Motivations of Young People for Visiting Wine Festivals

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Abstract

This paper investigates the motivations of young visitors (35 years old and under) at two wine festivals in Texas and Indiana. Fourteen motivational items were identified in which tasting wine, being entertained and being with friends were perceived to be important motives for young visitors. In addition, differences were compared between the young and older visitors. Young people were found to attach more importance to enjoying entertainment, finding thrills and excitement and being with friends. Interestingly, young visitors also viewed tasting wine more importantly than their older counterparts. The findings were discussed in comparison with those of the extant literature on event motivations and young visitors to wineries. Practical implications of the study's findings are presented.

Keywords: Festival motivations, Young wine consumers, Wine festival

Introduction

Traditional wine marketing efforts have targeted established wine drinkers who are at least forty years old. These people are typically the largest consumers of wine. Recently however, more attention has been focused on younger people and efforts to develop their interest in consuming wine. Interest in younger consumers began as the wine industry started to realize that these people are the next potential group with the income and ability to purchase wine. Therefore, venues such as special events and festivals that can attract young people and provide an opportunity for them to learn about wine can be important in influencing their attitudes and potential wine purchases.

Festivals have been held for thousands of years and have been developed for a variety of reasons (Getz, 1997). Festivals are held to celebrate many different things and the people who attend have a wide range of motivations for doing so. Food and wine festivals are one type of event that has become very popular in many countries. A large number of cities throughout the world have developed community events in order to promote wine and build local identity. This is especially true in new world wine regions where there is considerable interest in learning about wine. These events are often several days long and may coincide with the grape harvest or release of new wine.

In recent years, the number of wine festivals held around the world has continued to grow. The range of types of wine festivals and their purpose is also increasing as new approaches are used to try to bring new visitors to these events. Some events are held at wineries with the winery host playing a major role in the event. Other wineries may be invited to participate and pour their wines as well. Festivals may also be organized and run by a local

community. It may be a fundraising event for a local charity or it may just be a community organized event designed to promote the region.

There is also a continuum with respect to the role that wine may play in various events. For instance, with some events wine may play a very minor role and the festival includes a number of other attractions, such as artwork, music, and food items to appeal to a wide variety of tourists. Another dimension of wine festivals is the time frame they are held over. Some are held for just a few hours while others may range over a week or more with numerous different events as part of the larger festival. The location of the festival is also something that varies depending on the type of event. For instance, in many cases festivals are held at a winery which allows a number of wine related activities to be held, such as a running race through the vineyards, tours of the winery, and barrel tastings. In other cases, the festival may be held in a town or at a large building or hall. By holding the festival at a remote location from a winery it may also allow a wider range of other non wine related events to be held. Taylor and Shanka (2002) examined a wine festival in the urban-rural peripheral zone of a Western Australian wine region. Their study demonstrated the importance of the location in contributing to the overall success of such an event. When a regional wine festival is staged in the center of a city, it enables the convergence of rural setting (wineries and their products) and urbanity (city infrastructure and a connection with modern life). These festivals serve to promote the wine-growing region on a wider scale.

People in new wine regions are developing festivals for a variety of reasons and often use a variety of attractions to bring new consumers to become interested in wine. Many of these new wine regions lack both a strong region of origin recognition and a base of consumers who are interested in wine. Therefore, they must rely on events that incorporate a number of activities.

These wine-related events and festivals assist in selling wine brands, promoting the attractiveness of wine destinations, and building customer loyalty toward wineries and their wines (Getz, 2000). Accordingly, Getz (2000) proposed the roles of wine festivals and events as attractions, animators, image-makers, and catalysts for wine industry and tourism. For example, GrapeFest of Grapevine, TX, the largest wine festival in the southwest, has become the showcase for Texas wines and helped lift up the industry to prominence in terms of quality and credibility (Getz, 2000).

