

ARTPRIZE ATTENDEES' PROFILES: COMPARING 2011 WITH 2010

Keywords: *comparative study, spending patterns, demographics, trip characteristics, satisfaction, likelihood*

Seohee Chang, Ph.D.
Assistant Professor

Cary C. Countryman, Ph.D.
Associate Professor

Hospitality and Tourism Management Department
Grand Valley State University

Purpose

The purpose of this study was to compare 2011 with 2010 ArtPrize attendees' demographics, spending, satisfaction, and the intention to return and to suggest future implications.

Background

Art competitions and a variety of other community events are held during the 19-day ArtPrize event in Grand Rapids, Michigan. The first ArtPrize was held in 2009, and has become a great success by attracting on average approximately 350,000 attendees during the last three years with positive economic impacts on the community. One of the biggest contributions to this positive economic impact was the idea that ArtPrize uses community-based public and private buildings such as local restaurants and pubs for their venues to display art pieces for competition. This approach has encouraged attendees to enjoy local cultures along with art while spending more money and time at local businesses. However, ArtPrize has too short a history to predict that this event will continue to attract many attendees year to year and maintain stable attendance numbers. Investigating changes in demographics, trip characteristics, and spending patterns of attendees yearly is crucial to understand and predict market demand as a management tool (Cannon & Ford, 2002). Furthermore, attendees' satisfaction and intention to return to the event has been used as one of the most important indicators to anticipate their future behaviors (Baker & Crompton 2000; Cole, Crompton, & Wilson 2002; Yoon & Uysal, 2005). Therefore this study attempts to gain some insights for future implications by comparing 2011 event attendees (AA 11) with 2010 event attendees (AA 10) in terms of demographic, behavioral, and psychological components.

Method

The sample was taken from the AA 11 and AA 10. The total population (N) of AA 11 and AA 10 was on average approximately 350,000. Email addresses were collected from onsite attendees during the events from those who were willing to participate in an online survey at the close of ArtPrize. An email cover letter, an informed consent, and the link to the web survey were sent to 404 from AA 11 and 222 from AA 10. However, of the 404 emails that were collected from AA 11, 138 were undeliverable and the usable sample size was 113 with a 42.5% response rate. Of the 222 emails sent out for AA 10, 32 were undeliverable. The ultimate usable sample size was 83 with a 43.7% response rate. Overall satisfaction with ArtPrize and the

likelihood of returning in the next five years were measured on a 5 point Likert-type scale. Descriptive statistics were used to compare the frequency and mean of responses by AA 11 and AA 10.

Findings

The results showed that the AA 11 were approximately 10 years younger than the AA 10 (see Table 1). The income level of AA 11 was lower than that of AA 10; Nearly half of AA 11 (48%) reported their income to be \$50,000 or less, in contrast to 49% of AA 10 indicated their income at more than \$50,000. The educational background reported by AA 11 was consistently at the Bachelor degree level, whereas AA 10 reported higher levels of education (i.e., Masters and Doctorate degree). More AA 11 were Grand Rapids (GR) residents, whereas more AA 10 live outside of GR. Likewise, AA 10 reported they stayed longer days and nights in GR (at least 1 or 2 days and nights more) than AA 11. Consistent with demographic and trip characteristics, the results revealed that AA 10 spent more money than AA 11, particularly in dining, souvenir, and retail categories. Spending amounts were reflected in satisfaction and intention to return showing AA 10's higher level of overall satisfaction with ArtPrize and the likelihood of returning than AA 11. More details were reported in Table 1 and 2.

Discussion and Implications

Compared to AA 10, AA 11 was younger in age, had lower incomes, and spent less; they were also less satisfied with the event and less likely to attend ArtPrize again. However, we cannot conclude that these findings represent the characteristics of the total population of each event, because of the limitations associated with the sampling process. Even though attendees were randomly intercepted, 55%, on average, refused to provide their email addresses. Nevertheless, demographic, behavioral, and psychological patterns and their relatedness within each year were identified with that of the previous studies (Baker & Crompton, 2000; Cannon & Ford, 2002); A higher level of social class that consists of age, income, and education was associated with a larger amount of spending. Travel miles had a linear relationship with the amount of spending in a positive direction. In addition, respondents who were more satisfied with the event were more likely to return. The economic impact of AA 11 was not as high as previous years despite the positive aspect that AA 11 has attracted more younger attendees from the Grand Rapids area who might have been a non-traditional group appreciating art (if we assume that the results represent the overall attendees' patterns). For future research, there is a need to examine whether these characteristics represent the overall attendees' characteristics and to investigate why demographic, behavioral, and psychographic characteristics have significantly changed from AA 10 to AA 11.

