

# Travel motives of visitors attending Oppikoppi Music Festival

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Oppikoppi Music Festival is a festival with a difference: its theme is primarily rock music marketed predominantly to students. The researchers sought to determine the travel motives of visitors to this Festival by means of a questionnaire survey (N=261). After data capturing was completed, a factor analysis was conducted. The latter revealed six factors, namely "group togetherness", "escape", "cultural exploration", "event novelty/regression", "unexpectedness" and "known group socialisation". The research confirmed "group togetherness" as the main motive but also reveals a new motive, namely "unexpectedness". The research also confirms that different festivals feed off different motives. The results are useful to the event manager and marketers in developing their marketing strategy.

## Reismotiewe van besoekers aan die Oppikoppi Musiekfees

Die Oppikoppi Musiekfees is 'n fees met 'n verskil: die tema is hoofsaaklik rockmusiek wat op studente gemik is. Die navorsers wou die reismotiewe van besoekers aan dié Musiekfees bepaal deur middel van 'n vraelysopname (N=261). Na die datavaslegging is 'n faktoranalise uitgevoer. Laasgenoemde het ses faktore onthul, naamlik "groepsamehorigheid", "ontvluging", "kulturele verkenning", "gebeurtenisnuutheid/-regressie", "onverwagtheid" en "bekende groepsosialisering". Die navorsing het "groepsamehorigheid" as die hoof motief bevestig, maar het ook "onverwagtheid" as 'n nuwe motief onthul. Die navorsing het ook bevestig dat verskillende feeste deur verskillende motiewe gestimuleer word. Die resultate is bruikbaar vir die gebeurtenisbestuurder en bemerkers in die ontwikkeling van hul bemarkingstrategie.

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The Oppikoppi Music Festival is South Africa's biggest rock festival and is held annually over a weekend in August, near the mining town of Northam in the Limpopo Province (cf Figure 1). The festival started in 1994 and has since grown substantially, attracting approximately 15 000 visitors annually. The festival hosts a wide array of acts, with artists being booked from genres such as rock, hip-hop, hardcore, punk, folk, blues, drum 'n bass, big beats, funk, kwaito, jazz, traditional and world music. Oppikoppi can be considered the "Woodstock" of South Africa and is regarded by some as the primary influence in jump-starting the country's rock music movement in the late 1990s. Compared to other South African arts festivals, Oppikoppi differs entirely from other festivals in terms of its character (focusing mainly on rock), festival-goers (mostly students), the type of music shows, and the artists or bands (local and international rock bands).



Figure 1: Northam, Limpopo province

On a global scale, the numbers of attendees at festivals are substantially increasing and now play a significant role in the tourism industry, in particular in destination marketing (Mules & Faulkner 1996, Saayman & saayman 2004, Trigg 1995: 136). From a marketing point of view, these events enhance local pride in culture, expose indigenous minorities, increase the number of international visitors to new people and their customs, contribute to the local economy, and provide recreation activities (Long & Perdu 1990). In South Africa, in excess of 211 events and festivals of various kinds are held throughout the year, each with its own unique feel, programme and festival-goer (Van Zyl 2005: 13, Visser 2005: 165). With the advent of newly launched festivals, festival marketers are becoming increasingly diversified, and so understanding visitors' motives to attend festivals has become critical when developing an effective marketing strategy (Kim *et al* 2006: 959).

To ensure the continuous growth and success of the festival, it is important to understand why visitors choose to attend Oppikoppi. This article aims to determine the reasons (travel motives) of visitors to the festival. By determining these motives, marketing can be undertaken more effectively, and specific factors can be taken into account when the marketing strategies are being planned (Saayman 2006: 21). This could lead to a competitive advantage, which is vital in South Africa's very crowded festival marketplace.

