Bundling for Tourism Events – What Motivates the Market?
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Abstract
For many tourism destinations the staging of successful events is becoming an increasingly significant element in their total tourism product offering. Understanding the motivations for attendance at these events improves the likelihood of higher attendance levels and subsequently a positive contribution to the destination. This paper demonstrates that for most events attendance is not attributed to just one motivation but a combination of motives. Thus, the paper suggests that event organisers and those responsible for developing tourism destinations via tourism events need to consider the benefits that could be gained by using a ‘bundling’ strategy to satisfy the various motivations of tourists.

Introduction
The tourism industry is destination based; however, it is often planned tourism events that motivate travel and thus underpin the industry. Identification of factors that motivate attendance at tourism events will provide a greater understanding of the market and the ‘bundle’ of attractions that will appeal to it.

Planned tourism events are classified by Getz (1997) as “cultural and celebration, art/entertainment, business/trade, sport, educational, recreational and political/state events”. In this paper data on motivations to attend cultural and celebration, sports and recreational events are presented.

In examining the data, the different motivations of visitors and the importance of bundling event attractions are discussed.

Literature Review
Planned events are integral to the tourism industry from the perspective of attracting tourists to the events per se and to increasing visitations to destinations. According to Jago, Chalip, Brown, Mules, and Ali (2003) the staging of major events or special events has recently become a significant component of destination branding due to awareness and image benefits. The organisers of the Sydney Olympics were no doubt aware that images associated with that event would translate to the branding of Sydney as a destination. Similarly, organisers of relatively small regional events have the ability to affect the branding of their destinations.

Exploration of visitors who attend events has revealed that motivations for attendance range from a desire to satisfy utilitarian needs to a desire to the ability to fulfil hedonic needs. Previous authors including Eastgate and Funk (2005); Crompton (1979); Gitelson and Kerstetter (1990); Loker and Perdue (1992) and Cha, McCleary and Uysal (1995) have found that event tourists seek to specifically fulfil motives such as escape, excitement, knowledge, socialisation, prestige, kinship, adventure, relaxation, novelty and exploration. Furthermore,
in a study on horse racing events by Coghlan and Williams (2001) it was found that business
and income can be a primary motivating factor for attendance.

Additionally, the Sport Fan Motivation Scale (SFMS) developed by Wann (1995) and more
recently expanded on by Wann, Schrader and Wilson (1999) measures eight different motives
of those attending sports events. The SFMS motives are eustress (a positive form of stress
that stimulates and energizes an individual – to enjoy the excitement and anxiety that often
accompany sport spectating), self-esteem, escape, entertainment, economic, aesthetic, group
affiliation and family.

Similarly, the motivations for destination tourism was found to be based in similar motives
including escape, excitement, novelty, socialization and family togetherness (Crompton and
McKay, 1997; Junek and Binney, 2005). The similarities in the motivations for participation
of the event tourist and the destination tourist highlight the strong connection and supporting
role events of all types play in underpinning a successful tourism destination.

Junek and Binney (2005) and Coghlan and Williams (2001) found that attendance at an event
and visitation to a destination is often motivated by a desire to fulfil a number of different
motives. To cater for the various motivations of tourists and so increase attendance at events
the strategy of ‘bundling’ can be applied. This strategy is based on the notion that there might
be more than one key motivation present and thus packages a variety of attractions to appeal
to tourists range of motivations (Guiltinan, 1987). Robertson and Pope (1999) and Brokaw
(2000) supported this approach when they found that to attract a broad spectator market it is
valuable to bundle attractions. Green and Chalip (1998) explored the benefits of bundling
within sporting events and suggested that adding attractions and activities will allow
spectators to share and celebrate the particular culture of the sport.

This paper supports the use of ‘bundling’ as an effective strategy to improve attendance at
tourism events. Motivations for attendance at three different types of events are analysed.
The results illustrate that for these three events it is the possibility of fulfilling a combination
of motivations that influences attendance. Thus for event organisers and those in the employ
of developing tourism destinations it is vital that these combinations of motives are accurately
identified and then transformed or ‘bundled’ into an appealing end product for their chosen
target market.

Research Method

Exploratory and descriptive research was used to establish the parameters of the research and
to quantify motivations. In the initial phases of the research literature was reviewed before
conducting focus group discussions and in-depth interviews. The seven focus group
discussions were with members of the general public regarding attendance at; regional horse
racing events, a regional multi-cultural festival, and a food and wine festival in regional
Australia. The in-depth interviews were conducted with organisers of those events.

In the descriptive phase of the research attendees at the race meetings, the multi-cultural
festival and the food and wine festival were intercepted on a random basis and interviewed
using semi structured questionnaires. At the race meetings 139 persons were interviewed.
The data from this survey were analysed using basic statistical techniques and exploratory
Factor Analysis with varimax orthogonal rotation. The cut-off point for factor loadings was set at 0.5. Factors with eigen values of 1 and above were retained for analysis.