Wineries in general tend to evolve through a series of stages with respect to tourism ranging from awareness through to brand enhancement and customer loyalty. These stages are: winery establishment, winery recognition, regional prominence, maturity, and decline (Dodd & Beverland, 2001). In a similar fashion, winery festivals may also have their own lifecycles (Beverland, Hoffman, & Rassmussen, 2000). Understanding the changing needs of the local wine industry will enable event organizers to develop strategies to ward off possible crisis and to decide what balance of goals best suits a particular festival. As festivals go through successive stages of the life-cycle, their programs also must respond to changes in clientele demand (Frisby & Getz, 1989). Both at the growth and maturity stages the need to focus is critical, as the wine festivals could risk losing their key customers by trying to be all things to all people. Concentrating on gate sales and pursuing record levels of attendance may cause over crowdedness and negative perceptions of service quality by event participants, which may result in disappointment and frustration of the target segments. Therefore, defining the target customers and meeting their expectations are two of the most important tasks for event organizers. Despite this need, there is little information about wine festival attendees, in particular young visitors, including their characteristics, motivations for attending, and the

activities they enjoy. These young people are the next generation of potential wine consumers and attracting them through events can help the wine industry capture a share of this critical market.

In a study of wine festival attendees in Indiana, Yuan, Cai, Morrison, and Linton (2005) found the following four motivations: festival and escape, wine, socialization, and family togetherness. In a similar study, Isaykina, Dodd, and Adams (in press) noted that motivations of wine consumers visiting a festival in Texas could also be grouped into four dimensions: relaxation, socialization, entertainment, and family togetherness.

One potential way to attract young people to the wine industry is through festivals and other special events that have a number of attractions. This variety of attractions may encourage young people to come for a number of reasons and hopefully try wine and begin making it a beverage they regularly consume. The purpose of this study, therefore, is to identify the motivations of young visitors to two festivals – one in Indiana and the other near Dallas, Texas. The study will examine their motivations and other characteristics. Comparisons will also be made with older visitors to these same festivals. Events such as wine festivals can attract young people and provide an opportunity for them to learn about wine. Understanding the characteristics, attitudes, and behaviors of selected groups can permit event organizers to tailor promotions and develop desired services.

Literature Review

Motivation Research in Event Tourism

Researchers conducting studies on consumer motivation have used different techniques to help answer questions concerning motivation. Foxall, Goldsmith, and Brown (1998) noted that the research in consumer motivation revolves around two basic issues: (a) understanding the

interrelationships between motives and certain behavior, and (b) developing the list of the consumer motives, which would reflect all kinds of motives influencing behavior.

Research in the tourism industry has led to a wide variety of techniques being used to help segment tourist markets. It has been suggested that seeking and escaping are the basic motivational dimensions of travel behavior (Iso-Ahola, 1983; Dunn Ross & Iso-Ahola, 1991). Accordingly, Mannell and Iso-Ahola (1987) suggested that leisure travel is stimulated by intrinsic motivation and escape. They found that leisure consists of self-determined behavior, increasing competence, and avoidance behavior when the person seeks escape. Therefore, two dimensions of motivational factors influence tourist behavior: (a) to escape from the daily routine, and (b) to seek intrinsic personal and interpersonal rewards.

There are a wide range of motives that bring people to festivals; some of these motives provide some benefits apart from the festival itself. These benefits might be based on affiliation, escape, dream fulfillment, identity fulfillment, personal growth, family togetherness, or other factors. Other motives could include the opportunities for trying new foods and wines, participating in events, and shopping. Recent research has just begun to investigate motivations of event visitors and attempted to link personality type and visitor behavior. To explore motivations, researchers often use demographic data along with psychographics and life-style characteristics. Because market segmentation can now be based on differentiating motivations, demographic, and event behavior characteristics (Formica & Uysal, 1996), the results of the studies have become valuable tools for marketers.

Uysal, Backman, Backman, and Potts (1991) used the U.S. Pleasure Travel Market Data to examine demographic characteristics, motivations and activities of event tourists with respect to event behavior, and found some correlation between these variables. The findings of the study

suggest that event-goers may not be homogeneous and may require a combination of segmentation strategies. Other findings are consistent with the results of previous studies, which found family and socializing to be important (Getz, 1991; Crompton, 1979). Getz (1991) suggested that the relationships existing between travel motivations and benefits from festivals and events are linked together with the basic needs of the people.

