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Motives of potential event visitors
A pre-event case study of the Storsjöyran music festival

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MOTIVES OF POTENTIAL EVENT VISITORS

A PRE-EVENT CASE STUDY OF THE STORSJÖYRAN MUSIC FESTIVAL

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ABSTRACT
The purpose of this thesis was to study potential event visitors and their motives to either attend or not attend an event. A pre-event case study of the music festival Storsjöyran was conducted and 701 potential visitors’ motives were studied through a web-based survey containing both questions with 5-point Likert-type scale and open ended questions. The main motive for visiting Storsjöyran music festival was to experience the core program (live music), but socializing and to experience the special atmosphere were also important factors. Motives for not visiting the festival were a question of costs exceeding benefits. High costs did not solely mean high ticket prices but also included the effort to travel and the risk of what an event can bring in terms of negative experiences, mainly in the confrontation with other festival visitors. The results also support previous findings that motives differ between visitors to the same event. Respondents’ age, origin and links to the place where the festival is held were found to be useful segmentation factors according to the festival Storsjöyran. The organizers were recommend to continue to design the festival for music experiences, but also to consider the social interactions between visitors and design the event for more satisfying experiences related to this area.

KEYWORDS: Event, Festival, Motivation, Motive, Experience, Storsjöyran
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TABLE OF CONTENTS

Introduction ......................................................................................................................... 1
Problem area ....................................................................................................................... 2
Purpose of the thesis ....................................................................................................... 3
Definitions....................................................................................................................... 4
Event motivation................................................................................................................. 5
Theoretical framework.................................................................................................... 5
Motives for visiting events.............................................................................................. 7
Motives for not visiting events......................................................................................... 9
Method .............................................................................................................................. 11
Selected event ............................................................................................................... 11
Pre-event study.............................................................................................................. 11
Survey development ...................................................................................................... 13
Data collection and analysis ......................................................................................... 14
Method criticism ........................................................................................................... 15
Potential Storsjöyran visitors and their motives ............................................................... 16
Presentation of the festival Storsjöyran ........................................................................ 16
Visitors and non-visitors ............................................................................................... 17
Expected Storsjöyran-experiences ............................................................................... 22
Segmentation of potential Storsjöyran visitors ............................................................. 25
Analysis ............................................................................................................................ 28
The difference between a visit and a non-visit.............................................................. 28
Expected experiences attracting and repelling people ............................................... 29
Visitors looking for different experiences .................................................................... 30
Discussion ......................................................................................................................... 31
Theoretical considerations ............................................................................................ 31
Practical recommendations .......................................................................................... 32
Future research .............................................................................................................. 33
References ......................................................................................................................... 34
Appendix ........................................................................................................................... 37
LIST OF TABLES

Table 1. Self-expressed reasons given for attending Storsjöyran………………21
Table 2. Self-expressed reasons given for not attending Storsjöyran……………22
Table 3. Expected positive experiences during a visit at Storsjöyran…………23
Table 4. Expected negative experiences during a visit at Storsjöyran…………24
Table 5. Importance of varied festival experience……………………………27
LIST OF FIGURES

Figure 1. Sweden and the location of Östersund Municipality …………………...12
Figure 2. The proportion between women and men in the category visitors……18
Figure 3. The proportion between women and men in the category non-visitors..18
Figure 4. Home area for visitors and non-visitors………………………………18
Figure 5. Age composition of visitor and non-visitors…………………………19
Figure 6. Previous visits at Storsjöyran for visitors and non-visitors…………..20
Figure 7. Previous experiences of other music festivals ………………………..20
Figure 8. Importance of thirteen typical Storsjöyran-experiences ………………26
INTRODUCTION

Every day thousands of planned events take place all over the planet. The world of planned events includes cultural celebrations, festivals, religious events, political summits, arts and entertainment events, business conventions, educational conferences, sport events and private events of varied types. Today’s popularity of events, both among local residents and travelling visitors, has made events important for city governments and tourism organizations. For example a music festival could mean a stimulating experience of culture and art for residents and an economic surplus because of spending from event tourists. The presence of event tourism is often the main reason why festivals are supported by tourism organizations and one of the reasons why they are prioritized by authorities.

However, planned events are not a new phenomenon, people throughout the history have gathered for doing trades, making political decisions, having religious ceremonies etc. The Ancient Olympic Games (776 BC) was one famous example of an early planned event (Encyclopædia Britannica). The Three Choirs Festival, established in 1724, is one of the oldest music festivals in Europe and is still held in England every year (Encyclopædia Britannica). In 1969 approximately 400,000 people came to Bethel, New York, to join Woodstock Music and Arts Fair (Encyclopædia Britannica). Woodstock has been an inspiration for many organizers of modern rock music festivals, also in Sweden. In 2009 approximately 200 Swedish music festivals were held and marketed in international media (Festivalinfo.se). One of those was the festival Storsjöyran in Östersund; this year gathered 26,000 people on its last night, which was a record for the festival.

The study of patterns of human activity is a main tradition in human geography (Knox and Marston, 2009) and peoples’ decision to visit events has created new spatial and temporal patterns of human activity. These activities are a question of interaction between supply (planned events) and demand (event visitors). To examine supply and demand interactions are a central theme within the field of human geography, and in the geographical study of tourism (Williams, 2009). According to Getz (2004) analysis of demand for a particular event will in part depend on population distribution, competition and intervening opportunities. Using a distance-decay function Bohlin (2000) showed that the probability for travelling to festivals in Sweden is a function of the distance to the event place. The interaction between a festival and visitors home areas decline when the distance between them increases. Long travel distances is one obvious barrier explaining why people don’t participating in a specific event, but the reason and motives for attend or not attend an event or a festival is much more complex than just the role of travel distances.
Problem area

Why people visit events have been studied and presented in several scientific papers. If motives vary between events or generic motives can be found were studied by Scott (1996), Crompton and McKay (1997) and Nicholson and Pearce (2001). If motives differ between visitors on the same event were studied by Ralston and Crompton (1988), Formica and Uysal (1996) and Lee et al. (2004). Common theories used to explain event motivation has been the theory of human needs (Maslow, 1943), the push-pull model Crompton (1979) and the escape-seeking motivation theory (Iso-Ahola, 1982).

Although event motivation is a well established area within event studies, more research are required to understand the nature and the complexity of event motivation. In Li and Petrick’s (2006) review of festival and event motivation they urge for more efforts in theoretical conceptualization, diverse disciplinary approaches and new research methodologies. “...current festival and event motivation research has been dominated by naturalistic tradition, with a strong emphasis on formal logic analysis and quantitative methods” (Li and Petrick, 2006, p. 244). There is a demand for more qualitative methods to deepen the understanding of why people decide to visit events.

A critical issue in the area of event motivation is also to understand why people decide to not visit an event. Getz (2008) notes that research on why people do not attend events is rare and that such studies are necessary to understand what constraints separates people from the event experience. A simple reason for not visiting an event is a lack of interest, but someone who is a typical “potential visitor”, a person with interest for the event, may not be visiting the event anyway. Event motivation researchers with tourism background have only investigated motives of on-site participants. In the sport marketing research Swanson et al. (2003) and Kim and Chalip (2004) studied event motivation of potential event attendees. Doing so, a more complete picture of participants’ motivational behavior could be drawn. Reaching potential attendees means a chance to study both motives of future participants and motives of non-participants. Asking for motives for participating before the event is held is also preferable because of the timing to the decision making process.

