Tracking Sheet

<u>For:</u> 2019 Midmar Mile

1. Draft Report - Nkanyiso Dlamini: _____ 7/02/19 _____
                                                 (signature)   (date)

2. Draft Report Checked - Ndumiso Ngcobo: _____ 28-02-2019
                                             (signature)   (date)

3. Draft Report Checked - Wayne Tifflin: _____ 01/03/2019
                                             (signature)   (date)

4. Draft Report Corrections -Nkanyiso Dlamini: _____ 13/03/19
                                             (signature)   (date)

3. Final Report Signoff - Wayne Tifflin: _____ 14/03/2019
                                             (signature)   (date)

4. Final Report Signoff Exco - _____ 18/03/19
                                             (signature)   (date)

5. Report received by Acting Research Manager for distribution
                  - Wayne Tifflin: _____ 18/03/2019
                                             (signature)   (date)

Midmar Mile 2019
Economic Impact Assessment:
Top Line Summary Report

Nkanyiso Dlamini
Wayne Tifflin
Tourism KwaZulu-Natal
February 2019

Positive Highlights

- 92% of the respondents were visitors to the region.

- 100% indicated that they were satisfied with the information provided.

- 98% said they would attend the event again.

- 93% of the respondents had attended the event in previous years.

- 97% did not experience any problems at the event.

- 100% of the respondents would recommend the event to family and friends.

- 100% would recommend KZN as a tourist destination to family and friends.

- The economic impact of the event was estimated to be as much as R142 million.

Methodology

- Face-to-face survey with a probability sample of <u>119</u> respondents on the 10th of February 2019.

- Respondents were systematically selected throughout the period of the event.

- Made use of the internationally accepted 'representative sampling' research methodology for the event (see next slide)

Methodology (cont'd.)

<u>Representative Sampling</u>
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.**

<u>Two advantages</u>
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)

<u>National Department of Tourism: Accepted Standards</u>
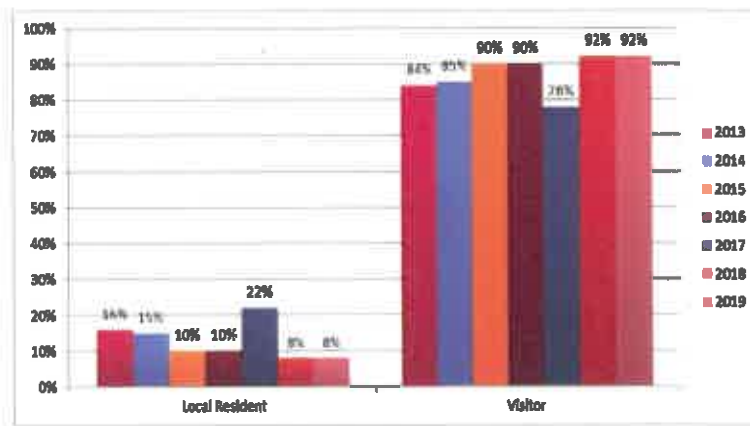10 people in a room – interview all 10.
100 people in a room – safe with 40-50 surveys.
1 000 people in a room – safe with 100 surveys.
10 000 people in a room – safe with 150-200 surveys.
i.e. If the sample size grows to more than 400 (in relation to the population), any addition to the sample size **becomes statistically irrelevant.**

Local vs Visitor

The proportion of visitors in 2019 remained the same (92%) as in 2018. This event is good for the region because of the spend in the area by the visitors.

Local vs Visitor (cont'd.)
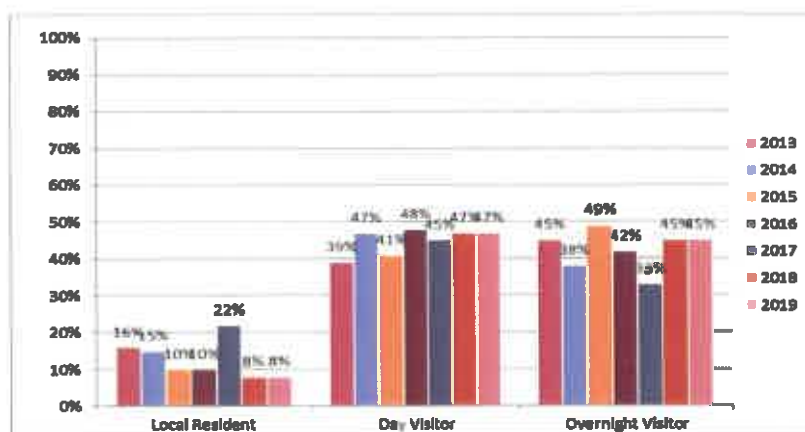
In 2019 (45%) of the visitors stayed overnight. Thus, they possibly could have stayed nearby in Howick, Pietermaritzburg, or in the Midlands. Once again this creates a positive economic injection into the area.

