Harnessing Importance Performance Analysis to Increase Event Satisfaction

Dr. Bynum Boley, Ph.D.

Background on me

- **Professor of Parks, Recreation, and Tourism Management at UGA**

- **Ph.D. from Virginia Tech in Hospitality and Tourism**

- **Expertise in services marketing and consumer psychology**
  - What drives satisfaction?
  - What drives repeat visitation?
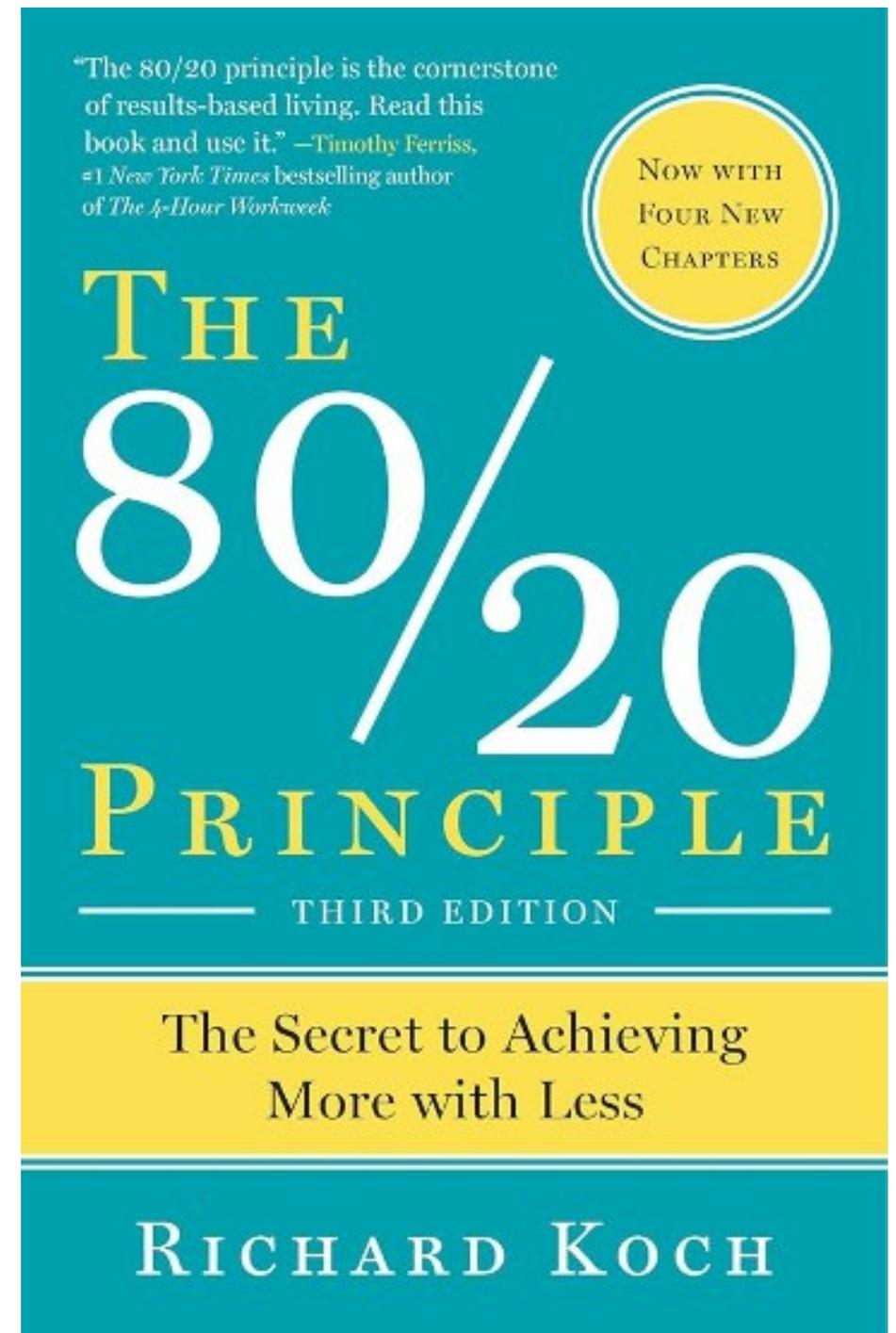 - What drives word of mouth and e-word of mouth

