

The Impact of Freight Transport on Event Tourism in Madeira Island

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Abstract: Assuming tourism as ‘a social, cultural, and economic phenomenon that involves the movement of people to countries or places outside their usual environment for personal or professional purposes’ (UNWTO, 2010), factors such as the availability and quality of transport and infrastructure are decisive for the success of this economic activity. These factors take on special importance when it comes to events tourism because, in this case, in addition to the movement of visitors from one territory to another, it is equally important to ensure the movement of work teams and a wide variety of goods and merchandise. Tourism has established itself as one of the main drivers of the economy of the island of Madeira, however, this economic activity depends on several conditions to thrive. Congresses, fairs, celebrations, and other events are part of the events tourism segment that has been gaining prominence on this island, but they require complex logistical organisation, where the efficiency and reliability of maritime and air transport have a direct impact on the quality, cost, and even the viability of events, thus conditioning the quality of the tourist offer, regional development, and the tourist experience. This study aims to assess the impact of the logistics and transport chain on events tourism on the island of Madeira. To this end, we sought to identify the operational challenges faced by event organisers and logistics operators, caused by the transport of goods and passengers. The methodology used for data collection and analysis includes, after a careful review of the literature, a quantitative method involving the application of a questionnaire to a universe of 50 respondents. We also used a qualitative method, conducting interviews with three logistics operators, a freight forwarder, an air carrier and a maritime carrier, all with regular operations on the island of Madeira. The results obtained allow us to highlight structural weaknesses in the air and sea freight transport systems, as well as in the logistics of events on the island of Madeira, which have a direct impact on the success of events organised in the region.

Keywords: Events Tourism, Sea Transport, Air Transport, Madeira Island, Tourism Destination

1. Introduction

Tourism, and particularly the events sector, has been assuming an increasingly significant role in Portugal, especially on the island of Madeira, where the climatic conditions are highly favourable to outdoor activities. Nevertheless, this economic activity depends on a set of interrelated factors to prosper, requiring a complex logistical organisation in which the efficiency and reliability of sea and air transport exert a direct influence on the quality, cost, and even the feasibility of events. Consequently, these factors condition the overall quality of the tourism offer, regional development, and the visitor experience.

Congresses, fairs, festivals, and other types of events constitute the event tourism segment, which has been gaining growing relevance on the island. However, Madeira’s insular character, limited territorial dimensions, and rugged topography constrain land transport, thereby increasing its dependence on sea and air connections.

This study seeks to contribute to a comprehensive discussion on the relevance of sea and air freight transport for the development and enhancement of event tourism in Madeira.

To this end and drawing on a thorough review of the relevant literature, a quantitative analysis was conducted based on a questionnaire administered to a sample of 50 residents of the island of Madeira. This analysis was complemented by a qualitative component consisting of semi-structured interviews with three logistics operators: a freight forwarder, an air carrier, and a shipping company, all of which maintain regular operations on the island of Madeira.

The results indicate that freight transport plays a decisive role in the success of event tourism. Moreover, Madeira’s insular condition further accentuates this dependence, rendering the efficiency of sea and air transport systems a critical factor for the sustainability and competitiveness of the sector.

2. Freight Transport and Event Tourism in Madeira

2.1 The Island of Madeira as a Tourism Destination

According to Echtner and Ritchie (1991), the image of a destination is assessed through its physical attributes — such as natural attractions, climate, and landscapes — as well as its human characteristics, which include monuments, historical sites, museums, architecture, nightlife and entertainment, sports facilities, transportation infrastructure, beaches, shopping centres, accommodation facilities, festivals, fairs, population, hygiene, safety, economic development, prices, accessibility, urban planning, political stability, hospitality, gastronomy, atmosphere, quality of services, fame, and reputation, among others.

The Island of Madeira, characterised by its mild climate, distinctive natural landscapes, and rich cultural offerings, has consolidated its position as a highly sought-after tourist destination at the global level. As noted by Marujo (2015), tourism has become one of the principal pillars underpinning the region's social and economic sustainability, exerting a significant influence across multiple sectors of society.

Madeira has been repeatedly recognised at the prestigious World Travel Awards (WTA), having been voted the World's Leading Island Destination on multiple occasions. This distinction acknowledges the efforts of professionals within the sector who contribute to consolidating Madeira's position as a destination of excellence. Among these contributors are those involved in the supply chain, with logistics operators and freight and passenger transport services assuming particular relevance, given the specific characteristics and constraints inherent to island territories.