Love and Crompton (1996) studied satisifiers and dissatisfiers on a festival. Some elements on the festival satisfy event visitors and these positive experiences probably constitute motives for visiting the event. Other experiences dissatisfy event visitors and the consciousness of potential negative experience maybe influence the decision to not visit the event. It is therefore reasonable in an event motivation study to also include and examine the effect of the negative aspects of the event experience.

Studying motives of potential event visitors to one event, with focus on both positive and negative expected experiences, also opens up for a study of
differences between motives among the event visitors. According to Li and Petrick (2006) event motivation studies which also deals with segmentation is especially wanted because it is important to know what kind of experiences which is sought by different groups of visitors. If event visitors could be segmented the event could be developed in respect of different needs and wants.

An event motivation study with focus on future participation and non-participation is needed because of the lack of studies on why people not attend events. In addition, to use a combination of quantitative and qualitative methods with focus on both positive and negative experiences and segmentation are a rationale approach for more knowledge to understand the nature and the complexity of event motivation.

**Purpose of the thesis**

In order to better understand the motivations of event visitors and to understand the difference between a visit and a non-visit the purpose of this thesis is:

*To study potential event visitors and their motives to either attend or not attend an event.*

In order to achieve the purpose the music festival Storsjöyran is used as a case. Within the study of Storsjöyran there are three central research questions:

1. Who is the visitor and the non-visitor and what are their reasons for visiting the event or not?
2. Which expected event experiences, positive and negative ones, support the decision to visit or not?
3. What event experiences are sought by different groups of visitors?
Definitions

**Events and festivals.** Events are created by its stakeholders for the purpose to achieve specific outcomes, related to economy, culture, society and environment. The planned event is a temporal phenomenon held in a limited place and designed by organizers and experienced by visitors. The event experience is personal and unique, arising from the interactions of setting, program and people. A festival is a public themed event characterized by its celebration of a culture, an art form, a notable person or a special product. These definitions are based on definitions by Getz (2007) and Falassi (1987).

**Motivation and motives.** In the literature of event motivation the similar terms *motive* and *motivation* are used. Li and Petrick (2006) use the terms interchangeably but Getz (2007, p. 240) mean that “Motivation refers to the process by which people are driven to act in a certain way. ... Motives, by contrast, are specific reasons for doing something, and they have to follow from underlying needs and motivation.” Same distinction is used in this thesis. That is people who have a serious interest in music have a strong motivation to attend events where their specific needs can be satisfied. But their motives for deciding to attend a specific music festival might include consideration of what bands will be playing, who else is attending, the festivals image and the attractiveness of the location.
EVENT MOTIVATION

Research on event motivation is a well established area within event studies. According to Gursoy et al. (2002) reasons and motivation to attend events is one of the most studied areas in this field and the literature has been reviewed by Lee et al. (2004), Li and Petrick (2006) and Getz (2008). The first study on event motivation was done in USA on the festival *Dickens on the Strand 1987* by Ralston and Crompton (1988, in Getz, 1991). Since then, approximately two dozen studies have been presented in the international academic literature. This chapter starts describing the theoretical framework used within event motivation research and followed by studies and research focusing on first motives for visiting events and then motives for not visiting events.

**Theoretical framework**

Event motivation research has often been conducted within tourism studies and has been heavily influenced by travel motivation research. Events generate travelling and tourism but even mega events such as the Olympic Games and World Fairs, primarily attract local and regional visitors (Getz, 2008). Although event visitors are both locals and tourists the theoretical frameworks used in the travel motivation research are also useful in the event motivation research. The principles are similar even if the distance to the event differs between visitors. Similar to tourism research, event motivation research study the flows between the supply and demand side and the constraints prevent these flows.

Like studies on travel motivation, event motivation is often studied based on three alternate theoretical frameworks; theory of human needs, the push-pull model, and the escape-seeking motivation theory.

**Theory of human needs.** Human needs have been identified as a motivational force in travelling studies (Iso-Ahola, 1982) and have also proven to be a meaningful foundation for studies on event motivation (Crompton and McKay, 1997). The premise is that visitors’ needs could be met by participating in an event: “A decision to visit a festival is a directed action which is triggered by a desire to meet a need” (Crompton and McKay, 1997, p. 425).

The most cited theory on human needs in event motivation research is Maslow’s (1943) hierarchy of needs. His classification of needs consists of five categories; physiological, safety, social, esteem, and self-actualization. He
suggested that the appearance of one need depend on the satisfaction of a more fundamental need. Influenced by Maslow’s classification of needs but not embracing the concept of hierarchy Getz (2005) suggests that basic needs met by events can be classified into three categories: physical, interpersonal/social and personal. Physical needs motivate people to seek food and beverage, relaxation and escape or even sexual gratification. Interpersonal/social needs (belonging, love, the esteem of others) motivate people to seek togetherness with family and friends, seeing and being seen in a social setting or expressions of group identity. Finally, personal needs (understanding, aesthetic appreciation, growth and self-fulfillment) motivate people to seek new experiences and learning, appreciation of beauty or fulfilling experiences (dreams and ambitions). Satisfying a need is suggested as a motive for visiting an event but festival visitors usually have several different needs at the same time and therefore go to festivals with multiple motives (Crompton and McKay, 1997).

**Push-pull and escape-seeking.** The push-pull model and the similar escape-seeking theory have been frequently used in the event motivation research (Ralston and Crompton, 1988; Scott, 1996; Crompton and McKay, 1997; Nicholson and Pearce, 2001; Lee et al., 2004; Kim and Chalip, 2004). The push-pull model by Crompton (1979) consists of factors which either pushes the visitor from their monotonous daily life, a moment of escapism, when pull is an attracting factor which pulls the visitor towards the event, e.g. a particular program or content.

The escape-seeking theory by Iso-Ahola (1982) is related to the push-pull model. The premise in this theory is also the presence and the interaction between the relief of getting away from the everyday life and the desire to experience something stimulating on the event. The theory consists of two forces, seeking and escaping, which influence the visitors’ behavior. These forces are subdivided in two dimensions; social and interpersonal. A visitor may escape the personal world (e.g. personal troubles and problems) and/or the interpersonal world (e.g. co-workers, relatives and friends) and may seek personal rewards (entertainment and relaxation) and/or interpersonal rewards (e.g. varied and increased social interactions.) Crompton and McKay (1997) found that the seeking force, which is similar to pull factors, were much more important for festival participation than the escaping force. The motive for a festival visit is more dependent on what is offered instead of the chance to escape the daily life.
Motives for visiting events

An example of a study on motives for visiting events is the study of *Sidmouth International Festival*. This folk festival in Devon, England, is the largest of its kind in Europe. 60,000 visitors watch singers, musicians and dancers from all over the world. Mason and Beaumont-Kerridge (2004) studied motivations for attendance and concluded that seeking fun (entertainment) and folk (the nature of the festival itself) were the key motives. To be with friends and family, and to learn something new, were also important. If people go to other events for same or other reasons different events must be studied and compared. If people on the same event have similar or separated motives respondents must be segmented and studied in detail.

Motives and different events. Scott (1996), Crompton and McKay (1997) and Nicholson and Pearce (2001) have studied more than one event at the same time and they have reached conflicting conclusions related to the question if people go to different events with same or different motives.

