Title: Competitive Equestrian Sports Tourist: Profile and spending at a regional event

Author: A. Williams
Author Address: awilliams@csu.edu.au
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Abstract: Sport and events make up significant segments of the total tourism sector and hold great opportunities for regional areas. This paper examines the equestrian competitor from the perspective of sports tourism particularly in relation to competitive equestrian events held in regional Australia. The paper draws on literature relating to sports tourism and applies Gammon and Robinson's (2003) 'Sport and Tourism Model' to the equestrian competitor. Further the paper explores the motivations and benefits sought by the competitive equestrian sport tourist in regards to the competition, the competition site, the location and the level of involvement in recreational and leisure activities away from the competition site. The paper also details the spending patterns of these sports tourists while attending the event. The author concludes that competitive equestrian sport tourists who would be classified as 'hard sport tourists according to Gammon and Robinson's (2003) 'Sport and Tourism Model' appear to place most emphasis on the motivations and benefits sought relating directly to the competition per se and the standard of facilities provided at the competition site. Little if any importance seems to be placed on the leisure and recreational possibilities offered in the surrounding region. While these tourists do contribute to the region in a general economic sense, there overall interaction within the region is limited and narrow in its nature. The author offers discussion of possible strategies to improve the depth and extent of interaction with host offerings in a bid to improve the tourism connection of these visitors.

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COMPETITIVE EQUESTRIAN SPORTS TOURIST: PROFILE AND SPENDING AT A REGIONAL EVENT.

ABSTRACT

Sport and events make up significant segments of the total tourism sector and hold great opportunities for regional areas. This paper examines the equestrian competitor from a sports tourism perspective specifically in relation to competitive equestrian events being staged in rural and regional Australia. The paper details results of a structured self completion questionnaire which collected predominately quantitative data relating to competitor demographics. A 7 point Likert scale was also employed to explore the motivations and benefits sought by the competitive equestrian sport tourist in regards to the competition, the competition site, the location and the level of involvement in recreational and leisure activities away from the competition site. The paper also details the spending patterns of these sports tourists while attending the event.

The author concludes that competitive equestrian sports tourists appear to place most emphasis on the competition per se and the standard of facilities provided at the competition site. Little if any importance seems to be placed on the leisure and recreational possibilities offered in the surrounding region. However, those competitors who stayed for at least one night demonstrated a significantly more positive position towards engaging in leisure and recreation activities away from the competition site. This cohort of competitors indicated they were more motivated to engage in activities like shopping and coffee with fellow competitors in town and the decision to compete at this destination was more positively influenced by their partners desire to enjoying the many quality eating establishments.

While these tourists do contribute to the region in a general economic sense, there overall interaction within the region is limited and narrow in its nature. The key to extending this interaction would seem to lie with increasing the likelihood of competitors staying for at least one night, as these competitors are more likely to use off site accommodation, go shopping, eat at restaurants and participate in other entertainment away from the competition site. Event and Equestrian Centre management need to keep in mind that these sports tourists are motivated primarily by the competition and site facilities. Therefore, in order to extend the length and size of
the competitions and therefore increase the likelihood of participants staying overnight. Centre and event management need to place a high priority on fulfilling these motivational requirements.
KEY WORDS

Sport tourism; sports tourist; equestrian; regional, motivations, benefits sought, spending patterns;

INTRODUCTION

Sport plays a pivotal focus in the lives of many Australians. Levels of involvement can range from regular participation in a serious structured competition at a local or international level, watching children play in organized competitive teams, unstructured recreational participation in sport type hobbies or as sport fans at all of the above situations (Higham and Hall, 2003). For the most part competitive sport is undertaken at structured events run under strict competition rules or guidelines, offering participants the opportunity to test their skills, strength, or endurance against others (Bjelac and Radovanouic, 2004; Deery M., Jago M., and Fredline, L., 2004). Due to the geographic expanse of Australia, regular participation in their chosen sport often means traveling great distances on a frequent basis in order to attend these events. It is not uncommon for this sports motivated travel to involve overnight or longer stays, thus qualifying participants as sport tourists (Douvis, Yusof and Douvis, 2001).

