

# Comrades Marathon 2017 Event Impact Assessment Top Line Summary Report *[Amended Version]*



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# Methodology



- **Primary data:**
  - Face to face survey: 350 respondents
  - Stratified probability sample of 179 participants and 164 spectators.
- Respondents were systematically selected over 3 days (1<sup>st</sup> – 3<sup>rd</sup> June 2017) before event at the 'Comrades Experience' (150 respondents), and at the finishing point (200 respondents), in Pietermaritzburg, on the day of event on the 4<sup>th</sup> of June 2017.
- **Secondary data** was supplied to TKZN by members of the Comrades Marathon Association
- Made use of 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



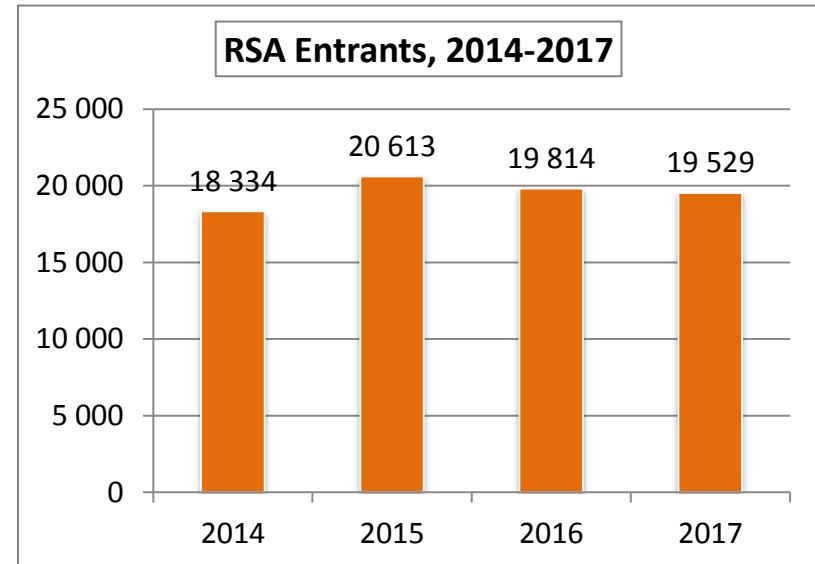
- 75% of the respondents were visitors to the local region of the event.
- The average length of stay of the overnight visitors increased from 3,5 in 2016 to 3,8 in 2017.
- 96% of the respondents were satisfied with the information provided about the event.
- 90% of the respondents said that they would attend the event again.
- 98% of the respondents had either an 'excellent' or 'good' experience.
- 97% of the respondents would recommend the event to friends/family.
- 89% of the respondents would recommend KZN as a tourism destination.

# Nature and Extent of Comrades Entrants: South African Residents



## South African Provincial Breakdown

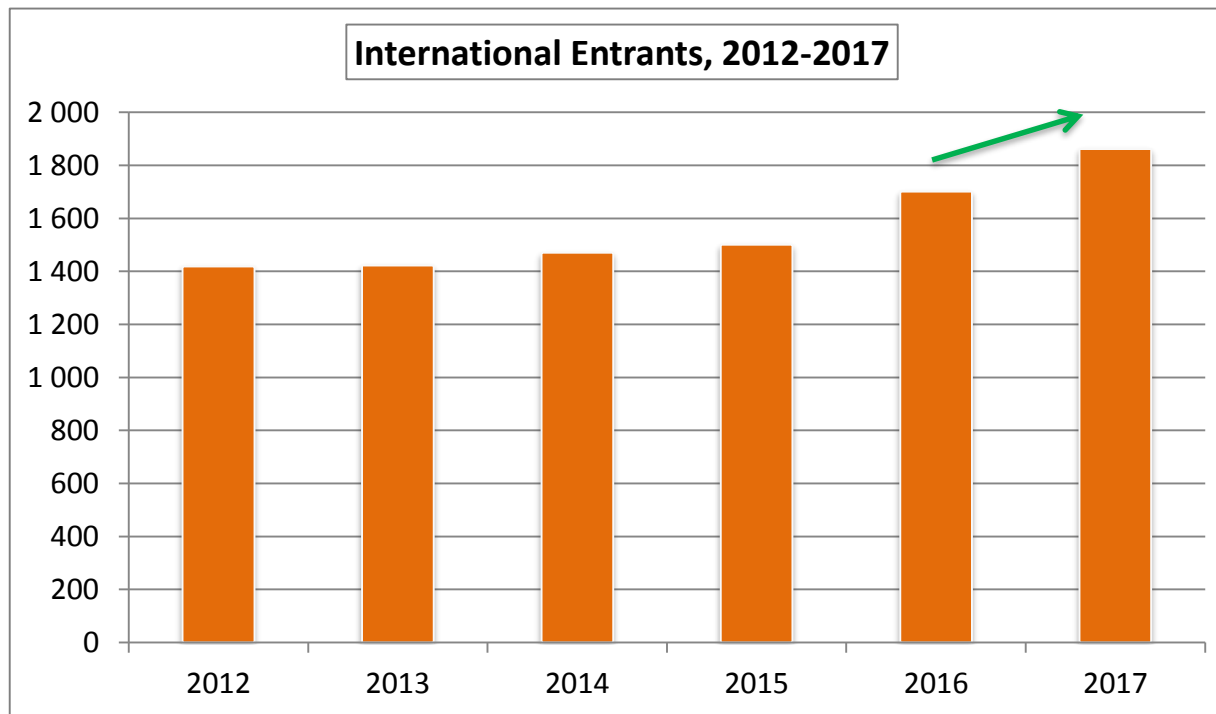
Province	2014	2015	2016	2017	%
KwaZulu-Natal	4 573	4 607	4 532	3 802	-16
Gauteng	8 646	9 940	9 492	8 586	-10
Western Province	1 902	2 318	2 360	1 864	-21
Mpumalanga	875	936	883	766	-13
Free State	567	630	588	522	-11
North West	556	627	515	468	-9
Limpopo	499	653	623	594	-5
Eastern Province	566	704	658	587	-11
Northern Cape	150	198	163	149	-9
<b>TOTAL RSA ENTRANTS</b>	<b>18 334</b>	<b>20 613</b>	<b>19 814</b>	<b>19 529</b>	<b>-1,4</b>