Backman, Backman, Uysal, and Sunshine (1995) examined demographic characteristics, motivations, and activities of event-goers. The study identified four dimensions of event motivation: family, excitement, socializing, and relaxation. The results showed that family and social benefits appeared to be the most important motivational factor. Uysal, Gahan, and Martin (1993) examined empirically the theoretical framework of event motivation dimensions, proposed by Mannell and Iso-Ahola (1987), and identified five common factors as motivations to attend a festival: escape, socialization, family togetherness, excitement and thrills, and event novelty. The study concluded that there are no significant differences between demographic variables (age, education, marital status, and income) and the five motivational factors with the logical exception of marital status for the factor grouping of family togetherness. The study conducted by Mohr, Backman, Gahan, and Backman (1993) examined the dimensions of event motivations and selected event and demographic variables according to visitor type, revealing the differences among first-time and repeat festival visitors. The research has shown that there are differences between festival visitor types and their motivations for attending and level of satisfaction with festivals.

Scott (1996) noted the differences among visitors' motivations to attend different festivals, and examined whether festival motivations are related to festival type and past visitation. Six motivational factors were examined as variables: sociability, family togetherness,

escape from routine, nature appreciation, event excitement, and curiosity. The study revealed that visitors to the different festivals ascribed varying importance to these factors, demonstrating that motivations sought at one festival differ from those sought at another. The study concluded that the kind of festival is a better predictor of people's motivations than past experience.

Formica and Uysal (1996) identified five dimensions of festival motivations: excitement and thrills, socialization, entertainment, event novelty, and family togetherness and compared these motivations between residents and non-residents. The results showed that visitors from the festival region placed significantly more importance on socialization, while visitors from out of the region were more motivated by entertainment. The study also revealed that the out-of-the-region visitors were younger and had more males. Lee (2000) compared festival motivations between domestic and foreign visitors and between Caucasian and Asian visitors with regard to seven underlying dimensions: cultural exploration, family togetherness, escape, novelty, external group socialization, event attractions, and known group socialization. Foreign visitors showed higher motivational scores than domestic visitors on cultural exploration, novelty, event attraction, and external and known group socialization. Western visitors were found to have stronger motivation than oriental tourists in terms of cultural exploration, novelty, event attraction.

In recent years, wine tourism has begun to receive increased attention. Some of the first studies focused on the characteristics and behavior of winery tourists. One of the early studies by Dodd (1995) noted, "Wine is a beverage that is associated with relaxation, communing with others, learning about new things, and hospitality" (p. 6). So, the close link between the wine industry and tourism is quite natural. Dodd's study of visitors to wineries in Texas for example determined that 85 percent were Texas residents (of which 43 percent lived close to the winery)

and 15 percent were out-of-state. He also noted that visitors tended to be relatively young, with the average age of 40.

For most visitors, buying wine is a major motivator for them to tour vineyards (Getz, Dowling, Carlsen, & Andersen, 1999). Macionis (as cited in Hall & Macionis, 1998) reported the following main motives of winery visitors: to taste wine; to buy wine; a day out; enjoy the rural setting; meet the winemaker, and learn about wine. Her respondents also mentioned the importance of such factors as socializing with friends and family; learning about wine; entertainment; doing something different; the scenery; and the food and wine link.

Young Wine Consumers

One group that is of particular interest to the wine industry is young consumers. Wine is often seen as “your parents’ beverage”, and wine marketers traditionally target those market segments that are older, well-educated, and affluent. However, the national survey of wine consumers released by Scarborough Research Group (2003) indicates that young adults (ages 21 to 34) have added 25 percent to the core of wine purchasers in the United States. In addition, nearly half (45 percent) of all U.S. wine consumers are between the ages of 35 to 54. Scarborough Research also reports that young adult drinkers, aged 21 to 34, are more apt to pay a higher price for a bottle of wine than the generation of 35-to-54-year-olds. In fact, younger drinkers are 84 percent more likely than the average adult to spend \$20 or more on a bottle of wine. These data provide marketers with a new, wider definition of the wine consumer.

One particular reason that the wine industry has not identified young people as a target market has been their presumably limited financial abilities. Yet, the Consumer Expenditure Survey conducted by the U.S. Department of Labor (2003) reports that expenditures have increased significantly at those households where the head of household is under 30 years old.

Additionally, consumers under 35 spend more on alcoholic beverages annually than older segments.

