



EVALUATION OF THE ECONOMIC IMPACT OF EVENTS IN KAUNAS THROUGH THE EXPENDITURES OF VISITORS

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Abstract

In this article the economic impact of events is analyzed through the expenditures of events visitors. Cities looking to become tourist destinations are motivated to attract visitors with different kind of events, strengthen it's competitiveness and face economic benefits. The importance and economic impact of events was analyzed by many researchers. The main measurable result of city tourism competitiveness is number of tourist and their length of stay. So if the events attract more tourists to the city, then the number of events can be defined as a factor of city tourism competitiveness. It is important to analyse the expenditures of the visitors of the events, because these expenditures show the economic impact, filtering through the local economy, stimulating output in the national economy. As a main measure of economic impact of event – expenditures of event visitors are highlighted, as well as the need for primary data collection (questionnaires of event visitors). Events can be defined as a factor of tourism competitiveness. In this research four events in Kaunas („Kaunas Jazz 2012“, „Kauno diena 2012“, „Bike show millennium 2012“, „Europa. Napoleonas I Kaune 1812“) were analyzed through the expenditures of events visitors, their visitors were questioned. The survey results show; that the biggest part of event visitors expenses are transport, catering and accommodation. Analyzing the economic impact of the event it is important to distinguish visitors, who came to the event specifically and those, who visited the event casually, being in the city for other reasons. 74 % of the event visitors who are non-residents came to the city purposefully. From 80 respondents, who stayed in Kaunas and visited events 58 (72,5%) came to the events purposefully. Searching for stronger positive economic impact of events it is important to attract to the events more visitors from foreign countries and other parts of the country. For more precise results of the economic impact of events there should be an analysis of the visitors of the events in the city and their expenses through the year-round.

KEYWORDS: economic impact of events, tourism competitiveness.

Introduction

Events are an important motivator of tourism, and figure prominently in the development and marketing plans at most destinations. The roles and impact of planned events within tourism have been well documented, and are of increasing importance for destination competitiveness. (Getz, 2008) Cities looking to become tourist destinations are motivated to attract visitors with different kind of events, strengthen it's competitiveness and face economic benefits.

Events can create linkages between people and groups within communities, and between the community and the rest of the world. Saayman (2004) points out that events have long been viewed as a tool for economic development. The economic importance of these events stems from the expenditure by attendants that filters through the local economy, stimulating output in the economy. One of the great advantages is that it can create a demand at a time that might be regarded as off-season. (Getz, 1997). From a macroeconomic perspective, tourism contributes to local, national, and international economic development as well as destination competitiveness.

Urban tourism competitiveness and its factors are analyzed by some lithuanian researches: Navickas, Malakauskaite (2009), Bruneckiene, Guzavicius, Cinci-kaite (2010), Cibinskiene (2012). Economic impact of the event is important through the expenditures of it's visitors/tourists. The main measurable result of city tourism competitiveness is number of tourist and their length of stay. So if the events attract more tourists to the

city, then the number of events can be defined as a factor of city tourism competitiveness. It is important to analyse the expenditures of the visitors of the events, because these expenditures show the economic impact, filtering through the local economy, stimulating output in the national economy.

Object of the research: events in the city of Kaunas.

Aim of the research: to investigate the motives of event visitors that come to the city and to analyse the expenses, that they incur because of visiting the event.

The objectives of the research:

- to research the theory about the evaluation of the economic impact of events;
- to prepare the methodology for the evaluation of the economic impact of events in Kaunas;
- to analyze the motives of the visitors of Kaunas events to come to Kaunas and where they came from;
- to investigate the expenses of the Kaunas events visitors that they incurred because of visiting events;
- to form the conclusions of the research of evaluation of the economic impact of events in Kaunas through the expenditures of visitors.

Methods of the research: comparative, structural and logical analysis of scientific literature questionnaire survey.