\*Source: Comrades Marathon Association

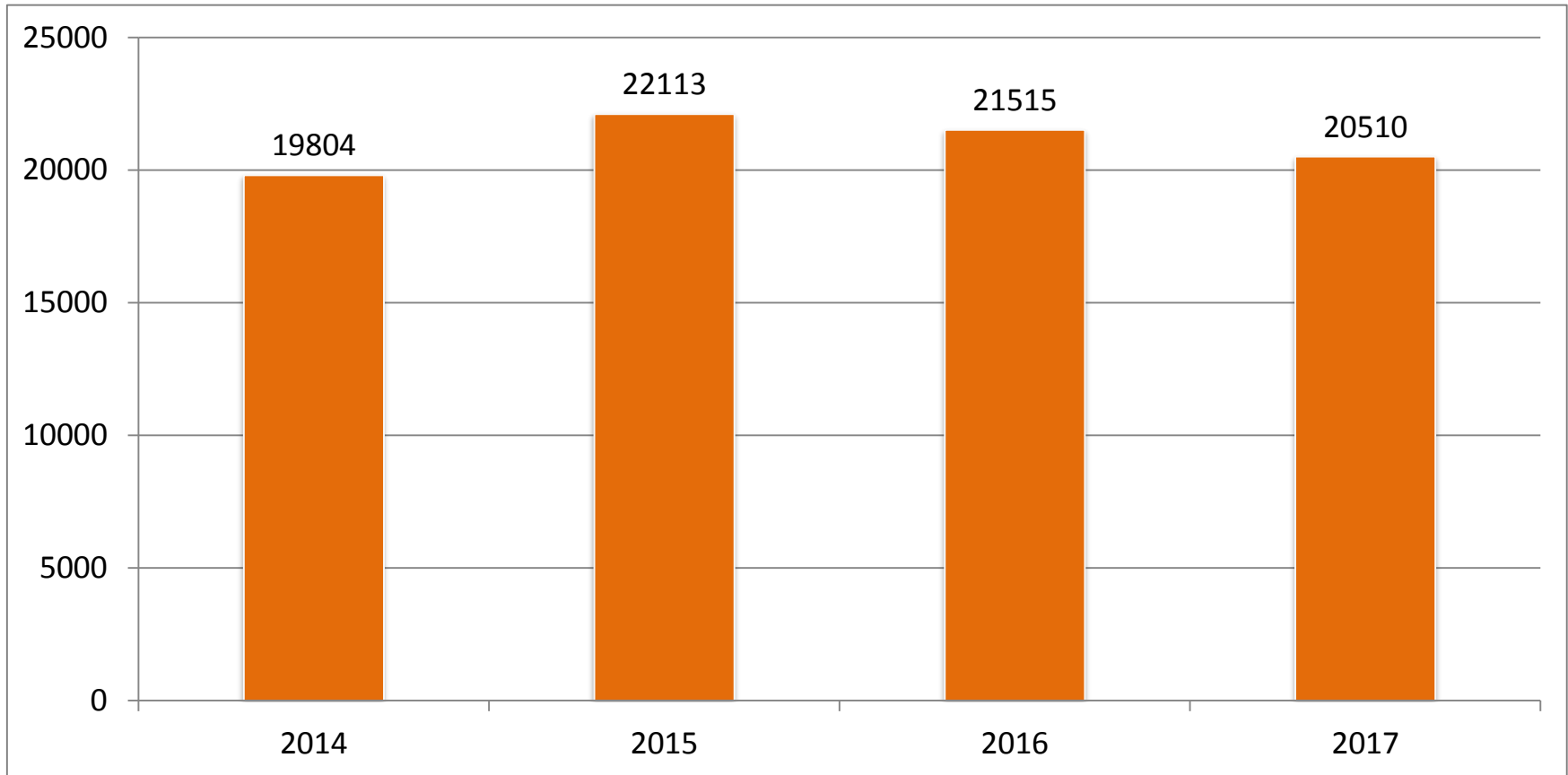
# Nature and Extent of Comrades Entrants: International Participants

	2012	%	2013	%	2014	%	2015	%	2016	%	2017	%
<b>International</b>	1 418	-	1 422	0,28	1 470	3	1 500	2	1 701	12	1 861	9