Scott (1996) studied three urban festivals in Northeast Ohio and found that motives varied by festival type. Motivations were measured using 25 statements for festival attendance which respondents agreed or disagreed to. Although motivation differed between the three festivals *BugFest*, *Holiday Light Festival* and *Maple Sugaring Festival*, the motives to be together in the family, to appreciate the nature and the excitement for the event were altogether the most important motives.

Objectives in Crompton and McKay's (1997) study were to identify a set of motives which stimulate visitors to go to festivals and to develop a festival motivation instrument. After studies on the *Fiesta festival* in San Antonio, USA, six motive domains emerged: cultural exploration, novelty/regression, recover equilibrium (rest and relaxation/escape), known group socialization, external interaction/socialization and gregariousness. The authors found that people go to different events with similar motives. This conclusion has been criticized by Nicholson and Pearce (2001) because of the fact that the five events in the study were actually five sub-events within the same festival umbrella. Therefore, it could be argued that they were different activities within one single festival rather than different events.

Nicholson and Pearce (2001) studied four events on New Zealand; two food and beverage festivals, an air show and one country and music festival. By using open-ended questions the authors found a more complex and diverse range of motives. In all for events the dominant reason for attending was directly related to the theme of the event and to the specific activities or attractions it offered. The main motive for visiting the country festival, *New Zealand Gold Guitar Awards*, was the enjoyment or love of country music or line dancing. The general interest
in aviation was the main explanation for attendance in the air show Warbirds over Wanaka. The main reason for visiting Marlborough Wine, Food and Music Festival was wine tasting and drinking, and food or unusual food variety was the first motive for visiting Hokitika Wildfoods Festival. Social factors were the second most self-expressed reasons for attending all four events although its nature varied between the events. To be with friends and family were important on the food festival and the air show. To have a good time, have fun and to party were the second most important factor at the wine festival. Because of the competitive nature of the music festival supporting friends and family was a strong motive. Nicholson and Pearce (2001) concluded that event-specific factors are especially important in attracting festival attendees but the social factor was also important.

According to recent research, motives for attending different events seem to vary due to the type and character of the event. The general motives for visiting events relate to what the event offers, in means of program and content, and the social aspect. Visiting an event is an opportunity to participate in something of someone’s interest and a moment of interaction with other people.

**Motives and different visitors.** Ralston and Crompton (1988) used 48 statements to examine motives for visiting the festival Dickens on the Strand in Galveston, USA, and did not identify groups with the same demographic background sharing similar motivation patterns. Formica and Uysal (1996), on the other hand, found a significant difference between residents and nonresidents while studying the Umbria Jazz Festival in Italy. Residents were more motivated by the factor socialization, while entertainment was more important for the out-of-the-region visitors.

Lee et al. (2004) were very successful in segmentation of the visitors to the 2000 Kyyongju World Culture Expo in South Korea. The festival consisted of exhibitions, performances, participation events, official events and other culture activities. More than 9,000 artists and performers from 62 countries participated in the 87 days long festival and 1.7 million visitors (including 134,000 foreign tourists) were attracted. In general, the factor cultural exploration was found to be an important motive for the Expo visitors. Four clusters of motivation were also found and named among the visitors. The multi-purpose seekers were identified as the largest and the most important segment. The other three clusters were culture and family seekers, escape seekers and event seekers.

Although studies on event motivation between visitors on the same event are few, motivation seems to vary. According to recent research some event visitors seem to be more motivated by social factors and others by event specific factors.
Motives for not visiting events

When discussing why people don’t visit events it’s essential to make a distinction between what marketers call “nonusers of product category” and “nonusers of specific brand” (Dickson, 1997). By taking a specific festival as an example; a nonuser of a product category will not visit festivals at all; a nonuser of a specific brand usually visits festivals but not that specific festival (brand). Carey (1994) stressed the importance of identifying non-visitors and to find out how to overcome the barriers for not being a customer. In the marketing literature, overcoming objections is a classic step in marketing sales (Kotler, 2006). Theories on barriers and constraints are also suitable when discussing motives for not visiting events.

Barriers and constraints. The reasons why people don’t participate in events depend on the barriers and constraints related to the situation. Crawford et al. (1991) identified three general categories of constraints to participation in leisure activities, which are suitable for events. Structural constraints are a question of accessibility and how the event is available for potential participants in means of location and timing. Time and cost are structural constraints but there is a difference between those who are left out of an event because they are unable to afford it or cannot make the necessary time and those with a convenient excuse say that they don’t have enough time or money. The latter pertains more to preferences and how someone prioritizes the event. Other structural constraints are related to age and health. Personal constraints relates to personality and moods and how the promoted event is expected to match the interest, attitudes and values of individuals. Some people are predisposed to social activities, others to introversion. Sometimes we want to socialize with others, at other times we need to be left alone. Risk perception and tolerance for risk also belong to personal constraints. Interpersonal constraints arise within the social context, taking into account the influence of others. This might take the form of letting others make decisions for us, being influenced by peer pressure or being subjected to discrimination.

Few studies on motives for not visiting events. The reasons why people don’t visit events have been very sparsely studied. A rare study dedicated to this question was made by Milner et al. (2004) focusing on why local residents do not attend events. Why potential event tourists do not visit a mega-event was discussed by Kim and Chalip (2004).

Milner et al. (2004) compared the residents in Melbourne, Australia, who had not visited any event within the last five years with those who had visited one or more events. The non-attendees were older, retired, widowed and had no children at home, in contrast to attendees who were younger, single, employed
and had children in the home. A general lack of interest was the most common reason given for not participating.

Motives by locals for not participating in events are not equivalent with motives given by potential event tourists. Kim and Chalip (2004) examined the desire and the feasibility to attend *FIFA World Cup* in Korea through a survey amongst members of American soccer clubs. Respondents reported a strong desire to attend the event but thought it would be difficult to do it because of the economic costs. An important aspect concerning event motivation enhanced by this study was to understand the difference between event motives and travel motives and how they affect the decision for event attendance. Noted barriers for travelling in general were costs, lack of time, health limitations, family stage, lack of interest and fear and safety (McIntosh et al. 2000).

Furthermore, limited research has been undertaken on why people do not attend events and Getz (2008) in his review for event tourism stresses that much more is specifically needed on constraints related to event-motivated travel. In respect to research so far, putting more effort in motives for not attending events is needed and a comparison with motives for attending events could give a more holistic view of event motivation.
METHOD

In order to examine event visitors’ motives to either attend or not attend an event a pre-event study was conducted on a Swedish music festival.

Selected event

In the year 2009, there were seven major pop/rock music festivals held in Sweden which attracted 20,000-40,000 visitors (Festivalinfo.se). One of these festivals was Storsjöyran in Östersund, held in the centre of small city and double as music and community festivals. This festival is a festivity for residents and locals but also attract a relatively high number of tourists.

The crucial reason for choosing Storsjöyran as the case for this study was the existing cooperation with Mid Sweden University and the organizers’ interest in being part of the research process. The collaboration during the process included feedback during survey development, technical support during data collection and finally, being a discussion partner in the analysis process.

Storsjöyran is a Swedish music and community festival held in the centre of Östersund during the last week in July every year. Östersund is a small town in the middle of Sweden, and the capital of the sparsely populated Jämtland County (see figure 1). The county is roughly similar in size to Switzerland but has only 127,000 inhabitants (Nationalencyklopedin.se). Östersund Municipality has 59,000 inhabitants and is the only real town in Jämtland County (Nationalencyklopedin.se).

