

Art in the Park 2015 Impact Assessment: Top Line Summary Report



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Methodology



- Face to face survey with a probability sample of **279** respondents.
- Respondents systematically selected throughout 4 days of the event.
- The event was held from the 3rd to the 7th of June 2015.

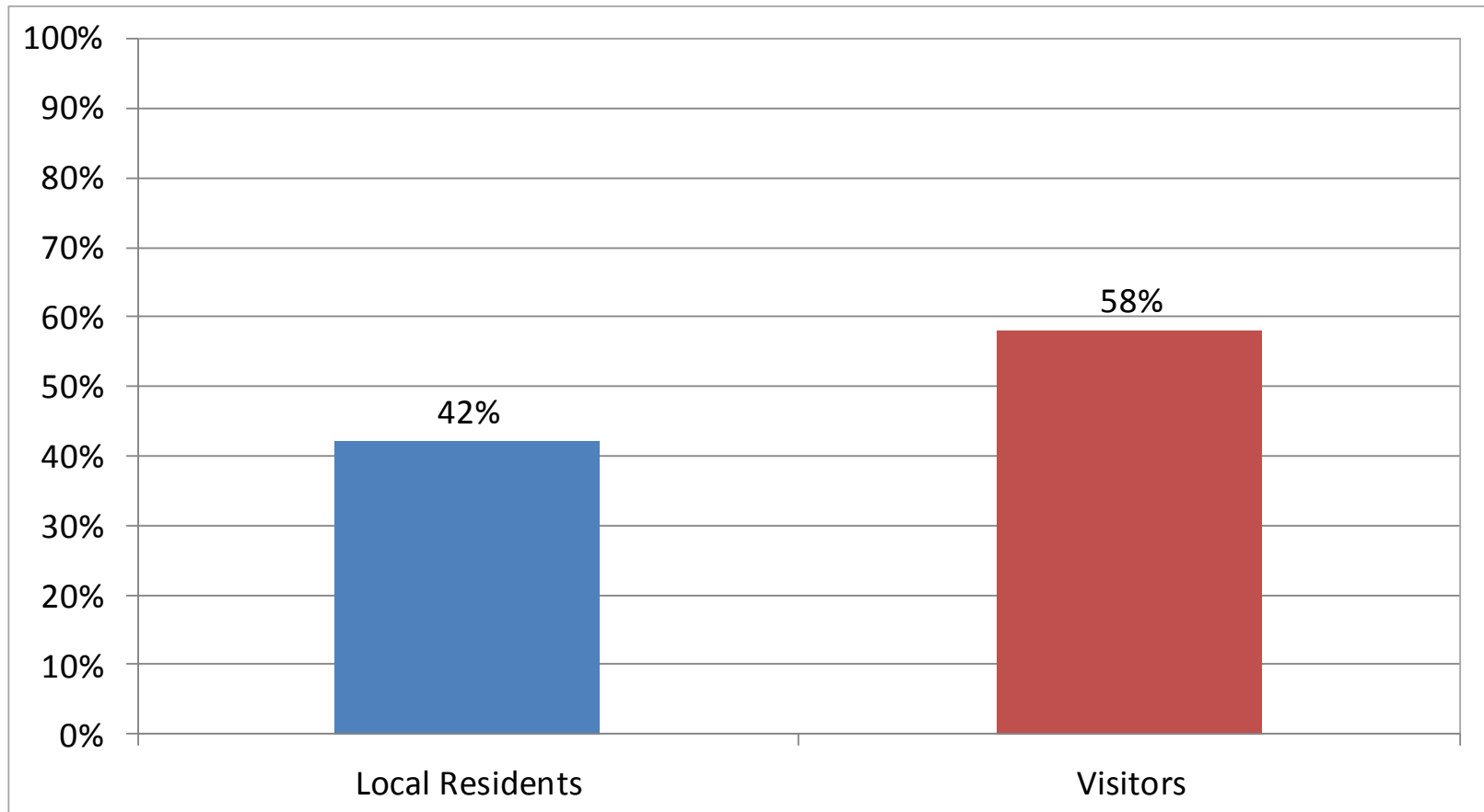
Positive Highlights



- 57% of all of the respondents were visitors to Pietermaritzburg during the event
- The event attracted visitors to the area with 98% of them indicating they were in the area specifically for the event
- 94% of the respondents were satisfied with information provided regarding the event
- The event was able to attract new attendees with 20% indicating they were attending for the first time
- Over 80% of the respondents said they would attend the event again
- 87% of the respondents had either a *good* or an *excellent* experience at the event
- 88% of the respondents did NOT experience any problems at the event
- Over 90% of the respondents said they would recommend the event to family and friends
- 96% of the respondents said they would recommend KZN to family and friends
- Some 50% of the overnight visitors stayed for more than 4 nights, i.e. the entire event.

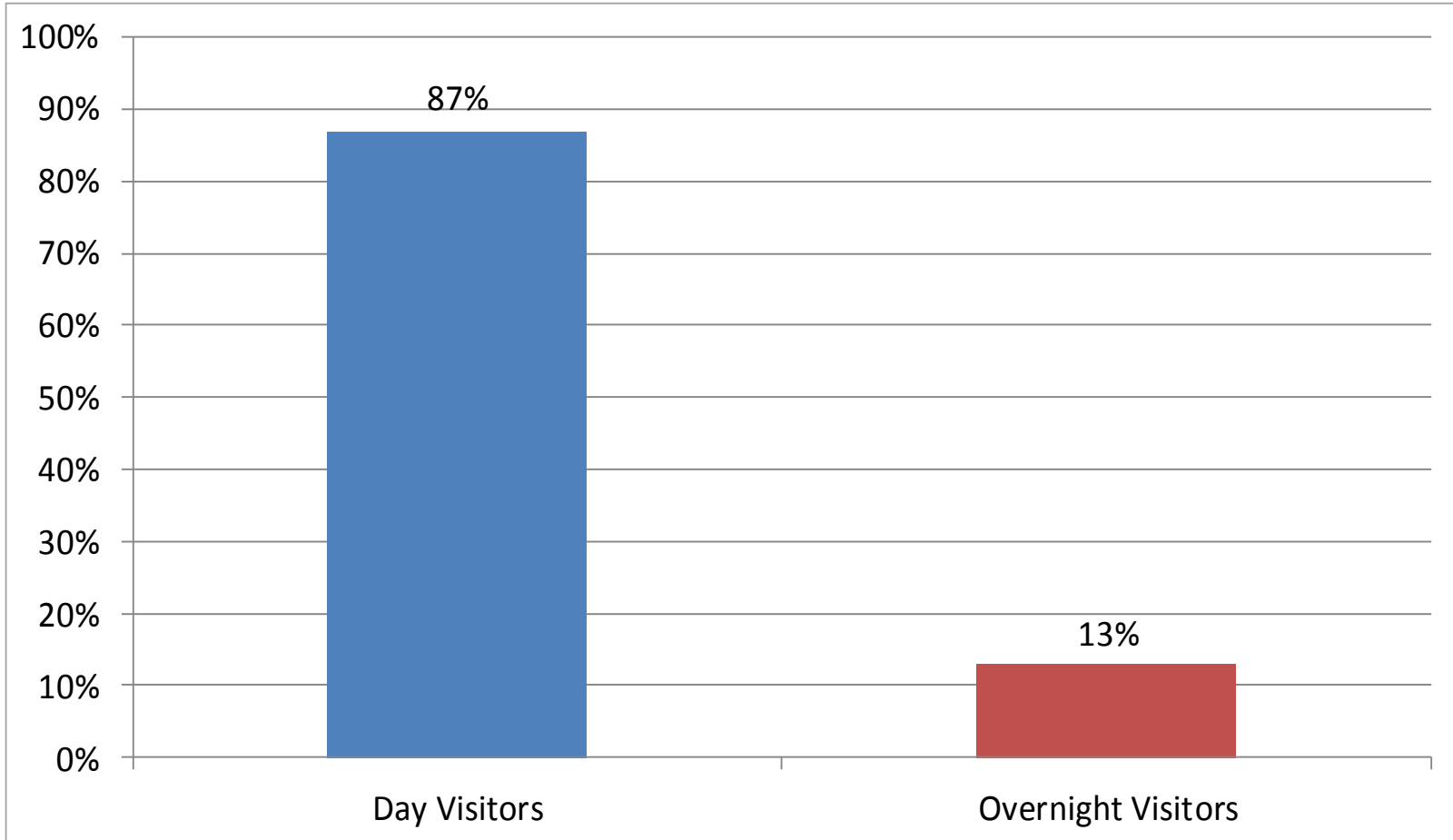
Nature of Art in the Park

Attendees: Local vs Visitor



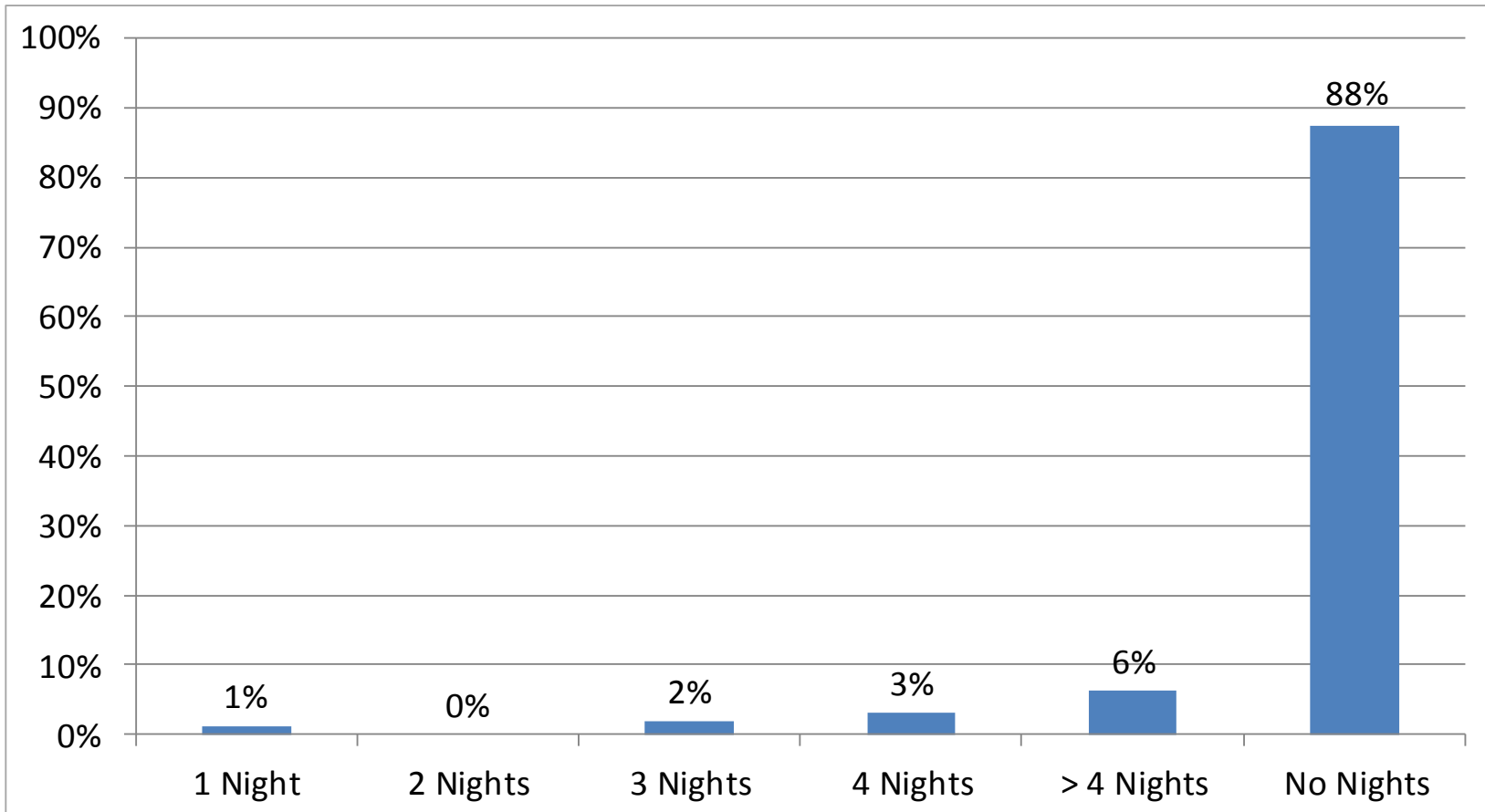
It is interesting to note that the majority of the respondents were visitors (58%). This shows that the event has attracted a number of people from outside of Pietermaritzburg. This should have positive implications for the economic impact of the event.

