

## **RELATIONSHIP BETWEEN TRAVEL MOTIVES AND KEY SUCCESS FACTORS OF VISITORS AT A JAZZ FESTIVAL**

Karen WILLIAMS & Melville SAAYMAN

*Tourism Research in Economic Environs and Society (TREES), North West University,  
Potchefstroom Campus, Potchefstroom, Republic of South Africa*

### **ABSTRACT**

*This study set out to determine whether different target market segments have different needs as to which managerial aspects will keep them satisfied and returning to a festival. A survey was conducted at the Cape Town International Jazz Festival by means of field workers handing out 400 questionnaires to visitors. A Factor Analysis and ANOVA were carried out on the data to determine the visitors' travel motives. It was found that different target markets deem different Key Success Factors (KSFs) as important. Motives such as Socialisation, Exploration, Escape, Quest for excitement and Jazz enjoyment were identified in the study as the main motives for visitors travelling to the Jazz Festival. Marketers can make use of these results to focus marketing resources more effectively in positioning the Cape Town International Jazz Festival in the marketplace.*

**Key words:** Key success factors; Target markets; Market segmentation; Travel motivation; Music festival; Music events; Visitor needs.