The determinants of **length of stay** in the **Azores**:  
A **count model** approach

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**Abstract**  
This paper employs count data models to estimate the determinants of length of stay, as count models overcome censoring and truncation data issues associated with the positive integer nature of length of stay. Length of stay is critical to study consumption of local resources. This paper employs a rich micro dataset on tourists departing the Azores, a group of small Portuguese islands, widely perceived as a tourist destination with high growth potential due to its unique nature, which, hence, must be addressed with care given its small carrying capacity. This paper looks after the relationship between destination image and tourists’ behavior, focusing on the influence of destination image on length of stay. Environmental attitudes and destination image, constructed from a factor analysis exercise, also influence length of stay. It is found that sociodemographic profiles and trip attributes are important determinants of length of stay. The results suggest that promoting the Azores for its nature, landscape, remoteness, weather and safety may increase length of stay, unlike cultural heritage. Our framework provides an interesting tool for policymakers to analyse the determinants of length of stay, and, concomitantly, consumption of local resources. Policy implications are discussed.

**Keywords**  
Length of stay, Sustainable tourism, Tourism demand modelling, Destination image, Environmental initiatives, Count data models, Factor analysis, Azores.

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