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**From Quality to Expenditures
- A Case Study of Storsjöyran Music Festival,
Sweden**

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Abstract

This study is based on previous research on Quality, Satisfaction, Willingness-to-Pay and Spending behaviour, in tourism and particularly in the area of festival management. A web and telephone survey on 326 festival visitors was conducted at Storsjöyran Music Festival 2005 in Östersund, Sweden to give the base for new findings concerning visitors perception of their festival experience including their spending behaviour. This thesis approaches the complexity of causal links in a proposed and tested model, from festival experience through quality and satisfaction perceptions to the festival visitors' Willingness-to-Pay and actual expenditures. Findings show that these links need to be considered when designing, planning and operating a festival in order to succeed and create loyalty among visitors. However, findings from Storsjöyran show that there are differences in the magnitude of effects from altering specific festival activities and factors influencing the next causal stage since there are also extraneous and social-psychological events that organisers might not be able to influence, determining the outcome of the festival.

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1 Introduction

Music festivals and other festivals have become a worldwide tourist phenomenon and business idea (Chacko & Schaffer, 1993; Getz, 2004). The increase in number of festivals can be tracked back to supply factors such as cultural planning and tourism development but also to demand factors such as change in leisure behaviour, escape from everyday life, novelty seeking, excitement, socialization needs and the increasing need for authenticity in experiences (Crompton & McKay, 1997; Formica & Uysal 1996; Lee, 2000). Demand factors are significant for the appearance of festivals as the *experiences* play an increasingly important role in both social and economical life in post-modern society. This development has led to a boost of both the service and experience economy (Pine & Gilmore, 1999).

Even though there are successful “experience” producers it has remained a debate in literature of what the components that contribute to a successful experience are. Visiting a large festival is an experience per se, but which roles do eating, sleeping, and transportation have at the festival? How important are they for visitors and how do they contribute to the festival experience? Have they to be performed at a certain level of quality to meet the customers’ expectations and in that way create a high quality experience?

According to Parasuraman, Zeithaml, and Berry (1985) quality is defined as being “a comparison between Expectations and Performance” (p.42). Only through achieving that expectations are satisfied or over-satisfied, the producer is able to ensure that the customer also perceives the product as being of high quality (Oliver, 1980). Thus avoiding that a negative gap arises between expectations and perceptions is central, as this is precedent to the visitors’ experience and their satisfaction. Accordingly quality is central to production processes of services, both technical and functional (Grönroos, 1982).

Consequently, the importance of different components such as eating, drinking, sleeping, and transportation is essential to understand, but also the quality of the various components. The high interest in the linkage between satisfaction and quality is rooted in the belief that the quality of the suppliers’ performance influences satisfaction and consequently the success of a project. Often argued within this context is that satisfied customers are likely to become loyal to the supplier resulting in a generation of extra revenues (Zeithaml & Bitner, 2003). Not surprisingly links between quality, satisfaction, retention and increase of incomes are often mentioned as key factors for business success (Parasuraman et al., 1985).

And in fact festivals also bring economic benefits not only for the festival organiser, but also for the hosting community (Dwyer, Forsyth & Spurr, 2003; Lee & Taylor, 2005). The benefits are primarily based on visitors’ expenditures at the festival and within the location of the festival. Thus, through increasing visitors’ expenditures by increasing quality and visitor satisfaction, there is reason to assume that the benefits for the festival organiser and hosting community will increase.

Conceptualisations of the relationship between the constructs of quality and satisfaction have evolved independently in tourism and marketing literatures (Baker & Crompton, 2000), and have been discussed in detail by Crompton and Love (1995). However the conceptualisation by Crompton and Love (1995) has not been reconfirmed by all researchers, leading to confusion among researchers, as the constructs of satisfaction and quality are sometimes used interchangeably (Baker & Crompton, 2000).

But the interdependency between satisfaction and quality are only one link in the chain. Another issue is which factors and variables that influence the customer experience and generate loyalty creating complex interdependencies between variables that are not yet completely understood. There has been extensive research within these areas (e.g. Baker & Crompton, 2000; Crompton & Love, 1995; Getz, 2004; Tomljenovic', Larsson & Faulkner, 2001) however analysing the process as a whole has been rare in modern social science, in tourism research and especially in festivals and events, making it an highly interesting and pressing issue due to the rise of this tourism phenomena in recent times. To find answers and bring light into these issues will certainly help to make festivals and events more efficient and focus efforts on fewer actions, but the rightmost.

1.1 Problem Area

The Swedish festival scene is no exception to the boom that regional and/or national music festivals, city festivals, cultural festivals etc¹ have. Many Swedish cities, from smaller cities such as Hudiksvall to larger cities such as Göteborg, pride themselves with their own festivities featuring music, bars, food, and other entertainment usually during summertime.

These city festivals are operated both with public and commercial interests, attracting numerous spectators each year from a wide spectra (www.fhp.nu). The various groups of visitors have different motives for choosing to attend a festival. Hereby it is essential to distinguish between the various types of needs and motives when investigating the attendance reasons. The festivals' management board has to be aware of not only the basic leisure needs and motives, but also other motivational factors. Both types are highly likely to shape the customers' decision making process, not only which destination to choose, but also which type of festival to attend (Crompton & McKay, 1997). Even though the festival organisers cannot directly influence either one of the motivational factors, research is essential to understand them. Having knowledge about the leisure and travel motives and extrinsic motivations of the customers will arguably facilitate to match the festival product to them so that the customer receives a product serving the customers.

However, knowing the customers' needs and motives will not be enough to attract customers and create a successful event (Bansal & Eiselt, 2004). Of vital interest is also how the target market is to be attracted. Only if an organiser knows its potential customers' needs, motives, demographics, the destination's image, and can anticipate prior experiences of visitors, will they be able to communicate to them effectively (Bansal & Eiselt, 2004; Kozak, 2002). If the organisation succeeds in meeting the customers' expectations, the festival creates satisfied attendants (Oliver, 1980; Ryan, 1995). If the customers' expectations are exceeded, then they might become loyal, leading to customer retention.

When dealing with the problem of customer experience and satisfaction, in tourism, the topic becomes even more complex, as tourism products often are a combination of products not at least at a festival, consisting of various small sub-products. Management therefore needs to pay attention to the factors, which influence the festival experience. Of particular interest in that context is the setting, the people participating in the event in terms of staff and audience, as well as the management systems (Getz, 2004). Each of these three factors has to meet certain quality standards. Yet the standards have to fit the customers' expectations or perception of what they believe to be high quality. Only through offering a product that at

¹ E.g. Nationally renowned festivals such as Hultsfred Music Festival, Göteborgskalaset, Arvikafestivalen, Storsjöyran Music Festival, Piteå dansar och ler etc.

least meets the customer expectation or exceeds it in terms of quality is able to lead to customer satisfaction. This theoretical background was already established by Oliver (1980) and has been the fundament for future research. The major moderator of satisfaction is thus quality, which consequently has been one of the most researched variables in the production process of goods and services.

Major questions when focusing on the concept of quality are which elements of the festival customers regard as essential elements – hygiene factors – these can not positively influence the experience, but only dissatisfy the customer if not delivered at an appropriate level of quality. And which factors of the festival do contribute to a higher or extraordinary experience when offered at high quality – motivators (Herzberg, Mausner & Snyderman, 1959)? Interesting to decipher is whether all, some, or only a few factors and motivators have to be performed at high quality to create a satisfying experience for the customer. Therefore one of the foci of this survey is to detect the importance and influence of quality on motivators and hygiene factors, and how they influence both festival experience and customer satisfaction. Of particular interest is in regards to quality the issue of service quality, especially as the production of festivals is to be seen as being part of the service industry. A festival organiser has to know exactly, what service quality their target customers expect, and have strategies how to fulfil or exceed their customers' demands on service quality boosting the experience and creating customer retention (Baker & Crompton, 2000).

The importance of creating a high quality experience and exceeding the customers' expectations becomes evident if the benefits of the event are taken into consideration. When attending a festival, the customer pays a price, not always only in terms of money, but also in terms of opportunity costs of time. For this price the customer expects revenue in form of the experience. If customers' expectations are exceeded, then they will arguably have gained a surplus, also known as consumer surplus. This is measurable by using e.g. the Contingent Valuation method and the specific measurements of Willingness-to-pay (WTP) and Willingness-to-accept (WTA). These tools help estimating the worth of the visitors' experience in money terms (Mitchell & Carson, 1993).

Exceeding customer expectations and consequently giving more value than expected, will lead to customer retention, greater tolerance of price increases and an enhanced reputation (Baker & Crompton, 2000). Regarding it from a macro perspective, the festival is likely to create social welfare through exceeding the customers' expectations. This might not be of immediate importance for the festival organiser. For the community as a whole a high consumer surplus might however increase the quality of life in the region.

All issues that have been addressed so far – expectations, performance quality, festival experience, customer satisfaction and returns for the producer and the visitor – are a part of the festival experience context, abroad and in Sweden, and should be investigated in relation to each other in order to create a complete picture of the festival. This is important both for conducting surveys, but in particular for festival organisers, as the causal link between the variables are essential to understand. There has to be given evidence of which attractions in the festival program in the end increase experiences and revenues both in a short and long time perspective. Solving this problem is of particular interest for festivals as they are very much dependent on returning visitors maintaining the festival profitable.

An interesting question within this context is to which degree can the producer/organiser of a Swedish city festival influence and manipulate the variables that actually increase business

success? Can or must the producer optimize the combination of variables in order to create a successful product, which besides creating a satisfying experience also has the potential to create financial success for the festival producer and a consumer surplus? Investigating models and gaining new insights in how economic problems are to be solved, is often the departure for social science research, as in this case. Therefore the question is to be raised, which factors in a festival influence the festival experience, and how does quality affect the customer experience and their willingness to pay? Are there factors and variables that per se have the potential to increase customer satisfaction, expenditure and consequently the return for the festival organiser?

The discussion concerning the context of festivals is a complex but vital topic that needs to be even more illuminated and scrutinised. Thus, *what are the relations and interrelations between Consumers' Perceived Quality, Satisfaction, Willingness-to-Pay, and Consumer Expenditures?*

1.2 Purpose

The overlying purpose of this thesis is to *discuss* the theories behind perceived quality, satisfaction, willingness-to-pay, and consumer expenditures in general and in the context of festivals. The relations between these factors as described in existing literature are also discussed.

Furthermore, we will *describe* the visitors of a specific Swedish city festival and their perception of quality and satisfaction in relation to their personal experience of the festival. We also intend to describe the attendees' willingness-to-pay and how much they have consumed during the festival inside the area and in the city where it is held. The chosen festival for this thesis is Storsjöyran Music Festival in Östersund, Sweden.

In connection to this we will *analyse* the relations and interrelations between perceived quality, satisfaction, willingness-to-pay and consumer expenditures in the context of Storsjöyran Music Festival by using the data collected and described at the festival.

Finally, we will make *recommendations* based on the findings at Storsjöyran Music Festival for the organiser and further research in this field.

1.3 Limitations

This thesis is based on data collected at Storsjöyran Music Festival. It is further limited to 326 paying visitors of the festival chosen randomly during the festival. On this we will base our analyses and draw our conclusions. In a strict sense, it is therefore not possible to generalise the findings and to state that this is true for all festivals, but solely in the case of Storsjöyran Music Festival. However, it will still be possible to give general recommendations for the organiser of this specific festival and also for further research and some pointers to other festival organisers with a similar structure or with similar target groups.

2 Literature review

2.1 Festivals

There are numerous definitions of what a festival is and what is contained within the festival concept. One fitting description is the following;

“a public, themed celebration” (Getz, 2004, p.32)

Another attempt is made by Falassi (1987) who defines festivals as “an event, a social phenomenon, encountered in virtually all human cultures” (p. 1). He tries to encircle the very meaning of the phenomenon called festival in this essay, by starting with the exact origin of the word, festival, itself². From there he breaks down the festival and the behaviour of the participants into categories and its differing core elements. Finally, Falassi (1987) highlights festivals as a necessity for the social animal that the human being is, and as a celebration of life in, what he calls, its “time out of time” that the festival constitutes.

The number of festivals and the festival segment in Sweden is continuously growing (www.fhp.nu). This is in line with the global trend, where festivals are becoming more present (Lee, Lee & Wicks, 2004; Prentice & Andersen, 2003). According to Getz (2004) festivals are the form of cultural celebration that is one of the most common today.

A festival has normally a great impact on the hosting community, *economically*, *socially* and *culturally*, and *physically* and *environmentally* (Jackson, Houghton, Russel, & Triandos, 2005). The debate is focused on the size of these benefits and to whom and whether these benefits are outweighing any possible negative impacts. Dwyer, Mellor, Mistilis, and Mules (2000), on the one side, stress that a festival may create jobs and income in short term, and generates an increase in tourism inflow and investments in the long run adhering to the economical impacts of festivals. On the other hand studies demonstrate the social impact of events and festivals, where it is suggested that individuals of the community are affected both by the direct experience and also by personal and societal values. Fredline and Faulkner (2000) discuss this in an Australian study where they also can distinguish several sub-groups within the hosting community with differentiating opinions based on their experiences and values reacting in varying ways.

According to Thrane (2002) there are two major lines in research regarding the rising phenomena of festivals. One area is focused on the *economic impact*³, as described above, and the other is more focused on the *motives*⁴ that people have for visiting festivals. In any of the ways to look at festivals the focus and object of interest is the festival visitor and his experience that the festival is supposed to create.

2.2 Customer motives

For understanding the attendance and their level of satisfaction, knowledge about their motives are necessary. Verified by everyday life, but also proclaimed by research, it can be

² The word *Festival* originates from the Latin word *festum* standing for “public joy, merriment, revelry” (Falassi, 1987)

³ see chapter 2.5

⁴ see chapter 2.2

stated that tourists' behaviour is multi-motivational, but also the motives are essentially few in number (Ryan, 1997). "The behaviours themselves are, however, diverse, because while needs are few, the expression of the needs are many" (Ryan, 1997, p. 25). Ryan continues to emphasise this with the idea that "social contexts are pluralistic in nature and provide many opportunities for the expression of different behaviours" (Ryan, 1997, p. 25).

Considerable research on motives has been conducted in the tourism industry. The reasoning why doing research in this area is according to Crompton and McKay (1997) to be able to design better products and services. Offering good products is a necessity to achieve satisfaction, and it is a prerequisite to understanding visitors' decision making. These arguments weigh heavily, not at least due to the increasing number and diversity of events, leading to higher market concentration and matureness. For diminishing the complexity of the term "motivation" it will be described as an internal factor that arouses, directs and integrates a person's behaviour. This goes in line with the concepts that other researchers pursue (Getz, 2004; Ryan, 1997). Crompton (1997) conceptualizes tourism motivation, being a dynamic process of internal psychological factors (needs and wants) that create a tension in the individuals' minds. Crompton and McKay (1997) apply an even more precise definition and conceptualise motivation as "a dynamic process of internal psychological factors needs and wants that generate a state of tension or disequilibrium within individuals" (p. 427).

Whatever definition of motivation is looked at they all have in common that they focus on inner needs, not being satisfied, resulting in an inner disequilibrium leading to actions designed to restore the equilibrium through satisfying the needs. Trying to find theories, capable to explain the tourists' behaviour through antecedent motivations, three widely accepted frameworks have evolved. Each for itself tries to explain and order individual motives into categories/classes. The models most frequently debated and discussed in literature are Maslow's (1943) hierarchy of needs, the notion of push and pull factors (Kozak, 2002) and the escape-seeking dichotomy (Crompton & McKay, 1997; Mannell & Iso-Ahola, 1987). However, none of these frameworks is capable to explain all the facets of tourist experience. Never the less, by understanding each of them, insights in the motivations that trigger tourists to attend special events can be gained.

2.2.1 Hierarchy of needs

Maslow's (1943) hierarchy of needs is perhaps the most well know, as it has been applied to other industries long before applied to the tourism and in particular to the event business. Never the less Maslow's (1943) motivational theory has the ability to catch the scientists attention, not at least due to its ease of applicability. Maslow (1943) came up with a classification of the human needs that distinguished between five categories. The categories of human needs follow a strict order, which implies that the next higher need only will appear if the more fundamental needs (antecedent needs) have been satisfied before. Even though Maslow's (1943) motivation theory seems very appealing, it took a great deal of time, before tourism research succeeded to realized its trustworthy. In his recently published book, Getz (2004) adopts the hierarchy model of needs and to tourism and specifically to events and festivals. However he reduces the five categories and proposes a refined model, consisting of the categories; physical needs, interpersonal/social needs, and personal needs. From these needs, motives will arise that can attract visitors to an event, and be matched to the events' products portfolio. He continues to state that "in any type of event, in any setting, some combination of these generic benefits will attract visitors." (p. 394)

Ryan (1998) as well uses the hierarchy idea and applies it on tourism by citing Pearce's model; *the travel career ladder*. The model suggests that there exist five hierarchical steps in tourism experience that all affect the tourists' behaviour. The model puts forward that there exists a goal in the behaviour of tourists and as tourists become more experienced they are more likely to seek satisfaction of higher needs (Ryan, 1998). Therefore the travel career ladder has to be regarded as being dynamic, as with the level of tourist experiences motivations change (Ryan, 1998). Thus first time visitors in a foreign country may prefer a package tour due to security reasons, whereas visitors that have been to a place several times might choose to travel individually as their motives have changed over time.

2.2.2 *Push and pull factors*

Most authors in tourism research accept Crompton's (1997) push – pull theory (Yoon & Uysal, 2005; Oh, Kim and Shin, 2004; Getz, 2004). The idea behind the push and pull theory is the decomposition of a tourist's choice for a destination, event or festival into two forces (Bansal & Eiselt, 2004). The first one pushes the tourist away from the present location or state of being, without precisely determining to which specific location or state of being the individual is pushed. The second force pulls an individual to a specific region, event or festival. Kozak (2002) in his article on "Repeater's behaviour at two distinct destinations" points to the advantage of the model in depicting the intangible, intrinsic desires of tourist to go on vacation through the push factors and the more tangible characteristics as pull factors.

The article by Bansal and Eiselt (2004) refers to Lundberg who tested a list of 18 motivational factors, which was based on the factors; educational motives (e.g., attending special events, visiting historical sites); relaxation and pleasure seeking motives (e.g., having a good time, or a romantic experience); ethnic motives (e.g., visiting places of family origin); and a group of sundry motives (e.g., sports, conformity with neighbours/relatives). Bansal and Eiselt (2004) continued to build on the idea that was first elaborated by Lundberg, but they combined the List of 18 motivational factors with Crompton's (1997) social-psychological vs. cultural motives. However a too large number of motives "would most likely leave many entries with just a few mentions and lead to a significant increase in time to complete the survey"(Bansal & Eiselt, 2004, p. 390). Therefore they decided to define and summarize the tourists' motives in five classes, namely climate, relaxation, adventure, personal and educational.

The concepts of push- and pull factors and the escape-seeking dichotomy are sometimes treated separately; however they can as well be seen as interrelated (Crompton & McKay, 1997). Push factors are seen as the reasons (motives) why people want to leave their present location/destination "escaping", whereas pull factors are motives that engage the tourist to seek to attend the festival (Crompton 1997; Kim & Lee, 2002). Closely related to the push factors is also Maslow's (1943) motivational theory (Kim & Lee, 2002), however the difference of Maslow's (1943) theory and the push – pull theory lies in the differentiation and distinction of needs which are able to push a tourist away from the present state of being and those factors that pull the tourist to a new location/event.

Even though there has emerged some evidence about motives for attending an event, the understanding of motives will not be sufficient, to identify the push factors that cause tourists to attend events (Zhang, Lam, & Connaughton, 2003). As Kim and Chalip (2004) mention, referring to Zhang & Chalip (2004), knowledge about age, gender, education, etc is necessary in order to gain a complete picture why people attend events and festivals.

2.2.3 *Escape-seeking model*

The third motivation theory that has evolved is Mannell's and Iso-Ahola's (1987) escape-seeking model. They argued that tourist and leisure motivation arises due to the need to escape (avoidance) from a current, status and at the same time seeking to satisfy desired experiences. The escape-seeking model can thus be seen as being interrelated with the push-pull theory. Crompton & McKay (1997) argue that push factors can be compared to factors animating a tourist to "escape" whereas pull factors lead to a psychological desire (seeking). However Crompton and McKay (1997) state further that Mannell's and Iso-Ahola's (1987) framework contains a fundamental refinement in the way "that it interprets the pull force in terms of intrinsic benefits, whereas the earlier pull conceptualisation related pull to attractions rather than to social-psychological needs" (p. 428) such as typical destination characteristics (weather, nature, lifestyle, etc). Mannell and Iso-Ahola (1987) subdivide the seeking-escaping model into two dimensions; personal and interpersonal. This implies that the motives for a tourist to attend an event or festival can emerge through "the desire to escape and the desire to seek out new experiences, relative to the person's interpersonal and personal needs" (Getz, 2004, p. 379). The seeking behaviour will continue until the person (tourist) has found an event/festival that gives him an optimal level of arousal (Ryan, 1997).

Getz (2004) elaborated the escape-seeking model in his latest book and emphasized specifically on distinguishing the intrinsic and extrinsic motivation components within the escape-seeking, but also to some extent the push-pull model. He concluded that intrinsic motivation is the behaviour that is induced through one's own values and needs. Extrinsic motivators, on the opposite, occurs when an action is undertaken due to expectations, obligations or demands from outside the person's needs and motives.

2.3 **The Tourist and Festival Experience**

The last few decades of research on the tourist experience seems to have divided researchers into two groups having two different approaches to tourism experience, namely the *social science approach* and the *marketing/management approach* (Quan & Wang, 2004). According to Quan and Wang (2004) the two ways of looking at the tourist experience are different and cannot be regarded as being homogeneous. Both the social science approach and the marketing approach contain a number of different subcategories.

When reviewing literature in *social science* one of the ways to study the tourists consists in doing so by seeing the tourist experience from a phenomenological angle (Quan & Wang, 2004). Ryan (1997) describes the tourist experience as being an individually, subjectively experience which is different for every single 'naïve' tourist. The experience alters from tourist to tourist and is a result of moderators such as the tourists' behaviour, expectations, motivations etc. (Ryan, 1997). MacCannell (1976, 1999) and Vukonic (1996) also see the tourist experience from the sociological perspective but apply the Durkeimian approach, describing the tourist experience as a possibility to experience a religious, pilgrim-like and sacred journey, in which individual freedom can be attained. They argue that travelling enables the tourist to escape from everyday life, constraints, role plays and responsibilities. This perception might be seen in close relation to Mannell's and Iso-Ahola's (1987) motivational theory, which builds on the fact that escaping from the current state of being is a motivator to tourism.

When defining the tourist experience as being an escape from every day life, social science researchers focus on sharply distinguishing it from every day experience (Quan & Wang,

2004). Therefore the tourist experience is to be understood as a “pure” or “peak” experience (Quan & Wang, 2004). This focus therefore also tends to exclude “mixed”, “gross” or supporting experience components such as eating, sleeping, etc (Quan & Wang, 2004). Even though the above stated way of approaching the tourist experience seems correct, Mergen (1986) contradicts the pure social science view, as it categorically excludes those travellers and tourists that do not seek a significant change from their present state of being or escape from their role in the social environment. Mergen (1986) tries to combine the ‘social science view, built on “peak” and “pure” experiences with the management/marketing perspective which focuses on the service quality experienced by the tourist, such as hospitality, accommodation and transportation. He therefore proposes to “distinguish tourism from travel, in which the goal is to maintain a relatively normal existence while seeing new places and meeting unfamiliar people.” (p. 104). McCabe (2002) supports Mergen’s (1986) point of view and goes further by stressing that the tourist experience is a combination of products of which some create peak experiences while supporting products create smaller experience, which might not have the same effect as e.g. major attractions. But still they play a role in the tourists’ total experience and consequently satisfaction. This interpretation hints to the fact that not only some, few experiences make up the tourist experience. The tourist experience consists instead of an amalgam of numerous small experiences, which are similar or identically with experiences in everyday life, such as eating, toilets, accommodation, transportation, etc.

To continue, even though the tourist experience in many cases is dominated by attractions, supporting services and products still play an important role, in the way that they can negatively or positively influence the tourist experience. Getz (2004) employs Herzberg et al. (1959) motivational theory to find an answer on the composition of the tourist experience and distinguishes between factors that have the potential to increase the customer experience (e.g. attractions) and those who have the ability to decrease the experience if not properly held available (hygiene factors).

For events in particular Getz (2004) applies his model of how to determine and categorize the event experience. The Operations he found out to influence the experience he labelled the *Setting, Management Systems, and People*. The latter contributes or counterworks a satisfying experience which consists of the staff and volunteers, but according to Getz (2004) to large extent also the participants and the audience. The Setting and its set up will e.g. strongly influence the experienced atmosphere, whereas Management Systems have influence on the ease of logistics, and on effective and efficient operations⁵.

Wang (1999) emphasises the importance of authenticity in the social science view in the tourist product. However he contradicts the too simplistic view of authenticity that MacCannell (1976, 1999) comes up with. He applies the conventional theory of authenticity⁶ which does not include trips visiting friends and relatives, beach holidays, ocean cruising, nature tourism, personal hobbies such as shopping, fishing, hunting, etc (Wang, 1999). Wang (1999) suggests applying a method of existential authenticity, giving the possibility to make the theory more universally valid. Wang (1999) concludes with the insight that “even if toured objects are totally inauthentic, seeking otherwise is still possible, because tourists can quest for an alternative, namely, existential authenticity to be activated by tourist experience.” (p.365). He continues to argue that what tourists seek are primarily their own authentic selves and intersubjective authenticity, and the issue of whether the toured objects are authentic is

⁵ The model suggested by Getz (2004) is attached in Appendix 3

⁶ objective and constructive authenticity

irrelevant. Therefore the concept of existential authenticity explains a wider spectrum of tourist phenomena than the conventional and therefore it also “opens up broad prospects for rejustification of authenticity-seeking as the foundation of tourist motivations.” (Wang, 1999, p. 366).

Another angle from which the tourist experience can be seen in social science is presented by Van (1980) who reviews MacCannell’s (1976) book “The Tourist: A New Theory of the Leisure Class” and reinterprets MacCannell’s ideas by using a metaphor that Marx suggests for religion. “Tourism” and therefore also the tourist experience “is the opiate of the (modern) masses” (Van, 1980, p. 5). He continues to state that the tourist experience has been institutionalized among citizens in the modern society and is one factor that contributes to uphold the current status quo (Van, 1980).

Gomez-Jacinto, Martin-Garcia, and Bertiche-Haud’Huyze (1999) use, in their model of tourism experience, the characteristics of intercultural interaction, tourist activities and service quality to determine the tourists’ degree of holiday satisfaction. Pine and Gilmore (1999) in their book on The Experience Economy further reinforce the opinion, as already mentioned by Gomez-Jacinto et al. (1999), that services are one significant determinant and contributor to the tourist experience. In fact they go even further and state that today’s world is a service world, where companies that provide customer engaging experiences have competitive advantages. In their book, Pine and Gilmore (1999) also put heavy notion on the term experience realms, which encapsulates entertainment, education, escapism and aesthetics. Getz (2004) argues by using Pine and Gilmore’s (1999) theories that using entertaining, educational aesthetic elements in events is essential to create quality, memorable experiences. Otto and Ritchie (1996) emphasize the importance of the physical environment⁷ to enhance emotional and subjective reactions. However they also regard the human interaction as an experience influencing factor (Otto & Ritchie, 1996).

2.3.1 *Services as part of the experience in the festivals business*

Tourism and in particular festivals are essentially to be seen as a part of the service industry (Getz, 2004; Otto & Ritchie, 1996; Pine & Gilmore, 1999). As this matter of fact has been recognized, literature on tourism and festivals has dealt with concerns of managers, such as quality and productivity, as they necessarily are part of services marketing (Zeithaml, Parasuraman, & Berry, 1990). However, the focus is not to be put on technical things, as they are not likely to influence service quality as much as *soft factors*. To capture services in the tourism more holistically, Otto and Ritchie (1996) point to the necessity of also paying attention to the psychological environment, which is “the subjective personal reactions and feelings experienced by the consumers when they consume a service” (Otto & Ritchie, 1996). This phenomenon has been named the service experience and has been found to be an important factor in the visitors’ evaluation of satisfaction with services (Pine & Gilmore, 1999). Even if the service is of a functional character, such as accommodation or transportation, it is able to create a positive or negative experience and remains a critical part of the evaluation process (Otto & Ritchie, 1996).

