

The motives for visitors to attend a food and wine event in Cape Town and their satisfaction levels

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Abstract

Special events such as the Cape Town Good Food and Wine Show (CTGFWS), now in its 16th year, can be regarded as a mature event according to the product life cycle (PLC). Whilst operating in a mature market, the PLC suggests that event marketers should consider adapting target markets, continuously rejuvenate the event offering and modify the marketing mix to ensure future sustainability. As this study determines the motives and visitors' satisfaction of the CTGFWS, it can enable marketing of the event accordingly. A spatially-based systematic purposive sampling approach was used to survey 316 visitors to the CTGFWS. The results indicated the five most important visitor motives were a mix of physiological motives which included wine tasting (which was found to be the main motive), to enjoy the food, to relax and enjoy a different environment (escape), to spend time with family and friends as well as to see the live shows by celebrity chefs. Furthermore, the majority of visitors were satisfied with many aspects of the event and almost two thirds had all of their expectations met. However, visitors to the event were also less satisfied with some aspects such as information about the event, the annual improvement of the event and signage in and around the venue, amongst others. It is recommended that these aspects be considered as part of the marketing strategies to rejuvenate the event in order to sustain interest and satisfaction in a mature event.

Key words: Cape Town Good Food and Wine Show; food and wine event; motives; satisfaction; product life cycle.

Introduction

In 2015 Cape Town was voted third in the Condé Nast Traveller World's Best Food Cities Readers' Choice Awards with Cape Town described as being "smallish, casual but supremely stylish and welcoming" (Condé Nast Traveller, 2015). This accolade, as well as Cape Town's rich heritage, wealth of unspoiled natural landscapes, multiplicity of cultures and Mediterranean climate draw many niche markets and special interest groups (Mail & Guardian, 2014), increasingly the culinary tourist. As a result of the growing admiration of celebrity chefs and the popular Food Network, wine and food events are becoming increasingly popular and attract culinary enthusiasts (Smith, Costello & Quechan, 2010:18), also referred to as 'foodies' (food lovers), seeking interactive experiences such as demonstrations and cooking lessons (Getz & Robinson, 2014:16). For visitors, wine events provide a unique opportunity to actively pursue their special interest in food and wine and for the enjoyment of a variety of other recreational experiences (Yuan, Cai, Morrison & Linton, 2005:43) including sampling and purchasing local food and wine produce (Park, Reisinger & Kang, 2008:163). Yuan et al. (2005:43)

define a food and wine event as “a special event of limited duration with a focus on wine and food most often set in the landscape of a wine region”. These events are, however, also planned at popular tourist destinations to attract visitors not interested in visiting wineries (Park et al., 2008:163). One such event is the CTGFWS, the brainchild of Fiera Milano Exhibitions Africa (Rade, 2015). It takes place annually in Cape Town, in the Western Cape Province of South Africa at the Cape Town International Convention Centre (CTICC). The CTGFWS is positioned as “South Africa’s premier food, wine and lifestyle event” and attracts over 350 exhibitors that showcase their latest innovative products and culinary trends, as well as exciting live shows and interactive demonstrations hosted by international celebrity chefs (Good Food and Wine Show, 2015).

As the CTGFWS is now in its 16th year, it could be regarded as a mature event according to the PLC. George (2008:275) suggests that events operating in a mature market should consider adapting target markets, continuously rejuvenate the event offering and modify the marketing mix to ensure future sustainability. He further states that event organisers should research how consumers perceive the event and be prepared to reposition the event if need be. The purpose of this study is to determine the visitors’ motives for attendance and their satisfaction of the CTGFWS, as it can increase the accuracy of marketing the event and ensure the effective future development of this event. Thus, the results of this study will afford the event organisers with an opportunity to understand their target audience’s needs they are seeking to fulfil and determine if modifications are required to the event offering. Moreover, they will be able to improve the visitors’ levels of satisfaction as well as the appeal of the event as motivation is associated with customer satisfaction and imperative in analysing the consumer decision-making process (Smith et al., 2010:19). Surprisingly, only a few studies have analysed visitor motives in the ever-expanding field of special events (Weiler, Truong & Griffiths, 2004:3) with most wine tourism studies focussing on marketing aspects and very few analysing the internal variable of motivation (Weiler et al., 2004:3; Yuan et al., 2005:42). More specifically, there is a lack of research on motives to attend food and wine events, particularly in South Africa. Understanding visitors’ motives to food and wine events can help sustain events of this nature as it will provide guidance as to the type of content to include in the event programme which can subsequently lead to increased satisfaction with the event experience.