Visitors: Day or Overnight



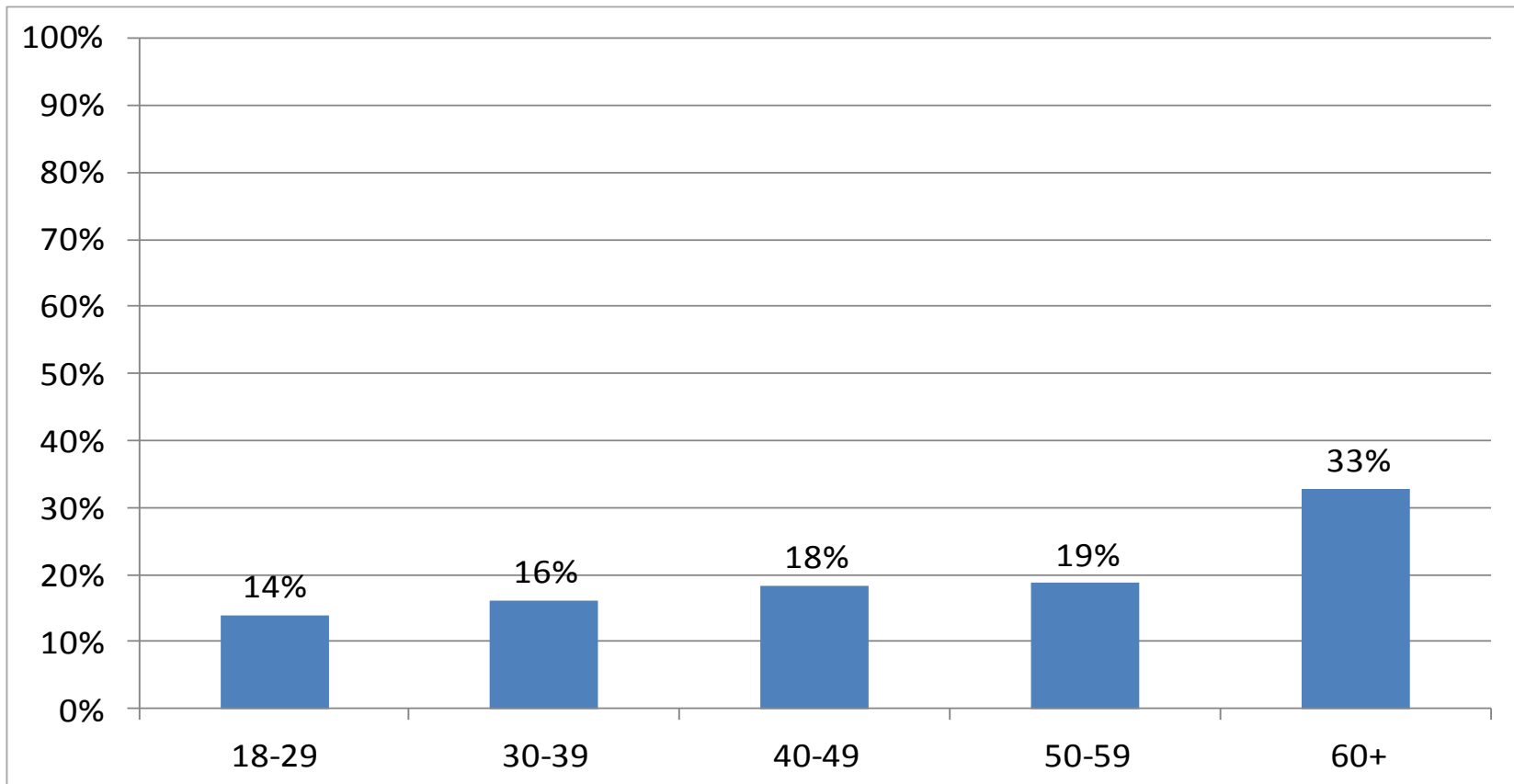
Out of the total number of visitors (58%) to the event (i.e. people from outside of Pietermaritzburg), the majority of them were day visitors (87%), whereas only 13% were overnight visitors.

Visitors: Length of Stay



This slide/graph coincides with the previous slide as it shows that the vast majority (88%) of visitors were Day Visitors as they did not stay overnight. It is interesting to note that 6% of the visitors stayed for more than 4 nights (i.e. the most in terms of overnight stays).

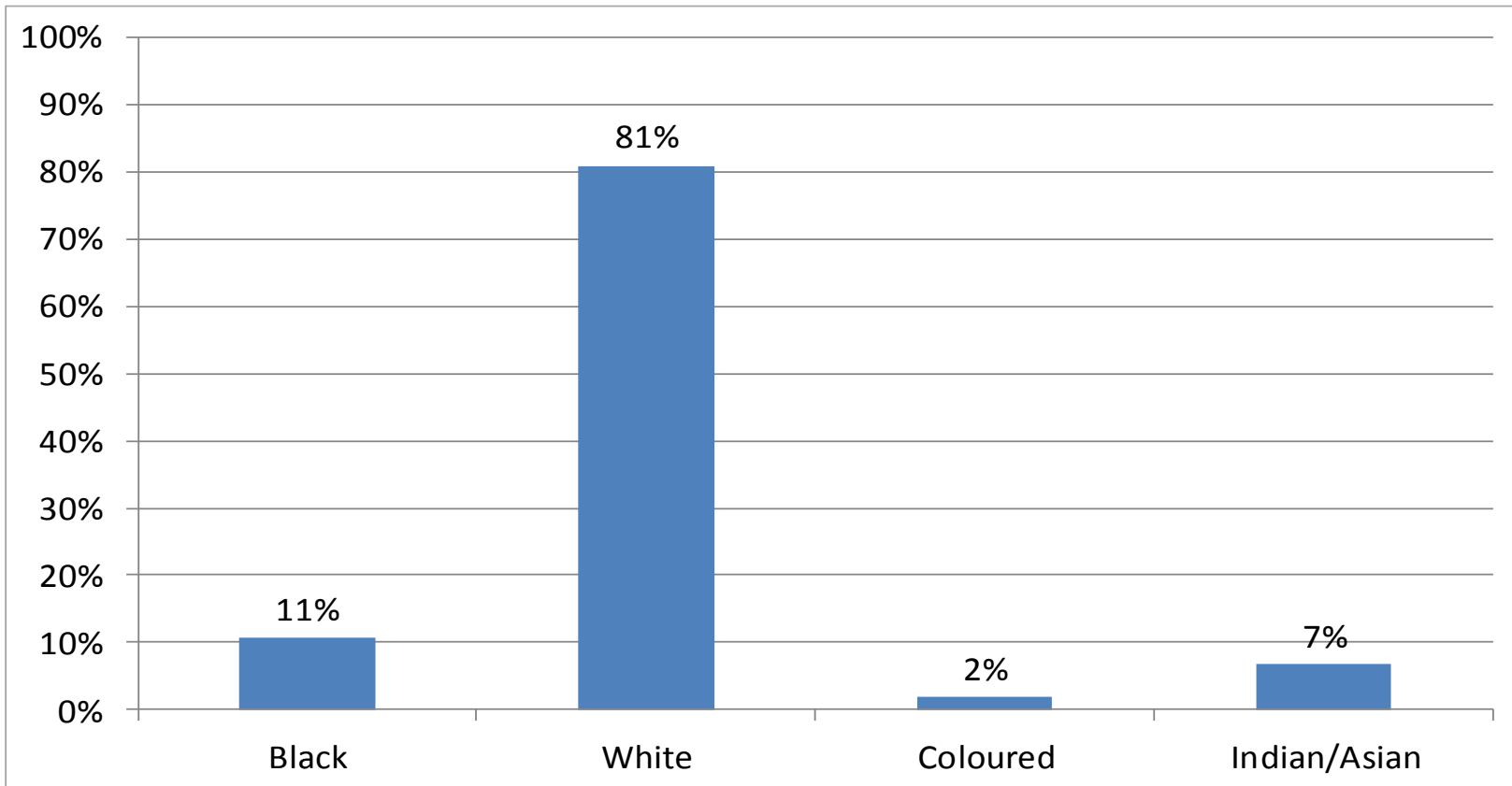
Art in the Park Attendees Demographics: Age



In terms of the age groups of the spectators, the majority of the respondents fell into the age groups, “60+” (33%) followed by “50-59” (19%). This was followed closely by the age groups, “40-49” (18%) and “30-39 (16%)”. There are no significant differences between the different age groups and this information is useful for future promotional activities.

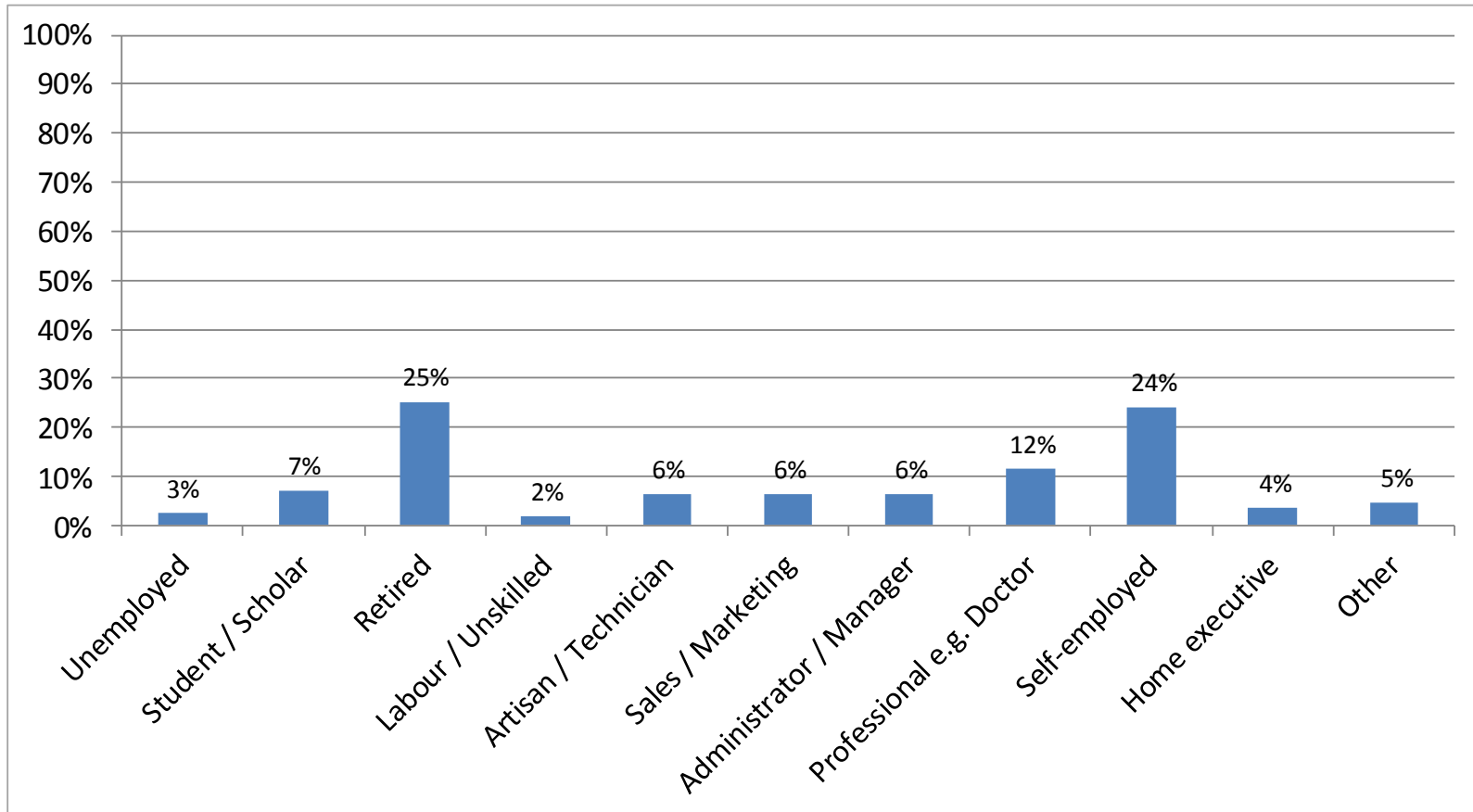
Art in the Park Attendees

Demographics: Population Groups



In terms of the population groups of the spectators, the majority of the respondents were “White” (81%). This was followed by “Black” (11%) and the “Indian/Asian” (7%). This information is also useful for future promotional activities.

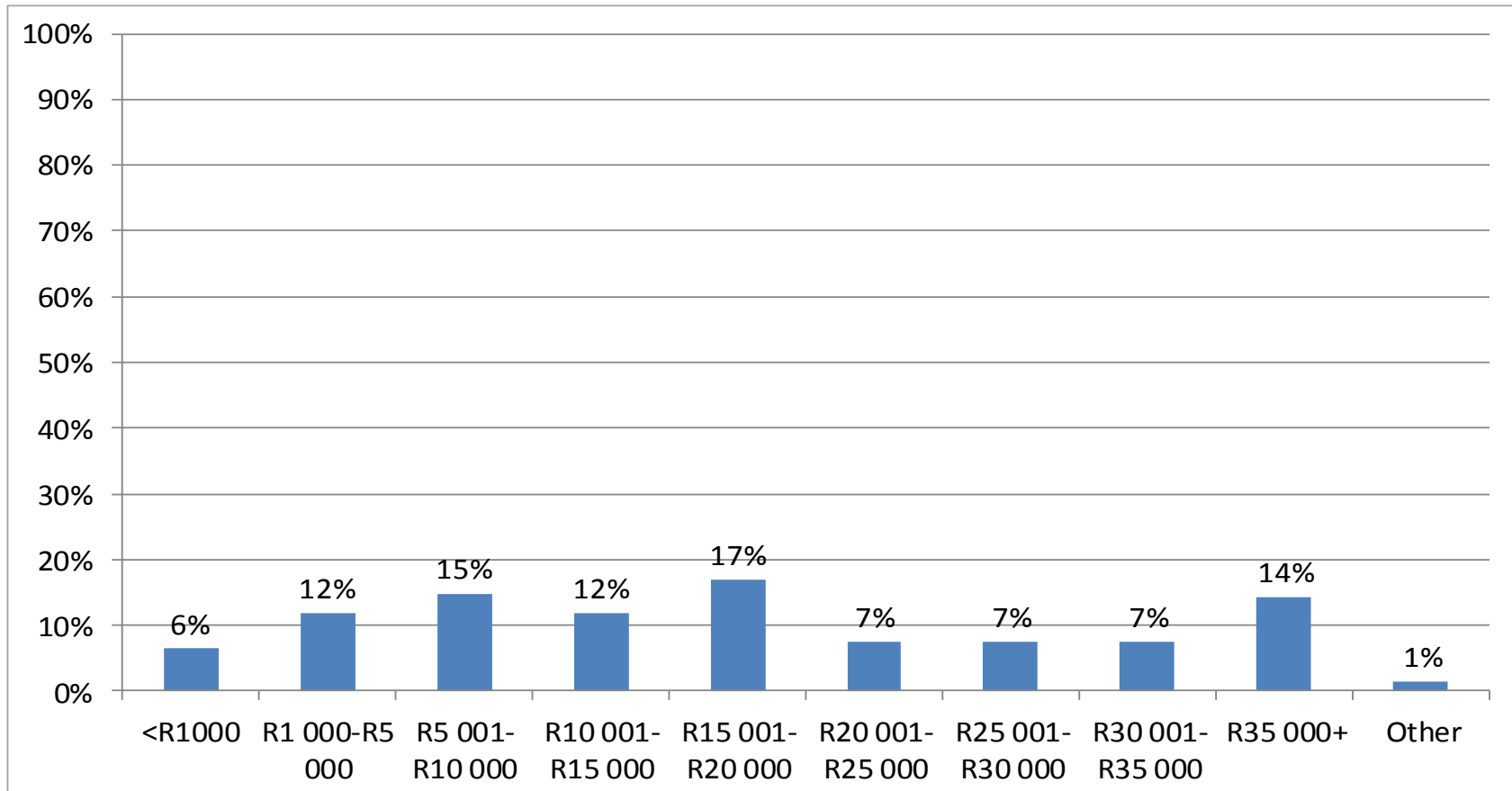
Art in the Park Attendees Demographics: Occupation



A large selection of the respondents fell into the occupation group, “Retired” (25%). This was followed closely by “Self-employed” (24%). The group that followed this was “Professional e.g. Doctor” and it consisted of 12% of the respondents.