⁷ Which Bitner (1992) refers to as the « Servicescape »

2.4 Quality and Satisfaction in Services

Service quality is applicable and usable when dealing with any kind of services such as festivals and special events. The perception of service quality is partly shaped during the experience and therefore of utmost importance.

Getz, O'Neill, and Carlsen (2001) discuss the role of service quality and its applicability on festivals and special events, wherein they scrutinize if the main core of service quality is similar to that of standard services. The question concerns whether the service quality perceived by customers at an event is the most important determinant of customer satisfaction? Indeed the authors classify events as a complex, time-limited experiential service package, but with some tangible elements (i.e. toilets, food etc.) making the evaluation process of this heterogeneous product, very complicated.

Closely related to service quality is also the concept of customer satisfaction (Getz et. al. 2001). To understand the impacts of service quality and customer satisfaction it is necessary to look back on research conducted earlier. Churchill and Suprenaut (1982) stated that customer satisfaction is reached through a confirmation of the customer's expectations. The concept they used is called disconfirmation paradigm and was elaborated in later research by Parasuraman et al. (1985) to become the GAP model. Oliver (1980) was an even earlier adapter of the disconfirmation paradigm. The paradigm defines the perception of the performance quality/level of satisfaction in terms of the magnitude of the individual's disconfirmation. In that way both performance quality and degree of satisfaction can be assessed by relating an experience to initial expectations. Therefore expectations can be met (confirmed) negatively disconfirmed (worse than expected), or positively disconfirmed (better than expected).

The idea of the GAP model was formed as researchers began to concur that service quality to the customer indeed is nothing else than the comparison of the customers' expectations and the perceived performance (Parasuraman et al., 1985; Grönroos, 1978). Through applying an exploratory research to find more fundamental insights about service quality Parasuraman et al. (1985) came up with new explanations about the relationship between expectations and performance. A set of discrepancies or gaps concerning the perceptions of service quality and the tasks associated with the delivery process to the consumer (Parasuraman et al., 1985). The five gaps⁸ that were found and put together to a model⁹ all had the potential to unequal expectations compared to performance. However Gap 5 is determined to be special in being a function of the four antecedent gaps.

The GAP theory also constitutes the basis for the SERVQUAL theory. Thus service quality represents the difference or "GAP" between service expectations and actual service performance. Consequently the GAP paradigm implies that the service quality is sufficient, and the customer is satisfied, when the consumer's perception of service performance equals or exceeds the expected level of service (Brady, Cronin, & Brand, 2002).

In studies of service quality by Cronin and Taylor (1992), which are partly based on research carried out by Parasuraman, Zeithaml, and Berry (1988) and their definition of service

⁸ Gap 1 : Consumer expectation – management perception gap ; Gap2 : Management perception – service quality specification gap ; Gap 3 : Service quality specifications – service delivery gap ; Gap 4 : Service delivery – external communications gap ; Gap 5 : Expected service – perceived service gap (Parasuraman, Zeithaml, Berry & 1985).

⁹ The complete model is attached in the Appendix 2:

quality, Cronin and Taylor (1992) also agree with the notion that service quality is an antecedent of customer satisfaction but their research emphasizes that customer satisfaction is more vital when it comes to the intention to buy a service than the perception of service quality, separating the two constructs. Thus, recommending organisations and companies to focus more on customer satisfaction than on performance quality. This, as customers do not always look for the highest quality in a service but they are more likely to be a loyal customer if they are satisfied with the service bought.

The model known as the SERVQUAL-model, based on service quality research is widely cited, referenced, evaluated and developed throughout service quality research (Cronin & Taylor, 1992; Brady et al., 2002). Its purpose is to facilitate the process of measuring customer perceptions of service quality. The authors themselves have over the years continued to develop and research the field of services and more precisely that of service quality: from the basic notion of what service quality is, focusing on the customers' perception and not the companies' perception, to how service quality can be measured, through SERVQUAL. They have also looked into where customers' expectations originate and the nature of them, covering the weaknesses of service-quality delivery, and how organisations can improve their service quality (Berry, Parasuraman, Zeithaml, & Adsit 1994). Putting the focus on the customer is vital as the only way how to measure service quality is through investigating the customers' expectations with the actual performance. (Parasuraman et al., 1985).

Cronin and Taylor (1992) adhere to the definition of 22 items categorized into five main groups encapsulating the domain of service quality proposed by Parasuraman et al. (1988). Through extensive statistical analyses and field work they have defined five dimensions highlighting services of any kind. *Tangibles, Reliability, Responsiveness, Assurance, and Empathy* which must be considered when evaluating any service (Parasuraman et al., 1988). However, the initial research carried out by Parasuraman et al. (1985) within the field of service quality consisting of ten measurable parameters defining the level of service quality¹⁰. These ten determinants were later narrowed down to today's five determinants mentioned above. In later research (Berry et. al., 1994) the authors distinguished the internal importance among these dimensions in order for managers to know on which fields to concentrate and where to put the emphasis. Reliability ranked highest (32 percent of the customers felt it was the most important dimension), before Responsiveness (22 percent), Assurance (19 percent), Empathy (16 percent), and Tangibles (11 percent).

But the discussion of service quality, or more precisely on antecedents to customer satisfaction, has been extensive so far and can be seen as a forerunner to the development of service quality research followed through by Parasuraman et al. (1988). Oliver (1980) considers the relation between expectations and customer satisfaction, which in turn leads to studies on how the purchase intentions of customers are influenced through customer satisfaction. In the model proposed by Oliver (1980) discrepancies between expectations and perceptions of experience, so called disconfirmation, have indirect and direct influence on the customer's satisfaction and his/her intentions to further purchases. The model is known as the expectancy disconfirmation paradigm (Oliver 1980), and has been used not only as a basis for studies by the above mentioned authors in constructing and developing the SERVQUAL-model, but is according to Baker and Crompton (2000) also the principal model used when studying the field of satisfaction within tourism research.

¹⁰ Reliability, Responsiveness, Competence, Access, Courtesy, Communication, Credibility, Security, Understanding/Knowing, Tangibles (Parasuraman et al., 1985)

The SERVQUAL-model is the dominating tool applied when evaluating services, but some researchers imply that this is not enough when evaluating the service from a customer's perspective since it does not consider the physical surroundings not directly connected to the service delivery. This issue is addressed by Cunnell and Prentice (2000) in their research of the visitor's experience at heritage sites. This is where the concept of the Servicescape becomes important¹¹.

Reviewing research concerning the constructs of quality and satisfaction in the tourism and recreational field, Baker and Crompton (2000) discuss the distinction between the *quality of the performance*, including features that the organiser of an event or supplier of a service within the tourism sector can control (the output of the tourism supplier) and *satisfaction* or *quality of experience*, containing social-psychological and extraneous events influencing the satisfactory level of the attendant to tourist attractions, festivals, and events. The latter is moreover influenced by the programming, setting, and staffing which is the part that organisers or/and responsible at tourism attractions can control as opposed to social-psychological and extraneous events. The controllable factors mentioned have been picked up by Getz (2004) and used to illustrate aspects influencing the festival and special events experience altogether.

In their article on "Quality, Satisfaction and Behavioural Intentions", Baker and Crompton (2000) demonstrate the difference between quality and satisfaction related to tourism in a illustrative manner. Perceptions of service quality do not, according to the authors, have to be experienced firsthand in direct contact with a destination, attraction, event etc. but can be founded on other customers' experiences, image or advertisements, while satisfaction is more closely linked to the person's actual experience of the service. In their concluding paragraphs Baker and Crompton (2000) suggest that managers should put their focus on the performance quality affecting the satisfaction of customers in tourism as they are controllable and changeable positively shaping customers' behavioural intentions (loyalty, willingness to pay, spreading the word, and other possibly positive intentions).

Bitner (1992) has dug deeper into what actually influences behaviour of both customers and employees when being in a service environment. The framework that she has constructed and that has been developed further during the last decade (e.g. Mossberg, 2003) helps to understand how the physical surrounding influences the actors and what managerial implications that might bring. In the article "Evaluating a Servicescape: the effect of cognition and emotion" Lin (2004) reviews the literature related to the servicescape and its impact on customer behaviour. By doing a thorough review of the literature concerning the definition of what a servicescape contains Lin (2004) gathers these definitions in three groups: visual cues (colour, lightening, space and function, personal artefacts and plants, and layout and design), auditory cues (music and non-musical sounds), and olfactory cues (scents). The main idea of the paper, according to the author, is to stress the significance of creating a pleasant servicescape for the potential customer (Lin, 2004). The physical environment, in which a service organisation operates, seems to influence the customer's evaluation of intangible products such as services (e.g. festivals).

As mentioned in the introduction there has been discussions in social science literature on the link between producer's performance, level of customer satisfaction and organisational

¹¹ see below

success. Never the less, the linkage/distinction between performance quality and customer satisfaction is not yet fully understood. At least there is no theory that is invariably accepted (Baker & Crompton, 2000). The concepts of quality and satisfaction have evolved independently and parallel, in sciences like marketing and tourism. As there still consists confusion due to lack of consensus on whether to use satisfaction or quality as a measure, the constructs are sometimes used interchangeably (Berry et al. 1994). Manning (1985) reconfirms this perception through stating that over long periods quality and customer satisfaction have been equalised.

Baker and Crompton (2000) therefore argue that performance quality is conceptualised as a measure of a provider's output, whereas level of satisfaction is concerned with measuring a tourist's outcome. Through conducting real-time research, during a festival, it is thus not possible to equalise performance quality and customer satisfaction as customer evaluation and satisfaction is influenced by uncontrollable extraneous variables that cannot be controlled.

2.4.1 Perception of Quality, Satisfaction and their impact on expenditures

The relationship between perceived quality and satisfaction with an event or festival is a much debated area of research as reviewed above, but it is also important to discuss whether they are impacting the level of visitors' expenditures and in what way.

“How do satisfying current customers affect profitability?” (Anderson, Fornell, & Lehmann, 1994, pp. 53-66). This is the central topic raised by Anderson et al. (1994) where they connect customer satisfaction, market share, and profitability based on research conducted on Swedish firms. In their findings they state that there is indeed a direct relationship between high customer satisfaction and high economic returns, which is not very surprising according to the authors themselves. Furthermore, they conclude that an improvement in quality, which consequently improves satisfaction, would, in the long-run, increase expenditure or more precisely economic returns. This is however not a quick-fix, but it affects primarily future buying behaviour among loyal customers. (Anderson et al., 1994)

The article above does not particularly focus on events or festivals, but Chhabra, Healy, and Sills (2003) do so, focusing mainly on the way to measure the quality of a heritage festival by measuring the perceived authenticity of the event. They conclude that an increased authenticity (i.e. product quality) increases visitor expenditures. This shows the relationship between perceived quality of an event and the proneness of attendees to spend money.

While Anderson et al. (1994) focus on the long-term benefits of improving customer satisfaction Baker and Crompton (2000) mean that an enhanced festival experience will lead to higher immediate spending at the event and also to customer loyalty being a source for higher future attendance figures resulting in higher profitability. This research is made specifically on festivals and differs slightly from the more general review by Anderson et al. (1994).

2.5 Economic impact of Festivals and Events

When conducting an economic impact analysis on festivals or events, literature generally lists two perspectives. The narrow perspective, which focuses on the organisational level, and the broad perspective, that views the impacts on the society-at-large (Andersson & Samuelson, 2001). Whereas the organizational economic impact analysis focuses on the event or festival organizer and consists of a rather straight forward calculation of accounting data the analysis

of the societal impact includes all effects that an event/festival might trigger. The inclusion of all economic effects of an event in the economic impact analysis however often leads to blurred focus and mistakes start to arise (Andersson & Samuelson, 2001).

Nevertheless many researchers agree that festivals and events do create a visible economical impact at the destination where they are organised (Getz, 2004; Crompton, Lee, & Shuster, 2001; Jackson et al., 2005; Tyrrell & Johnston, 2001; Gelan, 2003). However, the size of the impact and the techniques used to calculate the impact differ, and the various economic impact analysis tools are frequently debated in the literature. A hint to the diversity and inexact science of measuring economic impacts of festivals and events is further given by Crompton et al. (2001) where they state that the process often is inexact and only should be referred to as a “best guess” (p. 80). Often connected to difficulties are also the definitions of the costs and revenues. Is leisure and cultural value that an event creates to be seen as revenue, and if in which way and height should it be assigned an economic impact? On the contrary, should a noisy weekend for those that live close to the festival area be regarded as a cost? If festival organisers are confronted with this arguing they might promote that their event is for everyone and fosters leisure and art.

Another factor that makes an economic impact analysis difficult is the definition of the area which is to be surveyed. Many tourists that visit an event or a festival that is or possesses an attraction, and draws visitors to the location of the festival, makes visitors spend money on travelling. Some of these expenditures are accumulated in the region or destination, and some are generated outside. It is then tempting to assign the visitors' expenditures to the festival and consequently as an economic benefit, even though the expenditures were generated outside the surveyed area (Getz, 2004).¹²

Besides the input-output and CGE-model, the cost-benefit analysis is a model traditionally used conducting economic impact studies (Jackson et al., 2005). It includes financial as well as social costs and benefits in order to generate a result where benefits to the society as a whole are rendered (Mitchell & Carson, 1993). It is a very complex model where information is needed on all fields covering financial, social, and welfare costs. According to Jackson et al. (2005) this approach is not applicable to small regional festivals and events as it can be hard to generate all the necessary information to follow-through a trustworthy cost benefit analysis.

As all costs and benefits of the society that are affected by the event, should be included in the cost benefit analysis, intangible and non-economic costs have to be included as well. This is however one of the difficulties attached to this method (Getz, 2004). Firstly, there is the need to define all costs and benefits and then find an appropriate way to measure them. Andersson and Samuelsson (2001) argue that it is possible to measure these costs and benefits by asking residents and visitors about their willingness to spend. Even though this is a highly subjective process and only reflects the visitors' perceptions, it is used in surveys. In case a survey determines the actual costs not to be even with the actual benefits, this hints to the fact that intangible cost and benefits have produced the discrepancy.

Within the concept of Cost-Benefit Analysis lies an important measurement that may be used while undertaking this type of economic analyses. The Contingent Valuation Method (CV-method) makes an attempt to estimate the benefit or the costs of providing a certain level of

¹² A model illustrating the rationale for undertaking an economic impact study is attached in Appendix 1

public goods (Mitchell & Carson, 1993). This can be applied to research into festivals and special events as they are a kind of public good. Two central concepts of the CV-method are the willingness-to-pay and the willingness-to-accept measurements which are used in the survey construction to evaluate the costs and benefits created by a certain type of public good. Furthermore, Mitchell and Carson (1993) discuss the dilemma of which, of the two mentioned, measurements is the most accurate. In short they conclude that it is a choice that has to be made in close connection to the type of public good researched. They establish the difficulty in creating workable survey questions using the willingness-to-accept measure, but at the same time highlight the difficulty in swapping measurement method to the willingness-to-pay method in specific types of research fields (Mitchell & Carson, 1993). Venkatachalam (2004) has discussed and reviewed this dilemma regarding what measurement to use when applying the CV-method to a survey. In his review of the recent developments within the field of CV he concludes, derived from other authors, that the appropriate tool to use is willingness-to-pay. This is however a guideline mapped out with the aid of previous research mainly undertaken in the context of “environmental assessments of developmental and basic infrastructural projects“ (Venkatachalam, 2004, p. 118).

Many researchers have utilised these measurements while conducting studies of economic impact or feasibility studies. Examples of the latter is for instance a paper looking at Ukrainians WTP for improved water supply services in the city of Odessa (Davis, 2004) and another piece of research surveying eco-tourism and preservation in Florida (Solomon, Corey-Luce, & Halvorsen, 2004). These two are purely investigating public goods by using the CV-method and more specifically WTP. The examples are very typical for the type of studies undertaken using the CV-method, predominately concerning environmental issues. However, there are also examples of prior usage of the CV-method in the context of private goods, and particularly in measuring economic benefit from events (Andersson, 1984 & 1985).

3 Thesis Model and Hypotheses

3.1 Research Questions

A basic proposition in this study is that by managing all activities and factors at the festival including their performance quality in an optimum way Storsjöyran will be able create consumer surplus, resulting in loyal visitors and higher returns.

An interesting issue in this context is to which extent visitors' experiences or satisfaction of the festival influences their expenditures in the area where the festival is located and outside the area? I.e. is there a discrepancy between the spending behaviour caused through a high level of satisfaction in the festival area and outside the festival area?

This is of particular importance when regarding the economic impact of the event. If the festival experience or level of satisfaction influences visitors' spending, as argued by Baker and Crompton (2000), then one major target for the festival organiser and the hosting municipality is to optimise every visitor's experience to maximize satisfaction which would increase the profitability of the festival and the economic impact on the destination. Hereby it is not necessarily only pure monetary returns that are of importance, but also returns in terms of increased quality of life for people living in the region.

The overall question in this study is:

What are the relations between Perceived Quality, Satisfaction, Willingness-to-Pay, and Expenditures¹³?

This question concentrating on the relations between QUAL, SAT, WTP, and EXP/V will be broken down to two sub-questions, to make the forthcoming analysis less complex and more structured. Question 1 will address the first step in the causal chain with the visitors' perception of quality as starting-point, whereas question 2 focuses on the second part. The third sub-question has been included in order to look at the managerial implications that a possible relation between the factors might contain.

1. *Which factors determine Satisfaction and Willingness-to-pay for festival visitors?*
2. *Is there a relation between Satisfaction, Willingness-to-pay and Expenditures for products and services related to the festival and the festival's location?*
3. *What can festival managers do to increase expenditures by enhancing the visitor's festival experience?*

3.2 Model of underlying theories

The collective illustration of the literature review in Figure 1 is meant to demonstrate the linkages between the different theories discussed in the area chosen for this survey. All relations will not be measured or tested in this thesis, but are, with guidance from precedent

¹³ (Perceived) Quality (QUAL), Satisfaction (SAT), Willingness-to-pay (WTP), and Expenditures/Spending per Visitor (EXP/V)

research, our interpretation of their affinity. It is not meant to be an absolute accurate definition of the actions, reactions, perceptions, determinants of festival visitors' behaviour but a probable explanation to the context wherein the festival or event works.

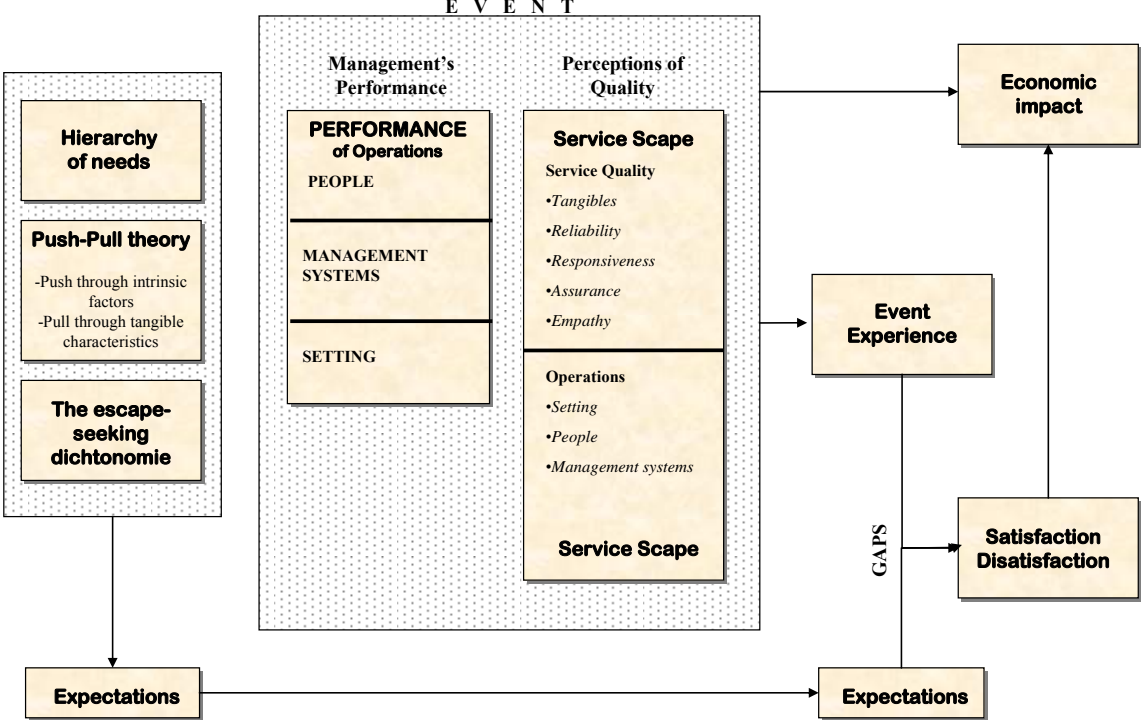


Figure 1: Model for underlying theories

3.3 Practical model in question for the survey

The model below aims to illustrate the parts of the “model of underlying theories” that will be examined in this research paper. The selection is based on the problems formulated in chapter 3.1 and the problem area defined in chapter 1.1. It is meant to isolate the phenomena of the actual event experience and its connection with Willingness-to-pay (WTP), Expenditures (EXP), Satisfaction (SAT) that in their turn influence consumer surplus/deficit and Expenditures/Visitor. It is not solely a truncated version of the precedent model, but also a redefinition and merging of adjacent topics and fields.

In creating this model the problem area has been visualised and interdependencies as suggested by prior research concerning the area of interest have been concretised and included. Each arrow, pointing from the contents of the event and also between the other boxes, represents a relationship to be examined and the factors' interdependence in the case of Storsjöyran Music Festival. Are the relationships strong, weak or non-existent? In the following chapter there are hypothesis formulated for each possible correlation i.e. the arrows.

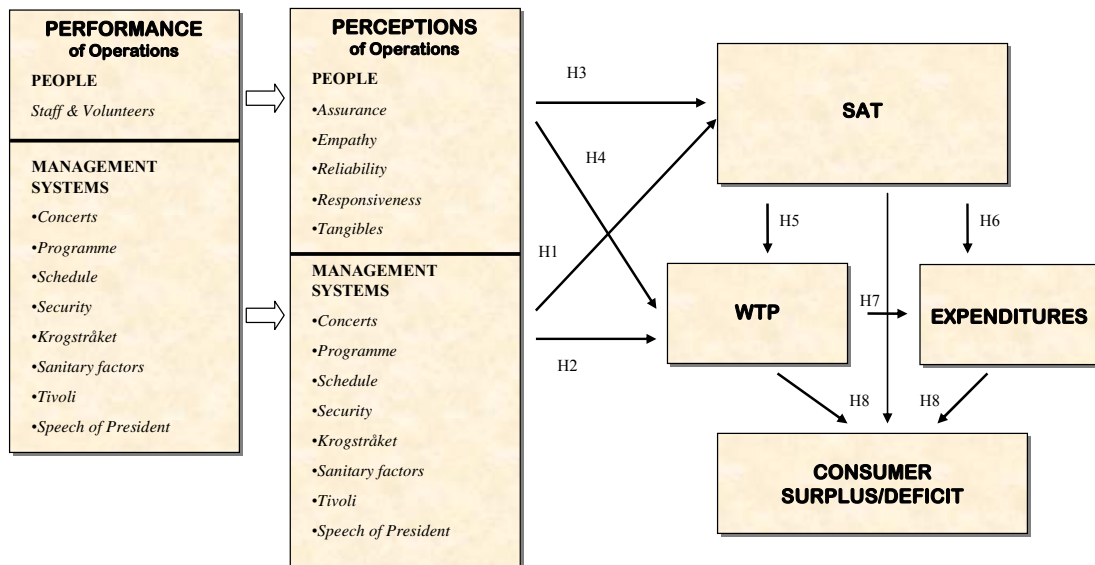


Figure 2: Conceptual model for working hypotheses

3.4 Working Hypotheses

From the model that is given in 3.3 the hypotheses will be derived, which the survey aims to test. The model builds on the idea that an event or festival is a combination of products from the visitors' perspective. Getz (2004) has elaborated a model that entails all factors: setting, management systems and people and refers to them as the "Operations". These three categories contain all dimensions that a festival organiser possibly can influence to alter the visitors' experience. Therefore the parameters that make out the attractiveness of the experience are to be looked for within these three variables. The factor setting can only to some degree be influenced by the organiser. And in case Storsjöyran has the intention to change the location of the festival this will also bring along significant changes in e.g. the ambience, infrastructure, traditions, atmosphere, only to name a few. As these characteristics are unique and important for Storsjöyran festival a change of the setting would also change the character of the festival. Assuming that the festival will remain in the city centre of Östersund, other characteristics such as Site Characteristics, Generic Event Settings and the Social-Cultural context are not easy to rebuild either, as they are closely linked to the event setting. Management Systems and People, however, constitute viable issues that the festival organiser can modify to intentionally alter the visitors' experience (Getz, 2004). This survey therefore focuses on Management Systems and People as possible variables to modify. In this study investigations will also be carried out, concerning which elements within the two mentioned categories influence visitors' festival experience and SAT. If the study reveals that some factors/activities in fact have extraordinary influence, the reasons for their importance will be tried to identified and discussed. In order to find guidelines which factors' and

activities' attractiveness within the management systems and people influence SAT most, their importance to the festival experience and consequently their level of SAT will be analysed. Taking all this into account, the first hypothesis is:

H1: *the perceived performance quality of the operations Management systems correlates positively with visitors' satisfaction.*

Another measure how to assess the perceived service quality and experience of a festival through WTP. This measure has the advantage that it generates more precise information of the real value of the festival experience in terms of economic value; therefore it is likely that the performance quality of factors and activities not only has influence on the satisfaction level, but also on WTP¹⁴. Consequently the second hypothesis is to be:

H2: *the perceived performance quality of the operations Management systems correlates positively with the visitors' Willingness-to-pay.*

Getz (2004) includes in his model also the aspects of service quality, within the category People, as evidence has appeared that service quality is one of the most important issues in festival management. Therefore the study considers the aspect of service orientation and service quality, by applying the theory suggested by Parasuraman et al. (1988). Their theory highlights the importance of elaborated service dimensions, namely: *Tangibles, Reliability, Responsiveness, Assurance, and Empathy* in any service. The second focus in the model thus lies upon the importance of service quality, and will be analysed separately, although originally being a part of the factor People suggested by Getz (2004). The survey intends to decipher whether the above suggested factors by Parasuraman et al. (1988) influence the visitors experience positively if performed at high quality and negatively if performed at low quality. If there is a positive correlation the intention is as well to find out the most vital factor(s) that contribute to a high level of SAT. But also those dimensions that do not influence the festival experience are of importance to this study.

H3: *the quality levels of Tangibles, Reliability, Responsiveness, Assurance, and Empathy (service quality) correlate with visitors' level of satisfaction*

Willingness-to-pay is a second, different, yet appropriate measure to intentionally see effects that service dimensions have. The particular interest of service quality related to WTP is justified through the simplicity with which service dimensions can be changed and WTP increased, in case they correlate. As a consequence a fourth hypothesis will be derived, namely:

H4: *the quality levels of Tangibles, Reliability, Responsiveness, Assurance, and Empathy (service quality) correlate with visitors' Willingness-to-Pay*

The satisfaction measurement used is a seven-graded scale to rate the visitor's total experience at Storsjöran. This measurement is to be seen as a collective evaluation of the experience and is most likely influenced by a number of factors discussed in the literature review, in this chapter, and in the analysis itself. On the other hand, the willingness-to-pay of the visitors is a way for the visitors to set an estimated price on the festival experience that they have taken part in. Mitchell and Carson (1993) describe it as a tool to be "used in the

¹⁴ see also H5

survey construction to evaluate the costs and benefits created by a certain type of public good” (p. 25). A festival is not a public good in the real meaning of the word, but there are similarities and this tool is applicable to a private good such as an event or festival like Storsjöyran Music Festival¹⁵.

At a first glance it seems most appropriate to compare SAT with activities, factors, expenditures, and service quality to see the connections and which factors that influence SAT. As interesting, however, theoretically and practically, is to compare WTP with activities, factors, expenditures, and service quality. This, however, assumes that there is actually a linkage between SAT and WTP. If it would be possible to also use the measurement of WTP, or to replace the SAT, the study would be more valid and reliable since the WTP is;

- based on a ratio scale compared to the ordinal interval scale¹⁶ used for SAT. The first offers a more exact level of measurement with a possibility to “measure the absolute differences between each scale point” (Hair, Bush & Ortinau, 2002, p. 388).
- would also give us a possibility to compare the correlations when using WTP and when using the SAT.

Parasuraman et al. (1988) have stated that the satisfaction of customers is vital when it comes to the intention to buy a service. Thus would a person that is satisfied have a higher willingness-to-pay?

