

Measuring special events from the regional point of view

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1. Introduction

The analysis of “special events” is highlighted in the document presented by INROUTE “Measuring and Analysing Regional Tourism: Towards a set of general guidelines” as one of the key research areas during the 2012-2015 period. In this paper some methodological proposals are developed for the assessment of culture or sport special events.

Andalusian Government is carrying out for some years, specific studies for the assessment of the economic effect of main events taking place in the region since last decade of XX century. This experience allows us, on one side to assess the appropriateness of sponsorships of certain events by tourism regional government in terms of attraction of tourism flows, and on the other, to obtain a profile of the tourist coming to the region as a consequence of the celebration. We are also able now to extract lessons from our own work and to present a balance of hits and misses, taking into account that our path started in 1997 with a survey to assess the tourist impact during the Ryder Cup celebration in Andalucía.

As a first attempt to present a definition of special event we present *a massive concentration of people in time and space motivated by the enjoyment of culture or sport*. According to this definition, the analysis of the “special events” involves the consideration of several fields of researches, as the culture, sport and tourism economy. There is enough information related to these fields, offered by the traditional surveys. However, specific studies are needed for special events as they mostly are not compiled within traditional surveys. We will try to define these special events and offer recommendation for analysis.

Connections between culture and sport on the one hand, and tourism on the other hand, are channelled through the leisure and recreational activities industry. Both cases are a diverse conglomerate of activities where those taking place in organised and conventional markets, as the strong audiovisual industry, are mixed with those where the participation is the result of the public investment. Sport and culture

economies are specific fields of research that have lately gained scientific importance as a reflection of the great capacity to mobilize people and the business opportunities derived from the media impact of the important events.

Researchers are more interested in subjects related to the limits of public participation (financial help to sport and culture) and the regulation, especially of the image rights and copyright, as well as in the research of the relation to the economy as a whole, its contribution to the employment and to the production and identification of the externalities associated to the execution of this kind of activities (Education and Culture EC, 2006; 2010; Leeds, M. & Von Allmen, P., 2011; Andreff, W., 2011)¹.

Tourism is the main vehicle to channel these effects and the objective of this presentation is based in the development of a methodological proposal to be studied in important sport and cultural events.

The article is organized in four different parts. In the second section, some questions of conceptual nature are presented, based on those aspects and definitions that in general, should be taken into account when approaching "special events". Then, a classification of the events is presented based on those variables determining the application of one or another methodology, specifying, in general terms, some recommendations for the assessment. In fourth place a typology classification is presented, based on the experience of the authors about Andalucía but also introducing some international case studies. Finally, we suggest some recommendations in order to summarize the work presented in this paper, including some premises to analyze special events.

2. Previous questions of conceptual nature.

2.1. Economic effects of special events.

When a city or a region is selected to host an important cultural or sport event, it's expected that it attract an important amount of money towards three different destinations. Firstly, the money is used to finance the construction of the required buildings and infrastructures for the event (stadiums, sports centres, concert halls, etc.) and to improve the communications (road, airports, parking...) and the public services in general, but particularly to improve the services related to tourist

¹ Education and Culture EC (2006). *The Economy of Culture in Europe*. EC. Directorate General for Education and Culture. Bruxelles. October, 2006.

--(2010). CULTUREMAP. Mapping and evaluating existing platforms (websites) within the cultural sector aimed at stimulating debate and cross-border exchange of matters concerning European culture.

http://www.culturemap.net/documents/CULTUREMAP_summary_brochure_FINAL_2010_03_23.pdf

Leeds, M. & Von Allmen, P. (Ed.) (2011). *The Economics of Sports* (4a ed.).

Andreff, W. (2011) (Ed). *Contemporary Issues in Sports Economics: participation and professional team sports*. New Horizons in the Economics of Sport Series

information, safety and traffic. Private investment is also expected to improve the accommodation capacity, as well as the cultural and leisure supply (dwellings, hotels, restaurants, leisure areas...).

During the event it's also expected that the expenses of the participants and visitors will increase significantly the activity level in the city and region. This would reflect the production effort by the regional economy to attend the new goods and services demanded. One part of this effort is related to the tourist expenses and the other part to the production of intermediate goods and services that satisfy the demand of the companies that produce for tourists. The celebration of special events therefore, involves a widespread increase in the production due to the money brought onto the local economy through the visitor expenditure, but its magnitude exceeds the sum of this expense. Part of this production effort runs abroad as leakages (income leaks as a result of the import of goods and services). It follows that any intention of evaluating the economic consequences of special events must start by delimiting the study area.