Pre-event study

The study was conducted in late spring, two months before the festival was held. Event motivation studies are mostly conducted at the event itself because of the easiness of identifying respondents to answer questions about why they have attended the event. However, this approach has weaknesses. Non-attendees are excluded and motives are not examined when motives are discussed and formulated to support decisions to either visit the festival or not.
Potential visitors can be reached via event organizers homepages and mailing lists. When examining potential visitors’ motives, expected non-attendees are probably also included. A pre-event study enables a comparison of motives of those both attending and not attending an event, and data collection when people actually are in the process of deciding to visit the event or not. It is possible that the expressed motives for attending an event are different before the event compared to those during the event.

The time for conducting a pre-event motivation study is crucial. Storsjöyran is a late summer event and to conduct the study in late spring has several advantages. During this period the event is being heavily promoted, and what the festival will offer in terms of artists and bands is at this time clarified. Furthermore, this is a period when a lot of the potential attendees decide what to do during the upcoming summer, including festival plans.
Survey development

Potential visitors’ motives were studied through a web-based survey containing both questions using a 5-point Likert-type scale and open-ended questions (questionnaire attached in Appendix). This method opened up the possibility of obtaining a large amount of quantitative data, which was appropriate for making generalizations and to segment visitors, and the open-ended questions were useful for understanding existing motives and how they relate to each other. This technique was particularly stressed by Li and Petrick (2006) referring to Nicholson and Pearce’s (2001) study. “Adding the open-ended question... was a methodological breakthrough, as the incorporation of an unstructured method helped provide richer data and reduce inherent bias and irrelevance.” Li and Petrick (2006, p 243)

The survey included questions about:

- Demography (sex, age, home area and connection to the site where the festival is organized)
- Earlier festival experiences
-Expressed motives for visiting the event or not
- Expected positive and negative experiences
- Estimated importance of different experiences on the event
- Expected time spent on the event

Similar to other event motivation studies, the respondents were asked to estimate the importance of different event experiences, with help from a 5-point Likert-type scale. The items were developed together with the organizers and represent the variety of possible experiences on Storsjöyran.

The questions about expected positive and negative experiences are theoretically grounded in Herzberg’s (1966) work on identifying satisfiers and dissatisfiers. The theory of satisfiers and dissatisfiers was tested in a festival setting by Love and Crompton (1996). Satisfiers are supposed to be event elements that provide benefits to the visitor, for example ambience, excitement, relaxation and social involvement. Dissatisfiers, on the other hand, are elements which must be provided to expected levels of quality, but in themselves do not satisfy. Most physical factors at the event, such as parking, rest rooms and information are suggested to be dissatisfiers. In this study, it is assumed that people even before the event can expect and formulate future positive and negative experiences on Storsjöyran.

1 The result of expected time spent on the event is not presented in this thesis. The results of this specific question did not add anything more beyond the other material.
negative festival experiences and that this is related to the decision to either attend or not.

The survey was designed in the web-based computer program LUVIT e-Val 4.0 and tested by researchers on European Tourism Research Institute and scrutinized by the Storsjöyran organizers.

Data collection and analysis

The survey was sent out to approximately 4,500 receivers of Storsjöyran’s news mail, on the 18th of May 2009. On the 19th of May the survey was published on Storsjöyran’s homepage and the survey was then held open until the 5th of June. All incoming questionnaires were checked and three copies were deleted because of inconsistent or duplicated answer. Finally, the number of useable cases was 701. As an encouragement people were informed that they had the opportunity of winning tickets to the festival if they submitted their answers.

The sample is not representative for people living in any geographic area, for example Sweden. The respondents who don’t think they will attend the festival are also not representative for people who usually don’t visit festivals in Östersund or any other place. Instead, the sample is representative for people interested in Storsjöyran and/or Swedish music festivals in general, regardless of where they live.

The use of three open-ended questions resulted altogether in almost two thousand answers considering motives for visiting the event or not and expected experiences. The respondents were asked to mention one motive, one expected positive experience and if possible one negative expected experience. However, some respondents chose to mention more than one thing in each category and this could be handled in different ways. Analysis was done both using only the first mentioned motive/experience and using all mentioned motives/experiences. The overall result was very similar and for further analysis it was better to let only one motive/experience (first mentioned) be representative to each respondent.

All data was presented to the organizers and the results were discussed. The organizers confirmed the reliability of the data and the discussion was helpful in the analysis of the results.
Method criticism

The use of festival tickets as a “carrot” for answering the survey was an easy way to offer a valuable price and is probably one explanation for the large number of respondents. However, the problem when encouraging people through the chance of winning tickets is how the price is related to the purpose of the survey. People who hadn’t planned to visit Storsjöyran because of economic reasons may be over-represented in the study. In future studies, it is recommended that carrots other than tickets to the actual event in question should be used.
POTENTIAL STORSJÖYRAN VISITORS AND THEIR MOTIVES

After an introduction of the case (Storsjöyran) the result is presented in three sections. The first section focuses on “visitors” and “non-visitors”; who they are and their reasons for attending or not. The second section shows the expected experiences that motivate respondents to visit the festival or not. Finally, the third section presents the importance of different festival experiences related to identified segments.

Presentation of the festival Storsjöyran

The history of the festival goes back to the early sixties when the republic of Jamtland was proclaimed. The idea of a “republic” in an already existing monarchy is a humoristic culture and marketing project but started as a reaction to the migration from the county to other parts of Sweden during the heydays of urbanization. The initiators organized themselves in the association The Liberation Movement and started the freedom festival Storsjöyran. A well known TV-entertainer was elected as “president”. In 1973 the festival was cancelled for ten years until 1983 when it was restarted and a second “president” was proclaimed. The festival in 1983 was the first festival in Sweden at that time that had its stages and restaurants built up in the city centre. That year’s festival came to lay the foundation for all subsequent festivals. (Wikipedia.org)

Nowadays the third “president” is in action and he does a speech every year on the festivals last night including a spectacular entrance, for example riding an elephant or by huge hot air balloon. After the speech, which included words of freedom, humanity and solidarity, the overexcited audience sings “the national anthem” of Jämtland. The actual support for an independent state among the locals is low these days and the meaning of “the republic”, “the president”, “the flag” and “the national anthem” is to promote the Jämtlandic culture, language and way of life. (Wikipedia.org)

Storsjöyran today. Today the festival is one of the biggest community and music festivals in Sweden. Some of the international artists who have performed at Storsjöyran are: Bryan Adams, Blondie, The Pretenders, Iggy Pop, Pet Shop Boys, Texas, Motörhead and BB King. Approximately 55,000 visits are registered during the three days and up to 25,000 people visit the festival at the same night. The visitors are primarily from Östersund and Jämtland, but also from the rest of Sweden. Many of them are “home comers” who used to live in Jämtland. A small part is international visitors, mainly from Norway. (Wikipedia.org)
This study focuses on motives for visiting the main music festival, but the festival Storsjöyran pre-starts with “Yranveckan” (the Yran-week). During this week the festivities start with performances and happenings around the city and temporal restaurants and a funfair (temporary amusement park) near the lake. The visitor can enjoy street artists, theater, exhibitions and movies. The program could also include sport competitions, gay pride parade etc. (Storsjöyran.se)

The music festival usually starts on Thursday night and lasts until Saturday night. From 7 PM to 3 AM parts of the town centre used to be fenced in and entrance tickets are required. The price for one night in 2009 was approximately 500 SEK (≈50 €) and 1,000 SEK (≈100 €) for all three nights. In the festival area there were two bigger outdoor stages with a capacity estimated to approximately 25,000 and 10,000 people respectively, one midsized stage (2,000 people), one stage in a tent (1,000 people) and a smaller stage (500 people). The total number of stages was completed by three indoor stages in a theatre building which has a capacity for 200-500 people each. About 70 artists and bands performed during the nights of the event. Of these artists most were national or regional, while approximately 10 artists were international. The main attraction for the year 2009 was Lady Gaga, one of the world’s hottest artists at the time for the festival. (Storsjöyran.se)

Visitors and non-visitors

Out of the 701 respondents 83% (580 persons) answered that they probably would visit Storsjöyran 2009. These respondents are here titled “visitors”. The other category, titled “non-visitors”, is the remaining 17% respondents (120 persons) who did not think they would visit the up-coming festival.

