

The Relation Between the Music Festival Brand Equity & The Intention to Visit the Host City
The Cases of Eurovision & Nos Alive in Lisbon

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**“If your ear doesn’t want to give in, (...)
My heart can love for the both of us.”**

*Salvador Sobral/Luísa Sobral,
A part of the winning Portuguese song of Eurovision festival 2017.*

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ABSTRACT

Festivals, and events in general, increase the appeal of tourism, motivating people to visit the host cities. Literature shows the influence music festivals have on tourism, but not how it impacts a permanent vs. an occasional event differently. The research questions are: Is different the impact of the festival on the host city, according to be a permanent or occasional one? Does each festival brand equity influence the host city tourism?

For the first time ever, Lisbon hosted the Eurovision Song Festival, an annual festival which is hosted by a different country each year. *NOS Alive* is a famous music Festival held in Lisbon every year. This study aims to understand the visitors' profile, their motivation and visiting patterns, as well as to analyze the impact of these mega festivals on tourism in Lisbon. A unique questionnaire was designed and submitted to a convenient sample of each festival's international participants.

The research model defines six comparative hypotheses for both Festivals using the Pearson correlation coefficient. and the relationships among the model constructs are different according to the festival type, *i.e.*, occasional vs permanent festivals. One hypothesis was not confirmed for both Festivals, H2: "Host city familiarity is related to the attachment to the host city". Two hypotheses were partially verified for both festivals: H1: "Festival brand equity is related to the attachment to the host city"; H5: "The attachment to the host city is related to the intention to visit the city".

Key-words: Music festivals, occasional vs permanent events, Brand Equity, travel motivations

JEL classification: M31- Marketing, Z320 – Tourism and Development

RESUMO

Festivais, e eventos em geral, aumentam a atratividade do turismo, motivando as pessoas a visitar as cidades que os recebem. A literatura existente mostra a influencia dos festivais de música no turismo, mas não a diferença desse impacto relacionando um festival permanente com um ocasional. As questões de pesquisa são: Será diferente o impacto do festival na cidade que o recebe, consoante é permanente ou ocasional? Será que o seu *brand equity* influencia o turismo na cidade que o recebe?

Pela 1ª vez, Lisboa recebeu o festival da Eurovisão, um festival ocasional, realizado a cada ano num país diferente. O NOS Alive, é um famoso festival de música que acontece em Lisboa, todos os anos. Este estudo pretende perceber o perfil dos visitantes, as suas motivações e os padrões de visita e assim, analisar o impacto destes mega festivais no turismo de Lisboa. Um único questionário foi criado e submetido aos participantes estrangeiros de cada festival.

Comparando os festivais, seis hipóteses se definiram e se testaram pelo coeficiente de correlação de Pearson. Em geral, os resultados são diferentes para cada festival, diferindo a relação entre o modelo de constructos e o tipo de festival, ocasional vs. permanente. Uma hipótese não é verificada para os dois festivais, a H2: “A familiaridade com a cidade de destino está relacionada com a ligação à cidade de destino”. Duas hipóteses são parcialmente verificadas para os dois festivais: H1: “O brand equity do festival está relacionado com a ligação à cidade de destino”; H5 “A ligação à cidade de destino está relacionada com a intenção de visitar a cidade”.

Palavras-chave: Festivais de Música, eventos ocasionais vs. permanentes, Valor da Marca, motivações de viagem

Classificação JEL: M31- Marketing, Z320 – Turismo e Desenvolvimento

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INTRODUCTION

Events are an important driver of tourism, and have a positive impact on the destination's competitiveness. Tourists establish a potential market for planned events, such as music festivals, and the tourism industry has become a stakeholder in the success and attractiveness of events.

Music festivals have experienced significant growth and popularity in recent years, creating a competitive environment and fostering tourism development. Building a loyal customer base can be particularly difficult given the wide range of options from which consumers can choose.

Hosting a festival can enhance the city's visibility, as festival-goers may recommend the city after the visit. This research project helps to understand how attached to Lisbon the event participants become, after the visit to the city.

The Eurovision Song Festival is an example of an occasional festival since it happens in a different country every year, namely in the country the winner of the last edition hails from. The festival is an international song competition held primarily among the European Broadcasting Union's member countries. Each participating country submits an original song to be performed on live television and radio, then casts votes for the other countries' songs to determine the winner. At least 50 countries are eligible to compete. Based on the Sanremo Music Festival held in Italy since 1951, Eurovision has been broadcast every year since its inauguration in 1956, making it the longest-running annual international television contest and one of the world's longest-running television programs. It is also one of the most watched non-sporting events, with an audience between 100 and 600 million.

NOS Alive is a permanent festival ranking amongst the top 10 positions in most important festivals worldwide. "CNN made a list of the top ten music festivals in the world and NOS Alive'16 was the only Portuguese festival included in the choices." (Pedro, 2016). This music and arts festival has been taking place in Lisbon since 2007. It was dubbed, by NME magazine, as "*Europe's best summer holiday festival experience*" (Magazine, 2018), due to its proximity to the beach and Lisbon's downtown areas.

The theme of the festivals and its impact on the tourism will be the main focus of this dissertation. With the objective of understanding the perception of the participants about each festival, the role of it in the tourism, and the differences between a permanent and an occasional festival, this dissertation should impact the industry of tourism and festivals, as well as the organizers company of each festival.

In my thesis, I will firstly present a literature overview, so we can better understand the context of the theme, the importance of the study and the existing gap in the literature review. Then, and before presenting the results, it is important to deeply explain the research questions and the methodology used.

The research questions raised in this study are focused on the gap of literature review: Is different the impact of the festival on the host city, according to be a permanent or occasional one? Does each festival brand equity influence the host city tourism?

It was based on a questionnaire measuring the perceptions of the festival participants about the features of the events, and the motivations to travel. The questionnaires were aimed at understanding the festival's role on the host city. The sample is divided in two groups, analyzed as a conjunct. From a total of 345 respondents, we have 214 answers (62%) from people who attended the NOS Alive festival and on the other side, we have 131 answers (38%) from those who attended the Eurovision competition.

To better help structure the questionnaire, we closely analyzed literature related to brand equity concepts for mega-events, always relating it to the city which will host the mega-event, in this case a music festival. Studies, which integrated conclusive analysis on some of these topics, were analyzed.

From the analysis of Eurovision questionnaire responses, we conclude that the attachment to the host city is related to the intention to recommend the city, and partially with the intention to visit it. This means that, the participants who loved the city and feel connected with it are the ones, who will probably recommend the city and who will visit or have already visited Lisbon. So, there is not a really a measure of the awareness of the host city but only a measure of the attachment.

From the analysis of NOS Alive questionnaire, we only find a partial relation between the attachment to the host city and the intention to visit Lisbon. Which means that, for this festival brand equity measures there are no relation with the host city.

All of these conclusion and managerial implications will be analyzed and discussed in next pages.

All the conclusions above, when deeply analyzed lead us to understand that there are different relationships among the model constructs of both festivals, what make sense since the features of each festival are a bit different.

I. LITERATURE REVIEW

The literature review focus on two main topics: Brand Equity from a tourism destination perspective, and mega events, namely the music festivals as taking the two festivals in analysis as examples of this type of events.

Brand equity literature is the basis of the understanding about the importance of the festivals' brand, as well as the destination city's awareness, image and the importance of that as a motivator to travel to a certain place. Also, the analyze of the importance of city attractions to the attachment to the host city.

On another hand, to increase my knowledge in the event tourism industry, and to understand the impact of it to the host city. Through another words, I will try to highlight the state of the art about the motivations to participate in a festival, and the role of the event to the city. The search of scientific journals was the most concerning methodology for this part, in order to allow the support of the research model.

2.1. Brand Equity

2.1.1. Concept

Brand equity addresses the value of products, services, and corporate brands, and has recently been expanded to measure the brands of cities and nations (Kim, et al., 2017). Thus, some studies have been done to better understand brand equity in the tourism destination: (Ferns, et al., 2012 p. 27) have described destination brand equity as “the combination of key factors that can be described as the overall utility that tourists place in the destination brand when compared to its competitors.”, which means that a person's degree of interest in travel, has a direct effect on their understanding and perceptions of the brand equity destination. This fact will probably explain the importance of the concept of brand equity in the marketing field and of course, in the field of tourism.

From a marketing perspective, customer-based brand equity is defined ‘as the differential effect of brand knowledge on consumer response to the marketing of the brand’ (Keller, 1993). In other words, and applying this concept to the tourism destination perspective, it is the value that tourists apply to the destination brand based on the impact of this destination when compared similar places that offer other attractions to tourists.

2.1.2. City brand equity

In conceptualizing customer-based destination brand equity, there are other important concepts to consider: brand awareness, perceived quality, brand image and brand loyalty. The study conducted by Kim et. al (2017) assessed all these four concepts of structure of brand equity destination.

Brand awareness refers to "the ability of a potential buyer to recognize or recall that a brand is a member of a certain product category (Kim, et al., 2017 p. 2)". This concept was, also, considered by the authors as "an important indicator that intensifies from no awareness to recognition to recall to top-of-mind (Kim, et al., 2017 p. 2)", which, also, make sense when linked to tourism destination brand awareness concept that can probably be the ability of the tourist in recognized some attractions as part of a place. Brand awareness is considered an initial step toward consumer commitment to a brand, a fact that explains the consistently relation of it to brand loyalty, which is a concept referred by the authors as a "strong commitment to repurchase a preferred product or service (Kim, et al., 2017 p. 2)". In a tourism destination context, repeat visitation and intention to return or re-recommend a place to others are representative items of measuring loyalty.

Perceived quality refers to "a consumer judgment resulting from comparisons made by consumers between expectations and the perception of the service performance (Kim, et al., 2017 p. 2)". Tourists' behavioral intentions, including loyalty to the destination, typically develop from a combination of expectations, services, and perception.

Brand image has been defined as "perceptions of the brand that reflect consumer associations in the mind of the consumer (Kim, et al., 2017 p. 3)". Other authors suggested to be "an organization or cultural activity's hallmark that sets it apart from others" (Camarero, et al., 2010 p. 34). Thus, we can say that some tourists are encouraged to visit a place and turned into regular visitors, due to a unique and distinguished image of that place.

2.1.3. Brand image and perceived quality of music festivals

In this thesis, we will study the impact of music festivals in the tourism. Therefore, it is important highlight brand image and the perceived quality in the music festivals context.

Some authors have already study those concepts in the tourists' point of view. Papadimitriou, et al. (2018) studied the influence of brand image and the positive tourist experience offered by the city. The root of their argument is linked to the understanding of how people process perceptions and images about the city as a tourism destination and a place to live. For that it is important to distinguish residents, from past tourists and potential tourists, in order to empower destination experts to exploit the character of the city for tourist attraction. This fact will probably explain that, in addition to its direct effect, former knowledge about a destination influences the overall perception due to the affection to the target destination.

Moreover, the spread of a positive word of mouth, can powerfully attract new tourists, which stems from an overall positive evaluation of a destination and reflects high levels of attitudinal loyalty (Papadimitriou, et al., 2018). The willingness to recommend the city to others seems to be a better indicator of a favorable image and a positive experience with a destination than one's intention to revisit. The authors, discovered that this happened because variety-seeking tourists might not return to the same destination, even if they are fully satisfied with their experience, but they can say positive things about the city and recommend it.

Other studies like the one of Prayag (2009) found a direct relationship between the image perception and the intention to visit the destination. The study took the impact of a mega sport events on destination image and future tourism development and showed how the cognitive and affective image components of China after the 2008 Olympic Games were perceived differently among prospective American tourists. Del Bosque & Martín (2008) also showed that affective images influence word of mouth as an outcome of brand loyalty to a destination suggesting a direct connection between the destination image and word of mouth.

Although a positive word of mouth, has been considered as a consequence of a positive evaluation of the destination, and has a direct influence on the intention to visit or revisit it , - “Beliefs and feelings about a destination will differ depending on consumers’ past experience with the destination and tourism in general, their exposure to primary and secondary information sources, their motives and purpose for traveling, and their sociopsychology characteristics” (Papadimitriou, et al., 2018 p. 507). – it is also important to be aware of the consumers’ past experience, as well as the motivations to choose the destination.

The authors, have considered all the scenarios above and are clear about the differences of each consumer: “those who have not visited a destination are influenced by informative tourism promotion efforts and often form more positive but unrealistic views about the destination. Actual visitation, on the other hand, increases a visitor’s knowledge of a destination and provides a more realistic understanding of the attributes and offerings of that location. Not surprisingly, those closer to the destination, specifically the local residents, have a more intimate view of the destination and its attributes” (Papadimitriou, et al., 2018 p. 507). These findings highlight the importance of recommend a place that we liked it. The ones’ who have visited some place and experience the attractions that it offers, will gave the more realistic view, and it maybe those visitors who will speak better about the perceptions regarding the destination image.

2.2. The festival music events and its role on the city tourism

2.2.1. Concept

Events are an important component within the strategies of destination branding of a place. Events and cultural festivals are increasingly used to enhance their image and boost tourism development. Piva, et al. (2017: p.100) concluded that many destinations worldwide have built events portfolios as a strategic initiative to attract visitors and to develop their own brand: “destination brand represents a dynamic interaction between the destination’s core assets and the way in which potential visitors perceive them. Every year, a large number of events of different nature, motivate tourists to visit the cities that host them”.

The cultural events and festivals in particular, have emerged as a means of improving the image of cities, adding life to city streets and giving citizens renewed pride in their home city (Richards, et al., 2004 p. 105). Could this fact describe a Mega Event? Are festivals considered as mega-events?

Muller (2015: p. 628) explains in his article that there is a considerable ambiguity about what makes an event a mega-event. “The distinction between an event and a mega-event is essentially one of size. Mega-events are larger than regular events. Mega-events are ambulatory occasions of a fixed duration that attract a large number of visitors, have a large mediated reach, come with large costs and have large impacts on the built environment and the population.” This concept makes easier to classify an event as a big one or not. A mega event usually has a minimum of one million visitors, measured by the number of the tickets sold; has a wide media coverage, particular in TV; typically requires large “public investments”, “expensive to stage”, and “care long-term debts”; and at last, a mega event must have “long-term consequences for.... cities” or a “significant and/or permanent urban effect” (Muller, 2015 p. 628).

Regarding this definition, and considered the characteristics, presented above, of each festival analyzed in this thesis, we can designate them as mega-events, since they reach a lot of visitors, international and national one, are promoted and transmitted on time on the main communication media (TV, digital and press) and because attract international visitors, which will impact the host city.

There are several online articles which explains the extent of the festivals and the economic impact of Eurovision and NOS Alive in Portugal: “The flight reservations data between 7 and 13 May revealed that 29% of the visitors were French, followed by Germany (18%) and Spain (10%). Visits from Brazil increased almost three times, Finland (+281%) and Sweden (+157%) also saw significant increases. An increase of 14% was also recorded for flights from Italy.

Tens of thousands of people from all over the world arrived to the Portuguese capital. About a thousand of them were part of the 43 national delegations including the artists. More than 1500 were represented by journalists and press employees. Lisbon officials estimated that, among local inhabitants and international travelers, there were about 100,000 people attending the event. (Fes, 2018)”

Still in Eurovision period, Airbnb booking platform recorded an impressive increase in bookings equal to 83% compared to the same period last year. The well-known portal revealed that the typical reservation for the Eurovision included groups of 2-3 people, staying in Lisbon for 6 nights (Fes, 2018). Regarding NOS Alive, we did not find a lot of information about the increase of Airbnb bookings or flight. We just know that, for example, this festival year NOS Alive program attracts more than 165,000: “Pearl Jam, Arctic Monkeys, The National, The Queens of the Stone Age, Franz Ferdinand were some of the bands that performed at the Festival which attracts more than 165,000 people over three days.” (UN, 2018).

This numbers are sufficient to lead us to conclude the huge the dimension of the festivals. So, obviously these two festivals can be considered as mega-events.

“Planned events are all created for a purpose, and what was once a realm of individual and community initiatives, has largely become the realm of professionals and entrepreneurs.” The obvious reason of (Getz, 2008) are related to the fact that events are too important, satisfying numerous strategic goals.

There are a lot of different types of evets, encompassing festivals and other celebrations, entertainment, recreation, political and state, scientific, sport and arts events. Some of them in

the domain of business and corporate affairs and others in private domain, such as weddings and parties.

The figure below provides a typology of the main categories of the events already cited, based on their form, which differ based on their forma, purpose and program.

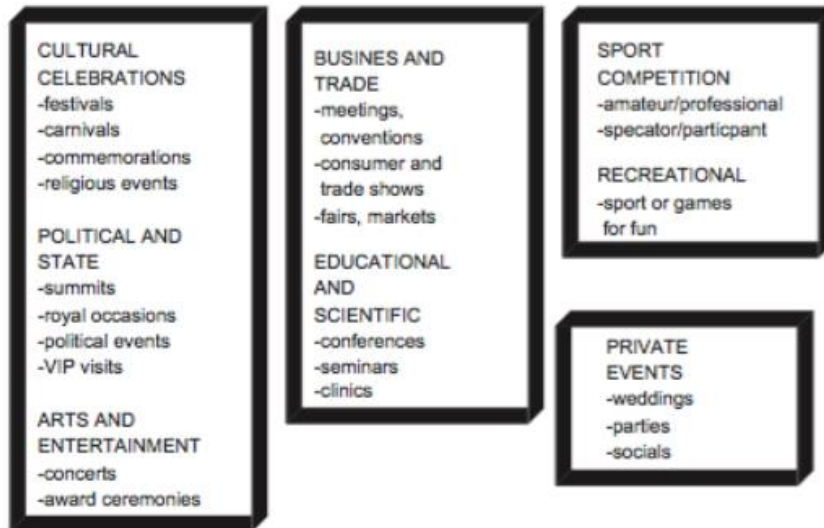


Figure 1- Typology of Events
 Source: Getz (2008)

Getz (2018), used, on his article about event tourism, a pyramid to explain the portfolio of events that we have. The characterization of each event was made, based on the tourist demand and the value of this event.

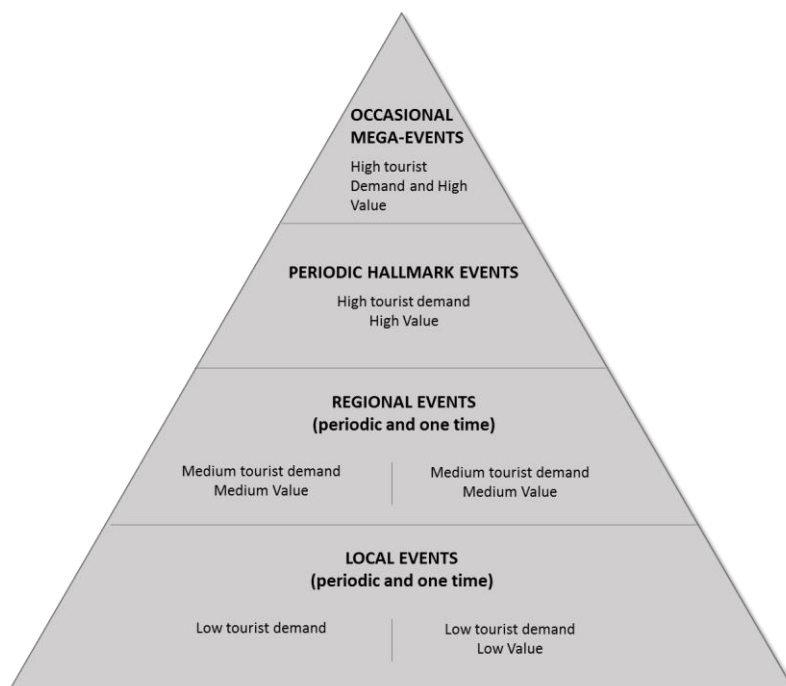


Figure 2- Portfolio of events
 Source: Getz (2008)

2.2.2. Attachment to the host city

The increasing competitiveness amongst host communities and tourist destinations, aroused interest into special markets in order to gain advantages and to meet up with economic, social and environmental goals, (Getz, 1997). Maybe, it was these findings, which lead Trost et. al (2012) to conclude that events with well-established brands can be used to enhance the brand identity of the destination. The authors defined destination branding as “a set of marketing activities that 1) support the creation of a name, symbol, logo, word mark or other graphic that readily identifies and differentiates a destination; that 2) consistently convey the expectation of a memorable travel experience that is uniquely associated with the destination; that 3) serve to consolidate and reinforce the emotional connection between the visitor and the destination; and that 4) reduce consumer search costs and perceived risk (Trost, et al., 2012 p. 69)”.