Events such as the New Year's Eve celebrations, Carnival, the Madeira Rally, and the Flower Festival exemplify the types of festivities that attract visitors from across the globe to the island. These events not only serve to promote local culture but also play a vital role in stimulating the regional economy by generating revenue and creating employment opportunities.

2.2 The Role of Events in Promoting Tourist Destinations

Events play a pivotal role in the cultural, social, and economic spheres of a locality or region, functioning as a driving force that fosters an engaging and dynamic environment. They are currently regarded as authentic marketing instruments for destination promotion, contributing to the stimulation of the local economy and the attraction of tourists throughout different periods of the year, thereby mitigating the effects of seasonality (Barbosa, 2015). As Gaspar (2024) highlights, the organisation of events constitutes one of the most effective strategies employed by tourism promotion entities to enhance the visibility of any tourist destination.

Recognising the increasingly significant role that events assume in the promotion, dissemination, and even the consolidation of visitor loyalty towards tourist destinations, many regions have been investing strategically in this tourism segment as a means of differentiation and positioning within an increasingly competitive global market.

Getz (2008) asserts that an event is inherently unique due to the interactions established between individuals and the entire system of management, planning, organisation, and implementation, encompassing both design and programme components. According to this author, the organisation of events—regardless of their typology—necessarily entails the coordination between the organisers' competencies and the experience intended to be delivered to visitors and tourists, based on an interactive dynamic between visitors and residents.

Within these interactions, the individuals involved are as essential as the management systems themselves, which encompass transport logistics. Indeed, logistics in event tourism encompasses multiple dimensions, including the transportation and reception of goods, storage, assembly and disassembly operations, as well as the transportation of participants and overall service management.

The existence of adequate infrastructure and qualified suppliers is essential to ensuring operational effectiveness, since, as Connel et al. (2015) highlight, event management is fundamentally concerned with achieving an equilibrium between supply and demand. This represents a considerable challenge for managers, as assessing the success of events requires analysing logistical aspects from both the perspective of tour operators (supply) and that of customers or tourists (demand). Service quality is

directly associated with customer satisfaction; therefore, elements such as transport quality and product availability constitute key determinants of tourist satisfaction (Briggs et al., 2007).

Furthermore, as Jarvis et al. (2016) emphasise, it is crucial to identify the economic, social, and environmental factors that may influence tourist satisfaction, given that the satisfaction process in tourism events represents one of the most critical dimensions of the activity. Satisfied tourists tend to communicate their positive experiences to others and are more likely to return, thereby reinforcing destination loyalty and contributing to its long-term success (Prebensen, 2007).

2.3 Freight Transport and Event Tourism

Event tourism attracts a substantial number of visitors to a given destination, implying that its success is intrinsically linked to the logistical capacity of that destination. In the context of an island destination, this logistical capacity assumes an even more decisive role, since, as Pomeroy (2006) observes, an island's connectivity with the mainland or with other geographical locations is fundamental to the success of its tourism sector. Efficient transport of goods is essential to ensuring the consistent availability of the resources required to sustain tourism-related activities.

Transport logistics, by facilitating the distribution of essential products such as food, consumer goods, and technical equipment, affects not only the quality of life of the resident population but also the overall quality of the tourist experience. Indeed, the transport of goods constitutes a central component of the supply chain that underpins multiple economic sectors, including tourism.

Poor planning of transport routes and inadequate infrastructure capacity can hamper both logistics flows and the tourist experience. Ribeiro et al (2017) point out that, in island tourist destinations with poor infrastructure, the transport of goods and passengers can have a negative effect on the tourist experience. The interdependence between tourism and goods transport is also mentioned by Tovar et al. (2020), who point out that goods transport management must be optimised to minimise these potential negative impacts.

We can therefore say that a careful transport strategy, in addition to benefiting the local population, which depends on it, is fundamental to tourism, particularly when it comes to event tourism.

Efficient logistics management contributes directly to the reputation and experience of an event. Transport delays, equipment delivery failures or material unavailability can negatively affect the participant experience, as well as generate additional costs and compromise the scheduled activities. The predictability, flexibility and capacity of transport are determining factors for the logistical success of an event.

According to Lohmann et al (2013), efficiency in the transport of goods is thus one of the determining factors for the competitiveness of a tourism destination, especially in island regions that depend almost exclusively on sea and air transport for the supply of goods.