Economic impact of events

In the tourism economics literature, it has been recognized that tourism is neither a single industry nor a single market (Dwyer et al., 2010, Stabler et al., 2010). Tourism is a composite product that involves a

combination of a variety of goods and services provided by different sectors, such as transport, accommodation, tour operators, travel agencies, visitor attractions, and retailing. Moreover, tourism products are serviced and transacted in different markets. Therefore, tourism can be studied using both industry-based and market-based economic tools (Wilson, 1998).

The term 'event(s) tourism' was not widely used, if at all, prior to 1987 when The New Zealand Tourist and Publicity Department (1987) reported: „Event tourism is an important and rapidly growing segment of international tourism...“ (Getz, 2008)

In recent years, festivals and special events have become one of the fastest growing types of tourism attractions. (Getz 1997, Thrane 2002) Therefore, according to Gursoy et al. (2003), it is not surprising to see that the number of conceptual and empirical studies on festivals and special events has been increasing rapidly. (Saayman, Saayman, 2005)

The economic impact of a special event has been defined as "... the net economic change in a host community, excluding non-market values, which results from spending attributable to the event" (Crompton, McKay, 1994). Doshi et al. (2001) clarify that event economic impact: estimates the net impact of money originating from outside the region and the money that stays in the local economy. It represents the incremental spending above and beyond what would be expected in the region if the event was not held.

Song, H, Dwyer, L and Zeng Cao, G., L.(2012) state, that tourism demand is predominantly measured by the number of arrivals and the level of tourist expenditure (receipts), along with their variations, in per capita terms (Song, Li, Witt, Fei, 2010, Song, Witt, Li, 2009). One alternative measure, the number of tourist nights (Length of stay), has appeared in recent studies.

Where the required secondary data support is unavailable for an economic impact analysis, primary data collection from survey sampling is probably the only way forward (Alcover et al., 2011, Lacher, Nepal, 2010, Southwick, Bergstrom, Wall, 2009).

Thrane (2002) in his paper has analysed spending of jazz festival visitors and has excluded two different lines of research:

1. The economic impact of festivals and special events and,
2. The reasons or motives people have for visiting these attractions.

Tourism expenditures depend on a number of factors. For example, purpose of trip, travel party size, length of stay, type of travel activities participated in, and sociodemographic characteristics all appear to correlate with tourism expenditures (Leones, Colby, Crandall, 1998, Mak, Moncur, Yonamine, 1997, Pizam, Reichel, 1979, Spotts, Mahoney, 1991). A number of tourism studies have documented that household income has a positive influence on tourism expenditures in general (Asgary et al., 1997, Cai, Hong, Morrison, 1995, Fish, Waggle, 1996, Lond, Perdue, 1990, Taylor, Fletcher, Clabaugh, 1993, Tierney, 1993).

Method of the research for evaluating the economic impact of events in Kaunas through the expenditures of visitors/tourists

For the research four large and well known events in Kaunas city were selected: festival of jazz music „Kaunas jazz 2012“, „Kauno diena 2012“ (Kaunas day 2012), „Bike show millennium 2012“ and „Europa. Napoleonas I Kaune 1812“ (Europe. Napoleon I in Kaunas 1812). The first three events are traditional events and are held annually in Kaunas. „Europa. Napoleonas I Kaune 1812“ was not a traditional event, it was a festival of life history, celebrating Napoleon I crossing the river Nemunas 200-year anniversary. Through the aim of the study was to analyse the motives of the visitors to come to events in the city and their expenditures, the events for the survey were selected as quiet known and large. There are more events, organized in the city, but some of them are specific and do not attract a very big number of visitors, other events are very traditional and do not attract foreign visitors, some of the events are organized for small auditoriums.

„**Kaunas jazz 2012**“ – is an annually organized international festival of jazz music. The major part of this festival concerts are free, organized in the open air areas in the spring. The First international festival "Kaunas Jazz" was organized in a very difficult time for Lithuania, when on the 11th of March in the year 1991 the Republic of Lithuania declared the restoration of its independence. Since 2003 in October the event of Kaunas jazz autumn is organized. Since 2002 in December Kaunas jazz concert of the year is held.