The growth in the number of younger wine consumers seems to be a worldwide trend. In a study of wine tourism in South Africa, Tassiopoulos, Nuntsu, and Haydam (2004) reported that almost 60 percent of South African wine tourists were younger than 35 years. The researchers indicated that the development of wine tourism depends largely on identification and research of new, younger markets. Similarly, several researchers recognized the demographic change in Australian and New Zealand wine markets and emphasized the need to investigate preferences of younger wine consumers (Fountain & Charters, 2004; Levine, 2004; Mitchell, Hall, & McIntosh, 2000). In a recent study of generational differences in the cellar door, Fountain and Charters (2004) explored the significance of the age of wine tourists as a factor in the service quality assessment and overall satisfaction with cellar door visits. The results indicated that younger visitors require a different focus from the cellar door staff. The findings suggested that younger wine tourists place more emphasis on enjoying the entire experience and the service they receive, rather than explicitly focusing on the wine. The quality of wine was secondary to younger cellar door visitors.

Many researchers recognize the need to encourage interest in wine among younger consumers in order to ensure the long-term survival of the wine industry (Fountain & Charters, 2004; Mitchell et al., 2000). There has been concern that the majority of wine is consumed by people aged 40 and older and that younger age groups have little interest in wine consumption. Levine (2004) pointed out that the wine industry looks beyond the aging baby boomers market for its next generation of consumers. The goal is to identify the characteristics of these new

market segments, find ways to reach them, capture their attention, and bring them to the wine world.

Only recently efforts have been made by wine companies to appeal to young consumers. There have been a number of efforts to develop programs to attract young people to wine. For example, the Wine Brats movement is the first attempt to capture the youth market. The movement was started to help develop a strong core of young people who could be a new generation of wine consumers. Operating under the “Changing the Face of Wine” slogan, Wine Brats is a nonprofit organization that seeks to demystify wine among the younger generation through a variety of events and educational programs.

In Australia, specially developed products such as Wicked Wines are helping reposition wine as a youthful drink. The brand was launched as an attempt to get young people to drink wine. The range of wines has been created to suit tastes and images of young people, from colorful packaging to the wine characteristics, which tend towards the sweet and fruity. The brand was initially met with unenthusiastic reception on a national market, but was more welcome when it won a silver medal at the Sydney Wine Show with the Chardonnay. Wicked Wines positions itself as a brand offering a different, but quality wine product for the new generation of wine consumers.

In sum, recent research and statistics reports demonstrate that the demographics of the wine market has changed. There has developed a new market segment that has been largely ignored by traditional wine marketing. Identifying the characteristics of this segment and targeting it accordingly has become crucial. One potential way to attract young people to the wine industry is through festivals and special events where a variety of attractions are provided.

By understanding the motives of young festival visitors, researchers can potentially learn about their behavior and also the messages that will be able to reach them.

Methodology

Study Sites

To assess the motivations of young visitors to wine festivals and compare the differences between young and older attendees, surveys were conducted in Texas and Indiana. The studies were undertaken separately, but many of the questions posed were similar. In both of these states wine has not traditionally been produced and consumed in substantial quantities. For instance, Texas is 35th in per capita consumption and Indiana is 37th (Adams Wine Handbook, 2004). However, there is increasing interest in growing grapes and producing wine in these areas and important local industries have been established. In addition, both states have significant populations that could be large consumers of wine if a wine culture could be established. While other states could also be useful study sites, the opportunity to examine differences and similarities between a southwestern state and a northern state was available. Both of these states are not traditional wine making region, but both are developing significant tourist industries. In both of these cases, tourism and events play a large part in the local wine industry. In addition, both Texas and Indiana have established new laws to help local wineries with event development.

The Texas festival used in this study is GrapeFest, which is an annual three-day event conducted by the Grapevine Convention and Visitors Bureau during September. It is held on historic Main Street in downtown Grapevine, Texas, located between Dallas and Fort Worth. Festival events begin at 6:00 PM on Friday and continue until 6:00 PM on Sunday, with more than 100,000 now attending the event each year. The festival was first conducted in 1987 as a

celebration of the local wines and was primarily held to bring attention to Grapevine by having special events related to Texas wine. Although wine is featured during various activities, GrapeFest is an event for the entire family: the festival includes live entertainment on four stages, featuring a variety of musical entertainment, wine tastings featuring the Texas wine industry in the festival, Vintage and Classic Car Shows entertainment, and activities such as the Champagne Cork Shoot-Off, the GrapeStomp, Vintners Auction Classic, GrapeFest People's Choice Wine Tasting Classic, and many others.