In the context of event tourism, this dependence becomes even more critical, as any failure or delay in logistics can compromise the success of an event due to the limited availability of local suppliers and the complexity of transporting goods, with a direct impact on the local economy.

According to Silva et al (2023), investments in logistics infrastructure and the efficiency of maritime and air transport can boost the local economy and improve the competitiveness of islands in the global tourism market. Thus, to ensure the competitiveness of islands as tourist destinations, it is essential that the costs of transporting goods are efficient and that goods are available at affordable prices, allowing tour operators to offer more competitive prices to visitors

3. Event Tourism and Goods Transport to the Island of Madeira

3.1 Event Tourism on the Island of Madeira

The Island of Madeira offers a highly diverse annual calendar of events, enabling the differentiation of tourist demand throughout the year and the attraction of various visitor segments. In addition to the traditional cultural events that are held on a regular and scheduled basis, there are also occasional events that enhance and diversify the island's tourism offering. These initiatives form part of a continuous effort

to position Madeira as a premier destination for high-end event tourism, with many of these events being promoted by major hotel chains operating on the island.

In addition, Madeira has been increasingly orienting its tourism offering towards the luxury and wellness segments, accompanied by a notable growth in business and event tourism. The MICE (Meetings, Incentives, Conferences, Exhibitions) sector generates substantial tourism revenue, thereby contributing significantly to the expansion of the regional economy (Proença et al., 2021). Events have emerged as a key instrument in mitigating seasonality, which remains one of the principal challenges confronting the tourism industry.

Indeed, event tourism has been consolidating on the island, supported by a high-quality hotel network equipped with integrated conference facilities, efficient air connectivity including regular and low-cost flights, institutional promotion of events by the Regional Government and local entities, and the advantage of a mild year-round climate conducive to outdoor events. However, the success of this type of tourism is closely linked to the destination's logistical capacity.

In 2022, according to INE data, Madeira recorded a 12.5% increase in the number of corporate events, reflecting not only the recovery of tourism following the COVID-19 pandemic but also the growth of business and event tourism. The rising demand for this sector necessitates continuous investment in logistical infrastructure to accommodate the increasing flow of visitors, whose presence is becoming more evenly distributed throughout the year.

3.2 Transportation of Goods to the Island of Madeira

3.2.1 Sea Transport

Due to its capacity for transporting cargo, maritime transport constitutes the primary means of supplying goods to island regions. Companies such as Transinsular, Grupo Sousa, GS Lines, and OPM play a pivotal role in maritime transport and logistics between mainland Portugal and the Autonomous Region of Madeira. These companies form the backbone of the integrated logistics chain, facilitating operations between mainland Portugal, international markets, and the Autonomous Region of Madeira (RAM) by sea. According to INE data from 2023, this activity has been experiencing consistent growth. Specifically, total freight traffic increased by 7.6% between 2022 and 2023, reaching 1.2 million tonnes. Of this total, only 155,000 tonnes correspond to goods loaded on the island of Madeira (+2.1%), while unloaded goods increased by 8.3%.

The importance of maritime freight transport is evident, given its higher cargo capacity and lower costs compared to air transport. The Regional Directorate of Statistics of Madeira, in its 2023 RAM Transport Statistics report, highlights that although most of this freight movement is domestic—with over 1.1 million tonnes traded internally—the Autonomous Region of Madeira (RAM) remains highly dependent on external sources. The volume of goods unloaded in the RAM significantly exceeds that of goods departing from the region (Fig. 1), underscoring the critical role of efficient freight transport in ensuring the region's supply and economic sustainability.

