toward the host destination change over time after event participation?

In adopting a longitudinal approach with the same sample, examination of the stability of sport tourists’ DI after actual visitation is realized. In doing so, the results of this study will contribute to further understanding of DI change.

METHOD
The current study adopted a longitudinal research design to examine DI change among sport tourists after participating in an annual marathon event located in the southeast of the United States in 2009. This approach is advantageous for understanding the progressive nature of DI change over time. Two online self-administered questionnaire surveys were employed to collect data 3 weeks after the event and 10 months after the event.

Participants: The participants in this study consisted of 234 nonlocal participants that completed both surveys. The demographic profile of sport tourist was as follows: 57% male, 65% were married or living with a partner, 72% were between the ages of 30 and 54 years; 64% were Caucasian, 25% Hispanic or Latino, 3% African American, and 3% Asian; 72% were American citizens, 71% had visited the host destination more than 5 times; and 8% visited the destination for the first time for the event. The majority of the sample (90%) completed higher education, and 60% possessed a graduate degree or above. Seventy-two percent reported an annual household income of U.S. $60,000 or above. In addition, approximately half of the sample did revisit the destination after attending the event. Moreover, 84% indicated they still had interest in returning to the destination for a vacation in the future.