Within Australia the equestrian non racing sector (recreation and competitive equestrian activities) is large with the contribution to Australia’s GDP for expenditure associated with keeping event and recreational horses being calculated at approximately $1.9 billion per annum, with the more serious competition end of the sector contributing close to $1.3 billion per annum. This contribution to Australia’s Gross Domestic Product (GDP) exceeds the estimated contribution of the racing industry, not including wagering thus demonstrating the significance of this sector within the Australian economy (Rural Industries Research and Development Corporation, 2001), and highlights the possible opportunities with respect to the equestrian sports tourist market.

This paper explores the motivations and benefits sought by the competitive equestrian sport tourist specifically dressage competitors while attending and participating in the competitive event and their level of participation in leisure and recreational activities away from the competition site within the region hosting the event. Also the paper provides insight in to the spending patterns of these tourists while attending a competitive event staged in regional New South Wales. These aspects of the competitive sport tourist although receiving increasing interest by previous authors (Hinch and...
Higham, 2004; Gammon and Robinson, 2003; Green and Chalip, 1998; Maier and Weber, 1993), much of the emphasis has been on team competition such as Rugby (Ritchie, 2004) or motivations and spending of sport fans. Additionally, little imperial research has been undertaken in relation to smaller scale event sport tourism (Ritchie, 2004) particularly when staged in regional areas. Thus, by extending the study to the competitive equestrian sports tourist who compete on an individual basis at an event staged in regional New South Wales both expands present knowledge in this field and makes a significant new contribution to the knowledge and understanding of the individual competitive sports tourist.

THE SPORT TOURIST AND THE EQUESTRIAN COMPETITOR

Authors such as Hinch and Higham, (2004); Gammon and Robinson, (2003); Gibson (1998) and Hall, (1992) have engaged in considerable debate in an endeavor to define the sport tourist and sport tourism. Considerable time and energy has been spent on developing concise models and definitions to enable the sport tourist to be studied and analysed. Previous discussion has centered on the importance that is placed on the sporting element of the tourism experience, and the extent to which participation in the sporting activity influenced key aspects of the tourist decision process including areas such as destination choice, length of stay and additional activities participated in.

Gibson’s (1998) divided the sport tourist sector into three broad categories: those that watch sporting events, those visiting sporting related attractions, and those who actively participated in sporting activities and events. The Active Participants category can be further split into ‘Activity Participants’ being those who’s leisure time includes sport related travel and ‘Hobbyists’ who are amateur sports enthusiasts undertaking travel in order to participate in their chosen sporting competition (Hall, 1992). This broad approach to defining the sport tourist although not without merit as it provides a simple approach to analyzing this sector, does not take into consideration the differing motivations that may be held by those within the same category. Additionally, there is no clear indication if the prime motivation for travel was the sport element or the tourism element. This distinction is important as it has implications from a marketing, economic and social perspective (Gammon and Robinson, 2003).

‘The Sport and Tourism Model’ developed by Gammon and Robinson (2003) endeavors to extend the understanding of the sport tourist by providing a more detailed examination of the coupling of
sport and tourism by exploring firstly motivations of the various groups within the sport tourism sector. Where the prime motivation for travel is the participation in competitive or recreational sport with the touristic element possibly providing positive reinforcement for the total experience, the classification is ‘Sports Tourists’. The second category is where sport and tourism meet in a situation where the sporting element is the secondary motivation or activity – something healthy and fun to do while visiting a particular destination and is classified as ‘Tourism Sport’. In order to improve understanding of the motivations within each category further analysis of the tourist’s commitment to the sport in question is undertaken. The ‘Sports Tourist’ and the ‘Tourism Sport’ are split into ‘Hard’ and ‘Soft’ to indicate the level of involvement and commitment held by the individual towards the sporting element of the overall experience. ‘Hard Sports Tourists’ are those tourists who are actively or passively participating in a competitive sporting event. ‘Soft Sports Tourists’ are those who actively participate in recreational sporting activities. The distinction between the two is in the competitive nature of the events attended and the individual involved.

Previous research focused on motivations and benefits sought for those individuals positioned in the ‘Hard Sports Tourist’ category demonstrate that they are more likely to focus on issues such as standard of training facilities, access to competition, access to professionals such as doctors or physiotherapists (Maier and Weber, 1993), suitability of competition venue/facilities, quality of competition, and ease of access from accommodation to competition site as key priorities (Williams, 2005). Whether the competition is being held in a holiday region is of a low priority. Prime motivation for the ‘Hard Sports Tourist’ is the sport element (Gammon and Robinson, 2003). Where the competition event is held would seem to have little if any impact on the decision to attend or the behaviour of the competitor outside of the competition timetable. This brings into question the actual contribution these events have within the host community.

