South Africa
KWAZULU-NATAL
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Tracking Sheet

<u>For</u>: 2019 Dusi Canoe Marathon

1. Draft Report – Ndumiso Ngcobo: ______________ 12-03-2019
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2. Draft Report Checked – Nkanyiso Dlamini: ______________ 13/03/19
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5. Report received by Acting Research Manager for distribution
- Wayne Tifflin: ______________ 18/03/2019
(signature) (date)

The FNB Dusi 2019 Economic Impact Assessment: Topline Summary Report

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March 2018

Methodology

- Face to face surveys with a probability sample of <u>**130**</u> respondents
- Respondents were systematically selected by the hour during the last day of the three day event: on Saturday the 16th of February 2019 (Blue Lagoon).
- Used the internationally accepted 'representative sampling' research methodology for the event (see next slide)

Methodology (cont'd.)

Representative Sampling

A **small quantity of something** such as customers, data, people, products, or materials, **whose characteristics represent** (as accurately as possible) the **entire batch, lot, population, or universe.**

Two advantages

1. **Saves time** (not enough time to interview 1 000 people during an event)
2. **Saves money** (fieldworkers are paid per survey/questionnaire –
E.g. 1 000 surveys @ R25 = R25 000)

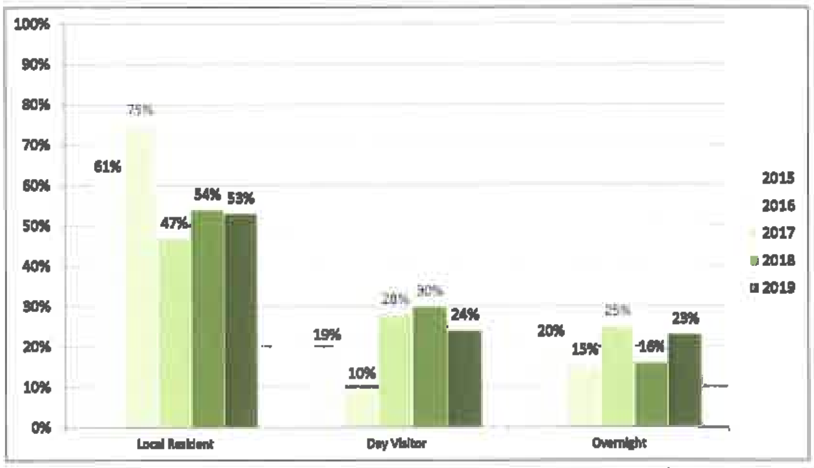
National Department of Tourism: Accepted Standards

10 people in a room – interview all 10.
100 people in a room – safe with 40-50 surveys.
1 000 people in a room – safe with 100 surveys.
10 000 people in a room – safe with 150-200 surveys.
I.e. if the sample size grows to more than 400 (in relation to the population), any addition to the sample size **becomes statistically irrelevant.**

Positive Highlights

- **85%** of the respondents indicated that they would attend the event again.
- **96%** of the respondents had a 'good' or 'excellent' experience at the event.
- **98%** of the respondents indicated that they did not experience any problems.
- **87%** plan to visit destinations in KZN in the next 12 months for a holiday.
- **85%** said that they would recommend the event to their friends and family.
- The estimated economic impact of the event was as much as **R6,2 million.**

Local Residents vs Visitors



There was an increase of (7%) in the number of respondents who were overnight visitors. There was a decrease in the number of day visitors (by 6%), when comparing 2019 with 2018. Even though the majority of the respondents were local residents, it is positive to note the increased number of overnight visitors as this could affect the economic impact of the event positively.

Breakdown of Respondents

2018	Sample	%	Total Attendance*
Local Residents	115	54	1 563
Day Visitors	64	30	868
Overnight Visitors	34	16	463
TOTAL	213	100	2 894
2019	**Sample**	**%**	**Total Attendance***
Local Residents	69	53	1492
Day Visitors	31	24	676
Overnight Visitors	30	23	647
TOTAL	130	100	2815

The table outlines the breakdown of the estimated numbers that attended the event. The breakdown of the numbers is based on the proportion of local residents and visitors, which has been obtained from the surveys.

*It is important to note that the total attendance was estimated to be 2 815. This is based on the total number of participants (853) multiplied by the average group size (3.3) - which had increased from 2.9 in 2018.

Provincial Origin: All Respondents

	KZN	Gauteng	W. Cape	N. Cape	E. Cape	Free State	Mpum.	Limpopo	N. West
2015	85%	12%	2%	0	0	0%	0%	0	0
2016	66%	25%	4%	0%	0%	2%	2%	0%	0%
2017	75%	18%	5%	0	1%	1%	0	0	0
2018	86%	9%	3%	1%	0%	1%	1%	0%	0%
2019	81%	14%	3%	0%	0%	1%	1%	1%	0%

There was a 5% decrease in the number of respondents who came from KZN in 2019, which but it still shows that the province continues to have a vast majority of respondents. Furthermore, there was a 5% increase in the number of respondents who came from Gauteng. This further shows that Gauteng continues to be KZN's biggest domestic source market.