Challenges of Services Marketing

- **Intangible**
- **Perishable**
- **Seasonality**
- **Discretionary Good**
- **Lots of competing options**
- **Co-creation of experience**

80/20 Principle

- **80% of business comes from 20% of customers**

- **Every festival experiences matters**

- **Leads to loyalty**

- **WOM → Growth**

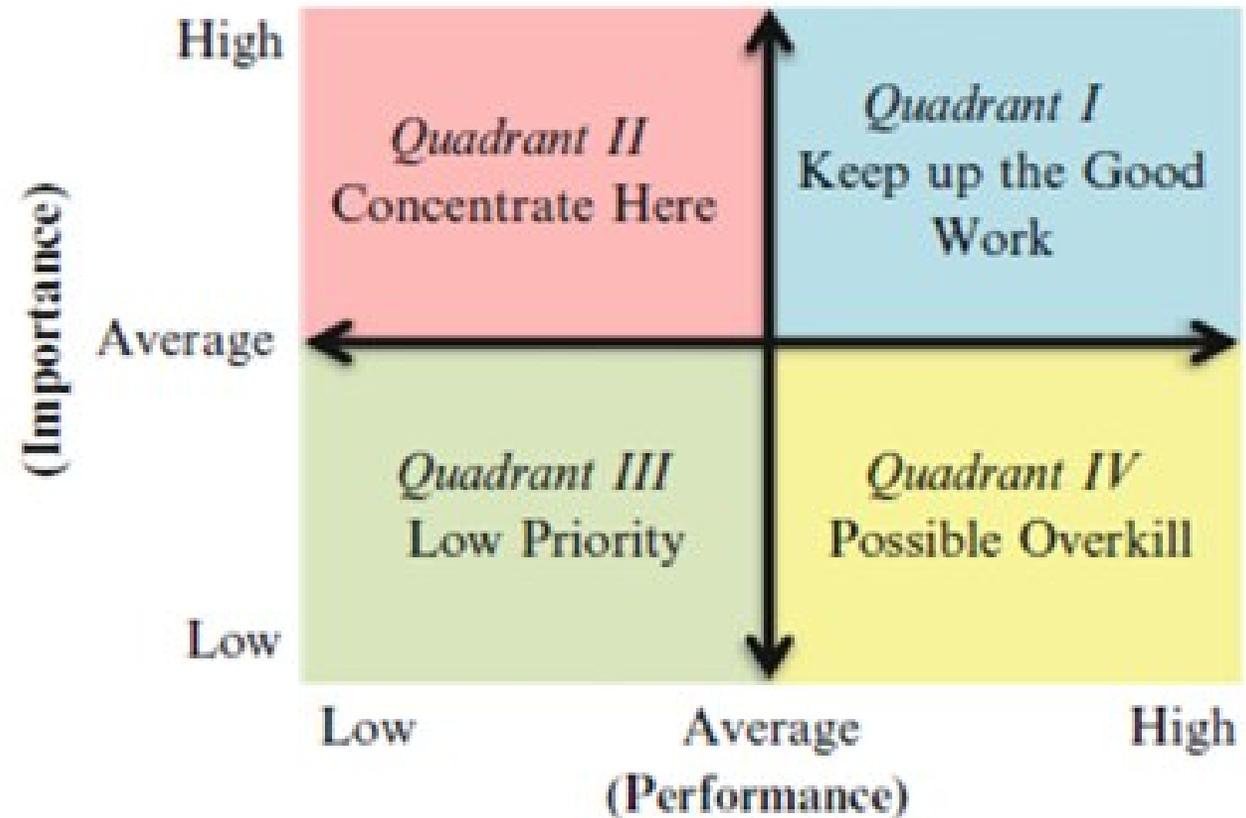# **Customer Satisfaction is Imperative!**

Measuring Customer Satisfaction

- How do you currently gauge this?