Finally, it is also expected that some of the economic consequences of the important events remain once the event has finished. Normally, the selected areas try to take this opportunity to boost urban change projects which effects are perceived in a medium or long term. The improvements in equipment and infrastructures can affect the efficiency conditions in which the local economy operates and increase its competitiveness. Some of the companies that opened a business or production centre because of the event can remain afterwards. On the other hand, the international visibility of the image of the area can improve significantly its reputation and tourist promotion, with important economic consequences². They are known as dynamic or long-term effects and their evaluation can be quite complex to assess.

It is also expected that special events cause non-desirable effects, such as the price increase in properties and dwellings, as well as in production costs especially in the construction sector. Congestion problems can cause the tourism to move toward other destinations and there is always a risk of exceeding existent capacity of some specific activities, especially those related with hotel industry, and therefore the need for some structural correction.

2.2. Measuring the economic impact.

The economic impact is the increase in the activity level of a particular area as a result of the organization of an unusual sport or cultural event. It can be measured by analysing the change in the production (turnover in the area, Gross Added Value or

² The assessment of the Valderrama Golf Course in Sotogrande (Cádiz) improved considerably among the golfers as a result of the reputation achieved after hosting the Golf Ryder Cup in 1977 (Martínez, M, 2008).

Martínez, M (2008). Golf y complejos residenciales turísticos. Monográfico Sotogrande. Universidad de Huelva.

<http://www.uhu.es/golfparalosnegocios/documentos/complejos/4monograficosotogrande02.pdf>

GDP, wealth, including the variation in the price of real assets, or personal income) or in the employment, but also in the production conditions (productivity) and derivatives (tax income, energy consumption, etc.). In any case, most of the methods develop multiplier models, making a distinction among direct, indirect and induced effects, but not always being defined the same way.

The multiplier, regardless of its nature, intends to identify the number of times a monetary unit changes hands within the area hosting the event, before leaving the territory. Keynesian nature multipliers explain the process starting from an initial investment boost, trying to identify the volume of activity associated to the local income increase. To do so, a distinction among direct, indirect and induced effects is made.

- a) Direct effect measures the increase in the activity volume arisen from the investment in new building work infrastructures and facilities and in remodelling the existing ones. Weisbrod (1997) identifies this effect with changes in the local activity level caused by public or private investment decisions or by public programs or policies. It is a concept close to the investment expenditure Keynesian multiplier, which effects operate mainly through consumption.
- b) Indirect effect is related to the visitor expenditure and is identified with the change in the production volume of the local companies in order to meet the demand of the participants and visitors that attend the event. It is the result of multiplying the times the injected money changes hands before leaving the region.
- c) Induced effect operates through the expenditure decisions made by the residents whose income has increased as a result of the previous effects. Some models also include tax income within this chapter (Fuller & Clintch).

Keynesian nature multipliers are particularly suitable for the evaluation of non-periodic events, that is, events that do not take place periodically in the same city and involve important investment programs. In these cases, the multiplier components already mentioned, as well as the dynamic or long-term effects, are especially relevant, as most of the times, investments are only justified by the potential boost of the urban and regional transformation process and by the reputation advantages (Ki Leea, Ch.; Taylor, T., 2004)³. One of the complexities in the evaluation of the dynamic and long-term effects is the introduction of future income, so cost-benefit analysis techniques are normally used.

³ Ki Leea, Ch.; Taylor, T., (2004). *Critical reflections on the economic impact assessment of a mega-event: the case of 2002 FIFA World Cup*. *Tourism Management* (2005) Volume: 26, 4, Pages: 595-603
<http://dx.doi.org/10.1016/j.tourman.2011.03.031>

Cost-benefit (C/B) analysis provides a valuation of an investment expected costs and benefits, including an updated valuation of the future benefits and the non-observable costs. The C/B analysis allows the presentation, in monetary terms, of processes that are not properly valued by the markets, such as the pollution cost or the congestion effects on the resident's perception of the celebration of special events. This methodology is particularly suitable for the adoption of decisions about public investments with externalities and benefits deferred along time. When an investment real costs come up against the present value of an investment expected benefits along the time, we obtain a "net present value" of the expenditure or investment decision. This allows choosing the best option or deciding, according to the balance, if a certain public initiative is good or not from a social point of view (DG Política Regional, CE, 2003)⁴.

