Tsogo Sun Amashova Durban Classic
18th of October 2015
Impact Assessment: Top Line Summary Report

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Positive Highlights

- In 2015, there were a total of 64 international participants.
- There was an increase in the number of entrants from a number of provinces such as the Free State, E. Cape, Mpumalanga, N. West, Limpopo and the W. Cape.
- 97% if the respondents were satisfied with the information provided by the organizers.
- 94% of the participant respondents said that they would attend the event again.
- 98% would recommend the event to family and friends.
- 93% of the respondents did not experience any problems
- **The estimated economic impact was between R31,3 million and R62,6 million**

Methodology

Primary Data:

- **230** face-to-face interviews were conducted with respondents randomly selected on the day of the race at the finishing point (Suncoast Casino, Durban).
- The interviews were conducted using a structured questionnaire.

Secondary Data:

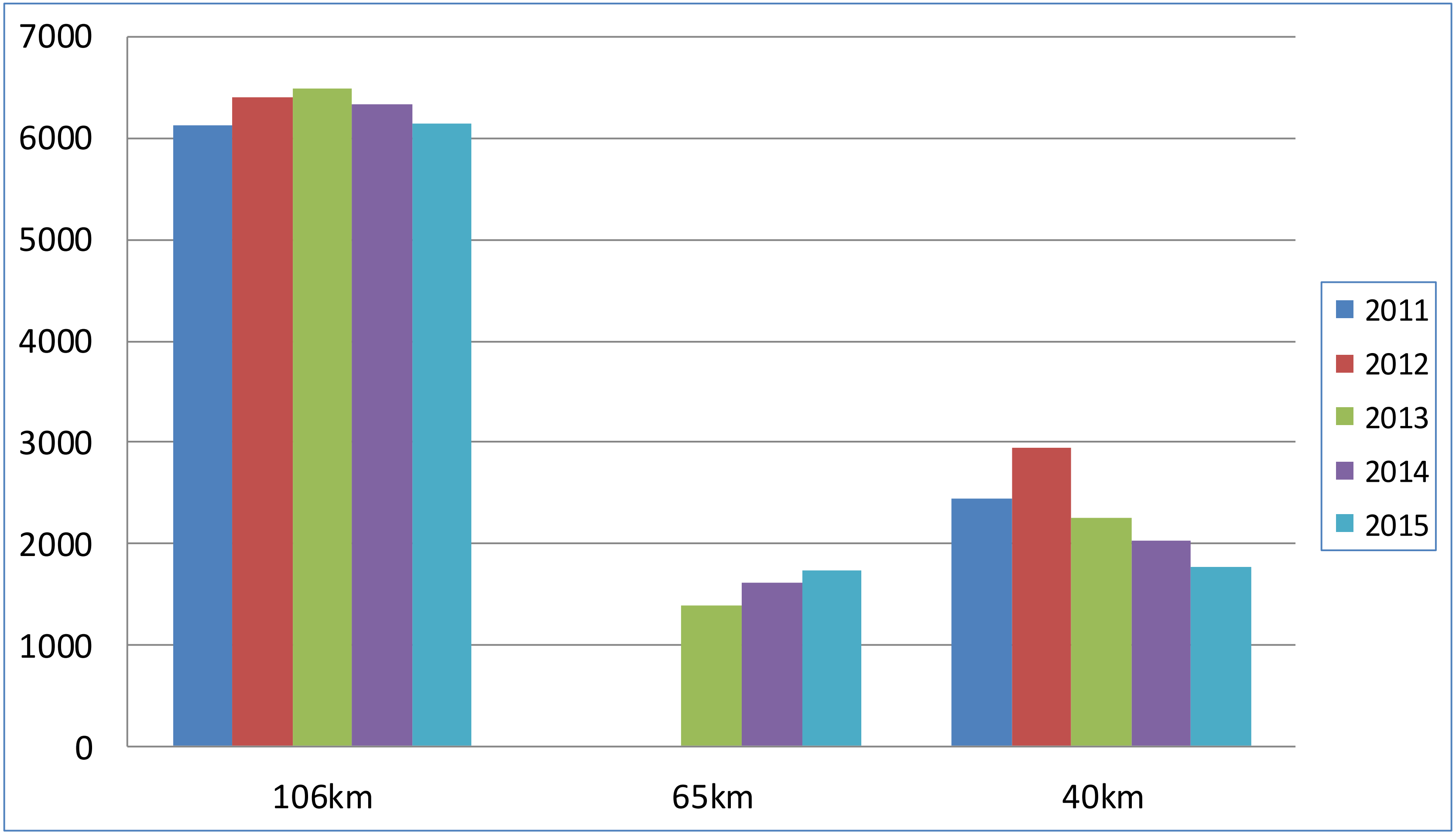
- Amashova organizers

Entrants

Event	2010	2011	2012	2013	2014	2015
106km	5 894	6 124	6 411	6 492	6 337	6 154
65km	-	-	-	1 383	1 610	1 731
40km	2 757	2 440	2 954	2 249 (35KM)	2 035 (35KM)	1 776 (35KM)
Total Participants	8 651	8 564	9 365	10 124	9 982	**10 022**
	-	-1%	9%	8%	-1,4%	**0,4%**↑

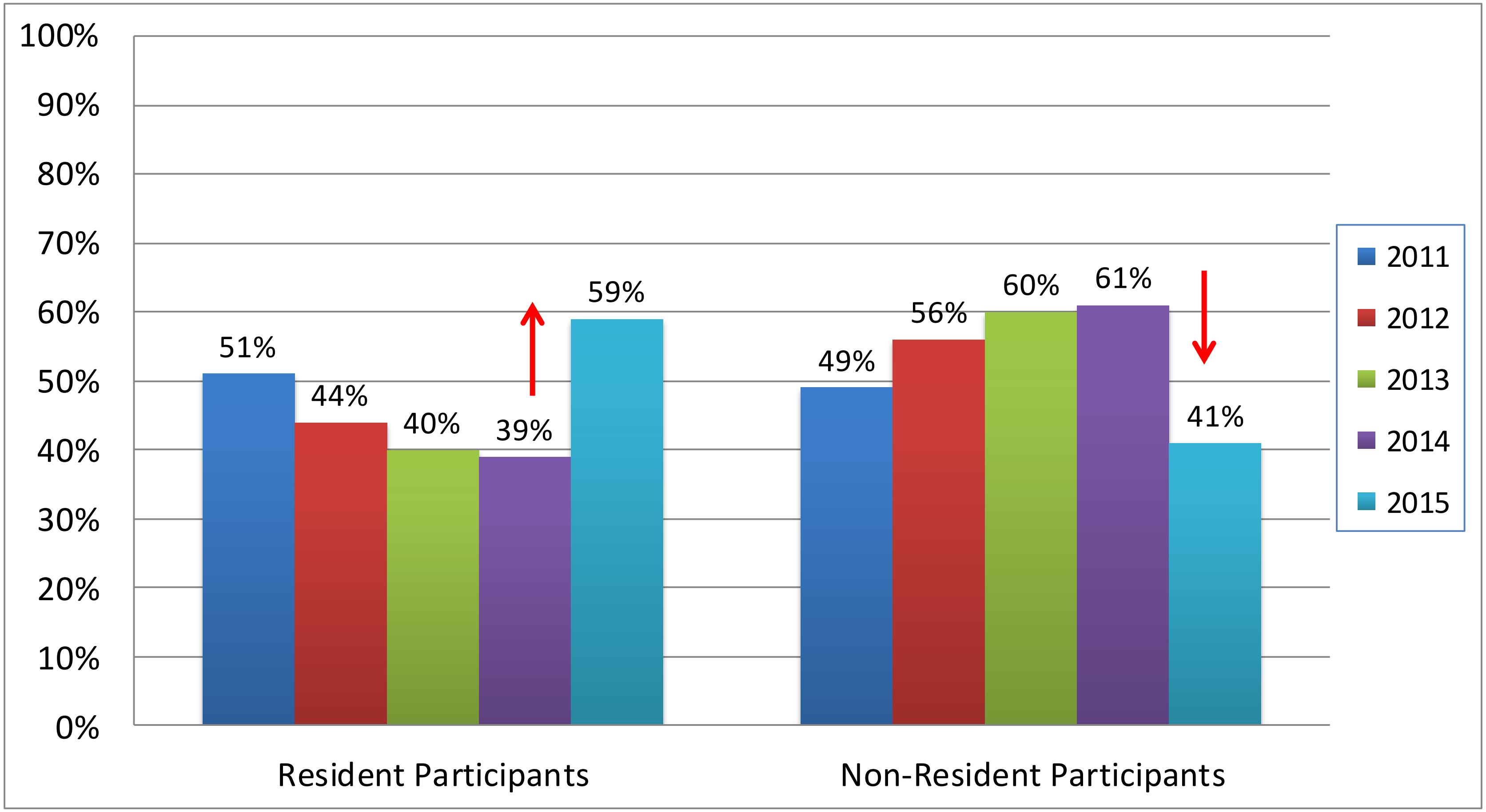
Note: the total participants in 2015 for the 106km, 65km and 40km is 9 661. The remaining 361 was made up by those who participated in the MiniShova (1km and 5km)

Entrants (cont'd)



In 2013 the 65km race was added, which seems to be popular as it continues to grow in numbers since then. However, since 2013 the numbers for the 106km and 40/35km races have declined, especially the 40/35km.

Nature of Participants
Resident vs Non-Resident



The graph above shows a decline in the number of non-resident participants along with an increase of resident participants. This may influence the overall economic impact of the event.

Entrants: International by Country

	2007	2008	2009	2010	2011	2012	2013	2014	2015
Total	**22**	**38**	**21**	**21**	**8**	**53**	**78**	**77**	**64**

The number of international entrants has declined by 13 (-16%).

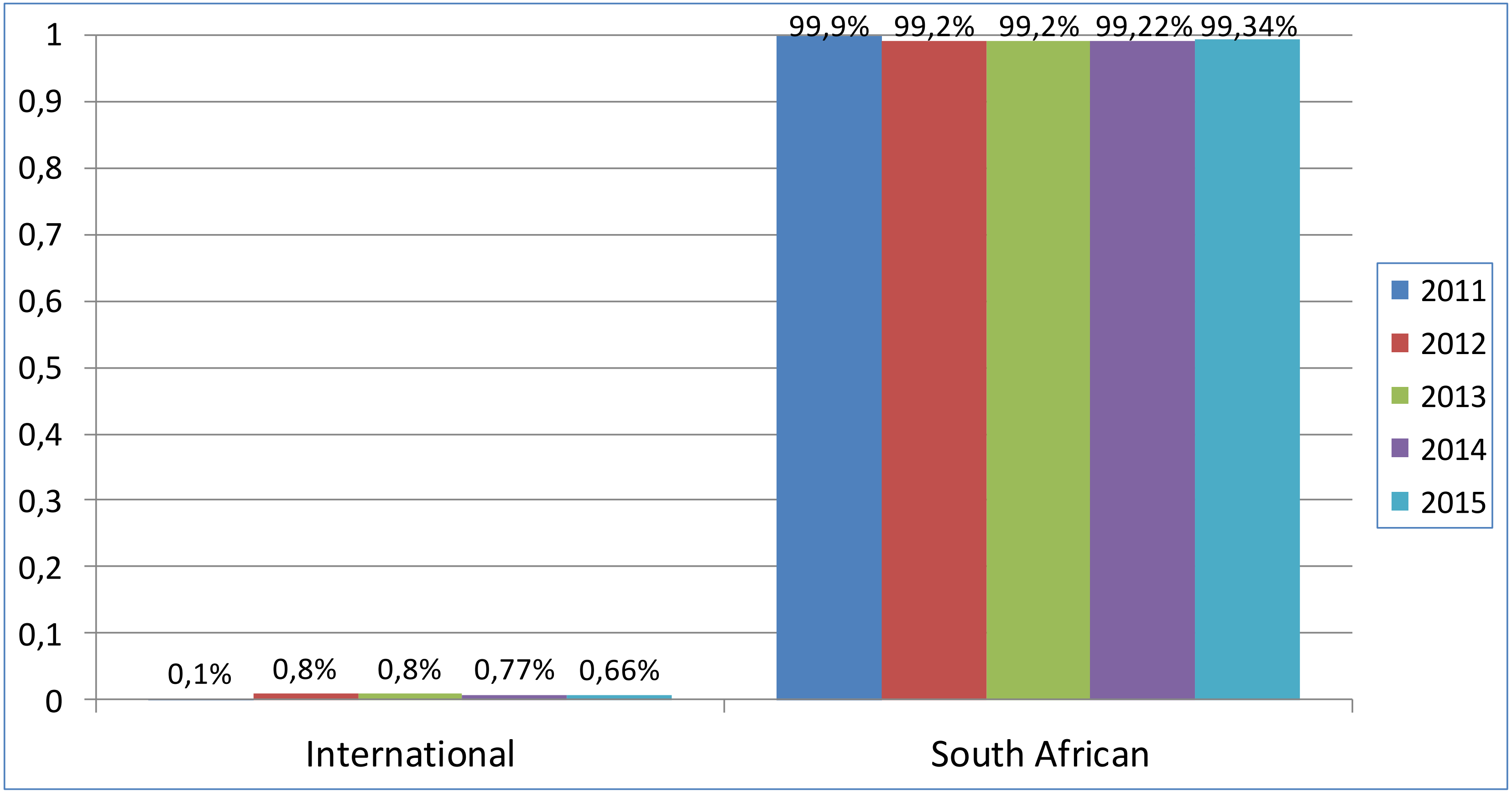
Entrants: SA by Province

Province	2011	2012	2013	2014	2015
Gauteng	2 659	2 680	2 904	3 128	2 806
KZN	5 035	5 887	6 456	6 055	5 590
Free State	189	125	97	123	163
Eastern Cape	75	116	67	80	127
Limpopo	74	72	24	-	18
North West	96	90	122	79	185
Mpumalanga	202	113	200	213	325
Western Cape	197	201	143	204	363
N. Cape	29	28	14	14	0
Total	**8 436**	**9 312**	**10 027**	**9 896**	**10 022**

KZN still has the highest number of entrants followed by Gauteng. There was also an increase in the number of entrants from a number of provinces including the Free State, E. Cape, Mpumalanga, N. West, Limpopo and W. Cape.