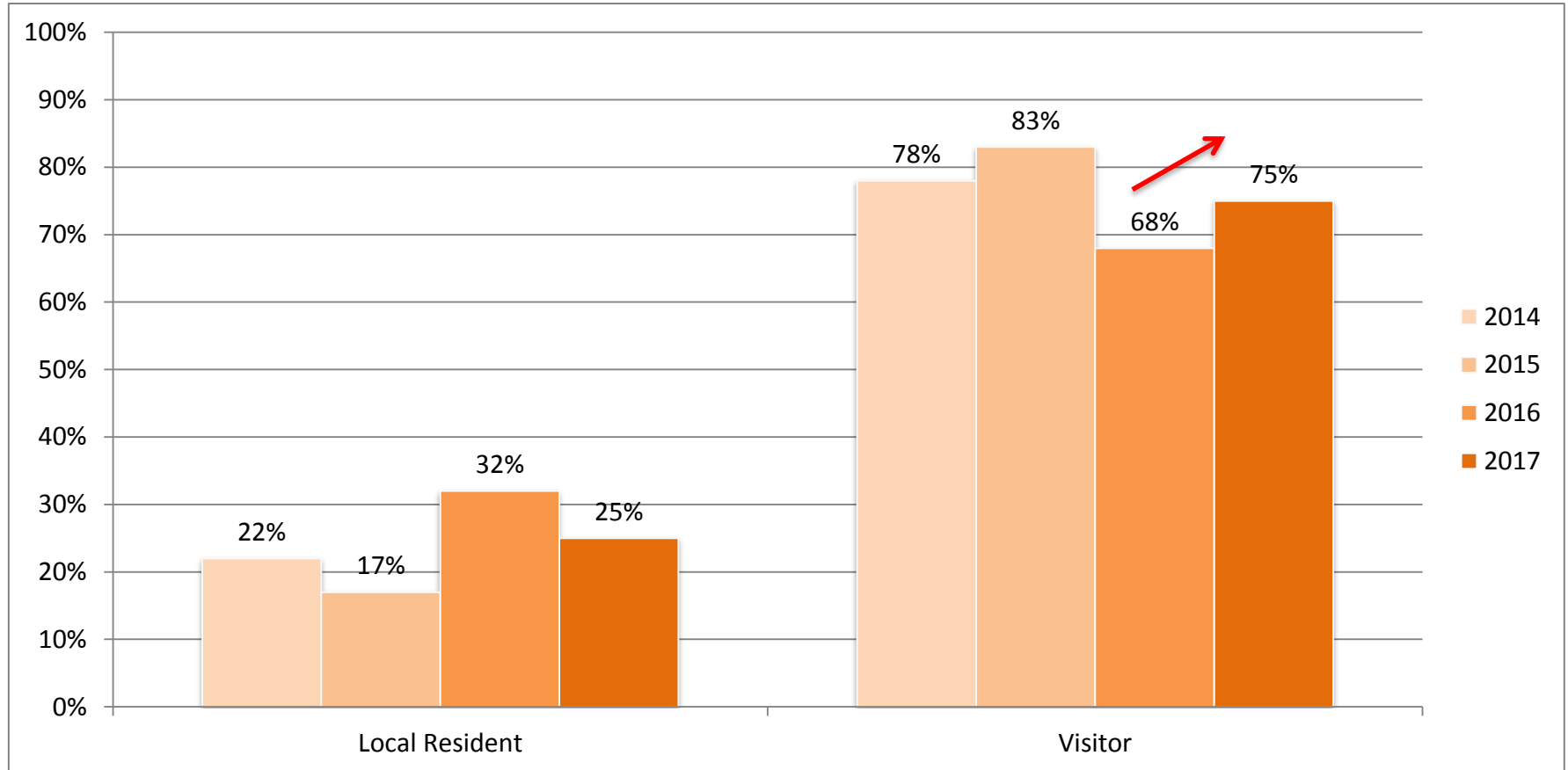
The number of international runners (entrants) has increased steadily over the years, and continued to do so in 2017. The numbers increased by approximately 9%. The number of international entrants included 1 415 overseas, and 446 'Rest of Africa' entrants.

# Nature and Extent of Comrades Entrants: All Entrants



The graph shows that there has been a steady increase in the total number of entrants between 2014 to 2015, with a slight decrease in 2016, and again in 2017. This should not be a cause for concern as there are a number of positives from this. Firstly, the total number of entrants has remained in the same “ball-park” figures over the years and the event still attracts a significant number of entrants and visitors into the province. Also, compared to some other events in the province, the Comrades Marathon still shows positive signs of growth for the future.

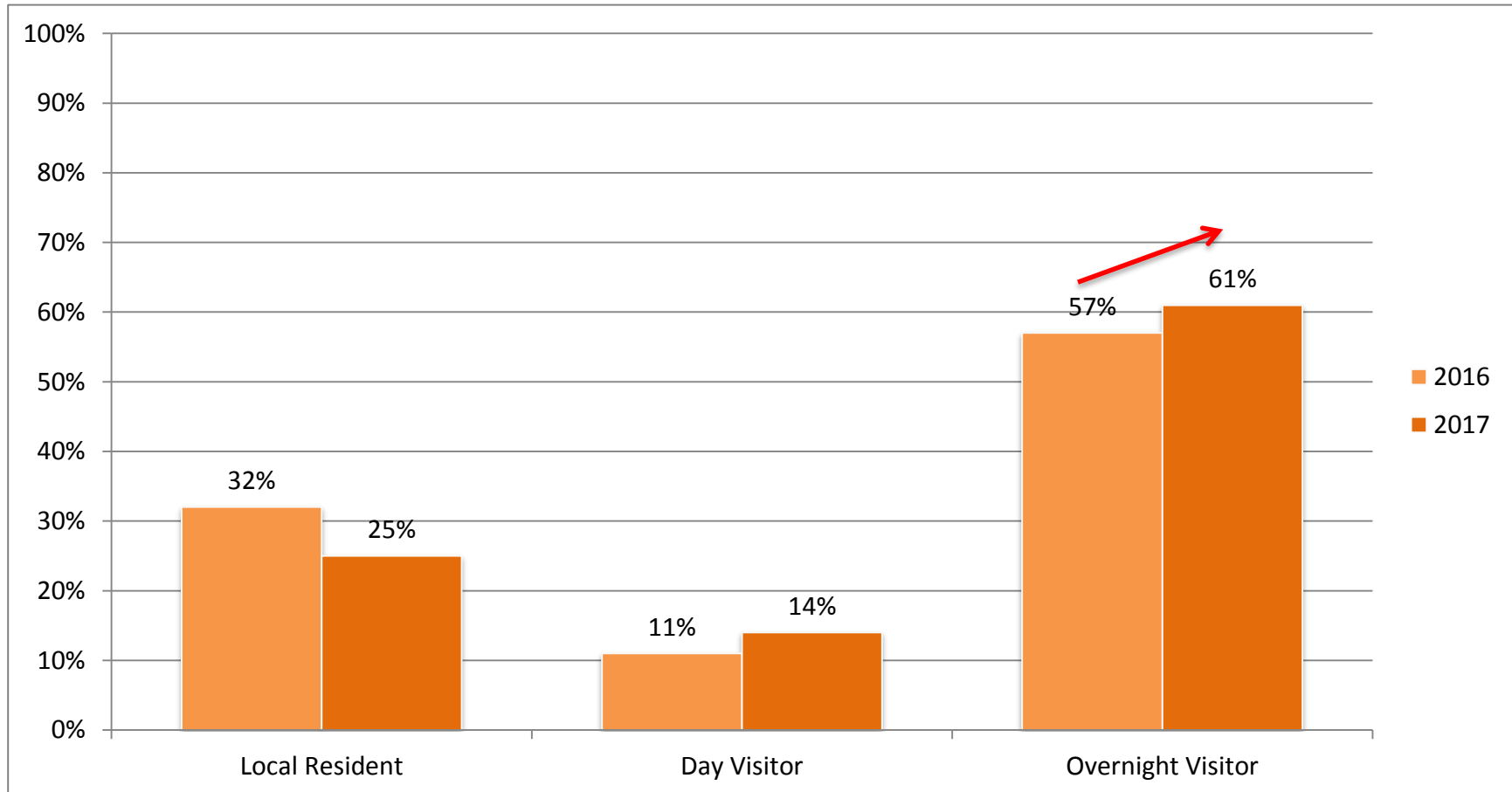
# Nature of Respondents: Local v Visitor



