

ATTRIBUTES FOR STAGING SUCCESSFUL WINE FESTIVALS

RUTH TAYLOR* and TEKLE SHANKA†

*School of Management and †School of Marketing, Curtin University of Technology,
GPO BOX U1987, Perth, WA 6845, Australia

With the increase in special interest tourism, there is a niche for investigating tourism potential within the rural and urban peripheral zone. Wine-producing regions located in the urban–rural peripheral zone not only provide the spatial context for the development of wine tourism, but with the inclusion of a temporal element, can also provide the context for the staging of wine-related festivals and events. This article provides a unique analysis of the visitor market to a wine festival staged in an urban–rural peripheral zone. It investigates the factors contributing to the successful staging of such an event and demonstrates the importance of both the location factor and facilities factor contributing to the overall success of the event. This research highlights the factor of location and its composite variables as being of primary importance for event managers when staging wine festivals in urban–rural peripheral regions.

Festival management	Events	Wine tourism	Urban–rural areas
---------------------	--------	--------------	-------------------

Events staged in urban areas, due primarily to their importance and size, have received increased attention from tourism researchers due to the growth and importance of this sector. Special events in the urban–rural peripheral areas also appear to be increasing in frequency and visitor numbers, together with the associated need for relevant information for rural event strategic planning and management (Getz, 1997; Hall & Macionis, 1998; Taylor, 2001). Oppermann (1996), in his literature review, reveals a number of ideas as to the inclusivity of rural tourism. However, the main focus of this form of tourism appear to be “excursions to attractions outside the region” (p. 86) and that the tourism tends to be on a small scale. Weaver and Lawton (2001) state the three major forms of tourism estab-

lished in urban–rural peripheral regions include theme parks, “boutique strips,” and natural areas for touring, walking, and outdoor recreational activities. This creates an opportunity for a fourth dimension, which is the development of event tourism in urban–rural areas.

First, events usually attract large numbers of visitors, for a short period of time, thus providing problems of infrastructure support required for the successful staging of events in rural areas. However, due to the urban–rural peripheral location of some rural tourism attractions, the urban area is able to provide the infrastructure such as accommodation, transportation, and information that is required for the large number of visitors. Secondly, the rural region, if located within excursion or day-trip time frame proximity, is able to pro-

Address correspondence to Ruth Taylor, School of Management, Curtin University of Technology, GPO BOX U1987, Perth, WA 6845, Australia. Tel: (+61 8) 9266 2287; Fax: (+61 8) 9266 7897; E-mail: taylorr@cbs.curtin.edu.au

vide the rural atmosphere for the event. Thus, when considering the staging of events such as wine festivals hosted in wine-producing regions located on the urban fringe, they have the distinct advantage of providing the rural environment and atmosphere the visitor requires, while relying on the urban tourism infrastructure to provide the associated tourism needs of the visitor. This article looks at the factors considered important by wine festival attendees in relation to the staging of a wine festival in an urban fringe region.

Festivals have a rich history in both the ancient and modern worlds with an important extension of festival visitor research being the examination of motivational factors (Nicholson & Pearce, 2000; Schneider & Backman, 1996). With the increase in special interest tourism, there is a niche for investigating special interest event tourism potential within the urban-rural peripheral zone (Shanka, 2000). One area in particular that provides potential for development is in the combining of tourism development and wine production, two of Australia's fastest growing industries (Foo, 1999; Wine Industry Association of Western Australia [WIAWA], 1997). Wine-producing regions not only provide the spatial context for the development of wine tourism, but with the inclusion of a temporal element can also provide the context for the staging of wine-related events (Carlsen, 1999; Getz, 2000). Getz (2000, p. 164) discusses the role of wine festivals as attractions, animators, image-makers, and catalysts for wine tourism. Gessel (2000) emphasized the need for tourism support for events and suggested areas of focus for event success in the Netherlands with special reference to the event's ability to catch attention, its uniqueness, short duration, location image, and publicity. Horne (2000, p. 35) suggests that small communities lack the necessary capital resources to finance major events; however, an ongoing series of smaller hallmark events can provide national and international exposure sufficient to create an image as a "host" city and with this an ongoing increase in tourist revenue. This study looks at one category of event stakeholders—the event visitors—to the "A Taste of the Valley" wine, food, and art festival in order to identify areas needing attention as perceived by the visitors.

"A Taste of the Valley"

The festival was staged 20 km from the Perth CBD, in the urban-rural peripheral region of the Swan Valley,

considered Western Australia's oldest and most awarded wine-growing region (Swan Valley Tourism Council, 1999). The diverse range of businesses involved in the festival includes wineries, arts and craft galleries, food and beverage outlets, and the latest developments of a brewery, a cheese factory, and chocolate factory.