The Indiana festival selected for this study is a one-day event called the Vintage Indiana Wine and Food Festival. It was initiated by the Indiana Wine Grape Council, a state organization providing research, education, and marketing services to Indiana's wine and grape industry. The festival is located in the Military Park at the center of downtown Indianapolis, the capital city and the central point in the state. The event is promoted as "a festival of wine, food, and fun." It usually lasts from 11:00 AM to 7:00 PM on the first Saturday of June. Tents are established to host wineries, food vendors, and arts and crafts booths. Wineries within the state are invited to pour and sell their wines. Several educational sessions on wine and food pairings and healthy drinking are held. The festival also features live music and a variety of foods presented by local restaurants. A special KidZone is provided for parents who bring their children to the festival. In 2003, more than 6,000 visitors attended this regional event.

Survey Instruments

Following reviews of several different studies related to wine tourism, lifestyle, and festival research, along with psychographic studies, questionnaires were developed independently for the two festivals. Both festivals focused on the local wine industry (Indiana and Texas) rather than being a general wine and food event. In addition, there were many

similar activities available for participants. These include educational sessions, children's activities, arts and crafts booths, music and a variety of food items. However, there were some differences such as wine is not sold in bottles at the Texas event and the Texas event is on a much larger scale and is held over a three day time frame rather than just one day.

The questionnaire design was based on the previous research related to people's motivations for attending events and some items were borrowed from studies by Backman et al. (1995), Uysal et al. (1993), and Mohr et al. (1993). Similarly, in both studies motives such as socialization, family togetherness, excitement/uniqueness, escape, and event novelty were outlined as the main motivational dimensions, encompassing both pull and push factors. Motivational items were measured on a 7-point Likert-type scale (1 = strongly disagree, 7 = strongly agree) to indicate the extent to which respondents agreed or disagreed on the importance of each item in regard to why they attend the event. Due to the uniqueness and specific characteristics of the two festivals, parts of the questionnaires consisted of questions particularly related to the events to reveal potential special motivations related to wine.

Procedures

The population of interest was young visitors to wine festivals. A nonprobability, purposive sample was used. A purposive sample includes subjects selected on the basis of specific characteristics or qualities (Wimmer & Dominick, 2003). A purposive sample does not represent the general population, but rather a specific portion of the population. In this case, the sample represented people who travel to wine festivals, 21 to 35 years old.

For the Texas festival, the questionnaires were distributed randomly at the wine tasting pavilion and data were collected over a three day period. To maximize response rates, those individuals who completed the questionnaires received a GrapeFest souvenir, and were

guaranteed entry to the drawing of several prizes, offered by the Grapevine Convention and Visitors Bureau. A total of 342 usable questionnaires were completed by the festival visitors during the three festival days (from 6:00 PM September 8th to 3:00 PM September 10th, 2000).

For the Indiana festival, the questionnaires were distributed by trained field workers from seven designated areas on the survey site. Respondents were randomly chosen from each travel party within the area. Because the area scope was limited, field workers had to intercept visitors from the same group repeatedly and thus the pool of available subjects may become biased. Individuals who completed the questionnaires received a wine glass etched with the festival logo. In addition, the respondents had their names included in a drawing for free tickets and one overnight package at Indianapolis Marriott Downtown for the next year's festival. A total of 501 usable questionnaires were collected from 1:00 PM to 6:30 PM on the day of the festival on June 7th, 2003. One o'clock in the afternoon was chosen because the festival participants were expected to have had some experience with the event by that time.

Results

On both study sites, visitors under the age of 35 inclusive were classified as young people. This classification was obtained based on the age partition line used in other wine consumer reports or studies (e.g. Scarborough Research Group, 2003). Of the 342 respondents at GrapeFest, 101 (32.8 percent of the valid sample) were young visitors and 207 were older visitors. The 35 and under visitors to GrapeFest had an average age of 29. The number of young visitors at the Vintage Indiana Wine and Food Festival was 223 (45.1 percent of the valid sample) with an average age of 28. Meanwhile, a total of 269 were older visitors. The age distribution of all the respondents at the two festivals is presented in Table 1. The arbitrarily defined age groups were attempted to reflect the generational dispersion. For instance, the over

45 category was meant to capture the Baby Boomers Generation which encompasses people born between 1946 and 1964. The average age of the visitors, with both age groups combined, was 42.19 (SD = 12.15) and 39.67 (SD = 12.41), respectively, for GrapeFest and the Vintage Indiana Wine and Food Festival.