There was an decrease in the number of respondents who were local residents in 2017, which meant that there was a 7% increase in the number of visitors, when comparing 2016 and 2017. This has occurred even with the approach of measuring local residents in Durban (Expo) and in Pietermaritzburg (Finish). It is still very positive to see that so many visitors are attracted to this event.



# Nature of Respondents (cont'd)



Following on from the previous slide - it is also important to note that in 2017, **61%** of the visitors **stayed overnight**, while only **14%** were **day visitors**. This is an important finding, as it is the overnight visitors who tend to contribute the most, economically. When comparing 2017 with 2016, there was a 4% increase in the number (proportion) of overnight visitors and a 3% increase in the number (proportion) of day visitors.

# Nature of Respondents: Breakdown



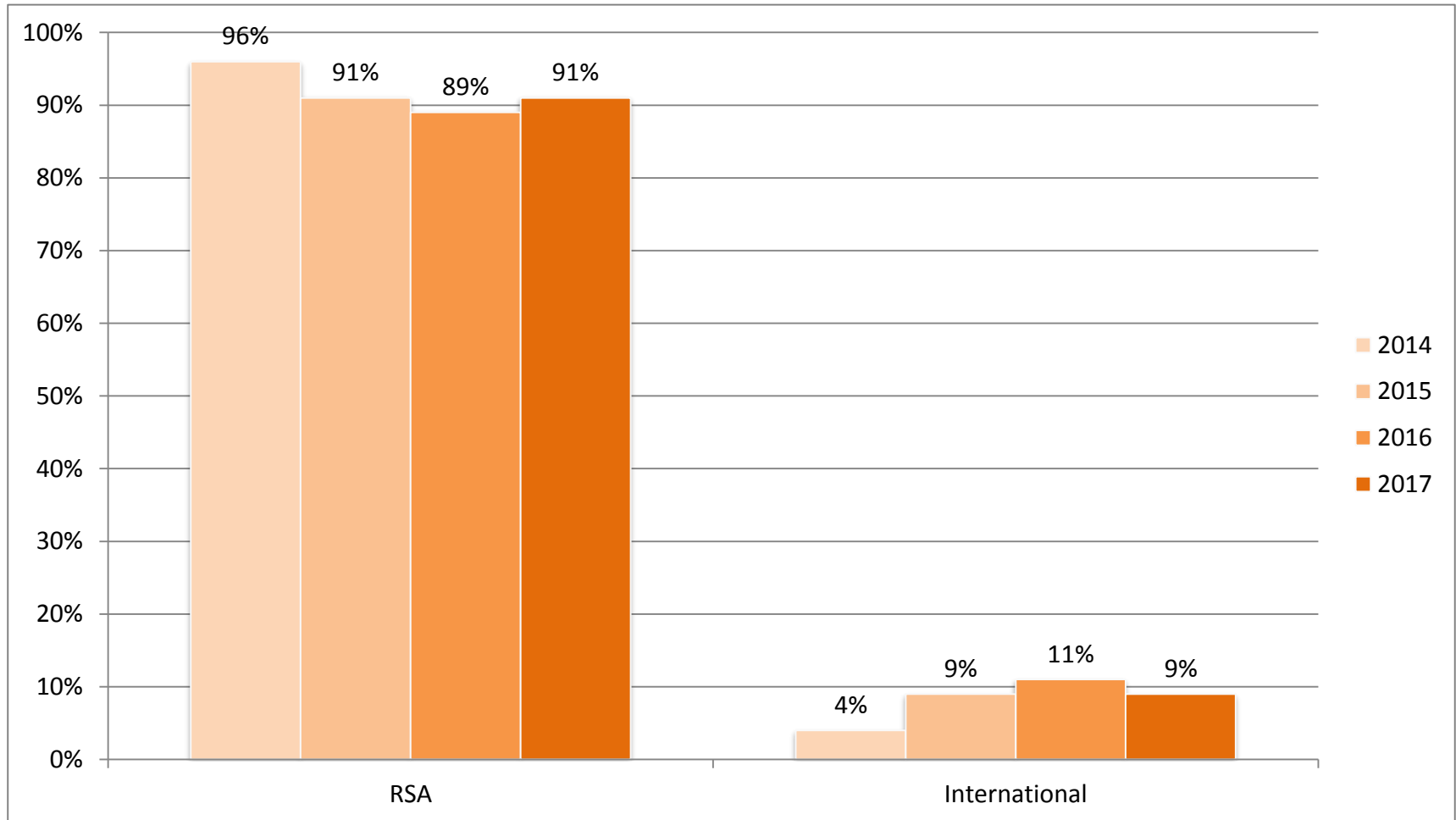
2016	Sample	%	Total Attendance*
Local Residents	104	32	23 305
Day Visitors	36	11	8 011
Overnight Visitors	185	57	41 513
<b>TOTAL</b>	<b>325</b>	<b>100</b>	<b>72 829</b>

2017	Sample	%	Total Attendance*
Local Residents	88	25	17 383
Day Visitors	49	14	9 734
Overnight Visitors	214	61	42 414
<b>TOTAL</b>	<b>350</b>	<b>100</b>	<b>69 531</b>

The table outlines the breakdown of the estimated numbers that attended the event (both participants and spectators in Durban or at the finish). The breakdown of the numbers is based on the proportion of local residents and visitors, which has been obtained from the surveys.