„**Kauno diena 2012**“ – is the birthday of the city of Kaunas, which is organized annually since the year of 2000 in the month of May. It lasts usually 2-3 days through the weekend. During the event different concerts are organized, folklore and art groups show their programmes, folk fair takes place in the city centre, the end of the festival is crowned by the fireworks.

„**Bike show millennium 2012**“ – is organized annually since the year of 2000. It is the largest festival of motorcycle and car lovers event in Lithuania. During the event there can be a parade of motorcycles, breath-taking stunt shows, examples of auto vehicles decorations observed, great rock concerts organized.

„**Europa. Napoleonas I Kaune 1812**“. 200 years ago Napoleon's army (about 600 thousand troops) on June 24 of 1812 crossed the river Nemunas in Kaunas. Therefore this year there was the festival of life history organized in Kaunas to celebrate this event. There was theatrical troops and army units gaits and the crossing of the river Nemunas reenactment.

For the research the method of the questionnaire survey was chosen. The questionnaire survey can be carried out either directly or indirectly. To question the visitors of the events the method of direct survey was chosen. The method of direct survey includes the survey of the population directly, when the survey investigator communicates orally with the respondents. The survey investigator interviews the respondents according to the pre designed questionnaire, capturing the answers in the questionnaire paper. The interviews were carried out with

the help of Kaunas tourism information and conference bureau.

The exploratory whole. The visitors of the analyzed events.

Sample size. Before the start of the survey the number of the events visitors was not known, therefore the error was estimated after the interviews, according to the following formula:

$$n = \frac{1}{\Delta^2 + \frac{1}{N}} \quad (1)$$

where: n – number of the events in the selective group;

N – general set;

Δ – error.(Kardelis, 2005)

Methodology of the questionnaire. The questionnaire contains 6 questions. 2 questions about the respondent: his age and from where he came to the event. Other questions are to found out the motives of the respondent

to come to the city, length of the stay in Kaunas (respondents from Kaunas where not asked these questions). One of the most important questions is what kind of expenses the visitors of the events incurred.

Results of the economic impact of events in Kaunas through the expenditures of visitors research

After the interviews of the respondents, questionnaires were collected, it's information generalized and analysed by different aspects. Here the analysis of the results is presented.

In the 1 table we see the number of interviewed visitors of the events and approximate total number of events visitors.

1 table. Number of respondents

Event	“Kaunas Jazz 2012”	“Kauno diena 2012”	“Bike show millennium 2012”	“Europa. Napoleonas I Kaune 1812”
Number of respondents, unit	62	63	35	65
Number of event visitors, unit	59 000	45 000	45 000	75 000
Error, proc.	13	12	17	12

The most visited events this year are the events of festival “Europa. Napoleonas I Kaune 1812”, the biggest number of visitors of this event were interviewed. The

calculated error for studied events ranges from 12 to 17 percentage.

