



METHODOLOGY



- Online Survey
 - Languages: italian and english
- Population
 - Marcialonga skiing participants 2010-2013
 - participants living in the Trentino-Alto Adige region excluded

28,432 participants → total population: 10,972 interviewees



METHODOLOGY



November – December 2013

22° November
Info
Newsletter
from
Marcialonga

25° November
Official
Invitation

3° December
1° reminder

12° December
2° reminder

22° December
End of the
online survey



METHODOLOGY



- Population 10,972 (100%)
- Questionnaires collected 3,402 (response rate 31%)
- Sample 2,761 (completion rate 25%)
→ fully completed questionnaires

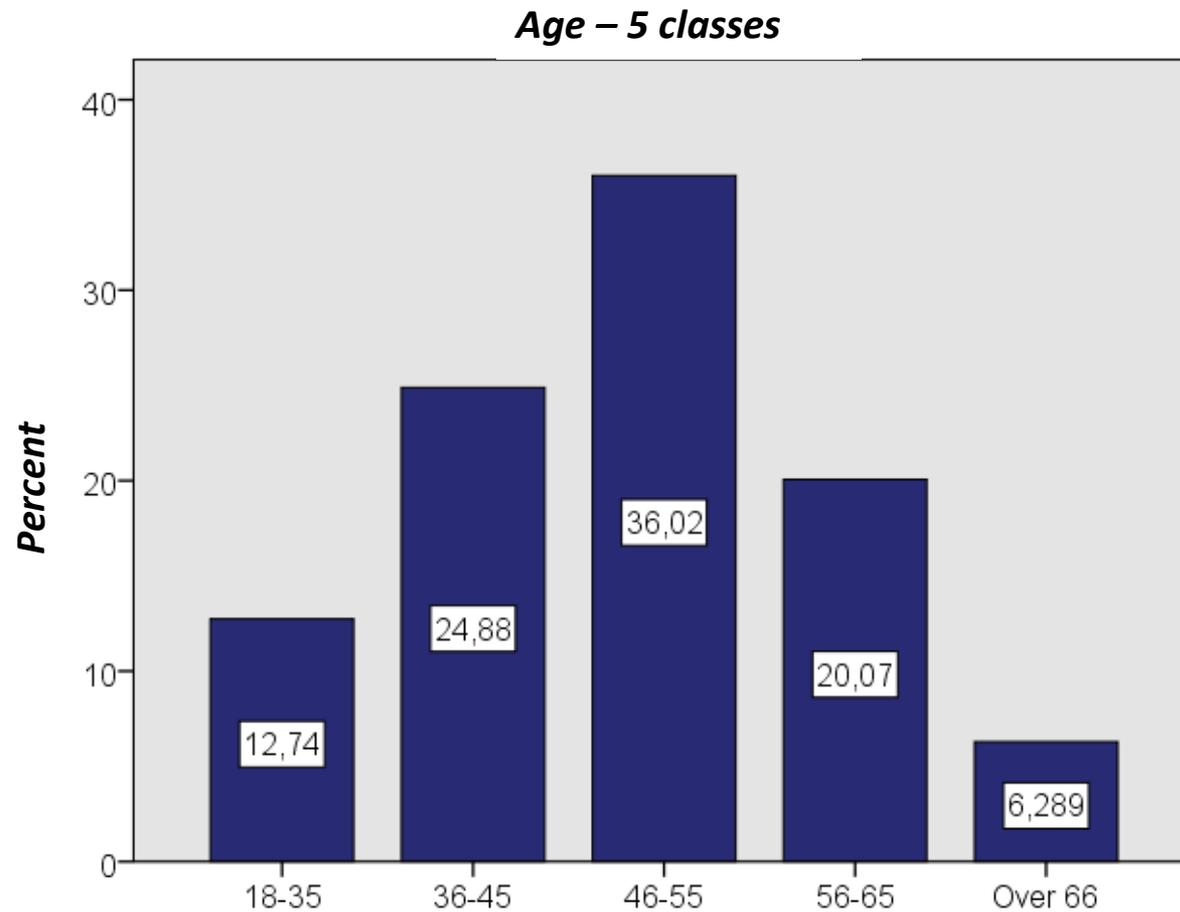
NB: Response rate in empirical surveys 10% - 20%

Population and sample distribution for demographic characteristics

		Population	Sample
		%	%
Gender			
	Men	82.8	86.6
	Women	17.2	13.4
Geographic area			
	Italy	15.8	30.4
	Close European countries	5.3	3.0
	Scandinavian countries	70.7	58.0
	Other European countries	5.8	5.3
	Other Continents and Russia	2.4	3.2
Classes of age			
	18-35	12.7	10.5
	36-45	24.9	23.4
	46-55	36.0	36.5
	56-65	20.1	22.7
	66 or more	6.3	6.9

RESULTS

Distribution of participants by: AGE CLASSES



RESULTS

Distribution of participants by: GEOGRAPHIC AREA

Geographic Area		Percent (%)
	Italy	16.0
	Close European countries	4.2
	Scandinavian countries	70.7
	Other European countries	6.6
	Other Continents and Russia	2.5