Source: Race Organisers

Nature and Extent of Participants South African vs International:

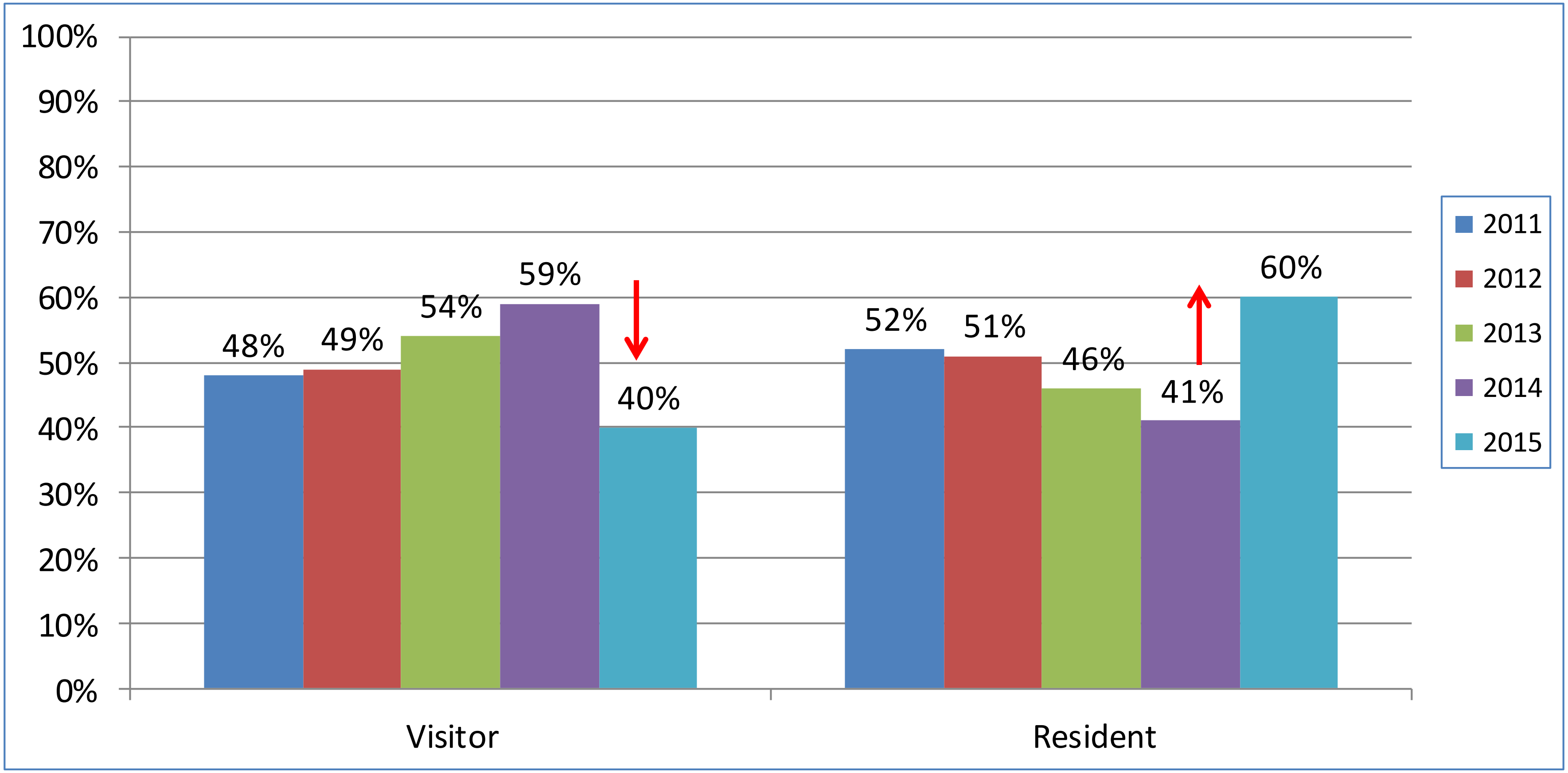


The race continues to be dominated by South African participants

Nature and Extent of Participants South African vs International:

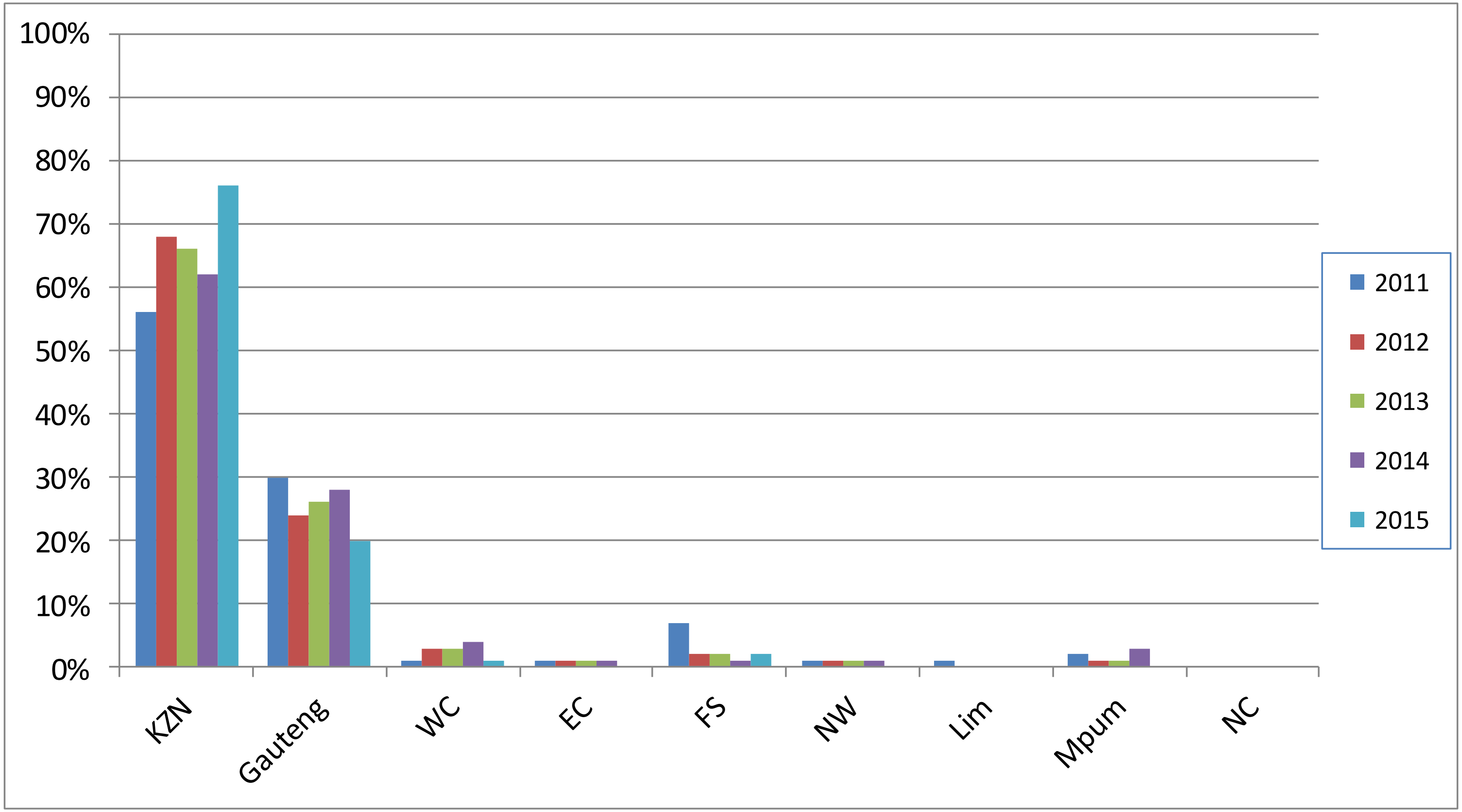
International Countries Represented in 2015
Australia
Botswana
Canada
Germany
Lesotho
Mauritius
Mozambique
Namibia
Netherlands
Swaziland
UK
USA
Zambia
Zimbabwe

Nature of Domestic Respondents



The number of visitor respondents interviewed had decreased in 2015, when compared to previous years. This is an indication that the event attracted fewer visitors to Durban, which is a concern for the tourism into the city. A Z-Test indicated a statistically significant difference in the visitor/resident ratio, when comparing 2014 and 2015.

Origin of Domestic Respondents



It is evident that people from KZN still dominate the event. When compared to previous years, the number of respondents from KZN increased by 14%, while respondents from Gauteng decreased by 8%. In comparison, the other provinces continued to be poorly represented in terms of overall entrants.

Average Group Size

2007	2008	2009	2010	2011	2012	2013	2014	**2015**
3.1	3.0	3.1	2.9	2.8	3.4	3.5	3.2	2.8

Note: A group refers to a respondent and his/her non-cyclist friends, spouse and children attending the event. It does not include other cyclists. When comparing 2014 and 2015, it was evident that there was a decline in the average group size. This could possibly be attributed to the fact there were more local residents than visitors in 2015. Local residents tend to participate in these events with their partner whereas visitors tend to bring their families along.

Total Average Spend

Year	**Low Estimate	*Middle Estimate	***High Estimate
2007	R805	R989	R1 173
2008	R1 315	R1 554	R1 794
2009	R770	R968	R1 167
2010	R1 350	R1 685	R2 019
2011	R1 324	R1 729	R2 133
2012	R1 627	R2 071	R2 515
2013	R1 490	R1 858	R2 226
2014	R2 101	R2 729	R3 357
2015	R2 410	R3 467	R4 524

* No margin of error of mean
**Low estimate of margin of error of mean at 95% confidence level
***High estimate of margin of error of mean at 95% confidence level

The average mean spend of the respondents was higher in 2015 than in 2014. It could be because there was an increase in the proportion of respondents who stayed in paid accommodation establishments in 2015 when compared to 2014, and fewer respondents stayed with friends and relatives

Breakdown of Non-Resident Spend

Item	2008	2009	2010	2011	2012	2013	2014	2015
Accommodation	R1 559	R1 334	R1 804	R1 911	R2 645	R2 102	R2 898	R2 570
Transport	R1 079	R629	R 1 169	R1 055	R1 358	R1 115	R2 062	R1 351
Food and Beverages	R537	R369	R669	R729	R942	R777	R1 060	R730
Entertainment	R397	R356	R470	R595	R745	R870	R715	R700
Souvenirs	R503	R320	R452	R756	R900	R594	R866	R558

Comparing 2014 to 2015, the average spend by non-residents decreased across all spend items with the no exceptions. However, the mean total spend increased in 2015 when compared to 2014. The logical reasoning behind this is because there was a higher number of residents that attended the race than non-residents. Also, there were more participants in 2015 which could also explain the higher total mean spend.

Estimated Economic Impact: Resident Participants

* No margin of error of mean
**Low estimate of margin of error of mean at 95% confidence level
***High estimate of margin of error of mean at 95% confidence level

Registration fees are not included to avoid double counting.

The increased total spend is due to the increased mean spend.

Year	Number	Margin of Error	Mean	Spend
2010	3 806	*Low estimate **Middle Estimate ***High Estimate	R541 R375 R707	R2 059 609 R1 428 896 R2 691 322
2011	4 368	*Low estimate **Middle Estimate ***High Estimate	R260 R215 R305	R1 134 713 R937 005 R1 332 421
2012	2 821	*Low estimate **Middle Estimate ***High Estimate	R244 R352 R460	R688 275 R993 107 R1 297 940
2013	4 657	*Low estimate **Middle Estimate ***High Estimate	R300 R444 R588	R1 401 368 R2 071 752 R2 742 135
2014	6 055	*Low estimate **Middle Estimate ***High Estimate	R181 R395 R608	R1 095 962 R2 389 832 R3 683 703
2015	5 913	*Low estimate **Middle Estimate ***High Estimate	R441 R790 R1 140	R2 607 633 R4 671 270 R6 740 820

Estimated Economic Impact: Non-Resident Participants

South Africa
KWAZULU-NATAL
Zulu Kingdom. **Exceptional**

* No margin of error of mean
**Low estimate of margin of error of mean at 95% confidence level
***High estimate of margin of error of mean at 95% confidence level

The increased spend of non resident spending is due to the higher number of non-resident participants.

