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# Guanajuato International Film Festival Visitor Profile and Segmentation

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**Abstract:** The purpose of the research was to know the profile of the attendees of the Guanajuato International Film Festival and to investigate whether there are differences between residents and visitors in terms of their motivations and types of events. The dimensions of production, family unity, exploration, escape, festival attractiveness, and experience were used for motivation. Attendance by event genre and sociodemographic variables (age, gender, residence, etc.) were also examined. The study consisted of administering 362 questionnaires to those attending festival events. This information was analysed to look for differences between strata using Student's t-test and Mann-Whitney tests. The results show that there were no significant differences between residents and non-residents, except in the festival attractiveness dimension which was higher for outsiders. Differences were found in visitors who attend some genres of events in terms of their behaviour as tourists. The uniformity of behaviour between residents and visitors confirms the importance of attendance, cohesion, and inclusion of the community that hosts the events and has a positive effect. The limitation of the study is the sample size. Additional research should address the analysis and evaluation of the costs and benefits of the festival.

**Keywords:** Film festival; motivation; residents/locals' participation; non-residents/visitors' attendance; consumption of culture; Guanajuato

## 1 Introduction

The Mexican Government estimates there are 372 performance festivals in Mexico and 165 festivals in other fields (Secretaría de Cultura, 2019). There are 15 festivals in the state of Guanajuato and one of them is the Guanajuato International Film Festival (GIFF), which has been acknowledged as the fourth most important in Mexico and one of the key events for young filmmakers in Latin America stretching back over 23 years. The festival's purposes include promoting Mexican film culture, supporting young artists in kind, and bringing culture to more people. It is run by a non-profit, non-political foundation (Guanajuato International Film Festival, 2020). The festival hosts films, workshops, conferences, and concerts, all with free admission, and it is an outstanding venue for building networks in the film industry. It was run for a week in two cities in the state of Guanajuato at the same time, Guanajuato and San Miguel de Allende (Guanajuato International Film Festival, 2019). As Table 1 shows, GIFF had more than 100,000 visitors in 2018 in the two cities and generated almost 150 million pesos, according to the State of Guanajuato's Ministry for Sustainable Economic Development. It had a 10-million-peso budget (Milenio, 2020) and in-kind contributions from numerous public and private sponsors. In contrast to what the literature says about the importance of ticket sales (Kruger et al., 2011), all events at GIFF are free of charge so there are no tickets.

The State of Guanajuato's Ministry for Sustainable Economic Development (Observatorio Turístico del Estado de Guanajuato, 2018) argues that this festival encourages visitors and generates tourism for Guanajuato and, consequently, brings in revenue (Table 1). The literature shows that learning about the profile of spectators both in general and also at specific events is essential to segment them and thus target the services delivered to attract more attendees and unlock an economically virtuous cycle. Hence, the reasons why people come to GIFF should be explored to help the host cities and tourist services bring in more visitors.

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**Table 1:** GIFF attendees and revenue 2018

City	Attendees	Revenue
San Miguel de Allende	42,718	\$63,539,383
Guanajuato	68,148	\$84,790,999
	110,866	\$148,330,382

Source: *Observatorio Turístico del Estado de Guanajuato (2018)*

One aspect that should be underscored is that the festival is free. It is also an event with high local attendance rates (40%), which means that its economic returns are smaller. It is thus especially important to examine its social, cultural and environmental outcomes. Cultural outcomes have been defined by United Nations Educational, Scientific and Cultural Organization (UNESCO, 2013, p.128) as the “advancement of community well-being through the active participation of citizens in artistic and cultural consumption, production and participation may be an important outcome from development of the creative economy; indicators in this group also relate to the sorts of intrinsic benefits that the arts can yield”.

This paper looks at GIFF for several reasons. First, the festival plays a key role in the film industry, specifically in shorts, both in Mexico and abroad. Secondly, it is a major tourism driver for the cities of Guanajuato and San Miguel. However, in this research, only the case of the state capital was reviewed. Lastly, it aims to examine the input of Guanajuato’s residents who, as noted above, have high participation rates, and identify the motivations of these local visitors.

Following on from the above, this study posed several research questions. What is/are the profile(s) of attendees? What is the relationship between the type of motivation and residency status? Are there any differences between residents and non-residents in terms of attendance at the various genres of events?

Kruger et al. (2018) stressed how important it is to pinpoint the profiles of attendees in order to attract similar ones, i.e., if needs are accurately mapped it is easier to establish the market target and improve quality. Accordingly, this study sought to ascertain segments which would provide the Guanajuato International Film Festival’s stakeholders with management and decision-making information.