## 1. Literature review

According to Kim *et al* (2006: 958), the motivation to attend festivals is closely related to tourism motivation since festival attendance is an important aspect of tourism. There are four frequently used theoretical frameworks to explain tourism motivation: Maslow's need hierarchy, Iso-Ahola's escape-seeking dichotomy, the notion of push-pull factors, and the notion of disequilibrium.<sup>1</sup> The motivational factors identified in these frameworks explain why tourists make a trip and what type of experience, destination or activity they

1 Cf Kim *et al* 2006: 958, Crompton & McKay 1997: 427, Crompton 1979, Swanson & Horridge 2006: 672.

seek (Ryan 1991). These frameworks thus provide a basis for studies on travel motivation which are helpful with regard to festival attendance motivation, in particular. Today's festival markets cannot be characterised as homogeneous, and the visitors are becoming highly involved in making their travel decisions based on the expectation of a quality festival experience (Backman *et al* 1995). According to Dibb & Simkin (2004: 347) and Hassan (2000: 240), it has therefore become critical to correctly identify and thoroughly understand the changing motivations of the festival market.

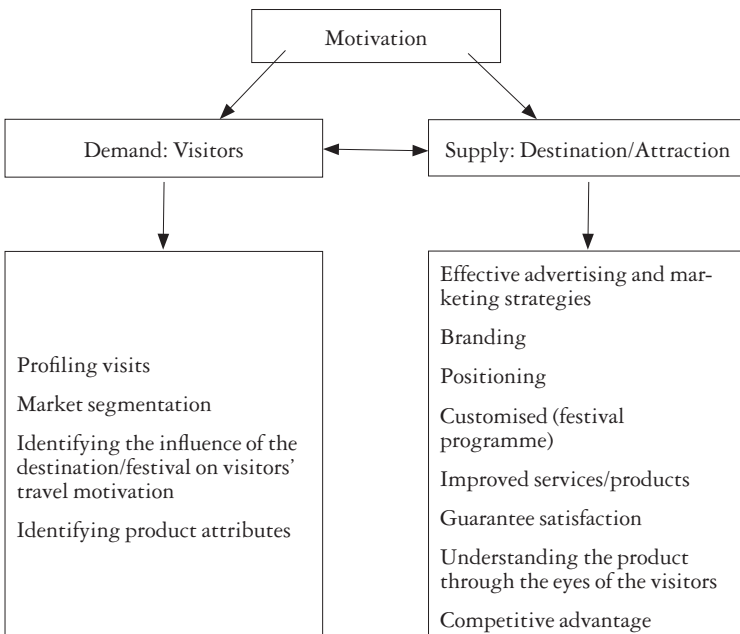
Crompton & McKay (1997: 426) and Van Zyl (2005: 73) states that the enhancement and maintenance of visitors' key motivations should be the primary goal of festival managers as identifying and prioritising motives is a key ingredient in understanding visitors' decision process. A visitor may have several different needs, which s/he desires to satisfy by visiting a festival. Different visitors may engage in the same festival element and may each derive different benefits from the experience. By measuring the main desires visitors are seeking to satisfy at the festival and which motivational factors lead to the preference of the particular festival, a more detailed profile of the visitors can be obtained to enable marketers/organisers to better address these needs with a tailor-made marketing programme (Crompton & McKay 1997: 426, Gitelson & Kerstetter 2000: 179).

Crompton & McKay (1997: 426) mention two interrelated reasons why research into festival/event attendance motivation is important. First, it is a key to designing better products and services and, secondly, it is closely linked to satisfaction. According to Scott (2006), an analysis of festival attendance motivations also helps event managers to better position their festivals. Kim *et al* (2006: 957) add that an understanding of visitors' motivation allows festival organisers to cater to the specific needs of target markets and to develop a more appropriate marketing strategy. Dewar *et al* (2001) believe that knowing the motives of visitors enables festival organisers to increase visitors' enjoyment and attract and retain more visitors as they can design future programmes tailored to them. Lee & Lee (2001) conclude that segmenting a festival market by means of the reason for visiting (motives) enables festival/event organisers to identify

the strengths and opportunities of each market and helps guarantee their satisfaction.

The role of travel motivations in marketing is depicted in Figure 2. Once travel motives have been determined, it allows a more detailed profile of visitors, hence the market segments that visit the destination/attraction. This information is required in order to develop effective marketing strategies, a customised (festival) programme and improved service/products. In addition, effective branding and positioning is possible which ultimately leads to visitor satisfaction and a competitive advantage. Based on these reasons, it appears that identifying travel motives is the basis for developing marketing plans and for understanding the needs of destinations markets.