Domestic Provinces

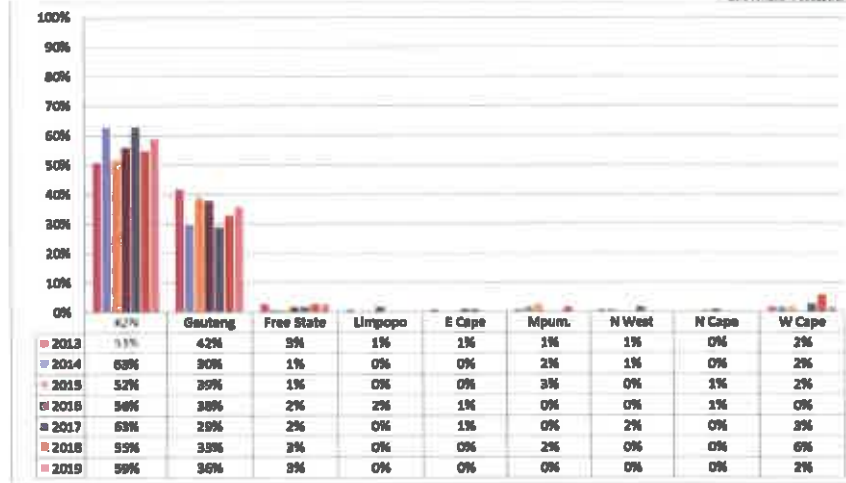|	KZN	Gauteng	Free State	Limpopo	E Cape	Mpum.	N West	N Cape	W Cape
2013	51%	42%	5%	1%	1%	1%	1%	0%	2%
2014	65%	30%	1%	0%	0%	2%	1%	0%	2%
2015	52%	39%	1%	0%	0%	3%	0%	1%	2%
2016	56%	38%	2%	2%	1%	0%	0%	1%	0%
2017	63%	29%	2%	0%	1%	0%	2%	0%	3%
2018	55%	33%	3%	0%	0%	2%	0%	0%	6%
2019	59%	36%	3%	0%	0%	0%	0%	0%	2%

Once again, the majority of the respondents had come from KZN (59%) and from Gauteng (36%). There was a slight increase (4%) in respondents from KZN, and also an increase (3%) from Gauteng. Along side KZN, Gauteng remains the most important source of visitors to KZN.

Participants and Vehicles

	2013	2014	2015	2016	2017	2018	2019
Participants	16 487	16 919	13 298	*10 548	*10 897	*10 553	12 159
Vehicles	7 598	*7 700	5 655	5 054	5 331	5 147	5 845

*Estimated (number of finishers) - data has not been made available from the organizers as yet. This data was obtained by adding up all of those who had FINISHED the event based, and it was obtained from *Finish Time's* website for the event.

4

Group Size and Spectator Estimate

	2013	2014	2015	2016	2017	2018	2019
Average Group Size	3.9	3.6	3.3	3.3	3.04	3.46	3.89
Estimated Overall Attendance	29 632	27 720	18 662	16 678	16 206	17 811	22 737
Estimated Spectator Attendance	13 145	10 801	5 364	6 130	5 309	7 256	10 578

Estimated Economic Impact - Participants

Year	Overnight and Day Participants	Local Participants	
2017			
Number	8 500		(1 308)
*Low Estimate	R15 436 000		-
**Middle Estimate	R20 264 000		-
***High Estimate	R25 092 000		-
2018			
Number	12 610		Sample too small
*Low Estimate	R27 792 554		-
**Middle Estimate	R34 133 711		-
***High Estimate	R40 474 870		-

*Low estimate of margin of error of mean at 95% confidence level

**No Margin of Error

***High estimate of margin of error of mean at 95% confidence level

5

Estimated Economic Impact - Participants

Year	Overnight and Day Participants	Local Participants
2019		
Number	5 465	Sample too small
*Low Estimate	R15 301 980	-
**Middle Estimate	R23 024 753	-
***High Estimate	R30 747 524	-

*Low estimate of margin of error of mean at 95% confidence level

**No Margin of Error

***High estimate of margin of error of mean at 95% confidence level

Estimated Economic Impact - Spectators

Year	Overnight and Day Spectators	Local Spectators
2017		
Number	4 141	(637)
*Low Estimate	R5 942 335	-
**Middle Estimate	R12 207 668	-
***High Estimate	R18 477 142	-
2018		
Number	5 465	Sample too small
*Low Estimate	R15 301 980	-
**Middle Estimate	R23 024 753	-
***High Estimate	R30 747 524	-

*Low estimate of margin of error of mean at 95% confidence level

**No Margin of Error

***High estimate of margin of error of mean at 95% confidence level

Estimated Economic Impact - Spectators

Year	Overnight and Day Spectators	Local Spectators
2019		
Number	10 578	Sample too small
*Low Estimate	R2 656 306	-
**Middle Estimate	R31 188 698	-
***High Estimate	R32 218 287	-

*Low estimate of margin of error of mean at 95% confidence level

**No Margin of Error

***High estimate of margin of error of mean at 95% confidence level

Total Estimated Amount Spent

	2015	2016	2017	2018	2019
Low Estimate	R32 286 466	R38 705 781	R21 378 335	R53 719 772	R40 976 651
Middle Estimate	R48 748 908	R54 909 587	R32 471 668	R61 531 611	R70 208 823
High Estimate	R63 015 008	R73 113 394	R43 569 142	R75 877 739	R71 938 196

Note: This includes spending by both day and overnight visitors only.

There was an decrease in the estimated total amount spent at the Midmar Mile in 2019, when compared to previous year. People are spending less because the economic climate is difficult, possible explanations are a decrease in the average spend by the visitors to the event, even though there was an increase in the estimated number of participants.

Total Estimated Economic Impact

	Direct Spend	Multiplier of 1.98
Low Estimate	R21 378 335	R42 756 670
High Estimate	R43 569 142	R87 138 284
2018		
Low Estimate	R50 817 308	R101 634 616
High Estimate	R71 222 395	R142 444 790
2019		
Low Estimate	R40 976 651	R81 133 770
High Estimate	R71 936 197	R142 437 630

This is an estimate based on overnight participants and spectators only. The economic impact in 2019, remind the same when compared to previous year, can be attributed to an decrease in the average spend by the visitors to the event. Even though there was an increase in the estimated number of participants but the respondents spent less.