## 2 Literature Review

### 2.1 Festival Industry

Tourism is becoming increasingly complex and new types of services are constantly emerging. Destinations

are consequently experimenting with different tourism markets and operators, and this makes it essential to study their impact and quality. Cultural festivals are regularly used to promote destinations and help fuel the growth of the local economy. Obviously, there are festivals of various genres, kinds and outcomes. Andersson and Getz (2009) found that an event’s size has a significant and positive impact on its quality. Furthermore, studying a festival’s environmental, social, cultural and economic impacts supports decision-making processes (Jani, 2017). Likewise, while much has also been written about the festival industry’s contribution to the economy, festivals additionally engender other kinds of outcomes as mentioned above and can even be used to build tourism attraction strategies. For example, Fernández et al. (2009) reported that the Santiago de Compostela Classical Music Festival in Spain has helped the economy of the city that hosts the event but also concluded that sociodemographic variables and others related to cultural consumption turned out to be more determining than exclusively monetary variables. Furthermore, Dwyer et al. (2016) discussed the cost-benefit analysis, statistics and econometrics of events and festivals, and they concluded a more comprehensive approach should be employed to embrace the importance of social and environmental impacts in addition to economic impacts, and Yeoman (2004) examined the cost efficiency operations and revenue management of these events. They consider key operational areas, such as marketing and retail operations and illustrate how festivals and events can be used as a strategic marketing opportunity.

Studies such as this one can be helpful for stakeholders in general because of the data they provide for management and decision-making, including policies and their development strands. Thus, stakeholders may be key actors in festival branding (Mossberg & Getz, 2006) and also play a role in underpinning identity (Crespi-Vallbona & Richards, 2007).

### 2.2 Residents vs. visitors

Festival outcomes have additionally been explored from the viewpoint of the residents of the places where they are held. The literature reveals that there are a number of approaches to this analysis including a positive impact on the wellbeing of local people and how their involvement helps to promote the festival (Liu et al., 2020). It has also been found that residents can support festivals and contribute to event planning (Li & Wan, 2017), including evidence of locals’ appraisals of satisfaction with the fes-

tival and performance with a sustainability slant (Song *et al.*, 2015) and the role of the media engaging with them to promote events (Li & Wan, 2017) or how locals perceived tourism impacts (economic, social, cultural and environmental) in Portugal municipalities having positive feelings (Vareiro & Mendes, 2015). However, residents' opinions can also turn against an event (Gibson & Davidson, 2004) and, in some cases, it has been suggested that festivals may have an adverse impact on local people's quality of life (Yolal *et al.*, 2015).

Other consistently studied aspects include comparisons between residents vs. non-residents from a range of standpoints by assessing performance, motivation and satisfaction to identify their differences and similarities (McDowall, 2010); inclusion and social cohesion with respect to locals and visitors to enhance community interaction (Laing & Mair, 2015); assimilation of the experience through its cultural, escape and entertainment aspects (Tkaczynski & Rundle-Thiele, 2013); and also consumption and satisfaction differences as an approach for differentiating between residents and non-residents (Kruger *et al.*, 2018).

Segmentation is widely used to pinpoint interests, markets, ticket purchasing habits and customer types (Carreira *et al.*, 2021; Pérez-Gálvez *et al.*, 2015). For example, events in Italy were found to attract different demographic groups of visitors (single, married, with and without children, etc.) and to generate varying levels of satisfaction (Brida *et al.*, 2014).

## 2.3 Film festivals

The literature reveals that film festivals have received surprisingly little attention (Rüling & Strandgaard Pedersen, 2010). Mexico is no exception, and this study takes a closer look at GIFF to explore its features, attendance profiles and segments. There are precedents in which analysing socio-demographic variables has been widely considered in the film industry; comparisons such as one between the Summer Street and Winter Film Festivals in Asheville, North Carolina, uncovered significant differences in demographics, spending and economic impact between attendee segments (Grunwell *et al.*, 2008). These differences have been used for differentiation and segmentation. For example, in Goias, in Brazil, where the International Environmental Film and Video Festival came up with a strategy to augment revenue anchored in socio-demographic variables, motivational themes and environmental values (Coudounaris & Sthapit, 2017).

Film festivals also have specific features in the kind of services they offer and the quantity, type or quality of

their films, and this makes studying them a more specialized enterprise. For instance, socio-demographic aspects of cultural consumption were examined at the Valladolid International Film Festival to reveal that cumulative experience is a crucial factor in attending the event (Fernández *et al.*, 2009). It is thus essential to explore attendees' varying perceptions in terms of the factors driving their consumption and existing markets. This includes purchasing decisions founded on the cultural offering and the customer relationship together with the significance of how direct communication with attendees boosts attendance as in the case of the UK Film Festival (IFF) (Unwin *et al.*, 2007).

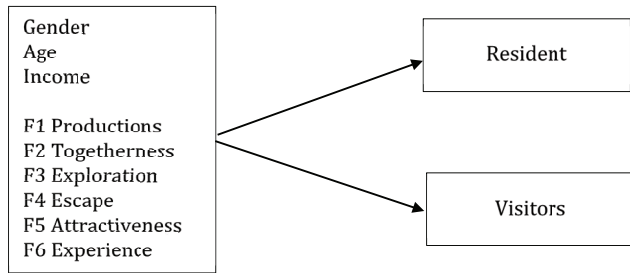
There are several variables involved in part of the purchase decision and segmentation. One of them is the motivation for attending film festivals. Thus, Cudny and Ogórek (2014) argued that motivation was pivotal in shaping the market for the Media School Film Festival held in Łódź in Poland where reasons for attending were found to be related to satisfaction. Likewise, it was discovered that there were significant variations in motivations, satisfaction and perceptions of impacts across attendees' socio-demographic characteristics at the Transylvania International Film Festival in Cluj-Napoca in Romania (Yolal *et al.*, 2015).