- How do you know what to improve or change?

Importance Performance Analysis

Expectancy Disconfirmation Paradigm

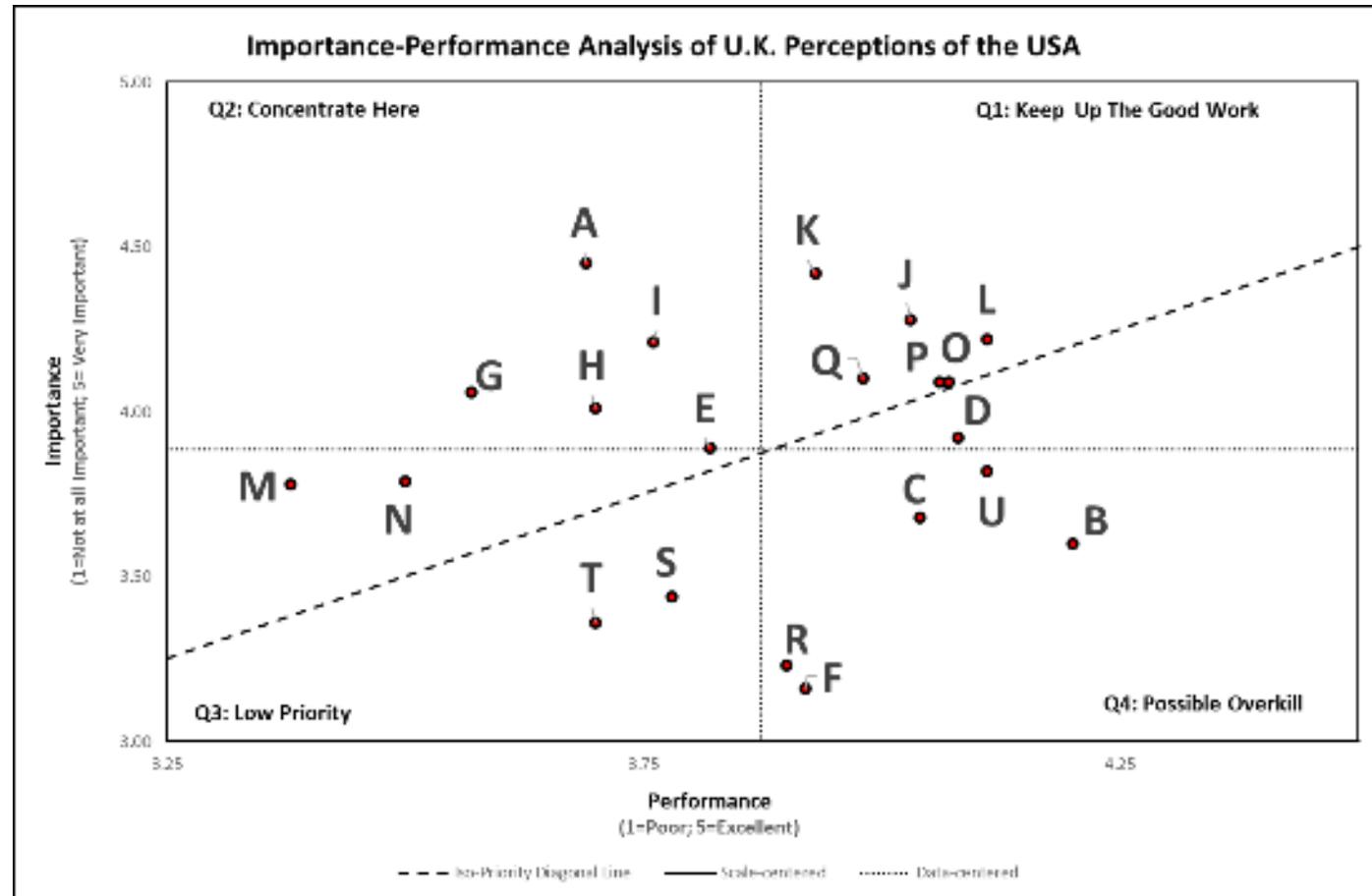- **P>I= Satisfaction**
- **I>P= Dissatisfaction**