Profile of visitors and non-visitors. Women were more common in both categories. Approximately 2/3 of the visitors and the non-visitors were women (Figure 2 and 3). Every other respondent (50%) in the category visitors were from the region, Östersund Municipality and Jämtland County. The other half were primarily from the rest of Sweden, especially the southern parts, and a small part (3%) were from abroad. The percentage of respondents living in the southern Swedish provinces, Svealand and Götaland, was higher in the category non-visitors than in the category visitors (Figure 4).
Figure 2. The proportion between women and men in the category visitors, n=580.

Figure 3. The proportion between women and men in the category non-visitors, n=120.

Figure 4. Home area for visitors (n=580) and non-visitors (n=120).
One-fourth of the respondents living abroad were from Norway but this category primarily consists of Swedes living in other countries (Norway, Great Britain, Germany, Spain, Denmark, Ireland and Holland). Every second respondent living abroad had previously lived in Jämtland.

In the visitors-category, 71% live or had previously lived in Jämtland County. In the category non-visitors, the number was 62%. There was in other words a rather strong connection to Jämtland in both categories.

Most visitors were found to be in the age groups 20-29 years and 10-19 years (Figure 5). The number of respondents between 30 years old to 69 years old decreased with age. The curve for the non-visitors was similar but differed in higher percentage respondents found in the older age groups.

Every second respondent in the category visitors had a lot of experience of the festival and had previously visited Storsjöyran more than five times (Figure 6). The non-visitors were a little less experienced but 72% had visited the festival twice or more. Experiences of other music festivals were very similar in both categories. Approximately 40% of all respondents had visited 3-4 other festivals or more and 17-19% had not visited any other festival apart from Storsjöyran (Figure 7).

![Figure 5. Age composition of visitors (n=580) and non-visitors (n=120).](image-url)
Figure 6. Previous visits at Storsjöyran for visitors (n=580) and non-visitors (n=120).

Figure 7. Previous experiences of other music festivals of similar size as Storsjöyran for visitors (n=580) and non-visitors (n=120).
Reasons for visiting Storsjöyran. The response to the open-ended question “What is the main reason why you should visit Storsjöyran?” was divided into six different categories (Table 1).

Table 1. Self-expressed reasons given for attending Storsjöyran.

<table>
<thead>
<tr>
<th>Reasons for attending</th>
<th>n</th>
<th>% of responses</th>
</tr>
</thead>
<tbody>
<tr>
<td>Seeing artists and enjoying music</td>
<td>297</td>
<td>51</td>
</tr>
<tr>
<td>Enjoying atmosphere/having fun</td>
<td>107</td>
<td>19</td>
</tr>
<tr>
<td>Socializing</td>
<td>64</td>
<td>11</td>
</tr>
<tr>
<td>Tradition/earlier experience</td>
<td>38</td>
<td>7</td>
</tr>
<tr>
<td>Good event quality</td>
<td>35</td>
<td>6</td>
</tr>
<tr>
<td>Other reasons</td>
<td>35</td>
<td>6</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td>576</td>
<td>100</td>
</tr>
</tbody>
</table>

Approximately, half of the respondents stated that seeing artists or enjoying music were the most important reasons for visiting the festival. Three common reasons within this music motives was; the entire concert program, a special artist and music in a more general level.

The second category includes both enjoying atmosphere (a presumed good atmosphere) and having fun (expected moments of happiness and fun). They are both emotionally oriented and relate to something intangible.

The third most common motive - socializing, focuses on the social aspect, which includes spending time with friends and enjoying the festival together with others. The reason tradition/earlier experiences, was for example expressed as: “The festival was so good last year, I must go again!”, or “I always go to this festival. The category good event quality includes reasons based on the opinion that Storsjöyran in general is good or better in comparison to other festivals; “Storsjöyran is one of the best festivals in this country”.

Other reasons for visiting Storsjöyran was for example to please someone else’s wishes (e.g. parents coming with their children), some other entertainment than music (e.g. visiting the funfair) or to experience something new.
Reasons for not visiting Storsjöyran. Respondents who answered that they probably not will visit the festival also specified the reasons for this. The answers were divided in seven categories (Table 2).

Table 2. Self-expressed reasons given for not attending Storsjöyran.

<table>
<thead>
<tr>
<th>Reasons for not attending</th>
<th>n</th>
<th>% of responses</th>
</tr>
</thead>
<tbody>
<tr>
<td>Economic reasons</td>
<td>42</td>
<td>35</td>
</tr>
<tr>
<td>Not attractive artist/music</td>
<td>28</td>
<td>23</td>
</tr>
<tr>
<td>Too long travel distance</td>
<td>19</td>
<td>16</td>
</tr>
<tr>
<td>Not free from work</td>
<td>10</td>
<td>8</td>
</tr>
<tr>
<td>Other leisure plans</td>
<td>8</td>
<td>7</td>
</tr>
<tr>
<td>Prefer other festival/event</td>
<td>7</td>
<td>6</td>
</tr>
<tr>
<td>Other reason</td>
<td>6</td>
<td>5</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td>120</td>
<td>100</td>
</tr>
</tbody>
</table>

The most common reason for not visiting Storsjöyran was related to economic aspects. Approximately one-third of the respondents either thought the tickets were too expensive or meant that they did not have enough money; “The festival is too expensive for me!”.

The second category was related to artists and music. Almost one-fourth of the respondents thought that the music and the artists were not good enough, either this particular year or based on their perception of the festival in general.

The third most common reason for not visiting the festival was the distance to Östersund. These respondents mainly live in the south of Sweden or abroad. (A trip from southern Sweden by car to Östersund takes about 10-15 hours.)

Some respondents were not free to visit the festival because of work and some respondents preferred other festivals, music events and travel destinations or other leisure activities. Having to stay at home with a baby was one of the other reasons for not joining this event.

Expected Storsjöyran-experiences

All respondents were asked to mention one important positive experience that they expect during a visit at Storsjöyran.
**Expected positive experiences.** *Seeing artists and enjoying music* was the most frequent reason for visiting Storsjöyran, but there were also other expected experiences motivating people to visit the festival. Almost all respondents (689/701) mentioned a good experience, here divided into six different categories (Table 3).

Table 3. Expected positive experiences during a visit at Storsjöyran.