Film specialists have also explored residents' perceptions by, for example, looking into the positive or negative outcomes generated by the Zanzibar International Film Festival in Tanzania as seen by local people and dividing them into advocates, cautious defenders and ambivalent positions. This international and Mexican film festival context includes GIFF, where all activities are free of charge, thanks to a sizeable grant from the local government and, as noted above, the festival is visited by large numbers of people. It is thus worth adding to the literature by studying and analysing GIFF to see what kinds of outcomes (economic and social) it yields in its setting.

## 3 Methodology

### 3.1 Research Approach

The research addressed two aspects. The first was to differentiate between residents vs. visitors and ascertain their motivations for attending by drawing on Kruger *et al.* (2011) model. These include 6 dimensions or factors for motivation shown in Figure 1 and centres on films, family, environment, entertainment, festival attractiveness and experience.



**Figure 1:** Motivations for attendance regarding residents and visitors

Source: Own elaboration on Kruger et al. (2011)

Secondly, the study sought to define differences by genre of event (Figure 2) and establish the differences in terms of socio-demographic and residence variables. Since GIFF is extremely diverse and hosted over fourteen events in the year under analysis, not all of which attracted the same number of spectators, the ones with the largest audiences were examined as these enabled differences to be identified more effectively.

### 3.2 Measurement instrument

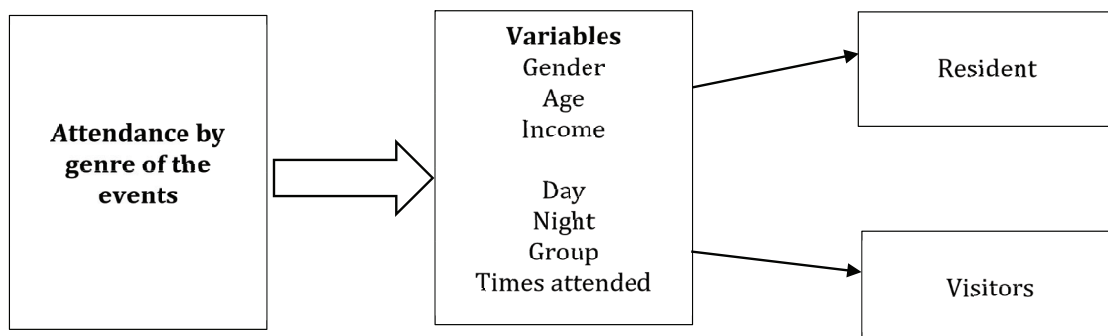
The research method was anchored in a questionnaire and data analysis. The instrument used for this study was designed by Kruger et al. (2011) and had three sections: section A, demographics and festival information; section B, motivation; and section C, assessment. Section A of the questionnaire encompassed socio-demographic aspects and information was gathered about gender, age, language, occupation, education, residence, companions, stay, accommodation and spending. Section B asked about the reasons for going to the festival and the festival events attended, while section C focused on the respondents' assessment of GIFF. Section B covers the questions on the motivations for attending the festival and the dimensions are shown in Table 2.

The questions in the socio-demographic section were open-ended while the items in the motivation and assessment factors had a five-point Likert multiple-choice scale: 1 = not important at all; 2 = less important; 3 = important; 4 = very important and 5 = extremely important. Since the questionnaire was administered in South Africa in English and Afrikaans, it was translated into Spanish and used in this language and English.

**Table 2:** Travel motivation dimensions

Factor	Dimension	Items
Factor 1	Festival productions	Quality of films/short films
		Variety of films/short films
		Free festival
Factor 2	Family togetherness	Family togetherness
		Souvenir shopping
		Family time
Factor 3	Exploration	Exploring the scene
		Meeting new people
		GIFF distinctiveness
Factor 4	Escape	To unwind
		To get out of their routine
		To spend time with friends
		Sociable festival
Factor 5	Festival attractiveness	To support the local economy
		To watch films/short films
		Because it is a film festival
		Because it is an annual undertaking
		It is a festival close to home
Factor 6	Experience	Unique holiday experience
		Film productions
		Inclusion
		Film knowledge

Source: Adapted from Kruger et al. (2011)



**Figure 2:** Differences in residents and visitors by genre of event and socioeconomic variables

Source: Own elaboration based on Kruger et al. (2011)

It was also tailored and adapted to GIFF's specific features. A pilot test was run with 20 people and some items were tweaked to reflect what had been identified and observed. The study population was part of the 68,148 attendees at GIFF events in 2018 in the city of Guanajuato on 25-29 July (Observatorio Turístico del Estado de Guanajuato, 2018). The data were obtained from a sample of 362 attendees who responded to the survey and were aged 18 and over. It was administered anonymously when attendees left GIFF events by random sampling of approximately one out of every five people.

## 4 Results

### 4.1 Data Analysis

Data were captured in Google Drive for surveys and subsequently analysed using SPSS version 19 and Statgraphics Centurion XVII. This data was analysed in two stages. First, the socio-demographic profile of the attendees was examined. Secondly, their socio-demographic characteristics were compared by residence, motivation to attend GIFF and the events they went to when they were at the festival.