Selecting Attributes

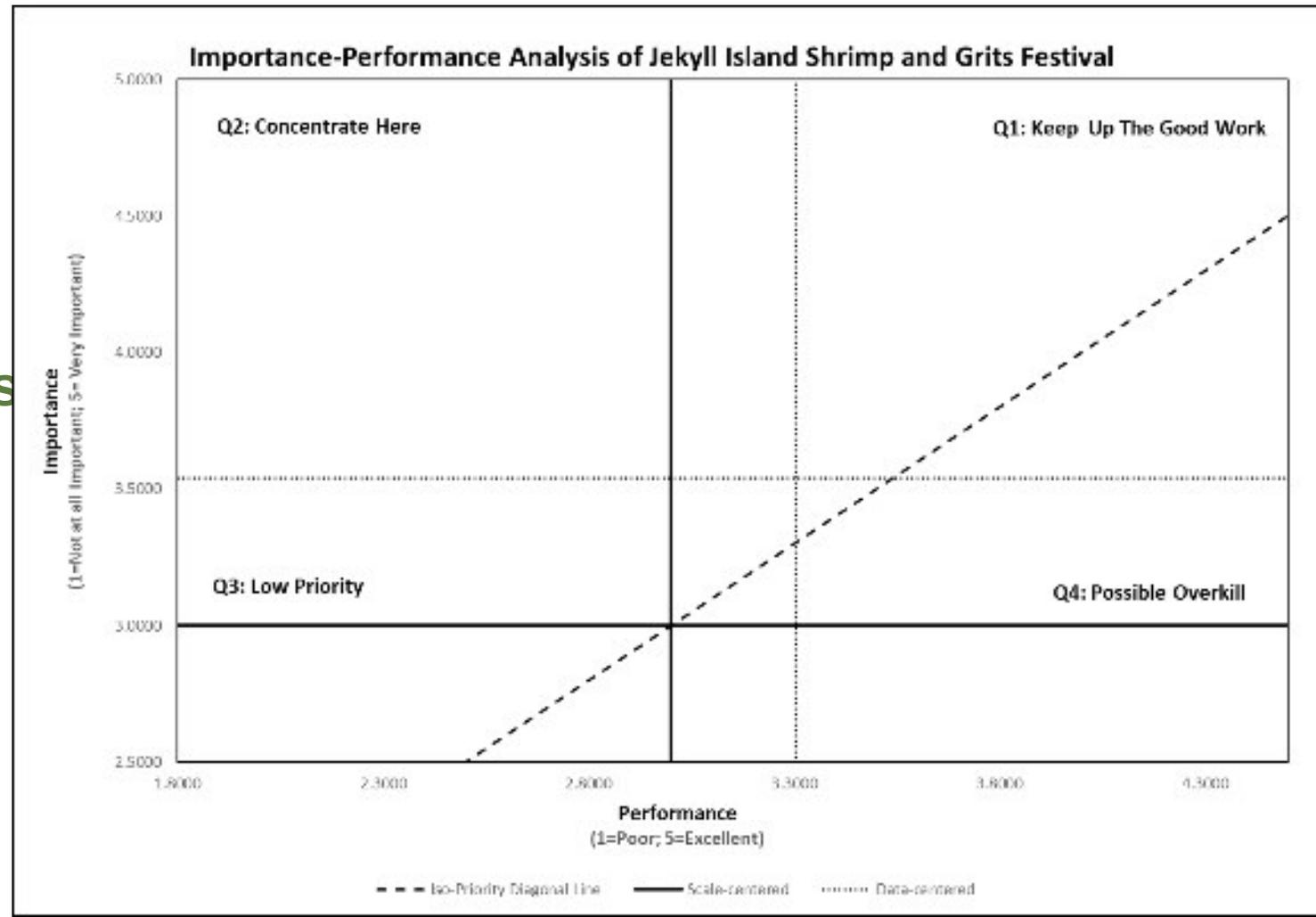- **Let's brainstorm what you may want to include**

