

Análisis de los patrones de gasto en festivales y sus factores de influencia: Una revisión sistemática de la literatura


Analyzing Festival Expenditure Patterns and their Influencing Factors: A Systematic Literature Review


Kovaleski, Anaïs¹

Eusébio, Celeste²

Vieira, Armando Luís³

¹ Research Unit on Governance, Competitiveness and Public Policies (GOVCOPP). Department of Economics, Management, Industrial Engineering and Tourism (DEGEIT). University of Aveiro. anaisk@ua.pt 

² Research Unit on Governance, Competitiveness and Public Policies (GOVCOPP). Department of Economics, Management, Industrial Engineering and Tourism (DEGEIT). University of Aveiro. celeste.eusebio@ua.pt 

³ Research Unit on Governance, Competitiveness and Public Policies (GOVCOPP). Department of Economics, Management, Industrial Engineering and Tourism (DEGEIT). University of Aveiro. aluisvieira@ua.pt 

Resumen

En los últimos años, los festivales han ido creciendo y adaptándose a la diversidad cultural de un mundo globalizado. Más recientemente, los investigadores han prestado atención a los gastos generados por estos eventos y sus implicaciones para el turismo. El objetivo de este artículo es analizar el estado de la cuestión sobre los gastos de los festivales, identificar la producción científica actual y comprender/explorar los diferentes enfoques utilizados. La originalidad de este estudio radica en que se trata de la primera revisión sistemática de la literatura sobre este tema. Siguiendo el protocolo PRISMA, se realizaron búsquedas en dos bases de datos científicas,

SCOPUS y Web of Science, que arrojaron un total de 279 documentos publicados que, una vez filtrados, dieron como resultado cincuenta y cuatro artículos considerados relevantes para este estudio. Los principales resultados fueron que la mayoría de los estudios se realizaron en Estados Unidos y Sudáfrica sobre distintos tipos de festivales culturales, y que los componentes del gasto más analizados incluyen el alojamiento, la comida y bebida y el transporte. Los resultados muestran que la edad y la renta son los factores sociodemográficos que más influyen en el gasto en festivales, siendo los individuos de mayor edad y los de rentas más altas los que tienden a gastar más. El estudio también destaca el predominio de los métodos cuantitativos, especialmente las encuestas realizadas en las sedes de los festivales. Como contribución a este tema, este análisis identifica lagunas en la bibliografía, en particular la escasa atención prestada a los estudios sobre organizadores y artistas y la poco explorada influencia de variables psicográficas como el estilo de vida y el capital cultural. Propone nuevas líneas de investigación, entre ellas (1) la necesidad de incorporar la experiencia y los rasgos psicográficos como determinantes del gasto, (2) el análisis de los cambios de comportamiento de los asistentes a los festivales tras la celebración de COVID-19 y (3) la ampliación del enfoque geográfico más allá de las regiones dominantes. Estas orientaciones pretenden respaldar la realización de estudios más exhaustivos y relevantes a escala mundial sobre el turismo y los festivales.

Palabras clave: componentes; factores; festivales, gastos, revisión sistemática de la literatura.

Abstract

In recent years, festivals have been growing and adapting to the cultural diversity of a globalized world. More recently, researchers have been paying attention to the expenses generated by these events and their implications for tourism. The aim of this article is to analyze the state of the art on festival spending, identify current scientific production and understand/explore the different approaches used. The originality of this study lies in the fact that it is the first systematic review of the literature on this subject. Using the PRISMA protocol, searches were carried out in two scientific databases, SCOPUS and Web of Science, yielding a total of 279 published documents which, after filtering, resulted in fifty-four articles considered relevant to this study. The main results were that the majority of studies were carried out in the United States and South Africa on different types of cultural festivals, and that the most analyzed expenditure components include accommodation, food and beverages and transport. The results show that age and income are the sociodemographic factors that most influence spending on festivals, with older individuals and those with higher incomes tending to spend more. The study also highlights the predominance of quantitative methods, especially surveys carried out at festival venues. As a contribution to this theme, this analysis identifies gaps in the literature, in particular the limited focus on studies of

organizers and artists and the under-explored influence of psychographic variables such as lifestyle and cultural capital. It proposes new lines of research, including (1) the need to incorporate experience and psychographic traits as determinants of spending, (2) the analysis of post-COVID-19 behavioral changes among festival-goers and (3) the expansion of the geographical focus beyond the dominant regions. These directions aim to support more comprehensive and globally relevant studies on tourism and festivals¹.

Keywords: components; expenditure; factors; festivals; systematic literature review.

1. Introduction

Tourism comes in many different forms, and the motivations for the tourist's trip involves, for example, leisure, conferences, meetings, tours, business, among other tourist motivation factors. Visitors use a variety of equipment and services offered to satisfy their needs, thereby contributing to a market segmentation in search of experience and novelties. Within this sector, two key concepts emerge: events and festivals.

Events can generate important positive impacts on tourism, such as attracting visitors, increasing average expenditure and stay, as well as helping to reduce the seasonality of tourism, improving the image of the destination (Bod & Darman, 2023). Festivals and events are crucial to shaping the competitiveness of a tourist destination (Mainolfi & Marino, 2020).

Festivals, as a component of event tourism, have a unique dynamic that is intertwined with the culture, society and economy of the cities where they take place (Garbuio et al., 2018). Visitors attend these events to have fun, seek entertainment and take part in the celebrations (Richards & King, 2022).

While often used interchangeably, these terms have distinct meanings in tourism literature. Following Getz (1997), events are organized occurrences with specific purposes, encompassing a wide range of types such as business meetings, conferences, sports competitions, and cultural activities. Festivals, in contrast, are a subtype of cultural events typically held periodically or annually, rooted in local traditions, arts, music, food, or heritage, and are usually open to the general public. They tend to have a strong cultural and communal identity, often contributing to place branding and tourism development.

¹ This work was financially supported by the UID/04058/2021 - Research Unit on Governance, Competitiveness and Public Policies (GOVCOPP), funded by national funds through FCT - Fundação para a Ciência e a Tecnologia.

As a result, in recent decades there has been a notable increase in the number of festivals (Palamar, Fitzgerald, Keyes, & Cottler, 2021; Lopez & Leenders, 2018, Semrad & Rivera, 2018), thousands of which take place every year, mainly in the summer (Frey, 2019). Some authors claim that even in situations of economic recession, festivals have had a positive dynamic (Hudson, 2015; Lopez & Leenders, 2018).

According to Pereira et al. (2021) and Bowen & Daniels (2005), they are gaining increasing recognition for enhancing the image and appeal of a region, improving recreational opportunities, contributing to local and regional economies and increasing local community pride. Booth (2020, p. 137) states that “festivals and events are significant cultural phenomena worldwide and present a platform for representing people in different socio-cultural contexts”.

In addition, these events can include other elements that increase their attractiveness, such as other activities and attractions and food services (Bowen & Daniels, 2005; Leenders, 2010). Festivals, such as music and gastronomic festivals, have seen significant growth, not only in terms of the participants involved, but also in the benefits they bring to the host communities (Felsenstein & Fleischer, 2003; Getz, 1997; Hall, 1992; Kruger et al., 2010). As Grunwell (2008, p.119) points out, “More and more, festivals are becoming part of a destination's tourism strategy because they can bring in new money to the local economy”.

For this study, we understand festivals as recurring annual events that develop character and reputation over the years, achieving consumer recognition (Ritchie & Beliveau, 1974), and as Jarvis et al. (2013, p. 1331) state, “festivals are temporary sites constructed around the cultural activities that they host”, and can also have a varied frequency. Studying only festivals and not events, brings a homogeneity to the subject, because each one has its own characteristics, the results of a research that addresses a specific event may not be the same as the result of those who study festivals that take place every year, probably the variables and factors change according to each type of event.

Some studies on festivals try to analyze the expenses incurred by participants (Ramukumba, 2017; Shani et al., 2009; Carneiro et al., 2011), and the motivations for going to the event (Ramukumba, 2018; Mosely & Chancellor, 2012; Hu et al., 2013; Hubbard et al., 2012; Crompton & Mckay, 1997). In addition, studies related to the impacts of festivals have also deserved some attention in the literature. There is a consensus in the literature that festivals can have positive or negative impacts on the destination and the community (Yolal et al., 2012; Bull & Lovell, 2007; Fredline et al., 2003; Kim et al., 2006; Turco et al., 2003).

Although the economic impact of festivals can be assessed using different methodological approaches, a considerable number of studies are based on the amount of new expenditure that the festival is able to attract to the community (Kruger et al., 2010, 2012, 2012a). Thus, understanding visitor spending allows festival organizers to formulate more effective planning strategies (Báez-Montenegro & Devesa, 2020).

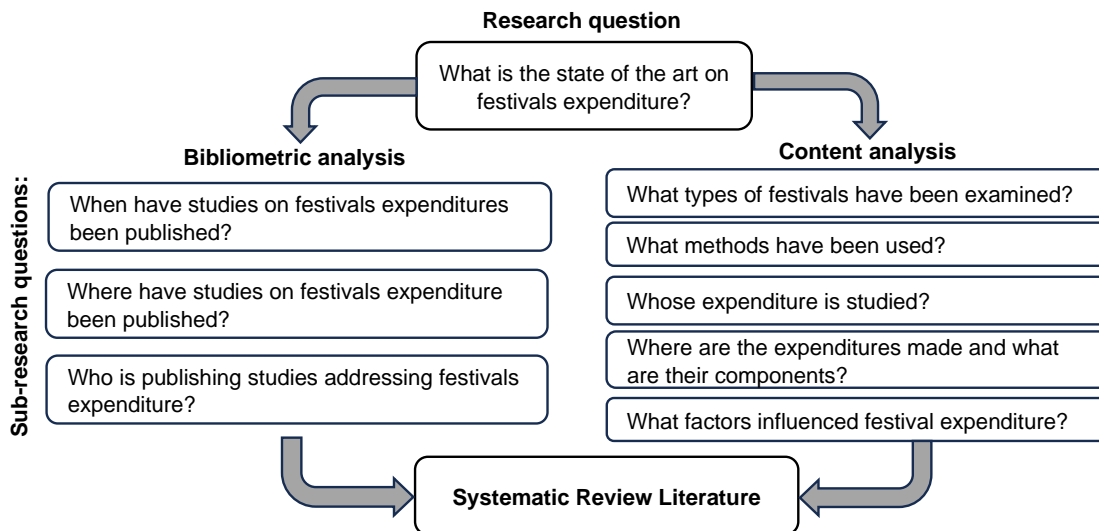
Equally important is the concept of expenditure, which in the context of festivals refers to the monetary spending by attendees at various stages of the trip and the event. This includes spending at the festival site, such as tickets, food, beverages, and merchandise, as well as in the host destination, including accommodation, transportation, and shopping. According to the World Tourism Organization (UNWTO, 1995), tourist expenditure is a critical indicator of economic performance and includes all disbursements made for and during travel. In the field of event tourism, Getz (2008) emphasizes that visitor spending is the most direct and measurable economic benefit of festivals. Moreover, studies such as Kim et al. (2010) and Saayman & Saayman (2006a) show that individual characteristics such as age, income, and travel behavior significantly affect festival-related spending. Understanding these spending patterns is essential for organizers and destination managers to evaluate economic impacts, segment audiences, and create strategies that maximize the return of festivals for local economies (Kruger, Saayman & Ellis, 2012; Dwyer, Forsyth & Spurr, 2004).

Previous studies (Catlin et al., 2010; Mihalic, 2002) argue that understanding the determinants of expenditure is fundamental to a clear understanding the economic impacts of events. Indeed, economic impacts are related to the expenditures that are made mainly by the participants and organizers of the festivals and the respective multiplier effects. As a result, researchers have often investigated the determinants of visitor expenditure (Brida et al., 2018).

In this context, destination management organizations (DMOs) are increasingly realizing the potential of increasing visitor spending by strategically managing their events (Lee et al., 2015). However, achieving this goal requires an in-depth understanding of the expenditure of these events and as suggested by Ziakas & Costa (2011), the factors that influence these expenditures.

However, to date, no systematic review has been carried out to synthesize and identify knowledge on festival spending in the context of tourism. In this context, the aim of this article is to analyze the state of the art on festival spending (around tourism) and identify new lines of research. A systematic review of the literature enabled a few relevant issues to be identified, as illustrated in Figure 1.

