



**UNIVERSITY OF CANBERRA**

**HOW EVENTS AFFECT DESTINATION IMAGE:  
ANALYSING THE NATIONAL CAPITAL**

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# 1. ABSTRACT

Despite the growing importance of both destination image and event tourism, a research gap exists when the two fields are combined. Destination image and event tourism have been subject to separate research efforts in the tourism field, however there has been little evidence of research in how events can affect destination image. The thesis attempts to address the research gap that currently exists by using Canberra, the National Capital of Australia and two annual events in the Capital – Stegbar Canberra 400 and Floriade 2002 as case studies.

The thesis illustrates the importance of destination image in regard to the destination selection process, the meaning and measurement of image and the growing interest in event tourism. Several studies have illustrated that destination images do influence tourists' behaviour and subsequently decision making (Hunt 1975). Image, among other variables can be the deciding factor in choosing one destination over another.

In spite of the importance of this research line, several authors recognise a lack of an agreed way of conceptualising destination image. A conceptual framework of destination image was developed by Echtner and Ritchie (1991) which forms the foundation of the thesis. Although the framework has its flaws, it has been pointed out that the Echtner and Ritchie Destination Image Framework has been useful in the assessment of destination images.

Importantly, how events can be used to influence the image of a destination is put forward. Canberra and its image, being the focus of the study, is discussed in detail with reference also to Tamworth and Sydney. Although much of the research into event tourism has focused on the economic benefits that events can provide to a destination, the effect an event can have on the destination image has not been well demonstrated.

Research on Canberra has indicated various studies in regard to the perceptions Australians have of the destination, community attitudes towards Canberra and event related research, however the effect that events have on Canberra's image has not been addressed.

The thesis incorporates studies of events to measure the effect that they have on the image of a destination. The two main studies were conducted in conjunction with the Centre of Tourism Research (CTR) at the University of Canberra. Two events, held annually in the National Capital, were the focus of the research - Stegbar Canberra 400 and Floriade 2002. Event attendees at the two events were the target sample consisting of both locals and interstate visitors to Canberra. Two key questions related to destination image were added to the existing questionnaires and were the focus of the research. Primary research commenced in June 2002 and concluded November 2002.

Destination image responses were derived from both the Stegbar Canberra 400 and Floriade 2002. Results indicated that event attendees regard the two events as being very positive in respect to the destination image of Canberra. The Top 15 responses from both studies also indicate a positive correlation between events and the destination image of Canberra.

The Top 15 image responses from the events indicated that events do have an influence on the image of the destination with many event related characteristics appearing in the Top 15 image responses. This was further emphasised when the results from the two events were compared to that of 'Australians' Perceptions of their National Capital' (Richards 2002). General destination images in all three studies were mentioned however Stegbar Canberra 400 and Floriade 2002 image responses were more events driven. The Perceptions study illustrated more unique characteristics of the National Capital along with National attractions. Further, the image results derived from Stegbar Canberra 400 and Floriade illustrates the notion of 'multiple' images that a destination may possess.

It is postulated that events have a Life Cycle, and that their influence on destination image varies according to their life cycle stage. It was found that events that lay in the introduction stage of the life cycle have more varied image results that are directly related to the event itself. On the other hand, events that reside in the maturity stage possess strong images related more to the destination itself as opposed to the event. These 'older' events become synonymous with the destination and therefore images are associated with the destination.

In conclusion, the research has illustrated that events do have an impact on the image or images of a destination. In this case, the image of Canberra was subject to influence from both Stegbar Canberra 400 and Floriade 2002 event attendees.

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## 2. INTRODUCTION

### 2.1 BACKGROUND TO THE STUDY

---

The thesis attempts to address the research gap that exists in regard to destination image and the use of events. Particular focus is on events in Canberra, the National Capital of Australia. The thesis illustrates the importance of image to a destination, the meaning and measurement of destination image and its relevance in consumer decision making. The areas of destination image and special events have been subject to separate research efforts in the tourism field. Very little research has been conducted which looks at the two topics combined. Destination image incorporated with events is the beginning of a new field of research in tourism and therefore closing the research gap that currently exists.

Although the study of destination image is a relatively new field of research in tourism, several studies have illustrated that destination images influence tourists' behaviour and subsequently decision making (Hunt 1975). Image, among other variables, can be the deciding factor in choosing one destination over another. Destination image is intricately entwined with the consumer decision making process and therefore the importance of image to a destination and how a destination has positioned itself in the market place can be a crucial factor for future tourism development.

At all stages in the selection process, destination images help determine which destinations remain for further evaluation and which are eliminated from further classification (Telisman et al 1989). Thus, travellers hold images of destinations, and moreover, the choice of a destination is influenced by the individual's perception of alternative possibilities, whether these perceptions happen to be true or not.

In essence, destinations with strong, positive images are more likely to be considered and chosen in the destination selection process.

In spite of the importance of this research line, several authors recognise a lack of conceptual framework around destination image. Definitions of destination image are largely derived from general psychology and marketing literature and the concept of

a single destination image versus multiple destination images has not been greatly mentioned.

A conceptual framework of destination image was developed by Echtner and Ritchie (1991). Although it has been pointed out in the thesis that the framework has its flaws, it is nevertheless a very useful framework of destination image assessment which is the basis of this research study. In the destination image framework, Martineau (1958) makes the distinction between the functional and psychological components of image when considering an entity, in this case the destination. Functional characteristics are defined as directly observable or measurable (ie. prices), whereas psychological characteristics cannot be directly measured (friendliness, atmosphere). Both components play a critical role in determining image.

In addition, several authors, in particular Echtner and Ritchie (1991, 1993), have recognised that although destination image has recently been studied by many academics, measurement has focused on the structured approach and therefore ignored the unstructured qualitative aspect of destination image. This means that only one aspect of destination image (functional attributes) has been looked at instead of producing an overall destination image (holistic measurement) by combining both structured and unstructured methods of measurement.

Although the importance of using both structured and unstructured methods in researching destination image is highlighted as a crucial factor in fully analysing the image of a destination, many researchers have not looked at both sides of the spectrum resulting in a field of studies incorrectly identifying destination image. Without incorporating both methods, components of destination image will be ignored resulting in incorrect image analysis.

The relationship between destination image and events has become intrinsically linked in the way images associated with an event may be transferred to the destination. In this way the destination brand or image becomes increasingly important and may be strengthened, enhanced or changed.

Governments have become increasingly interested in tourism events largely because of their ability to attract visitors, and hence visitor spending (Mules and Faulkner 1996). Although the focus of events research has previously identified the economic benefits of events and has not mentioned destination image, Kotler, Haider and Rein

(1993), identified the value of events in enhancing the image of communities and in attracting tourists. They explain that place marketing provides a framework within which events and event tourism find multiple roles, as image-makers and tourism attractions. The aim of place marketing is to create positive images of destinations which may be assisted by events.

It is obvious that major events can have the effect of shaping an image of the host community or country, creating favourable perceptions as a potential tourism destination. However despite the growth of event tourism, little attention has been given to the psychological processes that underline the impact that events can have on a destination's brand. The event's brand image is often linked to that of the destination. In many instances, destinations seek to use events to change their image (Bramwell 1997; van den Berg et al 2000 in Brown et al 2001), however the effects of an event's image on a destination's image have not been well demonstrated.

The focus of research on events has been on the economic benefits of events and event tourism and the implications of events ignoring the impact that events have on a destination's image. The focus has therefore been on the short term implications. Thus, there is a substantial scope to explore further the role that events can play as catalysts for development and as image builders - the long term implications of events.

As event tourism becomes big business for destinations, it is not surprising that events have been used in destination tourism development strategies. The importance of destination image with the growing recognition of event tourism has brought about this particular research study in the field of events and destination imaging. How do events affect a destination's image? Events in general are considered to bring great economic benefits to a destination, however what long term implications do events have to a destination's image? Importantly, how can events be used for the National Capital to project a positive image and how do current events affect the destination image of Canberra?

## 2.2 RESEARCH OBJECTIVES

Despite the importance and relevance of destination image and the growing interest and research in event tourism, it is evident that a research gap exists when the two fields of destination image and events are combined. This research gap, or in this case the missing link, is illustrated in Figure 2.1.

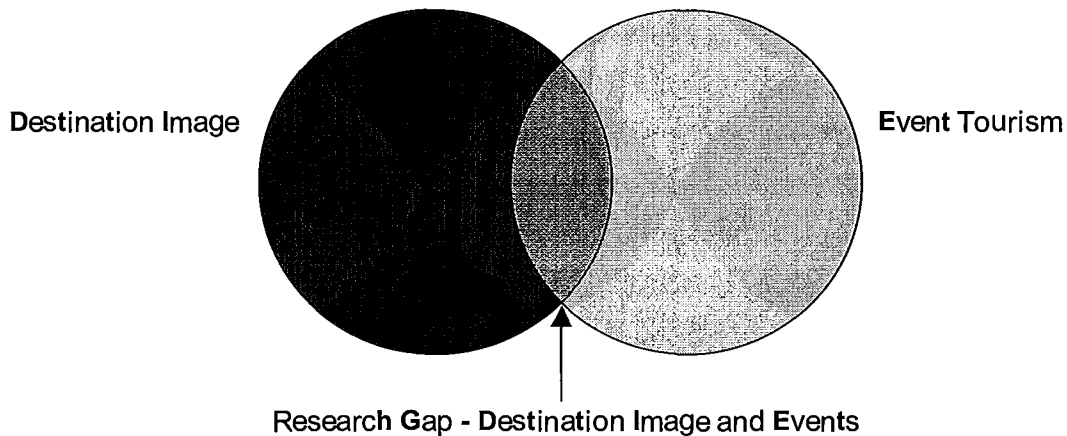


Figure 2.1 Research Gap in Destination Image and Event Tourism

What is illustrated by the above figure using the two circles is that on one hand, a substantial amount of research exists in the field of destination image, and on the other, event tourism. However, when the two research fields are combined, a new area is created which incorporates analysis of both destination image and events. The problem being that there is currently little, if any research in this area.

A search of secondary literature reveals a lack of research in regard to how events can be used as destination image-makers or how events affect a destination's image. Much research has focused on destination image itself with its psychological components and the economic benefits of events with some reference to social and cultural issues and the destination image phenomenon. More importantly, there has been little research conducted in this area focusing on the National Capital and its events strategy.

Canberra tourism authorities are striving to project a positive destination image of the National Capital (Tourism Masterplan 2001 - 2005). Although previous research by the Cooperative Research Centre for Tourism (2001 - 2002) and Market Attitude Research Services (MARS - 2001) has presented valuable information on community

attitudes and perceptions of Canberra and community opinions towards National Capital events, there has been little reference in respect to how events affect the destination image of Canberra.

The importance of events to the National Capital is evident with festivals and events being one of the major promotional tools to be used for Canberra tourism in the Tourism Masterplan 2001 - 2005. There has also been an increasing amount of discussion in regard to event tourism and that Canberra as a destination needs to instill the right 'events mix' in order to develop an exciting, cultural positive image of the National Capital.

In order to provide information and begin to close the research gap that currently exists, primary research was undertaken and analysed using the National Capital as a primary focus. Within this, two main events held annually in Canberra were the focus of the study in which primary research was obtained.

The aim of this thesis is therefore to investigate how events can be used as destination image makers for the National Capital, focusing in particular on two major events: Canberra 400 and Floriade 2002. The Canberra 400 (in 2002 named the Stegbar Canberra 400) is a V8 Supercar race that is held in the National Capital annually around the Parliamentary Triangle. In contrast, Floriade is the Capital's well known flower festival held each year with the commencement of Spring.

The research aims to deliver the following three objectives:

1. To identify what impact the two events have on the destination image of Canberra;
2. To develop a conceptual framework of destination image for Canberra using Canberra 400 and Floriade;
3. To determine whether Canberra possesses multiple images in regard to the destination image associated with events.

Primary research commenced in June 2002 and ceased in November 2002. The studies were done in conjunction with the Centre for Tourism Research which currently conducts research and event evaluation on a number of National Capital events.

### 3. IMPORTANCE OF DESTINATION IMAGE IN DECISION MAKING

It is widely accepted by marketing researchers and practitioners that images of a destination play an important role in travel decision making. Although the study of destination image is a relatively recent addition to the field of tourism research, several studies have illustrated that destination images do, indeed, influence tourist behaviour (Hunt 1975). In essence, the research suggests that those destinations with strong, positive images are more likely to be considered and chosen in the travel decision process.

Several authors (Baloglu and McCleary 1999; Middleton 1995; Witt and Moutinho 1995) have recognised that research from the past two decades has demonstrated that image is a valuable concept in understanding the destination selection process of tourists and that the attitudes and images customers have towards products strongly influence their buying decisions. Traditional marketing research, as well as studies in psychology and sociology, have established that the purchase decision is determined not only by the product's performance characteristics, but also by the consumer's perceptions of its personality or image.

Destination images are not necessarily grounded in experience or facts, but they are powerful motivators in travel and tourism. Through media and through hearsay, most people have already decided whether they are attracted or repelled by a destination image. All destinations have images, often based more on historic rather than current events, and it is an essential objective of destination marketing to sustain, alter or develop images in order to influence prospective buyers' expectations. Therefore, the importance of studying images lies in the relationship between perception and behaviour where one's ideas and beliefs about a destination, or one's image, influences one's travel behaviour.

Hunt (1975:1) stressed that "what potential customers think about the natural environment, climate and people of a region may shape perceptions or images which detract from or contribute to successful development". Similarly, Goodrich's (1978 in Telisman et al 1989:151) research demonstrated "a strong and direct association between respondents' preferences for a vacation destination and their perception of that destination". Further, LaPage and Cormier (1977:21) noted that "in many cases,

it is probably the image more than the factual information that produces a tourist's decision on where to travel".

Knowing that there is a positive correlation between destination image and visitation allows us to maintain that an individual's destination choice decision is influenced by the individual's perception of alternative possibilities which helps destination promoters to create more successful destination images for selected target markets.

Image of destinations is mentioned in several research reports and models of travel decision and behaviour as a powerful factor within the decision-making process in the anticipation stage (Chon 1990; Tapachai and Waryszak 2000). The importance of the role of image in the vacation decision has been highlighted by LaPage and Cormier (1977:21):

"Information available to tourists before they visit a tourist region is usually supplemented by their own mental image of that region. In many cases, it is probably the image more than the factual information that produces a tourist's decision on where to travel"

Um and Crompton (1990) noted that potential tourists have difficulty obtaining objective measures on the important destination attributes, and thus, the image of destination will take the holistic position in the evaluation process of a tourism product. Gensch (1978 in Tapachai and Waryszak 2000:38) also hypothesised, "the more subjective the attribute measurements, the more likely image will be a significant interactive variable in determining brand preferences".

### **3.1 DESTINATION IMAGE AND DECISION MAKING MODELS**

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The destination selection process is intricately entwined with the image formation process. At all stages in the selection process, images help determine which destinations remain for further evaluation and which are eliminated from further consideration. As competition increases, tourism images as a selection factor will become increasingly important.

Uysal and Fesenmaier (1993) acknowledge numerous models (Mathieson and Wall 1982; Schmoll 1977; Moutinho 1987) that have been proposed in an attempt to capture the different factors affecting destination selection. Included in each model is



the recognition of “push” and ‘pull’ factors (Dann 1977 in Hall 1998). Motivations for travel comprise ‘push’ factors and desirable features or attributes of destination attractions exert ‘pull’ forces.

Goodall (1990) developed a destination selection process (Figure 3.1) building on the work of Goodall et al (1988), Um and Crompton (1987), Moutinho (1987), and Woodside and Sherrell (1977). The universe of possible destinations form the initial opportunity set. Most likely, the opportunity set is large and requires further reduction to a consideration set. If the opportunity set remains large, additional evaluation with respect to operational constraints is undertaken reducing the number of destinations to a choice set. Destinations are now evaluated against expected returns. Attributes provided by each destination are evaluated separately. It is at this point that place images acquired become secondary to attitudes held with respect to the product class - ‘images’ as opposed to ‘attitudes’ must not contain judgments relating to objective, denotative evaluation criteria.

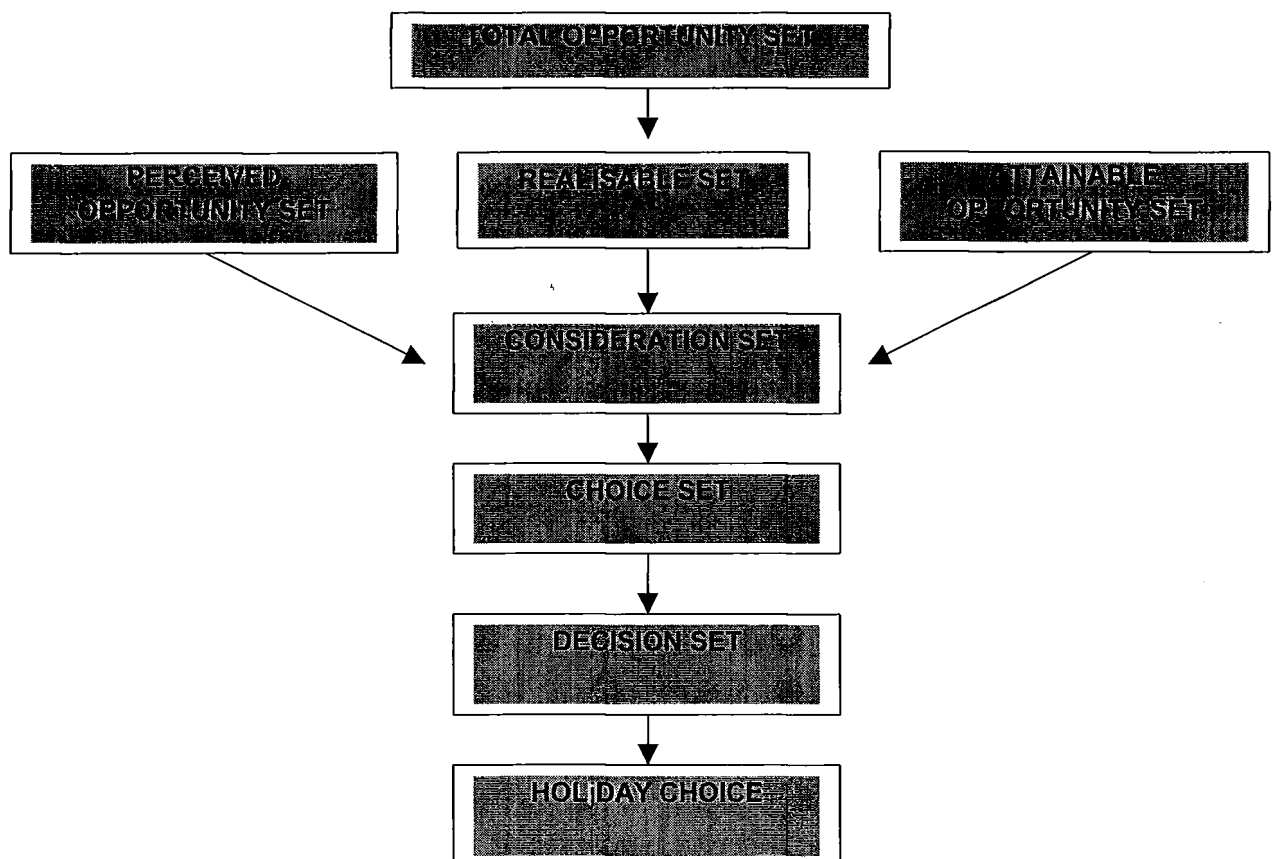


Figure 3.1 Destination Selection Process (Goodall 1990:192)

After destination attribute evaluation has taken place, the pool of possible destinations is reduced further to a decision evoked set. The size of the decision set is small, generally containing no more than three destinations. A final evaluation is made of all the destinations remaining in the decision set resulting in final destination selection.

If Goodall's model is operational, then destination image becomes an important component of destination selection as soon as an individual decides to travel. As more and more destinations are eliminated through the evaluation process, only those destinations with a strong image for the types of activities deemed important remain viable for selection. Tourist destination images can be viewed as 'pull' factors, and so understanding how images are formed is critical to developing the 'pull' potential of a destination.

## 4. MEANING AND MEASUREMENT OF DESTINATION IMAGE

The study of destination image is a relatively new field of research in tourism. A tourism destination can be viewed as one of the products of the tourism industry. It is a uniquely complex product composed of numerous factors, but nonetheless possesses an image. Hunt (1975:7) maintained that "all places have images – good, bad or indifferent – that must be identified and either changed or exploited".

According to Gallarza et al (2001) and Chon (1990), the importance of the tourist destination's image is universally acknowledged, since it affects the individual's subjective perception and their behaviour. Reilly (1990) cites many studies which have identified the image of a destination as a pivotal aspect of the promotion and positioning strategy. This importance has led to a growing body of research on destination image. In respect to tourism marketing, Guthrie and Gale (1991:59) state that "...images are more important than tangible resources, all because perceptions, rather than reality are what motivate consumers to act or not to act." In spite of the importance of this research line, several authors recognise a lack of conceptual framework around destination image. Definitions of destination image are also largely derived from general marketing literature as will be shown.

Although several studies on destination image have been produced, Baloglu and McCleary (1999) state that little empirical research has focused on how image is actually formed. However, there are various models of image formation, the most influential theory being that of Gunn (1988) who introduced the concept of 'organic' and 'induced' images.

Images, meaning the ideas and beliefs which people hold about all forms of products, become attached to all components of the tourism product. Destination images, according to Witt and Moutinho (1995) are not necessarily based on experience or fact but are always an essential objective of destination marketers who seek to sustain, alter or develop images, in order to influence prospective buyers' expectations. Images are the logical focus for much of destination promotion.

## 4.1 DEFINING DESTINATION IMAGE

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According to Baloglu and McCleary (1999) academic interest in several fields and disciplines regarding the concept of image has been pervasive since the early works of Boulding (1956) and Martineau (1958) who suggested that human behaviour is dependent upon image rather than objective reality. Likewise, others have placed image into a broader context, equating it with knowledge - "an image is not necessarily objective knowledge. Rather, it is subjective knowledge. Knowledge carries the implication of validity and truth. Image connotes what I believe to be true, or what you as an individual believe to be true" (Markin 1974 in Telismann et al 1989:557). In this sense image may be defined as our own personalised, internalised and conceptualised understanding of what we know. These early works and subsequent embracement of the image concept has led to 'image theory' which puts forward that the world is a psychological or distorted representation of objective reality residing and existing in the mind of the individual.

The study of destination image may be viewed as a subset of the more general field of image measurement. At the most fundamental level, image studies relate primarily to the field of psychology. Imagery, as described by Echtner and Ritchie (1991) is defined by psychologists as a distinct way of processing and storing multisensory information in working memory. Essentially, 'imagery processing' depends upon more holistic, or gestalt, methods of representing information. This is often described as mental picturing or known as 'mental maps' (Walmsley and Young 1998). This is contrasted with 'discursive processing' which is characterised by individual features or attributes of the stimuli rather than overall holistic impressions.

Looking at general marketing literature for a definition of product image, it becomes apparent that there are various ways that the term 'image' is used such as definitions of product, brand and store image (see Appendix 1). In essence, the term image is used to describe both the discursive and imagery modes of information processing.

Dichter (1985), Oxenfeldt (1974) and Lawson and Baud-Bovy (1977 all in Echtner and Ritchie 1991) defined a destination image as the expression of all knowledge, impressions, prejudices and emotional thoughts an individual or group has of a particular object or place. A succinct review of brand image by Dobni and Zinkman (1990) revealed that it is to a great extent a perceptual phenomenon which is formed

through consumers' reasoned and emotional interpretation. They also concluded that an image is affected by both stimulus elements of the product and the characteristics of the perceiver.

Definitions provided for destination image measurement studies conducted are shown in Table 4.1. These definitions mostly emphasised the perceptual cognitive component of image. However, there has been some mention in tourism literature in regard to the importance of the holistic component of destination image. Um and Crompton (1990) describe destination image as a gestalt or holistic construct. Reilly (1990) emphasises the total impression a place makes on the minds of others. Pearce's (1988 in Echtner and Ritchie 1991:6) point indicates that the term image is often used to describe an overall mental picture – a destination stereotype. Moreover, a commonly adopted definition is that of Crompton (1979:18), "the sum of beliefs, ideas and impressions that a person has of a destination". It is a mental representation of an object or place which is not physically before the observer. Further, Assael (1984 in Echtner and Ritchie 1991) defined image as a total perception of a product that is formed by processing information by various sources over time.

Table 4.1 Definitions used by Destination Image Research

Reference	Definition of Image
Hunt (1975)	"Perceptions held by potential visitors about an area"
Crompton (1977)	"Organised representations of a destination in a cognitive system"
Phelps (1986)	"Perceptions or impressions of a place"
Tourism Canada (1989)	"How a country is perceived relative to others"
Gartner & Hunt (1987)	"Impressions that a person...holds about a state in which they do not reside"
Richardson & Crompton (1988)	"Perceptions of vacation attributes"
Gartner (1989)	"A complex combination of various products and associated attributes"
Calantone et al (1989)	"Perceptions of potential tourist destinations"
Reilly (1990)	"Not individual traits...but the total impression an entity makes"

adapted from Echtner and Ritchie (1991:7)

## 4.2 IMAGE FORMATION

All of us have images of destinations. These images may be sharp or vague, factual or whimsical, but in all cases they are indicative of likes and dislikes. By means of many communication inputs throughout our lifetime, we accumulate such images and

assign values to them, good or bad. And although they arise from general information about the designed environment, these images are always highly personal.

Goodall (1990) recognises numerous researchers across fields that have emphasised the importance of understanding forces which influence image development and suggested that little effort has been undertaken to determine the factors that influence its formation.

The formation of image has been described by Reynolds (1965 in Echtner and Ritchie 1991) as the development of a mental construct based upon a few impressions chosen from a flood of information which in turn form a set of ideas and beliefs. In the case of destination image, this 'flood of information' has many sources including promotional literature, the opinions of others and the general media. Furthermore, by actually visiting the destination, its image will be affected and modified based upon first hand information and experience.

### • Image Formation Theories

When looking at the psychological aspect of image formation, the development of a relationship between things and their images in the minds of people has been explained by psychologist Jerome S. Bruner as a three-phase process: *hypothesis*, *input* and *check* – Figure 4.1. Hypothesis, or expectancy, explains many of the varied reactions different people have from the same stimuli. Expectancy gains strength in several ways: confirmation, monopoly and consequences. The more that a travel experience has been confirmed, the more confident the user is of potential satisfaction. Direct exposure to stimuli produces a sensory reaction. We gain input through the several senses, and the response is highly complex. Instead of the traditional five senses, Gunn (1988) describes ten sense modalities: vision, hearing, pressure and touch, temperature, kinesthesia, pain, taste, smell, vestibular sense and common chemical sense. Finally, seeing is not necessarily believing. Input – sensations received from a stimulus – is checked against the expected image, which is then either confirmed or infirmed. Evidence suggests that the strength or weakness of the original hypothesis has much to do with the success of input from the stimulus.