[Insert Table 1 about here]

In most cases, the young visitors at GrapeFest attended the festival with either friends (49.0 percent) or a spouse (46.1 percent) (Table 2). A similar pattern was shown for young and older visitors in regard to the choice of companions, that is, the percentage was either high or low on the same item. At the Indiana wine festival, the young visitors also traveled with either friends (55.4 percent) or a spouse (16.2 percent) in most cases. The young visitors were more inclined to travel with their friends whereas their older counterparts were more likely to attend the festival with a spouse.

[Insert Table 2 about here]

For GrapeFest, approximately 30 percent were first-time visitors to the event among all attendees. More than 72 percent of the total respondent body at the Vintage Indiana Wine and Food Festival were first-time visitors. Particularly within the young visitor group, the occurrence of the first timers versus the repeat visitors was examined (Table 3). For the Vintage Indiana Wine and Food Festival, most of the young visitors (73.5 percent) were first time visitors while GrapeFest revealed a similar rate of first time attendance (69.3 percent) among the young visitors.

[Insert Table 3 about here]

The information source most frequently used for both the young and older groups was information from friends and family at GrapeFest (57.8 percent and 40.0 percent respectively),

while the newspaper was the most frequent media source (11.8 percent and 15.5 percent respectively) (Table 4). Previous experience served as another important source of information for visitors of any age at GrapeFest. The remaining information sources were not as frequently cited. For the Vintage Indiana Wine and Food Festival, the information source most frequently used by both age groups was information from friends and family (40.8 percent and 35.8 percent respectively) followed by the newspaper (23.8 percent and 30.6 percent respectively) and radio (22.0 percent and 19.2 percent respectively). The other information sources were also substantially used.

[Insert Table 4 about here]

Fourteen similar motivational items were extracted from the two questionnaires. The motivational items examined indicate that the most important motivation for visiting the Texas festival, for the younger visitors, was for enjoying entertainment, followed by wine tastings, the festive atmosphere, and being with friends. The least important motivation of those listed was meeting people with similar interests, looking for change in life, and food and special events. The most important motivational items, among the body of young respondents, for visiting the Vintage Indiana Wine and Food Festival were wine tasting, being with friends, getting entertained, and enjoying special events. The least important motivational items were meeting people with similar interests, being together as a family, and talking about the festival after the event (Table 5). Young visitors at both festivals accentuated entertainment, wine and the chance to be with friends.

[Insert Table 5 about here]

A comparison of each single motivation item between the two age groups detected a number of statistically significant differences (Table 6). Two major differences were found at

GrapeFest. Visitors of 35 and under viewed finding thrills and excitement as more important than the older visitors. They also gave higher importance rating to talking about the festival after the event than their older counterparts. Four items revealed differences between young and older visitors at the Vintage Wine and Food Festival. The young visitors understandably placed much more importance on being with friends than the older ones. They also thought more significantly the fact of enjoying the entertainment. Interestingly, the young visitors attached more importance to wine tasting than the older festival attendees. As a matter of fact, wine tasting received very high average importance rating from the young visitors (6.19 out of 7.00 points). This finding warrants further discussions. Finally, the older visitors rated meeting similar people more importantly than the young visitors.

[Insert Table 6 about here]

Conclusions and Discussion

Wine has traditionally been perceived as a product people naturally grow into, but this may no longer be the case. Recent statistics and research revealed significant changes in the wine markets with respect to younger demographic groups. Researchers have recognized the need to investigate the characteristics of the new and younger market for the long-term survival of the wine industry. Wine marketers, however, often feel that younger people have little interest and limited financial ability to purchase wine and fail to recognize the potential of the new generations of wine consumers. The primary goal of today's wine marketing is to understand motivations of this new generation of wine consumers and find ways to reach it.