Given the non-normality of the data, the non-parametric Mann-Whitney U test was used to compare medians for quantitative variables (e.g., age and income). The Chi-square test of independence was performed for categorical variables (e.g., gender and event attendance).

Significances of less than 0.1 were considered relevant. Although a 95% confidence interval is most commonly used in the social sciences and in exploratory studies such as this one, 90% confidence can be considered as an indicator of trends, although obviously the higher the confidence interval, the greater the certainty that the effects identified are real (Hair *et al.*, 2014). In any event, the p-value is presented here for the reader's information.

Table 3 sets out the frequency distributions for the socio-demographic indicators including gender, education, residence, age and occupation of the respondents. This shows that there was no difference in gender (by study design) and that over 70% had an undergraduate or postgraduate degree, although the majority were students (40%) and 25% were professionals. Respondents ranged in age from 15 to 66 with an average age of 26.6. The audience was mostly young since 63% were aged between 21 and 30.

**Table 3:** GIFF 2018 attendee profile

Gender	Occupation		
<b>Man</b>	50%	Professional	25.6%
<b>Woman</b>	50%	Manager	4.4%
<b>Education</b>		Trader	7.2%
<b>Primary</b>	0.6%	Employee	1.4%
<b>Lower secondary</b>	1.1%	Self-employed	4.2%
<b>Upper secondary</b>	14.4%	Technician	0.8%
<b>Foundation degree</b>	5.3%	Salesperson	0.3%
<b>Undergraduate degree</b>	60.6%	Miner	0.3%
<b>Specialist</b>	5.8%	Clerk	0.6%
<b>Master's degree</b>	11.4%	Government employee	3.2%
<b>Doctorate</b>	0.8%	Homemaker	8.3%
<b>Language</b>		Retired	0.8%
<b>Spanish</b>	96.6%	Student	40%
<b>English</b>	2.5%	Unemployed	0.6%
<b>Other</b>	0.8%	Other	2.2%
	26.6		

*Source: Own elaboration*

**Table 4:** Attendee socio-demographic variables

Category	Attendee profile
<b>Residence</b>	Guanajuato 35%
	Querétaro 21%
	Mexico City 3.9%
	Other cities 36%
	Other countries 4.1%
<b>Number of days of stay</b>	3.5
<b>Number of nights of stay</b>	3.4
<b>Number of visits to GIFF</b>	2.08
<b>Average number of people travelling in the group</b>	3.65
<b>Average number of activities attended</b>	6.48

*Source: Own elaboration*

The survey data show that 35% of the sample came from Guanajuato (in concordance with official data), 21% from the neighbouring state of Querétaro and 4.1% from other countries (table 4). The average length of stay is always crucial in the tourism industry since the more days, the higher the spending. The study's results included the average length of stay (3.5 nights/days) coupled with trips as a group, over six activities attended at the festival and an average of at least two visits. Furthermore, 87% said that they would attend again.



Event attendance is shown in Figure 3. The highest attendance percentages were films (17.3%) followed by concerts (10.1%), screening of winning films (8.9%), tributes (8.4%) and horror films (8.3%), while the lowest percentages were for events such as other events (1.8%), incubators (3%), panels (4.9%) and premieres (5%). In line with the research approach, the sectors with the highest attendance were analysed because they indicate a specific degree of interest and appeal in the festival.

The descriptive analysis included learning how attendees found out about GIFF as shown in Figure 4. Facebook, recommendations, and the website were the most frequently mentioned, although it was also reported that people heard about the festival through various media with a high percentage using other social media sites such as Instagram and YouTube.

Attendees' monthly incomes are shown in Table 5. Mexico's insecurity and kidnapping problems made them extremely wary of providing this information, so the response rate for this question was very low with only 50% of people answering it.

Table 6 shows the descriptive data for each of the items in the assessment of attendees' motivation.

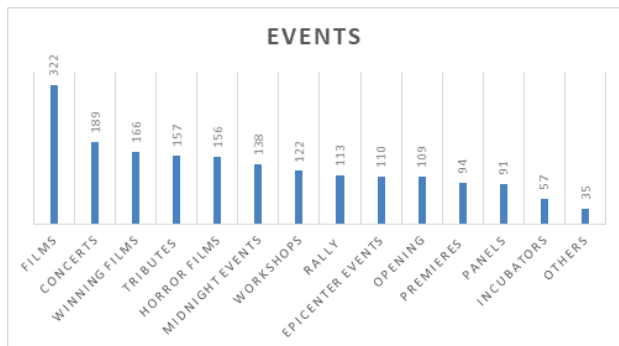


Figure 3: Event attendance

Source: Own elaboration

Another aspect prized by the tourism industry and also by festivals is repeat visits. This visit factor is shown in Table 7 with nearly 40% having visited the festival more than once.

The experience variable is set out in Table 8 with the dimension descriptors showing mean results which, in most cases, are close to the medians.

