

**Motivations, Travel Behaviours and Socio-
Demographic Profiles of Athletes Registered
for the
Edmonton 2005 World Masters Games**

Research Report

Prepared for: The City of Edmonton

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EXECUTIVE SUMMARY

The Edmonton 2005 World Masters Games (WMG) was an international multi-sport event held in Edmonton, Alberta, Canada from July 22 to 31, 2005. The Games attracted 21,600 registered competitors with 14,267 of these coming from Canada, 1,973 from the US and a further 5,360 from 87 other countries. There were an additional 3,000 registered companions, coaches and managers as well as 1,000 officials. Minimum age conditions for participating athletes in the vast majority of sports were 30 or 35 years. Competitions were held in 27 sports and took place in over 60 separate venues. The Games were supported with an operating budget of \$13.9 million Canadian dollars. An organization of 26 full-time and 26 part-time staff as well as approximately 5,500 volunteers was required to stage the Games. A Post Games study of the economic impact of the Games estimated that they generated \$36.4 million for the City of Edmonton and \$70.3 million for the Canadian economy.

Despite the scale, interest, impact and investment associated with the Games, little was known about the participating athletes. As one of the legacies of this event, the 2005 Edmonton World Masters Games Organizing Committee commissioned this research **to provide insight into the socio-demographic characteristics, motivations and travel profiles of athletes participating in the 2005 Games.**

The main report provides details on the methodology, Pre Game and Post Game motivations of all respondents, travel profiles by origin of visitors, samples of perceptions of Edmonton and additional respondent comments. Study highlights are featured in the Executive Summary.

MOTIVATIONS OF ALL PARTICIPATING ATHLETES (932 respondents)

General Characteristics

- 65% were between 41 and 60 years old with a further 16% being older than 60. Local athletes tended to be younger than visiting athletes.
- Mean annual household income of \$107,352 Canadian
- 79% had a post secondary degree/diploma or higher (e.g., graduate & professional)
- 77% were married/common law
- 46% reported having dependent children still living at home
- 81% were first time participants in the WMG

Motivations and Experience

Of the 30 motivational items listed on the questionnaire, the four ranked motivations were:

- Having a stimulating experience (98% Pre Games and 97% Post Games)
- Gain an experience I can look back on (93% Pre Games and 97% Post Games)

- Do something different from what I normally do (92% Pre Games and 94% Post Games)
- Experience the excitement that always happens at sport events (93% Pre Games and 94% Post Games)

Generally, the scores for Post Games motivations were higher than Pre Games motivations especially for those related to the social dimensions of the experience and the change in routine that the Games provided.

Measures of Personal Success

Participating athletes tended to evaluate their performance based on personal or internal measures rather than comparisons against the performance of other athletes. The top ranked measures of success were:

- I performed to the best of my abilities (98% Pre Games and 92% Post Games)
- I reached my goal (89% Pre Games and 90% Post Games)
- I worked hard (87% Pre Games and 90% Post Games)

Type of Experience

The activity dimensions of the WMG experience scored the highest in terms of the motivations of participating athletes followed by social and place related motivations. However, the greatest increases from the Pre Games survey to the Post Games survey were found in the motives related to the social and place dimensions.

- Play sports (93% Pre Games and 97% Post Games)
- Meet new people (76% Pre Games and 82% Post Games)
- Travel to a new destination (visitors only) (53% Pre Games and 69% Post Games)

TRAVEL PROFILES OF VISITING ATHLETES (727 respondents)

General Characteristics

- 23% of all visitors had participated in a previous WMG with a high of 51% of those in the Other International category
- 89% stated that participation in the WMG was the primary purpose of their visit to Edmonton with a low of 72% of the athletes from other parts of Alberta making this claim
- 58% traveled to the Games with at least one other individual
- 48% were 51 years or older with a high of 61% of the Other International respondents falling in this age cohort
- the mean annual household income was \$107,482 Canadian dollars with respondents in the US group reporting the highest incomes at \$140,160 Canadian
- 78% had a post secondary degree/diploma or higher (e.g. graduate)
- 75% were married/common law
- 59% reported having no dependent children still living at home

Travel Behaviour During the Games (Focus on Edmonton)

- the three most popular tourist activities were
 - shopping (63%)
 - patronizing a bar or night club (39%)
 - attending another sporting event (32%)
- the most popular types of accommodation used were
 - hotels (42%)
 - friends or relatives (25%)
- primary mode of transportation
 - private automobile (49%)
 - rental vehicle (26%)

Pre Games Vacation Travel Profile

- 22% of visiting athletes took a Pre Games vacation as part of their trip to the WMG
- 28% had a primary destination in other parts of Alberta with a further 28% in BC and 24% in Edmonton
- the three most popular activities were
 - visiting national or provincial parks (69%)
 - shopping (68%)
 - participating actively in sports or outdoor recreation (52%)
- the mean duration of trip was 8.9 days
- most popular types of accommodation were
 - hotels (50%)
 - the homes of friends and relatives (34%)
- primary mode of transportation
 - automobile (58%)
 - air transport (29%)

Post Games Vacation Travel Profile

- 34% of visiting athletes took a Post Games vacation as part of their trip to the WMG
- 44% had a primary destination in other parts of Alberta, 28% in the US and 14% in Edmonton
- the three most popular activities were
 - shopping (64%)
 - visiting a national or provincial park (59%)
 - participating actively in sports or outdoor recreation (37%)
- the mean duration of trip was 9.4 days
- most popular types of accommodation were
 - hotels (50%)
 - friends and relatives (34%)
- primary mode of transportation
 - automobile (64%)
 - air transport (22%)

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- A. Pre Games Questionnaire: Locals
- B. Pre Games Questionnaire: Visitors
- C. Post Games Questionnaire: Locals
- D. Post Games Questionnaire: Visitors

1. INTRODUCTION

1.1 World Masters Games

The World Masters Games (WMG) is the largest multi-sport event in the world in terms of participants and continues to gain popularity. The Games were first held in Toronto in 1985 (61 countries participating) and were subsequently hosted in Aarhus, Denmark in 1989 (70 countries), in Brisbane, Australia in 1994 (74 countries), In Portland, United States in 1998 (102 countries) and Melbourne, Australia in 2002 (98 countries).

Unlike individual sport world championships for veterans or masters, the WMG do not at this time have performance qualification criteria for participation. In fact, the tag line used in promotions for the 2005 Edmonton World Masters Games was “Passion Qualifies You.” As such, the WMG represent a very unique international sporting event with its focus on participation. The World Masters Games have a festival atmosphere and organizers encourage all people who satisfy the minimum age requirement to compete. While the focus of the Games is on the sporting competitions, the Games also promote social connections and travel host destination throughout the world.

The International Masters Games Association (IMGA) awards the right to host the Games every four years and owns the WMG. Recently, the IMGA moved the Games to an “odd year” cycle, thereby shifting the most recent Games from 2006 to 2005.

Membership of the IMGA is comprised of 17 International Sport Federations (ISF) belonging to the General Assembly of International Sports Federations (GAISF). These 17 ISFs represent the core sports of the Masters Games.

Guiding principles for the WMG are:

- Promoting the philosophy of "sport for life" throughout life.
- Motivating a goal-oriented and long-term attitude towards sport, physical fitness, and health.
- Offering broad-based participation in an open sports event featuring a number of disciplines in a truly multinational environment.
- Encouraging mature individuals from all over the world to participate in sport regardless of age, sex, race, religion or sports status.
- Setting an example to increase recognition that competitive sport may continue throughout life.
- Bringing together mature athletes every four years in different cities around the world to practice their sport and to share cultural and tourist experiences.

1.2 Edmonton 2005 World Masters Games

The Edmonton 2005 World Masters Games (WMG) was an international multi-sport event which ran from July 22 to 31. The Games attracted 21,600 registered competitors with 14,267 of these coming from Canada, 1,973 from the US and 5,360 from 87 other

countries. There were an additional 3,000 registered companions, coaches and managers as well as 1,000 officials. Minimum age conditions for the vast majority of sports were 30 or 35 with exceptions in diving (25 years), rowing (27 years), swimming (25 years) and synchronized swimming (25 years). Competitions were held in 27 sports and took place in over 60 separate venues. Generally, participants stayed in Edmonton for the majority of the Games with 22% of the visitors taking the opportunity to vacation before and 34% of the visitors adding on a vacation after the Games. The economic impact of the Games was estimated at \$36.4 million for the City of Edmonton and \$70.3 million for the Canadian economy. An organization of 26 full-time and 26 part-time staff as well as approximately 5,500 volunteers was required to stage the Games with a total operating budget of \$13.9 million.

1.3 Nature of the Study

Increasingly, cities are competing for the right to host major sporting events. Substantial investments are being made based on the assumption that these events will serve as major tourist attractions and/or instruments for community development, yet little is known about the way that they function in this capacity (Faulkner, B., Chalip, L., Brown, G., Jago, L., March, R. and Woodside, A., 2000 & Whitson & MacIntosh, 1996). This lack of information has resulted in a variety of operational and managerial challenges. For example, the intermittent nature of many of these events has posed challenges to event planners who often find themselves “starting from scratch” in terms of planning an event. Similarly, the motivations and behaviours of the people attending these events are largely unknown. The Organizing Committee of the Edmonton 2005 World Masters Games grappled with both of these challenges. As one of their legacies to future WMG and similar events of this nature, the 2005 Edmonton World Masters Games Organizing Committee commissioned this research to provide insight into the motivations, travel behaviours, and socio-demographic profiles of athletes registered in the 2005 Games.

Motivations - measured using Recreation Experience Preference (REP) scales, both in terms of goal states desired beforehand and realized afterwards (Driver, Tinsley and Manfredi, 1991). Additional motivational items were added that are specific to sport, and which measure both external (e.g., winning) and internal (i.e., "doing my best") aspects of participation. An additional dimension of this approach was the measurement of mode of experience which in effect examines the preferences of respondents in terms of the activity, social and place dimensions of their experience (Williams, Patterson, Roggenbuck, Watson, 1992). This type of information is particularly relevant given the multiple objectives of the WMG.

Travel Behaviours – basic measures of activities engaged in while traveling, accommodation, mode of transport were collected in order to develop a travel profile of visiting athletes to the Games.

Socio-Demographic Variables as well as Sport and Event Background - participants' experience levels in the selected sport, past participation in the Masters Games, and information on their basic socio-demographic profiles were also collected.

2. METHODOLOGY

2.1 Sample

A stratified random sample was drawn from a list of 19,272 registered participants as of June 16, 2005 who included an e-mail address on their registration form. Registration statistics show that this population represented over 91% of the 21,101 total registrants at the time that the sample was drawn. The sample was stratified by geographic origin of the registrants with equal quotas of male and female registrants.

Edmonton Metropolitan Area (Locals)	500 (250 male/250 female)
Other Alberta	500 (250 male/250 female)
Other Canada	500 (250 male/250 female)
United States	500 (250 male/250 female)
Other International	500 (250 male/250 female)

2.2 Data Collection

Study respondents were contacted by e-mail one month prior to the Games. This June 22 correspondence consisted of a general request for participation in the study and provided web links to an information sheet on the study and to the web-based questionnaire. Two reminder e-mails were sent at one-week intervals; the first on June 29 and the second on July 6. One of the questions on the Pre Games Questionnaire was whether the respondent was willing to be contacted after the Games as part of the Post Games Survey.

The Post Games survey was also administered by way of an e-mail letter approximately 5 weeks after the Games ended. The e-mail asked for their continued participation in the study as well as providing web links to the study information statement and a web-based Post Games Questionnaire. This e-mail was sent on Sept 6 with reminder e-mails on September 13 and 22.

Appendices A, B, C, and D contain the written versions of the web-based questionnaires.

2.3 Response Rates

The calculations for response rates were determined by calculating the percent of returned questionnaires relative to the number of deliverable questionnaires at the Pre Games and then at the Post Games stage of the study. Adjustments were also made to account for individuals who responded to the Pre Games Survey but whom were unable

to complete the Post Games Survey because they had not attended the Games due to injury.

- Pre Games Survey: 58% (281) locals; 61% (1145) visitors
- Post Games Survey: 86% (228) locals; 74% (778) visitors

After deleting additional questionnaires due to missing data and managing the logistics of matching the Pre Games Questionnaire responses with the Post Games Questionnaire responses for individual respondents the final databases which are featured in this report are:

- Pre Games and Post Games Motivations – 932 respondents
- Travel Profiles (visitors only) – 727 respondents

2.4 Analysis

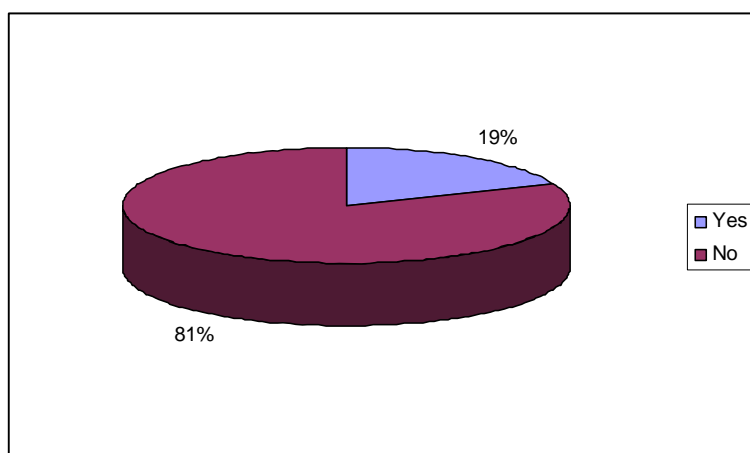
This report is based on descriptive statistics with an emphasis on percentage comparisons based on frequency analysis. It is also focused on the quantitative dimensions of the study. Samples of responses to the open ended questions related to perceptions of the Edmonton area and other general comments about the Games themselves have been included in the report. A verbatim listing of these comments has also been provided to the Games organizers in a separate document and will be used as part of the assessment process for this event. More advanced statistical analysis is planned for a series of academic papers, copies of which will be provided to the International Masters Games Association.

3. PRE GAMES AND POST GAMES MOTIVATIONS BY ALL RESPONDENTS AND BY GEOGRAPHIC ORIGIN

The database used for this section of the report consists of 932 paired responses from the Pre Games and the Post Games surveys.

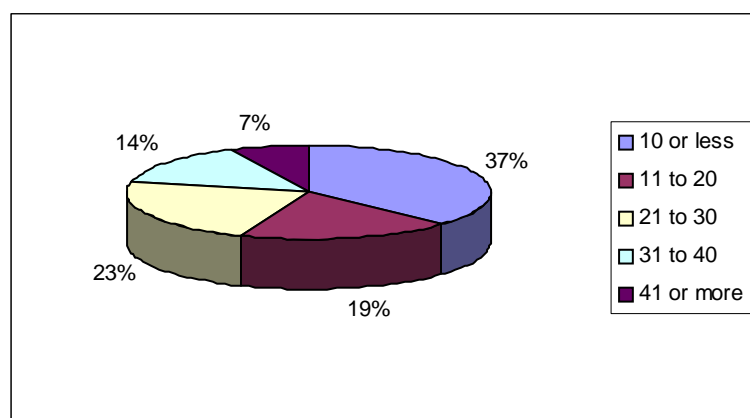
3.1 General Characteristics

3.1.1 Previous Participation in a World Masters Games



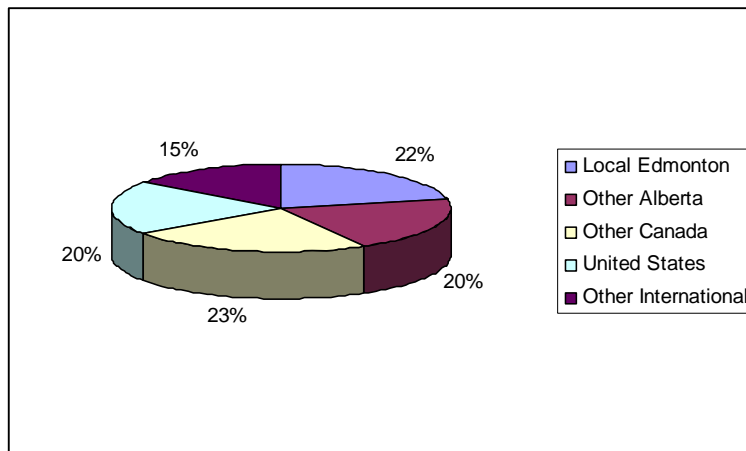
Nineteen percent of all respondents had participated in a previous WMG with the majority of these being the last Games held in Melbourne (n = 119). The vast majority of respondents who had participated in previous games were Visitors to Edmonton (98%) rather than Locals (2%).

