DEFINING THE TARGET MARKET AND MOTIVATIONS
FOR VISITING THE GRAPEFEST WINE FESTIVAL
IN GRAPEVINE, TEXAS

by

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Wine festivals are growing in popularity throughout the United States and around the world. However, there has been little research concerning visitor motivations to these events and a profile of the people who visit them. The purpose of this study was to begin to address this issue through the study of a major wine festival held in the city of Grapevine. A case study method was used to gather data for this research. A questionnaire was developed to collect data from visitors to the event. The questionnaires contained items relating to the demographics of visitors, the motivations for attending, and the information sources used by attendees. The major findings of the study are as follows: (1) there are differences between festival visitor types and their motivations for attending the event; (2) the significant differences identified between visitor types were due primarily to differences in motivations; (3) these findings are consistent with the surveys reported in the literature that have found getaway, socializing and family to be important.

**Key words:** motivations, wine festivals, segmentation, events.
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CHAPTER I

MOTIVATIONS FOR VISITING WINE FESTIVALS

Introduction

Festivals, special events, exhibitions, and public celebrations are held in all societies. All over the world people gather, meeting in celebration of community, heritage, culture and beliefs. What makes festivals different from other events is that everyone becomes a participant – from entertainer to visitor. Being an important and distinguished element of leisure tourism, festivals and events are becoming one of the fastest growing forms of visitor activity. Therefore tourist organizations and agencies are increasingly developing policies and programs to get the most out of this recent upsurge of interest. Much of the research that has been conducted to date on special events has focused on the impacts and outcomes of special events for the host community. These include:

- increased number of visitors to the region,
- economic impact of events,
- employment opportunities,
- improved image of the host community,
- volunteering of the local people,
- reduction of seasonality of tourism.

The results of the UNESCO study (1997) showed that festivals and other cultural or ethnic events could help overcome some of the typical limitations of mass tourism.
Festivals and special events can be considered as a new wave of alternative tourism (Getz, 1991), which minimizes negative impacts, contributes to sustainable development, and fosters better host-guest relations. The researchers identified several benefits which could occur for the community hosting the event, among which are: increased community pride and spirit; strengthening of traditions and values; greater participation in the activities related to the event theme; and adaptation of new social models or cultural forms. Thus, image making for a host region is one of the key attributes of festivals and events. So, festivals can be considered as a potential tool for a community development (Getz & Frisby, 1988).

Festivals and Special Events in Texas

Texas created a promotional theme called "Texas. It's a Whole Other Country". The state's travel guide (Texas Department of Commerce, n.d.) described it this way: "Texas culture is a patchwork quilt stitched from the flags of six nations..." The guide features festivals, fests, and fiestas to illustrate the cultural diversity and historical richness of the region. One of the aims of the state's tourism planning called for increasing the sense of attachment and belonging to the state's people, nature and cultural heritage. Several thousands festivals and special events are held in Texas each year (Texas Events Calendar), the greater part of which are food, and food and wine festivals. These festivals are becoming increasingly popular not only among residents of Texas and neighboring states, but throughout the United States and even abroad. They create awareness of local art and wines, and promote the image of the state.
There is no wonder that food and wine festivals have become very popular in many countries, as such festivals expose the visitor to a local lifestyle in a pleasant environment. Studies show that event tourists fall into at least two general categories including those motivated by the particular theme, that the festival is presenting (wine, and wine and food), and those simply looking for a good social experience.

The synergy between tourism and events is strong in Texas and the quality and success of the events are due to the willingness and ability of the wine and tourism industries and local communities who support them. Community-run festivals are a growing segment of the tourism industry (Getz & Frisby, 1988). Most of the festivals and events are hosted by individual communities, who are trying to show what their region has to offer. By participating, local wineries, restaurants, and tourism operators help to add authenticity to the events. Their aims include the promotion of Texas as a home of wine and regional cuisine, and to increase tourist visitation (and overnight stays) to the state. Creating the awareness and further promotion of Texas wine will also result in an increase of wine tourism. It will benefit local lodging and restaurant industries and encourage the opening of new businesses in the area. These new businesses will benefit the economy in general. Despite the importance of festivals, little is known about characteristics of visitors to wine festivals and how they are developed.
Grapevine, Texas

Grapevine is a unique city, because its wine, tourism and event activities are coordinated and supported by the coordinated work of several organizations. These organizations include the City of Grapevine, Grapevine Convention & Visitors Bureau, Grapevine Heritage Foundation, and the Grapevine Historical Society, along with various other groups, who are working together for the benefit of the city. All festivals and events hosted by the city are ultimately associated with the name of the city, leaving no gap between the event itself and the community identity.

Population

Grapevine was founded in 1853, and the renovated historical district of the city, that is supported and promoted by the Grapevine Historical Society, attracts lots of tourists. Grapevine’s favorable location “where Dallas and Fort Worth meet” draws thousands of people every year, especially after 1965, when the Dallas Fort Worth airport was planned to be built. Many families have relocated to the community, and visitors continue to return to enjoy Grapevine's historic buildings, special events, and commercial offerings. The rapid and steady growth of the population of the city is shown in Figure 1.1.
In 1965 the Dallas Fort Worth Airport was planned, and the population increase began.

Figure 1.1. Growth of population of the City of Grapevine.

Leadership for the Community Tourism

No vision of community tourism development has ever been realized without leadership. (Developing Tourism in Your Community. 1997). Groups that provide leadership in initial tourism efforts are critical to start the projects related to the promotion of the city as a tourist destination. The Grapevine Convention & Visitors Bureau was and still is playing the role of a tourism task force, responsible for initiating, planning, and evaluating tourism within the Grapevine community on an ongoing basis. Various groups, such as Historical Society of the City of Grapevine, Grapevine Wine Pouring Society, volunteers, and others, also play a significant role in development of the city and its promotion as a tourism destination.

The city of Grapevine has become an internationally-recognized destination for wine tourism, though thirteen years ago the city of Grapevine, Texas, was not considered
in this light. The following steps were undertaken to help develop this image. These include:

1. Building on the historic aspects of Grapevine.
2. Initiation of festivals and special events to enhance civic pride in local history.
3. Creation of the relationship between Grapevine and the young Texas wine industry.
4. In 1996 the Texas Wine & Grape Growers Association relocated its state office from Austin to Grapevine.
5. Cooperation of private and public sectors.

The goal of the historic preservation activity was to create a unique selling point, a destination of interest for the leisure market traveler. The strategy of development and promotion of unique festivals and events, and special programs to refurbish historic landmarks in the city resulted in the successful creation and promotion of unique destination location “products” to offer to the tourist market. These events have a substantial economic impact as the festival proceeds are designated for community development through historic preservation. Several big celebrations are held every year in Grapevine, including New Vintage Festival and the largest event produced by the city of Grapevine each year, which is GrapeFest.

GrapeFest

GrapeFest was first held in 1987. The purpose of GrapeFest was to “(1) promote Grapevine by having fun activities for the general public to enjoy, (2) to promote business in Grapevine by giving the general public the chance to see the merchants and
encourage them to shop locally, (3) to bring attention to Grapevine by having special events and (4) to promote Grapevine as the Wine Tasting Capital of Texas” (Grapevine Sun, November 12, 1987).

Definitions

A definitional framework is important to understanding the main concepts used in this study. Although there are many kinds and forms of festivals and special events, the basic elements are generally similar.

*Special event* for an eventgoer is an opportunity for a leisure, social, or cultural experience outside the normal range of choices or beyond everyday experience. Jago and Shaw (1999) identified key attributes of special events:

- The number of attendees,
- The international attention due to the event.
- The improvement to the image and pride of the host region, hosting the event,
- The exciting experience associated with the event.

*Festival* as a public, themed celebration (Getz, 1991).

There are two possible definitions of wine tourism:

- *Wine Tourism* is a form of consumer behavior based on the appeal of the wine and wine regions, and a development and marketing strategy for the wine industry and destinations in which wineries and wine related experiences are the dominant attractions. (Getz et al., 1999)
• Wine tourism is visitation to vineyards, wineries, wine festivals and wine shows for which grape wine region are the prime motivating factors for visitors. (Hall & Macionis, 1998)

Based on the above definitions of the festivals, wine festival is a public celebration where wine is a dominant theme and an important motivation to attend (Dodd, 2001).

Statement of the Problem

The City of Grapevine near Dallas, Texas developed a number of community events in order to promote wine and build community identity (Unique Selling Point). As events belong to a product class, the life cycle concept can be applied to them (Kotler, Bowen, and Makens, 1996). The evolution of festivals is likely to follow a program life-cycle model, with periodic declines and rejuvenation, where managerial sophistication does not always increase the length of a festival life cycle (Getz & Frisby, 1988). Events evolve through a series of stages, ranging from awareness through to brand enhancement and customer loyalty. These stages are: Prebirth, Birth, Growth, Consolidation, Decline, Revival (Beverland, 2000). According to this scheme, GrapeFest now appears to be in the growth stage, which requires:

• Development of a clear strategy and focus,

• Development of systems by which to manage growth,

• Greater emphasis on marketing activities (building up brand loyalty).
The life cycle model suggested by Getz (1997) has the following stages, displayed in Figure 1.2.

![Life-cycle model, suggested by Getz (1997)](image)

According to this life cycle model, Grapefest would appear to be in its Maturity stage, which is characterized by peak levels of attendance, large gate sales, and broad market appeal. Being in this stage does not necessarily mean that further growth is impossible or will not return, neither does it mean that decline is inevitable. But close monitoring of the event could prevent event organizers from making mistakes, which may lead to the termination of the event in the future.

Understanding the changing needs of the local wine industry will enable event organizers to develop strategies to ward off possible crises, and to decide what balance of goals best suits a particular festival. As festivals go through successive stages of a 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 loosing their key customers by trying to be all things to all people: concentrating on gates sales and pursuing record levels of attendance may cause overcrowdedness and negative perception 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 the event organizers.

**Research Questions**

Effective positioning helps to create a unique image and differentiate the event from competing events. Festival and event organizers can manage the festivals more effectively by understanding the combination of motivations, sought by the visitors. It is also a valuable tool for developing promotional strategies, communicating these benefits to the potential visitors. Findings from previous studies show that motivations sought at various types of festivals are different (Scott, 1996), revealing that the kind of festival is a helpful predictor of people’s motivations.

The purpose of the research is to identify the motivations of visitors to GrapeFest wine festival, which is held annually in Grapevine, Texas. This would help answer the following questions: Who are the visitors? What are their motivations? Why did they come to GrapeFest? What is the target market of this festival? Understanding the attitudes and behaviors of selected groups would permit event organizers to tailor promotions and develop services desired by these groups.

Because the motivations and resulting behavior of attendees are different, it may require a combination of segmentation strategies. The segmentation of the visitors based on demographics combined with psychographic factors and their motivations for visiting the event will help to identify the target markets of the festival, so that the marketing mix would be oriented to these promising segments.
With the results from this study the Grapevine community could incorporate the findings of the research into their promotional and marketing strategies to communicate efficiently with the established target group.
CHAPTER II
LITERATURE REVIEW

Behavioral Science and Market Segmentation

The increasing pressures of highly competitive marketing environments make it imperative that firms understand consumers and consumer decision-making if they want to gain competitive advantage (Foxall, 1998). The success of a company or a business depends on the consumers and what they are willing to accept and pay for. Consumer-orientation is striving for a clear understanding of consumers’ behavior (present and probable), and this knowledge will help a firm to build a marketing strategy, integrating product development, pricing, distribution, and promotion into a single strategic plan.

There are three principal spheres of activity for customer-oriented management:

1. Market segmentation,
2. Product positioning,
3. New product development.

Market segmentation is usually based on socio-demographic, economic, psychographic, geographic, etc., research. Product positioning involves data on consumers’ perceptual and cognitive processing of information, their lifestyles, values and motivations. Because the motivations and resulting behavior of consumers are different, it may require a combination of different segmentation strategies. The desire to understand the complexities of consumer choice was the main reason marketing managers turned to behavioral science.
The researchers conducting studies on consumer motivation have used different techniques and approaches to perform their studies. The research in consumer motivation revolves around two basic issues (Foxal et al, 1998):

1. Understanding the interrelationships between motives and certain behavior;
2. Developing the list of the consumer motives, which would reflect all kinds of motives influencing behavior.

Evolution of Motivation Theories

The number of motivation theories is growing, and now the theories are being modified according to the needs of a particular field: there are employee motivation theories, students’ motivation theories for learning math, tourist motivation theories, etc. Understanding the consumer motivation enables a marketer to influence and even change the behavior of the group of people they are targeting.

The concept that personality might play a role in product purchase emerged in the 1950s. Research indicated the possibility that markets could be segmented psychographically. This finding gave new impetus to the emerging motivation research techniques and found they were related to a wide range of personality traits and attitudes. One of the most well-known and frequently cited theories of values is Maslow’s hierarchy of Needs theory, developed in 1943 (Figure 2.1).
It makes a distinction between inherited and learned needs, which are acquired through social interaction. The needs range from physiological needs (hunger, etc.) through safety (shelter) and affective needs (love) to the higher order need, having self-actualization on top of the pyramid. Maslow suggested that values become salient in a sequential order from primitive to advanced, in order for a higher level to become salient, each lower-order level should be at least partially satisfied. The assumption of the theory is that all individuals are motivated by a desire for self-perfection and seek self-actualization. There are many opponents to this theory, arguing that in particular cases this theory does not work (one of the most widely used examples is when a hungry mother gives her food to her children). Besides, this theory is almost useless for
consumer researchers, as it does not describe human motives oriented to consumer behavior.