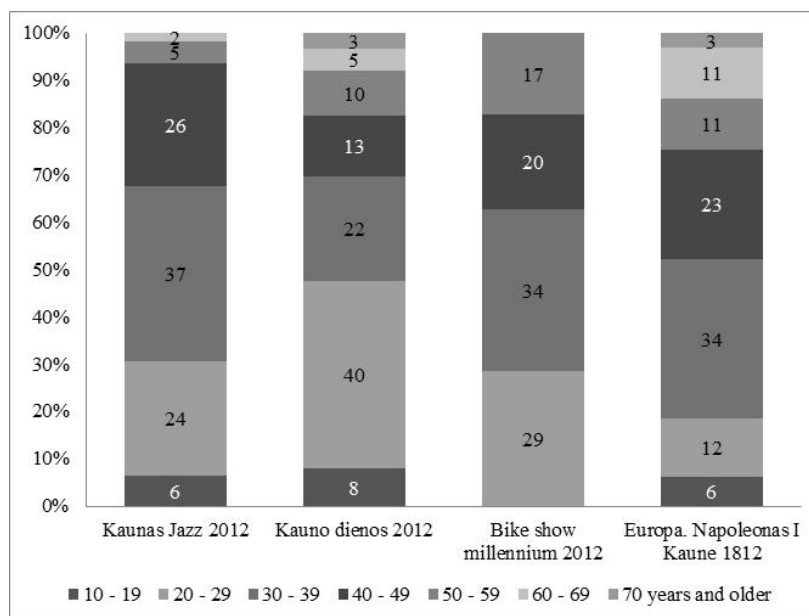


Fig.1. Distribution of respondents by age

The largest part of “Kaunas Jazz 2012”respondents are 30-39 years old, they compose– 37% of all respondents. 20-29years and 40-49years old compose respectively 24 and 26 % of all respondents (figure 1). 10-19 years old respondents composed just 6 %, 50-59 years and 60-69 years old persons respectively 5 and 2 %. The largest part of the event “Kauno diena 2012”respondents are 20-29years old – 40 %, 30-39 years

– 22 %, and 40-49 years – 13 %, 50-59 years – 10 %, 60-69 years 5 % and 70 years and older compose just

3 % of respondents. The largest part of the “Bike show millennium 2012” is 30-39 years old and composes 34 % of all respondents, 20-29years old respondents compose 29 %, 40-49 years – 20 %, 50-59 years 17 %. The respondents of the event “Europa.Napoleonas I Kaune 1812”of 30-39 years old composed 34 % of all residents, 40-49 years – 23 %, 20-29 years – 12 %, 50-59

years and 60-69 years each – 11 %, 10-19 years – 6 % and 70 years and older 3 –% of all respondents. In summary there can be stated, that the biggest part of

visitors of analysed events compose 20-49 years old persons.

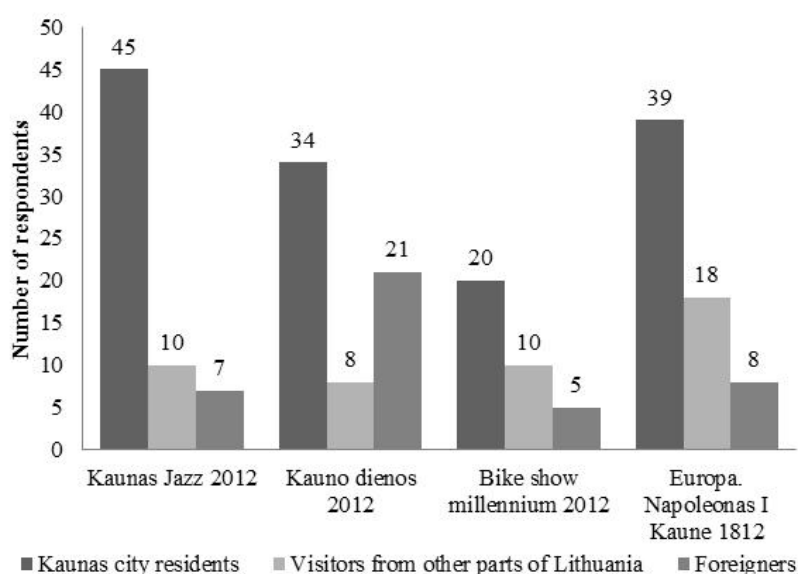


Fig. 2. Distribution of respondents by place of residence

The largest part of the interviewed visitors of the events are Kaunas citizens (figure 2). Among the respondents of the event „Europa. Napoleonas I Kaune 1812“ the biggest part were respondents from other parts of Lithuania and the biggest part of the requested respondents we had in the event „Kauno diena 2012“. Analyzing economic impact of the event it is important to distinguish visitors, who came to the event specifically

and those, who visited the event casually, being in the city for other reasons. The results of this question are presented in the 2 table. Economically all visitors of the event are useful, but analyzing the expenses we should eliminate from the calculations the accommodation and transport expenses of those respondents, who attended events casually, because we can not be directly attributed to their participation in the event.