Festival Attributes	How important is/are ...... to a festival experience? 1 = Not At All Important 2 = Somewhat Unimportant 3 = Neutral 4 = Somewhat Important 5 = Extremely Important Importance Rating (1-5)	How well does this festival perform on providing ... 1 = Poor 2 = Fair 3 = Good 4 = Very Good 5 = Excellent n/a = Not applicable Performance Rating (1-5)
Bathrooms	1 - 2 - 3 - 4 - 5	1 - 2 - 3 - 4 - 5
Parking	1 - 2 - 3 - 4 - 5	1 - 2 - 3 - 4 - 5
Trash cans	1 - 2 - 3 - 4 - 5	1 - 2 - 3 - 4 - 5
Space to move around (i.e., lack of crowding)	1 - 2 - 3 - 4 - 5	1 - 2 - 3 - 4 - 5
Safety	1 - 2 - 3 - 4 - 5	1 - 2 - 3 - 4 - 5
Food	1 - 2 - 3 - 4 - 5	1 - 2 - 3 - 4 - 5
Festival information	1 - 2 - 3 - 4 - 5	1 - 2 - 3 - 4 - 5
Value for price	1 - 2 - 3 - 4 - 5	1 - 2 - 3 - 4 - 5
Vendors	1 - 2 - 3 - 4 - 5	1 - 2 - 3 - 4 - 5