Event tourism is now the fastest growing component of the leisure travel market (Schifflet and Bhatia, 1999). Competitive sporting events are increasingly being seen as being key participants in this event tourism growth. The reason for this is that sport tourism mostly in the form of sport events have been seen to be an effective contribution to the economic mix of cities and regions (Burgan and Mules, 2001), improve future amenities both sporting and other (French and Disher, 1997), improve or reposition a destinations image in regard to its competitors (Brown, Chalip, Jago and Mules, 2002) and assist in managing demand (Higham and Hinch, 2002). However, there is evidence to suggest that frequently the economic contribution of these events are over estimated
due to a lack of accurate data and the desire of political forces to demonstrate a positive contribution or result. Also previous studies have found that spending patterns by participants at these events tends to be quite narrow and thus impacting on only a small section of the host community.

Putis (1998) found that most spending by visitors and athletes who attended the 1995 Special Olympics World Games made the bulk of their purchases at the event site, and thus there was very little positive impact within the retail and business houses away from site. Therefore, although the overall economic impact may have been positive the results were felt in only a very narrow section of the host community. Ritchie (2004) found that nearly one third of the complete sample of sport tourists attending and participating in a Rugby 12 competition in Canberra, Australia did not stay in paid accommodation, with many only visiting for a day and staying with family and friends.

Similarly, Costa and Chalip (2005) in their study of paragliders in a regional community of Portugal found that for the most part these visitors did not engage in any of the leisure and recreational activities that were available in the town and were not inclined to spend money locally as they tended to bring their own food supplies. The study found that this group of sports tourists was motivated by the paragliding per se and secondly by the opportunity to socialize with other paragliders. The only exception was when the town hosted the week long tournament, which saw local accommodation and restaurants filled with competitors, spectators and their families. This would suggest that in order for sports tourists and sporting events to have a significant positive economic impact it is necessary to attract a substantial number of competitors, which in itself creates a greater draw card or spectacle, thus increasing the likelihood of drawing more spectator and or media coverage.

As a sporting sector the equestrian competitor has many variations ranging from the occasional participant in organized competition at a very low skill level within their local area, to serious and highly skilled individuals who compete on a regular basis and travel extensively to do so. Additionally, the activities participated in are extremely broad ranging from the Olympic disciplines of Dressage, Show Jumping and Eventing (run under the Equestrian Federation of Australia banner) to Polocrosse, Campdrafting, Cutting and Pony Club just to name a few. In each discipline there are many who would qualify as Sports Tourists and a large number of these would be classified as ‘Hard’
according to Gammon and Robinson’s (2003) ‘Sport and Tourism Model’. These particular equestrian competitors demonstrate a very serious and committed approach to the sport regularly traveling 2 to 5 hours to compete.

There is no doubt that the serious end of the equestrian competitors qualify as ‘Hard Sports Tourists’ as per Gammon and Robinson’s (2003) model as their travel is very clearly motivated by the purpose of participating in competitive sport. However little is actually known about the motivations and benefits sought by these ‘Hard Equestrian Sports Tourists’ when attending these large sporting events particularly when staged in regional areas. Additionally, there is limited understanding regarding the participation of these visitors in recreational and leisure activities available in the surrounding region and whether these opportunities influence the decision to attend the competition. This paper begins to address this void as it provides insight into the motivations and benefits sought and spending patterns of a particular cohort of ‘Hard Equestrian Sports Tourists’ - dressage competitors while competing at an event in regional New South Wales, Australia.