Nature of the Dusi Canoe Marathon Participants

2017	KZN	Gauteng	W Cape	Central Districts	E Cape	International
Percent	73%	19%	4%	1%	2%	2%
Number	748	195	41	7	20	18
TOTAL						1 029

2018	KZN	Gauteng	W Cape	Central Districts	E Cape	International
Percent	72%	19%	4%	1%	1%	3%
Number	722	186	42	7	13	28
TOTAL						998

*Note: This information was supplied by the organizers of the event, 2019 data is not available.

Estimated Mean Spend per Category

	2015	2016	2017	2018	2019
Accommodation*	R3 566	R2 455	R4 339	R1 864	R3 214
Transport (e.g. fuel)	R907	R767	R697	R596	R1 785
Food & Beverages	R609	R570	R562	R704	R1 778
Entertainment	R557	R540	R74	R196	R350
Souvenirs/Other	R607	R700	R51	R74	R268
Average Total Spend	**R2 199**	**R1 420**	**R2 049**	**R1 899**	**R3 279**

*Includes the amount for overnight visitors only.

There has been a increase in total average spend of all of the respondents in 2019. This is mainly due to a significant increase in the number of overnight visitors. Across all categories there was an increase in the average spend on *Transport, Food & Beverages*, *Entertainment*, and *Souvenirs.*

Estimated Economic Impact

	2015		2016		2017		2018		2019	
	No.	Mean	No.	Mean	No.	Mean	No.	Mean	No.	Mean
Participants	1 404	R1 968	1243	R1 898	1 029	R3 089	998	R2 540	853	R2941
Spectators: local residents	2 647	R739	1 212	R640	677	R768	1 024	R842	1040	R315
Spectators: day visitors	825	R968	162	R620	403	R1 349	569	R774	471	R430
Spectators: overnight visitors	868	R4 407	242	R2 967	361	R3 567	303	R4 580	451	R2868

The mean spend by local spectators, day spectators and overnight spectators has decreased when compared with 2018 while the mean spend by participants has slightly increased. There can is no specific reason that could be attributed to this decrease across these categories. The decreases may be due to the strain economic climate in the country, while the increase spend may be due to the increases in certain aspects such as petrol and food.

Estimated Economic Impact (cont'd)

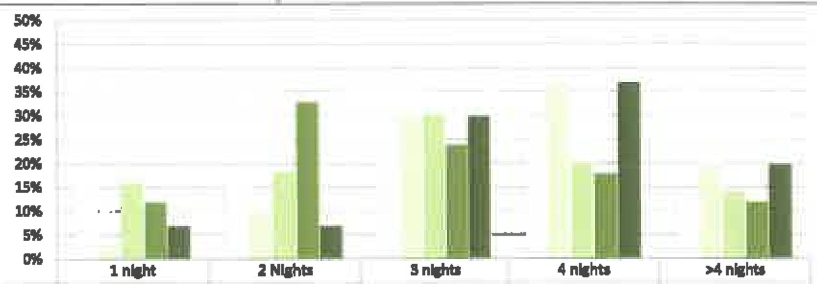
		2016	2017	2018	2019
Estimated Direct Impact	**At Least:**	R 1 205 490	R3 201 640	R2 067 985	↓ **R1 758 582**
	As much as:	R 2 644 785	R4 553 560	R3 097 544	↑ **R3 131 266**
Estimated Total Impact (multiplier of 2.0)	**At least.**	R2 410 980	R6 403 280	R4 135 970	↓ **R3 482 528**
	As much as:	R5 289 570	R9 107 120	R6 195 089	↑ **R6 199 907**

Note: International standard practice suggests that only visitor spend and not local spend should be used to determine the economic impact of an event, and local spend should be excluded. The table above thus excludes local spend.

There has been a slight INCREASE in the total economic impact of the event – when comparing 2019 with 2018. The most probable reason for the increased impact is due to the increased average spend of the respondents, as well as an increased number of visitors.

Length of Stay

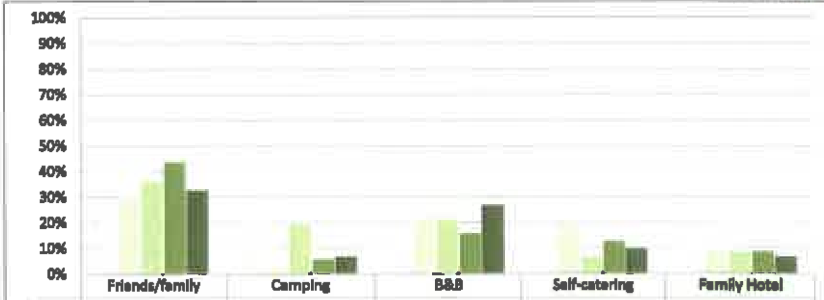
Average stay: 3,6 nights (est.)



