



# Visitor satisfaction at a local festival: An analysis of the Strawberry festival in George, South Africa

Dr T. Ramukumba

Faculty of Business and Economic Sciences, Tourism Department

Nelson Mandela University (George campus)

Private Bag X 6531

George 6530, South Africa

E-mail address: [Takalani.Ramukumba@mandela.ac.za](mailto:Takalani.Ramukumba@mandela.ac.za)

<https://orcid.org/0000-0003-1176-1641>

## Abstract

The aim of this research was to assess visitor satisfaction at a local festival since it is crucial for festival management to monitor and evaluate visitor satisfaction in order to understand and identify the needs and perceptions of attendees, which in turn allows organisers to design and tailor the festival elements towards them, leading to higher visitor satisfaction, positive word-of-mouth advertising, and increased likelihood of repeat attendance. The main objective of the research was to evaluate levels of satisfaction of festival attendees based on festival attributes. The study followed a quantitative research methodology using questionnaires as a data collection instrument. Results reveal that all festival attributes items (quality of food, quality of entertainment, cleanliness of restrooms, and availability of parking, waiting times to be served and festival's overall atmosphere) ranked higher in determining visitor satisfaction. These findings result in direction for management in where to place future resources regarding these festival's attributes.

**Keywords:** Consumer satisfaction, marketing, cultural manifestation, festival attributes

## Introduction

Getz (1993) supported by Rao (2001) pronounced that local communities can benefit significantly from festivals since they impact the local economy significantly and also create opportunities for social cohesion within these communities. (Felsenstein & Fleischer, 2003) indicated that the idea of community benefiting from festivals is an indication why festivals have been growing rapidly in quantity and diversity as many communities have been hosting a variety of festivals in pursuit of promoting local economic growth in a sustainable manner using the tourism industry. This idea was further supported by McKercher et al (2006) who stated that local festivals have the ability to boost the tourism industry sustainably through the facilitation of learning about unique cultural heritages, ethnic backgrounds, and local customs. The visible tangible and intangible benefits of festivals have prompted more research to be done in this field and hence this current study as well.

Much of the research that has been done so far has focused on economic impacts of festivals, motivations to attend festivals (see: Formica and Murrmann, 1998; Kim et al., 1998; Thrane, 2002, Crompton and McKay, 1997; Lee et al., 2004; Nicholson and Pearce, 2001). These studies have confirmed and significantly contributed to the demonstration of the economic benefits received by the host communities where these festivals take place. These studies have also significantly contributed to the demonstration of the beneficial economic impacts on the host communities and the design of festival programs and marketing campaigns tailored to visitors' motives, thereby facilitating subsequent studies on other issues relating to festivals. Given that the economic impact of festivals is heavily determined by festivalgoers' direct and



indirect expenditures (Lee et al., 2007b), it is natural that a considerable amount of research has been undertaken on festival attendee motives. That is, the growing research interest in the economic impact of festivals has stimulated a parallel increase in the number of researches being done to understand the motives of attending festivals. Baker and Crompton (2000) took the initiative in investigating relationships among festival quality, satisfaction, and behavioural intentions (or loyalty). This current study focusses on one of the elements mentioned above, namely: satisfaction of visitors at festivals.

Getz (1991) pointed out that when comparing festivals with mega-events, festivals are seen as exciting leisure and tourism phenomenon since festivals are mainly based on their innate uniqueness nature and they differ from one another. The same author went further to state that festivals have the ability to be unique tourist attractions and destination image-makers. Getz (1997: 323) pointed out that festivals have the ability to provide for opportunities such as leisure, social, and cultural experiences for tourists and locals alike. Lee, Lee and Choi (2011) who indicated that festivals have the ability to extend the tourism season, increase local support, pride and cohesion, and play an important role in promoting or developing unique sense of place and tourism destination image further supported this idea. These same authors further stated that it is crucial for festival management to monitor and evaluate visitor satisfaction from the experience provided to festivalgoers in order to increase the likelihood of repeat attendance. Understanding and identifying the needs of the attendees allows organizers to design and tailor the festival elements towards them, and volunteers to execute the vision, in turn increasing satisfaction (Lee et al., 2011). According to Lee and Beeler (2009) higher visitor satisfaction can lead to positive word-of-mouth advertisement and increased purchases of tourism related products during the festival. This leads to repeat visitation by the festival attendees but also to an overall positive image of the festival to the consumers.