Additionally, cities with an important historical cultural heritage are aiming to strengthen their appeal to tourists by organizing numerous complementary activities, such as music festivals, in an attempt to consolidate and enhance their image as cultural sites and diversify the flow of tourism demand, this was what we can conclude from the article written by Herrero, et.al (2006) about the economic impact of cultural events. This conclusion served as basis for the study aroused by Aalast, et al. (2011:198), where they explain that several cities have invested in festivals and other events as part of an urban regeneration thrust and place-promotion activities – “Festivals, which recur at the same location, are possible to build up a certain reputation over the years. Moreover, when they are successful over time, festivals can become central to the host city’s identity”

When looking for the attachment to the host city, it is also important to explain that tourists account for a large proportion of the people who take advantage of the arts, culture and entertainment offerings. This concept was important for Barenholdt, *et al.* (2006) study where they explain that festivals can play a prominent role in attracting these tourists and inducing them to spend money in the local economy – “By organizing a special festival, a city distinguishes itself from other cities as a tourist destination. (Barenholdt, et al., 2006 p. 210)”

“Places of interest are not simply locations; they have to be produced in ways that enable certain tourist practices. That is, they have to provide interesting places to go.” (Aalast, et al.,

2011 p. 197) consider that people who do not ordinarily seek out cultural facilities can be introduced to venues they might not otherwise have visited; for instance, some people might combine going to the festival with visiting a museum.

Another conclusion taken in their study, was the weak relationship between the festival and the host city – “visitors are attracted by the festival itself (the program, the musicians, the setting and the atmosphere) rather than by the characteristics of its venue. As long as the festival is located centrally in the country, its location does not seem to make a difference to the visitors. (Aalast, et al., 2011 p. 204)” With their research, they want to show that festival visitors are attracted by the quality of a festival’s programming rather than by its location. The authors explained that the level of ‘place dependency’ differs not only among festivals, as stated in the beginning of this section, but also according to the main actors. The festival’s organizers and its visitors are less convinced than the host cities of the importance of a specific location to a festival. In their view, the destination is the festival, not the city. – “Yet, even if people come to a festival rather than to the city and stay at the festival site, they will still be visiting the city and becoming acquainted with it (Aalast, et al., 2011 p. 205).”

2.2.3. Music festivals concept

Conceptualization of festivals as brands is widely accepted in the tourism literature. Music festivals have experienced significant growth and popularity in recent years, creating a competitive environment and challenging the viability of many festivals (Lashua, et al., 2014). On other point of view, Leenders (2010) examines the role of the brand of music festivals in their success by adopting a customer equity perspective. Building a loyal customer base can be particularly difficult given the wide range of options from which consumers can choose. Fortunately, and as we already saw above, many local governments seem to have realized the benefits of music festivals because they can attract visitors from the region, country, and even around the globe.

In his study, Getz (1989: 127) presents some criteria that distinguish festivals from permanent cultural events: their uniqueness, affordability and flexibility. - “What are the distinguishing features of a festival? Most are cyclical (annual or biennial) and transform an urban place for a short period of time into a ‘festival space.’ (...) It could be hypothesized that long-standing, cyclical festivals are more successful than newer ones.” This question, was partially explained in (Lopez, et al., 2018 p. 12) article, where they explained what influence the program of the

festival: “Criteria such as innovativeness, uniqueness, and expert acclaim are taken into account in conjunction with the need to appeal to the broader public and tourists.” Their study concerned with the festival as a brand in a crowded market.

To a better understand of this crowded market, we can take Murphy, *et al.* (2007) article, as an example of how tourism research has applied brand personality constructs to destination branding and image. In general brand relationship theory remains unused in relation to differentiated, or undifferentiated, festival brands. That’s why the program is likely to play a major role in what the brand is and how it is perceived in relation to other festivals during the intensively competitive summer period - The study refers the importance of distinguish festivals in summer because many festivals take place in this period, when the holidays normally trigger an influx of tourists.

Another important issue addressed by Lopez, *et al.* (2018: 12) was about the way organizers, and stakeholders, really want to be different with their program from the festival that was recently organized a few kilometers away: “Programming is a key brand feature that affects brand popularity, uniqueness, and diversity. All these brand features are measured and related to brand adoption by visitors.” – This sentence clearly explains’ how brand theory underpins the relationship between festival programming and visitor behavior. With this we can, also, find a nonlinear relationship between brand features and visitor behaviors.

2.2.4. Participants motivations

“Festival has become one of the fastest growing tourism attractions for the past two decades.” Apparently, festivals itself also become a tourism destination as it attracts more and more outsiders to travel for various fairs and events each year. This conclusion was taken in a lot of studies, as we already presented in the literature review above. (YU, *et al.*, 2017 p. 213), had study this growing industry in tourism motivations to travel.

Obviously, it is beneficial for both tourism authorities and festival organizers to know participants’ motivations for attending a festival so that they can decide whether or not festivals are planned and advertised based on participants’ needs and wants. (Crompton, *et al.*, 1997) defended that consequences of this research will help to bridge the gap between the program offering and the participants’ psychological needs and wants.

Other authors, such as (Loker, et al., 1992) have also used motivations as a variable in travel market segmentation. They suggest that travelers can be grouped based on their travel motivations. Other point of view was described by Leiper (2004), who defined motivations as a force for people to act to satisfy their need; when individuals feel a state of deprivation, there is a need for them to satisfy the shortage.

On the same line, Getz (2008: 420) argued that “Although people had always travelled not only for leisure purposes or for relaxation, there had also been those who had travelled for entertainment and business purposes, either to a meeting, conference, workshop, event, etc, and these people or tourists had contributed to the growth of the destinations they had visited directly or indirectly, and at large developed the event tourism industry as a whole.” (Getz, 2008 p. 420). What lead us to conclude that there are a huge number of factors that motivate people to travel.

All those authors were important, and served as basis, for the study conducted by YU, *et al.* (2017: 214) which show that motivation is one of the antecedents of human behaviors and human are motivated or driven to satisfy their unmet needs and wants - “understanding tourists’ motivations helps to design more appropriate products and services, to enhance satisfaction, and to understand tourists’ decision processes.”

People want to leave their home pushed by internal and external forces, described in their article: escape, exploration of self, relaxation, prestige, regression, kinship enhancement, social interaction, novelty and education.

Even though researchers have suggested that there is no universal motivation model to describe all possible travel motivations in general and festival motivations in particular, the authors presented socialization as counted as the most important factor - “Socialization with friends is a significant motivation for festivals. In addition, socialization is a relatively more important motivation for older and repeated visitors (YU, et al., 2017 p. 216)”

Festivals offered a place for families to get together and share a sense of gathering and as most participants indicated, it is a conspicuous reason to attend festivals, a fact that put family gathering and togetherness as another important motivator for attending festivals – “Participants with different socio-demographics are motivated by family togetherness at different degrees. Also, female and married people significantly placed more emphasis on the

family togetherness than other groups in a wine and food festival (YU, et al., 2017 p. 216).”

Escape has been identified as another major force for festival motivation. Their study identifies - “escape from routine life, boredom and stress relief”, and “life pace changing” – as good examples of escape indicators. Maybe, people that use travel as an excuse to escape, do it because they want to “recover equilibrium (YU, et al., 2017 p. 217)”.

The novelty factor was rated, in the article, as the second most important motivation for festivals based on findings from previous studies, already cited above – “Novelty motivation refers to participants’ expectation to attend a festival for the variety of new things and to obtain an unusual experience, which is not available in their routine life. The festival novelty appeals to first time visitors more greatly than the returned ones. (YU, et al., 2017 p. 217)”

Some tourists visit festivals because they would like to explore or experience different customs and cultures or festivals. This was what we can conclude from the article, where the authors also add that: “For festivals, which emphasize the cultural demonstration or a new experience on cultural features, “cultural exploration” motivation is likely to be important, for example, in an art-oriented festival, a world exposition, an international sports event and an indigenous harvest festival. (YU, et al., 2017 p. 223)”

In spite of the motivations, already described above, there are other internal factors that arouse persons’ behaviors – “personal competence, interpersonal diversion, positive interpersonal development, and avoidance of one’s daily routine and problems (YU, et al., 2017 p. 215)”.

The authors often use the pull and push adjectives to describe the motivations of tourists “Push motives are those internal to the tourists, which push them toward desiring to participate in an activity, while pull factors are the features of a destination/ attraction that are created to increase the desirability of a destination. Push motivations include: the desire for adventure/social interaction, escape/avoidance, rest/ relaxation, excitement, prestige, health/fitness, and family togetherness. Pull factors can include the attractiveness of a destination: cultural attractions, recreation facilities, entertainment, natural scenery, and beaches (YU, et al., 2017 p. 215)”

Another important issue to consider when studying travel motivations is willingness to pay declared by tourists or residents of the city attending festivals, which will obviously have an impact in the decision. Herrero, et al., (2006: p. 651) find that those who travelled with the specific intention of attending the festival displayed a greater willingness to pay, which highlight the particular nature of demand for cultural goods, and especially the performing arts. – “The success of the cultural offer posited as a tourism prototype. Likewise, analysis of willingness to pay segmentation with regard to various demand characteristics evidences the particular features of cultural consumption, such as its addictive nature and the central role played by related experiences and accumulated interest.

As we already saw, festivals can, also, be important attractions for visitors and are usually closely connected to tourism. To conclude this topic, and fall back on the motivations to attend a festival, Aalast, *et al.* (2011:197) explained that the festival can serve as a creative destination or a breeding ground for talent. “It provides an opportunity for specialization and may attract an audience with special tastes.” From what we can conclude that the specific focus of festivals (“a unique artist; a specific period in history; or a particular topic or genre”) attracts visitors who are interested in such particular art forms.

2.2.5. The role of city festivals in the host city image and tourism

According to Zetiu, *et al.* (2015:101), cities and tourist destinations are naturally and spontaneously associated with the events they host. “Events are part of the attraction of a destination and as such, they should be included into a destination’s branding strategy. “This fact implies the need to evaluate the contribution of an event not just in terms of the direct financial contribution that it generates but also in terms of its consistency with the destination brand values.

As we already saw on the attachment to the host city section, the study conducted by Trost, *et al.* (2012: 68), explored the concept of branding not only applied to products and services, but also into tourist destinations - “Many destinations throughout the world have developed events portfolios as strategic initiative to attract tourists and to reinforce their brand.” Events with well-established brands can be used to enhance the brand identity of the destination, which means that they are part of the attraction of a destination, should be included in the integrated marketing campaign for the destination and incorporated into a destination’s branding strategy. That’s why is important to evaluate the contribution of an event not just in

terms of the direct financial contribution that it generates but also in terms of its consistency with the destination brand values.

Since the tourism destination is composed by a set of multifaceted experiences and actions marketed under one brand, these authors emphasize that “the challenge for events planners and managers is to consistently the events into the interrelationships among the elements of the marketing mix and therefore enhancing the destination brand equity (Trost, et al., 2012 p. 69)”.

Most city authorities are convinced that festivals can improve a city’s image, create place distinctiveness and draw visitors and tourists – “When connected to a certain location, a festival provides the city with a particular image (Aalast, et al., 2011 p. 197).” Despite this conclusion it is also important to focus on what a festival can do for a place, and not only what a place can do for a festival, since the location of a festival might influence its content, purpose and success.

A study conducted by Aalast, *et al.* (2011:198), shows that festivals, in particular, give strong impetus to the urban economy; “they operate at the interface of art and culture, the media, tourism and recreation. Based on other studies” such as Schuster (1995); Quinn (2005); Getz (2008), they can have concluded that the development and marketing plans of many cities, festivals are deemed to foster a positive image as a destination – “Some festivals have a long history and, if defunct, have been rediscovered or reinvented. Others have been created, usually in response to myriad social, political and economic realities (Aalast, et al., 2011 p. 196)”

The role of events in a destination tourist offer is also significant due to their tourist, social and cultural functions, as well as their role in local and regional development. Based on Quinn (2005) study, conclude that festivals have a long-established association with cities and sometimes become a vehicle for expressing the close relationship between identity and place.

2.3. Conclusion of Literature Review

BRAND EQUITY

- Brand equity concept in the tourism destination context
- Concepts of structure of brand equity destination: Brand awareness, brand image, perceived quality and brand loyalty
- The relationship between image perception and the intention to visit
- The influence of brand image in the willingness to recommend the city

MEGA EVENTS

- Differences between an event and a mega event
- What cities do to encourage tourism and attract people to some destination
- What lead people to travel
- The impact of city festivals in the host city image and tourism
- The impact of WOM of music festivals in the tourism

Figure 2 - Summary scheme of literature review themes

Brand equity is a concept that makes all sense in the context of tourism destination, it will measure the interest in travel based on the perception and image of some destination. There are, always, a relationship between all those measures, which will, or not, render in a positive speaking about the city. This is a fact that will also have an impact in the possibility of visit or revisit some place – a positive speaking about some place, will attract more people to this destination, and as consequence increase the brand image and quality perceptions of this place.

With the increasing competitiveness among host communities and tourist destinations, become extremely important to appeal tourists through complementary activities such as music festivals or other events. Cities must be aware of what distinguished them from others, and diversify their portfolio offers to tourists, based on it. People travel because of different reasons, and festivals can indirectly be a good reason, for the ones who travel to escape, or to socialize with friends and family. Cities that host some festivals will probably promote a positive image of the host destination, since it is a way of attracting tourists to visit the place. The contrary is also verified, since a destination, which has a good brand image, will positively influence a new festival that hosts this destination.

III. RESEARCH MODEL

In order to understand the impact of brand equity measures, host city familiarity and travel motivations in the attachment to the host city, we evaluated and found representative results about the participants' perceptions for each festival, trying to understand if they are aware of the features, the image and the program for each festival. To understand the familiarity with the city of Lisbon, we tried to find out if the participants were in Lisbon for the first time, or not; if they are used to attending festivals or other mega-events and also, the frequency with which each questionnaire participant travels. Along the same lines, we deemed it important to understand the intention to recommend the festivals to others, and what motivated people to attend the Eurovision Song Festival or NOS Alive.

To determine this, first of all, the research goals are to:

- Understand if attendees recognized the festivals' image and its features, and if they found each festival program to have distinguishable features;
- Understand the likeliness of recommending the festival to others;
- Explore what motivates people to attend each one of the festivals.

Considering the references about destination brand equity and the motivations to travel, which were already reported in the literature's review, the conceptual perspective used in this research takes brand awareness, brand image, perceived quality, brand loyalty and motivations to participate in the festival as constructs for the impact the festivals have on Lisbon.

Therefore, considering the relationship between the host city on the intention to recommend the city, and consequently to visit it, we took into account the role of city festivals from the point of view of tourism literature, and including Aalast, et al., (2011) and Papadimitriou, et al., (2018) research, we tried to understand the role of each festival to the travel participant's reasons, and if people who feel attached to the city have the intention to recommend the city, and how did they plan to do. To understand these relationships, and explore each research object in detail, the research was driven by the following hypothesis:

- H1:** Festival brand equity is related to the attachment to the host city.
- H2:** Host city familiarity is related to the attachment to the host city.
- H3:** Travel motivations is related to the attachment to the host city.
- H4:** The attachment to the host city is related to the intention to recommend the host city.
- H5:** The attachment to the host city is related to the intention to visit the city
- H6:** The relationships among the model constructs are different according to the festival typo, i.e, occasional vs. permanent festivals.

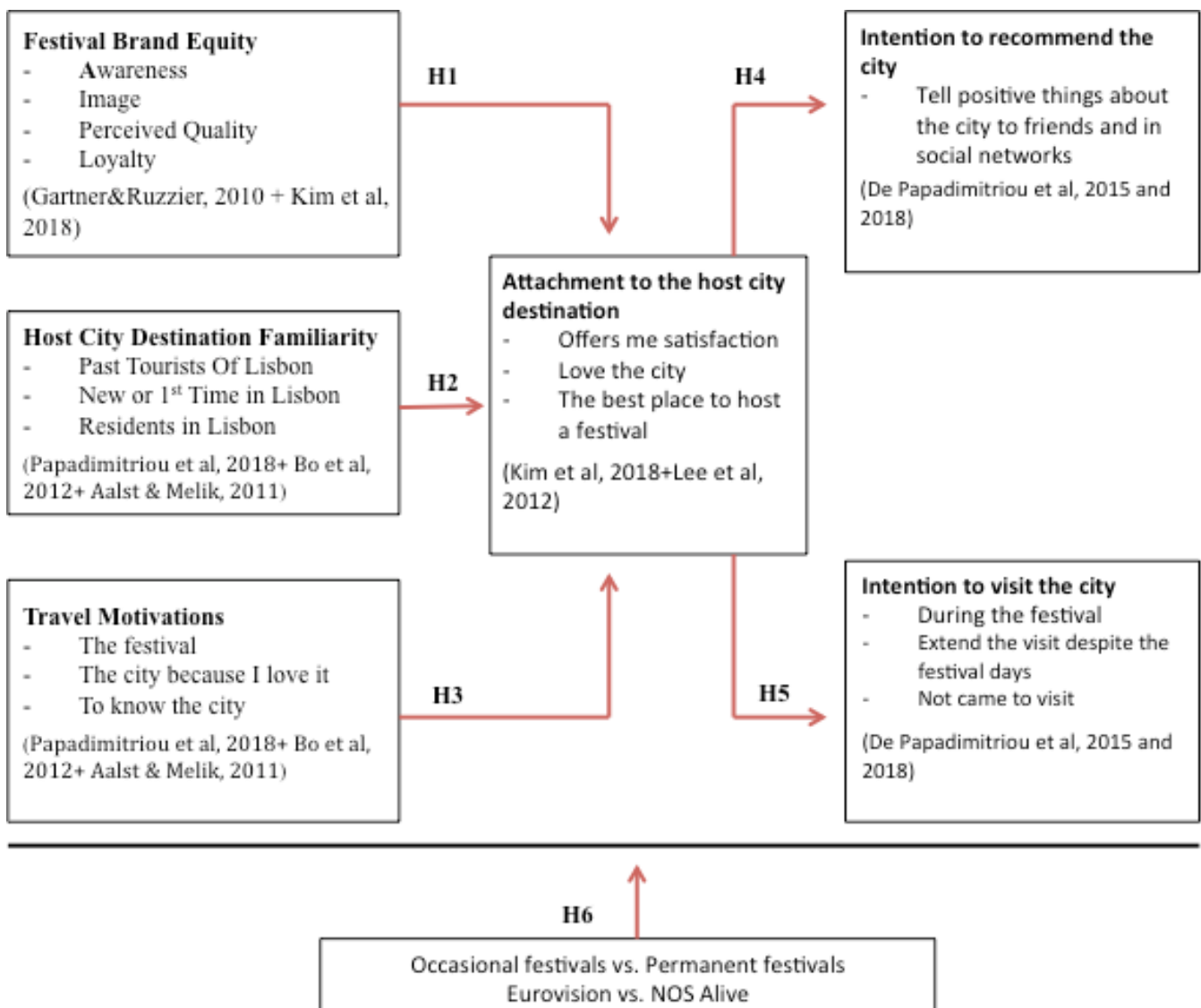


Figure 3 - Conceptual model of research

IV. METHODOLOGY

4.1. Methods of data collection

The method applied to collect data consisted of self-administered questionnaires, which were applied to the participants of the Eurovision Song Festival and NOS Alive.

Questionnaires can collect a substantial quantity of information about participants' characteristics, their motivation and expectations about the city and the festival in a short amount of time. The questionnaires were only applied to foreign nationals, a convenience sample, and administered on paper and online formats during the days of the festival and a few days after it.

The questionnaires also allowed for a standardization of answers to the same questions, ensuring the representability of the sample. Besides, the quantity of information that is collected from questionnaires allows for an analysis of answers from large groups, enabling us an opportunity to develop a comparative analysis.