2 table. Distribution of the respondents by motives to come to Kaunas

	Arrived to Kaunas purposeful to the event	Arrived to Kaunas for other reasons	Total
“Kaunas Jazz 2012”	12	5	17
“Kauno diena 2012”	22	7	29
“Bike show millennium 2012”	15	0	15
“Europa. Napoleonas I Kaune 1812”	16	10	26
Total	65	22	87

The majority of the respondents came to the city specifically to visit the events: to the festival “Kaunas jazz 2012” purposeful came 12 (3 of them are foreigners) from 17, to the event “Europa. Napoleonas I Kaune 1812” purposeful came 16 (5 from them are foreigners)

from 26. To the event “Kauno diena 2012” purposeful came 22 (15 from them are foreigners) from 29 and in the event “Bike show millennium 2012” all interviewed non-residents came purposeful to the event.

3 table. Length of stay of the visitors, who came to Kaunas

Number of nights	1		2		3		4		6		7		Total	
	Total	Pur pos fully	Total	Pur pos fully	Total	Pur pos fully	Total	Pur pos fully	Total	Pur pos fully	Total	Pur pos fully	Total	Pur pos fully
“Kaunas Jazz 2012”	3 (1)	2	8 (6)	3 (1)	1	3 (1)	2	2					14	10
“Kauno diena 2012”	4 (2)	4 (2)	7 (5)	7 (5)	5 (5)	(5)	6 (5)	6 (5)	1 (1)	(1)	2 (2)	(2)	25	25

"Bike show millennium 2012"					(15)	15							15	15
"Europa. Napoleonas I Kaune 1812"	11 (2)	(2)	10 (5)	(5)	5 (1)	(1)							26	8
Viso	18	8	25	15	26	24	8	8	1	1	2	2	80	58

In the 3 table there is data about the length of stay in Kaunas of event visitors who are non-residents. In the brackets there are number of respondents, who are foreigners. Requested respondents stayed in Kaunas for 1 to 7 nights. The majority of respondents who stayed in Kaunas visited events "Kaunas jazz 2012" and "Europa. Napoleonas I Kaune 1812". The most recent length of stay 2-3 nights.

From 80 respondents, who stayed in Kaunas and visited events 58 (72,5%) came to the events purposefully. The majority of respondents stayed in Kaunas and visited events "Kauno diena 2012" and "Bike Show millennium 2012". The most recent length of stay 2-3 nights.

4 table. Distribution of event visitors expenses, average expenses per visitor of the event, in litas

	Expenses for tickets	Transport expenses	Accommodation expenses	Catering expenses	Expenses for souvenirs	Other expenses	Total
"Kaunas Jazz 2012"	13,23	26,87	13,15	21,41	4,00		78,66
"Kaunodiena 2012"		124,50	103,50	76,84	14,38	6,40	325,62
"Bike show millennium 2012"		75,71		100,00	70,00		245,71
"Europa. Napoleonas I Kaune 1812"		32,65	18,62	18,61	8,31	0,80	78,99
Total	13,23	259,73	135,27	216,86	96,69	7,2	728,98

The highest average expenses have incurred the visitors of the events "Kauno diena 2012" and "Bike show millennium 2012". The average expenses of visitors of the events "Kaunas Jazz 2012" and "Europa. Napoleonas I Kaune 1812" differ only in 0,33 Lt (4 table). The highest average expenses of visitors in all events (excluding "Bike show millennium") are for transport, catering and accommodation.