The "A Taste of the Valley" event is unique among a plethora of wine and food festivals held throughout Western Australia, in that it is held in a wine-producing, urban-rural peripheral region over a period of six weekends in autumn. Although it is now in its third year of operation, there has been no formal evaluation of the festival. Unfortunately, this situation is in fact the norm for many events being held. There appears to be a lack of awareness of the information needs for urban-rural event strategic planning and management, not only in the wine region of the Swan Valley in Western Australian, but across many regions in Australia (Carlsen, Getz, & Soutar, 2001; Getz, 1998; Hall & Macionis, 1998). If events are being used by tourism organizations such as regional tourism councils for visitor catalysts, then it is imperative that appropriate research and evaluation is undertaken to ensure the benefits accrue to all stakeholders (Getz, 2000; Goldblatt, 1997; Hall, 1989; McDonnell, Allen, & O'Toole, 1999). While recognizing the growing number of wine tourism regions and the increasing number of wine and food festivals being held (O'Toole, 2001), the overall aim of this study was to provide a benchmark visitor profile for the region's tourism council to stage future "A Taste of the Valley" wine, food, and art festivals.

The state tourism commission conducted an open strategic planning workshop for those interested in development in the Swan Valley in 1998 (Swan Valley Taskforce and State Planning Commission, 1998). Among the numerous management and marketing outcome strategies was the strategy for product development in the events arena. One of the underlying inclusive elements of all the strategies was the desire to create a greater awareness of the quality produce and gourmet foods available in the Swan Valley. A recommendation from the workshop was to develop an event or festival that encapsulated the essence of the Swan Valley in a gourmet food and premium wine experience in the autumn of each year. The prospect of developing an event that encompassed these elements based around the known feature of premium Swan Valley wines was encouraged in a report released by The Western Australian Consultancy Center (1998). Thus, an event was

formulated with the objectives of establishing a festival to utilize existing infrastructure with the aim to maximize the current underutilized capacity of the business participants during a period of slow economic activity, while enhancing the image and awareness of the region as a premium food and wine locale.

Background

The Swan Valley forms part of the local government municipality of the City of Swan, and its boundaries are clearly defined by the Swan Valley Planning Act 1995. While the Planning Act has given boundaries to this area, the Swan Valley region basically encompasses a tourism precinct operating around a circular route-way embracing the Swan River (Gunn, 1994; Hall, Johnson, & Mitchell, 2000; Taylor, Shortland-Webb, & Craig-Smith, 1999) known as the Swan Valley Tourist Drive (see Fig. 1).

Hall et al. (2000, p. 221) discuss the urban pressures being felt by many wine-growing regions, particularly those located in the urban peripheral zone. Although the Western Australian Ministry of Planning has frequently pursued considerations for further urban subdivisions within this region, the Swan Valley Planning Act is currently under revision. This is receiving strong input from organizations such as the Swan Valley Tourism Council, Swan Valley & Regional Wine Makers Association, the Grape Growers Association of WA, the Midland Chamber of Commerce and Industry, and the Wine Industry Association of Western Australia to preserve this area for agricultural and viticultural purposes.

It is located approximately a half-hour drive east from the Perth central business district. No other capital city in Australia can claim a premium wine-growing region so close to the city center. Conversely, no wine-growing region in Australia has a potential market of over 1