## **Literature review**

The higher number of festivals hosted around the world is multifaceted in cause since it ranges from supply factors (such as cultural planning, tourism development, and civic re-positioning) to demand factors (such as serious leisure, lifestyle sampling, socialization needs, and the desire for creative and "authentic" experiences by some market segments) (Prentice and Andersen, 2003). Extending the length of visitors' stay, acting as an alternative tourism product (Quinn, 2006), creating media coverage, enhancing image of the destination (Quinn, 2005), establishing community pride, promoting social interaction, togetherness/sharing of ideas, community identity, and community wellness (Delamere and Hinch, 1994) are some of the benefits involved in events management and marketing. Crompton and McKay (1997) who stated there has been an enormous growth of festivals in number, diversity and popularity in recent years further supported the idea above. Quinn (2005) is of the opinion that festivals have been seen as cultural expressions of people living in particular places; however, in addition, they have always had an overt outward orientation that saw communities of people who expressively generate cultural meanings to be read by the outside world for a long time.

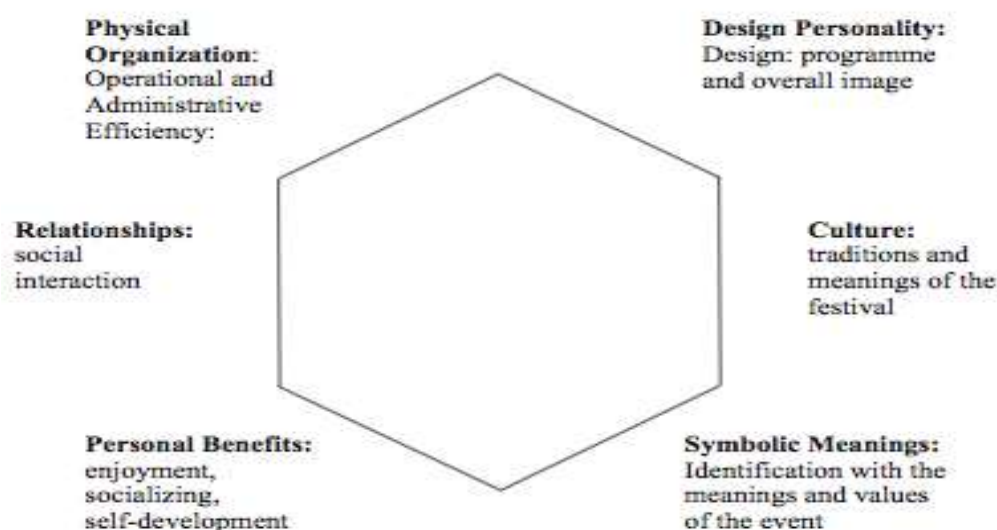
However, economic benefits of festivals and special events are the most important reasons for organizing a festival or a special event in the first place (Crompton and McKay 1997). In the wider social sciences literature on festivals, a strong emphasis is laid on the role that festivals help in promoting social cohesion and reproducing social relations (Quinn 2005). As such, they have the potential of enabling communities to interpret and re-interpret their cultural identity through the experience and practices they portray, motivate, and help to introduce (Elias-Varotsis 2006). This results in the festival becoming a tourism event affecting the cultural and social realm on a two-fold basis. It can be instrumental in presenting local cultural traditions and customs to visitors, thereby preserving and diffusing the heritage. On the other hand, exposing local culture in order to attract visitors can similarly threaten continuity through the pressure of commercialization (Waterman 1998).

## Management of festivals

Festivals consist of both physical and design elements, which creates the opportunity for shared cultural meanings and social interactions, and allows attendees to experiences personal benefits and symbolic meanings. Festivals are seen as a strategy to attract visitors who are willing to allocate time and financial resources for such festivals. In this case, festivals can therefore be regarded as contemporary service businesses and as such organising festivals from a business perspective is never an easy task since a lot of consideration should be given to the visitors, stakeholders and sponsors. Silvers (2003) asserted that the enthusiasm of local residents regarding an event has the power to influence the actual experience of visitors, and therefore, it induces visitors to adopt a positive attitude towards the destination. Eventually, the support of the volunteers and sponsors expresses the community pride about a festival.

Consumer satisfaction is a positive, affective reaction resulting from a favorable appraisal of a shopping- or consumption experience (Babin and Griffin 1998). In fact, high satisfaction can raise the likelihood of the consumer recommending the product or service to others (Anderson et al. 1994). Additionally, as Oliver (1993) states attribute satisfaction and dissatisfaction are significantly related to positive and negative effects, respectively, and to overall satisfaction. On the other hand, strong performance is not sufficient to guarantee a return, but it certainly gives a significantly higher chance than poor performance (Severt et al. 2007). Thus, satisfaction should be measured to monitor a festival's performance and people's reactions to it (Lee et al. 2007). Given the above, the strong relationship between satisfaction and future intentions of festival visitors suggest that festival managers should focus their efforts on developing strategies to increase the visitors' pleasure and enjoyment of the overall festival experience (Lee and Beeler 2007). Thus, having a satisfying experience is desirable, but it is more important to develop strong perceptions of service quality and service value for visitors. It emphasizes the importance of visual appeal of the festival atmosphere to make a good first and lasting impression on the visitors (Lee et al. 2007).

