

## Press Release

Monday 11th September 2006

### *Kilkenny Arts Festival*

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#### ***Market Research Points to Standing Ovation for Kilkenny Arts Festival***

Visitors from all over Europe and beyond were delighted with the 2006 Kilkenny Arts Festival. According to research conducted by Kilkenny-based market research firm Market Dynamics, the festival achieved extraordinary levels of customer satisfaction this year.

In the survey of 250 festival attendees, a very large proportion, 3 out of 4, gave a satisfaction rating of 10 out of 10 to the events they had attended while 95% gave a score of at least 8 out of 10. When asked about their overall festival experience, satisfaction ratings were equally high. "These are customer satisfaction levels that most private companies could only dream about" said John Gilsenan, Managing Director of Market Dynamics and author of the report.

Of those surveyed, 25% of attendees said they had travelled to the city especially for the festival while about half were in the area on holiday and decided to attend the festival during their stay. The remainder were from Co. Kilkenny. For two-thirds of attendees this was their first visit to the festival, while one in four were regulars who had attended five times or more.

Respondents to the survey were asked about their overall experience of Kilkenny and, once again, the ratings were stellar as 94% gave a score of 8 or more out of 10. When asked to find ways that the festival could be improved many struggled to think of anything with 36% claiming it could not be improved.

The only somewhat negative finding was in relation to customer service in pubs, hotels and restaurants. While 79% of people gave very positive ratings, 16% gave a score of 6 or less. This suggests that about 1 in 6 attendees were dissatisfied with the customer service they received. Some of the reasons given for the low ratings were poor service and overcrowding in pubs and restaurants. Both are issues that the local hospitality sector might wish to address for the 2007 festival.

"The findings show the high regard in which the Arts Festival is held in general and that this year's was considered by many attendees to be the best ever. The Arts Festival organisers can take a well deserved bow. As well as keeping their regular festival-goers happy, they attracted a large number of first-time attendees. Some visitors immersed themselves in the festival while they were here, attending many events and staying for the whole week" said Gilsenan. "The fact that so many claimed they would return next year is perhaps the ultimate accolade" he continued.

The on-street survey of festival attendees was conducted by Market Dynamics during the course of the Kilkenny Arts Festival at five different locations in Kilkenny

City. To qualify for inclusion in the survey, respondents had to have attended at least one

paid event during festival week. The survey was not commissioned by any organisation. Respondents included people from 24 counties in Ireland and eight countries spanning three continents.

The report includes an analysis of the amount spent by festival attendees, the distribution of events attended and how attendees heard about the festival as well as a comprehensive list of comments and opinions made by respondents during the course of the survey.

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Market Dynamics is an independent market research company based in Inistioge, Co. Kilkenny. For more information please contact Fiona Macrae on 056 775 8844 or e-mail [fiona@marketdynamics.ie](mailto:fiona@marketdynamics.ie).

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