	1 night	2 Nights	3 nights	4 nights	>4 nights
2015	15%	17%	25%	29%	14%
2016	3%	10%	30%	37%	20%
2017	16%	18%	31%	20%	14%
2018	12%	33%	24%	18%	12%
2019	7%	7%	30%	37%	20%

There was a significant increase in the number of respondents who stayed for 4 nights (by 19%). There was also an increase in those who stayed for +5 nights (by 8%) which means that it is likely that most of these respondents were from afar. There continues to be a decline in those who stayed for 1 night (by 5%), and for 2 nights (by 26%). The majority of the respondents (67%) stayed between 3 and 4 nights, which shows that the participants stayed overnight for the event and then left. There were some a few of those extended their stay before or after the event.

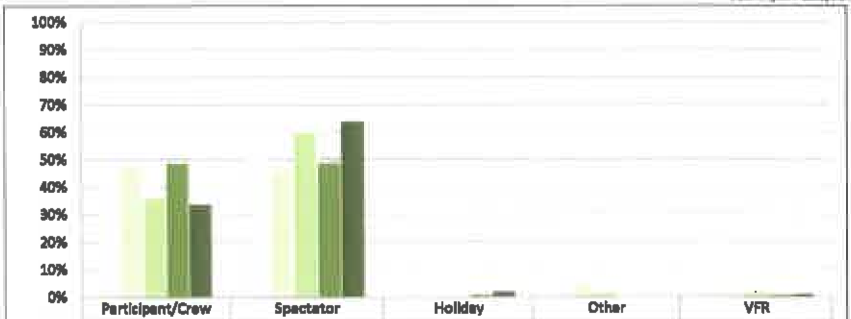
Accommodation: Top 5 Choices



	Friends/family	Camping	B&B	Self-catering	Family Hotel
2015	29%	23%	10%	4%	10%
2016	30%	3%	23%	20%	10%
2017	36%	20%	22%	7%	9%
2018	44%	6%	16%	13%	9%
2019	33%	7%	27%	10%	7%

When it comes to the top five choices (only) of accommodation types, some 51% of the respondents made use of 'paid' establishments. The most popular choice was *B&Bs* (27%), which had an (11%) increase from 2018 to 2019. Furthermore this explains why there was an increase in the average spend and that of accommodation. In addition to this, there was a 11% decrease in the number of respondents who stayed with *Friends/Family.*

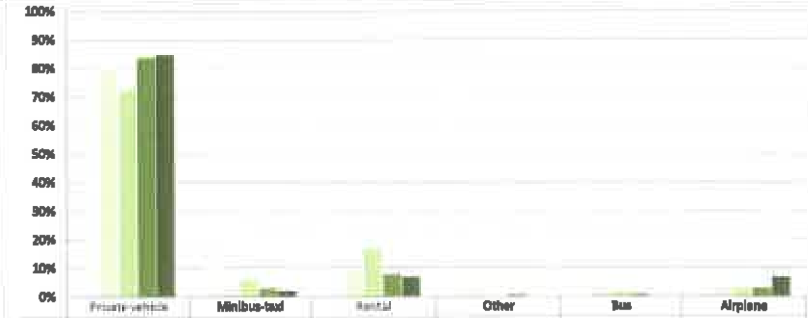
Primary Reason



	Participant/Crew	Spectator	Holiday	Other	VFR
2015	41%	54%	0%	1%	4%
2016	48%	46%	0%	5%	2%
2017	36%	60%	0%	2%	2%
2018	49%	49%	1%	0%	1%
2019	34%	64%	2%	0%	1%

In 2019, there was higher number of spectator respondents (64%) than participant respondents which accounted for (34%). Few of the respondents were in the area for holiday 2% and the other 1% were people visiting VFR. These findings show that 97% of the respondents were in the area at the time of the event, which mean this event is a major "draw-card" for tourism.

Transport to Event: Visitors Only



	Private vehicle	Minibus-taxi	Rental	Other	Bus	Airplane
2015	78%	17%	0%	2%	0%	2%
2016	80%	3%	9%	2%	4%	3%
2017	73%	6%	17%	0%	2%	3%
2018	84%	3%	8%	1%	1%	3%
2019	85%	2%	7%	0%	0%	7%

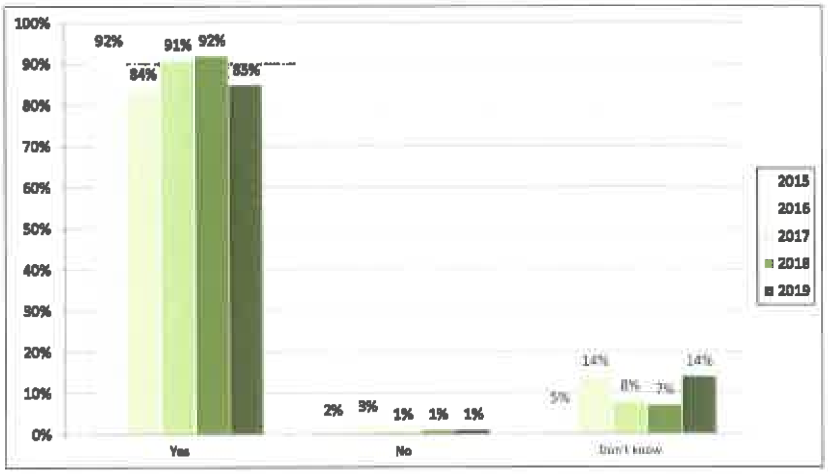
As with the previous years, the majority of the respondents travelled to the area of the event in *Private Vehicles* (85%). The parking problems, that many respondents state, are most likely caused by this finding. In addition to this, there was also a increased number of respondents who made use of an *Airplane* with a 4% increase when comparing 2019 and 2018.