3.1.2 Years in Primary Games Sport



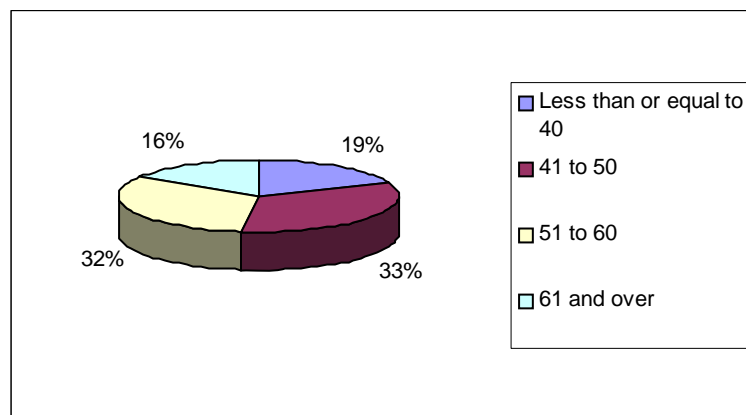
While some athletes were relatively new to the sports that they were competing in, 63% had more than 10 years experience. Twenty one percent had participated in their sport for 31 or more years.

3.1.3 Geographic Origin



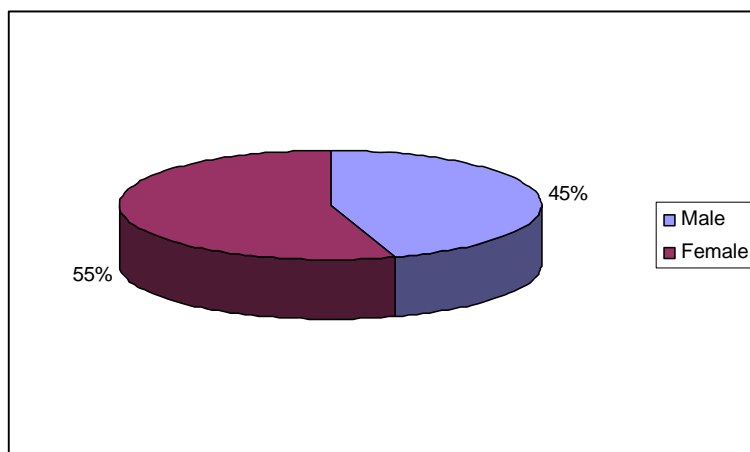
Although a stratified random sample was drawn equally from the registrants from each of the five geographic regions, the response rate varied slightly. Responses from Canadians residing outside of Alberta were the largest group (23%), followed closely by Albertans (22%), Other Alberta (20%), US (20%) and Other International (15%). Two possible reasons for the lower response from the International registrants are first, language barriers as the questionnaire was only available in English and secondly, some international participants may have departed for Pre Games vacations prior to the distribution of the e-mail inviting their participation in the survey. Overall, each of the geographic areas of origin is well represented in the database.

3.1.4 Age



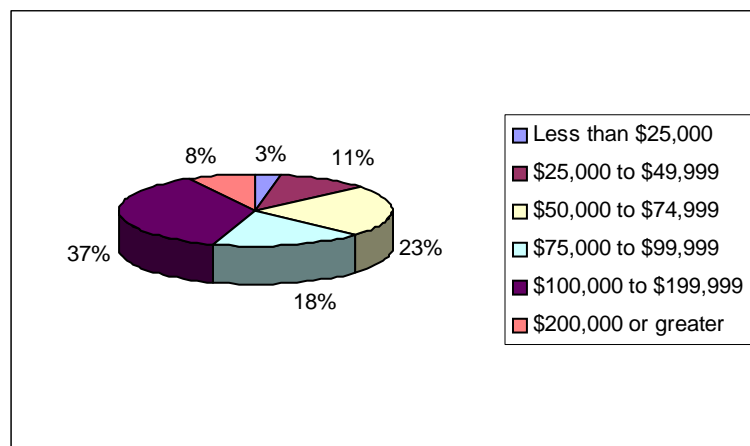
The majority of respondents (65%) were aged between 41 and 60 years. At the younger end of the spectrum 19% reported being less than or equal to 40 while at the older end, 16% reported being 61 years or older. In fitting with the Masters' age criteria, these athletes are much older than those who participate in most other types of sporting festivals. At the same time, it should be noted that participating as a Masters Athlete does not necessarily mean that the athlete is "old" as one of the characteristics of the age of these respondents is the wide distribution.

3.1.5 Sex



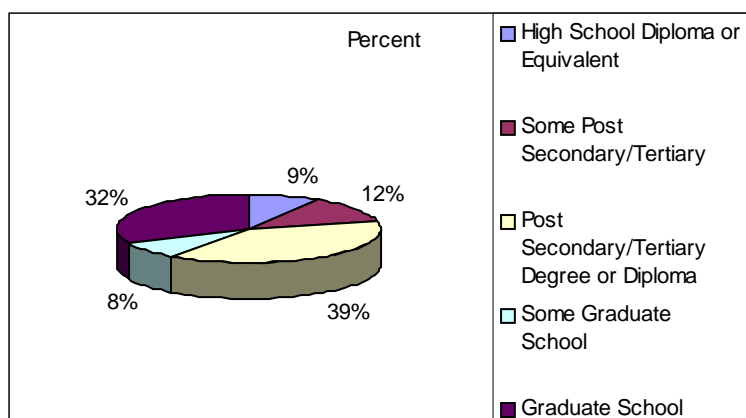
Female respondents (55%) outnumbered the male respondents (45%) by a substantial margin in the study although they were evenly represented in the original sample. This balance of responses was generally consistent with both the Locals and the Visitors. It suggests a bias toward the female respondents which is typical of this type of survey research.

3.1.6 Household Income



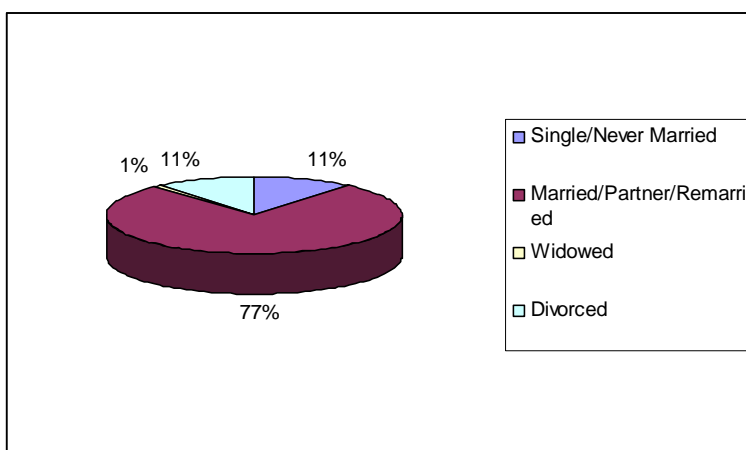
Household income was recorded in the currency of the respondent. These amounts were then converted to Canadian Dollars using a currency converter website as of the first day of the Games (July 22, 2005). The mean household income was calculated as \$107,352 Canadian. There was a wide variation in income reported with 14% of the respondents reporting less than \$50,000 while 45% reported household incomes of \$100,000 or more.

3.1.7 Education



The respondents were very highly educated with 32% indicating that they had a graduate degree. Only 9% indicated that the highest level of education that they had attained was a high school diploma or less. Local respondents reported slightly higher levels of education attainment than did Visitors.

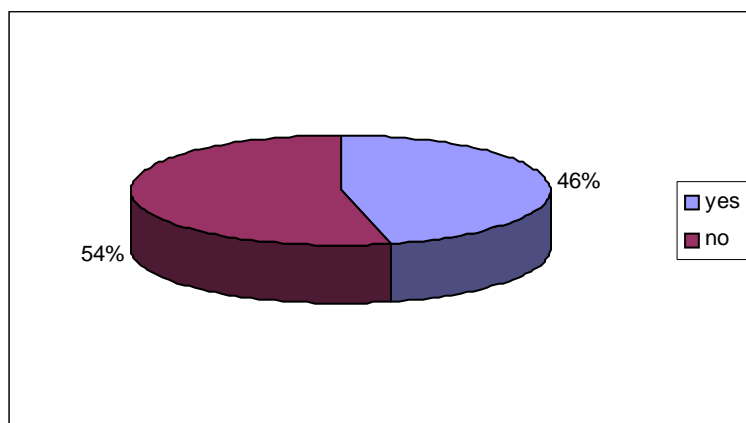
3.1.8 Marital Status



The majority of respondents (77%) reported being married or in common law relationships. Given the Masters age categories it was somewhat surprising that the

proportion of respondents who were widowed (1%) was not higher. An even higher proportion of the Locals (85%) reported being in the married or common law category.

3.1.9 Children at Home



Respondents were more likely to not have dependent children at home (46%) than to have them at home (54%). However, 61% of the Local respondents reported having dependent children at home while only 41% of the Visitors reported being in the same situation. This difference may be partly explained by the fact that having dependent children is a larger constraint for travelers.

3.2 Motivations and Experience (Percent responding Somewhat Agree and Strongly Agree)

In the Pre Games survey, respondents were asked to indicate how much they agreed or disagreed with 30 statements in relation to their decision to participate in the 2005 World Masters Games. In the Post Games survey the same list of statements was used (modified for verb tense). In this case, respondents were asked how much they agreed or disagreed with the statements in relation to their experience in the 2005 World Masters Games.

Rank	Motives	Pre Games %	Post Games %
1	Have a stimulating experience	98	97
2	Gain an experience I can look back on	93	97
3	Do something different from what I normally do	92	94
4	Experience the excitement that always happens at sport events	93	94
5	Be with others in my sport	90	93
6	Be with others who enjoy the same things that I do	88	92
7	Keep in shape physically	90	91
8	Get exercise	88	87
9	Be with friends	82	86
10	Build friendships with new people	69	82
11	Meet new people	78	82
12	Remember the good times I had in the past playing sports	79	81
13	Experience new and different things	86	81
14	Get away from the usual demands of life	67	76
15	See if I could do it	66	70
16	Remember the good times I've had in the past attending other sports events	67	68
17	Have a change in my daily routine	45	68
18	Do something different from what I normally do	55	64
19	Show others that I still can	46	61
20	Experience the sense of discovery involved	65	61
21	Reduce some frustrations I've been feeling	21	60
22	Get away from the demands of other people	21	60
23	Release or reduce tension	48	56
24	Be free to make my own decisions	38	46
25	Explore Edmonton and area	25	43
26	Learn more about Edmonton and area	28	39
27	Have others think highly of me for doing so	34	39
28	Do something my spouse or partner wanted me to do	14	26
29	Bring my family closer together	17	24
30	Be obligated to no one	18	24

Respondents were asked to indicate their level of agreement with 30 motivation items in terms of their decision to participate in the Games (Pre Games) and then again in terms of their experience at the Games (Post Games). These motives were then ranked on the basis of the percent of respondents that indicated Somewhat Agree or Strongly Agree in terms of their experience at the Games. The top five motives were “Having a stimulating experience” (97%), “Gain an experience I can look back on” (97%), “Do something

different from what I normally do” (94%), “Experience the excitement that always happens at sport events” (94%), and “Be with others in my sport” (93%). It is also interesting to note that respondents tended to rank the majority of motives slightly higher after the Games than they did prior to the Games. Some of the larger differences between the Pre and Post Games rankings of these items included “Build friendships with new people” (went from 69% to 82%) and a series of escape type motives such as “Get away from the usual demands of life” (from 67% to 76%) and “Reduce some of the frustrations that I have been having” (from 21% to 60%). Future Games organizers should consider these rankings in the way they promote and manage the Games. With the exception of motives related to exploring Edmonton, in which the Visitors ranked higher than the Locals, the expressed motives of Visitors and Locals were generally similar.

3.3 Measures of Personal Success (Percent responding Somewhat Agree and Strongly Agree)

Rank	Measure of Success	Pre Games %	Post Games %
1	I performed to the best of my abilities	98	92
2	I reached a goal	89	90
3	I worked hard	87	90
4	I showed clear personal improvement	84	76
5	I overcame difficulties	71	69
6	I mastered something I couldn't do	60	56
7	I outperformed my opponents	52	54
8	I accomplished something others didn't do	36	46
9	I was the best	33	38
10	I beat other people	32	35
11	I showed other people I am the best	17	18
12	I was clearly superior	14	15

A series of 12 items were asked that related directly to the way that respondents anticipated measuring their success (Pre Games) and the way that they did measure their success (Post Games). Their Post Games responses were ranked on the basis of the percent that Somewhat Agreed or Strongly Agreed with each item. The top three ranked motives were “I performed to the best of my abilities” (92%), I reached my goal (90%), and “I worked hard” (90%). Generally, the top ranked measures were related to personal or internal achievement while the motives associated with comparative performance relative to other participants ranked lowest. This pattern suggests that while respondents measure their success based on performance, the primary reference point is themselves rather than other competitors. The scores from the Pre Games Survey were very similar to the Post Games Survey with the largest difference being in response to “I accomplished something others didn't do” which went from a score of 36% in the Pre Games Survey to 46% in the Post Games Survey. The reference group in this case appears to be non-competitors. When examined at the level of geographic origin,

respondents from the US tended to rank items related to being more motivated by their performance relative to their competitors than did their counterparts from other geographic areas.

3.4 Type of Experience

The Pre Games and the Post Games questionnaires contained nine items designed to measure how important the activity, social and place dimensions of the Games were in terms of expectations (Pre Games) and experience (Post Games). The place items used in the questionnaires were distinct for Visitors and Locals so are not directly comparable.

3.4.1 Activity (Percent responding Somewhat Important and Extremely Important)

Rank	Activity items	Pre Games %	Post Games %
1	Play sports	93	97
2	Do my sport activities	96	96
3	Be physically active while on vacation	35	75

Respondents ranked physical activity items very highly in terms of their experience at the Games. Based on the combination of Somewhat Agree and Strongly Agree “Play sports” (97%) and “Do my sport activities” (96%) were ranked higher than any other mode of experience items including those related to social and place dimensions of the experience. A dramatic increase was also seen in terms of “Be physically active while on vacation” which increased from 35% to 75% from the Pre Games Survey to the Post Games Survey. Clearly sport participation was the central element of the overall experience.

3.4.2 Social (Percent responding Somewhat Important and Extremely Important)

Rank	Social items	Pre Games %	Post Games %
1	Meet new people	76	82
2	Renew old friendships	49	58
3	Participate in Masters Games social events	55	58

“Meeting new people” (82%) was ranked very highly while the other social items “Renew old friendships” (58%) and “Participate in Masters Games social events” (58%) were recognized as more moderate in terms of importance. It is important to note, however, that the social dimension of the experience received higher scores in terms of the Post Games Survey than the Pre Games Survey.

3.4.3 Place (Locals) (Percent responding Somewhat Important and Extremely Important)

Rank	Place items (just locals)	Pre Games %	Post Games %
1	Stay close to home	34	58
2	Stay near family and friends	36	54
3	Stay in Edmonton and area	27	42

In terms of the place dimension of the experience, locals place low levels of importance on “Stay close to home” (34%), “Stay near family and friends” (36%) and “Stay in Edmonton area” (27%). The importance of these same items increased substantially (58%, 54% and 42% respectively) in the Post Games Survey suggesting that the locals may have gained a new appreciation of their local environments while competing in the Games.