A review of how this process applies to tourism may assist in relating environmental design of the vacationscape to users. This process put forward by Bruner (in Gunn

1988) is illustrated in Figure 4.1. The first set of circles illustrates the attitudes and beliefs that people may have regarding a destination. The environmental stimuli (the shaded circles in set two) then move into what is already established i.e. attitudes and beliefs. Therefore, the third set shows the test of congruency or how well original attitudes and beliefs matched up with the environmental stimuli.

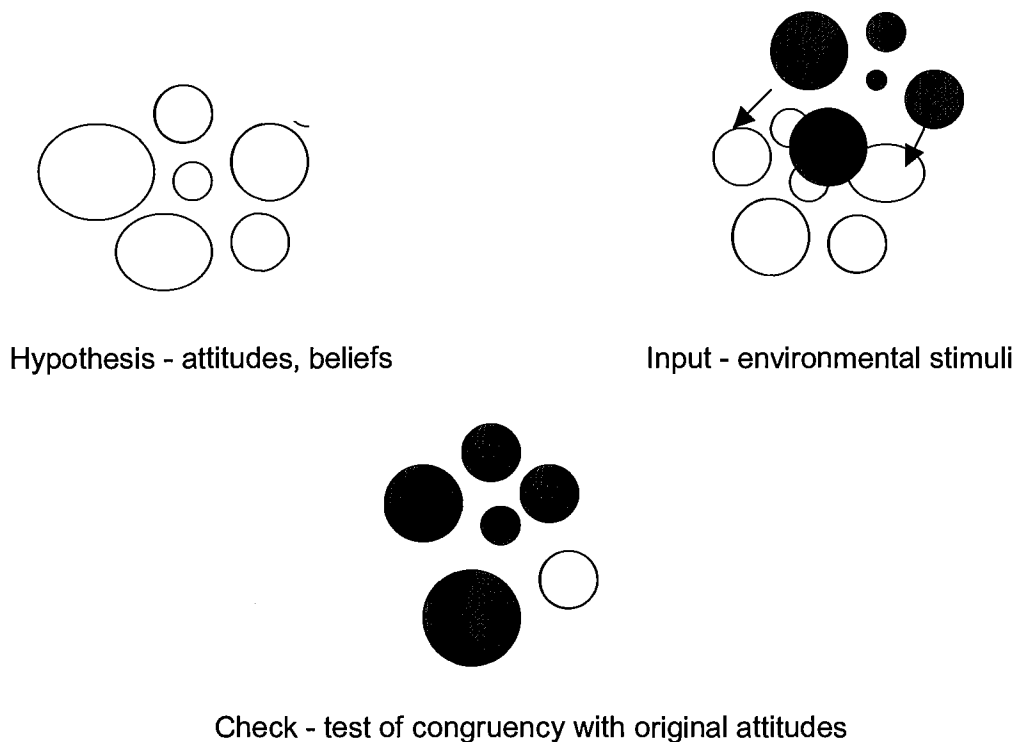


Figure 4.1 Travel Image Psychology Jerome S Bruner in Gunn 1988:25

The most commonly cited theory was put forward by Gunn (1988) and has been acknowledged by several authors (Telisman et al 1989; Ahmed 1991; Echtner and Ritchie 1991,1993; Witt and Moutinho 1995; Getz 1997; Hall 1998). Gunn (1988) revealed that deeper exploration of the image phenomenon expose that a destination image evolves out of two processes – organic and induced. The organic component of a destination relates to the totality of what a person already knows or perceives about that destination derived from non-commercial sources. Images are accumulated over time from newspapers, radio and news, documentaries, periodicals, dramas, novels and non-fiction as well as other mass-media communications. Word-of-mouth from friends and relatives can also be major influences on impressions of destinations. All these influences combine to give individuals their perceptions and thus, images of destinations. Although it has not

been measured, it is likely that this organic accumulation of information is the most powerful factor influencing travel decisions.

On the other hand, induced images are a deliberate and intentional promotion endeavour by the destination marketer. These overt processes are more familiar to tourism agencies and businesses as these images derive from the conscious effort to develop, promote and advertise the destination image. Advertising literature, magazine articles, guide books, television promotion, travel tour packages, and promotion by travel businesses overtly provide us with images of places. Gunn (1997) explains this level in terms of four popular forms of development. *Paid advertising* consumes millions of dollars worth of artists', writers' and photographers' work to advertise through print media (folders, newspapers, and magazines), radio and television. *Publicity* is often used by tourist organisations. Performers and craftspeople are sent to market areas to publicise the special features of a destination. *Participation* in travel shows allows organisations to display exhibits, folders and videos of destinations. *Public relations* is a more subtle method, whereby representatives of destinations appear at meetings and conferences on tourism and related topics. Incentives are quite popular with tourist businesses – in the forms of coupons, discounts, packaging and contests.

A distinction is drawn between these two levels of images to separate images that can be influenced by designers and developers from those that cannot. It is possible that the natural environment has more to do with our perception of places than all the efforts of marketers and advertisers. However what Gunn proposes as organic non-commercial sources may not be strictly that. It can be argued that what a person already knows and perceives about a destination is not completely derived from non-commercial sources. Images accumulated over time from newspapers, radio and other news as well as mass media are in essence commercial sources of information regardless if they are intentional promotional efforts of the destination marketers and therefore may directly or indirectly influence image. Further, publicity and editorials, whether good or bad, are commercial sources of information that at times are a deliberate effort of the destination promoter. Can these sources then, even if they are accumulated over time before people seek additional information about a destination be classified as organic?



However the influence of these various sources of information and their role in destination image formation have been put into context by Gunn (1988) in his model of the seven phases of the travel experience:

1. Accumulation of mental images about vacation experiences;
2. Modification of those images by further information;
3. Decision to make a vacation trip;
4. Travel to the destination;
5. Participation at the destination;
6. Return home; and
7. Modification of images based on the vacation experience.

Using this sequence, three states of destination image formation can be identified - Phases 1, 2 and 7. In Phases 1 and 2, destination images are formed based upon secondary sources of information, whereas in Phase 7, first hand experience is used to modify the destination's image.

Gunn labels the destination image formed in Phase 1 as organic image. At this stage, the image is based primarily upon information assimilated from the non-commercial sources previously stated – however as mentioned, commercial sources may also indirectly influence image . It is only in Phase 2 that the more commercial sources of information are used. As a result of accessing these additional sources of information, the organic image (Phase 1) may be altered. This modified image, which occurs in Phase 2, is labeled as an induced image. In the final phase of destination image formation, Phase 7, actual experience is used to modify the destination's image.

### • **Models of Image formation**

A model of image formation, developed by Baloglu and McCleary (1999) was based on the literature from several fields and disciplines and is designed to provide a framework for studying the forces guiding the formation of destination image.

This general framework of destination image formation developed from previous literature is shown in Figure 4.2. Image is said to be mainly caused or formed by two major forces: stimulus factors and personal factors. The former are those that stem from the external stimulus and physical object as well as previous experience.

Personal factors, on the other hand, are the characteristics (social and psychological) of the perceiver. The general framework presented in Figure 4.2 served as a framework in developing the proposed path model in Figure 4.3 for this study.

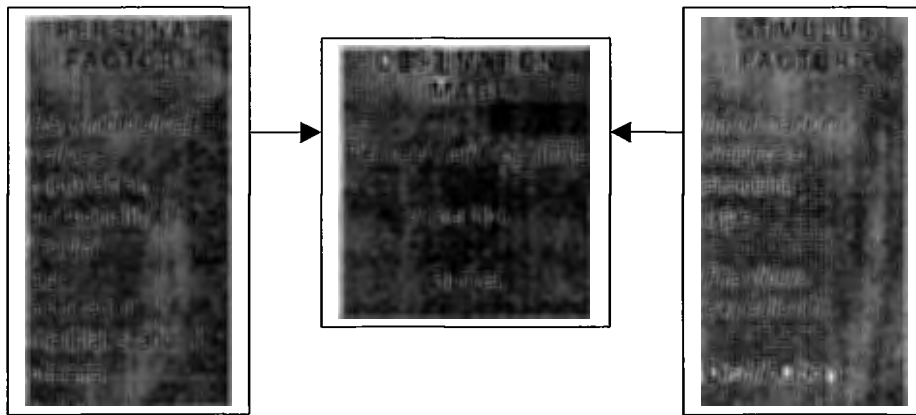


Figure 4.2 General framework of Destination Image Formation (Baloglu and McCleary 1999:870)

The literature review on the influences on destination image revealed three major determinants existing in the absence of actual visitation or previous experience: tourism motivations, socio-demographics, and various information sources. In this respect, the latter represent stimulus variables whereas motivations and socio-demographics stand for consumer characteristics in the proposed path model. The image concept has generally been considered as an attitudinal construct consisting of an individual’s mental representation of knowledge (beliefs), feelings, and global impression about an object or destination.

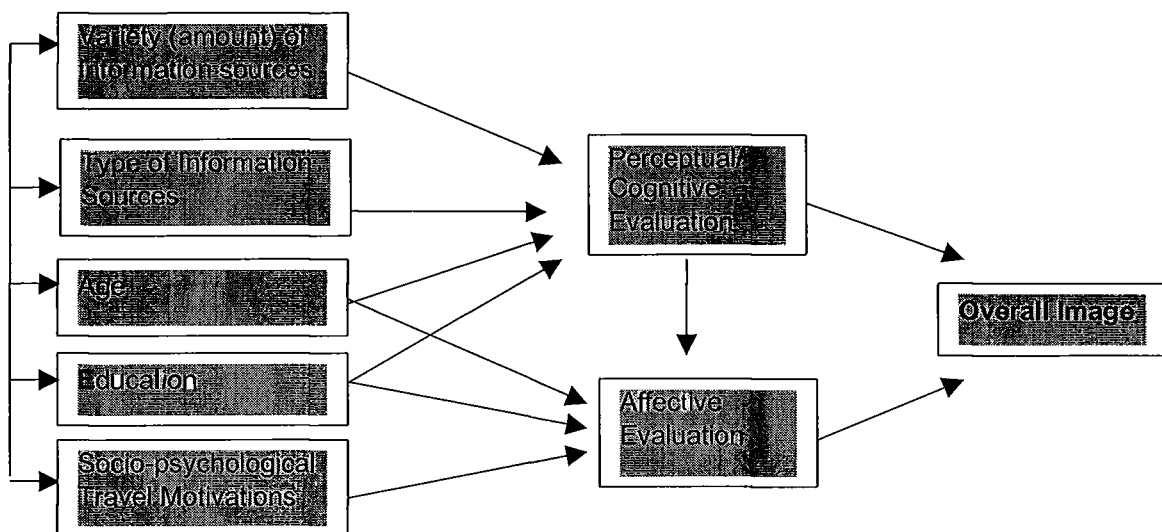


Figure 4.3 Destination Image Path Model (Baloglu and McCleary 1999:870)

Further, Baloglu and McCleary (1999) add that researchers in several disciplines and fields agree that the image construct has both perceptual/cognitive and affective evaluations. The perceptual/cognitive evaluations refer to the beliefs or knowledge about a destination's attributes whereas affective evaluation refers to feelings toward, or attachment to it. An overall image of a place is formed as a result of both perceptual/cognitive and affective evaluations of that place.

Similarly, Uysal and Fesenmaier (1993) noted that destination images are formed by three distinctly different, but hierarchically interrelated components: cognitive, affective and conative. The interrelationships between these components will determine product pre-disposition.

The cognitive image component is defined by Scott (1965 in Uysal and Fesenmaier 1993) as an evaluation of the known attributes of the product or the understanding of the product in an intellectual way - images derived from fact. The cognitive component may be viewed as the sum of beliefs and attitudes of an object leading to some internally accepted picture of its attributes. The process of forming cognitive images will determine which destinations move into the perceived, realistic and attainable opportunity sets.

The affective component of image is related to the motives one has for destination selection - what we wish to obtain from the object being considered and thus affecting object valuation. The affective component of image becomes operational when the evaluation stage of destination selection begins.

Lastly, the conative image component is analogous to behaviour because it is the action component. After all internal and external information is processed, a decision is reached and one destination from the decision set is selected. The conative component's relationship to the other two components is direct. It depends on the images developed during the cognitive stage and evaluated during the affective stage.

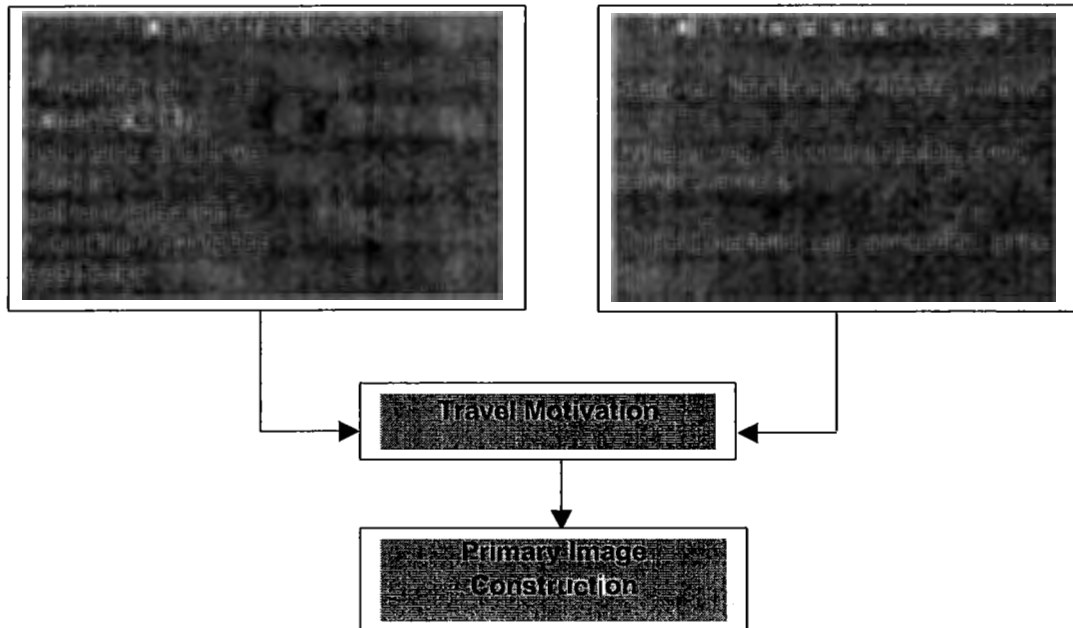
Further, Phelps (1986 in Uysal and Fesenmaier 1993) argues that destination images are either of a primary or secondary nature. Secondary images are formed from information received from some external source and primary images are formed through visitation. In a sense, Phelps has combined Gunn's two types of image

formation into one category (secondary image formation) and created an additional category – the primary image through visitation.

When analysing the construction of primary images of destinations, Lubbe (1998) suggests that potential tourists could be placed on a continuum indicating a 'push' or 'pull' orientation. It is generally accepted that the attractiveness of a destination is based not only on its attributes but also on a potential tourists' needs and motivations. The theoretical framework within which the methodology is selected is grounded in the so-called 'push/pull' theory of primary image construction suggested by Chon (1990).

Fakeye and Crompton (1991) added another level to the concept of destination image which they called the *complex image* which is formed when a tourist has a direct experience with a destination. However, Chon (1990) suggested that at the point when an individual is motivated to travel, a *primary image* of a destination has been constructed. An individual who is motivated to travel selects certain destinations as possible choices and it is these initial images which Chon describes as primary images. Whereas organic, induced and complex images evolve separately from one another, a primary image can exist in any of the three dimensions. According to Chon (1990), the construction of primary images of destinations is based on certain 'push' and 'pull' factors associated with destinations.

The motivation to travel, and the process of primary image construction, begins when an individual becomes aware of certain needs and perceives that certain destinations may have the ability to satisfy those needs. Chon (1990) and Mill and Morrison (1985), suggested that Maslow's hierarchy of needs are the foundation for travel motivations. These needs and motives, including knowledge and aesthetics, are described as 'push' factors. Figure 4.4 depicts these needs as 'push' factors.



**Figure 4.4 Destination Travel Motivations (Lubbe 1998:23)**

The 'pull' factors were described by Chon (1990) as the attractiveness of a region and its various elements. Elements of a destination that may contribute to its attractiveness fall into three broad categories: *static factors*, *dynamic factors* and *current decision factors*.

The push and pull factors act together to function as antecedent events for an individual's travel motivation and it is at this point that an individual becomes a potential tourist. The moment the potential tourist selects a destination as a possible choice, a primary image of that destination is constructed.

### 4.3 DESTINATION IMAGE FRAMEWORKS AND MODELS

Martineau (1958) makes the distinction between the functional and psychological components of image when considering an entity. Functional characteristics are defined as directly observable or measurable (ie. prices), whereas psychological characteristics cannot be directly measured (friendliness, atmosphere). Both components play a critical role in determining image.

While arguments are made in regard to measuring holistic impressions versus individual attributes or functional versus psychological characteristics, there is merit in examining a conceptualisation that more completely captures all of these components of image. In this scenario, provided by Echtner and Ritchie (1991),

image would consist of perceptions of individual product attributes, as well as overall holistic impressions - both discursive and imagery processing. Thus, it appears that destination image could be considered in terms of both an attribute based component and a holistic component. For example, some images of destinations are based upon directly observable or measurable characteristics, (scenery, attractions, accommodation, price levels), while others could be based on more abstract, intangible characteristics (friendliness, safety, atmosphere). Therefore, the notion of functional and psychological characteristics as suggested by Martineau (1958) is applied to destination images.

A conceptualisation of destination image encompassing all of these components is provided in Figure 4.5 using the country of Nepal as an example. Below, Nepal is seen with 'friendly people' in the quadrant incorporating psychological characteristics and attributes. This is because although friendliness is classified as a psychological characteristic, 'friendly people' is also an attribute of the destination. It becomes evident in Table 4.1 that in fact the majority of researchers are conceptualising destination image in terms of lists of attributes, and not in terms of holistic impressions.

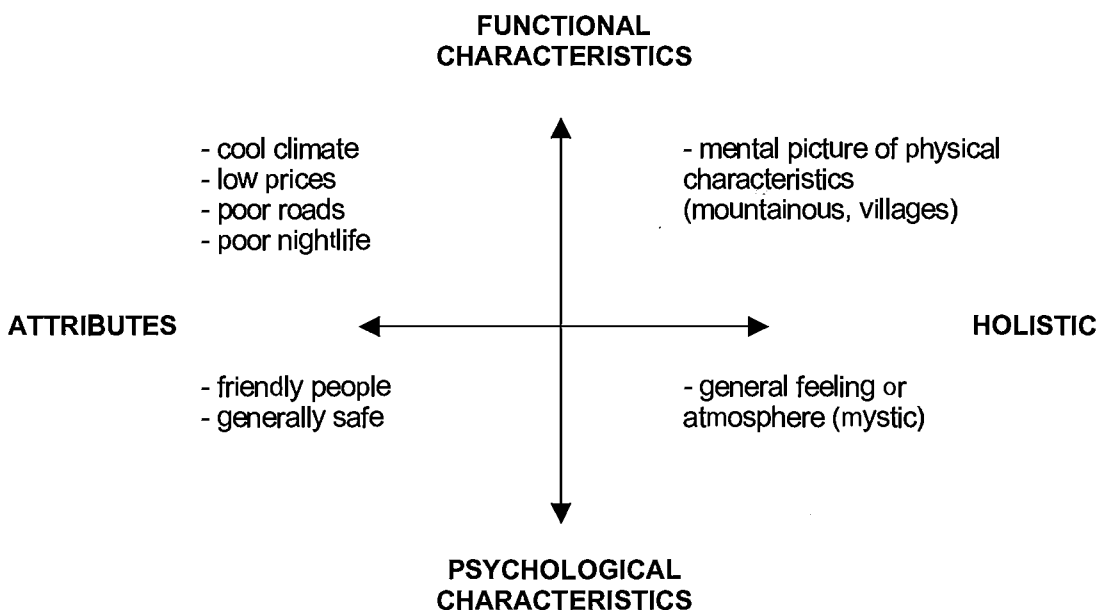


Figure 4.5 Four Components of Destination Image Framework - Nepal (Echtner and Ritchie 1991:6)

There is one additional dimension of destination image, however, that has been largely overlooked in previous research according to Echtner and Ritchie (1991). As indicated in Figure 4.6, images of destinations can range on a continuum from those

based on 'common' functional and psychological traits to those based on more 'unique' features, events, feelings or auras.

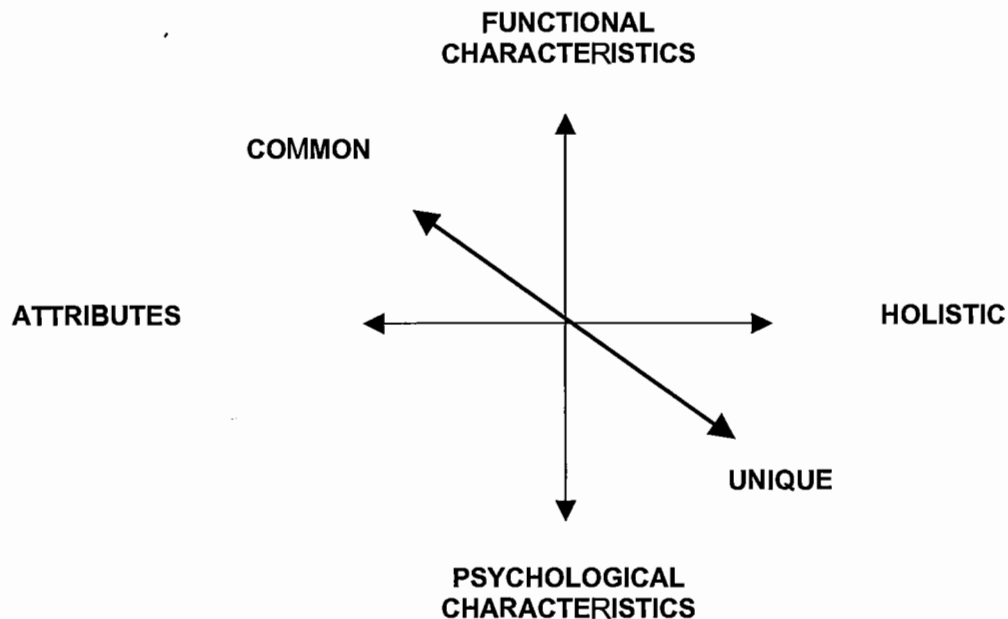


Figure 4.6 All components of Destination Image Framework (Echtner and Ritchie 1991:6)

Examples of unique functional features are easy to provide. For instance, India may evoke an image of the Taj Mahal, Rome of the Colosseum, and in the case of the example provided in Figure 4.5, Nepal of Mount Everest. On the other hand, instances of truly unique auras include the aura of Rome and the Vatican, which is special to that particular location and its associated set of values. Similarly, Paris may be perceived as romantic.

Based on this conceptual framework, destination image is defined as not only the perceptions of individual destination attributes but also the holistic impression made by the destination, consisting of functional characteristics, concerning the more tangible aspects of a destination, as well as the psychological characteristics concerning the more intangible aspects. Furthermore, destination images can be arranged on a continuum ranging from traits which can be commonly used to compare all destinations such as price levels, transportation, accommodation and climate, to those which are unique to a destination.

Although the destination image framework put forward by Echtner and Ritchie (1991) is extremely useful in identifying the attribute and holistic based images of a

destination, the framework implies a scale measurement in regard to the x and y axis. Should functional be on the opposite scale of measurement to psychological – are the two variables actual opposites or can there be functional/psychological characteristics of a destination? Like wise, attribute versus holistic components are not scale dimensions along the x axis. A more appropriate wording of the four characteristics would be tangible (functional) versus intangible (psychological) and micro (attributes) versus macro (holistic). In this way, scale measurement on the axis is more valid. The revised Echtner and Ritchie model is shown in Figure 4.7.

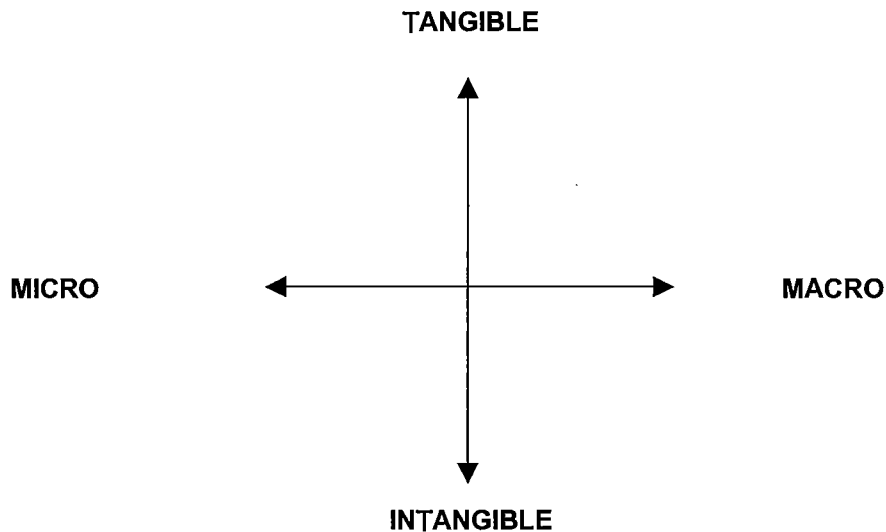
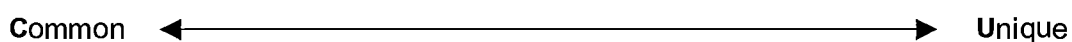


Figure 4.7 Revised Echtner and Ritchie Framework of Destination Image

Further, the common/unique continuum implies that common characteristics of a destination can only be found in the functional/attribute (tangible/micro) quadrant and that unique characteristics lie only in the psychological/holistic (macro/intangible) quadrant - however, unique functional examples such as India and the image of the Taj Mahal exist? Two ways around this oversight is to put forward two models – one in which the common/unique continuum lies as it is in Figure 4.6 including a second model with the continuum reversed. An even more simple resolution would be to place the images on a continuum scale from common to unique separate from the framework. This way, common and unique images derived from the framework can be placed on the continuum regardless if they are micro, macro, tangible or intangible – see below.





In order to provide an even more comprehensive theoretical framework of destination image, a conceptual model from an intradisciplinary marketing perspective was developed by Gallarza et al (2001) based on previous literature. It is based on two sources: a review and discussion of existing theoretical literature about conceptualising destination image, and an analysis and taxonomy of methodologies employed for its measurement to aid selection of the best research methodologies.