4.2. Questionnaire structure

The questionnaire was divided into two parts. The first one is related to the perception of the participants about the festival; we try to understand if people were aware of the festival's features, if they intended to recommend it, as well as understand what led people to participate in the festival. Also from the perspective of the festival, we tried to understand the role it plays for the city of Lisbon. Still in the first part of the questionnaire, but from the perspective of the city, we tried to understand if Lisbon motivates participants to travel, and once in the city, because of the festival, if they intend to visit Lisbon, or not. Moreover, we figured out the attachment of people to the city and the intention to recommend it. To assess this kind of information the questionnaire used direct questions about all of these themes. The Likert original scale (outlined from 1 (strongly disagree) to 7 (strongly agree)) for all the questions, except for the intention to recommend the city and the intention to visit the city, where we also used a Likert original scale but defined the parameters as 1 (Extremely unlikely) to 7 (Extremely likely).

The second part consists of respondents' specific answers about their personal characteristics, how often they travel, attend festivals (especially Eurovision or NOS Alive) or other mega events and the city of Lisbon. Each question was evaluated according to specific multiple choices, and for the personal information we provided a space for answers in printed letters.

4.3. Variables measurement

Some research which studied the constructs of, the destination brand equity and the attachment to the host city, as well as the motivations to travel, were part of the construction basis for the questionnaire. The following table shows how each measure was aggregated and aligned in such an order as to gather information about the constructs which are then transformed into statements.

MEASUREMENT OF FESTIVAL BRAND EQUITY:

Constructs	The author's measurement
Brand Awareness Based on (Aaker, 1991) and, on some constructs and variables of (Kim, et al., 2017)	This festival is well known in this country This festival is recognized by my neighbors This festival is easily distinguishable from other festivals I am familiar with the features of this festival This festival comes to my mind very quickly when I think about local festivals
Brand Awareness Based on (Piva, et al., 2017)	How did you found out about Stresa Festival? What was the role of Stresa Festival in your decision to visit Stresa? To what extent do you agree that Stresa Festival contributes to enhance the image of the city of Stresa? To what extent do you agree that Stresa Festival represents a brand that identifies the city of Stresa? To what extent do you agree that Stresa Festival is a key element in attracting tourists in this area?
Brand Image Based on (Aaker, 1991) and, on some constructs and variables of (Kim, et al., 2017)	This festival is distinguishable The festival has personality The festival has a unique image The festival is unlike any other The festival is intriguing
Perceived Quality Based on (Aaker, 1991) and on some constructs and variables of (Kim, et al., 2017)	The festival content is interesting The festival programs are diverse and varied Information acquisition including schedule/content is easy Experiential programs are fun There is detailed information in the festival venue Excess to the festival venue is easy Toilets are maintained cleanly Local special products/gifts reflect this festival well

Constructs	The author's measurement
Brand Loyalty Based on some constructs and variables of (Kim, et al., 2017)	I will recommend that others visit this festival I will speak positively about the festival I will participate in this festival next time I am satisfied with my participation in this festival
Motivations to participate in the festival Based on some constructs and variable of (YU, et al., 2017)	I enjoy arts or music concerts I go to Lemonade Fair to enjoy a unique atmosphere I want to explore new things while at Lemonade Fair I like some unexpected pleasures at Lemonade Fair
Attachment City destination: Based on some constructs and variables of (Kim, et al., 2017)	I have strong ties with this festival's host region) The region hosting this festival has a lot of meaning for me I'd like to spend more time in this festival-host region This festival-host region offers me satisfaction The region where this festival is held cannot be exchange for other regions The region where this festival is held is the most appropriate place to host it I feel that the region where this festival is held is part of me

Table 1- Brand equity construct and measurement variables

MEASUREMENT OF THE HOST CITY'S FAMILIARITY

Constructs	The author's measurement
Familiarity Based on some constructs and variables of (Papadimitriou, et al., 2018)	Past tourists New tourist Residents

Table 2 - Host city familiarity construct and measurement variables

MEASUREMENT OF TRAVEL MOTIVATIONS

Constructs	The author's measurement
Travel motivations Based on (Herrero, et al., 2006)	I made this travel just because I wanted to attend in the festival I made this travel just because I wanted to experience the festival atmosphere I made this travel because I wanted to attend the festival and the city of Lisbon
The role of Eurovision/NOS Alive Festival Based on (Aalast, et al., 2011)	I made this travel because other reasons and as I already knew Eurovision/NOS Alive festival I decided to attend before my arrival I did not know Eurovision/NOS Alive before my arrival. I have decided to attend when I was in the area If the festival were in another city, I will also come

Table 3 - Travel motivations constructs and measurement variables

MEASUREMENT OF INTENTION TO RECOMMEND VISITING THE CITY

Constructs	The author's measurement
<p>Intention to Recommend the city visit Based on some constructs and variables of (Papadimitriou , et al., 2015)</p>	<p>Intention to recommend was measured with three items reflecting word-of-mouth communication. The selected items were Say positive things: IR1: Recommend place IR2: Encourage friends</p>

Table 4 - Intention to recommend the city to visit construct and measurement variables

MEASUREMENT OF INTENTION TO VISIT THE CITY BEFORE OR AFTER THE FESTIVAL

Constructs	The author's measurement
<p>Intention to Visit Based on some constructs and variables of (Papadimitriou , et al., 2015)</p>	<p>I organized my trip in order to stay more days in Lisbon to visit the city I have visited/will visit the city during Festival days I went to Lisbon early to visit the city I just came because of the festival, so I do not intend to visit Lisbon</p>

Table 5 - Intention to visit the festival construct and measurement variables

V. DATA ANALYSIS

5.1. Sample characterization

The sample is divided in two different databases, analyzed as a conjunct. From a total of 345 respondents, we have 214 answers (62,0%) from people who have attended NOS Alive festival and on the other side, we have 131 answers (38,2%) from the participants of Eurovision festival. In Eurovision case, there are more men respondents (59.5%) than women (40.5%). On contrary for NOS Alive, there are more women (52.3%) than men (47.7%)

The average age respondents from Eurovision festival is 33 years old, and from NOS Alive is 26 years old. For both festivals, the majority of participants are from Spain and France.

For both festivals, the majority of the respondents (>80%) are in the festival for the first time in the festival. However, in terms of knowledge about the city of Lisbon, the tendency is not so linear for both festivals. The percentage of respondents being for the first time in Lisbon is bigger for NOS Alive (78%), than for Eurovision (39.7%). Although this percentage represents a first time in Lisbon, these respondents have already heard many things about Lisbon.

Moreover, there are more of NOS Alive respondents who used to go to music festivals (84.6%) than Eurovision ones (51.9%). A fact that explains the lower percentage of being for the first time in NOS Alive festival (14.5%) when compared to Eurovision (37.4%).

To this kind of events, people used to go more with friends or alone. This is what we can conclude with our analysis where the majority of Eurovision respondents answer that they went with friends (58.0%) and some others went alone to the festival (21.4%). This tendency applies also for NOS Alive respondents, where 71.5% used to go with their friends, although only 16.4% went alone.

5.1.2. Brand awareness analysis

To analyze if the respondents are aware of the festival features, we try to understand the perception of the respondents about the two festivals. Participants of both festivals, made great associations of the festivals and are familiar with them. From what we observed there are no differences between the two festivals in the variables analyzed below ($\text{sig} < 0$). The only difference between these two festivals occurs in the variable of knowing the city of the festival where it occurs ($p < 0.05$), probably this happened because one of them (Eurovision) occurs every year in a different country, and the other (NOS Alive) occurs always in Lisbon.

Group Statistics					
	Festival	N	Mean	Std. Deviation	Std. Error Mean
(name of the festival) is one of the first festivals that come to my mind	Eurovision	131	5.77	1.532	.134
	NOS Alive	214	5.98	1.250	.085
I am familiar with the features of (name of the festival)	Eurovision	131	6.17	1.158	.101
	NOS Alive	214	6.26	.646	.044
This festival is easily recongnized	Eurovision	131	6.31	.991	.087
	NOS Alive	214	6.21	1.112	.076
I know that this festival occurs each year in a different country (the host country of the previous winner song)	Eurovision	131	6.69	.755	.066
	NOS Alive	214	6.12	1.261	.086

Independent Samples Test										
		Levene's Test for Equality of Variances		t-test for Equality of Means						
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
									Lower	Upper
(name of the festival) is one of the first festivals that come to my mind	Equal variances assumed	11.953	.001	-1.359	343	.175	-.206	.151	-.503	.092
	Equal variances not assumed			-1.295	233.860	.197	-.206	.159	-.519	.107
I am familiar with the features of (name of the festival)	Equal variances assumed	36.248	.000	-.917	343	.360	-.089	.097	-.280	.102
	Equal variances not assumed			-.807	180.249	.421	-.089	.110	-.307	.129
This festival is easily recongnized	Equal variances assumed	.213	.645	.802	343	.423	.095	.118	-.138	.328
	Equal variances not assumed			.825	299.126	.410	.095	.115	-.132	.322
I know that this festival occurs each year in a different country (the host country of the previous winner song)	Equal variances assumed	17.560	.000	4.646	343	.000	.566	.122	.326	.805
	Equal variances not assumed			5.209	342.866	.000	.566	.109	.352	.779

Table 6 - Brand Awareness T-test

5.1.3. Brand image analysis

In general, the respondents considered both festivals as easily distinguishable. Although both festivals are well known by the respondents, Eurovision has reflected a stronger image/logo highlighting the strong personality of it. This make Eurovision festival a more unique and different from other festivals.

T-Test

Group Statistics					
	Festival	N	Mean	Std. Deviation	Std. Error Mean
This festival is easily distinguishable from other festivals	Eurovision	131	6.47	.816	.071
	NOS Alive	214	5.92	.960	.066
This festival has a unique image/logo	Eurovision	131	6.53	.880	.077
	NOS Alive	214	6.20	.680	.046
This festival has personality	Eurovision	131	6.54	.715	.062
	NOS Alive	214	6.20	.604	.041
The festival is unlike any other music festivals	Eurovision	131	6.29	.949	.083
	NOS Alive	214	5.93	.976	.067

Independent Samples Test											
		Levene's Test for Equality of Variances				t-test for Equality of Means				95% Confidence Interval of the Difference	
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	Lower	Upper	
This festival is easily distinguishable from other festivals	Equal variances assumed	2.876	.091	5.530	343	.000	.557	.101	.359	.756	
	Equal variances not assumed			5.749	308.449	.000	.557	.097	.367	.748	
This festival has a unique image/logo	Equal variances assumed	4.285	.039	3.946	343	.000	.333	.084	.167	.500	
	Equal variances not assumed			3.713	224.078	.000	.333	.090	.156	.510	
This festival has personality	Equal variances assumed	8.169	.005	4.805	343	.000	.346	.072	.204	.487	
	Equal variances not assumed			4.615	240.365	.000	.346	.075	.198	.493	
The festival is unlike any other music festivals	Equal variances assumed	6.139	.014	3.317	343	.001	.355	.107	.145	.566	
	Equal variances not assumed			3.341	281.145	.001	.355	.106	.146	.565	

Table 7 - Brand Image T- test

5.1.4. Perceived quality analysis

When analyzing the quality of any festival, we should look for the program that it offers. Both festivals were evaluated as a diverse and varied program, providing a fun and exciting experience, although NOS Alive has higher rates. The respondents find easily to find information about the festival and related activities, although in terms of access and signs, Eurovision reflected easier access and conditions to get into the local.

T-Test

Group Statistics					
	Festival	N	Mean	Std. Deviation	Std. Error Mean
The festival program is diverse and varied	Eurovision	131	5.85	1.243	.109
	NOS Alive	214	6.23	.664	.045
Eurovision program is good and interesting	Eurovision	131	5.99	1.041	.091
	NOS Alive	214	6.47	.562	.038
The festival experience is fun and exciting	Eurovision	131	6.45	.787	.069
	NOS Alive	214	6.68	.505	.035
The access and signs are good and easily understandable	Eurovision	131	5.81	1.075	.094
	NOS Alive	214	5.27	.882	.060
The information about the program and schedule is easy to find	Eurovision	131	5.74	1.127	.098
	NOS Alive	214	6.46	.509	.035
There is detailed information about the program and several related activities	Eurovision	131	5.63	1.178	.103
	NOS Alive	214	6.25	.496	.034

Table 8 - Perceived Quality T-test

Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means						
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
									Lower	Upper
The festival program is diverse and varied	Equal variances assumed	62.165	.000	-3.711	343	.000	-.382	.103	-.584	-.179
	Equal variances not assumed			-3.242	176.020	.001	-.382	.118	-.614	-.149
Eurovision program is good and interesting	Equal variances assumed	17.098	.000	-5.547	343	.000	-.480	.086	-.650	-.310
	Equal variances not assumed			-4.856	177.087	.000	-.480	.099	-.675	-.285
The festival experience is fun and exciting	Equal variances assumed	30.229	.000	-3.334	343	.001	-.232	.070	-.369	-.095
	Equal variances not assumed			-3.014	196.344	.003	-.232	.077	-.384	-.080
The access and signs are good and easily understandable	Equal variances assumed	1.170	.280	5.097	343	.000	.543	.106	.333	.752
	Equal variances not assumed			4.863	234.942	.000	.543	.112	.323	.763
The information about the program and schedule is easy to find	Equal variances assumed	54.974	.000	-8.121	343	.000	-.722	.089	-.897	-.547
	Equal variances not assumed			-6.914	162.940	.000	-.722	.104	-.928	-.516
There is detailed information about the program and several related activities	Equal variances assumed	97.298	.000	-6.770	343	.000	-.619	.091	-.799	-.439
	Equal variances not assumed			-5.710	158.590	.000	-.619	.108	-.833	-.405

Table 8 - Perceived Quality T-test

5.1.5. Brand loyalty analysis

As we seen before, a good way to understand the success of an event, is analyzing the intention of recommend or wanting to return into it. Regarding this, we questioned our respondents about this intention, and for the two festivals the answers tendency has been the same, although higher in NOS Alive. Participants of both festivals, strongly agree on the intention to come back and repeat the experience, which leads them to speak positively and to recommend the festival they have attend.

T-Test

Group Statistics

	Festival	N	Mean	Std. Deviation	Std. Error Mean
I will recommend that others to attend this festival	Eurovision	131	6.31	1.037	.091
	NOS Alive	214	6.58	.531	.036
I will speak positively about the festival	Eurovision	131	6.36	.945	.083
	NOS Alive	214	6.59	.529	.036
I want to attend again for this festival	Eurovision	131	6.27	1.228	.107
	NOS Alive	214	6.55	.569	.039
I am satisfied to have attended this festival	Eurovision	131	6.42	1.030	.090
	NOS Alive	214	6.47	.537	.037

Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means						
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
									Lower	Upper
I will recommend that others to attend this festival	Equal variances assumed	24.606	.000	-3.293	343	.001	-.279	.085	-.445	-.112
	Equal variances not assumed			-2.856	172.323	.005	-.279	.098	-.471	-.086
I will speak positively about the festival	Equal variances assumed	29.901	.000	-2.955	343	.003	-.235	.079	-.391	-.078
	Equal variances not assumed			-2.603	180.604	.010	-.235	.090	-.413	-.057
I want to attend again for this festival	Equal variances assumed	38.880	.000	-2.836	343	.005	-.277	.098	-.468	-.085
	Equal variances not assumed			-2.423	164.655	.016	-.277	.114	-.502	-.051
I am satisfied to have attended this festival	Equal variances assumed	18.488	.000	-.616	343	.538	-.052	.085	-.218	.114
	Equal variances not assumed			-.536	173.860	.592	-.052	.097	-.244	.140

Table 9 - Brand Loyalty T-test

5.1.6. The motivation to participate in the festival analysis

The reasons that lead a Eurovision respondent to go to the festival varied from the reasons that lead a NOS Alive respondent to participate in the festival. There are more people in Eurovision, who want to go because of the music experience and atmosphere style, than in NOS Alive. On contrary, NOS Alive respondents are more motivated to attend because they feel more energized than before, and because they want to increase music and cultural knowledge while help family learn more about music.

Although the prices to attend each festival are different, in general people do not go motivated by that.

T-Test

Group Statistics					
	Festival	N	Mean	Std. Deviation	Std. Error Mean
I was motivated to attend because I want to experience its music and atmosphere style	Eurovision	131	6.49	.863	.075
	NOS Alive	214	6.33	.603	.041
I was motivated to attend because I want to escape from my routine life	Eurovision	131	5.56	1.618	.141
	NOS Alive	214	5.74	1.767	.121
I was motivated to attend because it has a reasonable price	Eurovision	131	4.37	1.666	.146
	NOS Alive	214	4.69	2.162	.148
I was motivated to attend because I feel more energized than before	Eurovision	131	5.31	1.503	.131
	NOS Alive	214	6.36	.682	.047
I was motivated to attend because I want to help my friends/family learn more about music	Eurovision	131	3.60	1.968	.172
	NOS Alive	214	4.21	1.342	.092
I was motivated to attend because I increase my knowledge about music and culture of other countries	Eurovision	131	5.07	1.660	.145
	NOS Alive	214	6.01	.944	.065

Independent Samples Test										
		Levene's Test for Equality of Variances			t-test for Equality of Means				95% Confidence Interval of the Difference	
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	Lower	Upper
I was motivated to attend because I want to experience its music and atmosphere style	Equal variances assumed	8.165	.005	1.983	343	.048	.157	.079	.001	.312
	Equal variances not assumed			1.825	208.040	.069	.157	.086	-.013	.326
I was motivated to attend because I want to escape from my routine life	Equal variances assumed	.085	.770	-.953	343	.341	-.181	.190	-.555	.193
	Equal variances not assumed			-.974	293.650	.331	-.181	.186	-.547	.185
I was motivated to attend because it has a reasonable price	Equal variances assumed	14.869	.000	-1.439	343	.151	-.318	.221	-.751	.116
	Equal variances not assumed			-1.531	325.269	.127	-.318	.207	-.726	.091
I was motivated to attend because I feel more energized than before	Equal variances assumed	117.184	.000	-8.843	343	.000	-1.050	.119	-1.283	-.816
	Equal variances not assumed			-7.533	163.219	.000	-1.050	.139	-1.325	-.775
I was motivated to attend because I want to help my friends/family learn more about music	Equal variances assumed	37.243	.000	-3.446	343	.001	-.615	.178	-.966	-.264
	Equal variances not assumed			-3.155	204.411	.002	-.615	.195	-.999	-.231
I was motivated to attend because I increase my knowledge about music and culture of other countries	Equal variances assumed	40.202	.000	-6.706	343	.000	-.941	.140	-1.217	-.665
	Equal variances not assumed			-5.924	182.231	.000	-.941	.159	-1.254	-.627

Table 10 - Motivation to Participate in the Festival

5.1.7. Attachment to the host city analysis

One of the objectives of this thesis is to analyze the impact of these kind of events in the host country. For that we have asked our respondents about their feelings with the city of Lisbon. On both festivals the answers were conclusive, respondents loved the city, felt strongly connected and found it a relaxing and safe place. Thus, is easy to understand that they also think Lisbon is the best way to host the festival, although in Eurovision case that tendency is not so higher than for NOS Alive.