Main Influence

	Word-of-mouth	Attended/Partic pated Previously	TV Ad	Newspaper/Ma gazine	Poster/Banner/ Flyer	Radio	Other
2015	30%	56%	0%	1%	1%	4%	7%
2016	26%	64%	6%	1%	1%	2%	3%
2017	20%	74%	2%	1%	1%	3%	1%
2018	26%	67%	2%	2%	2%	1%	1%
2019	33%	60%	1%	3%	1%	1%	2%

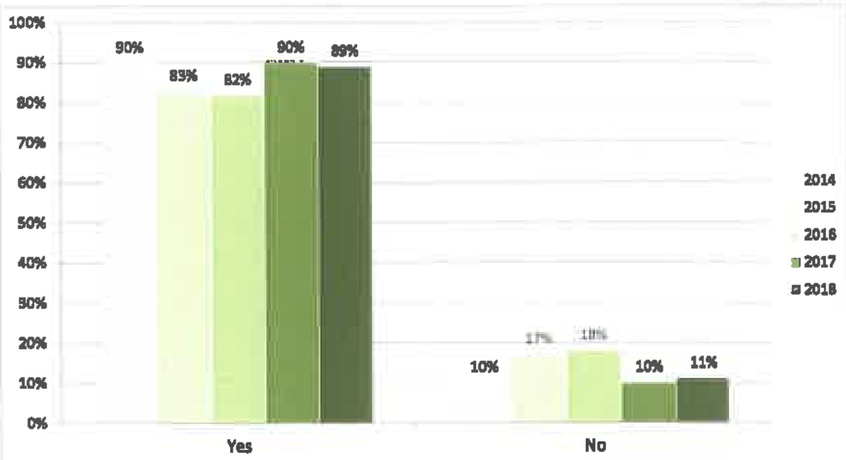
'Attended/Participated Previously' 60% with a 7% decrease and *'Word-of-Mouth'* 33%, with a 7% increase are, once again, the most contributing factors in terms of influencing people to attend the event.

Future Attendance



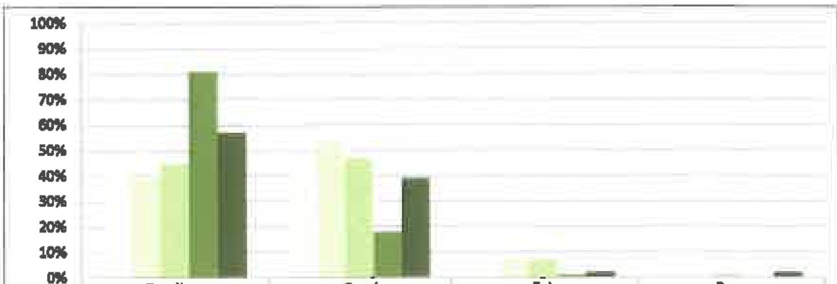
Most of the respondents (85%) indicated that they would like to attend the event again. When comparing 2019 with 2018 it is evident that the number of people who wish to attend the event in the future decreased by 7%. This is a negative finding but should not be much of a concern since it shows that a 14% of respondents said they don't know and only 1% said they will not attend.

Attended Before



When comparing 2018 and 2017, there was a 1% decrease in the number of respondents who have attended the event before – along with the same increase in those who had not. These findings show that the event still attracts repeat participation along with a steady increase in new, first-time participants.

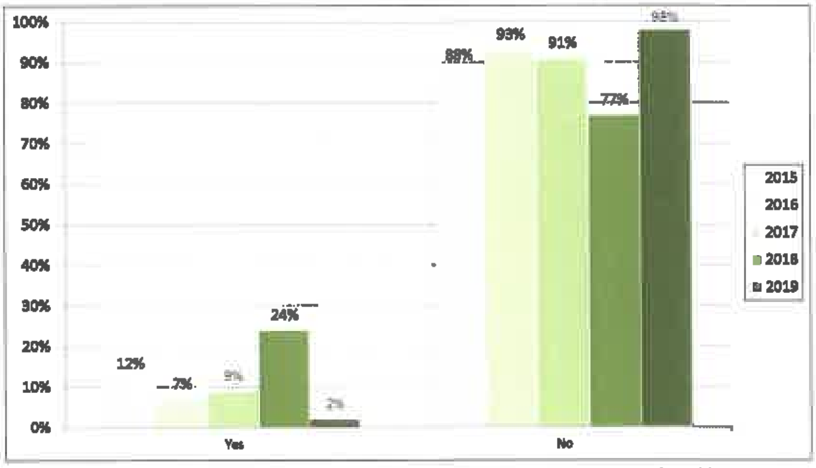
Experience at the Event



	Excellent	Good	Fair	Poor
2015	49%	45%	4%	1%
2016	39%	54%	7%	0%
2017	45%	47%	7%	1%
2018	81%	18%	1%	0%
2019	57%	39%	2%	2%

It is positive to note that 94% of the respondents rated their experience at the event as either *Excellent* (57%) or *Good* (39%). When comparing 2019 and 2018, there was a significant decrease (24%) in those said rated their experience as *Excellent*. This is a positive finding since it means respondents are possibly going to attend the following year and that they may even com for holiday after having had an excellent experience at the event.