Appendix 2 categorises a selection of 25 empirical studies of destination image from the last two decades which measure attribute based image. Following Echtner and Ritchie's 1991 procedure of reviewing attributes used by previous researchers, organised into a functional/psychological axis.

Gallarza's proposed model (Appendix 2) is based on four features: 'complexity' – it is not unequivocal, 'multiple' – in elements and processes, 'relativistic' – subjective and generally comparative, and 'dynamic' – varying with the dimensions of time and space. On the left hand side of the figure, previous destination image research is listed according to statements: each feature relies directly (thick arrow) or indirectly (thin arrow) on one or several statements. On the right hand side of the figure, content analysis on the taxonomies brings up comments that contribute to each of the features. Every feature found underlies a useful dimension of the concept of image for the strategic management of destinations.

#### **4.4 MEASUREMENT OF DESTINATION IMAGE**

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The important role of destination image, both in terms of understanding travel behaviour and in designing effective tourism marketing strategies, underscores the need to develop methodologies to thoroughly and accurately measure this concept. Despite current interest, Walmsley and Young (1998) note that image assessment is largely atheoretical, and most image studies in tourism have used attribute lists to measure some of the more functional components of destination image such as scenery, climate, facilities and attractions. Thus, the main concern has been with the more tangible physical components of place perception commonly associated with designative images. The evaluative component of image appears to be overlooked.

In fact, measurement is the basic problem in the study of images. Images are difficult to express, highly subjective and sometimes even subconscious. As such they are

not easily quantifiable. Researchers have, however, developed a number of methodological techniques which enable them to infer images from responses which allow them to quantify highly subjective data.

A review of the techniques used in the past for research on product image measurement revealed two basic approaches; structured and unstructured.

According to both Echtner and Ritchie (1991,1993) and Murphy (1999), the structured approach involves various common image attributes being specified and incorporated into a standardised instrument, usually a set of scales. Although scales differ in type and in the way they are constructed (eg. Likert scales, semantic-differential scales, descriptive scales, evaluative scales) the objective of all scales is to assign to the subject's image a numerical score along a continuum. One of the simplest methods of image measurement is the rank order technique. For instance, vacation destinations are typically ranked in order of preference. A product is rated by the respondent on each of the attributes included in the measure and an 'image profile' is derived from these ratings.

Because structured methodologies use standardised scales, the advantages of the approach to image measurement include that it is easily administered, produces data that can be easily coded and analysed and the results can be analysed using sophisticated statistical techniques. Structured methodologies also facilitate the comparison of several products across each of the attributes included as scale items.

However, no opportunity is provided to describe holistic references, and the completeness can be highly variable depending on the procedures used to elicit the attributes of image (Tapachai and Waryszak 2000). Structured methodologies are attribute focused - they force the respondent to think about the product image in terms of the attributes specified by the scales. In general, structured instruments limit respondents to respond to characteristics that may not necessarily comprise the image they have of the destination being studied, leading to inaccurate results. Furthermore, scale items are not designed to measure the unique characteristics of the product and so the product is rated on more general, common traits.

On the other hand, unstructured methodologies are the alternate form of measurement used in image research and employ free form descriptions to measure

image. Attributes are not specified at the onset of the research; rather the respondent is allowed to more freely describe impressions of the product.

Data is often gathered from a sample of respondents through such methods as focus groups, indepth interviews or open-ended survey questions with content analysis and various sorting techniques then used to determine image dimensions. Tapachai and Waryszak (2000) also suggested that unstructured techniques in association with content analysis can be applied to analyse images measured with the category based approach. Analysis of unstructured techniques seems to have advantages in regard to minimal imposition of the perception of image dimensions. In addition, a series of projective techniques is a very interesting, but a seldom used method of data collection in image studies. The projective tests include word association, sentence completion and picture interpretation questions.

The unstructured techniques provide a relatively simple and inexpensive way of determining the image that customers or potential customers hold of a tourist product (Reilly 1990). Moreover, the use of content analysis aids in capturing image in terms of both specific attributes and overall impressions. However, the use of unstructured techniques in destination image measurement appeared only in the work of Reilly (1990) and Echtner and Ritchie (1993).

Unstructured methodologies are more conducive in measuring the holistic components of product image and also in capturing unique features and auras (Wamsley and Young 1998). Qualitative research in the form of focus groups is also very useful to uncover a more complete list of attributes that are relevant and salient to consumers than scales. Further, Reilly (1990) claims that data collection and analysis of free elicitation data is simple, perhaps more so than for attribute lists.

However, because of the qualitative nature of the data produced by unstructured methods, a statistical analysis of the results are limited and is subject to more interpretational biases than structured data. In particular, comparative analyses across several products are not facilitated by unstructured methodologies. These unstructured methods also tend to be timelier.

The conceptualisation of destination image embraces both a destination's salient attributes and a holistic view such as total impression, feeling and auras as discussed by Tapachai and Waryszak (2000). Therefore, the most complete

measurements would have to address both the functional and psychological characteristics of the product.

The methodologies that have been used in the major destination image studies conducted to date are summarised in Appendix 3. As the second column of the table indicates, destination image researchers have a strong preference for structured methodologies (Echtner and Ritchie 1991). In fact, almost all have used either semantic differential or Likert type scales in the measurement of destination image and so the majority of destination image measurement studies have focussed on the common, attribute-based component of a destination and have not addressed the more holistic and unique components.

Unless considerable effort is expended in the initial design stages, attribute lists may be incomplete by failing to incorporate all of the relevant functional and psychological characteristics of the destination image. However, as the third column in Appendix 3 indicates, only a few researches have relied on secondary sources of information (literature reviews, brochures) and opinions of 'experts' (travel agents, others in the tourism industry). While it is recognised that qualitative research with consumers is expensive and time consuming, it is difficult to design a valid and complete set of destination image attributes without such input.

To illustrate this point, Echtner and Ritchie (1991) presented a summary of the attributes of destination image used to date in the studies employing structured methodologies (see Table 4.2). The master list of attributes has been arranged within the functional/psychological continuum. Certain items (such as costs/price levels) are quite functional, while some could be argued to be either and, therefore lie near the middle of the continuum (ie. cleanliness).

Table 4.2 Attributes used by researchers to measure Destination Image

**FUNCTIONAL** (physical, measurable)

▲	Scenery/Natural attractions	13
	Costs/Price levels	9
	Climate	8
	Tourist sites/activities	8
	Nightlife and Entertainment	8
	Sports facilities/activities	8
	National Parks/Wilderness activities	7
	Local infrastructure/transportation	7
	Architecture/Buildings	7
	Historic sites/museums	6
	Beaches	6
	Shopping facilities	5
	Accommodation facilities	5
	Cities	4
	Fairs, Exhibits and Festivals	2
	Information and Tours	1
	Crowdedness	4
	Cleanliness	4
	Personal Safety	4
	Accessibility	2
	Degree of Urbanisation	1
	Commercialisation	1
	Political Stability	1
	Hospitality/Friendliness	11
	Different customs/cultures	7
	Restful/Relaxing	5
	Atmosphere	4
	Adventurous	3
	Increase knowledge	2
	Family or Adult Oriented	1
	Quality of service	1
▼	Fame/Reputation	1

**PSYCHOLOGICAL** (abstract)

(adapted from Echtner and Ritchie 1991:10)

Very few researchers have succeeded in incorporating the majority of these attributes into a measurement instrument. Furthermore, the emphasis in existing research has obviously been on the more functional attributes of destination image. The only psychological attribute measured by the majority of researchers is 'friendliness'.

However, it is evident that researchers have not been successful in reconciling conceptualisation and operationalisation of destination image. Murphy (1999) concluded that there has been a reliance on structured methodologies via scaling methods in measuring destination image, and therefore has not addressed the holistic image. It is recommended that fairly extensive research be conducted in the primary stages of scale construction (eg. indepth interviews) as opposed to the traditional reliance on secondary sources or expert opinion. Echtner and Ritchie

(1993) illustrated that a combination of structured and unstructured methodologies is necessary to accurately measure destination image.

### • Destination Image Measurement Studies

While previous research has almost exclusively focused on the use of structured methodology, there are nevertheless recent exceptions that have employed both approaches to measure destination image such as Reilly (1990), Um and Crompton (1990), Echtner and Ritchie (1993), Murphy (1999) and Tapachai and Waryszak (2000).

Importantly, Echtner and Ritchie (1991), developed a study based on their conceptual framework to provide a more comprehensive approach to measuring destination image. A series of open-ended questions were developed to provide qualitative feedback. The first question was designed to allow respondents to think freely about the destination and to describe their overall impressions. The second question was added in an attempt to capture the holistic psychological component of image, described as atmosphere or mood of the destination. Finally, the third question was asked to determine some of the attractions that respondents considered distinctive or unique to the destination.

Following are the three questions:

- 1) What images or characteristics come to mind when you think XXX as a vacation destination?
- 2) How would you describe the atmosphere or mood that you would expect to experience while visiting XXX?
- 3) Please list any distinctive or unique tourist attractions that you can think of in XXX?

Focus groups were also held – a total of 12 focus groups with an average of eight participants per group. In each session, respondents were asked to provide their images of five countries as travel destinations. Content analysis and categorisation was then performed resulting in a final list of attributes ranging along the functional – psychological continuum.

The second section of the questionnaire consisted of quantitative, close-ended questions to obtain a variety of information in regard to four countries: Jamaica,

Japan, Kenya and Switzerland. The survey was administered to a total of 600 students in the same metropolitan area as the focus groups to obtain more accurate results.

A prime example of an unstructured approach is Reilly's (1990) destination image study, which employed free elicitation of descriptive adjectives for a destination. In a random telephone survey using open-ended questions, respondents were asked to describe the state of Montana in three words. By combining the most common descriptions, a mental picture, or holistic impression was drawn of Montana. Included in this image was scenic beauty, openness, mountains, cold weather and big blue sky. While some of these attributes, such as scenery and weather could have been rated using a set of scales, such a standardised format would have eliminated some of the unique imagery (blue sky, openness) produced by the open-ended questions.

Murphy (1999) further examined destination image. The purpose of Murphy's (1999) study was to employ both structured and unstructured methodologies to measure images of Australia as a holiday destination as perceived by backpacker visitors. The aim was to explore different decision situations – country choice, transportation, destination accommodation, and tour/activity choice in Australia. The questions related to destination image from the survey included ratings of countries which respondents had considered visiting on eight predetermined destination attributes and importance ratings on these attributes as well as open-ended questions (see Appendix 4). Results were then placed in the destination image framework developed by Echtner and Ritchie (1991) – see Appendix 5.

The results indicated that Australia's major strengths are its natural attractions and its friendly people, as well as safety, climate and language. Some of the unique elements of Australia's image included kangaroos, the Great Barrier Reef, the Outback, Aboriginal culture and Ayres Rock/Uluru. Holistic components included its vastness, diversity and stunning natural wonders.

This dual approach to measuring destination image provided insight into Australia's destination image, as perceived by backpacker respondents. The structured approach based on predetermined attributes, allowed a comparison of Australia's image on key attributes to competing destinations. This information, however only gave a general picture with little insight gained into Australia's unique or more holistic image elements which have important implications for developing promotional

material. The more unstructured approach to image measurement provided a clearer indication of these elements.

The objective of the study undertaken by Tapachai and Waryszak (2000) was to analyse destination images of a country through descriptions of the stimuli and benefits countries provided to respondents in a free response situation. To achieve this objective, open-ended questions with the inclusion of the category based approach was used. Both Thailand and the United States were examined as destinations. The respondents were asked to respond to the following:

...imagine that you have recently decided to visit the two nominated countries. List as many benefits as possible that come to mind that helped you decide to visit these countries.

The raw data was then analysed using content analysis techniques with text units coded into categories. The final classification of the selected benefit attributes in each dimension is illustrated in Table 4.3. The results supported the usefulness of this approach in conjunction with open-ended questions in capturing image through benefits rather than individual attributes.

Table 4.3 Benefit attributes of Thailand and the United States

Dimension	Thailand	United States
Functional	Fascinating cheap shopping, exotic tropical, unspoiled countryside,	Fascinating shopping, famous theme parks, well known shopping centres, beautiful scenery and landscape
Psychological	Suitable for all people, relaxing and	Popular, diverse, fun, dynamic,



## 5. DESTINATION IMAGE AND EVENT TOURISM

### 5.1 EVENT TOURISM

The world of event management and event tourism covers a variety of planned cultural, sporting, political and business occasions; from mega events like the Olympics and world fairs to community festivals. Events constitute one of the most exciting and fastest growing forms of leisure, business and tourism related phenomena.

According to Janiskee (1996), this is the age of special events with events adding to a city's range of attractions. Not only has the number of special events substantially increased, but so too has the scale of event tourism with many destinations seeking to specialise in the creation and hosting of special events.

Events often actively seek media coverage as a promotional strategy, hoping more people will be encouraged to visit the city in the future. Thus, the relationship between events and tourism has become intrinsically linked. One significant component of this relationship is the way images associated with an event may be transferred to the destination. In this way the destination brand or image becomes increasingly important and may be strengthened, enhanced or changed.

Event tourism is now regarded as a distinct field of study and is now firmly established as a major component of special interest tourism and a significant ingredient in destination and place marketing strategies. Watt (1998:1) defines an event as "anything that happens for a specific need" or "an occurrence, especially one of great importance."

The term 'event tourism' was coined by Getz in the 1980's and has been defined as "the systematic planning, development and marketing of festivals and special events as tourist attractions, catalysts and image builders" (Getz and Wicks 1993:2).

Events have now become an important motivator for travel behaviour. As Getz (1989:126) noted, "although the majority of events have probably arisen for non-tourist reasons...there is clearly a trend to exploit them for tourism and to create new events deliberately as tourist attractions."

Events are temporary occurrences, either planned or unplanned. They have a finite length, and for planned events this is usually fixed and publicised. Although there is a range of events, the following principle applies to all events - events are transient, and every event is a unique blending of its duration, setting, management and people (McDonnell 1999).

Events are often characterised according to their size and scale. Common categories are special events, hallmark events and mega events. Events can also be classified according to their purpose such as sporting events, cultural or historical events or even corporate meetings.

When looking at special events, Jago and Shaw (1998:29) provide a useful definition of a special event:

“A one-time or infrequently occurring event of limited duration that provides the consumer with a leisure and social opportunity beyond everyday experience. Such events, which attract or have the potential to attract tourists, are often held to raise the profile, image or awareness of a region.”

Alternatively, according to Getz (1997:5), a hallmark event is defined as the following:

“Major one-time or recurring events of limited duration, developed primarily to enhance the awareness, appeal and profitability of a tourism destination in the short and/or long term. Such events rely for their success on uniqueness, status or timely significance to create interest and attract attention.”

Hallmark events possess such significance, in terms of tradition, attractiveness, image or publicity that the event provides the destination with a competitive advantage. Over time, the event and destination can become inseparable. A prime example of such a destination is Tamworth where the Tamworth Music Festival has become synonymous with the destination. Increasingly, every destination needs at least one hallmark event to provide high levels of media coverage and positive imagery. Other examples of hallmark events include Oktoberfest in Munich; the Tour de France, the Running of the Bulls in Pamplona and the Carnival in Rio de Janeiro.

Furthermore, examples of mega events include Olympic Games, World expos and fairs as well as the World Cup. These events are so large that they effect world

economies and reverberate in the global media. The definition of mega events is more a question of relative significance than measure of its size:

“Mega events, by the way of their size or significance, are those that yield extraordinary high levels of tourism, media coverage, prestige, or economic impact for the host community or destination “ (Getz 1997:6).

The universe of events is so diverse however, that any classification is bound to be incomplete. Table 5.1 illustrates an attempt to divide major categories. The type of events are extremely diverse and any of these events can be considered as special, hallmark or mega events.

Table 5.1 Typology of events

Cultural/Histone	Ar/Entertainment	Business/Trade
Sport Events	Educational/Science	Recreational
Political/State	Rural	Anniversary/Religious

Within these broad categories exist hundreds and various events from carnivals, to musicals, marathons and political elections.

Events have a great ability to ‘pull’ visitors as they are often specifically developed for particular target markets. In general, according to Brown et al (2000) some reasons for the increase in the popularity of events relate to demographic and psychographic changes that have occurred including:

- increasing levels of average disposable income;
- a move to more frequent short term holiday breaks;
- increasing interest in experiential travel;
- increasing interest in authenticity;
- increasing interest in culture.

As outlined by Getz (1997), events typically state the following aims:

1. to expand the traditional tourist season;
2. to speed tourism demand more widely throughout the area;
3. to attract foreign visitors as well as other visitors;
4. to create a favourable image for a destination, correct a negative image or enhance an image of a destination;
5. to use events to benefit economically.

Governments have become increasingly interested in special events largely because of their ability to attract visitors, and hence visitor spending, as well as their ability to raise the awareness of the host region for future tourism (Mules and Faulkner 1996). The importance of events for Australia's tourism industry was recognised in the National Tourism Strategy (Commonwealth Department of Tourism 1992), and many tourism strategies have acknowledged the importance to develop this form of tourism.

Many state governments have now established specific event units to assist in the bidding for major sporting events and cultural events. For example, in 1992 EventsCorp, the events unit of WATC was involved in the staging of events which injected an estimated \$18 million into the state economy. Mules (2001) identifies the following business units:

- EventsCorp WA;
- Australian Major Events Company;
- Victorian Major Events Company;
- Tasmania State Development;
- Tourism NSW;
- Queensland Events Corporation; and
- Victorian Department of State and Regional Development

Much of the attention that has been the focus of events is the realisation that events have the power to produce great economic benefits for host regions. The focus on the economic benefits of events comes from the requirement of government assistance to stage such occasions and the need to provide justification for this assistance. This however, represents short-term implications. Thus, there is a

substantial scope to explore further the role that events can play as catalysts for development and as image builders and therefore the long term implications of events.

However, although events are recognised for the economic benefits produced, they can have very wide ranging impacts. Brown et al (2001) add that a given event can be staged for a large number of reasons:

1. Increased visitation to a region;
2. Positive economic impact;
3. Increased employment;
4. Improvement of a destination's image and awareness;
5. Enhanced tourism development;
6. Ability to act as a catalyst for development;
7. Reduction of seasonal fluctuations or extension of the tourism season;
8. Animation of static attractions;
9. Enhanced community pride; and
10. Advancement of political objectives.

The above points indicate the push or increased focus on not only the economic benefits of events, but also the social and cultural benefits that can result by staging events.

## **5.2 DESTINATION IMAGE AND EVENTS**

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Events can help construct a positive image and help build commercial and public awareness of a destination through the media coverage which they generate (Tourism Victoria 1997). For example, Victoria has been aggressively promoting itself as the event state, with Tourism Victoria (1997) reporting that its research indicates that it is now recognised as the Australian city which hosts major international sporting and cultural events, ahead of Sydney, Adelaide, Brisbane, Perth and Canberra.

The positive image which events are able to portray to the public and the media exposure they offer probably explains the lengths to which governments and politicians will go to host major national and international events. Table 5.2 records

some examples of various hallmark events in Australia which provide important contributions to the tourism industry of the host community.

Table 5.2 Examples of Hallmark Events in Australia

Classification	Examples and Locations
Carnivals and festivals	Todd River Regatta (Alice Springs)
	Gay and Lesbian Mardi Gras (Sydney)
	Moomba Carnival (Melbourne)
	Floriade (Canberra)
Major Agriculture Shows	Royal Agriculture Show (Sydney)
	National Agricultural Fair (Orange)
Major Sporting Events	Olympic Games (Sydney 2000)
	AFL Grand Final (Melbourne)
	The America's Cup (Fremantle)
	Grand Prix (Melbourne)
	Melbourne Cup (Melbourne)
	Bathurst 1000 (Bathurst)
Significant Cultural Events	Canberra 400 (Canberra)
	Festival of Sydney, Perth, Adelaide
	Multicultural Festival (Canberra)
	International Comedy Festival (Melbourne)
	Tamworth Music Festival (Tamworth)
Historical Milestones	Australian Bicentenary (1988)
	Federation since 1901 (2001)
World Fairs/Expositions	International Expo (1988)
	International Lyons (Brisbane 1990)

adapted from Hall (1998:319)

Kotler, Haider and Rein (1993), identified the value of events in enhancing the image of communities and in attracting tourists. They explain that place marketing provides a framework within which events and event tourism find multiple roles, as image-makers and tourism attractions. The aim of place marketing to create positive images of destinations may be assisted by events.

In regard to image making, a positive image can be created or enhanced through publicity, and specifically by attracting media coverage of events. The rationale for bidding on and attracting these events, according to Getz (1997) is that these events primarily increase awareness and enhance the destination's image. It is obvious that major events can have the effect of shaping an image of the host community or country, creating favourable perceptions as a potential tourism destination. With media attention focusing on the destination, even only for a short period of time, the publicity value is enormous.

It is essential to make an event experience attractive so that word-of-mouth promotions will be strong. Thus, the event itself becomes a part of the image making

process. Similarly, each event is an integral part of the destination's image enhancement. If the one event attended by international guests is bad, then the whole region suffers and vice versa. In addition, target benefits aimed at the special interests of key market segments are important for creating 'brand loyalty.'

Despite the growth of event tourism, little attention has been given to the psychological processes that underline the impact that events can have on a destination's brand. The event's brand image is often linked to that of the destination.

According to Brown et al (2001), brands are typically linked in order to: 1) increase brand awareness, and/or 2) enhance or change brand image. The use of events as a means to enhance consumers' awareness of a destination is a common reason that destinations seek to host events. Indeed, the economic value of an event to the host city or region is often predicted on the media attention that the event obtains (Mules and Faulkner 1996). However, the use of events as a means to enhance or change a destination's image is less well understood.

There must be some spill over, however, from the event's image onto the destination's image in order for an event to have an impact on a destination's image. Although, the effects of an event's image on a destination's image have not been well demonstrated. In many instances, destinations seek to use events to change their image (Bramwell 1997; van den Berg et al 2000). In such instances, there will, at the outset, be some degree of mismatch between the event's image and that of the destination. This may be the case with the introduction of the Stegbar Canberra 400 into the National Capital which has for a long time promoted itself with a cultural image of the destination.

The question remains – what constitutes an appropriate basis for selecting and using events to obtain a desired effect on the destination's image? Psychologists have identified that knowledge is represented as associative networks (Brown et al 2001). Knowledge consists of a set of nodes that are connected through a network of associations which form an 'association set'. These sets have been found to be useful descriptors of brand image.

Brown et al (2001) illustrate this by considering the hypothetical set of relationships depicted in Appendix 6. Two destinations in Queensland, Australia, are represented as nodes – the Gold Coast and the Sunshine Coast. The Gold Coast has a more

complex set of associations than does the Sunshine Coast. The Gold Coast is seen as more urbanised and exciting. On the other hand, the Sunshine Coast is more family oriented. However, the two destinations are linked in memory – both directly and through such shared features as the beach and sun, as well as the disadvantage that this market segment perceives the cultural amenities to be poor.

In order to use events to strengthen the existing brand image, either destination would choose events for which the association set is consistent with one or more aspects of the current destination image such as events that highlight their beaches and/or sunny climate. This illustrates the importance of getting the right “events mix” for a destination. Assuming that there was media exposure to target markets, it would strengthen the aspects of brand image association with the sun and beach. It would not though, separate one destination from the other. If the Gold Coast sought to strengthen its image by differentiation, it would host events related to urban excitement or nightlife. Similarly, the Sunshine Coast could strengthen its competitive advantage over the Gold Coast by holding family type events.

In addition, either destination may attempt to change its image by using certain events to alter a negative aspect. For example, to revert the poor image of poor cultural amenities, an event may be designed to highlight and showcase cultural performances such as a performing arts festival or an art contest. Similarly, either destination may seek to enhance or to further elaborate its image through events that it includes on its calendar or to introduce an entirely new node into its association set.

This example given by Brown et al (2001) illustrates the requisite logic for linking events to destination image. Four conclusions were reached:

1. In order to build events into destination branding and imaging, destination managers should seek to develop a portfolio of events. Different events may be used to strengthen, enhance or change aspects of destination image to target markets;
2. Before managers can determine which events will provide benefits, they must determine how the destination itself is perceived in the market place. Mapping of the relevant association of market segments is necessary;
3. In order to determine what kinds of events to consider, components of a destination’s image must be decided in which to strengthen, enhance or change; and



4. In order to select and use an event well, destination managers need to identify the association set by which market segments are likely to encode and interpret the event.

The Co-operative Research Centre for Sustainable Tourism (CRC Tourism, 2000), examined the role of events in destination branding and imaging. Answers to the following question was sought:

How and to what degree do destination marketers incorporate events into their marketing strategies?

1. How events have an impact on 'brand' of the destination; and
2. Whether events could be used more effectively to build destination's brand image.

An initial scoping study was conducted to better understand the current situation by consulting with a wide range of tourism and event management professionals throughout Australia. The main objective was to provide information for destination marketing managers and event organisers which would allow the more strategic use of events in creating destination image. The general findings from the research indicated that events can be successful in branding a destination and enhancing its image, particularly those that possess the following characteristics:

- Longevity;
- Community Support;
- Professionalism of Organisation;
- Compatibility with the Destination;
- Media Coverage; and
- Research.

Events have been subject to a substantial deal of research (Getz 1997; McDonnell 1999) focusing on both the economic and recently social impacts. However, there has been little research in the role events have in branding or creating an image of a destination. Ahmed (1991) suggests that scheduling events can create positive images of a destination. Sporting extravaganzas, cultural festivals, ethnic food fairs and other events can play an important role in correcting the negative image of a

tourist destination. By attracting media attention, events offer excellent opportunities for improving public relations. Many events create a desirable image, even though the event cannot be justified purely on economic grounds. Some events have become a major tourist draw card. Such events enhance the positive image of their destinations, facilitating the flow of hundreds of thousands of tourists annually.

## **6. EVENTS AND DESTINATIONS – CASE STUDIES**

Many destinations have used events as a means of destination imaging. There are cases in which events have returned negative as well as positive images of the destination or community, such as the Gay and Lesbian Mardi Gras in Sydney which resulted in both favourable and unfavourable images. However, most destinations have been successful using this tool as a means of creating a positive image of their tourist destination.

For example, the use of cultural events to improve the city image of Rotterdam resulted in a positive image effect. Rotterdam has shown to be successful in using such events to position itself favourably as a cultural destination in Europe by being noted as the Cultural Capital (Richards G 2002). Puczko and Ratz (2001) studied the image of Budapest in relation to the Budapest Spring Festival and concluded that festival visitors had a more positive image of the city than non-visitors. Further, Gessel (2000:115) also stated that "events strengthen the image of Holland... events, particularly larger ones, are tremendously important for the promotion of the tourism product Holland."