Art in the Park Attendees

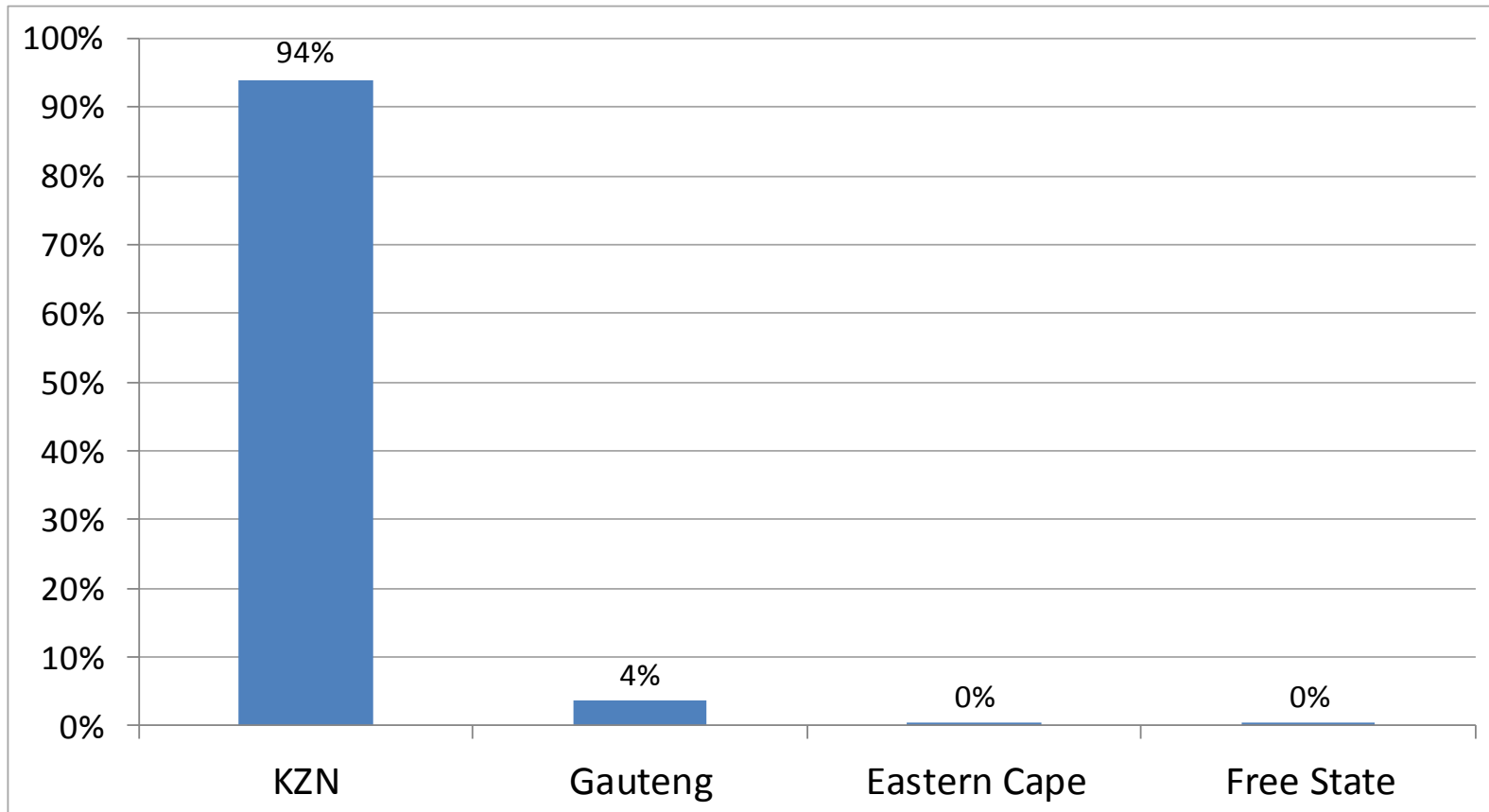
Demographics: Income Group



When asked about their income level the majority of the respondents fell into the following income groups: “R15 001 - R20 000” (17%) and “R5 001 – R10 000” (15%). This was closely followed by the group “R35 000+” (14%) and “R1 000 – R5 000” (12%). It is therefore evident that there is quite a wide scope of income groups that attended the event.

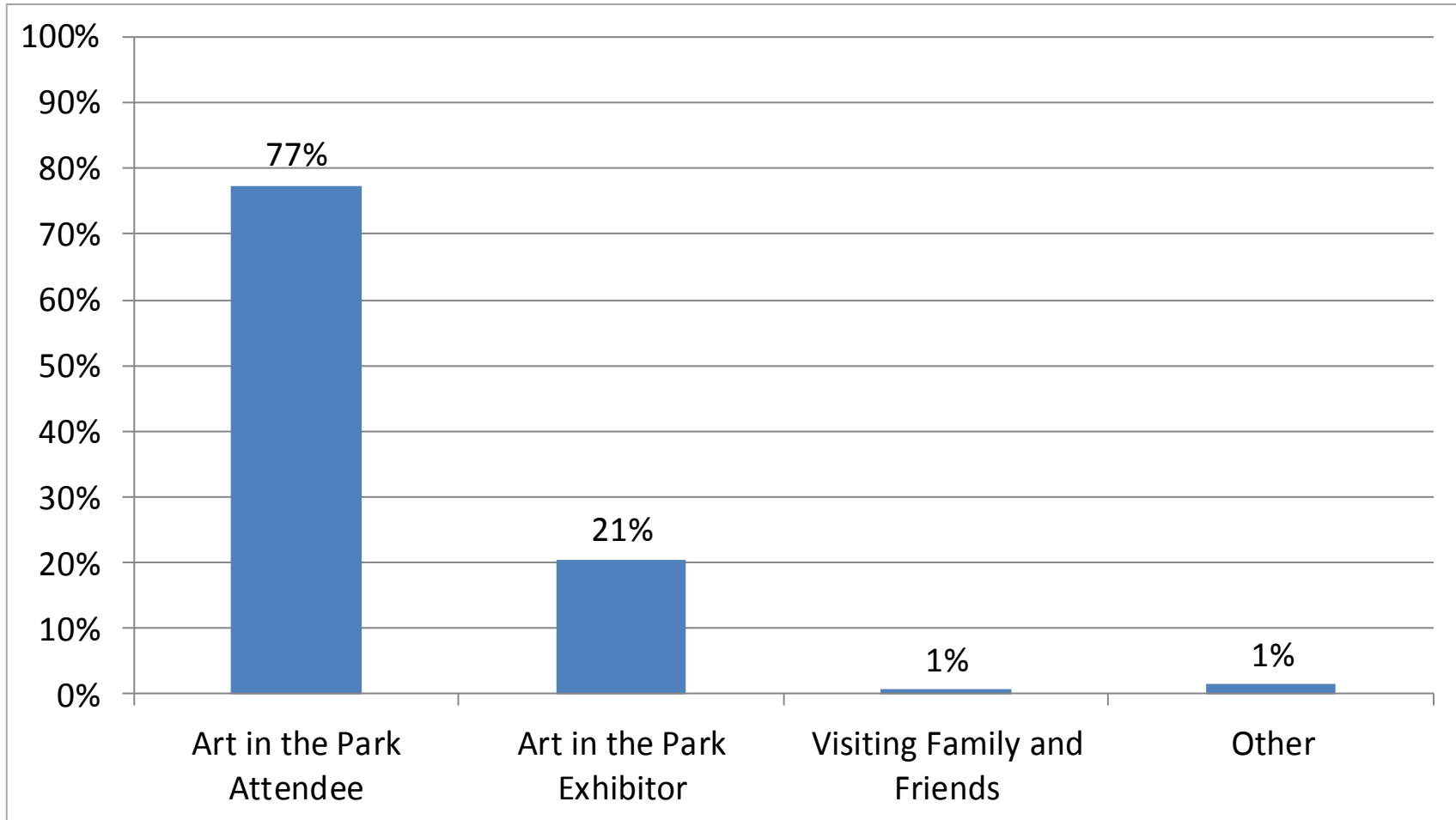
Nature of Art in the Park

Attendees: Province of Origin



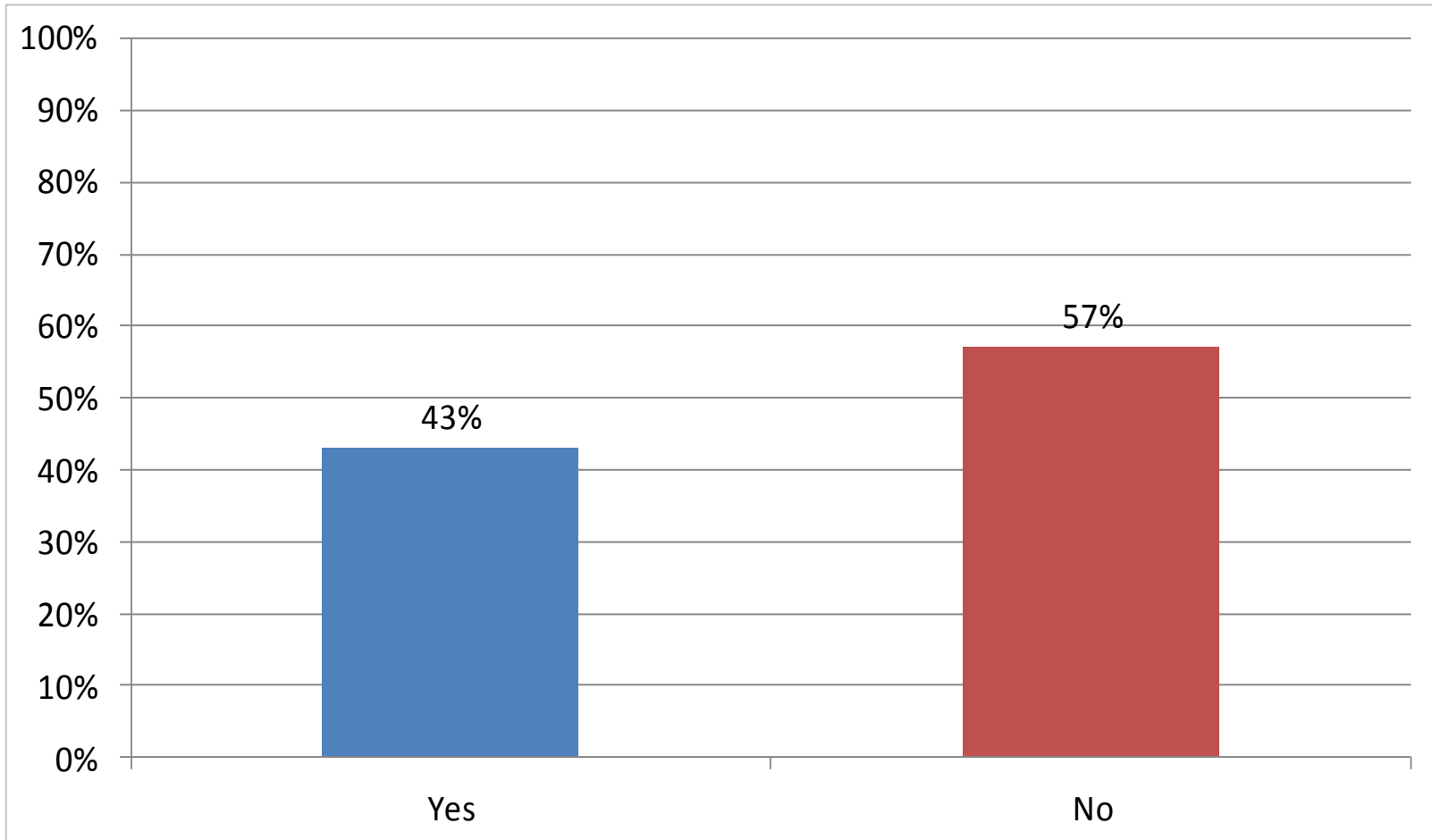
The majority of the respondents were from KZN (94%). A small number of respondents were from Gauteng (4%), followed by Free State and the Eastern Cape. It is interesting to note that 2% of the respondents were international. These respondents were from USA, Brazil, Venezuela and the Netherlands.

Primary Reason for Visiting Pietermaritzburg



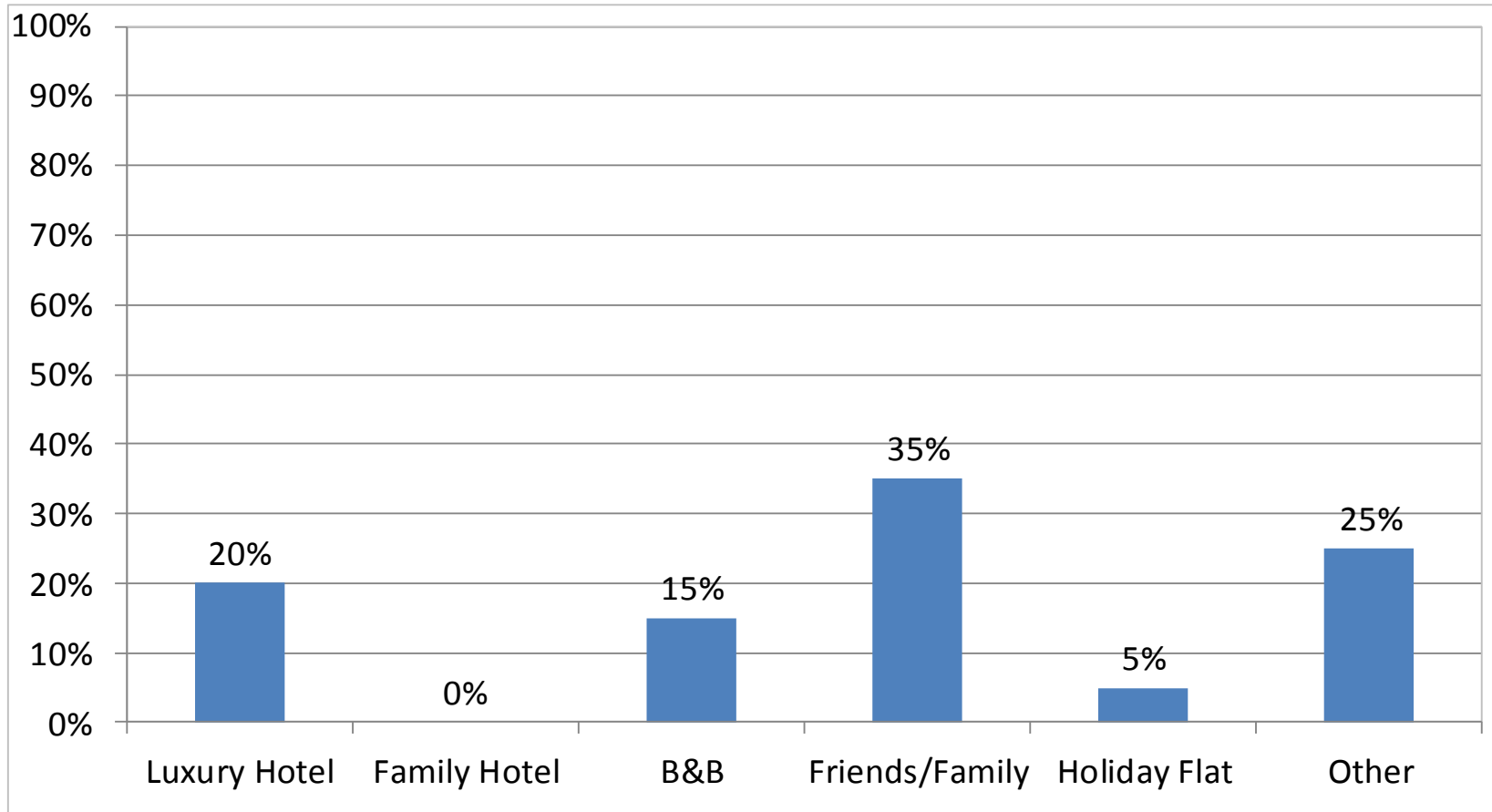
A large selection of the visitors (98%) (77% were attendees while 21% were exhibitors) indicated that they were visiting Pietermaritzburg, at the time, primarily for the event. It is important to note that “other” included those who were assisting an exhibitor or were helping promote the art works.