In relation to the regional multi-cultural festival 254 persons attending the festival were interviewed. Basic statistical techniques were applied to the data. For the food and wine festival a sample of 294 persons was surveyed and, again, basic statistical techniques were applied to the data.

Subsequent to these initial phases of the research a third person observation technique was used to study the behaviour of visitors to the race meetings, the multi-cultural festival and the food and wine festival.

Results and Discussion

In the initial factor analysis performed on the results from the race meetings five factors emerged and explained 63.36 per cent of the total variance. Since the fifth factor was weaker in terms of total variance explained (7.31 per cent), although the eigen value was more than 1, this factor was not included in further analysis. The rotated factor matrix can be seen in Table 1.

Table 1: Four Factor Solution with Key Words of the Statements and Factor Loadings in Brackets

<table>
<thead>
<tr>
<th>Factor 1</th>
<th>Factor 2</th>
<th>Factor 3</th>
<th>Factor 4</th>
</tr>
</thead>
<tbody>
<tr>
<td>Social motives</td>
<td>Business motives</td>
<td>Horse racing motives</td>
<td>Esteem motives</td>
</tr>
<tr>
<td>Variance explained: 22.77%</td>
<td>Variance explained: 13.35%</td>
<td>Variance explained: 12.50%</td>
<td>Variance explained: 9.90%</td>
</tr>
<tr>
<td>Having fun (.836)</td>
<td>Supporting a sponsor (.812)</td>
<td>Watching horses and jockeys (.802)</td>
<td>Liking to get dressed up (.734)</td>
</tr>
<tr>
<td>Enjoying the occasion (.821)</td>
<td>Discussing business with peers (.807)</td>
<td>Enjoying the races (.783)</td>
<td>Possibly meeting someone interesting (.607)</td>
</tr>
<tr>
<td>Relaxing (.814)</td>
<td>Business networking (.764)</td>
<td>Sensing the horses (.642)</td>
<td>Enjoying the race-going company (.529)</td>
</tr>
<tr>
<td>Coming to be with friends (.791)</td>
<td></td>
<td>Having an investment in the racing industry (.546)</td>
<td></td>
</tr>
<tr>
<td>Accompanying someone I know (.626)</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Indulging with other people (.582)</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Supplementing income by gambling (.662)</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Note: Items having factor loadings below the cut-off point of 0.5 are not included in the table.

Persons who attend regional horse race meetings are primarily motivated by the social occasion, rather than the events per se. From Factor Analysis of 22 seven-point Likert scaled statements relating to motivations, it was found that social motives explained 22.77 per cent of the total variance. The other factors that were found to be explanatory were business which explained 13.35 per cent of the total variance, horse racing which explained 12.50 per
cent and esteem which explained 9.90 per cent of the total variance. As is shown in Table 1, fun, enjoyment, relaxing and friendship are the most important social dimensions. Additionally, in the related esteem factor, liking to get dressed up and the prospect of meeting someone interesting were the most important dimensions.

In an open-ended question in the survey respondents were asked “is there a particular reason for attending this race meeting”? The responses to this confirmatory question support the findings of the factor analysis, in that 55.00 per cent of respondents cited social and esteem reasons for attending the race meeting.

When visitors to the regional multi-cultural festival were interviewed and asked to rate the appeal of various festival attractions on a 5 point Likert scale the distribution of responses revealed that three attractions were more important, and that the attraction of food and wine was most important.

Table 2: Event Ratings

<table>
<thead>
<tr>
<th>Events</th>
<th>1</th>
<th>2</th>
<th>3</th>
<th>4</th>
<th>5</th>
<th>No Response</th>
<th>Mean (100%)</th>
<th>Total (100%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Arts Events</td>
<td>49 (19%)</td>
<td>63 (25%)</td>
<td>72 (29%)</td>
<td>44 (17%)</td>
<td>23 (9%)</td>
<td>3 (1%)</td>
<td>2.7</td>
<td>254 (100%)</td>
</tr>
<tr>
<td>Cultural Events</td>
<td>44 (17%)</td>
<td>39 (15%)</td>
<td>46 (18%)</td>
<td>66 (26%)</td>
<td>55 (22%)</td>
<td>4 (2%)</td>
<td>3.2</td>
<td>254 (100%)</td>
</tr>
<tr>
<td>Food &amp; Wine</td>
<td>14 (6%)</td>
<td>25 (10%)</td>
<td>49 (19%)</td>
<td>76 (30%)</td>
<td>86 (33%)</td>
<td>4 (2%)</td>
<td>3.7</td>
<td>254 (100%)</td>
</tr>
<tr>
<td>History</td>
<td>44 (17%)</td>
<td>49 (19%)</td>
<td>51 (20%)</td>
<td>43 (17%)</td>
<td>63 (25%)</td>
<td>4 (2%)</td>
<td>3.1</td>
<td>254 (100%)</td>
</tr>
<tr>
<td>Reunion</td>
<td>84 (33%)</td>
<td>50 (20%)</td>
<td>56 (22%)</td>
<td>21 (8%)</td>
<td>39 (15%)</td>
<td>4 (2%)</td>
<td>2.5</td>
<td>254 (100%)</td>
</tr>
<tr>
<td>Theatre</td>
<td>61 (24%)</td>
<td>63 (24%)</td>
<td>52 (21%)</td>
<td>51 (20%)</td>
<td>22 (9%)</td>
<td>5 (2%)</td>
<td>2.6</td>
<td>254 (100%)</td>
</tr>
</tbody>
</table>