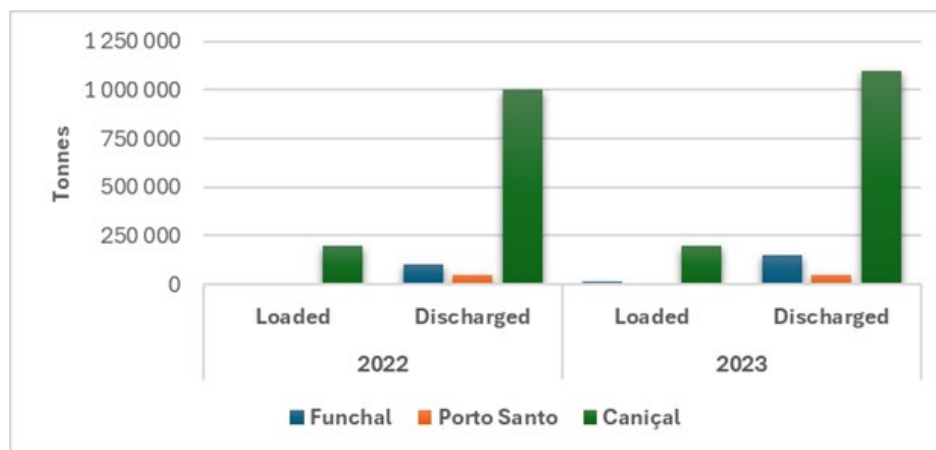


Figure 1: Movement of goods in the Ports of the Autonomous Region of Madeira, 2022 and 2023

Source: Transport Statistics for the Autonomous Region of Madeira, 2023

Naturally, as this is an island territory, we will also consider the importance of air transport for the movement of people and goods.

3.2.2 Air Transport

Regarding air transport, and according to the Management Report and Accounts of the ANA – Aeroportos de Portugal Group, which manages Funchal Airport (Cristiano Ronaldo Airport) on the island of Madeira, the airport handled approximately 4.8 million passengers and 3,970 tonnes of air cargo in 2023. Although modest compared to maritime freight movements, these figures demonstrate stability relative to the previous year.

The majority of this cargo is transported on commercial passenger flights, reflecting the integration of passenger and freight transport within the logistics system. Air cargo represents a smaller proportion of total freight due to spatial limitations, as cargo hold dimensions on passenger aircraft are restricted to a maximum height of approximately 150–160 cm. In contrast, dedicated cargo aircraft can accommodate cargo up to 240–300 cm in height, depending on the model, and offer significantly higher tonnage capacity.

The ANA Group, through Madeira Airport, plays a pivotal role in air freight transport, contributing to the island's logistical resilience and its effective connection with external markets, thereby supporting regional development. This operational dynamism underscores the airport's strategic importance as a hub for both tourism and the local economy.

Among the main air transport companies serving the Autonomous Region of Madeira, TAP Air Portugal assumes a central role in the transportation of passengers and goods, maintaining regular daily flights along the Porto–Lisbon–Funchal air bridge. TAP's operations connect Madeira to approximately 50 national and international routes. In the cargo segment, TAP Air Cargo is notable for its logistical capacity, operating weekly flights dedicated to the transport of general merchandise, perishable goods, hazardous materials, live animals, and mail.

Consequently, although multiple companies operate in the region, TAP Air Portugal plays an especially active role in promoting tourism on the island, particularly event tourism, by ensuring the reliable transport of both passengers and cargo.

4. Research Methodology

The methodology adopted for this project involved a thorough review of the literature, including scientific articles and selected case studies, which facilitated the establishment of an appropriate theoretical framework for the research.

In a second phase, a questionnaire was administered to both tourists and residents (including event organizers and participants) on the island of Madeira, with the primary objective of assessing their perceptions regarding the impact of freight transport on events and, consequently, on the quality of the experience within the context of Event Tourism on the island. The questionnaire comprised 12 questions, predominantly multiple-choice, and was distributed via Google Forms randomly to residents and visitors between the end of March and the beginning of June 2025, yielding a total of 50 completed responses.

When applied to tourists/visitors and residents, the questionnaire provided two distinct perspectives: an external perspective, reflecting the experience of tourists, and an internal perspective, capturing the daily logistical reality of the island and its reliance on maritime and air freight transport. This dual approach enriches the analysis, enabling a comprehensive understanding of how freight transport influences both the perceptions of event visitors and the experiences of those who organize or participate in events locally.

Thirdly, an exploratory qualitative approach was employed through interviews with three logistics operators to examine the impact of air and maritime freight transport on island tourism, with a particular focus on the island of Madeira. These interviews followed a pre-structured script, designed in advance in accordance with the research objectives. The selection of interviewees was undertaken carefully to ensure diverse and relevant perspectives: a freight forwarder, responsible for coordinating

logistics operations among the various stakeholders involved in transport and event organization; a shipping company, providing insights into maritime transport; and an airline, offering the perspective of air transport operations. This triangulated approach allowed for a comprehensive understanding of logistical requirements and their impacts on tourism and event management.

5. Results

5.1 Survey Results

The staging of events on the island of Madeira, whether cultural, sporting, conferences or popular festivals, is dependent on the transport of goods by air or sea. The analysis of the questionnaire completed by fifty respondents sought to assess how logistics capacity and goods transport influence event tourism on the island of Madeira from the perspective of tourists, residents and event organisers.

