Executive Summary

By

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The results outlined below were collected at the ASA Pro/AM archery tournament held in Gainesville, Florida, February 1st and 3rd 2008.

1. The majority of respondents (n=233, 77.9%) identified themselves as a competitor, followed by a spectator (n=54, 18.1%), and a sponsor (n=12, 4.0%).

2. The majority of competitors/sponsors (97.6%) and spectators (77.8%) reported that the ASA Pro/Am event was the primary purpose of their trip to Gainesville. Four fifths of competitors/sponsors (80.2%) reported they have participated in other ASA Pro/Am events, while around three fifths of spectators (61.1%) answered that the event was the first time they had attended an ASA Pro/Am event.

3. The majority of competitors/sponsors (93.5%) were overnight visitors whereas, only half of the spectators (51.9%) were overnight visitors. Competitors/sponsors (2.5 nights) stayed longer than spectators (2.1 nights) in Gainesville. In terms of accommodations, both competitors/sponsors (90.7%) and spectators (80.8%) mainly used the Gainesville hotels/motels.

4. With respect to the travel party size, this ranged from 1 to 8 people, (there were 2 groups of 14 and one group of 18). The average group size was 3.13 (SD=1.89). Specifically, competitors/sponsors traveled with 2-3 people (65.5%) and no children (82.9) whereas, spectators traveled with 2-3 people (63.0%) and no children (66.7%).

5. In terms of travel plans, spectators (35.8%) reported they had plans to travel in Florida before and/or after the event, while 24.3% of competitors/sponsors expressed such plans. The most popular activity in terms of frequency of participation was eating out. Just over four fifths of competitors/sponsors (82.3%) and 70.0% of spectators reported eating out. Shopping was ranked second by competitors/sponsors (37.1%) and spectators (54.0%).

6. For competitors/sponsors, the primary reasons for attending the event were competition (91.3%), enjoyment (65.7%), challenge (58.3%) and socializing (45.5%). On the other hand, spectators indicated enjoyment (64.2%), socializing (39.6%), competition (35.8%) and relaxation (32.1%) as their primary reasons for attending the event.

7. Regarding the influence of gas prices on travel plans, competitors/sponsors (50.6%) reported gas prices had affected their travel plans to ASA Pro/Am events whereas, only 25.9% spectators reported that there their travel plans had been influenced.

8. Regarding overall expenditures, competitors/sponsors estimated they would spend an average of $536.47 per travel party, while on average spectators estimated they would spend $416.74 for the trip. In particular, competitors/sponsors estimated they would spend more money on lodgings ($185.99) while spectators estimated they would spend more on purchasing meals ($125.77). In terms of residency, Florida residents estimated they would spend an average of $360.65 for the whole trip while non-Florida residents estimated they would spend $566.96 per travel party. Specifically, non-Florida residents estimated they would spend more money on meals ($199.58) while non-Florida residents estimated they would spend more on lodging ($199.58).

9. In comparison to other Pro Am events, competitors/sponsors rated the Gainesville event M = 3.38 on a 5 point scale and spectators rated the event slightly higher at M = 3.55. In terms of the favorite parts of the event, sunshine/warm weather and shooting were most commonly mentioned. As for the least favorite parts of the event, the long walk from the parking lot and the windy, cold weather were indicated.
In terms of overall satisfaction with the event, both competitors/sponsors (44.9%) and spectators (40.8%) indicated they were satisfied with the event. Specifically, on a 7 point scale where 1 = extremely dissatisfied and 7 = extremely satisfied, spectators (M = 5.59) were slightly more satisfied than competitors/sponsors (M = 5.39). With respect to the intention to revisit the Gainesville Pro/Am event, over half of competitors/sponsors (57.6%) indicated they were likely to revisit the event in Gainesville while two fifths of spectators (42.6%) answered they were likely to revisit. Based on the mean value, competitors/sponsors (M = 4.45) showed a slightly higher revisit intention than spectators (M = 4.17).

Two hundred and forty four event participants (n=244) completed the questionnaires (n=233 competitors; n=12 sponsors; n=54 spectators) of whom 218 (89.5%) were male and 26 (10.7%) were female. They ranged in age from 18 through 84. The average age of competitors/sponsors was 41.53 years and that of spectators was 41.42 years. With respect to income, competitors/sponsors (63.8%) and spectators (47.9%) had annual household incomes of $50,001 or above. Three quarters of competitors/sponsors (74.8%) were partnered/married while almost 60% of spectators were partnered/married.

For competitors/sponsors (32.1%) and spectators (27.8%), the most commonly reported level of education was a high school diploma. On race, White, not of Hispanic origin described the overwhelming majority of competitors/sponsors (93.4%) and spectators (90.7%). More than a quarter of all respondents (27.1%) were from Florida and about 10% of these were Alachua County residents. About 73% were out of state residents from such states as Georgia, North Carolina, Virginia, North Carolina, Tennessee, Alabama, Ohio, and South Carolina.

**Project Lead Coordinator: Dr. Heather Gibson**