Year	Number	Margin of Error	Mean	Spend
2010	4 845	*Low estimate **Middle Estimate ***High Estimate	R2 594 R1 982 R3 205	R12 566 285 R9 603 553 R15 529 017
2011	4 196	*Low estimate **Middle Estimate ***High Estimate	R3 089 R2 061 R4 117	R12 960 877 R8 647 189 R17 274 566
2012	3 590	*Low estimate **Middle Estimate ***High Estimate	R3 129 R4 127 R5 125	R11 233 110 R14 814 443 R18 398 750
2013	6 479	*Low estimate **Middle Estimate ***High Estimate	R2 472 R3 136 R3 560	R16 019 462 R20 321 195 R23 068 305
2014	3 841	*Low estimate **Middle Estimate ***High Estimate	R3 144 R4 151 R5 158	R12 076 586 R15 944 786 R19 812 985
2015	4 109	*Low estimate **Middle Estimate ***High Estimate	R3 225 R4 387 R5 549	R13 251 525 R18 026 183 R22 800 841

Estimated Economic Impact: Resident Spectators

South Africa
KWAZULU-NATAL
Zulu Kingdom. **Exceptional**

* No margin of error of mean
**Low estimate of margin of error of mean at 95% confidence level
***High estimate of margin of error of mean at 95% confidence level

These are based on the number of spectators at the finishing point as observed by the research team.

Year	Number	Margin of Error	Mean	Spend
2010	*Omitted due to the use of different trial methodology*	-	-	-
2011	1 060	*Low estimate **Middle Estimate ***High Estimate	R234 R193 R275	R247 828 R204 258 R291 398
2012	1 550	*Low estimate **Middle Estimate ***High Estimate	R269 R444 R618	R417 446 R687 813 R958 179
2013	1 380	*Low estimate **Middle Estimate ***High Estimate	R248 R486 R724	R342 455 R671 319 R1 000 183
2014	1 725	*Low estimate **Middle Estimate ***High Estimate	R155 R231 R307	R267 691 R399 337 R530 983
2015	1 850	*Low estimate **Middle Estimate ***High Estimate	R208 R496 R783	R384 800 R917 600 R1 448 550

Estimated Economic Impact: Non-Resident Spectators

* No margin of error of mean
**Low estimate of margin of error of mean at 95% confidence level
***High estimate of margin of error of mean at 95% confidence level

These are based on the number of spectators at the finishing point as observed by the research team.

Year	Number	Margin of Error	Mean	Spend
2010	*Omitted due to the use of different trial methodology*	-	-	-
2011	940	*Low estimate **Middle Estimate ***High Estimate	R2 110 R1 438 R2 782	R1 983 118 R1 352 015 R2 614 221
2012	760	*Low estimate **Middle Estimate ***High Estimate	R2 005 R3 171 R4 337	R1 523 689 R2 410 076 R3 296 464
2013	1 620	*Low estimate **Middle Estimate ***High Estimate	R1 433 R2 496 R3 560	R2 322 131 R4 045 049 R5 767 966
2014	1275	*Low estimate **Middle Estimate ***High Estimate	R2 449 R4 148 R5 487	R3 123 474 R5 289 713 R7 455 953
2015	1 350	*Low estimate **Middle Estimate ***High Estimate	R1 756 R4 025 R6 294	R2 370 600 R5 433 750 R8 496 900

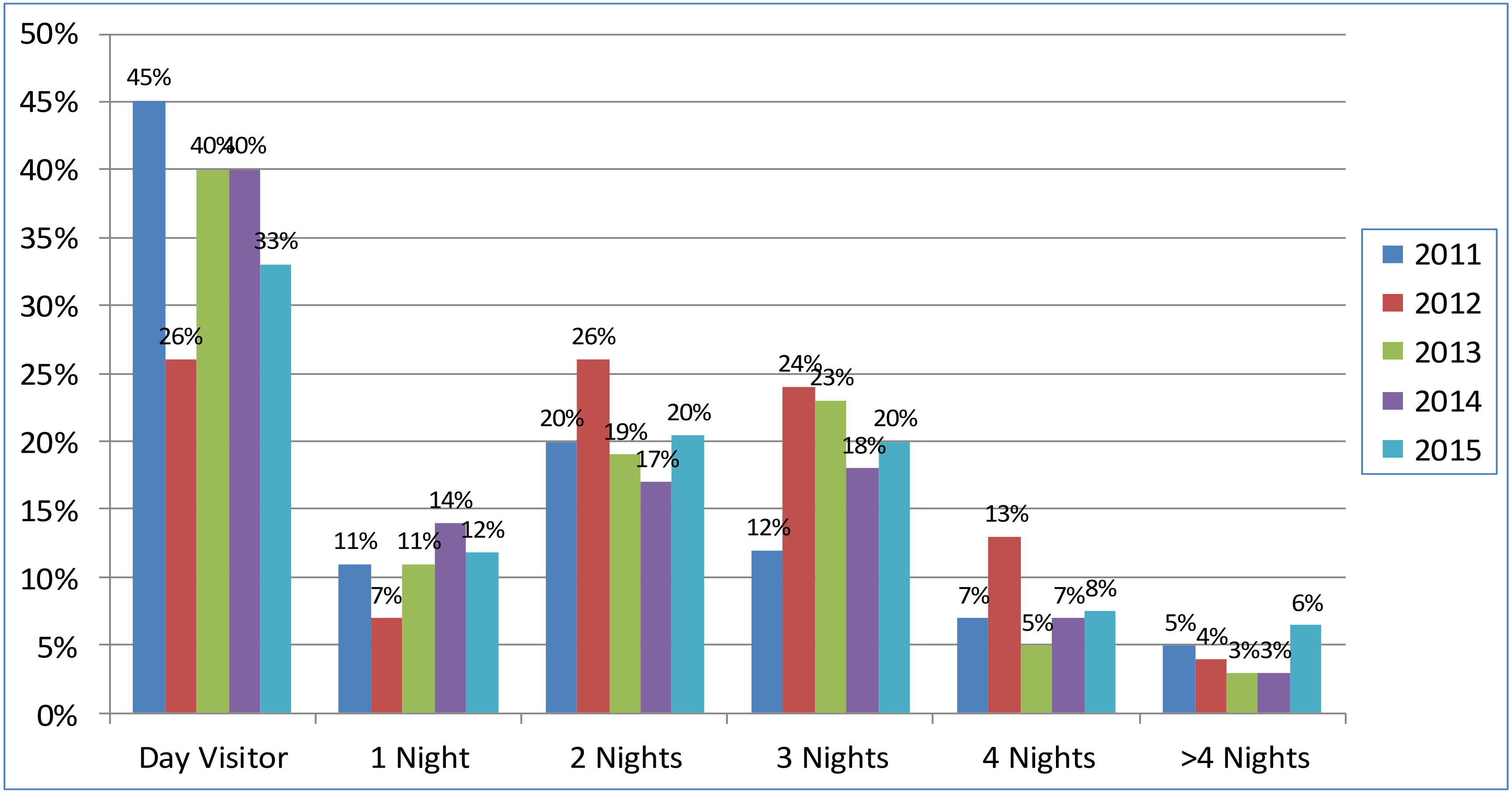
Estimated Total Economic Impact: Participants and Spectators Non-Residents

	2013	2014	2015
***Direct Spend**	Between R18 341 594 and R28 836 272	Between R15 200 060 and R27 268 938	Between R15 622 125 and R31 297 741
Total Spend	*Between R26 045 064 and R40 947 506 **Between R27 512 392 and R43 254 408	**Between R30 400 121 and R54 537 877	****Between R31 324 250 and R62 595 482**

Note: The direct spend was calculated by using the non-resident spend only. Only 75% of the organizers' spend was considered to be spent in KZN. This accounts for spend that leaves the province, such as prize money and time keeping equipment. The number of participants had increased. This resulted in a higher estimated spend in KwaZulu-Natal.