H5: *Visitor satisfaction and Willingness-to-Pay correlate positively.*

Another point of interest associated with consumer satisfaction and the experience is the spending behaviour. Interesting to this study is also to uncover spending structure among visitors, to find different spending behaviours and also to understand the context i.e. the reason for different spending behaviours. Does a higher level of SAT lead to higher expenditures within the festival area and increase expenditures, outside of the festival area, in the hosting municipality?

H6: *Satisfaction correlates positively with expenditures both within the festival area and in the hosting municipality.*

WTP is, as proposed in H2, H4, and H5, influenced to some extent by the factors and activities staged and somehow organised by the festival organiser, and also by the SAT of the visitors. To further map the complex concept of WTP and its linkages with satisfaction and quality, we suppose that there is also a linkage between WTP and the amount of money spent in connection to the festival. An increased willingness to pay for the festival experience should if there are opportunities and if it is financially possible, in terms of visitor incomes, allowances etc., spend increasingly more of this amount given on food, drinks, shopping and other activities.

H7: *WTP correlates positively with expenditures within the festival area itself and with expenditures in the city of Östersund during the days of the festival.*

¹⁵ see discussion in chapter 2.5

¹⁶ see chapter 4.4 for definition

When measuring consumer satisfaction and festival goers' perception of quality, the spending behaviour is interesting to investigate in connection with SAT. But to encapsulate the consumer surplus, as a measure of SAT, Willingness-to-Pay is a most usable tool. If the survey shows that the WTP exceeds the spending in accordance with an increasing level of SAT, a consumer surplus has been reached. It would be possible to see where the surplus is gained for the individual and if it applies to all segments. Furthermore, the expenditures, as mentioned above, are obviously a factor when calculating the eventual surplus, being the amount to subtract from the estimated WTP

H8: *Satisfaction correlates with Willingness-to pay and consumer surplus and the level of expenditure correlates with the consumer surplus*

4 Method

The survey has been accomplished by conducting interviews with a sample size of 326 persons that had visited Storsjöyran Music Festival in July 2005. The use of interviews was chosen as this survey method constitutes a reliable way of collecting data, compared to e.g. observations (Silverman, 2001). The use of interviews necessitated that the information was transferred into a data processing program, to get a more complex view of the content of the respondents' answers. Thereby generated qualitative data was coded and transformed into quantitative data structures. The advantage of coding and analysing the data in a quantitative way is that it facilitates the analysing process by using standardised statistical measures. As open ended questions are complex to code and a large part of the information would be lost, these were not coded, but used as qualitative information.

4.1 Selection of festival and its distinct characteristics

In Sweden the number of festivals has increased immensely throughout the last decades. Those which have been on the market for a longer period have put a lot of effort on marketing their festival properly to retain their market share. The most popular and important festivals work together in an organisation called *FHP-Festival*. This organisation is a part of Folkets Hus och Parker which is a body gathering organisers and venues focusing on culture throughout Sweden totalling roughly 900 members (www.fhp.nu).

The list of the festivals working together and exchanging information and experiences in this association was used to select a suitable festival for the survey. Consideration was given to the festival's size, type and ability to attract people. Since the association FHP-Festival almost exclusively consists of larger festivals¹⁷, smaller sized festivals were not considered for this survey. As one of the major research questions focuses on the festival experience, festivals which are known to have a somewhat heterogenic crowd and attracting many non regional visitors were favoured. The underlying idea was that a clear picture should be given, distinguishing demands on the experience of locals from non locals.

As a result of this selection process, research of one major festival in Sweden was conducted, namely *Storsjöyran Music Festival* in Östersund, Jämtland. This festival having entrance fees is located in the central northern part of Sweden. It fulfilled the criteria mentioned above, namely being a large festival, with a varied programme attracting visitors inhomogeneous visitors from various regions of Sweden. Another decisive reason for choosing this festival was that they were interested in having a survey done in order to get better insight into the preferences and composition of their visitors and the impact of the festival for the region of Östersund. Furthermore there existed a contact that could be used to ensure good cooperation and smooth working conditions.

Storsjöyran Music Festival started in 1983 and at that time constituted the first Swedish music festival that had its stages and restaurants built up in the city centre. Today Yran is one of Scandinavia's largest music festivals with an average of 55.000 visitors every year and about 70 bands playing on nine stages. More than 900 bands and one million people have in total visited Storsjöyran Music Festival.

Storsjöyran Music Festival was already established in the 60ies, but not as music festival but as demonstration against active depopulation of the county. Jämtland was proclaimed a

¹⁷ see www.fhp.nu for a complete list of the 16 participating festivals.

sovereign republic, partly as a joke, partly seriously. The Idea of a republic in Östersund has stayed alive, and the festival is sometimes seen as the liberation of the people “Jämtarna” that live in that part of Sweden. (www.storsjoryran.se)

The main event today is of course the music festival, but the concept of Storsjöyran does also include the so called “yranveckan” which starts Monday and lasts one week. This string of events takes place in the streets of Östersund with various activities including a Bar and Restaurant street, music and theatre etc. It is free of charge and works as a build up to the “real” paying event that starts Thursday and ends Saturday. For the paying event, central parts of Östersund are sealed off by fences during evening and night-time while the activities of “yranveckan” are continually held during the days. (www.storsjoryran.se)

4.2 Data collection methods

To collect the necessary data, questionnaires were used. During the festival the interviewees were asked to give their e-mail address or their telephone number to the interviewer, as well as their name, and a suitable time for contact (if telephone interview). While asking the respondents for their contact preferences, they were also informed about the basis and aims of the survey together with an information sheet which contained details about the questions they could expect, and also stressing their anonymity during the whole process. The actual questionnaire was then sent to the interviewee two days after the festival had taken place. In order to facilitate the handling of the large amount of data gathered from the web survey it was formalized and usable in Excel and SPSS without any manual input process being required. This was possible thanks to the set-up of a homepage exclusively for this particular survey¹⁸. By sending the respondents the link to the homepage they could themselves access the questionnaire when convenient and fill it in.

Applying a web based survey tends to entail some problems such as getting the interviewees returning the questionnaire (Aaker, Kumar, & Day, 2001). This might in some cases, similar to mail surveys, lead to the source of failure where only those that are exceptionally interested in the topic to research, answer (Heberlein & Baumgartner, 1978). Through giving good information and involving visitors, it was ensured that motivation to answer this survey was high.

The major reason for applying a web survey method is that the survey intends to depict insights into the visitors’ festival experience. Therefore the festival had to be over, before the interview could be conducted. Another advantage of distributing the interviews after the festival had taken place is that the respondent rate could actually be higher. Practical research into web surveys completed by Dillman (2000) has shown that the response rate can be as high as 76 percent¹⁹ if an appropriate introduction, orally and written, is presented to the participants and a number of reminders are sent out to notify the participants that have not yet answered. Another advantage is that the interviewee does not have to spend time on the questionnaire during the festival, but also as this method follows the global trend of making surveys (Dillman, 2000). Furthermore a web based survey avoids interviewer biases due to the avoidance of a direct contact with the interviewee during the interview, which had been the case if the survey had been conducted face-to-face (Aaker et al. 2001).

¹⁸ www.festivalkonsulterna.com/festival/form.php

¹⁹ Counting those who have agreed to participate in the web survey

If the interviewee lacked an e-mail address or if he/she felt reluctant answering a web survey, the survey was conducted via telephone in order to not discriminate or lose certain groups of respondents.

Other advantages with a written questionnaire sent to the respondent are the cost- and time-saving factor, avoidance of interviewer bias, less pressure of immediate response, and a greater feeling of anonymity (Kidder & Judd, 1986). The latter corresponds to the fact that the interviewee can give unbiased answers to sensitive questions concerning income and expenditure. The cost factor relates to the simplicity and insignificant cost of sending out questionnaires via e-mail, and the time-saving aspect is the short handling time of respondents at the actual festival. In avoiding putting pressure on the respondent, giving out sensitive information face-to-face with an interviewer, the validity of the end result increases, as the interviewees had enough time to reflect upon their answers regarding the festival experience and also calculate their expenditures generating correct figures in our survey results. Moreover, a technology-based control system is able to eliminate, or at least minimize, data entry errors and other interviewer errors (Kidd & Judder, 1986; Hair et al., 2002).

These advantages might not arise in those cases where the respondents did not have access to an e-mail address and a telephone interview became necessary. This is especially obvious concerning the respondents' anonymity and the interviewer bias. However, a telephone interview procedure normally generates a higher response rate than written questionnaires sent out to respondents, and it gives the interviewer the possibility to notice and correct misunderstandings and vague answers (Hair et al., 2002).

There are also some downsides to the choice of e-mail or written questionnaires that has to be kept in mind while conducting the survey including possibly lower response rates compared with personal interviews or telephone interviews (Kidder & Judd, 1986). Previous research conducted by Dillman (2000) on e-mail, web, and Interactive Voice Response surveys have shown rather high response rates if correctly managed, as discussed above. Furthermore, by having an initial contact with presumptive respondents at the festival, gathering general information about the respondent, the response rate should be considerably higher and the respondent would know the basis and background of the web survey. Reminders were also sent out to those who did not complete the survey online within one week of the initial e-mail, which generated about 75 responses extra, bringing the total number of responses up to 326. A possibility, also mentioned by Dillman (2000), is to use stimuli (i.e. gifts, money, vouchers etc.) to increase the response rate. Nothing extra was given in this survey to the potential respondents due to lack of funding and logistics. It was also vital to get the responses as fast as possible from respondents as they might forget parts of their experience or alter their views as time passed. To do a correct evaluation we sought to catch the respondent's immediate reaction to their festival experience.

Another problem stated by Kidder and Judd (1986) is the absence of the interviewer often resulting in other persons meddling and "helping out", answering the questionnaire with the actual respondent. It might also cause misunderstandings as the interviewer can not explain specific questions that the respondent might not comprehend. This non-sampling error can be minimized in the questionnaire design phase²⁰.

²⁰ see 4.3

In order to get an adequate number of respondents two interviewers were appointed, besides the two researchers conducting the survey. The extra staffs were thoroughly guided through the importance of randomness and unbiased approach towards potential respondents. Furthermore, they were well informed of the purpose of the study in order to give correct information to the interviewees.

4.2.1 Data collection strategy

The data collection was conducted during the three days the music festival lasted²¹. The first two days the collection of e-mail addresses was carried out by two men and one woman. The last day, another woman joined the survey group. The composition of an equal number of male and female was an advantage in order to make the survey less biased, since some respondents might feel uncomfortable answering questions with people of the opposite or same sex. Except for the researchers the other two interviewers were volunteers having conducted this type of survey prior to this occasion.

When arriving at the area where the interviews should take place, every interviewer then selected a certain point on the ground, e.g. a stone, which he/she memorized. After every conducted interview, the fifth person that was closest to the memorized point on the ground was interviewed next. It was also said that respondents should be over the age of 16 as expenditures were measured and people have to be over the age of 16 in Sweden to spend their own money.

The locations where the interviews were held were limited to central areas of Östersund. To cover the whole centre, and to be able to address all visitors, the interviewers constantly spread out over the city. To maximise the amount of interviews, locations were chosen, where a constant flow of visitors arrived to enter the festival area. Therefore ticket sale/exchange points and entrances to the festival area were selected. These sites had the advantage to the researchers that everyone had to pass these points in order to either get a pass or to get into the festival area. If interviewees that had been asked at the ticket sales/exchange were addressed at an entrance once again, the second interview did not become part of the survey. A detailed plan of the places and times where interviews were held can be found in Table 1.

Places	day one	day two	day three
Domus	10 – 12, 13 – 17	10 – 12, 13 – 17	10 – 12
Rådhusgatan			13 – 17
Köpmangagatan			13 – 17
Stora torget	10 – 12, 13 – 17	10 – 12, 13 – 17	10 – 12, 13 – 17
Entrance Samuel Permans G.	18 – 20	18 – 20	18 – 20
Entrance Prästgatan	18 – 20	18 – 20	18 – 20
Entrance Köpmangagatan			18 – 20
Entrance Frösöbron	18 – 20	18 – 20	18 – 20

Table 1: Locations and times of interviews

²¹ 2005-07-28 – 2005-07-30

4.3 The questionnaire

The interview sheet entailed a short statement addressing the reason for the questionnaire and the survey, and the statement also gave evidence to how the information would be analysed. The questions were constructed objectively and as short as possible, as this ensured that mistakes by the interviewee were minimized. Question 3-8 aimed to get deeper insights into the visitors' spending behaviours, willingness to pay, and perception of quality, while question 1-2, 9-11 and the general information questions intended to come up with facts about the interviewee's background and determine his/her reason for being in Östersund. They were used in order to categorize the respondents.

It is important to be careful with both the design and the understandability of the questionnaire in order to minimize non-sampling errors which can result in incorrect end results (Hair et al. 2002). Other factors that were considered when designing the survey were the language and the length of time needed to fill out the questionnaire.

In the following passage we will explain the reasoning, more in detail, behind questions 3-8 in the questionnaire and the purpose of including them in the survey²².

The individual's expenditures within different categories is measured in question 3 in order to be able to see the economic impact on the region but mainly to decipher if there are any connections between SAT, WTP, and Expenditures. The distinction between what the visitors have spent inside the actual festival area²³ and outside is important so that we can combine these results with the answers of question 4 concerning visitors willingness-to-pay (WTP). It is also the basis for the second research question.

In trying to measure the consumer surplus and the visitors' satisfaction question 4 incorporates the WTP-measurement by asking the respondents how much their experience was worth. Great care has been put on the formulation of this question as the WTP-construct can be a quite abstract concept. We have tried to explain this question thoroughly and exact in order to avoid any kind of misunderstandings on behalf of the respondent. As noted in chapter 2.5 the CV-method was originally developed for public goods and the WTP-measurement to measure the value that people attach to a public good. In using this measurement on a private good, which Storsjöyran Music Festival essentially is, this tool is applied out of its normal environment. However, we see no risk or imperfection in this decision as the tool has been used for this purpose numerous times in former research (e.g. Andersson 1984 & 1985; Chhabra et al., 2003). A big difference is that the customer or visitor is, in contrast to someone estimating the value of a public good (usually), aware of the money-value of the festival ticket. The WTP-measurement gives the visitor the possibility to estimate the value of their personal experience, producing a comparison vis-à-vis the entry ticket price already paid by the attendee, resulting in a surplus or deficit for the visitor. In order to identify the consumer surplus or deficit and match it against SAT of the visitors, as illustrated above, we see the WTP-measurement as the most suitable to use in a survey like this.

In order to measure the total experience of the visitors²⁴, question 5 wanted respondents to evaluate their total festival experience on an ordinal interval scale from 1-7. This

²² The entire questionnaire is attached in Appendix 4: Questionnaire

²³ "How much of this (restaurant/café/pub) did you spend inside the festival area?"

²⁴ Evaluation of total experience = SAT

measurement of visitors' satisfaction is fundamental for the thesis in clarifying the linkages from QUAL to EXP/V.

Question 6 asked respondents to value the importance and the quality of factors and activities that they had experienced during the festival. This question is a cornerstone, together with question 5, in answering our first research question. With the answers to this question an Importance-Performance matrix seeing the success or failure of the organisers and also the visitors' experience of certain activities and factors and their importance was created. The factors and activities were chosen based on Getz's (2004) model of operations and in discussions with the organisers.

As we have illustrated in our practical model²⁵, based on theoretical arguing, service quality is a part of the event/festival experience and therefore we have set out to measure the expectation and experience of Storsjöyran Music Festival's service quality in question 7. The eight different factors linked to service quality have been chosen to reflect the five dimensions of service quality (tangibles, reliability, responsiveness, assurance and empathy) described by Parasuraman et al. (1988), and reconstructed and redefined using the 22 questioned posed by Cronin and Taylor (1992), referred to as the PERFQUAL by the authors, as guidance²⁶. They have in turn based their construction of these set of questions on the 44 service quality questions defined by Parasuraman et al. (1985) as a part of the so called SERVQUAL-model. All this was done with the purpose to be able to see the eventual influence of service quality on SAT and WTP.

4.4 The usage of Measurement Scales

The choice of scales for the questions in the web survey is of utmost importance as statistical analysing tools are used in this thesis to extract findings from our data. Out of the two measurement techniques used, the ordinal interval scale, was used in all "insights" questions (3-8) except no. 4, where a ratio scale was used. This, originally ordinal but artificially transformed into interval (Hair et al., 2002), scale was used in order to be able to conduct advanced statistical analyses on the state-of-mind data collected from the attendees of the festival. By grading their perceptions of quality and satisfaction on a seven-graded scale we were allowed to use this data in correlations and regressions throughout the analysis. The use of a pure interval scale can not be argued for, since it is not possible to identify the absolute distance between for instance the grade 6 and 7, and the ordinal scale does not usually regulate the strength of the state-of-mind usable in statistical analyses but only the hierarchal order of differing answers to a question (Hair et al., 2002). For question seven we have taken into consideration the research conducted by Parasuraman et al. (1985), stating that service quality has to be measured through comparing customers' expectations with the actual performance.

A popular scale measurement in marketing research is the Likert-Scale that many researchers today interpret as an ordinal interval scale, but according to Hair et al. (2002) it is misleading to use this scale as such since it measures a person's belief and only asks the respondents if they agree or disagree with a certain statement. This makes it unsuitable to use in statistical analyses such as those used in our thesis.

²⁵ see Figure 2

²⁶ see Table 11 in chapter 5.2.2 for relation between questionnaire questions and service dimensions

For question 4, regarding respondents WTP, a ratio scale was applied making it possible for the visitor to appreciate the value of their experience in money terms showing absolute differences between respondents answers, making it a good basis for statistical analyses (Hair et al., 2002).

4.5 Description of central measurements

As stated in the literature review, both experience and satisfaction are functions that entail performance quality. Thus performance quality is essential for the festival visitor to get a pleasing experience. However, how to measure performance quality remains a problem, not only in this survey. Two of the most frequently used alternatives are measuring through quality of experience or satisfaction level. Baker and Crompton (2000) use them in their survey as substitutes and describe satisfaction as being the product of the quality of all experiences. This method appears to be very appealing, as it allows including all extraneous factors that actually have influenced the customer's experience and so to substitute the satisfaction measurement through the quality measurement. This approach will also be applied on this survey, primarily due to logical reasons, but also as it contributed to diminish the length of the questionnaire. Therefore the total festival experience from here on will be replaced by visitor satisfaction.

Quality and SAT, but also WTP and Expenditures will play an important role in the forthcoming thesis. Important to emphasize is further, that the results only reflect *Individual's* SAT, WTP and EXP. This is valid throughout the whole thesis, besides where calculations on the whole survey population have been made.

4.6 Non-response Analysis

Even though there are some festival visitors that did not want to take part in the survey, they were registered as well. In having a clear picture of those that were not interested in joining the survey or for other reasons did not want to participate, the reliability of the survey increases (Hair et al., 2002). As many of those that did not want to hand out their address neither wanted to answer some direct questions, the interviewer instead estimated the persons' age and made a note of their gender. This procedure potentates to classify and categorize people not wanting to take part in the survey to see if some special segment of people is not represented.

Firstly, there were those who did not want to participate at all and that were classified as mentioned above. Thereafter non-response was linked to those who gave their admittance to participate by handing out their e-mail addresses or telephone number, but failed to fill in the web survey sent out to them or did not answer the phone when they were contacted in the weeks that followed the festival. When looking at the latter group of non-response there was only the possibility to classify them according to sex as they, in some cases, gave their first name to the interviewer along with their telephone number or e-mail address. No age or geographical data were collected for these respondents. It is vital to include these non-responses as well in the study report in order to maximize reliability and validity. (Hair et al., 2002)

4.6.1 Results from Non-response Analysis

Initially, it is divided into two groups of non-response; Visitors that did not want to participate at all²⁷ and visitors that showed an interest and admitted their e-mail address or telephone

²⁷ Hereafter referred to as Non-Response group 1 (NR1)

number, but who for one reason or another did not finalise the web survey or telephone survey²⁸.

	Male	Female	Age²⁹	Σ
Total	55,6%	44,4%	30,17	205
<i>Thursday 2005-07-28</i>	57,4%	42,6%	28,38	47
<i>Friday 2005-07-29</i>	61,1%	38,9%	29,38	72
<i>Saturday 2005-07-30</i>	50%	50%	31,81	86

Table 2: Categorization of non respondents group 1

At first look it is obvious that, opposite to the respondents that answered the web survey or the telephone interview, there is an overweight of men in NR1 compared to the result in the web survey. It might all be haphazardous depending merely on the location and time of data collection. Another explanation for this skewness might be that the interviewing team consisted of two male and one female interviewer the first two days, and two male and two female interviewers on Saturday. This would then be reflected in the division of gender comparing Thursday and Friday with Saturday. However, this is by no means possible to confirm, and could also be ascribed to randomness.

When comparing the average age of our respondents with the non-respondents from NR1 it was found that the average age is almost identical (30,17 for NR1 and 29,24 for respondents). This suggests that the respondents represent the chosen population for this study. As already mentioned, the mean age for visitors in NR1 is estimated by us and the other two interviewers and should therefore be approached with caution.

However, NR2 is also a factor that has to be considered. The dilemma concerning this group is that there was no possibility to estimate or calculate their age since only their e-mail address/telephone number was known, and usually their surname. These visitors accepted to participate in the survey, but did not, for reasons unknown to the authors, fulfil their commitment by filling in the web survey or being unable to answer the questions via telephone. This was the case despite the reminders sent out via e-mail about one week after the first was sent out and multiple attempts to contact people via telephone. Table 3 presents these results;

	Male	Female	Σ
Total	53,3%	46,7%	261
<i>Telephone</i>	56,3%	43,7%	16
<i>Web</i>	53,2%	46,8%	245

Table 3: Categorization of non respondents group 2

A total of 548 e-mail addresses from people that were willing to answer the survey via the internet were gathered and out of them 245 persons failed to fill in the survey online. The completion rate is then 55,3 percent on the web survey which is remarkably lower than the examples by Dillman (2000) where he reached a rate of 76 percent. He did, however, send out not less than five reminders and offered a small token for all those who filled in his particular survey (Dillman, 2000).

²⁸ Hereafter referred to as Non-Response group 2 (NR2)

²⁹ Note that the mean age of the non-respondents are based on an estimated age made by the interviewers

In total, when adding NR1, NR2, and the number of respondents that answered our survey, the sample size was 792 persons. Out of 786 interviewees, 48,1% were male and 51,9% were female, while the remaining six persons' gender is undisclosed.

4.7 Pilot study

A pilot study was conducted to preliminary test the correctness of the questionnaires and the characteristics of the answers. A preliminary testing also would depict possible problems in the data collection method, which as mentioned was to be conducted via mail and internet support. The population for the pilot study consisted of a sample size of 20 in the ages between 18 and 60 years, and consisted of family, friends, and professionals (professor and organisers of Storsjöyran Music Festival). It was both experts and non-experts so that we could check the level of comprehension as well as the correctness of scales and definitions. The pilot study contributed with new ideas, approaches and clues which increased the quality of the survey. The pilot questionnaire was followed up by contacting some participants to gather reactions and suggestions for change. In combination with the pilot study the statistical and analytical methods were checked, allowing an appraisal of their adequacy for the use in the present study, but also the adequacy of the data collected was verified. Through the pilot study all the common types of validity, namely the content validity, the criterion validity and the construct validity were address and tested.

4.8 Data presentation

After having collected the data through the web survey for the festival, it has been coded and interpreted in accordance with our research hypotheses and questions. Firstly, we checked the data for medians, averages, minimum and maximum values, and extreme values in order to get an overview of the data material and sort out unreliable and unusable data. As the questionnaires were filled in without guidance or supervision, the organisation of the data was an important first step.

5 Survey Results from Storsjöyran Music Festival

The Following chapter will describe the results that were collected at the Storsjöyran Music Festival 2005. We interviewed a total of 753 visitors of Storsjöyran Music Festival. Of them, 326 finalised the Web Survey or answered our telephone interview.

5.1 Visitor Profile

Among those that visited Storsjöyran Music Festival in 2005 a considerable amount of visitors are repeat visitors. As many as 79,4 percent state that they have visited Storsjöyran Music Festival before. Arguably the high repeat attendance also has effects on the demands that visitors have concerning the theme and programming, and therefore also on the visitors experience.

Have you visited Storsjöyran Music Festival before?

	Frequency	Percent
yes	254	79,4
no	66	20,6
Total	320	100
Response rate		97,9

Table 4: Analysis of visitors' prior attendance at the festival

The average number of times that people have visited Storsjöyran is as high as 4,65 times³⁰, emphasising the dependence of Storsjöyran Music Festival on the customers' loyalty.

Concerning the question of how many days visitors attended the festival there is evidence that 78,3 percent visited Storsjöyran Music Festival for two or more days. Only 21,7 percent visited the festival for one day. These figures might be an outcome of many visitors not coming from Östersund but from other parts of Sweden. Visitors that had to travel some distance for attending the festival and staying there over night are arguably more likely to buy an entrance-ticket for more than one day, as the travel cost per day then would decrease. This behaviour was strengthened by the price policies which favoured those who bought tickets for more than one day.

How many days did you attend Storsjöyran Music Festival 2005?

	Frequency	Percent
1 day	70	21,7
2 days	127	39,3
3 days	126	39
Total	323	100
Response rate		98,8

Table 5: Number of days attending Storsjöyran Music Festival

The distribution of gender show a favour of females (60,9 percent) compared to males (39,1 percent). A possible explanation for this fact might be that females are more likely to answer questionnaires, conducted via internet than males are³¹.

³⁰ Calculated on 299 valid responses

³¹ See Non-Response Analysis, chapter 4.6.1 for further analysis

What is your Gender?

	Frequency	Percent
Female	195	60,9
Male	125	39,1
Total	320	100
Response rate		97,9

Table 6: Gender distribution

Visitors with an age up to 29 represent the majority of respondents (61,5 percent). The high number of young visitors is not unusual but a result of the decisions made by the organiser concerning the programming. The target group is foremost to attract young, music interested people. Categorising the visitors in age groups facilitates adequate comparisons and analyses by referring to differences and variations in age among the visitors. This division has been completed by constructing five groups which have approximately the same number of respondents each. The five groups are; up to 19 years of age, 20-23, 24-29, 30-40, and 41+. The distribution of age groups is presented in Table 7.

What is your Age?

	Frequency	Percent
-19	69	21,8
20-23	65	20,5
24-29	61	19,2
30-40	58	18,3
41-	64	20,2
Total	317	100,0
Response rate		97,2

Table 7: Age distribution

Most festivals in Sweden and in other countries predominantly attract national visitors. In this respect Storsjöyran Music Festival is no exception even though Trondheim, a major Norwegian city, is located not far away. The high number of national visitors is an outcome of national promotional efforts the festival makes. The majority of visitors are from Östersund and the counties of Jämtland and Härjedalen. It is however remarkable that 42,2 percent of the visitors are from other parts of Sweden. A deeper analysis of the figures reveal that 13,5 percent are from other parts of Jämtland/Härjedalen, 15 percent from other regions of Norrland and 27,2 percent from other parts of Sweden. This result is, compared to other festivals, a high number and becomes even more noteworthy when considering the peripheral location of the festival. Accounting for this is arguably the large amount of younger visitors that have both time and the flexibility to travel to a festival that is not closely located to their home destination. By looking at the number of people residing with family and friends during Storsjöyran Music Festival (28,6 percent) it can be reasoned, that it has the function of a homecoming “happening” for former inhabitants of Östersund. Finally, the number of foreign visitors are eight out of 326 respondents (2,5 percent) and they come predominately from

across the border to Norway³². It might seem to be a small proportion of foreign visitors, and is according to CEO Lars Sillrén, because Storsjöyran Music Festival, 2005 focused on a programme without big international music artists and was instead more oriented towards Swedish artists this year (personal communication, July 28, 2005).

Interesting to pay attention to is also in which group sizes visitors attend the festival. Visitors that attend the festival in groups of two to four are predominant (54,1 percent). Nevertheless the number of visitors that attended the festival in groups of five or more is 43,4 percent.

The distribution of income before tax within the six groups, defined during the survey construction³³, is surprisingly equal, with only the highest income segment diverging by only representing 5,2 percent. As expected the number of visitors that do not have any income or up to 100 000 SEK is rather high with 42 percent. Most likely, this is due to the high amount of young visitors that do not have any job at all or at least no full time job yet. However the number of persons that earn more than 200 000 SEK is 41,4 percent. This implies for Storsjöyran Music Festival that there are a large proportion of persons that in fact are in a strong financial situation, for which the organiser can develop specific products (e.g. tailored packages, VIP-treatment etc.).

Which income group do you belong to?