In a first approach, we sought to identify the respondents' connection (whether residents or non-residents of the island) with the events, namely whether, or not, they had participated in events held on the island of Madeira.

As we can see from the analysis of the graph in Fig. 2, we have a sample in which the information provided by residents and non-residents of the island has a similar weight, given that the respondents, although mostly non-residents of the island (52.0%), do not differ greatly from the residents (48.0%).

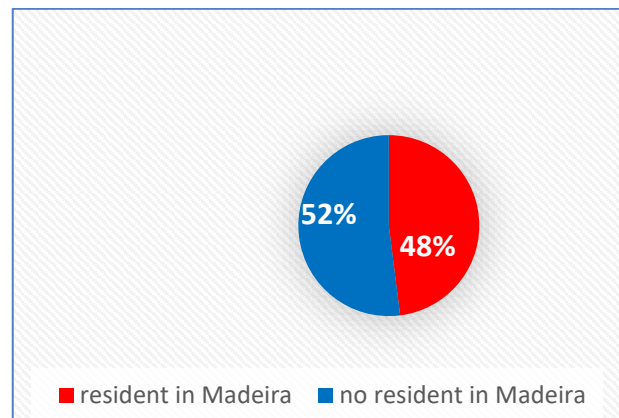


Figure 2: Respondents residing on the island of Madeira.

Source: Own elaboration

Of these, 80.0% said they had already participated in events on the island, which allows us to identify the strengths and weaknesses of the experience.

When asked about the efficiency of air freight transport, 66.0% of respondents considered it efficient in ensuring the timely delivery of goods, a critical factor in events with specific deadlines or requirements. However, we also highlight that 34.0% perceive air transport to be inefficient (fig. 3).

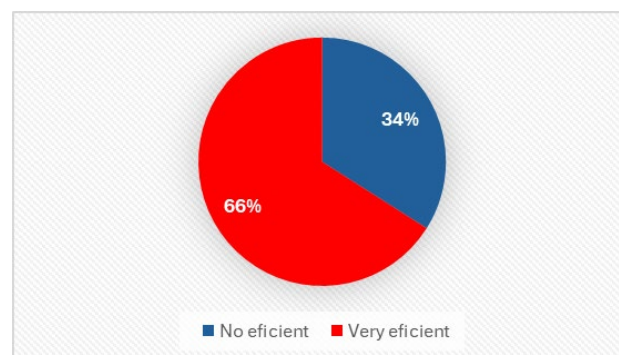


Figure 3: Air Transport Efficiency

Source: Own elaboration

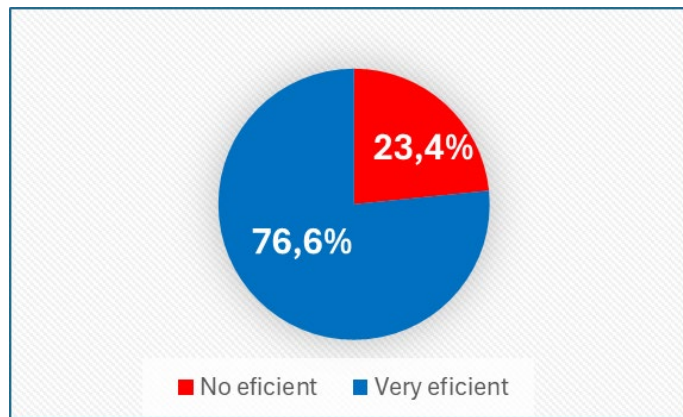


Figure 4: Sea transport Efficiency

Source: Own elaboration

Regarding sea transport (fig. 4), the image of efficiency is considerably better than that of air transport for 76.6% of respondents. This assessment reflects the importance of maritime transport as the main means of transport for supplying the island, especially for large cargoes or large quantities of goods. However, 23.4% of respondents still highlight its inefficiency. As sea transport is a less reliable solution in terms of meeting deadlines, due to its dependence on sea conditions, its exclusive use can pose a risk to the organisation of events.

In fact, as shown in the analysis in Fig. 5, more than half of respondents (58.0%) said they had experienced or were aware of delays in events caused by failures in the transport of goods. However, the fact that 42.0% did not have this experience may indicate that there is a satisfactory, functional level of operation that is able to meet needs.