3.4.4 Place (Visitors) (Percent responding Somewhat Important and Extremely Important)

Rank	Place items (just visitors)	Pre Games %	Post Games %
1	Travel with family and friends	68	83
2	Travel to a new destination	53	69
3	Travel to Edmonton and area	41	48

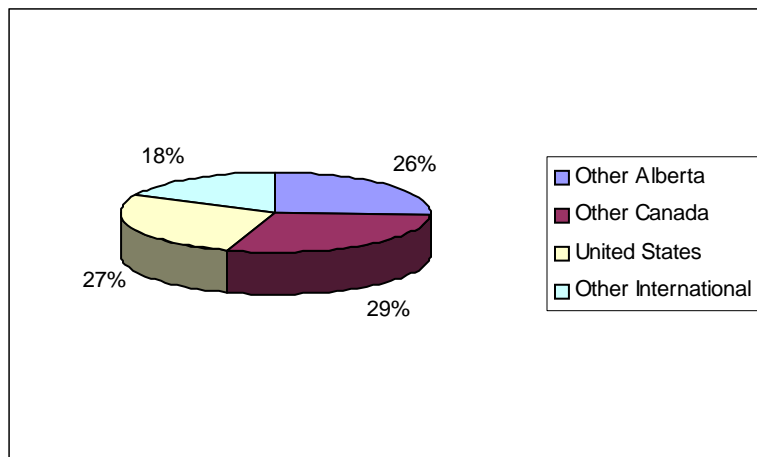
Place related items for were also ranked in the moderate to low range by Visitors in the Pre Games Survey but increased in the Post Games Survey. “Travel with family and friends” went from 68% to 83%, “Travel to a new destination went from 53% to 69% and “Travel to Edmonton and area” went from 41% to 48%. While the place related items are the lowest of importance for the three dimensions of the experience they remain important and suggest that this is one way that respondents can be differentiated from each other. These differences may therefore offer interesting perspectives on distinct types of participants.

4. Travel Profiles by Geographic Origin of Visitors

The database used for this section of the report consists of the 727 paired Pre Games and the Post Games visitor surveys.

4.1 General Characteristics

4.1.1 Geographic Origin

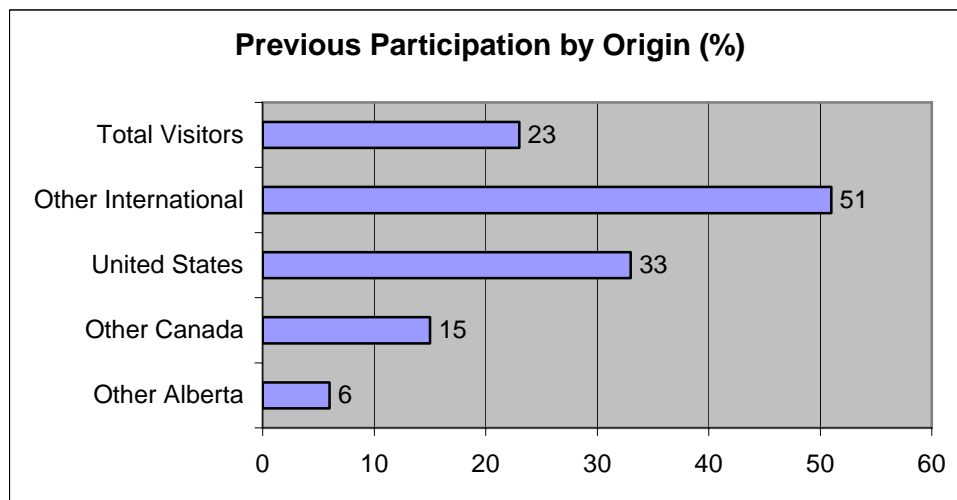


Geographic Origin

Origin	Number	Percent of Visitors
Other Alberta	185	26
Other Canada	214	29
United States	194	27
Other International	134	18
Total Visitors	727	100

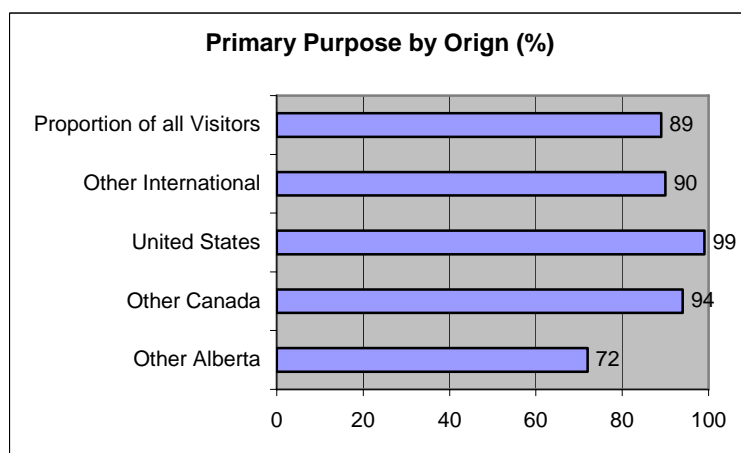
When the Local respondents are dropped from the analysis the distribution of responses by geographic origin remains relatively balanced. Responses from Canadians residing outside of Alberta were the largest group (29%), followed closely by responses from Other Albertans (26%), the US (27%) and Other Internationals (18%).

4.1.2 Previous Participation in a World Masters Games by Origin (%)



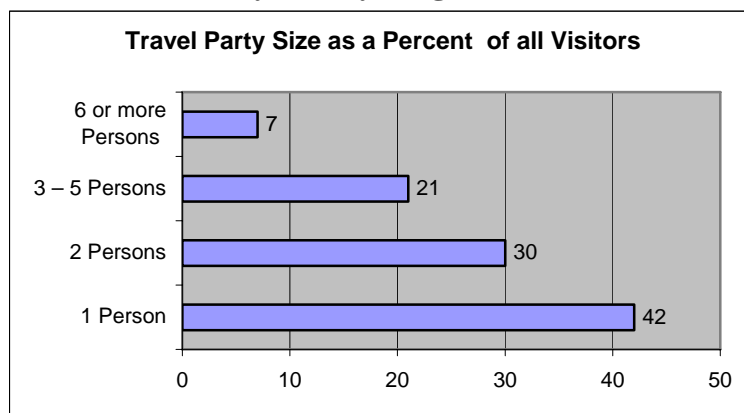
Twenty three percent of all Visitors had participated in a previous WMG. This proportion varies substantially by geographic origin with 51% of Other International respondents having participated in previous World Masters Games as well as 33% of the respondents from the US. The Americans were almost evenly split between the Portland Games and those in Melbourne while the Other International group was weighted toward Melbourne.

4.1.3 Primary Purpose of Visit to Participate in the Games by Origin (%)



The primary reason for visiting Edmonton was to participate in the World Masters Games. Respondents from the US led in this category with a full 99% listing this as the main reason for their trip while Other Albertans were the lowest with 72% indicating that this was the main reason for their visit. Clearly, without the Games, very few of the respondents would have been in Edmonton for other reasons.

4.1.4 Travel Party Size by Origin (%)

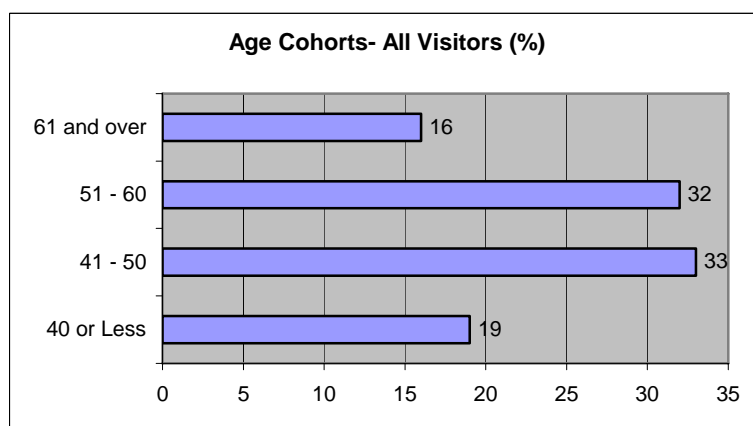


Travel Party Size by Origin (%)

Origin	1 Person	2 Persons	3 – 5 Persons	6 or more Persons
Other Alberta	41	20	30	9
Other Canada	46	30	21	3
United States	42	37	14	7
Other International	38	34	19	9
Proportion of all Visitors	42	30	21	7

A surprising 42% of all responding visitors traveled to Edmonton without family or friends. In most cases these individuals probably traveled with other team members. The corollary of this is that 58% of the respondents traveled with one or more friend or relative with 7% of these respondents traveling in groups of 6 or more persons. These kinds of group sizes have implications on travel expenditures. Other Albertans traveled in the largest groups.

4.1.5 Age by Origin (%)



Age by Origin (%)

Origin	Less than 40	41 - 50	51 - 60	61 and over
Other Alberta	31	39	23	7
Other Canada	19	38	29	14
United States	13	26	36	25
Other International	10	30	40	21
Proportion of all Visitors	19	33	32	16

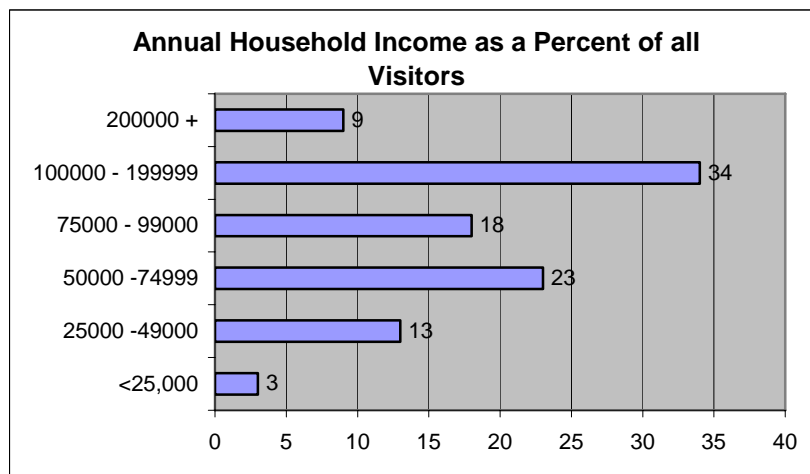
The majority of the visitors fell in the mid age cohorts of 41 to 50 (33%) and 51 to 60 years (32%). However, an impressive 16% of the respondents identified themselves in the 61 years and older category. Respondents from the US and from Other International tended to be older with 61% of both groups falling within the 51 years and older categories.

4.1.6 Sex by Origin (%)

Origin	Male	Female
Other Alberta	43	57
Other Canada	48	52
United States	43	57
Other International	44	56
Proportion of all Visitors	45	55

A similar distribution of male to female respondents is found across all geographic origins. Given that equal proportions of male and female contacts were selected for the stratified sample it appears that the female bias is consistent across all categories although the sex split between respondents from Other Canada is the lowest (male 48% and female 52%). This bias is typical of these types of surveys.

4.1.7 Annual Household Income in Canadian Dollars by Origin (%)

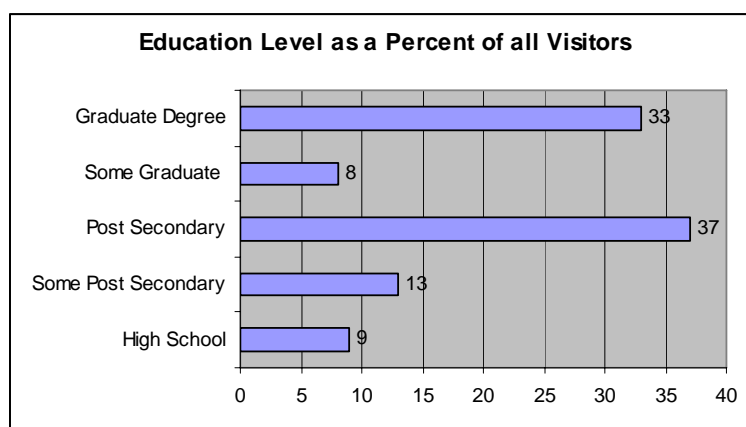


Annual Household Income in Canadian Dollars by Origin (%)

Origin	<25,000	25000 - 49000	50000 - 74999	75000 - 99000	100000 - 199999	200000 +
Other Alberta	3	10	24	18	35	10
Other Canada	1	15	25	22	33	4
US	1	8	19	15	42	15
Other International	13	20	23	16	22	6
Proportion of all Visitors	3	13	23	18	34	9

Household income was recorded in the currency of the respondent. These amounts were then converted to Canadian dollars using a currency converter website as of the first day of the Games (July 22, 2005). The mean annual household income for all visitors was \$107,482 Canadian dollars with respondents in the US group reporting the highest incomes (\$140,160) and those in the Other International category reporting the lowest mean incomes (\$85,487). Only 16% of all visitors reported having an annual household income of less than \$50,000 Canadian dollars. At the other end of the spectrum, 43% reported incomes of \$100,000 or more. The distribution of these incomes is bimodal with the highest proportion falling in the \$100,000 to \$199,999 range (34%) and the second highest proportion falling in the \$50,000 to \$74,999 range (23%). The highest proportions of incomes in the lowest category are found for those of respondents from the Other International category. This finding is ironic in that respondents in the Other International category would generally face the highest travel costs to participate in the Games.

4.1.8 Education Level by Origin (%)

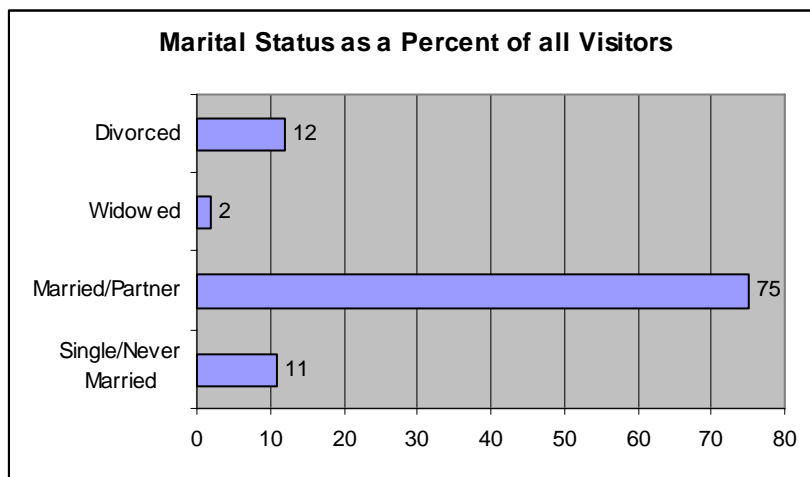


Education Level by Origin (%)

Origin	High School Diploma	Some Post Secondary/Tertiary	Post Secondary/Tertiary Degree or Diploma	Some Graduate School	Graduate School Degree
Other Alberta	9	12	50	8	21
Other Canada	7	16	41	5	31
US	2	10	29	14	45
Other International	24	12	23	5	36
Proportion of all Visitors	9	13	37	8	33

Visitors are highly educated as reflected in the fact that 33% indicated that they had graduate degrees. This ranged from a high of 45% for respondents from the United States to a low of 21 percent for respondents from other parts of Alberta. The highest portion of respondents with high school or less at their highest level of formal education were found in the Other International category (24%) although respondents from this category also indicated the second highest proportion of graduate degrees (36%).

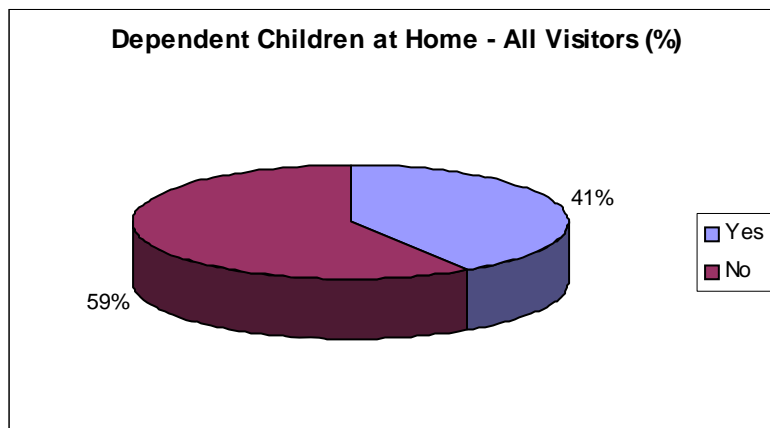
Marital Status by Origin (%)



Origin	Single/Never Married	Married/Partner	Widowed	Divorced
Other Alberta	13	76	1	10
Other Canada	7	81	1	11
US	16	71	2	11
Other International	11	70	3	16
Proportion of all Visitors	11	75	2	12

Visitors tended to be married or in a common law relationship (75%). This was true for respondents of all geographic origins. While still very low, respondents in the Other International category showed a slightly higher proportion of being divorced (16%).