Figure 1. Research questions



Source: Authors

The article is structured in five sections. The introduction contextualizes the subject, the importance of the topic and describes the research questions. The second section describes the methodology used to collect and analyze the publications for this systematic literature review. The third and fourth sections contain the results found, divided into subtopics: (i) bibliometric analysis; and (ii) content analysis. Finally, the article ends with the main conclusions, limitations and suggestions for future research.

2 Methodology

In order to identify and analyze the studies on festival expenditure, a quantitative systematic literature review was carried out as it fits the purpose of the research, divided into two stages: (i) article selection and (ii) article analysis.

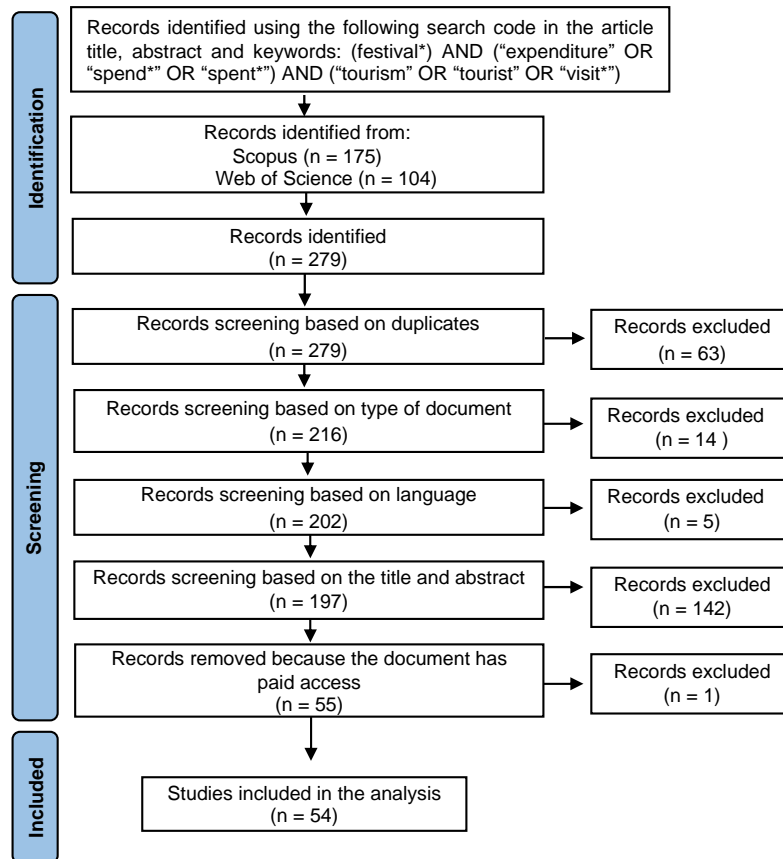
2.1 Articles selection

The steps used to select the articles analyzed in this paper are summarized in the PRISMA flow diagram (Figure 2). The analyzed articles were selected in January 2024 from two databases: SCOPUS and Web of Science. We chose these databases because they are seen as the most important for scientific indexing in several areas, including tourism, hospitality, and events. Many studies use only these two for systematic reviews, since their comprehensiveness and careful selection ensure the quality of the articles (Gossling & Hall, 2006; Mair & Weber, 2019a). They also provide excellent tools for analyzing bibliometric data and applying methods such as PRISMA. Although there are other databases, the methodology shows that, for applied social sciences, using SCOPUS and Web of Science is enough to capture the most important and impactful scientific production (Briner & Denyer, 2012; Paul & Criado, 2020).

To identify the relevant documents, the following search codes were used - (festival*) and ("expenditure" or "spend*" or "spent*") and ("tourism" or "tourist" OR "visit*") - in the article title, abstract and keywords without any time or subject restrictions. A total of 175 records were obtained from the SCOPUS database and 104 from the Web of Science, all of which were exported to the Zotero reference management software, so that all the documents could be screened.

The decision to add "tourism" to the search terms is explained by two reasons. Firstly, from a conceptual perspective, several studies classify festivals as an element of cultural and event tourism, highlighting their power to attract people, boost tourism and positively influence the economy of local areas (Getz, 2008; Richards, 2007). Therefore, by using the term "tourism" in the research, the aim was to ensure that the analysis included works that discuss participants' spending from the perspective of visitor behavior, and not only as consumers of the region or leisure.

Figure 2 – PRISMA flow diagram of the article selection process



Source: Authors

The 279 studies were cut out and inclusion and exclusion criteria were used to assess the eligibility of the studies for this systematic literature review. As a result of the first cut, 63 duplicates were eliminated. Based on the second, only scientific papers were selected for this study. 14 books were excluded from the analysis, so the sample was reduced to 202 papers. Subsequently, 5 documents that were not in English, Spanish, Portuguese and French were excluded due to the complexity of the translation by the authors, however, only documents in English and Spanish were found.

Manual screening of the titles and abstracts of the 197 papers was carried out to check whether each study was relevant to be included in the analysis. When the title and abstract were inconclusive, the entire article was analyzed. As for the inclusion criteria, it was decided to include studies that firstly addressed festivals and, at the same time, used the term expenditure and spending for some purpose. Many documents mention an event, but do not use the typology "festival", so they were not included. As a result, 54 articles were selected (Annex I).

2.2 Articles analysis

The 54 articles selected were analyzed to answer the research questions presented in Figure 1. In the first phase, the bibliometric analysis, sought to outline and describe the evolution and scope of academic research on festival spending. This phase involved identifying: (i) the period in which studies on festival spending were published, in order to observe the historical progression and possible trends of academic interest; (ii) the places where these studies were published, that is, which scientific journals and areas of knowledge contributed most to the topic; and (iii) the main authors researching the topic, by identifying the most productive researchers and co-authorship networks.

This stage provided a fundamental context for understanding the level of development of the field, the variety of journals involved, and the concentration or dispersion of academic efforts. Bibliometric data were collected manually from each article using a spreadsheet, considering the year of publication, the name of the journal, the authors and the country of institutional affiliation. The results of this phase are presented in Section 3 of this article.

In a second step, the content analysis was structured based on five guiding questions: (i) what types of festivals have been examined in these published studies; (ii) what methods have been used in the studies of expenditure and festivals; (iii) whose expenditure has been studied in these published works; (iv) in the published works, where the expenditure is made and what its components are; and (v) what factors have influenced expenditure.

To ensure clarity and organization, we established some criteria shaped by these questions. If disagreements arose, decisions were agreed upon jointly. The analysis involved both direct data collection (if the information was clear in the papers) and contextual understanding of the data. The following table (Table 1) summarizes how each question was operationalized, the type of information extracted, and examples of references used to categorize the data:

Table 1 - Summary of content analysis questions

CONTENT ANALYSIS QUESTION	DATA EXTRACTED FROM ARTICLES	EXAMPLES OF REFERENCES USED
1. Types of festivals	Festival name, theme, classification (e.g. music, food, art)	Kruger et al. (2012); Carneiro et al. (2011); Lee (2017)
2. Research methods	Type of data (primary/secondary), method of collection, type of analysis (quantitative/qualitative)	Boo et al. (2006); Waehning et al. (2022); Snowball (2004)
3. Who spends	Entity analyzed (participants, organizers, artists)	Saayman & Rossouw (2010); Grunwell et al. (2011)
4. Where and what is spent	Location of expenditure (festival or destination), type of expenses (food, accommodation, tickets, etc.)	Rangel & Rivero (2018); Kim et al. (2015); Kruger et al. (2010)
5. Factors influencing expenditure	Socio-demographic, behavioral and psychographic variables	Carneiro et al. (2011); Saayman et al. (2012); Liang et al. (2013)

Source: Authors

Of the 54 studies included in the review, 25 were specifically chosen to examine the elements that affect participants' spending. The selection of these studies was based on the existence of empirical data and statistical analysis that would make it possible to discover connections between sociodemographic characteristics, travel habits or motivations and the amounts spent. Articles that did not contain this type of analysis were eliminated from this phase to ensure greater methodological consistency.

To answer some of these questions, we used other articles about spending and expenses, in order to categorize festival expenditure and the factors that influence it and used meta-analysis in two tables, in order to present a quantitative visual form of the data. It is worth mentioning that no software was used for the analysis, only computer programs such as Excel to help organize the data and produce tables and figures. The research team adopted a collaborative, triangulated approach. One author carried out the database searches and the organization of references; another carried out the initial screening of titles and abstracts; a third independently reviewed the

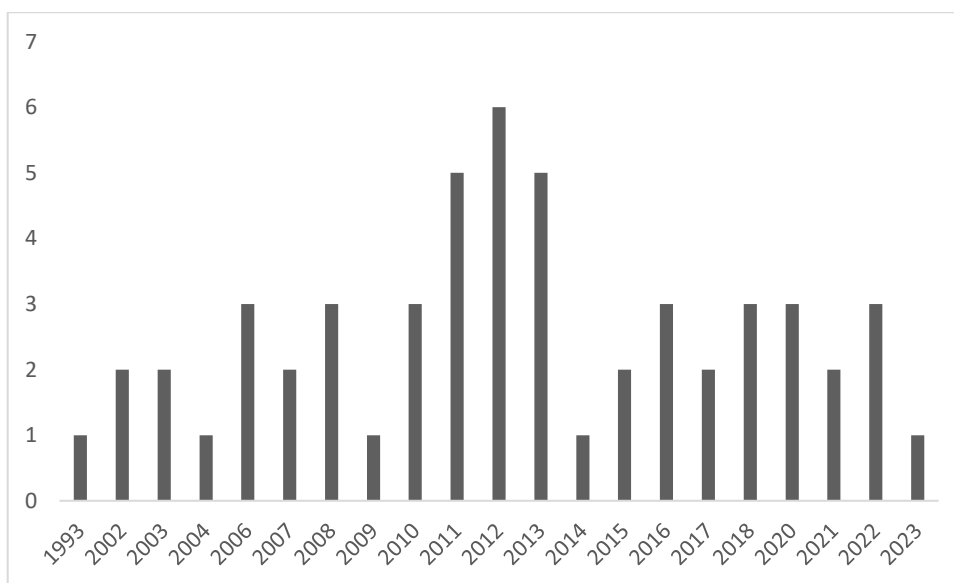
same materials. Data extraction was carried out by one author, based on the research topics, and the results were checked by at least one other member of the team to ensure accuracy. This process ensured triangulation and increased the reliability of the bibliometric and content analyses.

3 Bibliometric analysis results

3.1 Distribution of the papers over time

The first article on participants spending at festivals identified in this research was published in 1993 (Stewart & Deibert, 1993). Since then, the number of studies published on the subject has gradually increased, with a considerable number of publications between 2011 and 2013 (almost 30% of the total number of publications). In recent years, particularly since 2014, the number of publications on this topic has been lower (Figure 3).

Figure 3 – Number of papers published by year of publication



Source: Authors

Since 2016, there has been a decline in the number of studies published on this subject. This decline may be due to the fact that the subject had already been extensively explored, especially in places such as South Africa and the USA, where the most relevant research was concentrated (Kruger et al., 2012; Saayman & Saayman, 2006b). Another reason may be the expansion of topics in tourism and events research, which has led to other areas gaining prominence, such as sustainability (Mair & Weber, 2019b), social impacts (Getz & Page, 2016) or digital festivals after COVID-19 (Richards & Morrill, 2021). It is also possible that scientific journals have lost interest in

this area, mainly due to the large number of studies with similar methods (almost always quantitative and with field research), which may have reduced the perception of novelty by academic publications (Li et al., 2018).

3.2 Journals and authorship

There is a great variety among the authors of these articles, totaling 142 authors and co-authors. Melville Saayman has written the most on the subject, authoring/co-authoring eight papers, followed by Andrea Saayman with four papers and Martinette Kruger, Takalani Ramukumba with three, the majority of the authors (approximately 88%) having written only one article.

The 54 articles selected were published in 36 journals from different areas, which reveals the relevance and cross-cutting nature of the topic under analysis. However, as Figure 4 shows, the journal that stood out with the highest number of publications was Event Management with eight articles.