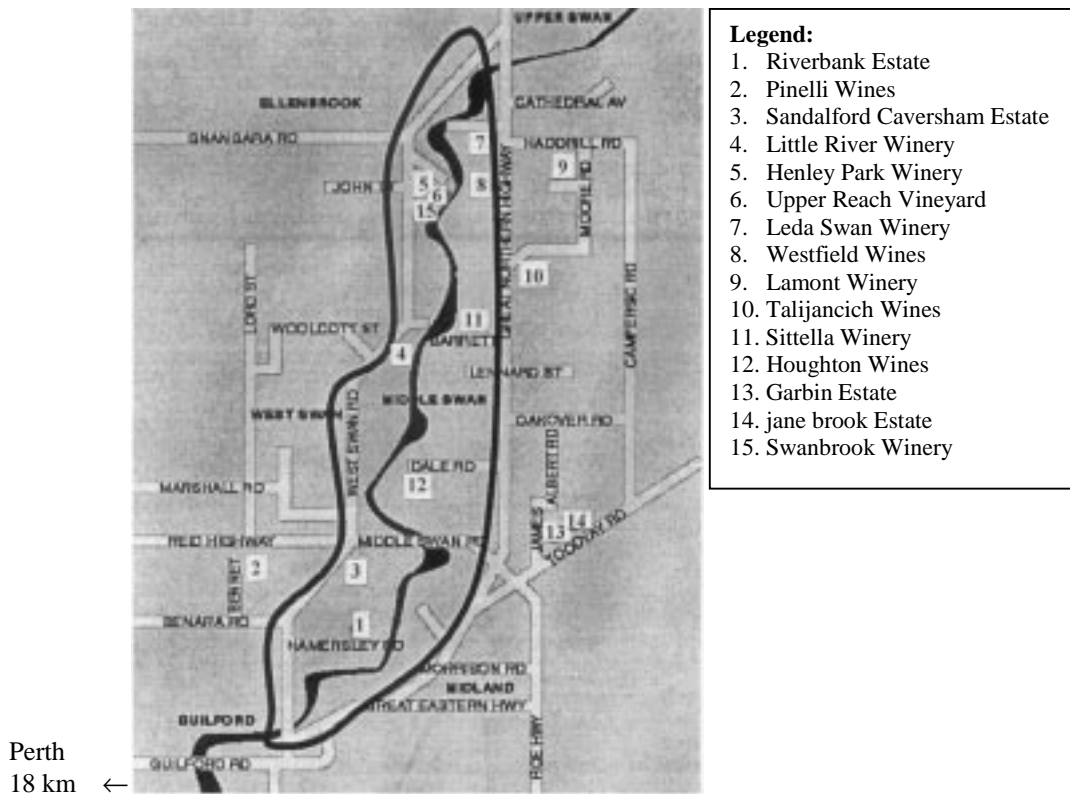


Figure 1. Tourism precinct around the 32-km circular route-way of the Swan Valley. Source: Swan Valley Tourism Council (www.swanvalley-holiday.com.au)

million visitors within a half-hour proximity of its cellar doors and farm gates.

When considering an appropriate time for staging of this new festival, known as “A Taste of the Valley” festival, the acknowledgement of agricultural/viticultural cycles, other festival/event timings, and the annual business trends in the Swan Valley were taken into account. April is a period at the end of the vintage for wineries where the focus is on preparation for the dormant winter season and export sales, and also considered a quiet business month for local industries. Also the other major festival in the region is held in the spring. In addition, when considering the visitor market, April includes the Easter break, school holiday time, and Anzac Day (public holiday). Many urban Western Australians travel south or overseas during this time, resulting in cafes, restaurants, and cellar door sales in the Swan Valley experiencing minimal trade, with farm gate sales being almost nonexistent due to seasonal lows. The regional tourism council saw the festival as an opportunity to provide an economic boost to a region traditionally entering a slow period of economic activity.

The other major festival to occur in the Swan Valley, the “Spring in the Valley” festival, has been staged annually for the past 13 years. In 1999, Curtin University of Technology was asked to undertake research to establish a benchmark visitor profile of that event (Taylor & Shortland-Webb, 1999). A business participant survey was also undertaken. Although the two events, the autumn and the spring festivals, are considered different in appeal and objectives, in the absence of any other visitor data relating to visitation in the Swan Valley, the local tourism council used the findings of spring survey in conjunction with information gathered by major wineries in the region to establish what they considered to be their market segments for the autumn festival.

The “A Taste of the Valley” festival, which is the subject of this article, was held over six weekends in March/April 2001. The program for the event included the following activities for visitors to experience. Every weekend between 12:00 and 4:00 p.m. a “Continuous Picnic” was staged. Participating venues in the program provided specialty entrée-sized meals at a standard price with a nominated premium Swan Valley wine to accompany the meal. These wines were served in a standard 100-ml glass at a standard price per glass. Desserts were also available at some venues again for the one price. Each weekend, a “Food, Wine and Art” trail was nominated involving a number of different venues

and activities; these were available in the form of chauffeur-driven, coach, or self-drive trails. Five “GourmArt” dinners were programmed for the event. This exclusive range of dinner events involved the three key elements of the festival: fine food, premium wines, and outstanding art. The main events were scheduled for the weekends to meet the businesses’ criteria of minimizing the employment of additional staff and additional purchasing costs.

The research project for the “A Taste of the Valley” festival was undertaken within the framework of a continuing research program between Curtin University and the regional tourism council. The program has been developed on the basis of an industry education alliance where students, academics, and industry stakeholders develop research projects to enable these three primary stakeholders to benefit from the research alliance (Taylor & Shortland-Webb, 2000). Third-year students studying in the area of events management were involved in the collection of data on the visitors to the 2001 “A Taste of the Valley” festival.

Methodology

The questionnaire sought information on a range of issues including demographics, frequency and recency of visits to the Swan Valley and the “A Taste of the Valley” festival, reasons for attending the event, modes of transportation, group size and duration of attendance, and participation in activities and minor events programmed for the festival. Festival/events tourists, compared with other tourists, are more likely to begin their trips during the sunny months and to participate in a wide array of recreation activities on these trips. According to a study by Yoon, Spencer, Holecek, and Kim (2000) in Michigan and surrounding states (US) and Ontario (Canada), the festival/event tourists were said to be action oriented and more likely to have participated in most of the activities in the festivals.

The purpose of our study was to gauge the perceptions of various demographic groups (based on age, gender, group size, post codes, mode of transport, amount of expenditures, and length of stay in the sites). The event was conducted over six consecutive weekends in the autumn of March and April. To gain a wide coverage of responses from visitors attending the event at different times of the day, and on different days, survey administrators were scheduled to collect data over the range of times and days of the festival. Surveys were

administered on a voluntary basis to one adult member per group on both Saturday and Sunday from 12:00 to 4:00 p.m., considered the peak visitation times according to the programmed scheduling of events. From past experience and expected visitor numbers at the various venues, the regional tourism council, in conjunction with the local businesses involved in the festival, decided on the designated survey implementation locations. Five hundred and ninety-eight ($n = 598$) completed questionnaires were received and analyzed using the SPSS statistical package (Version 10.0).