The motives for visitors to attend events

A motive is defined as “... an internal factor that arouses, directs and integrates a person’s behavior” (Iso-Ahola, 1980:139) toward a goal or incentive (Luthans, Hodgetts & Rosenkrantz, 1988:136) and drives an individual to act to achieve fulfillment (Beerli & Martín, 2004:626). The act of attending an event could be seen as fulfilling a need (Saayman, 2011:110) and is the first stage that initiates the consumer decision-making process (Crompton & McKay, 1997:425), thereby emphasizing the significance of determining visitors’ motives to events.

Table 1 presents examples of the research studies that determined motives for attending various events, emphasizing the limited research done on motives to attend food and wine events in South Africa. These studies commonly identified five motives including escape; cultural exploration; socialization; family togetherness; and novelty. Although various studies confirm the preceding common motives, Saayman (2011:110) is of the opinion that special events such as food and wine events have many unique features and cannot be regarded as homogenous as each event has its own programme contents and experiences. Therefore, event organizers have to be familiar with the visitor motives for attending a particular event in order to increase the accuracy of marketing their events.

Table 1: Previous research on event motives

Researchers	Name of event	Motivational factors
Uysal, Gahan and Martin (1993)	County Corn Festival in South Carolina (USA)	Escape, excitement/thrill, event novelty, Socialisation, Family Togetherness.
Formica and Uysal (1996)	Umbria Jazz Festival, Italy	Excitement, socialisation, entertainment, event novelty, family togetherness.
Crompton and McKay (1997)	Fiesta San Antonia in Texas (USA)	Cultural exploration, novelty, regression, recover equilibrium, known-group socialisation, external interaction/socialisation, gregariousness.
Formica and Uysal (1998)	Spoletto Festival, Italy	Socialisation and entertainment, event attraction and excitement, group togetherness, cultural/historical, family togetherness, site novelty.
Nicholson and Pearce (2001)	Four special events in South Island, New Zealand	Visitors to all events cited: socialisation, novelty, escape, family.
Kim, Uysal and Chen (2002)	Various events in Virginia (USA)	Social/leisure, event novelty, escape, family togetherness, curiosity.
Weiler, Truong and Griffiths (2004)	Winter Wine Fest, Australia	Cultural exploration, known-group socialisation, event novelty, external socialisation, family togetherness, recover equilibrium.
Yuan et al. (2005)	Vintage Indiana Wine and Food Festival	Festival and escape, wine, socialisation, family togetherness.
Dodd, Yuan, Adams and Kolesnikova (2006)	GrapeFest of Grapevine, Texas, USA; Vintage Indiana Wine and Food Festival in Indianapolis, Indiana, USA	Wine tasting opportunity, to being entertained, and to socialise with friends.
Park et al. (2008)	South Beach Food and Wine Festival, Florida (USA)	Taste, enjoyment, social status, change, meeting people, family, meeting experts.
Kruger and Saayman (2010)	Oppikoppi arts festival, SA	Group togetherness, escape, cultural exploration, event novelty and regression, unexpectedness, socialisation.
Saayman (2011)	Cultivaria Arts Festival	Event attraction, cultural exploration and escape.
Chang and Yuan (2011)	The Old Town Springfest	Wine, escape/event novelty, food, known-group socialisation, external socialisation, art.

Source: Adapted from Park et al. (2008), Wooten and Norman (2008) and Saayman (2011)

Physiological, social, and personal needs are three categories of essential needs that events have to meet (Getz, 1991:85). The four main motives for attending events framework by Shone and Parry (2004:27) as adapted from McDonnell, Allen and O'Toole (1999) include social motives, organisational motives, physiological motives and personal motives (Figure 1). This theoretical framework was adapted and provided a basis for determining motives for this study.

