

The Roles of Generational Shifts and Aging on Event Tourism Satisfaction and Loyalty

ABSTRACT

For successful festivals and events that have sustained success, what happens as their target market ages? While assessing the variations in satisfaction and loyalty among different generational cohorts, an interesting pattern suggests that it may be life-stage rather than generation that indicates loyalty and satisfaction.

INTRODUCTION

- Research has indicated that there are distinct significant differences between generations and distinct sub-cohorts within a generation
- Given that festival/event tourism has become a critical part of destination communities – how will generational shifts affect these festivals/events?
- The present study seeks to address how generational shifts may affect satisfaction and loyalty for tourism events.

METHODS

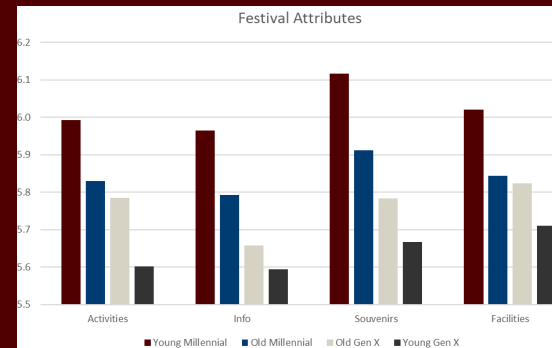
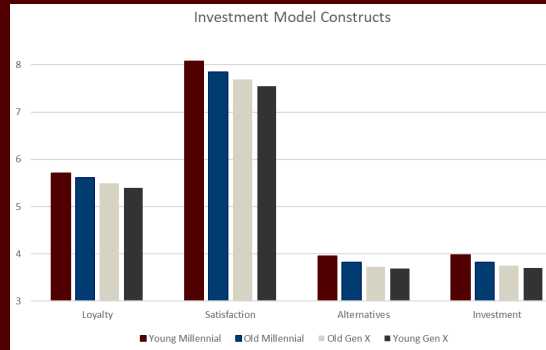
- Data collection - online panel hosted by Amazon Mturk in March 2022.
- Respondents - those born between 1965 and 1996 and were stratified into sub-cohorts of Young Gen X, Older Gen X, Young Millennial, and Older Millennial.
- SEM with Rusbult's Investment Model (1980) and Four quality attributes to assess satisfaction and loyalty with tourism festivals
- 404 usable responses were obtained by removing incomplete entries from 798 total responses
- MANOVA/ANOVA with Bonferroni correction and Tukey's Pairwise comparison

RESULTS

- Not all differences statistically significant, BUT a consistent pattern to the differences.
- Could be the result or life stage rather than generational differences.
- Generation Theory:
 - Young Millennials: idealistic team players focused on social justice and diversity
 - Older Millennials: family focused, less idealistic
 - Young GenX: very cynical, less idealistic/optimistic
 - Older GenX: less cynical and more optimistic than their younger counterparts.
- Alternatively, Life Stage Suggests:
 - Young Millennials: just out of college – a positive attitude about life in general (i.e., idealistic)
 - Older Millennials: possibly starting a family which adds an element of reality and reduces the idealism
 - Young GenX: mid-career/more cynical
 - Older GenX: approaching retirement & see a positive future/less cynical



For Tourism Festivals and Events, Life Stage may be a better indicator of Satisfaction and Loyalty than Generation



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