According to Getz (1997: 323), "festivals are unique opportunities for leisure, social and cultural experiences". While festivals can vary significantly in the theme and activities offered when they provide that unique opportunity, they often share many similarities in the festival experience such as the overall elements, what they create the opportunity for, and the experience provided to attendees. Morgan (2008) developed a prism, as seen below in Figure 1 outlining the festival experience.



**Figure 1. Festival experience**

Source: Morgan, 2008



According to Morgan (2008: 86) based on the Figure 1 above, design elements, such as the program, are what create the personality of the event, while physical elements, like ticketing and parking, are the practical attributes of the event. The design and physical attributes create the opportunity for a communication of shared cultural meanings, as well as social interactions between visitors and staff of the event. An example of cultural meanings shared through a festival would be of a certain type of art from a particular ethnic group or culture from a community, place or region. Finally, because of attendance, the participants can experience personal benefits such as enjoyment, self-development, or relaxation and can experience symbolic meanings. Symbolic meanings are “a sense of integration and identification with the external meanings and values of the event” and can include looking at authentic versus commercialized, the survival of a tradition and outreach to the next generation.

### **Benefits of festivals and local economic development**

Festivals are one of the most frequently occurring events, happening at destinations across the world, with numbers increasing annually, making festivals the fastest growing segment of the tourism industry. Festivals have grown rapidly over the past decades in numbers, popularity and diversity and contributions towards local economic development. Therefore, a local festival can be an important tool in tourism promotion for a town, city or region. According to Lee and Beeler (2009: 17) “local festivals increases local tourism demand, it creates the identity of a local place and improves the image of a location, and the strategic placement of diverse local festivals can help extend the tourism season as reasons for local festival can be an important resource in the development and promotion of tourism.”

The economic impact of festivals is defined as the net change in the economy because of spending attributed to a festival or special event by Lee and Turco (1996: 1). In support of the above author, Wood and Thomas (2008) indicated that direct and indirect benefits might arise due to the increased number of visitors who spend locally when attracted to an area both at the event and in the surrounding region. In addition to the direct spending at the event, tourists are likely to spend money on transportation, accommodation and restaurants in the host region. This expenditure can have a considerable impact as it circulates in the local economy (Allen, O'Toole, McDonnell & Harris, 2005). The direct impacts include expenditures made by visitors, while direct costs are ones that are incurred as a direct result of the development of the event, such as supplies or material purchases, and labour cost to build facilities (Smith, 1995).

According to The Ministry of Tourism, Culture and Sport in Ontario (2011: 1) “direct impacts can be defined as the impact that the tourism expenditures generates on tourism front-line businesses”. They went further to indicate that festivals could also boost local economies through indirect impacts resulting from the expansion of demand from the tourism-related sectors. Induced impacts include the resulting increase in residents' income, which can be re-spent in the community after providing employment opportunities (Lee & Turco, 1996), and is defined by the Ministry of Tourism, Culture, and Sport in Ontario (2011: 1) as “the impact associated with the re-spending of labour income and/or profits earned in the industries that serve travellers directly and indirectly”. It is beneficial to examine the direct, indirect and induced economic impacts in order to demonstrate the contribution that festivals make towards the local community, as local businesses may be more inclined to support the event in the future once this benefit is demonstrated (Lee & Turco, 1996).

Lee et al. (2008) are of the opinion that in addition to economic benefits generated by festivals, these same festivals can help strengthen a destination's image, and provide recreational or cultural opportunities to residents. The same authors went further to indicate that festivals can also enhance local pride and this may result in an additional benefit of potentially increasing community and social cohesion. Cole and Chancellor (2008) who indicated that when festivals



create local pride, they have the potential to tap into repeat visitation or even volunteers from the local community further supported this idea. When research is conducted to understand the importance of festivals, the benefit to the organisers is to better understand which factors of the festival have the most impact on festival attendee's satisfaction, loyalty and on-site behaviour (Cole & Chancellor, 2008). Understanding which factors are important to participants allow the organizers to better serve them in the future by tailoring programming to their needs and wants, and improving facilities and amenities based on feedback. Focusing on improving the satisfaction of the participants will help provide a positive impact on the experience, which could in turn increase the likelihood of returning in the future. Increasing the re-visit percentage benefits the local tourism demand. According to Cole and Chancellor (2008), creating a positive experience for participants can result in the additional benefit of participants providing word-of-mouth advertising to family and friends, which can result in new visitors and increased tourism revenue to the community. Therefore, in order to capitalize on the intended behavioural intentions of re-visiting and positive word of mouth, it is necessary for organizers to provide a high level of value, and ultimately having highly satisfied attendees. Based on previous research on satisfaction of consumers during festivals, the emphasis has been placed on consumers' consumption and on motives that encourage them to follow a special events. The study done by Crompton and McKay (1997: 426) outlined three reasons why it is important to understand the motives of festival visitors. First, in order to meet the needs of the visitors, it is imperative to first understand and identify their needs and this can be done through investigating their motivations. Once their needs are identified, the festival elements can be tailored and designed to meet them. Secondly, these authors described the relationship between motives and understanding the decision behaviour of attendees, and the potential for creative effective marketing activities and promotion to appeal to the needs of the target market and finally, it is the close relationship between motivation and satisfaction, and how studying event motivation can be used as a way to monitor event satisfaction.