METHODS

Background:

The results detailed in this paper are the first stage of a year long research project which aims to identify and explain the tourism motivation, behaviour and spending patterns of a wide variety of competitive equestrian sports tourists who are members and users of the Albury Wodonga Equestrian Centre. Located in regional Australia, Albury Wodonga has a population of approximately 75,000 residents. The immediate surrounding area, being predominately rural, is dispersed with small townships bringing the total population close to 100,000. The tourism industry generates approximately $160 million revenue annually, and attracts 1,400,000 visitors per year (Investment Albury Wodonga, 2002). Additionally, Albury Wodonga has a strong history with sport in general and has hosted a large and successful ‘Festival of Sport’ for many years during the months of February and March. Also, the Region has a strong connection and involvement with the equestrian community demonstrated by the establishment approximately 10 years ago of the only purpose built publicly owned equestrian complex of international standard outside of the metropolitan area.
The purpose of the study is two fold. Firstly it will provide valuable insight for the future management of the equestrian centre and infrastructure development. Secondly, the study will provide insight into the present and potential of the equestrian sports tourist as a viable tourist market for the region.

Method:

The research was conducted in two phases comprising exploratory research and descriptive research. The exploratory involved a review of relevant academic and industry literature. This stage provided insight into the general context of sports tourism and sports tourists and assisted with the development of the data collection instrument utilized in the second phase.

In the descriptive research a survey was conducted of persons competing at the Albury Wodonga Regional Dressage Championships in 2006, which was held at the Albury Wodonga Equestrian Centre. The data was collected by way of a structured self-completion questionnaire that was returned via a reply paid envelope. The design of the survey was drawn from literature and previous studies by the author in relation to equestrian sports tourists (Williams, 2005). The survey collected predominately quantitative data, using nominal, ordinal and interval scales; however, some qualitative data were also collected. A seven point Likert scale, where 1 represented very strongly disagree and 7 represented very strongly agree, was used to measure the motivations and benefits sought by competitors while attending the event.

All 85 competition riders were given the opportunity to participate in the survey and the response rate was 30%. The data from the survey were analysed using basic statistical techniques, including means, modes and standard deviations as appropriate. Additionally, independent t test was applied to the 7 point Likert scale to identify if there were any significant differences between the competitors who were day attendees and those who stayed for at least one night.

RESULTS

The cohort of equestrian competitors attending this competition appear to be quite homogeneous; with 96% of those who responded being females with a large percentage being aged between 31 and 50 (65.4%) and indicating there main equestrian interest as dressage. These demographics of
dressage competitors would be inline with competitors at similar Equestrian Federation of Australia (EFA) events held within Australia with national figures showing female membership accounting for 86.1% of all EFA members with senior members (those over 18 years) making up just under half the membership base (Equestrian Federation of Australia, 2005/06), thus any possible non-response errors are minimalised.

Their level of commitment to their competition activities is high with 96% indicating that they compete either very regularly (compete on average 12 or more times per year) or regularly (compete on average between 6 and 10 times per year). Traveling long distances also seems to be quite common with just over half (53.8%) of those who responded indicting that they traveled between 2 and 5.5 hours to arrive at the event site.

Dressage competitors appear to travel and compete on an individual or paired basis with the mean travel party being 2.15 persons and 1.62 horses. The most likely combination of travel party comprised of 1 rider, 1 strapper and 1 horse and represented 38.5% or all participants. Other popular travel party compositions included competition riders traveling on their own (19.2%), and two competition riders traveling together (19.2%).

Results indicate that those dressage competitors who traveled more than 2 hours stayed at least one night either at the competition site or in accommodation away from the ground. Of those who stayed at least one night 64.3% stayed at the event site in their own trucks and floats using powered sites provided by the centre at a cost of $18.00 per vehicle. Off site accommodation such as motels, hotels, or caravan parks was only used by 35.7%.

The total mean spend by a travel party while attending the competition was $220.35 with a standard deviation of $212.12. This variation is partly explained by the difference in those competitors who stayed off the competition site in a hotel and those who stayed on the competition site. This equates to approximately $102.00 spent per person or $136.00 spent per competition horse entered (based on the means stated previously). As numbers in travel parties are often difficult to ascertain, spending per horse entered could be a more tangible, measurable and accurate approach for ascertaining total expenditure for future equestrian events.
The biggest spending area for competitive dressage sports tourists aside from entry costs, which can be considerable (but are paid prior to attending the competition), is transport/fuel costs. Results show that the mean spend per travel party on fuel was $89.00. The other key area of spending was on meals/food with the mean spending per travel party being $39.00. Total direct spending by competitors and their traveling companions was just over $13,000 as there were 97 horses entered. This does not include previous paid entries, which would be in the vicinity of approximately $9000, or total spending by spectators and sports officials. Additionally, any spending by the committee to stage the event is not included in this figure.