Distribution of participants by: FREQUENCY OF PARTICIPATION

Number of times of participation

N. of times of participation		Percent (%)
1-5		80,9
6-10		12,9
11-20		4,3
> 20		1,8

Number of times of participation between 2010 and 2013

N. of times of participation		Percent (%)
1		45.3
2		24.6
3		14.6
4		15.6

RESULTS

Distribution of participants by: ACCOMMODATION

Type of accommodation	Percent (%)
Hotel, Garnì, Gasthaus, Agriturismo, Bed & Breakfast	87.8
Private home/apartment	2.4
Rented home/apartment	6.4
Home/apartment of friends or relatives	1.3
Camping	1.4
Other	.8

RESULTS

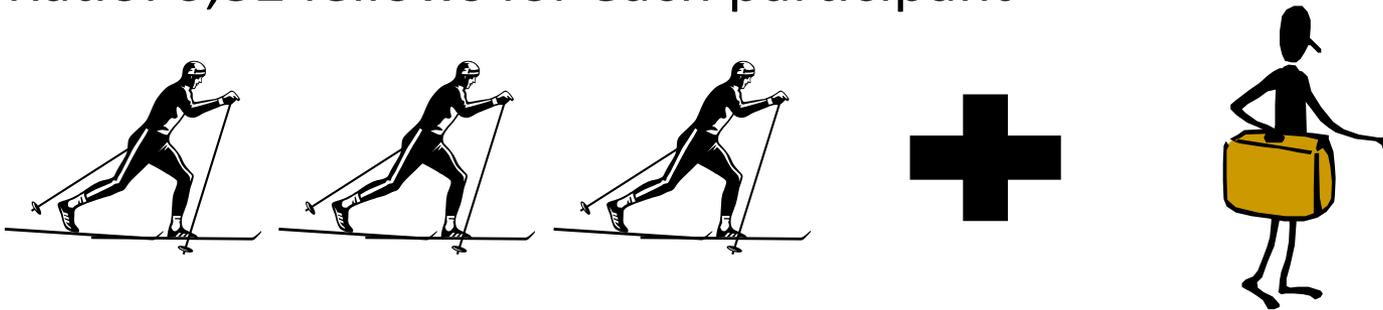
Distribution of participants by: FURTHER SOCIO-DEMOGRAPHICS

- Level of education: high
- Level of income: medium/high
- Travelling with:
 - Friends 56%
 - Family 23%
 - Sport club fellows 23%
 - Professional skiers 4%
 - Other 7%
- 70% of groups composed of 2 to 10 people.

RESULTS

How many extra people do each Marcialonga participant take with him to Val di Fiemme and Fassa?

Ratio: 0,32 fellows for each participant



6,500 participants **➔** $6,500 \times 0.32$ (average over 4 years)

2,080 extra people



RESULTS



How many nights spends each participant with his fellows in the two valleys?

Ratio: 3,94 nights on average for each group

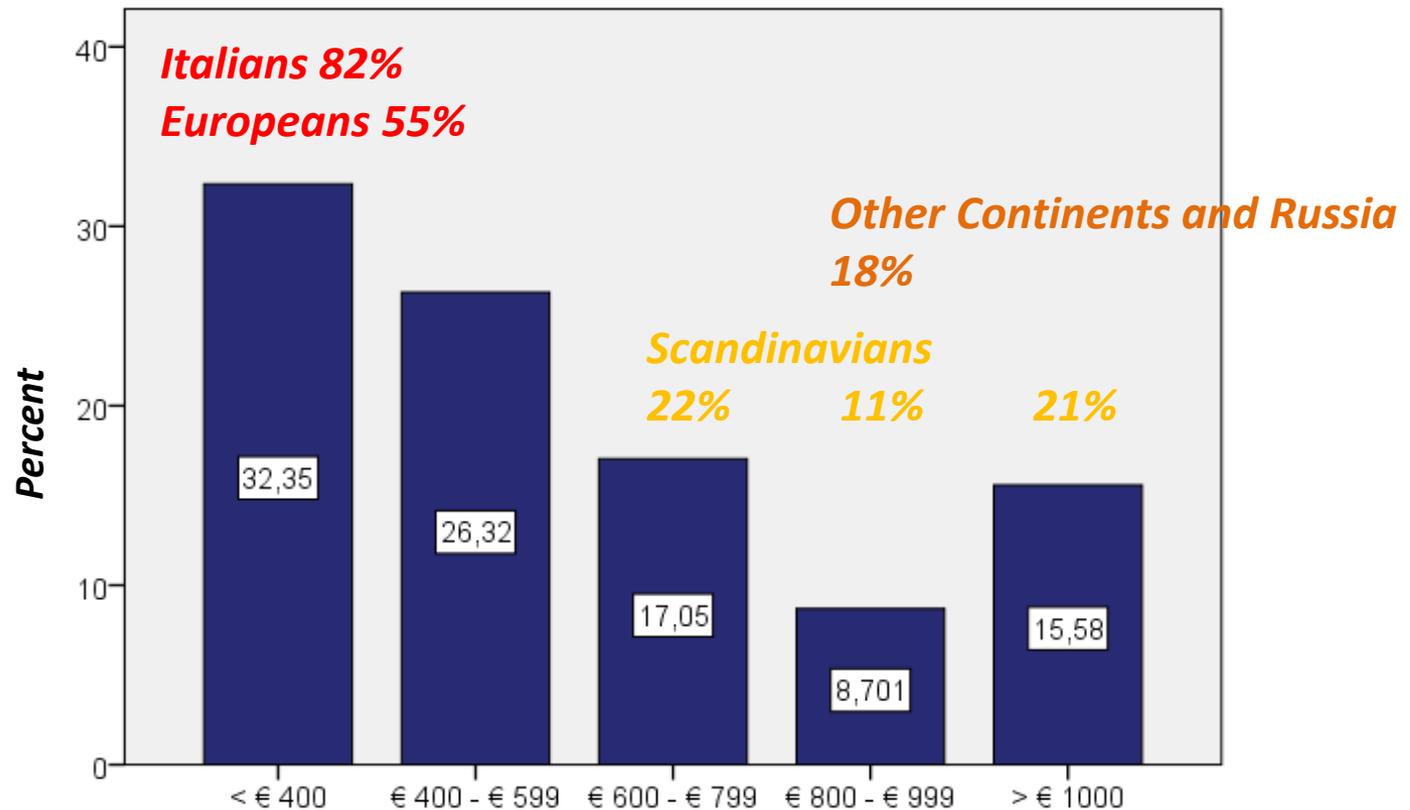
8,580 arrivals → $8,580 \times 3.94$ (average over 4 years)