## **Methodology**

The onsite intercept survey was conducted on visitors who attended the Strawberry festival at the main exit to the festival so that a representative sample could be obtained during the time of the festival. The field researchers approached visitors, outlined the purpose of the research project, and invited them to participate in the survey. After consenting, a self-administered questionnaire was given to those who preferred to complete the questionnaire on their own. Otherwise, the field researchers completed the questionnaire by means of a personal interview. Ethical aspects were considered and no person was obliged to participate and was not incentivised to do so. Two hundred and fifty participants completed the survey over the two-day festival period with the proportion of female visitors marginally higher at 54% than the male visitors at 46%. The age distribution showed a relatively young group of visitors with 32.8% being 18 -25 years old, slightly followed by those between the ages 26 -35 at 26.8 %. Those aged between 36 -45 years were at 20% and the least age representation was for those who were 56 years and above with 7.7%. The majority of visitors (61.4%) indicated spending between R101 – R500 during the festival. The second highest spent was recorded for those who spent between R501 and R1 000 with 22.5%, whilst the least spent was recorded for those who spent R2 001 and above represented by 0.4%.

## **Research findings and discussion**

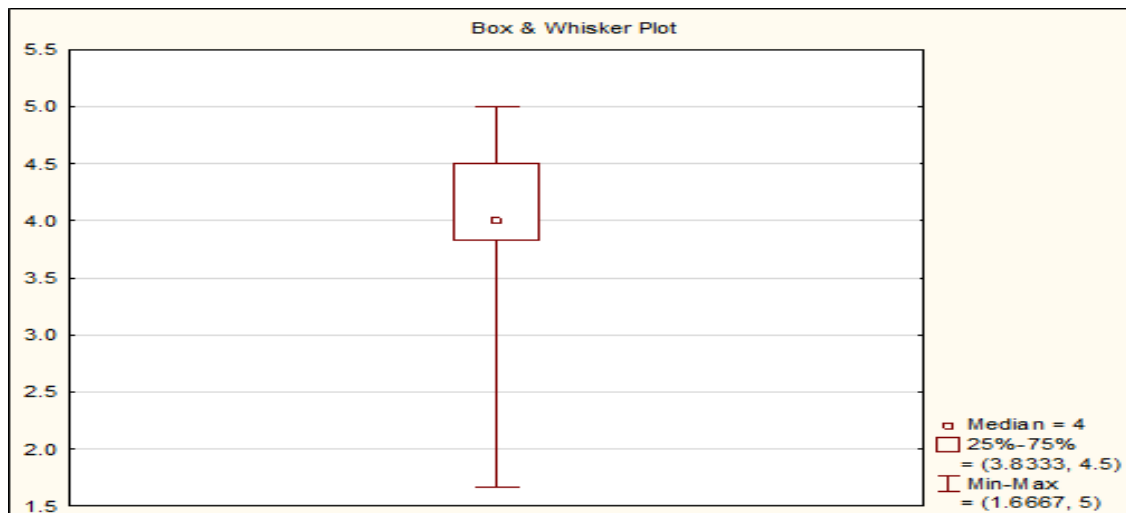
This section provides a discussion on the findings of the research relating to the satisfaction levels at the festival and differences in relation to the festival attributes based on demographics of the attendees.



**Table 1. Descriptive statistics on festival attributes**

	Mean	Median	Standard Deviation
Quality of food	1.77	2.00	0.72
Quality of entertainment	1.89	2.00	0.79
Cleanliness of restrooms	2.00	2.00	0.93
Availability of parking	1.87	2.00	0.80
Waiting times to be served	2.03	2.00	0.91
Festival's overall atmosphere	1.76	2.00	0.79

In order to determine what patrons perceived as being the most important festival attribute in determining satisfaction, the respondents indicated how important each of the six attributes were on a ranked ordinal scale ranging from 1 (strongly disagreed), to 5 (Strongly agreed). Table 1 displays the mean score and standard deviation for all six festival attributes. The highest rated festival factor was *waiting times to be served* ( $M=2.03$ ,  $SD=0.91$ ), *cleanliness of the restrooms* ( $M=2.00$ ,  $SD=0.93$ ), *quality of entertainment* ( $M=1.89$ ,  $SD=0.79$ ), *cleanliness of festival site* ( $M=3.46$ ,  $SD=0.53$ ) and *cleanliness of restrooms* ( $M=3.389$ ,  $SD=0.56$ ). The items *festival overall atmosphere* and *quality of food* were rated the lowest.