Results and Discussion

A number of statistical techniques were used in the analyses of the results. First, descriptive statistics were used to profile the respondents. These included gender, age group, group composition, number of visit to the festival, mode of transport, length of stay at the festival, major attraction, main reason for attendance, visitors' place of residence, and amount of expenditure. Second, mean scores and standard deviations were determined for the 14 scale items considered by the festival organizers crucial for the success of the festival. Third, a factor analysis was used to reduce the 14 scale items into a smaller set of components (Coakes & Steed, 2001; Hair, Anderson, Tatham, & Black, 1998; Pallant, 2001; Tabachnick & Fidell, 2001). Tabachnick and Fidell (p. 585) and Kass and Tinsley (1979) state that the goal of using factor analysis is to reduce a large number of variables to a smaller number of factors to describe the relationships among observed variables. Fourth, multivariate analysis of variance (MANOVA) was used to compare whether the mean differences between the groups on the combination of dependent variables is likely to have occurred by chance. MANOVA emphasizes the mean differences among groups and also statistical significance of differences among groups (Pallant, 2001, p. 217; Tabachnick & Fidell, 2001, p. 322). Finally, a regression analysis was used to determine how well a set of subscales was able to predict the entire dependent variable. It is a statistical technique designed to predict values of a dependent (or criterion) variable from knowledge of the values of two or more independent (or predictor) variables (George & Mallery, 2001).

Profiles of Respondents

Profiles of the respondents who attended the festival indicate that they were young adults between 18 and

35 years of age (48%); mostly females (64%); over three quarters (61%) were repeat visitors to the Swan Valley region and another 53% repeat visitors to the "A Taste of the Valley" festival; nearly a third (32%) of the repeat visitors to the festival participated in the 2000 festival; over a quarter (27%) attended the festival at the Margaret River Chocolate Factory venue; 80% traveled to the festival in their private vehicles; over two thirds (68%) attended the festival with friends/family; over a third (38%) attended with two other people (mean = 6.25 people); 75% were from Western Australia (intrastate visitors); 72% stayed for half a day; 40% were attracted to the festival for its food, with 52% of the visitors spending \$11–50 per person at the festival (Table 1).

Mean Scores

Participants were asked to express their opinions about "A Taste of the Valley." Fourteen items were used to measure the success of the festival. The question asked was, "How would you rate 'A Taste of the Valley' festival, according to the following?" The 14 items (Table 2) were measured on a 5-point Likert scale from 1 = poor to 5 = excellent.

The mean scores of each item presented in descending order from highest score (location) to lowest score (public transport). Location was scored the highest with overall mean score of 3.95 followed by atmosphere (mean = 3.92) and timing of the event (mean = 3.89). Public transport (mean = 2.58) rated below average, and information and signage with overall mean score of (mean = 3.05) was another item that did not impress the survey participants.

Factor Analysis

The 14 items in the survey were subjected to Principal Component's analysis with orthogonal rotation so that all the factors are uncorrelated with each other to produce a loading matrix (Tabachnick & Fidell, 2001, p. 584). The Kaiser-Meyer-Olkin (KMO) statistic and Cronbach's alpha values were referenced to determine the factorability of the variables. With the KMO sampling adequacy of 0.916, significant Bartlett's Test of Sphericity, and Cronbach's alpha coefficient for internal consistency of 0.92, it is considered meritorious (Hair et al., 1988; Ryan & Huyton, 2000) and therefore Principal Components with Varimax rotation were conducted. Varimax is a variance maximization proce-

Table 1
Profiles of Festival Visitors ($N = 598$)

Gender	
Female	63.7%
Male	36.3%
Age group	
Under 18 years	2.1%
18–35 years	36.3%
36–55 years	47.5%
Over 55 years	14.0%
Visits	
Repeat visit to the Swan Valley region	61.1%
Repeat visit to the TOTV festival	52.6%
Transport	
Private vehicle	80.3%
Hired vehicle	7.6%
Coach company	5.2%
Black Swan tours	1.5%
Other	5.4%
Group type	
Family/friends	67.8%
Partner	19.9%
Tour group	5.7%
Work associates	3.2%
Alone	1.3%
Other	2.0%
Length of visit	
Half day	71.5%
Full day	26.8%
Overnight	1.7%
Attractor	
Food	40.0%
Wine	38.3%
“A Taste of the Valley” festival	15.6%
Entertainment	7.6%
Art	3.9%
All of the above	19.5%
Other	10.7%
Residence	
Intrastate	81.9%
Interstate	4.0%
Overseas	14.1%
Expenditure per person	
Up to \$10	22.4%
\$11–50	52.3%
\$51–100	20.4%
Over \$100	4.8%

Table 2
Mean Scores on Festival Success Scale Items ($N = 571$)

Item	Mean	SD
Location	3.95	0.95
Atmosphere	3.92	0.93
Timing of the event	3.89	0.95
Parking	3.74	0.92
Service quality	3.74	0.83
Variety of attractions	3.64	0.91
Overall (Composite score)	3.64	0.70
Staffing levels	3.60	0.85
Crowd control	3.58	0.87
Amenities	3.57	0.82
Toilets facilities	3.53	0.90
Security	3.48	0.92
Accommodation facilities	3.37	0.82
Information and signage	3.05	1.18
Public transport	2.58	1.13