33,805.2 nights of stay

RESULTS

How much do each participant and fellow spend on average, during the whole period of stay?

Total expenditures



RESULTS

How many participants do come back to Val di Fiemme and Val di Fassa for touristic reasons on other occasions other than their participation to Marcialonga?

30%
Italians
Europeans



70%
Scandinavians

***20% 1 or 2 visits
4,22 nights of stay
groups of 5 people
women more frequently than men***

Total returns: 10,593.5 nights

When do participants come back to Val di Fiemme and Val di Fassa for touristic reasons on other occasions other than their participation to Marcialonga?



Spring 4.4%



Summer 57%



Autumn 6.7%



Winter 32%



IMPLICATIONS



Month of January – Winter seasons 2009-2010 / 2012-2013

- 49 thousand arrivals
- 300 thousand nights of stay (average 6.1 nights)

How much does the Marcialonga affect January tourism in the two valleys?

APT (Tourism Board)
Week of Marcialonga

16% arrivals
12% nights of stay

Survey results
Week of Marcialonga

17.5% arrivals
11.3% nights of stay

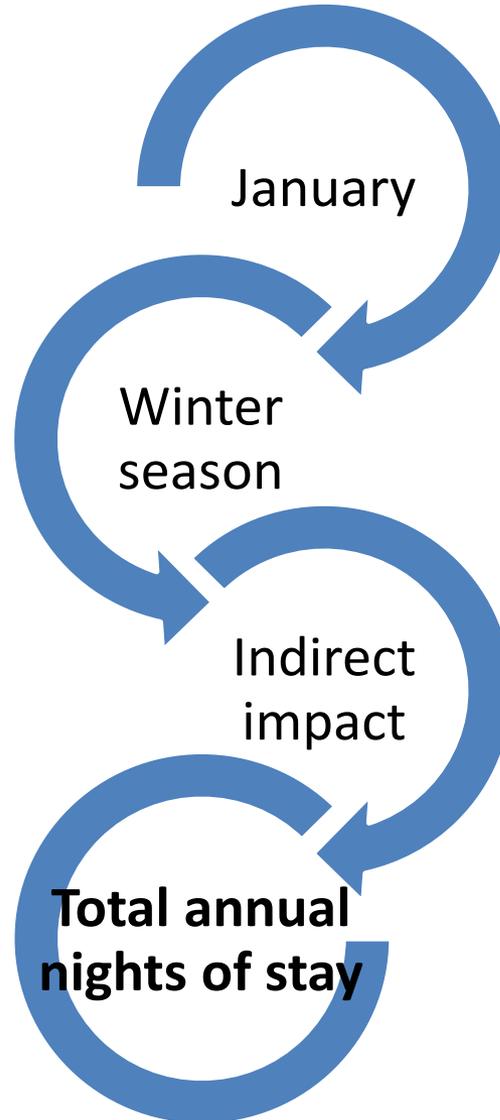


CONCLUSIONS

- Arrivals 11.3%
- Nights of stay 6%

33,805.2 + 10,593.5

44,398.7



- Arrivals 17.5%
- Nights of stay 8.8%
- 30% of participants
- Itanlias VS Scandinavians



NOTES



The following events are not considered in this research :

- 1. Marcialonga Cycling***
- 2. Marcialonga Running***
- 3. Media coverage and promotial impact of the event***