**Figure 2.** Box and whisker plot for overall satisfaction with festival atmosphere

The results in Figure 2 show that it is clear that the majority of respondents were satisfied with all aspects measured by the six factors. The mean scores of all factors fall in the "high satisfaction" category. The Box and Whisker plots show that 50% or more of the responses are at a factor score of *four* or more on all factors.

These results infer a high percentage of satisfaction levels by the visitors by the festival overall atmosphere and this may lead to respondents coming back and recommending the festival to family, friends and acquaintances. Mean (4.11), Median (4.00), minimum (1.67), maximum (5.00) and Standard deviation (0.63). These results are in line with Cole and Chancellor (2008) who indicated that when festivals create local pride, they have the potential to tap into repeat visitation or even volunteers from the local community.

Due to high satisfaction levels by the festival attendees, there is a high possibility that these festival attendees may return to the festival again in future, and in this way, loyal users of the festival service are created.

**Table 2. Factor analysis and reliability**

	Factor loadings	Eigenvalue	% Total	Cumulative	Cumulative
			variance	Eigenvalue	%
Quality of food	0.57	3.55	59.17	3.55	59.17
Quality of entertainment	0.69	0.73	12.24	4.28	71.41
Cleanliness of restrooms	0.81	0.57	9.44	4.85	80.85
Availability of parking	0.74	0.48	7.99	5.33	88.84
Waiting time to be served	0.69	0.36	6.03	5.69	94.88
Festival's overall atmosphere	0.77	0.31	5.12	6.00	100.00

The first satisfaction factor was “quality of food” which explained 59.17% of the total variance with an Eigenvalue of 3.55%. The second factor was “quality of entertainment” which accounted for 12.24% of the total variance with a 4.28% Eigenvalue.

The third factor was “quality of restrooms”, which explained 12.94% of the total variance with an Eigenvalue of 4.85%.

The fourth factor was “availability of parking” which explained 7.99% of the total variance and achieved an Eigenvalue 5.33%. Waiting times to be served was the fifth factor, which explained 6.03% of the total variance and obtained an Eigenvalue of 5.69. The last factor was “festival overall atmosphere” which explained 5.12% of the total variance and had an Eigenvalue of 6%.

**Table 3. T-tests comparing the two genders**

	Mean		t-value	df	p
	Male	Female			
Quality of food	4.31	4.16	1.51	234	0.1326
Quality of entertainment	4.13	4.09	0.42	234	0.6727
Cleanliness of restrooms	4.04	3.98	0.50	233	0.6181
Availability of parking	4.20	4.07	1.20	233	0.2308
Waiting time to be served	4.04	3.92	0.97	234	0.3354
Festival's overall atmosphere	4.24	4.23	0.06	234	0.9510
Overall	4.16	4.08	0.99	234	0.3226

The study also tested if there were any statistical differences in responses based on gender on how respondents rated the festival factors. The results as shown in Table 3 indicate that there were no statistically significant differences across all the factors since all p-values were > 0.05. In terms of mean scores, males were mostly satisfied with quality of food with a mean score of 4.31 whilst females were mostly satisfied with festival atmosphere with a mean score of 4.23.

The least satisfaction for males were both the cleanliness of the restrooms and waiting times to be served with both having a mean score of 4.04 whereas for females, the least satisfaction was also from waiting times to be served with a mean score of 3.92.

These results may infer that respondents felt that they waited far too long to be served in the various stalls selling various products during the festival. This may be of course because of high volumes of people at the festival that resulted in long queues in these stalls.

**Table 4. Breakdown table of descriptive statistics based on age groups**

Age	Quality of food		Quality of entertainment		Cleanliness of restrooms		Availability of parking		Waiting times to be served		Festival's overall atmosphere		Overall scores for all factors	
	Mean	Std.Dev.	Mean	Std.Dev.	Mean	Std.Dev.	Mean	Std.Dev.	Mean	Std.Dev.	Mean	Std.Dev.	Mean	Std.Dev.
18-25	4.29	0.71	3.99	0.96	3.86	0.99	4.01	0.86	3.72	1.10	4.12	0.88	4.00	0.69
26-35	4.24	0.78	4.10	0.78	4.06	0.95	4.14	0.78	4.19	0.74	4.17	0.77	4.15	0.65
36-45	4.17	0.70	4.23	0.63	4.19	0.88	4.43	0.65	4.15	0.83	4.47	0.62	4.27	0.57
46-55	4.13	0.68	4.10	0.61	3.93	0.92	3.87	0.82	3.83	0.83	4.10	0.84	4.00	0.56
56+	4.17	0.71	4.22	0.65	4.06	0.73	4.22	0.81	4.17	0.62	4.50	0.62	4.22	0.56
All Groups	4.22	0.72	4.10	0.79	4.00	0.93	4.13	0.80	3.98	0.91	4.23	0.79	4.11	0.64