Spend Breakdown

Items	2013	2014	2015	2016	2017	2018	2019
Accommodation^	R1 769	R1 573	R1 726	R2 430	R1 629	R821	R2 089
Food & Beverage	R502	R667	R1 295	R660	R501	R754	R600
Transport (e.g. fuel)	R627	R789	R1 333	R975	R605	R1 029	R603
Entertainment	R337	R486	R176	R240	R71	R82	R52
Souvenirs	R373	R508	R169	R474	R81	R150	R253
*Total Average Spend	R1 832	R2 408	R1 972	R2 684	R2 298	R3 228	R2 991

*NOTE: This is the total average spend for each year taking into account all the spend items. Therefore, the numbers in each column will not necessarily add up to this figure.
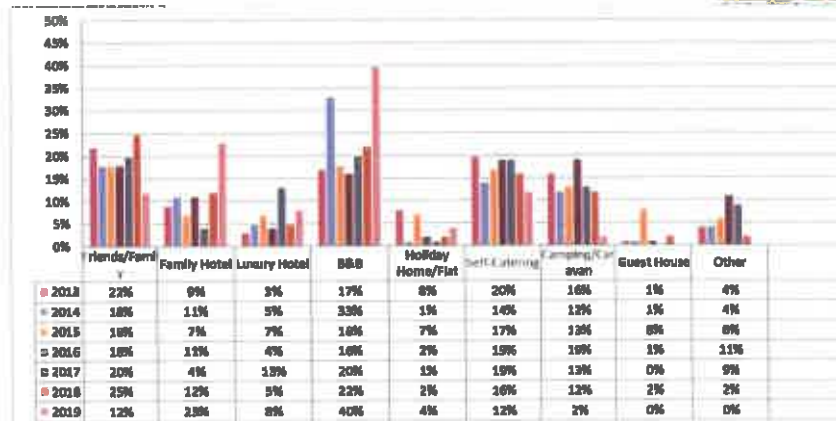
There was a decrease in the total average spend in 2019 As indicated in the table above, there was an decrease in spend across almost the categories except there was increase in spending on accommodation and Souvenirs.
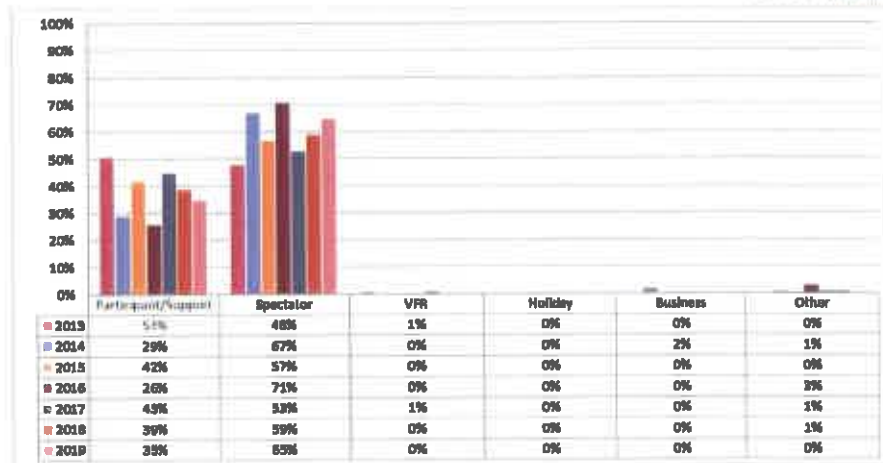
Length of Stay: Overnight Visitors
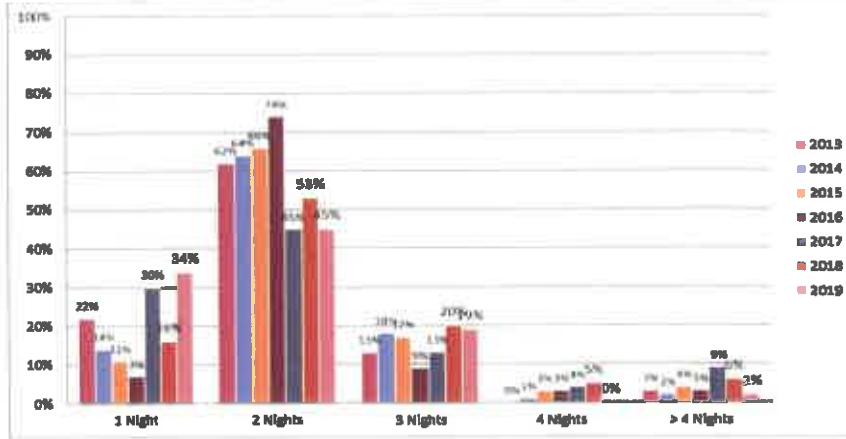
There has been a slight increase in the proportion of respondents who stayed for *1 night*, while there were also significant decreases in those who stayed for 2, there was also a decrease who stayed 3 *nights*. This indicated that the majority only stayed for the duration of the event and not longer than this. This can impact on the spend and thus on the value of the impact of the event.