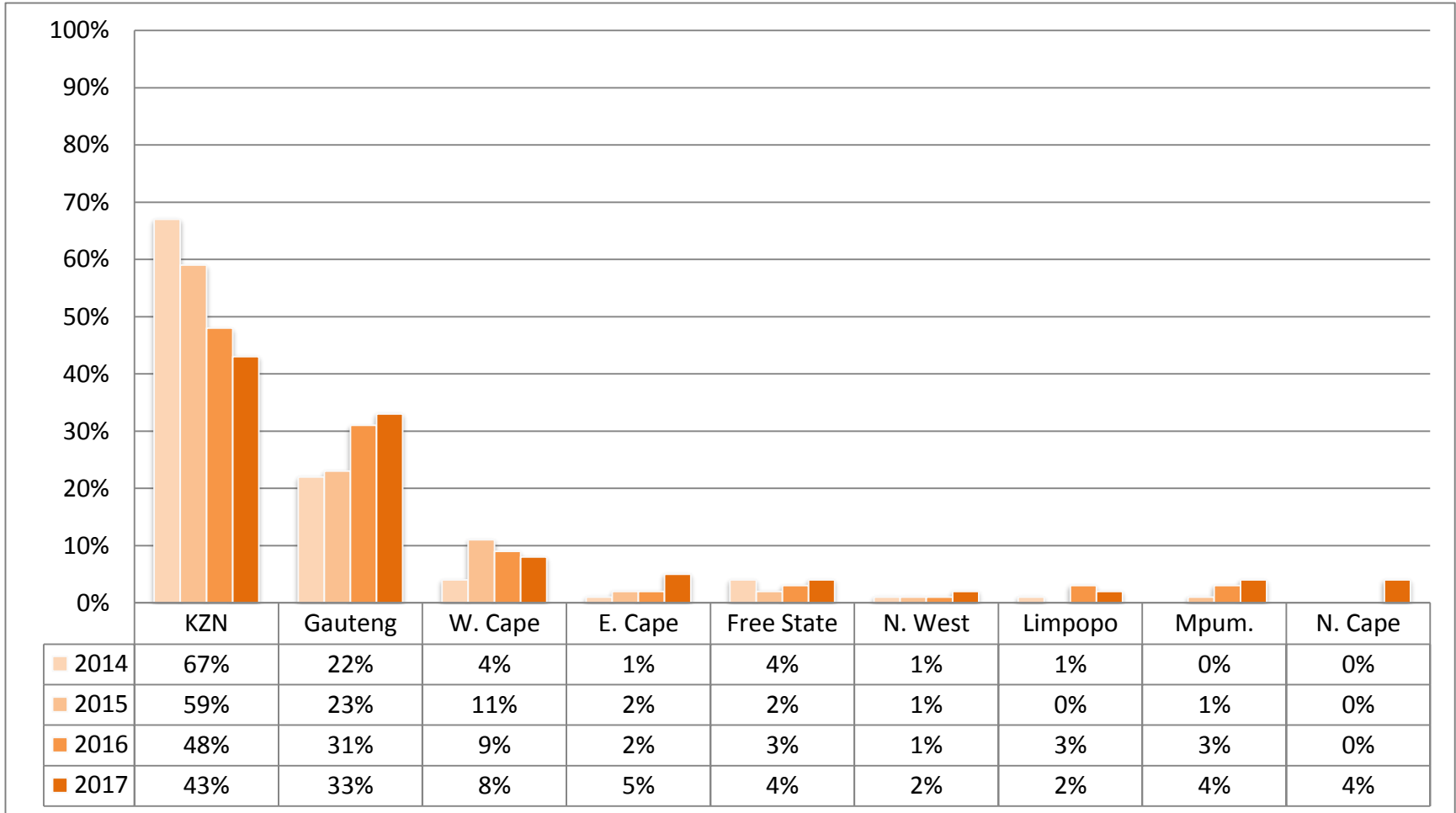
\*It is important to note that the total attendance at (participants and spectators (at the finish) was estimated to be **69 531**. This is based on the total number of runners (starters = 17 031) and the estimated number of spectators at the finish at Scottsville Racecourse (52 500).

# Origin of Respondents: RSA v International



The event continues to attract a large amount of domestic participants and spectators, with 91% of the respondents being from SA in 2017. There was a slight decrease in the number of international respondents, but the numbers still remain quite high - the event is still considered to be internationally renowned.

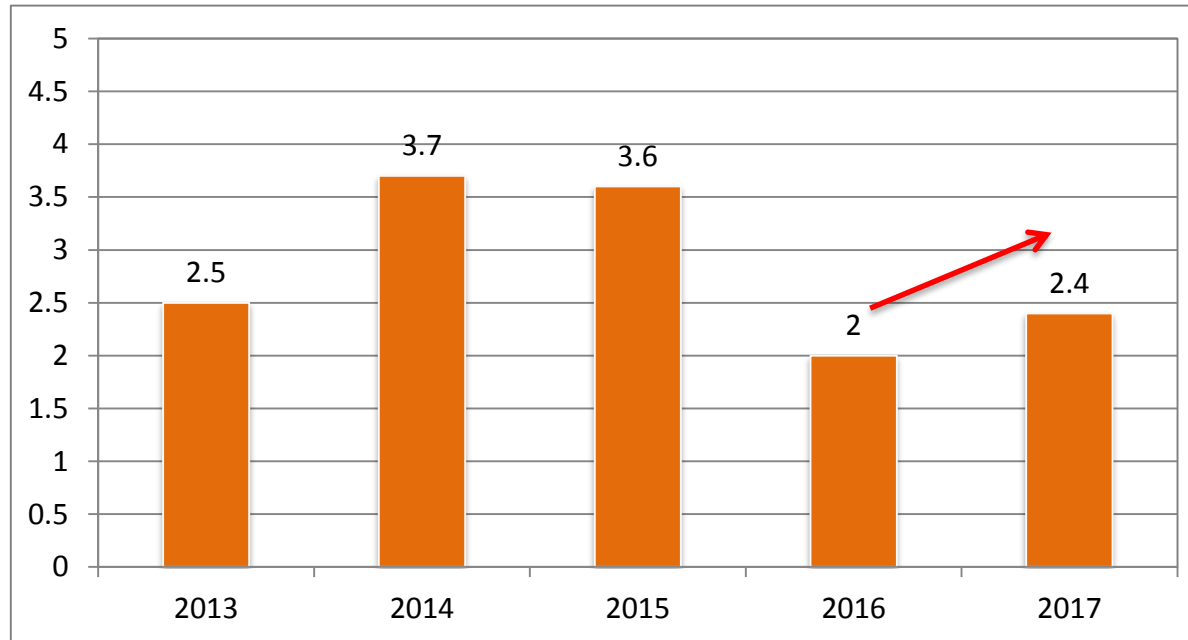
# Province of Origin: (Domestic Respondents)