Figure 4 - Journals with the highest number of publications



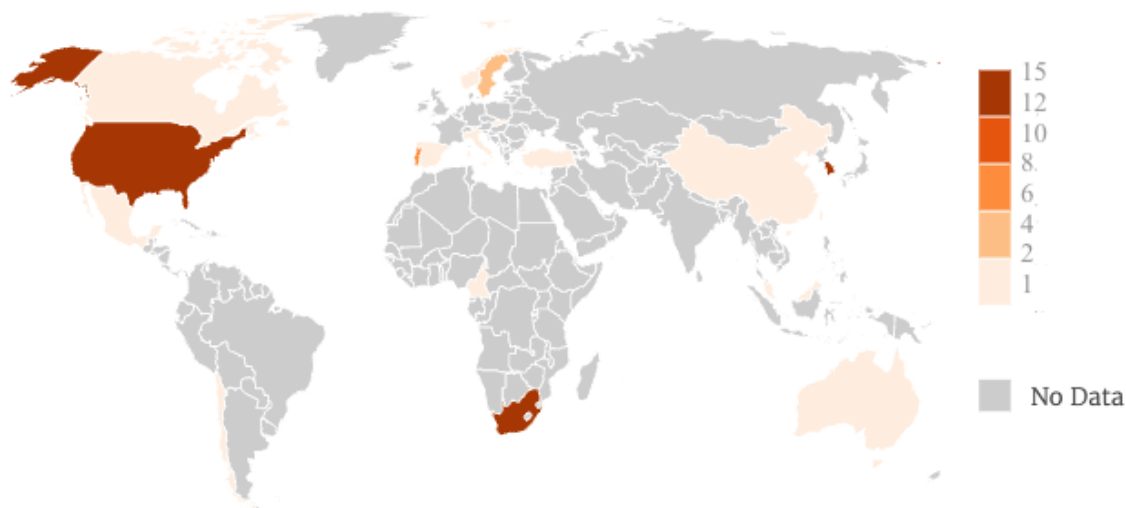
Source: Authors

The institutional affiliations of the most productive authors show the strong concentration of scientific production in South African universities. Melville Saayman, Andrea Saayman and Martinette Kruger are affiliated with the North-West University (NWU), in South Africa, more specifically with the Tourism Research in Economic Environments and Society (TREES), a reference center in the area. Takalani Ramukumba is associated with Nelson Mandela University, also in South Africa. These data show that South African universities are among the most active in scientific production on the subject.

3.3 Geographical context

An analysis of the geographical context based on the location of the festival studied in each study (Figure 5) reveals that most of the studies were carried out on festivals taking place in the United States of America and South Africa.

Figure 5 - Geographical location of the festivals studied.



Source: Authors

The United States is the country with the most studies (15 studies), followed by South Africa (13 studies). These two countries alone account for 51% of all studies about festival spending examined in this paper. In Europe, there are seven countries with 11 studies on the subject, with Portugal having the most (three). Five countries in Asia account for 10 studies, with South Korea having five. Only one study was carried out in South America (Chile) and another in Oceania (Australia). The number of articles conducted in Asian, African and South American countries is very limited.

It is crucial to consider the marked socioeconomic differences between these locations, as they greatly affect the spending habits of visitors. In wealthier countries, such as the United States, festival-goers tend to have more money and attend events that are generally large and geared toward both commercial and leisure tourism (Getz, 2008), which can increase average spending on accommodation, food, transportation, and shopping. In contrast, many South African studies indicate that festivals drive local development and social inclusion, attracting participants from diverse economic backgrounds who seek events that are linked to community identity and regional pride (Saayman & Saayman, 2006a; Kruger, Saayman, & Ellis, 2010). These differences influence both total spending and the distribution of spending by product type and spending motivation.

4 Content analysis results

4.1 Festivals and their typologies

One of the categorizations of events widely used in the literature was proposed by Getz (1997). According to this author planned events are categorized into seven groups: (i) cultural and religious events (e.g., carnivals and festivals); (ii) educational/scientific events (e.g., conferences and seminars); (iii) private events (e.g., weddings and meetings); (iv) political events; (v) business events (e.g., meetings and fairs); (vi) artistic and entertainment events and (vii) sports competitions.

In the present study, cultural events are analyzed, more specifically festivals. To identify the types of festivals (51 of the total, as they are the ones mentioning which festival it is), that have been most studied in the literature, festivals were categorized, considering the theme and type of activities they include, into four groups (table 2): (i) art, theater and film festivals; (ii) music festivals; (iii) gastronomic festivals and (iv) other cultural festivals.

Table 2 - Typology of cultural festivals

CULTURAL FESTIVALS	AUTHORS	NAME OF FESTIVALS	COUNT	%
Art, Theater and Film	Báez-Montenegro & Devesa, 2020	Valdivia International Film Festival	17	32.1%
	Tichaawa & Idahosa, 2020	Festival of Arts and Culture		
	Rangel & Rivero, 2018	Festival Internacional de Teatro Clásico de Mérida e Festival de Teatro Clásico de Alcántara		
	Džupka & Šebová, 2016	White Night Festival		
	Tkaczynski, 2013	Toowoomba Carnival of Flowers		
	Rong-Da et al., 2013	Penghu Sea fireworks festival		
	Kruger et al. 2012; Kruger et al., 2012a; Saayman A. & Saayman M; 2006	Klein Karoo National Arts Festival		

	Grunwell et al., 2011	Folkmoort USA international festival		
	Botha et al., 2011; Kruger et al., 2010; Saayman A. & Saayman M, 2006	Aardklop National Arts Festival		
	Saayman M. et al., 2011; Saayman A. & Saayman M, 2006; Snowball, 2004	Grahamstown National Arts Festival		
	Grunwell et al., 2008	Asheville Film Festival, a winter film festival.		
	Kim et al., 2008	Great Admiral Lee Sun-Shin Festival		
	Kim et al., 2006	Baekje Cultural Festival		
	Boo et al., 2006	World Festival		
	Kim & Barber, 2023	Double Decker Art, Music and Food Fest		
	Felsenstein & Fleischer, 2003	Acre Alternative Theater festival		
Music Festival	Lee, 2017	Great Mountains Music Festival	15	28.3%
	Borges et al., 2016	Optimus primavera sound		
	Kruger & Saayman, 2016	Samsung Rage Festival in South Africa		
	Andersson, 2015	Storsjöyran Music Festival		
	Andersson & Armbrecht, 2014	Way Out West		
	Shuib et al., 2013	Rain Forest World Music Festival		
	Bracalente et al., 2011	Umbria Jazz music festival		
	Carneiro et al., 2011	Super Bock Super Rock e Festival and the Southwest Festival		
	Saayman M. & Rossouw, 2010	Cape Town International Jazz Festival		
	Felsenstein & Fleischer, 2003	Kfar Blum music festival		
	Bringas-Rabago & Toudert, 2022	Opera en la Calle		
	Türkmen & Gökçe, 2022	Choir Festivals		
	Thrane, 2002	Kongsberg Jazz Festival		
Gastronomic Festival	LaPan et al., 2021	North American wine festival	12	22.6%
	Cabras et al., 2020; Waehning et al., 2022	Knavesmire Beer Festival		
	Ramukumba, 2018; Ramukumba, 2018a; Ramukumba, 2017	Strawberry festival		

	Kim et al., 2015	Main Street Days Festival		
	Rong-Da et al., 2013	Penghu Sea fireworks festival		
	Damonte et al., 2012	Coastal Uncorked food and wine festival		
	Hubbard et al., 2012	Harvest Wine Festival		
	Mosely & Chancellor, 2012	National Maple Syrup Festival in Medora		
	Saayman M. et al., 2012	Wacky Wine Festival		
	Kim et al., 2010	Korean Traditional Drink and Rice Cake Festival		
	Çela et al., 2007	Annual honey festival and Apple festival		
Other Cultural Festivals	Way & Robertson, 2013	Bikes, Blues & BBQ festival	7	13.2%
	Hvenegaard & Manaloor, 2007	Snow Goose Festival and Brant Wildlife Festival		
	Snowball, 2004	Grahamstown SciFest		
	Chhabra et al., 2003	Grandfather Mountain Highland Games and Flora Macdonald Highland Games		
	Grunwell et al., 2008	Bele Chere		
Total			51	100%

Note: The percentage represents the total number of festivals analyzed in the studies.

Source: Authors

Although art, theater and film festivals are the most type of festivals examined in the studies published on expenditures (32.1%), it should be noted that food and music festivals have also an important number of studies, probably because they are festivals with large audiences due to their popularity.

Grahamstown National Arts Festival and Strawberry festival are the festivals with the highest number of studies, both of which take place in South Africa. Some unique festivals appear in the research, such as the motorcycle festival, game festival and wildlife festival.

4.2 Research methods

This section describes the methods used to collect and analyze the data in the selected studies, which would be useful in future research to identify potential methodologies for the topic of festival

spending. In a first phase, we illustrate the types of data used and the data collection methods, and in a second phase, the data analysis methods:

- Type of data and data collection methods:

As for the type of data used, 94.4% of all the articles analyzed used primary data (Table 3). Of those that use primary data, 96% use questionnaires as the data collection method, only two articles used interviews, Boo et al. (2006) using a standardized instrument to consult participants at the exit of a cultural festival in South Korea and, Türkmen & Gökçe (2022), use interviews to collect data from choristers and the organizations that carry out choral festivals.

Of the articles analyzed, only three use secondary data. Snowball (2004) analyzes the importance of festival participants' spending patterns based on two published scientific articles. Brown et al. (2002) use data published by public bodies and data provided by festival organizers to estimate the impact of the festival on the local economy. In turn, one of the studies uses primary and secondary data (Felsenstein & Fleischer, 2003), analyzing internal accounting reports for each festival and using questionnaires to identify visitor spending, to create a method that accounts for the increase in local income induced by the festival.

Table 3 - Type of data, collection methods and authors

TYPE OF DATA	TYPE OF DATA COLLECTION METHOD	AUTHORS	COUNT	%
Primary data	Questionnaires	Pereira et al., 2021; LaPan et al., 2021; Cabras et al., 2020; Báez-Montenegro & Devesa, 2020; Tichaawa & Idahosa, 2020; Rangel & Rivero, 2018; Ramukumba, 2018; Ramukumba 2018a; Ramukumba, 2017; Lee, 2017; Borges et al., 2016; Kruger & Saayman, 2016 Džupka & Šebová, 2016; Kim et al., 2015; Andersson et al., 2015; Andersson & Armbrecht, 2014; Tkaczynski, 2013; Shuib et al., 2013; Liang et al., 2013; Hu et al., 2013; Way & Robertson, 2013; Kruger et al. 2012; Damonte et al., 2012; Hubbard et al., 2012; Kruger et al., 2012a; Mosely & Chancellor, 2012; Saayman et al., 2012; Grunwell et al., 2011; Bracalente et al., 2011; Botha et al., 2011; Carneiro et al., 2011; Saayman et al., 2011; Kruger et al., 2010; Saayman & Rossouw, 2010; Kim et al., 2010; Shani, 2009; Grunwell et al., 2008; Rivera et al., 2008; Kim et al., 2008; Hvenegaard & Manaloor, 2007; Çela et al.,	51	94.4%

		2007; Kim et al., 2006; Saayman & Saayman, 2006; Chhabra et al., 2003; Thrane, 2002; Stewart & Deibert, 1993; Waehning et al., 2022; Bringas-Rábago & Toudert, 2022; Kim & Barber, 2023		
	Interviews	Boo et al., 2006; Türkmen & Gökçe, 2022		
Secondary data	Scientific articles	Snowball, 2004	3	5.6%
	Data provided by public bodies and/or the festival organizer	Brown et al., 2002; Felsenstein & Fleischer, 2003		
Total			54	100%

Note: The percentage represents the total number of studies by type of data.

Source: Authors

Regarding questionnaires, around 93% of the studies collect data at the festival site, while the festival is taking place. Two studies (Ansersson et al., 2015; Andersson & Armbrecht, 2014), ask for email contact during the festival and then send the questionnaire for participants to answer. Stewart & Deibert (1993) collect data by sending out questionnaires, but do not transcribe how the questionnaires were delivered and returned.

- Data analysis methods:

Table 4 summarizes the methodologies used to analyze the data in the selected studies. Most of the studies analyzed used a quantitative analysis (98% of the total), while only two studies used a qualitative analysis.