Accommodation

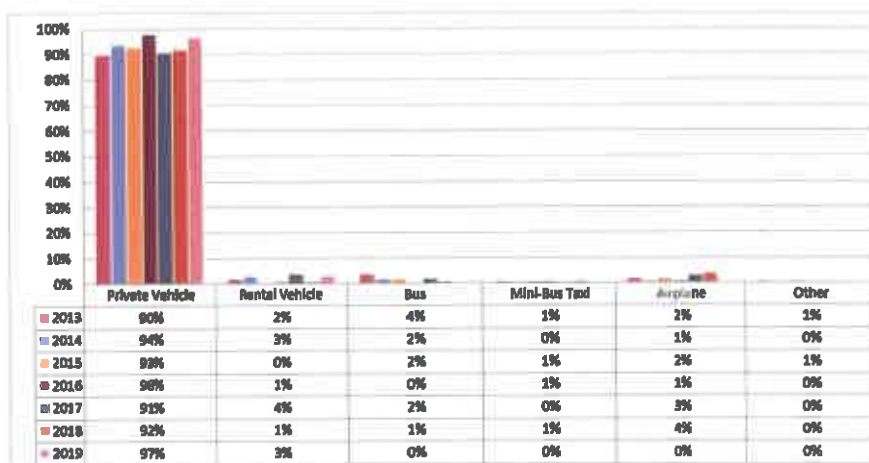|	riends/Family	Family Hotel	Luxury Hotel	B&B	Holiday Home/Flat	Self-Catering	Camping/Caravan	Guest House	Other	
2013	22%	9%	3%	17%	8%	20%	16%	1%	4%	
2014	18%	11%	5%	33%	1%	14%	12%	1%	4%	
2015	16%	7%	7%	16%	7%	17%	13%	8%	8%	
2016	16%	11%	4%	16%	2%	19%	19%	1%	11%	
2017	20%	4%	13%	20%	1%	19%	13%	0%	9%	
2018	25%	12%	5%	22%	2%	16%	12%	2%	2%	
2019	12%	23%	8%	40%	4%	12%	2%	0%	0%	

When it comes to respondents who were overnight visitors 40% of the respondents stayed in B&Bs. 23% of the respondents stayed in a Family Hotel, 15% with Friends/Family. When comparing 2018 and 2019 there was a 18% increase in the numbers of those who stayed in B&Bs, an increase 11% in Family Hotel. A decrease of 13% in Friends/Family.

Primary Reason

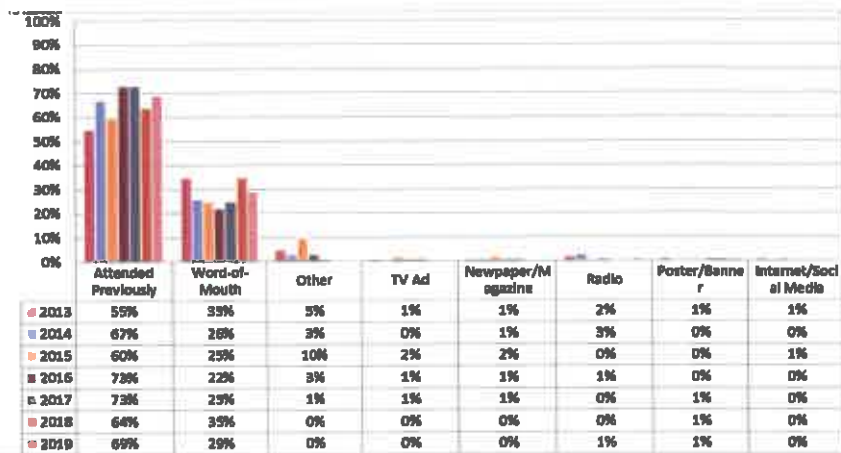|	Participant/Support	Spectator	VFR	Holiday	Business	Other
2013	51%	48%	1%	0%	0%	0%
2014	29%	67%	0%	0%	2%	1%
2015	42%	57%	0%	0%	0%	0%
2016	26%	71%	0%	0%	0%	3%
2017	49%	32%	1%	0%	0%	1%
2018	39%	59%	0%	0%	0%	1%
2019	35%	65%	0%	0%	0%	0%

All of the respondents were either spectators (65%) or participants/support crew (35%). In 2019, there was a decrease in the number participants that were interviewed while there were more spectators that were interviewed – when compared with 2018.

Transport to Event: Visitors Only

|	Private Vehicle	Rental Vehicle	Bus	Mini-Bus Taxi	Airplane	Other
2013	90%	2%	4%	1%	2%	1%
2014	94%	3%	2%	0%	1%	0%
2015	94%	0%	2%	1%	2%	1%
2016	98%	1%	0%	1%	1%	0%
2017	91%	4%	2%	0%	3%	0%
2018	92%	1%	1%	1%	4%	0%
2019	97%	3%	0%	0%	0%	0%

Most respondents used private vehicles (97%) and rental vehicle (3%) to attend the event. This is one of the most likely causes of the traffic problems experienced at the event (see recommendations for further discussions).

Influenced to Attend

	Attended Previously	Word-of-Mouth	Other	TV Ad	Newpaper/M agazine	Radio	Poster/Banne r	Internet/Soci al Media
2013	55%	35%	5%	1%	1%	2%	1%	1%
2014	67%	26%	3%	0%	1%	3%	0%	0%
2015	60%	25%	10%	2%	2%	0%	0%	1%
2016	73%	22%	3%	1%	1%	1%	0%	0%
2017	73%	25%	1%	1%	1%	0%	1%	0%
2018	64%	35%	0%	0%	0%	0%	1%	0%
2019	69%	29%	0%	0%	0%	1%	1%	0%

Word-of-mouth (29%) and *attended previously (69%)* continued to be the highest influencing factors for people to attend/participate in the Midmar Mile. There was a decrease in the number of those who were influenced by *word-of-mouth by 6%.*