4.1.9 Dependent Children at Home by Origin (%)



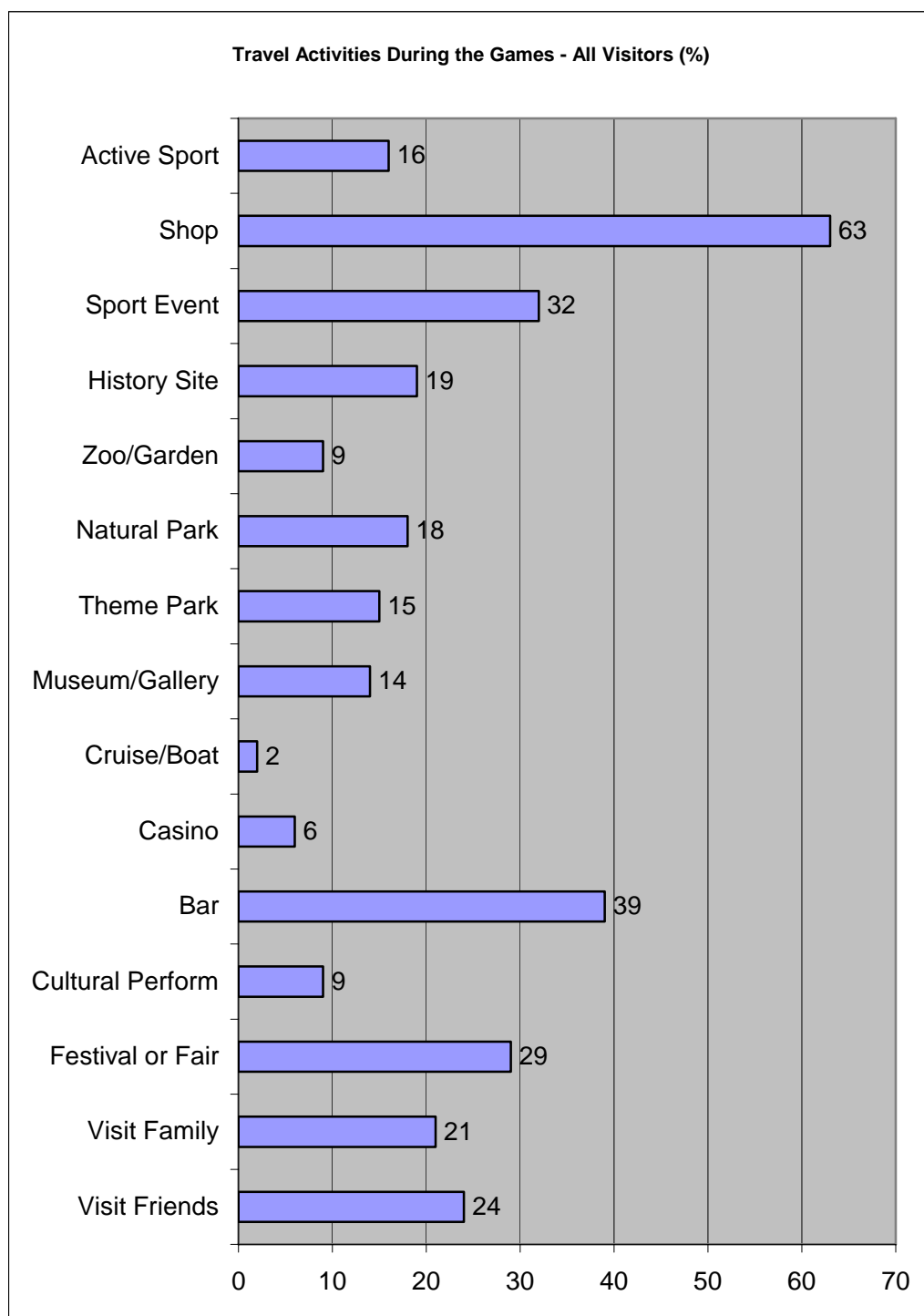
Dependent Children at Home by Origin (%)

Origin	Yes	No
Other Alberta	56	44
Other Canada	48	52
United States	24	76
Other International	35	65
Proportion of all Visitors	41	59

Fifty-nine percent of visitors indicated that they had no dependent children at home. There was considerable variation across categories of geographic origin, however, with 76% of the respondents from the US indicating that they had no dependent children while only 44 % of the respondents from Other Alberta made a similar claim. This difference is consistent with the difference in age distribution between these groups.

4.2 Travel Behaviour During the Games

4.2.1 Travel Activities During the Games by Origin (%)



Travel Activities During the Games by Origin (%)

Origin	Overall (N)	Visit Friends	Visit Family	Festival or Fair	Cultural Performance	Bar	Casino
Other Alberta	(185)	38	35	21	8	41	4
Other Canada	(214)	29	33	28	8	38	5
United States	(194)	11	4	29	7	39	8
Other International	(134)	18	5	42	16	40	7
Proportion of all Visitors	(727)	24	21	29	9	39	6

Origin	Cruise or Boat	Museum or Art Gallery	Theme or Amusement Park	National or Provincial Park	Zoo, Aquarium Garden	History Site
Other Alberta	1	7	10	5	4	8
Other Canada	1	9	14	12	7	10
United States	3	19	16	28	11	22
Other International	6	23	20	35	19	43
Proportion of all Visitors	2	14	15	18	9	19

Origin	Sport Event	Shop	Active Sport Outdoor Recreation
Other Alberta	31	52	17
Other Canada	38	70	14
United States	29	60	15
Other International	28	69	16
Proportion of all Visitors	32	63	16

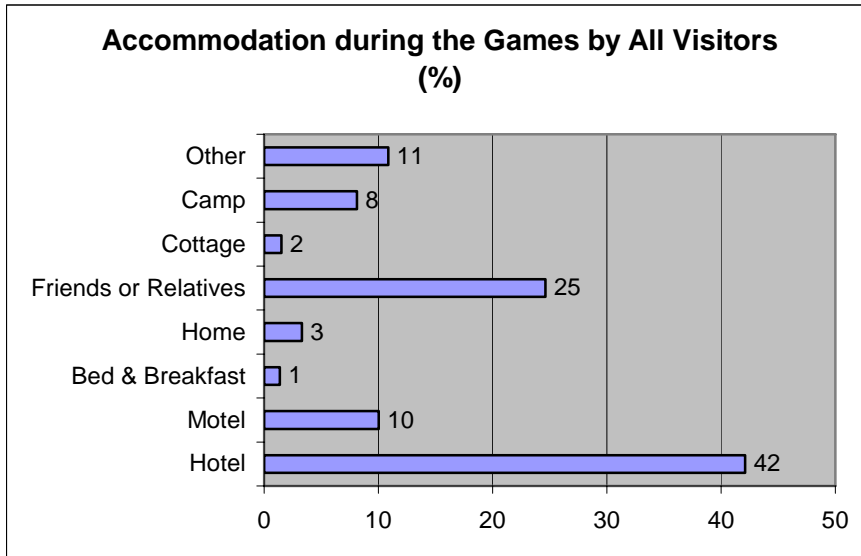
Despite their central focus on their sporting competitions while they were at the Games, visitors also were involved in a variety of other tourism activities. Of the 15 activities listed in the survey shopping was the most popular with 63% of all visitors reporting their involvement in this activity. The second and third most popular activities were going to a bar or nightclub (39%) and attending a sporting event other than their own event at the WMG (32%). These activities demonstrated similar participation rates across all four visitor groups with the exception of shopping which was particularly attractive to respondents in the Other Canada (70%) and Other International category (69%). Respondents from the Other International category were also more likely than others to

take in activities like festivals (42%), cultural performances (16%), museums and art galleries (14%), National or provincial parks (35%), and historic sites (43%). Generally, the farther the visitor traveled to attend the games the higher their participation in other types of tourist activities.

4.2.2 Duration of Edmonton Stay During the Games

While visitors may have chosen to spend a few days in Edmonton before or after the Games, the maximum number of days that they could stay in Edmonton during the Games was ten. Those from the Other International category stayed for an average of nine days, followed by Other Canada at eight days, US at seven and Other Alberta at six days.

4.2.3 Accommodation Type Used While Participating in the Games (%)

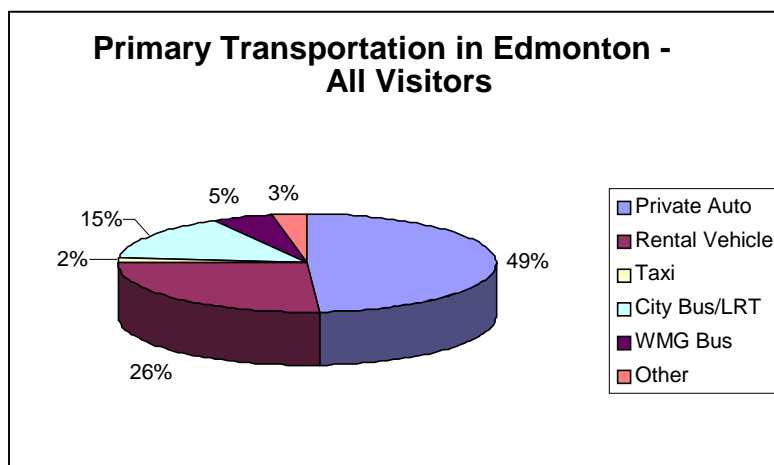


Accommodation Type Used While Participating in the Games (%)

Origin	Hotel	Motel	Bed & Breakfast	Home	Friends or Relatives	Cottage	Camp	Other
Other Alberta	29	6	1	13	44	1	6	6
Other Canada	32	7	2	0	35	0	12	15
US	59	15	1	0	5	1	7	10
Other International	51	13	2	0	9	1	7	12
Proportion of All Visitors	42	10	1	3	25	2	8	11

Totals sum to more than 100% because respondents may have stayed at more than one type of accommodation during the Games. Hotels (42%) were the most frequently used accommodation for athletes with the homes of friends and relatives (25%) being the second most frequently cited accommodation. The Other category includes University Residences which proved to be popular for visitors at the WMG.

4.2.4 Primary Mode of Transportation Used to Travel to Games Venues and Events in Edmonton by Origin (%)



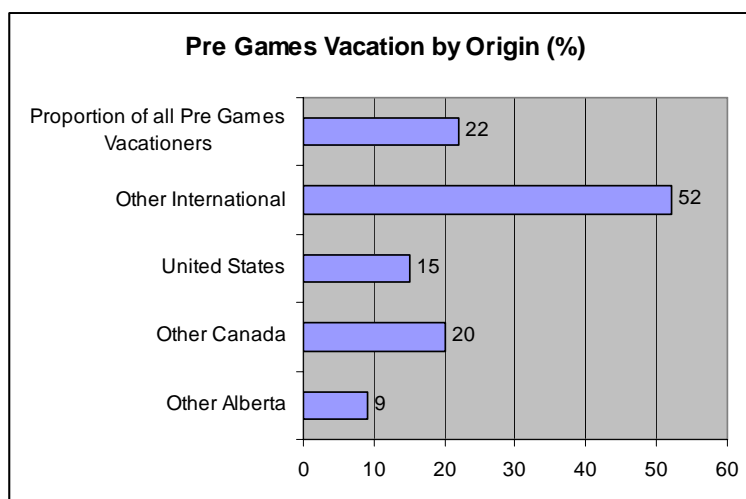
Primary Mode of Transportation Used to Travel to Games Venues and Events in Edmonton by Origin (%)

Origin	Private Auto	Rental Vehicle	Taxi	City Bus/LRT	WMG Bus	Other
Other Alberta	82	7	0	6	4	1
Other Canada	64	15	1	12	4	4
United States	24	50	3	13	6	4
Other International	12	38	4	34	7	5
Proportion of all Visitors	49	26	2	15	5	3

Private automobiles (49%) dominated respondents' mode of travel in Edmonton with rental vehicles coming second (26%) and Edmonton Transit services coming third (15%). As could be expected the distribution of modes of transit varied dramatically by the origin of the respondent. While 82% of respondents from Other Alberta used their private cars only 24% of the Americans did likewise along with only 12% of the Other International respondents. These latter two groups were much more likely to use rental vehicles (50% and 38% respectively). Respondents from the Other International were also more likely to use City Transit (34%) than any of the other groups including the Americans.

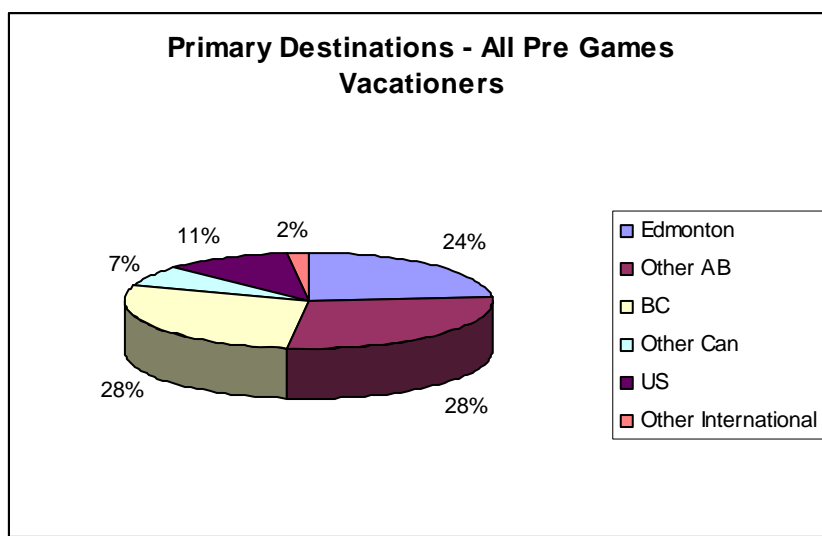
4.3 Pre Games Vacation

4.3.1 Pre Games Vacation by Origin (%)



Twenty two percent of all visitors took a Pre Games Vacation as part of their trip to Edmonton. Respondents in the Other International category (52%) were by far the most likely to vacation prior to the Games while those in the Other Alberta category were the least likely to take a vacation on their way to the Games.

4.3.2 Primary Destination for Pre Games Vacation by Origin (%)

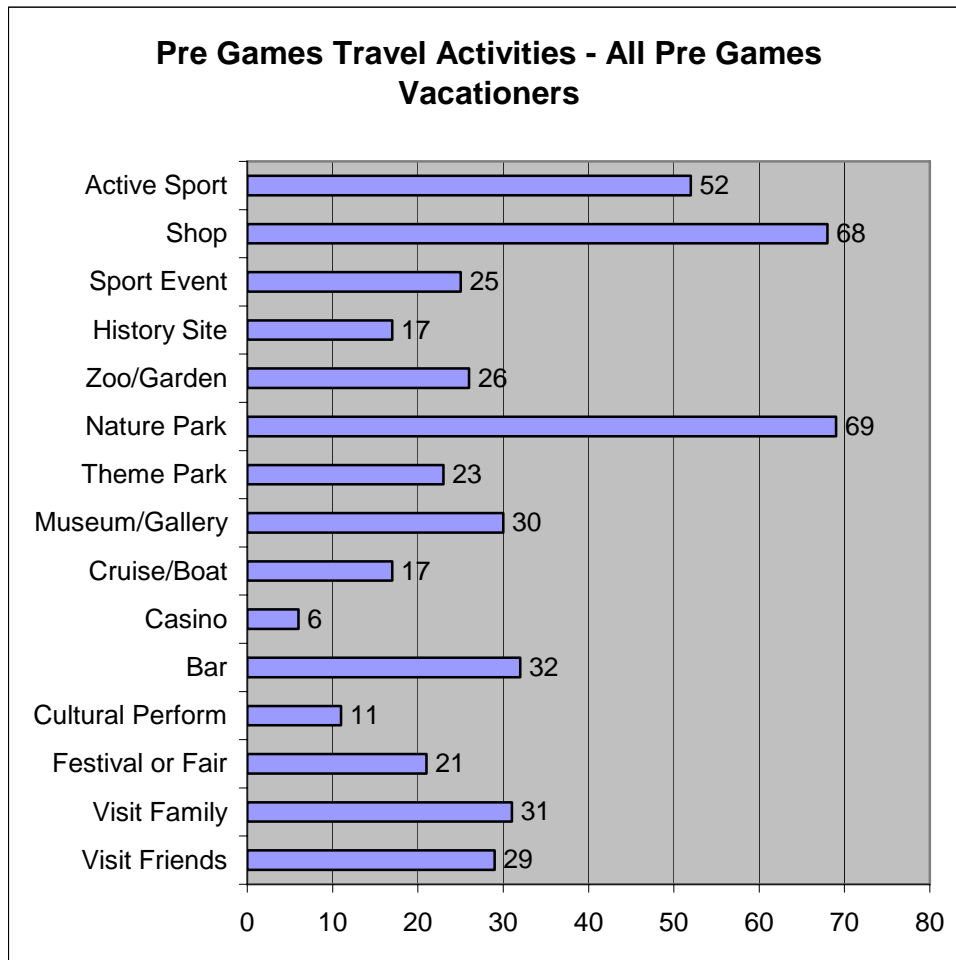


Primary Destination for Pre Games Vacation by Origin (%)

	Destination					
Origin	Edmonton	Other AB	BC	Other Can	US	Other International
Other Alberta	47	13	33	7	0	0
Other Canada	32	34	29	2	2	0
United States	19	37	11	11	19	4
Other International	16	23	34	8	16	3
Proportion of all Pre Games Vacationers	24	28	28	7	11	2

Twenty eight percent of all visitor Pre Game vacationers had a primary destination in other parts of Alberta with the same proportion vacationing in BC. In both cases the mountain parks were a popular destination. Other Albertans (47%) and Other Canadians (32%) were more likely to vacation in Edmonton while respondents from the US were more likely to vacation in the US (19%).