Figure 2: Role of motivation in marketing



The above-mentioned factors have become increasingly important as the growing number and diversification of events have led to heightened competition. In addition, motivations of visitors vary from one event to another (Scott 1996, Rachael & Douglas 2001). Schneider & Backman (1996) and Lee *et al* (2004) suggest that visitors who are participating in various festivals are likely to share similar motives in attending festivals and special events even if they come from different cultural backgrounds, albeit to different degrees. Visitors with similar profiles travel to the same national park, but for different motives. It is therefore meaningful to clarify whether or not the motivations of tourists attending festivals are homogeneous, and whether they vary according to different types of festivals (Chang 2006: 1225). Nicholson & Pearce (2001: 449) state that the fundamental question of why people attend events must be complemented by asking whether, and to what extent, different events attract visitors with different motivations, or even whether there are underlying motivations common to all events. An analysis of Table 1 may reveal potential answers to these questions although the results show similarities and differences.

Comparing the studies conducted on festival motivations, as shown in Table 1, “socialisation”, “family togetherness”, “novelty”, “escape” and “excitement” are considered the most common motives for traveling to festivals. These studies further show collectively that the type or theme of the festival is a strong predictor of motives. With this in mind, this research attempts to determine and to better understand the association between the theme of the Oppikoppi Music Festival and the motives of its visitors. The festival organisers can use this information to effectively market the festival, design the festival programme to meet the needs of its visitors, and ensure repeat visits.

Table 1: Analysis of research on travel motives to festivals/special events

Researcher/s	Study	Travel motives
Chang (2006: 1229)	Segmenting visitors to aboriginal cultural festivals: an example in the Rukai Tribal area, Taiwan	Equilibrium recovery Festival participation and learning Novelty seeking Socialisation Cultural exploration
Uysal <i>et al</i> (1993)	An examination of event motivations: a case study	Escape Event novelty Excitement /thrills Socialisation Family togetherness
Researcher/s	Study	Travel motives
Mohr <i>et al</i> (1995)	An investigation of festival motivations and event satisfaction by visitor type	Socialisation Escape Family togetherness Excitement/uniqueness Event novelty
Backman <i>et al</i> (1995)	Tourists' motivations for attending a Hot Air Balloon Festival in Greenville, South Carolina	Excitement External Family Socialisation Relaxation
Scott (1996)	A comparison of visitor's motivations to attend three urban festivals (Bug festival, Holiday Lights Festival and Maple sugaring festival) in North East Ohio	Nature appreciation Event excitement Sociability Family togetherness Curiosity Escape
Formica & Uysal (1996)	A market segmentation of festival visitors: Umbria Jazz Festival in Italy	Excitement/thrills Socialisation Event novelty Family togetherness
Schneider & Backman (1996: 143)	Cross-cultural equivalence of festival motivations: a study of Jerash Festival in Jordan	Family togetherness and socialisation Social/leisure Festival attributes Escape Event excitement

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Researcher/s	Study	Travel motives
Crompton & McKay (1997)	Motives of visitors attending festival events	Cultural exploration Novelty/regression Gregariousness Recover equilibrium Known-group socialisation External interaction/socialisation
Formica & Uysal (1998)	Market segmentation of an international cultural-historical event in Italy	Socialisation/entertainment Event attraction/excitement Group togetherness Site novelty cultural/historical Family togetherness
Researcher/s	Study	Travel motives
Lee (2000)	A comparative study of Caucasian and Asian visitors to a Cultural Expo in an Asian setting	Cultural exploration Escape Novelty Event attractions Family togetherness External group socialisation Known-group socialisation
Lee <i>et al</i> (2004: 66)	Segmentation of festival motivation by nationality and satisfaction (The 2000 Kyongju World Cultural Expo, South Korea)	Cultural exploration Family togetherness Novelty Escape (recover equilibrium) Event attractions Socialisation
Nicholson & Pearce (2001)	A comparative analysis of visitor motivations at four South Island Events (Marlborough Wine, Food and Music Festival; Hokitika Wildfoods Festival; Warbirds over Wanaka: New Zealand Gold Guitar Awards)	Socialisation Escape Novelty/uniqueness Family Entertainment and excitement Variety Specifics