Information Satisfaction
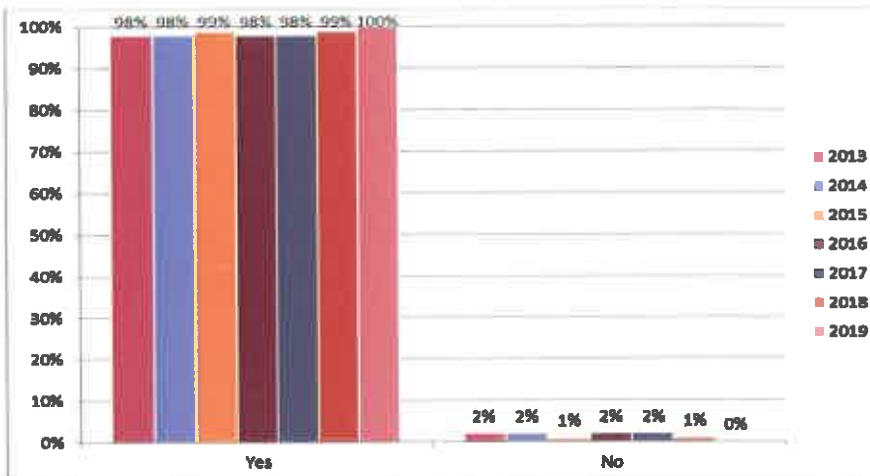
As shown above, all of the respondents were satisfied with information provided regarding the event. There has been no significant changes from 2013 – 2019.

Marketing Improvement Suggestions:

The majority of respondents indicated that the event was well marketed. Further suggestions to improve the marketing of the event were:
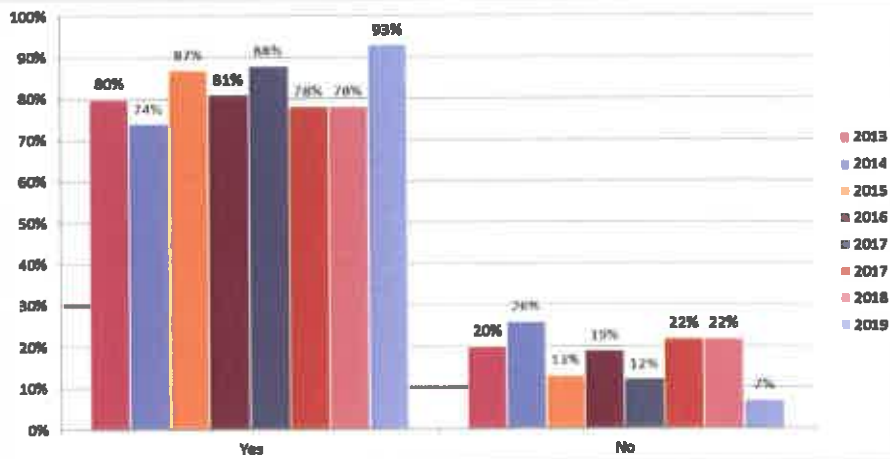
❑ More coverage on TV

❑ More advertising on the **radio/billboards**

❑ Marketing at various **accommodation establishments**

❑ Have more of a presence on **social media platforms,** such as Facebook and Instagram

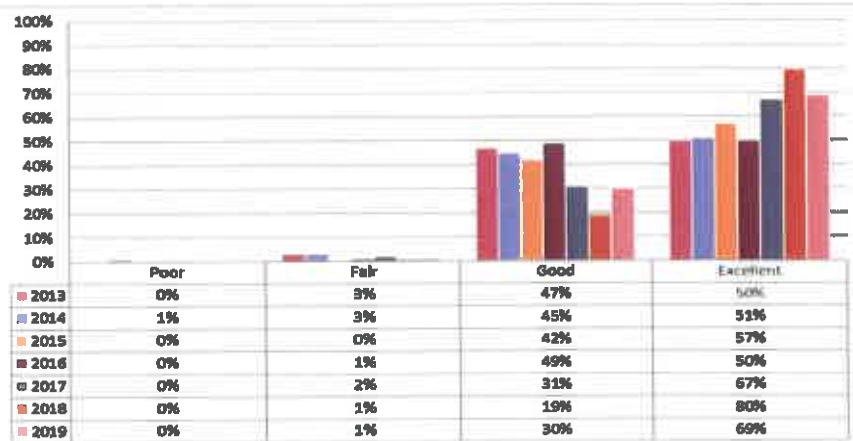❑ **Direct communication** with previous participants

❑ **Better national exposure**

Future Attendance
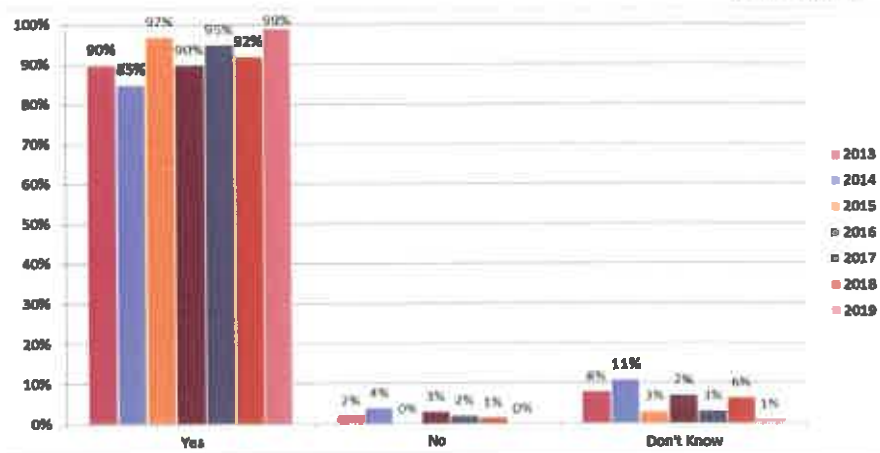
Almost all of the respondents suggested that they would attend the event again. About 1% indicated that they were not sure if they would attend the event again. However, this indicates that the event is considered to be popular.