The graph shows that there was an increase (+2%) of respondents who came from Gauteng. This occurred along with a decrease of the number of respondents from KZN (-5%). There were also minor increases in the number of respondents from the Eastern Cape, North West, Mpumalanga, and the Northern Cape.

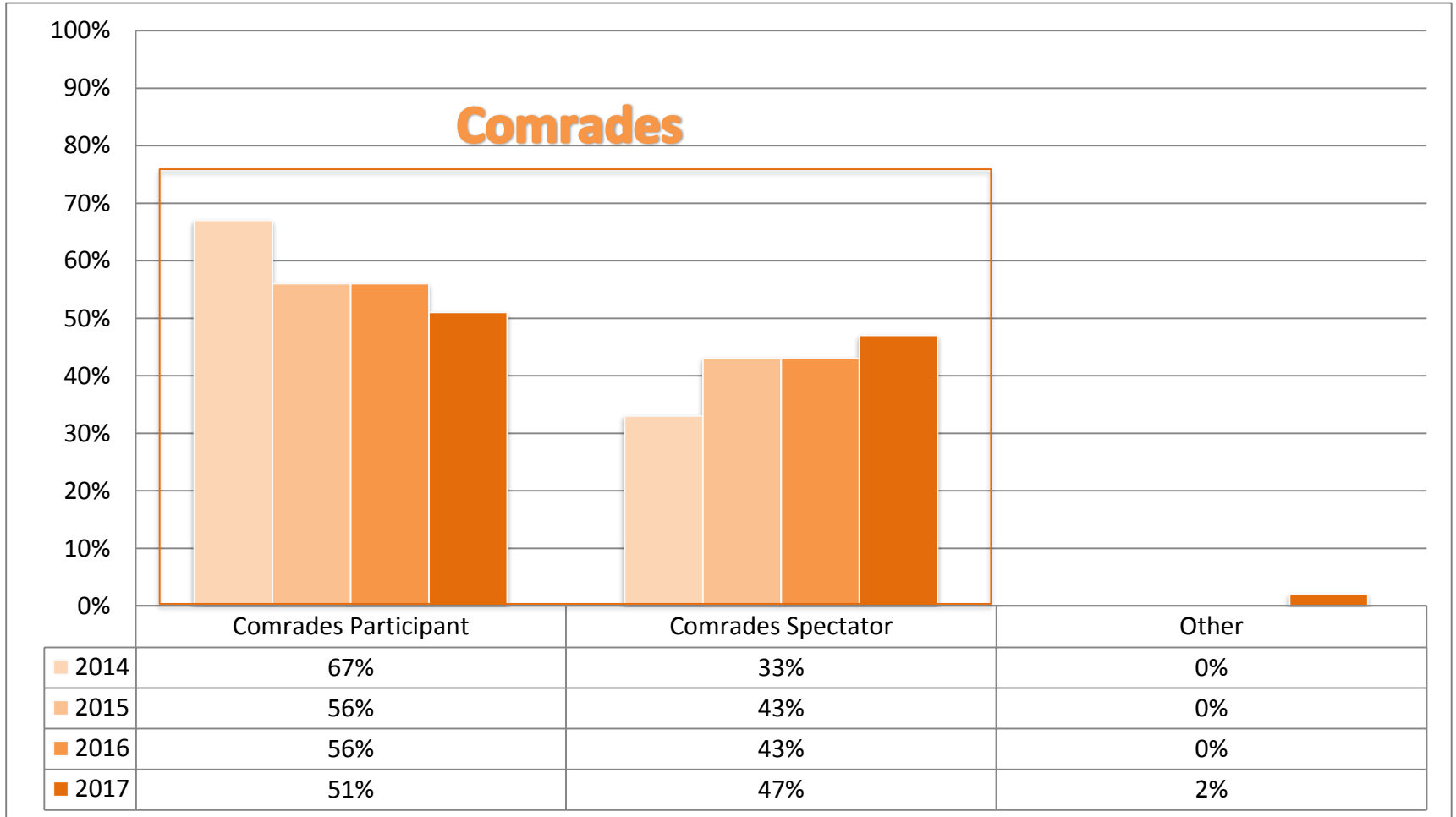
# Average Group Size

Average Group Size	2013	2014	2015	2016	2017
	2.5	3.7	3.6	2.0	2.4



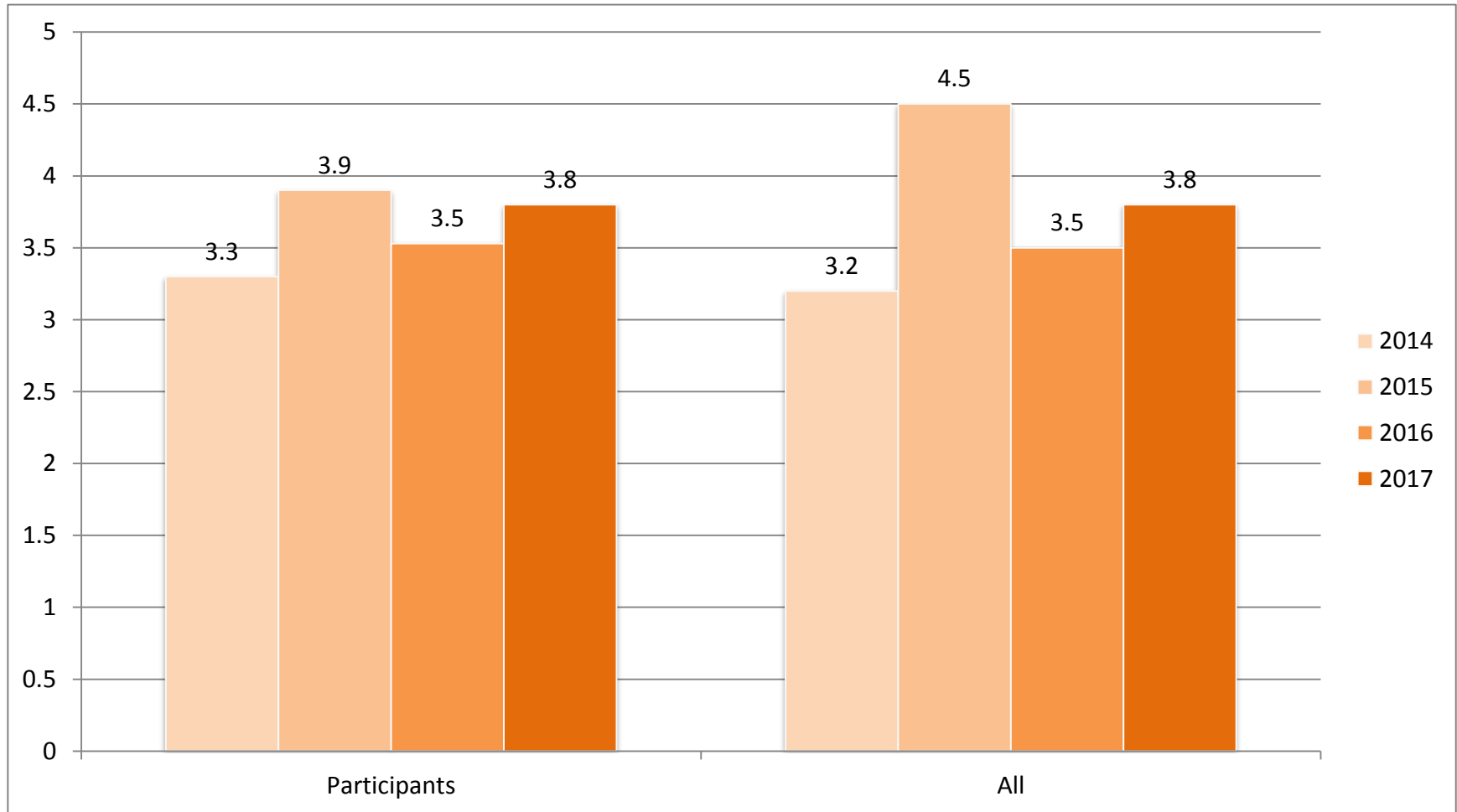
The average group size increased slightly in 2017, when compared to 2016. The average has still not