Social motives refer to the chance to socialise and a feeling of belonging to the community during an event. Examples of social motives for attending events are, creation of community spirit, philanthropy or charitable contributions, social interaction with others and status or acknowledgement of achievements (Tikkanen, 2007:729). For example, visitors might be motivated to socialise and interact with celebrity chefs at the CTGFWS.

The organisational motives include sponsoring or supporting the community, selling goods, to represent an organisation, or a need to achieve status through recognition. Physiological motives are related to food consumption and are the main motives for visitors to attend a food event (Tikkanen, 2007:727). Furthermore, physiological motives include the desire to relax, to eat, drink and be entertained. Finally, personal motives are different for each visitor and could include, for example, escaping from daily routine, seeking new experiences, learning and being educated or for creativity and exploration.



Figure 1. Motives for attending events

Source: Shone and Parry (2004:27) adapted from McDonnell et al. (1999)

Research conducted at the Miami Beach Food and Wine Festival in Florida (USA) found that the main motives for visitors to attend the event was to expand on food and wine knowledge; to exchange ideas with food and wine experts; to enjoy the event atmosphere, and to socialise with family and friends (Park et al., 2008:173). They summarised the two main motivational dimensions that influence visitor behaviour as the desire to enjoy a different environment (escape) and the desire to obtain psychological inherent rewards through travel (seeking). In their study on the motives of young people attending wine events, Dodd et al. (2006:7) found similar motives which included motives such as affiliation; escape; identity fulfilment; personal growth and family togetherness; sampling new foods and wines; and shopping, to just name a few. In a study conducted by Weiler et al. (2004:9) on the visitor profiles and motives for visiting an Australian wine event, the main visitor motive was for cultural exploration, followed by socialisation and event novelty.

Smith and Costello (2009:45) argue that event organisers need to determine the visitors' motives and segment the visitor types prior to product development and promotion of the event. Chang and Yuan (2011:13) argue that determining visitors' motives for attending a specific food and wine event will assist event organisers in improving the marketing strategies and future development of the event. Thus, by identifying the motives of the visitors, organisers could tailor the event programme and event offering to meet their needs and expectations (Crompton & McKay, 1997:426). Saayman (2011:110), as stated earlier, argues that special events such as food and wine events are not homogenous as they are staged year-round in diverse locations, for different purposes and targets different visitors with varying motives. It is for this reason that it is imperative for the event organisers of the CTGFWS to know whom their target market is and what motivates these visitors as it can increase the accuracy of marketing the event. Thus, motives are important to formulate a marketing plan to warrant that visitor needs will be met. Consequently, the event organisers must establish why visitors attend the CTGFWS as it will provide guidance as to the type of content to include in the event programme which can lead to increased satisfaction with the event experience. As stated by the United Nations World Tourism Organisation (2012:7) "motivations are related to consumer satisfaction and are considered a key component in understanding the decision-making process of visitors". For this reason, this study also measures the visitors' satisfaction of the CTGFWS.