Average expenses of Kaunas residents, associated with visiting the event "Kaunas jazz 2012" compose 30,40 Lt, of visitors from other parts of Lithuania – 107,10 Lt and of foreigners – 348,29 Lt. Average expenses of Kaunas residents, associated with visiting the event "Kauno diena 2012" were 32,79 Lt, of visitors from other parts of Lithuania – 126,75 Lt and of foreigners – 875,43 Lt.

Average expenses of Kaunas residents, associated with visiting of the event "Bike show millennium 2012" were 170,00 Lt and of foreigners – 346,67 Lt.

Average expenses of Kaunas residents, associated with visiting "Europa. Napoleonas I Kaune 1812" were 26,82Lt, of visitors from other parts of Lithuania – 56,78 Lt and of foreigners – 403,75 Lt.

The highest average transport expenses (222,20 Lt) were incurred by foreign visitors, but analysing the economic impact of the event to the local destination, these expenses are insignificant, because they are incurred in the foreign country, from which visitors come to the event. It is obvious that the highest average expenses (444,86 Lt) for accommodation also incurred by the foreign visitors of the events.

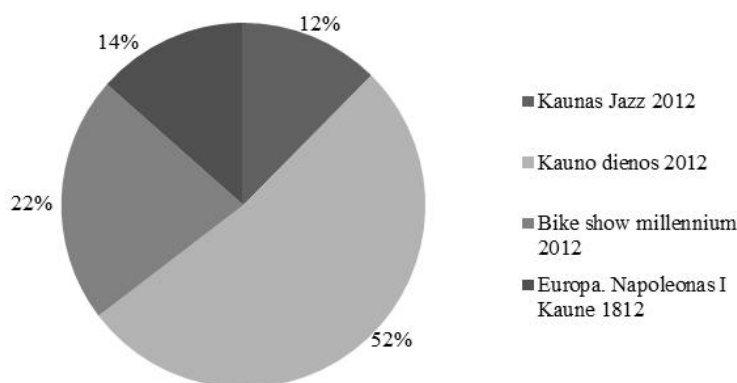


Fig. 3. Distribution of the total expenses of event visitors

Analyzing the total expenses of visitors we see, that the major part of the expenses were, incurred by Kaunas residents – 53 %, the expenses of visitors from other parts

of Lithuania and foreign countries compose respectively 24 and 23 % (figure 3).

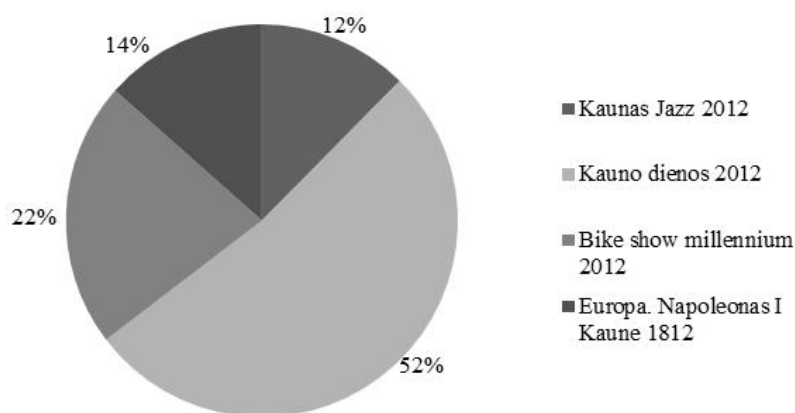


Fig. 4. Distribution of the total expenses of event visitors by events

Event visitor expenses by event show that the biggest part of the expenses – 52 % was incurred in the event „Kauno diena 2012“, 22 % in the event – „Bike show millennium 2012“, 14 % in the event – „Europa. Napoleonas I Kaune 1812“ and 12 % in the event – „Kaunas Jazz 2012“ (figure 4).

Conclusions

Events are important for tourism through their economic impact, so they can be defined as the factor of tourism competitiveness. Economic impact of the event is important through the expenditures of its visitors/tourists. If events attract more tourists to the destination, then number of events can be defined as a factor of tourism competitiveness.