When the events are recurrent (periodic), the investment chapter comes down and the dynamic and long-term effects become stable. In these cases, the event's celebration results in seasonal activity peaks. So, the impact assessment can be made through a conventional time series analysis. However, provided there are import ratios available, that allow the identification of income leaks, it's more common to use input-output and similar multipliers. In the input-output model, the visitors' expenditure is part of the non-residents' final consumption, that is, the domestic expenditure, so it can be treated as an exogenous variable. Obviously, the main problem in these cases is to have an input-output table referred to the study area in order to get an economy impact model of a change in the tourists' expenditure.

Input-output multipliers are suitable for the study of the second effect pointed out in the case of the periodic events: the increase in the general activity level as a result of the event's celebration. Their volume is similar to the "indirect effect" as defined in the case of the Keynesian multiplier. It is also usual to differentiate between a direct component, which is equivalent to the money the visitors put in the local economy through expenditure in accommodation, food, etc., and an indirect effect, identified with the times this money changes hands before leaving the region (Kasimati, 2003)⁵. This approach also considers the induced effects through the expenditure of the residents whose incomes are increased due to the higher level of economic activity. These approaches may just take into account specific questions, such as the tax income increase (Fuller y Clinch, 2000)⁶, or take a wider scope through general equilibrium models and social accounting matrices. The main difference is the endogenization of prices and wages that allows the estimation of local production volume induced by income increase among the residents (Blake, 2005)⁷.

⁴ DG Política Regional, CE. (2003). *Guía de Análisis Coste-Beneficio de los Proyectos de Inversión. Fondos Estructurales, FEDER, Fondo de Cohesión e ISPA*. Comisión Europea.

⁵ Kasimati, E. (2003). *Economic Aspect and the Summer Olympics: a Review of Related Research*. International Journal of Tourism Research. pp. 433-444

⁶ Fuller, SS. Y Clinch, R. (2000). *The Economics and Fiscal Impacts of Hosting the 2012 Olympics Games of the Washington-Baltimore Metropolitan Area*. George Mason Working Paper, George Mason University.

⁷ Blake, A. (2005) *The Economic Impact of the London 2012 Olympics*. Christel DeHaan Tourism and Travel Research Institute. Hottingham University Business School. (Mimeo)

3 Classifications of the Events

Defining the impact area (this is a previous decision) is one of the basic principles to have into account when doing the study of a “special event”. A very narrow definition will undervalue the economic effect of the event, given that on one side, leakages are more likely to produce, and on the other hand, that most of the tourist flows will be one-day visitors instead of tourists. If we do the analysis of the impacts from a wider regional point of view and not from a local tourist destination, the possible leakages will be reduced. This concept will have to be defined previously by the destination. Likewise, the bigger the analysis area is, the bigger the magnitude of the event will be, because the leakages will be reduced.

Any event can be measured. However, it is necessary to evaluate its magnitude to value the tools and the effort (budget and specialists) needed for the measurement. We need to find a balance between an appropriate and quality methodology, with a reasonable economic cost.

3.1 Classification of the events in terms of size and periodicity

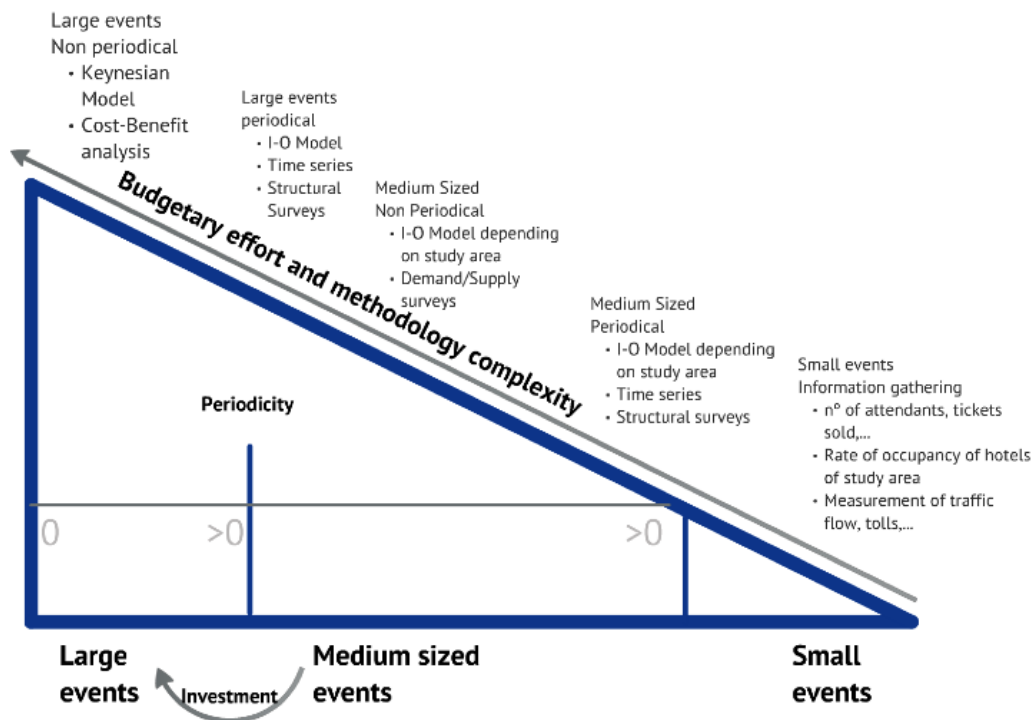
The definition of dimension may vary according to the **capacity of the tourist destination** and the need to **modify the infrastructures** in order to host the event. These two variables are basic in order to classify the event according to its dimension. For example, the same event for a destination with few inhabitants and small accommodation capacity can be of a high magnitude, while for a big city and high hotel capacity the same event can have a small impact. This situation also justifies the use of different methodologies for a similar event dimension, according to the ratio (event's dimension)/(study area).