Visit Coincide with the Event



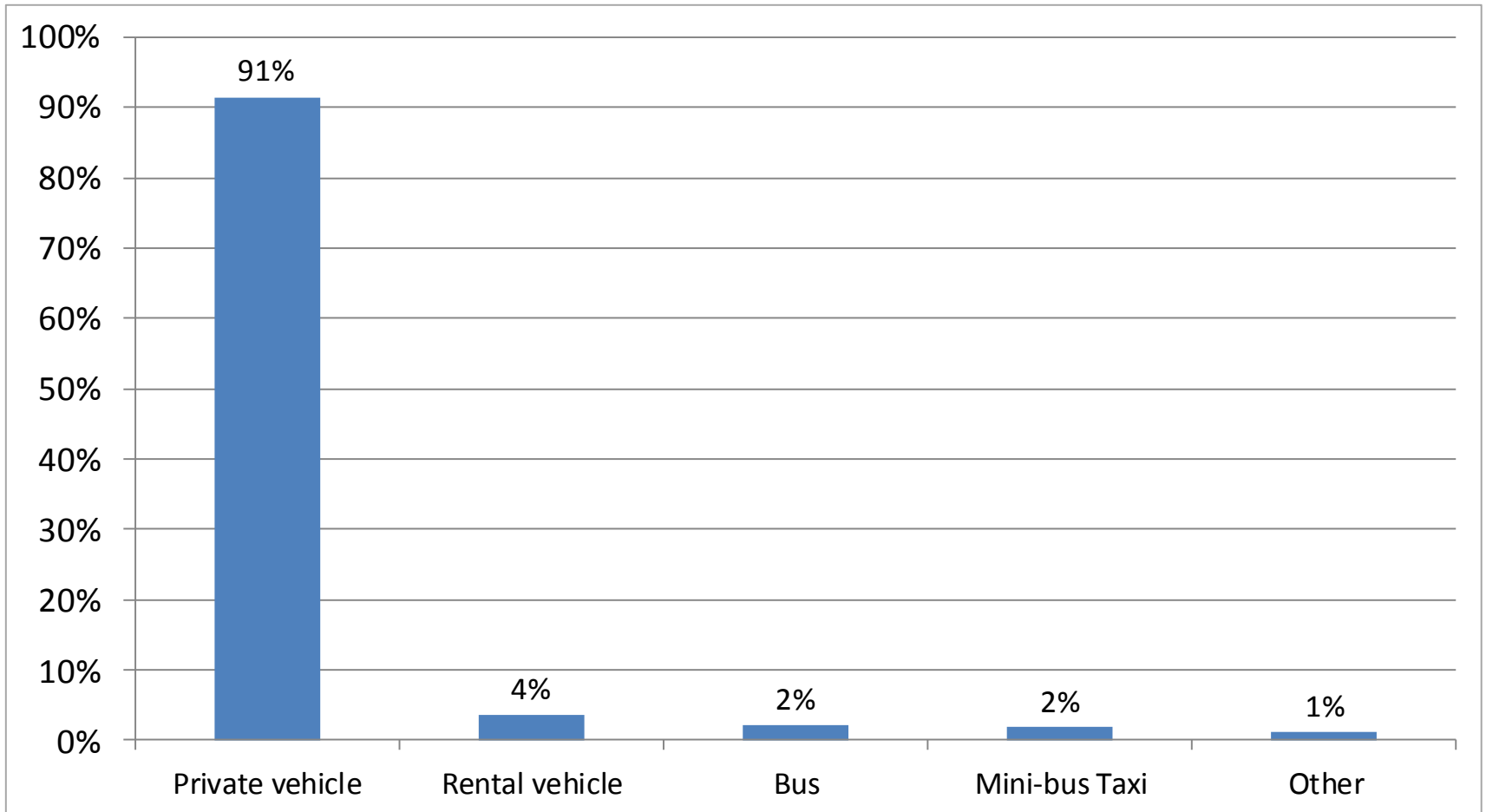
When asked about whether or not their visit was aimed at coinciding with the event, the majority of the respondents indicated that they had not planned their visit to coincide. This means that 57% of the respondents had not planned to attend the event, but were still present on the day.

Accommodation Types



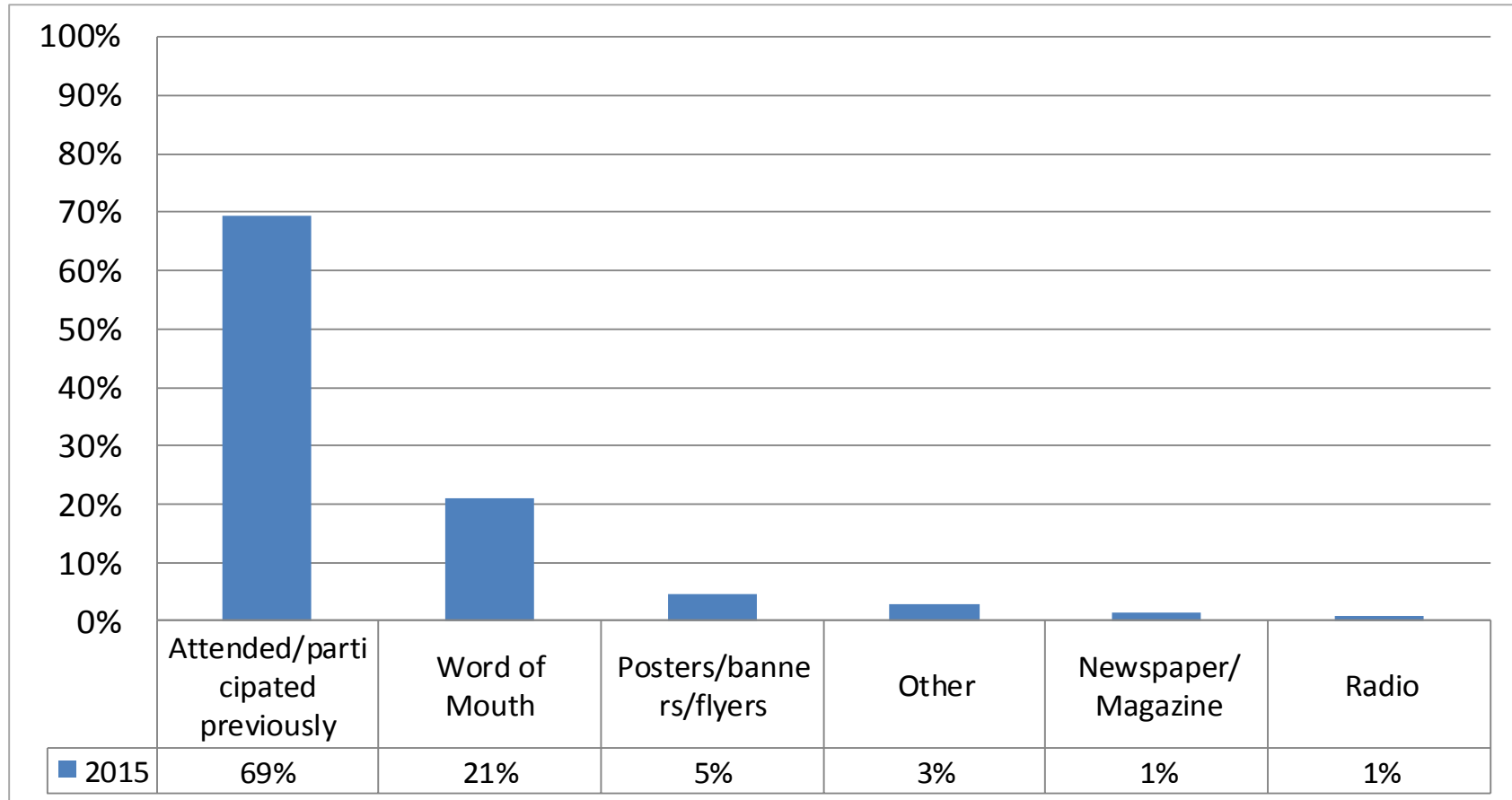
When the visitors were asked which type of accommodation they stayed in, 35% of them said that they had stayed with their family or friends. This is not a good sign for the economic impact of the event as there is minimal spending on accommodation. The second most popular accommodation type was “Other” with 25% of the respondents indicating that they stayed in guesthouses or hostels.

Transport to Event/City: All



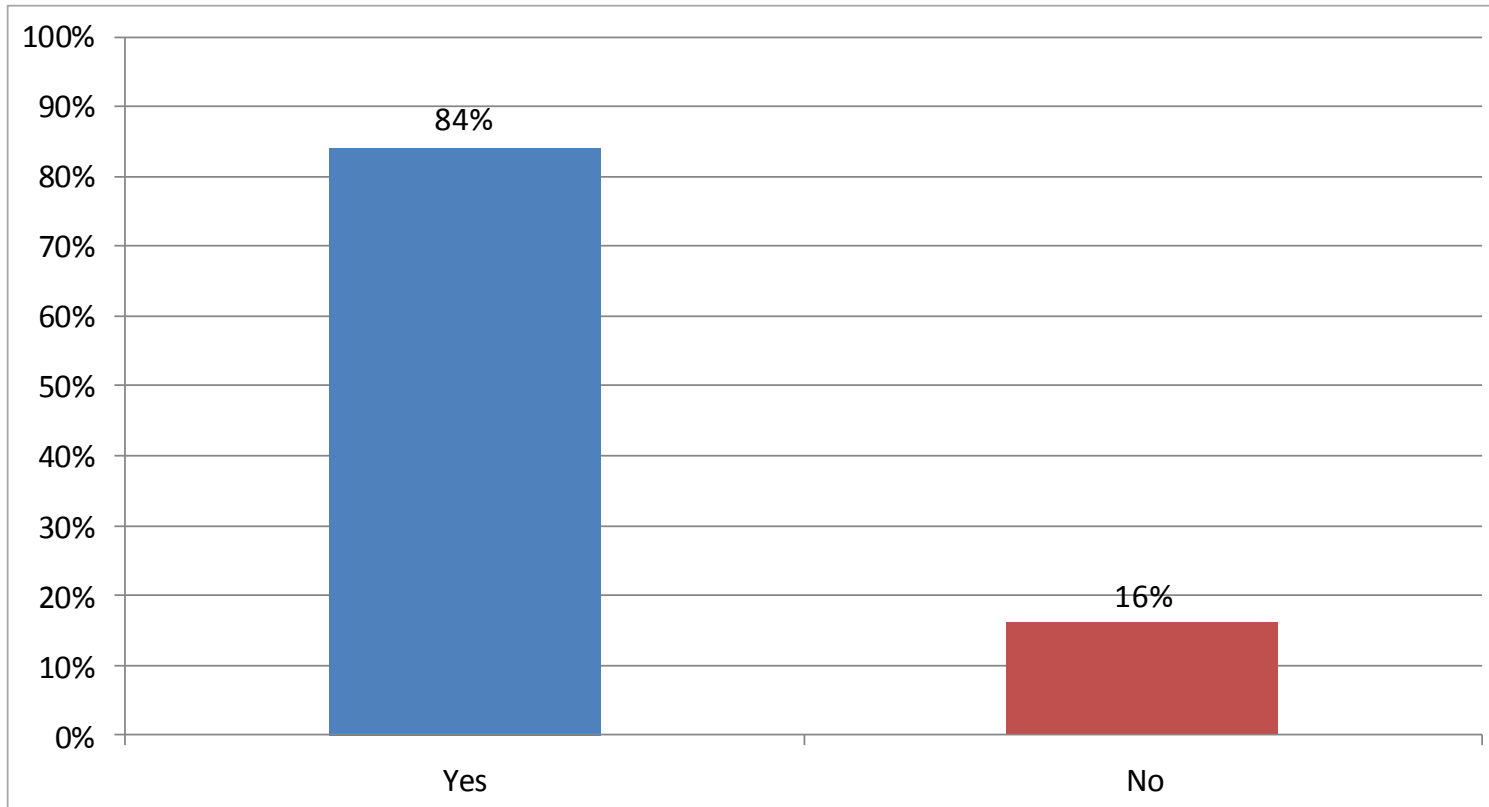
As the large majority of the respondents were day visitors or local residents, it is not surprising that majority of people came to Pietermaritzburg and the event with their own vehicles (91%). This was followed by people travelling in “Rental Vehicle” (4%). The fact that the large majority of people use their own vehicle should warrant a need for proper parking facilities at future events.

Influenced to Attend



When the respondents were asked what influenced them to attend the event, the majority indicated that they had attended the event before (69%). This was followed by “word-of-mouth” (21%) and “posters/banners/flyers” (5%). Specifically, the radio station that everyone indicated was East Coast Radio. These results show that the event has a good reputation and is able to attract people year after year.