### **6.1 SYDNEY OLYMPIC GAMES 2000**

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The Sydney Olympic Games 2000 illustrates the extent to which an event can enhance destination image. The ATC (2001:5) indicated that "no other host country has taken the opportunity to use the Games to promote the whole country's tourism image as well as the host city's" and claimed that the event changed the way the world sees not only Sydney, but Australia – advancing Australia's international tourism image by ten years. Undeniably, the vast amount of television coverage raised the profile of Australia to the world. However, to project more than just backdrops of Sydney Harbour and the Opera House, Brand Australia was formed using a logo featuring the kangaroo set against a red sun and blue waves to broaden the images people have of the country. Essentially, the destination brand was inevitably implicated by the success of the event and the level of satisfaction experienced.

## 6.2 TAMWORTH COUNTRY MUSIC FESTIVAL

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According to McDonnell (1999), Tamworth is widely recognised both in Australia and overseas as Australia's 'country music capital'. In January 1991, the city held their 25<sup>th</sup> anniversary of the Toyota Country Music Awards of Australia – the event responsible for the birth of the Australasian Country Music Festival, and the development of Tamworth as a country music capital.

Tamworth's association with country music began in the 1960's when in 1969 it was decided by country music radio 2TM executives that the city would be referred to as the Country Music Capital in all promotional material. In January 1973 the first Australasian Country Music Awards were staged.

Once the awards were consolidated, McDonnell (1999) adds that other activities were planned and staged with the deliberate intention of developing a festival out of a single event. Gradually, due to its success, the period of the festival grew from two days to ten with individuals and organisations staging events in venues throughout the city and local district.

The following factors are said to have strongly influenced the growth of Tamworth's country music development:

- Country Music Capital as a marketing concept;
  - Professionalism of organisation;
  - Centralised control and a strong financial incentive;
  - Continuity of management;
  - Innovation and Australian content;
  - Publicity and Spreading the activity;
  - The long weekend; and
  - spin offs
- (McDonnell 1999).

In tourism, having an image and identity is essential, and that is what country music has given to Tamworth. The new Tourist Information Centre is in the shape of a guitar, with the Hall of Renown, the Hands of Fame, the giant golden guitar, the Country Collection Wax Museum and the guitar shaped pool are among the dozens of other tourist attractions utilising this famous theme.

The Country Music Awards of Australia and Australasian Country Music Festival is an excellent example of a private enterprise event that has created enormous benefits for the community and created a positive destination image, in this case the Country Music Capital. With this, Tamworth has achieved an unbelievable transformation of a country town into a nationally, and internationally recognised tourist destination.

## 7. THE NATIONAL CAPITAL AND EVENTS

During the last five years, the ACT has begun to acknowledge the importance of events on the Canberra region in order to create a positive image of the destination. This is evident in the ACT Tourism Masterplan (2001-2005) where in developing the National Capital, festivals and events are seen as a major promotional factor. According to the Masterplan (2001 - 2005), event related tourism is recognised as a catalyst for economic and tourism growth. Events can persuade visitors to travel to a particular destination, therefore encouraging visitors, generating media coverage and promotional opportunities to broaden the perception of the destination and therefore Canberra.

Further, the ACT's National Capital status makes Canberra an ideal destination and backdrop for events to project a favourable image to the rest of the country. The ACT currently hosts a diverse range of events from hallmark events such as Floriade to community celebrations such as the Multicultural Festival. These events attract visitors to the ACT and can be used to create a positive destination image for Canberra. Canberra is promoted as both having a diverse product base and being a cultural destination. This presents opportunities to both create events of a cultural focus as well as providing a mix of events to emphasise the diverse product base and attract a variety of target markets. Cambourne (2002) in his article 'How to make tourism deliver for Canberra' suggests that perhaps Canberra is not sure exactly what kind of events and activities provide the best fit and so represent the best opportunities for Canberra as a tourist destination. He mentions that getting the right events mix is complex and must recognise economic, social and cultural impacts. Floriade, for example, has reached a stage where in the consciousness of potential visitors it is now synonymous with the host destination creating a positive destination image while contributing to the local economy and tourism sectors.

The research aims to provide information to assist the National Capital in developing a successful events strategy and in particular to articulate a positive image of Canberra through the use of events.

## 7.1 PERCEPTIONS OF THE NATIONAL CAPITAL AND EVENTS

During 2001 - 2002, the Centre for Tourism Research and the Cooperative Research Centre for Sustainable Tourism (CRC) undertook a number of studies in regard to the destination image of Canberra as a tourist destination. These studies included Community Attitudes (Cambourne and Macionis 2001) towards Canberra and Australians' Perceptions of the National Capital (Richards 2002). Various aspects of events emerged as a result.

Importantly, 'Australians' Perceptions of their National Capital' (Richards 2002), examined attitudes and perceptions towards Canberra. The study utilised a questionnaire, distributed by mail to a random sample of households in Australia. The research looked at not only the holistic image of the National Capital, but also incorporated events based questions that are relevant to this study.

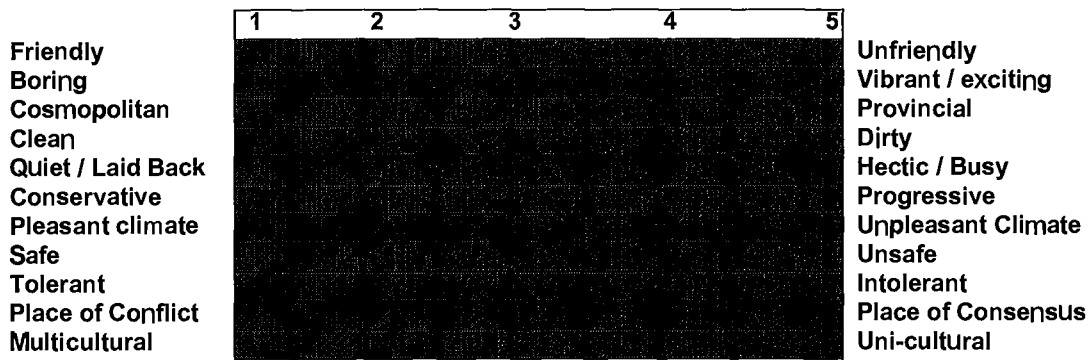
Respondents were asked what five things came to mind when they heard the word Canberra, resulting in destination image responses. The top five responses are shown in Table 7.1.

**Table 7.1 Top five Destination Image Responses – Perceptions Study**

Response	% of valid cases
National Capital / ACT	40.8
War Memorial / Defence Force History	32.8

Respondents were presented with a series of attributes relating to Canberra, each ranging from positive to negative. Respondents were asked to indicate where along the spectrum they related the attribute to Canberra. Figure 7.1 shows the attribute results.

Figure 7.1 Perceived Attributes of Canberra – Perceptions Study



Further, the significance of events is shown in the 'Australians' Perceptions of their National Capital' (Richards 2002). Respondents were first asked to indicate the five most important festivals and/or events in Canberra. These results can be viewed in Table 7.2 and illustrate what events Australians see reflect on Canberra as a destination.

Table 7.2 Most important events in Canberra – Perceptions Study

Response	% of valid cases
Floriade	78.9
Summer Nats	14.8
Art Exhibitions	12.0

As shown, the top response Floriade (78.9%) was significantly higher than other events and festivals associated with the ACT. This confirms the thought that Floriade is seen as a hallmark event and in turn is associated with the destination image of Canberra.

Respondents were further asked to name any distinctive or unique attractions or events of National significance in Canberra which they were aware of. Table 7.3 illustrates the top four responses with the National Gallery and Art Exhibitions being mentioned with 13.1% of cases.

Table 7.3 Top four responses of National significance – Perceptions Study

Response	% of valid cases
William Hall House	37.8
War Memorial	35.7
Steeplechase/Parliament/Police/Clubs	21.0
National Gallery / Art Exhibitions	13.1



In 2001, Cambourne and Macionis conducted a study on community attitudes towards tourism of Canberra residents. One question presented which is relevant to this study is the events that the Canberra community perceived as the most important. Results from this question are illustrated in Table 7.4.

Table 7.4 Most important events in Canberra – Community Attitudes

Event	% of sample
Floriade	37.5
Multicultural Festival	34.5
Summer Nats	31.2
Canberra 400	31.2

As in the Perceptions study, Floriade again was the top rating event. It is evident that Floriade is perceived as the most important event held in Canberra not only by other Australians, but also by the Canberra community. This is not surprising considering that the event is very popular and has been running for over 10 years. The Multicultural Festival followed with 34.5% of respondents indicating that it is an important event with the two motor sport events, Summer Nats and Canberra 400 closely behind.

Grey World Canberra Pty Ltd in 2001, undertook a study commissioned by Canberra Tourism and Events Corporation (CTEC) in regard to Event Market Research. The study looked at the importance of events, satisfaction related to these events and economic contribution (Appendix 7).

Importantly, the survey contained questions about how respondents thought a range of events held in Canberra helped promote Canberra as a tourist destination. Results are shown in Table 7.5 on a scale of 1 to 10 where 1 is very negative and 10 is very positive. The highest percentages are bolded for ease of reading.

Table 7.5 Extent to which events help promote Canberra

National Capital Events	Very Negative %									Very Positive %
	1	2	3	4	5	6	7	8	9	10
The Heritage Festival	5	3	9	6	13	12	9	9	1	2
Summernats	11	5	4	4	9	9	12	21	10	12
Major exhibitions at the National Gallery of Australia	-	-	1	1	8	6	12	23	21	27
Floriade	-	-	2	3	5	6	11	32	20	21
The Folk Festival	1	1	6	7	14	11	19	15	3	8
The National Multicultural Festival	3	3	7	9	16	16	15	15	8	6
Major exhibitions at the National Museum of Australia	2	1	1	2	8	9	19	25	12	14
The Canberra 400	15	6	6	3	10	12	15	12	8	10
International Women's Tennis tournament	3	4	6	9	17	12	14	15	4	4
The Science Festival	1	1	4	9	16	13	17	21	4	6
The Balloon Fiesta	-	2	4	7	11	13	20	22	8	6
The Subaru Rally of Canberra	7	3	8	6	16	12	15	11	5	3
National Wine shows	3	2	7	7	20	15	15	13	5	3

The most positive contributions for promoting Canberra as a tourist destination would therefore consist of the following events (based on events scoring greater than 50% on the combined scales of 8, 9 and 10):

- Major national exhibitions at the National Gallery of Australia;
- Floriade; and
- Major exhibitions at the National Museum of Australia.

Further, in 2001, Market Attitude Research Services (MARS) placed some questions in their Canberra Pulse survey to look at Canberra community opinions towards recent national events in Canberra.

Respondents were asked how satisfied they were with recent national events in Canberra with the following being recorded:

- Monet and Japan Exhibition ..... 80% satisfaction
- National Museum of Australia opening ..... 61% satisfaction
- GMC 400 V8 Supercars event ..... 44% satisfaction

Canberra residents visiting Monet and Japan, 57% indicated that they intended to visit the National Gallery of Australia during this time. Respondents were further asked how satisfied they were with Canberra presenting Monet and Japan at the

Gallery. 80% of respondents indicated that they were either satisfied or very satisfied. In regard to the Stegbar Canberra 400, Market Research Attitude Services (MARS) indicate in their Canberra Pulse survey (2001) that only 22% of Canberra residents intended to visit the race. However, 44% were happy that Canberra had such an event in their National Capital.

The studies conducted by Cambourne and Macionis (2001), MARS (2001) and Grey World Pty Ltd (2001) are of limited use in the present context of destination image as they are based on residents' attitudes rather than visitors' attitudes. What would be more relevant is how interstate people or other Australians see events in relation to Canberra. This way, a more accurate destination image analysis can be presented. It is for this reason that the primary research conducted in this study consists of both local and visitors to Canberra that attended an event in Canberra. For similar reasons, the research study and destination image analysis is compared with the 'Australians' Perceptions of their National Capital' study presented by Richards (2002).

## 8. METHODOLOGY

The research incorporated two main studies to measure the perceptions and attitudes toward Canberra in the mind of event attendees. Primary research occurred from June through to November 2002.

The studies were conducted in conjunction with the Centre of Tourism Research (CTR) at the University of Canberra. The CTR interviews and surveys visitors at all major events in the National Capital and produces event evaluation reports based on survey findings. Market research surveys focusing on demographics, psychographics and economic expenditure are used. Two questions in regard to destination image and events were incorporated into the surveys for the purpose of this thesis.

The following two events were the focus of this research:

- Stegbar Canberra 400 – June 2002
- Floriade 2002 – September 2002

The above events were chosen because of their status in Canberra as well as the diverse target markets they attract. Both the Canberra 400 and Floriade are diverse events and are the main two events in Canberra which have been associated with the National Capital. For this reason, results will indicate the images event attendees have of Canberra as a destination incorporating events. The results will further illustrate the multiple images that events may project on a destination.

As previously mentioned, questions in regard to destination image and events were incorporated into the Centre for Tourism Research surveys in order to identify the impacts events have on the image of Canberra as a destination. Two main questions were added to existing event surveys:

1. What five words do you feel describe your image of Canberra?

- |          |          |
|----------|----------|
| 1. _____ | 4. _____ |
| 2. _____ | 5. _____ |
| 3. _____ |          |

2. On a rating scale of 1 to 5, where 1 is very negative and 5 is very positive, what affect do you think XXX (XXX being the event in question) has on the image of Canberra?

Very positive	Positive	Neutral	Negative	Very Negative
5	4	3	2	1

The above two questions in association with destination image and events were adapted from Murphy (1999) and Echtner and Ritchie (1993) who have previously studied destination image. These questions will be the focus of the thesis as the results produced will illustrate qualitative image results as well as quantitative positive or negative imagery results. Question 1 focuses on the unstructured approach allowing respondents to freely put forward their perception or image of Canberra. This question will provide valuable information on the image of Canberra and interestingly may produce event related perceptions. On the other hand, question 2 illustrates the structured approach using a rating scale to analyse whether events have an effect on the image of Canberra as a destination and further, whether this is a positive or negative image.

The surveys for both events consisted of both open and close ended questions in order to provide both qualitative and quantitative research. This will allow a more accurate examination of destination image and events. According to Echtner and Ritchie (1991) and Murphy (1999), in order to accurately measure destination image, both structured and unstructured methods of measurement must be used. For this reason, both qualitative and quantitative research was employed.

Completed surveys were entered into SPSS for analysis. Results of the two image questions were examined individually as well as in conjunction with other valuable information such as demographics variables. Multiple responses from question 1 were combined and produced over 100 responses in regard to destination image. The top 15 responses (all over 5% of cases) were used in the examination of destination image and were subjectively placed on the revised Echtner and Ritchie (1991) model according to their characteristics. Both studies conducted by Murphy (1990) and Echtner and Ritchie (1991, 1993) were used as a guideline. This allowed for the examination of whether events appeared in the destination image of Canberra. Models of both events, Canberra 400 and Floriade were compared and combined for multiple image analysis.

Question 2, the rating scale, was also analysed individually to illustrate positive/negative imagery and analysed in combination with other variables. This illustrates whether the event had an affect on the destination image of Canberra and whether variables in association with the rating scale made significant differences.

## **8.1 STEGBAR CANBERRA 400**

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Stegbar Canberra 400 is an annual sporting event held in the National Capital. The Stegbar Canberra 400, previously know as the GMC 400, began in 2000 as a major car racing event circling the Parliamentary Triangle. The race occurs on the June long weekend, being 7 – 9 June 2002. In 2002, the Stegbar Canberra 400 was staged for the third time as a part of the Shell Championship Series for V8 Supercars.

Post-event telephone interviews were conducted with Stegbar 400 spectators in the two week period following the event. The survey instrument examined:

- Spectator characteristics;
- Spectator behaviour;
- Spectator satisfaction;
- Sponsor recall;
- Destination image of Canberra;
- Behaviour of visitors to Canberra; and
- Economic impact of visitors to Canberra.

A random sample of spectators was conducted over the three days of the June long weekend of the Stegbar Canberra 400. Due to the spectacular nature of the event, interviewers collected only names and contact information during the event in order to provide a sample for telephone interviews after the completion of the event. Interviewers sampled potential respondents over the entire race circuit during the full course of the event to allow for a representative sample.

A total of 2,006 spectator names and contact information were collected using this method. Telephone interviews were completed in the two week period following the event. Interviews allowed for 10 -15 minutes each, producing an efficiency rate of four to six surveys per hour. Upon completion, a total of 489 useable surveys was obtained.

## • **Sampling Frame – Attendance at Stegbar Canberra 400**

Attendance figures for the Stegbar Canberra 400 were provided by Canberra Tourism and Events Corporation (CTEC). The total number of spectators was calculated by utilising a combination of ticket sales data provided by CTEC and survey information relating to the number of days attended by spectators. In summary:

- A total of 44,045 spectators attended the Stegbar Canberra 400.
- 16,605 spectators were visitors to Canberra (37.7%) and 27,440 were Canberra residents (62.3%).
- A total of 86,044 attendances/visits were made to the event, including spectators, teams, media and event staff.
- The final race day, Sunday, was the most popular day, with 35,208 attendances, followed by Saturday with 28,215 attendances and Friday with 22,621 attendances (Cambourne and Cegielski 2002).

## **8.2 FLORIADÉ 2002**

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Floriade is the National Capital's well known flower festival that occurs annually in September through to October. In 2002, the event was held from 14 September until 13 October. Floriade symbolises the beginning of spring and attracts many visitors to Commonwealth Park in Canberra. Floriade is now regarded as a hallmark event and it is now associated with the National Capital.

A random exit survey of attendees to Floriade was conducted, with a target sample size of 500. A total of 776 face-to-face interviews were conducted with Floriade patrons as they were leaving the festival. The survey instrument examined:

- Demographics and characteristics of patrons;
- Behaviour of patrons;
- Destination image analysis of Canberra;
- Behaviour of visitors to Canberra; and
- Expenditure by visitors to Canberra.

In devising the approach to sampling the attendees, 14 sessions were selected to ensure, as much as possible, that a complete coverage of both days of the week and times of the day. Each day was then segmented into two-hour time slots, ie. 9.00am to 11.00am, 12.00am to 2.00pm, 2.00pm – 4.00pm and assigned to each session. Each of the 14 time slots was staffed with five interviewers and one supervisor. Two sessions were held on the public holiday – Monday 7 October 2002. Only one session, Tuesday 24 September 2002 was rescheduled for the following Wednesday, 25 September 2002 due to bad weather.

It was estimated that a minimum of five interviews would be conducted per hour per interviewer, resulting in an expected total of 700 completed questionnaires. A total of 776 useable questionnaires were obtained, resulting in a sample size large enough to provide estimates with acceptable sampling errors.

Interviewers were positioned at each of the four exit/entry gates to Floriade and selected every third exit person exiting for an interview. Refusals were substituted by the next person to pass the point.

### • **Sampling Frame – Attendance at Floriade 2002**

Turnstile figures were provided to the Centre for Tourism Research by Canberra Tourism and Events Corporation (CTEC). In order to accurately calculate attendance numbers to incorporate bus groups etc. that did not enter through the turnstile, the Centre for Tourism Research conducted sample counts of people entering Floriade at various times throughout the event. This allowed for the turnstile figures to be adjusted so that they would account for these 'missed' visitors. A total of 20 sample counts were undertaken and a comparison with the turnstile count during the sample period was made. The following summarises attendance figures at Floriade 2002:

- There was a total of 301,753 number of visits to Floriade.
- A total of 164,784 people attended Floriade in 2002.
- There were 89,972 local residents and 74,812 visitors to Canberra who attended Floriade.
- A total number of 37,780 of visitors to Canberra came as a direct result of Floriade (Simoncini et al 2002).



## 9. ANALYSING NATIONAL CAPITAL EVENTS

### 9.1 MARKET RESEARCH ANALYSIS

To understand the diverse nature and market segments of the two events, a background in regard to market analysis of demographics, psychographics, satisfaction and visitor behaviour is presented.

- **Stegbar Canberra 400**

Table 9.1 shows that visitors to Canberra made up 37.7% of patronage. The data is based on home postcodes obtained from 2,006 spectators at the event.

Table 9.1 Locals vs. Visitors to Canberra – Stegbar Canberra 400

Category	%	No. of spectators
Visitors to Canberra	37.7	16,674

In particular, visitors to Canberra comprised 19.4% from regional NSW, 10.5% from Sydney followed by 5.3% visiting the event from Victoria.

Figure 9.1 illustrates that Stegbar Canberra 400 patronage largely consisted of males (74.9%) aged between 20 and 39 years (50%). Females consisted of only a quarter of overall patronage (25.1%).

Figure 9.1 Age and Gender Distribution of all Spectators – Stegbar Canberra 400

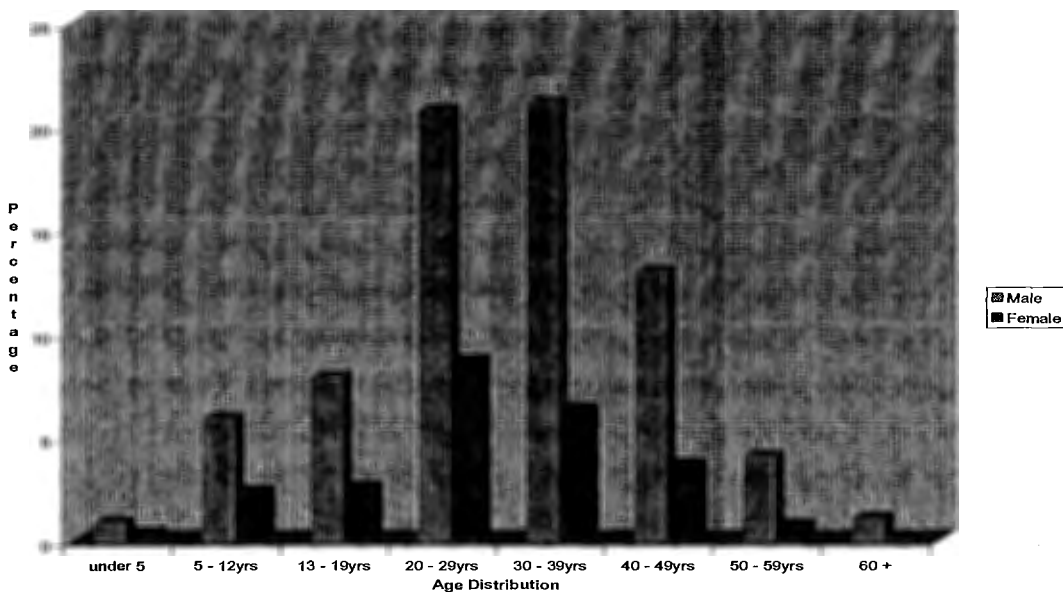


Table 9.2 shows that the majority (27.2%) of Stegbar Canberra 400 spectators attended the event with one other person. The average group size was 4.14 and the median group size was 3.

**Table 9.2 Group Size – Stegbar Canberra 400**

Group Size	1	2	3	4	5	6	7+
% of respondents	6.1	27.2	19.0	19.6	8.6	6.5	12.9

Figure 9.2 shows how Stegbar Canberra 400 spectators found out about the event. Television was extremely effective in promoting the Stegbar Canberra 400, with 42.7% of spectators finding out about the event this way. Another very effective source of information was promotion at other V8 Supercar events (29.4%).

Other effective promotional mediums for the Stegbar Canberra 400 include radio (15.5%) and newspapers (11.2%). A considerable proportion of spectators (12.9%) had previous knowledge of the event, and word of mouth by friends and family contributed to 12.3% of information sources.

**Figure 9.2 Information Sources Used by Stegbar Canberra 400 Spectators**

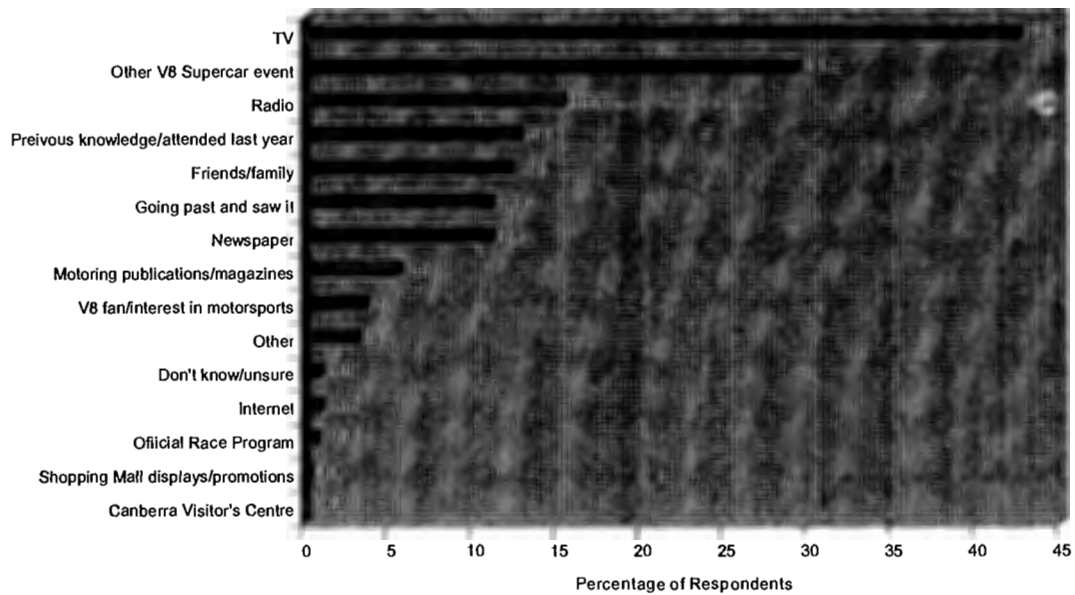
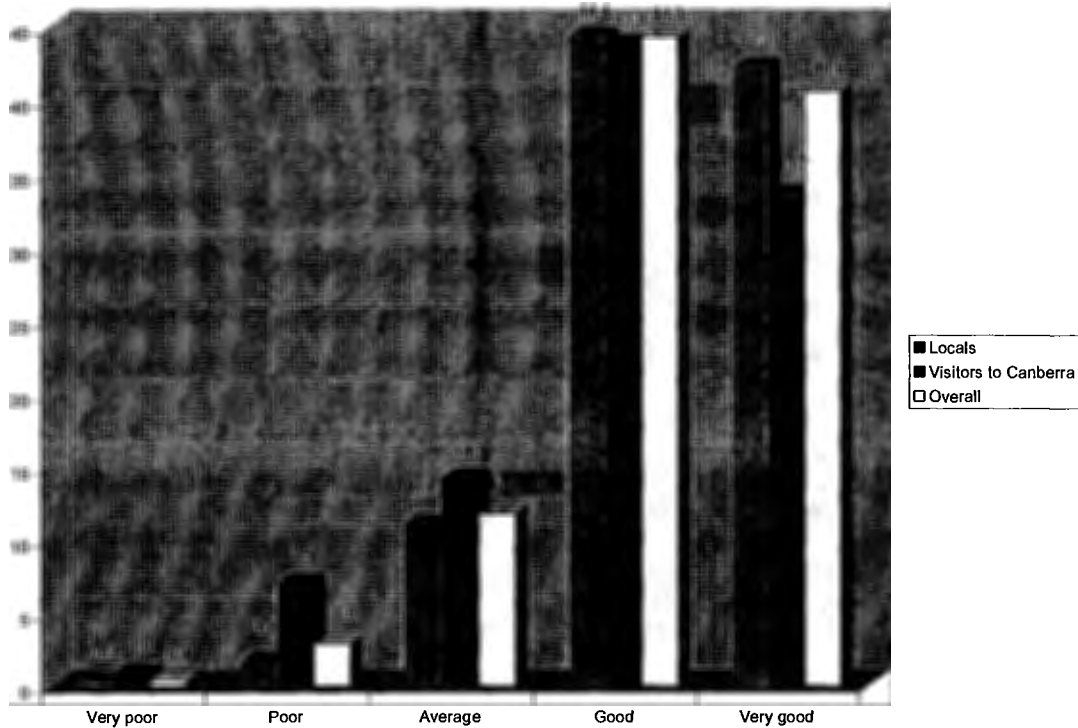


Figure 9.3 shows the satisfaction ratings given to the overall event, for locals, visitors to Canberra, and all respondents.