This research particularly focused on the perspective of younger wine festival visitors in regard to their motivations. Literature suggests that festivals and special events appeal to young wine consumers with the variety of attractions and activities. These venues provide an

opportunity for young people to learn wine in a less formal occasion and to subsequently develop interest in wine. There are a wide range of motives that bring young people to wine festivals. Some of these motives represent the inner needs to “push” people to travel in pursuit of affiliation, escape, and identity fulfillment. Other motives include the opportunities for trying wines, participating in events, and being entertained. They encompass the “pull” factors associated with the offerings of a wine festival.

The findings from this study are consistent with the previous research on young wine tourists. Using two wine festivals one each in Texas and Indiana, the study examined the motivations of young visitors (defined as 35 and under) and motivational differences between young visitors and those above 35 years old. The results suggest that younger visitors perceived the wine festivals as an ideal venue for tasting wines, being together with their friends, and enjoying entertainment. The wine festivals, however, were not largely considered the grounds by young people for family togetherness, socializing, or food sampling. A comparison between the young and older visitors revealed that young people saw the opportunity to taste wine, to get entertained, and to be with friends as more important, and the possibility of meeting similar people as less important. The wine festivals hence made an attraction for young people by creating a less intimidating and entertaining environment where wine can be savored, likely, with their friends in a relaxed manner. Wine tasting and entertainment, representing the pull factors in association with the wine festivals, furnished the primary attractions and activities for young visitors. The findings suggested that younger wine festival visitors place more emphasis on enjoying the entire experience and the service they receive, apart from explicitly focusing on the wine.

For wineries, wine growing regions and the wine industry, wine festivals provide substantial public relations value, develop new markets by attracting a greater range of attendees, and may have longer term effects on visitors such as developing product awareness and brand loyalty to the destination and its individual wineries. Both the wine festivals in Texas and Indiana attracted a large proportion of younger people (less than 35 years old) who were able to appreciate wine in a relaxing and fun atmosphere and whose interest in wine may as a result increase. The wine festival had enhanced drawing power for younger people with its emphasis on the fun and relaxation and the opportunity to be with friends. This finding is promising for marketers who are attempting to attract younger wine drinkers as the importance of the Baby Boomer market eventually decreases. Wine festivals can play an important role in engaging younger, high potential wine patrons since these venues provide a non-threatening environment for wine novices to develop greater interest and become more knowledgeable about wine.

Although no data were collected to determine the direct association between wine experience and age, it would be expected that as people age they will have been exposed to wine more frequently. For instance, the finding that older people to the Texas festival had a greater portion of repeat visitors (Table 3) provides some support for this assumption. The festive atmosphere of such a wine-related event can dilute the intimidating “wine snob” effect on novices (Charters & Ali-Knight, 2002). The presence of a significant number of younger visitors and a disclosure of their motivations for attending a wine festival should provide useful information for the market to be targeted by wine producers and wine marketers.

Festivals and special events can be a strong marketing tool particularly for wine producers in new wine regions where the lack of region identity and a base of wine consumers usually curb the growth of a wine industry. The wine producers, with the help of event

organizers, can demystify wine among the younger generation through a variety of activities and educational programs at a wine festival. By emphasizing the variety of opportunities to sample wine, to get entertained by a variety of activities and to be with their friends, wine festivals can bring more young visitors and new consumers to become interested in wine at these occasions.

Other characteristics of the young visitors at the two wine festivals were also explored. Young and older people alike received information regarding the festivals primarily from their friends or family. To reinforce the word of mouth effect, event organizers should seek to further provide quality experience at the wine festivals. The newspaper, nonetheless, is where the event should most likely be promoted. In addition, most of the young visitors were first-time visitors, indicating that young people were curious about the wine festival yet their possibility of returning to the event was not very high. This phenomenon has posed a challenge to the event organizers as to how to retain these customers.

Limitations

By combining two studies that used slightly different questionnaires, the researchers were able to use data from two different states. Although this approach helped to broaden the sample and provide some richer information it can also cause problems with interpretation. The two festivals were a different size and the focus of each was not the same. Hence, consumers may have responded differently in each of these cases. Another limitation is that this study only collected data from festival visitors and did not investigate those who for a variety of reasons did not attend. The motivations and characteristics of these people could potentially provide useful information.