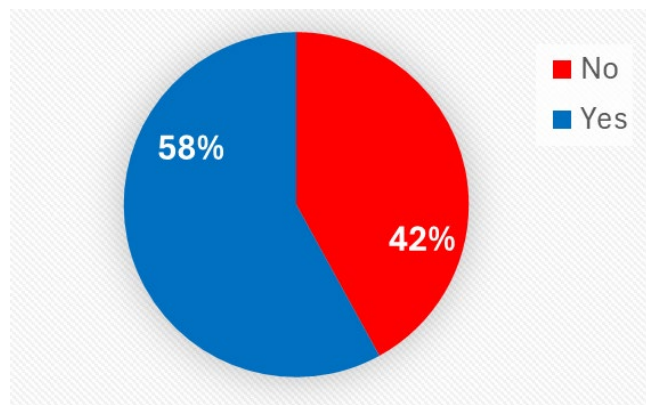


Figure 5: Experienced delays in the delivery of equipment or materials for events due to delays in air or sea transport

Source: Own elaboration

This assessment is naturally reflected in the overall analysis of the logistical experience of the events, with 64.6% of respondents highlighting that their logistical experience was below expectations and therefore of poor quality, although 29.2% considered this experience to be positive. However, 6.3% even gave it a negative rating. These figures confirm that the logistics of events in Madeira are functional, but not without significant flaws that can affect the experience and have a negative impact (fig. 6).

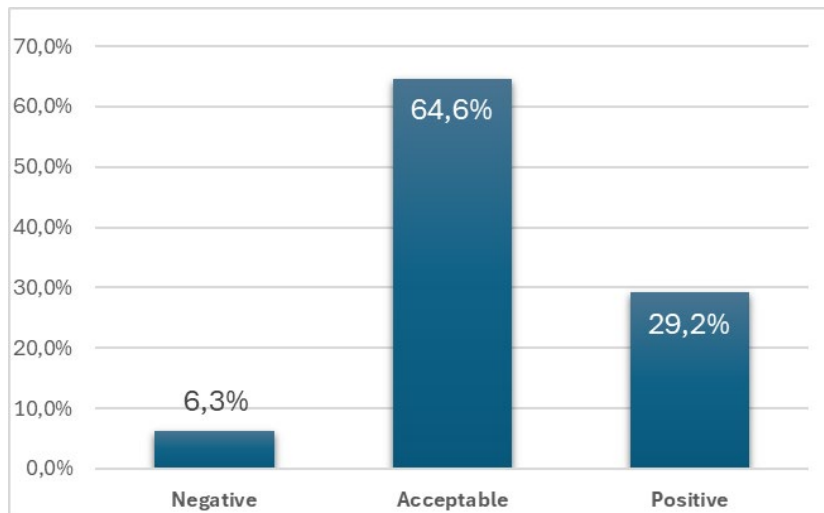


Figure 6: Logistical experience in the events in which they participated.

Source: Own elaboration

Finally, when asked about the cancellation of events due to logistical failures (Fig. 7), 26.0% of respondents said they were aware of more than one event being cancelled for this reason, in addition to those who knew of one case (14.0%). In our opinion, this reveals a real risk of organisational instability.

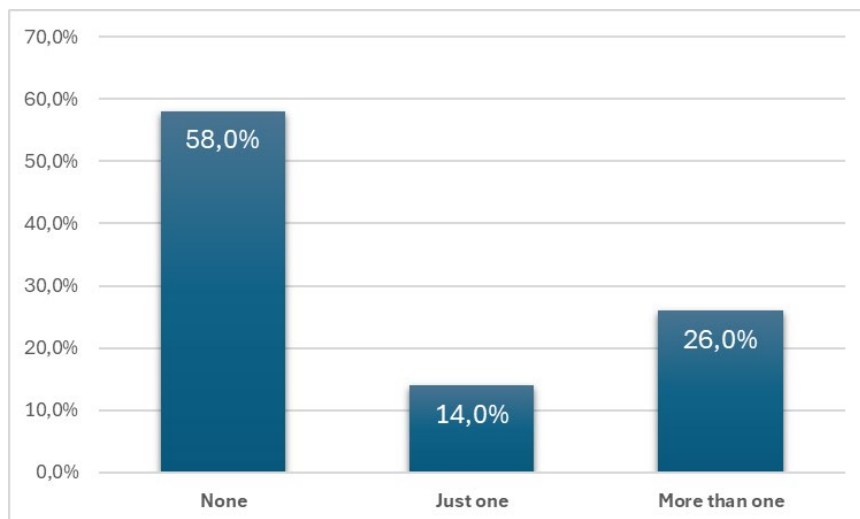


Figure 7: Events cancelled due to supply failures caused by transport issues.