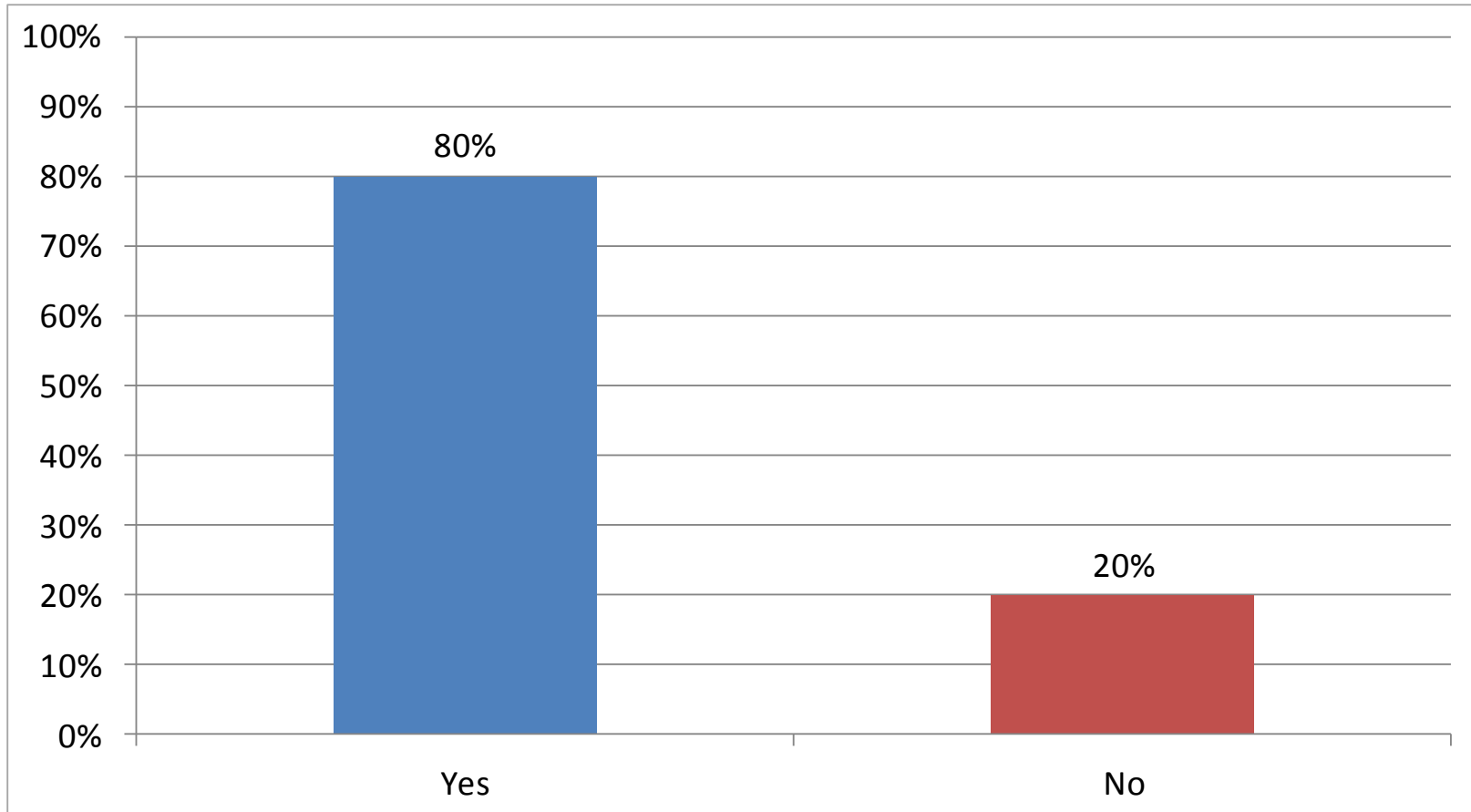
Information Satisfaction



When the respondents were asked if they were satisfied with the information about the event prior to attending, 84% said that they were. Of the 16% who were not satisfied, their areas of dissatisfaction were:

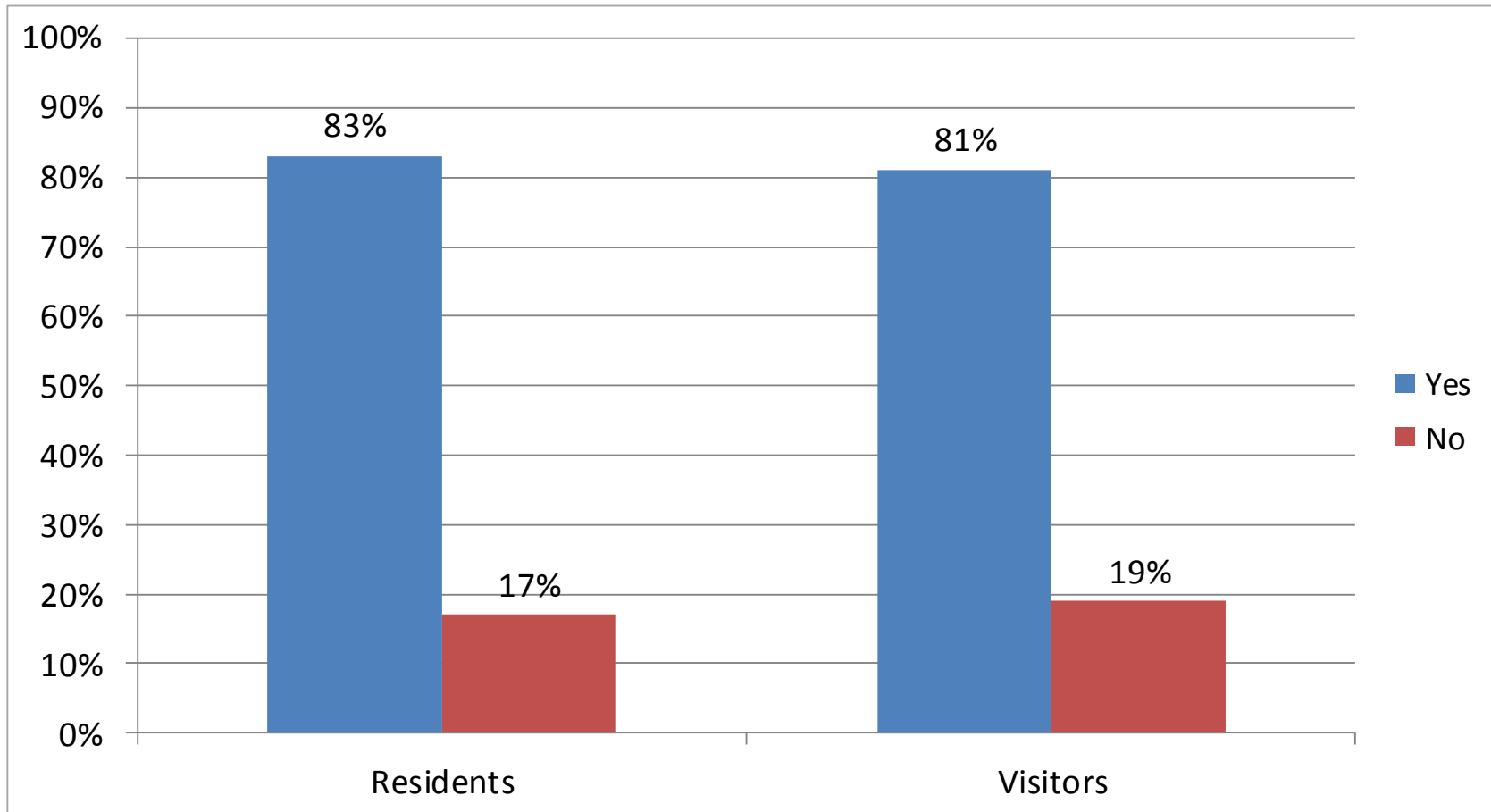
- False/incorrect information supplied
- Hard to find
- Did not advertise enough
- Lack of communication/badly run
- No information in other cities/towns

Previous Attendance



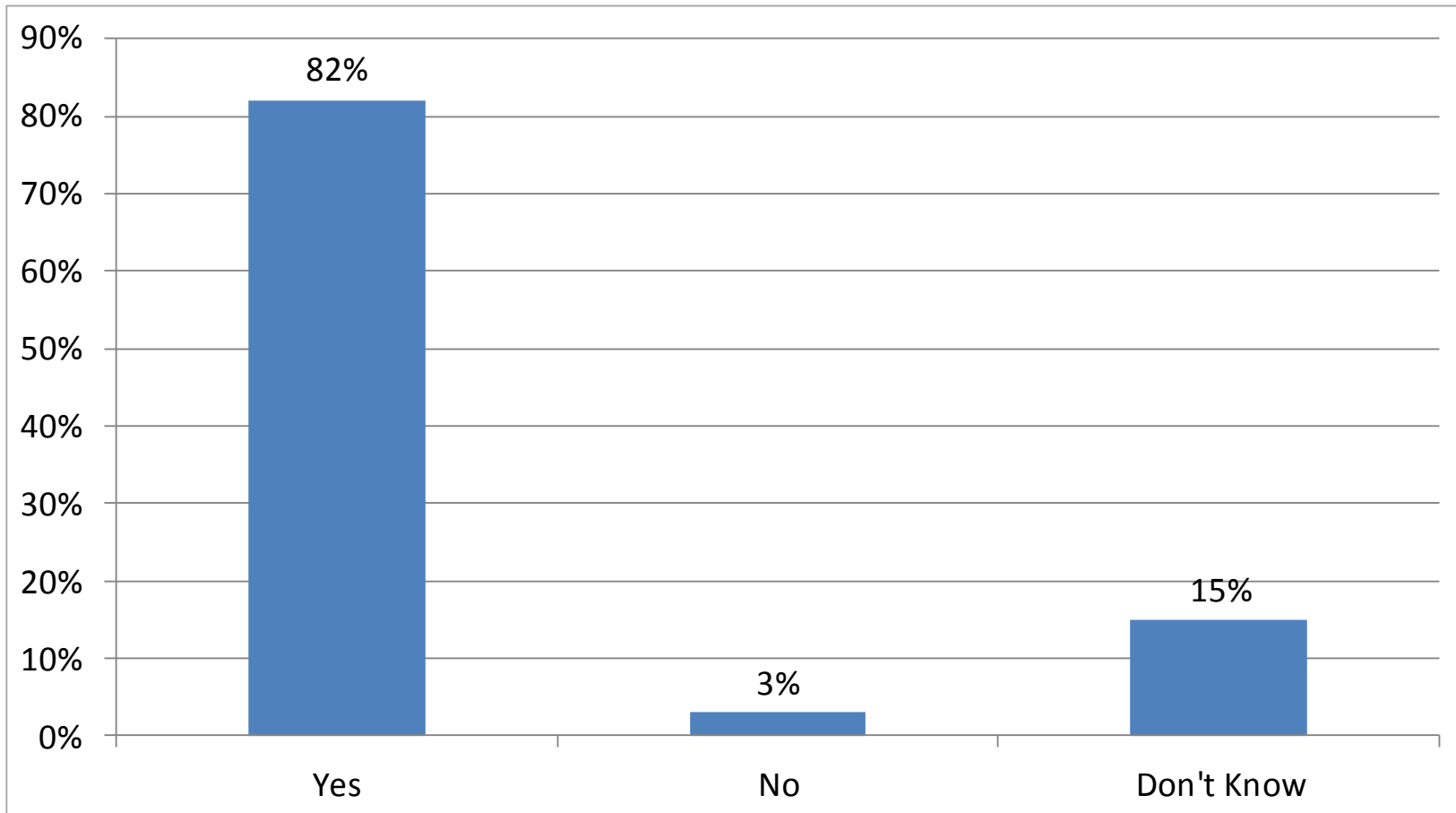
When the respondents were asked if they had attended the event in the past, 80% of them said that they had. Thus, 20% of the respondents indicated that they had NOT attended the event before. Both of these are very positive for the event. Firstly, these results show that the event is able to maintain its numbers on an annual basis. Secondly, it shows that the event can also continue to attract newcomers.

Previous Attendance (contd.)



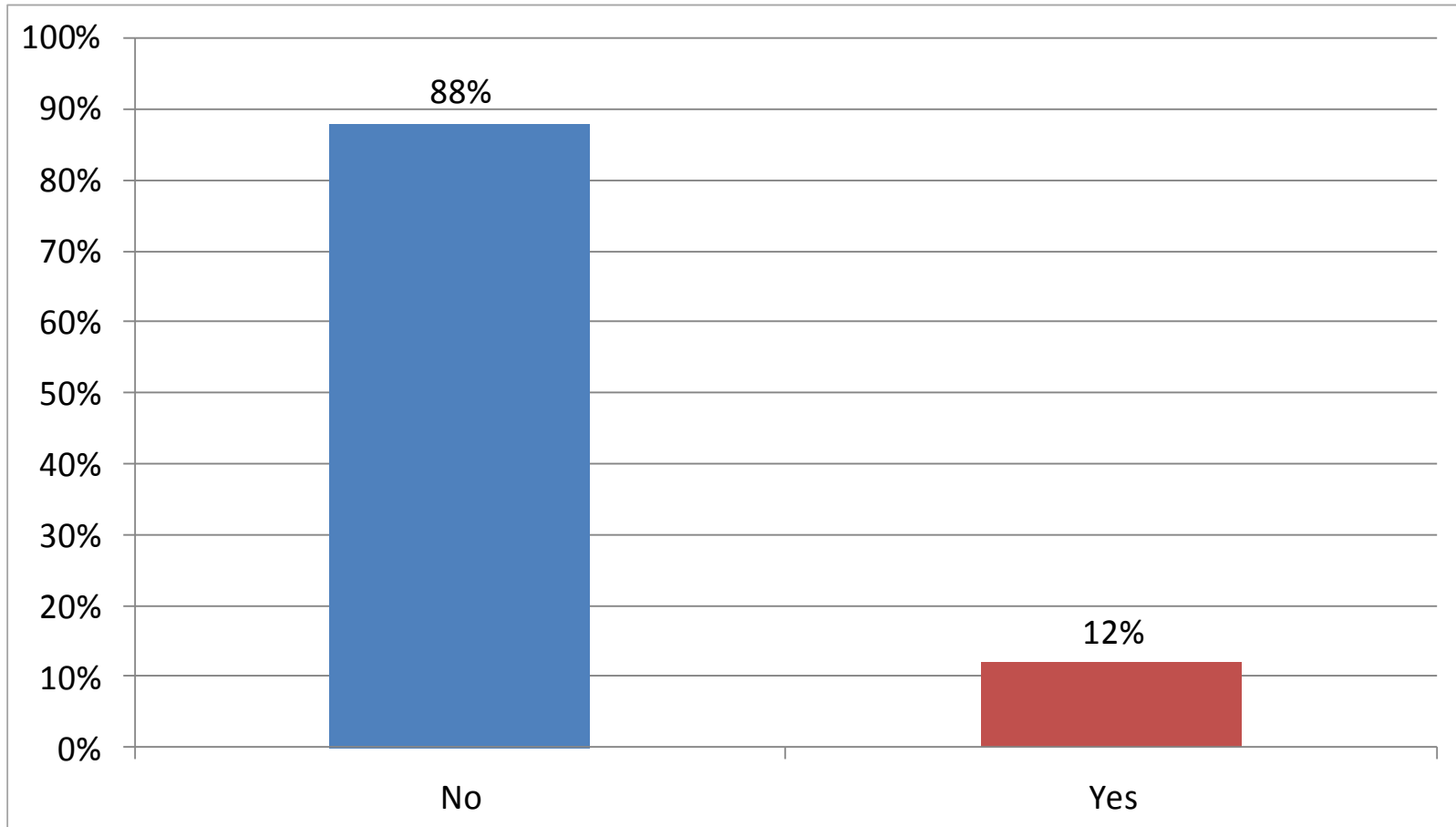
In relation to the previous slide, this graph shows the division between the residents and the visitors who have attended the event in the past. Once again, the results are positive as it shows that a majority of both local residents and visitors have attended the event before. In addition to this, a significant number of residents and visitors attended the event for the first time.