<table>
<thead>
<tr>
<th>Expected positive experiences</th>
<th>N</th>
<th>% of responses</th>
</tr>
</thead>
<tbody>
<tr>
<td>Good performances/music</td>
<td>336</td>
<td>49</td>
</tr>
<tr>
<td>Socializing</td>
<td>123</td>
<td>18</td>
</tr>
<tr>
<td>Good atmosphere</td>
<td>88</td>
<td>13</td>
</tr>
<tr>
<td>President’s speech</td>
<td>33</td>
<td>5</td>
</tr>
<tr>
<td>Good event quality</td>
<td>32</td>
<td>4</td>
</tr>
<tr>
<td>Other</td>
<td>77</td>
<td>11</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td>689</td>
<td><strong>100</strong></td>
</tr>
</tbody>
</table>

Like the reasons for visiting the festival, almost one half of the respondents meant that the most important experiences were related to performances on stage or to music in a more general meaning. In detail, these expected musical experiences are mainly of four different kinds: listen to some specific artist or music style; enjoy the mix of bands and styles; listen to live music in general; or to discover new artists.

The second biggest category was experiences related to socializing. To meet new people, to be with happy and nice people or just to be among many people were the three most frequent socializing experiences.

The third category was to experience a good atmosphere, for example expressed as: *The amazing atmosphere at the festival is the most important experience!*

The very special performance of the Jamtlandic “president” was the most important experience for 5% of all respondents. Experiences related to good event quality, for example good responses from staff and good sound quality, were mentioned by 4% of the respondents.

Other positive experiences were: a certain mood (e.g. having fun); enjoying good weather; or some other festival content, for example eating good food.
Expected negative experiences. Besides expected positive experiences, respondents also had the opportunity to describe possible negative experiences. In total, 590 persons (84%) mentioned an expected negative experience while 111 persons (16%) did not. The negative experiences were categorized into six different areas (Table 4).

Table 4. Expected negative experiences during a visit at Storsjöyran.

<table>
<thead>
<tr>
<th>Expected negative experiences</th>
<th>N</th>
<th>% of responses</th>
</tr>
</thead>
<tbody>
<tr>
<td>Threat/violence</td>
<td>118</td>
<td>20</td>
</tr>
<tr>
<td>Bad weather</td>
<td>113</td>
<td>19</td>
</tr>
<tr>
<td>Drunkenness</td>
<td>102</td>
<td>17</td>
</tr>
<tr>
<td>Poor service quality</td>
<td>86</td>
<td>15</td>
</tr>
<tr>
<td>Poor performance/music</td>
<td>68</td>
<td>12</td>
</tr>
<tr>
<td>Other</td>
<td>103</td>
<td>17</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td>590</td>
<td>100</td>
</tr>
</tbody>
</table>

Incidents that threaten the visitor were the most frequently expected bad experiences. The category threat/violence includes experiences of trouble, violence and theft (threat/violence).

The second most common area of negative experiences was bad weather, including rain and low temperature. Drunkenness, especially young people who is drunk, was the third most frequent expected bad experience.

Poor service quality is a category of expected experiences related to the festival’s design and service. Long queues, unclean toilets, poor sound quality and impolite staff (guards and policemen) were here potential dissatisfying experiences. Poor musical performances were also possible negative experiences of great importance. The risk of cancelled acts is also included in this area. Other expected negative experiences were related to crowding, expensive prices and nasty people.

The expected negative experiences were tested against respondents’ sex, age, home area and connection to the region where the festival is held. No strong relationships were found but some differences existed related to sex. Women mentioned threat/violence and drunkenness more frequently than men. Among women, 22% of the expected negative experiences were related to threat/violence, compared to 16% among men. The share of respondents who mentioned
drunkenness was 20% among women and 13% among men. The most common answer for men was bad weather (21%).

Segmentation of potential Storsjöyran visitors

A Storsjöyran-experience could be considered as a multi-experience because of the various activities and environments a visitor can be involved in. Some experiences are more important for motivating a visit than others. The respondents were asked to value thirteen typical Storsjöyran-experiences based on their importance for the total festival experience. Thirteen pre-stated experiences was graded from 1= no importance to 5 = very important (Figure 8).

![Graph showing importance of experiences](image)

Figure 8. Importance of thirteen typical Storsjöyran-experiences for the total festival experience, n=701. (Krogstråket is a temporal restaurant and nightclub area.)

Overall, four experiences were ranked very high by all respondents. Two of them were related to the music-area, namely the need to experience a performance of a favorite artist and to attend concerts on large stages. The factor
socializing with friends was also assessed as very important, but the highest score was given to the atmosphere at the festival.

Eight factors were graded rather equivalent though with some differences. For example, to meet new people and to discover new artists were considered as more important than to party with alcoholic beverages. To be on the funfair during the music festival nights was overall considered as not important.

The different experiences were tested against the respondent’s sex, age, home area and relationship to Jämtland. The comparison between women and men didn’t show any significant differences and was, therefore, excluded. However, a significant difference was found according to age, home area and if the respondents living outside Jämtland previously had lived in the region. The respondents were split into three age groups and the limitations were chosen depending on similarities between certain years and the number of respondents in each group.

The table below (Table 5) shows the importance of various experiences related to different groups of respondents. The atmosphere at the festival and to socialize with friends was graded very high in every segment but was more important for younger visitors than older ones. Performance of favorite artist was also ranked very high in every segment, although least important among ex-Jämtland respondents. Concerts at large stages were graded as important for all segments. To meet new friends was more important for the youngest respondents or respondents in the age of 20-29 living outside Jämtland. The biggest differences were found in relation to president’s speech and celebrating Jämtland. These variables were ranked low among respondents living outside Jämtland but high among respondents previously living outside Jämtland. Being on the funfair was only important for the youngest.

Overall, the social experiences were more important for the respondents up to 29 years. For the segment 30 years and up, the music experiences were more important.
Table 5. Importance of varied festival experiences related to age, home area and connection to the region where the festival is held.

<table>
<thead>
<tr>
<th>Home area and connection to the region</th>
<th>10-19</th>
<th>20-29</th>
<th>30-</th>
</tr>
</thead>
<tbody>
<tr>
<td>Living in Jämtland = Jämtland</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Living outside Jämtland but previously living in Jämtland = ex-Jämtland</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Living outside Jämtland = Outside Jämtland</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Number of respondents</td>
<td>701</td>
<td>108</td>
<td>81</td>
</tr>
<tr>
<td>All respondents</td>
<td>701</td>
<td>108</td>
<td>81</td>
</tr>
<tr>
<td>The atmosphere at the festival</td>
<td>4,6</td>
<td>4,8</td>
<td>4,6</td>
</tr>
<tr>
<td>Performance of favorite artists</td>
<td>4,5</td>
<td>4,7</td>
<td>4,4</td>
</tr>
<tr>
<td>To socialize with friends</td>
<td>4,5</td>
<td>4,8</td>
<td>4,6</td>
</tr>
<tr>
<td>Concerts at large stages</td>
<td>4,3</td>
<td>4,3</td>
<td>4,3</td>
</tr>
<tr>
<td>To meet new people</td>
<td>3,7</td>
<td>4,4</td>
<td>3,6</td>
</tr>
<tr>
<td>Discover new artists</td>
<td>3,6</td>
<td>3,7</td>
<td>3,5</td>
</tr>
<tr>
<td>President’s speech</td>
<td>3,5</td>
<td>3,8</td>
<td>2,2</td>
</tr>
<tr>
<td>Concerts at smaller stages</td>
<td>3,5</td>
<td>3,4</td>
<td>3,6</td>
</tr>
<tr>
<td>Celebrating Jämtland</td>
<td>3,4</td>
<td>3,8</td>
<td>2,3</td>
</tr>
<tr>
<td>To eat good food</td>
<td>3,2</td>
<td>2,9</td>
<td>3,3</td>
</tr>
<tr>
<td>To be on Krogsträket</td>
<td>3,2</td>
<td>2,8</td>
<td>3,5</td>
</tr>
<tr>
<td>Party with alcoholic beverage</td>
<td>2,9</td>
<td>2,7</td>
<td>3,0</td>
</tr>
<tr>
<td>To be on the funfair</td>
<td>2,0</td>
<td>2,7</td>
<td>2,1</td>
</tr>
</tbody>
</table>
ANALYSIS

The analysis below is divided into three sections, based on the research questions raised in the introduction of the thesis. The sections focus on the difference between a visit and a non-visit, expected experiences attracting and repelling people and finally, segmentation of potential visitors.