The results of the study as shown in Table 4 provides results of satisfaction amongst the different age groups who attended the festival by the different festival factors. The results indicate that for the factor “quality of food” the highest satisfied age group was those between the ages “18 – 25 years” with the highest mean score at 4.29 with a standard deviation of 0.71. For the factor “quality of entertainment”, the highest satisfied age group was those between the ages “36 - 45 with a mean score of 4.23 and a standard deviation of 0.63. The results of the study show that the age group of 26 – 35 years and those from 56 years and above were highly satisfied by the cleanliness of the restrooms with a mean score of 4.06. In as far as, the availability of parking was concerned; the highest satisfied group was those aged between 36 -45 years with a mean score of 4.43 and a standard deviation of 0.65.

The results of the study further revealed that age group of 26 – 35 years were the highest satisfied with waiting times to be served during the festival with a mean score of 4.19 and a standard deviation of 0.74. Those in age group of 56 years and above were the most satisfied with the overall festival atmosphere as reflected by a mean score of 4.50 and a standard deviation of 0.62. The results of the study reveal that the age group of 36 -45 years were the highest overall satisfied age group by all the festival factors considered with a mean score of 4.27 and a standard deviation of 0.57. These results are important for the festival organisers to understand which factors of the festival have the most impact on festival attendee’s satisfaction, loyalty and on-site behaviour as stated by Cole and Chancellor (2008).

**Table 5. Analysis of variance between the age groups**

	F	p
Quality of food	0.37	0.8279
Quality of entertainment	0.84	0.5025
Cleanliness of restrooms	1.09	0.3641
Availability of parking	2.94	0.0213
Waiting time to be served	3.24	0.0130
Festival's overall atmosphere	2.30	0.0596
Overall	1.84	0.1224

Table 5 above show the results of the analysis of variance between the age groups indicating the statistical significance differences in how they rated the factors influencing their satisfaction by the festival. The results show that there were small statistical significant differences in how the factors of “availability of parking and waiting times to be served” were rated by the festival



attendees. The availability of parking had an F-value of 2.94 and a P-value of 0.0213 whereas the factor of waiting time to be served had an F-value of 3.24 and a P-value of 0.0130 and both these showed a small statistical significance difference. Table 6 below will show which age groups differed in their rating of these two festival satisfaction factors.

**Table 6. Tukey HSD test; Variable: Availability of parking**

	Quality of food	Quality of entertainment	Cleanliness of restrooms	Availability of parking	Waiting time to be served
<b>18-25 years</b>			0.52 (M)		
<b>26-35 years</b>	0.8739				
<b>36-45 years</b>	0.0409	0.3429		0.78 (M)	
<b>46-55 years</b>	0.9121	0.5145	0.0212		
<b>56+ years</b>	0.8529	0.9958	0.8866	0.5578	

The results of Table 6 above show the Tukey HSD test regarding the availability of parking factor. The small statistical difference was between those of the ages 36 -45 years and those between the ages 18 - 25 years. Another medium statistical significant difference regarding this factor was between those of ages 46 -55 years and those between ages of 35 – 45 years.

**Table 7. Tukey HSD test: Variable: Waiting time to be served**

	Quality of food	Quality of entertainment	Cleanliness of restrooms	Availability of parking	Waiting time to be served
<b>18-25 years</b>		0.49 (S)			
<b>26-35 years</b>	0.0188				
<b>36-45 years</b>	0.0780	0.9993			
<b>46-55 years</b>	0.9797	0.3744	0.5569		
<b>56+ years</b>	0.3239	1.0000	1.0000	0.7225	

The results of Table 7 above show the Tukey HSD test regarding the “waiting time to be served” factor. The small statistical difference was between those of the ages 26 -35 years and those between the ages 18 - 25 years.

## Implications

The implication based on the findings of the study are that festival organisers need to be aware of the festival attributes and how they impact on the attendees overall satisfaction which have a bearing on whether they will return or not in future but also whether they will recommend the festival to their friends and relatives. It is crucial that festival organisers should be aware of and understand the needs and perceptions of the visitor experience, in order to maximise visitor satisfaction and capitalise on the increased likelihood of repeat visitation, local pride and support, and the benefits to local economic development.

## Conclusion

The main purpose of the study was to examine visitor satisfaction levels by festival attributes that contribute to the overall festival atmosphere at the strawberry festival in George, South Africa. The research objective was to ascertain the level of satisfaction with these attributes/ factors based on demographics and visit characteristics. As with every business entity, festival loyalty is a principal goal for festival organizers in the sense that it guarantees market share and profitability. Loyal customers bring to firm invaluable benefits such as low incidence of switching to competitors, willingness to pay a price premium, positive word-of mouth, and less cost to the company for retaining loyal consumers than engaging new ones. In the context of festival management, loyalty contributes not only to festivals themselves, but also to local



communities. All these benefits can only be accrued if festivals are able to satisfy the attendees.