## 4.2 Results by Motivation for Attending in Residents and Visitors

Table 9 shows the results of the Chi-square and Mann-Whitney tests for the motivation dimensions comparing residents and visitors to identify whether there were significant differences between the groups, firstly in terms of the socio-demographic gender, age and income variables. Secondly, in the attractiveness dimension, there was a significant difference between residents (R) and non-residents (NR) (visitors) in terms of the perceived attractiveness of the festival as much as the latter found it more appealing.

Men and women were almost equally represented in attendance by Guanajuato residents (53% vs. 47%). There was a majority of men (60%) vs. women (40%) in non-residents.

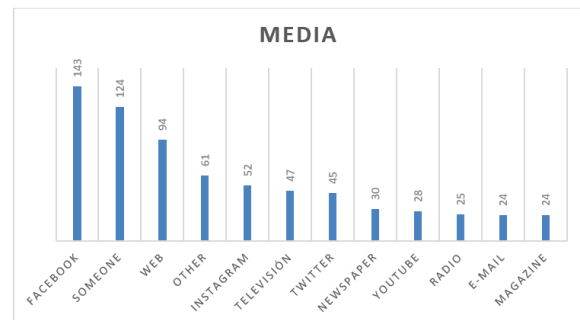


Figure 4: GIFF media

Source: Own elaboration

Table 5: Monthly visitor income

Income (Mexican pesos)	
No answer	43.9%
Under \$2,687	12%
\$2,688 - \$5,374	10.3%
\$5,375 - \$10,748	10%
\$10,749 - \$18,809	12.3%
\$18,810 - \$26,870	4.9%
Over \$26,870	6.6%

Source: Own elaboration

**Table 6:** Descriptive statistics of motives for attending

Descriptive statistics	Factor	Mean	SD
14.1 To get out of my normal routine	F4	3.25	1.167
14.2 To unwind	F4	3.38	1.181
14.3 To spend time with my family	F2	2.70	1.430
14.4 To spend time with my friends	F4	3.42	1.244
14.5 To meet new people	F3	2.95	1.304
14.6 Because GIFF is different from other festivals	F3	3.42	1.199
14.7 Due to the variety of films and short films	F1	3.83	1.105
14.8 Due to the quality of films and short films	F1	3.80	1.094
14.9 Because it is a sociable festival	F4	3.44	1.158
14.10 Because it is the closest festival to where I live	F5	3.07	1.446
14.11 To see the best short films	F5	3.54	1.156
14.12 To support the local economy	F5	2.98	1.222
14.13 To shop for souvenirs	F2	1.89	1.128
14.14 Because it is an annual undertaking	F5	2.23	1.404
14.15 To explore the film scene	F3	3.44	1.216
14.16 Because it is first and foremost a film festival	F5	3.54	1.168
14.17 Because the festival provides a unique holiday experience	F5	3.35	1.260
14.18 Because film productions are shown at the festival	F6	3.63	1.157
14.19 Because the festival promotes inclusion	F6	3.49	1.199
14.20 Because the festival is free	F1	3.68	1.255
14.21 To add to my knowledge about film	F6	3.85	1.153
14.22 To attend as many screenings as possible	F6	3.55	1.189
14.23 To see the artists in person	F6	2.91	1.365

Source: Own elaboration

**Table 7:** Number of times attended GIFF

Number of visits	percentage
One	61.7
Two	14.5
Three	23.8
Total	100.0

Source: Own elaboration

**Table 8:** Descriptors by attendance motivation

Statistics	Productions	Together-ness	Explora-tion	Escape	Attrac-tiveness
<b>Mean</b>	11.47	4.59	9.80	13.49	15.35
<b>Median</b>	12.00	5.00	10.00	14.00	16.00
<b>Mode</b>	15.00	2.00	10.00	14.00	16.00
<b>Standard deviation</b>	2.89	2.05	2.81	3.52	4.17

Source: Own elaboration

**Table 9:** Mann-Whitney results comparing residents and non-residents and motivations for attending.

Dimension	Residence value	Median	Test	P-value	Sig.
<b>Gender</b>	----	NA	Chi-square	0.041	**
<b>Age</b>	0 NR	24	Mann-Whitney	0.354	NS
	1 R	23.5			
<b>Income (only income &gt;0)</b>	0 NR	10353	Mann-Whitney	0.252	NS
	1 R	8460			
<b>F1 Productions</b>	0 NR	12	Mann-Whitney	.624	NS
	1 R	12			
<b>F2 Togetherness</b>	0 NR	5	Mann-Whitney	.546	NS
	1 R	4			
<b>F3 Exploration</b>	0 NR	10	Mann-Whitney	.116	NS
	1 R	10			
<b>F4 Escape</b>	0 NR	13	Mann-Whitney	.823	NS
	1 R	14			
<b>F5 Attractiveness</b>	0 NR	15	Mann-Whitney	.031	**
	1 R	16			
<b>F6 Experience</b>	0 NR	21	Mann-Whitney	.707	NS
	1 R	20			