Source: Own elaboration

5.2 Interviews Analysis

Event tourism has taken on an increasingly important role in Madeira Island's economy. However, it depends on a logistics network capable of ensuring the timely supply of essential goods for its operation.

Through three interviews with representatives from Transinsular Madeira, Logislink and TAP Air Portugal, it was possible to identify the main challenges, strategies and impacts associated with the transport of goods, both by sea and by air.

The companies interviewed have different but complementary logistical realities, particularly because the freight forwarder uses the services of the shipping company and the airline, as well as port and airport operators, which can help us to understand the operation. Transinsular operates a fleet of ships, in conjunction with local partners for road transport and other ETE Group operators for logistics management. Logislink has created its own Logistics Point in Madeira to streamline processes and better respond to local needs, while TAP Air Portugal

uses its air network with regular daily flights between the mainland and the island, using the hold of passenger aircraft and, occasionally, cargo aircraft to transport goods.

Regarding the type of events and cargo transported, the differences between modes of transport are evident. Maritime transport is geared towards large or high-volume cargo, such as mobile structures, vehicles and various materials. Here we highlight the nature of some goods, such as rally cars, which can only be transported by sea, and fireworks, which are dangerous goods classified as explosives and, due to their technical characteristics, require containerised packaging for sea transport and are prohibited from being transported by air. Air transport, on the other hand, is associated with technical and sports equipment, perishable products and promotional materials, often linked to conferences, sporting events and festivities.

Another aspect mentioned several times in the interviews is the critical importance of communication and coordination between logistics operators, event organisers, freight forwarders and suppliers. The lack of clear information or incomplete technical data on goods can compromise the safety and efficiency of the operation. In this regard, interviewees emphasise the need for continuous training, especially in the transport of dangerous, fragile or perishable cargo, where the risks are greater, but also in general cargo, where planning plays a key role in ensuring space and flow of goods to meet deadlines and satisfy customers. In cases of delays, rolled cargo or missed stopovers, goods are given priority and take up space on subsequent connections, causing a snowball effect. In order to stop this, companies are often forced to include additional stopovers, which is possible in air transport through charter flights, but impossible in maritime transport due to space limitations, transit times and reduced fleets.

From a strategic point of view, the proposals for improvement converge on the need to strengthen the island's logistics infrastructure. TAP warns that Funchal Airport's capacity is reaching its operational limit, especially in view of the evolution of large aircraft and the increase in the flow of goods. Logislink advocates the creation of a local logistics centre to enable the organisation and advance storage of goods destined for events. Transinsular, meanwhile, calls for greater capacity to respond to cargo requests, which could involve expanding the Port of Caniçal, specifically its depth, which would allow the company to operate with deeper-draught ships with greater containerised and conventional cargo capacity.

Despite the limitations identified, all operators agree that current logistical efficiency contributes positively to the island's development and to Madeira's attractiveness as a destination for international events, thanks to good coordination between the parties involved and proven by examples of overcoming challenges and success. TAP stands out as an institutional partner of Madeira Tourism, acting as its ambassador to the world, since, in addition to transporting goods, it is also the main carrier of passengers/tourists to the island of Madeira. The ability to respond to needs, the commitment of local operators to the available solutions and the experience accumulated over the years are factors that support this perception. However, things do not always go smoothly and there are reported cases of delays at conferences, concerts and other events due to transport failures, mainly caused by weather conditions. Of the three interviewees, only one mentioned the cancellation of an event, a music concert that was to be part of the Clube Naval do Funchal's anniversary celebrations. This cancellation was caused by the power outage in Portugal in April 2025, which led to the cancellation of several flights, including the flight that would transport the band and their equipment between Lisbon Airport and Funchal Airport.

The three interviews reveal an island logistics network that, although functional and resilient, is close to its operational limits. The success of events in Madeira depends heavily on the reliability of freight transport, whether by sea or air. The need for investment in infrastructure, effective communication between stakeholders and rigorous planning are pillars shared by all interviewees. As Madeira seeks to establish itself as a venue for international events, it will be essential to invest in a modern logistics network adapted to the demands of an island territory with global ambitions. Ultimately, strengthening the logistics system for freight transport could further enhance Madeira's image as a destination of excellence for event tourism.