It is recommended that festival planning must aim at maximizing the overall satisfaction of the attendees and the benefits of a destination by appropriate image enhancement and economic development. The program of the festival should be decided by past experience, prior research about similar festivals, anticipating the expectations of the visitors, and the meaning that is underlined by the expression of the festival experience. Each component should be carefully planned and implemented to complement the overall promise of the festival. Considering the importance and benefits of organizing events for the marketing of destinations, performance of events relevant to the theme is of paramount importance besides the promotion of the events itself. Visitors to a destination may initially intend to participate in an event, or they may choose to participate in an event because that they are already at the destination, and the reverse would be inconvenient. At other times, visitors may be keen on both traveling to a destination and participating in events at the same destination. This initiates such visitors to arrange their travels to coincide with the events at the destination.

### Reference list

- Allen, J., O'Toole, W., McDonnell, I. & Harris, R. (2005) *Festival and special event management*. Milton, Qld: Wiley.
- Anderson, E. W., Farnell, C. & Lehmann, D. R. (1994). Customer Satisfaction, Market Share and Profitability: Findings From Sweden, *Journal of Marketing*, 58(3), 53-66.
- Babin, B.J. & Griffin, M. (1998). The Nature of Satisfaction: An Updated Examination and Analysis, *Journal of Business Research*, 4(2), 127-136.
- Baker, D.A. & Crompton, J.L., 2000. Quality, satisfaction and behavioural intentions. *Annals of Tourism Research*, 27 (3), 785–804.
- Cole, S.T. & Chancellor, H.C. (2008). Examining the festival attributes that impact visitor experience, satisfaction and re-visit intention. *Journal of Vacation Marketing*, 15(4), 323-333.
- Crompton, J.L. & McKay, S.L. (1997). Motives of visitors attending festival events. *Annals of Tourism Research*, 24(2), 425-439.
- Elias-Varotsis, S. (2006). Festivals and Events - (Re) Interpreting Cultural Identity, *Tourism Review*, 61(2), 24-29.
- Felsenstein, D. & Fleischer, A. (2003). Local festivals and tourism promotion: the role of public assistance and visitor expenditure. *Journal of Travel Research* 41(4), 385–392.
- Formica, S. & Murrmann, S. (1998). The effects of group membership and motivation on attendance: an international festival case. *Tourism Analysis*, 3(3/4), 197– 207.
- Getz, D. (1991). *Festivals, special Events and tourism*. New York: Cognizant Communication Corporation.
- Getz, D. (1993). Festivals and special events. In: Khan, M.A., Olsen, M.D., Var, T. (Eds.), *Encyclopedia of Hospitality and Tourism*. Van Nostrand Reinhold, New York, NY, pp. 789–810.



- Getz, D. (1997). *Event Management & Event Tourism*. New York: Cognizant Communication Corp.
- Kim, C., Scott, D., Thigpen, J.F. & Kim, S.S. (1998). Economic impact of a birding festival. *Festival Management & Event Tourism*, 5 (1–4), 51–58.
- Lee, Y., Lee, C., Lee, S. & Babin, B. (2008). Festivalscapes and patrons' emotions, satisfaction and loyalty.
- Lee, J. & Beeler, C. (2009). An investigation of predictors of satisfaction and future intention: Links to motivation, involvement, and service quality in a local festival. *Event Management*, 13(1), 17-29.
- Lee, J. & Beeler, C. (2007). The Relationships among Quality, Satisfaction, and Future Intention for First-Time and Repeat Visitors in a Festival Setting, *Event Management*, 10(4), 197-208.
- Lee, J., Lee, C. & Choi, Y. (2011). Examining the role of emotional and functional values in festival evaluation. *Journal of Travel Research*, 50(6), 685-696.
- Lee, K. & Turco, D.M. (1996). Festival & special event research: Are we having fun yet? *Parks & Recreation*, 31(4), 24-29.
- Lee, S.Y., Petrick, J.F. & Crompton, J. (2007). The Roles of Quality and Intermediary Constructs in Determining Festival Attendees' Behavioural Intention, *Journal of Travel Research*, 45(4), 402-412.
- McKercher, B., Mei, W.S. & Tse, T. (2006). Are short duration cultural festivals tourist attractions? *Journal of Sustainable Tourism* 14(1), 55–66.
- Morgan, M. (2008). What makes a good festival? Understanding the event experience. *Event Management*, 12(1), 81-93.
- Nicholson, R.E. & Pearce, D.G. (2001). Why do people attend events: a comparative analysis of visitor motivations at four South Island events. *Journal of Travel Research*, 39(4), 449–460.
- Oliver, R. L. (1993). Cognitive, Affective, and Attribute Bases of the Satisfaction Response, *The Journal of Consumer Research*, 20(3), 418-430.
- Prentice, R. & Andersen, V. (2003). Festival as Creative Destination, *Journal of Travel Research*, 30(1), 7-30.
- Quinn, B. (2006). Problematizing Festival Tourism: Arts Festivals and Sustainable Development in Ireland, *Journal of Sustainable Tourism*, 14(3), 288-306.
- Quinn, B. (2005). Arts Festivals and the City, *Urban Study*, 42(5/6), 927-943.
- Rao, V. (2001). Celebrations as social investments: festival expenditures, unit price variation and social status in rural India. *The Journal of Development Studies*, 38(1), 71–97.
- Severt, D., Wang, Y., Chen, P.J. & Breiter, D. (2007). Examining the Motivation, Perceived Performance, and Behavioral Intentions of Convention Attendees: Evidence from a Regional Conference, *Tourism Management*, 28(2), 399-408.
- Silvers, J.R. (2003). *Professional Event Coordination*. NJ: John Wiley.