Figure 9.3 Overall Satisfaction with the Stegbar Canberra 400



Spectators were generally quite satisfied with the Stegbar Canberra 400. Overall, 84.9% of spectators rated the Stegbar Canberra 400 as either good (44.3%) or very good (40.6%). The event was rated as average by 11.8% of spectators overall, with only 3.3% indicating that they thought it was either poor (2.9%) or very poor (0.4%).

Table 9.3 shows the mean overall satisfaction scores. Statistically, there were no significant differences between the overall satisfaction levels of locals and visitors to Canberra.

Table 9.3 Mean Overall Satisfaction Scores – Stegbar Canberra 400

	Locals	Visitors to Canberra	Overall
Mean score out of 5	4.24	4.02	4.22

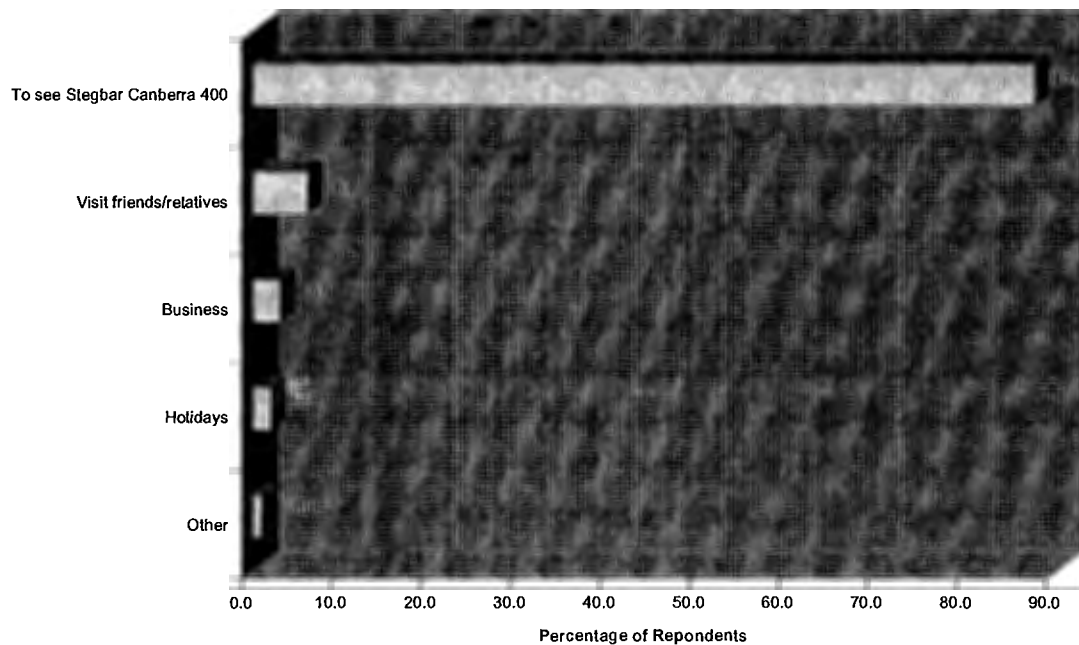
Table 9.4 illustrates that the vast majority (89.1%) of this year’s patrons intend on attending next year’s Stegbar Canberra 400. Local residents’ intention to attend next year’s event was higher than visitors to Canberra (91.4% compared with 79.8%).

Table 9.4 Intention to Attend Next Year's Stegbar Canberra 400

	Locals n=391	Visitors to Canberra n=98	Overall N=489
	%	%	%
Yes	91.4	79.8	89.1
Not sure/undecided	0	0	0
No	8.6	20.2	10.9

Figure 9.4 indicates that 87.6% of visitors to Canberra said the main reason for visiting was to attend the Stegbar Canberra 400. A further 2.2% said that they would not have come to Canberra if it were not for the Stegbar Canberra 400. Therefore, the Stegbar Canberra 400 directly attracted 89.8% of all visitors to Canberra who would not have come otherwise.

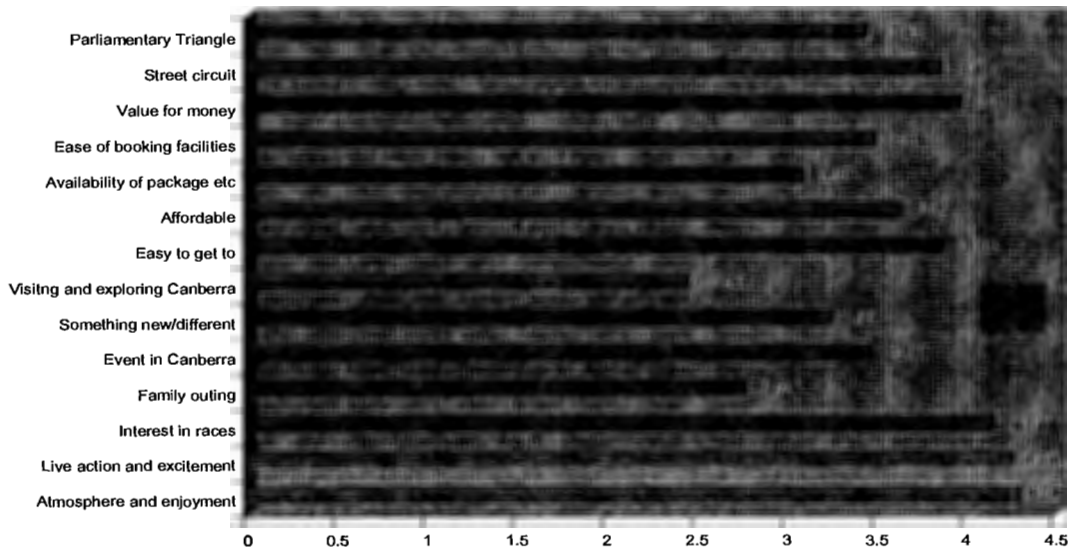
Figure 9.4 Reasons for Visiting Canberra – Stegbar Canberra 400



Visiting friends and relatives was stated as the main reason for visiting Canberra by 6.2% of visitors, which is not a surprising result considering the event was held over the June long weekend when people may take the opportunity to visit their friends and family.

Visitors to Canberra were asked to rate how important certain factors were in deciding to attend the Stegbar Canberra 400 on a scale of one to five (1=not at all important and 5=very important). Figure 9.5 illustrates the mean 'importance' scores.

Figure 9.5 Factors Influencing Visitors' Decisions to Attend Stegbar Canberra 400



Atmosphere and enjoyment, and live action and excitement are obviously quite important to visitors when deciding to visit Canberra for the Stegbar Canberra 400, as they received mean scores between four (important) and five (extremely important). The fact that the event gives V8 Supercar or motorsport enthusiasts an opportunity to be involved in their interest is also an important factor for visitors when deciding to attend the event in Canberra.

• **Floriade 2002**

Visitors to Canberra made up just under half (45.4%) or 74,812 of visitors to Floriade, with Canberra residents comprising 54.6% of Floriade patrons. Table 9.5 illustrates the make up of locals versus visitors to Canberra.

Table 9.5 Locals vs Visitors to Canberra – Floriade 2002

	N	No. of patrons
Visitors to Canberra	454	74,812
TOTAL NUMBER OF PATRONS	165	165,000

The majority of interstate visitors to Floriade 2002 came from Sydney (18.8%), 11.2% from Regional NSW and 5.7% came to Floriade from Victoria. Out of these, Western Sydney postcodes dominated the mix of Sydney visitors.

Floriade predominantly attracted the female market (61.3%). The pattern of age distribution also shows dominance by patrons aged 40 years and over, which account for approximately 57.4% (see Figure 9.6).

Figure 9.6 Age and Gender Distribution of all Floriade Patrons

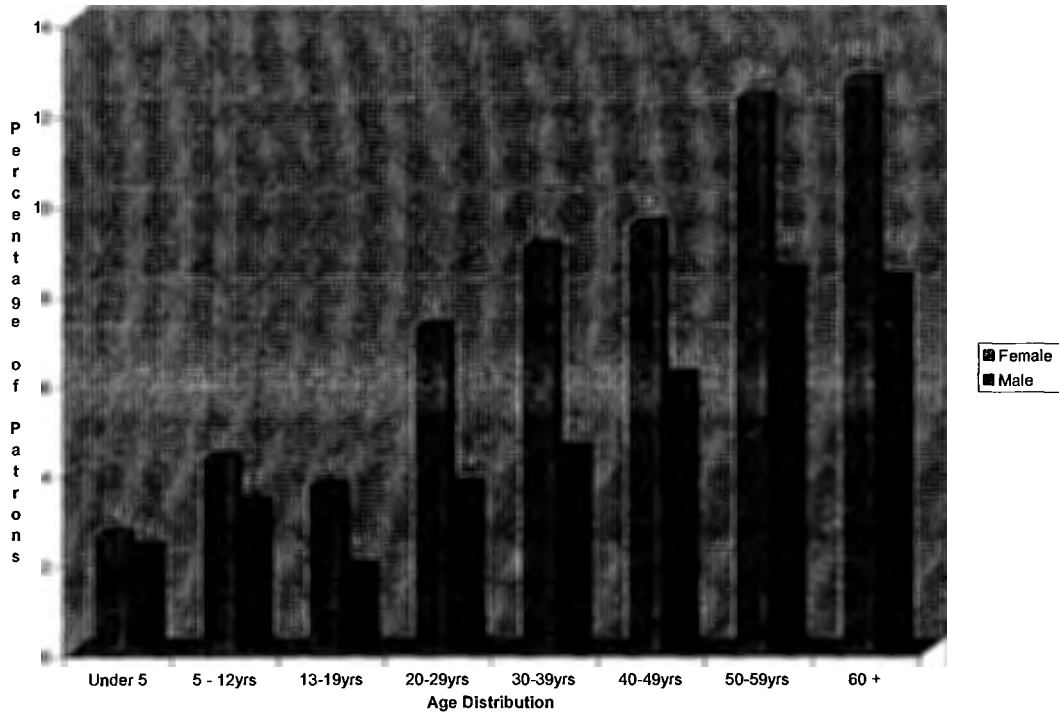


Table 9.6 illustrates that the majority of patrons attended Floriade with one other person (49.2%). The average group size was 2.9 and the median group size 2.

Table 9.6 Group size – Floriade 2002

Group size	1	2	3	4	5	6	Over 7
% of respondents	13.3	49.2	16.5	11.6	3.5	3.1	2.7

Figure 9.7 illustrates how Floriade patrons found out about the event. Over half of the patrons indicated that they had found out about Floriade from previous experience (56.3%), a number of patrons also indicated that they had always known about Floriade (32.2%). This indicates a high level of awareness of the event. A further 9.4% found out about the event through word of mouth and 8.9% from family and friends. Other information sources accounted for 8.8% of patron’s responses. Television was the most effective form of advertising (10.3%) followed by The Canberra Times (8.3%) and other newspapers (4.1%).

Figure 9.7 Information Sources Used by Floriade Patrons

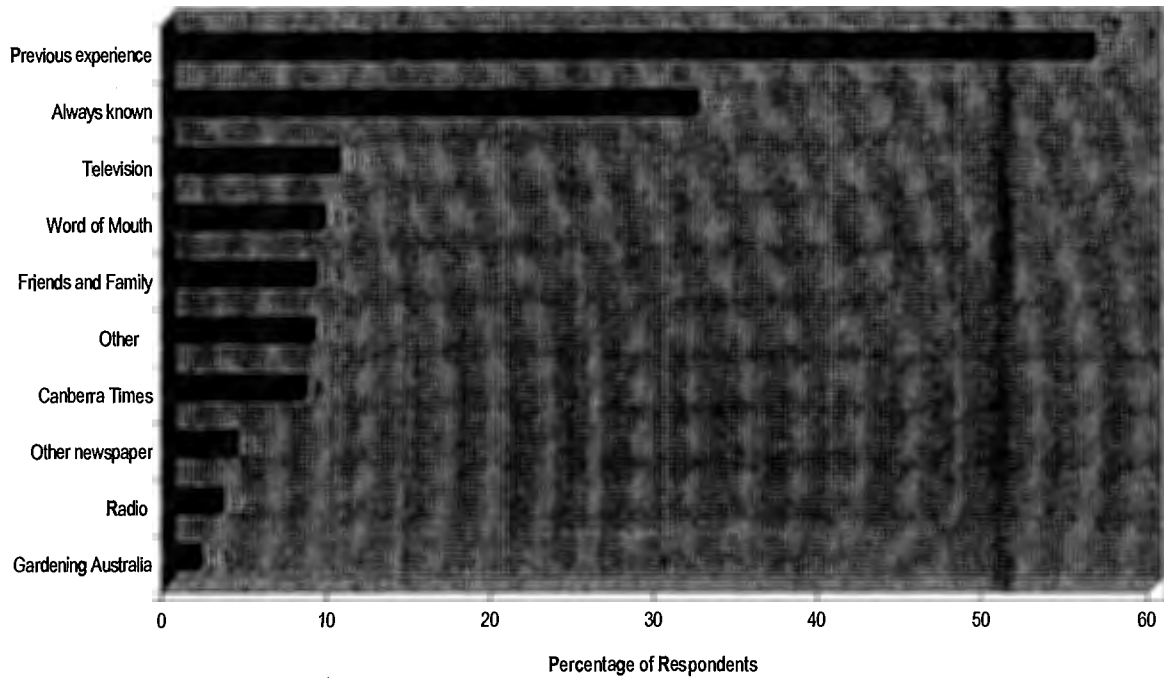
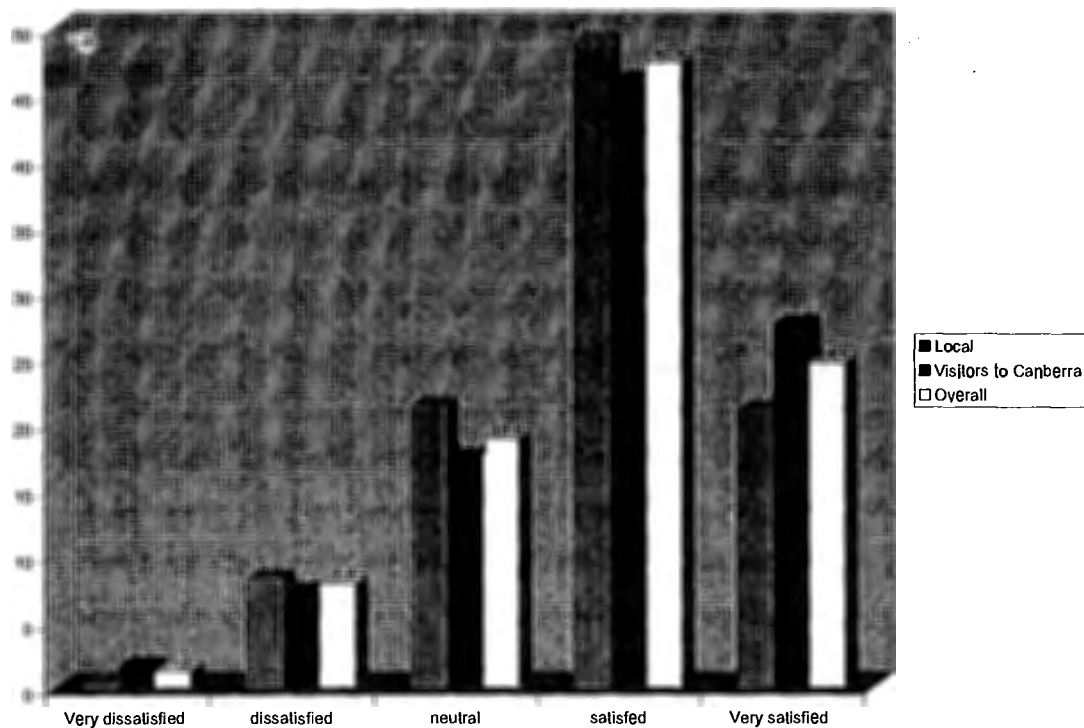
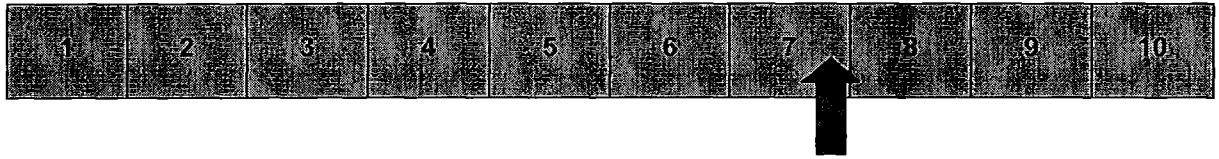


Figure 9.8 shows that the vast majority of patrons were satisfied (47.4%) or very satisfied (24.6%) with their overall experience at Floriade 2002. While local residents tended to generally be more satisfied, visitors to Canberra expressed a higher percentage of very satisfied with their visit.

Figure 9.8 Overall Satisfaction with Floriade 2002



Shown as a mean score, the average of overall satisfaction came to 7.3 – where 1 = very dissatisfied and 10 = very satisfied.



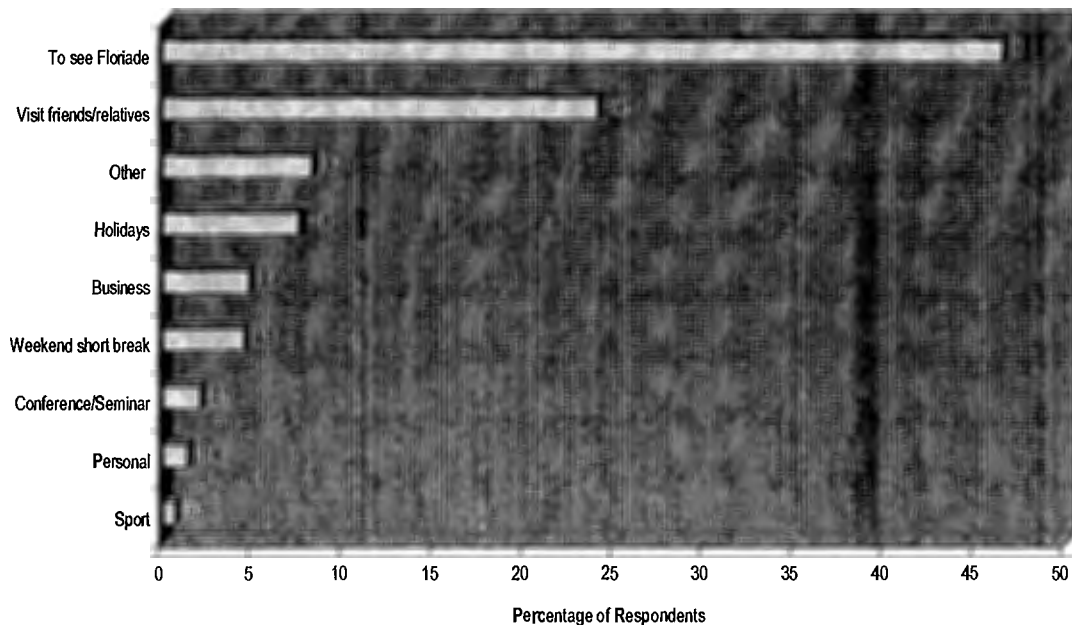
The vast majority of local patrons (94.5%) and nearly half (48.8%) of visitors to Canberra intend to return to Floriade in 2003 – Table 9.7.

Table 9.7 Intention to Return to Floriade in 2003

	Locals	Visitors to Canberra	Overall
Yes	94.5	48.8	65.0

Figure 9.9 indicates that 46.6% of visitors to Canberra claimed that the main reason for visiting the Capital was to attend Floriade. Of these patrons, 3.9% said that they would not have come to Canberra if it were not for Floriade. Therefore, Floriade directly attracted 50.5% of all visitors to Canberra equating a total of 37,780 visitors. A further 24.1% of visitors came to Canberra to visit friends and relatives with 8.3% for other reasons.

Figure 9.9 Main Reason for Visiting Canberra – Floriade 2002





Visitors to Canberra were asked to rate how important attractions or other considerations were in motivating them to visit Canberra (1 = not at all important and 5 = extremely important). Table 9.8 illustrates the net importance and mean scores of the motivating factors.

Table 9.8 Factors Motivating Decisions to Attend Floriade in Canberra

N = 254	Net not important (%)	Net important (%)	Mean
Questacon	76.7	12.6	1.7
The Australian War Memorial	53.8	35.2	2.6
National Gallery of Australia	58.2	26.2	2.3
Parliament House	57.7	25.4	2.3
National Museum of Australia	57.8	26.8	2.3
Old Parliament House	70.3	13.4	1.8
The National Art Gallery	79.1	8.0	1.6
The National Library	75.6	11.4	1.7
Canberra Wineries	79.6	8.8	1.6
To see the National Capital	46.5	41.4	2.8
Visiting Friends and Relatives	59.1	33.2	2.5
The Australian Institute of Sport	83.9	6.4	1.5
Activities for the Family	76.8	14.0	1.7
Tidbinbilla Nature Reserve	81.6	8.0	1.5
Floriade	9.6	83.3	4.3

Floriade was clearly the most important factor in motivating respondents to visit Canberra (83.3%). Other strong motivating factors included to see the National Capital (41.4%), the Australian War Memorial (35.2%) followed by visiting friends and relatives (33.2%). Other attractions such as the National Gallery of Australia, Parliament House and the National Museum of Australia somewhat motivated visitors to attend Floriade in Canberra.

## 9.2 DESTINATION IMAGE ANALYSIS

As the main focus of the research, destination image in regard to Canberra as a destination was undertaken. Event attendees were asked how they would describe the image of Canberra and how the event itself affected Canberra as a destination in a positive or negative way. The results are shown below illustrating both overall event attendees as well as visitors to Canberra for the events.

The first image related question asked in the market research was that of the perceptions or image which event attendees had of Canberra as a destination. Respondents were given five spaces in which they could answer five words that best

described their view of the National Capital. This open ended question allowed for multiple responses which were then combined to provide the results given.

T-Tests, Anovas and multiple comparisons were conducted with the destination image questions with various demographic variables such as age and gender. Results from both events found that there was no significant difference between these variables. It would therefore seem that the sample from both the Stegbar Canberra 400 and Floriade 2002 was homogenous.

### • Stegbar Canberra 400

Table 9.9 illustrates the Top 15 multiple responses given by event attendees at the Stegbar Canberra 400 is regards to their image of Canberra.

Table 9.9 Top 15 Stegbar Canberra 400 Image Responses

Image Response Overall Attendees N=453	Percentage (%)	Image Response Visitors to Canberra n = 86	Percentage (%)
Cold	46.2	Cold	43.8
Clean / Tidy	26.1	Clean / Tidy	21.3
Beautiful / Nice City	13.4	Picturesque / Scenic	15.7
Friendly	12.4	Boring	14.6
Picturesque / Scenic	12.4	Good place to live	13.5
Good place to live	11.3	Accessible	11.2
Accessible	10.6	Peaceful	10.1
Boring	10.1	Beautiful / Nice City	9.0
Organised / Planned	9.7	Friendly	9.0
Government / Public Service	9.2	Government / Public Service	9.0
Peaceful	9.0	Organised / Planned	9.0
Tourism / Attractions	8.4	Tourism / Attractions	9.0
Events / V8 Supercars	5.5	Events / V8 Supercars	8.7
Exciting / Alive	5.3	Exciting / Alive	7.9
Interesting	5.3	Interesting	5.6

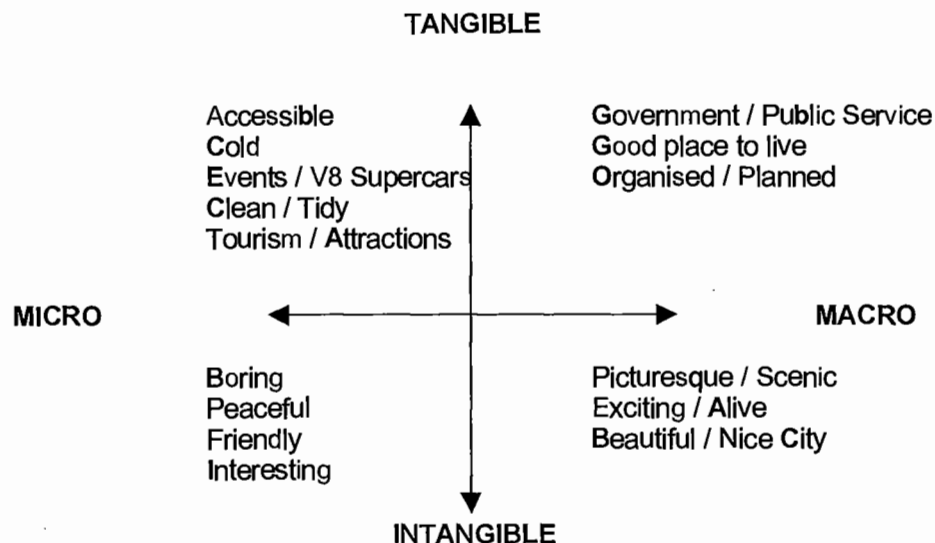
Cold clearly came out as the top response scoring 46.2%. This is not surprising considering that the Stegbar Canberra 400 was held in June – a cold winter month in Canberra. Clean / Tidy followed with 26.1%. The remaining image perceptions of Canberra scored lower values however were varied. Interestingly, event related responses, in particular regard to the race, such as Events / V8 Supercars (5.5%), Exciting / Alive (5.3%) and Interesting (5.3%) appeared in the tTop 15 image analysis responses.