Table 4 - Methods of data analysis

TYPE OF METHODS	DESCRIPTION OF THE METHOD	AUTHORS	COUNT	%
-----------------	---------------------------	---------	-------	---

Qualitative	Content analysis	Snowball, 2004; Türkmen & Gökçe, 2022	1	7.7%
Quantitative	Descriptive statistics	Pereira et al., 2021, LaPan et al., 2021; Ramukumba, 2018; Ramukumba 2018a; Ramukumba, 2017; Lee, 2017; Džupka & Šebová, 2016; Andersson & Armbrecht, 2014; Tkaczynski, 2013; Shuib et al., 2013; Liang et al., 2013; Way & Robertson, 2013; Kruger et al., 2012; Damonte et al., 2012; Hubbard et al., 2012; Kruger et al., 2012a; Mosely & Chancellor, 2012; Botha et al., 2011; Saayman & Rossouw, 2010; Bracalente et al., 2011; Shani, 2009; Grunwell et al., 2008; Rivera et al., 2008; Kim et al., 2008; Hvenegaard & Manaloor, 2007; Çela et al., 2007; Boo et al., 2006; Saayman & Saayman, 2006; Felsenstein & Fleischer, 2003; Shuib et al., 2013; Chhabra et al., 2003; Brown et al., 2002; Thrane, 2002; Stewart & Deibert, 1993	12	92.3%
	Simple exponential smoothing and Holt's method	Pereira et al., 2021		
	Correlations	Cabras et al., 2020; Báez-Montenegro & Devesa, 2020; Borges et al., 2016; Andersson et al., 2015		
	Structural Equation Modeling (SEM)	Waehting et al., 2022; Bringas-Rábago & Toudert, 2022		
	Factor analysis (exploratory and confirmatory)	Báez-Montenegro & Devesa, 2020; Borges et al., 2016; Kim et al., 2015; Saayman et al., 2012; Kim et al., 2006; Liang et al., 2013;		
	Pearson's chi-squared test	Saayman et al., 2012; Carneiro et al., 2011; Saayman et al., 2011; Kim et al., 2006		
	ANOVA; multivariate analysis of variance	Rangel & Rivero, 2018; Kruger & Saayman, 2016; Kim et al., 2015; Way & Robertson, 2013; Kruger et al. 2012; Kruger et al. 2012; Kruger et al., 2012a; Saayman et al., 2012; Carneiro et al., 2011; Saayman et al., 2011; Kim et al., 2006; Boo et al., 2006		
	Kruskal–Wallis test	Rangel & Rivero, 2018; Saayman et al., 2012; Carneiro et al., 2011; Grunwell et al., 2008		

Linear Regression analyzes	Borges et al., 2016; Liang et al., 2013; Andersson et al., 2015; Hu et al., 2013; Kruger et al., 2010; Kim et al., 2010; Kim et al., 2008; Boo et al., 2006; Saayman & Saayman, 2006, Thrane, 2002		
Cluster analysis	Kim et al., 2015; Carneiro et al., 2011; Kim et al., 2006; Kim & Barber, 2023		
Money Generation Model (MGM)	Shuib et al., 2013		
Impact analysis for Planning (IMPLAN)	Grunwell et al., 2011, Grunwell et al., 2008, Rivera M., et al., 2008, Çela et al., 2007, Chhabra et al., 2003, Brown et al., 2002		
Social Accounting Matrix (SAM)	Saayman and Rossouw, 2010, Rivera M., et al., 2008		
Total		13	100%

Note: The percentage represents the amount of method for each type of method.

Source: Authors

In terms of methods, descriptive statistics is the one most chosen by the authors, considering that most of the studies use a lot of questionnaires to collect data and aim to synthesize this data to facilitate analysis.

When using quantitative data, table 4 shows that the most applied methods are descriptive statistics, used in 68% of the studies analyzed, followed by ANOVA and linear regression analysis, correlation analysis and factor analysis are also commonly applied to explore the data. Cluster analysis and chi-square tests are less common. More complex models are used to measure the economic impact of festivals from the expenditure made, such as Input-output models.

The most recent studies (Waehning et al., 2022; Bringas-Rabago & Toudert, 2022) used Structural Equation Modeling (SEM) to carry out their analyses, an approach that simultaneously analyzes different effects at various levels to explain the causal relationships between multiple variables. The study by Snowball (2004), which represents the only qualitative research, carried out a content analysis of two articles on arts festivals.

In several studies that analyzed the use of inferential statistical methods, approaches such as ANOVA, regression analysis, chi-square test and structural equation modeling (SEM) were used to examine the links between participants' traits and the ways they spent their money. In studies

that used ANOVA or Kruskal–Wallis tests, the dependent variable was, in most cases, the total amount spent or expenditure by type (such as food or accommodation), while the independent variables included age, level of education, salary and how many times the person attended the festival (for example, Kruger et al., 2012; Carneiro et al., 2011; Rangel & Rivero, 2018).

In linear regression analyses, total expenditure was related to variables such as length of stay, number of previous visits, group size, distance travelled and type of accommodation (Kim et al., 2010; Boo et al., 2006). Studies that used factor analysis (such as Kim et al., 2015; Saayman et al., 2012) sought to reduce the dimension of variables related to visitor motivations, satisfaction levels or consumption behavior, and in some cases, the extracted factors were used in subsequent analyses, such as segmentations or regressions. More recent research applied structural equation modeling (SEM) to assess causal relationships between perceived event quality, satisfaction, loyalty and spending levels (Waehning et al., 2022; Bringas-Rábago & Toudert, 2022). These methods allowed a deeper understanding of how demographic, behavioral and perceptual variables influence participants' spending at festivals.

4.3 Entity that makes the expense

For this stage, the article by Snowball (2004) was excluded from the analysis because it only dealt with a discussion of existing articles. To answer the defined research questions, we first set out in the table below whose expenditures were studied, i.e., who the studies conducted research on. Three groups were identified: festival participants, festival organizers, and artists.

Table 5 - Entity that makes the expense

Entity	Authors	Count	%
Participants	Kim & Barber, 2023; Waehning et al., 2022; Bringas-Rábago & Toudert, 2022; LaPan et al., 2021; Cabras et al., 2020; Tichaawa & Idahosa, 2020; Rangel & Rivero, 2018; Ramukumba, 2018; Ramukumba 2018a; Ramukumba, 2017; Lee, 2017; Borges et al., 2016; Andersson et al., 2015; Kim et al., 2015; Andersson & Armbrecht, 2014; Tkaczynski, 2013; Shuib et al., 2013; Liang et al., 2013; Hu et al., 2013; Way & Robertson, 2013; Kruger et al. 2012; Damonte et al., 2012; Hubbard et al., 2012; Kruger et al., 2012a; Mosely & Chancellor, 2012; Saayman et al., 2012; Botha et al., 2011; Carneiro et al., 2011; Saayman et al., 2011; Kruger et al., 2010; Kim et al., 2010; Shani, 2009; Grunwell et al., 2008;	47	83.9 %

	Kim et al., 2008; Hvenegaard & Manaloor, 2007; Çela et al., 2007; Kim et al., 2006; Boo et al., 2006; Saayman & Saayman, 2006; Rivera et al., 2008; Saayman & Rossouw, 2010; Felsenstein & Fleischer, 2003; Chhabra et al., 2003; Bracalente et al., 2011; Grunwell et al., 2011; Pereira et al., 2021; Báez-Montenegro & Devesa, 2020; Džupka & Šebová, 2016; Kruger & Saayman, 2016		
Organizers	Stewart & Deibert, 1993; Saayman & Rossouw, 2010; Felsenstein & Fleischer, 2003; Chhabra et al., 2003; Bracalente et al., 2011; Grunwell et al., 2011; Türkmen & Gökçe, 2022	7	12.5 %
Artists	Grunwell et al., 2011; Türkmen & Gökçe, 2022	2	3.6%
Total		56	100%

Note: The percentage represents the total number of studies by entity, a study may research more than one entity.

Source: Authors

The majority of studies examine only the expenditures carried out by participants on festivals (around 83% of the studies). In the group of participants, most studies examine the expenditure of general participants (e.g. LaPan et al., 2021; Rangel & Rivero, 2018; Damonte et al., 2012) without any predefined criteria for the choice of person answering the survey. However, the study by Pereira et al. (2021) which seeks to measure the local economic impact of an art festival, conducts its research only with new participants, i.e., those being for their first time at the festival. Other studies (Báez-Montenegro & Devesa, 2020, Džupka & Šebová, 2016) only survey non-local participants, who do not live in the city and/or destination of the festival.

Among the few studies that look at the organizers, only one article studies only their expenses (Stewart & Deibert, 1993), while others (Saayman & Rossouw, 2010, Felsenstein & Fleischer, 2003, Chhabra et al., 2003, Bracalente et al., 2011) study the expenses of the organizers together with the expenses of participants, with the aim of analyzing the economic impact on the venue, and another and only one (Türkmen & Gökçe, 2022) studies the expenses of the artists and organizers. The second article that explores artists' expenses (Grunwell et al., 2011) also investigates participants and organizers, aiming to examine the total economic and fiscal impact of the festival.

4.4 Expenditures patterns

To categorize the expenses incurred by the participants, we used as a basis the research by Pelicano (2009), who categorized the expenses incurred by participants in music festivals according to the place where the expense is incurred, and the type of goods and services consumed.

Tourist expenditure is the total expenditure made by a visitor during their trip, and its components can be divided into three groups: before, during and after the trip (UNWTO, 1995). Since in some of the articles we analyzed we were unable to identify whether the expenses were incurred before or during the trip, we identified and categorized three groups of expenses for this research based on the concepts of the studies themselves (Table 6):

- Expenditure outside the festival: expenditure made in the city/destination of the festival, before and during the trip;
- Expenditure at the festival: expenses incurred on the festival grounds;
- Total expenditure: expenditures carried out outside the festival more the expenditures carried out at the festival.

Table 6 – Location of the expenditures carried out

EXPENSES	AUTHORS
Expenditure outside the festival	LaPan et al., 2021; Rangel & Rivero, 2018; Andersson & Armbrecht, 2014; Brown et al., 2002
Expenditure at the festival	Bringas-Rábago & Toudert, 2022; Waehning et al., 2022; Ramukumba, 2018; Ramukumba 2018a; Ramukumba, 2017; Hu et al., 2013; Hubbard et al., 2012; Mosely & Chancellor, 2012; Saayman et al., 2012; Saayman et al., 2011; Shani, 2009; Thrane, 2002
Total expenditure	Kim & Barber, 2023; Pereira et al., 2021; Cabras et al., 2020; Báez-Montenegro & Devesa, 2020; Tichaawa & Idahosa, 2020; Lee, 2017; Borges et al., 2016; Kruger & Saayman, 2016; Grunwell et al., 2011; Bracalente et al., 2011; Kruger et al., 2010; Saayman & Rossouw, 2010; Grunwell et al., 2008; Chhabra et al., 2003; Tkaczynski, 2013; Rivera et al., 2008; Kim et al., 2008; Hvenegaard & Manaloor, 2007; Çela et al., 2007; Kim et al., 2006; Boo et al., 2006; Saayman & Saayman, 2006a; Felsenstein & Fleischer, 2003; Kim et al., 2010; Botha et al., 2011; Carneiro et al., 2011; Džupka & Šebová, 2016; Andersson et al., 2015; Shuib et al., 2013; Liang et al., 2013; Kim et al., 2015; Way & Robertson, 2013; Kruger et al. 2012; Damonte et al., 2012; Kruger et al., 2012a

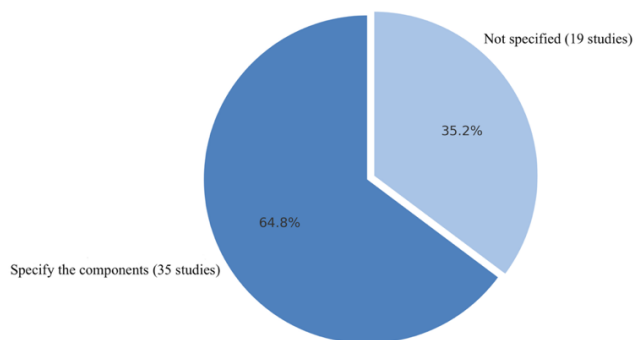
Source: Authors

Most of the articles seek to understand the total expenditure of the participants (66% of the studies), both on the festival site and in the destination that hosts it. In a smaller number of studies, only the expenditures carried out outside the festival (in the destination) are analyzed.

In addition to the location of expenditure, it is essential to understand what types of goods and services are consumed. Based on the WTO (1995) and the adaptation by Pelicano (2009), we identified seven main categories of expenditure: (1) tickets - entry to the festival grounds; (2) accommodation; (3) food and beverages; (4) transport; (5) recreational, cultural and sporting activities; (6) shopping; and (7) other.