There were four large event in Kaunas analyzed: Kaunas jazz 2012“, „Kauno diena 2012“, „Bike show millennium 2012“ and „Europa. Napoleonas I Kaune 1812“. Three events have traditionally been celebrating for many years, event „Europa. Napoleonas I Kaune 1812“ was a celebration commemorating the bicentennial of Napoleon's crossing the river Nemunas on his way to attack Moscow. For the survey the questionnaire was conducted and primary data was collected. According to the event visitors number and the number of respondents requested the margin of error ranges from 12 to 17 % depending on event.

In summary can be stated, that the biggest part of visitors of analysed events compose 20-49 years old persons. The major part of the visitors of all analysed events are residents of city of Kaunas.

Analyzing the economic impact of the event it is important to distinguish visitors, who came to the event specifically and those, who visited the event casually, being in the city for other reasons. 74 % of the event visitors who are non-residents came to the city purposefully. From 80 respondents, who stayed in Kaunas

and visited events 58 (72,5%) came to the events purposefully.

The highest average expenses were incurred by visitors of the events „Kauno diena 2012“ and „Bike show millennium 2012“. The average expenses of visitors of the events „Kaunas Jazz 2012“ and „Europa. Napoleonas I Kaune 1812“ differ only in 0,33 Lt (4 table). The highest average expenses of visitors in all events (excluding „Bike show millennium“) are for transport, catering and accommodation.

The highest average transport expenses (222,20 Lt) were incurred by foreign visitors, but analysing the economic impact of the event to the local destination, these expenses are insignificant, because they are incurred in the foreign country, from which visitors come to the event. It is obvious that the highest average expenses (444,86 Lt) for accommodation were also incurred by foreign visitors to the events.

In order to maximize the economic impact of the event it is appropriate to attract more visitors from other regions and foreign countries.

For more precise results of the economic impact of events there should be an analysis of the visitors of the events in the city and their expenses through the year-round.

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EKONOMINIO KAUNO RENGINIŲ POVEIKIO VERTINIMAS PAGAL LANKYTOJŲ IŠLAIDAS

Santrauka

Renginiai gali sukurti ryšius tarp žmonių ir grupių bendruomenėse, o taip pat tarp bendruomenės ir pasaulio. Ekonominė renginių reikšmė kyla iš išlaidų, kurias patiria lankytojai, kurias išfiltruoja vietinė ekonomika, stimuliuodama ekonominį rezultatą. Vienas didžiausių renginių privalumų yra tai, kad jie gali sukurti paklausą ne turizmo sezono metu. (Getz, 1997). Makroekonominės perspektyvos požiūriu turizmas veikia vietinę, nacionalinę ir tarptautinę ekonomikos plėtrą, o taip pat ir vietovės konkurencingumą.

Miesto turizmo konkurencingumą ir jo veiksnus nagrinėja Navickas, Malakauskaitė (2009), Bruneckienė, Guzavicius, Cincikaite (2010), Cibinskiene (2012). Ekonominis renginių poveikis yra svarbus dėl lankytojų patiriamų išlaidų. Pagrindinis miesto turizmo konkurencingumo išmatavimo matas yra turistų skaičius ir jų apsistojimo vietovėje trukmė. Taigi, jeigu renginiai pritraukia daugiau turistų į miestą, renginių skaičius

gali būti apibrėžiamas kaip miesto turizmo konkurencingumo veiksnys.

Tyrimo objektas: Kauno miesto renginiai.

Tyrimo tikslas buvo ištirti renginių lankytojų atvykimo į miestą motyvus ir išlaidas, susijusias su dalyvavimu renginiuose.

Tyrimo uždaviniai:

- ištirti ekonominio renginių poveikio vertinimą;
- parengti Kauno renginių ekonominio vertinimo metodologiją ir atrinkti renginius tyrimui;
- išnagrinėti Kauno renginių lankytojų atvykimo į miestą motyvus;
- ištirti Kauno renginių lankytojų išlaidas, susijusias su dalyvavimu renginiuose.