In regard to visitors to Canberra, although rankings varied, the top two responses remained as Cold (43.8%) and Clean / Tidy (21.3%). The Top 15 responses from overall visitors as well as visitors to Canberra were unchanged however percentages and rankings of certain characteristics were not the same. For example, Beautiful / Nice City was ranked third with overall visitors (13.1%) however ranked eighth with visitors to Canberra (9.0%). Picturesque / Scenic, Boring, Good place to live, Accessible and Peaceful were all ranked higher by visitors to Canberra however percentages of these characteristics did not vary greatly. Further, Organised / Planned and Friendly scored lower with visitors to Canberra.

Other interesting event related image responses that were mentioned, however did not score highly were: Young / Trendy; Colourful Atmosphere (1.7%); Need more events (1.7%); Needs more entertainment (1.5%); and Floriade is annoying (0.2%).

Using the revised Ecthner and Ritchie model (1991), the results were subjectively placed on the framework (Figure 9.10) to illustrate the destination image of Canberra according to Stegbar Canberra 400 attendees. Characteristics were placed in segments according to what they resembled ie. 'Cold' was placed as a tangible and micro attribute. Cold is tangible because it is something you can feel and micro because it is not always cold in Canberra and therefore is not associated with Canberra at all times. 'Organised/Planned' on the other hand is also tangible as you can directly see the lay out of Canberra but is also on the macro scale as it is synonymous with the National Capital.

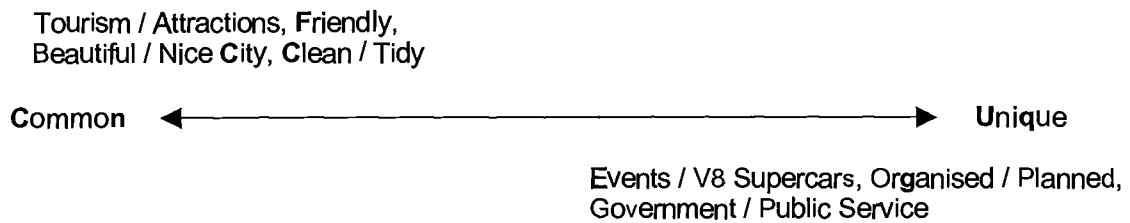
Figure 9.10 Destination Image Analysis – Stegbar Canberra 400 and the National Capital



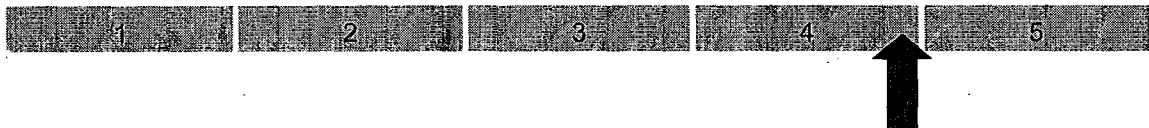
As with many destinations, the majority of images are tangible as well as micro (ie. functional and attribute based). The least amount of images was those that appeared in the intangible, macro quadrant or the psychological/holistic quadrant. This could be due to the actual nature of the event bringing out more tangible aspects of Canberra.

In addition, common and unique images of the destination are shown below in figure 9.11.

**Figure 9.11 Common and Unique Images – Canberra and Stegbar Canberra 400**



Event attendees were further asked to rate the effect of Stegbar Canberra 400 (on a scale where 1 = very negative and 5 = very positive) on the image of Canberra. Shown below as a mean score, the average response was 4.41 or positive – very positive.



## • Floriade 2002

Table 9.10 shows the Top 15 multiple image responses in the market research questionnaire given by patrons and visitors to Canberra at Floriade 2002.

Table 9.10 Top 15 Floriade 2002 Image Responses

Image Response Overall Patrons N=735	Percentage (%)	Image Response Visitors to Canberra n=284	Percentage (%)
Clean / Tidy	37.0	Clean / Tidy	46.1
Beautiful / Nice City	30.3	Beautiful / Nice City	29.2
Spring / Green	25.7	Spring / Green	28.7
Planned / Organised	24.4	Planned / Organised	23.6
Peaceful	23.1	Peaceful	21.5
Gardens / Flowers	16.1	Gardens / Flowers	18.7
Picturesque / Scenic	16.0	Picturesque / Scenic	18.6
Cold	14.9	Cold	17.6
Open / Spacious	13.1	Open / Spacious	13.7
Relaxed / Easygoing	12.2	Interesting	13.0
Friendly / Welcoming	9.9	Relaxed / Easygoing	12.0
Home	8.7	Tourism / Attractions	11.6
Tourism / Attractions	8.4	Friendly / Welcoming	7.4
Bush City / Country Town	8.4	Government / Public Service	6.7
Interesting	7.3	Bush / Country Town	6.6

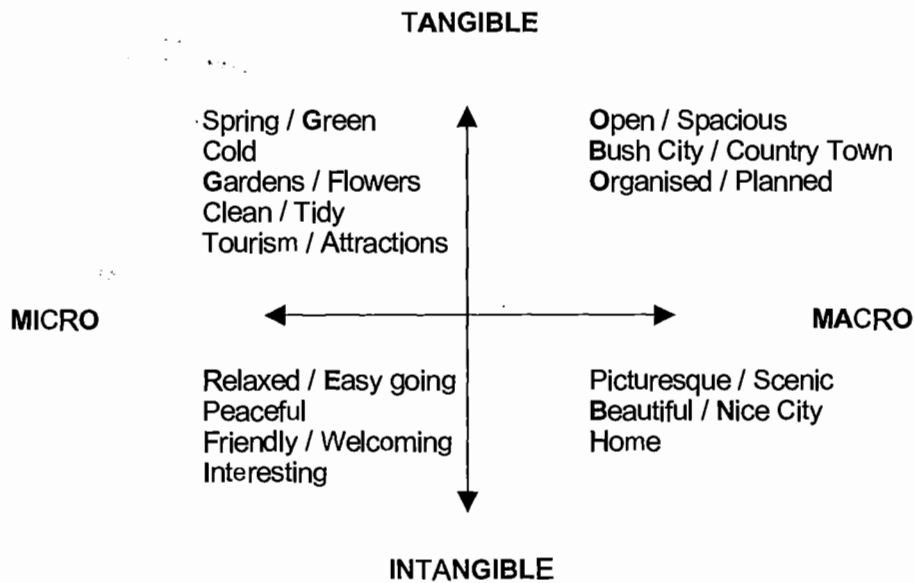
The top response was Clean / Tidy (37.0%) followed closely by Beautiful / Nice City (30.3%) and Spring / Green (25.7%) which seems to be influenced by the timing of the event. Planned / Organised (24.4%) and Peaceful (23.1%) also scored highly. Image responses given by Floriade patrons are not surprising seeing as the flower festival is a hallmark event held in Spring and as such is associated with Canberra as a destination.

When looking at visitors to Canberra, the top nine responses given were the same as overall Floriade patrons, however with varying percentages. Interesting and Tourism / Attractions both scored higher with visitors to Canberra however Relaxed / Easygoing, Bush / Country Town and Friendly / Welcoming were rated lower. Home, however, was not present in the responses given by visitors to Canberra which is not surprising. Interestingly an additional response replacing Home was Government / Public Service which is a common response amongst visitors to Canberra.

Event related responses in the Top 15 image analysis in particular regard to Floriade also scored highly such as Spring / Green (25.7%), Gardens / Flowers (16.1%) and Interesting (7.3%). Other event related responses that were mentioned in the surveys included: Colourful Atmosphere (3.9%); Exciting / Alive (2.9%); and Recreation (1.2%).

Figure 9.12 shows the results which again were subjectively placed on the revised Ecthner and Ritchie model (1991) to illustrate the destination image of Canberra according to Floriade patrons. Again responses were placed in the quadrant that they most resembled. For instance, 'Picturesque / Scenic' is an overall holistic view of Canberra and therefore is classified as macro. At the same time the beauty of the National Capital and scenery is psychological and so is intangible. Further, 'Relaxed / Easygoing' is also an intangible aspect of Canberra which lies in the micro half as it is not a holistic view of the National Capital but rather an small aspect.

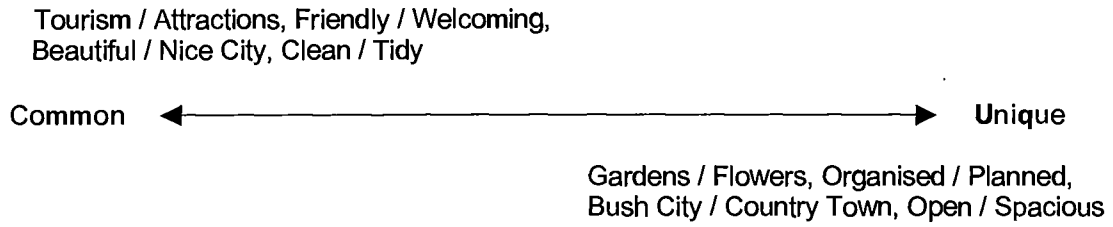
Figure 9.12 Destination Image Analysis – Floriade 2002 and the National Capital



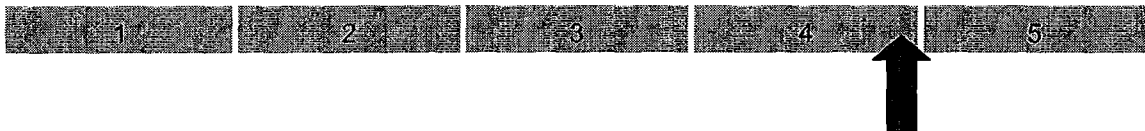
Again the majority of responses lies in the tangible/micro section (ie. functional, attribute). However, there is also a variety of responses in the other three quadrants in particular the intangible/micro segment. The tangible/macro quadrant seemed to have the least amount of responses.

In regard to the unique and common aspects that arose in the Floriade 2002 destination image analysis, Figure 9.13 illustrates the results.

Figure 9.13 Common and Unique Images – Canberra and Floriade 2002



Floriade patrons were further asked what affect they thought Floriade had on the image of Canberra on a scale of 1 – 5 where 1 = very negative and 5 = very positive. The mean score (shown below) averaged to be 4.47 or positive – very positive.



## 10. DESTINATION IMAGE, EVENTS AND THE NATIONAL CAPITAL

### 10.1 EVENTS EFFECT ON DESTINATION IMAGE

Table 10.1 shows the Top 15 overall responses from both studies conducted. What is evident is that many of the same image responses arose that are directly related to the ACT in both studies however resulted in different positions on the scale of 1 to 15. This is due to the nature of the event, the timing of year (in particular the season) and the influence the event had on the respondents. For example, 'Cold' appeared as the top response in the minds of Stegbar Canberra 400 respondents which is not surprising considering the event was held in June – one of the coldest months in Canberra. 'Cold' was also mentioned by Floriade patrons but scored a relatively lower percentage in eighth place. What surpassed 'Cold' in the Floriade responses was 'Spring / Green' which again is associated with Floriade and the season of spring in which it is held.

Although respondents were event attendees with their primary purpose for visiting Canberra being the event, some bias exists in regard to the association of images with the event. What the below table illustrates is that events do have an influence on the image of a destination as event characteristics have been mentioned in the Top 15 image responses. Further, both studies indicated that the two events were very positive for the image of Canberra as a tourist destination.

Table 10.1 Images Responses – Stegbar Canberra 400 and Floriade 2002

Image Response (Stegbar Canberra 400)	Percentage of Cases	Image Response (Floriade 2002)	Percentage of Cases
Cold	46.2	Clean / Tidy	37.0
Clean / Tidy	26.1	Beautiful / Nice City	30.3
Beautiful / Nice City	13.4	Spring / Green	25.7
Friendly	12.4	Planned / Organised	24.4
Picturesque / Scenic	12.4	Peaceful	23.1
Good place to live	11.3	Gardens / Flowers	16.1
Accessible	10.5	Picturesque / Scenic	16.0
Boring	10.1	Cold	14.9
Organised / Planned	9.7	Open / Spacious	13.1
Government / Public Service	9.2	Relaxed / Easygoing	12.2
Peaceful	9.0	Friendly / Welcoming	9.0
Tourism / Attractions	8.4	Home	8.7
Events / V8 Supercars	5.5	Tourism / Attractions	8.4
Exciting / Alive	5.3	Bush City / Country Town	8.4
Interesting	5.3	Interesting	7.3



Other image responses that appeared in both studies included Clean / Tidy, Beautiful / Nice City, Friendly, Picturesque / Scenic, Organised / Planned, Peaceful, Tourism / Attractions and Interesting. Although these characteristics relate to Canberra as a destination, the rating scores higher or lower in regard to how perceptions or image responses are influenced by the actual event. For example, Floriade targets those who are more family oriented and the elderly retired market, therefore you would expect Clean / Tidy, Beautiful / Nice City and especially Peaceful to appear high in the rankings which they were. However these images, in particular regard to Peaceful, do not appear as high in the Stegbar 400 responses as they did with Floriade patrons. This is due to a direct influence of the nature of the event on the associated destination image. Again, Peaceful is directly associated with Canberra as a destination but would not particularly be relevant for the Stegbar Canberra 400 which is a loud motorsport event. For this reason, Peaceful was still mentioned in the Top 15 responses of Stegbar Canberra 400 attendees but did not score highly.

In comparison to the 'Perceptions' study (Richards 2002) which also incorporates overall Australian perception responses (including Canberra residents), it becomes even more evident that events have an influence on the perceptions and image responses of the National Capital – Table 10.2.

Table 10.2 Image Responses – Perceptions Study

Perceptions of Canberra Responses	Percentage of Cases
Politicians / Parliament	68.4
National Capital / ACT	40.8
Parliament House	34.5
Australian War Memorial / Defence Force	32.6
Lake Burley Griffin	22.1
Cock / Bad Weather*	19.9
National Gallery of Australia	12.4
Floriade / Flower Show	7.7
Planned / Organised	7.7
Beautiful / Picturesque*	7.3
Public Servants	6.3
Roundabouts / Good roads	6.3
Clean	4.7
Sporting Events	4.6
Boring / No excitement*	4.3

What is shown in the Top 15 'Australians' Perception of their National Capital' study is that images of Canberra were more directly related to the destination itself as opposed to the Stegbar Canberra 400 and Floriade image responses that were more events driven. Unique characteristics and attractions were the main focus of

responses in the Perceptions study. Unique characteristics of Canberra such as Politicians / Parliament (68.4%), National Capital / ACT (40.8%), Planned / Organised (7.7%), Public Servants (6.3%) and Roundabouts / Good roads (6.3%) were greatly mentioned followed by attractions such as Parliament House (34.5%), Australian War Memorial (32.6%), Lake Burley Griffin (22.1%) and the National Gallery of Australia (12.4%). However, what is interesting is that actual events, as opposed to event characteristics (such as Exciting / Alive) are also mentioned in the Top 15 responses in the Perceptions study. Floriade was placed in eighth position (7.7%) with Sporting events also being mentioned in fourteenth place (4.6%). This again illustrates that events do have an influence on the image of a destination.

The point of events influencing destination image is further emphasised by the fact that many of the images responses from both the events as well as the Perceptions study highlighted similar images except for the more event related characteristics. This indicates that general destination images of Canberra are present however the destination image is influenced by the event itself or event characteristics making the image responses similar in regard to the general destination image but also distinct in relation to the events. Those image responses that appeared in both Stegbar Canberra 400 or Floriade and the Perceptions study are indicated by the asterisk in Table 10.2 beside the image response. Seven out of the 15 responses were similar to that of the events with the others being mainly associated with the destination and attractions of Canberra.

The influence that events subconsciously have in the minds of event attendees and the influence such events have on the destination image of Canberra is also shown with the Top 5 responses that relate to the nature and timing of the event – Table 10.3. Such distinct event characteristic results did not appear in the Perceptions study.

Table 10.3 Top 5 Image Responses influenced by the Event.

Image Response (Stegbar Canberra 400)	Percentage of Cases	Image Response (Floriade 2002)	Percentage of Cases
Cold	46.2	Spring / Green	25.7
Accessible	10.5	Peaceful	23.1
Boring	10.1	Gardens / Flowers	16.1
Events / V8 Supercars	5.5	Picturesque / Scenic	16.0
Exciting / Alive	5.3	Open / Spacious	13.1

What is shown in Table 10.3 is the associated images that relate to either Stegbar Canberra 400 or Floriade itself. For example, the Stegbar Canberra 400 responses indicate the time of year the event was held (Winter – June) with cold weather, the event itself (Events / V8 Supercars) and the atmosphere of the event (Exciting / Alive) although boring was also mentioned. Similarly Floriade responses indicated the time of year the event was held (Spring / Green), characteristics of the event itself (Gardens / Flowers, Picturesque / Scenic and Open / Spacious) as well as the atmosphere of the event being Peaceful. Again, it is evident that events do have an affect on destination images.

### • Destination Image and Events Life Cycle

Looking again at the Top 15 destination image responses from the two events (Table 10.4), when directly comparing Stegbar Canberra 400 responses and Floriade 2002 responses, not only is the nature of the events illustrated but also the stage in their life. For example, Stegbar Canberra 400 responses relate more to the event itself and event characteristics such as Events / V8 Supercars as opposed to the destination. There are more varied results in the Stegbar Canberra 400 responses with a lower percentage of cases. This implies that images are influenced more by the event and that destination images associated with Canberra, the destination, are not very strong. This may be due to the infancy of the event meaning image formation is in its early stages – the creation or development stage.

Table 10.4 Image Responses – Stegbar Canberra 400 and Floriade

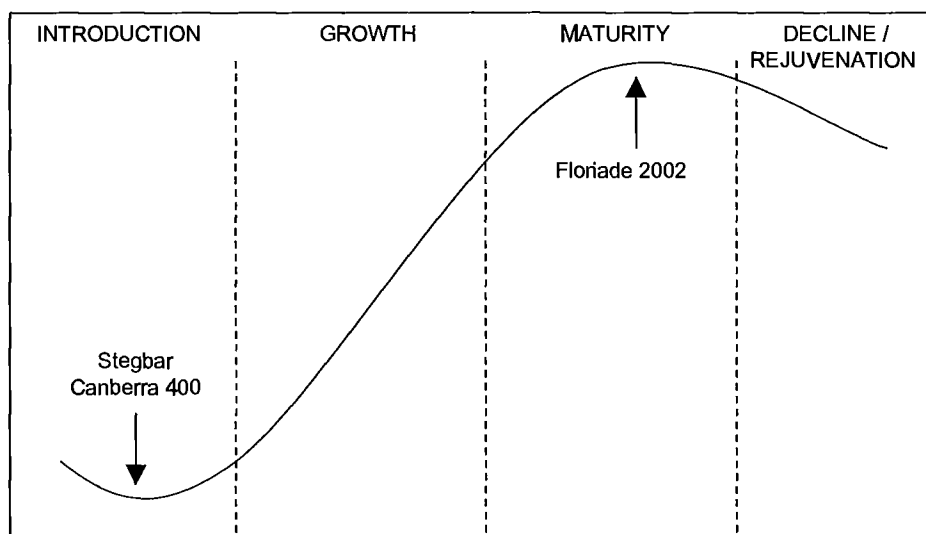
Image Response (Stegbar Canberra 400)	Percentage of Cases	Image Response (Floriade 2002)	Percentage of Cases
Cold	46.2	Clean / Tidy	37.0
Clean / Tidy	26.1	Beautiful / Nice City	30.3
Beautiful / Nice City	13.4	Spring / Green	25.7
Friendly	12.4	Planned / Organised	24.4
Picturesque / Scenic	12.4	Peaceful	23.1
Good place to live	11.3	Gardens / Flowers	16.1
Accessible	10.5	Picturesque / Scenic	16.0
Boring	10.1	Cold	14.9
Organised / Planned	9.7	Open / Spacious	13.1
Government / Public Service	9.2	Relaxed / Easygoing	12.2
Peaceful	9.0	Friendly / Welcoming	9.0
Tourism / Attractions	8.4	Home	8.7
Events / V8 Supercars	5.5	Tourism / Attractions	8.4
Exciting / Alive	5.3	Bush City / Country Town	8.4
Interesting	5.3	Interesting	7.3

On the other hand, Floriade 2002 image responses are stronger with a higher percentage of cases incurred – the top five responses for example all score higher than 20%. The images also relate more to Canberra as a destination as opposed to specific event characteristics as seen with the Stegbar Canberra 400. This implies that patrons somewhat associate Floriade with Canberra and for this reason image responses are related to the destination. The higher percentages indicate stronger destination images of Canberra and suggest that images and perceptions are pre-formed. Being a hallmark event, it is not surprising that the event and the destination are seen as synonymous.

Further, Cambourne (2002) confirms that a study by the CRC for Sustainable Tourism, examining the image expectations and impacts of events nationally, indicates that events that have a long history have a much higher likelihood of being associated with that destination and thereby conveying positive image impact.

Events, therefore have a differing impact and influence on destination images depending on their stage of development. For example, younger events result with destination image responses related more to the event, whereas older events experience image responses associated with the destination. General marketing literature notes the product life cycle in which all products evolve through from initial introduction to death or decline (Stanton et al 1997). Similarly Butler (1980) hypothesised that tourist destinations pass through various stages of development from introduction, growth, maturity and decline or rejuvenation. By using the destination and product life cycle, events can be placed according to their stage in the product life cycle in conjunction with destination image (Figure 10.1).

Figure 10.1 Destination Image and Events Life Cycle



To illustrate, Stegbar Canberra 400 is in the introduction stage and so images are not as strong as Floriade which resides in the maturity stage heading into rejuvenation or decline. In regard to the 'event stage' of development and how that event influences destination image, the following is put forward:

- **Introduction:** Events in their infancy are placed in this preliminary stage. Events are introduced to a destination which may create or alter destination images. In this stage, a variety of numerous destination images arise and are more associated with the event and event characteristics than the destination itself.
- **Growth:** In this stage, events that have moved on from introduction experience growth. Events become better known and begin to arise in the minds of tourists when thinking of the destination. Destination images become stronger and are events related however are more associated with the destination than in the introduction stage.
- **Maturity:** As events become mature, they also become directly associated with the destination – they become hallmark events. In this case, destination images are strong with the event and the destination image pre-disposed in the minds of tourists. Destination images are associated with the destination itself and not so much with the actual event experience.

Decline and rejuvenation are not discussed as the three main stages that are relevant to events and destination image in this study are introduction, growth and maturity. Following the Destination Image and Event Life Cycle, events can be placed on the model with an understanding of how they influence destination images and the perceptions potential visitors may have of the destination.

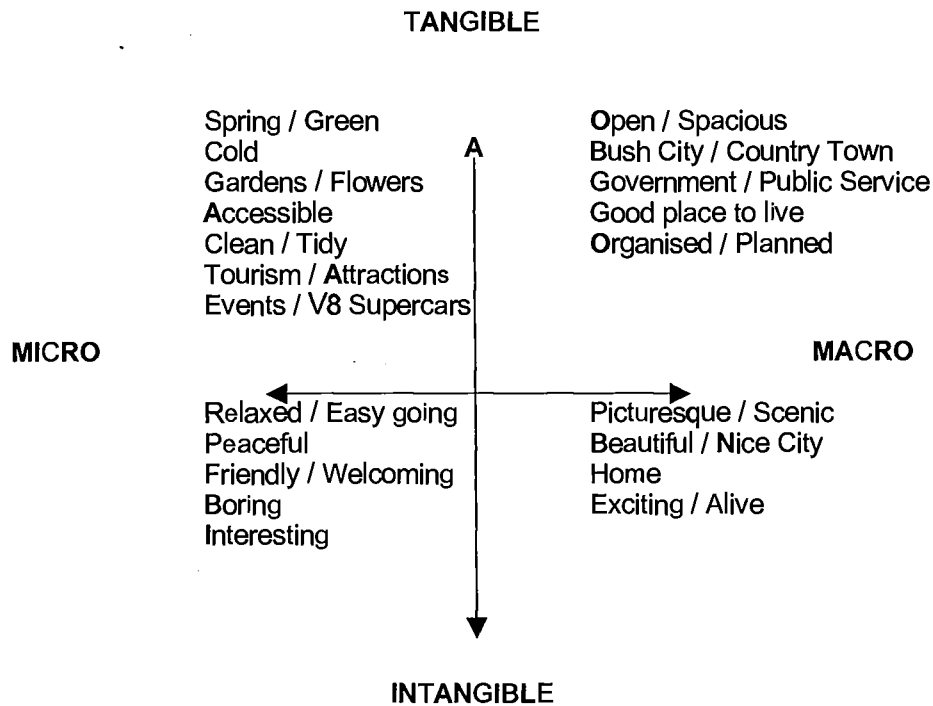
## **10.2 DESTINATION IMAGE FRAMEWORK OF THE NATIONAL CAPITAL**

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When conceptualising the destination image framework of Canberra, Figure 10.2 illustrates the image of Canberra using both Stegbar Canberra 400 and Floriade in the Echtner and Ritchie framework (1991). Again, the majority of image responses lie in the tangible/micro quadrant of the destination image framework. This result, with the majority of responses lying in the tangible/micro (or functional, attribute) quadrant was also experience by Ecthner and Ritchie (1993) and Murphy (1999). This is

mainly due to the fact that people tend to associate tangible and visible aspects of a destination to its image.