	Frequency	Percent
No income	44	14,3
-100000	85	27,7
100001-200000	51	16,6
200001-300000	70	22,8
300001-400000	41	13,4
400001+	16	5,2
Total	307	100
Response rate		93,9

Table 8: Income distribution (est. 2005)

5.2 Perceived quality of the festival

5.2.1 Approaching the Quality and Performance of activities

To analyse the activities at the festival that are important to the visitors' experience an approach using Importance – Performance matrices was applied. This method allows analysing whether each activity was performed in high or low quality and how important every single activity was for the festival visitor. Both Table 9 and Figure 3 indicate that *Concerts* are rated as the most important activity by the visitors. The I-P matrix also visualises that the importance of the *Concerts* is met by high quality performance.

³² The other visitors originated from Finland, Holland and Asia (no specified country)

³³ Income groups before tax: (1= no income, 2= 1-100 000, 3= 100 001 – 200 000, 4= 200 001 – 300 000, 5= 300 001 – 400 000, 6= 400 001+)

How important to you were the following activities and factors, and how would you rate their performance?

Activities	Importance (std. dev.)	Performance (std. dev.)
<i>Concerts</i>	6,43(0,91)	5,66(1,08)
<i>Bar and Restaurant street</i>	5,63(1,37)	5,02(1,38)
<i>Tivoli</i>	3,42(2,03)	4,19(1,69)
<i>President's speech</i>	5,22(2,09)	5,34(1,77)
<i>Other activities</i>	4,93(1,78)	5,01(1,47)

Table 9: I-P means for activities

Factors	Importance (std. dev.)	Performance (std. dev.)
<i>Local transports</i>	2,83(2,08)	4,36(1,65)
<i>Staff</i>	5,27(1,53)	5,31(1,22)
<i>Security</i>	6,06(1,25)	5,66(1,27)
<i>Programme</i>	6,20(1,11)	5,18(1,27)
<i>Schedule</i>	5,96(1,23)	4,94(1,29)
<i>Signage</i>	4,76(1,69)	4,81(1,43)
<i>Toilets and cleanliness</i>	5,87(1,45)	4,75(1,64)

Table 10: I-P means for factors

“Krogstråket” - the *Bar and Restaurant street* - is rated the second most important activity. Therefore this activity also represents a central attraction at Storsjöyran Music Festival. Even though the importance is high the performance of this activity does not seem to match the visitors' expectations. With having a mean of 5,02 the activity is ranked behind the president's speech, which was not as important for the visitors.

The fact that *Concerts* and the *Bar and Restaurant street* were the most important activities is not remarkable. Both regional visitors (with a mean of 5,91 for the bar and restaurant area and 6,38 for the *Concerts*) and those that have travelled from other parts of Sweden (with a mean of 5,47 for the bar and restaurant area and 6,46 for the *Concerts*) regard these two activities as the most important reasons to attend the festival.

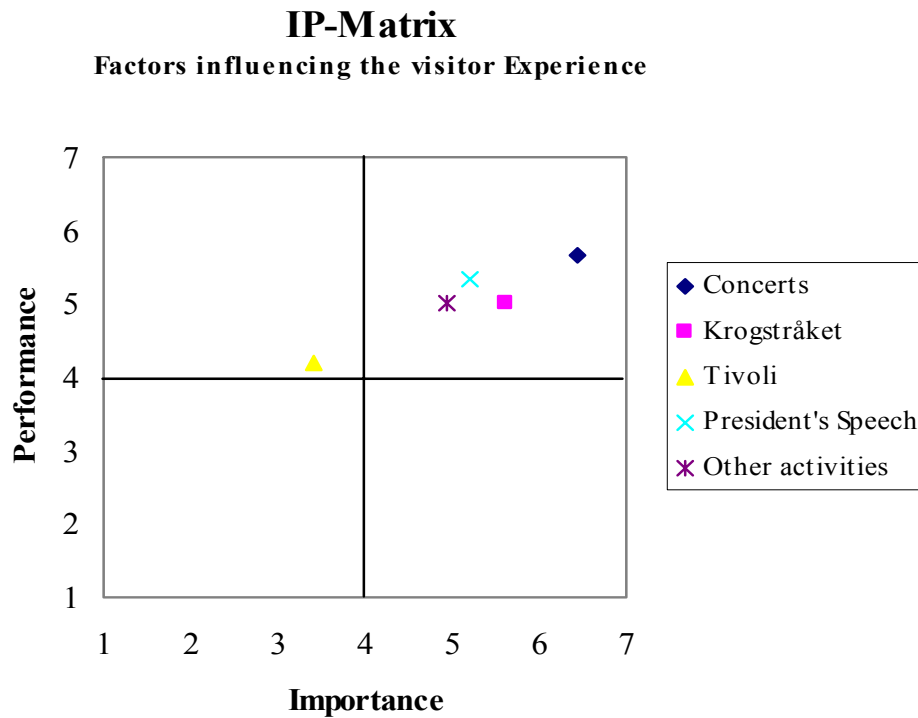


Figure 3: IP matrix for service quality dimensions

The *President's speech* is rated the third most important factor. Presumably visitors that come from Östersund and Jämtland regard this as a major attraction as the *President's speech* is targeting people that live in Jämtland, and recall their former pride and resistance against the national government. Therefore the assumption remains that the *President's speech* is more important to those that come from Östersund and Jämtland than from other regions of Sweden. This statement will however, first be addressed in the analysis.

Regarded as the fourth most important activity are *Other activities* which play no major role, or do at least not have the potential to attract visitors per se. These activities are solely provided to extend the width of the products offered. A list of these is given in Appendix 5. The fact that they were ranked so high lies probably in the nature of additional activities. They constitute no major attractions; they do however, if offered at high quality represent an excellent source to increase customer satisfaction and contribute to a better experience. Even though they often have to be paid for they can be seen as the little extra, unexpected that really makes the visitor's stay a success.

The least important activity for festival visitors was the *Tivoli* with a mean of 3,42. Reasons for this can certainly be found in that it is not promoted as one of the big attractions. Instead the *Tivoli* is arguably to be seen as an additional or supplemental activity. It is predominantly organised for visitors that attend the festival with the whole family, accompanied by children. There is a high probability that the importance would have been rated higher if the target market of Storsjöyran Music Festival would be families.

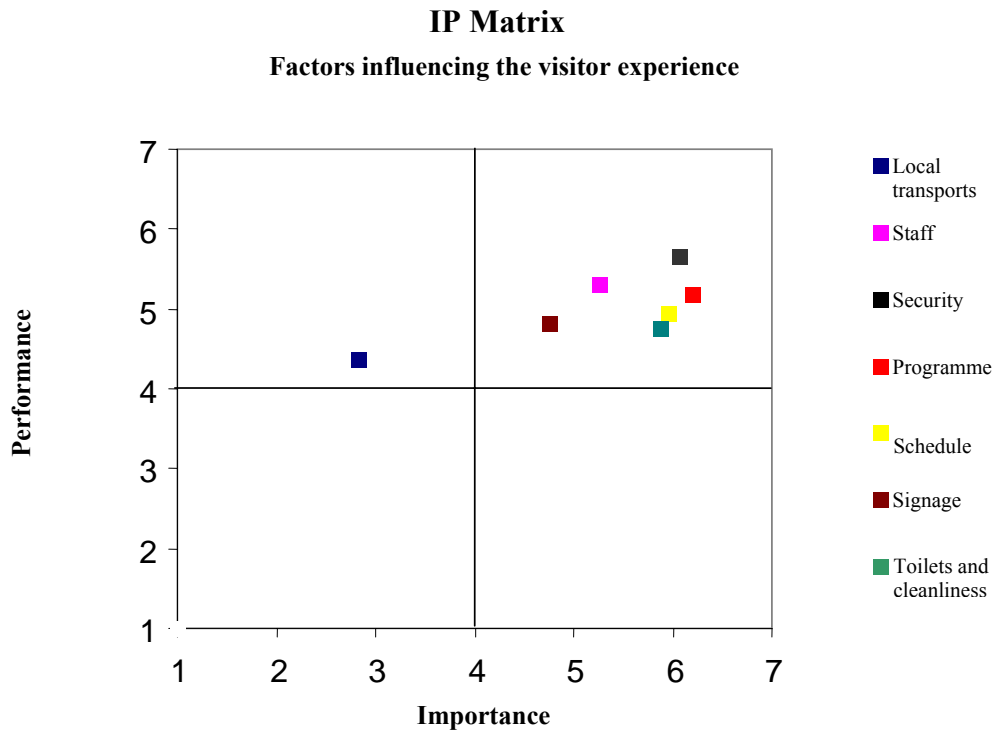


Figure 4: I-P Matrix for activities

The second IP matrix does not focus on activities that might attract visitors to the festivals, but presents those factors that are pure supplementary/additional in their nature, and have to be kept available at any festival. In case, these factors are provided at low quality they might, decrease the overall experience and consequently satisfaction of the festival visitors. Contrary, if provided at high quality these factors might at best contribute to not make visitors unhappy, but they will never be able to satisfy visitors if the attractions are provided at low quality.

The respondents rated four³⁴ of the given seven factors as having an importance of 5,5 or higher. These factors have all in common that they necessarily have to be encountered by all customers during their festival attendance. The most important - *Programme* - and the third most important - *Scheduling* - factors have in common that they directly relate to the most important motivator/attraction – *Concerts*. This is also probably why they received such high ranking. The second most important factor is *Security*. This derives certainly from the history of festivals, where there have been incidents, where visitors have been injured or even killed³⁵. But another explanation might be the global trend of higher demands concerning *Security*. *Staff*, *Signage* and *Local transportation* in particular are ranked to be of lower importance for the festival visitors. The reason for Local transportation being ranked the lowest might be the result of many visitors having their accommodation in Östersund.

5.2.2 Approaching service quality

Visitors at Storsjöyran Music Festival were asked about their feelings towards several issues concerning personnel and also about facilities at the festival. The questions were constructed

³⁴ *Program, Security, Scheduling and Toilets and cleanliness*

³⁵ For Instance at Roskilde where eight people were squeezed to death in 2000 (www.svt.se), and at Hultsfred in 1999 where one girl was killed during a Hole concert (www.aftonbladet.se)

in order to measure the level of service quality. The result is presented in Table 11 where particular attention has to be paid to the relation between the asked questions and the service quality dimension that it is derived from. For Tangibles, Responsiveness and Empathy there were two questions asked each. In column three the mean for every question is delineated, whereas in column four the mean for every service dimension is outlined.

A first observation of the means reveals that they do not vary much but are within the range of 4,35 and 4,75. The lowest service quality dimension's rating, keeping in mind that they are all over the average grade of 4, is for the personnel's empathy at a combined average of 4,49 and the highest is the one of Assurance with an average grading of 4,75.

How would you rate the quality of the following items?

Question	Service dimension	Mean (Std. deviation)	Mean (Service dimension)	Response Rate
Personnel's clothing and style	Tangibles	4,41(0,95)	}	96,6%
Stages, entry, lightening etc.	Tangibles	4,79(1,25)		4,60
Personnel's reliability	Reliability	4,62(1,23)		96,3%
Personnel's willingness to aid when problems occur	Responsiveness	4,63(1,33)	}	94,5%
Personnel's availability	Responsiveness	4,45(1,25)		4,54
Personnel's treatment of you	Assurance	4,75(1,33)		91,1%
Personnel's ability to solve individual problems	Empathy	4,35(1,26)	}	94,8%
Personnel's engagement	Empathy	4,63(1,31)		4,49
				93,6%

Table 11: Perceived performance in service quality dimensions

Most respondents have reflected on the question of service quality as the response rates are relatively high. However, it is hard to know how many of the respondents that have actually had any experience of the above mentioned factors. That might be reflected in the high number of "as expected" responses, or it might show that, in general, the factors have not affected the visitors' SAT negatively.

However, the relatively good rating of service quality is for sure an indication that visitors appreciated the personnel's behavior. Particularly when recalling that most of the visitors have attended the festival before. The result of excluding visitors without prior experience of the festival reveals that visitors that have attended the festival before indeed state that the service quality has increased in all aspects. Worth mentioning is also that visitors that had attended the festival before generally rate service quality better compared to those that visited Storsjöyran Music Festival for their first time³⁶.

5.3 Further results concerning visitor Satisfaction

The following chapter focuses on getting insights about SAT. Consequently the level of SAT will be analysed by using categorical data, finding parameters and indications, and which profiles have higher or lower levels of SAT. This procedure will also help to find answers which visitor profiles influence the visitors' WTP

³⁶ see Appendix 6 for detailed tables

How was your total experience inside the festival area?

	Frequency	Percent	Valid Percent
1	0	0	
2	1	0,3	
3	5	1,6	
4	35	11	
5	100	31	
6	118	37	
7	62	19	
Total	321		
Response rate			98

Table 12: Frequency table of SAT levels

Out of 326 respondents 321 have answered and the mean grade of their SAT is as high as **5,60** at the 7-graded scale. This is a good result for the organisers of Storsjöyran Music Festival, and reflects the success of the festival. In Table 12 the distribution of satisfaction shows that the grades 5 and 6 are the most frequent followed by 7. No visitor has had a satisfaction level equal to the grade 1 and only one person rated the level of satisfaction at 2 demonstrating disappointment. “The sharpness of Storsjöyran’s artist selection is zero and meaningless...” is an abstract of the critique written by this visitor and a probable explanation to the low grade³⁷.

Further interesting, is to categorise the SAT level according to the visitors’ origin. The results to this question are presented in Table 13.

In which region do you live?

Region	Mean (Std. dev.)
Östersund	5,63(0,90)
Other parts of besides Östersund	5,34(1,08)
Jämtland/Härjedalen	
Other parts of Norrland besides Jämtland/Härjedalen	5,39(1,00)
Other parts of Sweden, besides Norrland	5,73(1,02)
Abroad	5,25(0,89)

Table 13: Satisfaction structured according to regions

The inhabitants of Östersund and visitors from outside of Norrland gave the highest rating in evaluating their SAT even though there were no major differences.

Furthermore, if comparing possible differences between age-groups and their appreciation of the festival a variation from 5,43 to 5,75 is found. The only two groups that stand out are visitors aged between 24 and 29, who rate the SAT highest, and people aged 30-40, whom rate SAT lowest. Otherwise there are no significant differences. Worth noticing in this respect is also that the latter group discussed reaches over a quite large age-span, and it may therefore be difficult to come to conclusions regarding a specific age and the reasons for their low rating of SAT.

³⁷ More visitor comments are found in Appendix 7

Age-group	Mean (Std. Dev.)
-19	5,61(1,060)
20-23	5,62(1,026)
24-29	5,75(0,925)
30-40	5,43(0,957)
41-	5,62(0,991)

Table 14: Satisfaction structured according to age

When looking at the variation of satisfaction level by using income groups as segmentation variable, as shown in Table 15, the result varies from 5,55 to 5,75. However, there is no linear increase in their SAT depending on income, as both visitors lacking income and visitors with the highest income give SAT the highest grade compared to the other income groups.

Income	Mean (Std. Dev.)
No income	5,75(0,92)
-100 000 SEK/year	5,59(1,03)
100 001 – 200 000	5,55(1,01)
200 001 – 300 000	5,55(1,02)
300 001 – 400 000	5,59(0,89)
400 001 +	5,75(1,00)

Table 15: Satisfaction structured according to income groups

Another parameter that is of interest when gaining insight in the level of satisfaction is whether previous visits influence the grading of this years festival satisfaction. Thus do visitors that have attended festivals before assess their festival experience significantly different from first time visitors? To look at this visitors have been divided into three different segments with varying experience of Storsjöyran Music Festival. These are first-time visitors, visitors with intermediate experience (1-3 previous festivals) and experienced festival goers (4 or more previous festival experiences). It can be stated that there is in fact no significant difference between groups as they range from 5,55 (the most experienced festival goers), to 5,69 (first-time visitors). The higher grade given by first-time visitors might be the charm of novelty affecting them.

5.4 Expenditures and Willingness-to-pay

After reviewing the profile and characteristics of the respondents, as well as their evaluation and satisfaction of the quality, their WTP and actual expenditures during the festival days will be presented in this chapter.

5.4.1 Willingness-to-pay

Firstly, the results show that the mean WTP when considering “the maximum amount of money the visitors could imagine to spend for their total experience within the festival area” is **1001,10 SEK**³⁸ with a minimum value of 100 SEK and a maximum value of 8000 SEK. The response rate on this question is 93 percent and the median is 800 SEK. The standard deviation for WTP-1 is 882,90. These results can in turn be compared with the actual expenditures on “Entry ticket” and “Restaurant/Café/Pub within the area”³⁹.

³⁸ Hereafter referred to as WTP-1

³⁹ See chapter 5.5

In the second WTP-measurement, considering “the maximum amount of money the visitor could imagine to spend for the experience he/she had in connection with Storsjöyran Music Festival from the moment he/she left his/her home destination until he/she returned home again”, the mean is calculated to **1999,50 SEK**⁴⁰ and the median to 1500 SEK. The minimum value is 50 SEK and the maximum value is 10000 SEK. 96 percent of the respondents answered this question. The standard deviation for WTP-2 is 1559,80. By using this second WTP result, and comparing it with total expenditures, a consumer surplus/deficit for the total experience in Östersund can be calculated⁴¹.

Another interesting result, derived from this specific data, is to look at the WTP excluding people living in Östersund as they do not spend anything, or very small amounts, on *Transportation to Östersund* and other categories excluding the festival area. Consequently, in Table 16, results are presented region by region to get a more detailed geographical overview of the respondents’ WTP. As assumed WTP-1 increases the further they live away from Östersund. This might be a result of seeing the trip to Östersund as a short holiday, rather than a normal weekend. Similar is the situation for WTP-2 where even a more significant and linear increase can be spotted, depending on how far the visitors live away from Östersund

Region	WTP-1 (Std. dev.)	WTP-2 (Std. dev.)	Median-1	Median-2
<i>Östersund</i>	871,00(536,80)	1389,00(1003,40)	800	1000
<i>Other parts of Jämtland/Härjedalen besides Östersund</i>	1064,80(1344,90)	1833,00(1564,30)	650	1500
<i>Other parts of Norrland besides Jämtland/Härjedalen</i>	938,90(771,10)	1960,40(919,40)	800	2000
<i>Other parts of Sweden, besides Norrland</i>	1131,10(891,50)	2689,40(1653,50)	1000	2500

Table 16: Willingness to pay sorted according to where people travelled from

Furthermore, it is also of interest to present the WTP of the different age segments in order to magnify the differences that might occur depending on age and WTP.

Age	WTP-1 (Std. dev.)	WTP-2 (Std. dev.)	Median-1	Median-2
-19	887,10(1107,40)	1696,10(1413,70)	697,50	1500
20-23	1049,90(874,90)	2157,40(1069,00)	800	2000
24-29	1159,60(913,50)	2144,80(1135,50)	1000	2000
30-40	993,90(703,40)	2092,73(2049,50)	1000	1200
41-	841(576,40)	1882,80(1912,10)	700	1200

Table 17: Willingness to pay, sorted by age categories

Interesting in Table 17 is that WTP-1 increases from age group one to three, and decreases afterwards. The increase is a result of increasing income levels with age and an heightened interest in the bar and restaurant area⁴², whereas the decrease might depend on the fact that

⁴⁰ Hereafter referred to as WTP-2

⁴¹ See chapter 5.5

⁴² *Correlation* between visitors with the age of 29 or younger and Income levels = ,656 and *Sign.* = ,000

elder people, over the age of 30, do not tend to stay at the festival as long and extensively, and consequently their WTP-1 is lower as well. For WTP-2 the results are more homogeneous. Noteworthy is however, that the first age group is the lowest with almost 500 SEK lower than the fourth age group.

Finally, the result of income-groups, presented in Table 18, and their WTP is not always, as might be the case, increase according with income. People earning 200 001 – 400 000 are willing to spend less inside of the festival area than visitors with an income of 100 001 – 200 000.

Income	WTP-1 (Std. deviation)	WTP-2(Std. deviation)
<i>No income</i>	738,50(493,40)	1577,30(1058,60)
<i>-100 000</i>	970(993,50)	1853,60(935,40)
<i>100 001 – 200 000</i>	1080,90(859,90)	1937,20(1081,60)
<i>200 001 – 300 000</i>	995,60(795,10)	2036,40(1559,40)
<i>300 001 – 400 000</i>	1013,70(835,30)	2210,50(1984,10)
<i>400 000+</i>	1326,70(845,50)	3164,30(3188,60)

Table 18: Willingness-to-pay, sorted by income

As the concept of WTP is complex and abstract, and keeping in mind that this survey was executed via Internet without any supervision or guidance from an interviewer, some have misunderstood or misinterpreted this question. However, as it is only a question of 3,1 percent (or 10 out of 326), that have not answered the question, it does not deteriorate the final result.

5.4.2 Expenditures during Storsjöran Music Festival

The nine different categories of expenditures were *Entry tickets to the Festival area*, *Local transportation* (within the municipality of Östersund), *Transportation to Östersund* (there and back), *Restaurant/Café*, *Pub*, *Foodstuff* and *Other shopping*, *Accommodation*, and *Other activities/Costs*. Additionally, the respondents have estimated how much of the restaurant/café and pub expenditures that were spent inside the festival area.

The response rate for these questions was 78,6 percent (other activities/costs) or higher. A reflection is that respondents may have ignored to fill in and left some entries blank when they had not spent anything in that particular category, but as this is not certain all non-responses have been treated as missing values.

and *Correlation* between visitors with the age of 29 or younger and expenditure at the bar street = ,326 and *Sign.*= ,000. This verifies the statement above.

Category	Mean expenditures ⁴³ (Std. deviation)	Median expenditures	Minimum value	Maximum value	Response rate
Entry tickets	625,60(313,90)	700	0	2780	99,7%
Local transportation	43,30(83,50)	0	0	500	86,5%
Transportation to Östersund	334,10(551,60)	160	0	4250	91,1%
Restaurant/Café	295,30(325,70)	200	0	2500	95,4%
Pub	380,50(584,80)	250	0	6000	91,4%
Restaurant/Café/Pub inside the area	409,30(468,30)	300	0	3500	98,8%
Foodstuff	157,90(212,10)	100	0	1500	88,4%
Other shopping	242,10(369,20)	100	0	2060	84,1%
Accommodation	170,75(521,20)	0	0	4800	82,3%
Other activities/costs	100,35(204,60)	0	0	1600	78,6%

Table 19: Expenditures distribution

With regards to the hypotheses and research questions worked out for this thesis it is interesting to calculate and present the average spending of the respondent, both within the festival area and totally in Östersund during the festival. Mainly, this is in order to compare the average expenditure with WTP to calculate the surplus or deficit for the individual visitor. Within the festival area the average expenditures are **1034 SEK**⁴⁴, and the total average expenditures during the festival are **2350 SEK**.

Though Storsjöyran Music Festival is a city festival it has become, as noted earlier, a large regional or even national happening. This is strengthened by the figures presented in chapter 5.1 showing that more than 40 percent of the visitors originate from outside of Östersund. With this in mind it is interesting to see the expenditure patterns for not only the whole sample but also divided into the above defined geographical regions.

Category/Region	Östersund ⁴⁵	Other parts of Jämtland/Härjedalen	Other parts of Norrland	Other parts of Sweden
Entry tickets	567,70(364,30)	605,70(248,50)	655,80(195,50)	684,10(339,40)
Local transportation	36,50(86,70)	18,80(41,70)	49,50(78,80)	55,00(98,30)
Transportation to Östersund	13,6(43,30)	207,80(161,20)	270,60(179,80)	736,40(673,80)
Restaurant/Café	252,90(302,60)	249,20(195,50)	228,70(170,10)	391,50(428,00)
Pub	361,40(502,20)	216,70(271,30)	206,40(279,90)	547,20(807,10)
Restaurant/Café/Pub inside the area	476,40(563,80)	270,80(269,70)	267,20(240,80)	420,00(397,50)
Foodstuff	139,80(212,00)	174,90(325,90)	131,90(127,40)	193,20(205,30)
Other shopping	181,10(376,20)	325,20(510,10)	207,90(239,90)	287,80(359,70)
Accommodation	1,20(10,90)	55,60(200,60)	184,50(373,60)	347,00(741,70)
Other activities/costs	48,30(104,40)	185,70(352,50)	56,90(106,90)	118,50(150,30)
Expenditures in the festival area	1044,10	876,50	923,00	1104,10
Total expenditures	1554,20	2039,60	1935,30	3360,70

Table 20: Expenditures distribution per region

Furthermore, there is also an interest of presenting the total expenditures related to each age-group and regarding income. Different age-groups have varying buying power and also

⁴³ Rounded off to one decimal to reflect Swedish kronor and öre (e.g. 625,59 ≈ 625,60)

⁴⁴ Including the average entry ticket price

⁴⁵ The numbers in the fields represents Mean(Std. Deviation) in SEK

differing preferences when it comes to spending money on activities, shopping, pubs, bars etc. making the result vary.

Age group	Av. Expenditures within the festival area (<i>Std. deviation</i>)	Total av. Expenditures (<i>Std. dev.</i>)
-19	800,50(427,40)	1635,90(994,60)
20-23	1025,70(436,50)	2140,10(1235,60)
24-29	1189,20(611,00)	2408,60(1132,40)
30-40	1095,90(877,60)	2458,90(2231,70)
41-	1016,10(668,30)	2206,50(2311,00)

Table 21: Expenditures per age-group

As anticipated, the amount of expenditures augments with age. This may be due to the simple fact that income increase with age⁴⁶.

Income	Av. Expenditures within the festival area (<i>Std. deviation</i>)	Total av. Expenditures (<i>Std. dev.</i>)
No income	742,80(456,50)	1649,40(1031,70)
-100 000	979,60(340,60)	2122,10(1250,30)
100 001 – 200 000	1019,90(529,80)	1977,70(1019,30)
200 001 – 300 000	1088,90(615,20)	2206,40(1623,70)
300 001 – 400 000	1092,80(745,10)	2336,30(1972,50)
400 000+	1676,80(1351,90)	3931,80(3998,50)

Table 22: Expenditures per income-group

Lastly, a look at Table 22 shows that a higher income does not always result in more spending. Visitors with an income up to 100 000 SEK spend considerably more in total than visitors with a yearly income of 100 001 – 200 000 SEK.

5.5 Visitors' Consumer surplus

In Table 23, Table 24, Table 25 and Table 26 the WTP-1 and WTP-2 is compared with the actual expenditures, not only in general but also by geographical origin, age, and income. The different WTP and spending data are taken from chapter 5.4 and are means calculated for each different segment and also for all respondents in total.

	WTP-1	Expenditures within festival area	Consumer surplus/deficit	WTP-2	Total expenditures	Consumer surplus/deficit
SEK	1001,10	1034	-32,90	1999,50	2349,90	-350,40

Table 23: Average willingness-to-pay and expenditures

When calculating all respondents' WTP (Table 23) and comparing it with their actual expenditures it becomes evident that respondents are experiencing a consumer deficit. This deficit is most evident regarding the whole stay in Östersund during the festival (-350,40 per person in average). The WTP-1 is only slightly lower than the expenditures within the festival area. But it is a contradictory result keeping the rating of SAT in mind. The visitors gave a relatively high grade on their SAT and logically a consumer surplus would go hand-in-hand with a highly appreciated festival experience. However, this survey insinuates that that

⁴⁶ which is true in our survey. There is a positive correlation (,160) between age and income at the 0.01 level (99 percent confidence interval)

might not be necessary. They are not ready to pay a higher price for their experience that would in turn generate a consumer surplus. Counting only for the festival area, they are paying the maximum price of preference.

The remarkably higher deficit when including the whole stay in Östersund and all activities and costs in the municipality, may depend on varying external factors and also a possible minor non-sampling error. Firstly, it is stated in the questionnaire and vital to the concept of WTP that the respondents should estimate how much they think their experience was worth in money terms. But, as noted above, respondents might not have fully understood this and by choosing the web survey method there was no possibility to correct probable misunderstandings or misinterpretations. People might tend to not think of the whole festival experience when estimating WTP-2 and mainly focusing on the trip to Östersund, their stay at the camping, with friends/family, in a hotel, and the festival visits during the three days. In doing this they might exclude other parts of their experience.

However, this is only speculations and misunderstandings cannot be account for as well as mistakes made by the interviewees. Therefore, the result clearly demonstrates that visitors are experiencing a consumer deficit or for some groups a tiny surplus.