Determining visitor satisfaction when visiting a food and wine event

Mensah (2013:684) is of the opinion that visitors buy a product or service for its perceived benefits that may or may not satisfy their needs. Satisfaction reflects visitors' comparative assessments of products and services in relation to their expectations (Kotler & Keller, 2006:144; Koo, Byon & Baker, 2014:129). Thus, after a visitor has experienced the performance of the product or service they make a comparison between what they experienced and what they expected (Welthagen & Geldenhuys, 2014:3). The visitor will be displeased if the performance does not meet the expectations. The visitor will be pleased if the performance is equal to the expectations, and highly satisfied or thrilled if the performance surpasses expectations (Kotler & Keller, 2006:144). Satisfaction can, however, differ subject to various uncontrollable elements such as perceived service quality, visitors' emotions, social exchanges and other experiences (Koo et al., 2014:129). An event's controllable elements such as short lines, the variety and quality of wine and food, the ticket price, location, staff, parking and the quality of the event programme (Yuan & Jang, 2008:285) including entertainment such as live shows and demonstrations determine the overall quality as well as satisfaction levels of visitors, and thus, plays a significant role in their future recommendation and revisit decision (Jung, Ineson, Kim & Yap, 2015:280). Visitors' satisfaction is therefore a positive connection between the visitors' loyalty and retention and is one of the most important critical success factors guaranteeing event sustainability (Welthagen & Geldenhuys, 2014:3-4). Event organisers could benefit from identifying which aspects of the event lead to visitors' positive experiences, improved satisfaction levels, and loyalty as there is an assumption that if an event maintains a great level of service excellence, there will be an increase in visitor satisfaction which improves visitor loyalty (Cole & Chancellor, 2009:324). Perceived event quality motivates visitors' behavioural purposes indirectly through satisfaction indicating that experiences are the results of performed services (Cole & Chancellor, 2009:324). As the service industry relies on positive word-of-mouth and loyalty to gain long-term profitability (Rust & Zahorik, 1993:211), event organisers need to identify and understand their visitors' and potential visitors' needs and wants in order to gain satisfaction. Due to the ever-expanding number of special events, it is inevitable that competition will intensify (Weiler et al., 2004:3). It therefore becomes critical to have a competitive advantage with unique services and products to meet visitors' satisfaction and exceed their expectations (Koo et al., 2014:129). It is also proposed that thorough knowledge of visitor motives assists in gaining this competitive advantage in a highly competitive industry (Weiler et al., 2004:3). Visitor satisfaction in this study refers to the overall experience visitors had of the CTGFWS and was used to determine if modifications were required to the event offering to be able to improve the visitor experience and satisfaction with the CTGFWS.

Methodology

This study applied a quantitative research method by means of a self-administered structured questionnaire. Data was collected onsite at the CTGFWS that took place in the exhibition halls at the CTICC. Only visitors who attended on Friday, 22 May to Sunday, 24 May were included in this study and excluded the invited buyers that attended on Thursday, 21 May 2015.

A spatially-based, systematic purposive sampling method was used for this study. In order to select a systematic sample, a beginning place was selected by deciding on a random number within the sample space (Floyd & Fowler, 2009:25). The field workers were spatially-based inside the exhibition halls at the CTICC and randomly selected a person that passed them at a particular point to start the distribution of questionnaires. Thereafter, every 10th person was selected. Beginning with the individual in the unplanned collection point, the researcher continues to approach every nth person which guarantees that it is an unplanned collection procedure (Floyd & Fowler, 2009:25). However, should an attendee not want to participate, the next attendee was approached.

The event was anticipated to attract approximately 25 000 visitors (Wiese, 2015). A sample size (n) of

378 is recommended for any defined population (N) of 25 000 (Sekaran, 2000:295) to achieve a 95% confidence level. However, only 316 questionnaires were distributed of which 300 questionnaires were usable which equates to a 92% confidence level and a 95% response rate. The targeted sample was not reached due to other survey research also being conducted at the same time as this survey was being implemented.

The questionnaire was developed by adapting it from survey instruments at events such as the Aardklop Festival in Potchefstroom (Van Heerden, 2003), Free State Arts Festival in Bloemfontein (Strydom, Saayman & Saayman, 2007), and the Mother City Queer Project in Cape Town (Hattingh, 2011). The questionnaire was divided into sections including visitors' profile, the visitors' satisfaction with the event and motives to attend the event. The visitors' satisfaction was measured by using a 5-point Likert scale where visitors had to express their level of agreement with various statements. Visitors motives for attending the event was measured by using an ordinal scale where visitors had to rate 13 motivation factors representing three underlying 'clusters', as adapted from Figure 1, with one being the most important and 13 being the least important. The data from the 300 completed questionnaires were coded, captured and analysed, using the Statistical Package for the Social Sciences (SPSS) version 23 in order to present the descriptive statistics.

Results and discussion

Profile of visitors

Table 2 indicates that the 'average' visitor to the event was mainly female (70%) and relatively young; aged between 21 and 30 years (42%). This seems surprising when taking into consideration that "wine consumption in general is highest among older, higher income groups, there is every reason to expect that wine events can attract the same people" (Getz, 2000:170). The 'average' visitor further had a tertiary qualification (78%), was mostly single (38%), employed (72%) or a student (21%). The CTGFWS further attracted a mixture of Coloured (38%) and White (36%) visitors from the Western Cape Province (87%) who regularly attend food and wine events (60%) in groups ranging between two to three (66%) with family and friends (69%). Interestingly, more than half of the visitors (52%) were first time visitors to this event, albeit a mature event, and made a spontaneous decision to attend (52%). The 'average' visitor profile is very similar to that found by Park et al. (2008:170-171) in their study about the visitors' motivation for attending the South Beach Wine and Food Festival where they found that the majority of their respondents were female, first time visitors and also between the ages of 20-30 years, were single and held bachelor degrees.