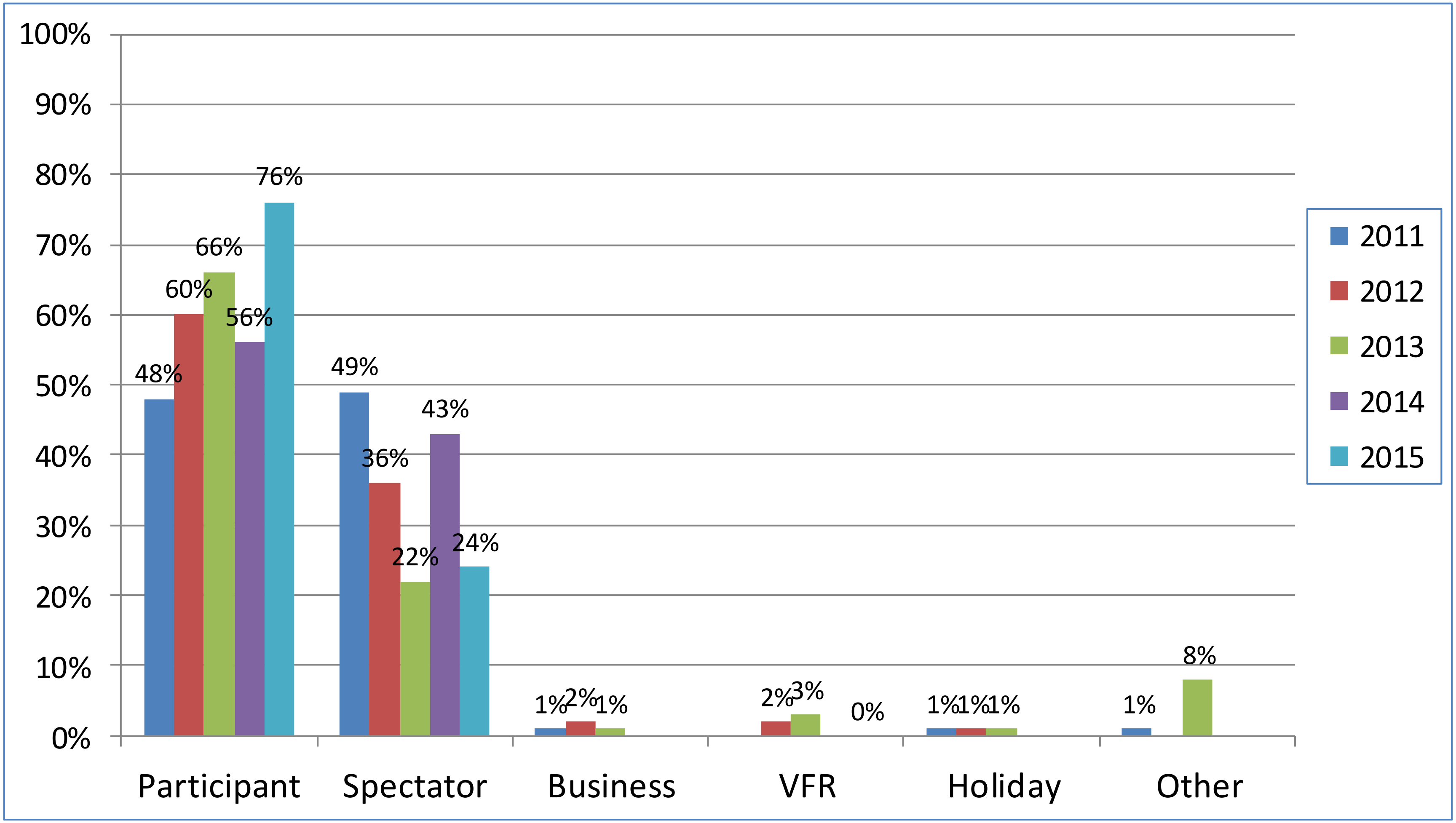
•Multiplier of 1.42
** Multiplier of 2

Length of stay



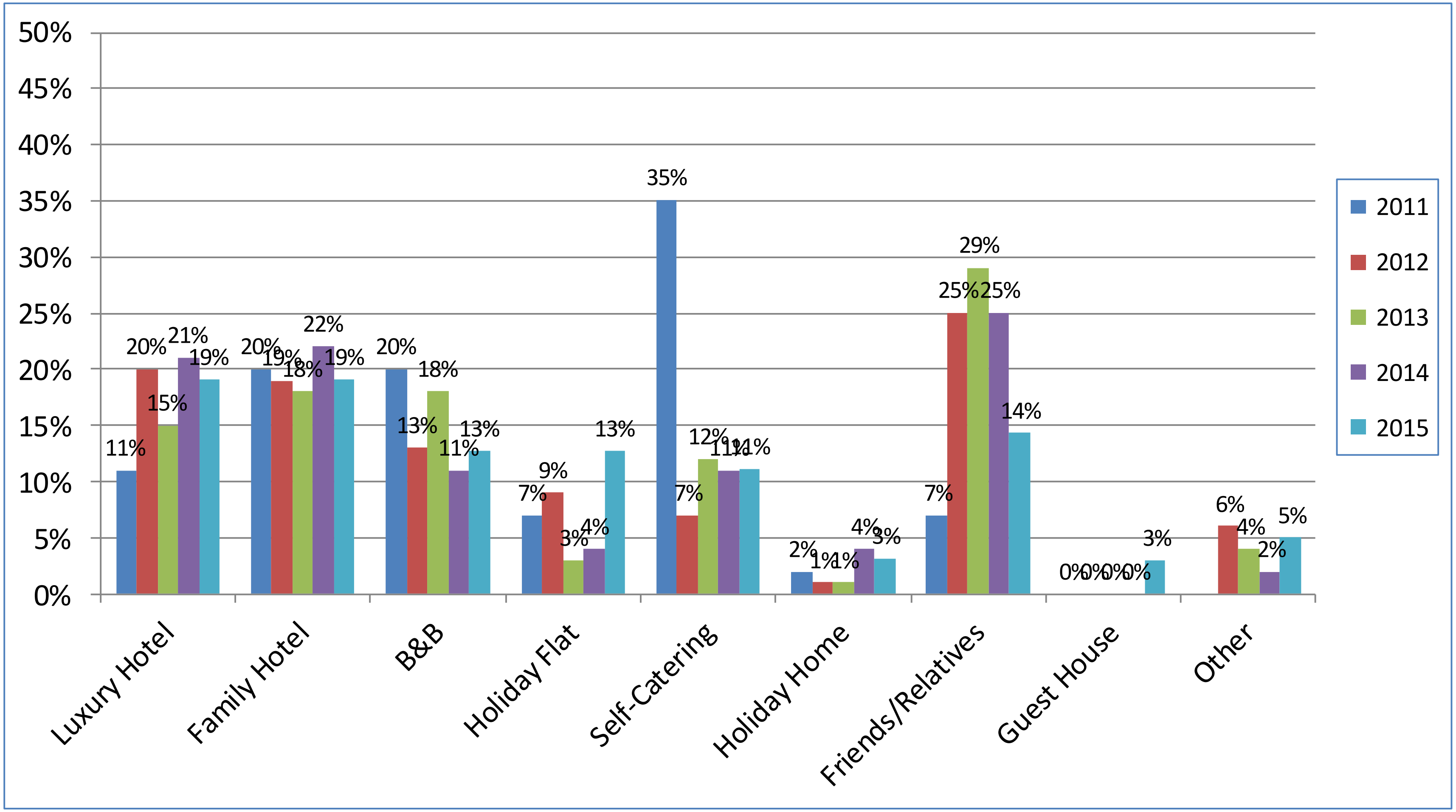
In 2015, most of the respondents were day visitors (33%). Of those who did stay overnight in 2015, most stayed for 2 or 3 nights. There was an increase in the proportion of respondents who stayed for 2 and 3 nights and it is important to note that there was a slight increase in those who stayed for more than 4 nights. However, there was a decline in those who stayed for 1 night when compared to 2014. There was also a decline in the number of day visitors when comparing 2015 with 2014.

Primary Reason for Visit?



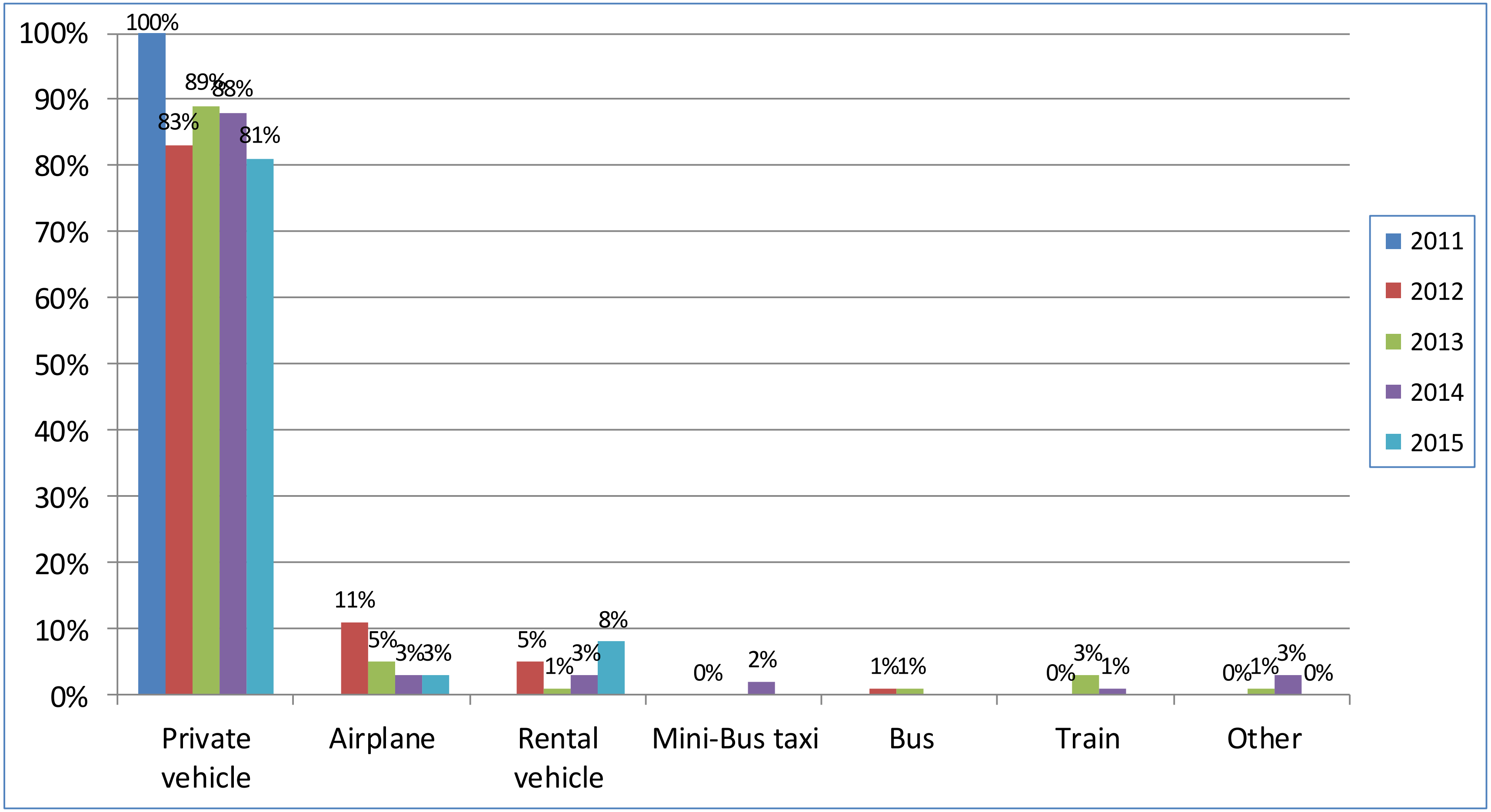
All of the respondents at the event were in Durban as a result of the event, due to the fact that 100% of the respondents indicated that they were either a participant or a spectator. This indicated that the event does attract visitors to Durban. It is positive to note that there was an increase in the number of participants who were interviewed.

Accommodation: non-residents



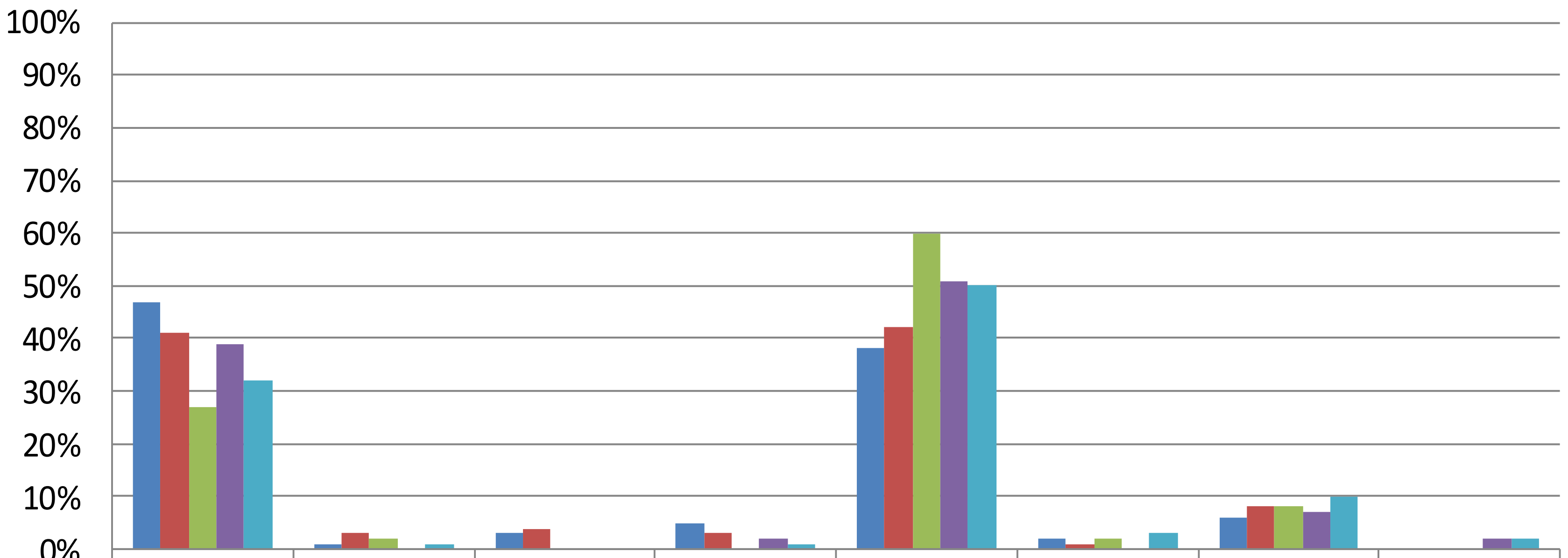
There was an increase in the use of 'Holiday Flats' and 'Guest Houses' in 2015. There were no other significant changes apart from the fact that there was a decline in the use of 'Friends/Relatives', which bodes well for the accommodation sector of the city (as people do not pay to stay with their friends and family).

Transport to Event: Non-Residents



Even though there was a decline, the number of respondents who travelled to Durban using their private vehicle, it was still the highest. This was due to that fact that participants need to transport their bicycles and using their own vehicles is easier. It was also interesting to note that there was a 5% increase in the use of rental vehicles to travel to the event.

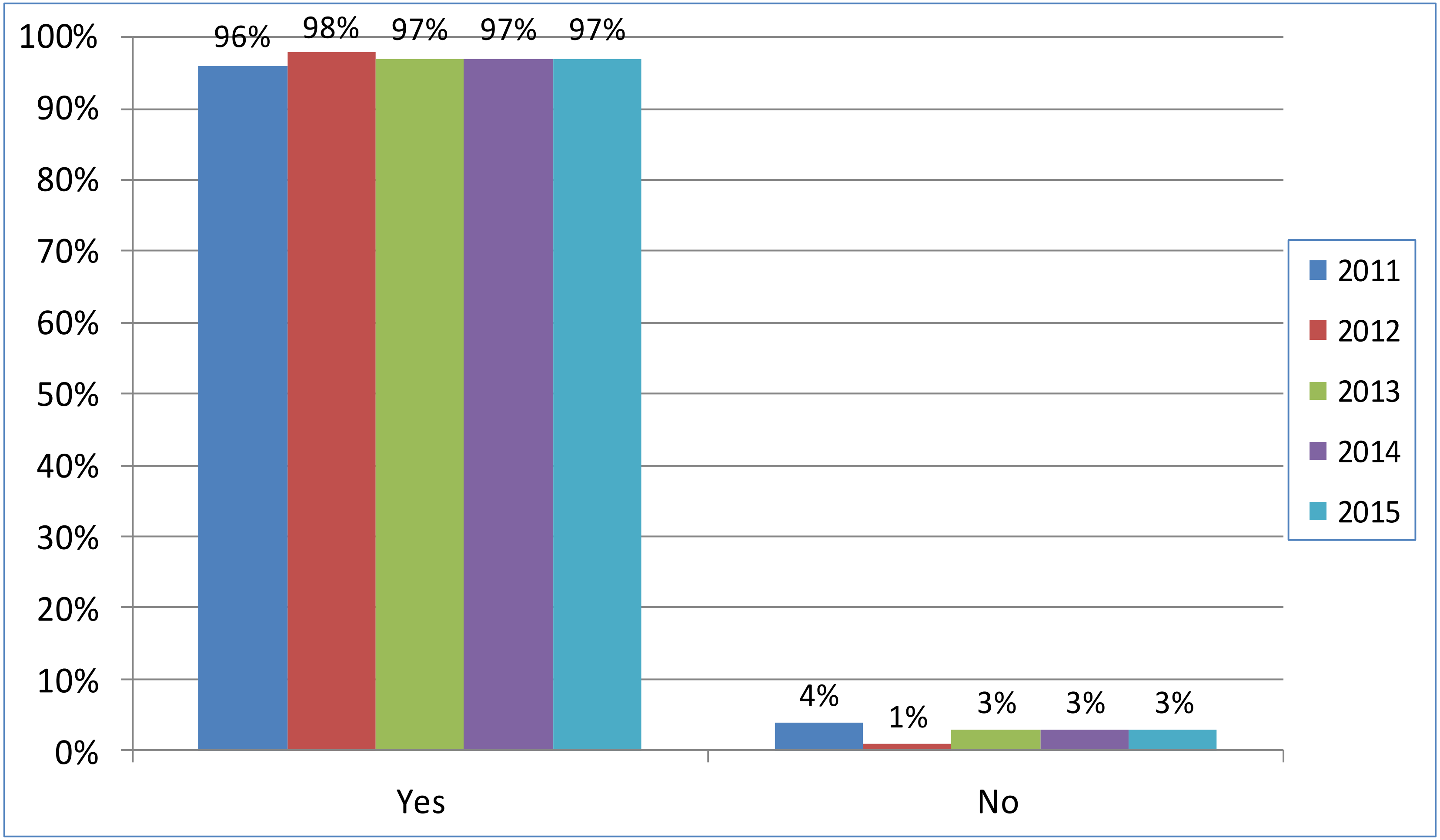
Influenced to attend?