Region	WTP-1	Expenditures within festival area	Consumer surplus/deficit	WTP-2	Total expenditures	Consumer surplus/deficit
<i>Östersund</i>	871	1044,10	-173,10	1389	1554,20	-165,20
<i>Rest of (R.o.)</i>	1064,80	876,50	188,30	1833	2039,60	-206,60
<i>Jämtland/Härjedalen</i>						
<i>R.o. Norrland</i>	983,90	923	60,90	1960,40	1935,30	25,10
<i>R.o. Sweden</i>	1131,10	1104,10	27	2689,40	3360,70	-671,30

Table 24: Willingness-to-pay and expenditures per region

In Table 24, WTP is categorized by visitors' origins in order to see if there are any significant discrepancies between, locals and visitors from other parts of Sweden. Interestingly, if comparing WTP-1 between residents in Östersund and visitors from the whole of Sweden, the visitors travelling to the festival experience a consumer surplus. It is not a very large surplus, but compared to the deficit (-173,10) the local residents have, it is significant.

The only respondents that experience a surplus for the whole stay in Östersund are respondents coming from the other northern counties, excluding Jämtland and Härjedalen. This might be explained by the relatively short distance from their home regions to Östersund, and the lack of any similar events in their home regions.

Age	WTP-1	Expenditures within festival area	Consumer surplus/deficit	WTP-2	Total expenditures	Consumer surplus/deficit
<i>-19</i>	887,10	800,50	86,60	1696,10	1635,90	60,20
<i>20-23</i>	1049,9	1025,70	24,20	2157,40	2140,90	16,50
<i>24-29</i>	1159,60	1189,20	-29,60	2144,80	2408,60	-263,80
<i>30-40</i>	993,90	1095,90	-102,00	2092,70	2458,90	-366,20
<i>41-</i>	841	1016,10	-175,10	1882,90	2206,50	-323,60

Table 25: Willingness-to-pay and expenditures per age group

Furthermore, young festival visitors are experiencing a surplus and that this surplus diminishes with age and is transformed into a deficit. This is true both for WTP-1 and WTP-2 as visualised in Table 25. The festival *Programme* is focused on pop and rock music but has varying features and activities that are supposedly aimed at all ages. However, the figures above point to a festival that is more widely appreciated by youngsters. They are the ones benefiting from a consumer surplus opposite to visitors over 24 years of age. This surplus is however relatively small compared to the much larger deficit for attendees over the age of 30.

When looking at Table 26 there are few complete income-groups with a consumer surplus. This is not very surprising comparing with other results. A slight surplus or deficit is experienced by visitors with low income within the festival area. A stand-out result is the large deficit of visitors with an income lower than 100 000 SEK/year counting the whole stay and all expenses. Their WTP-2 does not follow the large amount of expenditure, in relation to other group and their income.

Income	WTP-1	Expenditures within festival area	Consumer surplus/deficit	WTP-2	Total expenditures	Consumer surplus/deficit
<i>No income</i>	738,50	724,80	13,70	1577,30	1649,40	-72,10
<i>-100 000</i>	970,00	979,60	-9,60	1853,60	2122,10	-268,50
<i>100 000 – 200 000</i>	1080,90	1019,90	61,00	1937,20	1977,70	-40,50
<i>200 001 – 300 000</i>	995,60	1088,90	-93,30	2036,40	2206,40	-170,00
<i>300 001 – 400 000</i>	1013,70	1092,80	-79,10	2210,50	2336,30	-125,80
<i>400 000+</i>	1326,70	1676,80	-350,10	3164,30	3931,80	-767,50

Table 26: Willingness-to-pay and expenditures per income-group

6 Analysis

This chapter focuses on the hypothesis elaborated in chapter 3.4. The aim will be to use the collected data, conduct in-depth analyses and by doing so finding evidence whether the hypotheses can be confirmed or dismissed. Whilst analysing our hypotheses, another focal point will be to find reasons and explanations for the revealed results.

6.1 The impact of Management Systems on SAT and WTP

As illustrated in Figure 2 we will focus on activities and factors within *Management systems* and *People*. The first hypotheses stated that if a festival organiser succeeds in managing Management systems and People well, the visitor's experience will be influenced positively. Contrary, if the festival organiser performs the activities and factors poorly, this will affect the festival experience negatively.

6.1.1 Influences of activities and factors within Management Systems on SAT (H1)

The following Table 27 represents a summary of all factors and activities quality that have been surveyed in this thesis. The third column contains the means of how each activity/factor was performed. In the last two columns are the results of how high the correlation between every single activity correlated with SAT.

Factors	Operation (in accordance to Getz's (2004) model)	Performance (Mean)	N	Pearson Correlation	Sig. (2-tailed)
Degree of SAT					
MANAGEMENT SYSTEMS					
Amenities/Services					
<i>Local transports</i>	transportation	4,36	253	,065	,305
<i>Bar and Restaurant street</i>	food and beverages	5,02	249	,170**	,007
The Festival Programme					
<i>Programme</i>	programming	5,18	313	,365**	,000
<i>Concerts</i>	entertainment; art	5,66	307	,488**	,000
<i>Tivoli</i>	games, competitions, amusements	4,19	122	,050	,583
<i>Schedule</i>		4,94	313	,271**	,000
<i>President's speech</i>	rituals	5,34	185	,170*	,020
<i>Security</i>	security/safety/risk management	5,66	312	,207**	,000
Site Planning					
<i>Signage</i>		4,81	304	,074	,201
<i>Toilets and cleanliness</i>		4,75	309	,115*	,043
<i>Other activities</i>		5,01	99	,185	,067
PEOPLE					
Staff and Volunteers					
<i>Staff</i>		5,31	307	,130*	,023

Question	Service dimension	Mean	(Service dimension) ⁴⁷			
<i>Personnel's clothing and style</i>	Tangibles	4,41		314	,064	,256
<i>Stages, entry, lightening etc.</i>	Tangibles	4,79	4,60	316	,101	,072
<i>Personnel's reliability</i>	Reliability	4,62	4,62	313	,100	,076
<i>Personnel's willingness to aid when problems occur</i>	Responsiveness	4,63		307	,036	,525
<i>Personnel's availability</i>	Responsiveness	4,45	4,54	296	,041	,480
<i>Personnel's treatment of you</i>	Assurance	4,75	4,75	308	,113*	,047
<i>Personnel's ability to solve individual problems</i>	Empathy	4,35		310	,158**	,005
<i>Personnel's engagement</i>	Empathy	4,63	4,49	304	,134*	,019

*Correlation is significant at the 0.05 level (2-tailed).

**Correlation is significant at the 0.01 level (2-tailed).

Table 27: Performances of Management Systems/People and their correlation with SAT

Important to emphasise for the following analysis is that there is a distinction of variables which in accordance to Herzberg et al. (1959) are named either factors or activities. The division into activities and factors is also in harmony with reviewed literature and above elaborated I-P matrices⁴⁸. The reason for this lies in the belief and knowledge that different activities not all have the same effect on visitors' experience.

Activities

Not surprisingly *Concerts* are one significant determinant for the visitors' overall SAT. They are the core of many festivals, not only in Sweden, and doubtlessly play the major role when visitors decide whether and on which days to attend the Storsjöyran Music Festival. Noteworthy is also that correlations between *Concert* quality and SAT are very high among all visitors no matter which age or from which region. This also hints to the fact that the organising body of this festival succeeded in meeting the visitors' expectations, as no disconfirmation GAP was revealed. This underlines the importance of *Concerts* at the Storsjöyran Music Festival.

Another activity that seems to be important for festival visitors to have a good experience is the *Bar and Restaurant street*. This area is located within the festival area and the place where food and drinks are offered. The *Bar and Restaurant street* was established to facilitate socialising, and is of major importance when there are no concerts of interest for the festival visitor.

⁴⁷ This column present means of the result of one/two questions concerning one service dimension.

⁴⁸ see 5.2.1

The *President's speech* is in the rating of the importance of the activities, on third place, but visitors' SAT does not correlate with the *President's speech*. As the *President's speech* is mainly an attraction aimed at people that live in Östersund and Jämtland or have lived there, there is however, a potential risk that there are discrepancies between those that come from Jämtland and those that come from other parts of Sweden. A more detailed analysis confirms the presumption that the *President's speech* is more important to those that come from Östersund⁴⁹.

Even though the interviewees regarded *Other activities* as somewhat important and being of high quality, they are not determining SAT. The result is not a surprise as *Other activities* are seen as supplementary activities and no expectations can be built up which might be shattered by unsatisfactory performance and an occurrence of a disconfirmed GAP.

Factors

Not being pure activities, but rather hygiene factors in the meaning of Herzberg et al. (1959) motivational theory, *Toilets and cleanliness*, *Staff* and *Security* are important factors that contribute to visitors' SAT as well.

Very closely linked to the activity *Concerts* are *Schedule* and *Programme*. They also strongly correlate with SAT. When looking closer at the activity *Programme*, there is evidence that it is almost as important as *Concerts*, for SAT. When it comes to *Scheduling*, the correlation is not as strong as for programming, but it plays a role in deciding visitors' SAT.

In the last decades not only local and national governments have increased the guidelines concerning *Security* that have to be followed. Through increasing interest of media the notion of the importance of *Security* has made customers more aware of this issue. As a consequence also festival visitors tend to demand more *Security* in and around the festival. This study strengthens the importance of *Security* which constitutes one major issue that has to be paid attention to in order to offer festival visitors a high class experience. Anyway the *Security* issue should not only be requested by visitors, but also by organisers. The reason for this is twofold; on the one hand: taking care of ones guests and giving them a secure and safe environment is a question of ethics which will pay off through visitors' recognition, satisfaction and loyalty. On the other hand, investing in *Security* means also minimizing risks of accidents and incidents which, if occurring, cause negative publicity and also might have effects on the festival attendance.

Although, not as important as *Security*, *Toilets and cleanliness* also play an important role. The latter constitute an important, potential source of dissatisfaction if not held available in suitable amount and quality, which is also strengthened by visitors' comments⁵⁰.

To return to the first hypothesis H1 posed;

the perceived performance quality of the operations Management systems correlates positively with visitors' satisfaction.

⁴⁹ Visitors rating of the Importance of the President's speech:

1: from Östersund and Jämtland: 5,29

2: from other parts of Sweden. 5,19

⁵⁰ see Appendix 7

There is a clear tendency that the attractiveness of the variable Management systems strongly influences SAT. This applies especially to activities more than factors, despite the factors that are linked to *Concerts*. Therefore great effort to ameliorate these activities will be well worth the effort.

Getz (2004) states that activities often can be described as being motivators, possessing the potential to draw visitors to an event. *Concerts* in particular seem to be the key activity at Storsjöyran Music Festival possessing this character. This is on the one hand demonstrated through the highest rating in the importance matrix in Figure 4, but on the other hand through the fact that the organiser has understood the importance of *Concerts* and offers a combination of *Concert* types that is perceived as a high quality product among visitors. The factors have per se not the potential to create an experience and consequently they do not correlate with SAT, they do however, contribute to the festival with an appropriate infrastructure, which in turn can improve the festival experience and consequently SAT. The most indispensable supporting factors are the *Programme* and *Scheduling* which contribute to create the condition precedent to enjoying plenty of sequential offered *Concerts*.

Staff is commonly not regarded as being a motivator but rather a factor and it has to be kept available to the visitor in order to make the attendance more convenient. This study stresses this assumption. The reason why *Staff* and their behaviour do not correlate significantly with SAT might be rooted in the fact that most visitors are returning visitors that know the sights and activities at Storsjöyran Music Festival, and therefore do not need the assistance of *Staff*. Furthermore, services at a festival generally have to be regarded as being of low importance as they solely constitute an additional provision, but no attraction. However there is reason to argue that through offering high class service SAT can be enforced. A hint to this gives the high rated importance in the IP matrix in Figure 3. Therefore *Staff* and their offered services should be assigned a special position in festival management.

The findings that were made in this survey about *Other factors*' influence on SAT are, however, not surprisingly, invisible. They are pure '*maintenance*' factors/dissatisfiers. The fact that they do not have the potential to satisfy, results in no correlation, which goes in line with the findings that Crompton and Love (1995) made at the Dickens festival, and was based on Herzberg's et al. (1959) motivational theory. However their hypothesis concerning exactly which are satisfiers and dissatisfiers can not be strengthened, due to insufficient information.

6.1.2 Deepening the analysis through correlating activities/factors with WTP (H2)

The analysis in the previous chapter revealed interesting correlations, concerning which of the factors and activities of Management systems were of importance to the visitors' SAT. Primarily the *Concerts*, *Bar and Restaurant street* and the *President's speech* were revealed to correlate with SAT. Of great interest is whether there are similar results to be found if activities and factors are correlated with WTP.

Activities within Management Systems

Even though there is one hypothesis posed that focuses on the correlation between SAT and Willingness-to-Pay Table 28 shows already at a glance that when correlating activities with WTP-1 instead of satisfaction there are fundamental differences. Most significant in this regard appears to be that there is no correlation between *Concert's* quality and Willingness-to-Pay, even though they are most important for SAT. Reasonably this might depend on the fact that all visitors have already paid for this activity in advance. To attend Storsjöyran

Music Festival, visitors cannot buy different kinds of *Concert* accesses. Therefore the activity *Concerts* is not able to increase WTP-1.

		Concerts (quality)	Bar and Restaurant street (quality)	Tivoli (quality)	President's speech (quality)	Other activities (quality)
WTP 1	Correlation	0,022	0,152*	0,217*	0,066	0,142
	Significance	0,704	0,018	0,018	0,377	0,163
	N	301	243	119	183	98
WTP 2	Correlation	-0,045	0,059	0,079	0,016	-0,099
	Significance	0,438	0,370	0,390	0,830	0,338
	N	294	236	119	178	96

*Correlation is significant at the 0.05 level (2-tailed).

Table 28: Correlating WTP and quality of activities

Contrary, the *Bar and Restaurant street* correlates positively with the visitors' WTP-1. High quality experiences at a bar inside the festival area also lead to higher WTP-1 resulting in increased expenditure, which is being revealed in Table 36. Not certain is however on which activities the money was spent. There is a high probability, that induced expenditures through an increased WTP-1 animated the visitors to actually spend the money within the *Bar and Restaurant street*. To strengthen the statement of where the visitors spend their money, generated by an increased WTP 1, Table 29 was added. The table visualises that if visitors appreciate the quality and have a higher degree of SAT at the *Bar and Restaurant street*, their expenditures also tend to increase in this activity.

		Expenditures at Bar and Restaurant street
Bar and Restaurant street (quality)	Correlation	0,179**
	Significance	0,005
	N	249

**Correlation is significant at the 0.01 level (2-tailed).

Table 29: Correlation between quality and expenditures at *Bar and Restaurant street*

The same as with *Bar and Restaurant street* applies to the activity *Tivoli*. There is a correlation between a positive/negative quality at this activity and WTP-1. It is, however, difficult for the *Tivoli* to state where the money was spent on, as the survey's figures do not give any information about this.

For WTP-1 which comprises the expenditures in the festival area, two correlations were found. In contrary to WTP-2, there could not be found any correlation between the activities and the visitors' willingness to spend money on goods or services. Therefore it has to be stated that activities have no immediate influence on WTP-2

Factors within Management Systems

When analysing the correlation between factors and WTP-1 the situation looks somewhat different. Table 30 reveals that none of the factors are influencing WTP-1. A correlation exists, even though somewhat weak, between *Staff* and WTP-2 and *Security* and WTP-2. Since the correlation is weak, there should not be made too many interpretations into these correlations. In short, the correlation gives a hint that it is worthy for the organiser to invest money in *Staff* and *Security*, as this most probably will result in an increased WTP-2. Even though the organiser increase quality of *Staff* and *Security* it is not certain whether they increase visitors' SAT. Furthermore there will be no direct incomes generated, but a positive attitude will arguably cause extra expenditures among visitors if H7 is valid.

		Local transpor- -tation	Staff (quality)	Security	Programme	Scheduling	Signage	Toilets and cleanli- -ness
WTP 1	Correlation	-0,061	0,069	0,038	0,033	0,008	-0,036	-0,035
	Significance	0,341	0,237	0,515	0,574	0,884	0,546	0,555
	N	244	294	298	299	300	290	295
WTP-2	Correlation	0,002	0,132*	0,113*	0,077	-0,014	-0,002	0,011
	Significance	0,971	0,022	0,048	0,177	0,802	0,966	0,848
	N	249	302	306	306	308	298	303

*Correlation is significant at the 0.05 level (2-tailed).

Table 30: Correlating WTP and quality of factors

To summarise the findings concerning factors and activities and their influence on WTP there are indeed some interesting findings. Assuming that SAT and WTP, as stated in H5, correlate positively, there might have been the expectation that activities as well correlate with WTP. This speculation can however not be confirmed. The results in Table 28 reveal clearly that most of the activities do not correlate with WTP-1. Those activities that correlate are different from those that correlated with SAT, which was argued for in 6.1.1. Another finding that was made is that factors do neither correlate with the WTP-1, and only slightly with WTP-2. Concerning the activities it has to be stated that two⁵¹ out of the four most important correlated and coincide with the hypothesis. The reasoning for the *Concerts* and *President's speech* not correlating with the WTP is likely to be tracked back to the fact that they already had been paid for. Thus, the hypothesis (H2), stating that;

the perceived performance quality of the operations Management systems correlates positively with the visitors' Willingness-to-pay.

has to be questioned when taken literally. Consequently the Hypothesis **cannot be verified**, without making serious limitations and exceptions.

6.2 The impact of People on SAT and WTP

6.2.1 Influences of service quality on Satisfaction (H3)

In the introductory chapters we argued that service quality is one important denominator of satisfaction, by citing a broad variety of researchers. In particular Parasuraman et al. (1988), Getz et al. (2001), Berry et al. (1994), Pine and Gilmore (1999) argue that services and as a

⁵¹ *Bar and Restaurant street and Tivoli*

consequence service quality will determine satisfaction in service related products. As a festival doubtlessly is a service product, a reasonable cause exists to assume that festivals' SAT is determined by the service quality that the festival organisers are able to offer. As a consequence service quality issues received extra attention in the forthcoming analysis. In the investigation of the previous hypothesis, it is stated that although *Staff* was significantly important for the festival visitor it did not as actually expected correlate with SAT in a 99 percent confident interval. Never the less a correlation in a 95 percent confidential interval was detected which hints to the importance of *Staff* and their job. The next step in the analysis focuses on depicting whether the service that the *Staff* offered in terms of Assurance, Responsiveness, Empathy, Tangibles, and Reliability is important to the festival visitors' SAT

In Table 31 the correlations between all service dimensions and SAT are shown. The first, *Staff*, was already outlined in the previous table; an extensive analysis was, however, not conducted. A more detailed discussion will be part of this chapter.

Contrary to those that did not correlate (Responsiveness, Tangibles and Reliability), Assurance indeed has a positive correlation with SAT. The respondents were asked how they thought that the personnel treated them and their problems. Obviously this dimension is important, which might be founded in the fact that many visitors have had contact with *Staff* during the festival, either with a security *Staff* or someone that works at the entrances. The issue of Assurance seems therefore to be a vital part in service quality management. This matter of fact is further strengthened through comments that were made at the end of the questionnaire, where it was stated that many had either good or bad experiences with *Staff* working during the festival, which in turn had positive or negative influence on their SAT.

Another point of interest is the dimension *Empathy* which, across the board, is the only one that had a positive correlation. Therefore this service dimension must be regarded the most important for the visitors at Storsjöyran Music Festival. The questions that were posed dealt with the issues whether the personnel had the ability to solve the problems and how their engagement could be rated. In both cases there could consequently be found that both the personnel's' abilities i.e. their knowledge, but also their engagement, and their motivation is of importance for SAT.

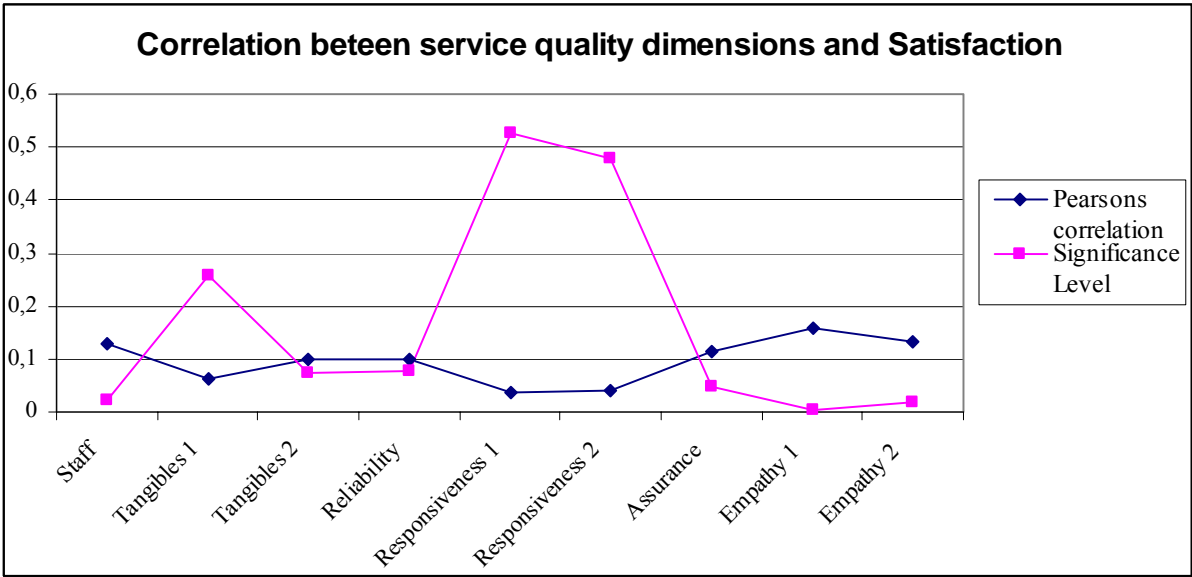


Figure 5: Correlation of service dimensions and SAT

	Staff	Tangibles 1	Tangibles 2	Reliability	Responsive- ness 1	Responsive- ness 2	Assurance	Empathy 1	Empathy 2
Pearson Correlation	0,13*	0,064	0,101	0,1	0,036	0,041	,113*	,158**	,134*
Sig. (2- tailed)	0,023	0,256	0,072	0,076	0,525	0,48	0,047	0,005	0,019

*Correlation is significant at the 0.05 level (2-tailed).

**Correlation is significant at the 0.01 level (2-tailed).

Table 31: Correlation of service dimensions and SAT, shown in figures

Finally, the conclusion can be drawn that even though service quality did not correlate positively in all aspects, a service of high standards is important. A possible reason for the low correlations in some of the service quality dimensions might depend on some visitors not having had close contact and use of the *Staff* and their service. Referring to Herzberg et al. (1959) theory another reason might be the fact that service quality does not create satisfaction, but prevents dissatisfaction. Therefore only those visitors' that had negative experiences with the *Staff* would also tell they had a negative overall experience.

Consequently, H3, which states the following:

the quality levels of Tangibles, Reliability, Responsiveness, Assurance, and Empathy (service quality) correlate with visitors' level of satisfaction

is **difficult to either confirm or reject** without posing any but. The difficulties are grounded in the heterogeneous correlations that some service dimensions cause. Something that is clear, however, is that services are important, and are at least appreciated if not even demanded by visitors. By interpreting the correlation of *Staff* to SAT there is evidence that services per se are important. And the correlation of *Empathy* and *Assurance* also triggers the assumption that service quality can influence SAT. It seems however that quality is less important than the service itself. Visitors are probably aware of the difficulties in providing them with high quality service during a festival. Consequently they do not mind if they are confronted with a service of lower quality, if the *Staff* treats the visitors well, is engaged when asked and also possesses the ability to solve the problem. In line with these assumptions, the importance of the performance of Tangibles, Reliability, Responsiveness, Assurance, and Empathy do not become evident in this study, and does not have any major influence on the satisfaction or dissatisfaction of visitors.

Indeed the nature and significance of services differ across service sectors. Otto and Ritchie (1996) looked closer on this issue and found means how to categorize services, according to their function and contribution to SAT. The one part of services offer experiential benefits as they closely relate to the way the business is run, defined as process variables. Other services offer experiential benefits, through being related to the overall purpose of the business (outcome variables). The former and the latter are thus different in that the main service in the former could be a flight trip, taking the passenger from A to B, where service benefits would be an extra benefit, while the latter could be a theme park whose purpose is experiential in nature. High service quality has therefore in the latter example the ability to enhance the service environment (Otto & Ritchie 1996). Thus the findings that Otto and Ritchie (1996) made support our findings as the main product of Storsjöyran is to deliver an experience whose main product is a combination of *Concerts*. Services have consequently be regarded as being more functional that processual.

The analysis of the correlation between service quality and SAT also gives hints to whether a gap between the visitors' expectations and perceived service as stated by Parasuraman et al., (1985) exists. If expectations had been higher than the performed service quality, SAT would have suffered at least if the service quality dimension would correlate positively with SAT.

The analysis of the perceptions of this survey point however to an over-satisfaction of the expectations (GAP5) the visitors had when attending the festival. This also contains that, as GAP5 is a function of the precedent four gaps, the other discrepancies between expectations and perceived performance were positive, i.e. better than satisfying.

6.2.2 Correlating perceived service quality and WTP (H4)

Five out of eight service dimension show either low or high correlation with WTP-1. This result points to the significance that services have on the festival's WTP-1. Therefore high quality services, which in this survey were measured by asking the visitors whether the service was better or worse than expected, have the potential to increase both the value of the product, but also the utility. In short if service dimensions are performed at high quality standard and the visitors perceive it as being high quality, they have to some extent the capability to increase WTP-1. Opposed to these findings is that service quality has hardly any influence on WTP-2.

Table 32 reveals that only the *Personnel's' ability to solve individual problems* correlates with WTP-2. This is likely to be based on the negative influence an unsolved problem might have for a festival visitor and his WTP-2. It is reasonable to assume that festival visitors only went to get some help if the problem was of importance to the visitor. In case the problem could not be solved by *Staff* this is likely to result in a negative WTP, both inside and outside the festival area; contrary if a problem was solved and the visitor was satisfied with the result, this had positive influence on both WTP-1 and WTP-2.

		Staffs' clothing and style	Stages, entry, lightening etc.	Staffs' reliability	Staffs' willingness to aid when problems occur	Staffs' ability to solve individual problems	Staffs' treatment	Staffs' availability	Staffs' engagement
		Tangibles	Tangibles	Reliability	Responsiveness	Empathy	Assurance	Responsiveness	Empathy
WTP-1	Pearson Correlation	0,055	0,101	0,118*	0,114*	0,162**	0,174**	0,107	0,197**
	Sig. (2-tailed)	0,335	0,075	0,038	0,049	0,005	0,002	0,067	0,001
	N	308	310	307	301	304	302	291	299
WTP-2	Pearson Correlation	0,071	0,010	0,102	0,103	0,192**	0,092	0,052	0,113
	Sig. (2-tailed)	0,220	0,866	0,080	0,078	0,001	0,117	0,382	0,054
	N	298	301	297	292	295	293	283	290

*Correlation is significant at the 0.05 level (2-tailed).

**Correlation is significant at the 0.01 level (2-tailed).

Table 32: Correlating service quality and WTP

Interesting to notice is also that the service dimension *Tangibles* do not seem to have any influence on neither of the WTP measurements. These results are not surprising, as they reinforce the statement made by (Zeithaml et al., 1990) namely that tangibles are the hygiene factors of the five generic service quality dimensions they came up with. Contradictory the findings of Crompton and Love (1995) in their study on "Dickens On The Strand" showed

that the *Tangible* dimension was the most important to visitors. Looking at these differing statements it must be concluded that it depends on the actual event itself and its structures if *Tangibles* play an important role or not

To summarize the findings concerning the interrelationships between service quality and WTP there has to be stated that there is a difference between the correlations of service quality and WTP-1 and service quality and WTP-2. Service quality does not correlate with WTP-2 besides one dimension, and can therefore not be seen as having an influence on WTP-2. For WTP-1 it is different. Most of the dimensions correlate with WTP-1. However the difference between tangibles and the other dimensions is remarkable. Therefore the Hypothesis, saying:

the quality levels of Tangibles, Reliability, Responsiveness, Assurance, and Empathy (service quality) correlate with visitors' Willingness-to-Pay

generally has to be **rejected**. However, if limiting it to WTP-1 it can be **verified**, except for the *Tangible* dimension of service quality. The limitation to WTP-1 is, however, not serious, as the WTP-1 is the most important for the festival organiser.