T-Test

Group Statistics					
	Festival	N	Mean	Std. Deviation	Std. Error Mean
Lisbon offers me satisfaction	Eurovision	131	6.08	1.057	.092
	NOS Alive	214	6.49	.595	.041
I feel connected with Lisbon	Eurovision	131	5.88	1.209	.106
	NOS Alive	214	6.42	.605	.041
I love the city	Eurovision	131	6.21	1.028	.090
	NOS Alive	214	6.43	.496	.034
Lisbon is the best place to host a festival	Eurovision	131	5.34	1.587	.139
	NOS Alive	214	5.78	.941	.064
Lisbon is a relaxing place	Eurovision	131	5.92	1.000	.087
	NOS Alive	214	6.24	.715	.049
Lisbon is a safe place	Eurovision	131	6.03	1.088	.095
	NOS Alive	214	6.93	.264	.018

Independent Samples Test											
		Levene's Test for Equality of Variances				t-test for Equality of Means				95% Confidence Interval of the Difference	
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	Lower	Upper	
Lisbon offers me satisfaction	Equal variances assumed	29.010	.000	-4.656	343	.000	-.414	.089	-.589	-.239	
	Equal variances not assumed			-4.106	181.216	.000	-.414	.101	-.613	-.215	
I feel connected with Lisbon	Equal variances assumed	50.171	.000	-5.486	343	.000	-.538	.098	-.731	-.345	
	Equal variances not assumed			-4.742	170.472	.000	-.538	.113	-.762	-.314	
I love the city	Equal variances assumed	55.458	.000	-2.711	343	.007	-.224	.083	-.386	-.061	
	Equal variances not assumed			-2.331	167.634	.021	-.224	.096	-.413	-.034	
Lisbon is the best place to host a festival	Equal variances assumed	46.715	.000	-3.210	343	.001	-.437	.136	-.705	-.169	
	Equal variances not assumed			-2.858	186.700	.005	-.437	.153	-.738	-.135	
Lisbon is a relaxing place	Equal variances assumed	14.652	.000	-3.481	343	.001	-.322	.093	-.504	-.140	
	Equal variances not assumed			-3.219	211.381	.001	-.322	.100	-.520	-.125	
Lisbon is a safe place	Equal variances assumed	194.334	.000	-11.501	343	.000	-.895	.078	-1.048	-.742	
	Equal variances not assumed			-9.248	139.403	.000	-.895	.097	-1.086	-.703	

Table 11 - Attachment City Destination T- test

5.1.8. Travel motivations analysis

People are traveling because of a lot of reasons. To help in our case, it is also important to be aware of that reasons, in other words, we tried to understand if the participants of this kind of events, just came because of the festival, or also because of the host place. We find some differences in the variable of respondents that come because the festival atmosphere experience and in the variable of people who want to attend the festival and the city of Lisbon. In both cases the mean is higher for NOS Alive than for Eurovision.

T-Test

Group Statistics					
	Festival	N	Mean	Std. Deviation	Std. Error Mean
I made this travel just because I wanted to attend in the festival	Eurovision	131	5.68	1.862	.163
	NOS Alive	214	5.77	1.293	.088
I made this travel just because I wanted to experience the festival atmosphere	Eurovision	131	5.40	1.851	.162
	NOS Alive	214	5.84	1.049	.072
I made this travel because I wanted to attend the festival and the city of Lisbon	Eurovision	131	5.74	1.658	.145
	NOS Alive	214	7.10	4.073	.278

Independent Samples Test										
		Levene's Test for Equality of Variances				t-test for Equality of Means				
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
									Lower	Upper
I made this travel just because I wanted to attend in the festival	Equal variances assumed	35.478	.000	-.511	343	.610	-.087	.170	-.422	.248
	Equal variances not assumed			-.470	207.138	.639	-.087	.185	-.452	.278
I made this travel just because I wanted to experience the festival atmosphere	Equal variances assumed	60.923	.000	-2.844	343	.005	-.444	.156	-.751	-.137
	Equal variances not assumed			-2.511	181.904	.013	-.444	.177	-.793	-.095
I made this travel because I wanted to attend the festival and the city of Lisbon	Equal variances assumed	3.127	.078	-3.646	343	.000	-1.362	.374	-2.097	-.627
	Equal variances not assumed			-4.341	307.020	.000	-1.362	.314	-1.980	-.745

Table 12 - Travel Motivation T-test

5.1.9. The role of the festival analysis

The analysis of travel motivations, above, help to understand a little bit more of the role of the festival. However, it is important to consider some other aspects, such as if the respondents already knew the city or not, and if they planned their trip in order to stay more days in Lisbon or not. Regarding this, we have concluded that there are differences between the two festivals. The mean is higher in Eurovision for people who come because of other reasons but decided to attend before their arrival, and for people who did not know the festival and just decided to go when in the area. On the other hand, there are more people from NOS Alive who agree that if the festival were in another city they will also go.

T-Test

Group Statistics					
	Festival	N	Mean	Std. Deviation	Std. Error Mean
I made this travel because other reasons and as I already knew this festival I decided to attend before my arrival	Eurovision	131	4.05	2.351	.205
	NOS Alive	214	1.28	1.054	.072
I did not know this festival before my arrival. I have decided to attend when I was in the area	Eurovision	131	2.02	1.860	.163
	NOS Alive	214	1.08	.442	.030
If the festival were in another city, I will also come	Eurovision	131	5.44	1.781	.156
	NOS Alive	214	6.65	.727	.050

Independent Samples Test										
		Levene's Test for Equality of Variances		t-test for Equality of Means						
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
									Lower	Upper
I made this travel because other reasons and as I already knew this festival I decided to attend before my arrival	Equal variances assumed	242.477	.000	15.003	343	.000	2.778	.185	2.414	3.142
	Equal variances not assumed			12.760	162.467	.000	2.778	.218	2.348	3.208
I did not know this festival before my arrival. I have decided to attend when I was in the area	Equal variances assumed	187.405	.000	7.046	343	.000	.936	.133	.675	1.197
	Equal variances not assumed			5.660	139.045	.000	.936	.165	.609	1.263
If the festival were in another city, I will also come	Equal variances assumed	122.607	.000	-8.849	343	.000	-1.214	.137	-1.484	-.944
	Equal variances not assumed			-7.435	156.920	.000	-1.214	.163	-1.537	-.892

Table 13 - The Role of the Festival T- test

5.1.10. The intention to recommend a visit to the city analysis

Similar to what we saw in brand loyalty analysis, to understand the impact of an event in the host place, in our case, Lisbon, it is important to measure the intention to recommend the city to visit, and of course, the intention to come back, and revisit Lisbon. From what we can conclude, based on the analysis of questionnaire responses, both festival respondents agree to be very likely to speak positive things about Lisbon and, to recommend it on social networks, but NOS Alive attendees tend to rate these recommendation statements higher than the Eurovision attendees.

T-Test

Group Statistics					
	Festival	N	Mean	Std. Deviation	Std. Error Mean
I will recommend my friends to visit Lisbon	Eurovision	131	6.46	.853	.074
	NOS Alive	214	6.73	.629	.043
I will tell my friends positive things about Lisbon	Eurovision	131	6.44	.824	.072
	NOS Alive	214	6.73	.629	.043
I will recommend the visit of Lisbon on social networks	Eurovision	131	6.03	1.196	.104
	NOS Alive	214	6.72	.654	.045
I will post on social networks positive things about Lisbon	Eurovision	131	6.16	1.142	.100
	NOS Alive	214	6.72	.638	.044

Independent Samples Test										
		Levene's Test for Equality of Variances				t-test for Equality of Means				
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
									Lower	Upper
I will recommend my friends to visit Lisbon	Equal variances assumed	22.687	.000	-3.383	343	.001	-.271	.080	-.428	-.113
	Equal variances not assumed			-3.150	216.387	.002	-.271	.086	-.440	-.101
I will tell my friends positive things about Lisbon	Equal variances assumed	21.252	.000	-3.736	343	.000	-.294	.079	-.449	-.139
	Equal variances not assumed			-3.505	222.115	.001	-.294	.084	-.459	-.129
I will recommend the visit of Lisbon on social networks	Equal variances assumed	44.599	.000	-6.912	343	.000	-.689	.100	-.885	-.493
	Equal variances not assumed			-6.064	178.359	.000	-.689	.114	-.913	-.465
I will post on social networks positive things about Lisbon	Equal variances assumed	48.199	.000	-5.881	343	.000	-.564	.096	-.753	-.375
	Equal variances not assumed			-5.178	180.393	.000	-.564	.109	-.779	-.349

Table 14 - The Intention to Recommend the City T-test

5.2. Testing the model hypotheses

Pearson correlation coefficient is used when we want to test if the correlation between two variables exists or not.

5.2.1. Attachment to the host city

To a better analysis of the motivations of our respondents, let's focus the correlation analysis on the motivation to attachment the host city. Looking for Eurovision festival, it is easy to understand that the strongest correlations (.826) occurs between the connecting feeling with Lisbon and the satisfaction that Lisbon can offer. With a .756 correlation, we can also conclude that people who love Lisbon feel connected to the city. Also positive, (.654) is the relation between the variable of Lisbon as the best place to host a festival and the satisfaction that this city offer to the visitors, from what we can conclude that people, who agree as Lisbon to host a festival, also feel connected to it (.647).

Correlations

Festival = Eurovision

		Correlations ^a					
		Lisbon offers me satisfaction	I feel connected with Lisbon	I love the city	Lisbon is the best place to host a festival	Lisbon is a relaxing place	Lisbon is a safe place
Lisbon offers me satisfaction	Pearson Correlation	1	.826**	.686**	.654**	.392**	.533**
	Sig. (2-tailed)		.000	.000	.000	.000	.000
	N	131	131	131	131	131	131
I feel connected with Lisbon	Pearson Correlation	.826**	1	.751**	.647**	.449**	.512**
	Sig. (2-tailed)	.000		.000	.000	.000	.000
	N	131	131	131	131	131	131
I love the city	Pearson Correlation	.686**	.751**	1	.522**	.466**	.448**
	Sig. (2-tailed)	.000	.000		.000	.000	.000
	N	131	131	131	131	131	131
Lisbon is the best place to host a festival	Pearson Correlation	.654**	.647**	.522**	1	.391**	.453**
	Sig. (2-tailed)	.000	.000	.000		.000	.000
	N	131	131	131	131	131	131
Lisbon is a relaxing place	Pearson Correlation	.392**	.449**	.466**	.391**	1	.532**
	Sig. (2-tailed)	.000	.000	.000	.000		.000
	N	131	131	131	131	131	131
Lisbon is a safe place	Pearson Correlation	.533**	.512**	.448**	.453**	.532**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	
	N	131	131	131	131	131	131

** . Correlation is significant at the 0.01 level (2-tailed).

a. Festival = Eurovision

Table 15 - Attachment to the Host City Eurovision Correlation

Regarding NOS Alive festival we find that the correlations here are very low, meaning that the attendees of this festival do not relate the variables of the attachment to the host city. I love the city and Lisbon is the best place to host a festival have a negative correlation, meaning that although higher they love the city, lower considered it as the best place to host a

festival. Also a negative correlation (-.157) is verified through the variables of Lisbon as the safe place and feeling connected with Lisbon.

Festival = NOS Alive

Correlations^a

		Lisbon offers me satisfaction	I feel connected with Lisbon	I love the city	Lisbon is the best place to host a festival	Lisbon is a relaxing place	Lisbon is a safe place
Lisbon offers me satisfaction	Pearson Correlation	1	-.009	-.066	-.016	-.022	-.034
	Sig. (2-tailed)		.899	.338	.813	.745	.617
	N	214	214	214	214	214	214
I feel connected with Lisbon	Pearson Correlation	-.009	1	.012	.194**	-.111	-.157*
	Sig. (2-tailed)	.899		.867	.004	.106	.021
	N	214	214	214	214	214	214
I love the city	Pearson Correlation	-.066	.012	1	-.310**	-.039	.067
	Sig. (2-tailed)	.338	.867		.000	.573	.326
	N	214	214	214	214	214	214
Lisbon is the best place to host a festival	Pearson Correlation	-.016	.194**	-.310**	1	.155*	-.104
	Sig. (2-tailed)	.813	.004	.000		.023	.128
	N	214	214	214	214	214	214
Lisbon is a relaxing place	Pearson Correlation	-.022	-.111	-.039	.155*	1	.195**
	Sig. (2-tailed)	.745	.106	.573	.023		.004
	N	214	214	214	214	214	214
Lisbon is a safe place	Pearson Correlation	-.034	-.157*	.067	-.104	.195**	1
	Sig. (2-tailed)	.617	.021	.326	.128	.004	
	N	214	214	214	214	214	214

** . Correlation is significant at the 0.01 level (2-tailed).

* . Correlation is significant at the 0.05 level (2-tailed).

Table 16 - Attachment to the Host City NOS Alive Correlation

5.2.2. Motivations to travel

It is important to analyze what lead our respondents to travel to Lisbon, to understand if the festival has weighted on the decision or not. Looking for the correlation table of Eurovision festival, we can conclude that, here, although the correlations between the variables are positive, there are not so strong. The strongest one (.598) occurs between the respondents that made the travel just because they want to attend in the festival, and the ones who want to experience the festival atmosphere. So, probably people came to Eurovision because of it atmosphere.

For NOS Alive case, again the tendency is not so positive than for Eurovision. Here, there is a negative correlation (-.176) between the above variables.

Festival = Eurovision

Correlations^a

		I made this travel just because I wanted to attend in the festival	I made this travel just because I wanted to experience the festival atmosphere	I made this travel because I wanted to attend the festival and the city of Lisbon
I made this travel just because I wanted to attend in the festival	Pearson Correlation	1	.598**	.534**
	Sig. (2-tailed)		.000	.000
	N	131	131	131
I made this travel just because I wanted to experience the festival atmosphere	Pearson Correlation	.598**	1	.445**
	Sig. (2-tailed)	.000		.000
	N	131	131	131
I made this travel because I wanted to attend the festival and the city of Lisbon	Pearson Correlation	.534**	.445**	1
	Sig. (2-tailed)	.000	.000	
	N	131	131	131

** . Correlation is significant at the 0.01 level (2-tailed).

a. Festival = Eurovision

Table 17 - Motivations to Travel Eurovision Correlation

For NOS Alive case, again the tendency is not so positive than for Eurovision. Here, there is a negative correlation (-.176) between the above variables.

Festival = NOS Alive

Correlations^a

		I made this travel just because I wanted to attend in the festival	I made this travel just because I wanted to experience the festival atmosphere	I made this travel because I wanted to attend the festival and the city of Lisbon
I made this travel just because I wanted to attend in the festival	Pearson Correlation	1	-.176**	.062
	Sig. (2-tailed)		.010	.370
	N	214	214	214
I made this travel just because I wanted to experience the festival atmosphere	Pearson Correlation	-.176**	1	.002
	Sig. (2-tailed)	.010		.981
	N	214	214	214
I made this travel because I wanted to attend the festival and the city of Lisbon	Pearson Correlation	.062	.002	1
	Sig. (2-tailed)	.370	.981	
	N	214	214	214

** . Correlation is significant at the 0.01 level (2-tailed).

a. Festival = NOS Alive

Table 18 - Motivations to Travel NOS Alive Correlation

5.2.3. Intention to recommend Lisbon

In terms of city recommendation, the analysis of the table below let us conclude that in general there is a positive and strong correlation between the all the variables of this group, in what concerns the respondents of Eurovision festival. The strongest one (.813), is between the intention to recommend the city of Lisbon on social networks, and the agreement on put positive things there. So, people use social networks to say positive things about their experiences, and this lead to a good recommendation of it. This positive and strong correlation (.776) also occurs when they are with their friends, people who will recommend the city of Lisbon to their friends will do it by saying positive things about the city. This is a conclusion, which is related to the intention of visit Lisbon.

Festival = Eurovision

Correlations^a

		I will recommend my friends to visit Lisbon	I will tell my friends positive things about Lisbon	I will recommend the visit of Lisbon on social networks	I will post on social networks positive things about Lisbon
I will recommend my friends to visit Lisbon	Pearson Correlation	1	.776**	.733**	.737**
	Sig. (2-tailed)		.000	.000	.000
	N	131	131	131	131
I will tell my friends positive things about Lisbon	Pearson Correlation	.776**	1	.744**	.784**
	Sig. (2-tailed)	.000		.000	.000
	N	131	131	131	131
I will recommend the visit of Lisbon on social networks	Pearson Correlation	.733**	.744**	1	.813**
	Sig. (2-tailed)	.000	.000		.000
	N	131	131	131	131
I will post on social networks positive things about Lisbon	Pearson Correlation	.737**	.784**	.813**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	131	131	131	131

** . Correlation is significant at the 0.01 level (2-tailed).

a. Festival = Eurovision

Table 19 - Intention to Recommend the City Eurovision Correlation

In NOS Alive case, this tendency is also positive, and strongest than for Eurovision. With a 1.000 Pearson correlation, the variable of say positive things about Lisbon and the intention to recommend the city to visit represents a very strong link between these two variables. Also strong (.971;.944) is the relation between the intention to recommend the city to visit on social networks and say positive things about it on that networks, with the recommendation to visit the city.

Festival = NOS Alive

Correlations^a

		I will recommend my friends to visit Lisbon	I will tell my friends positive things about Lisbon	I will recommend the visit of Lisbon on social networks	I will post on social networks positive things about Lisbon
I will recommend my friends to visit Lisbon	Pearson Correlation	1	1.000**	.944**	.971**
	Sig. (2-tailed)		.000	.000	.000
	N	214	214	214	214
I will tell my friends positive things about Lisbon	Pearson Correlation	1.000**	1	.944**	.971**
	Sig. (2-tailed)	.000		.000	.000
	N	214	214	214	214
I will recommend the visit of Lisbon on social networks	Pearson Correlation	.944**	.944**	1	.995**
	Sig. (2-tailed)	.000	.000		.000
	N	214	214	214	214
I will post on social networks positive things about Lisbon	Pearson Correlation	.971**	.971**	.995**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	214	214	214	214

** . Correlation is significant at the 0.01 level (2-tailed).

a. Festival = NOS Alive

Table 20 - Intention to Recommend the City Nos Alive Correlation

5.2.4. Intention to visit Lisbon

Linked to the intention to recommend is the intention to visit the city. In Eurovision festival correlation table, the most positive correlation (.512) occurs between the organized trip to stay more days visiting the city and wanting of doing it during the festival days. The respondents, who organized their trip to stay more days, tend to answer that they will stay more days. This fact is explained by the correlation of .343 between the ones who want to visit Lisbon before the festival and the negative value of correlation with the ones who do not intend to visit the city.

Festival = Eurovision

Correlations^a

		I organized my trip in order to stay more days in Lisbon to visit the city	I have visited/will visit the city during the festival days	I went to Lisbon early to visit the city	I just came for the festival, so I do not intend to visit Lisbon
I organized my trip in order to stay more days in Lisbon to visit the city	Pearson Correlation	1	.512**	.343**	-.269**
	Sig. (2-tailed)		.000	.000	.002
	N	131	131	131	131
I have visited/will visit the city during the festival days	Pearson Correlation	.512**	1	.346**	-.172*
	Sig. (2-tailed)	.000		.000	.049
	N	131	131	131	131
I went to Lisbon early to visit the city	Pearson Correlation	.343**	.346**	1	-.055
	Sig. (2-tailed)	.000	.000		.534
	N	131	131	131	131
I just came for the festival, so I do not intend to visit Lisbon	Pearson Correlation	-.269**	-.172*	-.055	1
	Sig. (2-tailed)	.002	.049	.534	
	N	131	131	131	131

** . Correlation is significant at the 0.01 level (2-tailed).

* . Correlation is significant at the 0.05 level (2-tailed).

a. Festival = Eurovision

Table 21 - Intention to Visit Lisbon Eurovision Correlation

For NOS Alive it can be said that all these variables are strongly correlated.

Festival = NOS Alive

Correlations^a

		I organized my trip in order to stay more days in Lisbon to visit the city	I have visited/will visit the city during the festival days	I went to Lisbon early to visit the city	I just came for the festival, so I do not intend to visit Lisbon
I organized my trip in order to stay more days in Lisbon to visit the city	Pearson Correlation	1	.996**	.971**	-.974**
	Sig. (2-tailed)		.000	.000	.000
	N	214	214	214	214
I have visited/will visit the city during the festival days	Pearson Correlation	.996**	1	.963**	-.977**
	Sig. (2-tailed)	.000		.000	.000
	N	214	214	214	214
I went to Lisbon early to visit the city	Pearson Correlation	.971**	.963**	1	-.933**
	Sig. (2-tailed)	.000	.000		.000
	N	214	214	214	214
I just came for the festival, so I do not intend to visit Lisbon	Pearson Correlation	-.974**	-.977**	-.933**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	214	214	214	214

** . Correlation is significant at the 0.01 level (2-tailed).

a. Festival = NOS Alive

Table 22 - Intention to Visit Lisbon NOS Alive Correlation

5.2.5. Brand equity of the festivals

5.2.5.1. Brand Awareness with Brand Image

When comparing brand awareness with brand image, we find a positive but not so strong correlation for Eurovision festival. The strongest one (.574) occurs between the variable of familiarity with the features of the festival and the easy to distinguishable from other festival. Also positive, (.432) is the correlation between people who agree that this is one of the first festivals that come to mind and the easy to distinguishable festival. Thus, this festival is unlike any others and has personality for the ones who are familiar with it (.484 and .467)

Festival = Eurovision

Correlations^a

		This festival is easily distinguishable from other festivals	This festival has a unique image/logo	This festival has personality	The festival is unlike any other music festivals
(name of the festival) is one of the first festivals that come to my mind	Pearson Correlation	.432	.371	.381	.316
	Sig. (2-tailed)	.000	.000	.000	.000
	N	131	131	131	131
I am familiar with the features of (name of the festival)	Pearson Correlation	.574	.281	.484	.467
	Sig. (2-tailed)	.000	.001	.000	.000
	N	131	131	131	131
This festival is easily recognized	Pearson Correlation	.523	.270	.383	.183
	Sig. (2-tailed)	.000	.002	.000	.036
	N	131	131	131	131
I know that this festival occurs each year in a different country (the host country of the previous winner song)	Pearson Correlation	.267	.126	.245	.246
	Sig. (2-tailed)	.002	.151	.005	.005
	N	131	131	131	131

a. Festival = Eurovision

Table 23 - Correlation Between Brand Awareness and Brand Image (Eurovision Festival)

In the same line, also for NOS Alive case, the festival is easy to distinguish from other festivals to the ones who think firstly on this festival when thinking about festivals, with a strong correlation (.632). People who find the festival easily recognized, also look to this event as unlike any other, that’s what we can conclude by the strong correlation between these two variables (.726).