Researcher/s	Study	Travel motives
Formica & Murrmann (1998: 201)	The effects of group membership and motivation on attendance: Spolento Festival in Italy	Socialisation and entertainment Event attraction and excitement Group togetherness Cultural/Historical attraction Family togetherness Site novelty
De Guzman <i>et al</i> (2006)	Segmenting visitor motivation to WOW (Wealth of Wonders) Phillipines	Culture exploration Event attraction Socialisation Family togetherness Novelty Escape
Kim <i>et al</i> (2006)	Tourists motivation to International Festival of Environmental Film and Video (FICA) in Brazil	Family togetherness Socialisation Site attractions Festival attractions Escape from routine

## 2. Method

In order to gather data from visitors to Oppikoppi Music Festival, a visitor questionnaire was administered in 2005, 2006 and 2008. For the purposes of this article, only the data obtained in 2008 will be referenced as this was the first time that travel motivations were included in the questionnaire.

### 2.1 The questionnaire

The questionnaire used to survey visitors to Oppikoppi Music Festival was adapted in 2008 to include a more detailed section on travel motivations. The questionnaire consisted of four sections. In Section A, demographic details (gender, home language, age, province and country of residence) were surveyed while section B and C focused on spending behaviour for occupation, number of persons paid for, frequency of visits, length of stay and amount spent, and the motivational factors. The section on travel motivations, based on the work of Crompton (1979) and on that of Crompton & McKay (1997),

was adapted for Oppikoppi. Section D of the questionnaire sought more detailed information about the consumer's preferences for the festival and for the performing bands. For the purposes of this article, the information obtained from sections A, B and C is predominantly used. The visitor survey consisted of a personal interview held with the respondents, and all questionnaires were completed at the Main Festival Grounds where fieldworkers moved around in order to minimise bias. From the 10 000 visitors who attended the festival, 261 questionnaires were completed over a period of 3 days (7-9 August 2008) by means of availability sampling.

Microsoft© Excel© was used for data capturing and for basic data analysis. A factor analysis was conducted by means of SPSS (2006) where Oblique Promax with a Rotation Oblimin method was used. Two methods that can be used to explain the covariance structure are principle components and factor analysis.

The approximation based on the factor analysis model is more elaborate than that of a principal component analysis. The factor analysis describes the covariance relationships among many variables in terms of a few underlying, but unobservable, random quantities called factors. The factor model can be motivated by the following argument: Suppose that variables can be grouped according to their correlations. That is, all variables in a particular group are highly correlated among themselves, but small correlations with variables in a different group. If this is the case, it is conceivable that each group of variables represents a single underlying factor that is responsible for the observed correlations. Factor analysis seeks to confirm this type of structure (Johnson & Wichern 2002: 477-8).

### 3. Results

The results will be discussed in two sections. First, an overview of the profile of visitors to the Oppikoppi Music Festival will be presented. Secondly, the results of the factor analyses (visitor motives) will be discussed.

### 3.1 Visitors profile to Oppikoppi Music Festival

Based on the results captured and displayed in Table 2, visitors are predominantly Afrikaans-speaking, approximately 24 years old and originate mainly from Gauteng and North-West province. In addition, visitors travel in groups of 8 people and stay 2-3 nights in Northam. Visitors are fairly loyal to the Festival and have visited Oppikoppi an average of 3.3 times.

Table 2: Visitors profile: Oppikoppi Music Festival 2008

Category	Profile: Oppikoppi Music Festival
Home language	Afrikaans-speaking (72%)
Age	Average age: 24.2 years
Province of residence	Gauteng and North West province
Annual income	R51 000 and R100 000
Occupation	Students
Length of stay	Average of 3.4 nights in Northam
Group size	Average group of 8.4 people
Number of visits to festival	Average of 3.3 times

### 3.2 Motives for visiting Oppikoppi Music Festival

This section focuses on exploring the underlying patterns of the reported travel motivations by means of a factor analysis. To determine the appropriateness of principal components analysis (data reduction procedure) for the collected data, a correlation matrix for the motivational data, Kaiser-Meyer-Olkin measure of sampling adequacy and the Barlett test of sphericity were examined. The Kaiser-Meyer-Olkin measure of sampling adequacy aims to examine whether the strength of the relationship between variables is large enough to proceed to a factor analysis. The measure was 0.906 for Oppikoppi, which is acceptable. The Barlett test was also found to be significant ( $p < .0001$ ). Therefore, the data reduction by principal components would be legitimate. A factor analysis with varimax rotation was performed on the 23 motivational factors. The varimax rotation method was chosen due to very little correlation between factors per destination. The factor analysis was performed to identify the underlying

dimensions of the respondents' motivation to visit these destinations. An Eigen value of 1.0 was used for factor extraction criterion and loadings of .40 were used for item inclusion.