Means are listed in descending order on a 5-point scale from 1 = poor to 5 = excellent.

accounted for by the first factor is 29% and the second factor accounts for 28% of the variance in the variables, and the two factors together account for 57% of the variance in the 14 items, which was deemed acceptable (Hair et al., 1998). The proportion of variance in the solution accounted for (the covariance) by Factor 1 is 51% while Factor 2 accounts for 49%, together accounting for all of the covariance (100%). Internal consistencies of the two factors, location and facilities with Cronbach's alpha coefficients of 0.88 and 0.84, respectively, are considered high, as the closer the reliability coefficient gets to 1.0, the better (Hair et al., 1998; Sekaran, 2000). The significance of the two factors (location and facilities) for event management/planning is this: the two factors (with their subsets) account for 57% of attributes that could lead to success of the festival. There are obviously other attributes that have not been covered by this study that are important contributors for festival success. These unknown attributes account for 43% of variances. Event managers/planners therefore need to identify these remaining 43% attributes and include them in future evaluation of festival success.

Multivariate Analysis of Variance (MANOVA) Tests

The two factors, location and facilities, as dependent variables were subjected to a one-way between-groups multivariate analysis of variance (MANOVA) to investigate differences in:

dure the goal of which is to maximize the variance of factor loadings by making high loadings higher and low loadings lower for each factor (Tabachnick & Fidell, 2001, p. 595). Two factors were extracted that together explain 57.4% of total variances. Factor 1 consisting of eight items is referred to “location” and Factor 2 with six items is referred to as “facilities” (Table 3).

The variances accounted for by the two factors range from a low of 0.419 (parking) to a high of 0.663 (amenities). The proportion of variance in the set of variables

Table 3
Rotated Component Matrix

Items	Factor 1: Location	Factor 2: Facilities	Communalities
Location	0.797	0.162	0.662
Timing of the event	0.790		0.631
Atmosphere	0.679	0.302	0.552
Parking	0.592	0.261	0.419
Variety of attractions	0.580	0.466	0.553
Service quality	0.559	0.514	0.577
Crowd control	0.557	0.497	0.558
Staffing levels	0.551	0.536	0.590
Accommodation facilities	0.256	0.768	0.655
Public transport		0.724	0.655
Toilet facilities	0.311	0.722	0.618
Amenities	0.451	0.678	0.663
Information and signage	0.341	0.581	0.454
Security	0.525	0.546	0.573
Sum of Squared Loadings (SSL)	4.09	3.94	8.03
Proportion of variance explained	0.29	0.28	0.57
Proportion of covariance	0.51	0.49	1.00
Cronbach's alpha coefficients	0.8765	0.8426	

Extraction method: Principal Component; Rotation method: Varimax with Kaiser Normalization.

- Gender
- Age group
- Group size
- Group membership
- Visits to the festival
- Mode of transport
- Expenditures at the festival
- Length of stay at the festival
- Festival venues
- Visitors' place of origin

Preliminary assumption testing results indicated no serious violations for normality, linearity, univariate and multivariate outliers, homogeneity of variance-covariance matrices, and multicollinearity. Significant differences were observed for the combined dependent variables in relation to age group, group membership, visits to the Swan Valley region and the festival, expenditures, and length of stay at the festival, as shown in Table 4.

Having identified statistically significant differences on the combined dependent variables, further tests also showed significant differences between groups on one or both dependent variables. These include age group, visits to the festival, and expenditure at the festival.

Age Group. Significant differences were found between the two age groups on the two dependent variables when considered separately (Table 5). Inspection of the mean scores indicates that the over 35 year age group had more favorable perception of dependent variables, location and facilities.

Visit to the Festival. Statistically significant differences were noted between those who visited the festival for the first time and repeat visitors for the location component only. The mean scores of repeat visitors were significantly higher than those who visited the festival for the first time (Table 6). This is of interest when considering the market for annual events. When

Table 4
Multivariate Tests

Independents	F	Sig.	Wilks' Lambda	Eta Squared
Age group	3.45	0.016	0.98	0.02
Group membership	2.12	0.049	0.97	0.01
Visits to the festival	2.94	0.033	0.97	0.03
Expenditures at the festival	2.74	0.012	0.96	0.02
Length of stay at the festival	2.12	0.049	0.97	0.01

Table 5
Between-Subjects Effects: Age Group

Independent	Dependents	Mean Square	F	Sig. ^a	Eta Square
Age group	location	4.12	9.27	0.002	0.019
	facilities	4.47	7.54	0.006	0.016
Dependent Variables		Age Group	Mean		
Location	35 years or less		3.71		
	36 years or more		3.90		
Facilities	35 years or less		3.25		
	36 years or more		3.45		

The *F* tests the effect of age group. This test is based on the linearity independent pairwise comparisons among the estimated marginal means.
^aComputed using alpha = 0.05.

repeat visits have a higher significance regarding the location, it bodes well for repeat visitation, as this is just one of the motivation factors for them. It means that if the tourism council's aim were to stage a sustainable event, nurturing repeat visitors would be one area that needs special attention. As discussed earlier, the two factors, location and facilities, accounted for 57% of the variance. Other unexplained attributes should also be considered for future planning of the festival.