Other theories have also been developed to explain human motives, for example, the three needs theory. This theory categorizes needs into three groups (Table 2.1):

Table 2.1: Three needs theory

<table>
<thead>
<tr>
<th>1. Need for Achievement</th>
<th>2. Need for Power</th>
<th>3. Need for Affiliation</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Need for Achievement</td>
<td>• Influence</td>
<td>• Cooperative</td>
</tr>
<tr>
<td>• Personal responsibility</td>
<td>• Competitive</td>
<td>• Acceptance and Friendship</td>
</tr>
<tr>
<td>• Feedback</td>
<td></td>
<td></td>
</tr>
<tr>
<td>• Moderate risk</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Freud distinguished conscious and unconscious sources of motivation. He believed that personality consisted of three major forces and is affected by interactions between them: the id (demanding immediate gratification of needs and wishes), the ego (moderating the operation of the id) and the superego (aligning behavior with social rules). Though Freud’s theory was the first to influence marketing practice, the clinical psychoanalysis does not seem to be a reliable marketing tool, applicable for market segmentation.

The system of consumer motivation and lifestyles links the theories of human motivation with marketers’ needs. A multidimensional approach argues that there is no hierarchy of wants and six categories of consumer needs were identified: (1) Physiological needs, (2) Social needs, (3) Symbolic needs, (4) Hedonic needs, (5) Cognitive needs, (6) Experimental needs.
One of the most powerful segmentation approaches is psychographics, which has been widely accepted in marketing. Psychographics is “the use of psychological, sociological, and anthropological factors, self-concept, and lifestyle to determine how the market is segmented by the propensity of groups within the market – and their reasons – to make a particular decision about a product, person, or ideology....” (Demby, 1989).

Silverberg et al. (1996) found that psychographic research could be used to differentiate segments of the nature-based travel market. The study confirmed that psychographic segmentation might be useful in attempting to understand the activities, interests, and opinions of the people. Psychographic research attempts to look at people’s life-style characteristics and provides an understanding of consumers by looking at their activities, attitudes, interests, opinions, perceptions, needs, and daily life routine (Gladwell, 1990). This is an attempt to describe psychological characteristics, including personality, by analysis of the forms of expression of the inner state.

Life styles analysis alone will not explain consumer behavior and help marketers to segment the market, as life styles vary substantially due to social class, cultural heritage, racial differences, personality traits, educational level, occupation, and family life cycle. Researchers also failed to segment large groups of consumers based on their personalities alone, but lifestyle and psychographic analysis reveals how the consumers express their personalities in their social lives and cultural environment. In practice, personality traits and lifestyles must be considered together to provide meaningful marketing information (Gunter & Furnham, 1992). Psychographic research, when done
well, can be a valuable tool to marketers and event organizers; but done improperly it can be useless and even misleading.

Weinstein (1994) believed that there was no single preferable approach for conducting a psychographic study, and offered nine guidelines, which are helpful in planning the research design. These guidelines are:

1. Seek detail,
2. Personal interviews work best,
3. AIO statements are the heart of the survey,
4. Measure AIO statements on a scale basis,
5. Use multivariate analysis,
6. Incorporate secondary data into the study,
7. Add other physical and behavioral dimensions,
8. Avoid preconceived notions,
9. Name the segments.

Murry et al (1997) examined a motivational approach, using personality traits to explain the reasons why consumers have certain consumption beliefs. The researchers believe that understanding why these beliefs are held would provide marketers with a tool, which would help to control or change these beliefs.

Maddock (2000) described the basics of human motivation and tested it in the reality with research, distinguishing eleven categories of human motives:

- Person Orientation
- Spiritual Survival
- Adaptation
- Territorial Survival
- Expectation/Resolution
- Sexual Survival
- Place Orientation
- Time Orientation
- Play
- Circumstances
- Physical Survival

The author found a way to measure the strength of these motives and called this method Motigraphics, which goes alongside demographics and psychographics. This unique method enables researchers to graphically represent customer motives and desires.
This approach has not been taken before, as in the past organized psychology ignored emotions and dealt with them by turning the emotions into thoughts.

However the psychographics research has a number of limitations. Unlike demographics, many social and psychological factors are difficult to measure, as they are subjective. Besides, because of limited theoretical development, psychographics research ignores the hierarchy of effects learning behavior consumers go through making decisions. One of the most popular arguments is that psychographic studies reveal nothing, which marketers or advertising managers do not already know about consumers.

Psychographics versus Demographics

For a long time demographic analysis has been the traditional approach to market segmentation. But now many researchers challenge traditional demographic methods of analyzing people’s motives and argue for an alternative approach based on psychological segmentation, stating that psychographic descriptions are more useful, because demographic descriptions alone do not discriminate well enough between consumers. Marketers have realized that demographics cannot be used to understand today’s complex markets (Weinstein, 1994). Just using demographics can be misleading (Cameron, 1992). By assuming that a certain age group on average is interested or not interested in visiting an event may misrepresent the fact that there could be several absolutely different kinds of people in that particular age range, who feel, and are motivated differently from each other.
Dimanche (in Conference Report, 2000) suggested that three conditions should be met for events to play an important role in the positioning of the destination: "(1) The event’s target markets should be consistent with the destination’s target markets; (2) the image portrayed or promoted by the event should be consistent with the destination’s overall image; (3) the event should use or relate to the feature/attributes of the destination."

The following figure (Leisure Trends/Gallup) summarizes nine leisure motivators for Americans (Fig.2.2).

Figure 2.2: Leisure motivators for Americans

The Leisure Trends/Gallup study reveals that 96% of Americans are recuperators in their spare time, that they prefer to relax instead of achieving, and that they gravitate
toward familiar activities and those learned when they were young. This means that Americans will remain active into their 60s but will demand more from their activities.

Visitor surveys show that most visitors to regional festivals are local and regional in origin. The information in the table below is obtained from Texas Auto Visitor Survey (1991). The survey shows the importance of festivals and special events for different segments of Texas tourists.

Table 2.2: Texas Auto Visitor Survey

<table>
<thead>
<tr>
<th>Questions</th>
<th>Short-term visitors %</th>
<th>Long-term visitors %</th>
<th>International Short-term visitors %</th>
</tr>
</thead>
<tbody>
<tr>
<td>Special Events as one of the main reasons for stopping at Texas Travel Center</td>
<td>14.0</td>
<td>24.3</td>
<td>12.6</td>
</tr>
<tr>
<td>Chose Festival/Fair as an activity the respondents participated on the trip in Texas</td>
<td>8.3</td>
<td>24.7</td>
<td>9.3</td>
</tr>
<tr>
<td>What did you enjoy about Texas?</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Friendliness</td>
<td>61.1</td>
<td>76.0</td>
<td>76.1</td>
</tr>
<tr>
<td>Scenery</td>
<td>61.0</td>
<td>62.2</td>
<td>60.6</td>
</tr>
<tr>
<td>Good highways</td>
<td>56.2</td>
<td>63.8</td>
<td>53.9</td>
</tr>
<tr>
<td>Food</td>
<td>49.5</td>
<td>62.8</td>
<td>51.5</td>
</tr>
<tr>
<td>Festivals</td>
<td>7.5</td>
<td>22.3</td>
<td>6.1</td>
</tr>
<tr>
<td>Dude Ranches</td>
<td>1.8</td>
<td>3.0</td>
<td>4.8</td>
</tr>
</tbody>
</table>

The results show that festivals and events attract mostly long-term visitors, rather than short-term visitors; almost 42% of visitors participated in festivals/fairs and 36% of them enjoyed these events on their trips to Texas. That means that at least one third of all visitors have a good impression of the state because of attending a special event and are
potential promoters of the image of Texas through word-of-mouth advertising. Events related to wine are both products to attract visitors and a means for gaining publicity and awareness, as well as promoting the image of the state and the local wine.

**Research in Event Tourism**

Research in the field of tourism industry has led to a wide variety of techniques being used to help segment tourist markets, most of which have tended to revolve around the concepts of “pull” and “push” factors. The “push” factors for a vacation are socio-psychological motives, which include such needs as escape, relaxation, and prestige; the desire to meet new people and to learn more; etc. The “pull” factors are the motives aroused by the destination; they include novelty and education (Crompton, 1979). Several researchers agree that tourists are motivated by a combination of both pull and push factors, and that extrinsic push factors are much stronger predictors than intrinsic motives.

There is a wide range of motives that brings people to festivals; some of these motives are extrinsic in nature, providing 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 might be more intrinsic in nature, which could include the opportunities for trying new foods and wines, participating in events, and shopping.

Recent research has just begun to investigate motivations of visitors, and attempting to link personality type and visitor behavior. There are a number of studies
focusing on motivations of event-goers. The researchers use demographic data along with psychographics and life-style characteristics. A number of studies in motivation have been successfully completed by the researchers, who found and evaluated the best predictors for tourism behavioral variables. As market segmentation can now be based on differentiating motivations, demographic, and event behavior characteristics (Formica & Uysal, 1996), the results of the studies became a valuable tool for marketers.

Besides, destination choices and types of travel could be successfully predicted according to personality type. It was only a decade ago, when event tourism was recognized as a new wave of alternative tourism (Getz, 1991). No wonder that event managers have not based on accurate measures and scientific studies (Getz & Frisby, 1988), as research in festival and special events industry is a relatively young academic field (Formica, 1998), emerged in the 1980s. The number of academic studies has grown since event visitors were segmented from tourists market and the major growth has yet to come. The results of the studies have shown that event tourists are a different segment of travelers, and are extremely important to all communities that stage festivals and special events.

Crompton (1979) tried to segment the tourist market according to demographics and similar motivations. Family togetherness, meeting or observing new people, nostalgia, learning and socializing appeared to be the most important motivations for festival attendance.

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 the avoidance behavior, when the person seeks escape. Therefore, two dimensions of motivational factors influence tourist behavior: (1) to escape from the daily routine and (2) to seek intrinsic personal and interpersonal rewards.

Getz (1991) suggested that the certain relationships exist between travel motivations and benefits from festivals and events, linking them with the basic needs of the people (Table 2.3).

Table 2.3: Relationships between travel motivations and benefits from festivals and events linked with the basic needs of the people

<table>
<thead>
<tr>
<th>Basic Needs</th>
<th>Travel Motivations</th>
<th>Benefits from Festivals and Events</th>
</tr>
</thead>
<tbody>
<tr>
<td>Physical (based on physiological needs)</td>
<td>Exercise</td>
<td>Physical activity in sporting and recreation events</td>
</tr>
<tr>
<td></td>
<td>Relaxation or change of pace</td>
<td>Relaxation at entertainment events</td>
</tr>
<tr>
<td></td>
<td>Safety, surroundings, food and drink</td>
<td>Safe public activity</td>
</tr>
<tr>
<td>Interpersonal or Social (based on the need for belonging, love, the esteem of others)</td>
<td>Togetherness with family and friends</td>
<td>Food and beverages</td>
</tr>
<tr>
<td></td>
<td>Social settings</td>
<td>Sexuality in entertainment and socializing</td>
</tr>
<tr>
<td></td>
<td>Links to cultural, ethnic or religious roots</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Expressions of community and national identity</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Opportunities for achievement, recognition, and status</td>
<td></td>
</tr>
<tr>
<td>Personal (based on the need for understanding and self-actualization)</td>
<td>Knowledge and new experiences</td>
<td>Education through exhibitions, interpretation events, and conferences or meetings</td>
</tr>
<tr>
<td></td>
<td>Aesthetic experiences</td>
<td>Aesthetic appreciation of visual and performing arts, crafts, etc</td>
</tr>
<tr>
<td></td>
<td>Fantasy</td>
<td>Opportunity to participate and learn (e.g., sports, crafts, dance, ritual)</td>
</tr>
<tr>
<td></td>
<td>Fulfillment of ambitions</td>
<td></td>
</tr>
</tbody>
</table>

Source: Adapted from D. Getz, “Festivals, Special Events and Tourism” (1991).
Uysal et al. (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).

Backman et al. (1993) 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. Descriptive analysis showed that US event goers are more likely to be married, and under 50 years old.

Uysal et al. (1993) examined empirically the theoretical framework of event motivation dimensions, proposed by Mannell and Iso-Ahola, and identified five common factors as motivations to attend a festival: escape, socialization, family togetherness (push factors), excitement and thrills, and event novelty (pull factors). 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 researchers noted that there is no significant difference between the motivations of first-time and repeat visitors.

The study conducted by Mohr et al. (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) examined the differences among visitors’ motivations to attend different festivals, and to determine whether festival motivations were related to festival type and past visitation. Six motivational factors were examined as a variable: 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 festival. The study concluded that the kind of festival is a better predictor of people’s motivations than past experience.