	Word-of-mouth	TV Ad	Newspapers/magazines	Posters/banners	Participated/attended previously	Radio	Other	Website/Internet
2011	47%	1%	3%	5%	38%	2%	6%	
2012	41%	3%	4%	3%	42%	1%	8%	
2013	27%	2%	0%		60%	2%	8%	
2014	39%			2%	51%		7%	2%
2015	32%	1%	0%	1%	50%	3%	10%	2%

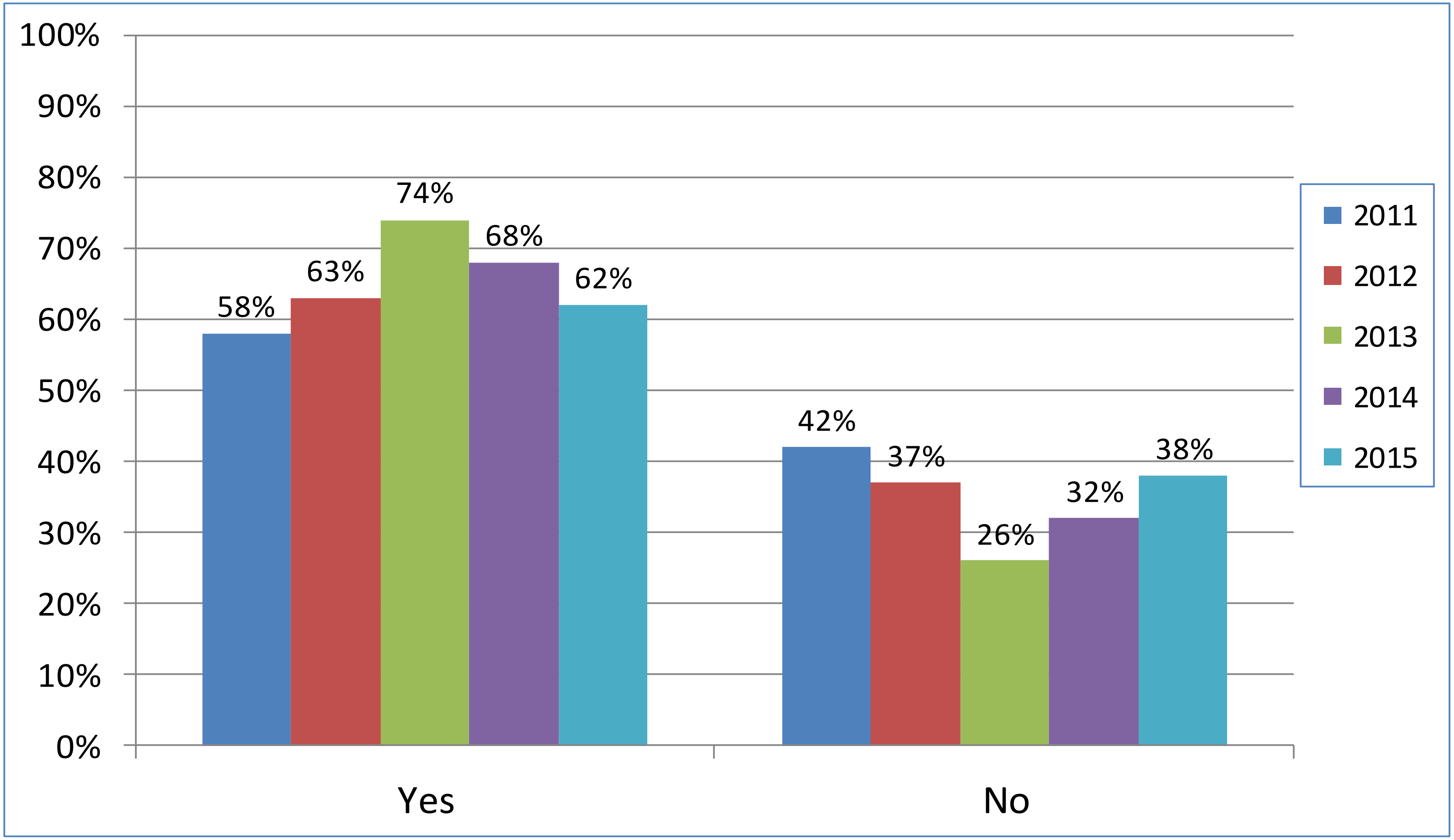
Word-of-mouth and **attending or participated previously** continued to be the main influences to attend the event. It is important to note that 'other' influences included: "to support a friend/family member", "social media" and "I am a professional cyclist".

Information Satisfaction



Most of the respondents had indicated that they were satisfied with information regarding the event. There has been a constant trend, since 2010, whereby almost all of the respondents have been satisfied with the information.

Attend in previous years?



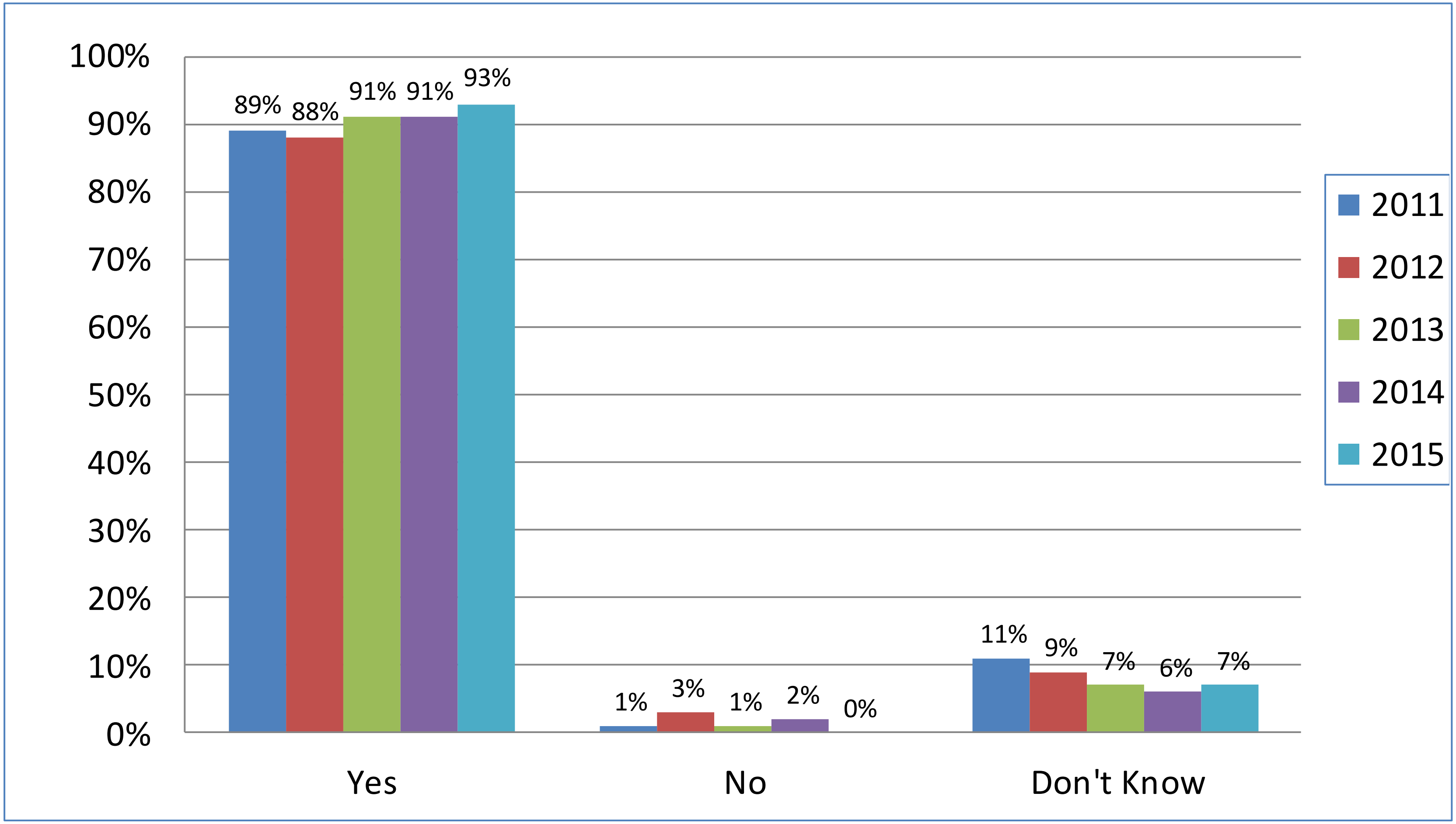
Once again, most of the respondents indicated that they had attended the event in previous years. However, there was a slight decrease in this number while there was a 6% increase in the number of people who participated for the first time. Both of these results show positives – it shows that the event attracts return participants as well as new participants.

Event Marketing Improvements

SUGGESTIONS	%
The event is **well marketed** already, no improvements are needed	**68%**
Broadcast and advertise more on television	13%
Advertise on the radio	9%
Advertise on social media and the internet	7%
Advertise in other areas/provinces	3%

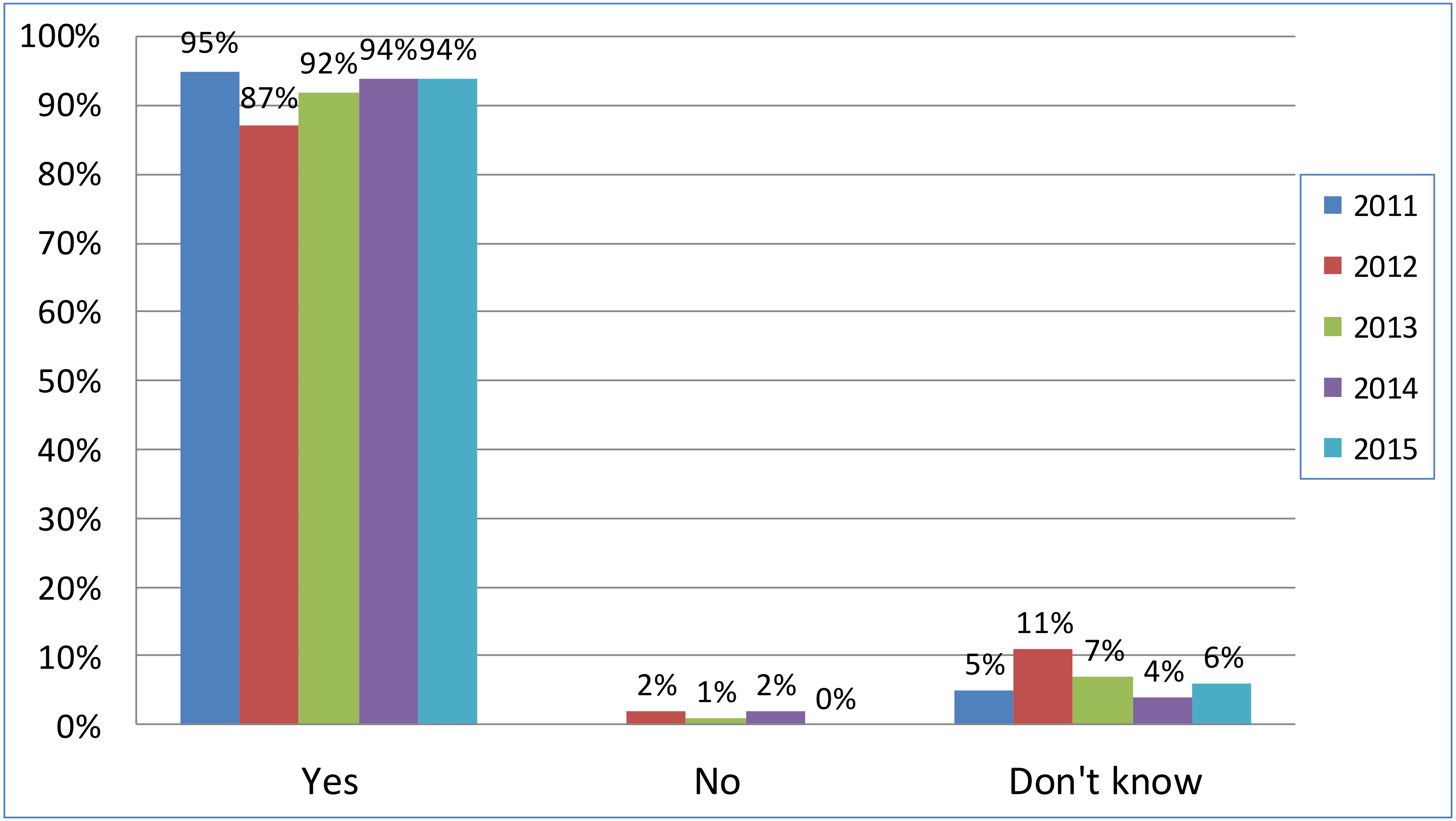
Most respondents are happy with the marketing of the event. However there are some who feel that the event can be marketed on TV and the local radio and on social networks.