6.2.3 Factors determining SAT & WTP

In Hypothesis 1 and 3 the quality of the Management systems and People has been correlated with SAT in order to determine which factors and activities influence visitor's level of SAT. In doing this the particular aspects that a festival manager should focus on while setting up an event are highlighted. But an equally important aspect is how well this set of factors and activities are able to predict the SAT of visitors at Storsjöyran Music Festival, and which variables that play the biggest part in determining SAT. This can be calculated by conducting a Standard multiple regression using all factors and activities that correlate positively with SAT⁵² (Pallant, 2005).

	R	R Square	Adjusted R Square	Std. Error of the Estimate	Sign.
Model Summary/ANOVA	,527	,279	,222	,870	,000

Quality of Factors/Activities	Beta	Sign.
<i>Concerts</i>	,402	,000
<i>Bar and Restaurant street</i>	,138	,083
<i>Schedule</i>	,102	,210
<i>Security</i>	,079	,385
<i>Staff</i>	-,078	,413
<i>Personnel's engagement</i>	,063	,663
<i>Programme</i>	,060	,527
<i>Personnel's ability to solve individuals' problems</i>	,052	,631
<i>Personnel's treatment of you</i>	-,029	,829
<i>Toilets and cleanliness</i>	-,020	,797
<i>The speech of the President</i>	-,015	,857

Table 33: Std. Multiple regression of Factors/Activities and SAT

⁵² see Table 27

In interpreting Table 33 some interesting results surface. Firstly, by looking at the R Square (.279) it is possible to see that 27,9% of SAT is determined by the given 11 factors/activities and their quality. These correlating independent variables are all manageable and possible to alter by the festival direction in order to influence visitors' SAT

The Beta values listed in the lower table, where the variables are sorted in descending order depending on their stand alone influence on R Square (influence on SAT), show that *Concerts* are the outstandingly most important variable determining SAT. It is also the only variable that makes a significant unique contribution (Sign $\leq 0,05$) to the prediction of SAT. *Bar* and *Restaurant street* and the *Scheduling* also play an important role, but only in the context of other unidentified variables meaning that they are dependent on the quality of other factors and activities within *Management systems* and *People*.

What about the remaining 70% determining SAT? Through reviewing the comments that visitors could make in an open question, it has become clear that the quality performance of some factors like the Entrance Management, Queuing systems, prices and Camping site were perceived as being too low. These variables might in some instances have had the potential to influence SAT, WTP and EXP, even though the perceived performance quality was good or even excellent. Thus through including some more of the controllable factors, R Square is likely to increase as well.

In Hypothesis 2 and 4 the correlation between the same factors/activities' quality and WTP-1 and WTP-2 have been conducted. However, when looking at a regression analysis similar to the one above, but with the variables correlating with WTP-1 and WTP-2 respectively, the R Squares are insignificant⁵³. This means that it is impossible to state that certain factors and activities have an especially large impact on WTP. This enhances our line of thought that **Quality influences SAT firsthand, which in turn influences WTP**. Nevertheless, it is important to keep in mind that the quality of Management systems and People **do** determine a part of WTP, however small.

6.2.4 Satisfaction and Willingness-to-pay (H5)

It is evident that people with a higher level of satisfaction also are willing to pay a higher price, regardless their actual expenditures, than people that rated their SAT lower on the scale proposed in the survey. In Table 34 the correlation between SAT and WTP is presented. WTP-1 has a higher correlation with the evaluated SAT (at the 0,01 level) compared to WTP-2 (at the 0,05 level). This is probably due to the fact that SAT is more linked to the festival area, with *Concerts* and activities shown to be factors determining SAT, and that the stay in Östersund might include e.g. *Accommodation* and *Foodstuff* costs that are not increasing the WTP, but are inevitable costs for all out-of-town visitors.

⁵³ R Square WTP-1 = 0,097, sign. ,011 and R Square WTP-2 = 0,038, sign. ,221 (see Appendix 8 for more details on results of the Standard multiple regressions concerning WTP-1 and WTP-2)

		WTP-1	WTP-2
SAT	Correlation ⁵⁴	0,157**	0,123*
	Significance	0,005	0,032
	N	312	302

*Correlation is significant at the 0.05 level (2-tailed).

**Correlation is significant at the 0.01 level (2-tailed).

Table 34: Correlation of SAT and willingness-to-pay

Thus H5 **can be verified**. There is a, however not extremely strong, linkage between the visitors' WTP and their SAT meaning that it is possible to use the measurement of WTP when analysing the connections and relations between customer satisfaction and which factors, activities that influence it. It is also possible to examine WTP in relation to expenditures and service quality within the frame of this thesis.

For visualising reasons Figure 6 was added where means of each satisfaction level are added. Also in this figure the correlation of WTP-1 and SAT can be observed as being obvious.

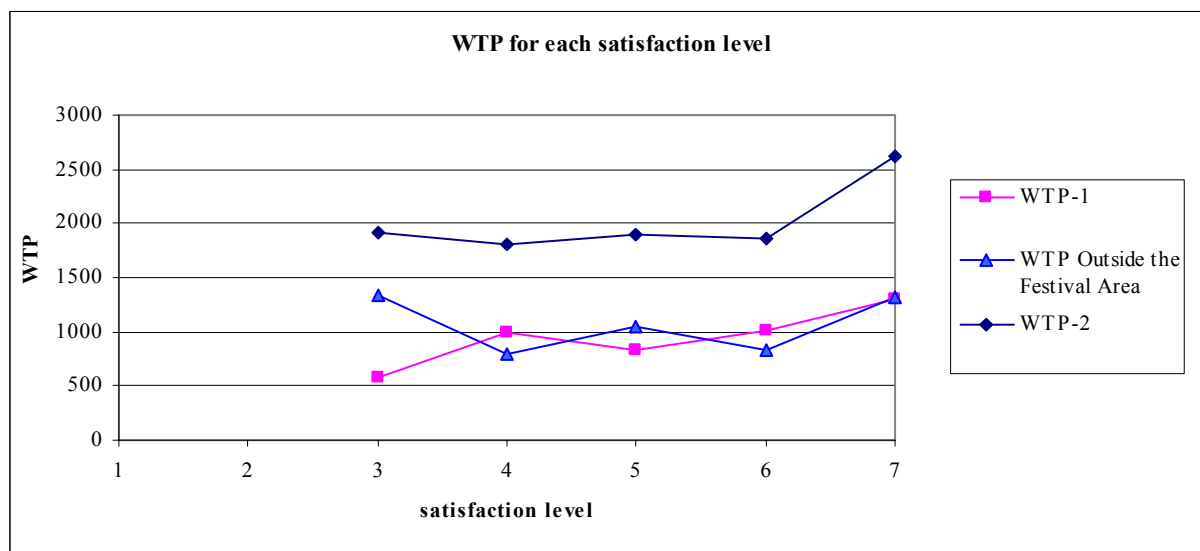


Figure 6: WTP for each satisfaction level

These findings go in line with the results showing that WTP-1 is determined through the level of SAT. Therefore performing at high quality is essential, not only to achieve customer retention and ensure future visitation, but also as customers' WTP increases.

For WTP-2 there can be found that it increases with an increasing level of satisfaction. WTP-2 is thus determined by the level of satisfaction. When only looking at total WTP outside the festival area, there can be observed that it does not increase significantly with an increasing level of satisfaction.

⁵⁴ Pearson Correlation

6.3 Visitors' Expenditures

In this particular chapter of the analysis we will focus on the last three working hypotheses concerning expenditures and consumer surplus/deficit;

H6: Satisfaction correlates positively with expenditures both within the festival area and in the hosting municipality.

H7: WTP correlates positively with expenditures within the festival area itself and with expenditures in the city of Östersund during the days of the festival.

H8: Satisfaction correlates with Willingness-to pay and consumer surplus and the level of expenditure correlates with the consumer surplus.

6.3.1 Satisfaction and Expenditures (H6)

To start of with H6, it is easy to assume that if the visitors' experience and satisfaction increases the expenditures increase accordingly. But it is not as simple as that. Many factors play a role in determining the spending patterns of festival goers.

		Entry ticket	Local transport	Other transport	Restaurant and Café	Pub	Restaurant, Café and Pub in the festival	Food-stuff	Shopping	Accommodation	Other costs	Total
S	Corr. ⁵⁵	0,120*	0,044	0,004	0,039	0,124*	0,062	0,004	0,025	0,104	0,021	0,097
A												
T	Sign.	0,032	0,470	0,951	0,492	0,033	0,27	0,946	0,682	0,088	0,74	0,084
N		320	278	294	308	295	319	286	272	268	254	321

*Correlation is significant at the 0.05 level (2-tailed).

Table 35: SAT vs. expenditures

As we can see in Table 35 there is only a significant correlation (at the 0,01 level) between evaluated SAT and two different categories of spending. These are the consumption concerning **Entry-tickets** and visits at the **Pub** (on *Bar and Restaurant street* and in town), meaning that the higher SAT, the more do visitors spend on entry-tickets and drinks and other things in bars and pubs or vice versa.

Concerning the entry-tickets the correlation might explain that it is not an increasing festival experience that makes a visitor visit the festival more days and in turn spending more money on entry fees. It might rather demonstrate that people, who have booked their tickets in advance, SAT at the festival is higher as they have spent a "lot" of money already on the ticket. They have high stakes invested and psychological factors influence their rating of SAT. This is of course, by no means, evident when analysing the data, but it has to be considered.

Reasonable explanations to why there is no strong correlation between certain variables or that it might only be haphazardly correlated might be the pre-booking of entry tickets, hotels, transportation and *Other activities*. These expenditures are already "locked up" and are not flexible according to an increased satisfaction or a better experience. This might also apply to costs such as foodstuff and shopping as these costs might be larger before the festival in order to keep costs down at the actual festival site and will not be influenced by the festival experience.

⁵⁵ Pearson Correlation

So, this shows that some expenditures increase thanks to a better festival experience/SAT. The higher SAT is evaluated by the visitor, the more money the visitor is ready to pay for attending the festival. This is maybe the most important insight for the organiser. If they are able to influence SAT in a positive manner the visitor will be willing to pay more to attend and to participate in the festival experience. As noted earlier the ticket for the festival is purchased beforehand and is not directly influenced by the satisfaction experienced during the festival. But a high SAT among festival visitors would incite people to buy a ticket for next year's edition of the festival and at a high/higher price. However, the organisers should not neglect the fact that there is a correlation as well between SAT and the expenditures in pubs and bars as this might be a cash-cow with high income margins both for the organiser and for local companies.

The analysis above has been done on each individual's expenditures in the different categories isolated. The correlating spending categories were not numerous and no strong tendencies are spotted. Another possibility to look at the data is to compare the SAT with the individuals' *total expenditures* in order to be able to distinguish any correlation. A correlation between these two factors would indicate that there is a relation between the satisfaction of visitors to Storsjöyran Music Festival and the amount they spend in connection with the festival. However, when looking at these figures it demonstrates no correlation at all. To take one step further, we have also analysed the total spending within and outside of the festival area separately correlating them with the rating of the individuals' SAT. The result was similar showing no correlation⁵⁶.

To conclude, it is possible to say that an increased appreciation of the festival experience **does not** "correlate with expenditures... within the festival area and in the hosting municipality" as stated in our working hypothesis. It is only true for the *Entry-tickets* and the *Pub/Bar* expenditures, but as discussed in this chapter it might be because of other external factors. This is further demonstrated by the analysis of the total expenditures, inside the festival area, outside the festival area and in total, compared to the SAT that shows no correlation strengthening the above rejection of this third working hypothesis.

6.3.2 Willingness-to-Pay and expenditures (H7)

As mentioned in the previous chapter there are many factors determining the spending patterns and one significant factor, discussed in the literature review and working hypotheses chapters, should be the visitors' WTP. Since a heightened festival experience does not increase expenditures in general, does an increased WTP influence the spending on any particular activity? In Table 36 and Table 37, the answer to this rhetorical question can be found.

		Entry- tickets	Pub/Restaurant in the festival area	Total exp. in the festival area
WTP-1	Correlation ⁵⁷	,283**	,396**	,439**
	Significance	,000	,000	,000
	N	313	312	314

**Correlation is significant at the 0.01 level (2-tailed).

Table 36: Correlation of WTP-1 and expenditures in the festival area

⁵⁶ Expenditures within the festival area and SAT (Pearson correlation = ,101 Significance = ,070)

Expenditures outside of the festival area and SAT (Pearson correlation = ,071 Significance = ,204)

⁵⁷ Pearson Correlation

Firstly, looking at the WTP and expenditures within the festival area, the outcome confirms the hypothesis since both Entry-tickets and Pub/Restaurant expenditures correlate quite strongly with the WTP-1, so do the total expenditures within the festival area. Since SAT correlates with the WTP-1 this result indicates that an increasing SAT and an accompanying increased WTP-1 produces higher expenditures within the festival area. This might be a result of the entry-tickets not being especially variable as they had a fixed price for one, two or three days passes⁵⁸. It is also a large part of the total cost for experiencing Storsjöyran and it is possible to see the WTP-1 increasing depending on the number of days of attendance⁵⁹. Secondly, the expenditures on restaurants and pubs, mainly on the *Bar and Restaurant street*, also constitutes a major post of spending and as seen below in Table 37 the visitors are also prone to spend increasingly more on restaurants and pubs in general with an increasing WTP.

The parameters measured for the actual Storsjöyran are only the expenditures on entry-tickets, pubs and restaurants within the festival area excluding other costs that might have occurred, such as souvenirs and *Other activities* inside of the festival gates. However, in Table 37 the relation between the willingness-to-pay for the whole festival experience and the total expenditures during the visitors' stay in Östersund is examined, and here are also other costs including those that might have occurred inside the festival area.

	Entry-tickets	Local transport	Other transport	Restaurant and Café	Pubs	Food-stuff	Shopping	Accommodations	Other costs	Total
W Correlation ⁶⁰	,372**	,118	,525**	,451**	,561**	,132*	,238**	,360**	,481**	,750**
T Significance	,000	,054	,000	,000	,000	,029	,000	,000	,000	,000
P N	303	266	280	294	282	275	263	246	259	304

*Correlation is significant at the 0.05 level (2-tailed).

**Correlation is significant at the 0.01 level (2-tailed).

Table 37: Correlation of WTP-2 and Expenditures in Östersund

The general conclusion, when looking upon the results in Table 37 indicates that as WTP-2 increase, expenditures increase as well. Solely expenditures on *Local transportation* do not correlate with the WTP. This is probably linked to the low importance of *Local transportation* for the festival visitors' SAT⁶¹. The strongest correlations are found between WTP-2 and Other transports and Pubs. The latter is connected to the visitors that come from regions outside of Norrland which have the highest WTP⁶². It is definitely a good sign for a festival that people are willing to pay large sums in order to travel to get there. That demonstrates that Storsjöyran is indeed a popular festival. The expenditures on Pubs have already been discussed above, and it must also be noted that this category is the only one, along with entry-tickets, that increases both with the increasing WTP and with an increased SAT⁶³. Moreover, the extremely strong correlation between WTP-2 and total expenditures strengthens the bond between the two.

Furthermore, quite strongly correlating are Entry-tickets, Restaurant and Café, Accommodation, and Other costs. Restaurant and Café expenses are somewhat linked to the

⁵⁸ Thursday being less expensive than Friday and Saturday.

⁵⁹ Correlation between WTP-1 and number of days of attendance is 0,226 at the 0,01 level.

⁶⁰ Pearson Correlation

⁶¹ see Table 27

⁶² see Table 16

⁶³ see Table 35, Table 36, Table 37

expenditures on pubs in the way that it is purchased on *Bar* and *Restaurant street*, but also in restaurants outside the festival area. Local restaurateurs are apparently favoured by festival visitors with an augmenting WTP. The category “other costs” includes everything from attractions within the festival area, such as the *Tivoli*, and eventual costs that might come up in connection with their stay in Östersund. Finally, the cost of accommodation is linked solely with visitors from out of the region who stay over night and are paying for this.

Also correlating, however less, are Shopping and Foodstuff expenditures. The lack of, or very small, correlation in this case might probably be due to the fact that these are costs not obviously linked to SAT. Foodstuffs have to be bought in any case, and do not influence or get influenced by WTP, especially for locals. Shopping, which somewhat correlates, may have increased and influenced positively by the purchase of alcohol at Systembolaget that is included here. But as it is not specified what the participants of the survey have bought it is hard to draw any conclusions.

The level of Willingness-to-pay **does** influence the expenditures of the visitors to Storsjöyran, to answer the initial question posed in this chapter. Though the attendees’ SAT does not in general influence the spending patterns it is the opposite here.

Since SAT is positively correlated with WTP it can, despite earlier results, be said that SAT does influence the amount of money people are willing to spend during the festival, and, as discussed earlier, that this is linked to the degree of satisfaction.

Looking more closely at the spending patterns and WTP’s influence on this, it is possible to draw the conclusion from this survey that almost all categories of spending are positively or negatively influenced by the level of WTP, except for *local transports*. If WTP is low people will spend less money on everything but local transport in Östersund and the opposite is the case if WTP is high. The categories, more closely correlated with WTP, such as Pubs, Other transports, and Accommodation⁶⁴, are of course even more influenced by WTP.

6.3.3 *Precedents to Surplus (H8)*

The last working hypothesis refers to WTP and the possible consumer surplus created for the visitor. The question is whether an increased appreciation of the festival experience generates a greater WTP and if so a surplus for the visitor in terms of additional happiness and satisfaction?

As presented in chapter 5.5, no real significant surpluses are gained in Östersund for the participants of Storsjöyran Music Festival and the possible reasons for that is discussed in the above mentioned chapter and also below in the conclusive paragraph of this hypothesis discussion. In this section the discussion circles around the last part of H8 concerning the influence of satisfaction and WTP on the consumer surplus. Included is also the paragraph about the expenditures influence on consumer surplus. In Table 38 are the eventual links presented between consumer surplus and WTP-1, WTP-2, and Satisfaction.

⁶⁴ the three categories that has the highest correlation with WTP

		Consumer Surplus/Deficit (Total)	Consumer Surplus/Deficit (Festival)
WTP-1	Pearson Correlation		0,733**
	Sig. (2-tailed)		0,00
	N		313
WTP-2	Pearson Correlation	0,235**	
	Sig. (2-tailed)	0,00	
	N	304	
SAT	Pearson Correlation	0,037	0,109
	Sig. (2-tailed)	0,520	0,054
	N	302	311

**Correlation is significant at the 0.01 level (2-tailed).

Table 38: Correlating WTP, SAT, and Consumer surplus/deficit

Firstly, it is interesting to note that there are no correlations between SAT and consumer surplus. At first glance this might seem like an odd result, but keep in mind that just because SAT does not influence consumer surplus directly, it does influence the attendees WTP.

In examining the result of WTP-1 and consumer surplus within the festival we can see that they show a strong correlation, meaning that visitors get a higher surplus or, in the case of Storsjöyran Music Festival, a smaller deficit, the more they are willing to pay for the experience within the fences of the festival. This is also true for WTP-2 that is correlating, but remarkably weaker, with consumer surplus. This may depend on the fact that costs, that are not directly linked to the evaluated experience, are included. It could also depend on the fact that there are more possibilities to spend the money outside of the actual festival and as the WTP-2 increases the costs increases more and surplus shrinks or becomes a deficit.

These figures would indirectly mean that the WTP increases exponentially, or at least more than expenditures, as it reaches higher levels, resulting in a consumer surplus. But are costs at all correlated with the level of consumer surplus/deficit?

		Consumer Surplus/Deficit (Total)	Consumer Surplus/Deficit (Festival)
Expenditures within the festival	Pearson Correlation		-0,290**
	Sig. (2-tailed)		0,00
	N		313
Total expenditures	Pearson Correlation	-0,466**	
	Sig. (2-tailed)	0,00	
	N	304	

**Correlation is significant at the 0.01 level (2-tailed).

Table 39: Correlating Expenditures and Consumer surplus/deficit

The expenditures for the whole stay and solely for the festival and its activities are both correlating. However, they are negatively correlating, meaning that as expenditures increase the consumer surplus shrinks. These figures have to be put in to context with the WTP and the surpluses presented in chapter 5.5. When doing this, the difference between the rather large deficits connected with WTP-2 and the much smaller regarding WTP-1 may be explained. As visitors are spending more, counting all their expenses, compared to their WTP-2 consumer surplus decrease and the vice versa concerning expenditures within the festival and WTP-1. When analysing the consumer surplus/deficit in terms of age, region and income a few points are worth mentioning. Combining a profile of a visitor that has the largest surplus would generate someone from outside of Östersund, excluding the south of Sweden, aged under 23 years old, and with a yearly income ranging from 100 001 – 200 000 SEK. The opposite, generating a profile for a person with the highest deficit gives someone from Östersund or the south of Sweden, aged over 30 years old, and with a high yearly income over 400 000 SEK. This comparison is of course hypothetic but serves as a guide to illustrate the patterns found in the survey among the visitors.

To conclude, looking at H8 and firstly on the linkage between consumer surplus and satisfaction, we can, from the evidence presented above, say that the first part is **true**, but only in relation to facts already presented in the theoretical framework. The consumer surplus created is indeed enhancing SAT, but in our study very few groups of people are experiencing this heightened SAT thanks to a consumer surplus as most people experience a deficit⁶⁵.

The second part of the hypothesis, examining the actual linkage between increased satisfaction and WTP/consumer surplus, is **both correct and false**. When SAT increase so does also the WTP, but there is no linkage to any visible higher consumer surplus influenced by a more satisfied visitor. This argument is further strengthened by the fact that there is no correlation between SAT and consumer surplus.

The consumer surplus is more closely linked to the individual's notion of how much they are willing to spend and not predominately with their SAT. It also obviously depends on the amount that they have spent during the festival on different activities and arrangements. We have earlier showed that there is no correlation between SAT and the amount of money spent in connection to Storsjöyran⁶⁶ and that there is a correlation between SAT and WTP. Combining these two pieces of evidence together helps explaining the discussion or discrepancies above.

However, in this chapter the correlation between WTP and consumer surplus is highlighted, and shows that WTP **does** influence the level of consumer surplus positively. If put into relation with the expenditures, mentioned in the final passage of H8, which correlates negatively with consumer surplus, the differentiating results of consumer surplus might be explained.

It is a highly appreciated festival with high rating for most activities and especially for the festival experience as a whole. But why are there almost no consumer surplus created among the visitors? The answer might be as simple as they are spending all or even more than they are willing to pay for their experiences since they are very pleased with their stay. The consumer surplus that would generate an additional "happiness" and/or "satisfaction" is

⁶⁵ 59,9 percent of the visitors surveyed are experiencing a deficit regarding WTP-1 and 56,3 percent regarding WTP-2

⁶⁶ see Table 35

erased because of the visitors' eagerness to spend it all on their experience. This is a positive occurrence for the festival, since there are places or activities available to spend money on. Individuals estimated the worth of their festival experiences in money terms (WTP), but in many cases exceeded this amount of money given in the web survey. It might have been a problematic situation if visitors were not satisfied with their experiences or if there were no signs of loyalty. However, the crowds at Storsjöyran Music Festival is very loyal as presented in chapter 5.1 and as many as 82,5 percent of the respondents have stated that they will come back in 2006⁶⁷. So, the worrying results showing consumer deficits are actually something good for the festival and the businesses of Östersund. The only downside might be that the festival, in a social perspective, does not create a consumer surplus that could generate a sense of higher standards or well-being of living in the municipality.

⁶⁷ Only 1,2 percent said they would not come back and 15,2 percent did not know whether to attend next year or not.

7 Conclusions & Recommendations

This study has focused on the causal link between Quality, Satisfaction, Willingness-to-Pay and Expenditures and specifically on finding activities and factors that influence the festival experience. To some extent the research carried out replicated previous work in the field of festival and event research (Getz, 2004; Tomljenovic' et al., 2001 etc.), but it has also extended the previous surveys findings by finding interrelationships in the process between *Quality, Satisfaction, Willingness-to-Pay and Expenditures*.

7.1 Conclusions

The figure below is a revision of Figure 2 where the starting-point was the eight hypotheses used to analyse the data from Storsjöyran Music Festival. In the figure below, the actual relationships based on the hypotheses are illustrated by a full arrow, a dotted arrow, or no arrow depending on the verification, partial verification, or falsification of the hypotheses. The outcomes and conclusions drawn from these findings are discussed below.

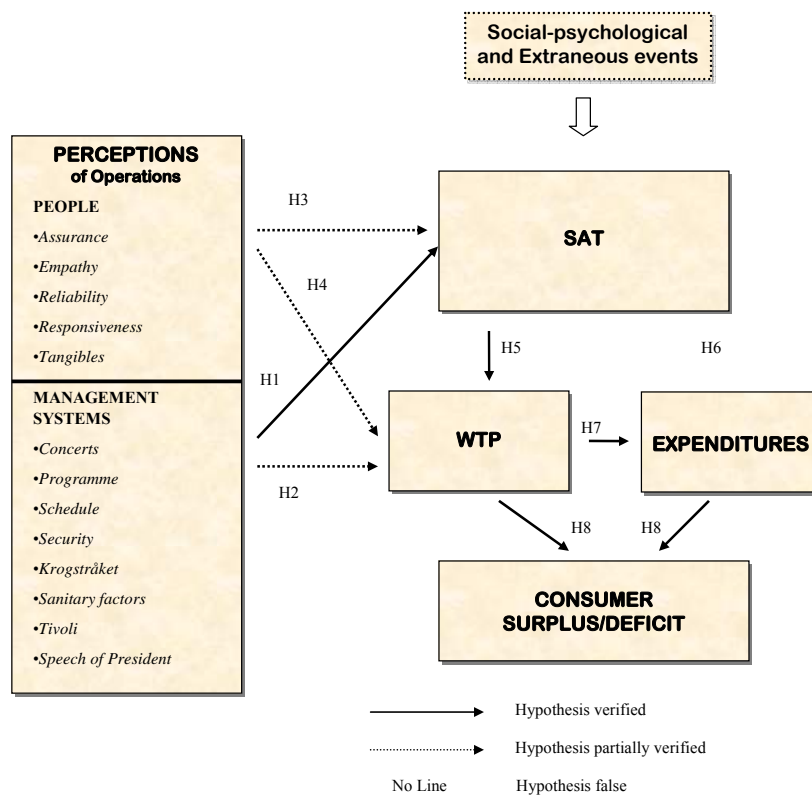


Figure 7: Theoretical framework revised

7.1.1 Quality to Satisfaction and Willingness-to-pay

As observed in the analysis of this survey major experience and satisfaction moderators of festival visitors are rooted in the performance of the festival. However there are indeed more and less important factors/activities that influence the festival experience. The activity to be the most important is doubtlessly the *Concerts*, which constitute the core of the festival. Nevertheless, other activities as well play an important role for both festival experience and customer satisfaction. This was in particular revealed through high importance ratings of the

Bar and Restaurant street, the President's speech and other activities. The only activity that was not ranked as being important in the IP matrix was the Tivoli, which as well was regarded to have the lowest quality. According to Getz's (2004) model, illustrating the factors that have to be considered when designing and planning an event, all "activities" are part of the *Management Systems* consequently this topic deserves major recognition as it heavily influences the outcome of the festival for the visitor, i.e. the festival experience and SAT. Strengthened were these findings by correlations that were made concerning experience and its moderators. But the correlations also gave evidence that not only the activities in *Management Systems* correlate with the festival experience, but also closely linked factors, which are necessary when conducting activities. Of particular importance in this respect were *Programme, Schedule, Security, and Toilets*. Consequently there exists a significant interrelationship between QUAL→SAT.

Concerning the importance of service quality, i.e. *Tangibles, Reliability, Responsiveness, Assurance* and *Empathy* and their importance for the festival experience, the survey indicates that they do not significantly influence the festival experience. Exceptions are Assurance and Empathy which slightly correlate with the festival experience and therefore also to some extent influence SAT. Generally, however, the survey's findings hint to the fact that service quality, being part of the category *People* in Getz (2004) model is of less importance than activities, being part of the category *Management Systems*.

The high SAT at Storsjöran 2005 also allows conclusions on customer expectations. The expectations were indeed disconfirmed through meeting a higher performance level than previously expected. Therefore it can be stated that there existed an unexpected positive a GAP in the sense of Brady et al. (2002), Parasuraman et al. (1985), Grönroos (1978) theory. This in turn lead to an increased level of experience and satisfaction. Likely factors that lead to an over-satisfaction are inappropriate marketing, prior worse experiences leading to low expectation, extraneous factors or other variable.