There are a few studies related to wine tourism. “Wine is a beverage that is associated with relaxation, commuting with others, learning about new things, and hospitality” (Dodd, 1995, p.7). So the close link between wine industry and tourism is quite natural. Dodd (1995) conducted research on visitors to wineries in Texas and determined that 85% were Texas residents (of which 43% lived close to the winery) and 15% were out-of-state. For most visitors, buying wine is a major motivator (Getz et al., 1999). Some findings have suggested that wineries are especially popular when residents are hosting visiting family or friends (Getz, 2000). Macionis (2000, in Hall et al.) reported the following main motives of winery visitors in Canberra: 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; food and wine link.

Despite the research concerning wine tourism there are no studies available in the field of motivations of visitors to wine festivals. In particular there are no studies which would examine the unique motives, pulling and pushing people to attend wine festivals.
CHAPTER III
METHODOLOGY

Study Site

GrapeFest is an annual 3-day event conducted in September on the historic Main Street district in downtown Grapevine, TX; the schedule of events begins at 6PM on Friday and continues until at 6PM on Sunday. The event is planned and organized by the staff of the Grapevine Convention & Visitors Bureau. 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 in special activities, GrapeFest is an event for the entire family: the festival includes non-stop live entertainment on four stages, wine tastings featuring the best of 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.

Instrument

After reviewing several different studies related to wine tourism, lifestyle, and vacation style concepts, marketing, and psychographics, a questionnaire (see Appendix C) was developed and distributed among the visitors to this festival. 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). Five motivational factors (socialization, family togetherness, excitement/uniqueness, escape, and event novelty) were outlined as the main motivational dimensions, encompassing both pull and push factors. Due to the uniqueness and specific characteristics of the festival, part of the questionnaire consisted of questions particularly related to the event to reveal potential special motivations related to GrapeFest.

Survey Design

The survey instrument was composed of three sections: event specific questions, motivational statements and demographic information. The questionnaires were printed in 5 different colors according to the date and time of when they were distributed: *Violet* – Friday 6 – 9 PM; *Blue* – Saturday 10 AM – 2 PM; *Green* – Saturday 4PM- 8 PM; *Marble* – Sunday 11AM-3 PM.

Motivation 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.

Procedures

The questionnaires were distributed at the People’s Choice Wine Tasting pavilion and at the International Wines Area, as those visitors represent the target market of the GrapeFest Festival. To ensure a random sample of visitors, individuals were contacted during two days at different sessions of wine tastings. To maximize response rates, those individuals who completed the questionnaires received a GrapeFest souvenir. Besides,
the completion of the questionnaire guaranteed the entry to the drawing of several prizes, offered by Grapevine Convention & Visitors Bureau.

A total of 350 usable questionnaires were completed by the festival visitors during the three festival days (from 6 PM September 8th to 3 PM September 10th); prizes were drawn on the last day of the GrapeFest.

Data Analysis

As the organization of regional wine events is essentially a business-to-business issue, a case study method is used for this research. It will emphasize the individual peculiarities of the GrapeFest festival and provide an in-depth analysis of visitors to this festival. The analysis of the gathered data was combined with the use of the secondary data, received from the demographic survey, completed by a marketing agency during the previous GrapeFest festival in 1999. The results of that study revealed that the visitors' median household income is $48,080, age – 31.1; household size – 2.67; college educated.

Examination of the motivation items was done with caution, as the motivation components were preselected by the researcher and were not the result of open-ended questioning or event-goers experiences. Therefore, not all possible motivations may have been covered. However, based on the findings of previous studies, it can be assumed that a significant number of the motivators and activities related to participation in the festival have been included.
CHAPTER IV
RESULTS

Findings

The purpose of the study was to examine demographic characteristics and motivations of GrapeFest wine festival visitors. The analysis of data consisted of 3 stages: 1) 14 motivational statements were factor analyzed to delineate the underlying dimensions of motivation, associated with event behavior; 2) Cluster analysis was used to identify groups of visitors with similar motivational variables. 3) ANOVA was used to examine differences between the clusters with respect to demographic variables and the preferences these groups have for various activities offered at the festival.

Descriptive Statistics

The previous demographic research conducted in 1999 showed that 70% of visitors of the Grape Fest wine festival are between the ages 35-54 (mean age is 31.1 years old) with median income of $48,080. 43.4% heard about GrapeFest from newspaper. 24.5% saw the ad on TV, and 20.8% learned about the festival from their friends or family.

Analysis of the demographic variables revealed that GrapeFest-2000 festival visitors are more likely to be under 50 years of age (mean age is 42 years). In 48 percent of cases people came to the festival with their spouses and/or with friends (42%). Fourteen percent of the visitors were accompanied by children. Only 3.5% of the visitors
attended the wine festival by themselves. Mean income of the visitors is $60,000-80,000 (Table 4.1).

Table 4.1: Frequency distribution of income of the GrapeFest visitors

<table>
<thead>
<tr>
<th>Income</th>
<th>Frequency (N=298)</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Under $20,000</td>
<td>8</td>
<td>2.7</td>
</tr>
<tr>
<td>$20,001-$40,000</td>
<td>34</td>
<td>11.4</td>
</tr>
<tr>
<td>$40,001 - $60,000</td>
<td>73</td>
<td>24.5</td>
</tr>
<tr>
<td>$60,001 - $80,000</td>
<td>54</td>
<td>18.1</td>
</tr>
<tr>
<td>$80,001 - $100,000</td>
<td>50</td>
<td>16.8</td>
</tr>
<tr>
<td>Over $100,000</td>
<td>79</td>
<td>26.5</td>
</tr>
</tbody>
</table>

The distribution of answers to the question "What most influenced your decision to come to GrapeFest?" is shown in Table 4.2. The cumulative percent is 107, because some visitors checked several items.

Table 4.2: Information sources, which influenced the decision to come to GrapeFest

<table>
<thead>
<tr>
<th>Source</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Friend / Family</td>
<td>44.4</td>
</tr>
<tr>
<td>Previous experience</td>
<td>26.9</td>
</tr>
<tr>
<td>Newspaper</td>
<td>13.5</td>
</tr>
<tr>
<td>Other</td>
<td>12.3</td>
</tr>
<tr>
<td>TV</td>
<td>4.1</td>
</tr>
<tr>
<td>Radio</td>
<td>3.5</td>
</tr>
<tr>
<td>Web Site</td>
<td>2.6</td>
</tr>
<tr>
<td>Direct mail</td>
<td>2.3</td>
</tr>
</tbody>
</table>
Table 4.3: The distribution of the answers to the question
“What influenced you to come to Grapevine, TX?”

<table>
<thead>
<tr>
<th>Attractions</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Dining and entertainment in Grapevine area</td>
<td>31.6</td>
</tr>
<tr>
<td>Other/ Live there</td>
<td>27.2</td>
</tr>
<tr>
<td>See historical district</td>
<td>25.1</td>
</tr>
<tr>
<td>Shop in Grapevine Mills</td>
<td>23.7</td>
</tr>
<tr>
<td>Visit friends/ family</td>
<td>14.3</td>
</tr>
<tr>
<td>Tarantula Train</td>
<td>5.6</td>
</tr>
</tbody>
</table>

Mean values for the Festival activities, measured on a 7-point scale are represented in Table 4.4.

Table 4.4: Mean values for Festival activities.

<table>
<thead>
<tr>
<th>Activities</th>
<th>Mean</th>
</tr>
</thead>
<tbody>
<tr>
<td>Wine Tasting</td>
<td>6.13</td>
</tr>
<tr>
<td>Events</td>
<td>4.95</td>
</tr>
<tr>
<td>Food</td>
<td>4.95</td>
</tr>
<tr>
<td>Music</td>
<td>4.91</td>
</tr>
<tr>
<td>Art</td>
<td>4.47</td>
</tr>
</tbody>
</table>
All motivation items for visiting the festival had a mean score higher than five on a 7-point Likert scale. The ranked festival motivations are presented in Table 4.5.

Table 4.5: Motivations for visiting GrapeFest

<table>
<thead>
<tr>
<th>Motivation</th>
<th>Mean Score</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. To see and do different things</td>
<td>6.43</td>
</tr>
<tr>
<td>2. To have fun and be entertained</td>
<td>6.37</td>
</tr>
<tr>
<td>3. To be free and easygoing</td>
<td>6.06</td>
</tr>
<tr>
<td>4. Always wanted to visit a wine festival</td>
<td>5.98</td>
</tr>
<tr>
<td>5. To be with friends</td>
<td>5.89</td>
</tr>
<tr>
<td>6. To be with someone special</td>
<td>5.87</td>
</tr>
<tr>
<td>7. To get away from the stress of everyday life</td>
<td>5.86</td>
</tr>
<tr>
<td>8. To observe other people at the festival</td>
<td>5.83</td>
</tr>
<tr>
<td>9. To rest and relax</td>
<td>5.74</td>
</tr>
<tr>
<td>10. To enjoy talking about festival after returning home</td>
<td>5.62</td>
</tr>
<tr>
<td>11. To change usual surroundings</td>
<td>5.21</td>
</tr>
<tr>
<td>12. To meet similar people</td>
<td>5.21</td>
</tr>
<tr>
<td>13. To find excitement</td>
<td>5.15</td>
</tr>
<tr>
<td>14. To be with family</td>
<td>5.10</td>
</tr>
</tbody>
</table>

Factor Analysis

The fourteen motivation items were factor analyzed to delineate the underlying dimensions of festival motivation behavior. The factor analysis of these motivations resulted in four factor groupings. The factors were labeled as (1) Relaxation; (2) Socialization; (3) Entertainment; (4) Family. Labeling factors were based on the appropriateness of the individual items under each factor grouping and judgmental evaluation of the factors consistent with the research literature. Combined, these four factor grouping accounted for 63 percent of the variance. Results of the factor analysis of
the 14 motive items for visitors of the festival with their associated statistics are shown in Table 4.6.

Table 4.6: Factor analysis Results of Festival Motivations

<table>
<thead>
<tr>
<th>Motives</th>
<th>Factor loading</th>
<th>Eigen Value</th>
<th>Variance Explained</th>
<th>Reliability Coefficient</th>
</tr>
</thead>
<tbody>
<tr>
<td>RELAXATION</td>
<td></td>
<td>5.510</td>
<td>39.357</td>
<td>.825</td>
</tr>
<tr>
<td>The festival helps me to rest and relax</td>
<td>.735</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Today, I want to be free and easygoing</td>
<td>.724</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>To change my usual surroundings</td>
<td>.696</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>I enjoy talking about the festival after I return home</td>
<td>.689</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>To get away from the stress of everyday life</td>
<td>.660</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>I have always wanted to visit a wine festival</td>
<td>.479</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>SOCIALIZATION</td>
<td></td>
<td>1.284</td>
<td>9.173</td>
<td>.725</td>
</tr>
<tr>
<td>To meet people of similar interests</td>
<td>.839</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>To observe other people attending the festival</td>
<td>.719</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>To spend time with someone special at the festival</td>
<td>.532</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>ENTERTAINMENT</td>
<td></td>
<td>1.068</td>
<td>7.630</td>
<td>.796</td>
</tr>
<tr>
<td>To see and do a lot of things at the festival</td>
<td>.867</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>To have fun and be entertained at the festival</td>
<td>.851</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>FAMILY</td>
<td></td>
<td>.992</td>
<td>7.085</td>
<td>.646</td>
</tr>
<tr>
<td>To be together as a family at the festival</td>
<td>.805</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>To spend time with friends and relatives</td>
<td>.727</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>To spend time with someone special</td>
<td>.512</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

The first factor identified was named “Relaxation” and is composed of six items: relaxation, stress away, change of everyday routine, be free and easygoing, wish to visit a wine festival, and enjoy talking about the festival afterwards, which explained 39.357% of the variance and achieved a reliability coefficient \( \alpha \) of 0.825. The second dimension, labeled “socialization” is comprised of four items (meeting people of similar interests, observe other people at the festival, be with someone special, and excitement). The factor
explained 9.173% of the variance with a coefficient α of 0.725. The third dimension is labeled “entertainment” and is comprised of two items (enjoying a lot of different things to see and do at the festivals; having fun and being entertained), which explained 7.630% of the variance and achieved a coefficient α of 0.796. The final dimension is labeled “family”, consisted of three items (spending time with family; being with friends; and being with someone special), which explained 7.085% of the variance with coefficient α of 0.646. The delineated motivational factor groupings with eigenvalues greater than 0.990 are retained, where eigenvalues represent the amount of variance associated with the factor. Usually factors with variance less than 1.0 are no better than a single variable, because, due to standardization, each variable has a variance of 1.0 (Malhotra, 1996). As the number of variables was less than 20, this approach resulted in a conservative number of factors. The eigenvalues greater than 1.0 resulted in three factors being extracted, explaining less than 60% of the variance. So it was considered appropriate to examine other factors with eigenvalues lower than one Malhotra, 1996). A fourth factor with an eigenvalue of 0.992 was subsequently also included.

This factor analysis was then examined for similar dimensions to those described by Mannel and Iso-Ahola (1987), Backman (1995) and Uysal et al. (1993). The findings are consistent with the work reported by them.

Cluster Analysis and ANOVA

Based on hierarchical clustering and the coefficient scores it appeared that either the four or five cluster solution would be appropriate. Using K-means clustering, one
approach is to examine the number of cases in each cluster before the appropriate cluster solution is chosen. After considering the both of cluster solutions the four clusters of visitors were identified, they were subsequently titled: Apathetic, Stress Relievers, Active Outgoing, Family and Fun Oriented, represented in Table 4.7.