The presence of many younger and employed visitors should provide useful information for target marketing by the event marketers. Furthermore, as there are so many first-time visitors, the event marketers should implement a market-development strategy in which existing products and services are offered to new target markets in order to continue attracting new visitors as well as a product development (rejuvenation) strategy in which new products and services are offered to current target markets to retain the repeat visitors (48%) as most events draw from their local regions whereby their sustainability depends on maintaining these repeat visitors (Crompton & McKay, 1997:426).

Table 2. Descriptive profile of respondents(n=300, in %)

Variable	%	Variable	%
Gender		Race	
Male	30	African	22

Female	70	White	36
		Coloured	38
		Indian	2
		Asian	2
Age		Event Companionship	
18-20	11	Partner	19
21-30	42	Family	30
31-40	20	Friends	39
41-50	15	Alone	5
51+	12	Colleagues	7
Education		Attendance to food & wine events	
High school	22	Regularly attend	60
Diploma	34	Do not regularly attend	40
Bachelor degree	24		
Post-graduate degree	20		
Marital status		Attendance per year to food & wine events	
Single	38	Once	10
Relationship	24	Twice	28
Married	32	Three times	38
Divorced	4	Four times	17
Other	2	More than five times	7
Employment status		Attendance to this event	
Student	21	One	52
Employed	72	Two to five	41
Unemployed	5	Six to ten	7
Retired	2		
Province of residence		Decision to attend	
Western Cape	87	Spontaneous	52
Gauteng	3	A month ago	30
Eastern Cape	3	More than a month ago	18
North West & Limpopo	2		
Outside SA	5		

Visitors' satisfaction with the event

Visitors were asked to evaluate the CTGFWS according to certain statements on a Likert scale. For the purpose of this paper, the results were grouped together to ensure greater clarity. This implies that 'totally agree' and 'agree' were combined to indicate agreement whereas 'totally disagree' and 'disagree' reflects the opposite. Table 3 illustrates the event visitors' satisfaction of the CTGFWS, which can be used to assist the event organisers with future event planning and staging. The results clearly depict that visitors were satisfied with most aspects of the event which included the venue being ideal for the type of event (78%), staff in and around the venue of the event being friendly and professional (77%), the event being well organised (79%), 71% of the visitors felt that the event had a positive local economic impact and that the exhibitors were of a high standard (70%). However, there was less agreement with the following aspects: adequate parking (66%), all expectations were met (57%), the event was unique and different to other events (52%), ticket prices were reasonable (48%), and the live shows met expectations (47%). Additionally, slightly less visitors agreed that information was not readily available about the event (34%), the event improves annually (32%), and that there was insufficient signage in and around the venue (30%).

Certain changes are thus required to the event offering as the visitors indicated that some aspects of the event impacted their satisfaction. The marketing of these aspects should take precedence in future and implies that event marketers have to focus on adding additional parking, meeting all visitors' expectations, adjusting pricing of the event, improving signage in and around the venue, ensuring adequate information is available about the event and as many of the visitors felt that the event was not unique to other events, emphasis should be placed on the unique services and products in the event programme. Furthermore, as a perception of a repetitive event existed as some also felt that the event did not improve annually, rejuvenating the event is critical as these aspects were all rated less positively. Rejuvenation and product development can be done by continuing to invite celebrity chefs and ensuring that these change annually to maintain interest in the event, as many also indicated that the live shows by celebrity chefs did not meet their expectations; offering bundled packages that include tickets to see the celebrity chefs as opposed to charging separately for these tickets; and offering an all inclusive ticket to different visitors groups (students, married couples, friends). Furthermore, as costs to host this event are quite high, it may be an option to look at an alternative venue that may contribute to bringing the overall cost down to host the event, therefore allowing ticket prices to be less expensive, thereby further 'rejuvenating' the event to offer visitors new and exciting experiences. Food and wine can be enjoyed with family and friends in a social setting featuring entertainment from local performers/artists. The unique theme of the event could consequently be addressed to meet the various needs of the visitors.