Future Research

Additional research concerning young people and their interest in wine and events is encouraged. Events provide an excellent opportunity to introduce people to new experiences and this should apply to wine. Why some young people do not attend these events and more detail concerning the attitudes and lifestyles and motivations of wine event visitors would help researchers and marketers. Although wine events are only one type of event they are increasing in importance. As more studies are completed this will add to our knowledge concerning the differences and similarities between wine and other types of events.

The motivation items used in the study were based on previous work concerning festivals and events and both provided findings that could be helpful. The rankings had many similarities and this adds to the confidence in using these items for other studies. However, there were differences and whether these differences were due to the type of event, the people attending, or a combination of this and other factors would be useful areas of inquiry. In particular, the motivation of why Indiana event visitors were more interested in a change of pace from everyday life while the Texas event goers were more interested in the overall festival atmosphere.

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Table 1
Age Distribution of Respondents Who Attended GrapeFest and Vintage Indiana

Age Category	Indiana		Texas	
	Frequency	Percent	Frequency	Percent
Under 25	49	9.9	15	4.9
26 – 35	174	34.7	86	27.9
36 – 45	103	20.6	85	27.6
Over 45	168	33.5	122	39.6

Note: Number of cases under frequency excludes missing observations

Table 2

Party Type Accompanying Respondents to GrapeFest and Vintage Indiana

Company	Indiana		Texas	
	35 and under (%)	36 + (%)	35 and under (%)	36 + (%)
Husband/wife	16.2	32.5	46.1	47.8
Significant other	—	—	22.5	14.8
Friend(s)	55.4	26.6	49.0	41.0
Child(ren)	8.6	11.4	14.7	14.5
Self	3.2	7.7	2.0	4.3

Note: Multiple responses allowed for Texas festival

Table 3

First-Time vs. Repeat Visitors at GrapeFest and Vintage Indiana

Company	Indiana		Texas	
	35 and under (%)	36 + (%)	35 and under (%)	36 + (%)
First-time visitor	73.5	72.9	69.3	43.7
Repeat visitor	26.5	27.1	30.7	56.3

Note: Number excludes missing observations

Table 4

Information Source that Influenced Visitors' Decision to Attend the Festival

Information Source	Indiana		Texas	
	35 and under (%)	36 + (%)	35 and under (%)	36 + (%)
TV	10.3	9.6	2.0	5.8
Radio	22.0	19.2	3.9	3.9
Newspaper	23.8	30.6	11.8	15.5
Friend/Family	40.8	35.8	57.8	40.0
Direct mail	11.2	15.9	4.0	2.0
Web site	16.6	14.8	3.9	1.5
Previous experience	7.2	11.1	14.7	31.4

Note: Multiple responses allowed for both festivals

Table 5
Ranking of the Motivation by 35 and Under at the Festival

Motivation	Ranking	
	Indiana	Texas
Always wanted to attend	9	5
Family togetherness	13	10
To be with friends	3	4
To be part of a festival crowd	7	7
For wine tasting	1	2
To enjoy entertainment	2	1
To enjoy the food	11	13
To meet similar people	14	11
For a change of pace from everyday life	5	11
To find thrills and excitement	10	9
To talk about it after the event	12	6
To relieve stress and tension	8	8
For the festive atmosphere	6	3
To enjoy special events	4	14

Table 6
*Mean Motivational Differences between 35 and Under and Older Visitors at the Festival**

Motivation	Indiana		Texas	
	35 and under (Mean)	36 + (Mean)	35 and under (Mean)	36 + (Mean)
Always wanted to attend	4.29	4.22	6.03	5.99
Family togetherness	2.90	2.94	5.22	5.01
To be with friends	5.70*	4.98*	6.04	5.84
To be part of a festival crowd	4.60	4.32	5.83	5.84
For wine tasting	6.19*	5.89*	6.20	6.10
To enjoy entertainment	5.59*	5.16*	6.42	6.41
To enjoy the food	3.56	3.88	5.07	4.89
To meet similar people	2.89*	3.40*	5.21	5.24
For a change of pace from everyday life	4.94	5.13	5.21	5.31
To find thrills and excitement	3.60	3.44	5.48*	5.05*
To talk about it after the event	3.39	3.25	5.85*	5.53*
To relieve stress and tension	4.41	4.16	5.78	5.95
For the festive atmosphere	4.88	4.77	6.12	6.07
To enjoy special events	5.49	5.23	4.90	4.98

*All significant at $p < .05$.