With the above-mentioned categories, Table 7 illustrates and presents the frequency of the components in the works that study them; the studies that do not describe them (Figure 6) (e.g. Waehning et al., 2022; LaPan et al. 2021; Boo et al., 2006; Thrane, 2002), are for simply asking the participant for their average expenditure at the festival or on the trip. This brings the total for this stage to 35 studies on the components of participants' expenditure.

Figure 6 - Proportion of studies that specify the components of participants' expenditures



Source: Authors

Table 7 – Components studied of participants' expenses

Authors	Components						
	1	2	3	4	5	6	7
Pereira <i>et al.</i> , 2021		X	X	X		X	
Cabras <i>et al.</i> , 2020		X	X				
Báez-Montenegro & Devesa, 2020		X	X	X	X	X	
Tichaawa & Idahosa, 2020		X	X		X	X	
Rangel anf Rivero, 2018		X	X		X	X	
Lee, 2017	X	X	X			X	X
Kruger & Saayman, 2016	X	X	X	X	X	X	X

Džupka & Šebová, 2016		X	X	X		X	X
Andersson, 2015	X	X	X	X		X	X
Kim et al., 2015		X	X	X	X	X	
Andersson & Armbrecht, 2014	X	X	X	X			
Shuib et al., 2013	X	X	X	X			
Rong-Da et al., 2013		X	X	X	X		X
Hu et al., 2013			X		X	X	X
Way and Robertson, 2013		X	X			X	
Kruger et al. 2012	X	X	X	X	X	X	
Damonte et al., 2012		X	X	X	X	X	
Hubbard et al., 2012	X		X			X	X
Mosely & Chancellor, 2012			X		X	X	
Grunwell et al., 2011	X	X	X	X		X	
Bracalente et al., 2011		X	X		X		
Botha et al., 2011	X	X	X	X	X	X	
Carneiro et al., 2011	X	X	X	X			
Kruger et al., 2010	X	X	X	X	X	X	
Saayman & Rossouw, 2010	X	X	X	X	X		X
Kim et al., 2010	X	X	X	X	X	X	
Grunwell et al., 2008		X	X		X	X	X
Rivera M., et al., 2008		X	X	X			X
Kim et al., 2008	X	X	X	X	X	X	
Çela et al., 2007	X	X	X	X	X	X	
Felsenstein & Fleischer, 2003	X		X	X			X
Chhabra et al., 2003	X	X	X	X		X	
Brown et al., 2002		X	X	X		X	
Percentage of studies	51%	87%	100%	69%	54%	72%	33%

Note: (1) tickets - entry to the festival grounds; (2) accommodation; (3) food and beverages; (4) transport; (5) recreational, cultural and sporting activities; (6) shopping; and (7) other.

Source: Authors

The types of expenditures most examined in the studies reviewed in this article are: food and beverages (100% of studies), accommodation (85%) and shopping (71%). Despite this, many studies group categories, for example, food and accommodation, when presenting data. In addition, some studies (such as those by Kruger & Saayman, 2016; Pereira et al., 2021) indicate that accommodation tends to be the largest component of total expenditure, especially among out-of-town participants. In contrast, at festivals with a strong local presence or of short duration, food appears as the main category (Bracalente et al., 2011). Shopping rarely represents the largest share of expenditure, except at festivals with a focus on craft fairs or merchandising (Rangel & Rivero, 2018).

In the few studies that analyze the expenses of organizers and artists, some components are repeated (such as accommodation and food), but there are also specific expenses, such as advertising, infrastructure, participation fees and technical transportation. These data are systematized in Table 8.

Table 8 - Components studied of organizers and artists expenses

	Arthor	Components
Organizers expenses	Türkmen & Gökçe, 2022	Publicity materials, area design, material images, sound, lighting system and crew, badge, bags, announcements, ceramic awards, certificates, promotional videos, expenses for guests, jury and staff, after party, stationery, transportation, fuel, accommodation, meals, T-shirts, graphic design, platform, piano tuning, invitations, conductor's plaques, employee fees
	Felsenstein & Fleischer, 2003	Accommodation, production, remuneration, advertising, logistics, infrastructure
	Stewart & Deibert, 1993	Entertainment, publicity, printing, site preparation, security, other
Artists expenses	Türkmen & Gökçe, 2022	Bus rental, accommodation, individual expenses, tourist expenses, festival participation fee, passport + taxes abroad
	Grunwell et al., 2011	Food and drink, shopping, other

Source: Authors

For Grunwell et al. (2011), the only authors to research the expenses of the artists, together with the participants and organizers, they state that the components studied induce a positive effect on the regional economy, increasing tax revenues, noting that the economic impact of the festival has the potential for the event to take place every year.

In the most recently published article (Türkmen & Gökçe, 2022), which seeks to examine the economic dimensions of choir festivals based on the expenses of some choirs and some organizations of these festivals, we see a variety of components, within the expenses of the choirs, accommodation is the one that stands out. This is the only study that tries to identify the expenses of the organizers together with the artists.

4.5 Factors influencing participants' expenditures

Based on the 25 selected texts that discuss the elements related to participants' spending at festivals, this part presents an organization of the main aspects identified in the research. The aim here is not to assess the intensity or direct impact of each factor, but rather to highlight the elements that appear most frequently in the analyses as significant for investigating festival spending.

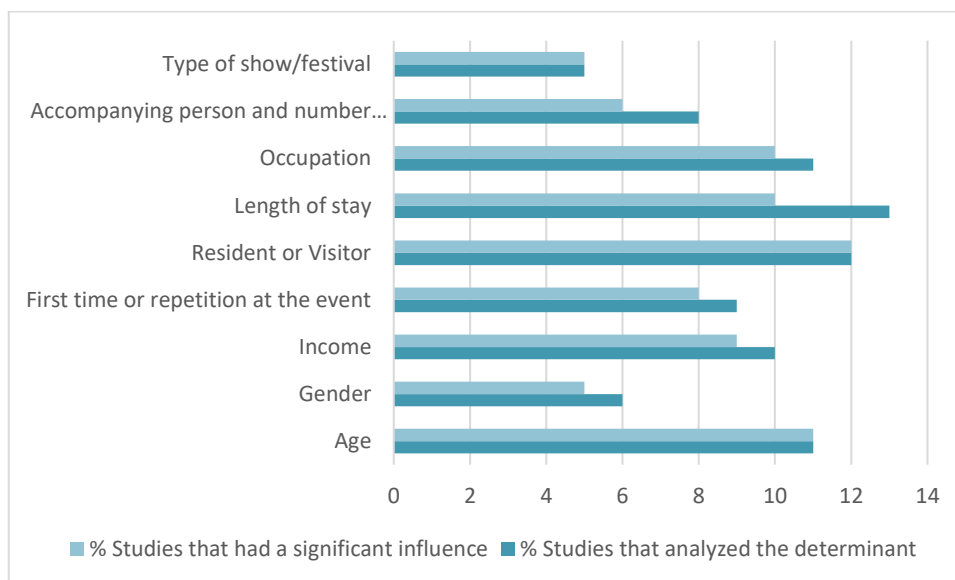
The analysis of the literature made it possible to categorize the factors into three broad categories: (i) sociodemographic characteristics; (ii) travel-related behaviors and motivations; and (iii) psychographic characteristics. This classification is based on authors such as Carneiro et al. (2011), Wang et al. (2006), Saayman et al. (2011) and Báez-Montenegro & Devesa (2020), who suggest that spending on events is affected by a set of personal and contextual factors that should be assessed in an integrated manner.

About the legend of Annex II, first, it shows how many studies examined the factor. As for the percentages, first the percentage of the total articles that analyzed the factor (Percentage of articles), for example, if we say that "age" has 44%, this means that 11 of the 25 articles analyzed this variable, the second percentage shows in how many studies it had an influence (Significant statistical influence), in the case of age, it had an influence in all articles, therefore 100%. The third line of the percentage shows how much this factor had no influence (No significant statistical influence) in the studies that decided to analyze it. It is important to know that each percentage is calculated only with the studies that actually talked about that factor, and not with all the articles that we saw in the review.

ANNEX II.

To make it easier to understand the factors most frequently addressed in the literature on spending at festivals, a chart was drawn up with the ten main variables analyzed in the selected articles. The graph (Figure 7) shows, for each determinant, the percentage of studies that investigated it, as well as the proportion of those that identified a statistically significant influence on participants' spending levels. It can be seen that sociodemographic variables, such as age, income and resident or visitor, stand out both in terms of frequency of analysis and statistical relevance. Travel behavior, such as length of stay and first time or repetition at the event, also featured prominently, suggesting that the visitor's profile and behavior directly influence consumption patterns. This type of visualization contributes to a clearer understanding of academic research priorities and guides future research on the subject.

Figure 7 – Main determinants of festival expenditure



Source: Authors

4.5.1 Sociodemographic characteristics

The most common factors include age, income bracket, place of residence, profession, gender and level of education. Age is a variable that appears frequently in the studies reviewed and is recognized as significant in research such as that by Kruger et al. (2012), Carneiro et al. (2011), Bracalente et al. (2011) and Botha et al. (2011). These authors use it mainly to differentiate visitor profiles and analyze various behaviors, without necessarily measuring their specific impact on spending.

Place of residence is another aspect that is widely addressed. In investigations such as those carried out by Thrane (2002), Džupka & Šebová (2016) and Boo et al. (2006), individuals who live outside the area of the event tend to have different spending patterns, which underlines the importance of this variable for segmentation in tourism.

As for occupation and income, studies such as those by Saayman et al. (2012) and Bracalente et al. (2011) show that occupational position or job security are considered indicators of people's spending capacity. Although there are some disagreements about the role of gender and education (Lee, 2017; Borges et al., 2016; Carneiro et al., 2011), these variables are also often included in the definition of the participants' sociodemographic profile.

4.5.2 Travel behaviors and motivations

This segment covers factors such as length of stay, type of accommodation, past experiences with festivals, reasons for the trip, levels of satisfaction with the event and likelihood of returning. Length of stay is commonly considered in research to be a crucial indicator for understanding overall spending patterns, as pointed out by Kruger et al. (2012) and Botha et al. (2011), although there are studies that come to different conclusions (Kruger et al., 2010; Boo et al., 2006). Previous experience of festivals is also regularly analyzed. For example, Boo et al. (2006) note distinctions between newcomers and those who have already attended, an aspect that is also addressed by authors such as Ramukumba (2018) and Kruger et al. (2012a).

With regard to motivations, research such as Carneiro et al. (2011), Botha et al. (2011) and Saayman & Saayman (2006a) suggests that the primary purpose of the trip may be related to consumption behaviors, although the data may not always lead to definitive conclusions.

Other significant behavioral aspects found in research include the size of the traveling group, the regularity of participation in similar festivals (Kruger et al., 2010; Saayman et al., 2011) and the methods of acquiring tickets (Borges et al., 2016). These variables are analyzed to characterize the profiles, without necessarily indicating causal relationships.

4.5.3 Psychographic characteristics

The variables related to psychographics are still little covered in research on festivals, but they are beginning to be explored in recent studies that aim to deepen the analysis of consumer behavior. Lee (2017), for example, investigates the importance of cultural capital among classical music festival goers, suggesting that cultural knowledge can affect consumer choices and habits.

On the other hand, Liang et al. (2013) use lifestyle classification to assess whether different psychographic profiles show variations in information sources, judgment criteria and financial spending.

Although they represent a field with potential, these variables were recorded in only two studies in the sample, signaling the need for more research that takes these aspects into account in a variety of cultural contexts and types of festivals.

In summary, this section highlights the main factors that the literature considers to be important for festival-goers' spending. The main focus is on identifying and classifying these elements, enabling future comparative analysis and practical application in segmentation strategies and event planning. Taking into account the nature of the systematic review and the variety of studies examined, it was decided not to evaluate the individual effect of each variable, but to emphasize their importance in understanding visitor behavior patterns.

5. Conclusions and suggestions for future research

The main objective of this study was to gain a general understanding of the scientific approach to festival expenditure to identify new lines of research on this topic. This research used two different databases. The cut-outs imposed resulted in a total of 54 articles selected and examined for analysis.

The bibliometric analysis identifies publications on the expenditure on festivals topic between 1993 and 2023, revealing that since 2016 the number of publications on this topic has not grown. We identified that most of the studies were published in the United States and South Africa, and different journals have published on festival expenditure, with Event Management having the largest number of articles. One rather prolific author stands out, Melville Saayman as evidenced by our list of references.