Tyrimo metodai: sisteminė mokslinė literatūros, lyginamoji, struktūrinė, loginė analizė, anketinė apklausa.

Tyrimui pasirinkti keturi stambūs renginiai Kauno mieste: festivalis „Kaunas jazz 2012“, „Kauno diena 2012“, „Bike show millennium 2012“ ir „Europa. Napoleonas I Kaune 1812“. Pirmieji trys renginiai yra tapę jau tradiciniais renginiais ir Kaune vyksta kiekvienais metais. „Europa. Napoleonas I Kaune 1812“ – ne tradicinis renginys, tačiau rengtas šiais metais pažymėti Napoleono persikėlimo per Nemuną 200-osioms metinėms.

Tyrimui atlikti pasirinktas anketinės apklausos metodas. Anketinę apklausą galima atlikti tiesioginiu ar netiesioginiu būdu. Renginių dalyviams apklausti buvo pasirinktas tiesioginis apklausos būdas.

Gausiausiai lankomi šiais metais buvo netradicinio renginio “Europa.Napoleonas I Kaune 1812” renginiai, šio renginio dalyvių apklausta daugiausiai. Apskaičiuotas paklaidos dydis nagrinėjamiems renginiams svyruoja nuo 12 iki 17 procentų.

Iš į miestą atvykusių ir renginiuose dalyvavusių respondentų dauguma atvyko tikslingai į renginius: į “Kaunas Jazz 2012” tikslingai atvyko 12 (iš jų 3 užsieniečiai) iš 17, į renginį “Europa. Napoleonas I Kaune 1812” tikslingai atvyko 16 (iš jų 5 užsieniečiai) iš 26. Į renginį “Kauno diena 2012” tikslingai atvyko 22 (iš jų 15 užsieniečių) iš 29, o renginyje “Bike show millennium 2012” visi 15 apklaustųjų ne vietos gyventojų atvyko tikslingai.

Apibendrinant galima teigti, jog didžiausią nagrinėjamų renginių žiūrovų auditoriją sudaro 20-49 metų asmenys. Didžiąją visų nagrinėtų renginių dalį pagal apklausos rezultatus sudaro Kauno miesto gyventojai.

Tiriant ekonominį renginių poveikį svarbu iš ne vietinių renginio žiūrovų išskirti, kurie jų atvyko į miestą tikslingai dėl

renginio, o kurie dėl kitų priežasčių atvykę į miestą lankėsi renginiuose. 74 procentai renginiuose dalyvavusių ne miesto gyventojų, į miestą atvyko tikslingai į renginius. Iš 80 Kaune apsistojusių renginiuose apklaustų respondentų 58 (72,5procentų) atvyko į renginius tikslingai.

Didžiausios vidutinės yra “Kauno diena 2012” renginio ir “Bike show millennium 2012” lankytojų išlaidos, o vidutinės “Kaunas Jazz 2012” ir “Europa. Napoleonas I Kaune 1812” renginių lankytojų išlaidos skiriasi tik 0,33 Lt. Daugiausiai vidutiniškai visų renginių lankytojai (išskyrus “Bike show millennium 2012”) išleido transportui, maistui ir nakvynei. Didžiausias vidutines transporto išlaidas (222,20 Lt) patyrė užsienio lankytojai, tačiau nagrinėjant ekonominį renginio poveikį renginio vietai, šios išlaidos nėra reikšmingos, kadangi jos dažniausiai būna patiriamos užsienio šalyje įsigyjant kelionės bilietus į renginio vietovę. Akivaizdu, jog didžiausias vidutines išlaidas nakvynei (444,86 Lt) taip pat patyrė iš užsienio atvykę renginių lankytojai.

PAGRINDINIAI ŽODŽIAI: ekonominis renginių vertinimas, turizmo konkurencingumas.

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