4.3.3 Pre Games Vacation Activities by Origin (%)



Pre Games Travel Activities by Origin of Vacationer (%)

Origin	Frequency by Pre Games Vacationers	Visit Friends	Visit Family	Festival or Fair	Cultural Performance	Bar	Casino
Other Alberta	15	20	53	20	13	33	0
Other Canada	42	40	55	19	7	14	0
United States	28	32	25	21	11	36	7
Other International	66	18	14	21	14	41	11
Proportion of all Pre Games Vacationers	151	29	31	21	11	32	6

Origin	Cruise or Boat	Museum or Art Gallery	Theme or Amusement Park	National or Provincial Park	Zoo, Aquarium Garden	History Site
Other Alberta	40	53	67	13	27	40
Other Canada	5	19	12	52	12	5
United States	11	32	14	79	18	11
Other International	27	35	27	76	42	27
Proportion of all Pre Games Vacationers	17	30	23	69	26	17

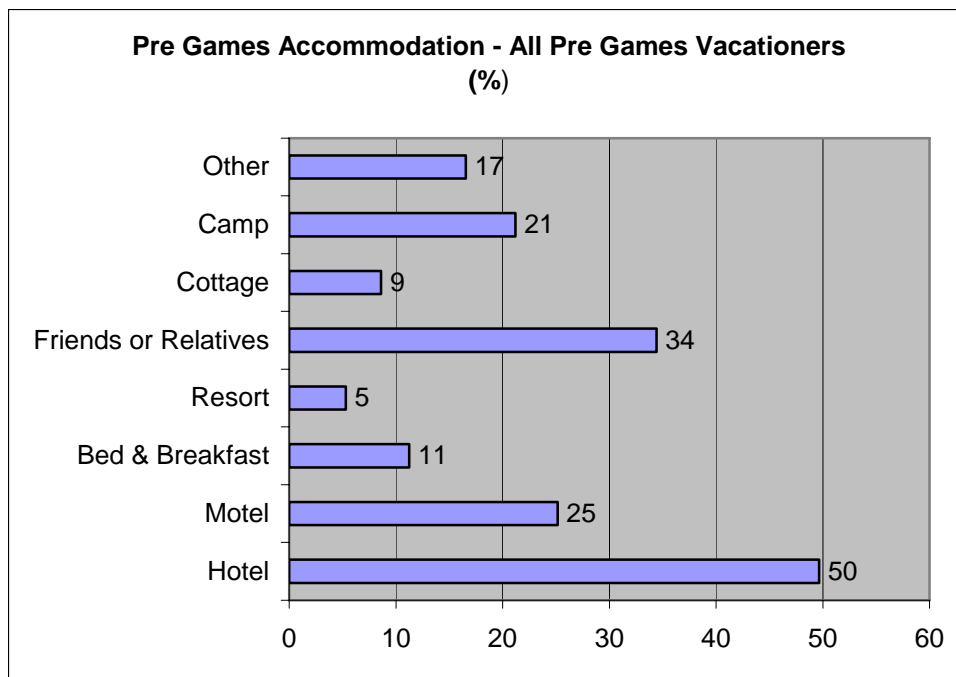
Origin	Sport Event	Shop	Active Sport Outdoor Recreation
Other Alberta	60	87	67
Other Canada	19	50	55
United States	11	46	54
Other International	26	83	45
Proportion of all Pre Games Vacationers	25	68	52

The three most popular activities during this Pre Games vacation for all visitors were visiting a National or Provincial Park (69%), shopping (68%), and participating in other sports or outdoor recreation activities (52%). Respondents from other parts of Canada were more likely to visit friends (40%) and relatives (55%). With the exception of activities like visiting National and Provincial Parks respondents in the Other Alberta category were very active on their vacation in terms of the proportion who were involved in other activities. Caution should be use in generalizing about this group though given that it only contained 15 respondents. Other International respondents tended to be the active shoppers (83%) and in a relative sense the most active casino patrons (11%).

4.3.4 Duration of Pre Games Vacation

The average length of the Pre Games vacation was 8.9 days. This duration includes travel time and a variety of stops along the way.

4.3.5 Accommodation Types by Origin (%)

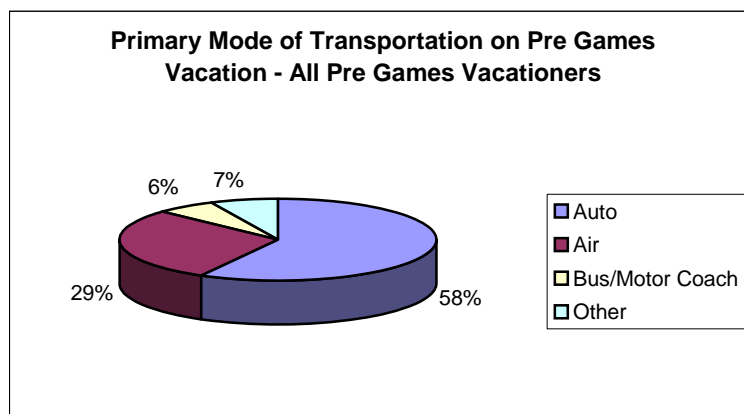


Pre Games Accommodation Type Used by Origin (%)

Origin	Hotel	Motel	Bed & Breakfast	Resort	Friends or Relatives	Cottage	Camp	Other
Other Alberta	47	13	0	13	47	20	27	7
Other Canada	33	19	5	5	62	12	24	14
US	50	36	18	4	21	4	32	21
Other International	61	27	15	5	20	6	14	18
Proportion of all Pre Games Vacationers	50	25	11	5	34	9	21	17

Percentages add up to more than 100% because respondents may have stayed in more than one type of accommodation during their Pre Games vacation. The most popular types of accommodation for those taking Pre Games vacations were hotels (50%), the homes of friends and relatives (34%), motels (25%) and campgrounds (21%). Respondents in the Other Canadian group were much more likely to stay with friends and relatives (62%).

4.3.6 Primary Mode of Transportation on Pre Games Vacation by Origin (%) (As reflected by greatest distance traveled.)



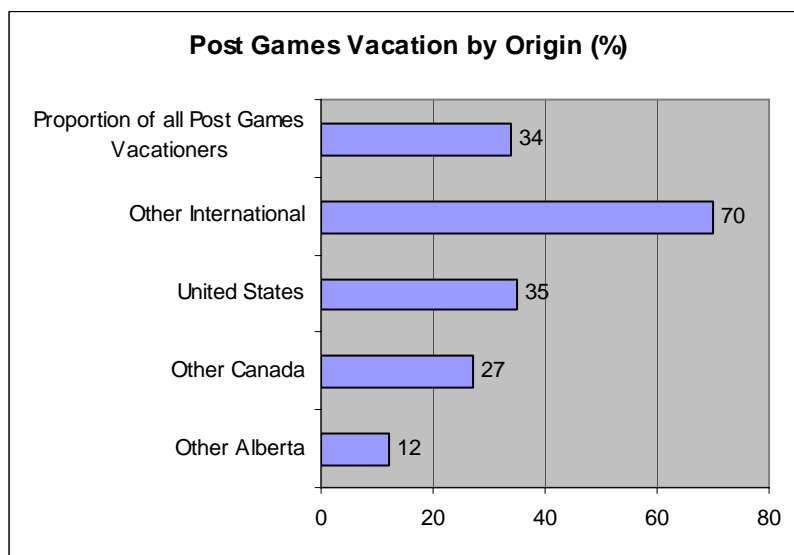
Primary Mode of Transportation on Pre Games Vacation by Origin (%)

Origin	Auto	Air	Bus/Motor Coach	Other
Other Alberta	67	20	0	13
Other Canada	75	21	2	2
United States	67	20	3	10
Other International	42	40	12	6
Proportion of all Pre Games Vacationers	58	29	6	7

The primary mode of transport was by automobile (58%) although no distinction was made between private and rental vehicles. The second most commonly used form of transit use for the greatest distance during the Pre Games trip was air transport. Respondents in the Other International group were more likely to travel by air transport (40%) and by bus/coach (12%) than those from other areas.

4.4 Post Games Vacation by Origin

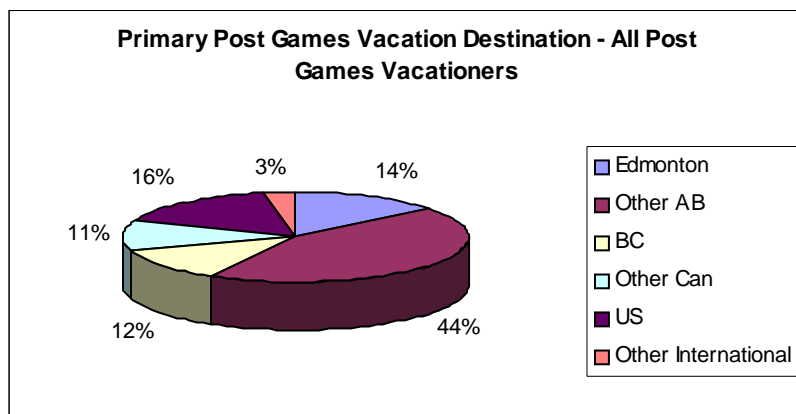
4.4.1 Post Games Vacation by Origin (%)



Thirty four percent of all visitors added a Post Games vacation to their trip with a high of 70% in the Other International category, dropping to only 12% in the Other Alberta

category. The proportion of **respondents from** each geographic region who vacationed after the Games was substantially higher than the proportion that traveled prior to the Games.

4.4.3 Primary Destination of Post Games Vacation by Origin (%)

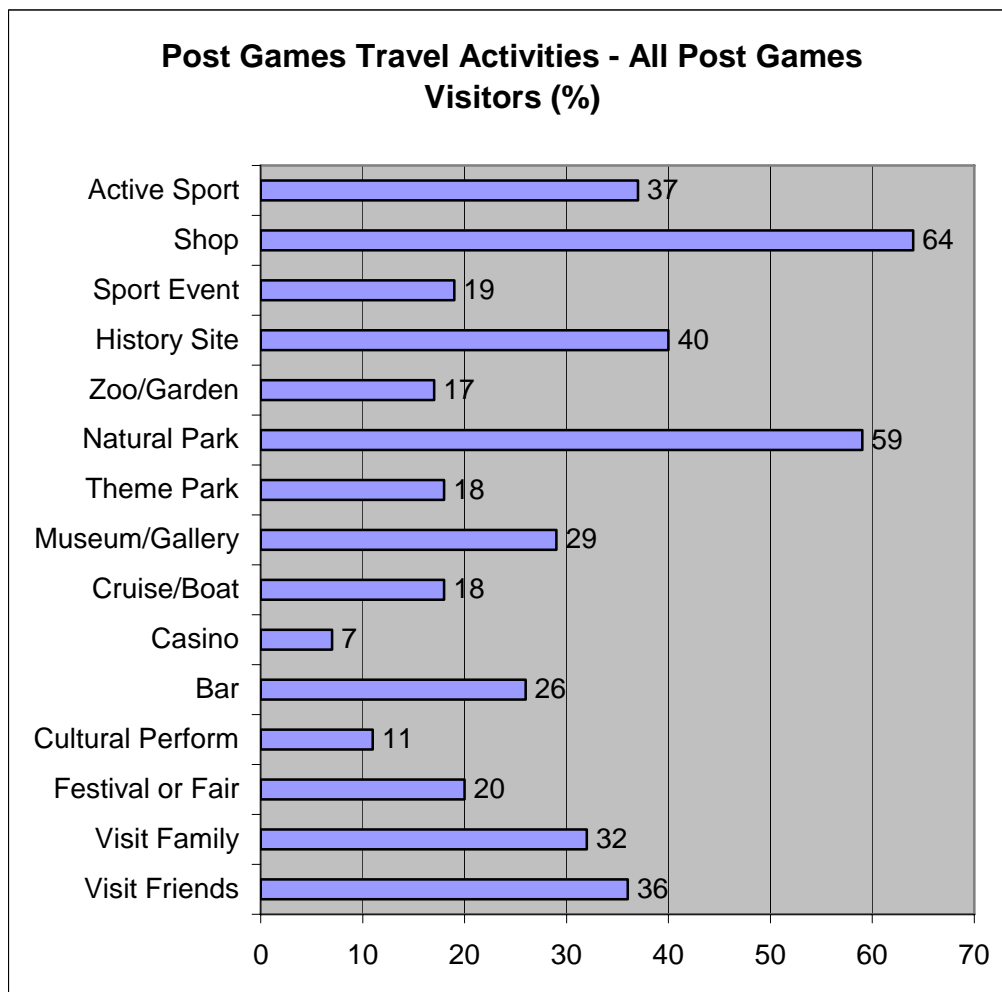


Primary Destination of Post Games Vacation by Origin (%)

Origin	Edmonton	Other AB	BC	Other Can	US	Other International
Other Alberta	16	37	32	10	5	0
Other Canada	20	50	18	10	0	2
United States	16	57	6	3	18	0
Other International	9	33	9	16	26	7
Proportion of all Post Games Vacationers	14	44	12	11	16	3

Forty four percent of the Post Games vacations were taken in other parts of Alberta, 14% in Edmonton and 12% in BC. The US was a popular destination for respondents from the Other International category with 26% of them making the US as their primary Post Games vacation destination.

4.4.4 Post Games Travel Activities by Origin (%)



Post Games Travel Activities by Origin (%)

Origin	Frequency by Post Games Vacation	Visit Friends	Visit Family	Festival or Fair	Cultural Performance	Bar	Casino
Other Alberta	20	75	75	35	10	55	0
Other Canada	53	53	66	15	2	13	2
United States	64	19	16	11	9	20	2
Other International	88	31	15	27	18	32	16
Proportion of all Post Games Vacationers	225	36	32	20	11	26	7

Origin	Cruise or Boat	Museum or Art Gallery	Theme or Amusement Park	National or Provincial Park	Zoo, Aquarium Garden	History Site
Other Alberta	0	30	30	60	15	35
Other Canada	2	15	11	38	4	17
United States	6	23	11	64	11	38
Other International	41	42	25	67	31	58
Proportion of all Post Games Vacationers	18	29	18	59	17	40

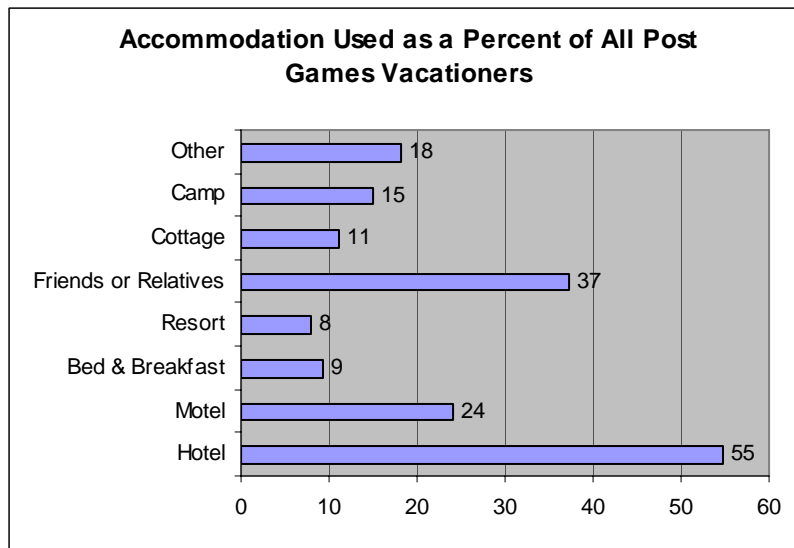
Origin	Sport Event	Shop	Active Sport Outdoor Recreation
Other Alberta	30	90	55
Other Canada	15	53	36
United States	13	50	44
Other International	23	76	30
Proportion of all Post Games Vacationers	19	64	37

The three most popular tourist activities during the Post Games vacation were shopping (64%), visiting a National or Provincial Park (59%), and actively participating in sports and outdoor recreation (37%). Visiting Friends was a very close fourth at 36%. Other Albertans were much more likely to visit friends (75%) and relatives (75%) than were respondents from the other groups. Respondents in the Other International category are more likely to have gone on a boat cruise (41%), visited a museum (42%), a zoo/aquarium/botanic garden (31%), or a historic site (58%).