Initial analysis of the means of the 26 factors relating to motivations and benefits sought of the whole sample measured via a 7 point Likert scale where 1 equated to very strongly disagree and 7 to very strongly agree appear in Table 1. The results demonstrate that competitive dressage sports tourists are on the whole motivated to attend a competitive event by the standard of facilities and the opportunity to compete, demonstrate and hone skills in the competition environment. Factors relating to; opportunity to test skills against other competitors, surface quality in warm up and competition space, quality of stabling and yard facilities, mixing with other successful competitors, level of previous success of other competitors and standard of competition were all felt to be important influences on the decision to attend this competition as these factors all returned a mean of 5.19 or above.

Although competitors indicated that social interaction with fellow competitors while at the competition site were important with a mean of 5.42, little if any emphasis was placed on leisure and recreational activities off site and or outside of the competition timetable. These factors which included opportunity to get away and relax, the trip is like a holiday, wine and dine in town and enjoy the night life on offer do not appear to provide any motivation for attending the event as they all returned means of 3.08 or less. These competitive dressage sports tourists are primarily motivated by the competition per se and the competition site facilities. They appear to be not interested in pursuing other interests or activities while on the competition trip.
### Table One
Motivations and Benefits Sought by Competitive Dressage Sports Tourist: Total Sample

<table>
<thead>
<tr>
<th>Description of motivational factor</th>
<th>N</th>
<th>Mean</th>
<th>Std. dev.</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Facilities, competition and skill development factors</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>I have entered this competition as it provides me with an opportunity to rub shoulders with some of the best rider/horse combinations going around at present</td>
<td>26</td>
<td>6.12</td>
<td>1.107</td>
</tr>
<tr>
<td>I have entered this competition as the facilities at the equestrian centre make it very pleasing to compete</td>
<td>25</td>
<td>6.38</td>
<td>.941</td>
</tr>
<tr>
<td>I have entered this competition because I always enjoy coming to this equestrian centre</td>
<td>24</td>
<td>6.19</td>
<td>.981</td>
</tr>
<tr>
<td>I have entered this competition as the competition and practice area surface is excellent</td>
<td>26</td>
<td>5.96</td>
<td>1.311</td>
</tr>
<tr>
<td>I have entered this competition because the equestrian centre where it is held has good stable/yard facilities</td>
<td>25</td>
<td>6.12</td>
<td>1.532</td>
</tr>
<tr>
<td>Although we have to travel a long way to get to this competition it is worth it as the facilities are excellent</td>
<td>25</td>
<td>5.19</td>
<td>2.191</td>
</tr>
<tr>
<td><strong>Social interaction on site</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>I have entered this competition to have a day out with my horse and equestrian friends</td>
<td>26</td>
<td>5.42</td>
<td>1.27</td>
</tr>
<tr>
<td><strong>Leisure and recreation off - competition site</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>I have entered this competition as it provides me with the opportunity to get away from home for a few days</td>
<td>26</td>
<td>2.69</td>
<td>1.594</td>
</tr>
<tr>
<td>I have entered this competition because my partner likes to come with me as there are lots of nice places to have a meal</td>
<td>25</td>
<td>2.38</td>
<td>1.813</td>
</tr>
<tr>
<td>I have entered this competition because it is a 2 day event and it gives me an opportunity to get away and relax for a few days</td>
<td>25</td>
<td>3.27</td>
<td>2.108</td>
</tr>
<tr>
<td>As we do not go on holidays attendance at this competition is really like a holiday</td>
<td>26</td>
<td>2.38</td>
<td>1.835</td>
</tr>
<tr>
<td>A group of us come to this event every year so it is a good opportunity to catch up with friends</td>
<td>25</td>
<td>3.08</td>
<td>2.331</td>
</tr>
</tbody>
</table>
As Albury Wodonga has a good selection of night life it is a good opportunity to compete and have a social weekend away with my partner and or friends