Previous Attendance

Chart legend: 2013, 2014, 2015, 2016, 2017, 2017, 2018, 2019

Yes: 80%, 74%, 87%, 81%, 88%, 78%, 78%, 93%

No: 20%, 26%, 13%, 19%, 12%, 22%, 22%, 7%

This confirms that the event is popular with over 93% having attended in previous years.

Experience Rating

	Poor	Fair	Good	Excellent
2013	0%	3%	47%	50%
2014	1%	3%	45%	51%
2015	0%	0%	42%	57%
2016	0%	1%	49%	50%
2017	0%	2%	31%	67%
2018	0%	1%	19%	80%
2019	0%	1%	30%	69%

Overall, 99% of the respondents had either an *Excellent* (69%) or a *Good* (30%) experience at the event. There was a 11% decrease in those who had an *excellent* experience when comparing 2019 and 2018, while there was a increase in those who had a *good* experience. This attests to the caliber of the event.

13

Experienced Problems?
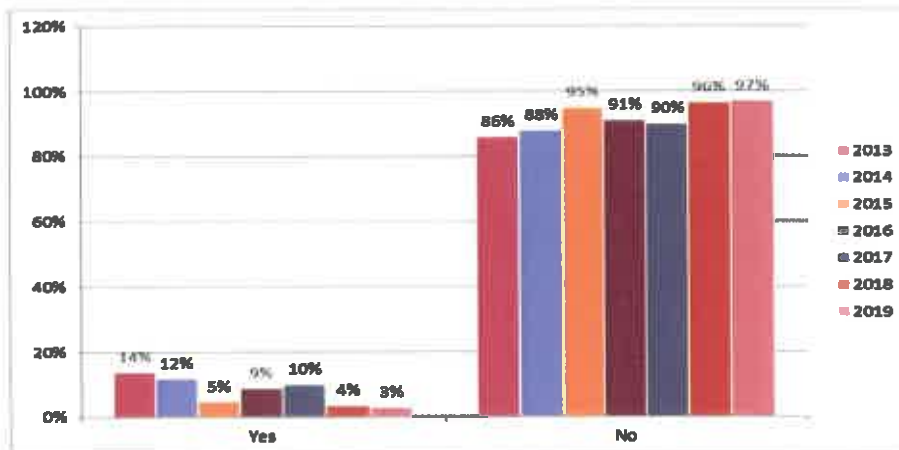
Only 3% of the respondents indicated that they did experience problems at the event. This has further indicated that the event is thought to be well organised.
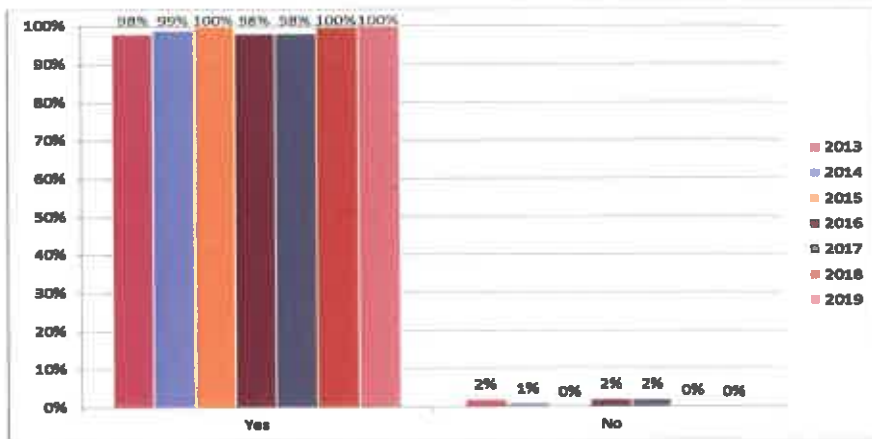
Problems Experienced

Some of the problems that were experienced are as follows:

2016	2017	2018	2019
Parking is expensive	Parking logistics/space	Parking Issues	Toilets are insufficient for an event of such magnitude
Struggled to get to the start	Location of the registration tent	Poor Service at Camp Sites	Parking Issues
Towels were sold out	Lack of directions and information		
Information must be more accessible	Toilets were not well managed		
	Start was very crowded		

The number of problems experienced has declined in 2019, compared to previous years.

Recommend the Event to Family & Friends?

Despite some respondents experiencing problems, all the respondents indicated that they would recommend the event to family and friends. The trend has not experienced any significant changes since 2013.
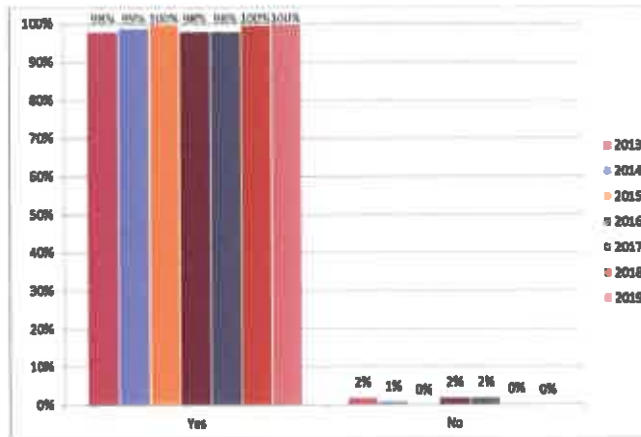
Reasons: Recommending the Event

Respondents cited the following reasons for recommending the event:

❑ A fun event for everyone

❑ A good outdoor, family event

❑ A well organized event

❑ Nice, relaxed event

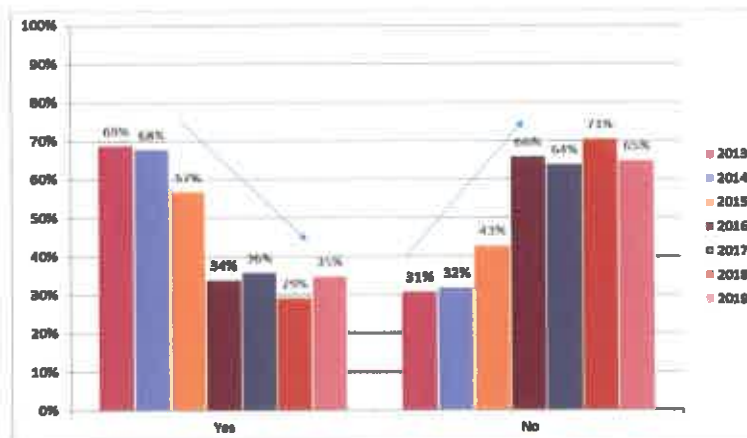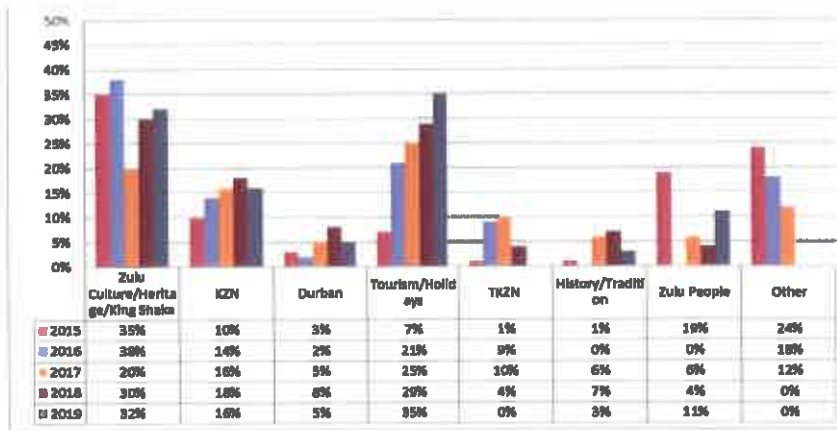# Recommend KZN as a Tourist Destination to Family & Friends?

When asked if they would recommend KZN as a tourism destination, the majority of the respondents said that they would. All of the respondents said they would recommend KZN (100%). This is an extremely positive finding.

Familiar with TKZN's Slogan?

Even though there was an 6% increase when comparing 2018 and 2019, but there is still a drastic decline in the familiarization with the Zulu Kingdom slogan since 2013. This is of a concern and a missed opportunity, because significant numbers to the event are visitors.

Associations - Zulu Kingdom Slogan: Core Mentions

|	Zulu Culture/Heritage/King Shaka	KZN	Durban	Tourism/Holidays	TKZN	History/Tradition	Zulu People	Other
2015	35%	10%	3%	7%	1%	1%	19%	24%
2016	39%	14%	2%	21%	9%	0%	0%	18%
2017	20%	16%	5%	25%	10%	6%	6%	12%
2018	30%	18%	8%	29%	4%	7%	4%	0%
2019	32%	16%	5%	35%	0%	3%	11%	0%

The association of the slogan with *Zulu culture and heritage* is still the most common, followed very closely by *Tourism/holidays* (29%). This is very positive for KZN, as it is easier for consumers to recognize TKZN's marketing efforts.

Noted TKZN Logo?
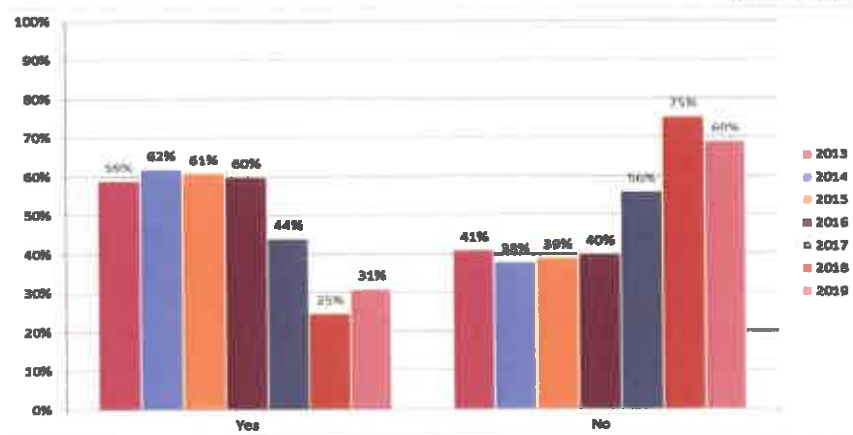
In addition to the slogan, there was also an increase in the number of respondents who had seen the TKZN logo. Between 2018 and 2019, there was a 6% increase in the number who had seen the logo before. This continued trend is of serious concern for TZKN.

