

An Examination of Demographic and Direct Spending Differences Between A Male and Female National Sporting Event

Robert Case, Old Dominion University

**Session 11: Economics
Poster**

Thursday, May 31, 2007

4:00 PM - 4:55 PM

The economic benefits for cities and surrounding communities that host sporting events can be significant (Turco & Navarro, 1993). In the past, many direct spending studies have examined spectator oriented sporting events. During the past decade, a number of cities have attempted to attract "participant oriented" sporting events to their communities with the hopes of deriving substantial economic benefits. As the number of participant oriented sporting events increases each year, very little is known about these events in terms of demographics and potential spending power. This information can prove to be beneficial to event organizers in their efforts to more effectively market these events (Crompton, 1995).

The purpose of this study was to examine demographic variables and spending patterns associated with two national level tournaments. The first event was an adolescent male national basketball tournament and the second event was an adolescent female national volleyball tournament. The events were recruited to a community through the efforts of a local sport commission. A direct spending and demographic information survey instrument was developed and administered during the registration period for each event and just prior to the start of the event. Respondents to the survey were coaches or team managers. The response rate for the boys' event was 90% and 61% for the girls' event. Results showed that regardless of whether the event was male or female - the spending patterns were very similar. For example, on average, the female teams paid \$72 per hotel room and the male teams paid \$75. The female and male teams had similar sized travel parties with a similar number of hotel rooms used per night.

Although the household income levels tended to be lower for the boys' event respondents, reported spending patterns for the boys' event relative to lodging, food, retail shopping, tourist attractions and entertainment were markedly similar to the girls' event. Even though it would seem that a sport like girls volleyball would produce a higher economic impact because of the reported income and educational levels of the parents who attended the event, there appeared to be no connection between the type of sport and the spending patterns that were reported. Data from this study revealed that each sport generated a significant amount of direct spending for the community.