Expenditures at the Festival. Statistically significant differences were noted between those who spent \$11–50 and over \$50, the latter with more positive attitudes towards the location (Table 7). When considering the importance of tourism expenditure in rural areas, the positive attribute of the higher spending visitor would

Table 6
Between-Subjects Effects: Visit to the Festival

Independent	Dependents	Mean Square	F	Sig. ^a	Eta Square
Visit to festival	location	2.03	5.29	0.022	0.018
	facilities	0.01	0.03	0.873	0.000
Dependent Variable		Visit to Festival	Mean		
Location	first time		3.86		
	repeat		4.04		

The *F* tests the effect of age group. This test is based on the linearity independent pairwise comparisons among the estimated marginal means.
^aComputed using alpha = 0.05.

Table 7
Between-Subjects Effects: Expenditures at the Festival

Independent	Dependents	Mean Square	F	Sig. ^a	Eta Square
Expenditures	location	1.59	3.50	0.031	0.015
	facilities	0.82	1.35	0.260	0.006
Dependent Variables		Visit to Festival	Mean		
Location	up to \$10 per person		3.76		
	\$11–50 per person		3.76		
	over \$50 per person		3.95		

The *F* tests the effect of age group. This test is based on the linearity independent pairwise comparisons among the estimated marginal means.
^aComputed using alpha = 0.05.

certainly be welcome by the local community and businesses.

Regression Analyses

Standard multiple regressions were used to investigate how much unique variance in the dependent variable (the composite score) was explained by each of the independent subscales (location and facilities). Results showed that the two subscales correlate substantially with dependent composite scale with 0.90 and 0.86, respectively. The bivariate correlation between the two independent variables was 0.66 (<0.7), indicating nonviolation of multicollinearity assumption; hence, both variables were retained for further analysis. The model summary in Table 8 with $R^2 = 0.996$ explains 99.6% of variance in the composite scale.

The ANOVA table shows the statistical significance of the model ($p < 0.001$). The standardized beta coefficient of 0.672 for location means that this variable makes the strongest unique contribution to explain the dependent variable (Composite), when the variance explained by facilities in the model is controlled for. The beta value for facilities is slightly lower (0.417), indicating that it made less contribution to the model. Both location and facilities make unique significant contributions ($p < 0.001$) to the predictions of Composite. The model in Table 8, which includes location and facilities, explains 99.8% of the variance in Composite. Of the two variables, location makes the largest unique contribution (beta = 0.67), although facilities also makes a statistically significant contribution (beta = 0.42).

Table 8
Multiple Regression Model for Composite Scale

Coefficients	Unstandardized Coefficients		Standardized Coefficient: Beta	<i>t</i>	<i>p</i>	Collinearity Statistics: Tolerance
	<i>B</i>	SE				
(Constant)	-0.168	0.012		-14.484	<0.001	
Location	0.673	0.004	0.672	170.116	<0.001	0.563
Facilities	0.373	0.004	0.417	105.704	<0.001	0.563
Pearson Correlation	Composite	Location	Facilities			
Composite	1.000	0.947	0.861			
Location	0.947	1.000	0.661			
Facilities	0.861	0.661	1.000			
Sig. (one-tailed)						
Composite		0.000	0.000			
Location	0.000		0.000			
Facilities	0.000	0.000				

Predictors: (Constant), Location, Facilities. Dependent Variable: Composite.
Model summary: $R = 0.998$; $R^2 = 0.996$; adjusted $R^2 = 0.996$; SE = 0.04.

ANOVA					
Model	Sum of Squares	<i>df</i>	Mean Square	<i>F</i>	<i>p</i>
Regression	237.119	2	118.559	56725.902	<0.001
Residual	1.018		487	0.021	
Total		238.137	489		

Implications and Conclusion

The foregoing results and discussions clearly show that, for future festival success, the organizers should take note of the significance of the two components, location and facilities with their subsets. Items measured under location included location of the festival, timing of the event, atmosphere of the festival, parking facilities, attractions, overall service quality, crowd control, and adequacy of staffing level at the festival. Measurement items included under facilities were accommodation facilities, public transport, toilet facilities, amenities, information and signage, and security. All tests suggest particular problems associated with the perceived lack of public transport and information and signage. This is of particular significance for events being staged in urban–rural areas, due to the cost of provision of these two factors, in particular due to the temporal nature of events.

One of the limitations of the study was in ascertaining the nature of transportation required by festival attendees, and the type of signage requirements (e.g., if it was informational or directional signage). In addition,

the 14 attributes the Council nominated for the study to measure the level of success only explained 57% of variances and it would be necessary to determine the remaining attributes that would explain 43% of the variance. Frequency of visits (first timers versus repeat visitors) and length of stay at the festival also suggest repeat visits should be encouraged as this group consistently appreciated all provisions of the festival significantly higher than first-time visitors.