Table 4.7: Summary of cluster analysis results: average factor score on each dimension.

<table>
<thead>
<tr>
<th>Segment</th>
<th>Relaxation</th>
<th>Socialization</th>
<th>Entertainment</th>
<th>Family</th>
</tr>
</thead>
<tbody>
<tr>
<td>I Apathetic</td>
<td>-.326</td>
<td>-.080</td>
<td>-2.054</td>
<td>.029</td>
</tr>
<tr>
<td>N=37</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>II Stress Relievers</td>
<td>.588</td>
<td>-1.534</td>
<td>.184</td>
<td>-.354</td>
</tr>
<tr>
<td>N=50</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>III Active Outgoing</td>
<td>.465</td>
<td>.544</td>
<td>.194</td>
<td>-.021</td>
</tr>
<tr>
<td>N=154</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>IV Family and fun oriented</td>
<td>-1.202</td>
<td>-.056</td>
<td>.499</td>
<td>.268</td>
</tr>
<tr>
<td>N=74</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

ANOVA was performed to investigate if the five importance items for visiting the festival would differ between the groups of visitors. Of the five festival activities three were found to have a significant difference between the cluster groups. These were Events (F=3.67, p<0.05), Music (F=6.40, p<0.05) and Wine Tasting (F=5.03, p<0.05).

No difference was found concerning Food (F=2.39, p<0.05) and Art (F=1.04, p<0.05).

The Post Hoc analysis using Fisher’s LSD revealed differences between the clusters (Table 4.8). It was noted that segments II and III had difference with respect to Events and Music, segment I had a significant difference with segment III with respect to all three activities and with segment II with respect to Wine Tasting. Segment II has a
significant difference with segment IV on Music. Segment II has a difference with segment IV on Wine Tasting.

Table 4.8: Mean values of the four clusters and the activities

<table>
<thead>
<tr>
<th>Clusters</th>
<th>Events</th>
<th>Music</th>
<th>Wine Tasting</th>
</tr>
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<td>4.44 III</td>
<td>4.43 III</td>
<td>5.38 III IV</td>
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<tr>
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<td>4.48 III</td>
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<tr>
<td>IV Family / Fun Oriented N=74</td>
<td>5.05</td>
<td>4.93 II</td>
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ANOVA significant at p=.05
Note: Benefit segment means significantly different from other benefit segment means on the same benefit factor based on the Fisher's LSD (p<.05) are noted by superscripts which represent the benefit segment. For example, the mean of benefit segment II is statistically different from the means of benefit segments I and IV on the benefit factor Wine Tasting.
CHAPTER V

DISCUSSION AND CONCLUSIONS

The study has shown that there are differences between festival visitor types and their motivations for attending the event. Significant differences were not found according to demographic characteristics and first time versus repeat visitors. The significant differences identified between visitor types were due primarily to differences in motivations.

Comparison of Clusters

To analyze and differentiate the clusters from one another on the basis of demographic, economic, and motivational variable, clusters were used as the independent variables and were compared to each other on the basis of various dependent variables. The following is the brief profile of each cluster with respect to the descriptive variables.

Cluster I – Apathetic

Most of the visitors from this cluster have visited the festival on Saturday afternoon. They are not interested in anything in particular; they don’t like entertainment, art or activities, and they dislike music most of all; they just accompany their spouses or friends and it appears they are in bad mood, may be because they just don’t like other people enjoying themselves while they are feeling miserable.
Cluster II – Stress Relievers

Average visitors from cluster II are most likely to come to the festival with friends on Sunday morning, they want to rest and relax, to get away from the stress of everyday life and their usual surroundings. The visitors from this cluster pointed out that they always wanted to visit a wine festival and that after the festival they would enjoy talking about the festival after they return home. This cluster is highly motivated when visiting a wine festival.

Cluster III – Active Outgoing

The ranking of individual motivation statements indicated a difference mainly among Cluster III (Active Outgoing) festival visitors. The primary characteristic of this group is the tendency to go for everything: those visitors like to go out to change the everyday pace of life and to get rid of stress, to rest and relax; they seek excitement; they like to meet and be with people with similar interests. The visitors are most likely to come to the festival with their friends, with someone special or with their families. There were significantly fewer visitors from this cluster on Friday than on Saturday and Sunday, as one of their primary motivations was to visit the Wine Tasting Session, which started on Saturday.

Cluster IV – Family and Fun-Oriented

This category of visitors came to the festival to be with their families (66% of the visitors) and/or friends (31%). they seek entertainment and want to be entertained. The
days of their attendance are almost evenly distributed, but in most cases the visitors from this cluster came on Friday night (opening) and on Sunday morning.

**Marketing Implications**

Segmentation of the wine festival visitors would allow the use and application of different marketing strategies targeting potential event goers. One of the primary objectives of the research was to determine which clusters of visitors are most desirable for the Festival marketing mix. An ideal market segment would have a large percentage of respondents, and in this case the segments providing the greatest level of motivations to attend a wine festival are Active Outgoing (Cluster III) and Stress Relievers (Cluster II), and to a less extent – Family and Fun-Oriented segment. The evaluation process resulted in a conclusion that marketing efforts should be concentrated on those segments (Clusters II and III). Though advertising campaigns should be developed and revolve around these two segments, it could be assumed that a spillover effect will attract other segments as well, since they do have some common elements with the other segments, such as entertainment and activities offered at the festival.

Festival event managers can use this visitor segmentation to assist them in selecting entertainment, activities, advertising campaign and other elements important to a successful festival.
Conclusion

Market segmentation in a highly competitive environment provides a tool which helps to focus marketing mix on key segments, which will have the highest response, and which can be reached effectively through media and advertising campaigns.

The delineated motivational factors may be useful in the further development of marketing and advertising communication strategies, which might involve looking at the unique characteristics and psychographics profile of the target segments. For example, brochures or advertisements for the GrapeFest Festival would have more appeal to the potential visitors if they contain images, which focus on the dimensions of getting away from stress, being together and having fun with friends and family among the people with similar interests. Another example would be a direct advertising message to attract people, living in the area, who are visiting friends or relatives. The message should offer an excellent getaway opportunity in a relaxing and fun atmosphere. The "socialization" and "getaway from stress" factors are highly important for most of the visitors, that is why an emphasis on socializing, and not on drinking, is essential for this festival.

Besides, considering the fact that almost 45% of the visitors came to the festival because they heard about the festival from their friends or family and 27% had positive previous experience, word-of-mouth advertising and previous experience are the most important sources of information about the festival.

The findings suggest that festival visitors are not homogenous and may require a combination of segmentation strategies. These findings are consistent with the surveys
reported in the literature that have found getaway, socializing and family to be important (Getz, 1990; Mohr et al., 1993; Uysal et al., 1993; Scott, 1996).

During the past century the city of Grapevine has developed from a small rural settlement into a rapidly growing city. During the past two decades efforts have been made to develop the city into the center for the Texas wine industry. Several factors have enabled the city to develop and grow, including the creation of a variety of festivals, strong leadership, and the introduction of several groups to facilitate the festivals.

The promotion of wine festivals, hosted by the City focuses not on drinking, but on togetherness of the people, giving the visitors a great opportunity to relax and get away from the stress of everyday life with their friends and families. If the city wishes to continue the development of wine festivals, community leaders will need to continue to be innovative and to provide new festivals that will create new excitement.

The study has shown that there are differences between festival visitor types and their motivations for attending the event. The study revealed that two clusters (Active Outgoing and Stress Relievers) are the possible target market of the festival. As the Stress Relievers came to the festival to rest and relax; and motives of Active Outgoing group are to relax and socialize with people with similar interests, the both groups might face the potential conflict with the noisy Family and Fun Oriented group, who came to the festival to have a day out with their kids and be entertained. As Stress Relievers and Active Outgoing groups of visitors would more likely prefer relaxing atmosphere of casual wine events in a less busy environment. the crowded wine events might cause frustration and dissapointment.
Significant differences were not found according to demographic characteristics and first time versus repeat visitors. The significant differences identified between visitor types were due primarily to differences in motivations.

**Limitations of the Study**

This study is one of the first attempts to research and understand motivations for visiting wine festivals. However, because data was collected from just one festival in Texas, it should not be assumed that the results and conclusions of the study could be automatically applicable to a wine festival held in other regions.

The motivation components were preselected by the researchers using methodologies and results of previous studies on festival motivations and did not result from open-ended questioning or event-goers experiences. Therefore, not all possible motivations may have been covered. However, based on the findings of previous studies, it can be assumed that a significant number of the motivators and activities related to participation in the festival have been included.

**Suggestions for Future Research**

Efforts in future research should be made to develop a detailed questionnaire, which would reflect all unique characteristics and specific motivations pertaining to a wine festival. As there are different kinds of wine festivals, for example Food & Wine or Art & Wine festivals, the questions should also cover motivations for shopping and/or tasting food.
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APPENDICES
APPENDIX A

DEVELOPMENT OF WINE FESTIVALS:
A CASE STUDY OF GRAPEVINE, TEXAS

Introduction

Festivals, special events, exhibitions, and public celebrations are held in societies all over the world. What makes festivals so appealing and different from other events is that everyone becomes a participant - from entertainer to a visitor. Being an important and distinguished element of leisure tourism, festivals and events are becoming one of the fastest growing forms of visitor activity, which can be considered a new wave of alternative tourism (Getz, 1991). Therefore, tourist organizations and agencies are increasingly developing policies and programs to get the most out of this recent increase in interest.

The results of the UNESCO study (1997) showed that festivals and other cultural or ethnic events could help overcome some of the typical limitations of mass tourism: they minimize negative impacts, contribute to sustainable cultural and economic development, and foster better host-guest relations. The researchers identified several benefits which could occur for the community hosting the event, among which are: increased community pride and spirit; strengthening of local traditions and values; greater participation in the activities related to the event theme; and adaptation of new cultural forms. Thus, image making for a host region is one of the key elements of developing an
event, and festivals can be considered a tool for community development by contributing
to income generation at the regional and business levels.

The purpose of this paper is to describe the development of wine festivals in
Grapevine, Texas, and to examine some of the factors that have assisted with this
development.

Festivals and Special Events in Texas

The state of Texas created a unique evocative promotional theme called "Texas, It's a Whole Other Country." The state's travel guide (Texas Department of Commerce, n.d.), featuring festivals, fests, and fiestas described it this way: "Texas culture is a patchwork quilt stitched from the flags of six nations..." One of the aims of the state's tourism planning called for increasing the sense of attachment and belonging to the state's people, nature, and cultural heritage. Several thousand festivals and special events are held in Texas each year (Texas Events Calendar), the greater part of which are food, and food and wine festivals. These festivals are becoming increasingly popular not only among residents of Texas and neighboring states, but throughout the world. Such festivals expose the visitor to an almost authentic lifestyle in a pleasant environment, creating awareness of local wines and promoting the unique image of the state.

The synergy between tourism and events is strong in Texas and the quality and success of the events are due to the willingness and ability of the wine and tourism industries and local communities who support them. Community-run festivals are a growing segment of the tourism industry (Getz & Frisby, 1988). Most of the festivals and
events are hosted by individual communities to show what their region has to offer and to attract visitors. By participating, local wineries, restaurants, and tourism operators help to add authenticity to the events. Their aims include the promotion of Texas as a home of wine and regional cuisine, and to increase tourist visitation to the region. Creating the awareness and further promotion of Texas wine will also result in an increase of wine tourism, and to developing links with other tourism products. This awareness will benefit local lodging and restaurant industries along with craft and other service industries. It will also encourage the opening of new businesses in the area. These new businesses will benefit the economy in general.

The Texas Wine Industry

Texas is best known for cattle and oil. However, when two Texas wineries received gold medals at the prestigious San Francisco National Wine Competition a decade ago, it brought fame and attention to the emerging Texas wine industry. Texas is the fifth-largest wine-producing state in the nation (after California, New York, Washington, and Oregon) with more than 3,000 acres of vineyards and 43 wineries that produce more than one million gallons of wine. Small Texas wineries are concentrating on tourism for the majority of their sales while several large wineries have developed state, national and international markets for Texas wines, winning prizes and gold medals at national and even international wine competitions. In fact, it was the work of a Texan that helped to save the French vineyards. Thomas Volney Munson’s research on rootstock and hybrid grape varieties came to the rescue of France’s ailing vines during Europe’s devastating Phylloxera epidemic in the 1880s.
The emergence and development of the wine industry and wine tourism in Texas has its own history and a unique path to the success. In the middle of the 17th century Franciscan priests planted the first Texas vineyard near the modern city of El Paso. By the early 1800s, German immigrants began settling in the Hill Country and establishing vineyards there. Then Northern Italians arrived in Texas and began planting vineyards near Dallas. Many ethnic groups immigrated to Texas, and those coming from wine countries brought the tradition of wine making with them. Several of these wineries established by German and Italian immigrants survived from the late 1800s until Prohibition, which was enacted in 1919. About 25 wineries operated in Texas by 1900. The era of prohibition between 1919 and 1933 brought an end to legal wine production in Texas, and still influences the laws today. The US wine industry was devastated and, in Texas, all but one winery was closed. The Val Verde Winery in Del Rio, Texas produced grapes for jams and jellies, table grapes, and sacramental wines and thus survived during Prohibition. The 1970s can be considered the years when the Texas wine industry was reborn.