Festival = NOS Alive

Correlations^a

		This festival is easily distinguishable from other festivals	This festival has a unique image/logo	This festival has personality	The festival is unlike any other music festivals
(name of the festival) is one of the first festivals that come to my mind	Pearson Correlation	.632	.442	.367	.618
	Sig. (2-tailed)	.000	.000	.000	.000
	N	214	214	214	214
I am familiar with the features of (name of the festival)	Pearson Correlation	-.169	.149	.015	-.182
	Sig. (2-tailed)	.013	.029	.833	.008
	N	214	214	214	214
This festival is easily recongnized	Pearson Correlation	.751	.478	.330	.726
	Sig. (2-tailed)	.000	.000	.000	.000
	N	214	214	214	214
I know that this festival occurs each year in Lisbon, and in the summer season	Pearson Correlation	.718	.410	.394	.712
	Sig. (2-tailed)	.000	.000	.000	.000
	N	214	214	214	214

a. Festival = NOS Alive

Table 24 - Correlation Between Brand Awareness and Brand Image (NOS Alive Festival)

5.2.5.2. Perceived quality with brand Loyalty

When comparing the construct of perceived quality with brand equity, we saw for Eurovision case that, once again the correlations are not so strong. The strongest one (.651) is between the festival fun and exciting experience and people who agree on recommend to attend the festival. Similar to this correlation are between the fun and exciting festival experience and the wanting to attend again for the festival (.611), as well as with the variable of satisfaction to have attended this festival (.619).

Festival = Eurovision

		Correlations ^a			
		I will recommend that others to attend this festival	I will speak positively about the festival	I want to attend again for this festival	I am satisfied to have attended this festival
The festival program is diverse and varied	Pearson Correlation	.365	.400	.295	.303
	Sig. (2-tailed)	.000	.000	.001	.000
	N	131	131	131	131
Eurovision program is good and interesting	Pearson Correlation	.479	.503	.375	.455
	Sig. (2-tailed)	.000	.000	.000	.000
	N	131	131	131	131
The festival experience is fun and exciting	Pearson Correlation	.651	.578	.611	.619
	Sig. (2-tailed)	.000	.000	.000	.000
	N	131	131	131	131
The access and signs are good and easily understandable	Pearson Correlation	.308	.333	.349	.316
	Sig. (2-tailed)	.000	.000	.000	.000
	N	131	131	131	131
The information about the program and schedule is easy to find	Pearson Correlation	.411	.442	.352	.307
	Sig. (2-tailed)	.000	.000	.000	.000
	N	131	131	131	131
There is detailed information about the program and several related activities	Pearson Correlation	.451	.451	.384	.350
	Sig. (2-tailed)	.000	.000	.000	.000
	N	131	131	131	131

a. Festival = Eurovision

Table 25 - Correlation Between Perceived Quality and Brand Loyalty (Eurovision Festival)

For NOS Alive we found two positive correlations, between the detailed information about the program with the variable of intention to recommend that others to attend the festival (.294) and with the ones who are satisfied to have attended this festival (.274).

Festival = NOS Alive

Correlations^a

		I will recommend that others to attend this festival	I will speak positively about the festival	I want to attend again for this festival	I am satisfied to have attended this festival
The festival program is diverse and varied	Pearson Correlation	.018	-.041	-.075	-.134
	Sig. (2-tailed)	.789	.549	.276	.051
	N	214	214	214	214
Eurovision program is good and interesting	Pearson Correlation	.063	-.204	-.010	-.119
	Sig. (2-tailed)	.359	.003	.883	.082
	N	214	214	214	214
The festival experience is fun and exciting	Pearson Correlation	-.057	-.134	-.008	-.154
	Sig. (2-tailed)	.403	.050	.905	.024
	N	214	214	214	214
The access and signs are good and easily understandable	Pearson Correlation	-.093	-.099	.033	.001
	Sig. (2-tailed)	.174	.150	.627	.989
	N	214	214	214	214
The information about the program and schedule is easy to find	Pearson Correlation	.090	-.257	.007	.108
	Sig. (2-tailed)	.190	.000	.923	.116
	N	214	214	214	214
There is detailed information about the program and several related activities	Pearson Correlation	.294	.142	.070	.274
	Sig. (2-tailed)	.000	.037	.306	.000
	N	214	214	214	214

a. Festival = NOS Alive

Table 26 - Correlation Between Perceived Quality and Brand Loyalty (NOS Alive Festival)

5.2.6. Relationship of brand equity and the attachment to the host city

Let us now compare the constructs of brand equity, analyzed above, with the variables of host destination city. Looking for Eurovision case is easy to understand that there is a weak correlation between brand awareness and the attachment to the city destination.

When comparing brand image with the variables of the host city, we verified easily distinguishable festival from other festivals, and the satisfaction that Lisbon can offer as well as the connection and love feeling about the city are correlated. In the same line, we can conclude that, the higher is the variable of the festival with a unique image/logo, the higher are the variables of the host city.

Also different is the agreement of the festival as unlike any other music festivals and the satisfaction and connected feeling that Lisbon can offer to the visitors.

In terms of perceived quality, we find positive correlations of .513 and .585 between the variables connected with Lisbon and love the city with the information about the program easy to find, respectively.

Regarding this festival recommendation, the strongest correlation (.530) occurs between the variable of speaking positively about the festival and the feeling of be connected with Lisbon.

Correlations

Festival = Eurovision

Correlations^a

		Lisbon offers me satisfaction	I feel connected with Lisbon	I love the city	Lisbon is the best place to host a festival	Lisbon is a relaxing place	Lisbon is a safe place
(name of the festival) is one of the first festivals that come to my mind	Pearson Correlation	.149	.168	.211	.121	.163	.106
	Sig. (2-tailed)	.090	.056	.016	.168	.063	.229
	N	131	131	131	131	131	131
I am familiar with the features of (name of the festival)	Pearson Correlation	.297	.152	.132	.069	.045	.112
	Sig. (2-tailed)	.001	.083	.132	.435	.606	.203
	N	131	131	131	131	131	131
This festival is easily recognized	Pearson Correlation	.080	.108	.194	.060	.135	.070
	Sig. (2-tailed)	.362	.218	.026	.497	.125	.429
	N	131	131	131	131	131	131
I know that this festival occurs each year in a different country (the host country of the previous winner song)	Pearson Correlation	.117	.118	.084	.103	-.076	-.035
	Sig. (2-tailed)	.184	.180	.342	.241	.390	.691
	N	131	131	131	131	131	131

a. Festival = Eurovision

Table 27 - Correlation Between Brand Awareness and the Attachment to the host city (Eurovision Festival)

Festival = Eurovision

Correlations^a

		Lisbon offers me satisfaction	I feel connected with Lisbon	I love the city	Lisbon is the best place to host a festival	Lisbon is a relaxing place	Lisbon is a safe place
This festival is easily distinguishable from other festivals	Pearson Correlation	.234	.199	.222	.058	.124	.200
	Sig. (2-tailed)	.007	.022	.011	.514	.157	.022
	N	131	131	131	131	131	131
This festival has a unique image/logo	Pearson Correlation	.221	.185	.252	.176	.375	.336
	Sig. (2-tailed)	.011	.035	.004	.044	.000	.000
	N	131	131	131	131	131	131
This festival has personality	Pearson Correlation	.189	.148	.108	-.016	.139	.166
	Sig. (2-tailed)	.031	.091	.218	.854	.112	.058
	N	131	131	131	131	131	131
The festival is unlike any other music festivals	Pearson Correlation	.185	.185	.112	.143	.034	.066
	Sig. (2-tailed)	.035	.034	.204	.104	.700	.455
	N	131	131	131	131	131	131

a. Festival = Eurovision

Table 28 - Correlation Between Brand Image and the Attachment to the host city (Eurovision Festival)

Festival = Eurovision

Correlations^a

		Lisbon offers me satisfaction	I feel connected with Lisbon	I love the city	Lisbon is the best place to host a festival	Lisbon is a relaxing place	Lisbon is a safe place
I will recommend that others to attend this festival	Pearson Correlation	.386	.423	.395	.240	.166	.285
	Sig. (2-tailed)	.000	.000	.000	.006	.058	.001
	N	131	131	131	131	131	131
I will speak positively about the festival	Pearson Correlation	.473	.530	.430	.297	.138	.259
	Sig. (2-tailed)	.000	.000	.000	.001	.116	.003
	N	131	131	131	131	131	131
I want to attend again for this festival	Pearson Correlation	.375	.448	.436	.255	.175	.224
	Sig. (2-tailed)	.000	.000	.000	.003	.045	.010
	N	131	131	131	131	131	131
I am satisfied to have attended this festival	Pearson Correlation	.430	.474	.455	.278	.199	.277
	Sig. (2-tailed)	.000	.000	.000	.001	.023	.001
	N	131	131	131	131	131	131

a. Festival = Eurovision

Table 29 -Correlation Between Brand Loyalty and the Attachment to the host city (Eurovision Festival)

Festival = Eurovision

Correlations^a

		Lisbon offers me satisfaction	I feel connected with Lisbon	I love the city	Lisbon is the best place to host a festival	Lisbon is a relaxing place	Lisbon is a safe place
The festival program is diverse and varied	Pearson Correlation	.155	.233	.199	.226	.231	.134
	Sig. (2-tailed)	.077	.007	.022	.010	.008	.126
	N	131	131	131	131	131	131
Eurovision program is good and interesting	Pearson Correlation	.273	.262	.325	.244	.147	.272
	Sig. (2-tailed)	.002	.003	.000	.005	.094	.002
	N	131	131	131	131	131	131
The festival experience is fun and exciting	Pearson Correlation	.245	.285	.369	.078	.156	.137
	Sig. (2-tailed)	.005	.001	.000	.373	.075	.120
	N	131	131	131	131	131	131
The access and signs are good and easily understandable	Pearson Correlation	.399	.461	.363	.314	.121	.294
	Sig. (2-tailed)	.000	.000	.000	.000	.169	.001
	N	131	131	131	131	131	131
The information about the program and schedule is easy to find	Pearson Correlation	.507	.513	.385	.416	.144	.345
	Sig. (2-tailed)	.000	.000	.000	.000	.100	.000
	N	131	131	131	131	131	131
There is detailed information about the program and several related activities	Pearson Correlation	.381	.444	.323	.417	.091	.243
	Sig. (2-tailed)	.000	.000	.000	.000	.300	.005
	N	131	131	131	131	131	131

a. Festival = Eurovision

Table 30 -Correlation Between Perceived Quality and the Attachment to the host city (Eurovision Festival)

From the analysis of Eurovision correlations above we can conclude that the hypothesis that tests the relationship between brand equity and the attachment to the host city is partially verified, since among some variables the correlations are very low or nonexistent, and in others the correlations are moderate.

Looking now for NOS Alive case, the tendency in terms of brand awareness is much more weak. With a negative correlation (-.220) between the variable of knowing that the festival occurs in each year in Lisbon and in the summer season, and Lisbon as a relaxing place.

When analyzing brand image, the correlations with the attachment city destination are very low, in majority of the cases not significant.

In terms of perceived quality, we can also find two negative correlations between the variables. One is between the easy to find program and schedule and Lisbon as the best place to host the festival (-.306) and the other between the detailed information that exists about the program and several related activities, and the same variable of Lisbon the best place to host a festival (-.203). We also find a positive but not strong correlation with the same variable of easy to find program and Lisbon as a safe place (.224).

Regarding brand loyalty, and following the same results above, the correlations between the recommendation variables and the attachment to the host city are very low.

Festival = NOS Alive

Correlations^a

		Lisbon offers me satisfaction	I feel connected with Lisbon	I love the city	Lisbon is the best place to host a festival	Lisbon is a relaxing place	Lisbon is a safe place
(name of the festival) is one of the first festivals that come to my mind	Pearson Correlation	-.117	.156	.054	.179	-.178	-.034
	Sig. (2-tailed)	.088	.023	.431	.009	.009	.623
	N	214	214	214	214	214	214
I am familiar with the features of (name of the festival)	Pearson Correlation	-.036	-.035	.020	.124	.009	.169
	Sig. (2-tailed)	.596	.616	.773	.070	.895	.014
	N	214	214	214	214	214	214
This festival is easily recongnized	Pearson Correlation	-.107	.016	.354	.026	-.140	.006
	Sig. (2-tailed)	.119	.817	.000	.701	.041	.932
	N	214	214	214	214	214	214
I know that this festival occurs each year in Lisbon, and in the summer season	Pearson Correlation	-.049	.075	.314	-.068	-.220	-.086
	Sig. (2-tailed)	.480	.275	.000	.319	.001	.213
	N	214	214	214	214	214	214

a. Festival = NOS Alive

Table 31 -Correlation Between Brand Awareness and the Attachment to the host city (NOS Alive Festival)

Festival = NOS Alive

Correlations^a

		Lisbon offers me satisfaction	I feel connected with Lisbon	I love the city	Lisbon is the best place to host a festival	Lisbon is a relaxing place	Lisbon is a safe place
This festival is easily distinguishable from other festivals	Pearson Correlation	-.067	.093	.234	.140	-.101	-.062
	Sig. (2-tailed)	.329	.176	.001	.040	.142	.366
	N	214	214	214	214	214	214
This festival has a unique image/logo	Pearson Correlation	-.071	.138	.313	.099	-.147	.058
	Sig. (2-tailed)	.303	.043	.000	.150	.031	.398
	N	214	214	214	214	214	214
This festival has personality	Pearson Correlation	-.034	.045	.156	.150	-.044	-.084
	Sig. (2-tailed)	.621	.509	.023	.028	.526	.219
	N	214	214	214	214	214	214
The festival is unlike any other music festivals	Pearson Correlation	-.082	.094	.184	.158	-.092	-.092
	Sig. (2-tailed)	.233	.171	.007	.021	.180	.180
	N	214	214	214	214	214	214

a. Festival = NOS Alive

Table 32 - Correlation Between Brand Image and the Attachment to the host city (NOS Alive Festival)

Festival = NOS Alive

Correlations^a

		Lisbon offers me satisfaction	I feel connected with Lisbon	I love the city	Lisbon is the best place to host a festival	Lisbon is a relaxing place	Lisbon is a safe place
The festival program is diverse and varied	Pearson Correlation	.000	.007	.028	.194	-.056	-.090
	Sig. (2-tailed)	.994	.916	.688	.004	.413	.192
	N	214	214	214	214	214	214
Eurovision program is good and interesting	Pearson Correlation	.020	-.014	.094	-.016	-.129	-.014
	Sig. (2-tailed)	.768	.840	.171	.815	.059	.836
	N	214	214	214	214	214	214
The festival experience is fun and exciting	Pearson Correlation	-.088	.050	.079	-.128	-.036	.103
	Sig. (2-tailed)	.200	.464	.248	.062	.597	.134
	N	214	214	214	214	214	214
The access and signs are good and easily understandable	Pearson Correlation	.018	.011	.037	-.014	.078	.086
	Sig. (2-tailed)	.792	.869	.586	.838	.259	.210
	N	214	214	214	214	214	214
The information about the program and schedule is easy to find	Pearson Correlation	.069	.150	.101	-.306	.108	.224
	Sig. (2-tailed)	.318	.028	.141	.000	.114	.001
	N	214	214	214	214	214	214
There is detailed information about the program and several related activities	Pearson Correlation	.088	-.007	.072	-.203	.068	.217
	Sig. (2-tailed)	.202	.917	.293	.003	.322	.001
	N	214	214	214	214	214	214

a. Festival = NOS Alive

Table 33 - Correlation Between Perceived Quality and the Attachment to the host city (NOS Alive Festival)

Festival = NOS Alive

Correlations^a

		Lisbon offers me satisfaction	I feel connected with Lisbon	I love the city	Lisbon is the best place to host a festival	Lisbon is a relaxing place	Lisbon is a safe place
I will recommend that others to attend this festival	Pearson Correlation	.159	-.161	-.049	-.193	-.134	.045
	Sig. (2-tailed)	.020	.019	.477	.005	.051	.511
	N	214	214	214	214	214	214
I will speak positively about the festival	Pearson Correlation	-.049	-.100	-.011	.065	-.003	.017
	Sig. (2-tailed)	.472	.145	.876	.344	.962	.808
	N	214	214	214	214	214	214
I want to attend again for this festival	Pearson Correlation	.098	-.096	.054	-.255	-.013	.307
	Sig. (2-tailed)	.151	.160	.429	.000	.851	.000
	N	214	214	214	214	214	214
I am satisfied to have attended this festival	Pearson Correlation	.153	-.260	-.007	-.091	.195	.217
	Sig. (2-tailed)	.025	.000	.914	.183	.004	.001
	N	214	214	214	214	214	214

a. Festival = NOS Alive

Table 34 - Correlation Between Brand Loyalty and the Attachment to the host city (NOS Alive Festival)

All the analysis above, lead us to take the same conclusion of Eurovision analysis. The hypothesis that tests the relationship between brand equity and the attachment to the host city is partially verified, since among some variables the correlations are very low or nonexistent, and in others the correlations are moderate.

5.2.7. Relationship of travel motivations and the attachment to the host city

When analyzing the travel motivations with the attachment to the city destination, the tendency for both festivals is about weak correlations. As Eurovision as NOS alive have in general few pairs of variables with correlation. From what we can conclude that what lead the respondents of both festivals to travel are not the city of Lisbon but the festival. However, for Eurovision case we find a positive correlation between the motivation of travel because of the festival and the city of Lisbon and the variables of loving the city (.506); feel connected with Lisbon (.437) and Lisbon offering satisfaction (.371).

Then, we can conclude that the hypothesis of the relationship between motivation and attachment to the host city is only verified when people wants to attend the Eurovision festival and visit the city as well. In NOS Alive case, the hypothesis is not considered verified.