It is also very important to consider the punctual or periodic nature of the event due to two circumstances. Firstly, because for those a valuation of the investment in the impact research is needed for those large events that just take place once and that require a high investment, as this one will only be made to host the event. On the other hand, if the event is recurrent or periodic, the investment will only be made the first time the event take place, not being needed for measuring later effects. Likewise, there is an added fact for periodic events, that is, the identification of the destination brand with the event. It would be appropriate to value this question. Another methodological circumstance is the opportunity to use time series of main figures as well as the visitors' profile, in case the research has been made previously. In these cases, other techniques can be applied, such as time series, to avoid the repetition of same surveys, which also incorporate some more information as the calendar effect, weather, etc.

3.1.1 Size of special events and research effort

This approach allows the classification of the special events in three big groups, as shown in the following graph. Each group implies a different methodological approach and a different budget effort or the need for specialists, which shall be balanced with the effects of the event in the destination.

Type of events and budget/people effort:



Having into account the dimension of the special event, we can define different methodologies to be applied.

For **smaller events** it would be sufficient to collect internal information of the event (n° of participants), also indirect indicators (hotel occupation in the area, flow of paid traffic on freeways, arrivals of passengers at airports or train stations, energy consumed, payments with credit card, ...) and incorporate qualitative information of experts related to the event (organizers, merchants, tourism sector in the area). This information system would cover the main demands for information at a reasonable cost.

The celebration of **events of medium size** is usually linked to the tourism activity, so the focus is based on the measurement of the flow of tourists generated by the celebration of the event. Usually this does not entail a high investment in

infrastructure, but essentially through promotion by tourist, sport or cultural institutions, be they public or private. As there is no need for a high investment, it is not necessary to carry out Keynesian multiplier analysis or cost-benefit analysis. These “special events” are particularly interesting for a tourist destination, not only because of the flow of tourists generated, but in many cases they generate a brand association with the destination, such as Edinburgh with its summer festival and Jerez with MotoGP.

For **large cultural or sports events**, measurement should also include the assessment of urban and/or regional transformation. Its consequences are not ephemeral, but remain after the celebration of the event and provide benefits of reputation. The variable which determines the classification between events, is the investment, as well as the recurrent or one-off nature of the event which determines if the destination requires adaptation or not in order to host the event

4 The estimation of demand

The estimation of demand is a common requirement in any of the previous cases. The appropriate methodology also depends on the type of event.

Enclosed or open events

An event is understood as enclosed, if its participants or attendees are counted, either by tickets sold, or capacity of the room/venue/stadium, seats available, etc. The implication of these figures is that there is a framework that helps to quantify the volume of tourists. Open events are those performed in unlimited spaces or that use outside venues where there is no type of registration. There are events that use a combination of both typologies, with certain acts performed in limited enclosures and others in open spaces.