In the early 1980s, the number of wineries and vineyards were growing so rapidly, that the future of Texas wine industry seemed very positive. Despite the early success, however, the industry went through difficult times during the mid 1990s. Now the industry has entered a period of greater stability and measured growth (Dodd, 1995).

Winery tourism has also grown and wineries are expanding and developing an array of tourist facilities. Various promotions to encourage tourist visitations have been
developed, including wine trails. There are five Wine Trails in Texas now – East Texas Wine trail, North Texas, Hill Country, and the West Texas Wine Trail.

Several agencies and organizations were founded to support the Texas wine and grape industry:

- **Texas Wine Marketing Research Institute**, located in Lubbock, Texas, evaluates the economic progress and impact of Texas wine and wine tourism on Texas economy. The mission of the Institute is to foster economic development and growth of the Texas wine and wine grape industry.

- The goal of **Texas Wine and Grape Growers Association**, located in Grapevine, Texas, is to promote the production and appreciation of premium grapes and fine wines from Texas and to represent this growing state industry with unified marketing, governmental and educational goals. It also provides leadership for legislation to improve the industry and supports annual international wine competition.

- **Texas A&M University System** offers BS and MS degrees, including the subject of Viticulture in its College of Agriculture, and publishes extension and research literature to assist the industry.

- **The Texas Department of Agriculture** supports the industry through promotion, legislative guidance, news releases and wine competitions.

- The federal **Bureau of Alcohol, Tobacco and Firearms** and the **Texas Alcoholic Beverage Commission (TABC)**, involving in Texas wine industry, enforce a wide range of laws.
Definition of Wine Festivals

Wine tourism is a form of special-interest travel. It is important for the research to define the basic terms used in the study to avoid misunderstanding. The two definitions of wine tourism support and supplement each other:

- *Wine Tourism* is a form of consumer behavior based on the appeal of the wine and wine regions, and a development and marketing strategy for the wine industry and destinations in which wineries and wine related experiences are the dominant attractions. (Getz et al., 1999).

- *Wine tourism* is visitation to vineyards, wineries, wine festivals and wine shows for which grape wine region are the prime motivating factors for visitors. (Hall & Macionis, 1998).

- *Festival* “a public and themed celebration” (Getz, 1997).

Based on the above definitions of festivals and wine tourism, a wine festival could be considered as a “public celebration where wine is a dominant theme and an important motivation to attend” (Dodd, 2001).

Wine Festivals in Grapevine, Texas

History of Grapevine

Grapevine, Texas is one of the oldest settlements in North Texas. founded under the Lone Star flag in 1844. The city took its name from Grape Vine Springs and Grape Vine Prairie as wild mustang grapes grew abundantly on the trees and shrubs there. Grapevine is situated between Dallas and Fort Worth, Texas. The city’s favorable
location "where Dallas and Fort Worth meet" draws thousands of people every year to its festivals and special events. Grapevine's population has boomed to 42,000 with most growth coming after 1965, when the Dallas – Fort Worth International airport was built. Now it is the world's second busiest airport and the area's largest employer. Many families have relocated to the community, and visitors continue to return to enjoy Grapevine's historic buildings, special events and commercial offerings. The rapid and steady growth of the population of the city is shown on the chart below (Figure A.1).

![Growth of Population of the City of Grapevine](chart.png)

Figure A.1: Growth of Population of the City of Grapevine, Texas.

There are several major attractions in Grapevine, Texas: Grapevine Mills Mall (the largest off-price retail mall in the Southwest) with indoor ice skating rink; Bass Pro Shops Outdoor World, including 200,000 sq feet devoted to outdoor sporting equipment; golf courses (including championship golf course, designed by Byron Nelson); Opryland Hotel Texas (will be opening in 2004), Tarantula Steam Train, which takes tourists daily from Grapevine to Fort Worth; three historic districts, listed on the National Register of Historic Places; six wineries and tasting rooms; and other attractions. All these
attractions, including a wide variety and abundance of restaurants, hotels and convention space in a relatively small city are just minutes away from the DFW airport, which makes it available for thousands of people traveling to/from Dallas.

Factors Influencing the Development of Festivals in Grapevine

There are numerous factors that may have influenced the growth of festivals in Grapevine and the development of Grapevine as a center for the Texas wine industry and a focus for community development. Based on interviews with City of Grapevine personnel who have been involved in the development of the city, three main factors were identified that would explain the success of the city.

Community Leadership based on Tourism

No vision of community tourism development has ever been realized without leadership. Groups that provide leadership in initial tourism efforts are essential to starting projects related to the promotion of the city as a tourist destination. Grapevine is a unique city: its wine, tourism and event activities are well coordinated and strongly supported by several organizations. These organizations include the City of Grapevine, Grapevine Convention & Visitors Bureau, Grapevine Heritage Foundation, Grapevine Wine Pouring Society, and the Grapevine Historical Society. along with various other groups and non-profit organizations who are working together for the benefit of the city. One of the most important factors, leading to the success of the Grapevine projects, is the
cooperation of the private and public sectors. This joint venture supports all projects, organized by the City.

Being one of the oldest members of Texas Main Streets Program, the city of Grapevine now is implementing its extensive restoration project, recognized by its listing on the National Register of Historic Places. The Grapevine Convention & Visitors Bureau together with the City of Grapevine and Grapevine Heritage Foundation developed a program of the historic preservation activity the goal of which was to create a unique selling point, a destination of interest for the leisure market traveler to minimize the impact of the down periods for local hospitality industry and other businesses.

All the festivals and events hosted by Grapevine are ultimately associated with the name of the city, leaving no gap between the events themselves and the community identity. The Director of Grapevine CVB indicated that the strategy of development and promotion of unique festivals and events, and special programs to refurbish historic landmarks in the city, resulted in the successful creation and promotion of unique destination location “products” to offer to the tourist market. Grapevine’s special events have a substantial economic impact as festival proceeds are designated for community development through historic preservation.

Wine is an important component that has helped with the development of the area. The City of Grapevine has become an internationally recognized destination for wine tourism, though thirteen years ago the city of Grapevine, Texas, was not considered in this light. The following steps were undertaken to help develop this image. They include:

1. Building on the historic aspects of Grapevine.
2. Initiation of festivals and special events to enhance civic pride in local history.

3. Creation of the relationship between Grapevine and the Texas wine industry.

4. Bringing the Texas Wine & Grape Growers Association (TWGGA) to Grapevine from their Austin office in 1996.

5. Cooperation between private and public sectors ensuring the success of the festivals and events held in the City.

The wineries, TWGGA and tourism operators work together well, which increases visitation to the local wineries, helping the wine-makers promote their products. The recently published Texas Wine Country Guide listing the wineries and their events has been a great success. The Grapevine Convention & Visitors Bureau continues to play the role of a tourism task force, responsible for initiating, planning, and evaluating tourism within the Grapevine community, and establishing partnerships between the wine industry, and marketing, and supplying essential visitor services. Regional and local plans have been formulated to achieve wine and tourism integration in order to benefit wine tourism.

Developing Groups to Assist Events and Promotion

The citizens of Grapevine are proud of their history and their small city. For instance, the popularity of the Walking Tour through the heart of the historic district shows the interest of the visitors to the city’s living history. This provides a remarkable opportunity for visitors to see the quaint homes and turn-of-the-century buildings restored
and preserved by descendants of Grapevine settlers, which are still occupied as homes and business locations today.

Various volunteer groups, such as the Grapevine Historical Society, the Grapevine Wine Pouring Society, Dirty Dozen, and others also play a significant role by supporting the events that are held by the community.

Grapevine Historical Society, founded for educational purposes from the Grapevine Garden Club in 1974, was born out of the meeting of all women’s organizations in town. The meeting was called to discuss a project of relocating an inactive railroad depot and converting it to a museum. The mission of the Historical Society is to “promote a program for the appreciation of history and the natural and social sciences; and to preserve the history of the Grapevine area.”

The Grapevine Wine Pouring Society is a unique non-profit organization affiliated with the Grapevine Convention & Visitors Bureau and the Grapevine Heritage Foundation. The society is “dedicated to the promotion of the Texas wine and grape growing industry and is committed to providing viticultural and heritage benefits and promoting Grapevine, Texas”. The goals of the Grapevine Wine Pouring Society include providing specific volunteer services and activities for special events held in Grapevine; to promote Grapevine, Texas, as a historic community, and to raise funds for Grapevine civic projects. Here are some of the statements, taken from The “Lighthearted Look at the Do’s and Don’t of Wine Pouring”:

“Do … encourage people to try all varieties of Texas wines. Talk about them with friends, and ask for them when dining out.
Don’t … be condescending. You will serve some people who know very little about
wine. Every wine enthusiast has his first taste somewhere.

Do… have fun. Your enjoyment and good humor will be contagious.

Don’t… play favorites or ‘push’ your favorite wines. Promote all Texas wines.

Do… your homework. Try to know something about each vineyard you represent,
and know something about each wine you pour.

Don’t… drink to excess. Your behavior reflects directly on our organization and our city.

Do… always be positive about Texas wines and Grapevine.

The members’ knowledge of Texas wines ensures they can provide valuable
information and advice for visitors. Excellence in service is an extremely important asset
of society, and an integral part of the business philosophy of the city of Grapevine.

Volunteers are one of the key factors in the success of the Grapevine’s special
events. Grapevine volunteer committee members and all the volunteers give a priceless
contribution to the organization for every event held in the City. Among the volunteers
there is a unique volunteer group named the “Dirty Dozen” whose members are devoted
Grapevine citizens. They do all the “dirty” jobs from cleaning to general help at the
events.

Wine Festivals in Grapevine

All year long, Grapevine celebrates its heritage with a large variety of festivals –
from wine celebrations to holiday events. The history of festivals traces back to the 19th
century. One of the first recorded festivals celebrated in Grapevine, TX was a harvest
festival and Binder Parade. With the course of time it was modified to a Cantaloupe Festival, as more than 25,000 acres of cantaloupes were planted in the Grapevine area in the early 1930s. The community decided to promote its industry with an annual gala event. In 1935 more than 100 truckloads of luscious melons were brought into town, placed on display, sold and, shipped. (Grapevine Area History Book, 1979). There was a parade, entertainment, prizes for the best carload of melons; streets and stores were decorated. The festival was suspended in 1941, and reopened again in 1973 as a Harvest (Fall) Festival; then it was renamed into Main Street Days. It is held during the third weekend in May and is dedicated to the celebration of agricultural heritage. “Main Street Days” is a family event. With a petting zoo, rides for children, a living history area, wine tasting, live entertainment, folk dancing, food booths, art and crafts exhibits, and many other activities and events. Festival proceeds benefit Grapevine Heritage Foundation and its historic preservation programs and projects.

Several big events related to wine are held every year in Grapevine, celebrating various cycles of the vineyards. New Vintage Festival in April celebrates the new vintage, and the largest wine festival in the Southwest, produced by the city of Grapevine each year – GrapeFest, celebrates harvesting.

*The New Vintage Wine and Art Festival* was started in 1992 as a small community event. It has grown to a recognized wine festival with an international touch. The festival is held on the third weekend of April. It begins with the momentous ceremony of the Blessing of the Vines and Wines, which is a centuries-old tradition to ensure robust vines and savory grapes. After a priest sprinkles Holy Water over the vines and blesses the
New Releases at one of the Grapevine wineries, the Wine Festival opens its doors for the weekend to visitors. A wide variety of activities offered at the festival include shuttles to the local wineries and tasting rooms; food, wines, champagne, desserts and live jazz music aboard the Tarantula steam train, while traveling from Historic Grapevine to Fort Worth; fabulous chef’s brunch paired with the right Texas wines; fine art silent auction; wine tastings, live entertainment, and art exhibits. Some artists create their work on site. An international spirit has been added to the festival in 2000, representing City of Krems, Austria, a sister-City to Grapevine, Texas, visited the event. An elegant evening black-tie gastronomic affair titled “A Taste of Austria” featured culinary creations paired with Austria’s favorite wines. All festival proceeds have benefited the Grapevine Public Art Fund.

