Modal Persistence and Perceived Access Experience Among Mega-Event Spectators: A Field Survey During AFCON 2025 in Marrakesh

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Abstract

Spectator-level evidence on mega-event mobility is scarce, and scarcer where everyday travel is not a choice between car and transit. This study examines how spectators reached venues during the 2025 Africa Cup of Nations in Marrakesh, and what accompanied their satisfaction. Two trilingual surveys ran before (n = 76) and during (n = 150) the tournament, and the 105 event-day experiences were analysed under false-discovery-rate correction. Event-day travel shows modal persistence, not modal shift: among 89 respondents reporting both their habitual mode and every event-day leg, no motorised mode changed detectably, and none of the 43 habitual motorbike users travelled without one (one-sided 95% upper bound of 6.7% on discontinuation). Perceived quality of the access experience is associated with satisfaction; reported journey duration and waiting time are not. On the 96 respondents supplying both, adding the trip metrics did not improve the perceptual model ($F(2, 89) = 0.43$, $p = 0.655$), whereas adding the perceptual predictors substantially improved the trip-metric model ($F(3, 89) = 15.82$, $p < 0.001$). No individual attribute survives correction under heteroscedasticity-consistent errors, and three defensible specifications disagree about which would; safety carries the largest coefficient. Respondents surveyed before kick-off rated their experience higher than those surveyed afterwards at both venues, but nothing survives correction — a signal, not an effect. Among 76 pre-tournament respondents answering hypothetically, a 6-MAD fare sharply cut stated acceptance of a peripheral shuttle, 16 of 40 withdrawing against one joining. An unweighted Access Experience Index is offered as a candidate composite.

Keywords

Spectator satisfaction, mega-event mobility, modal persistence, park-and-ride, survey timing, AFCON, FIFA 2030, Marrakesh.