale com um X)*

Comprei no estádio	
Comprei nas bilheteiras disponíveis	
Oferta (VIP, presente, sorteio, patrocínio, etc.)	
Outro	

2. Com quem veio assistir ao jogo? *(Assinale com um X)*

Sozinho (a)	
Com amigo (s)	
Com namorada (o)	
Com colegas de trabalho	
Com um grupo organizado (por exemplo, claque)	
Com familiares sem crianças	
Com familiares com ___ crianças (menores de 18 anos)	
Outro	

3. Reside na cidade do Funchal? Não Sim

Se Sim, passe para a pergunta número 8

4. Está a pensar ficar na cidade do Funchal? Não Sim

4.1 Se sim, quantas noites ? _____.

5. Em que cidade reside? _____.

6. Tinha planos para visitar a cidade, independentemente do jogo? Não Sim

7. Há quanto tempo está na cidade? _____ (minutos/horas).

8. Ficará uma noite na cidade? Não Sim

Se sim, onde? Casa de amigos/família Pensão Hotel Apartamento

Outros _____

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9. Por favor, julgue as seguintes afirmações:

	Nunca	Raramente	Às vezes	Muitas vezes	Sempre
Eu pratico/pratiquei futebol.					
Eu pratico/pratiquei outro desporto.					
Eu acompanho os jogos de futebol das ligas portuguesas, e da seleção nacional.					
Eu acompanho jogos de futebol de campeonatos internacionais.					

10. Quanto gastará aproximadamente enquanto estiver na cidade? (Por favor, escreva "0" = sem gastos ou "x" = não tenho como prever)

Comida e Bebida (restaurantes, cafés, etc.)	€
Shopping (souvenirs, prendas, cinema, etc.)	€
Alojamento (hotel, motel, etc.)	€
Custos de viagem (gasolina, parques, autocarro, táxi, comboio, etc.)	€
Bilhete para o jogo	€
Outros _____	€

11. Eu nasci em 19__ (ano) e sou do sexo: Masculino Feminino

12. Qual o seu grau de instrução?

Sem alfabetização Ensino básico Ensino secundário Ensino superior

13. O meu rendimento mensal é de aproximadamente:

menos de 500€ entre 500 e 999€ entre 1000 e 1499€ entre 1500 e 2249€
 entre 2250 e 2999€ entre 3000 e 4449€ mais de 4500€

14. Por favor, responda às seguintes perguntas:

	Não	Improvável	Não sei	Provável	Sim
Pretende visitar a cidade novamente nos próximos anos?					
Recomendaria a cidade a outras pessoas?					

15. Chegou mais cedo ao estádio? Não Sim, com _____ (minutos/horas) de antecedência para o início do jogo

16. Em caso afirmativo, porque chegou cedo? (Assinale com um X. Várias respostas possíveis)

Para ter a certeza que não perdia o início do jogo	
Para comer e beber	
Para comprar produtos de <i>merchandising</i>	
Para encontrar amigos	
Para disfrutar do ambiente	
Para evitar o trânsito	
Outros _____	

17. Como chegou ao estádio? Carro Táxi Autocarro Outro

18. É a primeira vez que visita a cidade do Funchal? Não Sim

19. Em caso negativo, por favor, responda as seguintes afirmações:

	Não	Sim
Eu assisti ao jogo porque coincidiu com a minha estadia na cidade.		
Eu prolonguei a minha estadia na cidade para ver o jogo.		

20. Qual é a sua opinião em relação a:

	Muito Mau	Mau	Não tenho	Bom	Muito Bom
Acessos ao Estádio					
Qualidade do Estádio					
Conforto das bancadas					
Casas de banho do Estádio					
Animação no Estádio					

21. Qual é a sua opinião em relação à cidade do Funchal:


	Muito Mau	Mau	Não tenho	Bom	Muito Bom
Restauração					
Pontos turísticos					
Hotelaria					
Transportes					
Comércio (lojas, shoppings, etc.)					

Obrigado pela sua participação!

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10.3. Confirmação de submissão do artigo

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