Experienced Problems?



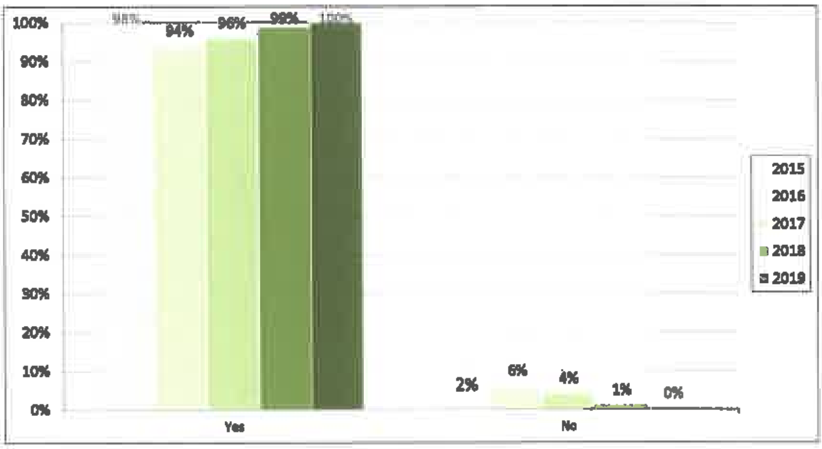
There was a 22% decrease in the number of respondents who experienced problems at the event in 2019. This is a positive finding since it means the problems that were experienced during the previous event were somewhat fixed.

Problems Experienced

A merely (2%) of respondents had **experienced problems**, there were not many respondents who experienced problems and the only that did noted the following:

- Parking issues
- Hassles with car guards / security for parking areas

Recommend the Event to Family/Friends



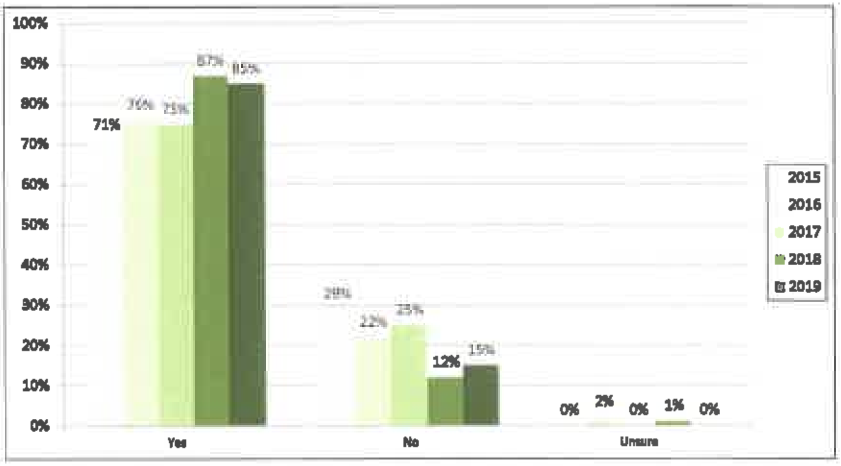
All of the respondents (100%) indicated that they would recommend the event to their friends and relatives. This indicates that people enjoyed the experience of being at the event and also that the event is well organized, to the extent that all would recommend it to their family and friends.

Top Suggested Improvements

While the majority of the participants were happy with the overall event, some of the key comments/suggestions from the **respondents** include:

- There should be a wide variety of food courts.
- More rubbish bins and river should be cleaned.
- More entertainment for spectators at the finish.
- Signage needs to be improved along the route for seconders.
- More toilets and shaded places.
- Reduce the cost of entry for participants.

Plan to visit KZN in the next 12 months for a HOLIDAY?



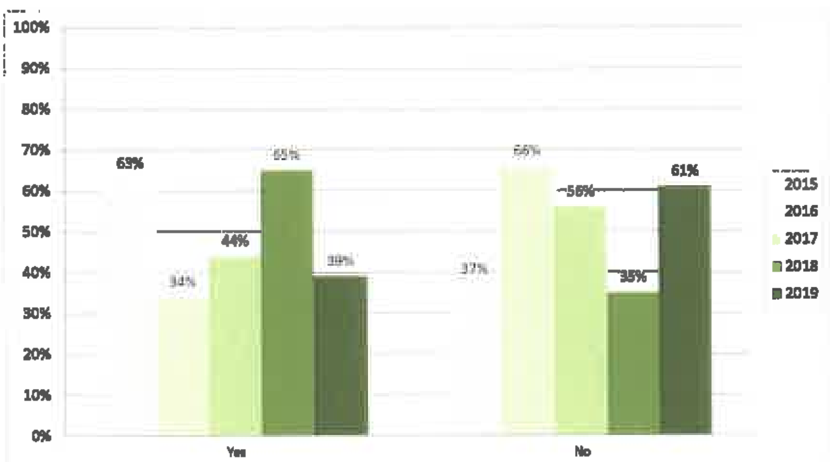
The majority (87%) of the respondents have stated that they will be travelling to, or within, KZN in the next 12 months for a holiday. It is positive to note that there was a 12% increase in this number, which bodes well for tourism in the province. The option for respondents to answer 'Unsure' was only introduced in 2016 – hence the lack of comparative data.