The importance of SAT in the economy has been realised and many of today's companies, large and small, generate their strategic strength within a market through updating and evaluating the business processes. The aim with these strategies is often to strengthen the relationships with customers and cooperation partners, to increase the perceived value and SAT of a product in the market. The winners will in the end be those companies or festivals that build up a basis of loyal customers through increasing SAT of the product among the customer, compared to what the customer has to pay for the product. Offering higher utility has always been an instrument for customer retention and will based on social and consequently economic laws always are. Loyal customers are sometimes referred to as a key ratio; if the surplus of a company describes the companies' history, then the degree and the number of customers describes how well the company will perform in the future. This applies also for Storsjöran Music Festival, having a large pool of loyal customers, certainly being one of the reasons for their success.

Another possibility to assess a festival's success is to measure the customers' WTP and to compare it with the actual expenditures the visitors had. Having a WTP that exceeds the expenditures, i.e. what it is worth, then the customer has made a good deal. In other words, if a festival visitor gets exactly what he has paid for, then this might be seen as the basic value. Therefore increasing the experience also means increasing WTP. This interrelationship was found in the survey, which made out the fundament for trying to find an interrelationship between factors that are assumed to influence SAT and WTP.

As found in the analysis only two activities correlate with WTP-1 namely the *Bar and Restaurant street* and the *Tivoli*. The remaining activities as well as the factors needed to conduct the activities had no or only very little influence on the WTP. For the influence of service quality on WTP and in particular WTP-1 the result became somewhat different in that there were some strong correlations found. Nevertheless, this applies only for WTP-1 and not for the dimension *Tangibles*. However, Storsjöyran Music Festival could certainly increase WTP inside the festival area, which constitutes their actual product, by increasing the performance quality of the service dimension, as this is likely to add extra value to their product. This underlines the assumption about the interrelationship between QUAL→WTP, however not as strong as the linkage between QUAL and SAT

The measurement of SAT in our thesis was based on the evaluation of the visitors' total festival experience, and is influenced partially by the quality of the Management Systems put in place by the festival organisers, in this case Storsjöyran Music Festival, and by the quality of People and Service Quality to some extent. The regression made on correlating factors/activities and SAT illustrates an already recognized problem for event and festival organisers. Namely, that it is not possible, in the case of this surveyed festival, to control a visitor's level of satisfaction entirely, but only about 30 percent, and therefore they only have some influence on their WTP and expenditures. There are always extraneous (e.g. climate, interaction with friends) and social-psychological (mood, needs) events as mentioned by Baker and Crompton (2000) influencing the attendees level of satisfaction. It is however important that an organiser uses his/her abilities to influence the festival goes positively to the maximum.

One of the points for departure of this survey was the question:

Which factors determine Satisfaction and Willingness-to-pay for festival visitors?

The research conducted has for Storsjöyran in particular and possibly also to some extent in general shown that some variables influence Satisfaction and Willingness-to-Pay more than others do. By applying Getz (2004) model the most dominating activities could be pointed out. Another interesting finding is that even though the correlation of factors/activities was not significant concerning Willingness-to-Pay they still have influence on it through the causal link between Satisfaction and Willingness-to-Pay.

7.1.2 Satisfaction to Expenditures

High SAT generates a higher WTP, as demonstrated in the thesis. A satisfied person is willing to spend more money in and around the festival. It is however not exclusively a product of SAT, but is also influenced directly by some factors' and activities' quality controlled by Storsjöyran. As SAT and WTP is used interchangeably, or as two measurements influenced by the same set of factors/activities, it might be dangerous and misleading to state that it is solely a one-way relation where SAT influences the level of WTP. Nevertheless, since it is shown that the quality of *Operations* plays a larger role in determining the visitors' SAT than their WTP the relation SAT→WTP is more valid than the reversed relationship.

Exempting Entry-ticket and Pub expenditures⁶⁸, it is clear that the level of SAT does not directly influence the level of Expenditures. Referring back to Anderson et al. (1994), who

⁶⁸ Which correlates weakly with SAT (see discussion in chapter 6.3.1)

stresses that increasing SAT of customers does not, in most cases, generate higher expenditure and economic return immediately, but more likely in a longer perspective. Since a comparison between last year's and this year's expenditures is not possible, this can however not be strengthened. Besides the factors and activities that were surveyed in this thesis there are, however, certainly other factors influencing expenditures like last year's SAT, predetermined amount of money to spend depending on the individual's income level, and other social-psychological and extraneous events⁶⁹.

SAT is also influencing spending behaviour indirectly through WTP. Findings in this report give evidence of the direct influence that WTP has on expenditures. The level of WTP, which is influenced by the level of SAT, has a great impact on expenditure in general except for certain areas, such as *local transports* and to some extent *foodstuff*. It might be an obvious link between the willingness to spend money and the actual expenditures, but one important finding is that visitors actually spend their money, in and around the festival. This might not always be the case. Although, attendees have the will, it is not always certain that they spend their money if there is nothing to their satisfaction to spend it on. This relationship should however, be possible to apply to other festivals of the same kind.

In the case of Storsjöyran Music Festival the analysis revealed, that there is no consumer surplus. This does not mean that Storsjöyran Music Festival does not offer extra value. Indeed there is the assumption that customers visiting Storsjöyran Music Festival offers extra value. This assumption goes in line with the results that the festival doubtlessly has loyal visitors, which becomes evident when analysing the repeat visitors. Therefore it is reasonable to argue that Storsjöyran Music Festival has loyal customers that are aware of the extra value of visiting the festival and consequently they are willing to pay for it as well.

For the interrelationship between WTP and money spent on products, it can be stated that an increasing WTP inside the festival area also leads to high expenditures in Bar and *Restaurant street* and visa versa. Furthermore if visitors have spent a high amount of money for entry tickets, their WTP inside the festival area is also likely to be high due to a significant correlation between WTP and Expenditures on Entry Tickets. The correlation between WTP and expenditures is however not only significant for the expenditures inside the festival area, but also outside the festival area. Contrary to WTP, Satisfaction has no direct correlation with expenditures at the festival, but only through the intervenient variable WTP.

⁶⁹ see description above

What are the relations and interrelations between Perceived Quality, Satisfaction, Willingness-to-Pay, and Expenditures?

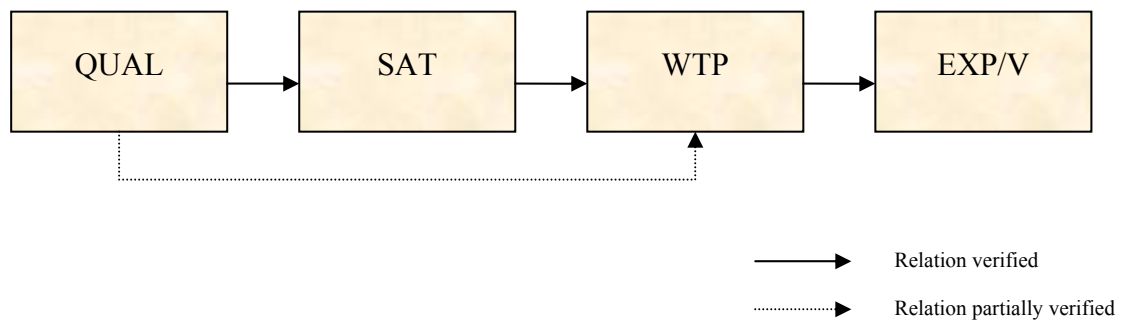


Figure 8: From Quality to Expenditures

Figure 8 displays the relationships that have been demonstrated and proven throughout the thesis. There is a causal chain beginning with the perceived quality of Management systems and People to the individual's expenditures at the festival and in the municipality of Östersund hosting the festival. The only exception from the straight line from quality to expenditures is a direct influence of quality on WTP which never the less is limited and therefore illustrated by the dotted line above.

7.2 Findings on the Method used

The interviews were conducted through a web survey. To assess the correctness of the results, primarily the results from categorization questions is looked upon. Compared to the results that Tomljenovic' et al. (2001) came up with, using personal interviews; the results of this survey are almost identical. The answers on e.g. origin, previous visits, and age are almost identical, with only small differences. This gives evidence of the correctness of the sample drawn and underlines the accuracy of the web survey method.

Another great advantage with the web survey method was the possible collection of data after the actual festival, giving respondents the chance to ponder the good and bad experiences that they had when attending the festival. The concerns beforehand, that people might misinterpret some questions and/or not take the questions seriously, fell short as the rate of unusable data was very low.

One finding that however is significant is that the gender of the persons that were willing to take part in the survey differed when the gender composition of interviewers diverged. A possibility can therefore be that the gender of the interviewer had some effects on the gender distribution of the persons that were willing to take part in the survey or the proneness of females to answer this certain type of survey. It can, however, also be a case of randomness.

7.3 Recommendations

The survey started out with posing some research questions of which the following was one:

What can festival managers do to increase expenditures and incomes by enhancing the individual's festival experience?

7.3.1 Recommendations for Storsjöyran Music Festival

The results that were found in the survey open up a variety of options that can be addressed to increase SAT and consequently influence WTP and Spending behaviour. The focus is on the factors founded in Getz (2004) model that influences all other variables. Management systems are the major moderator of the visitors' SAT. Therefore they should receive high attention in the design, planning and performance phases. Through assuring that they continue to be performed at high quality it is likely that the visitors attending the festival also have an appreciated experience. This supposes however, that Storsjöyran's communication instruments inform potential visitors about what is going on at the Music Festival and what the next festival will look like. This is essential as marketing certainly is one factor that influences customer expectations, which in turn influences customer satisfaction. Disconfirming expectations by performing worse than expected will result in low levels of SAT leading to a decrease in loyal customers, and consequently lower incomes for the festival. Through exceeding expectations, i.e. positively disconfirming, customers will become loyal and constitute a future source of income. Of particular interest are *Concerts* and *Bar and Restaurant street*. They are the most frequently attended activities and were also found to have the highest correlation with customer satisfaction.

The surveyed activities and factors do not count for the whole festival experience. An unknown amount of variables, that are extraneous and social-psychological events also influence the festival experience as well as SAT, WTP and Expenditures. Therefore it might be important to map out these variables and if possible find ways to control them. Worth mentioning is for example the influence of weather, which might have unforeseen negative effects on the visitors' SAT and spending behaviour. The visitors will then evaluate the outcome in terms of internal (personal) and external (situational) factors (Jackson & Schmierer, 1996). As e.g. bad weather is an external factor, the visitors having no control, they might blame someone else, i.e. the festival organiser for a bad experience. Thus, finding and controlling extraneous factors is likely to favour Storsjöyran Music Festival in the future.

Another issue that should be paid attention to is service quality. Even though it had no positive correlation with SAT, it correlated with WTP-1. This indicates that through emphasising and enhancing service quality and in particular *Reliability*, *Responsiveness*, *Assurance* and *Empathy* customers' WTP within the festival area is likely to increase. This way of enhancing WTP can be regarded as being very attractive for the festival organiser, as it constitutes a relatively reasonable way of improving performance quality.

7.3.2 Recommendations for further research

There are still many aspects yet to discover and investigate within the area of festival experience, perceived quality of festivals, and its influence on consumer spending.

One aspect is the fact that only about 30% of the SAT in this study is determined by operations measured and therefore also the easiest part to influence. However, other factors that determine visitors' SAT are important to survey and study as well. One part of this is, as

already discussed, extraneous and social-psychological events, such as the mood of the visitor, weather, travelling company, alcohol consumption, etc. Gaining deeper insights in the variables that besides the determinants that were found in this survey, influence the experience, would be valuable. In putting the pieces together, a festival organiser would be more confident in taking decisions that would lead to a successfully economic event with more satisfied visitors.

This research is conducted on a paying festival where all *Concerts* and the main activities took place within a closed off area in a city centre. It would also be of interest to conduct surveys on free festivals, such as city festivals, and also paying festivals outside of cities situated in the countryside or in the precincts of a smaller city where all consumption takes place at the festival. Most studies on festivals in Sweden concern events based around music performances. It would also be of interest to investigate similar relations in events that have other foci. All this would help to better understand the linkages that we have discussed in this report and broaden the area of research.

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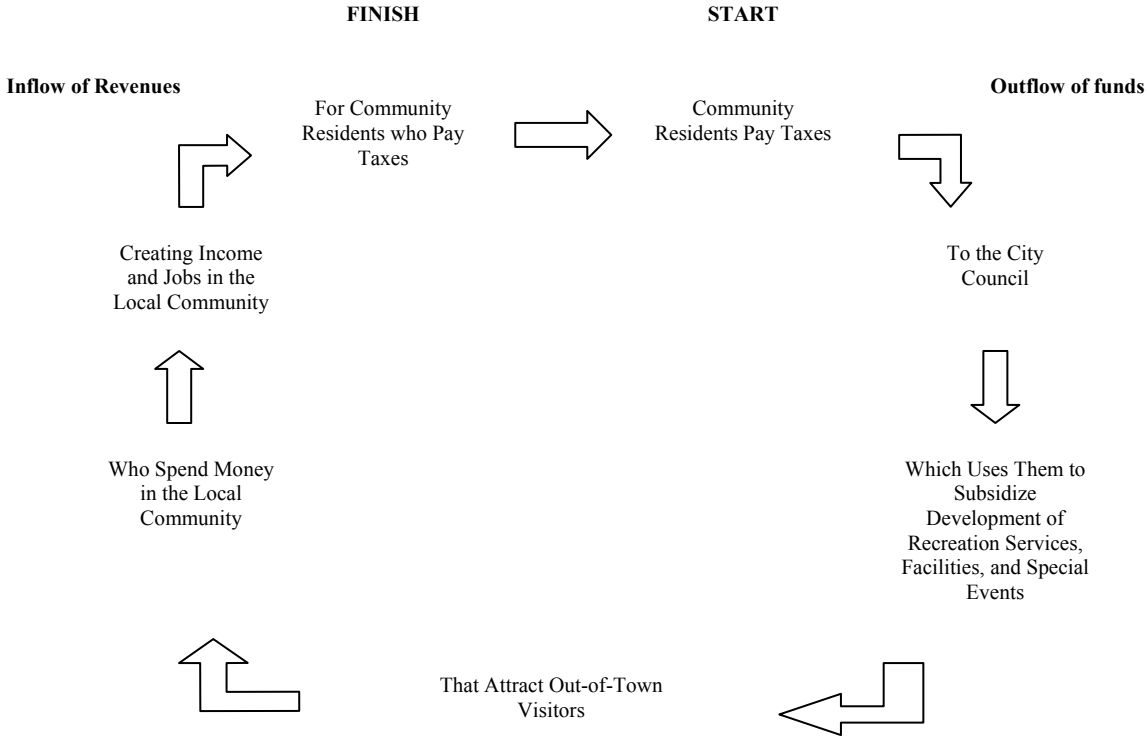
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9 Appendices

Appendix 1: The Conceptual Rationale for Undertaking Economic Impact Studies (2.4)

The model below proposed by Crompton et al. (2001) illustrates the rationale for performing an economic impact study and the integral importance of reviewing the residents’ benefit of the locally produced festival or event.



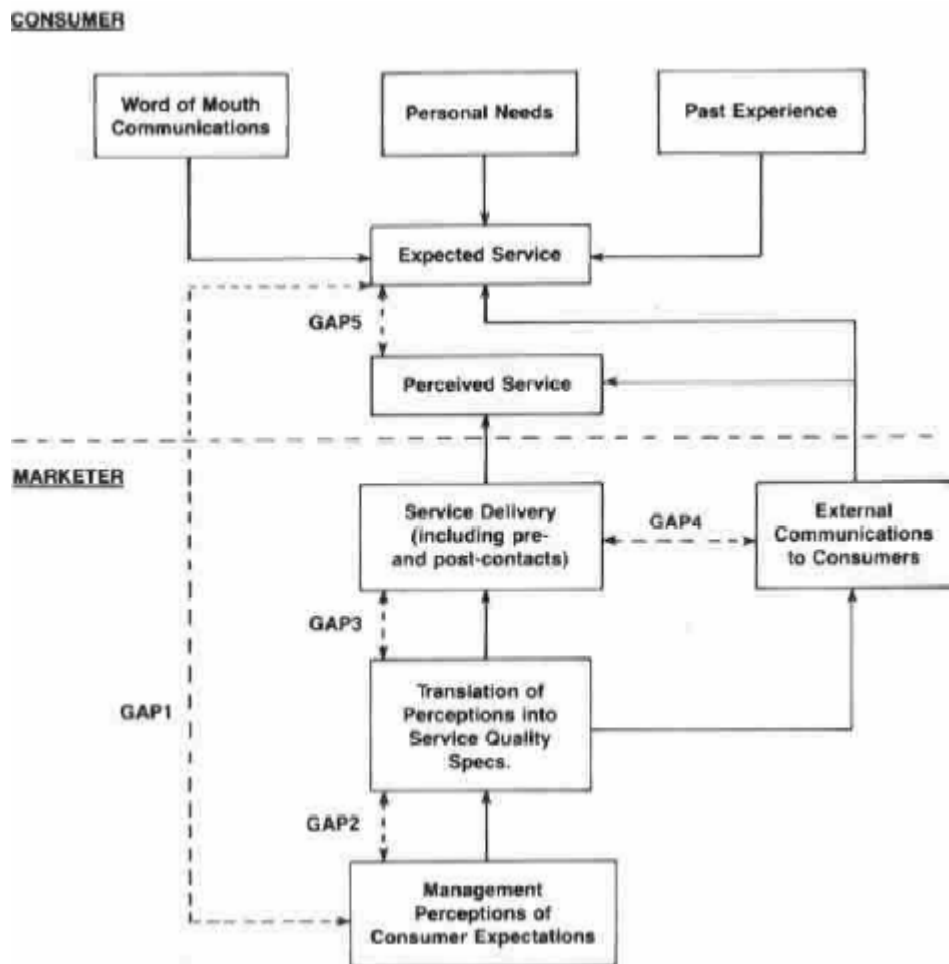
“The Conceptual Rationale for Undertaking Economic Impact Studies” (Crompton et al. 2001)

Appendix 2: GAP Model (2.4)

Following the complete Figure of how Parasuraman et al. (1985), describes differences that might occur between the customers' expectations and perceived service quality.

As mentioned in the survey, GAP-5 is the most important possibility where discrepancies between expectations and perceived quality can occur. Its size is almost completely determined by the size and significance of the GAPS 1 – 4 and therefore regarded to be a function of these GAPS.

$$GAP5 = f(GAP1, GAP2, GAP3, GAP4)$$



Parasuraman et al. (1985), p44.

Appendix 3: Operations model (3.4)

The attached model is genuinely a model that lists the Variables within a festival that have to be taken into account when designing and planning an event. Consequently they also constitute the basis for the factors that possibly can influence the customers' experience. Therefore the some representative factors and activities within each operation will be surveyed to explore their influence on the visitor experience.

SETTING	MANAGEMENT SYSTEMS	PEOPLE
<p>Location</p> <ul style="list-style-type: none"> -accessibility -parking -visibility -centrality -clustering -appropriateness to the festival theme -cost of use/rental <p>Site Characteristics</p> <ul style="list-style-type: none"> -infrastructure -support services -size/shape -aesthetics -capacity -acoustics/noise -ventilation/wind -surface texture (grass, pavement) <p>Social-Cultural Context</p> <ul style="list-style-type: none"> -heritage value (authenticity) -community significance -symbolism (e.g., landmark, monument) <p>Generic Event Settings</p> <ul style="list-style-type: none"> -assembly (e.g., plaza, amphitheatre) -procession (street) -open space (park) -exhibition/sales (convention or exhibition facility) -activities (sport field) -concert hall 	<p>The Festival Programme</p> <ul style="list-style-type: none"> -rituals (e.g., site Valorization) -celebration -games, competitions, amusements -entertainment; art -spectacle -commerce -education -other sensory stimulation (e.g., smell) <p>Amenities/Services</p> <ul style="list-style-type: none"> -comfort; seating -food and beverages -welcome and hospitality -temporary services (communications and media; light; sound, etc.) -special needs (e.g., disabled guests) <p>Controls</p> <ul style="list-style-type: none"> -ticketing -security/safety/risk management -traffic flow -environmental (green operations) <p>Design</p> <ul style="list-style-type: none"> -decorations; costumes -theming -atmosphere <p>Site Planning</p> <ul style="list-style-type: none"> -legibility (entrance statement, pathways, districts, nodes and landmarks, edges) -design capacity (desired maximum attendance) 	<p>Staff and Volunteers</p> <ul style="list-style-type: none"> -uniforms/designations -customer orientation (host-guest contacts) -service quality <p>Participants</p> <ul style="list-style-type: none"> -performers -vendors -suppliers -sponsors <p>Audience</p> <ul style="list-style-type: none"> -numbers -demographics -origins (tourists, residents) -expectations -behaviour

Getz (2004, p. 154)

Appendix 4: Questionnaire (4.3)

Following will the Questionnaire be outlined. The first edition is the original Swedish version, whereas the second is a translated copy from the Swedish version that was used in Östersund.

Questionnaire Swedish

Välkommen till vår enkät gällande ditt besök på Storsjöyran 2005 i Östersund. Vår undersökning har som syfte att försöka förstå vad som påverkar din festivalupplevelse och till detta behöver vi din hjälp.

Läs noga igenom instruktionerna för varje enskild fråga och försök att svara så exakt som möjligt. Om du skulle ha några frågor gällande enkäten så tveka inte att kontakta oss.

Tänk också på att alla uppgifter du fyller i endast är för våra ögon och att du är anonym.

Tack så mycket för din hjälp och lycka till!

Erik Lundberg (lundberg.erik@spray.se)

John Armbrecht (johnarmbrecht@gmx.net)

Handelshögskolan i Göteborg

1. Har du besökt Storsjöyran under tidigare år? Hur många gånger?

Nej Ja gånger

2. Hur många dagar besökte du Storsjöyran 2005?

(endast själva festivalen, 28-30 Juli)

1 2 3

3. Hur mycket uppskattar du att du spenderade inom följande kategorier i samband med Storsjöyran (28-30 juli)?

<i>Entrebiljett till festivalområdet</i>	<i>kr</i>
<i>Lokala transporter (inom Östersunds kommun)</i>	<i>kr</i>
<i>Transport till Östersund (tur och retur)</i>	<i>kr</i>
<i>Restaurang/Café</i>	<i>kr</i>
<i>Pub</i>	<i>kr</i>
<i>Hur mycket av detta (restaurang/café/pub)</i>	
<i>spenderade du inne på festivalområdet</i>	<i>kr</i>
<i>Shopping</i>	
<i>-livsmedel</i>	<i>kr</i>
<i>-övrigt</i>	<i>kr</i>
<i>Logi (hotell, camping etc.)</i>	<i>kr</i>
<i>Övriga aktiviteter/kostnader</i>	<i>kr</i>

4. I den följande tvådelade frågan vill vi att du uppskattar hur högt du värderar din totalupplevelse av Storsjöyran och din vistelse i Östersund. Vi vill alltså att du,

oberoende av hur mycket du faktiskt betalade, uppskattar hur mycket din festivalupplevelse var värd i kronor.

- a. Vilket är det maximala beloppet som du skulle kunna tänka dig betala för dina upplevelser inne på festivalområdet?

kronor

- b. Vilket är det maximala beloppet som du skulle kunna tänka dig betala för din upplevelse i samband med Storsjöyrans (28-30 juli), från det att du åkte hemifrån tills att du kom hem?

Kronor

5. Hur var din totalupplevelse inne på festivalområdet?

Betygsätt din totalupplevelse på en skala från 1-7, där 1 representerar en mycket dålig upplevelse och 7 en mycket bra upplevelse

6. I denna tvådelade fråga har vi listat ett flertal faktorer som kan ha haft en inverkan på din upplevelse. Vi vill att du noggrant tänker igenom varje enskild faktor och betygsätter dels *hur viktig den var för din totalupplevelse* och även *vilken kvalitet du upplevde att den uppnådde*.

Du använder samma skala som i föregående fråga, men här representerar 1 helt oviktig för min totalupplevelse respektive mycket låg kvalitet och 7 mycket viktig för min totalupplevelse respektive mycket hög kvalitet

- a. *Hur viktig? Vilken kvalitet?*

*Lokala transporter
Personal
Ordning och Säkerhet
Festivalprogrammet
Schemaläggning av programmet
Skyltning och hänvisningar
Toaletter och sanitet*

I delfråga b vill vi också att du markerar om du tagit del av nämnda aktivitet. Om du inte deltagit ska du ej heller betygsätta den aktiviteten.

- b. *Har tagit del av aktiviteten? Viktighet? Kvalitet?*

*Konserter
Krogstråket
Tivoli
Presidenttalet
Övriga aktiviteter*

Vilka övriga aktiviteter tog du del av?

7. Hur upplevde du servicenivån på Storsjöyrans?

Vi vill att du betygsätter på en skala **1-5 där**;

1 = sämre än förväntat

4 = som förväntat

7 = bättre än förväntat

Hur upplevde du;

personalens klädsel och stil?
scenerna, insläppet, belysningen etc. på festivalen?
personalens pålitlighet?
personalens vilja att hjälpa till vid eventuella problem?
personalens tillgänglighet?
personalens bemötande?
personalens förmåga att lösa individuella problem?
personalens engagemang?

8. Kommer du att besöka Storsjöyran igen?

Ja Nej Vet ej

Om du svarat *Nej*, finns det någon specifik anledning?

.....

9. Vilket var ditt huvudsakliga skäl till besöket i Östersund?

(denna fråga gäller endast de som rest till Östersund)

Observera att du endast får välja ett svarsalternativ

Storsjöyran Besöka släkt/vänner Semester
Annat skäl

10. Hur bodde du under Storsjöyran?

Hemma Släkt/Vänner Hotell Vandrarhem Camping
Tält/Husvagn (ej camping) Annat boende

11. Hur länge stannade du i Östersund?

(denna fråga gäller endast de som rest till Östersund)

.....nätter

Allmän information om dig

Man

Kvinna

Ålder:

Hur många personer ingick i ditt sällskap som besökte Storsjöyran?

.....personer

Var är du bosatt ?

Sverige Annat land

Om du bor i Sverige, vilket är då ditt telefonriktnummer?

Vilken årsinkomst uppskattar du att du har 2005?

-100 000	100 001- 200 000	200 001- 300 000
----------	---------------------	---------------------

300 001- 400 000	400 000+	Saknar inkomst
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Vi vill också gärna veta om du har några övriga kommentarer gällande ditt besök på Storsjöran

.....

Tack så mycket för att du tagit dig tid att fylla i vår enkät!

Questionnaire English

Welcome to our questionnaire concerning your visit of Storsjöyran Music Festival 2005 in Östersund. Our survey aims at understanding what factors are influencing your festival experience, and for this we need your help.

Read the instructions thoroughly for every single question and try to answer as exactly as possible. If you happen to have some questions concerning the questionnaire, do not hesitate to contact us.

Remember also that all the data you fill in will be treated with great care and complete anonymity.

Thank you very much for your help and good luck

Erik Lundberg (E.Lundberg@hgu.gu.se)
John Armbrrecht (John.Armbrrecht@hgu.gu.se)
Handelshögskolan i Göteborg

1. Have you visited Storsjöyran Music Festival before? How many times?

No Yes times

2. How many days did you attend Storsjöyran Music Festival 2005?

(only the festival itself, 28-30 July)

1 2 3

3. How high do you estimate your expenditures in the following categories in connection with Storsjöyran Music Festival (28-30 July)?

<i>Entry tickets to the festival area</i>	SEK
<i>Local transportation (within Östersund's municipality)</i>	SEK
<i>Transportation to Östersund (there and back)</i>	SEK
<i>Restaurant/Café</i>	SEK
<i>Pub</i>	SEK
<i>How much of this (restaurant/café/pub) did you spend inside the festival area</i>	SEK
<i>Shopping</i>	
- <i>foodstuff</i>	SEK
- <i>other</i>	SEK
<i>Accommodation (hotel, camping etc.)</i>	SEK
<i>Other activities/costs</i>	SEK

4. In the following question that is split in two, we want you to estimate how high you rate your total experience at Storsjöyran Music Festival and your stay in Östersund. So we would like that you value your total experience in Swedish Kronor, disregarding how much you actually spent .

a. Which is the maximum amount you could imagine to spend for your total experiences inside the festival area?

SEK

- b. Which is the maximum amount of money you could imagine to spend for the experience you had in connection with Storsjöyran Music Festival (28-30 July) from the moment you left your home until arrived at home again?

SEK

5. How was your total experience inside the festival area?

Mark your total experience on scale from 1-7, where 1 represents a very bad experience and 7 a very good experience.

6. In this question that is split in two we have listed a number of factors that might have influence on your experience. We want that you go through every factor and mark how **important** the factor was for your total experience, but also mark the quality you think the factor/activity had.