Source: Own elaboration

**Table 10:** Chi-square and Mann-Whitney results for films

Variable	Basis of analysis	Event value	Median	Test	P-value	Sig.
<b>Gender</b>	All	0	NA	Chi-square independence	0.1308	NS
		1	NA			
<b>Age</b>	All	0	22	Mann-Whitney	0.2888	NS
		1	24			
<b>Age</b>	Guanajuato residents	0	19	Mann-Whitney	0.0233	**
		1	24			
<b>Days</b>	Not Guanajuato residents	0	2	Mann-Whitney	0.0031	***
		1	4			
<b>Nights</b>	Not Guanajuato residents	0	2	Mann-Whitney	0.0343	**
		1	3			
<b>Group</b>	All	0	3.5	Mann-Whitney	0.7920	NS
		1	3			
<b>Times attended</b>	All	0	1	Mann-Whitney	0.8529	NS
		1	1			
<b>Residence</b>	All	0	NA	Chi-square independence	0.1877	NS
		1	NA			
<b>Income</b>	All with income >0	0	4500	Mann-Whitney	0.1043	*
		1	6000			
<b>Income</b>	Guanajuato residents with income >0	0	1530	Mann-Whitney	0.085	*
		1	6000			

Source: Own elaboration



### 4.3 Results by genre of events

Next, the results of the tests conducted by genre of the event are examined to see whether there were significant differences in residents or non-residents (films, concerts, winning films, horror films and tributes).

#### 4.3.1 Event: Films (88% Attendance)

Table 10 shows there were some significant differences in the descriptive variables between people who did and did not go to films. These differences varied across the groups in which they were identified.

Thus, there were only significant differences in attendees in income (significant at the 90% boundary, median income 4,500 vs. 6,000). However, when the analysis was restricted to Guanajuato residents, more significant differences emerged between people who did and did not attend films:

- In age, where younger people were less likely to go to films (median age 19 vs. median age 24)
- In income, where the significance increased with respect to the overall population (residents and non-residents) (median income 1,530 vs. 6,000).

When looking at non-residents, the accommodation and stay variables showed significant differences:

- In days of stay, film-goers stayed more days than non-film-goers (median number of days 4 vs. 2)
- In nights of stay, film-goers stayed more nights than non-film-goers (median number of nights 3 vs. 2)

#### 4.3.2 Event: Concerts (52% Attendance)

The results are shown in Table 11, where divergence by age between residents vs. non-residents is apparent. However, there were no differences in gender between people who did and did not go to concerts. There are dissimilarities in age since concert-goers were younger for both non-residents and residents; although in the latter group, the age gap was greater (21.5 vs. 25, compared to 22 vs. 24). Furthermore, concert-goers also stayed more days and nights.

There was no difference in the number of people in the group attending the festival as it was similar between concert-goers and non-concert-goers. The number of times attended was the same between concert-goers and non-concert-goers and attendance was also comparable between residents and non-residents. There were no significant differences in income between concert-goers and non-concert-goers. There were also none when only monthly income or residence was considered.

**Table 11:** Chi-square and Mann-Whitney results for concerts

Variable	Basis of analysis	Event value	Median	Test	P-value	Sig.																																																																			
Gender	All	0	NA	Chi-square independence	0.8730	NS																																																																			
		1	NA				Age	All	0	25	Mann-Whitney	0.0053	***	1	22	Age	Guanajuato residents	0	25	Mann-Whitney	0.0666	*	1	21.5	Days	Not Guanajuato residents	0	3	Mann-Whitney	0.0185	**	1	4	Nights	Not Guanajuato residents	0	3	Mann-Whitney	0.0515	**	1	4	Group	All	0	3.5	Mann-Whitney	0.1739	NS	1	3	Times attended	All	0	1	Mann-Whitney	0.6945	NS	1	1	Residence	All	0	NA	Chi-square independence	0.5072	NS	1	NA	Income	All with income >0	0	4500
Age	All	0	25	Mann-Whitney	0.0053	***																																																																			
		1	22				Age	Guanajuato residents	0	25	Mann-Whitney	0.0666	*	1	21.5	Days	Not Guanajuato residents	0	3	Mann-Whitney	0.0185	**	1	4	Nights	Not Guanajuato residents	0	3	Mann-Whitney	0.0515	**	1	4	Group	All	0	3.5	Mann-Whitney	0.1739	NS	1	3	Times attended	All	0	1	Mann-Whitney	0.6945	NS	1	1	Residence	All	0	NA	Chi-square independence	0.5072	NS	1	NA	Income	All with income >0	0	4500	Mann-Whitney	0.2619	NS	1	6000				
Age	Guanajuato residents	0	25	Mann-Whitney	0.0666	*																																																																			
		1	21.5				Days	Not Guanajuato residents	0	3	Mann-Whitney	0.0185	**	1	4	Nights	Not Guanajuato residents	0	3	Mann-Whitney	0.0515	**	1	4	Group	All	0	3.5	Mann-Whitney	0.1739	NS	1	3	Times attended	All	0	1	Mann-Whitney	0.6945	NS	1	1	Residence	All	0	NA	Chi-square independence	0.5072	NS	1	NA	Income	All with income >0	0	4500	Mann-Whitney	0.2619	NS	1	6000													
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Income	All with income >0	0	4500	Mann-Whitney	0.2619	NS																																																																			
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Source: Own elaboration

**4.3.3 Event: Screening of Winning Films (46% Attendance)**

The comparative results for those attending the screening of winning films are shown in Table 12. As can be seen, there were no differences between attendees and non-attendees by age, gender, group size, residence and income.