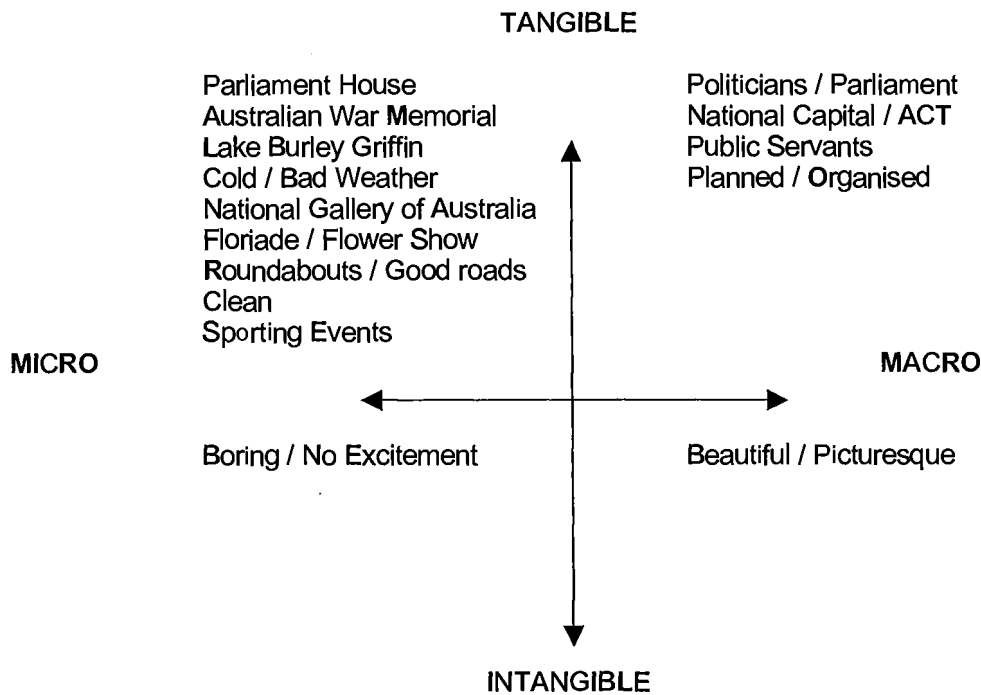
Figure 10.2 National Capital Destination Image Framework



By combining both image results of Stegbar Canberra 400 and Floriade, Figure 10.2 illustrates the destination image framework of the National Capital based on previous work by Echtner and Ritchie (1991, 1993) and Murphy (1999). It can be said then, that although Canberra is seen as a capital with many tangible/micro aspects; it also has a relatively even amount of intangible characteristics as well as tangible/macro images. Importantly, the image responses directly associated with the events exist in all four quadrants. In particular, Events / V8 Supercars is found in the tangible/micro segment as a destination image of Canberra.

Also of importance is the destination image framework of the National Capital in regard to 'Australians' Perceptions of their National Capital' (Richards 2002). Figure 10.3 illustrates the Top 15 image responses of the Perceptions study placed on the revised Echtner and Ritchie framework.

Figure 10.3 Australians' Perceptions Destination Image Framework



A large amount of image responses (nine out of 15) were placed in the tangible/micro quadrant illustrating the National Capital's strong attractions base and attribute based characteristics. In particular, two out of the 10 tangible/micro responses were in regard to event tourism – Floriade / Flower Show and Sporting Events. Beautiful / Picturesque was also mentioned however was the only intangible/macro result with Boring / No Excitement being the only intangible/micro result.

In regard to the Perceptions' study, Australian residents would see Canberra based on its tangible qualities such as attractions and events and not so much on the holistic aspect of the destination itself. On the other hand the National Capital Destination Image Framework using Floriade and Stegbar 400 image results indicate more enthusiasm driven by events in regard to the holistic destination image.

### 10.3 MULTIPLE IMAGE ANALYSIS

What is shown in the above section when comparing the destination image framework of the National Capital based on event attendee responses and that of Australians' perceptions of the National Capital is that Canberra indeed possesses multiple images. Although some images responses from both the event image

responses and Australians' perceptions were similar (shown in Table 10.2), many responses also indicate multiple images of the destination.

As mentioned, those image responses of both Stegbar Canberra 400 and Floriade were both destination images as well as event driven images. Floriade in particular indicated more destination image responses compared with Stegbar Canberra 400 which was largely associated with the event itself. On the other hand, the Australians' perceptions study indicated a high level of awareness in regard to attractions as well as attribute characteristics.

When combining and comparing image responses from both this research and the 'Australians' Perceptions of their National Capital' (2002), conflicting views are also present (see Table 10.5). For example, Canberra is seen as being both Boring as well as Exciting / Alive. It is seen as being Cold and at the same time Spring / Green and as being the National Capital a Beautiful / Nice City as well as being a Bush City and Country town.

Table 10.5 Top 15 Image Responses – Stegbar Canberra 400, Floriade and Perceptions

Image Response (Stegbar Canberra 400)	Image Response (Floriade 2002)	Image Response (Australians' Perceptions)
Cold	Clean / Tidy	Politicians / Parliament
Clean / Tidy	Beautiful / Nice City	National Capital / ACT
Beautiful / Nice City	Spring / Green	Parliament House
Friendly	Planned / Organised	Australian War Memorial / Defence Force
Picturesque / Scenic	Peaceful	Lake Burley Griffin
Good place to live	Gardens / Flowers	Cold / Bad Weather
Accessible	Picturesque / Scenic	National Gallery of Australia
Boring	Cold	Floriade / Flower Show
Organised / Planned	Open / Spacious	Planned / Organised
Government / Public Service	Relaxed / Easygoing	Beautiful / Picturesque
Peaceful	Friendly / Welcoming	Public Servants
Tourism / Attractions	Home	Roundabouts / Good roads
Events / V8 Supercars	Tourism / Attractions	Clean
Exciting / Alive	Bush City / Country Town	Sporting Events
Interesting	Interesting	Boring / No excitement

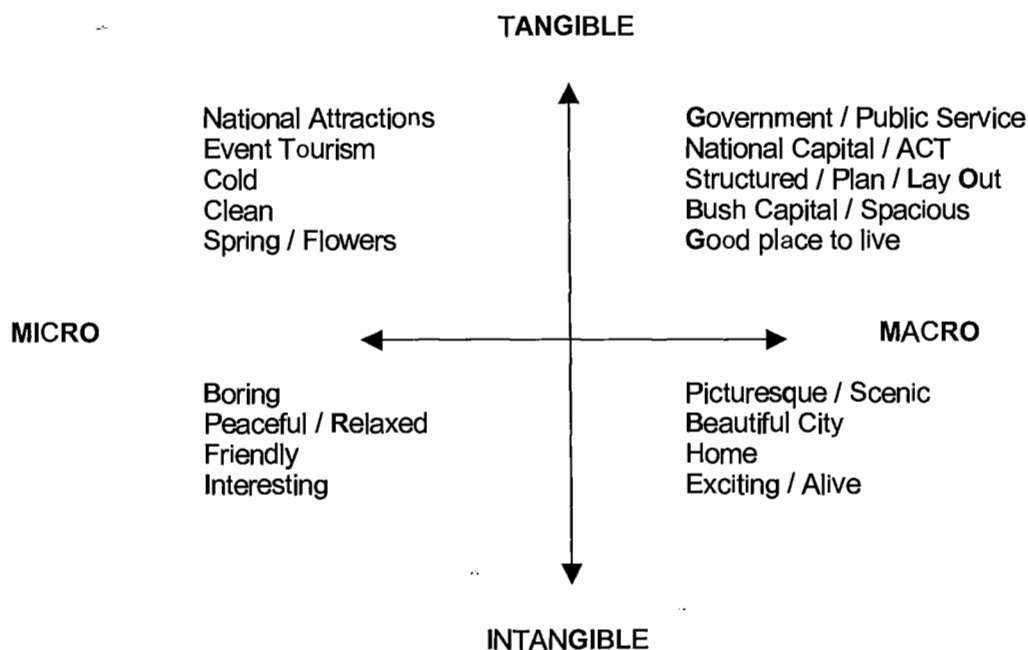
What this tells us is that the National Capital possesses multiple images which may be associated with the target market. Stegbar Canberra 400 and Floriade both target diverse markets and therefore it is not surprising that the image responses given relate to those market characteristics and the event itself. On the other hand, the general population in the Australians' perceptions study indicated the most obvious



aspects of Canberra being Politicians / Parliament, the National Capital / ACT as well as mentioning attractions of National significance.

In essence, the National Capital does not have a single destination image. Multiple images arose of Canberra when analysing both studies image responses. By combing both the primary research undertaken in this study as well as the Australians' perceptions and grouping relevant images, the following is put forward in Figure 10.4 as a multiple image destination framework of the National Capital.

Figure 10.4 National Capital Multiple Image Destination Framework



Therefore, Figure 10.4 illustrates a grouping of the multiple images of the responses collected from primary research of event attendees at the Stegbar Canberra 400 and Floriade as well as the Top 15 responses of the 'Australians' Perceptions of their National Capital' study. It is important to note that National Attractions and Event Tourism are the most significant tangible/micro characteristic of the National Capital. What is also interesting are the multiple images or conflicting views that lie in the intangible segments such as Boring in comparison to Interesting and Exciting / Alive as well as image responses in the tangible/macro quadrant of being Political and the National Capital as well as being a Country Town. It was more the holistic destination images however, that possessed multiple images and conflicting views as opposed to the attribute based image responses.

Although there has been little research on the notion of 'multiple images' that a destination may possess, it is evident in Figure 10.4 that destinations do not have to possess a single destination image. This is particularly shown with the multiple images and conflicting results that have been presented with Stegbar Canberra 400 and Floriade 2002 image results as well as the 'Australians' Perceptions of their National Capital' (2002). The multiple images that have arisen in this study are due to using two events that attract very different target markets.

Events can therefore be used to create a range of destination images that may appeal to different target markets. This is an important point for destination marketers and event managers to consider when developing events and destination image strategies. In this case, Canberra can image itself as a 'peaceful, cultural' destination to an elderly more sophisticated market by using events related to this image such as Floriade, or as an 'exciting, interesting' destination to a younger more outgoing target market by using events such as the Stegbar Canberra 400.

## 11. CONCLUSION

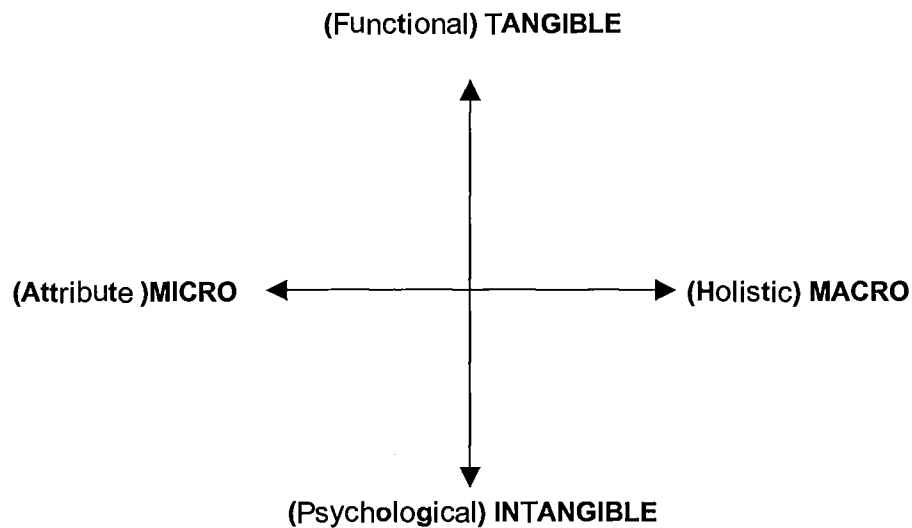
Although the importance of both destination image and events has been highlighted, the areas of destination image and event tourism have been subject to separate research efforts in the field of tourism. The research study has combined these two separate fields of research to illustrate how events can affect the image of a destination, in this case the National Capital of Australia - Canberra. Two major Canberra events were the focus of the study – Stegbar Canberra 400 and Floriade 2002 along with previous research in ‘Australians’ perceptions of their National Capital’ (Richards 2002).

The foundation of the study and discussion on destination image has been based on Echtner and Ritchie’s (1991) destination image framework. Although it has been pointed out that the framework is invaluable to the study of destination image, it does however possess flaws. For this reason, the revised Echtner and Ritchie model has been presented.

The revised Echtner and Ritchie model is a more operational framework which substitutes the values on the model to more appropriate measures of scale. In Echtner and Ritchie’s (1991) destination image framework, a distinction is made between the functional and psychological components of image as well as the attribute versus holistic components of a destination. However, the framework implies a scale measurement in regard to the x and y axis. Can functional be on the opposite scale of measurement to psychological or can there be functional/psychological characteristics of a destination? Like wise, attribute versus holistic components are not scale dimensions along the x axis. Therefore appropriate wording of the four characteristics would be tangible (functional) versus intangible (psychological) and micro (attributes) versus macro (holistic). This way, scale measurement on the axis is more valid. The revised Echtner and Ritchie model is shown on the following page.

Further, the common/unique continuum in the Echtner and Ritchie (1991) framework implies that common characteristics of a destination can only be found in the functional/attribute (tangible/micro) quadrant and that unique characteristics lie only in the psychological/holistic (macro/intangible) quadrant. However, unique functional examples such as India and the image of the Taj Mahal exist? A straight forward resolution would be to place the images on a continuum scale from common to

unique separate from the framework itself. This way, common and unique images derived from the framework can be placed on the continuum regardless if they are micro, macro, tangible or intangible.



**Revised Echtner and Ritchie Framework of Destination Image**

Destination image responses were derived from both the Stegbar Canberra 400 and Floriade 2002. Results indicated that event attendees regard the two events as being very positive in respect to the destination image of Canberra. The Top 15 responses from both studies also indicate a positive correlation between events and the destination image of Canberra.

The Top 15 responses from both events indicated that events do have an influence on the image of a destination. In regard to Stegbar Canberra 400 and Floriade 2002, various images mentioned were associated with the destination itself and particularly the event. The event itself, as well as characteristics and timing of the event influenced image responses. Image responses such as 'Cold', 'Events/V8 Supercars', 'Exciting/Alive', 'Spring/Green', 'Peaceful', 'Gardens/Flowers' were event related images mentioned as a direct result of the event, its characteristics and time of year held. 'Cold' for example, was placed as the top response of Stegbar Canberra 400 event attendees while 'Spring/Green' surpassed 'Cold' amongst Floriade 2002 patrons. This was not surprising considering the Stegbar Canberra 400 was held in Winter – June and Floriade was held in Spring.

General destination images of Canberra were also mentioned such as 'Organised / Planned', 'Beautiful/Nice City', 'Clean/Tidy', 'Government/Public Service', and

'Tourism/Attractions' however their rating on the scale of 1 to 15 varied in accordance with the event and its type of influence.

It should be noted that these images were contained by responses from event attendees. It is beyond the scope of the present study to investigate how events affect the images held by non-attendees, an important area for future research.

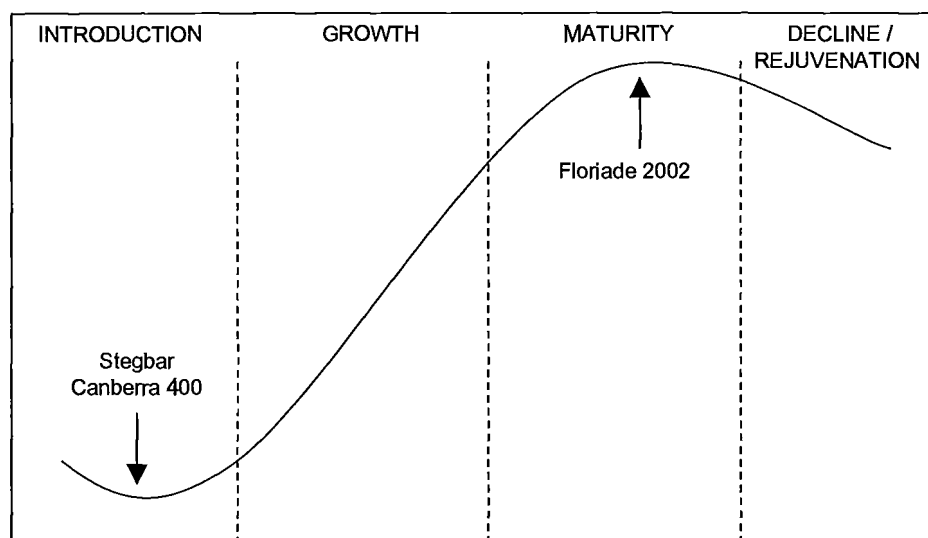
In comparison to 'Australians' perceptions of their National Capital' (Richards 2002), it became clearer that events do have an influence on the image of a destination, in this case the National Capital. The Top 15 responses in the Perceptions study were more directly related to Canberra as a destination as opposed to the Stegbar Canberra 400 and Floriade 2002 image responses which were more events driven. Unique characteristics and National attractions were the main focus of the image responses in the Perceptions study. However, actual events as opposed to event characteristics (such as Exciting/Alive) were mentioned in the Perceptions study. Floriade was placed in eighth position out of the Top 15 Perceptions image responses, with Sporting events coming in at fourteenth place. This again illustrates that in one way or another, events do have an influence of destination image.

This point was further emphasised by the fact that many destination image responses from Stegbar Canberra 400 and Floriade 2002 appeared in the Perceptions Study. This indicates that general destination images of Canberra are present however some destination images are influenced by the event itself resulting with general Canberra images as well as event related image responses.

Not only does the nature of the events affect the destination image, but it seems that so to does the stage in their life. For example, Stegbar Canberra 400 images were more varied and related to the event and related characteristics. On the other hand, Floriade 2002 image responses were strong and more associated with the destination itself. In essence, events have a differing impact and influence on destination images depending on their stage of development. For example, younger events such as Stegbar Canberra 400 result with destination image responses related more to the event, whereas older events or hallmark events such as Floriade 2002 experience image responses associated with the destination as these events become synonymous with the destination.

Therefore it was put forward that events could be placed on the revised product life cycle (Destination Image and Event Life Cycle) according to their stage of development in conjunction with destination image. Butler (1980) hypothesized that tourist destinations pass through various stages of development from introduction, growth, maturity, and decline or rejuvenation. Therefore, Stegbar Canberra 400 is in the introduction stage and so images are not as strong as Floriade 2002 which resides in the maturity stage. Events can therefore be placed on the Destination Image and Event Life Cycle with an understanding of the impact they have on the image of destination – see below.

Destination Image and Events Life Cycle



Both Stegbar Canberra 400 and Floriade 2002 image responses as well as 'Australians' perceptions of their National Capital' responses were then placed on the revised Echtner and Ritchie model – the 'National Capital Destination Image Framework' and 'Australians' Perceptions Destination Image Framework'. The frameworks illustrated similar as well as different characteristics and multiple images of the National Capital. The majority of image responses on the models were tangible/micro attributes of Canberra. The three studies were then combined to illustrate the 'National Capital Multiple Image Destination Framework'. It became evident that multiple images of Canberra did exist in particular regard to the two events and the Perceptions Study which illustrated conflicting responses such as 'Boring' and 'Exciting/Alive' as well as 'National Capital' and 'Country Town'.

In conclusion, it is evident through the results and discussion that events do have an impact on the image of a destination. In this case, the destination image of the

National Capital was subject to influence from both Stegbar Canberra 400 and Floriade 2002 event attendees. Further, it was shown in the Australian Perceptions Study that as a whole, events also had an impact on the destination image of Canberra.

Further research, however, into the tourism field of destination image and events is recommended. What has been beyond the scope of this study represents avenues for future research. Research such as the perceptions and images of non-event attendees and their impact on destination image and if event attendees perceptions and images of a destination change with time is suggested. For instance, will the same responses be presented 6 months post event? What this implies is that when event attendees are surveyed at the event they have a fresh mind, however if they are surveyed say six months post event, will they still have the same images of the destination or will they be less events driven?

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## 13. APPENDICES

## APPENDIX 1: MARKETING DEFINITIONS OF IMAGE

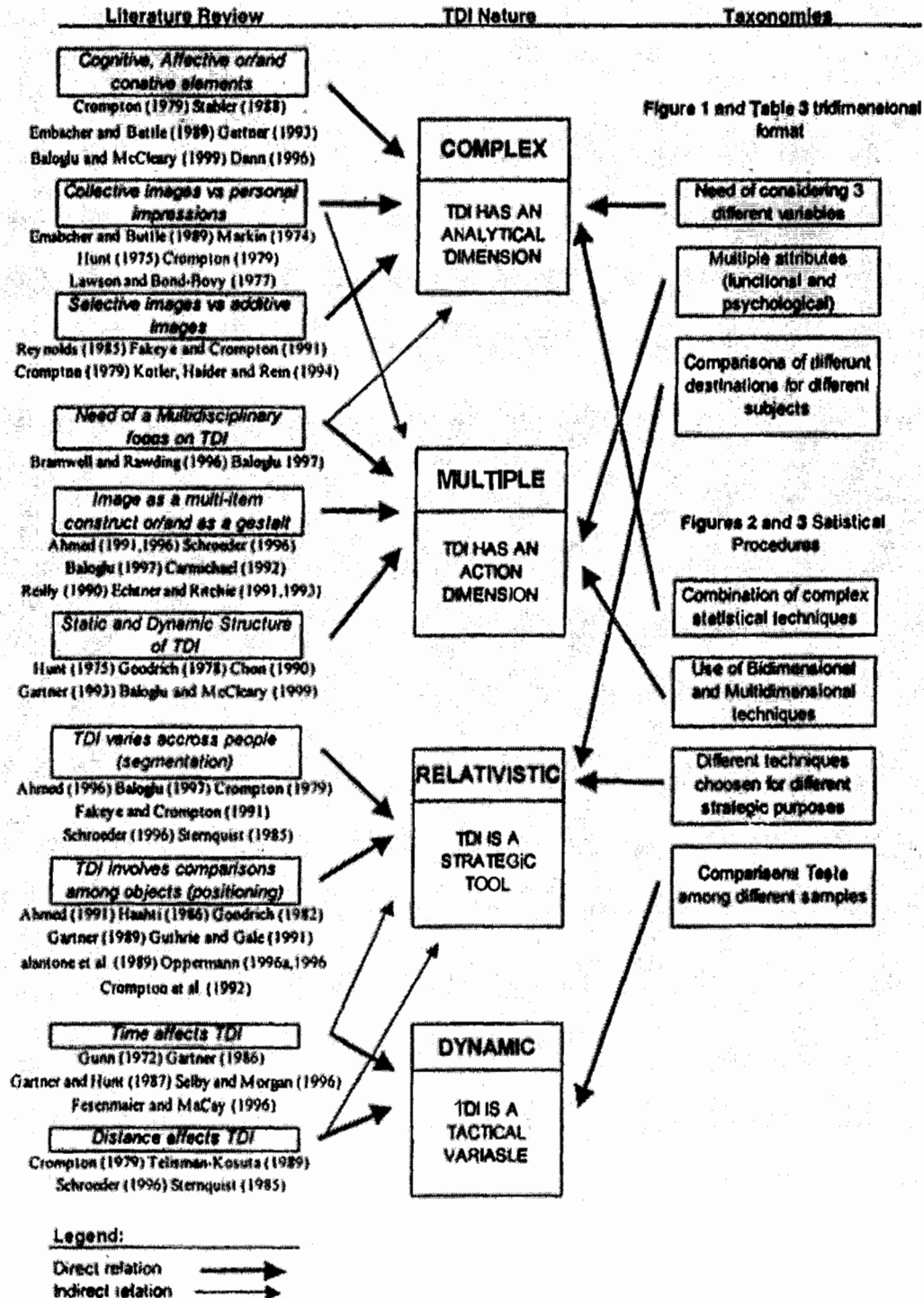
Selected marketing definitions of Product, Store and Corporate Image

Product (Brand)	"The brand image consists of everything people associate with the brand" (Newman, 1957)
	"The sum total of impressions a consumer receives from many sources" (Herzog, 1963)
	"An image is not individual traits or qualities but the total impression an entity makes on the minds of others" (Dichter, 1985)
Store	"An abstract, subjective, multidimensional concept consisting of a person's total impressions and experience with a service or product" (Hampton et al, 1987)
	"The way in which the store is defined in the shopper's mind, partly by its functional attributes and partly by an aura of psychological factors" (Martineau, 1958)
	"A complex of meanings and relationships serving to characterise the store" (Arons, 1961)
	"A composite of dimensions that consumers perceive as the store" (Marks, 1976)
	"A summary of the characteristics...and impressions of the store...and feelings toward it" (Jain and Etgar, 1976)
	"The perceptions of store attributes" (Assael, 1987)
Corporate	"The sum total of perceptions of the corporation's characteristics" (Spector, 1961)
	"A common held mental conception of a business or product" (Stel and Risk, 1986)

Echtner and Ritchie (1991:5)

## APPENDIX 2: THEORETICAL FRAMEWORK OF DESTINATION IMAGE

### Gallarza's Theoretical framework of Destination Image



Gallarza 2001:69

### APPENDIX 3: METHODOLOGIES IN DESTINATION IMAGE STUDIES

#### Methodologies used by Destination Image Researchers

Reference	Type of Methodology	Technique for the Generation of Attributes
Hunt (1975)	Structured: - 20 Attributes - 7 and 5 point Semantic Differential Scale	- Tourism experts - Researcher's judgment
Crompton (1977)	Structured: - 18 Attributes - 7 point Semantic Scale	- General reading material/brochures - Consumer interviews (N=36)
Goodrich (1977)	Structured: - 10 Attributes - 7 point Likert Scale	- Tourism experts - Travel brochures
Crompton (1979)	Structured: - 30 Attributes - 7 point Semantic Differential Scale	- General reading material/brochures - Consumer interviews (N=36)
Pearce (1982)	Structured: - 13 Attributes - 6 point Likert Scale	- Modified Kelly Repertory Grid technique (N=10)
Hahti & Yavas (1983)	Structured: - 10 Attributes - 9 point Likert Scale	- Literature review - Focus group of travel agents
Crompton & Duray (1985)	Structured: - 28 Attributes - 5 point Semantic Differential Scale	- General reading material/brochures - Consumer interviews (N=100)
Kale & Weir (1986)	Structured: - 26 Attributes - 7 point Likert Scale	- Not discussed
Phelps (1986)	Structured: - 32 Attributes - Check lists of attributes	- Researchers' judgement?
Tourism Canada (1986 – 1989)	Structured: - 29 Attributes - 5 point Likert Scale	- Not discussed
Gartner & Hunt (1987)	Structured: - 11 Attributes - 5 point Semantic Differential Scale	- Tourism experts - Researchers' judgement
Richardson & Crompton (1988)	Structured: - 10 Attributes - 4 point Comparative Scale	- Used attributes from Tourism Canada Vacation Patterns Survey
Gartner (1989)	Structured: - 15 Attributes - 5 point Likert Scale	- Not discussed
Calantone et al (1989)	Structured: - 13 Attributes - 7 point Likert Scale	- Not discussed
Reilly (1990)	Unstructured: - Open-ended questions	- Not applicable

Echtner and Ritchie (1991:8)

## APPENDIX 4: DESTINATION IMAGE OF AUSTRALIA – BACKPACKERS

Destination Image questions in Murphy's (1999) 'Australia's Image as a Holiday Destination – Perceptions of Backpacker Visitors'.

### **BACKPACKER TRAVEL DECISION SURVEY**

**COMPLETE THE SURVEY IN YOUR OWN TIME AND RETURN BY PREPAID POST!**

The Department of Tourism at James Cook University in Townsville is conducting ongoing research into better understanding the needs of backpackers travelling in Australia. In order to help the tourism industry provide the travel experiences you want, we would like to know more about the choices you make while travelling and how you make them.

By carefully completing this questionnaire you will help us to understand how you make your travel decisions, including information sources used and the things that determine the choices you make. We are not only interested in the more complicated decisions you make, like which countries to visit, but more routine decisions, like where to stay each time you reach a different destination in Australia.