Future Attendance



When asked if they would attend the event again, a large selection (82%) of the respondents said that they would. This shows that the event is deemed to have a good reputation and is popular amongst the attendees. It is also positive to note that only 3% of the respondents said that they would NOT attend the event again in the future.

Experienced Problems?



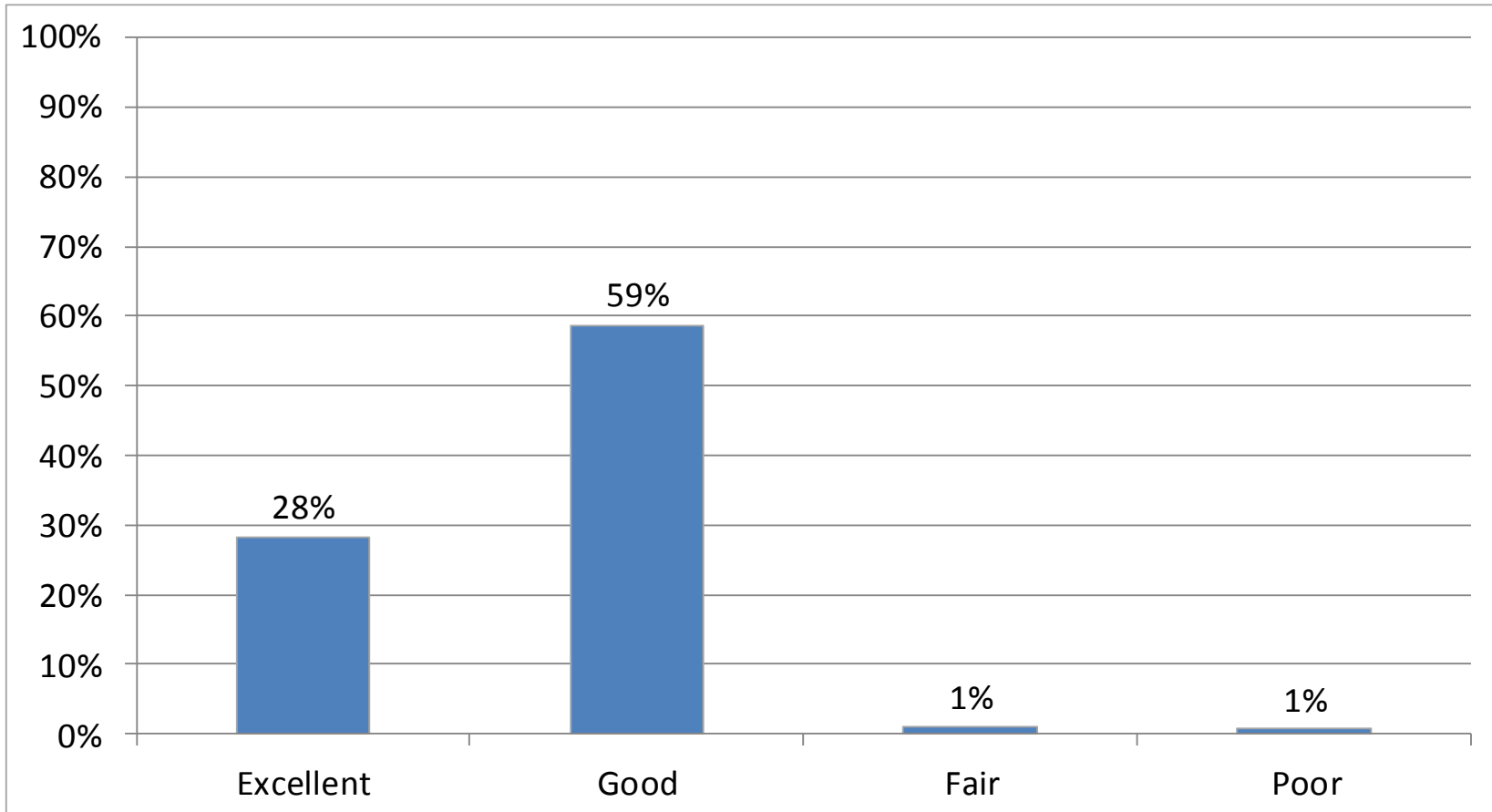
When asked if they had experienced any problems at the event, 88% of the respondents indicated that they did NOT experience any problems. This suggests that the general public were satisfied with the organisation and running of the event. The next slide lists the problems that were experienced by the 12% of the respondents.

Problems Experienced



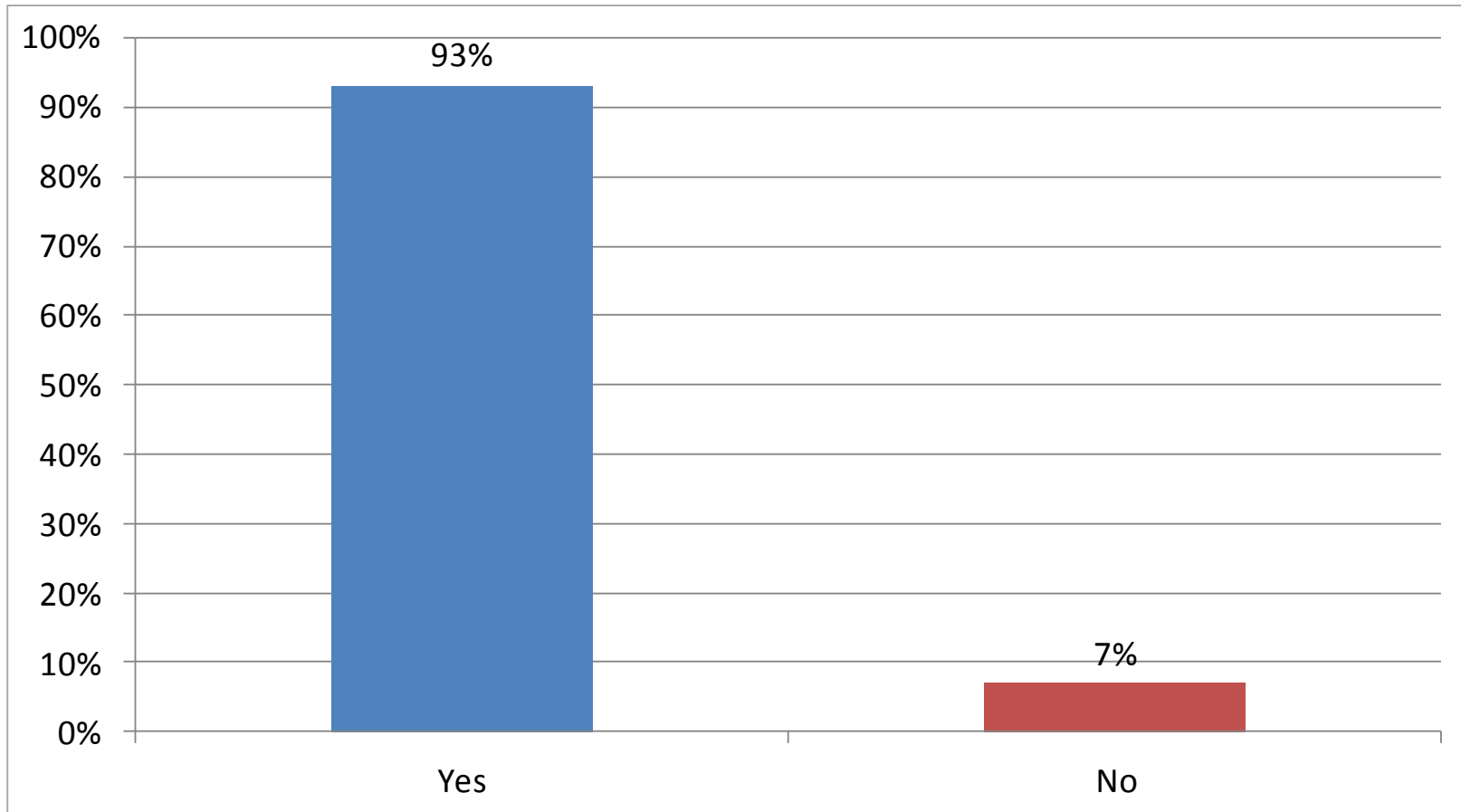
- Very bad signage, a number of people got lost
- The toilets were dirty and insufficient
- Not enough seating areas
- Opening times were late (10:00 instead of 9:00)
- Structural set up was weak – “art kept falling off”
- Organizers did not communicate properly with exhibitors
- Poor organization
- Staff were very rude – “rude ladies selling tickets”
- Brochures and information leaflets contained incorrect information
- No shelter from bad weather
- Not enough support from the organizers

Experience Rating



When asked if about their overall experience at the event, the majority of the respondents indicated that they had a *good* experience (59%). Overall, 86% of the respondents had a *good* or *excellent* experience at the event. This slide coincides with slide 21 and suggests that the majority of respondents feel that the event is well run.

Recommend the Event to Family & Friends?



The respondents were asked if they would recommend the event to their family and friends. A large majority of them indicated that they would (93% said yes). This shows that the respondents enjoyed the event enough to recommend it. It will be interesting to note the influence, “Word-of-Mouth”, at future events.

Reasons: Recommending the Event



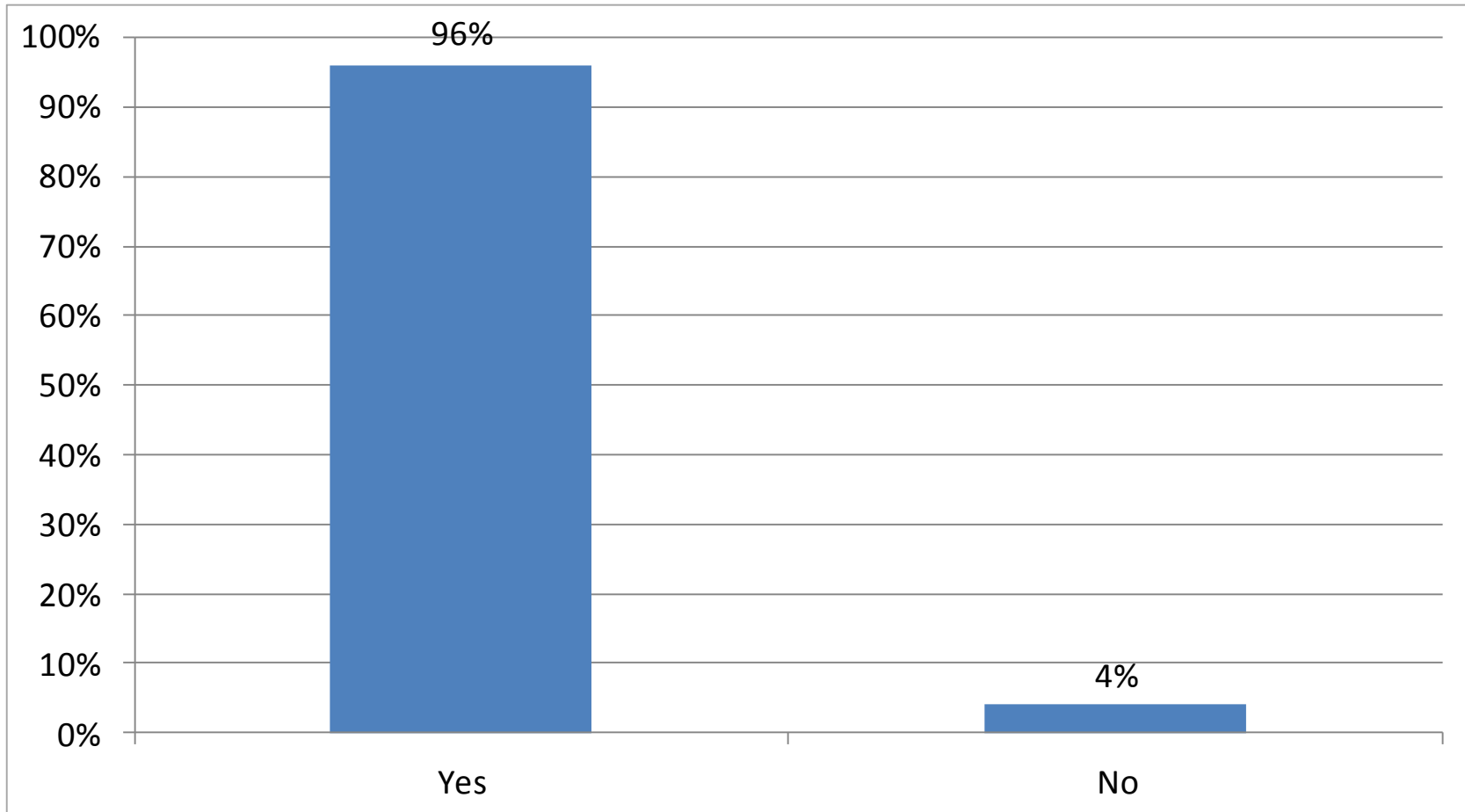
Respondents said they would recommend the event for the following reasons:

- Perfect for “art lovers”, they get to meet and mingle with each other
- A lovely atmosphere and beautiful setting
- Very relaxed and “chilled” event
- A good cultural experience
- A unique and different experience
- Good to get outdoors and relax
- A good representation of South African culture
- Great family day out

Event Improvement Suggestions

SUGGESTIONS
Better signage to direct people to the event
More advertising is needed, especially in other towns
Better communication and support from the organizers
Advertise more in the newspaper and on social media
Market the artists – i.e. their profiles, portfolio and where they come from
Add more seating areas for the attendees
Need for some form of entertainment other than the art and musician
Increase the size of the event by brining in more artists
There is a need to find a better location/open area for the event
Improve facilities such as the ablutions and catering
All forms of printing should be done more in advance
Include a wine and cheese tasting to accompany the art (or coffee)

Recommend KZN?