You use the same scale as in the question before, but here represents 1 very unimportant for my experience, respectively very low quality and 7 very important for my total experience respectively very high quality.

a.	How important?	Which quality?
Local transportation	1-7	1-7
Staff	1-7	1-7
Security	1-7	1-7
Festival program	1-7	1-7
Scheduling of the program	1-7	1-7
Signage	1-7	1-7
Toilets and cleanliness	1-7	1-7

In Question 6 b we also want you to answer which activities you have taken part in. If you have not taken part in the activity, you should neither grade the activity.

b.	Did you take part in the activity?	Importance?	Quality?
Concerts	Yes/No	1-7	1-7
Bar and Restaurant street	Yes/No	1-7	1-7
Tivoli	Yes/No	1-7	1-7
President's speech	Yes/No	1-7	1-7
Other activities	Yes/No	1-7	1-7

Which other activities did you take part in?

7. How did you experience the service standard?

We want you to grade from 1-5 where;

1 = worse than expected
 4 = as expected
 7 = better than expected

How did you experience the;

- Personnel's clothing and style? 1-7
- Stages, entry, lightening etc.? 1-7
- Personnel's reliability? 1-7
- Personnel's willingness to aid when problems occur? 1-7
- Personnel's availability? 1-7
- Personnel's treatment of you? 1-7
- Personnel's ability to solve individual problems? 1-7
- Personnel's engagement? 1-7

8. Are you going to visit Storsjöyran Music Festival again?

Yes No Do not know

If you answered no, is there any specific reason for your decision?

.....

9. Which was your primary reason for visiting Östersund?

(This question is only for those who do not live in but travelled to Östersund)

Observe that you only choose one alternative!

Storsjöyran Music Festival Visiting friends/relatives Vacation

Other reason

10. How did you stay in Östersund?

At home friends/relatives Hotel Youth hostel Camping

Tent/caravan (not on the camping site) other

11. How long did you stay in Östersund?

(this question is only relevant for those that travelled to Östersund)

.....nights

General information

male female

Age:

How many accompanied you to Storsjöyran Music Festival?

.....persons

Where do you live ?

Sweden Other country

If you live in Sweden, which is your area code?

Which yearly income class do you belong to (SEK)?

-100 000	100 001- 200 000	200 001- 300 000
300 001- 400 000	400 000+	Non Income

We would further like to know if you have any further comments concerning your attendance at Storsjöyran Music Festival

.....

Thank you very much for your help to fill in our questionnaire!

Appendix 5: A summary of *Other activities* (5.2.1)

The activities that were offered at Storsjöyran Music Festival, but constituted no major attraction and therefore they are listed as *Other activities*.

Examples for other activities”

(arranged by Storsjöyran Music Festival, but not inside the festival area)

- Concerts in the city
- Concerts on the bar street, but during the day
- Sommartoppen
- Climbing on Frösön
- “Maggies“ garden
- Galleri Remi
- Jamtli
- Boat on the lake next to Östersund
- Visiting the stands in the city
- Activities at the camping
- Swedish Sauna Masters
- The church’s tent
- Stands of political parties
- Poesibingo
- Shopping
- Minigolf
- Socializing
- Skivmarknaden
- Wendelas show

Appendix 6: Service Quality as perceived by first-time and repeat visitors (5.2.2)

Question	Service dimension	Mean (Std. dev.)	Mean (Service dimension)
<i>Personnel's clothing and style</i>	Tangibles	4,42(0,92)	
<i>Stages, entry, lightening etc.</i>	Tangibles	4,82(1,21)	4,62
<i>Personnel's reliability</i>	Reliability	4,63(1,21)	4,63
<i>Personnel's willingness to aid when problems occur</i>	Responsiveness	4,63(1,30)	
<i>Personnel's availability</i>	Responsiveness	4,48(1,20)	4,56
<i>Personnel's treatment of you</i>	Assurance	4,74(1,29)	4,74
<i>Personnel's ability to solve individual problems</i>	Empathy	4,41(1,20)	
<i>Personnel's engagement</i>	Empathy	4,63(1,26)	4,52

Perceived performance in service quality dimensions for repeat visitors

Question	Service dimension	Mean (Std. dev.)	Mean (Service dimension)
<i>Personnel's clothing and style</i>	Tangibles	4,29(1,01)	
<i>Stages, entry, lightening etc.</i>	Tangibles	4,63(1,42)	4,46
<i>Personnel's reliability</i>	Reliability	4,56(1,34)	4,56
<i>Personnel's willingness to aid when problems occur</i>	Responsiveness	4,56(1,44)	
<i>Personnel's availability</i>	Responsiveness	4,28(1,39)	4,42
<i>Personnel's treatment of you</i>	Assurance	4,75(1,48)	4,75
<i>Personnel's ability to solve individual problems</i>	Empathy	4,17(1,43)	
<i>Personnel's engagement</i>	Empathy	4,60(1,50)	4,39

Perceived performance in service quality dimensions for first-time visitors

Appendix 7: Visitor comments (5.3)

Attached is a compilation of the comments that visitors made in the questionnaire, where some space was given to express feelings and views upon critical issues at Storsjöyran, which were not addressed through the questionnaire. To keep the original tone in the comments, they have not been translated.

<p>Papperskorg</p> <ul style="list-style-type: none">• För få papperskorgar.• inga papperskorgar. uruselt. som en soptipp. för flaskor och burkar• Det skulle vara bra om det fanns fler soppsåsar utsatt.• Uppmanna Östersunds Kommun (eller vem som nu är ansvarig) att sopa upp allt glaskross på gatorna, det är fortfarande kvar en hel massa på cykelvägarna runt Yranområdet• Det fanns alldeles för lite soptunnor. Folk är så pass miljömedvetna idag att man slänger skräp i soptunnor om det finns. På årets yra fanns knappt några!?! Alla staplade sitt skräp och matrester längs trottoarer och gångvägar - det var dåligt!• Antalet skräpkorgar för få. Storleken på skräpkorgar för små.• Det är väl soptunnor som inte räcker till• Fler soptunnor
<p>Kö</p> <ul style="list-style-type: none">• Oacceptabelt lång kö vid inläppet på gångbron på fredagen (ca 30 min)• Enorma köer på krogstraket. Svårt att passera vid tömning av festivalområdet. Kom ej at bilen på andra sidan.• Anledning att jag sätter en 1 på hur jag/vi upplevde inläppet är att vi stod i KÖ ca 1 timme innan vår favorit Anna Ternheim spelade vilket innebar att vi missade nästan hela konserten.... snyft:(• Dåligt system vid inläppen, köerna blev onödigt långa.• Jag gillar det mesta med Yran, men i år hade jag förväntat mig ett smidigare inlägg pga armbanden, men det blev tvärtom, jag har aldrig fått stå i kö så länge. Vi missade halva Anna Ternheims konsert pga att inläppet från Frösön hade en gemensam kö för alla.• Missade nästan en hel konsert pga att man var tvungen att köa på fredagen även om man hade band• bra att man infört plastband så man slipper hålla reda på en pappersbiljett i flera dagar. även positivt att man kan få gå ut och in på området. dock under all kritik att man ändå var tvungen att stå i samma kö som dem som hade endagsbiljett.önskvärt med en separat kö för dem som redan har band!!!vilket inte fanns på gångbron från frösön på fredagen i alla fall. starten av kvällen.• Speciell kö för folk med förköp.• Bättre flyt vid inläppen
<p>Toaletter</p> <ul style="list-style-type: none">• sen var det det här med toaletter dom funkar bra så länge det inte är så mycket folk sen ballar det ur, när man ser tjejer som får köa i 20-30 min för att gå på toa då är det fel, vi killar går det ju fortare för så det flyter på bättre där jag skulle inte vilja vara tjej en sån kväll.• toaletter på minst ett ställe till.• Bra toaletter på området• Mera och bättre toaletter• Det hade även varit bra om toaletterna varit utmarkerade på kartan över området samt att det även skulle ha funnits fler toaletter på området och inte bara på två ställen, vad jag upptäckte iallafall.• Mycket bra med "Toa-lätt" systemet samt att det är GRATIS!• För lite damtoaletter och handikappstoletter och dåligt skyltat till toaletterna.• de var inte bra toaletter!• Gör någonting åt damtoaletterna, alldeles för få!!!• toaletter är bra. festivalen funkar• fler toaletter• Synd bara att det var så svårt att hitta till toaletterna borde funnits vid buskarna så de stank mindre...!

- Ännu fler toaletter. Toaletterna var dock riktigt fräscha!!!
- Bra med toa-lätterna, fast gärna fler
- Fler Toa-lätter, det är många som kissa i buskarna och det stinker förfärligt fler veckor efteråt.
- Får ge toaletterna en liten eloge:)
- Det var uppskattat med personalen vid toaletterna.
- Kartan var inte så bra gjord, saknas bl.a. toaletter
- Tydligare skyltning för att visa var toaletterna är någonstans skulle oxå vara bra
- Vart hade ni tänkt att man skulle skita? Jävligt irriterande att springa till campingen varje gång det tryckte på. Väl där var golvet täckt av vatten och/eller piss, och helt slut på papper.
- Det är väl saniteten som inte räcker

Band

- De va bra att man fick band runt handleden så att man kunde gå in och ut hur man ville.. för annars tar man sig inte in igen.. det var ett stort plus.
- Jag tycker att det var jätte lyckat med banden, man fick mer möjligheter att se mer band
- jättebra med banden vid entrén! speciellt för barnfamiljer.
- bra det här med band så man kan gå in och ut från området!
- bra med nya banden
- Mycket bra med armband så man kan gå in och ut på området. Varför fanns det camping armband när dessa aldrig visades upp eller användes på något sätt??
- Bra med armband, smidigt.
- Det var väldigt bra att de hade börjat med band i år så man kunde gå ut å in i gen på området. men samtidigt för de som jobbar inom hotell/resturang mm lite ohygigenst kanske men i stor delar posetivt. Kanske att man ska köra med biljett på torsdag å band resten av dagarna...
- Mycket bra med entréband runt handleden, vilket gjorde att man kunde gå ut och in som man ville.
- Bra att man får gå ut och in från området. Dåligt att man måste ha speciella band för att komma in på campingen (vilket i och för sig inte verkade ha någon som helst funktion).
- positivt med band.
- Smidigt med entren (band systemet)
- jättebra med armband!
- bra med band
- Systemet med att kunna gå ut och in var jättebra. Nu kunde man hämta varmare kläder m m.
- Kanon att man kan gå ut och in.
- Mycket bra att man kan komma och gå som man vill in och ut från festivalområdet. Speciellt bra för mina ungdomar som inte kan "slå ihjäl" tid mellan de konserter de vill se på Bar and Restaurant street (de är för unga för att uppskatta öldrickandet där).
- Tycker det är synd att man numera kan röra sig fritt ut och in på yranområdet Antar att det påverkar berusningsgraden hos en stor del av publiken.

Musik

- kul med Grease - lite annorlunda än andra år!
- . Kunde varit lite bättre band, som lite hiphop. Saknade även hiphop i öltälten!
- det skulle vara kul med en dansbana och ett bra dansband då skulle säkert fler medelålders gå ut det skulle kunna ligga på torsdagsskvällens aktiviteter.
- artister som är kända men som få gillar, de som bara verkar vara dyra och som för mig är tråkiga. Vart är bra nya band inom tex prog metal, country, soul BLUES?? Ok Lena Ph är hyfs men hur mycket kostar hon och varför ha hon Uggla och Darin, de kostar säkert mycket drar hyfsat med folk, men vem är fan till dom, vem älskar deras låtar?? Elin Sigvardsson var bra! Och den enda jag såg (nästan) hela konserten med. Skaffa band som Dream Theater, snygga blues/rock band...
- mer känd hardrock.
- bonus att man kan gå in och lyssna på bra band också, men det e inte värt pengarna för av alla typ 20-30 artister om uppträder e det max 2-5 st man lysnar på. I år vart det bara en
- fortsatt gärna dra dit BRA rock/hårdrocksband. Att dra dit The Hellcopters och

Turbonegro va ett riktigt bra drag från er sida!

- Det blir bara sämre och sämre artister för varje år!
- SUPER bra artisterna
- diverse band som man aldrig hört eller kommer att höra talas om igen!
- Bra band, om än inte riktigt lika vassa toppar som man brukar vara van (men det är ju såklart min personliga uppfattning). Dåligt ljud på ett antal spelningar i Badhusparken.
- kandes som musik utbudet var lite val trakigt, manga artister har varit pa yran forr. tycker det finns sa mycket bra nya fortfarande "billiga" artister som skulle kunna fa yran mer attraktiv, sa som Bloc party, Art Brut, Kaiser Chiefs, Lcd Sound system, the kills, Bright eyes osv. Dessa band spelar har hemma pa sma klubbar for max 500 personer har nere, men ar fortfarande omtalade i musik magazine varlden over sa som NME, Q , Sonic, Pitchforkmedia.com. vad jag vill saga ar att yran var bra men den borde ses over med musik alskande folk som inte vill minnas hur yran var 2001, se frammat inte bakat. tyckte dock att det var roligt att se nagon som Dizzy rascal pa yran. P.s synd att D.r Kosmos stalle in det skulle ha varit en skon svensk flakt, men det ar inget man kan gora at.
- Mycket bra utbud på artister/uppträdande. Annars hade jag nog bara besökt Bar and Restaurant street tidigare under veckan.
- Fanns en hel del artister jag var intresserade av
- Kvaliteten på artosterna är väldigt hög. Ljudet är inte alltid så riktigt bra dock.
- otroligt bra artistutbud
- en topp musikal under yran
- variera de största artisterna. skitbra!
- mycket bra spelningar
- Stort plus till alla bra artister detta år!
- Bra artister, proffsigt!!!
- Tyvärr blir har "artist-standard" blivit sämre under de senaste åren
- Dåliga artister
- Lite äldre artister, typ för 40-50 talister vore kul
- det vore kul om konserterna var lite bättre utspridda över dagen för då hände det ingenting och sen på kvällen hände det för mycket.
- Artisterna var så där i å, de brukar vara så bra med någon större artist annars
- Lite tätt mellan artisterna på torget
- det är helt sagolikt kul, likaså Magnus Uggle!
- mkt bra artister! hann tyvärr inte med alla ja ville se.
- tidigare har de haft rockklubbar saknas nu.
- I år upplevde jag att Yran hade problem med ljudet under många konserter. Det var mycket fippel med ljudet och under flera konserter fick artisterna försöka fixa till det under pågående konsert. Det är något som sänker helhetsintrycket av en annars mycket trevlig tillställning
- Yrangruppens lyhördhet för artisturval är noll och intet. Fler kategorier än list-musik och jazz/blues är önskvärt. Det börjar bli tjatigt nu, försök bredda er. Arvika-festivalen är artist-mässigt sveriges bästa. Här bör Yran kunna få flera bra uppslag av artister som representerar andra musikkategorier.
- Kul att sommartoppen kommer! ... Det livar upp ännu mer och det är lite spännande och oväntat...
- Att dra dit The Hellacopters och Turbonegro va ett riktigt bra drag från er sida!
- bra artistutbud
- Bra artister
- Mycket bra utbud på artister/uppträdande.
- Tror att två kvällar med konserter räcker.
- otroligt bra artistutbud
- mycket bra spelningar, synd att vissa krockade, lite väl ljud i badhusparken under vissa spelningar
- enda bra var darin... mer musik för ungdomar...!
- är mycket nöjd med urvalet av artister och brädden på musik utbudet.

Priser

- Dyrt inträde!!!

<ul style="list-style-type: none"> • för dyrt inträde • För dyrt, • Tycker att det är lite väl dyrt... • Otroligt dyrt. • De e för dyrt.. Alldeles för dyrt... • Lite för höga priser på biljetterna, men kanske behövs för att täcka kostnaderna. • men biljettpriserna var aningen dyra.. även om man kan förstå dem med tanke på vilka artister som besökte festivalen.. • de vore nog bra om man sänkte priserna lite, vi studenter har det rätt så tufft att få råd me yran • Priserna börjar bli för höga. • Jobbigt att betala så mycket pengar för inträdet. • För höga entreer på Fr/Lö • Blir det dyrare vet jag inte om det är värt att gå in överhuvudtaget • Väl dyra biljetter • Stannade bara en dag eftersom vi ansåg biljetten för dyr fredag kväll. 200kr per kväll skulle vara mer acceptabelt, då hade det blivit en kväll till.
<p>Biljettköp</p> <ul style="list-style-type: none"> • biljettförsäljning pa campingen (östersund) eller information. • bättre info om förköp. förvirrande. speciellt för tillresande • det var konstigt att man kunde inte köpa biljetter under dagen den lördagen, och man visste inte vart eller när man kunde köpa dem • det inte att köpa en 3-dagars biljett på plats på torsdag kväll!
<p>säkerhet</p> <ul style="list-style-type: none"> • Scenvakterna närvaro är fattig i övrigt, rock on! • Många poliser och ordningsvakter som gjorde sitt jobb men utmärkte sig inte, det är bra • Många fulla och stökiga norrmän på campingen. det var många vakter där också, men de behöver inte sitta med ryggen mot campingen bakom ett hus. • Väldigt få poliser och vakter just där de var. • vissa vakter vid krogarna var otrevliga. fick inte ta med en vattenmugg ut! • Önskar att nästkommande yror, så släpper man in endast BARNFAMILJER närmast scenen på stortorget. Som det var i år så var det massa andra berusade ungdomar som hoppade omkring där. Känns jättetråkigt då barn inte kan stå säkert och titta på sina idoler (Darin, Lena PH, Uggle) Blev själv drabbad av det då våran 11 åriga dotter blev klämd framme vid scenen under uppträdandet. Kändes inte särskilt roligt att vara kvar där sedan, så vi åkte hem. • bra vakter • ajg tyckte inte att vakterna va så bra... • Där man förstår att barn kommer att vara, typ framme vid scen på Darin. Var säkerheten under all kritik! Sjuktält för oss!
<p>Skyltning, kartor</p> <ul style="list-style-type: none"> • Kanske bättre skyltning om ingångar, utgångar etc. Lokaltrafiken skulle vara viktig om jag inte cyklade. • . Kartan var inte så bra gjord, saknas bl.a. toaletter, biljettförsäljning, Storsjöyran T-shirtförsäljning • Tydligare skyltning för att visa var toaletterna är någonstans skulle också vara bra • Sedan var det dåligt skyltat ex, s ut till Frösö camping för en första besökare som vi 4, a personer var. Blev inte informerad om att det krävdes 5 kronor till duschen i servicehuset, det borde ingå i informationen när man checkar in, inte så roligt på morgon när alla söker 5 kronor och ingen har! • Synd med 20 år i öltälten, detta bör synas tydligt i information inför yran eftersom många bli besvikna • skyltning vid scenerna mer tydlig för tillresande
<p>Schema/schemaläggning</p> <ul style="list-style-type: none"> • Mkt bra schemaläggning och band som spelade länge! • mkt bra artister! hann tyvärr inte med alla ja ville se. • soundtrack skulle spela senare • planera spelschemat bättre, allt man ville se låg på lördagen. och krockade

<ul style="list-style-type: none"> • Konsertiderna för Badhusparken och Tuttifruittiscenen bör förskjutas så dom inte startar samtidigt. • Saknar gatuteater, eldslukare osv annorlunda överraskande händelser på gatorna under yran som på 80-90 talet. Saknar oxå det irländska tältet som fanns på 90-talet, även Jämtlands-tältet. Var även trevligt när man kunde dansa "styrdans" på yran. • Det hade varit bättre om man inte planerat in spelpaus i programmet samtidigt på de flesta scener. Om paus är vid olika tidpunkter hinner man se delar av fler uppträdanden. Speciellt viktigt är detta om man vill se två spelningar under samma tid. Med olika tider på olika scener skulle man åtminstone hinna se delar av en annan spelning som krockar i tid. • Tråkigt att stora scenen inte var öppen under torsdagen. Synd att området var så utspritt så att det blev långt att gå mellan olika delar, t.ex. campingen och stora scenen • bättre schemaläggning sa att man kan se fler band. • Dålig info schemaändring gällande winnerbäck som började 15 min tidigare.. • det vore kul om konserterna var lite bättre utspridda över dagen för då hände det ingenting och sen på kvällen hände det för mycket • Lite tätt mellan artisterna på torget, stängningen av stråket innan första artisten gjorde att vi som tillresta inte han med karusellerna innan Darin och fick med 2 barn som ville åka karusell fick springa mellan torget och karusellerna och det gjorde i sin tur att vi missade lite av Lena PH och Uggla
<p>Bar and Restaurant street</p> <ul style="list-style-type: none"> • krogstraket daligt, skitmat för dyra pengar, inga alternativ för dem som inte dricker alkohol. • daligt att de stänger tidigt pa krogstraket pa mandag-tisdag. • grisigt i tälten pa krogstraket • alldeles för mkt folk nuför tiden,speciellt i öltälten. • Eftersom Bar and Restaurant street låg avskilt från scenerna blev det alltid kaos när alla skulle "gå å ta en öl" efter en konsert. Koncentrera inte öltälten till ett ställe utan sprid ut dem mer • Mer 18-20 på Bar and Restaurant street • Krogstråkets utbud på alkohol liknar kartellbildning långa vägar. Priserna och kvaliteten på alkoholutbudet var något som alla var missnöjda med. • Något som saknas är att under kvällen kunna ta en kopp kaffe med dopp (kaka, sötsak etc). Detta skulle uppskattas av många. För alla är inte där för att dricka alkohol • dyr öl • maten och personal otrevliga • Bar and Restaurant street har också blivit sämre än tidigare år. Maten och inredningen på de olika krogarna har varit bättre. • Det vore bra om det fanns möjlighet att köpa öl på fler ställen än bara på Bar and Restaurant street. • alldeles för dyrt på Bar and Restaurant street! en "fulöl" i plastmugg kan aldrig kosta femtio spänn!! hade inte råd att dricka öl där utan struntade istället i hela den grejen och åt o drack innan jag åkte in.. trist.. • Synd med 20 år i öltälten, detta bör synas tydligt i information inför yran eftersom många bli besvikna • För dyrt pa krogstraket med drycker och mat. • På tok för dyr öl, många gick iväg och drack utanför området istället..
<p>Trafik</p> <ul style="list-style-type: none"> • Busstrafik pa torsdagnatten • Jag tycker att det var svårt att ta sig till stan • bättre info om förköp. förvirrande. speciellt för tillresande • Busskommunikationerna var dåligt upplysta om, när vi bokade stuga på Frösö camping fick vi info om att bussar skulle gå i typ skytteltrafik och vara lättillgängliga men det stämde inte
<p>Insläpp</p> <ul style="list-style-type: none"> • Bra med särskilt insläpp/utsläpp. • Jag tycker att det var svårt att ta sig genom stan innan insläppet. Man skulle kunna

göra det smidigare med genompassager eller annat som fungerar endast som en genomgång för de som vill ta sig ut.

- JÄTTEBRA att kunna gå mella campingen och området.
- Ej erfarna vid insläppet, behövs smidigare . långsamt. visitering bra! kvinnor för kvinnor vid visitering.
- obehagligt för unga människor med alla fulla människor vid insläppet.

Organisation

- Börja kalla storsjöyran i programmen en 10dagas evenemang. T ex Storsjöyran 2005 20/7 till 30 /7 istället för 3 dagar. Detta borde ge mycket mer folk utan att det kostar något extra. Försök få in artister som inte kostar i början av yranveckan och ha gratis inträde mån till Onsdag. Satsa mer på TV- reklam i VIAsat
- Den smala passagen som man var tvungen att ta sig igenom för att komma från stora scenen till krogståket var ibland kaosartad med väldigt mycket trängsel. Dela upp denna passage i två filer så går årminstone alla åt samma håll som en själv vilket borde leda till mindre trängsel!
- Inget fel på panflöjtande peruaner men LITE irriterad blir man när stan proppas igen och gågatan förvandlas till Kiviks marknad med försäljning av allehanda krimskrams och den verkliga gångbredden på gågatan förvandlas från tio meter till, typ 3!!!
- Passagerna upp till Stortorget var för trånga, särskilt höger sida, här blev det stopp och irritation.
- Hade varit bra med storbildsskärm även på Badhusparksscenen, stod man längst bak var det lite smått på scenen. Tråkigt att det var flera försäljare som hade samma utbud nere på stråket. Det räcker väl med 2 st som säljer samma sak, det behöver väl ändå inte vara fler? Då kan man få större utbud på samma yta som tidigare, mycket roligare tycker jag.
- En av de bästa sakerna är att kunna gå på stråket redan veckan innan och träffa allt folk och umgås!
- Allt är mycket bra förutom tillgång till vatten inne på området!
- Trevligt med sittplatser till Grease
- Varför inte lite utspridda sittplatser runt omkring scenerna, inte mitt i men så att man kan sitta ner och lyssna och se artisterna.
- Mycket positivt att konserterna och Bar and Restaurant street är åtskilda! Passagen bakom scenen på Stortorget innan Presidenttalet blev alldeles för trång och farlig, då folk skulle åt olika håll. Många fick panik i trängseln.
- Göra det lättare för folk som är kortare att se på konserterna (kanske längst fram).

Presidenttal

- Se till att Evert abdikerar!! Pinsamt att ha en halvvalk till president som knappt kan läsa sitt i sig rätt trista tal till "folket" som han för övrigt har haft minst ett halvår på sig att lära. Bättre tal om det nu är nödvändigt med ett.
- Det jag alltid retat mig på är att presidenterna aldrig varit "äkta" jamlänningar boende i Jämtland. Nu har vi en president som bott i Värmland och numera i Västergötland. Att låta denna president stå där och hålla tal varje år om jämtar och Jämtland är mycket patetiskt och pinsamt.
- Presidenten är bäst helt klart
- Tyvärr är det tråkigt med ett tal från presidenten som ger obehagliga känslor, person angrepp mm Sämsta talet på många år.
- imponerande presidenttal!
- enda bra var presidenttalet

Ordning

- Väldigt många berusade ungdomar.
- Överlag mycket bättre än vad jag trodde det skulle vara. Även lugnare, inte så mycket fylla och bråkiga människor, även om det var mycket folk där.
- Sen var det jättebra med sittplatser under musicalen Grease. Det är något som man kan jobba vidare på.
- alldeles för mycket fylla.
- Kändes också att det var bra stämning och mindre "fylla".
- obehagligt för unga människor med alla fulla människor vid insläppet.
- Väldigt mycket folk o tråkigt nog väldigt lite empati vad lär vi våra barn !
- Lagomt mycket fylla,slagsmål.

- mycket trängsel på lördagen
- En kväll på stadsgården satt en tjej och spydde mellan borden vi sa till vakten, han gick dit & tjejen sa att hon skulle gå hem men en timme senare satt hon fortfarande kvar aspackad och hade spytt en antal gånger till men ingen vakt gjorde nåt.
- Städning på campingområdet hade behövts på fredagen

Camping

- Varför fanns det camping armband när dessa aldrig visades upp eller användes på något sätt??
- dyrt inträde för en dag storsjöyrans camping, såg ju för jävligt ut där, visserligen utanför området kanske..
- Mycket bra städning av campingområdet!
- Dåligt att man måste ha speciella band för att komma in på campingen (vilket i och för sig inte verkade ha någon som helst funktion).
- säkerheten kring campingen var lika med noll! det var sagt att endast folk med armband skulle komma in, men staketen låg nere hela helgen vid parkeringen och ingen kollade någonsin campingarmbanden.
- Väktarna på Bar and Restaurant street betedde sig väldigt dåligt mot gästerna de tycks inte veta var service innebär. Spec i olearystältet!
- Campingen gav också många fina minnen med människor som kommit dit med en väldigt bra inställning:)

Appendix 8: Standard Multiple Regression for WTP-1 an WTP-2 (6.2.3)

Standard multiple regression for WTP-1

	R	R Square	Adjusted R Square	Std. Error of the Estimate	Sign.
Model Summary/ANOVA	,312	,097	,027	876,167	,221

Quality of Factors/Activities	Beta	Sign.
<i>Tivoli</i>	,190	,078
<i>Personnel's engagement</i>	,180	,365
<i>Personnel's willingness to aid when problems occur</i>	-,108	,542
<i>Bar and Restaurant street</i>	,098	,356
<i>Personnel's treatment of you</i>	,061	,745
<i>Personnel's ability to solve individuals' problems</i>	,047	,766
<i>Personnel's reliability</i>	-,029	,865

Standard multiple regression for WTP-2

	R	R Square	Adjusted R Square	Std. Error of the Estimate	Sign.
Model Summary/ANOVA	,195	,038	,028	1547,156	,011

Quality of Factors/Activities	Beta	Sign.
<i>Personnel's ability to solve individuals' problems</i>	,201	,002
<i>Security</i>	-,021	,761
<i>Staff</i>	,001	,989