<table>
<thead>
<tr>
<th>Factor</th>
<th>Stayed over</th>
<th>N</th>
<th>Mean</th>
<th>Std Deviation</th>
<th>Sig</th>
</tr>
</thead>
<tbody>
<tr>
<td>Worth the long travel/facilities</td>
<td>Yes</td>
<td>14</td>
<td>6.07</td>
<td>.997</td>
<td>.000</td>
</tr>
<tr>
<td></td>
<td>No</td>
<td>11</td>
<td>3.82</td>
<td>2.601</td>
<td></td>
</tr>
<tr>
<td>Partner wine and dine</td>
<td>Yes</td>
<td>13</td>
<td>2.69</td>
<td>1.548</td>
<td>.022</td>
</tr>
<tr>
<td></td>
<td>No</td>
<td>12</td>
<td>1.58</td>
<td>1.084</td>
<td></td>
</tr>
<tr>
<td>Shopping/coffee</td>
<td>Yes</td>
<td>14</td>
<td>2.57</td>
<td>1.950</td>
<td>.008</td>
</tr>
<tr>
<td></td>
<td>No</td>
<td>12</td>
<td>1.58</td>
<td>.793</td>
<td></td>
</tr>
</tbody>
</table>

The literature indicates that extending the time of the competition and thus increasing the likelihood of participants staying over in the area increases the likelihood of improved economic impacts, subsequently independent t test was used to ascertain if there was a significant difference in the motivations and benefits sought by those who stayed for at least one night and those who attended each day. The results appear in Table 2, and indicated that there is a significant difference between these 2 groups for a number of the factors.

Table 2

Results of Independent t Test

Between Competitors Who Stayed for at Least One Night and Those Who Did Not.
Those competitors who stayed over for at least one night demonstrated a significantly more positive appreciation for the standard of facilities provided at the equestrian centre. This is not surprising as many traveled many hours to attend the competition, with approximately half camping on the ground and all leaving their horses at the competition site. Additionally, although both groups demonstrated limited interest in recreation, night life, shopping and off competition site entertainment results show that those that stayed at least one night were significantly more interested in these activities.

DISCUSSION

The results for the total sample indicate that although this cohort of equestrian competitors qualify as ‘hard sports tourists’ as per Gammon and Robinson’s (2003) ‘Sport and Tourism Model’, they possible to not perceive them selves as tourists and are not motivated by leisure and recreational activities outside of the competition time table. For these tourists traveling long distances and staying overnight is a necessity and minimal expenditure appears to be the norm. There is little interaction with the host community away from the competition site resulting in limited spending except for bare necessities such as food and fuel. This strengthens previous findings of Maier and Weber (1993) who found that for the highly competitive sports tourist the tourism element is of little importance.

These results also support previous studies (Putsis, 1998 and Costa and Chalip, 2005) which have found that travel motivated primarily by a strong commitment to participate in competitive sporting events as a competitor appears to reduce the opportunities of the host communities to capitalize on the visitation from an economic perspective. However, as Costa and Chalip (2005) found attendance of larger numbers of competitors will improve the total contribution and also the spread or distribution of the spending within the host community. An increase in competitor numbers creates a larger spectacle resulting in improved drawing power for media and spectators.

CONCLUSION

As these sports tourists appear single mindedly motivated by the standard of competition site facilities and the competition per se, attention by organizers, site management, tourism authorities and local government bodies need to focus on maintaining and improving these elements of the
competition and event experience. Additionally, all communication to the prospective competitors needs to continually focus on the quality of these aspects to ensure the competitors are aware of the standard of facilities and level of competition offered. In this way the size of the events can be increased in order to attract a larger number of competitors and subsequently improved media attention and spectator interest and attendance. Increasing the critical mass of competitors at each event will also provide opportunities to increase the length of the event thus encouraging competitors and spectators to stay longer. The results clearly show that competitors who stay over night are more inclined to participate in leisure activities away from the competition site. In this way the event management may be able to foster a wider distribution of benefits within the host community.

LIMITATIONS

This paper provides results from the first round of data collection for a year-long research project which will explore various cohorts of competitive equestrian sports tourists. Although providing considerable insight into the demographic and motivational make up of the competitive equestrian sports tourist more research is required to establish a clearer understanding of this market. Therefore, these results provide only an introduction to the total equestrian sports tourism market, as they focus on one specific cohort; dressage competitors.

Also, the study was conducted in regional Australia, and thus the results may not be transferable or compatible with similar events in metropolitan areas.

Further much of the data collection relied on the use of a Likert scale, which is not a true interval scale and thus the mean may not be the true mid point. However, the results show that there is minimal variation from the mean and thus it was deemed appropriate to use this measurement.

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