Festival = Eurovision

		Correlations ^a					
		Lisbon offers me satisfaction	I feel connected with Lisbon	I love the city	Lisbon is the best place to host a festival	Lisbon is a relaxing place	Lisbon is a safe place
I made this travel just because I wanted to attend in the festival	Pearson Correlation	.134	.105	.204	-.064	.200	.161
	Sig. (2-tailed)	.128	.230	.020	.468	.022	.067
	N	131	131	131	131	131	131
I made this travel just because I wanted to experience the festival atmosphere	Pearson Correlation	.039	.063	.098	-.083	.051	.097
	Sig. (2-tailed)	.655	.474	.265	.343	.560	.270
	N	131	131	131	131	131	131
I made this travel because I wanted to attend the festival and the city of Lisbon	Pearson Correlation	.371	.437	.506	.230	.251	.235
	Sig. (2-tailed)	.000	.000	.000	.008	.004	.007
	N	131	131	131	131	131	131

a. Festival = Eurovision

Table 35 - Correlation Between Travel Motivations and the Attachment to the host city (Eurovision Festival)

Festival = NOS Alive

Correlations^a

		Lisbon offers me satisfaction	I feel connected with Lisbon	I love the city	Lisbon is the best place to host a festival	Lisbon is a relaxing place	Lisbon is a safe place
I made this travel just because I wanted to attend in the festival	Pearson Correlation	.125	-.115	.055	.166	.091	.004
	Sig. (2-tailed)	.068	.093	.425	.015	.185	.958
	N	214	214	214	214	214	214
I made this travel just because I wanted to experience the festival atmosphere	Pearson Correlation	-.093	.260	-.103	.330	.088	-.077
	Sig. (2-tailed)	.177	.000	.135	.000	.198	.262
	N	214	214	214	214	214	214
I made this travel because I wanted to attend the festival and the city of Lisbon	Pearson Correlation	-.036	-.035	-.029	.084	.069	.029
	Sig. (2-tailed)	.597	.615	.674	.219	.315	.673
	N	214	214	214	214	214	214

Table 36 - Correlation Between Travel Motivations and the Attachment to the host city (NOS Alive Festival)

5.2.8. Relationship of attachment to the host city and intention to recommend the city

By the analysis of the tables below we can say that there is a strong correlation between the variables of these constructs for the Eurovision festival attendees. So, people who will tell friends positive things about Lisbon feel connected with Lisbon (.757) and have loved the city (.665). On the same line, people who will recommend Lisbon on social networks, agree with Lisbon as the best place to host a festival (.525) and think Lisbon as a safe place (.514).

From the analysis below, we can conclude that all the correlations here are moderate or strong, thus the hypothesis that tests the relationship between the attachment to the host city and the intention to recommend the city to visit could be considered verified in what concerns the Eurovision festival.

On NOS Alive case the tendency is not positive in all cases, and when it is, the values are not so strong. Thus, the hypothesis that tests the relationship between the attachment to the host city and the intention to recommend the city to visit is not considered verified in NOS Alive festival.

Festival = Eurovision

Correlations^a

		I will recommend my friends to visit Lisbon	I will tell my friends positive things about Lisbon	I will recommend the visit of Lisbon on social networks	I will post on social networks positive things about Lisbon
Lisbon offers me satisfaction	Pearson Correlation	.601	.748	.552	.614
	Sig. (2-tailed)	.000	.000	.000	.000
	N	131	131	131	131
I feel connected with Lisbon	Pearson Correlation	.674	.757	.652	.705
	Sig. (2-tailed)	.000	.000	.000	.000
	N	131	131	131	131
I love the city	Pearson Correlation	.716	.665	.627	.672
	Sig. (2-tailed)	.000	.000	.000	.000
	N	131	131	131	131
Lisbon is the best place to host a festival	Pearson Correlation	.463	.603	.525	.555
	Sig. (2-tailed)	.000	.000	.000	.000
	N	131	131	131	131
Lisbon is a relaxing place	Pearson Correlation	.406	.446	.439	.497
	Sig. (2-tailed)	.000	.000	.000	.000
	N	131	131	131	131
Lisbon is a safe place	Pearson Correlation	.507	.569	.514	.510
	Sig. (2-tailed)	.000	.000	.000	.000
	N	131	131	131	131

a. Festival = Eurovision

Table 37 - Correlation Between the Attachment to the host city and Intention to Recommend the City (Eurovision Festival)

Festival = NOS Alive

Correlations^a

		I will recommend my friends to visit Lisbon	I will tell my friends positive things about Lisbon	I will recommend the visit of Lisbon on social networks	I will post on social networks positive things about Lisbon
Lisbon offers me satisfaction	Pearson Correlation	.018	.018	-.007	-.001
	Sig. (2-tailed)	.790	.790	.922	.993
	N	214	214	214	214
I feel connected with Lisbon	Pearson Correlation	.051	.051	.023	.031
	Sig. (2-tailed)	.459	.459	.736	.654
	N	214	214	214	214
I love the city	Pearson Correlation	-.212	-.212	-.234	-.232
	Sig. (2-tailed)	.002	.002	.001	.001
	N	214	214	214	214
Lisbon is the best place to host a festival	Pearson Correlation	.280	.280	.281	.282
	Sig. (2-tailed)	.000	.000	.000	.000
	N	214	214	214	214
Lisbon is a relaxing place	Pearson Correlation	.155	.155	.103	.114
	Sig. (2-tailed)	.024	.024	.132	.097
	N	214	214	214	214
Lisbon is a safe place	Pearson Correlation	.132	.132	.096	.100
	Sig. (2-tailed)	.054	.054	.163	.144
	N	214	214	214	214

a. Festival = NOS Alive

Table 38 - Correlation Between the Attachment to the host city and Intention to Recommend the City (NOS Alive Festival)

5.2.9. Relationship of Attachment city destination and Intention to visit the city

It is also important to compare the attachment city destination with the intention to visit the city. Again, for both cases, this correlation is not very strong. What make sense, regarding the conclusions above. Although not strong, we can find positive correlations between some variables of Eurovision answers, such as the ones who agree that Lisbon is the best place to host a festival, and the ones who organized their trip in order to stay more days in Lisbon to visit the city (.403). As positive is the ones who feel connected with the city and will stay more days to visit the city (.449). The opposite tendency is verified with the variables of the attachment city destination, and the just coming for the festival so do not intend to visit Lisbon variable.

On the other hand, NOS Alive have negative correlations between some of the variables. This means that higher the people is attached to the city, the lower is her/his intention to visit the city. However, the strongest correlations are positive.

Festival = Eurovision

		Correlations ^a			
		I organized my trip in order to stay more days in Lisbon to visit the city	I have visited/will visit the city during the festival days	I went to Lisbon early to visit the city	I just came for the festival, so I do not intend to visit Lisbon
Lisbon offers me satisfaction	Pearson Correlation	.379	.331	.208	-.300
	Sig. (2-tailed)	.000	.000	.017	.000
	N	131	131	131	131
I feel connected with Lisbon	Pearson Correlation	.449	.279	.193	-.290
	Sig. (2-tailed)	.000	.001	.027	.001
	N	131	131	131	131
I love the city	Pearson Correlation	.382	.349	.224	-.348
	Sig. (2-tailed)	.000	.000	.010	.000
	N	131	131	131	131
Lisbon is the best place to host a festival	Pearson Correlation	.403	.111	.199	-.302
	Sig. (2-tailed)	.000	.206	.023	.000
	N	131	131	131	131
Lisbon is a relaxing place	Pearson Correlation	.254	.300	.240	-.051
	Sig. (2-tailed)	.003	.000	.006	.564
	N	131	131	131	131
Lisbon is a safe place	Pearson Correlation	.193	.208	.034	-.081
	Sig. (2-tailed)	.027	.017	.701	.361
	N	131	131	131	131

a. Festival = Eurovision

Table 39 -Correlation Between the Attachment to the host city and Intention to Visit the City (Eurovision Festival)

Festival = NOS Alive

Correlations^a

		I organized my trip in order to stay more days in Lisbon to visit the city	I have visited/will visit the city during the festival days	I went to Lisbon early to visit the city	I just came for the festival, so I do not intend to visit Lisbon
Lisbon offers me satisfaction	Pearson Correlation	-.140	-.142	-.138	.107
	Sig. (2-tailed)	.041	.038	.044	.118
	N	214	214	214	214
I feel connected with Lisbon	Pearson Correlation	.120	.117	.114	-.135
	Sig. (2-tailed)	.081	.087	.097	.048
	N	214	214	214	214
I love the city	Pearson Correlation	-.229	-.236	-.228	.235
	Sig. (2-tailed)	.001	.001	.001	.001
	N	214	214	214	214
Lisbon is the best place to host a festival	Pearson Correlation	.451	.455	.430	-.464
	Sig. (2-tailed)	.000	.000	.000	.000
	N	214	214	214	214
Lisbon is a relaxing place	Pearson Correlation	.280	.271	.255	-.294
	Sig. (2-tailed)	.000	.000	.000	.000
	N	214	214	214	214
Lisbon is a safe place	Pearson Correlation	-.106	-.106	-.103	.076
	Sig. (2-tailed)	.123	.121	.133	.266
	N	214	214	214	214

a. Festival = NOS Alive

Table 40 - Correlation Between the Attachment to the host city and Intention to Visit the City (NOS Alive Festival)

5.2.10. Relationship of host city familiarity and the attachment to the host city

To test whether the attachment to the host city was influenced by familiarity, we used the tests, of equality of means ANOVA, specifically the brown Forsythe. This test is robust to violations of the normality of variables or the homogeneity of variances.

Next tables present the results of this test for all the attachment host city variables, in the case of Eurovision and NOS Alive festivals.

As the test show, all differences are non-significant; thus, we can conclude that familiarity does not influence the attachment to the host city.

Robust Tests of Equality of Means^a

		Statistic ^b	df1	df2	Sig.
Lisbon offers me satisfaction	Brown-Forsythe	,932	2	65,500	,399
I feel connected with Lisbon	Brown-Forsythe	,367	2	70,956	,694
I love the city	Brown-Forsythe	,306	2	73,758	,737
Lisbon is the best place to host a festival	Brown-Forsythe	,558	2	72,211	,575
Lisbon is a relaxing place	Brown-Forsythe	1,895	2	77,460	,157
Lisbon is a safe place	Brown-Forsythe	,409	2	78,853	,666

a. festival Festival = 1 Eurovision

b. Asymptotically F distributed.

Table 41 - ANOVA Equality of Means (Eurovision festival)

Robust Tests of Equality of Means^a

		Statistic ^b	df1	df2	Sig.
Lisbon offers me satisfaction	Brown-Forsythe	,390	2	47,017	,679
I feel connected with Lisbon	Brown-Forsythe	,002	2	49,698	,998
I love the city	Brown-Forsythe	2,698	2	52,022	,077
Lisbon is the best place to host a festival	Brown-Forsythe	1,637	2	59,130	,203
Lisbon is a relaxing place	Brown-Forsythe	,903	2	55,893	,411
Lisbon is a safe place	Brown-Forsythe	1,760	2	48,338	,183

a. festival Festival = 2 NOS Alive

b. Asymptotically F distributed.

Table 42 - ANOVA Equality of Means (NOS Alive festival)

5.3. Summary of model hypothesis

In the table above, you can easily find which of our model hypothesis were verified and which were not:

HYPOTHESIS		VERIFIED	
		Eurovision	NOS Alive
H1	Festival brand equity is related to the attachment to the host city.	Only partially	Only partially
H2	Host city familiarity is related to the attachment to the host city.	No	No
H3	Travel motivations is related to the attachment to the host city.	Only partially	No
H4	The attachment to the host city is related to the intention to recommend the host city.	Yes	No
H5	The attachment to the host city is related to the intention to visit the city	Only partially	Only partially
H6	The relationships among the model constructs are different according to the festival type, i.e, occasional vs. permanent festivals.	Yes	Yes

Table 43 - Summary of model hypotheses

VI. RESEARCH CONCLUSIONS

6.1. Brand equity measures regarding the attachment to the host city

When respondents were asked about their knowledge of the festival and its features, we concluded that those two festivals are well recognized by the participants. People easily distinguish both festivals especially because the program and experience that they offer, and not because of the host city. Therefore, in general people liked Eurovision and NOS Alive so, they intend to speak positively about their experience upon their return to home. Our respondents loved the city of Lisbon and felt connected to it. They partially related the festival brand to the attachment to the host city, verifying only partially H1: “Festival brand equity is related to the attachment to the host city”. H1 was related to (Troost, et al., 2012) literature review, when the author shows that the festival, when connected to a certain location provides a particular image to the city. The statements above lead us to conclude that there is a relationship between the motivations to come just for the festival, and the intention to visit the city, however the tendency is higher for the ones who just come because of the festival.

Most respondents attended these festivals for the first time, but they decided to visit the city during the festival days, rather than extending their stay. Thus, we can conclude that there is no relation between the host city familiarity and the attachment to host city, not verifying H2: “Host city familiarity is related to the attachment to the host city.”

On the other hand, as discussed in the literature review (YU, et al., 2017), people travel for many reasons. The results were different for the two festivals. Eurovision respondents said that they traveled because they wanted to experience the festival atmosphere. That is why (Lopez, et al., 2018 p. 12) observed that “Programming is a key brand feature that affects brand popularity, uniqueness, and diversity. All these brand features are measured and related to brand adoption by visitors.”

In the case of NOS Alive, people travelled because they wanted to attend the festival and visit the city of Lisbon. However, Eurovision participants showed a stronger empathy towards Lisbon, overtaking NOS Alive participants, as Eurovision respondents were more positively surprised by the city than the NOS Alive ones. For both, the festivals’ host city was not the main motive for visiting as they would have attended the festival regardless of which city it

took place in. These facts partially confirm H3 “Travel motivations are related to the attachment to the host city” in the Eurovision case, being less important than in the case of NOS Alive.

Papadimitriou, et al.(2018: 507) argued that: “those who have not visited a destination are influenced by informative tourism promotion efforts and often form positive but unrealistic views about the destination. Actual visitation, on the other hand, increases a visitor’s knowledge of a destination and provides a more realistic understanding of the attributes and offerings of that location”. We therefore conclude that NOS Alive participants are probably more influenced by unrealistic views about Lisbon, and this fact made them feel less surprised about the city than the Eurovision attendees.

6.2. The host city in the intention to recommend the city and to visit it

The questionnaire led to the conclusion that Eurovision participants demonstrated a strong attachment to the city; they regarded Lisbon as the best place to host the festival. It makes sense that this love with the city leads to positive word of mouth. This fact, will obviously verify H4 “The attachment to the host city is related to the intention to recommend the host city” for the Eurovision festival. Although NOS Alive respondents also demonstrated a liking for the city, this does not mean they will speak positively about it. They came to visit the city of Lisbon, but they were not surprised by it. They seem to be more attached to the festival than the city. Through this conclusion, it is easy to understand that H4 for NOS Alive is not verified.

Both festival respondents demonstrated the intention to visit the city. Eurovision people, who organized their trip in order to visit the city, tended to feel more connected with Lisbon, and to like it. However, respondents who did not intend to visit Lisbon, were also less prone to consider Lisbon as the best place to host the festival. This conclusion confirms Prayag, (2009) finding of a direct relationship between image perception and visit intention.

In the case of NOS Alive, people planned to visit the city, but did not consider it the best place to host the festival. Although they demonstrated a loving feeling about Lisbon, they did not feel linked to the city, nor did they plan a new visit to Lisbon. The festival is the key attraction. Regarding this, we can conclude that H5 “The attachment to the host city is related

to the intention to visit the city” is partially verified for both cases. This fact confirms Papadimitriou, et al.,(2018) finding that people may not return to the same destination, even if they are fully satisfied with their experience, but they can say positive things about the city and recommend it.

6.3. Differences between an occasional and a permanent festival and its impact on the city of Lisbon

The conclusions taken from the above analysis led us to conclude that in general there are significant differences between the regularity of the festivals. Surprisingly, people who come to participate in an occasional festival feel more connected with the city than people who come to a regular festival. A rare event tends to give more international visibility to the city, as shown by Eurovision participants. They were more surprised with the city than NOS Alive participants, enhancing Lisbon’s opportunity to increase awareness across social networks, as well as its international visibility.

Also, an important conclusion taken from this study is the fact that foreign visitors lack in-depth knowledge about the city of Lisbon. Before starting this thesis, and based on the online articles I have read; (Fes, 2018) (Magazine, 2018) (Pedro, 2016), I thought that NOS Alive was an internationally well recognized festival, and that the city was one of the factors that positively influenced international participants. Now, I realize that national and foreign participants have different perceptions: although they tend to love the city they are motivated to come mostly because of the festival. If it took place in another place, they would also attend. We concluded that NOS Alive has a huge impact on Portugal, but internationally it enjoys smaller visibility.

Participants to the Eurovision competition were more motivated by the festival atmosphere and more surprised by the city, leading to a higher interest in returning to better visit Lisbon.

These conclusions will verify H6: “The relationships among the model constructs are different according to the festival type, i.e, occasional vs. permanent festivals”.

VII. PRACTICAL IMPLICATIONS FOR EVENT MANAGERS

This thesis highlights the importance of musical events for tourism. The theme of the festivals, as we have seen, has grown throughout the last decades. The analysis carried out in this thesis reinforces the festival's impact on the city of Lisbon and their importance to tourism.

Another point is the difference between the two types of festivals. As we saw, people come because of the festival and not necessarily the city, a fact that events managers should take into account. In the Eurovision case, all the information about the city must be promoted in the festival context, the host venue should be involved in all the festival's organization, and be present, as a brand, in all of the festival's communication. People should be encouraged to organize their trip in order to stay more days to visit the host city beyond the duration of the festival.

In the NOS Alive case, the issues are a bit different, this is a festival with a large national impact, but a less international one. Although there are many international participants, the perception based on the responses was that this festival is not as well recognized internationally. Thus, *Everything Is New*, the company that organizes the festival, should better promote this festival on an international level. For example, it could establish partnerships with international brands instead of only Portuguese brands.

The digital transformation enables a much faster way of spreading information. Nowadays, it is easy to find the best travel destination, we have a lot of information online, and when traveling, we can use social networks to say positive things about the place. All the festivals should improve their digital platforms in order to make it easier to find information about the features of the event. Neither the Eurovision site, nor the NOS Alive one are user-friendly. These event organizers should improve the way they communicate, perhaps by having chatbots, so people can ask any questions they may have

The two festivals, as well as the majority of mega events, tend to take place in the summer. Portugal has an enviable climate during this period. Thus, a push should be made for activities outside the festival, which allowed participants to get to know the city outside the festival environment, while maintaining the same party atmosphere: organizing trips throughout the

city, before or after the festival days. This would bring a significant increase in tourism not only for the festival, but also for the city's cultural heritage. Regarding this conclusion, festival organizers should establish good contacts and relationships with the public transport identities, as well as, with tourism agencies in order to create partnerships with better local accessibilities and packs for tourists so they can enjoy other activities before or after the festival days.

These final notes are mostly directed at festival organizers. However, it is important that the city also be prepared to host these mega events. This means, that during this period, the city of Lisbon should ensure the smooth running of all public transports in order to improve the participants' impressions and opinions regarding accessibility to the festival and the city's central points. Especially in the case of NOS Alive, which is the festival that has registered the weakest opinion concerning these features.

As we learned from responses to our questionnaire regarding the motivations for participating in the festival, for both cases the price was not an issue. This could be due to the willingness to pay, which, as we saw from the literature review, is a point that will impact the travelers' decision. Thus, it is important that the city, as well as the festival managers, think about activities for people who are willing to pay for them, as well as for those who are not able to. For example, invest in free tours using young people who would love to showcase their city to foreigners. With this, you can provide a similar visiting experience to all tourists who are interested in seeing it.

VIII. STUDY RESEARCH LIMITATIONS AND FURTHER RESEARCH SUGGESTION

At the beginning of the data collection, I thought it would be easy to collect many questionnaires in person. Therefore, I decided to go directly to the festival and ask people to respond to the questionnaire, however it was not as easy as I had thought: security guards would not allow me access to the venue, so I had to stand at the entrance trying to find participants willing to answer the questionnaire. Consequently, I realized that using this strategy I would not reach the desired sample. So instead I had to collect online questionnaires and be at the entrance to the venue to ask people to help me with my thesis. This situation was a limitation for the study, because I do not know if people who contested my questionnaires really understood all the questions. The ones who answered in person asked me to clarify any doubts that arose. Also, as this questionnaire should be respond only by foreigners it was not possible to do a pre-test.

Secondly, the research was aimed at foreign visitors who came to Portugal to attend the festival. However, we found some participants who lived in Lisbon but were not Portuguese. Of course, these people will have a different perception of the festival and the city, for these kinds of participants some questions did not make sense. I should have realized this fact earlier, so I could better adapt the questionnaire to obtain a better perception from these people. This limitation was stronger in the case of the NOS Alive respondents.

From the conclusions and the limitations of this study further research should be done in order to deep analyze the relative importance of different kinds of events. Respecting the literature trend, this study could show the impact that each festival may have in the city tourism. Therefore, it seems to have a difference according to the target profile, the experience that the participants have with the festivals and their expectations regarding this kind of events and how much time and money to spend with it.

It should be important to add more questions about the expectations and the profile of each participant. Thus, it should be important to better distinguish the different types of foreigners: The ones that are living, the ones that already know the city because they visited before and the ones that are for the 1st time. Also important would be to analyze the reasons/motivations that lead participants to stay more time in Lisbon despite the festival days.