6. Conclusions

Islands, as territories that integrate both natural and cultural resources, possess intrinsic characteristics that render them particularly attractive for tourism. However, these same characteristics necessitate the establishment of efficient transport systems capable of sustaining the movement of people and the circulation of goods essential to the sector's functioning.

The island of Madeira has progressively consolidated its position as a distinguished tourist destination, a status attested by its repeated recognition in the prestigious World Travel Awards. Among the various tourism segments, event tourism has emerged as a strategic area of investment, not only due to Madeira's physical attributes—such as its favourable climate, diverse topography and lush vegetation—but also because of substantial local investment in high-end accommodation and associated services.

Our research corroborates the argument advanced by Jarvis et al. (2016), according to which the identification of economic, social, and environmental factors influencing tourist satisfaction is essential, given that the satisfaction process within the context of tourist events constitutes a core dimension of the activity. As highlighted by Briggs et al. (2007), the quality of transport and the adequacy of product supply represent significant determinants of overall visitor satisfaction.

Madeira possesses considerable potential to position itself firmly within the international events arena. Nonetheless, the realisation of this ambition presupposes a strong commitment to enhancing logistical efficiency. The optimisation of transport networks, the reinforcement of local supplier systems, and the strategic development of appropriate infrastructure are indispensable measures for ensuring an efficient and reliable logistics framework capable of responding effectively to the demands of the events sector.

The current limitations of the island's infrastructure capacity may compromise freight transport efficiency, thereby exerting a direct impact on both tourism performance and the daily needs of the resident population.

Based on the insights provided by interviewed operators and corroborated by the data obtained through the administered questionnaires, it is evident that strategic investments are required to strengthen existing logistical resources and to develop contingency mechanisms that minimise the repercussions of potential disruptions in goods transport on the organisation and execution of events. Only through such measures will it be possible to ensure that each event contributes effectively to enhancing the island's value, consolidating Madeira not merely as a leading tourist destination but also as a reference point for excellence in the organisation of international events.

In conclusion, the analysis of the collected data reveals structural weaknesses in both the air and maritime freight transport systems, as well as in the island's event logistics, all of which exert a tangible influence on the success of events held in the region. Respondents' perspectives converge towards a shared diagnosis: while the system operates, it exhibits evident deficiencies that adversely affect event tourism. Should Madeira aspire to consolidate its position as a destination of excellence within this niche, it is imperative to invest decisively in the improvement of sea and air freight transport, which will, in turn, enhance logistical support for event organisation and execution.

7. Limitations and Suggestions for Future Research

Throughout the course of this research, several limitations were identified, the most significant of which concerned the difficulty in locating up-to-date studies addressing logistical aspects within the tourism sector. This challenge was compounded by the scarcity of specific statistical data pertaining to the region under analysis, which constrained the depth and comparability of the findings.

Regarding the fieldwork, the impossibility of conducting an on-site visit presented certain challenges, particularly in terms of monitoring participant engagement and achieving a broader reach among potential respondents, thereby limiting the overall sample size. Despite repeated efforts to engage local stakeholders and continuous encouragement for participation in the questionnaire, it was not possible to attain the initially intended sample size.

In relation to the interviews, it is important to note that the research design envisaged an analysis of the entire logistics network through interviews with five key actors: a freight forwarding agent, a maritime transport company, an air transport company, the port authority, and the airport operator. However, due to constraints within two of these organisations, the corresponding interviews could not be conducted, as these entities declined to participate.

For future research, it is recommended that further studies be undertaken to explore the role and significance of transport logistics within event tourism. Although this topic is particularly relevant in insular contexts, it would also be valuable to extend such analyses to mainland destinations. Future

investigations should consider the diversity of event types (e.g., scientific, cultural, and corporate) and examine the role of event tourism in destination promotion. Moreover, it would be pertinent to assess the relationship between organised events and emerging market trends, with particular emphasis on the enhancement of customer experience as a determinant of destination competitiveness.

Acknowledgments

The authors acknowledge the financial support from the Centre of Studies in Geography and Spatial Planning (CEGOT), funded by national funds through the Foundation for Science and Technology (FCT) under the reference UIDB/04084/2025.

Ethics Declaration

Ethical clearance was not required for this research.

AI Declaration

AI tools were not used for the creation of this paper.

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