_GrapeFest_ is one the largest wine festival in America. It is a three-day celebration honoring the Texas wineries and vineyards. The annual festival, started in 1986, is held the 2nd full weekend in September. It began as a small event, benefiting the Grapevine Heritage Foundation, providing funds for its historic preservation and education programs. It grew up over the years, expanding and attracting more and more people, transforming itself into a huge wine festival. In 2001, over 160,000 visitors attended GrapeFest, showcasing the Texas wine industry. The festival begins with the annual Champagne Cork Shoot-Off, where the competitors shake champagne bottles and shoot corks, trying to beat the State (128 ft 5 in.) or the World Record (177 ft 9 in.). The festival offers its visitors a wide variety of activities, appealing to just about everyone:
• The People’s Choice Wine Tasting Classic, featuring wines from over 25 Texas
  wineries - Texas’ first and largest consumer driven competition, allowing the
  public to taste and vote for their favorite Texas wines;
• International Wine Tastings, highlighting wines from 7 countries;
• Boutique Wine Tastings, featuring Texas wineries which produce under 5,000
  cases annually;
• The black tie Texas Wine Tribute Gala featuring ten award-winning Texas wines
  paired with a five-course gourmet meal;
• The GrapeStomp competition for the coveted Purple Foot Award to produce the
  most juice within the allotted time with the winner going to compete at the
  Sonoma Fair in California;
• The GrapeFest Tennis Classic which is one of the five largest in Texas;
• The Vintage and Classic Car Show;
• The Vintners Live Auction, benefiting the Texas Wine and Grape Growers
  Association, offering domestic and international vacations, rare wines, art and
  antiques;
• Carnival and rides for kids;
• Live music on three stages;
• Arts and crafts;
• Food; and much more.
Life-cycle Model

Events evolve through a series of *stages*, ranging from awareness through to brand enhancement and customer loyalty. These stages are: Prebirth, Birth, Growth, Consolidation, Decline, Revival (Beverland, 2000). According to this scheme, GrapeFest now appears to be in the growth stage, which requires development of a clear strategy and focus, development of systems by which to manage growth, greater emphasis on marketing activities (building up brand loyalty).

The life cycle model suggested by Getz (1997) has the following stages (Fig. A.2):

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Rejuvenation

Ideas → Introduction → Growth → Maturation

Decline → Termination
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Figure A.2: Life cycle model (Getz)

According to this life cycle model, Grapefest would appear to be in its Maturity stage, which is characterized by peak levels of attendance, large gate sales, and broad market appeal. The promotion of wine festivals, hosted by the City of Grapevine focuses not on drinking, but on togetherness of the people, giving the visitors a great opportunity to relax and get away from the stress of everyday life with their friends and families.
APPENDIX B

MOTIVATIONS FOR VISITING WINE FESTIVALS

Introduction

All over the world people gather, meeting in celebration of community, heritage, culture and beliefs. Being an important and distinguished element of leisure tourism, festivals and events are becoming one of the fastest growing forms of visitor activity (Getz, 1991). The results of the UNESCO study (1997) showed that festivals and other cultural or ethnic events could help overcome some of the typical limitations of mass tourism. Festivals and special events can be considered as a new wave of alternative tourism (Getz, 1991), benefiting the community hosting the event, among the benefits are: increased community pride and spirit; employment opportunities, volunteering of the local people, strengthening of traditions and values; greater participation in the activities related to the event theme; improved image of the host community, reduction of seasonality of tourism, and adaptation of new social models or cultural forms. So, festivals can be considered as a potential tool for community development (Getz & Frisby, 1988).

There is no wonder that food and wine festivals have become very popular in many countries, as such festivals expose the visitor to a genuine lifestyle in a pleasant environment.
Festivals and Special Events in Texas

Texas created an evocative promotional theme called “Texas, It's a Whole Other Country”. The state's travel guide (Texas Department of Commerce n.d.) described it this way: "Texas culture is a patchwork quilt stitched from the flags of six nations…” One of the aims of the state's tourism planning called for increasing the sense of attachment and belonging to the state's people, nature and cultural heritage. Several thousand festivals and special events are held in Texas each year (Texas Events Calendar), the greater part of which are food, and food and wine festivals. These festivals are becoming increasingly popular not only among residents of Texas and neighboring states, but throughout the United States and even abroad. They create awareness of local art and wines, and promote the image of the state.

The synergy between tourism and events is strong in Texas and the quality and success of the events are due to the willingness and ability of the wine and tourism industries and local communities who support them. Most of the festivals and events are hosted by individual communities, who are trying to show what their region has to offer. By participating, local wineries, restaurants, and tourism operators help to add authenticity to the events. Their aims include the promotion of Texas as a home of wine & regional cuisine, and to increase tourist visitation (and overnight stays) to the state. Creating the awareness and further promotion of Texas wine will also result in an increase of wine tourism. It will benefit local lodging and restaurant industries and encourage the opening of new businesses in the area. These new businesses will benefit the economy in general.
Definitions

It is critical for the study to define the terms and accept a definitional framework. This will avoid misunderstanding with respect to some of the main concepts used in the study. Although there are many kinds and forms of festivals and special events, the basic elements are generally similar.

SPECIAL EVENT – For an eventgoer it is an opportunity for a leisure, social, or cultural experience outside the normal range of choices or beyond everyday experience. Jago and Shaw (1999) identified key attributes of special events (p.24):

- The number of attendees
- The international attention due to the event
- The improvement to the image and pride of the host region, hosting the event
- The exciting experience associated with the event.

FESTIVAL is a public, themed celebration (Getz, 1991).

WINE TOURISM is travel related to the appeal of wineries and wine country, a form of niche marketing and destination development, and an opportunity for direct sales and marketing on the part of the wine industry (Getz, 2000, p.4).

WINE FESTIVAL is a public celebration where wine is a dominant theme and an important motivation to attend (Dodd, 2001).

Grapevine

Grapevine is a unique city, because its wine, tourism and event activities are coordinated and supported by the work of several organizations. These organizations include the City of Grapevine, Grapevine Convention & Visitors Bureau, Grapevine Heritage Foundation, and the Grapevine Historical Society, along with various other groups, who are working together for the benefit of the city. All festivals and events
hosted by the city are ultimately associated with the name of the city, leaving no gap between the event itself and the community identity.

The city of Grapevine has become an internationally-recognized destination for wine tourism, though thirteen years ago the city of Grapevine, Texas, was not considered in this light. The goal of the historic preservation activity was to create a unique selling point, a destination of interest for the leisure market traveler. The strategy of development and promotion of unique festivals and events, and special programs to refurbish historic landmarks in the city resulted in the successful creation and promotion of unique destination location “products” to offer to the tourist market. These events have a substantial economic impact as the festival proceeds are designated for community development through historic preservation. Several big celebrations are held every year in Grapevine, including New Vintage Festival and the largest event produced by the city of Grapevine each year, which is GrapeFest.

**GrapeFest**

GrapeFest was first held in 1987. The purpose of GrapeFest was to: “(1) promote Grapevine by having fun activities for the general public to enjoy, (2) to promote business in Grapevine by giving the general public the chance to see the merchants and encourage them to shop locally, (3) to bring attention to Grapevine by having special events and (4) to promote Grapevine as the Wine Tasting Capital of Texas” (Grapevine Sun. November 12, 1987).
Statement of the Problem

Grapevine developed a number of community events in order to promote wine and build community identity (Unique Selling Point). As events belong to a product class, the life cycle concept can be applied to them (Kotler, Bowen, & Makens, 1996). The evolution of festivals is likely to follow a program life-cycle model, with periodic declines and rejuvenation, where managerial sophistication does not always increase the length of a festival life cycle (Getz & Frisby, 1988). Events evolve through a series of stages, ranging from awareness through to brand enhancement and customer loyalty. These stages are: Prebirth, Birth, Growth, Consolidation, Decline, Revival (Beverland, 2000). According to this scheme, GrapeFest now appears to be in the growth stage, which requires:

- Development of a clear strategy and focus,
- Development of systems by which to manage growth,
- Greater emphasis on marketing activities (building up brand loyalty).

The life cycle model suggested by Getz (1997) has the following stages (Fig. B.1):

Rejuvenation

Ideas → Introduction → Growth → Maturation

Decline → Termination

Figure B.1: Life cycle model (Getz)
According to this life cycle model, Grapefest would appear to be in its Maturity stage, which is characterized by peak levels of attendance, large gate sales, and broad market appeal. Being in this stage does not necessarily mean that further growth is impossible or will not return, neither does it mean that decline is inevitable. However, close monitoring of the event could prevent event organizers from mistakes, which may lead to the termination of the event in the future.

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 gates sales and pursuing record levels of attendance may cause overcrowdedness and negative perception 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 the event organizers.

Research Questions

Effective positioning helps to create a unique image and differentiate the event from competing events. Festival and event organizers can manage the festivals more effectively by understanding the combination of motivations, sought by the visitors. It is
also a valuable tool for developing promotional strategies, communicating these benefits to the potential visitors. Findings from previous studies show that motivations sought at various types of festivals are different (Scott, 1996), revealing that the kind of festival is a helpful predictor of people’s motivations.

The purpose of the research is to identify the motivations of visitors to the GrapeFest wine festival. This would help answer the following questions: Who are the visitors? What are their motivations? Why did they come to GrapeFest? What is the target market of this festival? Understanding the attitudes and behaviors of selected groups would permit event organizers to tailor promotions and develop services desired by these groups.

Because the motivations and resulting behavior of attendees are different, it may require a combination of segmentation strategies. The segmentation of the visitors based on demographics combined with psychographic factors and their motivations for visiting the event will help to identify the target markets of the festival, so that the marketing mix would be oriented to these promising segments.

With the results from this study the Grapevine community could incorporate the findings of the research into their promotional and marketing strategies to communicate efficiently with the established target group.
Literature Review

Behavioral Science and Market Segmentation

The increasing pressures of highly competitive marketing environments make it imperative that firms understand consumers and consumer decision-making if they want to gain competitive advantage (Foxall, 1998). Consumer-orientation is striving for a clear understanding of consumers’ behavior (present and probable), and this knowledge will help a firm to build a marketing strategy, integrating product development, pricing, distribution, and promotion into a single strategic plan.

Market segmentation is usually based on socio-demographic, economic, psychographic, geographic, etc., research. Product positioning involves data on consumers’ perceptual and cognitive processing of information, their lifestyles, values and motivations. Because the motivations and resulting behavior of consumers are different, it may require a combination of different segmentation strategies. Desire to understand the complexities of consumer choice was the main reason marketing managers turned to behavioral science.

The researchers conducting studies on consumer motivation have used different techniques and approaches to perform their studies. The research in consumer motivation revolves around two basic issues (Foxal, 1998):

1. Understanding the interrelationships between motives and certain behavior;
2. Developing the list of the consumer motives, which would reflect all kinds of motives influencing behavior.
One of the most powerful segmentation approaches is psychographics, which has been widely accepted in marketing. Psychographics is "the use of psychological, sociological, and anthropological factors, self-concept, and lifestyle to determine how the market is segmented by the propensity of groups within the market – and their reasons – to make a particular decision about a product, person, or ideology...." (Demby, 1989, p.56).

K. Silverberg et al. (1996) found that psychographic research could be used to differentiate segments of the nature-based travel market. The study confirmed that psychographic segmentation might be useful in attempting to understand the activities, interests, and opinions of the people. Psychographic research attempts to look at people's life-style characteristics and provides an understanding of consumers by looking at their activities, attitudes, interests, opinions, perceptions, needs, and daily life routine (Gladwell, 1990). This is an attempt to describe psychological characteristics, including personality, by analysis of the forms of expression of the inner state.

Life styles analysis alone will not explain consumer behavior and help marketers to segment the market, as life styles vary substantially due to social class, cultural heritage, racial differences, personality traits, educational level, occupation, and family life cycle. Researchers also failed to segment large groups of consumers based on their personalities alone, but lifestyle and psychographic analysis reveals how the consumers express their personalities in their social lives and cultural environment. In practice, personality traits and lifestyles must be considered together to provide meaningful marketing information (Gunter & Furnham, 1992).
Murry et al. (1997) examined a motivational approach, using personality traits to explain the reasons why consumers have certain consumption beliefs. The researchers believe that understanding why these beliefs are held would provide marketers with a tool, which would help to control or change these beliefs.

Weinstein (1994) believed that there was no single preferable approach for conducting a psychographic study, and offered nine guidelines, which are helpful in planning the research design. These guidelines are:

1. Seek detail,
2. Personal interviews work best,
3. AIO statements are the heart of the survey,
4. Measure AIO statements on a scale basis,
5. Use multivariate analysis,
6. Incorporate secondary data into the study,
7. Add other physical and behavioral dimensions,
8. Avoid preconceived notions,
9. Name the segments.

Maddock (2000) described the basics of human motivation and tested these motivations in his research, distinguishing eleven categories of human motives: Person Orientation, Spiritual Survival (Passion), Adaptation, Territorial Survival, Expectation/Resolution, Sexual Survival, Place Orientation, Time Orientation, Play, Circumstances, Physical Survival. The author found a way to measure the strength of these motives and called this method Motigraphics, which includes demographics and psychographics. This unique method enables researchers to graphically represent customer motives and desires. This approach has not been taken before, as in the past researchers ignored emotions and dealt with them by turning the emotions into thoughts.
However psychographics research has a number of limitations. Unlike demographics, many social and psychological factors are difficult to measure, as they are subjective. Besides, because of limited theoretical development, psychographics research ignores the hierarchy of effects learning behavior consumers go through making decisions. One of the most popular arguments is that psychographic studies reveal nothing, which marketers or advertising managers do not already know about consumers.

Psychographics versus Demographics

For a long time demographic analysis has been the traditional approach to market segmentation. But now many researchers challenge traditional demographic methods of analyzing people’s motives and argue for an alternative approach based on psychological segmentation, stating that psychographic descriptions are more useful because demographic descriptions alone do not discriminate well enough between consumers. Marketers have realized that demographics cannot be used to understand today’s complex markets (Weinstein, 1994). Just using demographics can be misleading (Cameron, 1992). By assuming that a certain age group on average is interested or not interested in visiting an event may misrepresent the fact that there could be several different kinds of people in that particular age range, who feel, and are motivated differently from each other.