Plan to visit KZN in the next twelve months for a HOLIDAY (contd.)

Some of the key reasons for **NOT** planning to visit KZN include:

- Too busy
- Affordability, cannot afford to travel
- Too far to travel.

Familiar with TKZN slogan?



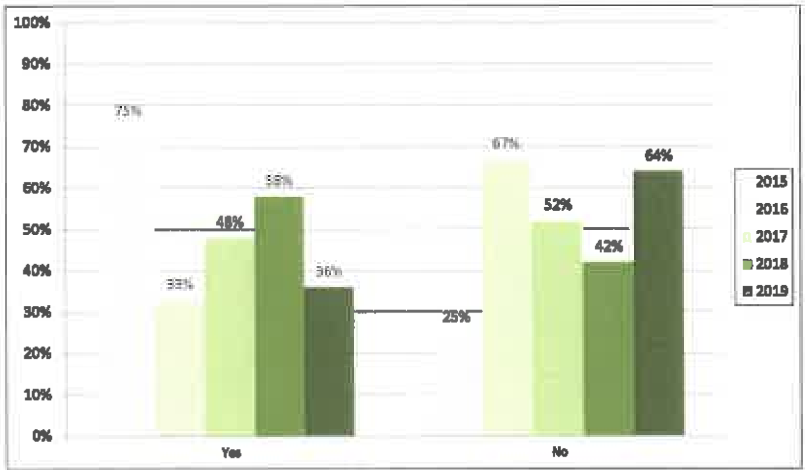
In 2019, there was a 26% decrease in the number of respondents who were familiar with the TKZN slogan, meaning that only 39% had heard of it before. This is a negative finding as it shows that there is a lot that needs to be done in terms of TKZN's branding.

Associations – TKZN slogan: Core Mentions

Association	2015	2016	2017	2018	2019
Tourism/Holidays	4%	14%	23%	13%	16%
Zulu Heritage/Culture/King Shaka/Zulu People	37%	50%	27%	38%	23%
TKZN/Tourism Organisation	3%	6%	2%	3%	2%
KwaZulu-Natal	7%	8%	28%	23%	34%
Don't Know/Unsure	3%	26%	12%	4%	0%
Durban	1%	0%	2%	13%	2%
People from KwaZulu-Natal	15%	2%		4%	21%
Other	9%		12%	1%	2%

The majority of the respondents associated the slogan with "KZN" (34%) and "Zulu Heritage" (23%). It is positive to note that the number of respondents who associated the slogan with "Tourism/Holidays" had increased by 3% in 2019.

Noted TKZN logo?

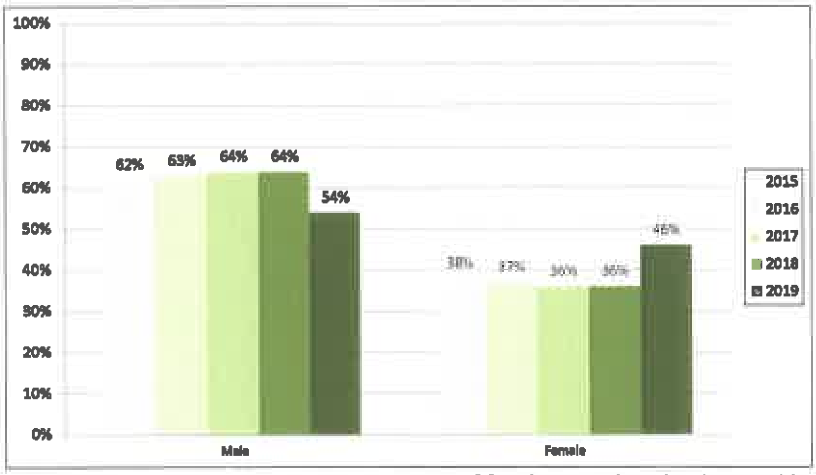


Much like the slogan, there has also been decrease of (22%) in the number of respondents who have noted the TKZN logo before. This finding shows that the majority of the respondents have not seen the TKZN logo before – which is another negative finding for the branding.

Where TKZN logo noted?

