

Spectator spending and satisfaction analysis in the 2017 Madrid Tennis Open according to the attendee profile

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Abstract:

The Madrid Tennis Open represents one of the most important clay court tournaments on both the ATP and the WTA circuits. Year after year, the tournament grows consistently with an increase in the number of spectators and the presence of the best current tennis players. As a result, it seems relevant to know the tournament's impact in Madrid. The aim of this research was to measure the attendees' profile, their expenses during their stay in Madrid and their satisfaction and perception of different variables related to the event. A survey of 738 attendees, designed for this event, was conducted during the 10-day tournament. The majority of attendees were male and highly educated, and on average the respondents were 37 years old, had a monthly family income close to 2,500€ and attended the tournament for two days. The average expenditure amounted to 394€, amounting to 1,146€ for attendees residing abroad, who spend significantly more money than attendees residing in Madrid or in the rest of Spain. Satisfaction with the event was high, with player quality, match quality and stadium security being especially highly evaluated. More than 90% of non-resident attendees intend to return in the future and would recommend Madrid as a tourist destination. Learning about the attendees' satisfaction and about the economic impact caused by the event will provide valuable data to the public and private agents involved in future decision-making.

Key words: economic impact, satisfaction, tennis, sport, event.

Introduction

The Madrid Tennis Open is the most important tennis tournament in Spain, being the paramount regular sporting event in the city of Madrid (Cavalli et al., 2017). It attracted 260,228 attendees in the 2017 edition (Figure 1) with a sustained annual growth of between 6-10% since 2014, becoming one of the most important European ATP World Tour Masters 1000 and WTA Premier Mandatory events. Sporting events, leisure, recreation and tourism are considered attractive investments because they can attract new businesses and visitors to the region (Chang, 2001). In addition to the increase in the number of attendees, it must be added that the Madrid Open is a very international tournament.

Every big sporting event of the same kind has an important economic and social impact in the host areas, mainly because of the large number of attendees from other countries and regions. The expenditures of international attendees during the tournament increase the economic benefit for the host city, region and country (Preuss, 2005). Similarly, Madrid, as the capital city of Spain and as a European tourist destination, is able to attract people who want to enjoy the best tennis and also to visit museums and other tourist attractions as part of the experience.

Many of these impacts are evaluated by different studies that measure audience perception (Balduck et al., 2011; Calabuig et al., 2011), the economy of the region (Kim and Petrick, 2005; Preuss and Solberg, 2006; Twynam and Johnston, 2004) and even the negative impacts associated with the event (Añó et al., 2012; Kim et al. 2006). Planning and investing in sports must be supported by economic impact studies that help organizers and administrations with decision-making (Barajas et al., 2012). Being aware of the current needs and demands of inhabitants is as important as researching and predicting the orientation of future activities (Burillo et al., 2011). The aim of the present study was to carry out an expenditure and satisfaction analysis of the 2017 Mutua Madrid Open attendees.

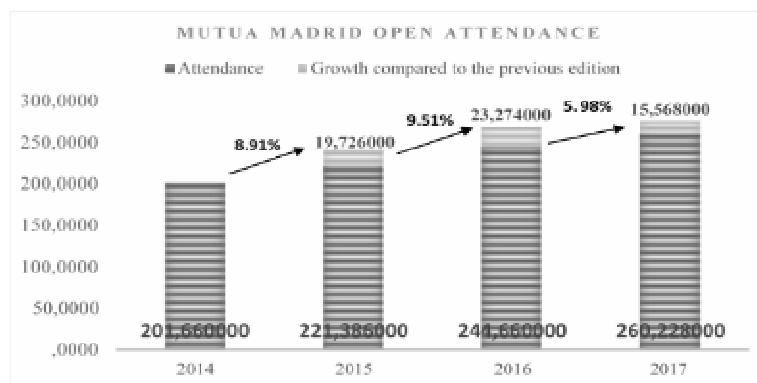


Fig. 1. Attendance from 2014 to 2017. Source data: Madrid Tennis Open

Material and Methods

Participants- There were 738 participants altogether, with an average age of 37 (± 10.2) years old. Nearly half—46%—of the attendees came from the Madrid metropolitan area, 32.6% of attendees came from other Spanish regions and 21.4% of attendees came from abroad.

Procedure - The study was conducted during the 2017 edition of the Madrid Tennis Open. An ad hoc survey was designed for the tournament, including 45 questions related to attendee expenses incurred during their stay in the city of Madrid, satisfaction with the tournament and satisfaction with Madrid. The questionnaire, which had both Spanish and English versions, was carried out in person with attendees chosen at random, using an iPad® equipped with the QUICKTAPSURVEY® software. Statistical analysis was performed using IBM SPSS Statistics Version 24® software (IBM, Armonk, NY).