In general, the results of the content analysis showed that studies on festival expenditure take a variety of approaches, not least because of the different types of cultural festivals we identify and propose an attempt to categorize these events by grouping them according to their main activity, the most studied being art, theater and film. Researchers study festival participants more than organizers and artists, seeking to identify travel expenditures along with festival expenditures. The expenditures on food and beverage, accommodation and shopping are the most examined. Moreover, quantitative methodologies are the most used in data collection and analysis, with questionnaires applied during the festival to its participants being the most used method in terms of data collection.

In terms of identifying the factors that can influence festival expenditure, in the proposed groups, sociodemographic characteristics are the ones that stand out the most, revealing that the profile of the participants, mainly age and place of residence, as well as income and occupation, have been the factors that influence participants to spend more on the destination and festivals. The studies confirm that older people and those with a higher level of education spend more than young students. In most studies, the analysis also suggests that tourists from other cities spend more on accommodation and food.

From a management perspective, the findings presented here are extremely useful. Festival promoters have the opportunity to use data on how people spend money to divide audiences into groups, tailoring the services and items offered according to age, purchasing power, and reasons for traveling. Putting together special offers that combine accommodation, food, and other activities can attract more consumers and make them happier. Those who manage the venues where festivals take place can use more comprehensive criteria to measure their effect on the economy, such as spillover effects and indirect benefits, in addition to direct spending. This provides a better idea of how much this benefits the region's economy and makes it easier to decide how to invest and promote.

In summary, this research not only organizes what science already knows about spending at festivals, but also provides useful ideas for those who manage events and the venues where they take place. Adding new explanations, strengthening comparisons with other countries, and paying more attention to the different people involved (participants, organizers, and artists) are good avenues for both new research and improving how festivals are managed as tools for growing tourism, the economy, and culture.

As theoretical contributions, this study expands scientific knowledge around festival expenditure, as well as for festival management and destination planning. Festivals, being recurring and larger events, have become popular and have aroused curiosity in the academic world. In a more practical sense, this review helps to identify potential determinants, and methodologies that can be applied in other investigations.

In terms of future research directions, very little concern is devoted to those who carry out the events, their organizers, producers, so to overcome this we suggest that these aspects should be included in future studies, and that a dyadic view could be rather interesting and insightful. The studies that address factors linked to motivations and travel behavior suggest that spending is mainly influenced by the length of stay, and whether it was the first time, or they were festival goers. As some contradictions were found in these studies, spending determinants need further

work and a better understanding. It is worth noting that this study was only carried out for festivals, future research could extend the scope to include other cultural events.

Experience is a suggested variable to include as a determinant of festival expenditure, given that a limited number of studies published have analyzed this determinant. Moreover, a special attention should be paid to the psychographic characteristics, such as "cultural capital" and "lifestyle", which have only been addressed in two studies since 2013. Given that most of the studies have been carried out on festivals in South Africa and the United States, it may be challenging and productive to analyze expenditures in other places and contexts. More studies in other regions of the world may be a good opportunity to compare the data and verify whether the geographical context influences the results obtained. Mix methods (qualitative and quantitative) should be considered in future research to gain a deeper understanding of the factors influencing festival expenditure. As the majority of participant surveys are carried out at the event venue, surveys conducted via the Internet and social networks should also be considered in future research.

One limitation or difficulty encountered refers to the factors that influence the participants. Indeed, some authors only mention the factors or variables addressed in their research, but do not relate them to expenditure in the end. The variables are only used to delimit their research samples, so it appears that the authors then sought to remain with only a few works in each subtopic, to minimize the risk of misunderstanding in terms of the interpretation of the data. There is, therefore, room for improvement in this regard as well.

The lack of publications addressing the Covid-19 effects within the festival's context suggests an important line of research, to better understand the pandemic impacts on festivals and destinations, namely whether there have been changes in the behavior of festival attendees and their expenditures, thereby looking at future developments in the area of festivals.

As a final contribution, this research also highlights the relevance of organizing the elements of expenditure based on global literature, offering methodological guidelines for future studies. The findings presented have been structured to facilitate understanding, using enhanced tables and graphs.

Bibliographical references

Andersson, T. D., & Armbrecht, J. (2014). Use-Value of Music Event Experiences: A "Triple Ex" Model Explaining Direct and Indirect Use-Value of Events. *Scandinavian Journal of Hospitality and Tourism*, 14(3), 255–274. <https://doi.org/10.1080/15022250.2014.947084>

- Andersson, T. D., Armbrecht, J., & Lundberg, E. (2015). Linking event quality to economic impact. *Journal of Vacation Marketing*, 23(2), 114–132. doi:10.1177/1356766715615913
- Báez-Montenegro, A., & Devesa, M. (2020). Understanding the determinants of festival attendee spending: the role of cultural capital. *International Journal of Event and Festival Management*, 11(2), 145–159. <https://doi.org/10.1108/IJEFM-04-2019-0023>
- Bod, M., & Darman, F. (2023). The Impacts of Event Tourism in Iran. *Tourism of Culture*, 4(13), 60-71. DOI: 10.22034/TOC.2023.389524.1113
- Boo, S., Ko, D.-W., & Blazey, M. A. (2006). An Exploration of the Influence of Prior Visit Experience and Residence on Festival Expenditures. *Event Management*, 10(2), 123–132. doi:10.3727/152599507780676698
- Booth, A. (2020). Anthropology of events: Diasporic perspectives, events and the representation of people. In Routledge (Ed.), *The Routledge Handbook of Events* (pp. 137-154). <https://doi.org/10.4324/9780429280993-10>
- Borges, A. P., Rodrigues, P., & Matias, Á. (2016). Customer satisfaction and expenditure behaviour in musical festivals: The optimus primavera sound case study. *Tourism Economics*, 22(4), 825–836. <https://doi.org/10.1177/1354816616654255>
- Borges, A. P., Rodrigues, P., & Matias, Á. (2016). Customer satisfaction and expenditure behaviour in musical festivals: The optimus primavera sound case study. *Tourism Economics*, 22(4), 825–836. <https://doi.org/10.1177/1354816616654255>
- Botha, K., Slabbert, E., Rossouw, R., & Viviers, P.-A. (2011). Expenditure-based segmentation of visitors to Aardklop National Arts Festival. *South African Theatre Journal*, 25(2), 142–166. <https://doi.org/10.1080/10137548.2011.639168>
- Bowen, H., & Daniels, M. (2005). Does the music matter? Motivations for attending a music festival. *Event Management*, 9(3), 155–164. *Economics*, 22(4), 825–836. <https://doi.org/10.1177/1354816616654255>
- Bull, C., & Lovell, J. (2007). The Impact of Hosting Major Sporting Events on Local Residents: an Analysis of the Views and Perceptions of Canterbury Residents in Relation to the Tour de France 2007. *Journal of Sport & Tourism*, 12(3-4), 229–248. doi:10.1080/14775080701736973
- Bracalente, B., Chirieleison, C., Cossignani, M., Ferrucci, L., Gigliotti, M., & Giovanna Ranalli, M. (2011). The economic impact of cultural events: The Umbria Jazz music festival. *Tourism Economics*, 17(6), 1235–1255. <https://doi.org/10.5367/te.2011.0096>

Briner, R. B., & Denyer, D. (2012). Systematic review and evidence synthesis as a practice and scholarship tool. In *Handbook of Evidence-Based Management*. Oxford University Press.

Brown, M. D., Var, T., & Lee, S. (2002). Messina Hof Wine and Jass Festival: An economic impact analysis. *Tourism Economics*, 8(3), 273–279. <https://doi.org/10.5367/000000002101298115>

Bringas-Rábago, N. L., & Toudert, D. (2023). "Quality, expenditure, and loyalty in a cultural event: a longitudinal study", *International Journal of Tourism Cities*. <https://doi.org/10.1108/IJTC-04-2022-0080>

Byrd, E. T., Beedle, J., & Cardenas, D. A. (2014). Repeat visitation and visitor spending at events: Hogs and muscle cars. *Event Management*, 18(2), 101–110. <https://doi.org/10.3727/152599514X13947236947301>

Cabras, I., Lorusso, M., & Waehning, N. (2020). Measuring the economic contribution of beer festivals on local economies: The case of York, United Kingdom. *International Journal of Tourism Research*. <https://doi.org/10.1002/jtr.2369>

Carneiro, M. J., Eusébio, C., & Pelicano, M. (2011). An expenditure patterns segmentation of the music festivals' market. *International Journal of Sustainable Development*, 14(3–4), 290–308. <https://doi.org/10.1504/IJSD.2011.041966>

Çela, A., Knowles-Lankford, J., & Lankford, S. (2007). Local food festivals in northeast iowa communities: A visitor and economic impact study. *Managing Leisure*, 12(2–3), 171–186. <https://doi.org/10.1080/13606710701339470>

Chhabra, D., Sills, E., & Cabbage, F. W. (2003). The significance of festivals to rural economies: Estimating the economic impacts of Scottish highland games in North Carolina. *Journal of Travel Research*, 41(4), 421–427. <https://doi.org/10.1177/0047287503041004012>

Crompton, J. L., & McKay, S. L. (1997). Motives of visitors attending festival events. *Annals of Tourism Research*, 24(2), 425–439. [doi:10.1016/s0160-7383\(97\)80010-2](https://doi.org/10.1016/s0160-7383(97)80010-2)

Deborah Che Assistant Professor (2008) Sports, Music, Entertainment and the Destination Branding of Post-Fordist Detroit, *Tourism Recreation Research*, 33:2, 195-206, DOI: [10.1080/02508281.2008.11081305](https://doi.org/10.1080/02508281.2008.11081305)

Damonte, L. T., Collins, M. D., & Megehee, C. M. (2012). Segmenting tourists by direct tourism expenditures at new festivals. *International Journal of Culture, Tourism and Hospitality Research*, 6(3), 279–286. [doi:10.1108/17506181211250613](https://doi.org/10.1108/17506181211250613)

Džupka, P., & Šebová, M. (2016). Local economic impact of the white night festival in Košice. *E a M: Ekonomie a Management*, 19(2), 132–141. <https://doi.org/10.15240/tul/001/2016-2-009>

Dwyer, L., Forsyth, P., & Spurr, R. (2004). Evaluating tourism's economic effects: New and old approaches. *Tourism Management*, 25(3), 307–317. [https://doi.org/10.1016/S0261-5177\(03\)00131-6](https://doi.org/10.1016/S0261-5177(03)00131-6)

Felsenstein, D., & Fleischer, A. (2003). Local festivals and tourism promotion: The role of public assistance and visitor expenditure. *Journal of Travel Research*, 41(4), 385–392. <https://doi.org/10.1177/0047287503041004007>

Fredline, E., Jago, L., & Deery, M. (2003). The development of a generic scale to measure the social impacts of events. *Event Management*, 8, 23- 37.

Frey, B. S. (2019). *Economics of Art and Culture*. SpringerBriefs in Economics. doi:10.1007/978-3-030-15748-7. Capitulo Festivals pag. 63-70

Garbuió, M. E. M. S., Generoso, P. G., & da Rosa Gonçalves, G. (2018). Os Festivais como estratégia de fortalecimento dos destinos turísticos com vistas à qualidade dos serviços prestados. *Caderno Virtual de Turismo*, 18(2).

Getz, D. (1991) *Festivals, Special Events, and Tourism*. Van Nostrand Reinhold, New York.

Getz D. (1997) *Event Management and Event Tourism*. New York: Cognizant Communications.

Getz D. (2008) Event tourism: Definition, evolution, and research. *Tourism Management* 29(3): 403–428.

Getz, D., & Page, S. J. (2016). Progress and prospects for event tourism research. *Tourism Management*, 52, 593–631.

Gosling, S., & Hall, C. M. (2006). Uncertainties in predicting tourist travel flows based on models. *Tourism Economics*, 12(1), 117–135.