Participant-driven or visitor-driven events

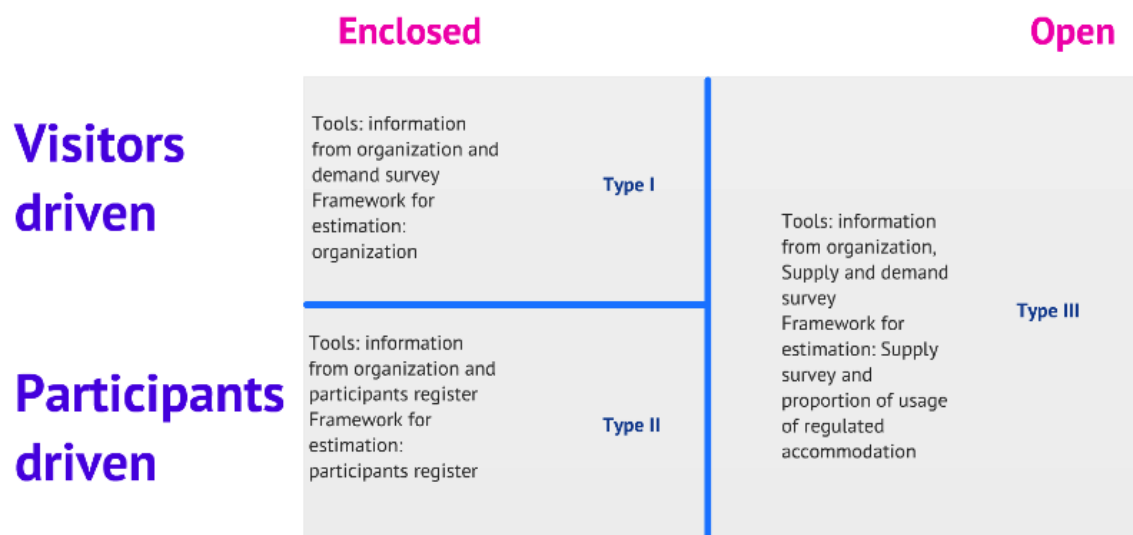
By 'participant' it is understood the kind of tourist (not remunerated in the place of destination) who takes part in an activity in that area - for example, runners in a marathon - and as 'attendees' it is understood the type of visitor (tourists or one-day visitors) who spectates at the event. Events with a very large number of public or spectators are those where the movement of attendees determinates the value. The classification of the event studied in one of these two typologies determines the basic methodology applied for the estimation of its demand.

In any case it is necessary to discount the participation of the **residents** in the event and take into account the **number of days the visitors attend** the event. In many cases the relevance of **one-day visitors** recommends a specific analysis in order to be able to estimate their expenditure.

4.1 Estimation of demand and type of events

Given that the typologies and structure of events are very varied, the application of methodology for each study case will be the result of appropriate combinations according to the determining characteristics defined by the event. Here the technical criteria come into play, which should avoid oversizing the study in order to justify the decisions taken by the organisers, who are the main group of interest. Experiences in this matter show that it is common to find studies that are disproportionate to the actual significance of the event.

Typology and methodological proposals of the “special events”



Type I. Enclosed events of high relevance in number of attendees

There is a basic framework of evaluation: number of tickets sold, maximum capacity of the facility, room or stadium, etc. In many cases the event organisation provides the numbers, including tickets sold, in this case it is necessary to take into account the number of days included in the tickets. It is also necessary to request the VIP invitations or press passes, and to know if this figure is included or not in the overall figure provided by the organizers.

The survey of attendees is the basic instrument of measurement. Once we have the overall number of event attendees at our disposal, a count is made to identify the different types of attendees: one-day visitors, tourists or residents and their proportion of the total. The object is to analyse the impact on tourism, for this purpose the residents are discounted from the overall figure and for one-day visitors a daily

expenditure is estimated, in order to include them in the overall calculation of the tourism expenditure.

In order to know the inward pull of the events for tourist, it is necessary to identify those people who have come to the tourist destination attracted by the celebration of the event in question, because there may be tourists who seize their visit to the area to attend the event. This last group should be discounted from the tourist calculation.

In the same way, depending on the area of study to which we want to attribute the event, it is necessary to identify in which location the tourist has stayed overnight, as perhaps the event venue does not have sufficient capacity to accommodate the demand, or does not have sufficient appeal to make the tourists stay overnight in the area.

The survey must allow the characterisation of the different types of tourists: professional, supporter, companion or participant. It is interesting not to lose sight that the capacity of the event to attract tourists is not just exclusively determined by those who physically participate in the event, but also their companions should be included, as they would not have come to the destination if the event had not been held.

In order not to duplicate the number of tourists one must take into account the number of days of attendance at the event, as the total of attendees or entrances sold could be the same person who attended more than one time.

Once we have identified the number of tourists and one-day visitors that visited the destination as a direct result of the event, the next step is to estimate the actual expenditure made. In this case it is necessary to, at least, identify the main items of general tourist expenditure (accommodation, restaurants and shopping), not forgetting to include the costs of the tickets to take part in the event in question.

