**Measurement:** The two questionnaires deployed identical questions to measure the following constructs: Cognitive destination image (CDI), through a compilation of attributes related to the host destination of the event; Affective destination image (ADI), using three semantic bipolar questions, asking respondents to indicate their feelings toward the destination; and Conative destination image (RI), operationalized with three behavioral intent questions, asking respondents to gauge their intention of revisiting the destination in the future for a leisure vacation.

**RESULTS AND DISCUSSION**

Overall, the results provide three main findings:

First, the findings confirm the image held by sport tourists toward a host destination decays over time and this decay is dimensionally specific. Of the three DI structural components, affective and conative appear more susceptible to change and weakened over a 9-month period. The cognitive component of DI did not change.

Second, the decay of DI components was moderated by the level of psychological connection a sport tourist attaches to the destination (i.e., place attachment). The structural integrity of DI remained stable over time for tourists with a stronger connection to the place. In contrast, tourists with weaker connections were more susceptible to structural modification and the affective and conative components weakened over time.

Third, the structural change of affective and conative DI over time was not moderated by personal experience of sport tourists with the destination. The following sections will extend discussion on the three findings by linking back to the hypotheses and eliciting theoretical and practical implications.

**CONCLUSION**

The present study monitored how posttrip DI held by sport tourists decayed over a 9-month period, and this decay was dimensionally different. Notably, the feeling elicited by a destination and the potential for revisiting the destination were observed to decline over time. In contrast, an individual’s knowledge of destination attributes remained consistent. However, this decay pattern was moderated by the strength of the sport tourist’s psychological connection with the host destination. The findings of this study are informative for destination marketers who want to capitalize on sport events that attract nonlocal participants through revisitation, by highlighting the significance of tourists establishing a psychological connection with the destination. In addition, the results contribute to the ongoing dialogue within tourism academia as to the formation and change of DI, a construct that is central to the establishment of tourists’ revisit intentions. As such, consideration as to the study’s implications, from both a practical and theoretical perspective, is warranted.