The respondents were asked if they would recommend the province, KZN to their family and friends and 96% indicated that they would. This is a very positive finding.

Reasons: Recommending KZN



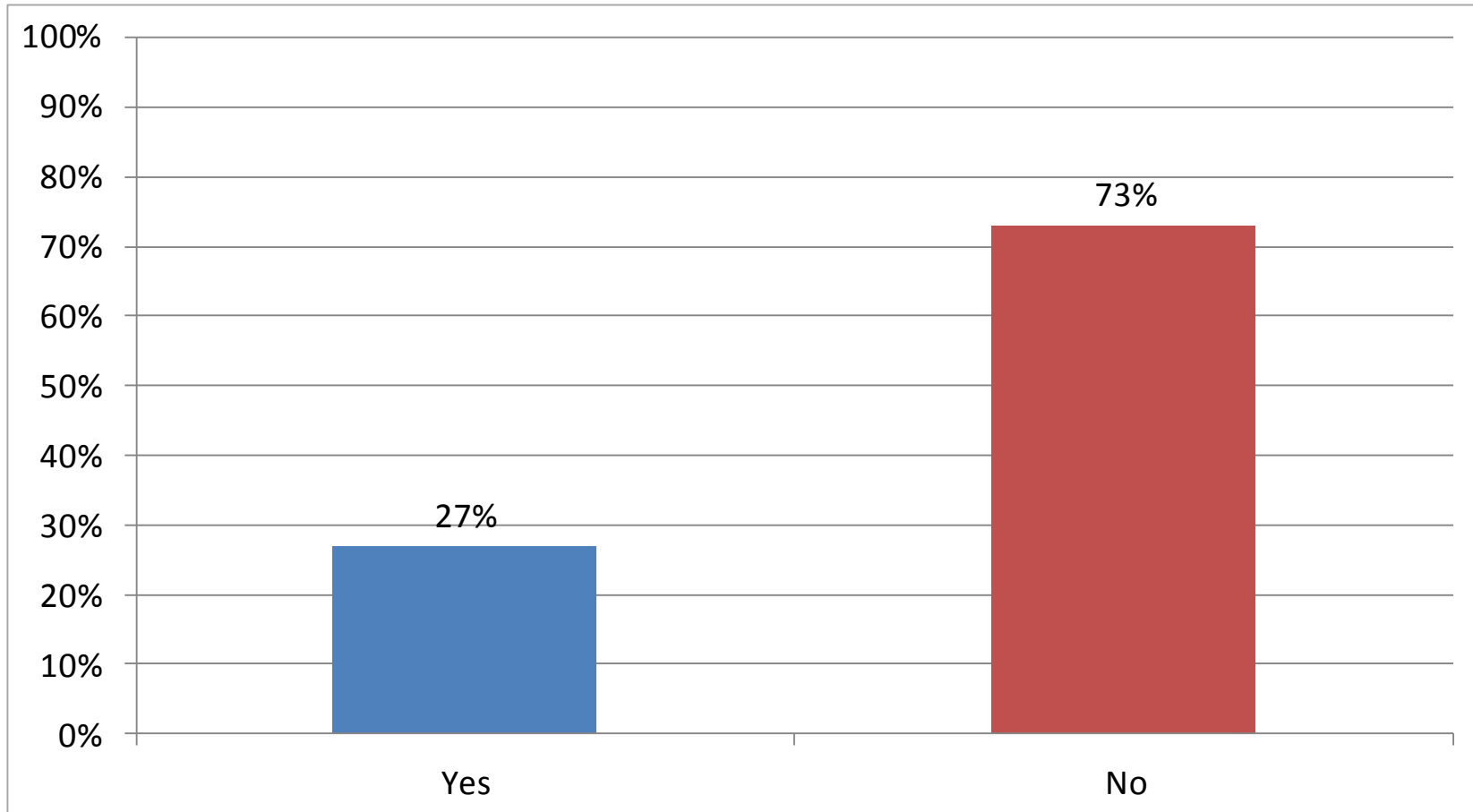
The respondents indicated they would recommend KZN for the following reasons:

- Beautiful landscapes and people
- Beaches
- Friendly people
- Good weather
- Unique and interesting place to visit
- Fascinating cultures
- Large variety of things to do

Some of the negatives that the respondents mentioned included:

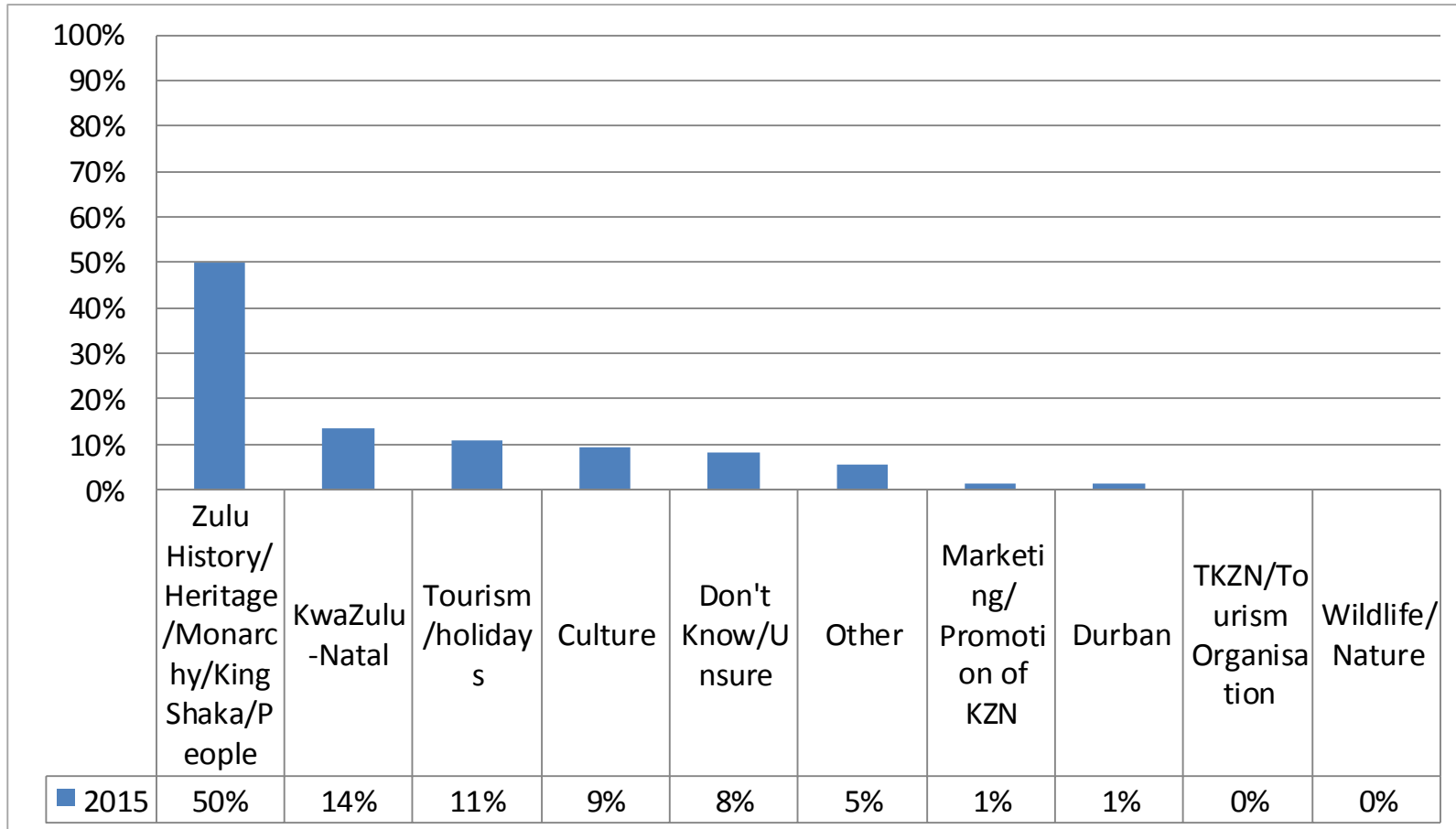
- Prefer other destinations such as KZN

Familiar with TKZN Slogan



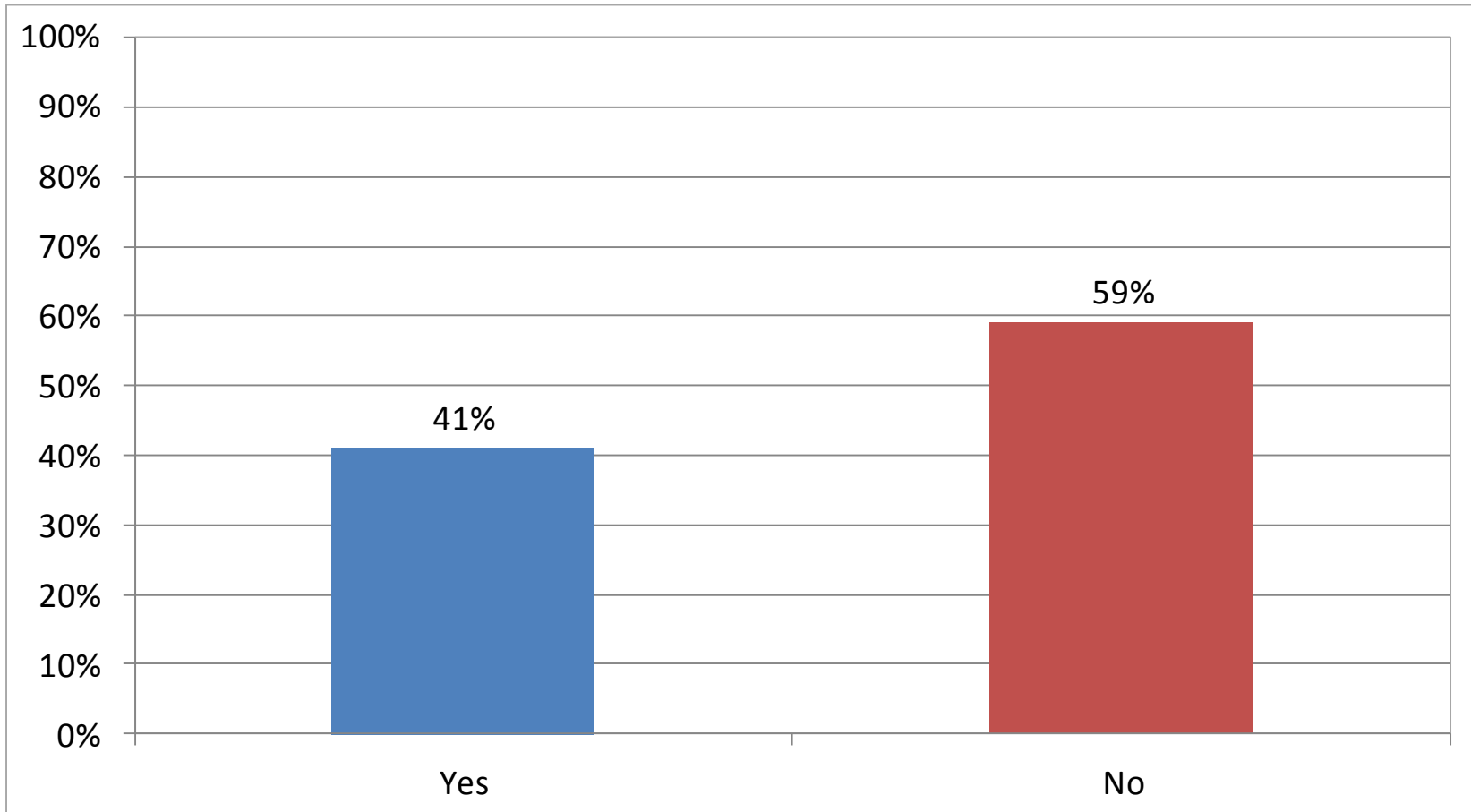
The respondents were asked if they were familiar with TKZN's slogan, "Zulu Kingdom. Exceptional.". The majority of the respondents (73%) indicated that they were NOT familiar with the slogan. This is a negative finding for TKZN as it is a reflection on our brand awareness, but it is also related to the change in the logo and slogan a few years ago.