Type II. Enclosed events with high relevance in the number of participants

In this cases it is necessary to make use of the register of participants, in order to collect the main information necessary to know the importance of this event for tourism. In many cases it is enough to introduce within the registration process basic variables for the study of tourism: number of days of stay, expenditure on accommodation (perhaps provided by the organizer), number of companions brought, if they are staying more days than are necessary for the event, if they are going to visit other areas , ...

The measurement of these events has a high similarity to the evaluation of tourism of congresses or conventions, as in many cases the main source of information is the organizer of the event itself.

Type III. Open events with high relevance in number of attendees or participants:

In this case we do not have a basic framework, therefore, it is necessary to get another source of information from which to gather the data. In many cases in Andalusia we have used a survey to the tourist accommodation establishments, who have provided the number of tourists which have used those establishments during the period of the event.

From this number we have to deduct the number of tourists who were in the establishments but who did not attend the event. We obtained this information through a count at the door of a sample of these hotels asking the tourists if they were going to attend the event or not. This way, it is possible to discount from the total number of tourists in these hotels the proportion who did not attend the event.

This tool should be used when a high proportion of the demand attracted by the event stays in regulated establishments, and not in rented houses or with family or friends.

In these cases, as with those in Type I, it is also necessary to survey the attendees, which allows us to know the proportion of those who have stayed in regulated accommodation, and in this way it is possible to estimate the overall number of attendees at an event in an unlimited environment.

In this calculation the number of residents has already been deducted, so it is only necessary to count and identify the excursionists and tourists, and if considered relevant, estimate an expenditure for the excursionists in order to include them in the overall tourist expenditure.

From this point on, as with the events in Type I, it is necessary:

- To deduct those attendees who have not been attracted to the destination exclusively to attend the event.

- To characterize the tourist as professional, supporter, companion or participant, in order to include as tourists the companions of the attendees.
- To measure the expenditure.

5. Case studies. Special reference to Andalusia.

We will now present some examples of events that we have analysed in Andalusia, also including some international events, in order to show the different typologies with practical examples.

EDIMBURGH FESTIVALType of event: **Cultural****Description**

The Edinburgh Festival is a collective term for many arts and cultural festivals that take place in Edinburgh, Scotland each summer, mostly in August. Though the festivals are put on by various organizations unrelated to each other, and so are officially separate events, they are regarded by many visitors as part of the same event; and together they form the largest annual cultural festival in the world.

MAIN FEATURES

Periodicity:	☒	Yearly	☐	One-off		
Investment:	☐	High	☐	Medium	☒	Low
Infrastructures modification:	☐	Yes	☒	No		
Environment of celebration:	☒	Enclosed	☐	Open		
Main demand:	☒	Visitors	☐	Participants	☐	Both

GRAND PRIX MOTORCYCLING RACING | JEREZ DE LA FRONTERAType of event: **Sport****Description**

Built in 1986 and hosting its first Grand Prix one year later, the circuit of Jerez is now one of the most popular MotoGP venues and the focal point for a city fanatical about sport. Its numerous grandstands providing the perfect viewing facilities for up to 250,000 spectators.

MAIN FEATURES

Periodicity:	☒	Yearly	☐	One-off		
Investment:	☐	High	☐	Medium	☒	Low
Infrastructures modification:	☐	Yes	☒	No		
Environment of celebration:	☒	Enclosed	☐	Open		
Main demand:	☒	Visitors	☐	Participants	☐	Both

OLYMPIC GAMESType of event: **Sport****Description**

A major international event featuring summer and winter sports, in which thousands of athletes participate in a variety of competitions. The Olympic Games are considered to be the world's foremost sports competition and more than 200 nations participate. The Games are currently held every two years, with Summer and Winter Olympic Games alternating, although they occur every four years within their respective seasonal games.

MAIN FEATURES

Periodicity:	☐	Yearly	☒	One-off		
Investment:	☒	High	☐	Medium	☐	Low
Infrastructures modification:	☒	Yes	☐	No		
Environment of celebration:	☐	Enclosed	☐	Open	☒	
Main demand:	☐	Visitors	☐	Participants	☒	Both

UEFA European Football ChampionshipType of event: **Sport****Description**

The UEFA European Football Championship is the main football competition of the men's national football teams governed by UEFA (the Union of European Football Associations). Held every four years since 1960, in the even-numbered year between World Cup tournaments.