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XX. APPENDIX

Appendix 1 – Crosstab Tables of the Sample Profile

How many times do you travel? * Festival

Crosstab

			Festival		Total
			Eurovision	NOS Alive	
How many times do you travel?	Less than 1 travel per year	Count	10	18	28
		Expected Count	10.6	17.4	28.0
		% within Festival	7.6%	8.4%	8.1%
	1 or 2 travels per year	Count	50	152	202
		Expected Count	76.7	125.3	202.0
		% within Festival	38.2%	71.0%	58.6%
	3 or 4 travels per year	Count	42	38	80
		Expected Count	30.4	49.6	80.0
		% within Festival	32.1%	17.8%	23.2%
	More than 4 travels per year	Count	29	6	35
		Expected Count	13.3	21.7	35.0
		% within Festival	22.1%	2.8%	10.1%
Total	Count	131	214	345	
	Expected Count	131.0	214.0	345.0	
	% within Festival	100.0%	100.0%	100.0%	

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)	Point Probability
Pearson Chi-Square	52.156 ^a	3	.000	.000		
Likelihood Ratio	52.756	3	.000	.000		
Fisher's Exact Test	52.104			.000		
Linear-by-Linear Association	39.420 ^b	1	.000	.000	.000	.000
N of Valid Cases	345					

a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 10.63.

b. The standardized statistic is -6.279.

Table 44 - Gender Crosstab

Gender * Festival

Crosstab

			Festival		Total
			Eurovision	NOS Alive	
Gender	Female	Count	53	112	165
		Expected Count	62.7	102.3	165.0
		% within Festival	40.5%	52.3%	47.8%
	Male	Count	78	102	180
		Expected Count	68.3	111.7	180.0
		% within Festival	59.5%	47.7%	52.2%
	Total	Count	131	214	345
		Expected Count	131.0	214.0	345.0
		% within Festival	100.0%	100.0%	100.0%

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)	Point Probability
Pearson Chi-Square	4.595 ^a	1	.032	.035	.021	
Continuity Correction ^b	4.131	1	.042			
Likelihood Ratio	4.615	1	.032	.035	.021	
Fisher's Exact Test				.035	.021	
Linear-by-Linear Association	4.581 ^c	1	.032	.035	.021	.009
N of Valid Cases	345					

a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 62.65.

b. Computed only for a 2x2 table

Table 45 - Frequency of Travel Crosstab

Is your first time in Lisbon? * Festival

Crosstab

			Festival		Total
			Eurovision	NOS Alive	
Is your first time in Lisbon?	Yes, I am a new tourist but I did not know nothing about Lisbon until now	Count	27	19	46
		Expected Count	17.5	28.5	46.0
		% within Festival	20.6%	8.9%	13.3%
	Yes, I am a new tourist but I already heard/read many things about Lisbon	Count	52	167	219
		Expected Count	83.2	135.8	219.0
		% within Festival	39.7%	78.0%	63.5%
	No, I have already been to Lisbon, so I know the touristic parts	Count	47	27	74
		Expected Count	28.1	45.9	74.0
		% within Festival	35.9%	12.6%	21.4%
I live here	Count	4	1	5	
	Expected Count	1.9	3.1	5.0	
	% within Festival	3.1%	0.5%	1.4%	
No I already been to Lisbon, but I don't know the city	Count	1	0	1	
	Expected Count	.4	.6	1.0	
	% within Festival	0.8%	0.0%	0.3%	
Total	Count	131	214	345	
	Expected Count	131.0	214.0	345.0	
	% within Festival	100.0%	100.0%	100.0%	

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)	Point Probability
Pearson Chi-Square	53.089 ^a	4	.000	.000		
Likelihood Ratio	53.544	4	.000	.000		
Fisher's Exact Test	52.706			.000		
Linear-by-Linear Association	6.995 ^b	1	.008	.010	.005	.002
N of Valid Cases	345					

a. 4 cells (40.0%) have expected count less than 5. The minimum expected count is .38.

Table 46- Frequency of being in Lisbon

It is your first time in the festival? * Festival

Crosstab

			Festival		Total
			Eurovision	NOS Alive	
It is your first time in the festival?	Yes	Count	109	173	282
		Expected Count	107.1	174.9	282.0
		% within Festival	83.2%	80.8%	81.7%
	No	Count	22	41	63
		Expected Count	23.9	39.1	63.0
		% within Festival	16.8%	19.2%	18.3%
Total	Count	131	214	345	
	Expected Count	131.0	214.0	345.0	
	% within Festival	100.0%	100.0%	100.0%	

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)	Point Probability
Pearson Chi-Square	.304 ^a	1	.581	.667	.344	
Continuity Correction ^b	.167	1	.683			
Likelihood Ratio	.307	1	.579	.667	.344	
Fisher's Exact Test				.667	.344	
Linear-by-Linear Association	.304 ^c	1	.582	.667	.344	.099
N of Valid Cases	345					

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 23.92.

b. Computed only for a 2x2 table

c. The standardized statistic is .551.

Table 47 - Frequency of being in the Festival

If your answer is no, how many times did you already attend? * Festival

Crosstab

		Festival		Total	
		Eurovision	NOS Alive		
If your answer is no, how many times did you already attend?	2	Count	6	30	36
		Expected Count	9.5	26.5	36.0
		% within Festival	40.0%	71.4%	63.2%
	3	Count	2	9	11
		Expected Count	2.9	8.1	11.0
		% within Festival	13.3%	21.4%	19.3%
	4	Count	1	2	3
		Expected Count	.8	2.2	3.0
		% within Festival	6.7%	4.8%	5.3%
	5	Count	2	0	2
		Expected Count	.5	1.5	2.0
		% within Festival	13.3%	0.0%	3.5%
	6	Count	1	0	1
		Expected Count	.3	.7	1.0
		% within Festival	6.7%	0.0%	1.8%
	7	Count	0	1	1
		Expected Count	.3	.7	1.0
		% within Festival	0.0%	2.4%	1.8%
12	Count	1	0	1	
	Expected Count	.3	.7	1.0	
	% within Festival	6.7%	0.0%	1.8%	
17	Count	1	0	1	
	Expected Count	.3	.7	1.0	
	% within Festival	6.7%	0.0%	1.8%	
26	Count	1	0	1	
	Expected Count	.3	.7	1.0	
	% within Festival	6.7%	0.0%	1.8%	
Total	Count	15	42	57	
	Expected Count	15.0	42.0	57.0	
	% within Festival	100.0%	100.0%	100.0%	

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)	Point Probability
Pearson Chi-Square	19.337 ^a	8	.013	.004		
Likelihood Ratio	19.012	8	.015	.008		
Fisher's Exact Test	16.963			.004		
Linear-by-Linear Association	10.144 ^b	1	.001	.001	.001	.000
N of Valid Cases	57					

a. 15 cells (83.3%) have expected count less than 5. The minimum expected count is .26.

b. The standardized statistic is -3.185.

Table 48 - Frequency of attendance (more than once) to the festival Crosstab

I am traveling with (friends, family, alone) * Festival

Crosstab

		Festival			Total
		Eurovision	NOS Alive		
I am traveling with (friends, family, alone)	Friends	Count	76	153	229
		Expected Count	87.0	142.0	229.0
		% within Festival	58.0%	71.5%	66.4%
	Alone	Count	28	35	63
		Expected Count	23.9	39.1	63.0
		% within Festival	21.4%	16.4%	18.3%
	Family	Count	16	26	42
		Expected Count	15.9	26.1	42.0
		% within Festival	12.2%	12.1%	12.2%
	Other	Count	11	0	11
		Expected Count	4.2	6.8	11.0
		% within Festival	8.4%	0.0%	3.2%
Total	Count	131	214	345	
	Expected Count	131.0	214.0	345.0	
	% within Festival	100.0%	100.0%	100.0%	

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)	Point Probability
Pearson Chi-Square	21.315 ^a	3	.000	.000		
Likelihood Ratio	24.669	3	.000	.000		
Fisher's Exact Test	21.890			.000		
Linear-by-Linear Association	10.898 ^b	1	.001	.001	.001	.000
N of Valid Cases	345					

a. 1 cells (12.5%) have expected count less than 5. The minimum expected count is 4.18.

b. The standardized statistic is -3.301.

Table 50 - With Who the Participants are Travel Crosstab

How many times do you attend festivals? * Festival

Crosstab

		Festival			Total
		Eurovision	NOS Alive		
How many times do you attend festivals?	It's my first time in a festival	Count	49	31	80
		Expected Count	30.4	49.6	80.0
		% within Festival	37.4%	14.5%	23.2%
	I use to go to music festivals	Count	68	181	249
		Expected Count	94.5	154.5	249.0
		% within Festival	51.9%	84.6%	72.2%
	I use to go to cultural festivals	Count	11	2	13
		Expected Count	4.9	8.1	13.0
		% within Festival	8.4%	0.9%	3.8%
	I use to go to food festivals	Count	3	0	3
		Expected Count	1.1	1.9	3.0
		% within Festival	2.3%	0.0%	0.9%
Total	Count	131	214	345	
	Expected Count	131.0	214.0	345.0	
	% within Festival	100.0%	100.0%	100.0%	

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)	Point Probability
Pearson Chi-Square	47.333 ^a	3	.000	.000		
Likelihood Ratio	48.143	3	.000	.000		
Fisher's Exact Test	45.989			.000		
Linear-by-Linear Association	3.510 ^b	1	.061	.071	.038	.015
N of Valid Cases	345					

a. 3 cells (37.5%) have expected count less than 5. The minimum expected count is 1.14.

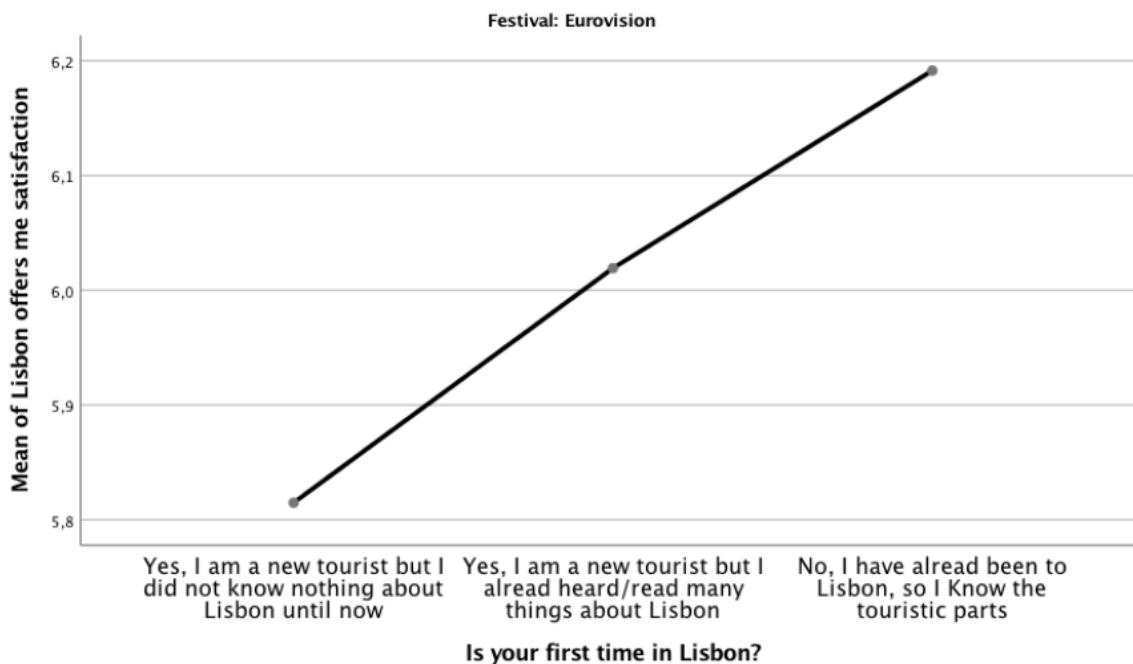
Table 49 - Frequency of attendance to festival Crosstab

Appendix 2 – ANOVA Eurovison Graphics

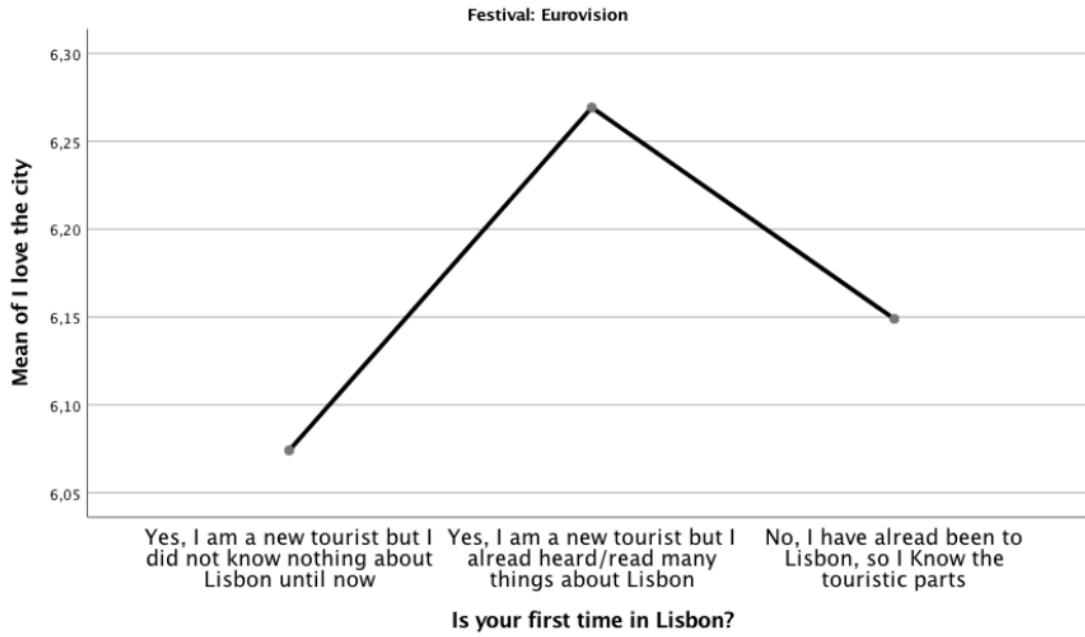
		ANOVA ^a				
		Sum of Squares	df	Mean Square	F	Sig.
q25 Lisbon offers me satisfaction	Between Groups	2,470	2	1,235	1,098	,337
	Within Groups	138,331	123	1,125		
	Total	140,802	125			
q26 I feel connected with Lisbon	Between Groups	1,269	2	,634	,422	,657
	Within Groups	184,866	123	1,503		
	Total	186,135	125			
q27 I love the city	Between Groups	,762	2	,381	,349	,706
	Within Groups	134,040	123	1,090		
	Total	134,802	125			
q28 Lisbon is the best place to host a festival	Between Groups	3,194	2	1,597	,633	,532
	Within Groups	310,107	123	2,521		
	Total	313,302	125			
q29 Lisbon is a relaxing place	Between Groups	4,178	2	2,089	2,118	,125
	Within Groups	121,314	123	,986		
	Total	125,492	125			
q30 Lisbon is a safe place	Between Groups	1,087	2	,544	,446	,641
	Within Groups	149,842	123	1,218		
	Total	150,929	125			

a. festival Festival = 1 Eurovision

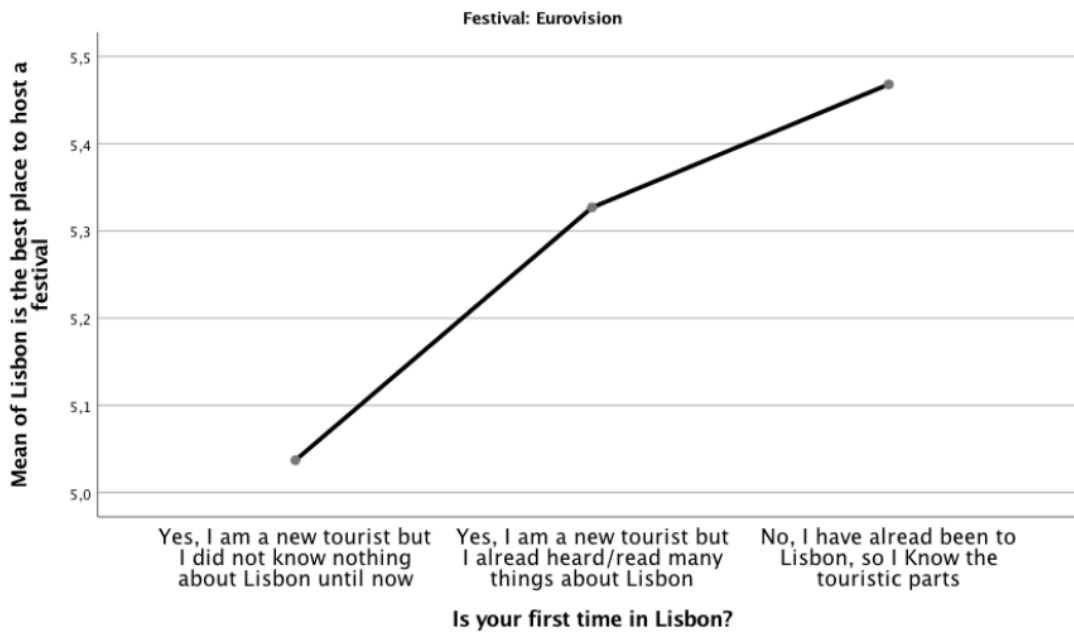
Table 51 - ANOVA Eurovision festival



Graphic 1 – Mean Plot of Lisbon offers me satisfaction with the familiarity measure



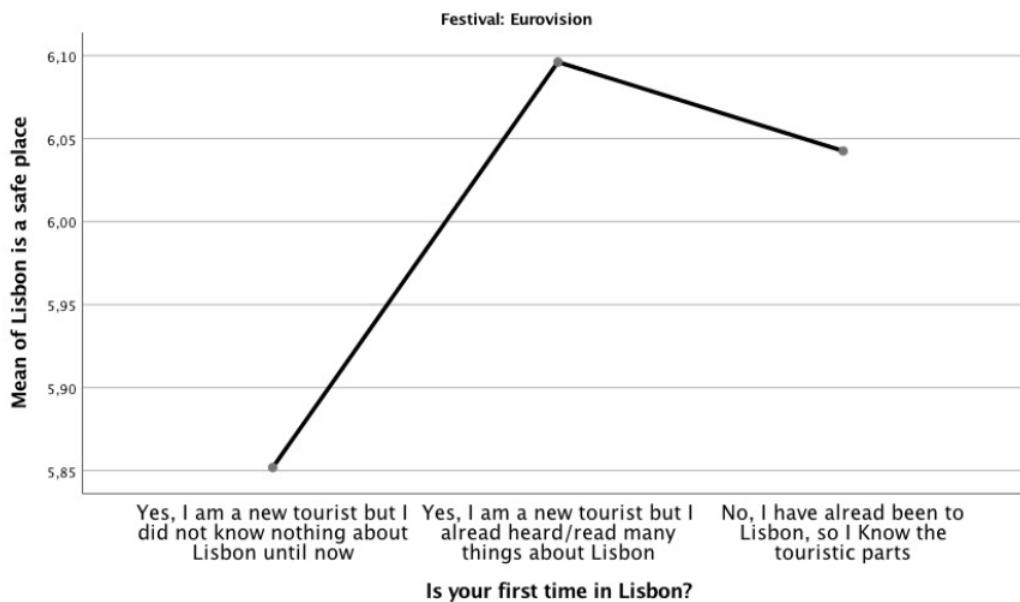
Graphic 2 - Mean Plot of love the city with the familiarity measure



Graphic 3 - Mean Plot of Lisbon as the best the city to host a festival with the familiarity measure