4.4.5 Duration of Post Games Vacation by Origin

The average duration of the Post Games Vacation was 9.4 days or just over one half day longer than the duration reported for the Pre Games Vacation. The slightly longer duration may be a function of not having the same scheduling constraints that the Games presented for athletes who chose to take a Pre Games Vacation.

4.4.6 Post Games Accommodation Type by Origin (%)

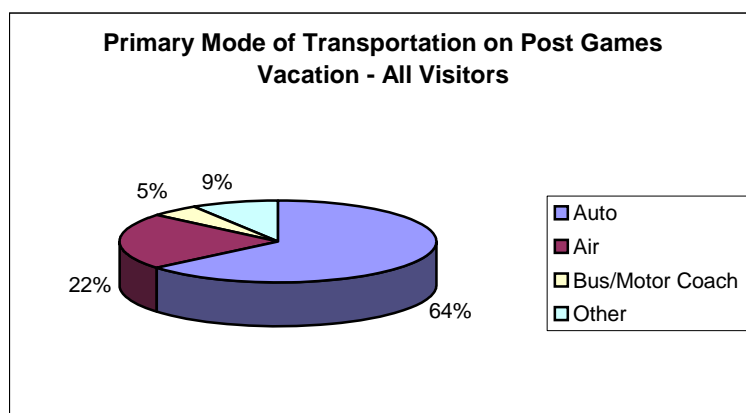


Post Games Accommodation by Origin (%)

Origin	Hotel	Motel	Bed & Breakfast	Resort	Friends or Relatives	Cottage	Camp	Other
Other Alberta	55	10	10	0	80	15	35	35
Other Canada	34	19	2	6	62	19	13	8
US	56	30	9	14	14	8	22	8
Other International	66	26	14	7	30	8	7	28
Proportion of All Visitors	55	24	9	8	37	11	15	18

Percentages add up to more than 100% because respondents may have stayed in more than one type of accommodation during their Post Games vacation. The most popular types of accommodation on these trips were hotels (55%), the homes of friends and family (37%) and motels (24%). Generally, Other Albertans (80%) and Other Canadians (62%) were more likely to stay with friends and relatives while those from Other Alberta (35%) and the US (22%) were more likely to stay in campgrounds.

4.4.7 Primary Mode of Transportation on Post Games Vacation by Origin (%) (As reflected by greatest distance traveled.)



Primary Mode of Transportation on Post Games Vacation by Origin (%)

Origin	Auto	Air	Bus/Motor Coach	Other
Other Alberta	93	4	0	3
Other Canada	91	5	0	4
United States	72	8	5	15
Other International	32	48	9	11
Proportion of all Post Games Vacationers	64	22	5	9

The primary mode of transportation for all visitors during their Post Games vacation was automobile (64%) followed by air transport (22%). One of the most mentioned forms of other types of transport was the recreational vehicle or motor home. Similar to the Pre Games vacation respondents in the Other International category are less likely to use an automobile (32%) and more likely to identify air as their primary mode of transit (48%).

5. Visitor Perceptions of Edmonton

Based on your experience and observations during the Games, how would you describe Edmonton to Friends and relatives considering a visit to the city?

5.1 General Content:

The comments about Edmonton were overwhelmingly positive (e.g., approximately 10 to 1 over the negative or neutral comments). The single most mentioned highlight was the hospitality of the Games volunteers and the friendliness of city residents. Other significant highlights for respondents included the river valley and its trails, accessible city transit, the city's cleanliness and its vibrant downtown core. Several positive references were also made about the relative accessibility of the mountains. While negative comments were certainly a minority, they included comments about the unsettled summer weather, the city's over dependence on private vehicle, lack of food services in outlying venues and the lack of features that distinguish Edmonton from other North American cities of a similar size. It appears that the experience that the respondents had at the sporting venues had a major influence on their overall perception of the city.

5.2 Sample of Positive Comments:

Well worth the visit. Beautiful city and wonderful people.

A refreshing city. Hospitality was superb - everyone was very kind, helpful, caring. A city that the citizens are proud to show off. Multicultural. A young city that is not afraid to take chances. This city organized and ran this World event in a World class way.

Great place to visit. Lots to do. Event was very well run and the people were incredibly friendly.

I had a chance to go running by the river, it was absolutely beautiful. Edmonton is a very friendly, clean and beautiful city.

Great metro service, easy to get around. Beautiful parks and leisure areas near the downtown.

Edmonton is a beautiful vibrant city. Well worth a visit!

Edmonton is a beautiful city. The river valley is very gorgeous. The facilities are top notch. I watched fastball at both Leduc and South Edmonton those parks were great. The Volleyball and Track and Field venues were great. We really enjoyed the no smoking in lounges it was very nice!

The heart of the city is great. The outlying areas are less attractive. The sports facilities and bike paths were remarkable.

A wonderful city, offering many attractions, and a very busy social schedule if desired. Week before the Indy, during the week of games the Gold Rush Days (Klondike Days) Friday night CFL game. Being from a city like Vancouver that is very very boring , going to Edmonton and seeing what a big city should be able to do and control was eye popping.

A very beautiful city. All the bus drivers were most friendly, and the meet officials were outstanding. One of the greatest meets I have ever attended. You certainly know how to keep people happy, without wasting time. The medals and the medal podium, were OUTSTANDING

I was pleasantly surprised by how beautiful Edmonton is. There was a lot to do and see, and it was easy to get around. The downtown core is much nicer than I expected.

5.3 Sample of Negative Comments:

Lots of land. Absolutely necessary to have a car to get around, public transport not good in outlying areas. Everything so far apart.

Unsettled weather in July. Even the natives say the weather was typical and not particularly pleasant. Don't go

A nice city and quite easy to get around. The weather was not good (cold and wet and windy) but that is not Edmonton's fault. The venues were outstanding, the West Ed mall great!!! The games were amazing and the volunteers great. We missed the ocean and the trees and hills. Overall, a very nice city to visit.

It's a big city like most others I've visited - nothing special and I probably wouldn't go back. The public transportation is good and reliable. The people are friendly and helpful.

Difficult to drive in, off of the main arteries. I would suggest they use the public transport whenever possible. Parking was not abundant and was incredibly expensive. We found that Edmonton was a friendly enough city, with many venues and activities for tourism. We appreciated that we had coupons and certificates as part of our packages so that we could enjoy outings without having to spend too much.

6. Additional Respondent Comments

Are there any additional comments that you would like to make?

6.1 General Content:

The comments tended to relate directly to the organization of particular sporting competitions and venues. Volunteers were singled out for the positive relationships that they established with the athletes. The overall organization and the friendly atmosphere that was created for such a large event were also seen as very positive accomplishments. A variety of specific concerns were raised associated with individual sports and venues. The most prevalent issues concerned scheduling problems and delays, the lack of food services at outlying venues, and transportation challenges. A more timely posting of the results was also desired with the general lesson being that while the majority of the participating athletes were not elite competitors, they were serious athletes who were focused on their performance. A full listing of all of the additional comments has been provided to Games organizers.

6.2 Sample of Positive Comments:

The triathlon was one of the best-run triathlon events I've raced in. The Masters Games as a whole was to me very well run. It has me considering going to the next Games in 2009

Friendly people on staff of the games. Really appreciated being treated well.

We had a wonderful time and have brought back many fantastic memories.

I think that Edmonton did one "heckuva" job to organize ALL those people and ALL those events. SIMPLY AMAZING! WAY TO GO!

Participating in the Games was for me a great and positive experience. I especially enjoyed meeting people from other countries in such a warm and friendly atmosphere.

6.3 Sample of Negative Comments:

I was disappointed with the lack of souvenirs that were available. We were told when registering that there would be booths set up at events so we waited. Unfortunately there was nothing left. It would of been nice to have some type of concession at the events.

We were on a very low budget, as we all had to pay everything on our own. We could not afford a rental car, (and) the bus service to our games was quite stressful and a strain to carry our equipment to and fro. Any socials and sight seeing trips were out of our budget range, therefore, we didn't get to do much sightseeing or socializing. Although the 'backpacks' were great, a 'T-shirt' memento would have been appropriate, the

registration fees could have covered a 'T-shirt' for sure. All in all I had fun and a most memorable experience, and coming home with GOLD made it even more memorable.

I would suggest to future world games organizers that the opening ceremonies NOT be held on a day in which there is competition. I so wanted to attend these ceremonies, but our events were delayed due to wind etc. and I needed to stay on site in Leduc and did not make it to the Opening Ceremonies. Could they not have been held on the Thursday evening? Many competitors seemed to be in town; it would have been much easier for those of us who had events on Friday.

I would have liked there to be drinking water available before the start of athletics events, as well as after. I'd like to congratulate and thank warmly the many volunteers who helped us at every turn. They didn't always have correct information, however. They needed more briefing on where things were, what time one had to be where in order to participate, etc.

I was disappointed with the food facilities at the games park for softball/fast pitch. With so many people there was only one food and drink van at both venues and sometimes you had to wait up to 30 mins to be served. That made it impossible to wait at times and very frustrating

The complete results for the events (at least for cycling) are still not posted on the website. Could this please be remedied, and improved on for future WMG results.

7. Conclusion

The purpose of this study was to provide insight into the motivations, travel behaviours, and socio-demographic profiles of athletes registered in the 2005 Edmonton World Masters Games.

The study results therefore serve as a valuable resource for organizers of future World Masters Games and similar events. Future organizers of these events will not have to rely solely on assumptions about the motivations, travel behaviours, and socio-demographic profiles of participants in the Games. In terms of socio-demographic profile, participants had a mean age of 50, high household incomes, high levels of education, tended to be married with approximately half with dependent children at home. There was, however considerable variation on each of these characteristics and between geographic regions of origin. The leading motivations for participants were “having a stimulating experience;” “gaining an experience that they could look back on;” and “doing something different from what they normally do.” Generally, the strength of these motivations increased from the Pre Games survey to the Post Games self assessment of their experience. The other major areas of insight were the travel behaviour profiles of visiting athletes. These profiles were separated into the Pre Games vacations behaviours, travel behaviours during the Games, and Post Games vacation behaviour. The profiles were found to vary across the geographic origin of the respondents. One of the key findings was confirmation of the fact that the vast majority of the respondents (89%) identified their participation in the Games as the primary reason for their visit to Edmonton. It was also discovered that 22% of all visitors took a Pre Games vacation while 34% took a Post Games vacation. As expected, visitors from further away tended to exhibit different travel profiles than those who lived closer to Edmonton.

These findings will help potential hosts to:

- Anticipate market profiles and travel behaviours at the bid stage for purposes such as estimating economic impact.
- Develop marketing strategies designed to address the unique socio-demographic characteristics, motivations, and travel profiles of major geographic market segments.
- Develop event program strategies designed to address the unique socio-demographic characteristics, motivations, and travel profiles of major geographic market segments.
- Help tourism operators to develop tourism packages and services that provide visitors with the travel experiences that they desire.
- Contribute to the planning success of the event thereby facilitating a positive legacy in terms of the host city’s image.

A very rich database resulted from this study. Further analysis is planned to compare differences in motivations (e.g., those who are highly competitive versus those who are less competitive) against differences in travel behaviours. It is also recommended that additional research is needed in relation to other types of sporting events, different types of participants and subsequent World Masters Games held in other locations. The results of this research will help to replace speculative assumptions with factual knowledge about the types of socio-demographic, motivation and travel profiles of participants in the World Masters Games.

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APPENDIX A

PRE GAMES QUESTIONNAIRE: LOCALS

*MOTIVATIONS AND BEHAVIOURS OF
ATHLETES ATTENDING THE
2005 WORLD MASTERS GAMES*

EDMONTON, ALBERTA, CANADA

JULY 22 – 31, 2005

**PRE-GAMES QUESTIONNAIRE
LOCALS**

**This study is being conducted by:
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2005 WORLD MASTERS GAMES STUDY

This study is a collaborative effort of the 2005 World Masters Games and the University of Alberta. It examines the motivations and behaviours of athletes who will be attending the 2005 World Masters Games hosted in Edmonton, Canada. Study results will help Games planners to ensure that participants like you have the best experience possible. By completing this questionnaire, you are giving your consent to participate in the research study. You may, however, decline to participate at any time without consequence. The questionnaire should take you approximately 10 minutes to complete. A Participant Information Letter is available at “Local Athlete Study Information” if you would like more details on the study. Thank you.

1) Please confirm the e-mail address to which this survey was sent: _____
Leave blank if you were not contacted by e-mail.

2) Have you competed in the World Masters Games before? (Please circle one) Yes or No

If **YES**: Please indicate which Games you have attended:

_____ 1985 - Toronto, Canada	_____ 1994 - Brisbane, Australia	_____ 2002 - Melbourne, Australia
_____ 1989 - Herning, Denmark	_____ 1998 - Portland, USA	

3) What sport activities have you registered in at the 2005 World Masters Games? (Please check all that apply)

_____ Athletics	_____ Canoe/Kayak	_____ Lawn Bowling	_____ Soccer	_____ Table Tennis
_____ Badminton	_____ Cycling	_____ Orienteering	_____ Softball	_____ Tennis
_____ Baseball	_____ Diving	_____ Rowing	_____ Squash	_____ Triathlon
_____ Basketball	_____ Golf	_____ Rugby	_____ Swimming	_____ Volleyball
_____ Bowling	_____ Ice Hockey	_____ Shooting	_____ Synchronized Swimming	_____ Weightlifting

4) If you indicated that you are registered in more than one sport, please go back to Question 2 and circle the **ONE** activity you consider to be the most important for you to participate in at the 2005 World Masters Games.

5) Approximately **how many years** have you been participating in the **ONE** activity you consider to be the most

important for you to participate in at the 2005 World Masters Games? _____

6) Approximately **how many times in 2005** did you participate in the **ONE** activity you consider to be the most important for you to participate in at the 2005 World Masters Games? _____

7) When answering this question please indicate how much you agree or disagree with each of the following statements. All of the statements examine your decision to PARTICIPATE in the 2005 World Masters Games.

<u>I CHOOSE TO PARTICIPATE TO...</u>	<u>Strongly Disagree</u>	<u>Somewhat Disagree</u>	<u>Neutral</u>	<u>Somewhat Agree</u>	<u>Strongly Agree</u>
Remember the good times I've had in the past playing sports	1	2	3	4	5
Do something my spouse or partner wanted me to do	1	2	3	4	5
Release or reduce tension	1	2	3	4	5
Show others that I still can	1	2	3	4	5
Build friendships with new people	1	2	3	4	5
Get away from the usual demands of life	1	2	3	4	5
Bring my family closer together	1	2	3	4	5
Be free to make my own decisions	1	2	3	4	5
Be with friends	1	2	3	4	5
Have a stimulating and exciting experience	1	2	3	4	5
Be with people who are enjoying themselves	1	2	3	4	5
See if I could do it	1	2	3	4	5
Meet new people	1	2	3	4	5
Be obligated to no one	1	2	3	4	5
Explore Edmonton and area	1	2	3	4	5
Do something different from what I normally do	1	2	3	4	5
Learn more about Edmonton and area	1	2	3	4	5
Gain an experience I can look back on	1	2	3	4	5
Experience the excitement that always happens at sports events	1	2	3	4	5
Experience new and different things	1	2	3	4	5
Be with others in my sport	1	2	3	4	5

Be with others who enjoy the same things I do	1	2	3	4	5
Keep in shape physically	1	2	3	4	5
Have others think highly of me for doing so	1	2	3	4	5
Experience the sense of discovery involved	1	2	3	4	5
Get exercise	1	2	3	4	5
Remember the good times I've had in the past, attending other sports events	1	2	3	4	5
Reduce some frustrations I've been feeling	1	2	3	4	5
Get away from the demands of other people	1	2	3	4	5
Have a change in my daily routine	1	2	3	4	5

8) When answering this question please indicate how much you agree or disagree with each of the following statements. All of the statements examine what would make you feel most successful when you compete in your sport at the 2005 World Masters Games. (If you are participating in more than one sport, please refer only to the one activity you circled in Question 3.)