Example of Results from an IPA
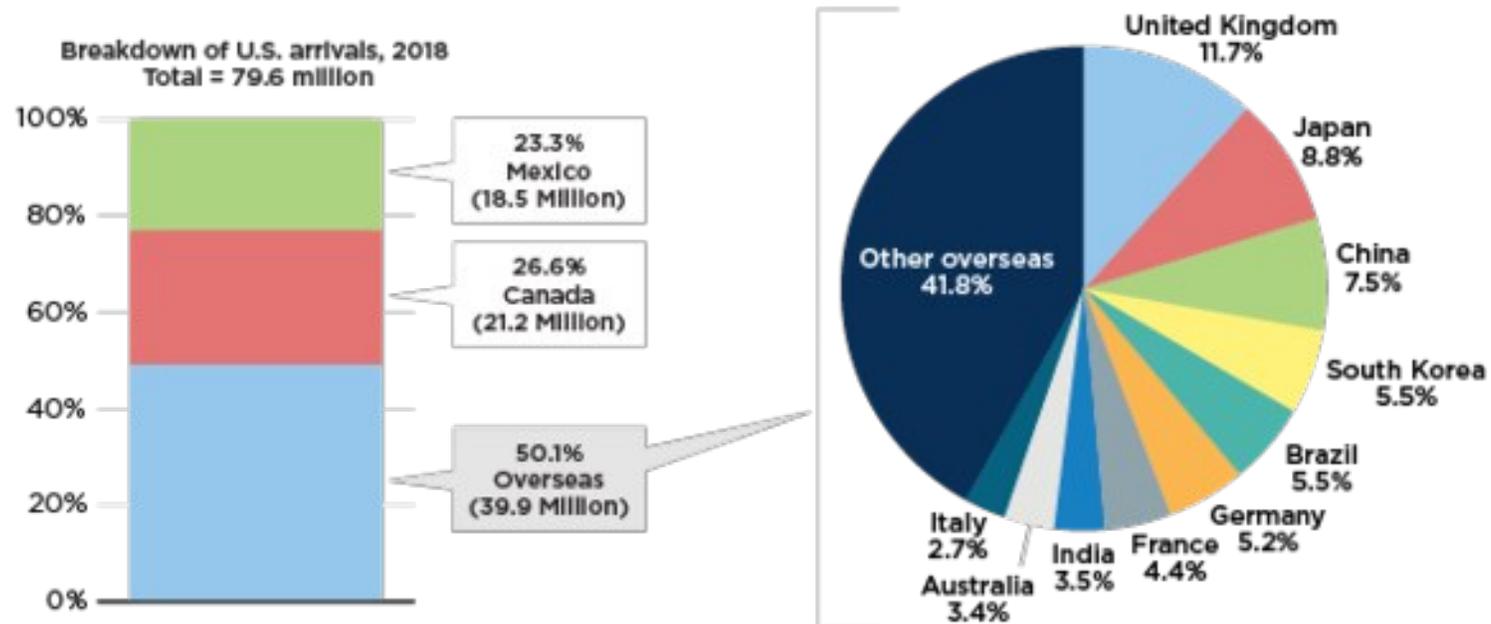

Importance-Performance Analysis of U.K. Perceptions of the USA

Setting the Crosshairs

- **Scale Centered**

- **Data Centered**

- **Iso-Priority Lines**

Importance-Performance Analysis of Jekyll Island Shrimp and Grits Festival

Brand USA Example

Composition of International Visitation to the U.S., 2018

Breakdown of U.S. arrivals, 2018
Total = 79.6 million

23.3% Mexico (18.5 Million)

26.6% Canada (21.2 Million)

50.1% Overseas (39.9 Million)

Other overseas 41.8%

United Kingdom 11.7%

Japan 8.8%

China 7.5%

South Korea 5.5%

Brazil 5.5%

Germany 5.2%

France 4.4%

India 3.5%

Italy 2.7%

Australia 3.4%

Destination Level Attributes

- Safety
- Shopping opportunities
- Nightlife & entertainment
- National Parks
- Notable history
- Material for social media posts
- Price
- Interesting small towns/countryside
- Friendly people
- Quality of accommodations
- Quality food
- Outstanding scenery
- Wineries
- Breweries
- Cosmopolitan cities

- Inexpensive travel to the country
- Inexpensive travel within country
- Pre-trip information
- In-country information
- Transportation infrastructure
- Sporting events