By contrast, there were significant differences in the number of days and nights spent (people attending this event stayed 4 days/nights compared to 3 for people who did not) and in the number of times they had attended GIFF. In this latter aspect, although the medians of attendees and non-attendees were equal at 1, there was a significant difference in the mean: 2.9 attendances for people who went to the screening of the winning films' event compared to 2 for those who did not.

**4.3.4 Event: Horror Films (43% Attendance)**

The horror film attendance analysis is shown in Table 13. It reveals that there were no differences by gender between those who did and did not go to this type of movie. Those who did go were younger than the rest of the sample and there was also no age discrepancy among residents. Furthermore, horror film-goers spent more days at the festival than people who did not attend these movies. There was no difference in group size between

people who did and did not go to this type of event. However, there was a significant disparity between residents and non-residents since people who did not live in Guanajuato=0 went less (40.51%) than those who lived in Guanajuato=1 (50.57%). There was additionally an income difference insofar as the people who went to horror films had lower incomes.

**4.3.5 Event: Tributes (40% Attendance)**

There were gender differences between people who attended the tributes and those who did not: only 33.53% of men attended compared to 49.86% of women. It was also found that there was no age difference between attending or not attending tributes as can be seen in Table 14. Besides, there was no difference in tributes vs. age for the local audience (Guanajuato residents).

Also, there was a divergence by length of stay since people who went to tributes stayed more days and nights than those who did not. Conversely, there were no differences by group or number of people. As for how often the festival had been attended, there was a disparity in as much as people attending tributes had been coming for more years than those who had not. There was no age difference between locals and non-locals in tribute attendance. Finally, the results show that there were no significant differences in income between those who did and did not attend tributes.

**Table 12:** Chi-square and Mann-Whitney results for the screening of winning films

Variable	Basis of analysis	Event value	Median	Test	P-value	Sig.
Gender	All	0	NA	Chi-square independence	0.258	NS
		1	NA			
Age	All	0	24	Mann-Whitney	0.633	NS
		1	23			
Days	Not Guanajuato residents	0	3	Mann-Whitney	0.000	***
		1	4			
Nights	Not Guanajuato residents	0	3	Mann-Whitney	0.000	***
		1	4			
Group	All	0	4	Mann-Whitney	0.756	NS
		1	3			
Times attended	All	0	1	Mann-Whitney	0.023	**
		1	1			
Residence	All	0	NA	Chi-square independence	0.806	NS
		1	NA			
Income	All with income >0	0	7500	Mann-Whitney	0.236	NS
		1	5000			

Source: Own elaboration

**Table 13:** Chi-square and Mann-Whitney results for horror films

Variable	Basis of analysis	Event value	Median	Test	P-value	Sig.
Gender	All	0	NA	Chi-square independence	0.2135	NS
		1	NA			
Age	All	0	24	Mann-Whitney	0.0943	*
		1	23			
Age	Guanajuato residents	0	24	Mann-Whitney	0.6242	NS
		1	22.5			
Days	Not Guanajuato residents	0	3	Mann-Whitney	0.0000	***
		1	4			
Nights	Not Guanajuato residents	0	3	Mann-Whitney	0.0000	***
		1	4			
Group	All	0	4	Mann-Whitney	0.4132	NS
		1	4			
Times attended	All	0	1	Mann-Whitney	0.8306	NS
		1	1			
Residence	All	0	NA	Chi-square independence	0.0985	*
		1	NA			
Income	All with income >0	0	8000	Mann-Whitney	0.0545	*
		1	5000			

Source: Own elaboration

**Table 14:** Chi-square and Mann-Whitney results for tribute

Variable	Basis of analysis	Event value	Median	Test	P-value	Sig.
Gender	All	0	NA	Chi-square independence	0.0186	**
		1	NA			
Age	All	0	24	Mann-Whitney	0.8205	NS
		1	23.5			
Age	Guanajuato residents	0	24	Mann-Whitney	0.2811	NS
		1	22.5			
Days	Not Guanajuato residents	0	3	Mann-Whitney	0.0007	***
		1	4			
Nights	Not Guanajuato residents	0	3	Mann-Whitney	0.0002	***
		1	4			
Group	All	0	4	Mann-Whitney	0.2373	NS
		1	4			
Times attended	All	0	1	Mann-Whitney	0.0048	***
		1	2			
Residence	All	0	NA	Chi-square independence	0.5192	NS
		1	NA			
Income	All with income >0	0	6000	Mann-Whitney	0.5332	NS
		1	5500			

Source: Own elaboration

## 5 Discussion

In line with the purposes of this research, differences were identified on the basis of motivations for attendance versus residency status, genre of events and socio-demographic variables. Similar profile and segmentation research has been carried out by Carreira et al. (2021), Pérez-Gálvez et al. (2015), Brida et al. (2014) and Tkaczynski and Rundle-Thiele (2013). The study results show that there were no differences between women and men in terms of socio-demographic characteristics while the attendees were mainly young, well-educated people. There was a high rate of attendance by residents and a tendency to repeat the visit twice on average. The mean length of stay was three days, in groups of three people, and attendance at a total of six festival activities. Attendees from abroad made up only 4% of the total.

