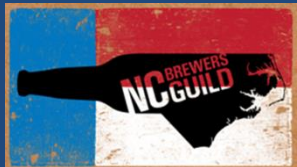


# Motivation Factors for NC Brewery Visitors



Jennifer Francioni Kraftchick, Carolina Brewery Beer  
Erick T Byrd, Bonnie Canzini, & Nancy J. Gladwell,  
University of North Carolina at Greensboro,  
Bryan School of Business and Economics



# Introduction

- Beer Tourism
  - form of beverage tourism
  - tourism that results when a visitor's primary motivation to travel is to visit a brewery, beer festival, or beer show to experience the beer-making process and/or tasting of beer (Plummer et al., 2005).
  - relatively new and growing trend in the tourism industry.

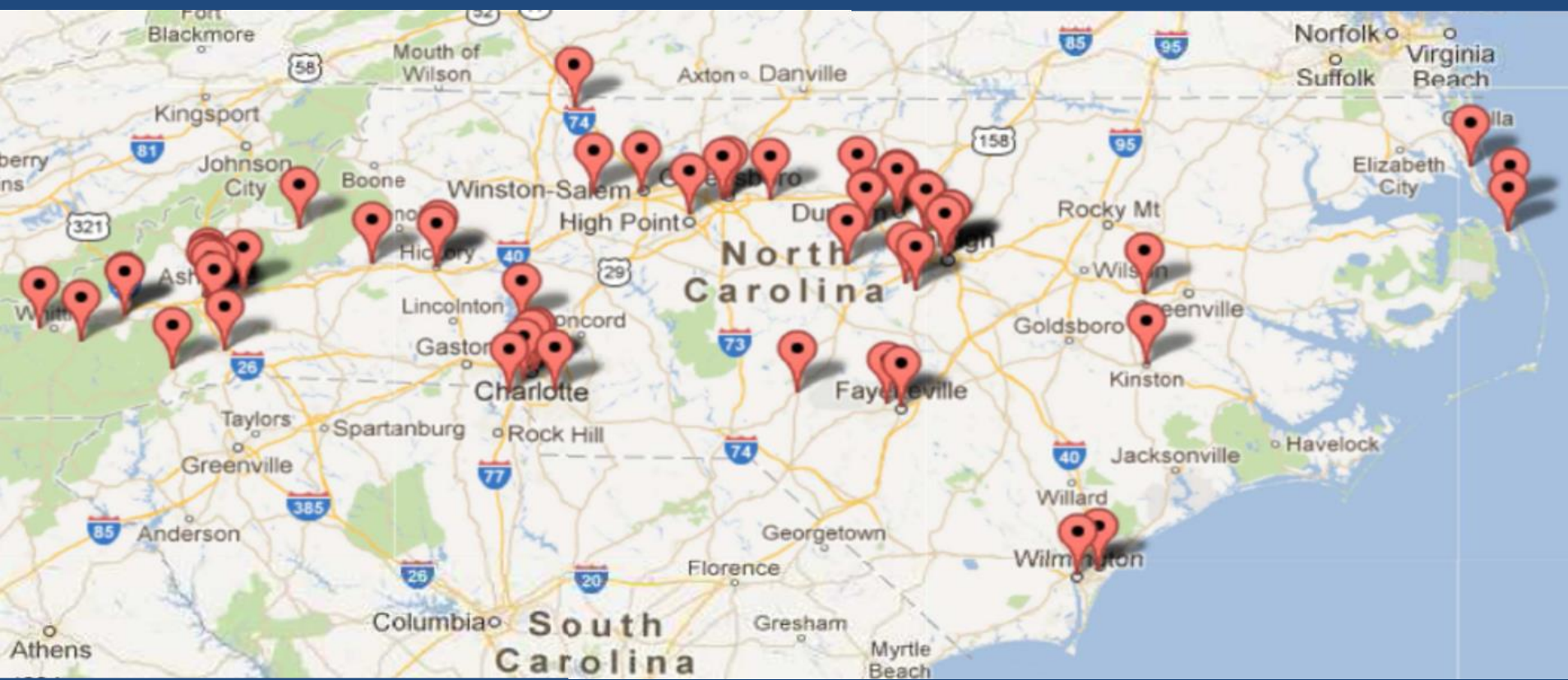


# Introduction

- Beer in the Old North State
  - Craft beer is a fast growing industry across the US, especially in NC (NC Brewers Guild, 2011).
  - 61 Breweries and Brewpubs in NC (NC Brewers Guild, 2012).
  - Asheville NC – Beer City USA (Examiner, 2013)
  - April 2013 – NC Beer Month







# Introduction

- Beer Tourist as a Market
  - to be able to successfully market and attract beer tourists we need to understand
    - who visits craft breweries
    - what motivates beer tourists to visit
- Study Purpose
  - identify the major factors that motivated visitors to visit micro-breweries/ brew pubs and determine whether these factors varied among visitors whose primary purpose of visiting the area was the brewery versus other visitors.