The difference between a visit and a non-visit

Whether or not people, who either are interested in Swedish music festivals in general or in Storsjöyran specifically, decide to visit Storsjöyran depends on the following factors: connections to the community, travel distances, core product, age, and value for money.

Storsjöyran primarily attracts people living in Östersund or in Jämtland County and people who previously lived in the region. Short travel distances or a strong connection to the community increase the probability for a visit. However, the festival also attracts people without special connections to Östersund or Jämtland but long travel distances is a limiting factor and one of the most frequent reasons why people don’t visit the festival. Kim and Chalip (2004) stressed the importance in event motivation studies for understanding the difference between event motive and travel motive. The findings in this study indicate that some respondents have a motivation for visiting the event but do not have enough motivation to travel to the event. By contrast, the large number of “home-comers” points at integrated travel and event motives. This group may be attracted both because they are travelling home and because they have the opportunity to visit the festival.

The festival’s core product, the music, is the strongest reason for visiting the festival, which supports the findings of Nicholson and Pearce (2001) showing that event-specific motives are most important. However, a perceived poor program of artist and music styles is also a common motive for non-visitors. To not be attracted by the music offered is also related to the perceived value for money. High ticket price or lack of money is the most frequent reason for not visiting the festival.

The festival primarily attracts young adults, 20-29, and the number of visitors decreases with increased age. Those who are interested in the festival, but are in fact non-visitors, are generally older. The segment 30 to 39 years consists of relatively many non-visitors, perhaps explained by a larger share of parents with young children who don’t have the opportunity to visit the festival.
Who is the visitor and the non-visitor and what are their reasons for visiting an event or not?

The typical attendee is younger (10-29), lives in the regional area or has a strong connection to the area and is attracted by the core product (music). The typical non-attendee is older (20-39), is restricted by economy and long travel distances and is not attracted by the core product or thinks the value for money is too low.

Expected experiences attracting and repelling people

The most important experience attracting people to Storsjöyran, is related to live music but experiences related to socializing and the festival’s atmosphere are also important. The relationship between event specific factors and social factors are similar to the findings in other event motivation studies (e.g. Nicholson and Pearce, 2001; Mason and Beaumont-Kerridge, 2004).

To experience live music is a fundamental reason why people visit Storsjöyran but the standard of the live shows must be high. People especially want to experience magnificent concerts, impressive stages and large crowds. An important experience is to see and listen to one’s favorite artist but a varied mix of music styles and artists is required for the ultimate music festival experience.

The desired social experiences on Storsjöyran have several different dimensions which vary in importance for different people. One dimension is the known-group socialization, which is to socialize with friends. Another dimension is to socialize with external groups, meaning to meet new friends and develop new relationships. The third dimension of social activities is the enjoyment of being around people, watch people and be seen by others.

The meaning of a good festival atmosphere and how it is created is complicated question. An atmosphere is about self-experienced emotions and feelings but also how these emotions and feelings transfers to others. In this context, good music and happy people are sources for good emotions that together contribute to a good atmosphere. A special attitude, a spirit of happiness, festivity, partying, and celebration and to be there things happen (“the place to be”) are probably also important factors explaining a certain atmosphere.

A festival visit is not just a series of amazing, fun and happy experiences. Negative experiences, similar to the concept dissatisfiers (Herzberg, 1966), also take place and the findings in this study show that respondents are aware of possible bad experiences. The expected experiences, that probably discourage visits to some extent, are related to threats and violence, bad weather, drunkenness, poor service quality and poor music performances. The results
mirror the negative sides of the festivals image and are useable for development of the event, though the only area under direct control of the organizers is the quality of the service. Undesired threats, violence and drunkenness are caused by other visitors and the organizers could indirectly limit these bad experiences with a professional security organization and developed alcohol policies. The challenge in this area is not only to create a secure environment but also a festive atmosphere where the visitor does not feel guarded. Outdoor festivals are sensitive to bad weather and the festival experience is assumed to be heavily influenced if it’s raining and the temperature is low. Stages indoor or in tents are useful complements in the festival area and should perhaps be better promoted.

*Which expected event experiences, positive and negative ones, support the decision to visit or not?*

The experiences attracting people to Storsjöyran are related to live music, to socializing and the festivals atmosphere. The expected experiences, discourage visits, are related to threats and violence, bad weather, drunkenness, poor service quality and poor music performances.

**Visitors looking for different experiences**

The results support the findings by Formica and Uysal (1996) and Lee et al. (2004) that motives differ between visitors on the same event. Respondents’ age, origin and connections to the place where the festival is held are found as useful segmentation factors. The respondents were divided into three age groups (10-19, 20-29, 30- ) and segmented depending on if they live in the region (where the festival is held), have lived in the region or live outside the region.

*What event experiences are sought by different groups of visitors?*

In this study the social experiences are in general more important for the younger visitors (10-29 years). Meeting new people is particularly important for the youngest age group (10-19 years). Visitors, not living in the region, have different motives depending on whether they previously lived in Jämtland or not. The celebration of the community is not prioritized by those who never lived in Jämtland, but those who previously lived in the county more appreciate the president’s speech and other ways to celebrate Jämtland.

Motives differ between visitors but some experiences are together particularly wanted in all segmented groups. That is to experience a good atmosphere at the festival, to socialize with friends to listen to favorite artists and to experience the concerts on large stages.
DISCUSSION

The demand for more research on event motivation and the use of new research methods was addressed by Li and Petrick (2006). The method used in this study is unusual in the field of event motivation studies but similar methods have been used in the sport marketing literature (e.g. Swanson et al., 2003; Kim and Chalip, 2004). In this study, event motivation was studied among potential visitors before the festival was held and the method has proved to be useful in several ways. To study motives before an event is held gives more understanding why people choose to visit events and this knowledge could be used when marketing and designing events. The important question why people don’t choose to visit events could also be studied simultaneously because a group of potential visitors also consists of presumed non-visitors, which was the case in this study. Using Dickson’s (1997) concepts of different nonusers, the type of people reached by this approach are “nonusers of specific brand”, that is people who usually visit events but not this specific one. The question that can be addressed is why people visit some events but not other events.

The purpose in this thesis was to “study potential event visitors and their motives to either attend or not attend an event”.

The main motive for visiting Storsjöyran music festival was to experience the core product (in this case live music) but also to socialize and to experience the special atmosphere. Motives for not visiting the festival were a question of costs exceeding benefits. High costs do not solely mean high ticket prices but also include the effort to travel and the risk of what an event can bring in terms of negative experiences, mainly in the confrontation with other festival visitors.