To test the reliability of the results in Table 2 interviewees were asked how much they would be prepared to spend on the various attractions. The results shown in Table 3 reveal that their expenditure was spread over a variety of activities.

Table 3: Money Prepared to Spend on Events at Festival

<table>
<thead>
<tr>
<th>Events</th>
<th>$0</th>
<th>$1 to $5</th>
<th>$6 to $10</th>
<th>$11 to $20</th>
<th>$21+</th>
<th>No Response</th>
<th>Total (100%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Arts Events</td>
<td>41 (16%)</td>
<td>107 (42%)</td>
<td>62 (24%)</td>
<td>21 (8%)</td>
<td>11 (5%)</td>
<td>12 (5%)</td>
<td>254 (100%)</td>
</tr>
<tr>
<td>Cultural Events</td>
<td>71 (28%)</td>
<td>88 (35%)</td>
<td>56 (22%)</td>
<td>18 (7%)</td>
<td>6 (2%)</td>
<td>15 (6%)</td>
<td>254 (100%)</td>
</tr>
<tr>
<td>Food &amp; Wine</td>
<td>15 (5%)</td>
<td>53 (21%)</td>
<td>81 (32%)</td>
<td>56 (22%)</td>
<td>35 (14%)</td>
<td>14 (6%)</td>
<td>254 (100%)</td>
</tr>
<tr>
<td>History</td>
<td>84 (33%)</td>
<td>105 (41%)</td>
<td>32 (13%)</td>
<td>15 (6%)</td>
<td>3 (1%)</td>
<td>15 (6%)</td>
<td>254 (100%)</td>
</tr>
<tr>
<td>Reunion</td>
<td>109 (43%)</td>
<td>74 (29%)</td>
<td>28 (11%)</td>
<td>16 (6%)</td>
<td>12 (5%)</td>
<td>15 (6%)</td>
<td>254 (100%)</td>
</tr>
<tr>
<td>Theatre</td>
<td>49 (19%)</td>
<td>84 (33%)</td>
<td>48 (19%)</td>
<td>35 (14%)</td>
<td>24 (9%)</td>
<td>14 (6%)</td>
<td>254 (100%)</td>
</tr>
</tbody>
</table>
For persons attending the regional food and wine festival, it was again the ‘bundle’ of attractions that drew them to the event. A number of events rated on a Likert scale were considered important with activities relating to food and wine such as; tasting, cooking, and preparing and education being preferred by 67% of those surveyed. However, 30% of those surveyed indicated that the variety of additional activities offered at the event such as music, movies, and party atmosphere were keys to their attendance.

Third person observations of the behaviour of visitors at all of the research events supported the results of the surveys and reaffirmed the importance of bundling attractions at events. The results of the research were consistent with the literature demonstrating that visitors to tourism events seek to fulfil a number of motives.

**Conclusion**

The research revealed that attendance at planned tourism events is dependant upon various motivations and therefore to appeal to potential visitors a bundling strategy should be considered, whereby visitors are presented with a number of experiences. The ‘main event’, such as horse racing or food and wine, although important to trigger the initial interest in the event may in reality be less significant in the final decision to attend with other motives especially related to social appeals or diversions from boredom proving to be equally important. Persons responsible for marketing tourism events and destinations can enhance the appeal of their products by bundling a number of offerings to attract a variety of potential visitors.

**Limitations and Further Research**

The research was confined to the study of motivations of tourists to attend planned tourism events in regional New South Wales and Victoria. It may not be appropriate to generalize the results to major metropolitan areas. Further, the three different types of events that were part of the study only account for a portion of the spectrum of tourism events.

Factor analysis imposes a rigid structure and it is also subjective in relation to naming factors. This should be taken into account before drawing conclusions from this study. The factor analysis only explained 63.36 per cent of the total variance. Therefore, there are other factors that also motivate people to attend regional horse racing meetings.

Further research that extended to major metropolitan areas and other types of tourism events would provide a more complete understanding of the motivations of tourists and the value of ‘bundling’ offerings.

**References**