Attend Again? (All)



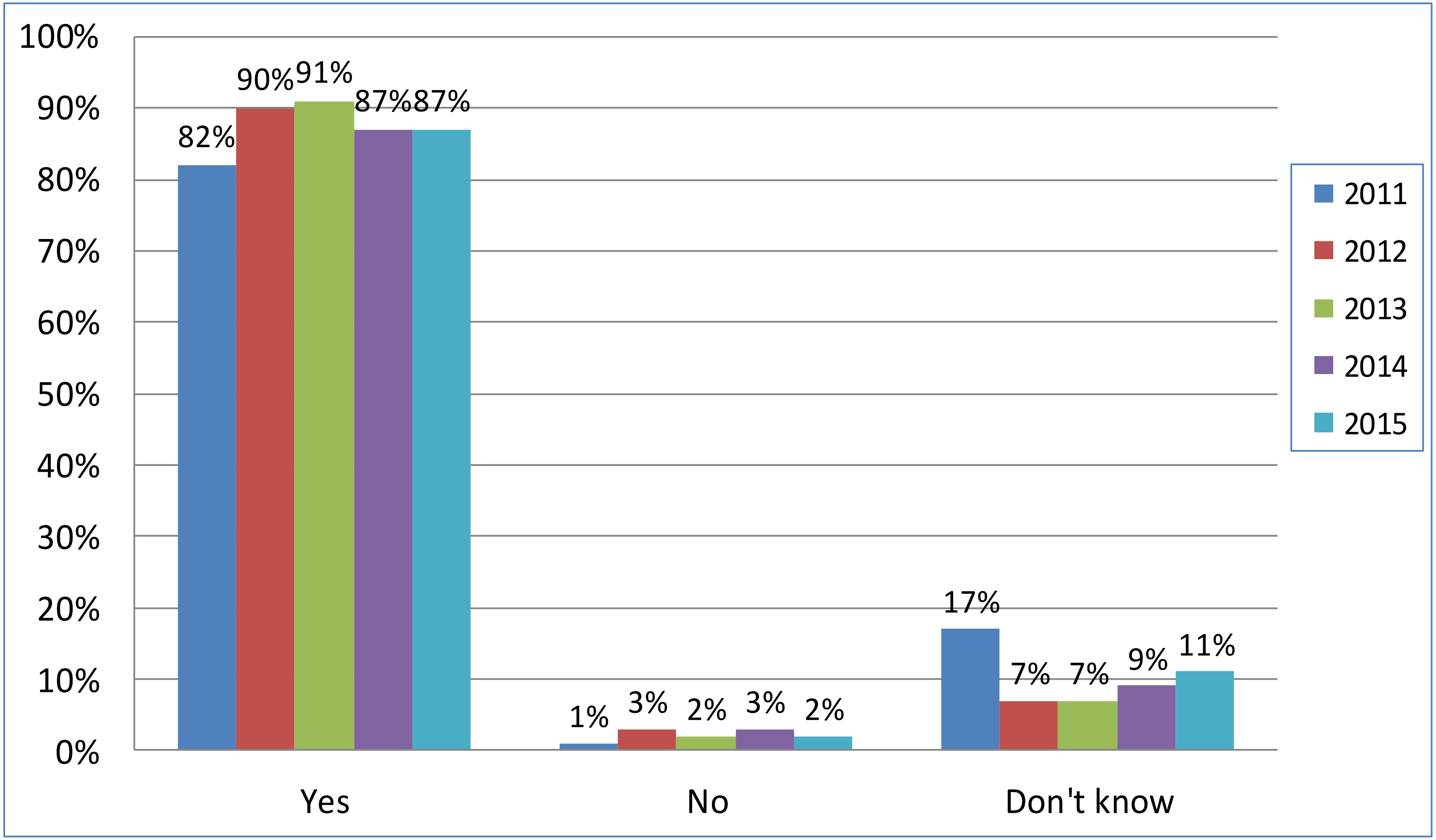
Most of the respondents indicated that they would attend the event again. This further supports the indication that the event is popular. There was also an increase in the number of respondents who said they would attend again when comparing 2015 with the years 2011-2014.

Attend Again? (Participants)



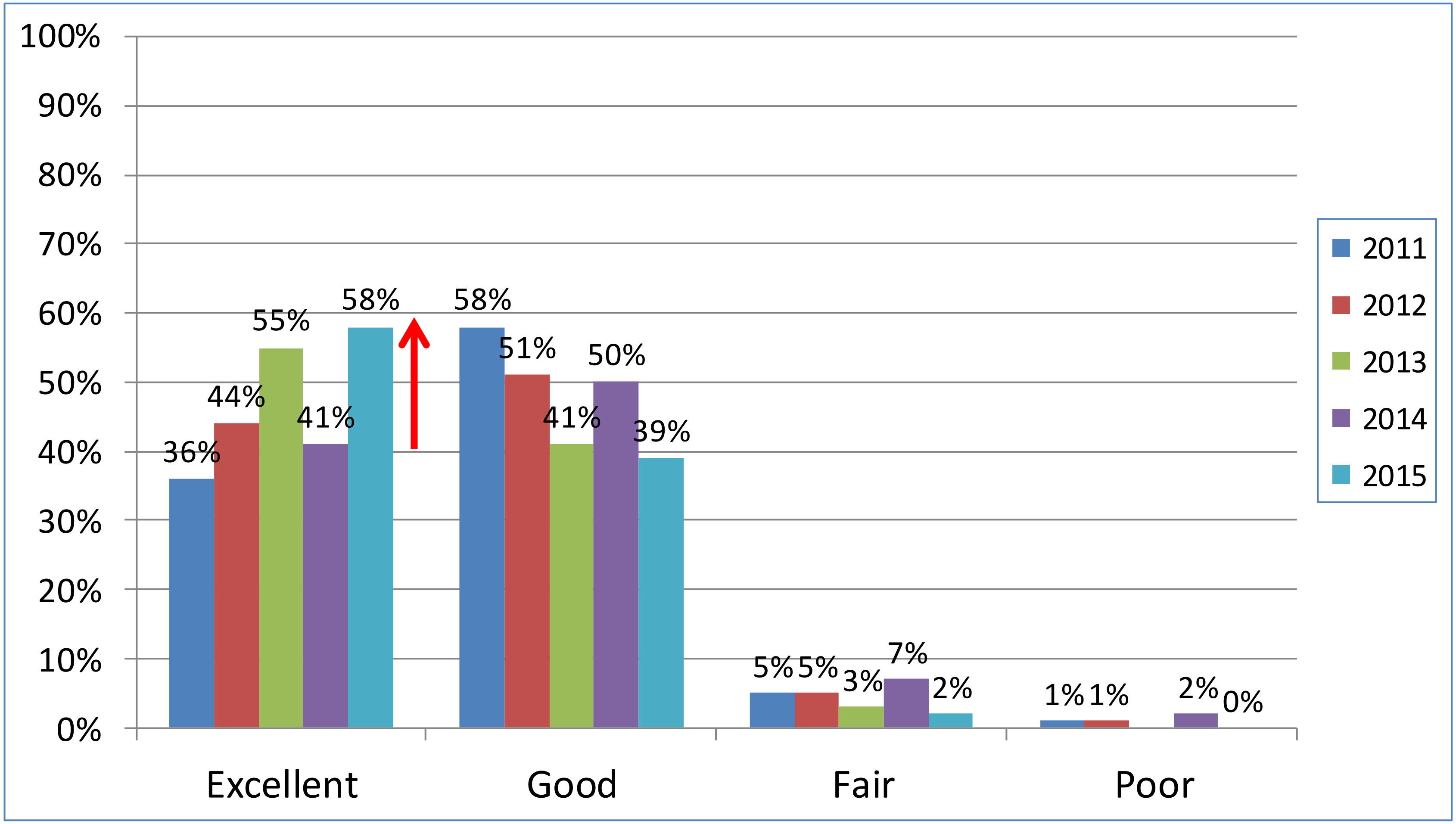
94% of the participants interviewed indicated that they would attend this event again. This bodes well for the event and Durban in the future. There were no other significant changes in 2015.

Attend Again? (Spectators)



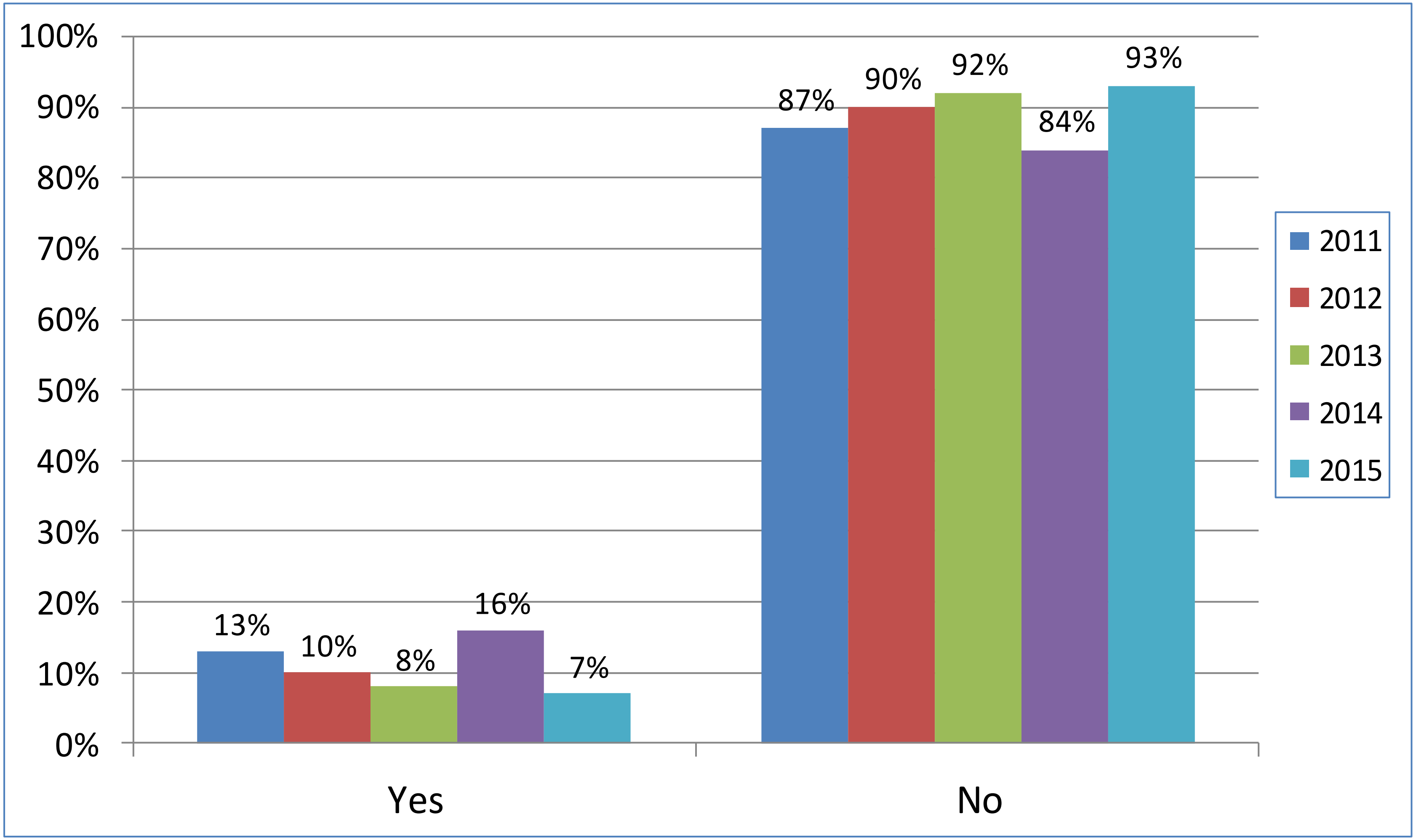
The spectators also seem to have confidence in this event as 87% indicated that they would like to attend the event again. There were no other significant changes in 2015.

Experience Rating



This slide indicates that 58% of the respondents had rated their experience as **excellent** and another 39% as **good**. This is also a reason why respondents would want to attend this event in the future. It is important to note that the response, **excellent**, experienced a 17% increase when comparing 2015 and 2014.

Experienced problems at the event?



Few respondents experienced any problems at the event. Mentions of the types of problems were experienced are found on the following slide. It is positive to note that there was a decrease in the proportion of respondents who did experience problems (9% decrease of those who did not experience any problems).