Table 3. Evaluation of the CTGFWS (n=300, in %)

Statements	Agree	Neutral	Disagree
Ideal venue for this type of event	78	14	8
Friendly and professional staff	77	16	7
Well organised event	79	13	8
The event has a positive local economic impact	71	22	7
Exhibitors were of a high standard	70	22	8
Adequate parking at venue	66	24	10
All expectations met with visit to event	57	23	20
Different from other food and wine events	52	38	10
Live shows met expectations	47	37	16
Event ticket price was reasonable	48	29	23
Not sufficient signage in the venue	30	22	48
Event improves annually	32	52	16
Information not readily available about event	34	20	46

Motives for visiting the CTGFWS

As the main aim of this study was to determine the motives for visitors to attend the 2015 CTGFWS, visitors were asked to rank 13 motives on an ordinal scale with one being the most important and 13 being the least important. The means of each motive were calculated to determine the importance scores. The motives were then ranked according to their mean scores. The mean importance scores for the individual motives are presented in Table 4. The lower the mean, the more important the motive and the higher the mean, the less important the motive. The five most important motives for visitors to attend the event were for wine tasting (mean = 4.28), followed by the enjoyment of food (mean = 4.47). To relax and enjoy a different environment (escape) was another popular motive to attend the event (mean = 5.14). The next two most important motives were to spend time with family and friends (mean = 5.21) followed by the opportunity to see live shows by celebrity chefs (mean = 5.53). As the most important motives for visitors were wine and food related experiences including to 'escape' (relax and enjoy a different environment) with family and friends, event organisers should take advantage of the

synergy of these physiological motives by offering a relaxing social setting for visitors to escape their everyday personal environments while simultaneously achieving fulfilment through indulging in their special interest in food and wine. Other motives of less importance was to buy promotional items (mean = 7.36), to increase food and wine knowledge (7.46), to meet people with similar interests (mean = 7.85), for free giveaways (mean = 8.18), to exchange ideas with food/wine experts (mean =8.52), and because it was a unique event in Cape Town (mean = 8.67). The least important motives were 'reason to visit Cape Town' (mean = 9.77) and boredom (mean = 9.96).

Table 4. Motives for visiting the CTGFWS (n=300)

Rank	Motive	Mean score	Std. deviation
1.	Wine tasting	4.28	3.310
2.	Enjoy food	4.47	3.333
3.	To relax and enjoy a different environment (escape)	5.14	3.566
4.	Spend time with family and friends	5.21	3.271
5.	To see live shows by celebrity chefs	5.53	4.164
6.	Buy promotional items	7.36	2.970
7.	Increase food and wine knowledge	7.46	3.157
8.	Meet people with similar interests	7.85	3.365
9.	Free giveaways	8.18	3.748
10.	Exchange ideas with food/wine experts	8.52	3.236
11.	Unique event in Cape Town	8.67	2.840
12.	Reason to visit Cape Town	9.77	3.187
13.	Boredom	9.96	3.274

'Clustered' motives

The motives were then grouped according to the framework (Figure 1) as suggested by Shone and Parry (2004) which resulted in various 'clusters', i.e. social motives, physiological motives and personal motives (Table 5). These three categories are essential needs which events have to meet (Getz, 1991:85). Motives were not grouped according to organisational motives, as the study did not establish the motives of exhibitors at the CTGFWS.

It is evident from Table 5 that the major factors motivating visitors to attend the CTGFWS fell within the physiological motives 'cluster' (mean = 4.926) which included wine tasting, to enjoy food, to relax and enjoy a different environment (escape), to spend time with family and friends and to see live shows by celebrity chefs. The results support the findings of previous similar studies. Saayman (2011) found that the most important motives for visitors to attend the Cultivaria Arts Festival were to relax, to socialise with family and friends and to get away (escape). Similarly, these findings somewhat support Park et al.'s (2008) assertion that the main motives for first-time visitors attending a food and wine event was to escape from routine life, taste new wine and food, socialise with family, enjoy the event, and to interact with the celebrity chefs. This study also contradicts some of Park et al.'s (2008) findings in that meeting new people and wine experts do not appear to be some of the main motives for visitors attending the CTGFWS. Furthermore, Dodd et al. (2006:18) found in their study about motivations of young people for visiting wine events, that the most important motives for visitors to attend the Vintage Indiana Wine and Food Festival was for wine tasting, being with friends, being entertained and to enjoy a special event. It is further apparent that the less important motives to attend the CTGFWS fell in the personal motives cluster (mean = 8.258) and the least important motives fell in the social motives cluster (mean = 8.827).