<u>THINKING AHEAD, I WOULD FEEL SUCCESSFUL IF...</u>	Strongly <u>Disagree</u>	Somewhat <u>Disagree</u>	Neutral	Somewhat Agree	Strongly Agree
I am the best	1	2	3	4	5
I reach a goal	1	2	3	4	5
I master something I couldn't do before	1	2	3	4	5
I show other people I am the best	1	2	3	4	5
I work hard	1	2	3	4	5
I outperform my opponents	1	2	3	4	5
I show clear personal improvement	1	2	3	4	5
I am clearly superior	1	2	3	4	5
I overcome difficulties	1	2	3	4	5
I accomplish something others can't do	1	2	3	4	5
I perform to the best of my ability	1	2	3	4	5
I beat other people	1	2	3	4	5

9) When answering this question please indicate how important or unimportant each of the following is in your decision to **ATTEND** the 2005 World Masters Games.

I CHOOSE TO ATTEND THE GAMES TO...	Extremely <u>U</u> nimportant	Somewhat <u>U</u> nimportant	Neutral	Somewhat <u>I</u> mportant	Extremely <u>I</u> mportant
Play sports	1	2	3	4	5
Stay close to home	1	2	3	4	5
Be physically active while on vacation	1	2	3	4	5
Meet new people	1	2	3	4	5
Stay in Edmonton and area	1	2	3	4	5
Renew old friendships	1	2	3	4	5
Participate in social events	1	2	3	4	5
Do my sport activities	1	2	3	4	5
Stay near my family and friends	1	2	3	4	5

10 What are your expectations of Edmonton as a host city for visiting athletes during the upcoming Games:

11) What is your date of birth (Year): _____

12) Sex? (Please circle one) Male or Female

13) What is your approximate annual household income? _____

14) What is the highest level of education you have completed? (Please check the *single best* answer)

<input type="checkbox"/> Some elementary or high school	<input type="checkbox"/> Post-secondary/Tertiary/Technical degree/diploma
<input type="checkbox"/> High school degree or equivalent	<input type="checkbox"/> Some graduate school
<input type="checkbox"/> Some post-secondary/Tertiary/Technical Training	<input type="checkbox"/> Graduate school degree

15) Which best describes your current marital status?

☐ Single/Never Married ☐ Married/Partner ☐ Widowed ☐ Divorced/Separated

16) Do you have any dependent children living with you at home? ☐ Yes ☐ No

If YES: Please indicate how many children in each age category:

☐ 0 to 5 years ☐ 6 to 12 years ☐ 13 to 16 years ☐ 16 to 19 years ☐ 20 or older

17) In order to fully benefit from the information that you have just provided, it is important for us to know more about your actual experience at the 2005 World Masters Games. We would, therefore, like to contact you approximately one month after the Games have ended with a follow-up questionnaire that will take only about 15 minutes to complete. Please indicate whether we may contact you with a follow-up questionnaire.

☐ **Yes**, please contact me again after the Games ☐ **No**, please do not contact me again after the Games

18) Are there any additional comments that you would like to make? _____

If you have any questions or comments please feel free to contact Tom Hinch, PhD, Faculty of Physical Education and Recreation, University of Alberta, at tom.hinch@ualberta.ca. (Telephone: 780-492-2759).

Thank you for participating in this study and we wish you the very best at the Games!

APPENDIX B

PRE GAMES QUESTIONNAIRE: VISITORS

***MOTIVATIONS AND BEHAVIOURS OF
ATHLETES ATTENDING THE
2005 WORLD MASTERS GAMES***

EDMONTON, ALBERTA, CANADA

JULY 22 – 31, 2005

**PRE-GAMES QUESTIONNAIRE
VISITORS**

This study is being conducted by:

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2005 WORLD MASTERS GAMES STUDY

This study is a collaborative effort of the 2005 World Masters Games and the University of Alberta. It examines the motivations and behaviours of athletes who will be attending the 2005 World Masters Games hosted in Edmonton, Canada. Study results will help Games planners to ensure that participants like you have the best experience possible. By completing this questionnaire, you are giving your consent to participate in the research study. You may, however, decline to participate at any time without consequence. The questionnaire should take you approximately 10 minutes to complete. A more detailed Participant Information Letter is available “*Visitor Study Information*” if you would like more details on the study. Thank you.

1) Please confirm the e-mail address to which this questionnaire was sent:

Leave blank if you were not contacted by e-mail.

2) Have you competed in the World Masters Games before? (Please circle one) Yes or No

If **YES**: Please indicate which Games you have attended:

_____ 1985 - Toronto, Canada _____ 1994 - Brisbane, Australia _____ 2002 - Melbourne, Australia
 _____ 1989 - Herning, Denmark _____ 1998 - Portland, USA

3) What sport activities have you registered in at the 2005 World Masters Games? (Please check all that apply)

_____ Athletics	_____ Canoe/Kayak	_____ Lawn Bowling	_____ Soccer	_____ Table Tennis
_____ Badminton	_____ Cycling	_____ Orienteering	_____ Softball	_____ Tennis
_____ Baseball	_____ Diving	_____ Rowing	_____ Squash	_____ Triathlon
_____ Basketball	_____ Golf	_____ Rugby	_____ Swimming	_____ Volleyball
_____ Bowling	_____ Ice Hockey	_____ Shooting	_____ Synchronized Swimming	_____ Weightlifting

4) If you indicated that you are registered in more than one sport, please go back to Question 3 and circle the **ONE** activity you consider to be the most important for you to participate in at the 2005 World Masters Games.

5) Approximately **how many years** have you been participating in the **ONE** activity you consider to be the most important for you to participate in at the 2005 World Masters Games? _____

6) Approximately **how many times in 2005** did you participate in the **ONE** activity you consider to be the most important for you to participate in at the 2005 World Masters Games? _____

7) When answering this question please indicate how much you agree or disagree with each of the following statements. All of the statements examine your decision to PARTICIPATE in the 2005 World Masters Games.

<u>I CHOOSE TO PARTICIPATE TO...</u>	<u>Strongly Disagree</u>	<u>Somewhat Disagree</u>	Neutral	Somewhat Agree	Strongly Agree
Remember the good times I've had in the past					
playing sports	1	2	3	4	5
Do something my spouse or partner wanted me to do	1	2	3	4	5
Release or reduce tension	1	2	3	4	5
Show others that I still can	1	2	3	4	5
Build friendships with new people	1	2	3	4	5
Get away from the usual demands of life	1	2	3	4	5
Bring my family closer together	1	2	3	4	5
Be free to make my own decisions	1	2	3	4	5
Be with friends	1	2	3	4	5
Have a stimulating and exciting experience	1	2	3	4	5
Be with people who are enjoying themselves	1	2	3	4	5
See if I could do it	1	2	3	4	5
Meet new people	1	2	3	4	5
Be obligated to no one	1	2	3	4	5
Explore Edmonton and area	1	2	3	4	5
Do something different from what I normally do	1	2	3	4	5
Learn more about Edmonton and area	1	2	3	4	5
Gain an experience I can look back on	1	2	3	4	5
Experience the excitement that always happens at					
sports events	1	2	3	4	5
Experience new and different things	1	2	3	4	5
Be with others in my sport	1	2	3	4	5
Be with others who enjoy the same things I do	1	2	3	4	5
Keep in shape physically	1	2	3	4	5
Have others think highly of me for doing so	1	2	3	4	5

Experience the sense of discovery involved	1	2	3	4	5
Get exercise	1	2	3	4	5
Remember the good times I've had in the past attending other sports events	1	2	3	4	5
Reduce some frustrations I've been feeling	1	2	3	4	5
Get away from the demands of other people	1	2	3	4	5
Have a change in my daily routine	1	2	3	4	5

8) When answering this question please indicate how much you agree or disagree with each of the following statements. All of the statements examine what would make you feel successful when you compete in your sport at the 2005 World Masters Games. (If you are participating in more than one sport, please refer only to the one activity you circled in Question 3.)

<u>THINKING AHEAD, I WOULD FEEL SUCCESSFUL IF...</u>	Strongly <u>Disagree</u>	Somewhat <u>Disagree</u>	Neutral	Somewhat Agree	Strongly Agree
I am the best	1	2	3	4	5
I reach a goal	1	2	3	4	5
I master something I couldn't do before	1	2	3	4	5
I show other people I am the best	1	2	3	4	5
I work hard	1	2	3	4	5
I outperform my opponents	1	2	3	4	5
I show clear personal improvement	1	2	3	4	5
I am clearly superior	1	2	3	4	5
I overcome difficulties	1	2	3	4	5
I accomplish something others can't do	1	2	3	4	5
I perform to the best of my ability	1	2	3	4	5
I beat other people	1	2	3	4	5

9) When answering this question please indicate how important or unimportant each of the following is in your decision to **ATTEND** the 2005 World Masters Games.

<u>I CHOOSE TO ATTEND THE GAMES TO...</u>	Extremely <u>Un</u> important	Somewhat <u>Un</u> important	Neutral	Somewhat <u>Im</u> portant	Extremely <u>Im</u> portant
Play sports	1	2	3	4	5
Travel to a new destination	1	2	3	4	5
Be physically active while on vacation	1	2	3	4	5
Meet new people	1	2	3	4	5
Travel to Edmonton and area	1	2	3	4	5
Renew old friendships	1	2	3	4	5
Participate in social events	1	2	3	4	5
Do my sport activities	1	2	3	4	5
Travel with family and friends	1	2	3	4	5

10a) How many people, including yourself (but not your team members), were in your personal travel party (i.e., friends and family members traveling with you). _____

10b) Do you plan to vacation/holiday **BEFORE** the 2005 World Masters Games as part of this trip? (Please circle one) Yes or No

10c) Do you plan to vacation/holiday **AFTER** the 2005 World Masters Games as part of this trip? (Please circle one) Yes or No

10d) What are your expectations of Edmonton as a travel destination during the upcoming Games:

11) Which of the following geographic do you reside in? (Please check the *single best* answer)

___ Alberta ___ Other Canada ___ United States ___ Other International

12) What is your date of birth (Year/Month): _____

13) Sex? (Please circle one) Male or Female

14) What is your approximate annual household income in your country's currency? _____

15) What is the highest level of education you have completed? (Please check the *single best* answer)

<input type="checkbox"/> Some elementary or high school	<input type="checkbox"/> Post-secondary/Tertiary/Technical degree/diploma
<input type="checkbox"/> High school degree or equivalent	<input type="checkbox"/> Some graduate school
<input type="checkbox"/> Some post-secondary/Tertiary/Technical Training	<input type="checkbox"/> Graduate school degree

16) Which best describes your current marital status?

☐ Single/Never Married ☐ Married/Partner ☐ Widowed ☐ Divorced/Separated

17) Do you have any dependent children living with you at home? ☐ Yes ☐ No

If YES: Please indicate how many children in each age category:

☐ 0 to 5 years ☐ 6 to 12 years ☐ 13 to 16 years ☐ 16 to 19 years ☐ 20 or older

18) In order to fully benefit from the information that you have just provided, it is important for us to know more about your actual experience at the 2005 World Masters Games. We would, therefore, like to contact you approximately one month after the Games have ended with a follow-up questionnaire that will take only about 15 minutes to complete. Please indicate whether we may contact you with a follow-up questionnaire.

☐ **Yes**, please contact me again after the Games ☐ **No**, please do not contact me again after the Games

19) Are there any additional comments that you would like to make? _____

If you have any questions or comments please feel free to contact Tom Hinch, PhD, Faculty of Physical Education and Recreation, University of Alberta, at tom.hinch@ualberta.ca or International 011-780-492-2759 – North America 780-492-2759

Thank you for participating in this study and we wish you the very best at the Games!

APPENDIX C

POST GAMES QUESTIONNAIRE: LOCALS

***EXPERIENCES AND BEHAVIOURS OF
ATHLETES ATTENDING THE
2005 WORLD MASTERS GAMES***

EDMONTON, ALBERTA, CANADA

JULY 22 – 31, 2005

**POST-GAMES QUESTIONNAIRE
LOCALS**

**This study is being conducted by:
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FAX: 780-492-6548

2005 WORLD MASTERS GAMES STUDY

This study examines the actual experience and behaviours of athletes who attended the 2005 World Masters Games hosted in Edmonton, Canada. It is meant to build on the questionnaire that you completed prior to the Games related to your expectations and motivations. Ultimately, the study is intended to help Games planners to ensure that participants in these types of Games have the best experience possible. By completing this questionnaire, you are giving your consent to participate in this research study. You may, however, decline to participate at any time without consequence. It should take you approximately 5 minutes to complete this questionnaire. A Participant Information Letter is available at “Local Athlete Study Information” if you would like more details on the study. Thank you.

1) Please confirm the e-mail address that was used to contact you: _____.
Leave blank if you were not contacted by e-mail.

2) What sport activities did you officially participate in at the 2005 World Masters Games? (Please check all that apply)

<input type="checkbox"/> Athletics	<input type="checkbox"/> Canoe/Kayak	<input type="checkbox"/> Lawn Bowling	<input type="checkbox"/> Soccer	<input type="checkbox"/> Table Tennis
<input type="checkbox"/> Badminton	<input type="checkbox"/> Cycling	<input type="checkbox"/> Orienteering	<input type="checkbox"/> Softball	<input type="checkbox"/> Tennis
<input type="checkbox"/> Baseball	<input type="checkbox"/> Diving	<input type="checkbox"/> Rowing	<input type="checkbox"/> Squash	<input type="checkbox"/> Triathlon
<input type="checkbox"/> Basketball	<input type="checkbox"/> Golf	<input type="checkbox"/> Rugby	<input type="checkbox"/> Swimming	<input type="checkbox"/> Volleyball
<input type="checkbox"/> Bowling	<input type="checkbox"/> Ice Hockey	<input type="checkbox"/> Shooting	<input type="checkbox"/> Synchronized Swimming	<input type="checkbox"/> Weightlifting

3) If you indicated that you participated in more than one sport, please go back to Question 1 and circle the **ONE** activity you consider to be the most important you participated in at the 2005 World Masters Games.

4) When answering this question please indicate how much you agree or disagree with each of the following statements. All of the statements examine your EXPERIENCE in the 2005 World Masters Games.

<u>LOOKING BACK, I WAS ABLE TO</u>	Strongly <u>Disagree</u>	Somewhat <u>Disagree</u>	Neutral	Somewhat Agree	Strongly Agree
Remember the good times I had in the past playing sports	1	2	3	4	5
Do something my spouse or partner wanted me to do	1	2	3	4	5
Release or reduce tension	1	2	3	4	5
Show others that I still can	1	2	3	4	5
Build friendships with new people	1	2	3	4	5
Get away from the usual demands of life	1	2	3	4	5
Bring my family closer together	1	2	3	4	5
Be free to make my own decisions	1	2	3	4	5
Be with friends	1	2	3	4	5
Have a stimulating and exciting experience	1	2	3	4	5
Be with people who were enjoying themselves	1	2	3	4	5
See if I could do it	1	2	3	4	5
Meet new people	1	2	3	4	5
Be obligated to no one	1	2	3	4	5
Explore Edmonton and area	1	2	3	4	5
Do something different from what I normally do	1	2	3	4	5
Learn more about Edmonton and area	1	2	3	4	5
Gain an experience I could look back on	1	2	3	4	5
Experience the excitement that always happens at sports events	1	2	3	4	5
Experience new and different things	1	2	3	4	5
Be with others in my sport	1	2	3	4	5
Be with others who enjoy the same things I do	1	2	3	4	5
Keep in shape physically	1	2	3	4	5
Have others think highly of me for doing so	1	2	3	4	5
Experience the sense of discovery involved	1	2	3	4	5
Get exercise	1	2	3	4	5
Remember the good times I've had in the past attending other sports events	1	2	3	4	5
Reduce some frustrations I was feeling	1	2	3	4	5
Get away from the demands of other people	1	2	3	4	5
Have a change in my daily routine	1	2	3	4	5

5) When answering this question please indicate how much you agree or disagree with each of the following statements. All of the statements examine what made you feel most successful **when you were competing in your sport at the 2005 World Masters Games**. (If you participated in more than one sport, please refer only to the one activity you indicated as most important.)