MAIN FEATURES

Periodicity:	☐	Yearly	☒	One-off		
Investment:	☐	High	☒	Medium	☐	Low
Infrastructure modification:	☐	Yes	☒	No		
Environment of celebration:	☒	Enclosed	☐	Open	☐	
Main demand:	☒	Visitors	☐	Participants	☐	Both

EUROPEAN CAPITAL OF CULTUREType of event: **Cultural****Description**

The European Capital of Culture is a city designated by the European Union for a period of one calendar year during which it organises a series of cultural events with a strong European dimension.

MAIN FEATURES

Periodicity:	☐	Yearly	☒	One-off		
Investment:	☐	High	☒	Medium	☐	Low
Infrastructure modification:	☐	Yes	☒	No		
Environment of celebration:	☒	Enclosed	☐	Open	☒	
Main demand:	☒	Visitors	☐	Participants	☐	Both

DAVIS CUPType of event: **Sport****Description**

The Davis Cup is the premier international team event in men's tennis. It is run by the International Tennis Federation (ITF) and is contested annually between teams from competing countries in a knock-out format.

MAIN FEATURES

Periodicity:	☐	Yearly	☒	One-off		
Investment:	☐	High	☒	Medium	☐	Low
Infrastructure modification:	☐	yes	☒	No		
Environment of celebration:	☒	Enclosed	☐	Open	☐	
Main demand:	☒	Visitors	☐	Participants	☐	Both

THE NEW YORK CITY MARATHON

Type of event: **Sport**

Description

The New York City Marathon (branded ING New York City Marathon for sponsorship reasons) is a major annual marathon. It is one of the largest marathons in the world, with 45,103 finishers in 2010. The race is organized by New York Road Runners (NYRR) and has been run every year since 1970. It attracts professional competitors and amateurs from all over the world.

MAIN FEATURES

Periodicity:	☐	Yearly	☒	One-off		
Investment:	☐	High	☐	Medium	☒	Low
Infrastructure modification:	☐	Yes	☒	No		
Environment of celebration:	☐	Enclosed	☒	Open	☐	
Main demand:	☐	Visitors	☒	Participants	☐	Both

CARNIVAL OF VENICE

Type of event: **Cultural**

Description

The Venice Carnival is the most internationally known festival celebrated in Venice, Italy, as well as being one of the oldest. Apart from a congregation of masked people, there are many entertainments and performances, aside of the real parties in Venetian taste that are often hidden for the large public, which is more like to enjoy the Venice Carnival on the road.

MAIN FEATURES

Periodicity:	☒	Yearly	☐	One-off		
Investment:	☐	High	☐	Medium	☒	Low
Infrastructure modification:	☐	Yes	☒	No		
Environment of celebration:	☐	Enclosed	☒	Open	☐	
Main demand:	☐	Visitors	☒	Participants	☐	Both

WORLD EXPO

Type of event: **Cultural**

Description

A world's fair, world fair, universal exposition, or world expo is a large public exhibition. These exhibitions vary in character and are held in varying parts of the world. The main attractions at world's fairs are the national pavilions, created by participating countries.