reached the figures from 2014 and 2015. This may indicate that people continue to travel in smaller groups to save on costs or that a smaller number of family and friends are attending the event to support the participants.

# Primary Reason for Visit



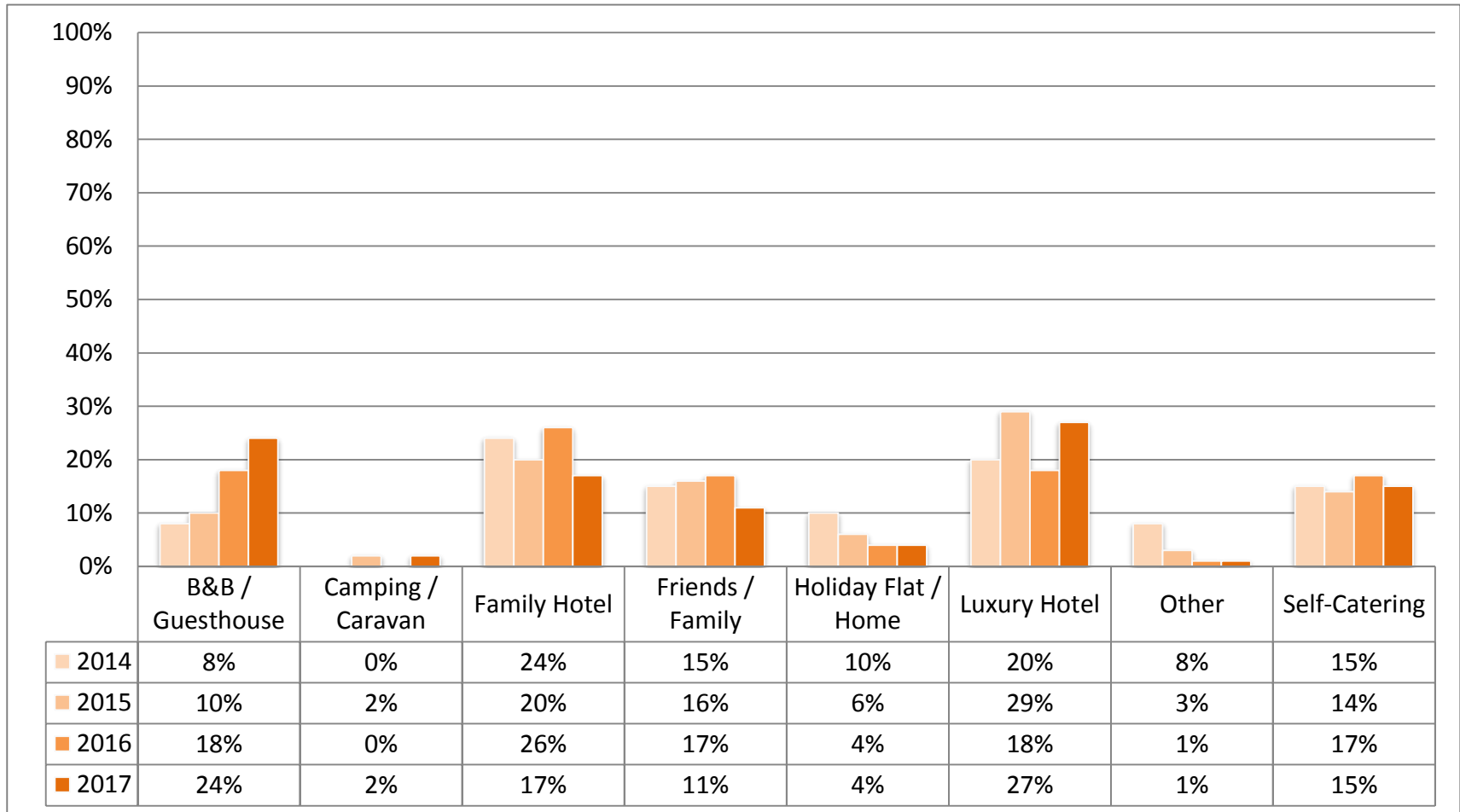
As is evident, the majority of the respondents were in KZN primarily for the event itself. Only 2% were here for other purposes such as “vacation”. This shows that the event is the main reason for attracting so many people into the province during the time of its “running”.