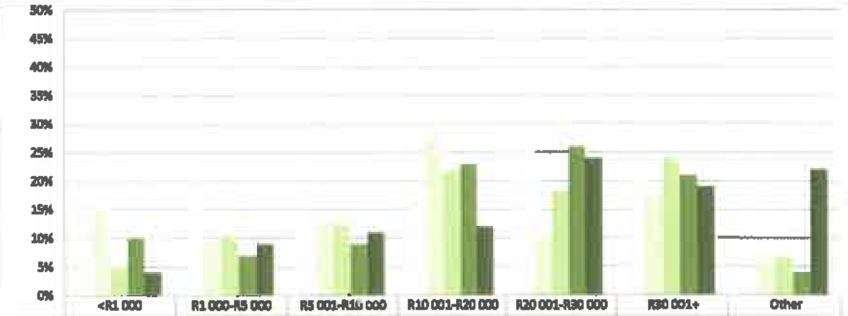
	2015	2016	2017	2018	2019
Billboards/posters/banners	33%	6%	13%	24%	14%
Brochures	0%	2%	2%	9%	4%
Magazines	1%	12%	4%	6%	14%
Newspapers	1%	2%	2%	6%	2%
Clothing/Merchandise	5%	0%	0%	1%	2%
Tourism Information Office	5%	0%	2%	0%	0%
Internet	3%	16%	11%	6%	8%
TV	4%	21%	7%	11%	18%
Other/Cannot Recall	8%	21%	11%	8%	8%
Durban	7%	0%	4%	0%	0%
Airport	6%	9%	7%	19%	20%
Events	3%	19%	16%	6%	2%
Attractions (e.g. uShaka)	5%	3%	16%	3%	8%
Accommodation	0%	2%	5%	1%	0%

Demographics: Respondent's Gender



As opposed to previous years, in 2019 the number of female respondents has increased by (10%) even though the number of male respondents is still higher with (54%). This still shows that canoeing is still a male dominated sport.

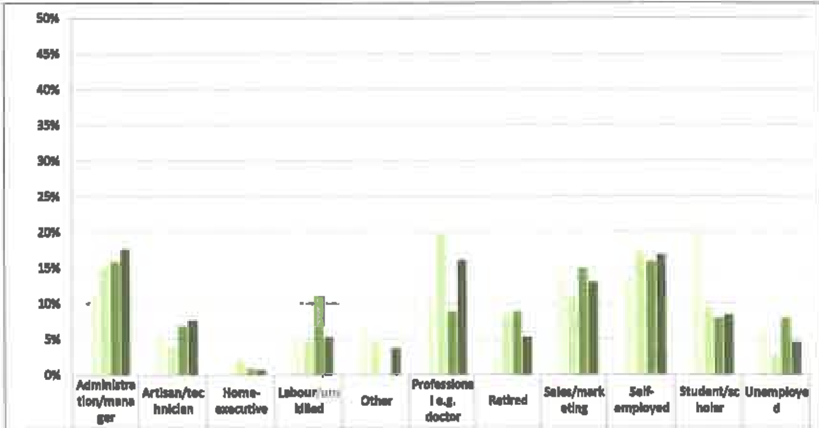
Demographics: Income Level



	<R1 000	R1 000-R5 000	R5 001-R10 000	R10 001-R20 000	R20 001-R30 000	R30 001+	Other
2015	5%	15%	12%	18%	29%	20%	2%
2016	16%	9%	13%	28%	11%	18%	7%
2017	5%	11%	13%	22%	18%	24%	7%
2018	10%	7%	9%	23%	26%	21%	4%
2019	4%	9%	11%	12%	24%	19%	22%

Some 55% of the respondents earn a monthly income of *R10 000* or more, with the majority earning *R20 001-R30 000* (24%), and between those who earn *R30 000+* (19%). The respondents who noted *Other* (22%) as their income are those who did not wish to supply this information, which was a highest percentage of respondents who noted *Other* when compared to previous years. These findings point clearly to a select target market of middle to high income groups.

Demographics: Respondent's Occupation



	Administration/manager	Artisan/technician	Home-executive	Labour/unskilled	Other	Professional e.g. doctor	Retired	Sales/marketing	Self-employed	Student/scholar	Unemployed
2015	9%	5%	1%	8%	6%	17%	11%	5%	18%	16%	0%
2016	11%	6%	1%	5%	7%	11%	4%	14%	14%	22%	7%
2017	15%	4%	2%	5%	5%	20%	9%	11%	17%	10%	3%
2018	16%	7%	1%	11%	0%	9%	9%	15%	16%	8%	8%
2019	18%	8%	1%	5%	4%	16%	5%	13%	17%	8%	5%

Main Findings

1. The majority of the respondents were local residents from the area in which the event was taking place (53%). There was an increase in the proportion of respondents who were overnight visitors (by 7%).

2. The majority of the respondents were from KZN (81%), while 14% were from Gauteng, and 3% were from the Western Cape. There was an decrease of respondents from KZN (by 5%) and a increase in those from Gauteng (by 5%).

3. The average total spend of the respondents had increased from a figure of R1 899 in 2018 to R3 279 in 2019. This increase was mainly driven by increased spend on accommodation, due to the high number of overnight visitors in the area.

4. The total economic impact of the event had increased in 2019. It was estimated that the economic impact was worth at least **R3,5 million** and as much as **R6,2 million.**

5. The average length of stay of the respondents was estimated to be 3,6 nights – which relates to the length of the event itself (i.e. 4 days). This shows that it is unlikely that many of the respondents plan a holiday around the event. There was a 19% increase in the number of respondents who stayed for 4 nights during the event.