Theoretical considerations

Motives differ between respondents and this reflects the respondents’ different needs. Getz (2005) identified three kinds of needs, physical, interpersonal and personal, that could be met by a visit to an event. The importance of social interaction tells us that interpersonal needs could be met by this festival. Why people listen to music differs but both physical and personal needs could be satisfied when live music is experienced. For someone, music is a moment of physical relaxation and for others it is an expression of their interest. It is reasonable to assume that a visit to Storsjöyran could mean satisfaction for a diverse range of human needs and that festival visitors have several different
needs at the same time. The results support the assumption by Crompton and McKay (1997) that people go to festivals with multiple motives.

Interesting results were found considering the forces either push or pull visitors to a festival. The main motive is what the festival offers which support the findings by Crompton and McKay (1997) that pull or seeking forces is more important. However, it is not clear for example in what extent a concert is an expression for seeking entertainment or to escape the everyday life. A travel to Storsjöyran could probably mean both an opportunity for varied social interaction and to leave destructive relationships at home. When discussing forces which explain why people visit events the results shows a new interesting aspect related to expected negative experiences. The respondents have rather clear expectations and could predict possible negative experience; therefore the presence of a counter-force, pushing the potential visitor away from the event, is suggested. Very bad negative experience could mean a strong counter-force which has a serious impact on the decision.

According to the discussion of leisure constraints (Crawford et al., 1991), the findings in this study indicate that structural and personal constraints are common reasons for not visiting the festival. Interpersonal constraints have not seemed to be important. High ticket prices and long travel distances are structural constraints preventing people from joining the festival. An uninteresting program is related to personal constraints, because of the mismatch with one’s individual interests. However, the border between structural and personal constraints is unclear, for example the expressed motive “lack of money” could also mean low interest in the program.

**Practical recommendations**

Organizers of events and festivals work hard to deliver a good program, for example a great show, an exciting competition or whatever the event is about. The results in this study point to the importance of delivering a competitive core product. If the event’s content is music and concerts it is essential that the organizers must deliver a good music experience.

Another important reason for visiting events is the social aspect and this seems to be an area with development potential. However, next to designing a music festival for music experiences, the festival should also be designed for social experiences. The starting point for this approach would be to consider how social interaction could be supported and how the event area could be used for this reason. For example, food and beverages areas could primarily be designed for social experiences instead of focusing on eating and drinking. Designing for social experiences could also mean to create spots where people could spend time
together or enjoy the crowd. For example tables and chairs where you just can sit down and relax, benches where you can watch people and standing tables where you can easily gather. Another way is to let the visitors be involved in activities. Sports, challenges, competitions or other activities that engage people also increase the likelihood of social interactions. The recommendation for festival organizers is to consider the social interactions and to plan and design the event for more satisfying experiences related to this area.

**Future research**

Festival visitors want to experience the special atmosphere surrounding the event. The main ingredients in the desired atmosphere at the festival Storsjöyran is probably the presence of good music and friendly people combined with the absence of disturbing people, bad weather, poor service and poor music. However, it is not easy to explain the content of a certain atmosphere and what things contribute to a good or a bad atmosphere. Understanding which factors contribute to the experienced atmosphere on a festival could be an object for future research.

The motives of potential visitors to either attend or not attend an event were here studied related to a music festival in Sweden. To further understand the difference between a visit and a non-visit more studies are needed related to different kinds of events and different settings around the world. More studies are especially needed on why potential visitors choose to not visit events.
REFERENCES


APPENDIX

Questionnaire - Before Storsjöyran
The questionnaire is about the experiences you expect from the music festival Storsjöyran.

All questions are related to Storsjöyran's festival nights when the artists perform and tickets are required.

The survey takes 3-4 minutes to answer.

1) How many times (years) have you visited Storsjöyran?
   □ Never
   □ 1 time
   □ 2-5 times
   □ More than 5 times

2a) Is it likely that you visit Storsjöyran this year?
   □ Yes, it is likely
   □ No, it is unlikely

2b) If 'Yes', what is the main reason why you should visit Storsjöyran?
   

2c) If "No", what is the main reason why you would not visit Storsjöyran?
   

3) Imagine that you visit Storsjöyran this year, regardless if it is likely or not. Specify how important you think the following things are for you to get a good festival experience: 1 = no importance, 5 = Very important

a) The concerts on the big scenes (Stortorgsscenen, Badhusparksscenen)
   □ 1   □ 2   □ 3   □ 4   □ 5   □ don’t know

b) The concerts on the smaller scenes (e.g. Tuttifruttiscenen, Cirkus Zig Zag, Intiman)
   □ 1   □ 2   □ 3   □ 4   □ 5   □ don’t know

c) Someone/some of your favorite artists perform
   □ 1   □ 2   □ 3   □ 4   □ 5   □ don’t know

d) The discovery of new artists
   □ 1   □ 2   □ 3   □ 4   □ 5   □ don’t know

e) Visit the Krogstråket (the food and beverage area)
   □ 1   □ 2   □ 3   □ 4   □ 5   □ don’t know
f) Visit the funfair
☐ 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5 ☐ don’t know

g) President’s speech
☐ 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5 ☐ don’t know

h) Celebrate Jämtland
☐ 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5 ☐ don’t know

i) Hanging out with friends
☐ 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5 ☐ don’t know

j) Meet new people
☐ 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5 ☐ don’t know

k) Party with alcoholic beverage
☐ 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5 ☐ don’t know

l) Eat good food
☐ 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5 ☐ don’t know

m) The atmosphere at the festival area
☐ 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5 ☐ don’t know

4) Imagine that you visit Storsjöyran this year, regardless if it is likely or not. Estimate how much time you will spend in each area. 1 = No time, 5 = Very large part of the time

a) Big scenes (Stortorgsscenen, Badhusparksscenen)
☐ 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5 ☐ don’t know

b) Other smaller scenes (e. g. Tuttifruttiscenen, Cirkus Zig Zag, Intiman)
☐ 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5 ☐ don’t know

c) Krogstråket (the food and beverage area)
☐ 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5 ☐ don’t know

d) The Funfair
☐ 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5 ☐ don’t know

e) Other festival area (roads, squares, parks)
☐ 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5 ☐ don’t know

38
5a) Mention ONE important positive experience you would expect during a visit at Storsjöyran.

5b) Is there anything that could cause a negative experience? If so, name ONE such experience.

Finally, enter the following:

6) Sex ☐ Female ☐ Male

7) What year were you born? (4 numerals, e.g. 1981)

8a) Where do you live?
☐ Östersund Municipality
☐ Jämtland County (outside Östersund Municipality)
☐ Norrland (outside Jämtlands County)
☐ Svealand or Götaland
☐ Abroad, specify country:

8b) If you do not live in Jämtland, have you previously lived in Jämtland? ☐ Yes ☐ No

9) What is your experience of other music festivals of similar size as Storsjöyran?
☐ Great experience (visited at least 5 other festivals)
☐ Quite a lot of experience (3-4 visited other festivals)
☐ Fairly little experience (1-2 visited other festivals)
☐ Little experience (not visited any other festival)

10) Here you have the opportunity to comment your answers or give other comments.

11) If you want to be involved in the drawing for tickets to this year's festival, enter your name and phone number.

Please note you cannot participate in more than one survey. Drawing for the tickets is 1 June.

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