A) Safety

B) Shopping opportunities

C) Nightlife & entertainment

D) National Parks

E) Notable history

F) Material for social media posts

G) Price

H) Small towns/ countryside

I) Friendly people

J) Quality of accommodations

K) Quality food

L) Outstanding scenery

M) Inexpensive travel to the country

N) Inexpensive travel within country

O) Availability of pre-trip information

P) In-country information

Q) Transportation infrastructure

R) Sporting events

S) Wineries

T) Breweries

U) Cosmopolitan cities

Importance-Performance Analysis of USA as a Travel Destination
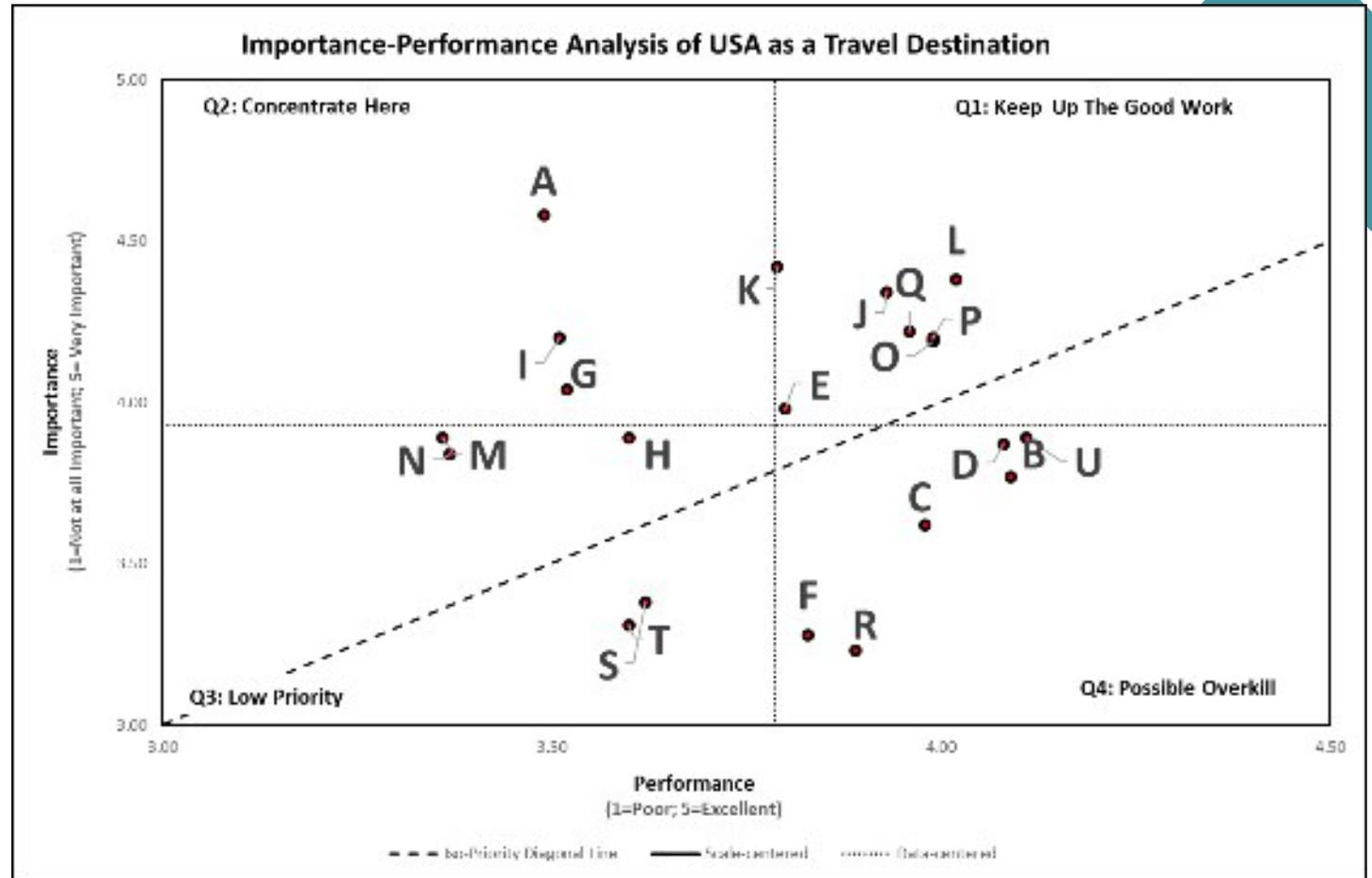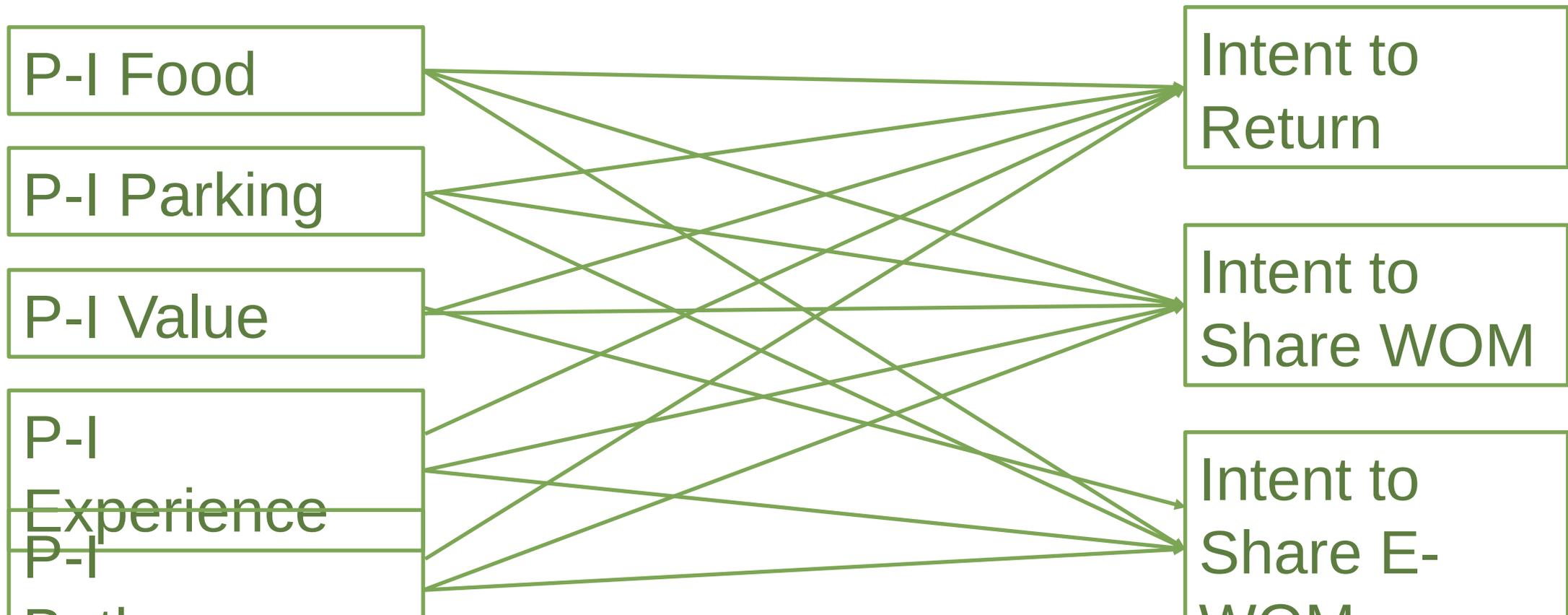
Tailoring IPA to Festivals & Events