This research also looked at why both residents and non-residents attended the festival. Other researchers have approached the comparative analysis between residents and non-residents from other similar points of view. McDowall (2010) made a comparison between their motivations, performance evaluations, and overall satisfaction with a domestic festival; Tkaczynski and Rundle-Thiele (2013) compared motivations and demographic variables at a religious music festival; Kruger et al. (2018) studied consumption and satisfaction differences between residents and non-residents; and Laing and Mair (2015) analysed social inclusion between the two groups.

The data generally reveals no differences in the production, togetherness, exploration, escape and experience aspects. This shows that both groups came to the festival for the same reasons, i.e., both locals and visitors appreciated it for its productions, as a way to spend time with family, to take in the scene and unwind while also watching and learning about films. This is an interesting finding because a substantial 35% of the festival's attendees were Guanajuato locals.

However, there was a difference in reasons for attending in terms of the appeal of the festival. Here there was a contrast between outsiders and locals. The latter came to the festival because it was attractive, because it was a film event, to watch films and because it is close by. It can be concluded that visitors come along because it is of interest to them while residents add their awareness to the fact that it is held in their city, yet they also enjoy it and use it as a means of escape, exploration, experience and to sample the festival's productions. It could be seen as a positive effect for the community. There might be a justification factor in the fact that the festival is free, and it

uses public funds for a non-profit foundation. The results suggest that both segments experience the festival in the same way.

The organizers should leverage this information and continue to cater to the domestic and international film market with campaigns to attract new attendees but also as a way to promote cohesion, identity and experience among locals, all of which are outcomes of cultural events. Also, locals can contribute to the festival planning. The advantages are twofold, i.e., the well-known benefits for outsiders and for residents as a venue for escape, inclusion and identity.

Segmentation by genres (type of event) attended has barely been addressed in the literature. Accordingly, this paper contributes both in general terms and also specifically for Mexico with respect to attendance at the most popular events: films, concerts, screening of winning films, horror films and tributes.

## 6 Conclusions

The following conclusions may be drawn. Firstly, a substantial finding is that people who attend the films stay on average longer than those who do not, which reconfirms those films are the festival's main attraction, and it has very staunch attendees in this sector. In other words, the festival's appeal as a promoter of the film industry is proven, coupled with the fact that these spectators attend a larger number of events. There are no differences between residents and non-residents, which again shows that visitors are interested in film while locals take advantage of the opportunity. The quality of the festival's films and its appeal need to be maintained to avoid shedding attendees as this is also a way of sustaining outlay by tourists who since they stay longer unquestionably spend more. There are greater differences between people who go to horror films than in other areas since these spectators have lower incomes and there are more residents than outsiders. Tapping into this differentiation, e.g., by promoting the event among locals, would therefore be useful. More women than men attend the tributes, and they stay for more days. This difference could be harnessed by delivering services which are more geared towards women.

For practically all the events, goers stay longer in the city than non-attendees and literature shows. It would be advisable to continue hosting these kinds of events, for example, by organizing eye-catching concerts, pushing the screening of winning films and

promoting horror films as something distinctive even though they attract more locals than visitors. It would be a good idea for the latter to include packages, such as a visit to Guanajuato's Mummy Museum the city's most striking dark tourism attraction. The fact that they stay more days in general for all types of events could be exploited by offering packages in hotels and restaurants, and even though the festival itself is free it might be tied to staying longer with savings in restaurants which go up if the stay is extended or priority admission to events.

Assessing all types of outcomes and experiences at events is widely acknowledged to be significant and this study has sought to provide input in this respect. Thus, it can be concluded that GIFF helps to attract visitors while also generating experiences for locals and community participation, something that is not always the case when it comes to events: local support is a guarantor of the event's robustness and longevity. These results may furnish the organizers with useful information for decision-making and help them to target their market.

By way of conclusion, for the organizers, this study pinpointed a segmentation of the events with the highest demand, appeal, and number of attendees which were films, concerts, screening of winning films, tributes, and horror films. More of these kinds of events should be run and perhaps removing poorly attended events should also be considered. Second, it is an opportunity to map out marketing strategies to attract more attendees to these genres of events. Third, design programs to develop quality, production, and attractiveness to maintain and increase audience levels, repeat business, length of stay and average spending. Fourth, maintaining local participation is good for local cohesion and identity. As for the public authorities, this study supports providing funding based on the significance of the cultural experience and the outcomes it generates including entertainment, escape and, of course, understanding coupled with economic impact. Culture drives development and, in this case, GIFF powers the economic and cultural development of the city of Guanajuato and its residents. It is also important for the festival, local and state governments, and tourism service providers to work together to shape the services as a whole and enhance outcomes and benefits.

The limitations of the study are its sample size, which can always be improved, and identifying potential clusters among attendees at GIFF, together with a cost-benefit analysis of the budget invested by the state government in holding it and assessment of the festival.

## Bionotes

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