Main Findings (cont'd)

6. In terms of the top 5 most popular forms of accommodation, the majority stayed with "friends/family" (33%), while 44% of the respondents stayed in 'paid' establishments with "B&Bs" (27%) and "Self-catering" (10%) being the most popular. As a continuation from the previous year, the high number of people staying in 'non-paid' (family/friends) establishments is a reflection of the economy.

7. It was evident that 98% of the respondents were in the area at the time of the event, specifically for the event as either a spectator (64%) or as a participant (34%). It was noted that 2% were in the area as they were on holiday and the other 1% were there as VFR. The event is thus considered as a major "draw card" for tourism.

8. The use of "private vehicles" continued to be the most popular form of transport by the respondents, with 81% using these in 2019. This finding is most likely the cause of the "parking / traffic issues" experienced by the respondents.

9. There was a 7% increase in the number of respondents who have heard about the event through "word-of-mouth" from (26%) in 2018 to (33%) in 2019 and from "previous attendance" (60%).

Main Findings (cont'd)

10. It was positive to note that 85% of the respondents plan to attend the event again in future, even though there was a 7% decrease when compared to 2018.

11. Some 83% of the respondents had noted that they had attended the event before, which means that 17% were attending the event for the first time. This shows the capability of event for attracting repeat visits, as well as new-comers.

12. It was positive to note that 57% of the respondents had an "excellent" experience at the event, while a further 39% had a "good" experience declined when compared to 2018. This is a positive finding for both the event and for tourism in KZN, as tourists who are satisfied tend to stay longer and spend more as evident from this year's event.

13. There was a 22% decrease in the number of respondents who experienced problems at the event in 2019, when compared to 2018. That means that 98% of the respondents did NOT experience any problems at the event.

14. All of the respondents (100%) said that they would recommend the event to their family and friends. This shows that the event holds a good reputation and it is considered to be well organized by respondents.

Main Findings (cont'd)

15. Some of the respondents suggested examples of how the event could be improved and these include aspects such as more entertainment for spectators, more dustbins, more food courts and more parking – amongst others.

16. It was positive to note that 85% of the respondents plan to visit KZN in the next 12 months for a holiday. Of the 15% who do not have plans to travel to KZN, they listed reasons such as "too busy", "cannot afford" and "too far".

17. In terms of TKZN's branding, 39% of the respondents had heard of the "Zulu Kingdom. Exceptional." slogan before. This proportion decreased by 26% from 2018.

18. Further to this, within the few that had noted the TKZN logo before respondents associated the slogan with "KZN" (34%) and with "Zulu Heritage / History / Culture / King Shaka" (23%). There was a 17% increase in the number who associated it with "People from KZN".

19. In terms of TKZN's logo, 36% had seen it which means that this figure decreased by 22% from 2018.The majority of the respondents have seen the logo at "airport" (20%), on "TV" (18%), on "magazines" & "billboards/posters/banners" with 14% each respectively.

Main Findings (cont'd)

20. In terms of **demographics** of the respondents, the following was found:

- 54% were male, 46% were female
- 70% earn R10 000 or more per month (middle to high income earners)
- 18% work in "admin / management", 17% are "self-employed", 16% work as "professional", and 13% work in "sales/marketing" professions.

Recommendations

The majority of respondents were happy with the event and there were only a select number of suggestions for improving the event. In addition to this, TKZN recommends the following for the **organizers**:

1. Based on the comments from the respondents, it is recommended that there should be more toilets provided and there should be more dustbins in and around the event finish area. A select number of respondents mentioned this issue and it is therefore recommended that it is considered.

2. There should be a variety of food stalls, to offer a wide variety of choices to those who are attending the event. Invite local businesses/ SMME's to come and share the platform to also sell some local food.

3. It is also recommended that the organizers should improve on signage, especially the route for seconders. This will assist in ensuring that seconders will not get lost along the route and end up missing the meeting points with their respective participants.

Recommendations

Continued…

4. Once again the organizers, along with key public and private, environmental agencies need to address the issues with the water quality and the prevention of pollution in the rivers. Most participants and spectators were complaining about the litter and the environmental impact of the dirt in the river. A better approach is needed to ensure that this be improved, so that it will not be a threat to the progressiveness and success of Dusi.

5. The organizers together with eThekwini Municipality and the Department of Sport and Recreation, should get together and see if they cannot increase the prize money, or even provide a number of incentives to take part in the event – i.e. an award for the best development participant. This will encourage more people to enter and hence drawing more people into the event which will hopefully triple down to the economic impact of the event.

Recommendations (cont'd.)

In addition to this, the researchers recommend the following for **TKZN**:

1. More needs to be done in terms of ensuring that the slogan/logo gets more exposure so that people will be more aware of it. For example have banners or even a gazebo at the finish with some tourism information, basically putting the brand out there to be more visible.

2. Assist the event organizers to promote other activities and attractions in the area of which the event is taking place. This will go a long way into the growth of the event and to in attracting more people. Have other incentives which mainly focus on tourism and promoting the region where the event is taking place. For example, activities can be supplied in the race packs and be handed out at the event.

3. The marketing team needs to collaborate with the organizers in order to attract more international participants. One example of achieving this is to attend various road shows, or something similar, with the organizers to reach out to the international markets.