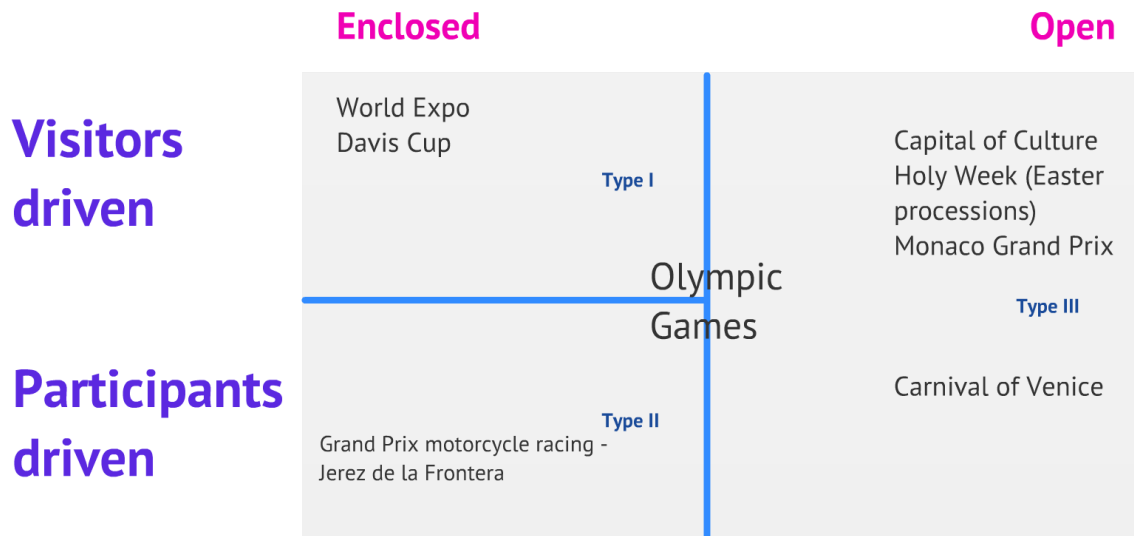
MAIN FEATURES

Periodicity:	☐	Yearly	☒	One-off		
Investment:	☒	High	☐	Medium	☐	Low
Infrastructure modification:	☒	Yes	☐	No		
Environment of celebration:	☐	Enclosed	☐	Open	☒	
Main demand:	☒	Visitors	☐	Participants	☐	Both

HOLY WEEK					
Type of event:	Cultural				
Description					
Holy Week in Andalusia is one of the most important traditional events of the main cities. It is celebrated in the week leading up to Easter (Holy Week among Christians), and is one of the better known religious events within Spain. This week features the procession of scenes of the events of the Passion, or images of the Virgin Mary. During Holy Week, the city is crowded with residents and visitors, drawn by the spectacle and atmosphere. The impact is particularly strong for the Catholic community.					
MAIN FEATURES					
Periodicity:	☒ Yearly	☐ One-off			
Investment:	☐ High	☐ Medium	☒ Low		
Infrastructure modification:	☐ Yes	☒ No			
Environment of celebration:	☐ Enclosed	☒ Open			
Main demand:	☒ Visitors	☐ Participants	☐ Both		

MONACO GRAND PRIX					
Type of event:	Sport				
Description					
The Monaco Grand Prix is a Formula One motor race held each year on the Circuit de Monaco. Run since 1929, it is widely considered to be one of the most important and prestigious automobile races in the world. The circuit has been called "an exceptional location of glamour and prestige."					
MAIN FEATURES					
Periodicity:	☒ Yearly	☐ One-off			
Investment:	☐ High	☒ Medium	☐ Low		
Infrastructure modification:	☒ Yes	☐ No			
Environment of celebration:	☐ Enclosed	☒ Open			
Main demand:	☒ Visitors	☐ Participants	☐ Both		

These events are presented in the matrix to give a picture of the methodology applied in each case:



6. Recommendations

In the first place it is necessary to calibrate the type of study that should be applied if the event is of a **small size**, because both the financial resources as well as the specialist, must be in relation to the size of the event, therefore we recommend more modest approaches for smaller events.

For **periodical events of medium size**, it is recommended to carry out a study of the impact on tourism, with surveys of demand and/or supply, which will determine the structure, so that the organization of the event may carry out more deep studies from time to time with the yearly update by means of time series, which also allow the inclusion of aspects such as calendar effect, weather conditions, etc

For **non-periodical events of medium size** a study of the tourism impact is recommended through surveys of the demand and/or supply. The use of an Input-Output analysis will be determined by the area of the study referred. If the objective is to analyse the impact of a smaller geographical area, the application of this type of analysis does not make sense, as there will not be available an adequate Input-Output framework with implications for leakages.

For **large periodical events** the recommendations are very similar to the medium events, but it is more appropriate to carry out an Input-Output analysis, as normally they refer to a broad area of study for which usually an appropriate Input-Output framework.

For **large non-periodical events** the use of Keynesian multipliers and cost-benefit analysis is recommended, as well as an Input-Output analysis. These types of events require more complex and costly analyses.

The evaluation exercises should be developed by independent institutions, which are

not involved with the operators of the sector. In the world of tourism it is particularly common that the associations that encompass the main operators, become the principal source of statistical information and information providers of the specific segments. This happens, for example, with cruise companies, congress & exhibition centres, organizers of congresses, etc. On the other hand they often include in their periodic reports estimations regarding the economic dimension of their activity, in which they are participating, and about their contribution to the formation of a national and regional product, and the creation of employment, distancing themselves from the academic institutions who accuse the operators of a tendency to overestimate the benefits of their activity and undervalue the costs and its external effects. (Braun, BM; Rungeling B., 1992; App, B., 2006; Sahli, M. and Nowak J.J., 2007; Copeland, C., 2008; Vaggelas, G.K y Pallis, A.A.; 2010)[1].

The analysis of the relevance of tourism of special events that involve carrying out surveys on the demand should always be framed within the system of statistics within the scope of the study, in such a way that the results present a harmonisation of the methodology with the statistical system.