Thrane, C. (2002). Jazz festival visitors and their expenditures: linking spending patterns to musical interest. *Journal of Travel Research*, 40(3), 281–286.

Waterman, S. (1998). Place, Culture and Identity: Summer Music in Upper Galilee, *Transactions of the Institute of British Geographers*, 23(2), 253-267.

Wood, E.H., & Thomas, R. (2008). Festivals and tourism in rural economies. In J. Ali-Knight, M. Robertson, A. Fyall & Ladkin, A, *International Perspectives of Festivals and Events* (149-158). London: Elsevier.

### Questionnaire used in the study



## STRAWBERRY FESTIVAL QUESTIONNAIRE

**Thank you for taking time to respond to this survey. Your responses will be kept confidential. No individual information will be revealed as it will be used for academic purposes only.**

### 1. AUDIENCE PROFILE

#### 1.1 Gender

Male		Female	
------	--	--------	--

#### 1.2 Age

18 -25		26-35		36-45		46-55		56 and above	
--------	--	-------	--	-------	--	-------	--	--------------	--

#### 1.3 TYPE OF TRAVELLING PARTY

Partner/spouse		Family members		Friends		Just me		Prefer not to say	
----------------	--	----------------	--	---------	--	---------	--	-------------------	--

### 2. ATTENDANCE PATTERNS

#### 2.1 How many times have you attended this festival?

First time		Second time		Third time		More than three times	
------------	--	-------------	--	------------	--	-----------------------	--



**2.2 How many days of the festival will you/ did you attend?**

One		Two	
-----	--	-----	--

**3. GEOGRAPHIC DISTRIBUTION**

George		Mosselbay		Knysna		Plettenbergbay		Oudtshoorn		Other	
--------	--	-----------	--	--------	--	----------------	--	------------	--	-------	--

**4. THE FESTIVAL EVALUATION**

**4.1 Mode of transport used**

Car		Walk		Bicycle		Other	
-----	--	------	--	---------	--	-------	--

**4.2 Ticket purchasing: Did you buy your tickets in advance?**

Yes		No	
-----	--	----	--

**4.3 Ticket purchasing: Did you buy your tickets online or at the gate?)**

Online		At the gate	
--------	--	-------------	--

**5. MARKETING CHANNELS**

**5.1 Please indicate where you heard about the festival. You can choose more than one option?**

Newspaper	
School communicator	
Algoa FM	
Email	
Facebook	
Twitter	
Flyer	
Official website	
Street banners	
Street posters	
Word of mouth	
Other	

**6. FAVOURITE PART OF THE FESTIVAL**

**6.1 Please indicate your main motivation for attending the festival. You can choose more than one option?**





Country market	
Kids activities	
Wine testing	
Craft beer tastings	
Free entertainment	
MTB	
Trail run	
CrossFit	
Strawberry Emporium	
Headline performer Jesse Clegg	

## 7. SPENDING PATTERNS

### 7.1 On average how much did you or will you spend during the festival?

R100 or less		R101 – R500		R5001 –R1 000		R1001-R2 000		R2001 & more	
--------------	--	-------------	--	---------------	--	--------------	--	--------------	--

## 8. LIKELIHOOD OF RETURNING IF EVENT HELD NEXT YEAR

Definitely would return		Probably would return		Might or might not return		Probably would not return		Definitely would not return	
-------------------------------	--	-----------------------------	--	---------------------------------------	--	---------------------------------	--	-----------------------------------	--

## 9. RATING OF EVENT FOR VARIOUS CHARACTERISTICS

### 9.1 Please rate the following statements regarding the festival

Statements	Responses				
	Strongly agree	Agree	Neutral	Disagree	Strongly disagree
Quality of food					
Quality of entertainment					
Cleanliness of washrooms					
Availability of parking					
Wait times to be served					
Festival's overall atmosphere					

**Thank you so much for taking time out and complete this survey. It is highly appreciated.**