The factor analysis (Pattern Matrix) identified six factors that were labelled according to similar characteristics (cf Table 3). The six factors accounted for 64.2% of the total variance. Eigen values for these factors ranged from 1.01 to 4.04. Cronbach's coefficients were also examined for each factor to check the reliability of the data, and to serve as a measure of internal consistency among the items. The values for the factors varied between .718 (the lowest) to .831 (the highest) which shows a high level of internal consistencies. The Alpha values should, nevertheless, be interpreted with caution due to the limited number of items (statements) that loaded successfully onto the same factors.

- *Factor 1: Group togetherness*

"Group togetherness" included aspects such as "to go with someone is more fun than going by yourself", "to be with friends", "to meet new people", "to be with people who enjoy themselves", "to go with a group" and "to observe the other people who are attending". "Group togetherness" is confirmed by Formica & Uysal (1998) and Formica & Murrmann (1998: 201) as a motive for travelling to festivals/events. This factor is also regarded as the most important motivation for visitors attending Oppikoppi and had the highest mean value (4.2236). It is also one of the most common motives for festival travel as indicated in Table 1. Therefore, the opportunity that Oppikoppi provides for enhanced socialisation, whether that be meeting like-minded enthusiasts or experiencing greater social contact through the festival atmosphere, should be stressed in marketing efforts.

- *Factor 2: Escape*

"Escape" received only the fifth highest mean value of 3.7190 and included subcategories such as "to recover from usual hectic pace", "to reduce built-up tension, anxieties and frustrations", "to avoid being stuck in a rut" and "to relieve boredom". Numerous researchers have confirmed this motive.<sup>2</sup>

2 Cf Uysal *et al* (1993), Mohr *et al* (1995), Scott (1996), Schneider & Backman (1996: 143), Lee (2000), Lee *et al* (2004: 66), Nicholson & Pearce (2001), Guzman *et al* (2006) and Kim *et al* (2006).

Table 3: Factor analysis of motives for visiting Oppikoppi Music Festival

Factor labels	Factor 1	Factor 2	Factor 3	Factor 4	Factor 5	Factor 6
Mean values	4.2336	3.7190	3.9041	4.2307	3.73	2.64
<i>Factor 1: Group togetherness</i>						
Go with someone is more fun than going by yourself	.735					
To be with friends	.682					
To meet new people	.661					
To be with people who are enjoying themselves	.639					
Go with a group	.611					
Do not like to go alone	.476					
To observe the other people who are attending	.517					
<i>Factor 2: Escape</i>						
To recover from usual hectic pace		.852				
To reduce built-up tension, anxieties and frustrations		.801				
To avoid getting stuck in a rut		.679				
To relieve boredom		.666				
<i>Factor 3: Cultural exploration</i>						
To see new things			.799			
Want a new sense of discovery			.764			
To experience culture			.595			

Factor labels	Factor 1	Factor 2	Factor 3	Factor 4	Factor 5	Factor 6
To explore new things			.442			
<i>Factor 4: Event novelty/Regression</i>						
It brings out the youth in me				-.764		
To seek adventure				-.762		
To act like a child again				-.749		
Like things to happen unpredictably				-.657		
<i>Factor 5: Unexpectedness</i>						
Do not plan visit in detail, like the unexpectedness					.614	
<i>Factor 6: Known group socialisation</i>						
To not be with others who enjoy the same things						.890

- *Factor 3: Cultural exploration*

“Cultural exploration” includes aspects such as “to see new things”, “want a sense of discovery”, “to experience culture” and “to explore new things”. Chang (2006: 1229), Crompton & McKay (1997), Lee (2000), Lee *et al* (2004: 66) and De Guzman *et al* (2006) also found that cultural exploration plays an important role in the travel motivations of festival visitors. This factor had the third highest mean value of 3.9041.