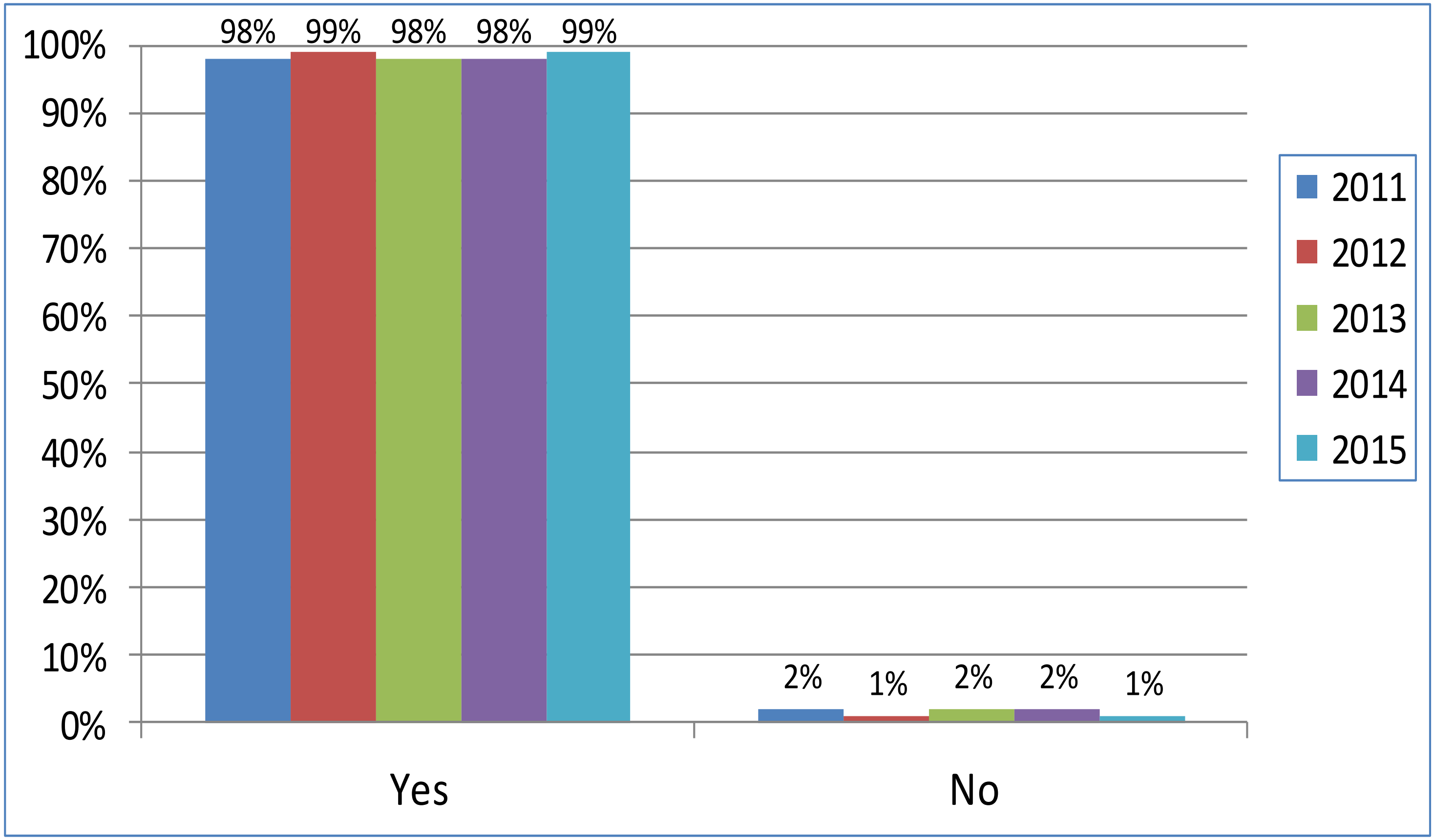
Problems Experienced

The problems that were experienced by the respondents were:

- Traffic congestion and parking problems
- Problems on the roads such as glass, potholes and waste/litter
- Road closures were confusing and it made dropping off the participants much more difficult
- Issues with Metro Police at the starting line
- “Disgusting litter when riding through Durban city centre”

Note: These problems above were cited from a very small minority of participants. Upon following up with other participants, there is a reason to not be concerned about these issues. However, they should still be explored further, just in case.

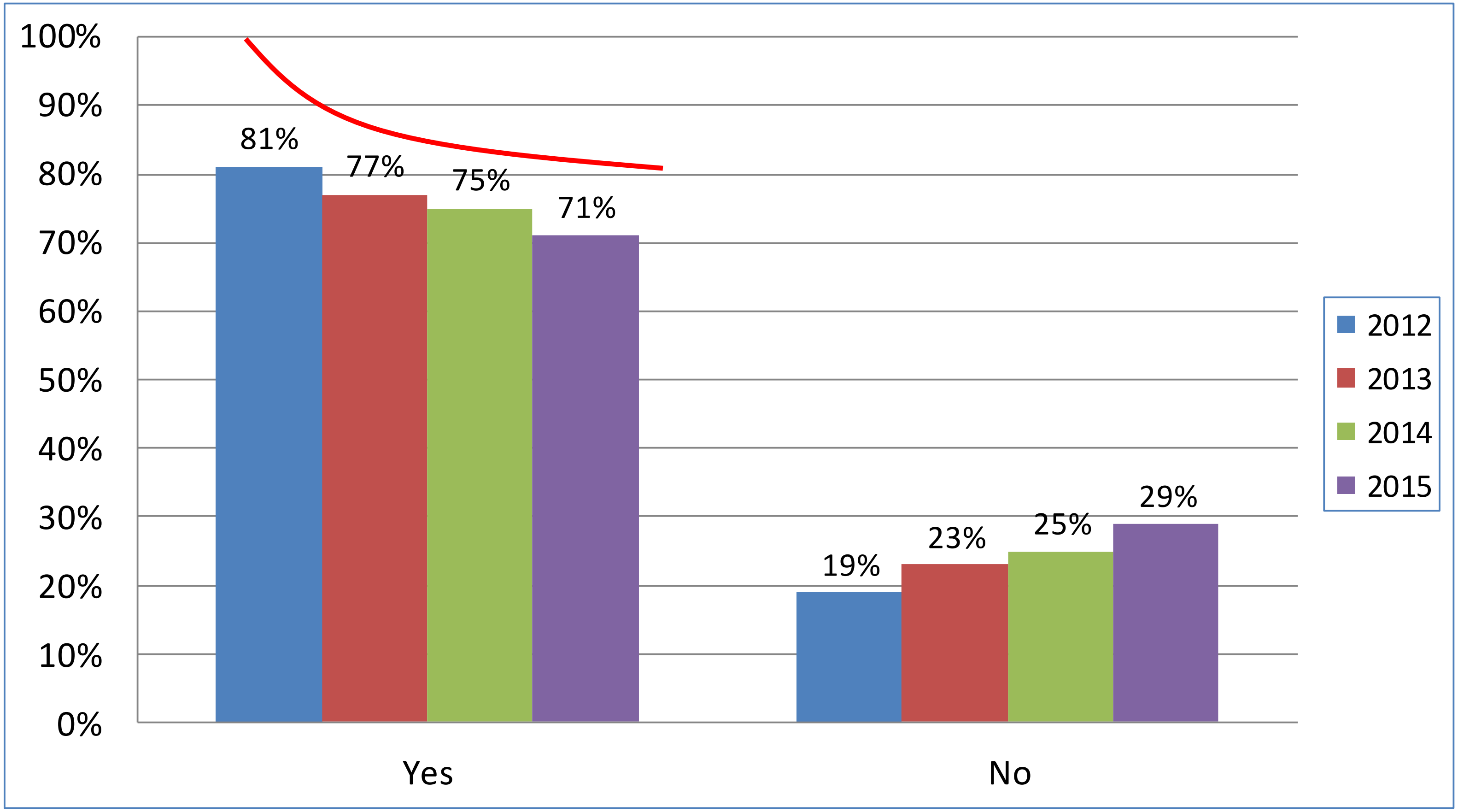
Recommend the Event to Family & Friends?



<u>REASONS FOR RECOMMENDING THE EVENT</u>

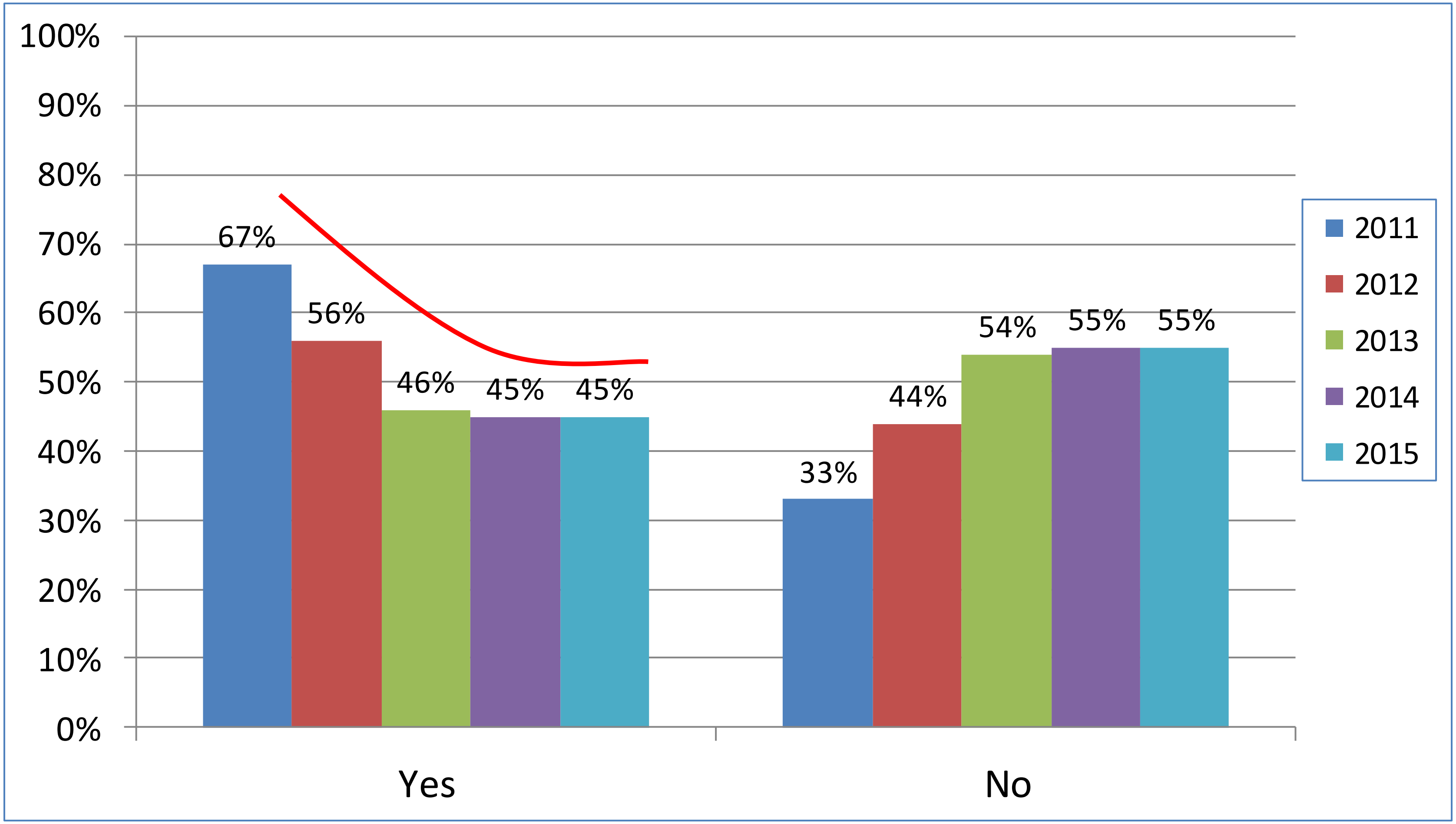
- Fun and exciting event
- Family event
- Well organised
- Caters for all levels of cyclists
- Healthy and enjoyable event

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



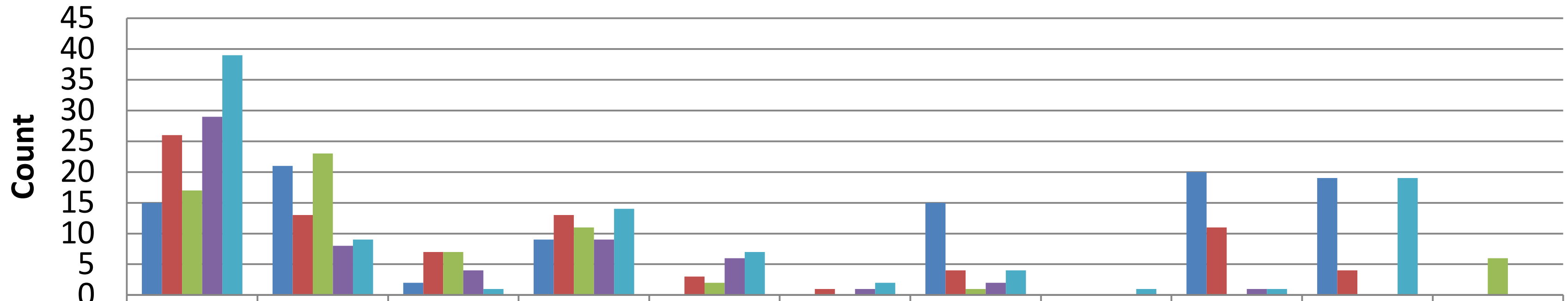
Although there was a decline in the proportion of respondents who indicated that they would visit KwaZulu-Natal in the next 12 months, this decline was not statistically significant. However, what is of concern is that there seems to be a constant decline in those who are planning to visit KZN in the future.

Familiar with TKZN's slogan?



The lack of familiarity with TKZN's slogan continued to decline, although there were no changes with 2014 and 2015. The decline in familiarity started in 2011 when TKZN's branding changed and it has steadily continued to do so.