When considering information distribution, with such a high level of repeat visitation, the development of a records system for repeat visitation would seem appropriate. This could be done in the form of a “A Taste in the Valley” visitors database, with perhaps the wine industry using this database as a means for information updates and mailing purposes throughout the year. This would certainly sustain the visitor awareness of the Swan Valley and its wines, and produce availability if undertaken on a seasonal basis. Another limitation of the study exposed here was that, due to the size of the region, the number of entry points into the region, and the number of venues involved in the festival, neither the project researchers, the tourism council, nor the

business organizations could count the visitor attendance to the festival. This again requires investigation in future research.

Furthermore, the independent variables such as age group, visits alone or in a group, and gender also have some significant differences, which remind festival organizers of the importance of these sociodemographic characteristics. This is significant when considering the perceived target market of festival visitors from the tourism council's perspective. The aim in developing this festival was to target the upper end of the wine consumer market with premium wines, fine foods, and art; in actual fact the results of the research indicate that the visitor group was more inclusive of a broader range of visitors. Further psychographic research could be undertaken to investigate various segments within the visitor group.

Wineries that are recognizing the potential synergies with tourism developments and may have taken a positive approach to tourism, including marketing, have benefited through additional on-site wine and related merchandise sales. Formal and informal agreements between wineries, tour operators, and the food industry highlight the significance of horizontal and vertical linkages (Telfer, 2001, p. 21). Another area to develop synergies in wine and tourism is in wine events staged in winery regions. Food and wine festivals are showing significant popularity in urban settings, and when staged in the context of the urban-rural periphery in winery regions there are further research opportunities to develop unique images and awareness of these tourism and wine zones. Event organizers should market the opportunity to attend the events and to experience the excitement of other secondary activities that may be integrated into the overall regional tourism plan (Neirotti, Bosetti, & Teed, 2001; Telfer, 2000). Depending on the size of groups the festival was attracting could determine or certainly have some input into the planning for the number of attractions to be staged.

Finally, while the results were positive, the two most critical items requiring special attention are public transport and information and signage, with the least mean scores well below average or about average. Other items just above the average mean score that may be a concern are accommodation facilities, security, and toilet facilities. When considering the result of accommodation, due to the length of visit to the festival being half a day to 1 day, the overall awareness and utilization of the accommodation facilities was very minimal. How-

ever, due to the availability of accommodation in the region, this may be an area of opportunity that requires further attention from the tourism council and businesses involved for future festivals.

Research findings from the "Spring in the Valley" festival (Taylor, 2001; Taylor & Shortland-Webb, 1999), indicate that atmosphere is a variable that comes through as being of significant importance; this was also the same in the "A Taste of the Valley" festival research. The creation and defining of atmosphere is very difficult due to the intangible nature of the variable; however, it would appear that this is the key to success of any festival or event.

In conclusion, as the study was focused on limited aspects of the festival, further research incorporating wider issues important to the urban-rural peripheral event planners would be the logical approach. Specifically from this study, the areas identified for further research include further psychographic research for segmentation of the visitor market addressing, for example, the issue of wine-specific motives for attendance; another is the development of research of the provision of facilities. A festival, when staged in a unique context, in an authentic location, with the provision of facilities identified as being of significance by the visitor market, and using research, as a primary input into the event planning process, should ultimately result in the staging of a successful event for all stakeholders, in particular, the visitor stakeholder.

Acknowledgment

The authors would like to thank the Swan Valley Tourism Council for their support during the research for this article.

References

- Carlsen, J. (1999). The first Australian Wine Tourism Conference (Conference Report). *Tourism Management*, 20, 367-368.
- Carlsen, J., Getz, D., & Soutar, G. (2001). Event evaluation research. *Event Management*, 6, 247-257.
- Coakes, S. J., & Steed, L. G. (2001). *SPSS analysis without anguish: Version 10.0 for Windows*. Brisbane: John Wiley.
- Foo, L. M. (1999, August). *A profile of international visitors to Australian wineries*. Bureau of Tourism Research Report, 1(1).
- George, D., & Mallery, P. (2001). *SPSS for Windows: Step by step—a simple guide and reference 10.0 update*. Needham Heights, MA: Allyn and Bacon.
- Gessel, P. V. (2000). Events: Outstanding means for joint pro-

