

Comparing the interdependence of sport event spectator's experiences and their revisit intention across ice hockey, table tennis, and motorsport events

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The changed consumption behavior of people requests a new research agenda. The combination of event sport tourism and experience economy (explained via education, escapism, entertainment, and aesthetics) leads to an experience based explanation of sport tourists' behavior. By means of a survey, data were collected from spectators at the ice hockey World Championships, the table tennis World Championships, and motorsport events (e.g. German Touring Car Championship). The interdependence of the perceived experience and revisit intention is analyzed across these events.