Although no statistically significant differences between the motivation and demographic characteristics have been detected, (meaning that demographic data alone is of little help for describing tourists’ motivations), it is quite useful for particular needs of market segmentation. Demographic surveys show that Americans are basically
homebodies, who prefer sitting to standing, being entertained to entertaining, and relaxing amidst familiar and unchallenging surroundings (Spring, 1992).

Dimanche (in Conference Report, 2000) suggested that three conditions should be met for events to play an important role in the positioning of the destination: "(1) The event’s target markets should be consistent with the destination’s target markets; (2) the image portrayed or promoted by the event should be consistent with the destination’s overall image; (3) the event should use or relate to the feature/attributes of the destination” (p.38).

Visitor surveys show that most visitors to regional festivals are local and regional in origin. The information in the table below is obtained from Texas Auto Visitor Survey (1991). The survey shows the importance of festivals and special events for different segments of Texas tourists (Table B.1).

Table B.1: Texas Auto Visitor Survey

<table>
<thead>
<tr>
<th>Questions</th>
<th>Short-term visitors</th>
<th>Long-term visitors</th>
<th>International Short-term visitors</th>
</tr>
</thead>
<tbody>
<tr>
<td>Special Events as one of the main reasons for stopping at Texas Travel Center</td>
<td>14.0%</td>
<td>24.3%</td>
<td>12.6%</td>
</tr>
<tr>
<td>Chose Festival/Fair as an activity the respondents participated on the trip in Texas</td>
<td>8.3%</td>
<td>24.7%</td>
<td>9.3%</td>
</tr>
<tr>
<td>What did you enjoy about Texas?</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Friendliness</td>
<td>61.1%</td>
<td>76.0%</td>
<td>76.1%</td>
</tr>
<tr>
<td>Scenery</td>
<td>61.0%</td>
<td>62.2%</td>
<td>60.6%</td>
</tr>
<tr>
<td>Good highways</td>
<td>56.2%</td>
<td>63.8%</td>
<td>53.9%</td>
</tr>
<tr>
<td>Food</td>
<td>49.5%</td>
<td>62.8%</td>
<td>51.5%</td>
</tr>
<tr>
<td>Festivals</td>
<td>7.5%</td>
<td>22.3%</td>
<td>6.1%</td>
</tr>
<tr>
<td>Dude Ranches</td>
<td>1.8%</td>
<td>3.0%</td>
<td>4.8%</td>
</tr>
</tbody>
</table>

76
The results show that festivals and events attract mostly long-term visitors, rather than short-term visitors; almost 42% of visitors participated in festivals/fairs and 36% of them enjoyed these events on their trips to Texas. Events related to wine are both products to attract visitors and a means for gaining publicity and awareness, as well as promoting the image of the state and the local wine.

Research in Event Tourism

Research in the tourism industry has led to a wide variety of techniques being used to help segment tourist markets, most of which have tended to revolve around the concepts of "pull" and "push" factors. The "push" factors for a vacation are socio-psychological motives, which include such needs as escape, relaxation, prestige, and the desire to meet new people and to learn more; etc. The "pull" factors are the motives aroused by the destination; they include novelty and education (Crompton, 1979). Several researchers agree that tourists are motivated by a combination of both pull and push factors, and that extrinsic push factors are much stronger predictors than intrinsic motives.

There is a wide range of motives that brings people to festivals; some of these motives are extrinsic in nature, providing 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 might be more intrinsic in nature, which could include the opportunities for trying new foods and wines, participating in events, and shopping.
Recent research has just begun to investigate motivations of visitors, and attempting to link personality type and visitor behavior. There are a number of studies focusing on motivations of event-goers. The researchers use demographic data along with psychographics and life-style characteristics. A number of studies in motivation have been successfully completed by the researchers, who found and evaluated the best predictors for tourism behavioral variables. 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.

Besides, destination choices and types of travel could be successfully predicted according to personality type. It was only a decade ago, when event tourism was recognized as a new wave of alternative tourism (Getz, 1991). Consequently event managers have not based their decisions on accurate measures and scientific studies (Getz & Frisby, 1988). The number of academic studies has grown since event visitors were segmented from tourists market and the major growth has yet to come. The results of the studies have shown that event tourists are a different segment of travelers, extremely important to all communities that stage festivals and special events.

Crompton (1979) tried to segment the tourist market according to demographics and similar motivations. Family togetherness, meeting or observing new people, nostalgia, learning and socializing appeared to be the most important motivations for festival attendance.
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: (1) to escape from the daily routine and (2) to seek intrinsic personal and interpersonal rewards.

Uysal et al. (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 et al. (1993) 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. Descriptive analysis showed that US event goers are more likely to be married and under 50 years old.

Uysal et al. (1993) examined empirically the theoretical framework of event motivation dimensions, proposed by Mannell and Iso-Ahola, and identified five common
factors as motivations to attend a festival: escape, socialization, family togetherness (push factors), excitement and thrills, and event novelty (pull factors). 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 researchers noted that there is no significant difference between the motivations of first-time and repeat visitors.

The study conducted by Mohr et al. (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) examined the differences among visitors’ motivations to attend different festivals, and to determine whether festival motivations related to festival type and past visitation. Six motivational factors were examined as a variable: 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.

There are a few studies related to wine tourism. In one of the studies, Dodd (1995) noted “Wine is a beverage that is associated with relaxation, commuting with others, learning about new things, and hospitality” (p.6). So the close link between the
wine industry and tourism is quite natural. Dodd (1995) conducted a research on visitors to wineries in Texas and determined that 85% were Texas residents (of which 43% lived close to the winery) and 15% were out-of-state. The findings of the survey in South Australia suggested that wineries are especially popular when residents are hosting visiting family or friends. For most visitors, buying wine is a major motivator (Getz et al., 1999). Macionis (2000, in Hall et al.) 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.

Yet, by this time no studies are available in the field of motivations of visitors to wine festivals, which would examine the unique motives, pulling and pushing people to attend wine festivals.

A comprehensive literature review assisted with the development of an appropriate research design and methods for data analysis.

Methodology

Study Site

GrapeFest is an annual 3-day event conducted in September on historic Main Street district in downtown Grapevine, TX; the schedule of events begins at 6PM on Friday and continues until at 6PM on Sunday. The event is planned and organized by the staff of the Grapevine Convention & Visitors Bureau. 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 in
special activities, GrapeFest is an event for the entire family: the festival includes non-
stop live entertainment on four stages, wine tastings featuring the best of 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.

Instrument

After reviewing several different studies related to wine tourism, lifestyle, and
vacation style concepts, marketing, and psychographics, a questionnaire (see Appendix
C) was developed and distributed among the visitors to this festival. 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; Mohr et al., 1993. Five motivational factors (socialization, family togetherness,
excitement/uniqueness, escape, and event novelty) were outlined as the main
motivational dimensions, encompassing both pull and push factors. Due to the
uniqueness and specific characteristics of the festival, part of the questionnaire consisted
of questions particularly related to the event to reveal potential special motivations
related to GrapeFest.
Survey Design

The survey instrument was composed of three sections: event specific questions, motivational statements and demographic information. The questionnaires were printed in 5 different colors according to the date and time of when they were distributed: Violet – Friday 6 – 9 PM; Blue – Saturday 10 AM – 2 PM; Green – Saturday 4PM- 8 PM; Marble – Sunday 11AM-3 PM.

Motivation 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.

Procedures

The questionnaires were distributed at the People’s Choice Wine Tasting pavilion and at the International Wines Area, as those visitors represent the target market of the GrapeFest Festival. To ensure a random sample of visitors, individuals were contacted during two days at different sessions of wine tastings. To maximize response rates, those individuals who completed the questionnaires received a GrapeFest souvenir, and were guaranteed the entry to the drawing of several prizes, offered by Grapevine Convention & Visitors Bureau.

A total of 350 usable questionnaires were completed by the festival visitors during the three festival days (from 6 PM September 8th to 3 PM September 10th); prizes were drawn on the last day of the GrapeFest.
Data Analysis

As the organization of regional wine events is essentially a business-to-business issue, a case study method is used for this research. It will emphasize the individual peculiarities of GrapeFest festival and provide an in-depth analysis of visitors to this festival. The analysis of the gathered data was combined with the use of the secondary data, received from the demographic survey, done by a marketing agency the during the previous GrapeFest festival in 1999. The results of that study revealed that the visitors' median household income is $48,080, age – 31.1; household size – 2.67; college educated.

Examination of the motivation items was done with caution, as the motivation components were preselected by the researcher and did not result from open-ended questioning or event-goers experiences. Therefore, not all possible motivations may have been covered. However, based on the findings of previous studies, it can be assumed that a significant number of the motivators and activities related to participation in the festival have been included.

Results

The purpose of the study was to examine demographic characteristics and motivations of GrapeFest wine festival visitors. The analysis of data consisted of 3 stages: (1) Fourteen motivational statements were factor analyzed to delineate the underlying dimensions of motivation, associated with event behavior; (2) Cluster analysis was used to identify groups of visitors with similar motivational variables. (3) ANOVA
was used to examine differences between the clusters with respect to demographic variables and the preferences these groups have for various activities offered at the festival.

Descriptive Statistics

The previous demographic research conducted in 1999 showed that 70% of visitors of the Grape Fest wine festival are between the ages 35-54 (mean age is 31.1 years old) with median income of $48,080. 43.4% heard about GrapeFest from newspaper, 24.5% saw the ad on TV, and 20.8% learned about the festival from their friends or family.

Analysis of the demographic variables revealed that GrapeFest-2000 festival visitors are more likely to be under 50 years of age (mean age is 42 years). In 48 percent of cases people came to the festival with their spouses and/or with friends (42%). Fourteen percent of the visitors were accompanied by children. Only 3.5% of the visitors attended the wine festival by themselves. Median income of the visitors is $60,000-80,000 (Table B.2).

Table B.2: Frequency distribution of income of the GrapeFest visitors

<table>
<thead>
<tr>
<th>Income</th>
<th>Frequency (N=298)</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Under $20,000</td>
<td>8</td>
<td>2.7</td>
</tr>
<tr>
<td>$20,001-$40,000</td>
<td>34</td>
<td>11.4</td>
</tr>
<tr>
<td>$40,001 - $60,000</td>
<td>73</td>
<td>24.5</td>
</tr>
<tr>
<td>$60,001 - $80,000</td>
<td>54</td>
<td>18.1</td>
</tr>
<tr>
<td>$80,001 - $100,000</td>
<td>50</td>
<td>16.8</td>
</tr>
<tr>
<td>Over $100,000</td>
<td>79</td>
<td>26.5</td>
</tr>
</tbody>
</table>
The distribution of answers to the question “What most influenced your decision to come to GrapeFest?” is shown in Table B.3. The cumulative percent is 107, because some visitors checked several items.

Table B.3: Information sources, which influenced the decision to come to GrapeFest

<table>
<thead>
<tr>
<th>Source</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Friend / Family</td>
<td>44.4</td>
</tr>
<tr>
<td>Previous experience</td>
<td>26.9</td>
</tr>
<tr>
<td>Newspaper</td>
<td>13.5</td>
</tr>
<tr>
<td>Other</td>
<td>12.3</td>
</tr>
<tr>
<td>TV</td>
<td>4.1</td>
</tr>
<tr>
<td>Radio</td>
<td>3.5</td>
</tr>
<tr>
<td>Web Site</td>
<td>2.6</td>
</tr>
<tr>
<td>Direct mail</td>
<td>2.3</td>
</tr>
</tbody>
</table>

Table B.4: Factors influencing visitors to come to GrapeFest

<table>
<thead>
<tr>
<th>Attractions</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Dining and entertainment in Grapevine area</td>
<td>31.6</td>
</tr>
<tr>
<td>Other/ Live there</td>
<td>27.2</td>
</tr>
<tr>
<td>See historical district</td>
<td>25.1</td>
</tr>
<tr>
<td>Shop in Grapevine Mills</td>
<td>23.7</td>
</tr>
<tr>
<td>Visit friends/ family</td>
<td>14.3</td>
</tr>
<tr>
<td>Tarantula Train</td>
<td>5.6</td>
</tr>
</tbody>
</table>

Mean values for the Festival activities, measured on a 7-point scale are represented in Table B.5.

Table B.5: Mean values for Festival activities

<table>
<thead>
<tr>
<th>Activities</th>
<th>Mean</th>
</tr>
</thead>
<tbody>
<tr>
<td>Wine Tasting</td>
<td>6.13</td>
</tr>
<tr>
<td>Events</td>
<td>4.95</td>
</tr>
<tr>
<td>Food</td>
<td>4.95</td>
</tr>
<tr>
<td>Music</td>
<td>4.91</td>
</tr>
<tr>
<td>Art</td>
<td>4.47</td>
</tr>
</tbody>
</table>
All motivation items for visiting the festival had a mean score higher than five on a seven-point Likert scale. The ranked festival motivations are presented in Table B.6.