Table 5. Clustered motives for attending the CTGFWS (n=300)

Clusters	Mean score
Physiological motives	4.926
Wine tasting	4.28
Enjoy food	4.47
To relax and enjoy a different environment	5.14
Spend time with family and friends	5.21
To see live shows by celebrity chefs	5.53
Personal motives	8.258
To buy promotional items	7.36
Increase wine knowledge	7.46
Free giveaways	8.18
Exchange ideas with food/wine experts	8.52
Reason to visit Cape Town	9.77
Social motives	8.827
Unique event in Cape Town	8.67
Meet people with similar interests	7.85
Boredom	9.96

Conclusions

The findings of the study revealed that thorough knowledge of visitor motives could increase visitors' satisfaction and lead to exceeding their expectations, which can be used as a competitive advantage to improve the accuracy of marketing an event. This research marks the first attempt of determining visitors' motives of the CTGFWS and confirmed that the five main motives for attendance were wine tasting (which was found to be the main motive), to enjoy the food, to relax and enjoy a different environment (escape), to spend time with family and friends as well as to see the live shows by celebrity chefs and confirms Tikkanen's (2007) assertion that motives to attend food and wine events are mostly physiological motives. The 'average' visitor to the event was mainly female and most likely aged between 21 and 30 years, had a tertiary qualification, was mostly single, employed or a student. The findings of this study can assist event organisers with future planning and target marketing now that they know why visitors attend the event, what satisfied the visitors about the event and who the 'average' visitor is. This study proposes that the CTGFWS has to emphasise its unique attributes in its promotional campaign since it offers interactive experiences such as demonstrations and cooking lessons with celebrity chefs, as well as an opportunity to socialise, relax, and escape. Thus, the marketing campaign should highlight other physiological motives such as the opportunities to enjoy wine tasting, to enjoy a variety of food stalls, to relax and enjoy a different environment (escape), spend time with family and friends and not only focus on the opportunity to interact with celebrity chefs.

Currently the promotional campaign centres on the social and personal motives, which were considered less important than the physiological motives by the visitors attending the CTGFWS. Thus the event organisers should rather focus on the other, more important physiological needs that the event will fulfil. Failure to meet physiological needs more holistically may hinder visitor satisfaction, future recommendation and revisit intent, which may ultimately affect the sustainability of the CTGFWS. The event organisers should consider devising a differentiating strategy which could bring about a competitive advantage over the ample recreational opportunities available to visitors (Weiler et al., 2004:2), especially given that the Western Cape Province of South Africa hosts the most wine events in the country (Visser, 2005:170).

The results further depict that visitors were satisfied with many aspects of the event. However, certain

changes are required to the event offering as the visitors indicated that some aspects of the event impacted their satisfaction. These specifically include insufficient signage in and around the venue, limited information about the event being available and that the event does not improve annually, hence rejuvenation of this mature event is critical in order to sustain interest and visitor satisfaction.

Recommendations for further research

Comparing the most important motives and satisfaction of first time visitors versus repeat visitors as well as exploring socio-demographic differences in motivations, attitudes and lifestyles could provide further insight for event marketers. Future studies can determine the motives for exhibitors to participate in an event like this (organisational motives). Furthermore, caution is given to future studies regarding the limitations posed by researching one event. To enhance the validity and to determine whether the current study's conclusions can be supported, it is suggested that this study's methodology be implemented at similar events such as the Good Food and Wine Shows in Durban and Johannesburg. Furthermore, due to the limitations of purely quantitative research, future studies can additionally employ qualitative techniques including depth interviews and focus groups to explore more in-depth reasons for attending a particular event (Weiler et al., 2004:8).

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