- *Factor 4: Event novelty/Regression*

This motive consists of four aspects, namely “it brings out the youth in me”, “to seek adventure”, “to act like a child again” and “like things to happen unpredictably”. This factor had the second highest mean value of 4.2307 and is confirmed by Uysal *et al* (1993), Mohr *et al* (1995), Formica & Uysal (1996), Crompton & McKay (1997) and Lee (2000).

- *Factor 5: Unexpectedness*

“Unexpectedness” consisted of “do not plan visit in detail”, “like the unexpectedness”. No other research has identified a similar motivation. Therefore, this aspect can be regarded as a unique motive for travel to Oppikoppi Music Festival. It also rated fourth highest, with a mean value of 3.73.

- *Factor 6: Known group socialisation*

This motive entails “to be with others who enjoy the same things”. This motive has also been confirmed by Crompton & McKay (1997) and Lee (2000). Of the six factors, known group socialisation received the lowest mean value of 2.64.

Based on the results of the component correlation matrix as displayed in Table 4, the low correlation between the different factors shows that the factors can be clearly distinguished. The motives why tourists visit Oppikoppi Music Festival are thus very specific and well defined. This implies that tourists visiting the festival for “group togetherness” reasons are not the same as those visiting the festival “to escape” or for “cultural exploration”, for example.

Table 4: Component correlation matrix for Oppikoppi Music Festival

Component	Group togetherness	Escape	Cultural exploration	Event novelty/Regression	Unexpectedness	Known group socialisation
Group togetherness	1.000	.304	.316	-.374	.124	-.070
Escape	.304	1.000	.246	-.337	.076	.115
Cultural exploration	.316	.246	1.000	-.351	.171	.087
Event novelty/Regression	-.374	-.337	-.351	1.000	-.152	-.057
Unexpectedness	.124	.076	.171	-.152	1.000	.014
Known group socialisation	-.070	.115	.087	-.057	.014	1.000

#### 4. Findings and conclusions

The aim of this article was to determine the travel motives of visitors attending the Oppikoppi Music Festival in South Africa. Six distinct travel motives were revealed, namely “group togetherness”, “escape”, “cultural exploration”, “event novelty/regression”, “unexpectedness” and “known group socialisation”. With the exception of “unexpectedness”, all the other factors were previously reported by the studies discussed in the literature review. The results of this study, in particular, complement and supplement the findings reported by Crompton & McKay (1997), on which this research is based, as well as those of Lee (2000) and Lee *et al* (2004). This research also revealed differences from the foundational projects, and showed that, by comparison to these researches, the importance of factors differed significantly.

The results of this project revealed that “group togetherness” was the most significant motive for attending the festival, followed by “event novelty/regression” and “cultural exploration”. This emphasises the fact that the nature, theme and features of the festival itself are the main motivations for visitors to attend Oppikoppi. It is also interesting to note that, although “escape” is one of the most common



motives for travelling (Pan & Ryan 2007, Beh & Bruyere 2007), it is not a significant motive for visitors to Oppikoppi. The latter is very important information for Oppikoppi's marketers, since marketing campaigns can be based on the findings. The event marketers should therefore use the theme of the festival and highlight the uniqueness of the festival in their promotional materials and activities. The rock music element, along with the sociable and fun nature of the festival, should also form an integral part of the festival experience and be promoted to create a unique atmosphere. Oppikoppi Music Festival can further use this information to effectively brand and position itself against other South African arts festivals in order to ensure repeat visits and gain a competitive advantage.

The findings of this study suggest that when planning festivals or events, motivation analysis is important to identify the various needs of different groups of visitors and so to market the festival/event accordingly. The contribution of this research project lies, first, in a greater understanding of the reasons why visitors visit this particular festival. This is the first time that such research has been undertaken in respect of Oppikoppi. Secondly, the research confirms "group togetherness" as the main motive for attending Oppikoppi Music Festival. This supports existing research regarding travel motivation, but also identifies and contributes to the literature review of travel motives, a unique motive, that of "unexpectedness". Thirdly, this research confirms that different festivals feed different motivations of attendees. Finally, the project contributes to the literature base of travel motivations to attend festivals/events.

Based on the results of this research, it is recommended that similar studies be applied to other types of festivals in South Africa in order to compare results. Further research will not only lead to a greater understanding of what motivates visitors to attend a specific festival, but also reveal how the different themes of the festivals influence visitors' motivations.

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