Table B.6: Motivations for visiting GrapeFest

<table>
<thead>
<tr>
<th>Motivation</th>
<th>Mean Score</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. To see and do different things</td>
<td>6.43</td>
</tr>
<tr>
<td>2. To have fun and be entertained</td>
<td>6.37</td>
</tr>
<tr>
<td>3. To be free and easygoing</td>
<td>6.06</td>
</tr>
<tr>
<td>4. Always wanted to visit a wine festival</td>
<td>5.98</td>
</tr>
<tr>
<td>5. To be with friends</td>
<td>5.89</td>
</tr>
<tr>
<td>6. To be with someone special</td>
<td>5.87</td>
</tr>
<tr>
<td>7. To get away from the stress of everyday life</td>
<td>5.86</td>
</tr>
<tr>
<td>8. To observe other people at the festival</td>
<td>5.83</td>
</tr>
<tr>
<td>9. To rest and relax</td>
<td>5.74</td>
</tr>
<tr>
<td>10. To enjoy talking about festival after returning home</td>
<td>5.62</td>
</tr>
<tr>
<td>11. To change usual surroundings</td>
<td>5.21</td>
</tr>
<tr>
<td>12. To meet similar people</td>
<td>5.21</td>
</tr>
<tr>
<td>13. To find excitement</td>
<td>5.15</td>
</tr>
<tr>
<td>14. To be with family</td>
<td>5.10</td>
</tr>
</tbody>
</table>

Factor Analysis

The fourteen motivation items were factor analyzed to delineate the underlying dimensions of festival motivation behavior. The factor analysis of these motivations resulted in four factor groupings. The factors were labeled as (1) Relaxation; (2) Socialization; (3) Entertainment; (4) Family. Labeling factors were based on the appropriateness of the individual items under each factor grouping and judgmental evaluation of the factors consistent with the research literature. Combined, these four factor grouping accounted for 63 percent of the variance. Results of the factor analysis of the 14 motive items for visitors of the festival with their associated statistics are shown in Table B.7.
Table B.7: Factor Analysis Results of Festival Motivations

<table>
<thead>
<tr>
<th>Motives</th>
<th>Factor Loading</th>
<th>Eigen Value</th>
<th>Variance Explained</th>
<th>Reliability Coefficient</th>
</tr>
</thead>
<tbody>
<tr>
<td>RELAXATION</td>
<td></td>
<td>5.510</td>
<td>39.357</td>
<td>.825</td>
</tr>
<tr>
<td>The festival helps me to rest and relax</td>
<td>.735</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Today, I want to be free and easygoing</td>
<td>.724</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>To change my usual surroundings</td>
<td>.696</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>I enjoy talking about the festival after I return home</td>
<td>.689</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>To get away from the stress of everyday life</td>
<td>.660</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>I have always wanted to visit a wine festival</td>
<td>.479</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>SOCIALIZATION</td>
<td></td>
<td>1.284</td>
<td>9.173</td>
<td>.725</td>
</tr>
<tr>
<td>To meet people of similar interests</td>
<td>.839</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>To observe other people attending the festival</td>
<td>.719</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>To spend time with someone special at the festival</td>
<td>.532</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>ENTERTAINMENT</td>
<td></td>
<td>1.068</td>
<td>7.630</td>
<td>.796</td>
</tr>
<tr>
<td>To see and do a lot of things at the festival</td>
<td>.867</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>To have fun and be entertained at the festival</td>
<td>.851</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>FAMILY</td>
<td></td>
<td>.992</td>
<td>7.085</td>
<td>.646</td>
</tr>
<tr>
<td>To be together as a family at the festival</td>
<td>.805</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>To spend time with friends and relatives</td>
<td>.727</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>To spend time with someone special</td>
<td>.512</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

The first factor identified was named “Relaxation” and is comprised of six items: relaxation, stress away, change of everyday routine, be free and easygoing, wish to visit a wine festival, and enjoy talking about the festival afterwards, which explained 39.357% of the variance and achieved a reliability coefficient \( \alpha \) of 0.825. The second dimension, labeled “socialization” is comprised of four items (meeting people of similar interests, observe other people at the festival, be with someone special, and excitement). The factor explained 9.173% of the variance with a coefficient \( \alpha \) of 0.725. The third dimension is labeled “entertainment” and is comprised of two items (enjoying a lot of different things...
to see and do at the festivals; having fun and being entertained), which explained 7.630% of the variance and achieved a coefficient $\alpha$ of 0.796. The final dimension is labeled “family,” consisted of three items (spending time with family; being with friends; and being with someone special), which explained 7.085% of the variance with a coefficient $\alpha$ of 0.646. The delineated motivational factor groupings with eigenvalues greater than 0.990 are retained, where eigenvalues represent the amount of variance associated with the factor. Usually factors with variance less than 1.0 are no better than a single variable, because, due to standardization, each variable has a variance of 1.0 (Malhotra, 1996). As the number of variables was less than 20, this approach resulted in a conservative number of factors. The eigenvalues greater than 1.0 resulted in three factors being extracted, explaining less than 60% of the variance. So it was considered appropriate to examine other factors with eigenvalues lower than one (Malhotra, 1996). A fourth factor with an eigenvalue of 0.992 was subsequently also included.

This factor analysis was then examined for similar dimensions to those described by Mannel and Iso-Ahola (1987), Backman (1995) and Uysal et al. (1993). The findings are consistent with the work reported by them.

**Cluster Analysis and ANOVA**

Based on hierarchical clustering and the coefficient scores it appeared that either the four or five cluster solution would be appropriate. Using K-means clustering, one approach is to examine the number of cases in each cluster before the appropriate cluster solution is chosen. After considering the two cluster solutions the four clusters of visitors
were identified, they were subsequently titled: Apathetic, Stress Relievers, Active Outgoing, Family and Fun Oriented (Table B.8).

Table B.8. Summary of cluster analysis results: average factor score on each dimension

<table>
<thead>
<tr>
<th>Segment</th>
<th>Relaxation</th>
<th>Socialization</th>
<th>Entertainment</th>
<th>Family</th>
</tr>
</thead>
<tbody>
<tr>
<td>I Apathetic</td>
<td>-0.326</td>
<td>-0.080</td>
<td>-2.054</td>
<td>0.029</td>
</tr>
<tr>
<td>N=37</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>II Stress Relievers</td>
<td>0.588</td>
<td>-1.534</td>
<td>0.184</td>
<td>-0.354</td>
</tr>
<tr>
<td>N=50</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>III Active Outgoing</td>
<td>0.465</td>
<td>0.544</td>
<td>0.194</td>
<td>-0.021</td>
</tr>
<tr>
<td>N=154</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>IV Family and fun oriented</td>
<td>-1.202</td>
<td>-0.056</td>
<td>0.499</td>
<td>0.268</td>
</tr>
<tr>
<td>N=74</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

ANOVA was performed to investigate if the five importance items for visiting the festival would differ between the groups of visitors. Of the five festival activities three were found to have a significant difference between the cluster groups. These were Events (F=3.67, p<0.05), Music (F=6.40, p<0.05) and Wine Tasting (F=5.03, p<0.05). No difference was found concerning Food (F=2.39, p<0.05) and Art (F=1.04, p<0.05)

The Post Hoc analysis using Fisher’s LSD revealed differences between the clusters (Table B.9). It was noted that segments II and III had difference with respect to Events and Music, segment I had a significant difference with segment III with respect to all three activities and with segment II with respect to Wine Tasting. Segment II has a significant difference with segment III on Events and Music and with segment IV on Music. Segment II has a difference with segment IV on Wine Tasting.
Table B.9: Mean Values of the Four Clusters and the Activities

<table>
<thead>
<tr>
<th>Activities</th>
<th>Clusters</th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>I. Apathetic</td>
<td>II Stress Relievers</td>
<td>III Active Outgoing</td>
<td>IV Family and Fun Oriented</td>
<td></td>
</tr>
<tr>
<td></td>
<td>N=37</td>
<td>N=50</td>
<td>N=154</td>
<td>N=74</td>
<td></td>
</tr>
<tr>
<td>Events</td>
<td>4.44&lt;sup&gt;a&lt;/sup&gt;</td>
<td>4.48&lt;sup&gt;b&lt;/sup&gt;</td>
<td>5.25&lt;sup&gt;ab&lt;/sup&gt;</td>
<td>5.05</td>
<td></td>
</tr>
<tr>
<td>Music</td>
<td>4.43&lt;sup&gt;a&lt;/sup&gt;</td>
<td>4.05&lt;sup&gt;bc&lt;/sup&gt;</td>
<td>5.25&lt;sup&gt;ab&lt;/sup&gt;</td>
<td>4.93&lt;sup&gt;c&lt;/sup&gt;</td>
<td></td>
</tr>
<tr>
<td>Wine Tasting</td>
<td>5.38&lt;sup&gt;ab&lt;/sup&gt;</td>
<td>6.26&lt;sup&gt;a&lt;/sup&gt;</td>
<td>6.38&lt;sup&gt;bc&lt;/sup&gt;</td>
<td>5.76&lt;sup&gt;c&lt;/sup&gt;</td>
<td></td>
</tr>
</tbody>
</table>
APPENDIX C

QUESTIONNAIRE: GRAPEFEST VISITOR SURVEY
GRAPEFEST VISITOR SURVEY

1. Have you attended GrapeFest before?
   ____ Yes
   ____ No

2. What most influenced your decision to come to the GrapeFest
   ____ TV
   ____ Radio
   ____ Newspaper
   ____ Friend / Family
   ____ Direct mail
   ____ Web site
   ____ Previous experience
   ____ Other ____________

3. What influenced your decision to come to Grapevine, TX (check all that apply):
   ____ Dining and entertainment in Grapevine area
   ____ Tarantula Train
   ____ To visit my friends / family
   ____ To shop in Grapevine Mills
   ____ to see the historical district
   ____ other ______________________

4. How important are each of the following items in your decision to attend GrapeFest?

<table>
<thead>
<tr>
<th>Not important</th>
<th>Very important</th>
</tr>
</thead>
<tbody>
<tr>
<td>Food</td>
<td>1 2 3 4 5 6 7</td>
</tr>
<tr>
<td>Events</td>
<td>1 2 3 4 5 6 7</td>
</tr>
<tr>
<td>Music</td>
<td>1 2 3 4 5 6 7</td>
</tr>
<tr>
<td>Art</td>
<td>1 2 3 4 5 6 7</td>
</tr>
<tr>
<td>Wine tasting</td>
<td>1 2 3 4 5 6 7</td>
</tr>
<tr>
<td>Other</td>
<td>1 2 3 4 5 6 7</td>
</tr>
</tbody>
</table>
5. I like when I have lots of different things to see and do at festivals
   
   Strongly Disagree 0 1 2 3 4 5 6 7  Strongly Agree

6. I like having fun and being entertained at festivals
   
   Strongly Disagree 0 1 2 3 4 5 6 7  Strongly Agree

7. Finding thrills and excitement at festivals is important to me
   
   Strongly Disagree 0 1 2 3 4 5 6 7  Strongly Agree

8. I have always wanted to visit a wine festival
   
   Strongly Disagree 0 1 2 3 4 5 6 7  Strongly Agree

9. I am going to this festival to change my usual surroundings
   
   Strongly Disagree 0 1 2 3 4 5 6 7  Strongly Agree

10. Today, I am putting a lot of emphasis on being free and easygoing
   
   Strongly Disagree 0 1 2 3 4 5 6 7  Strongly Agree

11. The festival helps me to rest and relax
    
   Strongly Disagree 0 1 2 3 4 5 6 7  Strongly Agree

12. I enjoy talking about the festival after I return home
    
   Strongly Disagree 0 1 2 3 4 5 6 7  Strongly Agree

13. I like to observe the other people attending the festival
    
   Strongly Disagree 0 1 2 3 4 5 6 7  Strongly Agree

14. I enjoy meeting people of similar interests at the festival
    
   Strongly Disagree 0 1 2 3 4 5 6 7  Strongly Agree
15. I would like to spend time with someone special at the festival
   
   Strongly Disagree  0  1  2  3  4  5  6  7  Strongly Agree

16. I like visiting this festival to spend time with friends and relatives
   
   Strongly Disagree  0  1  2  3  4  5  6  7  Strongly Agree

17. Being together as a family is very important to me
   
   Strongly Disagree  0  1  2  3  4  5  6  7  Strongly Agree

18. The festival is a way of getting away from the stress of everyday life
   
   Strongly Disagree  0  1  2  3  4  5  6  7  Strongly Agree

19. How much money do you intend to spend at the festival today? $_________

We are interested in knowing about the types of people who come to the Festival. Please, answer the following questions about yourself:

20. Date of Birth ____________
21. What is your current zip code? _______________
22. I am here with (check all that apply):
    ______ Husband / wife
    ______ Significant other
    ______ Friend(s)
    ______ Child(ren)
    ______ Self

23. What is your annual household income?
    ______ Under 20,000
    ______ 20,001 – 40,000
    ______ 40,001 – 60,000
    ______ 60,001 – 80,000
    ______ 80,001 – 100,000
    ______ over 100,000

24. Your name and phone number:________________________Tel # (____)________________
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**Agree** (Permission is granted.)

__________________________  ___________________
Student Signature           Date

**Disagree** (Permission is not granted.)

__________________________  ___________________
Student Signature           Date