- motion. *Event Management*, 6, 111–116.
- Getz, D. (1997). *Event management & event tourism*. New York: Cognizant Communication Corporation.
- Getz, D. (1998). Wine tourism: Goal overview and perspectives on its development. *Wine Tourism—Perfect Partners, Proceedings of the First Australian Wine Tourism Conference*, Margaret River, Western Australia, May 7–9.
- Getz, D. (2000). *Explore wine tourism: Management, development & destinations*. New York: Cognizant Communication Corporation.
- Goldblatt, J. (1997). *Special events: Best practice in modern event management*. New York: Van Nostrand Reinhold.
- Gunn, C. (1994). *Tourism planning: Basics, concepts and cases*. Washington: Taylor and Francis.
- Hair, J. F., Jr., Anderson, R. E., Tatham, R. L., & Black, W. C. (1998). *Multivariate data analysis* (5th ed.). Upper Saddle River, NJ: Prentice-Hall.
- Hall, C. M. (1989). Hallmark events and the planning process. In G. J. Syme, B. J. Shaw, D. M. Fenton, & W. S. Mueller (Eds.), *The planning and evaluation of hallmark events*. Averbury: Aldershot.
- Hall, C. M., Johnson, G., & Mitchell, R. (2000). Wine tourism and regional development. In C. M. Hall, L. Sharples, B. Cambourne, & N. Macionis (Eds.), *Wine tourism around the world: Development, management and markets*. Oxford: Reed Educational and Professional Publishing.
- Hall, C. M., & Macionis, N. (1998). Wine tourism in Australia and New Zealand. In R. Butler, C. M. Hall, & J. Jenkins (Eds.), *Tourism and recreation in rural areas*. West Sussex: John Wiley & Sons.
- Horne, W. R. (2000). Municipal economic development via hallmark tourist events. *The Journal of Tourism Studies*, 11(1), 30–35.
- Kass, R. A., & Tinsley, H. E. A. (1979). Factor analysis. *Journal of Leisure Research*, 11(2), 120–138.
- McDonnell, I., Allen, J., & O’Toole, W. (1999). *Festival and special event management*. Brisbane: John Wiley.
- Neirrotti, L. D., Bosetti, H. A., & Teed, K. C. (2001). Motivation to attend the 1996 Summer Olympic Games. *Journal of Travel Research*, 39(3), 327–331.
- Nicholson, R., & Pearce, D. (2000). Who goes to events: A comparative analysis of the profile characteristics of visitors to four South Island Events in New Zealand. *Journal of Vacation Marketing*, 6(3), 236–253.
- Oppermann, M. (1996). Rural tourism in southern Germany. *Annals of Tourism Research*, 23(1), 86–102.
- O’Toole, W. (2001). *Conference research* [On-line]. www.epms.com/conferences (accessed March 30).
- Pallant, J. (2001). *SPSS survival manual*. Crows Nest, New South Wales: Allen & Unwin.
- Ryan, C., & Huyton, J. (2000). Who is interested in Aboriginal tourism in the Northern Territory, Australia? A cluster analysis. *Journal of Sustainable Tourism*, 8(1), 53–88.
- Sekaran, U. (2000). *Research methods for business: A skill-building approach* (3rd ed.). New York: John Wiley.
- Schneider, I. E., & Backman, S. J. (1996). Cross-cultural equivalence of festival motivations: A study in Jordan. *Festival Management & Event Tourism*, 4(3/4), 139–144.
- Shanka, T. (2000). International students’ perception of rural Western Australia as a tourist destination. *The Journal of Contemporary Issues in Business & Government*, 6(1), 41–48.
- Swan Valley Tourism Council. (1999). *The Swan Valley: Western Australia’s Oldest Wine Growing Region* [Brochure].
- Swan Valley Tourism Taskforce and State Planning Commission. (1998). *Swan Valley: Tourism development implementation strategy*. Western Australian Tourism Commission.
- Tabachnick, B. G., & Fidell, L. S. (2001). *Using multivariate statistics* (4th ed.). Needham, MA: Allyn & Bacon.
- Taylor, R. (2001). Product, service, experience—what differentiates event visitors from everyday tourism visitors? *Touristics*, 17(1), 16–19.
- Taylor, R., & Shortland-Webb, G. A. (1999). *Spring in the Valley Visitor Survey*. Report on the Results of the Inaugural Curtin University/SVTC “Spring in the Valley” Research Project presented to the Swan Valley Tourism Council Meeting, Western Australia, November 23.
- Taylor, R., & Shortland-Webb, G. (2000). *Tourism education: Developing a strategic alliance for tourism stakeholders*. Paper presented at the Sixth Asia Pacific Tourism Association Conference, Phuket, Thailand, June 28.
- Taylor, R., Shortland-Webb, G. A., & Craig-Smith, S. J. (1999). *Planning for tourism in wine growing areas*. “Book of Abstracts” for The Second Australian Wine Tourism Conference, Victoria, Australia, August 22.
- Telfer, D. J. (2000). Tastes of Niagara: Building strategic alliances between tourism and agriculture. *International Journal of Hospitality and Tourism*, 1(1), 71–88.
- Telfer, D. J. (2001). Strategic alliances along the Niagara wine route. *Tourism Management*, 22(1), 21–30.
- The Western Australian Consultancy Centre. (1998). *A regional branding and marketing strategy: The Swan Valley—Wine, Tourism, Table Grapes and Food Produce Industries*. Prepared for Business Export and Growth in the North (BEGIN).
- Weaver, D. B., & Lawton, L. J. (2001). Resident perceptions in the urban–rural fringe. *Annals of Tourism Research*, 28(2), 439–458.
- Wine Industry Association of Western Australia and the Western Australian State Government. (1997). *Western Australian wine industry strategic plan*.
- Yoon, S., Spencer, D. M., Holecek, D. F., & Kim, D-K. (2000). A profile of Michigan’s festival and special event tourism market. *Event Management*, 6, 33–44.

Reproduced with permission of copyright owner. Further reproduction prohibited without permission.