- **Attribute selection is key**

- **Make sure you and your team have control over attribute**

- **Have guests fill out surveys as they leave**

Mixing IPA with other questions

P-I Food

P-I Parking

P-I Value

P-I Experience

P-I Path

Intent to Return

Intent to Share WOM

Intent to Share E-WOM

Mixing IPA with other questions

15. **Trip Expenditures:** For the following categories, please estimate how much you and those with whom you are **PAYING EXPENSES FOR** will spend on this trip within 50 miles of here.

ACCOMODATIONS on Trip (< 50 Miles)		RETAIL/SERVICES on Trip (< 50 Miles)	
Accommodations/Lodging (e.g. Hotel, bed & breakfast, Airbnb)	$ —	Licenses, entry fees, parking	$
		Outfitters/guides	$
Campgrounds	$	Souvenirs/clothing and other misc. purchases	$
FOOD & BEVERAGE on Trip (< 50 Miles)		Sporting good purchases (e.g., bait, sunscreen)	$
Restaurants & Bars	$	Rental equipment	$
Groceries (e.g., food, snacks, beer)	$	Entertainment (e.g., concerts, gambling)	$
TRANSPORTATION on Trip (< 50 Miles)		Other	$
Gasoline/diesel	$	Other, please specify:	
Local transportation (bus, shuttle, etc.)	$		
Car rental	$		

IPAs for Different Markets

- **1st time visitors vs. repeat visitors**
- **Age**
- **Residents vs. Tourists**
- **Single, couples, families, etc.**

Label	Site Attribute	Residents	Tourists
A	Site cleanliness	Q1: Keep Up The Good Work	Q1: Keep Up The Good Work
B	Bathrooms	Q2: Concentrate Here	Q2: Concentrate Here
C	Campgrounds	Q3: Low Priority	Q3: Low Priority
D	River maps	Q3: Low Priority*	Q2: Concentrate Here*
E	Road signage	Q3: Low Priority*	Q1: Keep Up The Good Work*
F	Ramps	Q1: Keep Up The Good Work*	Q4: Possible Overkill*
G	River steps	Q1: Keep Up The Good Work	Q1: Keep Up The Good Work
H	Wade access	Q4: Possible Overkill*	Q1: Keep Up The Good Work*

[a]Asterisk (*) indicates attributes that fall in different quadrants between the both groups.

Advice about conducting IPA

- **Really think about attributes (~20 max)**

- **Have a large sample size (~300)**

- **Consider benefits of on-site survey vs. email survey**

- **Have enough surveys teams to get the sample size you need**

- **Pros and cons of conducting IPA by yourself or in partnership with consultant or university**

Questions?

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