Statistical Analysis

Levene's test and the Kolmogorov Smirnov test were used to test homogeneity of variance. The attendees' average expenditure during their stay was analyzed, as well as the attendees' satisfaction level sorted by their origin, using ANOVA (Bonferroni post-hoc test), with $p < .05$ set as the criterion for statistical significance.

Results

Table 1 shows the distribution of the sample on the sociodemographic variables, where it is reflected that 21.4% of attendees live outside Spain (more than 55,000 attendees during the event), 54% are from the Madrid area, and 32.6% are from elsewhere in Spain. The majority of attendees were men (61%), while 73.9% of attendees were between 25 and 54 years old, and there were also 73.9% of attendees who hold university degrees. The average attendance at the event was 2.26 days out of the 10 days that the tournament lasted (4 days on average for attendees not residing in Spain). Similarly, 53% of attendees disclosed an average monthly income lower than 2,500€. It is also significant that 41% of attendees were attending the tournament for the first time, while this tournament was the first top-level tennis event for 29.2% of attendees.

Table 1. Distribution of participants sorted by sociodemographic data

Sociodemographic Variable			
		%	
Sex		Attends MMO for the first time	
Male	61.2	Yes	41
Female	38.8	Assisted to other editions	59
Age		1st time in a M1000/Grand Slam	
From 16 to 24	16	Yes	29.2
From 25 to 39	40	No, assisted to others	70.8
From 40 to 54	33.9	Days of Attendance	
55 or older	10.1	1-2 days	78.4
Level of Education		3-4 days	11.4
Secondary Education	9.7	5 or more days	5.8
Vocational Training	16.6	Full pass	4.4
Undergraduate Studies	41.3	Monthly Family Income	
Graduate Studies	32.6	>1,000€	11
Residence		1,001-2,499€	42
Madrid (and Community)	46	2,500-4,999€	33
Rest of Spain	32.6	>5,000€	14
Rest of Europe	13.2		
Rest of the World	8.2		

Table 2 indicates the average expenditure per attendee, which amounted to 394€, with a great incidence in transport (27.7%), accommodations (26.6%) and ticket (26.6%) expenditures. Average expenditures for foreign attendees are noticeably higher than domestic attendees, especially in the categories of entertainment (a difference of more than 100€), accommodations (a difference of more than 300€) and food/beverages (a difference of more than 200€), due to their travel to Madrid from abroad. Similarly, those residing in Madrid (or its suburbs) spend significantly less than those residing in the rest of Spain.

Table 2. Results (in €), sorted by residence, for every category of average expenditure

Avg. expenditure categories (in €)	Global	Madrid ^a	Rest of Spain ^b	Foreigners ^c
Accommodation	105	3	78	365
Food/Beverage	41	21	41	237
Tickets	103	65	99	291
Private/Public Transport in Madrid	109	11	47	114
Tennis Souvenirs	15	12	14	26
Entertainment in Madrid	21	6	15	112
Average expenditure per attendee (in €)	394	117 ^{bc}	293 ^{ac}	1,146 ^{ab}

^{a,b,c} Significant differences $p < 0,05$

Table 3 shows attendee satisfaction with different aspects of the tournament. Their satisfaction is normally superior to 4 out of 5. The best rated variable was Quality of the players (4.19) and Stadium safety (4.09). In particular, foreigners present a higher perception of satisfaction, with the Quality of the players and the Tournament atmosphere being the best rated variables, although no significant differences were found among the groups sorted by residence. An interesting aspect is that the Ticket price was rated with a neutral satisfaction (3.27 in the global category), although this satisfaction tends to improve the further attendees' residence is from Madrid.

Table 3. Attendees' average level of satisfaction

Satisfaction Categories (1-5)	Global Average (SD)	Madrid Average (SD)	Rest of Spain Average (SD)	Foreigners Average (SD)	Sig.
Quality of the matches	4.00 (±0.91)	4.01 (±0.90)	4.06 (±0.88)	3.92 (±0.95)	0.325
Quality of the players	4.19 (±0.89)	4.22 (±0.85)	4.17 (±0.91)	4.17 (±0.92)	0.753
Ticket price	3.27 (±1.17)	3.22 (±1.20)	3.24 (±1.19)	3.45 (±1.08)	0.093
Tournament atmosphere	4.01 (±0.91)	3.99 (±0.91)	4.00 (±0.93)	4.06 (±0.91)	0.730
Stadium Safety	4.09 (±0.88)	4.15 (±0.81)	4.02 (±0.93)	4.04 (±0.97)	0.156
Satisfaction with the tournament	4.00 (±0.91)	3.99 (±0.93)	4.00 (±0.94)	4.04 (±0.84)	0.851

The percentage of attendees who perceived the tournament's quality as "very good" or "excellent" was 53.8% for signposting at the tournament, 59.2% for stadium comfort, 64.8% for the tournament atmosphere, 59.5% for activities inside the stadium and 71% for stadium safety and security. On the other hand, only 3.9% of the sample perceived the ticket price as "very good" or "excellent."