<u>LOOKING BACK, I FELT SUCCESSFUL WHEN...</u>	Strongly <u>Disagree</u>	Somewhat <u>Disagree</u>	Neutral	Somewhat Agree	Strongly Agree
I was the best	1	2	3	4	5
I reached a goal	1	2	3	4	5
I mastered something I couldn't do before	1	2	3	4	5
I showed other people I am the best	1	2	3	4	5
I worked hard	1	2	3	4	5
I outperformed my opponents	1	2	3	4	5
I showed clear personal improvement	1	2	3	4	5
I was clearly superior	1	2	3	4	5
I overcame difficulties	1	2	3	4	5
I accomplished something others didn't do	1	2	3	4	5
I performed to the best of my ability	1	2	3	4	5
I beat other people	1	2	3	4	5

6) When answering this question please indicate how important or unimportant each of the following was to your experience in the 2005 World Masters Games.

<u>BEING ABLE TO ...</u>	Extremely <u>Unimportant</u>	Somewhat <u>Unimportant</u>	Neutral	Somewhat <u>Important</u>	Extremely <u>Important</u>
Play sports	1	2	3	4	5
Stay close to home	1	2	3	4	5
Be physically active while on vacation	1	2	3	4	5
Meet new people	1	2	3	4	5
Stay in Edmonton and area	1	2	3	4	5
Renew old friendships	1	2	3	4	5
Participate in social events	1	2	3	4	5
Do my sport activities	1	2	3	4	5
Stay near family and friends	1	2	3	4	5

7) How would you describe Edmonton to friends and relatives considering a visit to the city based on your experience and observations during the Games?

8) Are there any additional comments that you would like to make?

If you have any questions or comments please feel free to contact Tom Hinch, PhD, Faculty of Physical Education and Recreation, University of Alberta, at tom.hinch@ualberta.ca. or by phone at (780) 492-3615

Thank you for participating in this study!

APPENDIX D

POST GAMES QUESTIONNAIRE: VISITORS

***EXPERIENCES AND BEHAVIOURS OF
ATHLETES ATTENDING THE
2005 WORLD MASTERS GAMES***

EDMONTON, ALBERTA, CANADA

JULY 22 – 31, 2005

**POST-GAMES QUESTIONNAIRE
VISITORS**

**This study is being conducted by:
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2005 WORLD MASTERS GAMES STUDY

This study examines the actual experience and behaviours of athletes who attended the 2005 World Masters Games hosted in Edmonton, Canada. It is meant to build on the questionnaire that you completed prior to the Games related to your expectations and motivations. Ultimately, the study is intended to help Games planners to ensure that participants in these types of Games have the best experience possible. By completing this questionnaire, you are giving your consent to participate in this research study. You may, however, decline to participate at any time without consequence. It should take you approximately 15 minutes to complete this questionnaire. A Participant Information Letter is available at “*Visitor Study Information*” if you would like more details on the study. Thank you.

1) Please confirm the e-mail address that was used to contact you: _____
Leave blank if you were not contacted by e-mail.

2) What sport activities did you officially participate in at the 2005 World Masters Games? (Please check all that apply)

<input type="checkbox"/> Athletics	<input type="checkbox"/> Canoe/Kayak	<input type="checkbox"/> Lawn Bowling	<input type="checkbox"/> Soccer	<input type="checkbox"/> Table Tennis
<input type="checkbox"/> Badminton	<input type="checkbox"/> Cycling	<input type="checkbox"/> Orienteering	<input type="checkbox"/> Softball	<input type="checkbox"/> Tennis
<input type="checkbox"/> Baseball	<input type="checkbox"/> Diving	<input type="checkbox"/> Rowing	<input type="checkbox"/> Squash	<input type="checkbox"/> Triathlon
<input type="checkbox"/> Basketball	<input type="checkbox"/> Golf	<input type="checkbox"/> Rugby	<input type="checkbox"/> Swimming	<input type="checkbox"/> Volleyball
<input type="checkbox"/> Bowling	<input type="checkbox"/> Ice Hockey	<input type="checkbox"/> Shooting	<input type="checkbox"/> Synchronized Swimming	<input type="checkbox"/> Weightlifting

3) If you indicated that you participated in more than one sport, please go back to Question 1 and circle the **ONE** activity you consider to be the most important you participated in at the 2005 World Masters Games.

4) When answering this question please indicate how much you agree or disagree with each of the following statements. All of the statements examine your **EXPERIENCE in the 2005 World Masters Games.**

<u>LOOKING BACK, I WAS ABLE TO</u>	Strongly <u>Disagree</u>	Somewhat <u>Disagree</u>	Neutral	Somewhat Agree	Strongly Agree
Remember the good times I had in the past playing sports	1	2	3	4	5
Do something my spouse or partner wanted me to do	1	2	3	4	5
Release or reduce tension	1	2	3	4	5
Show others that I still can	1	2	3	4	5
Build friendships with new people	1	2	3	4	5
Get away from the usual demands of life	1	2	3	4	5
Bring my family closer together	1	2	3	4	5
Be free to make my own decisions	1	2	3	4	5
Be with friends	1	2	3	4	5
Have a stimulating and exciting experience	1	2	3	4	5
Be with people who were enjoying themselves	1	2	3	4	5
See if I could do it	1	2	3	4	5
Meet new people	1	2	3	4	5
Be obligated to no one	1	2	3	4	5
Explore Edmonton and area	1	2	3	4	5
Do something different from what I normally do	1	2	3	4	5
Learn more about Edmonton and area	1	2	3	4	5
Gain an experience I could look back on	1	2	3	4	5
Experience the excitement that always happens at sports events	1	2	3	4	5
Experience new and different things	1	2	3	4	5
Be with members of my sport	1	2	3	4	5
Be with others who enjoy the same things I do	1	2	3	4	5
Keep in shape physically	1	2	3	4	5
Have others think highly of me for doing so	1	2	3	4	5
Experience the sense of discovery involved	1	2	3	4	5
Get exercise	1	2	3	4	5
Remember the good times I've had in the past attending other sports events	1	2	3	4	5
Reduce some frustrations I was feeling	1	2	3	4	5
Get away from the demands of other people	1	2	3	4	5
Have a change in my daily routine	1	2	3	4	5

5) When answering this question please indicate how much you agree or disagree with each of the following statements. All of the statements examine what made you feel most successful **when you were competing in your sport at the 2005 World Masters Games**. (If you participated in more than one sport, please refer only to the one activity you indicated as the most important.)

<u>LOOKING BACK, I FELT SUCCESSFUL WHEN...</u>	Strongly <u>Disagree</u>	Somewhat <u>Disagree</u>	Neutral	Somewhat Agree	Strongly Agree
I was the best	1	2	3	4	5
I reached a goal	1	2	3	4	5
I mastered something I couldn't do before	1	2	3	4	5
I showed other people I am the best	1	2	3	4	5
I worked hard	1	2	3	4	5
I outperformed my opponents	1	2	3	4	5
I showed clear personal improvement	1	2	3	4	5
I was clearly superior	1	2	3	4	5
I overcame difficulties	1	2	3	4	5
I accomplished something others didn't do	1	2	3	4	5
I performed to the best of my ability	1	2	3	4	5
I beat other people	1	2	3	4	5

6) When answering this question please indicate how important or unimportant each of the following was to your **EXPERIENCE** in the 2005 World Masters Games. .

<u>BEING ABLE TO ...</u>	Extremely <u>Unimportant</u>	Somewhat <u>Unimportant</u>	Neutral	Somewhat <u>Important</u>	Extremely <u>Important</u>
Play sports	1	2	3	4	5
Travel to a new destination	1	2	3	4	5
Be physically active while on vacation	1	2	3	4	5
Meet new people	1	2	3	4	5
Travel to Edmonton and area	1	2	3	4	5
Renew old friendships	1	2	3	4	5
Participate in Masters Games social events	1	2	3	4	5
Do my sport activities	1	2	3	4	5
Travel with family and friends	1	2	3	4	5

7a) Did you visit Edmonton mainly for the 2005 World Masters Games? (please circle one)

Yes or No

7b) How many people, including yourself (but **not** your team members), were in your personal travel party (i.e., friends and family members traveling with you). _____

8a) Did you vacation/holiday **BEFORE** the 2005 World Masters Games as part of this trip? (Please circle one)

Yes or No

If **YES**:

What were your main destinations in order of priority: _____

If **NO**: Please go to Question 9

8b) **BEFORE** the 2005 World Masters Games portion of your trip did you.... (please check all that apply)

- | | |
|---|---|
| 1. ___ Visit friends? | 9. ___ Visit a theme or amusement park? |
| 2. ___ Visit family? | 10. ___ Visit a national or provincial/state park? |
| 3. ___ Attend a festival or fair? | 11. ___ Visit a zoo, aquarium or botanical park? |
| 4. ___ Attend a cultural performance (e.g., concert or play)? | 12. ___ Visit a history site? |
| 5. ___ Go to a bar or nightclub? | 13. ___ Attend a sport event? |
| 6. ___ Go to a casino? | 14. ___ Shop? |
| 7. ___ Take a cruise or boat trip? | 15. ___ Participate in any sport or outdoor activities? |
| 8. ___ Visit a museum or art gallery? | |

8c) If you checked #15 please list the activities in which you participated:

8d)) How many days did this pre-Games vacation last? _____

8e) In what types of accommodation did you stay **during this pre-Games trip**? (Please check all that apply and how many nights you spent in each type of accommodation).

<input type="checkbox"/> Hotel	<input type="checkbox"/> Nights	<input type="checkbox"/> Private cottage or vacation home	<input type="checkbox"/> Nights
<input type="checkbox"/> Motel	<input type="checkbox"/> Nights	<input type="checkbox"/> Commercial cottage or cabin	<input type="checkbox"/> Nights
<input type="checkbox"/> Bed & Breakfast	<input type="checkbox"/> Nights	<input type="checkbox"/> Cruise ship	<input type="checkbox"/> Nights
<input type="checkbox"/> Hunting or fishing Lodge	<input type="checkbox"/> Nights	<input type="checkbox"/> Camping or RV Park	<input type="checkbox"/> Nights
<input type="checkbox"/> Resort	<input type="checkbox"/> Nights	<input type="checkbox"/> Other (hostel, university, etc.)	<input type="checkbox"/> Nights
<input type="checkbox"/> Home of friends or relatives	<input type="checkbox"/> Nights		

8f) What means of transportation did you use to travel the greatest distance on this **pre-Games trip**? (Please check only one.)

<input type="checkbox"/> Auto	<input type="checkbox"/> Air	<input type="checkbox"/> Bus/Motor Coach
<input type="checkbox"/> Rail	<input type="checkbox"/> Boat	<input type="checkbox"/> Other (Please specify _____)

8g) Approximately how much money did you spend **during this pre-Games trip** related to each of the following categories? Please indicate amount in Canadian dollars and number of people included in this amount:

Accommodation expenditure	\$_____	Number of people covered by expenditure _____
Transportation expenditure within Canada	\$_____	Number of people covered by expenditure _____
Meals and entertainment expenditure	\$_____	Number of people covered by expenditure _____
Other expenditures	\$_____	Number of people covered by expenditure _____

9a) Did you vacation/holiday **AFTER** the 2005 World Masters Games part of this trip? (Please circle one)

Yes or No

If **YES**

What were your main destinations in order of priority: _____

If **NO**: Please go to Question 10.

9b) **AFTER** the 2005 World Masters Games portion of your trip, did you.... (please check all that apply)

- | | |
|---|--|
| 1. ___ Visit friends? | 9. ___ Visit a theme or amusement park? |
| 2. ___ Visit family? | 10. ___ Visit a national or provincial/state park? |
| 3. ___ Attend a festival or fair? | 11. ___ Visit a zoo, aquarium or botanical park? |
| 4. ___ Attend a cultural performance (e.g., concert or play)? | 12. ___ Visit a history site? |
| 5. ___ Go to a bar or nightclub? | 13. ___ Attend a sport event? |
| 6. ___ Go to a casino? | 14. ___ Shop? |
| 7. ___ Take a cruise or boat trip? | 15. ___ Participate in any sport or outdoor |
| 8. ___ Visit a museum or art gallery? | activities? |

9c) If you checked #15 please list the activities in which you participated:

9d) How many days did this post-Games trip last? _____

9e) In what types of accommodation did you stay during this post-Games trip? (Please check all that apply and how many nights you spent in each type of accommodation).

___ Hotel	___ Nights	___ Private cottage or vacation home	___ Nights
___ Motel	___ Nights	___ Commercial cottage or cabin	___ Nights
___ Bed & Breakfast	___ Nights	___ Cruise ship	___ Nights
___ Hunting or fishing Lodge	___ Nights	___ Camping or RV Park	___ Nights
___ Resort	___ Nights	___ Other (hostel, university, etc.)	___ Nights
___ Home of friends or relatives	___ Nights		

9f) What means of transportation did you use to travel the greatest distance on this post-Games trip? (Please check only one.)

☐ Auto ☐ Air ☐ Bus/Motor Coach
☐ Rail ☐ Boat ☐ Other (Please specify _____)

9g) Approximately how much money did you spend **during this post-Games trip** related to each of the following categories? Please indicate amount in Canadian dollars and number of people included in this amount.

Accommodation expenditure	\$ _____	Number of people covered by expenditure _____
Transportation expenditure within Canada	\$ _____	Number of people covered by expenditure _____
Meals and entertainment expenditure	\$ _____	Number of people covered by expenditure _____
Other expenditures	\$ _____	Number of people covered by expenditure _____

Questions 10 & 11 relate to the time period of the Games from July 22 – 31

10a) In addition to the formal activities scheduled by the organizers **during the World Masters Games**, did you do any of the following while you were in the host area (please check all that apply).

- | | |
|---|---|
| 1. ___ Visit friends? | 9. ___ Visit a theme or amusement park? |
| 2. ___ Visit family? | 10. ___ Visit a national or provincial/state park? |
| 3. ___ Attend a festival or fair? | 11. ___ Visit a zoo, aquarium or botanical park |
| 4. ___ Attend a cultural performance (e.g., concert or play)? | 12. ___ Visit a history site? |
| 5. ___ Go to a bar or nightclub? | 13. ___ Attend a sport event? |
| 6. ___ Go to a casino? | 14. ___ Shop? |
| 7. ___ Take a cruise or boat trip? | 15. ___ Participate in any non-Games sport or outdoor activities? |
| 8. ___ Visit a museum or art gallery? | |

(10b) If you checked #15 please list the activities in which you participated: _____

10c) How many days did you stay in the Edmonton or host area **during the Games**? _____

10d) In what types of accommodation did you stay in **during the Games**? (Please check all that apply and how many nights you spent in each type of accommodation).

___ Hotel	___ Nights	___ Private cottage or vacation home	___ Nights
___ Motel	___ Nights	___ Commercial cottage or cabin	___ Nights
___ Bed & Breakfast	___ Nights	___ Camping or RV Park	___ Nights
___ Home of friends or relatives	___ Nights	___ Your own home	___ Nights
		___ Other (hostel, university, etc.)	___ Nights

10e) What was the primary means of transportation that you used to travel to games venues and events **while** participating in the Games? (Please check only one.)

___ Private Auto ___ Rental Vehicle ___ Taxi ___ City Bus/LRT ___ World Masters Games Bus

___ Other (Please specify _____)

10f) Approximately how much money did you spend in Edmonton or the host area **during the Games** related to each of the following categories? Please indicate amount in Canadian dollars and number of people included in this amount.

Accommodation expenditure	\$_____	Number of people covered by expenditure _____
Transportation expenditure within Canada	\$_____	Number of people covered by expenditure _____
Meals and entertainment expenditure	\$_____	Number of people covered by expenditure _____
Other expenditures	\$_____	Number of people covered by expenditure _____

11) Based on your experience and observations **during the Games**, how would you describe Edmonton to friends and relatives considering a visit to the city?

12) Are there any additional comments that you would like to make?

If you have any questions or comments please feel free to contact Tom Hinch, PhD, Faculty of Physical Education and Recreation, University of Alberta, at tom.hinch@ualberta.ca. or by phone at 001 (780) 492-2759

Thank you for participating in this study!