Grunwell, S. S., Ha, I. S., & Martin, B. S. (2008). A comparative analysis of attendee profiles at two urban festivals. *Journal of Convention and Event Tourism*, 9(1), 1–14. <https://doi.org/10.1080/15470140802104516>

Grunwell, S., Ha, I., & Swanger, S. L. (2011). Evaluating the economic and fiscal impact of an international cultural heritage festival on a regional economy: Folkmoort USA. *Tourism, Culture and Communication*, 11(2), 117–130. <https://doi.org/10.3727/109830411X13215686205969>

Hudson, S., Roth, M. S., Madden, T. J., & Hudson, R. (2015). The effects of social media on emotions, brand relationship quality, and word of mouth: An empirical study of music festival attendees. *Tourism Management*, 47, 68–76. Doi:10.1016/j.tourman.2014.09

Hall, C.M. (1992). *Hallmark tourist events: impacts, management and planning*, Chichester: John Wiley.

Hu, Y., Banyai, M., & Smith, S. (2013). Expenditures, Motivations, and Food Involvement Among Food Festival Visitors: The Hefei, China, Crawfish Festival. *Journal of China Tourism Research*, 9(4), 467–488. <https://doi.org/10.1080/19388160.2013.839410>

Hubbard, K. W., Mandabach, K. H., McDowall, S., & VanLeeuwen, D. M. (2012). Perceptions of Quality, Satisfaction, Loyalty, and Approximate Spending at an American Wine Festival. *Journal of Culinary Science and Technology*, 10(4), 337–351. <https://doi.org/10.1080/15428052.2012.735962>

Hvenegaard, G. T., & Manaloor, V. (2007). A comparative approach to analyzing local expenditures and visitor profiles of two wildlife festivals. *Event Management*, 10(4), 231–239. <https://doi.org/10.3727/152599507783948675>

Jarvis, M. D., Harris, T., & Tokarchuk, L. (2013). UbiComp'13 sencity workshop. In *Proceedings of the 2013 ACM conference on Pervasive and ubiquitous computing adjunct publication - UbiComp '13 Adjunct* (pp. 1331–1334). Zurich. <https://doi.org/10.1145/2494091.2499216>

Jones, C., & Munday, M. (2004). Evaluating the economic benefits from tourism spending through Input-output frameworks: Issues and cases. *Local Economy*, 19(2), 117–133. <https://doi.org/10.1080/0269094042000203063>

Kim, Y. H., Duncan, J., & Chung, B. W. (2015). Involvement, Satisfaction, Perceived Value, and Revisit Intention: A Case Study of a Food Festival. *Journal of Culinary Science and Technology*, 13(2), 133–158. <https://doi.org/10.1080/15428052.2014.952482>

Kim, S. S., Han, H., & Chon, K. (2008). Estimation of the determinants of expenditures by festival visitors. *Tourism Analysis*, 13(4), 387–400.

Kim, S. S., Prideaux, B., & Chon, K. (2010). A comparison of results of three statistical methods to understand the determinants of festival participants' expenditures. *International Journal of Hospitality Management*, 29(2), 297–307. <https://doi.org/https://doi.org/10.1016/j.ijhm.2009.10.005>

Kim, K., Sun, J., Jogaratnam, G., & Oh, I.-K. (2006). Market Segmentation by Activity Preferences: Validation of Cultural Festival Participants. *Event Management*, 10(4), 221–229. [doi:10.3727/152599507783948666](https://doi.org/10.3727/152599507783948666)

- Kim, Y. H. H., & Barber, N. A. (2023): Using Multi-Year Data to Develop a Richer Market Segmentation Strategy for Festivals, *Journal of Quality Assurance in Hospitality & Tourism*-DOI: 10.1080/1528008X.2023.22023
- Kruger, M., Saayman, M., & Ellis, S. M. (2010). Determinants of visitor expenditure at the Aardklop National Arts Festival. *Event Management*, 14(2), 137–148. <https://doi.org/10.3727/152599510X12766070300966>
- Kruger, M., Saayman, M., & Saayman, A. (2012). Identifying the “big spenders” at a national arts festival. *Acta Academica*, 44(3), 74–94.
- Kruger, M., Botha, K., & Saayman, M. (2012a). Information source preferences and associated expenditure of first-time and repeat visitors at a South African wine festival. *Tourism Analysis*, 17(3), 343–355. <https://doi.org/10.3727/108354212X13412775927943>
- LaPan, C., Byrd, E. T., Canziani, B. & Boles, J. S. (2021). Visitor spending at wine festivals: perspectives on stakeholder benefits, *Anatolia*, 32:2, 334-336, DOI: 10.1080/13032917.2020.1856691
- Lee, K.-J. (2017). Cultural capital and expenditures of classical music festival visitors. *Event Management*, 21(1), 71–82. <https://doi.org/10.3727/152599517X14809630271159>
- Leenders, A.A.M. (2010): The relative importance of the brand of music festivals: a customer equity perspective, *Journal of Strategic Marketing*, 18:4, 291-301
- Li, S., Meng, F., Uysal, M., & Mihalik, B. (2018). Research note: Understanding and improving festival tourism research. *Tourism Economics*, 24(5), 524–531.
- Liang, A. R., Chen, S.-C., Tung, W., & Hu, C.-C. (2013). The Influence of Food Expenditure on Tourist Response to Festival Tourism: Expenditure Perspective. *International Journal of Hospitality and Tourism Administration*, 14(4), 377–397. <https://doi.org/10.1080/15256480.2013.838088>
- Lopez, C. & Leenders, A. A. M. (2018): Building a local identity through sellout crowds: the impact of brand popularity, brand similarity, and brand diversity of music festivals, *Journal of Strategic Marketing*, DOI: 10.1080/0965254X.2018.1430055
- Mainolfi, G., & Marino, V. (2020). Destination beliefs, event satisfaction and post-visit product receptivity in event marketing. Results from a tourism experience. *Journal of Business Research*, 116, 699-710.
- Mair, J., & Weber, K. (2019a). Scoping studies in event research: A framework for the review process. *International Journal of Event and Festival Management*, 10(2), 93–111.

Mair, J., & Weber, K. (2019b). Event and festival research: A review and research agenda. *International Journal of Event and Festival Management*, 10(3), 209–216.

Mosely, M. Y., & Chancellor, C. (2012). Mental accounting and festival visitors' expenditures: An exploration for new factors. *Event Management*, 16(1), 51–64. <https://doi.org/10.3727/152599512X13264729827631>

OMT (1995). Collection of tourism expenditures statistics. Madrid: Organização Mundial do Turismo (OMT).

Palamar, J. J., Fitzgerald, N. D., Keyes, K. M., & Cottler, L. B. (2021). Drug checking at dance festivals: A review with recommendations to increase generalizability of findings. *Experimental and clinical psychopharmacology*, 29(3), 229.

Pereira, L., Jerónimo, C., Sempiterno, M., Lopes da Costa, R., Dias, Á., & António, N. (2021). Eventos e festivais contribuem para a sustentabilidade local. *Sustentabilidade*, 13(3), 1520.

Pelicano, M., 2009, Festivais de Música – perfil do consumidor e determinantes dos padrões de consumo, Dissertação de Mestrado, Universidade de Aveiro

Paul, J., & Criado, A. R. (2020). The art of writing literature review: What do we know and what do we need to know? *International Business Review*, 29(4), 101717.

Quinn, B. (2005). Arts Festivals and the City. *Urban Studies*, 42(5-6), 927–943. doi:10.1080/00420980500107250

Ramukumba, T. (2017). An evaluation of festival activities as motives for festival attendance: A case study of Strawberry festival at the Redberry farm in George, South Africa. *African Journal of Hospitality, Tourism and Leisure*, 6(4), 1–12.

Ramukumba, T. (2018). New versus returning visitors: The strawberry festival at the Redberry farm in George, South Africa. *African Journal of Hospitality, Tourism and Leisure*, 7(3), 1–7.

Ramukumba, T. (2018a). Profiling visitors at the strawberry festival at the Redberry farm in George, South Africa. *African Journal of Hospitality, Tourism and Leisure*, 7(2).

Richards, G., & King, B. (2022). “The experience of cultural festivals: evidence from Hong Kong”, *Journal of Policy Research in Tourism, Leisure, and Events*, 14(3), 296-309, doi: 10.1080/19407963.2022.2033249.

Richards, G., & Morrill, W. (2021). The impact of COVID-19 on cultural tourism: Digital festivals and events. *Journal of Tourism Futures*, 7(3), 314–326.

Ritchie, J. R. B., & Beliveau, D. (1974). Hallmark Events: An Evaluation of a Strategic Response to Seasonality in the Travel Market. *Journal of Travel Research*, 13(2), 14–20. doi:10.1177/00472875740130020

Ridpath, A., Driver, C. R., Nolan, M. L., Karpati, A., Kass, D., Paone, D., Jakubowski, A., Hoffman, R. S., Nelson, L. S., & Kunins, H. V. (2014). Illnesses and Deaths Among Persons Attending an Electronic Dance-Music Festival — New York City, 2013. *Morbidity and Mortality Weekly Report*, 63(50).

Rivera, M. A., Hara, T., & Kock, G. (2008). Economic impact of cultural events: The case of the zora! festival. *Journal of Heritage Tourism*, 3(2), 121–137. <https://doi.org/10.1080/17438730802138139>

Rangel, M. C. R., & Rivero, M. S. (2018). Event tourism: An analysis of the sociodemographic profile and behaviour of the tourism expenditure on the basis of the nature of the event. *Revista Portuguesa de Estudos Regionais*, (49), 41–55.

Saayman, M., & Rossouw, R. (2010). The Cape Town International Jazz festival: More than just Jazz. *Development Southern Africa*, 27(2), 255–272. <https://doi.org/10.1080/03768351003740696>

Saayman, A., & Saayman, M. (2006). Sociodemographics and visiting patterns of arts festivals in South Africa. *Event Management*, 9(4), 211–222. <https://doi.org/10.3727/152599506776771553>

Saayman, M., & Saayman, A. (2006b). Creating a framework to determine the economic impact of cultural events: A case study of the Aardklop National Arts Festival. *Journal of Travel Research*, 45(1), 1–10.

Saayman, M., Saayman, A., & Joubert, E.-M. (2012). Expenditure-based segmentation of visitors to the wacky wine festival. *Tourism Recreation Research*, 37(3), 215–225. <https://doi.org/10.1080/02508281.2012.11081710>

Saayman, M., Saayman, A., & Slabbert, E. (2011). Who spends and who does not: Clustering visitors at a national arts festival. *South African Journal of Business Management*, 42(1), 9–16. Retrieved from <https://www.scopus.com/inward/record.uri?eid=2-s2.0-79955839852&partnerID=40&md5=134a790a6225257673adbf99c5554d0>

Semrad, K. J., & Rivera, M. (2018). Advancing the 5E's in festival experience for the Gen Y framework in the context of eWOM. *Journal of destination marketing & management*, 7, 58-67.

Shani, A., Rivera, M. A., & Hara, T. (2009). Assessing the viability of repeat visitors to cultural events: Evidence from the zora! Festival. *Journal of Convention and Event Tourism*, 10(2), 89–104. <https://doi.org/10.1080/15470140902946378>

Shuib, A., Edman, S., & Yaakub, F. (2013). Direct expenditure effects of the rainforest world music festival 2009 in Santubong, Sarawak. *International Journal of Business and Society*, 14(2), 287–298. Retrieved from <https://www.scopus.com/inward/record.uri?eid=2-s2.0-84893495875&partnerID=40&md5=67f59844a2a071c86d11448c196cdb9d>

Snowball, J. D. (2004). Interpreting economic impact study results: Spending patterns, visitor numbers and festival aims. *South African Journal of Economics*, 72(5), 1075–1083. Retrieved from <https://www.scopus.com/inward/record.uri?eid=2-s2.0-17644413745&partnerID=40&md5=3bdb7c9447b45824ec97524f019fa3ef>

Stewart, K. L., & Deibert, M. S. (1993). A marketing study of festivals and special events to attract tourism and business. *Journal of Professional Services Marketing*, 8(2), 215–222. https://doi.org/10.1300/J090v08n02_19

Taks, M., Green, B. C., Chalip, L., Kesenne, S., & Martyn, S. (2013). Visitor composition and event-related spending. *International Journal of Culture, Tourism, and Hospitality Research*, 7(2), 132–147. <https://doi.org/10.1108/IJCTHR-04-2013-0020>

Tichaawa, T. M., & Idahosa, L. O. (2020). Adapting Herzberg: Predicting attendees' motivation, satisfaction, and intention to revisit a festival in Cameroon using an ordered logit approach. *Tourism Review International*, 24(2–3), 91–107. <https://doi.org/10.3727/154427220X15845838896323>

Thrane, C. (2002). Jazz festival visitors and their expenditures: Linking spending patterns to musical interest. *Journal of Travel Research*, 40(3), 281–286. <https://doi.org/10.1177/0047287502040003006>

Tkaczynski, A. (2013). Flower power? Activity preferences of residents and tourists to an Australian flower festival. *Tourism Analysis*, 18(5), 607–613. <https://doi.org/10.3727/108354213X13782245307993>

Turco, D.M., Swart, K., Bob, U. and Moodley, V., 2003: Socio-economic impacts of sport tourism in the Durban Unicity, South Africa. *Journal of Sport Tourism*, 8(4), 223-239.