Graphic 4 - Mean Plot of Lisbon as a relaxing place with the familiarity measure



Graphic 5 - Mean Plot of Lisbon as a safe place with the familiarity measure

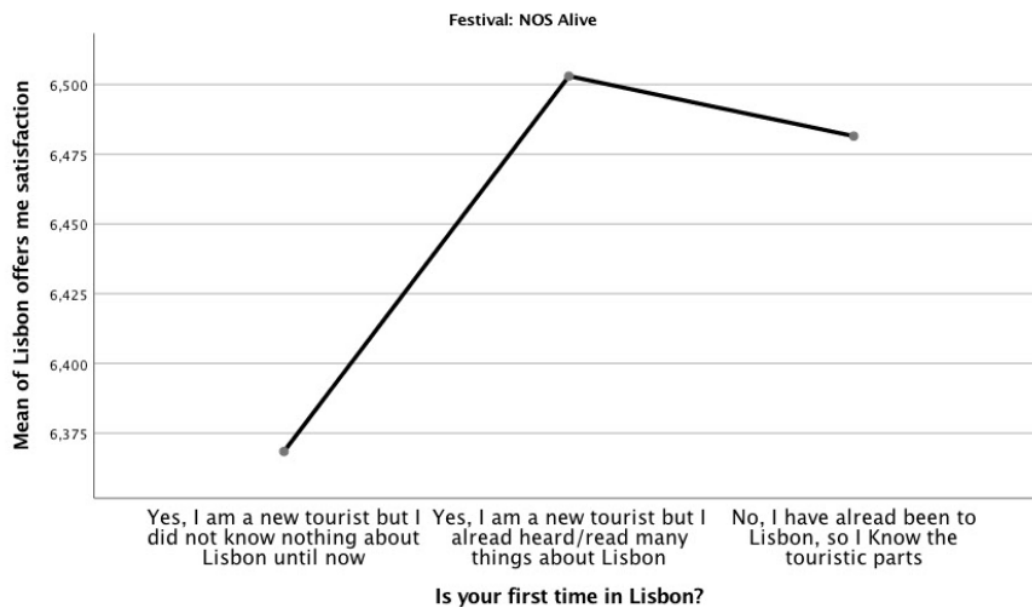
Appendix 3 – ANOVA NOS Alive Graphics

ANOVA^a

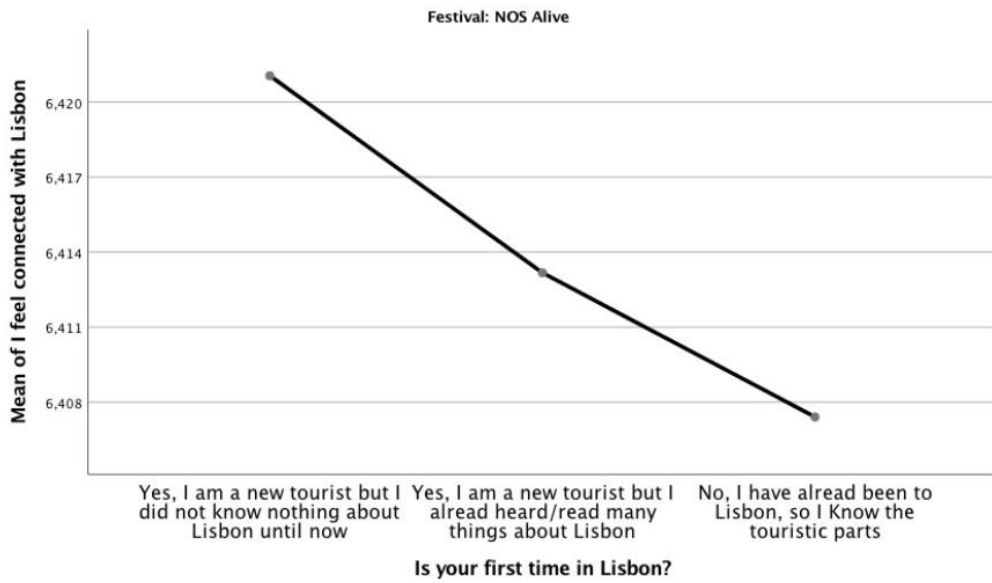
		Sum of Squares	df	Mean Square	F	Sig.
q25 Lisbon offers me satisfaction	Between Groups	,310	2	,155	,435	,648
	Within Groups	74,910	210	,357		
	Total	75,221	212			
q26 I feel connected with Lisbon	Between Groups	,002	2	,001	,003	,997
	Within Groups	77,641	210	,370		
	Total	77,643	212			
q27 I love the city	Between Groups	1,257	2	,629	2,595	,077
	Within Groups	50,865	210	,242		
	Total	52,122	212			
q28 Lisbon is the best place to host a festival	Between Groups	2,327	2	1,163	1,322	,269
	Within Groups	184,856	210	,880		
	Total	187,183	212			
q29 Lisbon is a relaxing place	Between Groups	,871	2	,435	,851	,428
	Within Groups	107,392	210	,511		
	Total	108,263	212			
q30 Lisbon is a safe place	Between Groups	,420	2	,210	3,064	,049
	Within Groups	14,379	210	,068		
	Total	14,798	212			

a. festival Festival = 2 NOS Alive

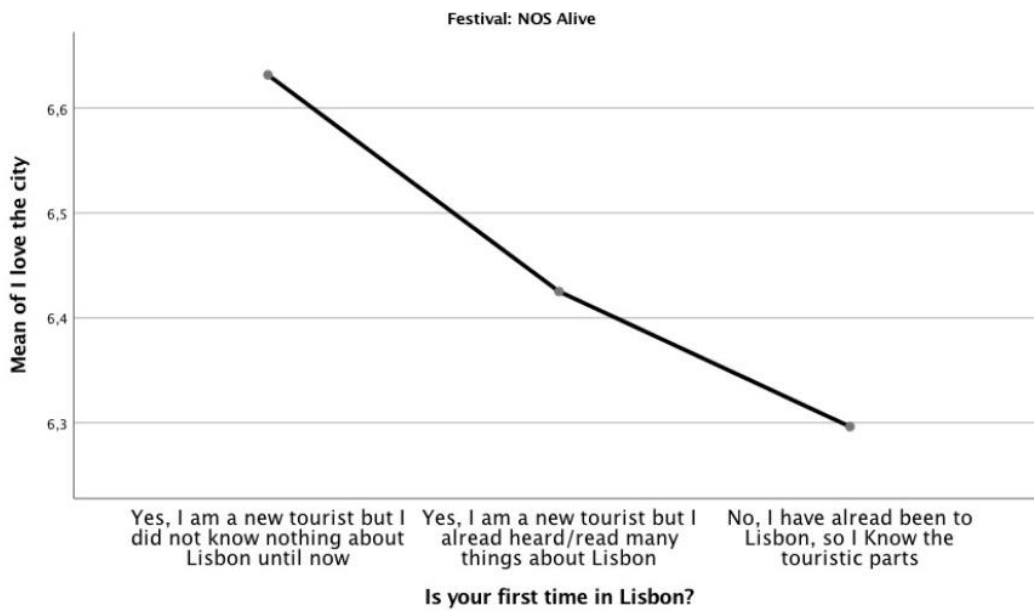
Table 52 -ANOVA NOS Alive festival



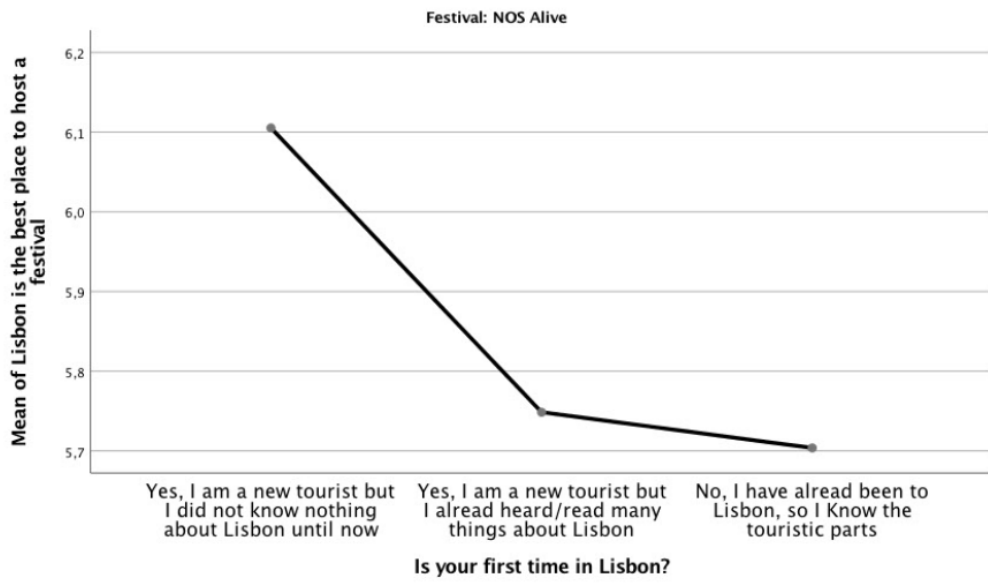
Graphic 6 – Mean Plot of Lisbon offers me satisfaction with the familiarity measure



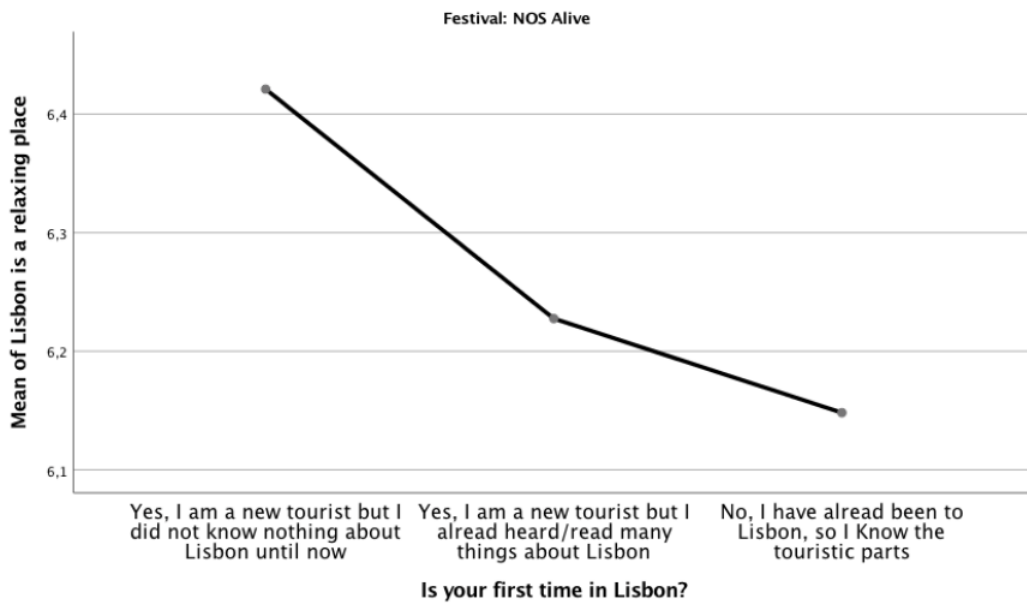
Graphic 7 – Mean Plot of feel connected with Lisbon with the familiarity measure



Graphic 8 – Mean Plot of love the city with the familiarity measure



Graphic 9 - Mean Plot of Lisbon as the best the city to host a festival with the familiarity measure



Graphic 10 - Mean Plot of Lisbon as a relaxing place with the familiarity measure

Appendix 4 – The questionnaires

SURVEY OF MASTER THESIS AT ISCTE BUSINESS SCHOOL

This survey's answers will be used to carry out a thesis about festivals and its impact in the tourism of Portugal. Please try to answer truthfully to all the questions. Your answers will remain anonymous. Thank you in advanced for your cooperation

Please fill the spaces according to your level of agreement (1- Strongly disagree; 4-Not agree nor disagree; 7- Strongly Agree)

BRAND AWARENESS

1. Eurovision is one of the first festivals that come to my mind
2. I am familiar with the features of Eurovision
3. This festival is easily recognized
4. I know that this festival occurs each year in a different country (the host country of the previous winner song)

Strongly disagree	Nor agree or disagree			Strongly agree		
1	2	3	4	5	6	7

BRAND IMAGE

5. This festival is distinguishable from other festivals
6. This festival has a unique image/logo
7. This festival has personality
8. The festival is unlike any other music festivals

1	2	3	4	5	6	7

PERCEIVED QUALITY

9. The festival program is diverse and varied
10. The festival program is good and interesting
11. The festival experience is fun and exciting
12. The access and signs are good and easily understandable
13. The information about the program and schedule is easy to find
14. There is detailed information about the program and several related activities

1	2	3	4	5	6	7

BRAND LOYALTY

15. I will recommend others to attend this festival
16. I will speak positively about the festival
17. I want to attend again for this festival
18. I am satisfied to have attended this festival

1	2	3	4	5	6	7

MOTIVATIONS TO PARTICIPATE IN THE EUROVISION FESTIVAL

19. I was motivated to attend because I want to experience its music and atmosphere style
20. I was motivated to attend because I want to escape from my routine life
21. I was motivated to attend because it has a reasonable price
22. I was motivated to attend because I feel more energized than before
23. I was motivated to attend because I want to help my friends/family learn more about music
24. I was motivated to attend because I increase my knowledge about music and culture of other countries

1	2	3	4	5	6	7

SURVEY OF MASTER THESIS AT ISCTE BUSINESS SCHOOL

ATTACHMENT CITY DESTINATION

- 25. Lisbon offers me satisfaction
- 26. I feel connected with Lisbon
- 27. I love the city
- 28. Lisbon is the best place to host a festival
- 29. Lisbon is a relaxing place
- 30. Lisbon is a safe place

Strongly disagree		Nor agree or disagree			Strongly agree	
1	2	3	4	5	6	7

TRAVEL MOTIVATIONS

- 31. I made this travel just because I wanted to attend in the festival
- 32. I made this travel just because I wanted to experience the festival atmosphere
- 33. I made this travel because I wanted to attend the festival and the city of Lisbon

1	2	3	4	5	6	7

THE ROLE OF EUROVISION FESTIVAL

- 34. I made this travel because other reasons and as I already knew Eurovision festival I decided to attend before my arrival
- 35. I did not know Eurovision before my arrival. I have decided to attend when I was in the area
- 36. If the festival were in another city, I will also come

1	2	3	4	5	6	7

Please fill the spaces according to your level of unlikely (1- Extremely Unlikely; 4-Either; 7-Extremely Likely)

INTENTION TO RECOMMEND THE CITY TO VISIT

- 37. I will recommend my friends to visit Lisbon
- 38. I will tell my friends positive things about Lisbon
- 39. I will recommend the visit of Lisbon on social networks
- 40. I will post on social networks positive things about Lisbon

Extremely unlikely		Either			Extremely likely	
1	2	3	4	5	6	7

INTENTION TO VISIT THE CITY

- 41. I organized my trip in order to stay more days in Lisbon to visit the city
- 42. I have visited/will visit the city during the Festival days
- 43. I went to Lisbon early to visit the city
- 44. I just came for the festival, so I do not intend to visit Lisbon

1	2	3	4	5	6	7

Age: _____ I am traveling with (friends/family/alone): _____
 Gender: _____
 Nationality: _____

Is your first time in Lisbon?

- 1. Yes, I am a new tourist but I did know nothing about Lisbon until now
- 2. Yes, I am a new tourist but I already heard/read many things about Lisbon
- 3. No, I have already been to Lisbon, so I know the touristic parts
- 4. I live here

How many times you travel?

- 1. Less than 1 travel per year
- 2. 1 or 2 travels per year
- 3. 3 or 4 travels per year
- 4. More than 4 travels per year

How many times you attend festivals?

- 1. Its my first time in a festival
- 2. I use to go to music festivals
- 3. I use to go to cultural festivals
- 4. I use to go to food festivals

5. It is your first time in Eurovision festival?

Yes	No
-----	----

If your answer is no, how many times dis you already attend? _____

Figure 4 - Eurovision Questionnaire

SURVEY OF MASTER THESIS AT ISCTE BUSINESS SCHOOL

This survey's answers will be used to carry out a thesis about festivals and its impact in the tourism of Portugal. Please try to answer truthfully to all the questions. Your answers will remain anonymous. Thank you in advanced for your cooperation

Please fill the spaces according to your level of agreement (1- Strongly disagree; 4-Not agree nor disagree; 7- Strongly Agree)

BRAND AWARENESS

- 1. NOS Alive is one of the first festivals that come to my mind
- 2. I am familiar with the features of NOS Alive
- 3. This festival is easily recognized
- 4. I know that this festival occurs each year in Lisbon, and in the summer season

Strongly disagree	Nor agree or disagree				Strongly agree	
1	2	3	4	5	6	7

BRAND IMAGE

- 5. This festival is distinguishable from other festivals
- 6. This festival has a unique image/logo
- 7. This festival has personality
- 8. The festival is unlike any other music festivals

1	2	3	4	5	6	7

PERCEIVED QUALITY

- 9. The festival program is diverse and varied
- 10. The festival program is good and interesting
- 11. The festival experience is fun and exciting
- 12. The access and signs are good and easily understandable
- 13. The information about the program and schedule is easy to find
- 14. There is detailed information about the program and several related activities

1	2	3	4	5	6	7

BRAND LOYALTY

- 15. I will recommend others to attend this festival
- 16. I will speak positively about the festival
- 17. I want to attend again for this festival
- 18. I am satisfied to have attended this festival

1	2	3	4	5	6	7

MOTIVATIONS TO PARTICIPATE IN THE NOS ALIVE FESTIVAL

- 19. I was motivated to attend because I want to experience its music and atmosphere style
- 20. I was motivated to attend because I want to escape from my routine life
- 21. I was motivated to attend because it has a reasonable price
- 22. I was motivated to attend because I feel more energized than before
- 23. I was motivated to attend because I want to help my friends/family learn more about music
- 24. I was motivated to attend because I increase my knowledge about music and culture of other countries

1	2	3	4	5	6	7

SURVEY OF MASTER THESIS AT ISCTE BUSINESS SCHOOL

ATTACHMENT CITY DESTINATION

- 25. Lisbon offers me satisfaction
- 26. I feel connected with Lisbon
- 27. I love the city
- 28. Lisbon is the best place to host a festival
- 29. Lisbon is a relaxing place
- 30. Lisbon is a safe place

Strongly disagree		Nor agree or disagree			Strongly agree	
1	2	3	4	5	6	7

TRAVEL MOTIVATIONS

- 31. I made this travel just because I wanted to attend in the festival
- 32. I made this travel just because I wanted to experience the festival atmosphere
- 33. I made this travel because I wanted to attend the festival and the city of Lisbon

1	2	3	4	5	6	7

THE ROLE OF NOS ALIVE FESTIVAL

- 34. I made this travel because other reasons and as I already knew NOS Alive festival I decided to attend before my arrival
- 35. I did not know NOS Alive before my arrival. I have decided to attend when I was in the area
- 36. If the festival were in another city, I will also come

1	2	3	4	5	6	7

Please fill the spaces according to your level of unlikely (1- Extremely Unlikely; 4-Either; 7-Extremely Likely)

INTENTION TO RECOMMEND THE CITY TO VISIT

- 37. I will recommend my friends to visit Lisbon
- 38. I will tell my friends positive things about Lisbon
- 39. I will recommend the visit of Lisbon on social networks
- 40. I will post on social networks positive things about Lisbon

Extremely unlikely		Either			Extremely likely	
1	2	3	4	5	6	7

INTENTION TO VISIT THE CITY

- 41. I organized my trip in order to stay more days in Lisbon to visit the city
- 42. I have visited/will visit the city during the Festival days
- 43. I went to Lisbon early to visit the city
- 44. I just came for the festival, so I do not intend to visit Lisbon

1	2	3	4	5	6	7

Age: _____ I am traveling with (friends/family/alone): _____
 Gender: _____
 Nationality: _____

Is your first time in Lisbon?

- 1. Yes, I am a new tourist but I did know nothing about Lisbon until now
- 2. Yes, I am a new tourist but I already heard/read many things about Lisbon
- 3. No, I have already been to Lisbon, so I know the touristic parts
- 4. I live here

How many times you travel?

- 1. Less than 1 travel per year
- 2. 1 or 2 travels per year
- 3. 3 or 4 travels per year
- 4. More than 4 travels per year

How many times you attend festivals?

- 1. Its my first time in a festival
- 2. I use to go to music festivals
- 3. I use to go to cultural festivals
- 4. I use to go to food festivals

5. It is your first time in NOS Alive festival?

Yes	No
-----	----

If your answer is no, how many times dis you already attend? _____

Figure 5 - NOS Alive questionnaire