Where Zulu Kingdom Logo Noted?
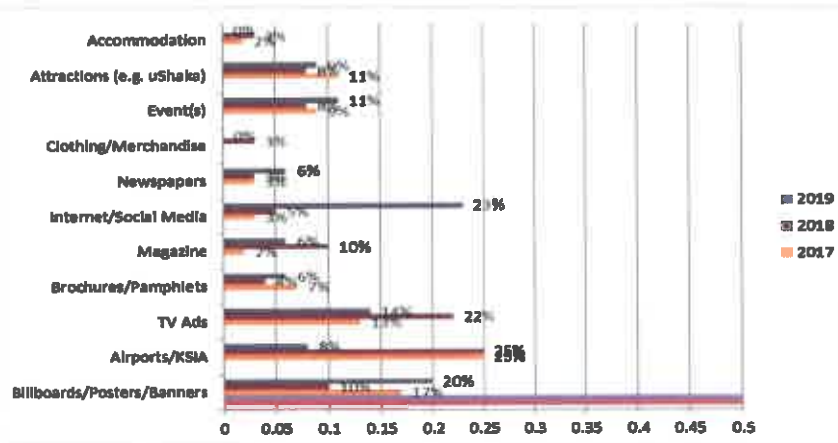
Event Improvement Suggestions

The respondents had noted the following:

Gate fee is too high	6
Better/more/closer parking to the event	5
More bathrooms	3
The gazebos should be lined together in one place	3
Better indication signs for first timers	2
More information of camping facilities	2
Update website information	2
Add more bays in the swim	1
Advertise the shuttle service on website	1
Card machine was too slow/ All food stalls should have speed points for people paying with cards	1
Collections of numbers should not be at the start	1
Expand groups to six	1
More ER service	1
More kids entertainments	1
More media publication	1
More propaganda on social media	1
More public bins	1
Programmes of the events should be made available.	1
Provide more space for support	1
There should be a designated smoking area	1

Findings

1) The Midmar Mile event largely attracted overnight and day visitors from well outside of the local area. A small proportion (8%) of the respondents were characterized as locals coming from within the Howick/Midlands area. The event has thus proven its ability to draw people from outside the area in which it takes place.

2) Most respondents at the event came from either KwaZulu-Natal (59%) or Gauteng (36%). Gauteng continues to be KZN's major source of visitors.

3) The majority of overnight visitors stayed in the area for 2 nights (45%) even though it decreased by 8% when compared to 2019. Approximately 19% of the respondents stayed for 3 nights, a decrease from 2018. Thus, combined, 64% of the respondents who stayed overnight, stayed for 2 or 3 nights.

4) The majority of the respondents stayed in paid accommodation establishments. *B&B* (40%) being the most popular. Other significant accommodation types that were used were, *Family Hotels (23%) Friends/Family and Self-catering (12%)*.

5) Once again, private vehicles continued to be the most used form of transport to the event (97%), as this is the most efficient way to get to the resort. The organisers and the park authorities should note that as a result, traffic congestion will always be a problem and thus traffic management needs to be efficient to improve the experience of those who attend the event.

Findings (cont'd)

6) Previous attendance/participation (69%) and word-of-mouth (29%) continued to be the main factors influencing respondents to attend the Midmar Mile.

7) 100% of the respondents were satisfied with information provided regarding the event.

8) The respondents suggested that the race be advertised more on social media such as Facebook and Instagram, radio, billboards and direct communication with previous participants.

9) Some 99% of the respondents said they would attend the event again. This indicates that the event is popular and well supported.

10) The 93% of respondents had attended the event before, which there was 15% increase when comparing with 2018. This shows the event is popular within the swimming fraternity.

11) The problems that were experienced (by 3% of the respondents) have decreased slightly from 2018 (4%). The problems that were experienced were to do with insufficient toilets.

12) The organisers have increased the non-swimming activities, to include live entertainment and activities for small children. A large big screen situated in the food court was also popular.

Findings (cont'd)

13) 100% of the respondents would recommend the event to family and friends. They indicated they would recommend the event because of the following reasons:
    – A fun event for everyone
    – An outdoor family event
    – A nice relaxed event
14) 100% of the respondents also said they would recommend KZN as a tourist destination for the following reasons:
    – Affordable
    – Wildlife
    – Friendly people
    – Lots of activities
15) Only 31% of the respondents were familiar with TKZN's slogan. "Zulu Kingdom. Exceptional." There has been constant decline in this number since 2013.
16) It was positive to note that 35% of the respondents associated the slogan with the concept of *Tourism/Holidays*.
17) Only 31% of the respondents had noted the TKZN logo. There was a 6% increase in those who had noted the logo when comparing with 2018.
18) The majority of the respondents had noted the logo at the *Billboards* (20%), on *TV* (14%), and on Internet (23%).

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) Advertise the shuttle service to the start of the race.

2) Parking was once again a problem due the amount of vehicles. It is suggested that the organisers encourage participants in the larger races to arrive earlier than planned too help alleviate traffic jams.

3) Respondents indicated that the gate fee was too high. It is suggested that the organisers negotiate with Ezemvelo KZN Wildlife to provide a special concession on that day.

4) Ezemvelo KZN Wildlife to use the opportunity to advertise their camping facilities.

Recommendations (cont'd.)

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

1. Awareness campaigns are needed where TKZN promotes the awareness of the slogan and logo via tradeshows, advertising and social media. Only 25% noted the logo.

2. More respondents have associated the slogan with tourism/holidays since 2015. The proportion of respondents who have done this has increased to 29%.

3. Tourism KwaZulu-Natal leverages off of these events, without directly sponsoring them. Use the data from the surveys to write and advertise the event and the destination.

Recommendations (cont'd.)

4. 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.

5. Many respondents only stayed for two nights. It is suggested that TKZN, along with with the organizers, use this event, and other attractions, in the area to increase the length of stay which could increase the overall economic impact of the event.

6. It is also recommended that a question is added to the survey to determine where people travel in KZN (e.g. South Coast, Drakensberg etc.), as well as where their preferred destinations are in South Africa.