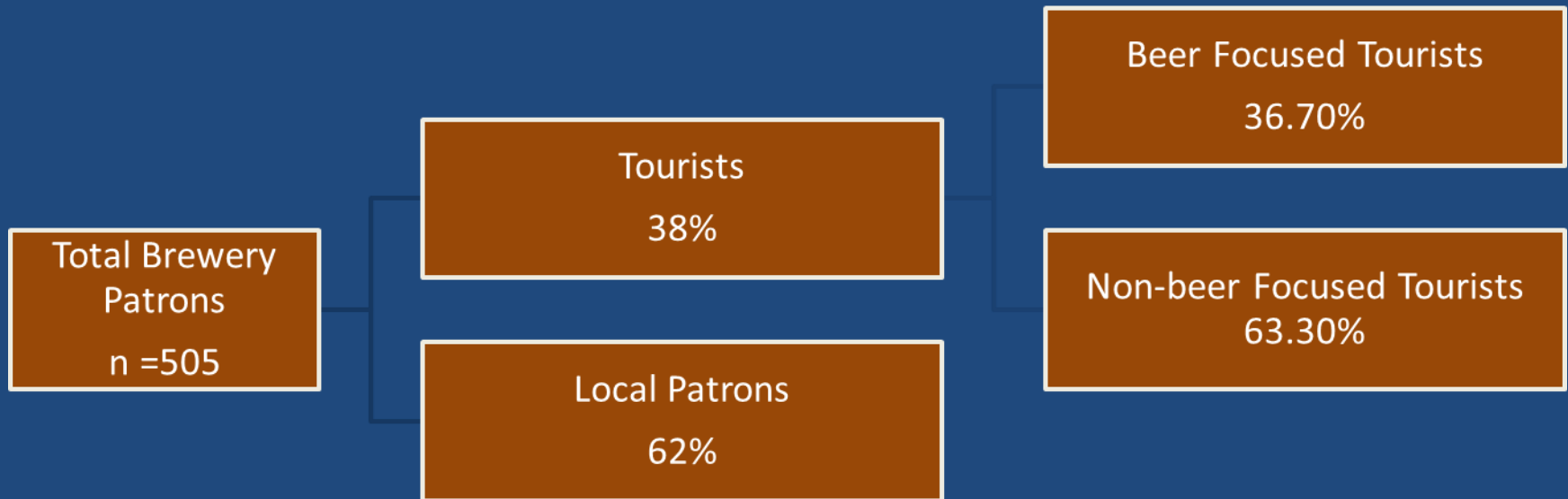
# Methodology

- Date & Location
  - fall of 2011 at 20 breweries throughout NC
- Questionnaire
  - based on past beverage tourism research
    - Modifications made to fit craft breweries
  - reviewed by researchers & NC Brewers Guild
  - Pilot tested
  - Based on feedback, adjustments were made to the survey.
- Distribution
  - Visitor intercept methodology
    - Convenient sample of the visitors to the brewery
    - 505 useable surveys



# Results

## Percent of Respondents to North Carolina Breweries by Category





# Demographics

- State of Origin NC
  - All Tourists - 53.6%
  - Beer Focused - 73.9%
  - Non-beer Focused - 40.3%
- Mostly male (60.7% all tourists)
- Average age 38 (all tourists)
- Household Income
  - Over \$80k (51.4%)





# Travel Behavior

- Staying Overnight\*
  - All Tourists - 58.5%
  - Beer Focused - 30.4%
  - Non-beer Focused - 75.4%
- Number of Nights
  - All Tourists - 3.16
  - Beer Focused - 3.29
  - Non-beer Focused - 3.15



# Motivation Factors

Factor/Item (% of explained variance)	Mean	Factor Loading
<b>Factor 1. The craft brewery experience (27.11%)</b>		
To experience North Carolina beer	4.23	0.81
To taste new beer	4.52	0.73
To increase my beer knowledge	3.98	0.71
<b>Factor 2. Enjoyment (15.37%)</b>		
To enjoy the entertainment	3.22	0.77
To get away for the weekend/day	3.19	0.74
To relieve stress	3.14	0.61
<b>Factor 3. Socialization (9.79%)</b>		
For food tasting	2.10	0.71
To help bring the family together more	2.39	0.69
So I can meet people with similar interest	2.77	0.66
So I can be with friends/family	3.76	0.62
<b>Factor 4. Beer consumption (9.69 %)</b>		
To buy beer	3.55	0.82
To get drunk	1.72	0.63

61.96% of total variance explained

Cronbach's alpha = .78

# Differences in Motivation Between Beer Focused Tourists and Other Tourists

	Beer Focused Tourists (Mean)	Other Tourists (Mean)	Level of significance (p)
Factor 1. The craft brewery experience *	4.39	4.16	.04
Factor 2. Enjoyment	3.28	3.10	.28
Factor 3. Socialization	2.89	2.67	.11
Factor 4. Beer consumption	2.73	2.57	.28

# Discussion

- A local brewery can be considered a strong supporting attraction for a destination.
  - Beer tourism is a viable niche for destinations with breweries or brew pubs to target.
  - 13% of the tourists to NC breweries expressed the main reason for traveling was to visit a NC brewery.
  - For destinations looking to diversify and/or expand their tourism attractions a brewery could be a viable option.





# Discussion

- Four main motivational factors for visiting a NC brewery
  - the craft brewery experience
  - enjoyment
  - socialization
  - beer consumption



# Discussion

- Three distinct markets
  - Local visitors
  - Beer focused tourists
  - Non-beer focused tourists
- Strategic marketing efforts should be tailored to each of these three markets



# Discussion

- Non-beer focused tourists
  - DMOs focus their attention to them
    - Messages should emphasize enjoyment and socialization elements that add to their overall vacation.
  - Breweries and pubs may want to focus on the beer focused tourists & locals
    - Messages emphasize or discuss the “brewery experience: (i.e. beer knowledge, history, different tastes)
  - Need to convert beer tourists to overnight tourists
    - link the brewery with the destination
    - experience enhancement



T  
H  
R  
I  
S  
T  
Y  
?