Associations with TKZN Slogan



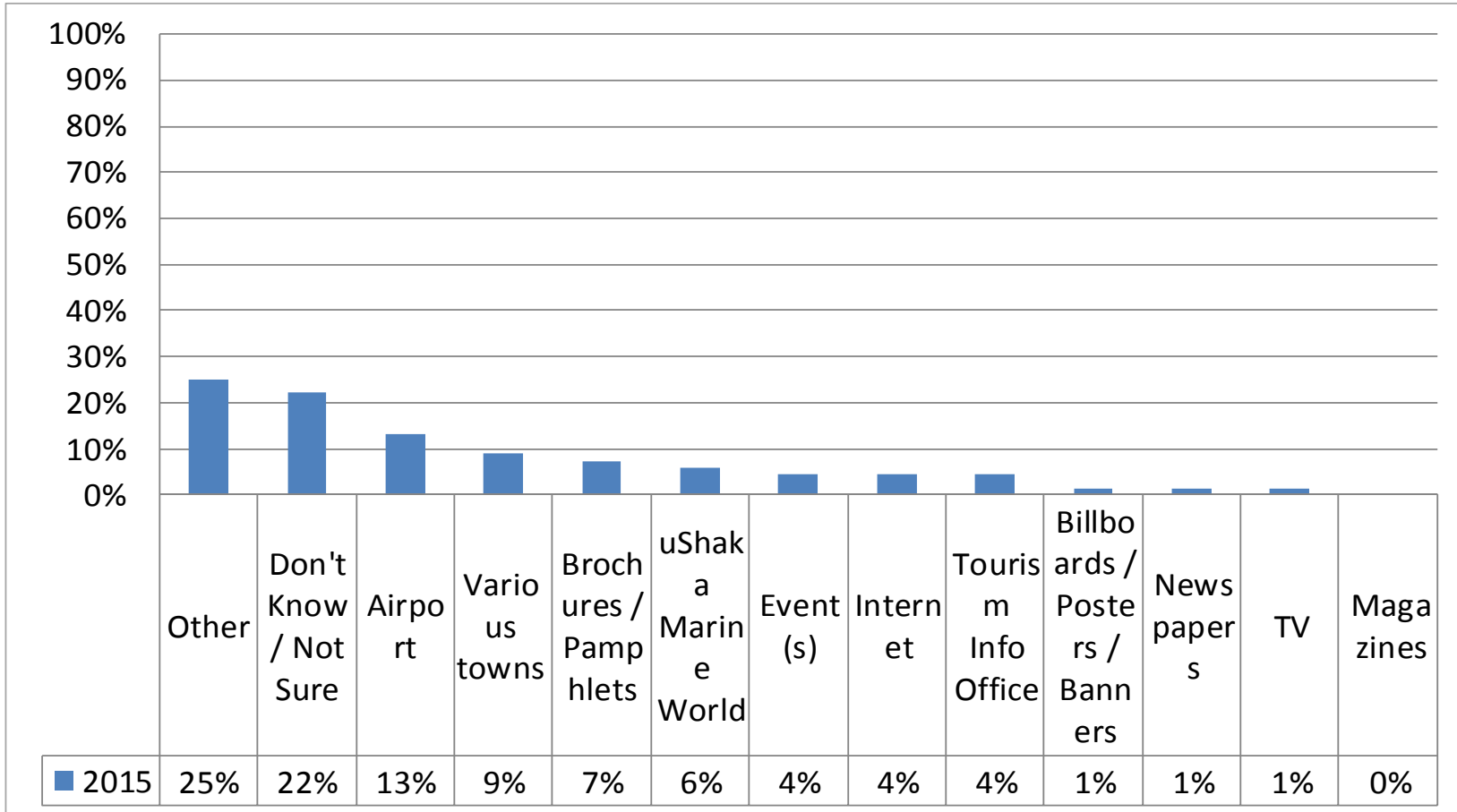
When asked about what they associate the slogan with, the majority (50%) of the respondents indicated that they think of, “Zulu History/Culture/Heritage/King Shaka”. It is negative to note that only 11% of them associate the slogan with “Tourism/Holidays”.

Noted TKZN Logo



The respondents were asked if they had noted the TKZN logo before and only 41% said that they had. This is a negative finding for TKZN as it shows that there is a lack of awareness of TKZN's branding. This is often the case as many events have revealed that respondents have NOT noted the logo.

Noting of TKZN Logo



When the respondents were asked where they had noted the TKZN logo, the majority (25%) of them indicated that they had seen it in “other” locations such as accommodation establishments, game reserves and on clothing. Following this, 22% of them indicated that they were not sure/don’t know where they had seen it. 13% of the respondents had noted the logo at the Airport (i.e. King Shaka International Airport).

Spectator Estimate(s)

	2015
Spectator Estimate*	7 512
Avg. Group Size	2,2

*provided by the organizers.

**The estimated numbers per day, include:

- ✓ Wednesday, 3 June – 2 800
- ✓ Thursday, 4 June – 450
- ✓ Friday, 5 June – 2 012
- ✓ Saturday, 6 June – 1 200
- ✓ Sunday, 7 June - 750

Average Spend Breakdown



(Local Residents Only)	
Item	2015
Accommodation*	-
Transport	R135
Food & Beverages	R148
Tickets	R99
Entertainment/Souvenirs/Art	R332
Total Mean Spend	R757

*not applicable

Average Spend Breakdown (contd.)



(Visitors Only)	
Item	2015
Accommodation	R2 638
Transport	R427
Food & Beverages	R324
Tickets	R170
Entertainment/Souvenirs/Art	R1 217
Total Mean Spend	R2 292

Estimated Economic Impact Total Attendance



	2015	
	Local Residents	Visitors
Number	3 155	4 357
*Low Estimate	R 1 576 143	R 6 813 039
**Middle Estimate	R 2 388 420	R 9 986 466
***High Estimate	R 3 200 697	R 13 159 892

*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: Direct Spend*



	2015	
	Direct Spend	Multiplier of 2,0
*Low Estimate	R 6 813 039	R 13 626 078
***High Estimate	R 13 159 892	R 26 319 783

*Please note that the direct spend is equal to the **VISITOR's** spend only

Findings



1. The majority of the respondents were visitors (58%), while 42% were local residents.
2. Of these visitors, 87% were day visitors while only 13% were overnight visitors. In terms of overall spend at the event, it is necessary to attempt to increase the number of overnight visitors for future events.
3. As many of the spectators were local residents, it is not surprising that 94% of the respondents were from KZN. This was followed by Gauteng (4%). A small minority were from the Eastern Cape and the Free State.
4. In terms of demographics, the following can be said:
 - i. 33% of the respondents were 60+, while 19% were between 50-59.
 - ii. 81% of the respondents were “White”, while only 11% were “Black”
 - iii. 25% were “Retired”, while 24% were “Self-employed”
 - iv. 17% fell into the income group(s), R15 001-R20 000
5. A large proportion of the respondents (88%) did not stay overnight. However, in terms of the overnight visitors, the majority (6%) stayed for “More than 4 nights”. This is extremely positive for the overall economic impact of the event. Following this, 3% of the respondents stayed for 3 nights.

Findings (cont'd.)



6. Of these overnight visitors, 35% of them stayed with friends and family while 25% of them stayed in a “Other” (guesthouses and hostels). This was followed by “Luxury Hotel” (20%) and “B&B” (15%). It is important to note that staying with friends and family does not have a major economic impact on the event as there is less accommodation spend.
7. A large majority of the respondents travelled to the area using private vehicles (91%) giving an indication that the majority of those from other provinces did not travel by airplane but instead drove to KZN. “Rental Vehicle(s)” were also used by respondents with 4% of them indicating this.
8. The event proved to be popular in the respondent’s social calendar as 69% of them were influenced to this year’s event by previous attendance. The event also seems to hold a good reputation as 21% of the respondents indicated that “Word-of-Mouth” had influenced them to attend.
9. 84% of the respondents were satisfied with information provided regarding the event. However, some respondents showed their dissatisfaction with the following:
 - i. No directions to venue/hard to find
 - ii. False/incorrect information was supplied
 - iii. Lack of communication/badly run
 - iv. Poor advertising, especially in other cities/towns

Findings (cont'd.)



10. Over 80% of all respondents said that they would attend the event again in the future, while only 3% said that they would NOT attend again. This suggests a general satisfaction with the event and its organization.

11. The event was also able to attract new attendees as 20% of the respondents said they were attending for the first time. When the visitors and residents were compared, it showed that 17% of the residents and 19% of the visitors had attended the event for the first time.

12. Some 87% of the respondents had either an *excellent* or a *good* experience at the event. This also suggests that the respondents were highly satisfied with the event.

13. Some of the respondents did experience problems at the event as shown by 12% of the respondents who experienced the following:
 - i. Toilet facilities were not up to standard
 - ii. Very bad signage
 - iii. Poor organization
 - iv. Not enough support from the organizers
 - v. Staff members were rude – i.e. ticket sales

Findings (cont'd.)



14. Over 90% of the respondents said they would recommend the event to family and friends for the following reasons:
 - i. Perfect for art lovers – they get to mingle with each other
 - ii. Very relaxed and “chilled” event
 - iii. A unique and different experience
 - iv. A good cultural experience
 - v. Great family day out

15. Respondents were asked to provide suggestions for improving the event. Some of the suggestions were:
 - i. Better signage
 - ii. More advertising
 - iii. More seating areas
 - iv. More entertainment
 - v. Need a better/more open location for the event
 - vi. Include wine and cheese tasting
 - vii. Improvement of facilities such as ablutions

Findings (cont'd.)



16. It is also extremely positive to note that 96% of the respondents said they would recommend KZN to family and friends. The following reasons were provided:
- i. Friendly people
 - ii. Good weather
 - iii. The beach
 - iv. Variety of entertainment/attractions
 - v. Variety of activities
 - vi. Unique and beautiful province
17. In terms of TKZN's branding, only 27% of the respondents had noted the slogan, "Zulu Kingdom. Exceptional". 50% these respondents associated the slogan with "Zulu Kings/Culture/Heritage/King Shaka". Only 11% associated the slogan with "Tourism/Holidays".
18. In terms of the logo, only 41% of respondents were aware of it. This is also a negative finding for TKZN. The logo was mainly noted in "other" (accommodation establishments and game reserves) (22%), "Don't know/not sure" (22%) and at the airport (13%). However, it is difficult to determine whether the respondents can distinguish between the SA Tourism logo and TKZN's logo – thus, this it is recommended that this should be investigated.

Limitations



1. It must be noted that the fieldworkers, and then the fieldwork manager, encountered **problems with the artists** on both Saturday, the 6th and Sunday, the 7th of June.
 - ✓ It was brought to our attention that the artists had begun to raise their concern with our fieldworkers about “distracting their clients/customers by asking them questions”. When clarity was gained on this issue, it was discovered that the artists were not happy, in the slightest, with our fieldworkers asking questions and interrupting their “business”.
 - ✓ Therefore, if surveys are conducted in future, the TKZN research team requests that the organisers inform all of the exhibitors of the need and purpose of our surveys. Therefore, there could be more understanding and collaboration between all parties concerned.
 - ✓ It is important to note that the fieldwork manager dealt with the artists in question and the issues were resolved. However, they were still not completely happy and this will need to be improved on for next year’s event.
2. With regards to the **writing of the report**, there was a delay in its completion as there was an issue with the data capturing process.

Recommendations



The following recommendations are directed at the **organisers**:

1. It is recommended that, before the event, a serious clean-up operation should be initiated in order to make the park and all surrounding areas appear to be as neat and clean as possible. The reason for this is because the event is not an isolated gathering in the city – people have to drive to it and park somewhere and thus, all relevant areas need to be clean (as they were not during the event).
2. The programme should cater for both day time and night time attendees. As the gates closed at 20:00, there need to be more “pull factors” to attract people who would attend after work during the week. For example, a simple offering of a free glass of wine/sherry for those who entered after 17:00 would help increase attendance figures during the week and almost match those of the weekend.
3. In order to enhance the event’s reputation, outside of its core functions (i.e. exhibiting artwork), the organisers could team up with the exhibitors offer art lessons to any parties who are interested. Therefore, not only would people be coming to view the art, they could also pay to have lessons, thus, increasing the amount of activities, the overall experience and more importantly, the total average spend.
4. The timing of the event should be carefully considered and it should not conflict with other big events taking place in Pietermaritzburg or KZN (i.e. the Royal Show ran at the same time as Art in the Park).

Recommendations (contd.)



The following recommendations are directed at the **organisers**:

5. In order to enhance and grow the capacity of the event it is recommended that the organisers and other key stakeholders follow through with the proposal of relocating the event to the PMB Cricket Oval. A larger venue and improved facilities and infrastructure, along with improved marketing, would considerably enhance the size and reputation of the event.
6. There should be the development of a “Kid’s Zone” (i.e. a kids play area) and this would work well at the proposed new location of the event. The reason why this is considered as “necessary” is because it would create a increased “family vibe” which is often a “pull” factor to people. For example, if parents know that their kids can be looked after or have something to do while they look at the art, they would be less reluctant to go as they wouldn’t be rushed. In addition to this, “granny and grandpa” would take the kids to the event during the week while their parents are at work. The kids’ area could run with the theme and have face painting and art competitions. Added to this, it could have jumping castles, ball pits and pony rides.
7. The target markets, which have been identified in this report, should be the focal point of the marketing and promotional activities for this event.

Recommendations (contd.)



The following recommendations are directed at the **organisers**:

8. There should be more of a variety of food and beverages on sale and the stores should be a bit bigger than they were. In addition to this, a “food court” type seating setup should go along with this.
9. There should be more support for the local craftsmen and artists. The new venue should not support a larger number of local artists who, for no charge, can exhibit their artwork to the same consumers as the main exhibitors. There should also be prizes awarded to some of these artists in order to encourage them to continue with their talents and entrepreneurship.
10. In order to encourage more people to attend and to have a better overall experience, giveaways and competitions should be introduced. For example, if you buy 5 more tickets you would win free art lessons or an artist’s kit. Other ideas for giveaways should be considered as well.
11. Another way of attracting larger crowds is to host auctions of the art (rather than just selling it) on specific days and times. For example, if the best artist puts their finest piece up for sale, the organisers should allow a time slot on the Saturday or Sunday for this to be auctioned off. Not only would this create a hype/excitement, but it would also attract a crowd who would essentially spend money, whether on a hamburger or an art piece, it will still contribute to the economic impact.

Recommendations (contd.)



The following recommendations are directed at the **organisers**:

12. The organisers should seek more partnerships with organisations that could assist in the marketing and promotion of the event. In other words, partnerships with radio brands (e.g. East Coast Radio), newspapers (currently Sunday Times) and TV (i.e. SABC 1,2 and 3). This will assist in the general awareness of the event and thus enhance its growth.
13. In terms of the personnel involved in the event, it is recommended that the PR status should be improved by supplying all employees or volunteers with branded clothing apparel such as shirts/jackets or at least developing a basic dress code. The reason for this is because on the one day, a ticket sales lady was wearing a shirt saying “Dope Shit” – we highly recommend that this is avoided at ALL costs as it is highly unprofessional. Apparently the ticket sales ladies were rude at some point – thus these two are points for concern and which need to be attended to.

Recommendations (cont'd.)



The following recommendations are directed at **TKZN**:

- 1) It is advised that TKZN's Marketing and PR teams find a way to partner with the organisers of this event as it has the potential to grow into a well-known and much larger event in KZN.
- 2) Once again, it is advised that TKZN works towards a brand recognition and association strategy whereby the brand awareness of the organization is increased. This suggestion arose from the results relating to the noting of both the TKZN slogan and logo.
- 3) The research team should keep in contact with the organizing committee of the event and discuss the possibility of returning to the event in future to conduct more surveys. The reason for this is because results of previous years may then be compared and trends identified. These trends are important as they will help to monitor the growth and reputation of the event, as well as chart a way forward for future developments.
- 4) The research team should conduct a separate and specific study on the branding, i.e. the slogan and logo of TKZN.
- 5) The following questions needs to be incorporated into any future surveys at Art in the Park: "Were you in Pietermaritzburg for Art in the Park or the Royal Show or both?"