References

Baker, D., & Crompton, J. (2000). Quality, satisfaction and behavioral intentions. *Annals of Tourism Research*, 27(3), 785-804.

Cannon, T., & Ford, J. (2002). Relationship of demographic and trip characteristics to visitor spending. *Tourism Economics*, 8(3), 263-271.

Cole, T., Crompton, J., & Wilson, V. (2002). An empirical Investigation of the relationships between service quality, satisfaction and behavioral intentions among visitors to a wildlife refuge. *Journal of Leisure Research*, 34(1), 1-24.

Yoon, Y., & Uysal, M. (2005). An examination of the effects of motivation and satisfaction on destination loyalty: A structural model. *Tourism Management*, 26(1), 45-56.

Table 1. Demographics and Trip Characteristics of AA 11 and AA 10

	<i>AA 11</i>		<i>AA 10</i>	
	<i>N=113</i>		<i>N = 83</i>	
	Frequency	Percent (%)	Frequency	Percent (%)
Gender				
Male	23	21.3	24	29.3
Female	85	78.7	58	70.7
Age				
18-19	5	4.8	3	3.6
20-29	45	42.9	12	14.5
30-39	15	14.3	8	9.6
40-49	13	12.4	17	20.5
50-59	18	17.1	26	31.3
60-69	9	8.6	13	15.7
70-79	0	0	4	4.8
	<i>M=36.10</i>	<i>SD=15.15</i>	<i>M=47.10</i>	<i>SD=14.58</i>
Income				
25,000 or less	27	27.0	7	9.3
25,001 -50,000	21	21.0	9	12.0
50,001-75,000	26	26.0	22	29.3
75,001-100,000	11	11.0	15	20.0
100,001-125,000	5	5.0	9	12.0
125,001-150,000	6	6.0	5	6.7
150,001 or more	4	4.0	8	10.7
Educational backgrounds				
Less than high school	1	0.9	0	0.0
High school graduate	25	23.4	21	25.6
Associate or technical degree	13	12.1	8	9.8
Bachelor's degree	51	47.7	26	31.7
Master's degree	15	14.0	21	25.6
Doctorate/other terminal degree	2	1.9	6	7.3
Ethnic backgrounds				
White, not of Hispanic origin	97	92.4	76	93.8
Black, not of Hispanic origin	1	1.0	1	1.2
Asian or Pacific Islander	1	1.0	1	1.2
Hispanic	3	2.9	0	0.0
Other	3	2.9	3	3.7
Residency (Trip Miles)				
Live in Grand Rapids	47	47.0	27	34.6
Less than 50 miles	33	33.0	35	44.9
50 miles or more	20	20.0	16	20.5
Primary purpose of this trip				
Yes (ArtPrize)	85	75.2	60	74.1
No (ArtPrize)	28	24.8	21	25.9
First time and Repeat				
First time	28	25.7	26	31.3
Repeat	81	74.3	57	68.7
# of Days & Nights				
# of Days	(<i>M</i>)	(<i>SD</i>)	(<i>M</i>)	(<i>SD</i>)
# of Days	1.19	1.21	2.56	1.33
# of Nights	0.58	1.00	1.44	1.24

Table 2. Spending and Psychological Components of AA 11 and AA 10

	<i>AA 11</i>		<i>AA 10</i>	
	<i>N = 113</i>		<i>N = 83</i>	
Spending (\$)	<i>M (\$)</i>	<i>SD(\$)</i>	<i>M (\$)</i>	<i>SD(\$)</i>
Lodging	26.97	95.18	22.14	103.10
Dining (meals & drinks)	75.81	96.59	100.48	160.57
Souvenirs				
Event souvenir	8.09	19.29	17.42	39.49
Other souvenir	0.24	1.70	3.77	36.22
Retail	16.61	49.42	22.95	47.98
Other tourism attractions	.99	4.07	3.33	20.41
Transport, Gasoline, Parking (excluding airfare)	31.03	43.34	26.99	52.48
Other	3.9	23.93	4.72	24.98
Satisfaction with ArtPrize		(%)		(%)
1 Very satisfied		33.3		59.0
2 Satisfied		57.8		39.8
3 Neither		7.8		0
4 Dissatisfied		1.0		1.2
5 Very dissatisfied		0		0
	<i>M=1.76</i>	<i>SD=.63</i>	<i>M=1.43</i>	<i>SD=.57</i>
Likelihood of returning				
1 Very likely		75.0		81.9
2 Likely		18.5		13.3
3 Neutral		4.6		4.8
4 Unlikely		1.9		0.0
5 Very unlikely		0.0		0.0
	<i>M=1.35</i>	<i>SD=.74</i>	<i>M=1.23</i>	<i>SD=.53</i>