Türkmen, E. F. & Gökçe, M. (2022). Investigation of the Economic Dimensions of Choir Festivals-Festivities in Terms of Participating Choirs and Organizations: "Choral Tourism". *Musicologist*, 6 (1), 60-89. DOI: 10.33906/musicologist.1000997

UNWTO – World Tourism Organization (1995). Technical Manual No. 2: Collection of Tourism Expenditure Statistics. Madrid: World Tourism Organization.

Waehning, N., Cui, C. C., Cabras, I., & Bian, X. (2022). How consumers' need for variety and social interaction influence festival patronage and spending. *Event Management*, 26(7), 1549-1563, <https://doi.org/10.3727/152599522x16419948391087>

Wang, Y., Rompf, P., Severt, D., & Peerapatdit, N. (2006). Examining and identifying the determinants of travel expenditure patterns. *International Journal of Tourism Research*, 8(5), 333–346. doi:10.1002/jtr.583

Way, K. A., & Robertson, L. J. (2013). Shopping and Tourism Patterns of Attendees of the Bikes, Blues & BBQ Festival. *Journal of Hospitality Marketing and Management*, 22(1), 116–133. <https://doi.org/10.1080/19368623.2012.627261>

Yolal, M., Woo, E., Cetinel, F., & Uysal, M. (2012). Comparative research of motivations across different festival products. *International Journal of Event and Festival Management*, 3(1), 66–80. <https://doi.org/10.1108/17582951211210942>

Anexo I. List of selected articles

Authors	Year	Title	Source title
Stewart K.L., Deibert M.S.	1993	Events and festivals contribution for local sustainability	Sustainability (Switzerland)
Brown M.D., Var T., Lee S.	2002	Visitor spending at wine festivals: perspectives on stakeholder benefits	Anatolia - An International Journal of Tourism and Hospitality Research
Thrane C.	2002	Measuring the economic contribution of beer festivals on local economies: The case of York, United Kingdom	International Journal of Tourism Research
Felsenstein D., Fleischer A.	2003	Understanding the determinants of festival attendee spending: the role of cultural capital	International Journal of Event and Festival Management
Chhabra D., Sills E., Cabbage F.W.	2003	Adapting Herzberg: Predicting attendees' motivation, satisfaction, and intention to revisit a festival in Cameroon using an ordered logit approach	Tourism Review International
Snowball J.D.	2004	Event tourism: An analysis of the sociodemographic profile and behaviour of the tourism expenditure on the basis of the nature of the event [El turismo de eventos: Un análisis del perfil sociodemográfico y comportamiento del gasto turístico en función de la naturaleza del evento]	Revista Portuguesa de Estudos Regionais
Kim K., Sun J., Jogaratnam G., Oh I.-K.	2006	New versus returning visitors: The strawberry festival at the Redberry farm in George, South Africa	African Journal of Hospitality, Tourism and Leisure
Boo S., Ko D.-W., Blazey M.A.	2006	Profiling visitors at the strawberry festival at the Redberry farm in George, South Africa	African Journal of Hospitality, Tourism and Leisure

Saayman A., Saayman M.	2006	An evaluation of festival activities as motives for festival attendance: A case study of Strawberry festival at the Redberry farm in George, South Africa	African Journal of Hospitality, Tourism and Leisure
Hvenegaard G.T., Manaloor V.	2007	Cultural capital and expenditures of classical music festival visitors	Event Management
Çela A., Knowles-Lankford J., Lankford S.	2007	Customer satisfaction and expenditure behaviour in musical festivals: The optimus primavera sound case study	Tourism Economics
Grunwell S.S., Ha I.S., Martin B.S.	2008	Local economic impact of the white night festival in Košice	Ekonomie a Management
Ramukumba T.	2008a	A marketing study of festivals and special events to attract tourism and business	Journal of Professional Services Marketing
Antonio Rivera M., Hara T., Kock G.	2008	Linking event quality to economic impact: A study of quality, satisfaction, use value and expenditure at a music festival	Journal of Vacation Marketing
Kim S.S., Han H., Chon K.	2008	Involvement, Satisfaction, Perceived Value, and Revisit Intention: A Case Study of a Food Festival	Journal of Culinary Science and Technology
Shani A., Rivera M.A., Hara T.	2009	Use-Value of Music Event Experiences: A "Triple Ex" Model Explaining Direct and Indirect Use-Value of Events	Scandinavian Journal of Hospitality and Tourism
Kruger M., Saayman M., Ellis S.M.	2010	Flower power? Activity preferences of residents and tourists to an australian flower festival	Tourism Analysis
Saayman M., Rossouw R.	2010	Direct expenditure effects of the rainforest world music festival 2009 in Santubong, Sarawak	International Journal of Business and Society
Kim S.S., Prideaux B., Chon K.	2010	The Influence of Food Expenditure on Tourist Response to Festival Tourism: Expenditure Perspective	International Journal of Hospitality and Tourism Administration
Grunwell S., Ha I., Swanger S.L.	2011	Expenditures, Motivations, and Food Involvement Among Food Festival Visitors: The Hefei, China, Crawfish Festival	Journal of China Tourism Research

Bracalente B., Chirieleison C., Cossignani M., Ferrucci L., Gigliotti M., Giovanna Ranalli M.	2011	Shopping and Tourism Patterns of Attendees of the Bikes, Blues & BBQ Festival	Journal of Hospitality Marketing and Management
Botha K., Slabbert E., Rossouw R., Viviers P.-A.	2011	Identifying the 'big spenders' at a national arts festival [Identifisering van die 'hoë spandeerders' by'n nasionale kunstefees]	Acta Academica
Carneiro M.J., Eusébio C., Pelicano M.	2011	Segmenting tourists by direct tourism expenditures at new festivals	International Journal of Culture, Tourism, and Hospitality Research
Saayman M., Saayman A., Slabbert E.	2011	Perceptions of Quality, Satisfaction, Loyalty, and Approximate Spending at an American Wine Festival	Journal of Culinary Science and Technology
Kruger M., Saayman M., Saayman A.	2012	Information source preferences and associated expenditure of first-time and repeat visitors at a South African wine festival	Tourism Analysis
Damonte L.T., Collins M.D., Megehee C.M.	2012	Mental accounting and festival visitors' expenditures: An exploration for new factors	Event Management
Hubbard K.W., Mandabach K.H., McDowall S., VanLeeuwen D.M.	2012	Expenditure-based segmentation of visitors to the wacky wine festival	Tourism Recreation Research
Kruger M., Botha K., Saayman M.	2012	Evaluating the economic and fiscal impact of an international cultural heritage festival on a regional economy: Folkmoot USA	Tourism, Culture and Communication
Mosely M.Y., Chancellor C.	2012	The economic impact of cultural events: The Umbria Jazz music festival	Tourism Economics
Saayman M., Saayman A., Joubert E.-M.	2012	Expenditure-based segmentation of visitors to Aardklop National Arts Festival	South African Theatre Journal
Tkaczynski A.	2013	An expenditure patterns segmentation of the music festivals' market	International Journal of Sustainable Development

Shuib A., Edman S., Yaakub F.	2013	Who spends and who does not: Clustering visitors at a national arts festival	South African Journal of Business Management
Rong-Da Liang A., Chen S.-C., Tung W., Hu C.-C.	2013	Determinants of visitor expenditure at the Aardklop National Arts Festival	Event Management
Hu Y., Banyai M., Smith S.	2013	The Cape Town International Jazz festival: More than just Jazz	Development Southern Africa
Way K.A., Robertson L.J.	2013	A comparison of results of three statistical methods to understand the determinants of festival participants' expenditures	International Journal of Hospitality Management
Andersson T.D., Armbrecht J.	2014	Assessing the viability of repeat visitors to cultural events: Evidence from the zora! Festival	Journal of Convention and Event Tourism
Andersson T.D., Armbrecht J., Lundberg E.	2015	A comparative analysis of attendee profiles at two urban festivals	Journal of Convention and Event Tourism
Kim Y.H., Duncan J., Chung B.W.	2015	Economic impact of cultural events: The case of the zora! festival	Journal of Heritage Tourism
Borges A.P., Rodrigues P., Matias Á.	2016	Estimation of the determinants of expenditures by festival visitors	Tourism Analysis
Džupka P., Šebová M.	2016	A comparative approach to analyzing local expenditures and visitor profiles of two wildlife festivals	Event Management
Kruger M., Saayman M.	2016	Expenditure-based segmentation: a case analysis of attendees to a youth festival in south africa	Tourism Review International
Ramukumba T.	2017	Local food festivals in northeast iowa communities: A visitor and economic impact study	Managing Leisure
Lee K.-J.	2017	Market segmentation by activity preferences: Validation of cultural festival participants	Event Management
Rangel M.C.R., Rivero M.S.	2018	An exploration of the influence of prior visit experience and residence on festival expenditures	Event Management
Ramukumba T.	2018	Sociodemographics and visiting patterns of arts festivals in South Africa	Event Management

Cabras I., Lorusso M., Waehning N.	2020	Interpreting economic impact study results: Spending patterns, visitor numbers and festival aims	South African Journal of Economics
Báez-Montenegro A., Devesa M.	2020	Local festivals and tourism promotion: The role of public assistance and visitor expenditure	Journal of Travel Research
Tichaawa T.M., Idahosa L.O.	2020	The significance of festivals to rural economies: Estimating the economic impacts of Scottish highland games in North Carolina	Journal of Travel Research
Pereira L., Jerónimo C., Sempiterno M., da Costa R.L., Dias Á., António N.	2021	Messina Hof Wine and Jass Festival: An economic impact analysis	Tourism Economics
LaPan C., Byrd E.T., Canziani B., Boles J.S.	2021	Jazz festival visitors and their expenditures: Linking spending patterns to musical interest	Journal of Travel Research
Türkmen E. F., Gökçe M.	2022	Investigation of the economic dimensions of choir festivals-festivities in terms of participating choirs and organizations: "choral tourism"	Musicologist: International Journal of Music Studies
Waehning, N., Cui, C. C., Cabras, I., Bian, X.	2022	How consumers' need for variety and social consumption influences festival patronage and spending	Event Management
Bringas-Rabago, N. L., Toudert, D.	2022	Quality, expenditure, and loyalty in a cultural event: a longitudinal study	International Journal of Tourism Cities
Kim, Y. H., Barver, N. A.	2023	Using multi-year data to develop a richer market segmentation strategy for festivals	Journal of Quality Assurance in Hospitality & Tourism

Significant statistical influence	100 %	83,5 %	100 %	60 %	90 %	91 %	0%	100 %	76 %	0%	100 %	100 %	100 %	100 %	100 %	100 %	33,5 %	100 %	100 %	100 %	100 %	100 %	100 %	100 %	89 %	100 %	75 %	100%	100%
No significant statistical influence	0%	16,5 %	0%	40 %	10 %	8%	100 %	0%	24 %	100 %	0%	0%	0%	0%	0%	0%	66,5 %	0%	0%	0%	0%	0%	0%	0%	11 %	0%	25 %	0%	0%

Legend:

Sociodemographic		Motivation and travel behaviour				Psychographic	
1	Age	9	Length of stay at destination	18	Planning period of the trip/trip to the festival	27	Cultural capital
	Gender	10	Source of information/source used	19	Type of show/festival	28	Lifestyle
	Resident or Visitor	11	Duration of participation in the festival	20	Time/type of ticket purchase		
4	Education	12	Type of accommodation	21	Quality of the event		
5	Income	13	Probability to recommend	22	Participant experience		
6	Occupation	14	Satisfaction with the event	23	Participation in other festivals		
7	Marital status	15	Intention to revisit	24	First time or repetition at the event		
8	Language	16	Level of food involvement	25	Festival as main purpose of visit		
		17	Motivation to participate/travel	26	Accompanying person and number (friends, alone or groups)		