Lastly, 90.9% and 91.6% of attendees declared that they "agree" or "strongly agree" that they will visit Madrid again and recommend Madrid as a tourist destination to relatives and friends, as Figure 2 shows.

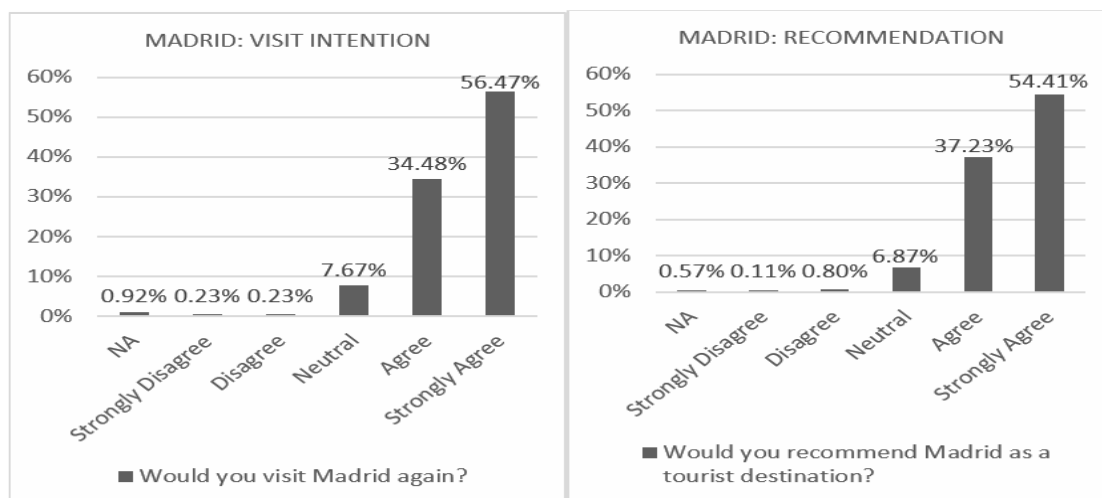


Fig. 2. Visit intention and Madrid recommendation for non-resident attendees.

Discussion

Since the beginning of the tournament, the organizers try to update it each year, implementing new strategies and actions, which are the result of reports collecting the opinions and perceptions of its attendees. Learning about the attendees' expenditures and their perception of the tournament's quality (difference between the expected and the offered quality) from scientific findings is essential to making future improvements (Burillo et al. 2012; Chelladurai and Chang, 2000; Kang and James, 2004). From the results, it can be highlighted that satisfaction is moderately high in all of the measured variables. However, the fact that the socioeconomic profile of the attendees is relatively average (53% of them have a monthly income lower than 2,500€) can explain why the ticket price is graded lower than the rest of the variables. Ritchie et al. (2009) considered that the evaluation of residents' perception about the sporting events hosted in their towns was a conclusive tool for establishing social impact (not only the economic and touristic impact), so that, in the long-term, citizens' and participants' decisions are the ones that enable decision-making related to the planning of these events, especially related to ticket price, such as this study. Similarly, it must be noted that Spanish attendees' expenditures were on average almost 3 times higher if they were outside the Madrid area, and foreign attendees spent almost 10 times as much as attendees from the Madrid area. And considering that the attendees who do not reside in Spain had a 4-day average visit, this translates into an almost 300€ average expenditure per day. These results regarding non-resident attendees' average expenditures in the country match the results of similar studies of the economic impact of football tournaments, such as Kim et al. (2006) and Bohlmann (2006), or of other tennis events, such as Ramirez et al. (2007). Nevertheless, taking into account the legacy that sporting events must generate (Gratton and Preuss, 2008), the fact that more than 90% of attendees intend to return to the city and to recommend it holds a future potential even higher than the one recorded during the event.

Conclusions

The Madrid Tennis Open's attendees were mainly men with fairly average socioeconomic status, with a slight majority from outside Madrid, with the attendees from outside Spain rising sharply. The highest expenditures were by attendees from abroad, although Spanish residents from outside Madrid also spent more on average than Madrid residents. Satisfaction with the tournament was high and, excluding ticket price, attendees have a very good or excellent perception of the majority of the analyzed aspects.

Similarly, this is an event that is strengthen, attractive and a generator of wealth for the city of Madrid. This event must last over time as a legitimate event to attract tourism to Madrid (the great majority of attendees would visit Madrid again). It is a valuable opportunity to generate additional income for the city (considering that the attendees would recommend Madrid as a tourist destination).

Conflicts of Interest - There is no conflict of interest on the part of the authors.

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