Please take this survey with you and spend about 30-40 minutes of your time to carefully answer the questions using the instructions provided. You will be asked to fill in 3 tables about different travel decisions. It may seem complicated at first, but will not take long once you understand the procedure. It may also seem repetitive but please try to think about how you make certain types of decisions differently. It is important that you fill in these tables and the questions relating to them carefully and completely.

Once you have completed the questionnaire, fold and seal it using the self-adhesive strip provided and put it in a mail box any where in Australia.

Thanks in advance for your participation, you are helping to improve backpacker travel in Australia. Enjoy the rest of your trip.

Laurie Murphy  
PhD student and former backpacker





**RATE THE ATTRACTIVENESS OF EACH COUNTRY ON THE FOLLOWING...**

	CLIMATE	CULTURE	LANGUAGE SPOKE	LEVEL OF SAFETY	TRAVEL COST	NUMBER OF FRIENDS/ RELATIVES I HAVE THERE	NATURAL ATTRACTIONS	PEOPLE	OTHER...	OTHER...
	<p>1= makes this country very unattractive to me ← 3= neutral → 5= makes this country very attractive to me</p>									
Places ↓	ratings →									
1.	12345	12345	12345	12345	12345	12345	12345	12345	12345	12345
2.	12345	12345	12345	12345	12345	12345	12345	12345	12345	12345
3.	12345	12345	12345	12345	12345	12345	12345	12345	12345	12345
4.	12345	12345	12345	12345	12345	12345	12345	12345	12345	12345
5.	12345	12345	12345	12345	12345	12345	12345	12345	12345	12345
6.	12345	12345	12345	12345	12345	12345	12345	12345	12345	12345
7.	12345	12345	12345	12345	12345	12345	12345	12345	12345	12345
8.	12345	12345	12345	12345	12345	12345	12345	12345	12345	12345
9.	12345	12345	12345	12345	12345	12345	12345	12345	12345	12345
10.	12345	12345	12345	12345	12345	12345	12345	12345	12345	12345

**C2. Please rate the importance of the following statements when deciding which countries to visit on this trip.**

	not as all important				very important
	↓				↓
<b>It was important to me to visit countries that...</b>					
have a warm climate	1	2	3	4	5
have a interesting culture	1	2	3	4	5
are English speaking	1	2	3	4	5
are safe to travel in	1	2	3	4	5
are cheap to travel to/in	1	2	3	4	5
I have friends or relatives in	1	2	3	4	5
have natural attractions	1	2	3	4	5
have friendly people	1	2	3	4	5
'Other' from above _____	1	2	3	4	5
'Other' from above _____	1	2	3	4	5

**C3. Please identify the countries in the list above that you will actually visit on this trip.**

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**C4. In your own words please tell us how you decided which of the countries identified above you would visit. Use as many statements as necessary to describe the process you went through to make the final choice of which countries to visit.**

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**C5. Please list any countries not identified in the table above which you could easily have visited on this trip but never really thought about going to.**

---

**C6. Please list any countries you did not consider at all because for one reason or another you would have found it difficult to go to on this trip.**

---

**C7. Please list any countries that were available to you but you did not consider at all because you were not interested in visiting them on this trip.**

---

**C8. There are some countries that people are aware of that they might consider visiting if they had more information about them, list the countries you might have considered visiting on this trip if you had more information about them.**

---

**C9. Of the countries that you listed in the table above, which ones did you actively try to find information on?**

---

---

C10. Please identify which information sources listed below were used to help you decide which countries you would visit and rate the importance of each source to the decision.

tick if source was used	importance of source to decision					
	not at all important	1	2	3	4	5 very important
people who have travelled to the countries		1	2	3	4	5
people from the countries that I have met		1	2	3	4	5
friends and relatives		1	2	3	4	5
travel agents (please name)		1	2	3	4	5
travel guidebooks (please name)		1	2	3	4	5
information centres (please name)		1	2	3	4	5
travel brochures		1	2	3	4	5
magazines and newspapers (please name)		1	2	3	4	5
previous travel to the countries		1	2	3	4	5
Travel documentaries or programs		1	2	3	4	5
My own general knowledge of the countries		1	2	3	4	5
Movies or TV shows (please name)		1	2	3	4	5
other (please name)		1	2	3	4	5
other (please name)		1	2	3	4	5

C11. How long before your trip did you begin to look for information on the countries you were thinking about visiting?

- less than one month
- between 1 and 2 months
- between 2 and 4 months
- between 4 and 6 months
- between 6 and 12 months
- more than 12 months

**GENERAL INFORMATION**

G1. How important to you are the following reasons for travelling in Australia?

	not at all important	neutral	very important
to meet local people	1	3	5
to have a break from work and my daily routine	1	3	5
to learn about/experience another country	1	3	5
to meet other travellers	1	3	5
to learn about/experience another culture	1	3	5
to see unique wildlife and nature	1	3	5
to increase my self confidence	1	3	5
to spend time with close friends and relatives	1	3	5
to feel more independent	1	3	5
to grow as a person	1	3	5
to relax	1	3	5
to challenge myself	1	3	5
because others have recommended it	1	3	5
to understand myself more	1	3	5
to have new and different experiences	1	3	5
because others will be impressed by my travelling here	1	3	5

G2. Below is a list of words and phrases which might be associated with or could be used to describe Australia. Please a tick next to those which you feel describe your image of Australia.

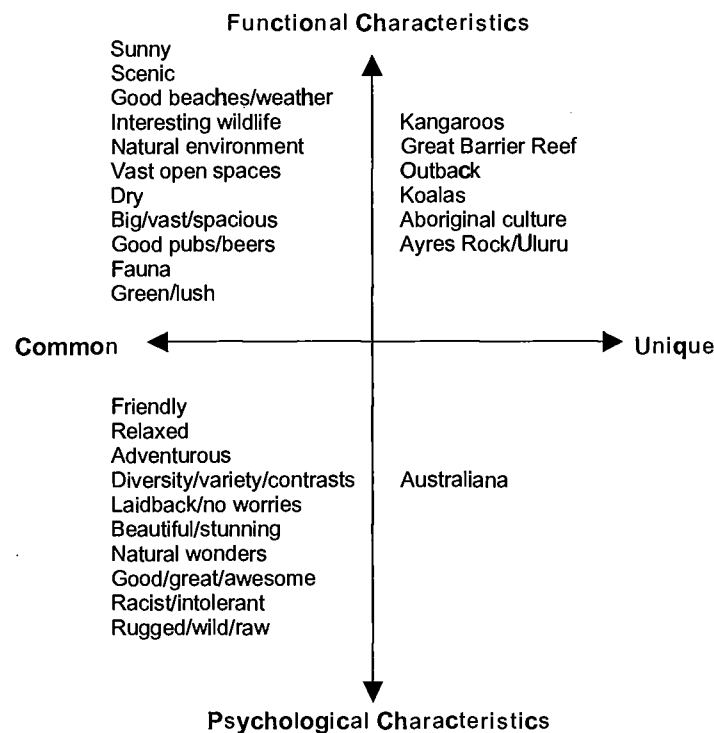
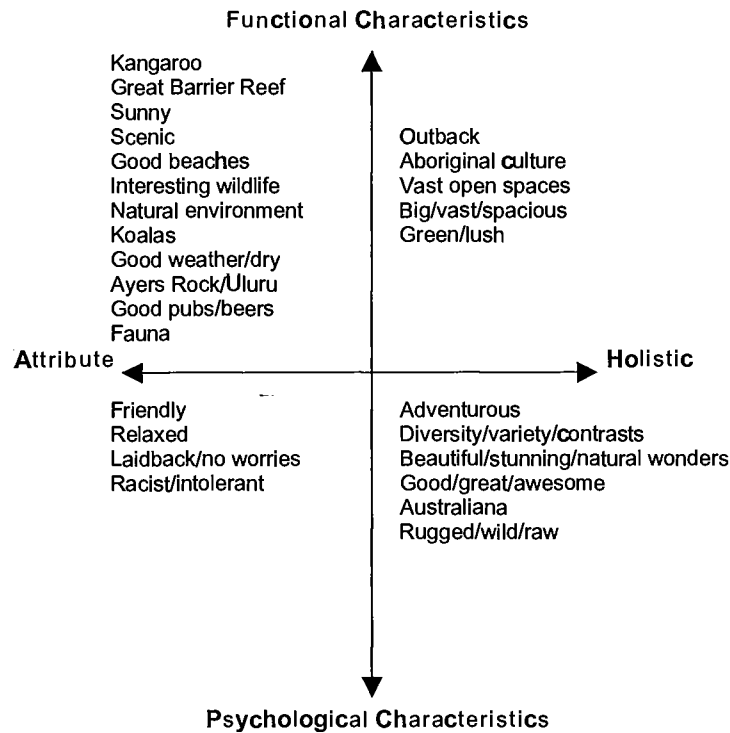
dry	_____	natural environment	_____
red	_____	Outback	_____Ayers Rock/Uluru
sandy	_____	good weather	_____expensive
friendly	_____	good beaches	_____touristy
Aboriginal culture	_____	good surfing	_____distant
Kangaroos	_____	isolated	_____easy to get around
Koalas	_____	relaxed	_____developed
sports	_____	interesting wildlife	_____developed
adventurous	_____	vast open spaces	_____inaccessible
Great Barrier Reef	_____	sunny	_____scenic

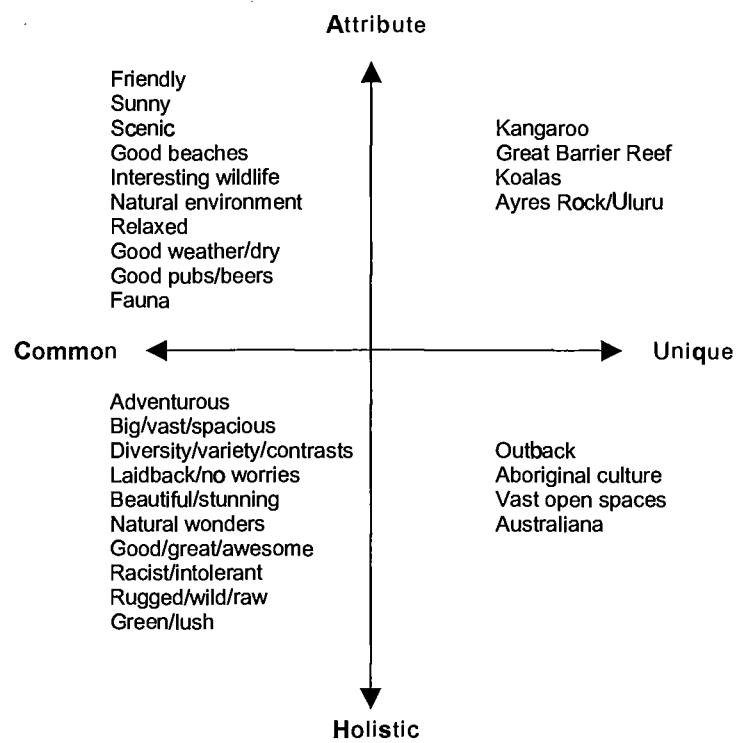
G3. Please list any other words which you feel describe your image of Australia.

G4. Prior to this trip had you travelled outside your home country before?

## APPENDIX 5: DESTINATION IMAGE OF AUSTRALIA – MURPHY’S RESULTS

### Destination Image Frameworks: Australia’s Image as a Holiday Destination – Perceptions of Backpacker Visitors, Murphy (1999).

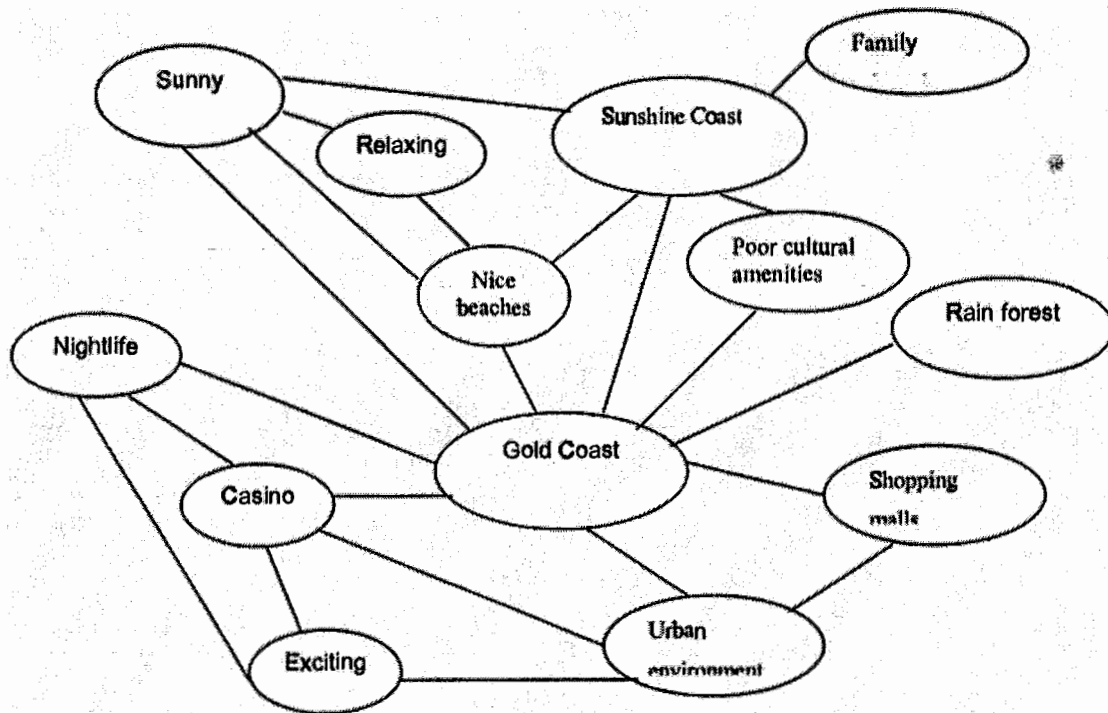




Murphy (1999:41-43)

## APPENDIX 6: QUEENSLAND NODE RELATIONSHIP MODELS

Hypothetical set of relationships (nodes) – Queensland and the Gold Coast



Brown et al (2001:6)



## APPENDIX 7: GREY WORLD CANBERRA PTY LTD – QUESTIONNAIRE

14 September, 2001

Mr Bruce Mockay  
 Managing Director  
 Grey World Canberra Pty Ltd  
 82 Wentworth Avenue  
 KINGSTON, ACT 2604

Dear Bruce,

Re: **KEY FINDINGS: Canberra Tourism and Events Market Research  
 (MARS JS2S)**

I have set out below key findings which emerged from the recent market research conducted on tourism and events in Canberra.

### EVENTS CONTRIBUTING TO CANBERRA AS A TOURIST DESTINATION

Q1. Firstly we have questions about your perceptions of the extent to which a range of events held in Canberra help promote Canberra as a tourism destination. On a one to ten scale where 1 is very negative and 10 is very positive, how would you rate the following events in working to promote Canberra as a tourist destination?

	Very										Unsure/Don't know 11 %
	Negative				Positive						
	1	2	3	4	5	6	7	8	9	10	
	%	%	%	%	%	%	%	%	%	%	%
The Heritage Festival held in April	5	3	9	9	13	12	9	9	1	2	31
SummerNets held in January	11	5	4	4	9	9	12	21	10	12	4
Major national exhibitions conducted by the National Gallery of Australia	-	-	1	1	6	6	12	23	21	27	2
Floriade	-	-	2	3	5	8	11	32	20	21	-
The Folk Festival held during Easter	1	1	6	7	14	11	19	15	3	6	14
The National Multicultural Festival	3	3	7	9	16	16	15	15	9	6	4
Major exhibitions conducted by the National Museum of Australia	2	1	1	2	3	9	19	25	12	14	6
The GMC 400 motorcar race	15	9	6	3	10	12	15	12	8	10	3
The International Women's tennis tournament held in January	3	4	6	9	17	12	14	15	4	4	13
The Science Festival held in May	1	1	4	9	16	13	17	21	4	6	9
The Balloon Fiesta held in March	-	2	4	7	11	13	20	22	8	6	7
The Subaru Rally of Canberra held in May	7	3	6	6	16	12	15	11	5	3	14
National Wine shows	3	2	7	7	20	15	16	13	5	3	10

Based on the previous findings the most positive contributions for promoting Canberra as a tourist destination were given to the following events (based on the event scoring 50% or more on the combined scales of 8, 9 and 10):

- Major national exhibitions conducted by the National Gallery of Australia;
- Floriade; and
- Major exhibitions conducted by the National Museum of Australia.

Another question explored perceptions of the events contributing positively to the Canberra economy. The following outcomes emerged...

### CONTRIBUTION TO CANBERRA ECONOMY

Q2. Now let me run through the list of events again and let me know how strongly you agree or disagree whether or not the event would help contribute positively to the Canberra economy?

	Strongly agree %	Agree %	Neither agree or disagree %	Disagree %	Strongly disagree %	Unsure/Don't know %	
The Heritage Festival held in April	7	49	42	8	13	1	29
SummerNats held in January	30	80	50	4	8	4	6
Major national exhibitions conducted by the National Gallery of Australia	42	93	51	2	3	-	2
Floriade	43	91	48	3	4	1	2
The Folk Festival held during Easter	12	69	57	9	11	1	10
The National Multicultural Festival	11	85	54	10	17	1	8
Major exhibitions conducted by the National Museum of Australia	28	87	59	5	5	-	3
The GMC 400 motorcar race	20	60	40	7	21	7	6
The international Women's tennis tournament held in January	8	81	53	11	16	4	9
The Science Festival held in May	11	71	60	9	10	-	10
The Balloon Fiesta held in March	13	72	59	10	11	-	6
The Subaru Rally of Canberra held in May	10	58	48	11	15	3	13
National Wine shows	9	67	58	9	13	-	10

The above findings show that all of the events (except for the Heritage Festival) received majority positive ratings that they contribute effectively to Canberra's economy. Particularly strong ratings were given to:

- Major national exhibitions conducted by the National Gallery of Australia (93% rating); and
- Floriade (91% rating)

A following question explored opinion whether or not Canberra residents value the event as something in which they can participate. The following findings emerged...

**EVENTS WHICH CANBERRA RESIDENTS CAN PARTICIPATE**

Q3. Now I'll run through the list again and get you to tell me how strongly you agree or disagree if each event would be valued by the Canberra community as something they could participate in?

	Strongly agree	Agree	Neither agree or disagree	Disagree	Strongly disagree	Unsure/Don't know
The Heritage Festival held in April	63	10 53	8	7	-	22
SummerNats held in January	60	13 47	6	23	7	4
Major national exhibitions conducted by the National Gallery of Australia	91	49 51	2	5	1	1
Floriade	93	47 46	1	4	-	1
The Folk Festival held during Easter	80	16 64	8	8	-	6
The National Multicultural Festival	84	49 65	8	6	-	33
Major exhibitions conducted by the National Museum of Australia	89	29 60	4	8	-	1
The GMC 400 motorcar race	54	13 41	7	29	7	3
The international Women's tennis tournament held in January	65	8 57	10	21	1	4
The Science Festival held in May	83	17 66	7	8	-	4
The Balloon Fiesta held in March	78	14 64	7	10	1	4
The Subaru Rally of Canberra held in May	55	8 47	11	22	3	9
National Wine shows	70	8 62	9	14	2	5

The above findings show that all of the events received majority agreement that Canberra residents value the event as something they can participate in. Particularly strong agreement was given to:

- Major national exhibitions conducted by the National Gallery of Australia (91% agreement); and
- Floriade (93% agreement).

Questioning next explored whether or not Canberra residents agreed or disagreed with some events being cancelled altogether. The following outcomes emerged...

**WHAT IF SOME EVENTS ARE CANCELLED?**

**Q4.** Would you support or oppose some of the following events in Canberra being cancelled altogether?

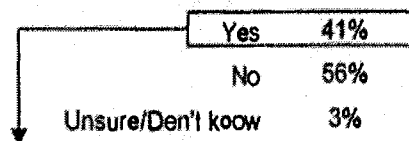
	Strongly Support %	Support %	Neither support or oppose %	Oppose %	Strongly Oppose %	Unsure/Don't know %
SummerNats held in January	18	32 14	8	38	59 21	2
Major national exhibitions conducted by the National Gallery of Australia	1	2 1	2	45	98 50	1
The National Multicultural Festival	2	6 4	10	49	83 34	1
The GMC 400 motorcar race	24	44 20	7	25	48 22	1
The Balloon Fiesta held in March	1	4 3	7	55	87 32	
The Subaru Rally of Canberra held in May	6	18 12	15	41	64 23	2 3
The Folk Festival	2	5 3	8	56	85 29	3

The above findings show that the majority of Canberra residents would oppose any of the events being cancelled.

Canberra residents were next asked if they, themselves, had any suggestions for events. The following finds emerged...

**EVENT SUGGESTIONS**

**Q5a.** Do you have any suggestions, yourself, for events you would like to see presented in Canberra?



Around four in ten (41%) of residents wished to make suggestions. Suggestions included:

- Drama festivals
- Aboriginal dance festivals
- Autumn leaves festivals and tour of suburb
- The Australian Ballet
- Chess tournaments
- Country and western music festivals;
- Major golf tournaments;
- Motor bike and drag racing events;
- Opera festivals; and
- Technology festivals;

Another question explored (through prompted questioning) whether or not specific new events would be acceptable. The following outcomes emerged...

Q6. There are a number of events being considered for Canberra. How strongly would you agree or disagree to these possible events being held in Canberra?

	Strongly agree %	Agree %	Neither agree or disagree %	Disagree %	Strongly disagree %	Unsure/Don't know %
A comedy festival	25	79	9	9	2	1
A Military Tattoo	20	70	10	16	2	3
A national cool climate wine show	14	75	12	10	2	2
A wine and food festival	19	81	7	9	3	-
Regular AFL Football games	26	66	13	17	3	2
Commonwealth Youth Games	23	89	6	5	-	1
Master Games 2003	30	86	5	4	-	5
Rugby Union Test matches	35	81	8	9	2	-
Theatre and Cultural Festivals	31	90	5	4	-	-
Sports events where you can participate	17	75	16	8	1	-
Summer and Autumn garden festivals	22	81	8	9	-	1
Rock music festivals	20	73	12	13	2	1
Jazz festivals	21	81	9	8	1	1
Folk music festivals	14	81	9	9	-	-
ASK LAST - Or you do not agree to any such events being held in Canberra	1	2	-	63	97	34

The conclusion arising from the above analysis is the clear support Canberra residents give to major events being held in Canberra (97% of Canberra residents support major events being encouraged for presentation in Canberra, and only 3% disagree).

The above findings show that all of the possible events were supported, particularly;

- Wine and food festivals (81% support);
- Commonwealth Youth Games (89% support);
- Master Games 2003 (86% support);
- Rugby Union test matches (81% support);
- Theatre and cultural festivals (90% support);
- Summer and autumn garden festivals (81% support);
- Jazz festivals (81% support); and
- Folk music festivals (81% support);

Final questions explored ACT resident interest in possible new tourism attractions or events...

### NEW THEME EVENTS OR ATTRACTIONS

Q7. Finally, how strongly do you agree or disagree that the following new tourism theme attractions or events should be established in Canberra?

	Strongly agree %	Agree %	Neither agree or disagree %	Disagree %	Strongly disagree %	Unsure/Don't know %
Sports tourism – where people can participate in a sporting event	19	87	8	4	-	3
Wine tourism – where people can visit local Canberra region wineries	22	87	6	6	2	-
Nature based tourism – where people can experience guided tours of nature parks and Namadgi National Park in the Brindabella Mountains	40	94	3	3	-	-
Adventure tourism activities such as rock climbing, river rafting	25	81	8	10	1	1
Theme parks such as Australian colonial history	8	60	12	31	7	1
Cultural tourism – where people can tour local arts and craft centres in the Canberra region	17	88	5	8	-	1
Extreme sports tourism attractions such as bungee jumping events	13	52	10	30	8	-
Educational events tourism such as science competitions	28	92	8	2	-	-

The above findings clearly show that most of the possible new tourism events and attractions receive strong levels of community support (with eight in ten to nine in ten Canberra people giving support). However, weaker support was given to theme park concepts and extreme sports tourism.

A final question also asked the respondent's ACT Electorate...

Q8. In which ACT Electorate do you live?

	Total %
Molongo	42
Glininderra	29
Brindabella	29

Note: Further analysis will be provided in the Final Report for Canberra resident opinion classified by ACT Electorate.

### Conclusions

Key findings in conclusion show the following perceptions of the extent to which an event is negative in promoting tourism...

- \*Heritage Festival - 23% negative
- \*Summer Nats - 24% negative
- \*NGA exhibitions - 2% negative
- \*Floriade - 5% negative
- \*Folk Festival - 15% negative
- \*National Multicultural Festival - 22% negative
- \*National Museum of Australia exhibitions - 8% negative
- \*GMC 400 - 30% negative
- \*International Womens Tennis Tournament - 22% negative
- \*Science Festival - 15% negative
- \*Balloon Fiesta - 13% negative
- \*Subaru Rally - 24% negative
- \*National Wine Show - 19% negative

Levels of support for event cancellation were:

- \*Summer Nats - 32% support
- \*NGA exhibitions - 2% support
- \*National Multicultural Festival - 6% support
- \*GMC 400 - 44% support
- \*Balloon Fiesta - 4% support
- \*Subaru Rally - 18% support
- \*Folk Festival - 5% support

In relation to perceived contribution to positive economic benefit to Canberra the events which scored high were NGA exhibitions, Floriade, and National Museum of Australia exhibitions (each achieved around nine in ten support).

Mid-range support (from around six in ten to eight in ten people) was given to SummerNats, Folk Festival, National Multicultural Festival, GMC400, International Women's Tennis Tournament, Science Festival, Balloon Festival, Subaru Rally and National Wine Shows.

Low range support (five in ten or less) was given to the Heritage Festival.

In relation to possible new events strong support (eight in ten or more giving support) arose for a Wine and Food Festival, Commonwealth Youth Games, Masters Games, Rugby Union Test matches, Theatre and Cultural Festivals, Summer and Autumn Garden Festivals, Jazz Festivals and Folk Music Festivals.



Finally, in terms of new tourism theme attractions or events strong support (eight in ten or more giving support) was given to Sports Tourism where people could participate, Wine Tourism, Nature Based Tourism, Adventure Tourism, Cultural Tourism and Educational Tourism Events.

I will be away overseas next few weeks and will try and prepare a Final Report before I go. Otherwise, I will wrap up the Final Report and ACT Electorate analysis when I get back.

Best regards,

DAVID COLLINS  
Managing Director  
[collins@mars.bu.qut.com](mailto:collins@mars.bu.qut.com)