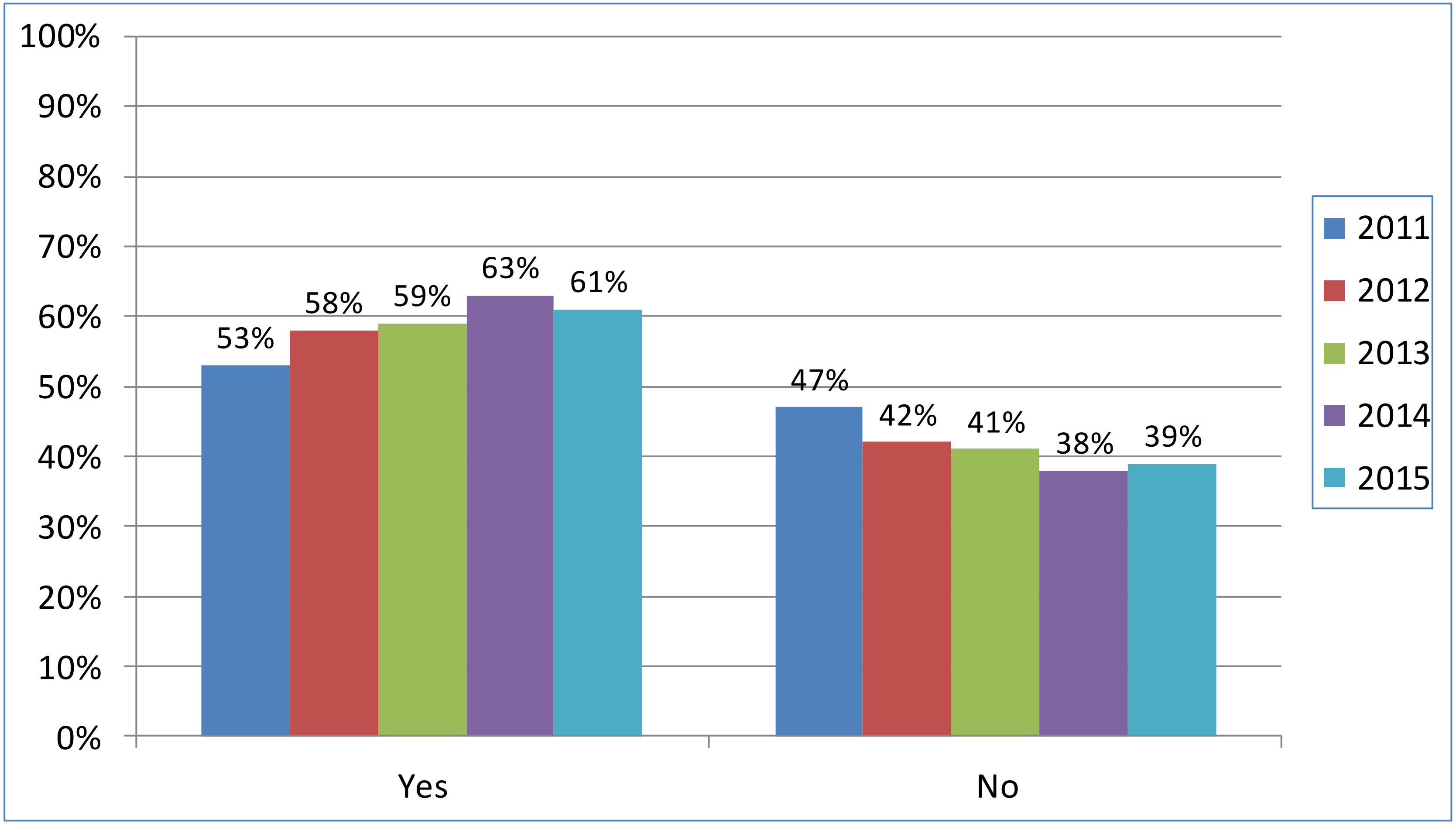
Associations – TKZN's slogan Core Mentions



	Zulu history/heritage/monarchy/culture/King Shaka	KZN	Durban	Tourism/holidays	TKZN/tourism organization	Africa/African people	Heritage/history/tradition/Culture	Drakensberg	Zulu people/nation	Other	Diversity
2011	15	21	2	9	0	0	15	0	20	19	0
2012	26	13	7	13	3	1	4	0	11	4	0
2013	17	23	7	11	2	0	1	0	0	0	6
2014	29	8	4	9	6	1	2	0	1	0	0
2015	39	9	1	14	7	2	4	1	1	19	0

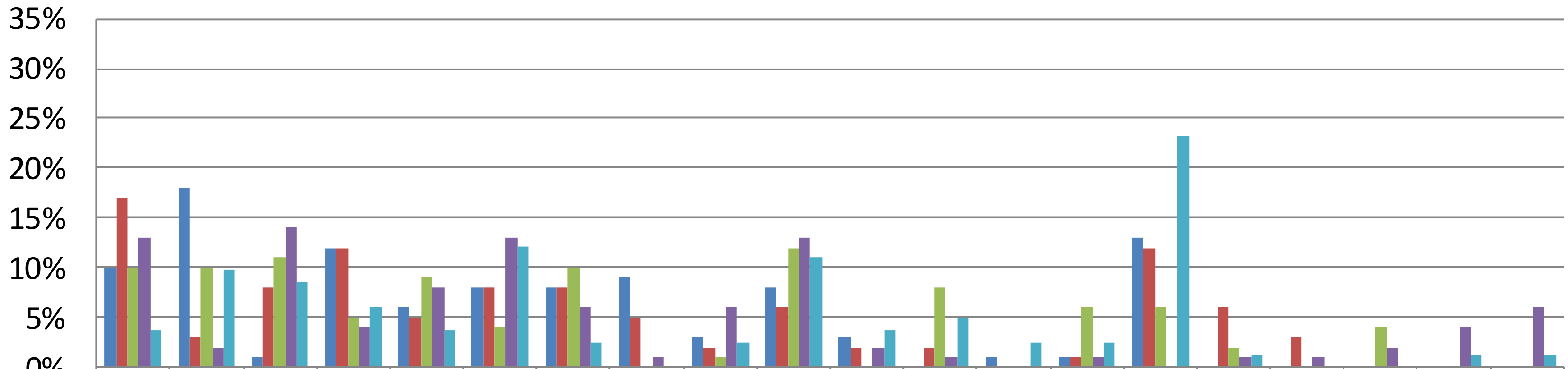
The key associations with TKZN's slogan was **Zulu history/heritage/culture/king.** Other associations included **tourism/holidays, KZN** and **'other'**. Note: 'other' associations included destinations such as the Valley of 1000 Hills and historical figures such as the late Nelson Mandela.

Noted TKZN's logo?



The recognition of the TKZN logo is has steadily growing every year. However, when comparing 2015 and 2014, there was a slight decrease in the number of respondents who had note the logo.

Where TKZN's logo noted?



	Billboards/posters/banners	uShaka Marine World	TV	Brochures/pamphlets	Magazines	Internet/website	Newspapers	Clothing/merchandise	Tourism Info Office	Airport	Various advertisements	Events	Sibaya Casino	Durban	Other	Amashova	TKZN Cycling Team	Moses Mabhida Stadium	Suncoast	TKZN
2011	10%	18%	1%	12%	6%	8%	8%	9%	3%	8%	3%	0%	1%	1%	13%					
2012	17%	3%	8%	12%	5%	8%	8%	5%	2%	6%	2%	2%	0%	1%	12%	6%	3%			
2013	10%	10%	11%	5%	9%	4%	10%		1%	12%		8%		6%	6%	2%		4%		
2014	13%	2%	14%	4%	8%	13%	6%	1%	6%	13%	2%	1%		1%		1%	1%	2%	4%	6%
2015	4%	10%	9%	6%	4%	12%	2%	0%	2%	11%	4%	5%	2%	2%	23%	1%	0%	0%	1%	1%

Figure 20 shows where the logo was seen/noted. It shows that it was seen in places such on uShaka Marine World, on television, internet, and at the airport. It is important to note that "other" locations include accommodation establishments and tourist attractions.

Durban Statistics

It was interesting to note the following statistics that are specific to the city of Durban:

- 86% of the respondents rated Durban, as a tourist destination, as either **excellent** (44%) or **good** (42%).
- 89% of the respondents said that they **would strongly** (53%) or **would recommend** (36%) Durban, as a tourist destination, to friends and family.
- The majority of the respondents stayed for either 2 or 3 nights in Durban.
- The mean total spend of all respondents in Durban was **R2 235**.

Main Findings

1. In 2013, the 65km distance was added to the 35km and 106km distances. In 2015, there was a small decrease in the number of participants in the 106km race, while there was an increase in the 65km race. Overall there was a increase in the number of total participants.
2. There were 64 international entrants in 2015 compared to 77 in 2014.
3. On a domestic front, in 2015 there was an increase in the number of entrants from a number of provinces such as the Free State, E. Cape, Mpumalanga, N. West, Limpopo and the W. Cape. The number of entrants from KZN increased while the number of entrants from Gauteng decreased.
4. The average group size was 2,8 in 2015, a small decline from 3.2 in 2014.
5. The total mean spend of all participants had increased. However, the mean spend for non-residents, across the categories (accommodation etc.), had decreased.
6. The total economic impact is estimated to be in the region of between R31mn and R62mn.
7. Most (60%) of the respondents indicated that they were local residents to Durban, while 40% were visitors to the area (14% were day visitors and 26% stayed overnight).
8. Of the non-resident respondents who stayed overnight, 20% stayed for either 2 or 3 nights. This was an increase from 2014 (18% for each). This shows that these respondents stayed for the weekend of the event.

Main Findings (cont'd)

9. In terms of accommodation for non-residents there was an increase in the use of holiday flats and B&Bs and a decline in the use of luxury hotels and staying with friends and relatives. This was reflected in the decreased spending on accommodation.
10. In terms of attending the event, this research showed that respondents were largely influenced by **attended in previous years** followed by **word-of-mouth**. This provides an indication that people have positive views of the event because they return and also talk about the event**.**
11. 97% of respondents were satisfied with the information that was provided regarding the event. It shows that the organizers are communicating well with participants.
12. Just over 80% of the respondents travelled to the event using the private vehicles. The nature of the event dictates that the participants used private transport in order to transport their own bicycles. There was also a slight increase in those who used rental vehicles to travel to the event.
13. There was a decrease (62% in 2015 and 68% in 2014) in the proportion of respondents who attended the event in previous years.

Main Findings (cont'd)

14. Many of the respondents indicated that the event was well marketed. Some said that more advertising could be done on TV, local radio and social media.
15. The majority of participants (94%) said they would attend the event again in future. This further supports the positive views that are held regarding the event. Also 87% of the spectators indicated that they would attend the event again. This all bodes well for the event and the destination.
16. 58% and 39% of the respondents rated their experience at the event as **excellent** and **good** respectively. Therefore, there is a clear connection with their desire to attend the event in future.
17. 93% of the respondents did no experience any problems at the event in 2015.
18. However, the problems that were experienced were cited as:
    - Difficulty finding parking
    - Problems on the roads such as broken glass and litter
    - Poor communication at the starting line
    - Problems with Metro Police at the start

Main Findings (cont'd)

19. 99% of respondents would recommend the event for the following reasons:
    - Fun and exciting event
    - Healthy and enjoyable event
    - Family event
    - Well organized

Tourism KwaZulu-Natal

20. 71% of the respondents plan to visit KwaZulu-Natal in the next 12 months for a holiday. However, this number has been on the decline since 2012.
21. There has been a constant decline in the recognition of TKZN's slogan from 56% in 2012, 46% in 2013 to 45% in both 2014 and 2015.
22. There was a slight decrease of 2% in the noting of TKZN's logo to 61% when comparing 2014 and 2015. This is an indication of a lack of awareness of TKZN's branding.

Recommendations

The following recommendations are aimed at the **organisers** of the event:

1. Directions, to the parking areas at the start and finish, should be clear and noticeable by all who need to make use of these. In addition to this, there could also be designated drop-off points that can be monitored by officials. These drop-off points could be in areas where there are no road closures and they should have a lot of space for cars to move in and out without becoming a danger to cyclists getting out and moving to the start.
2. "Park-and-Ride" points could also be set up near the finish to alleviate the flow of traffic in close vicinity to the finish area. Not only will this ease congestion, it is also safer as there is a lot of pedestrian traffic near the finish.
3. Although respondents indicated that more TV adverts need to be run, these are very expensive. The organizers could therefore consider a more focused approach of placing advertisements in cycling magazines, on social media pages and other internet-based platforms.
4. The organisers should aim to increase the number of international entrants specifically from Africa. In addition to this, travel packages could be offered to these international visitors in order to increase their length of stay and thus, their spend in the province.

Recommendations (cont'd.)

The following recommendations are aimed at the **organisers** of the event:

5. The organisers could seek to partner with the DSW section of the eThekwini Municipality in order to make certain that the litter in Durban City Centre is not an issue. In addition to this, the organisers could also seek advice and assistance from certain road agencies to make sure that the roads do not pose any danger to the cyclists (such as glass on the road or potholes).
6. It is suggested that the organisers expand their marketing into other provinces outside of KZN. The extent of these could be based on the number of entrants from each of these provinces. For example, even though the number of entrants from Gauteng declined in 2015, there is still a large number and the current marketing campaigns should continue in this province. In terms of the provinces that had an increase of entrants (such as the Free State), the marketing and promotion of the event could be enhanced a bit more.

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 much larger event in KZN, as its potential grows every year.
2) TKZN should assist the organisers with regards to travel packages that can be offered to both international entrants as well as domestic entrants from other provinces. If people are encouraged to take a holiday around the event, it will thus increase their length of stay and their total spend in the province.
3) 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.
4) The research team should conduct a separate and specific study on the branding, i.e. the slogan and logo of TKZN.