# Average Length of Stay (Overnight Visitors)



The length of stay of respondents increased in 2017, after a decrease in 2016. This shows that the respondents continue to stay for more than 3 nights in the local area of the event.

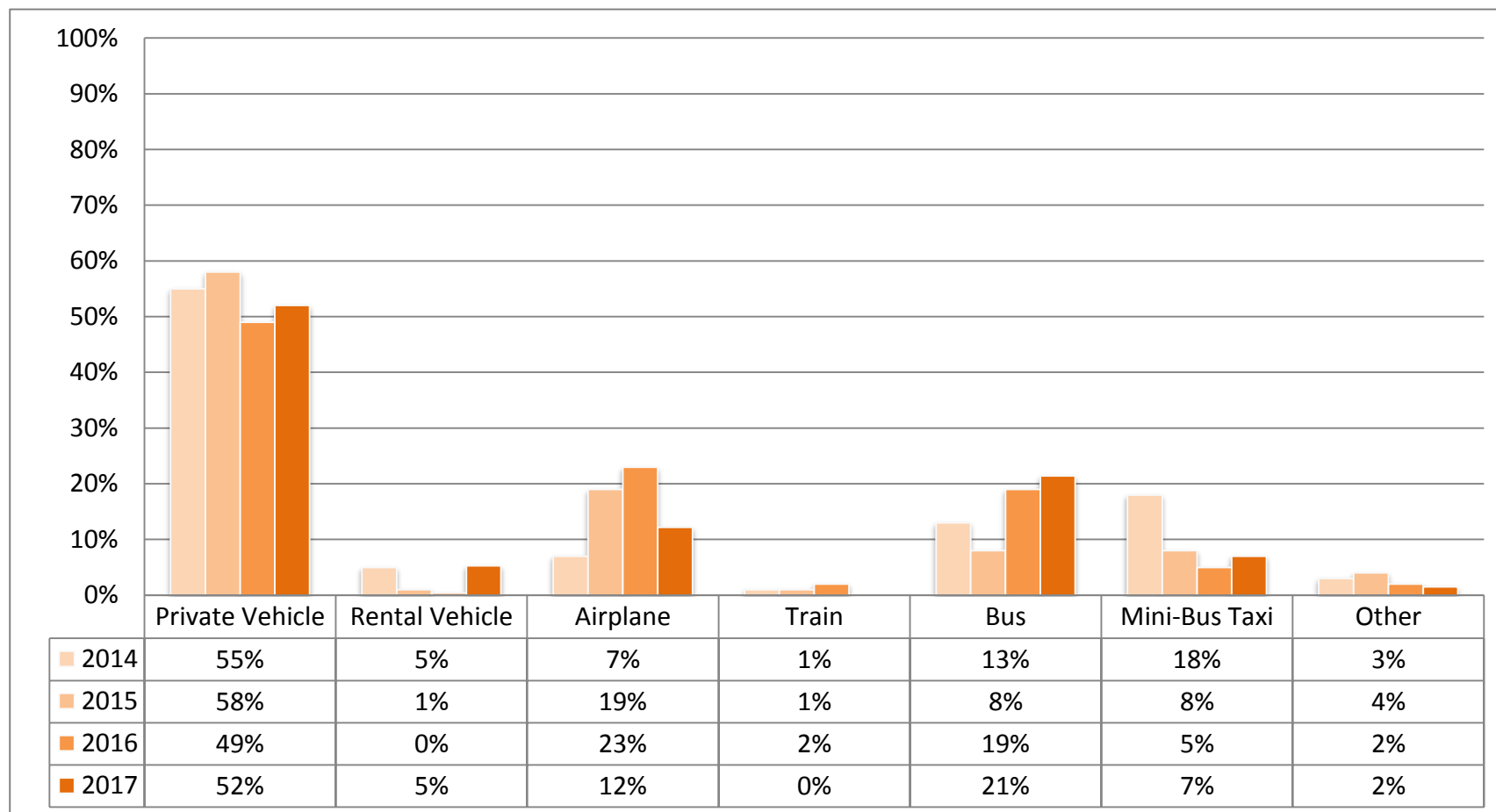
# Accommodation Types



In 2017, it was positive to note that the majority of the respondents stayed in a luxury hotel (27%). This was followed by those who stayed in B&B / Guesthouse (24%), a family hotel (17%), and self-catering accommodation (15%). There was a 9% increase in those who stayed in luxury hotels. This could have a positive impact on the economic figures for the event – i.e. most people therefore use paid, formal accommodation types.

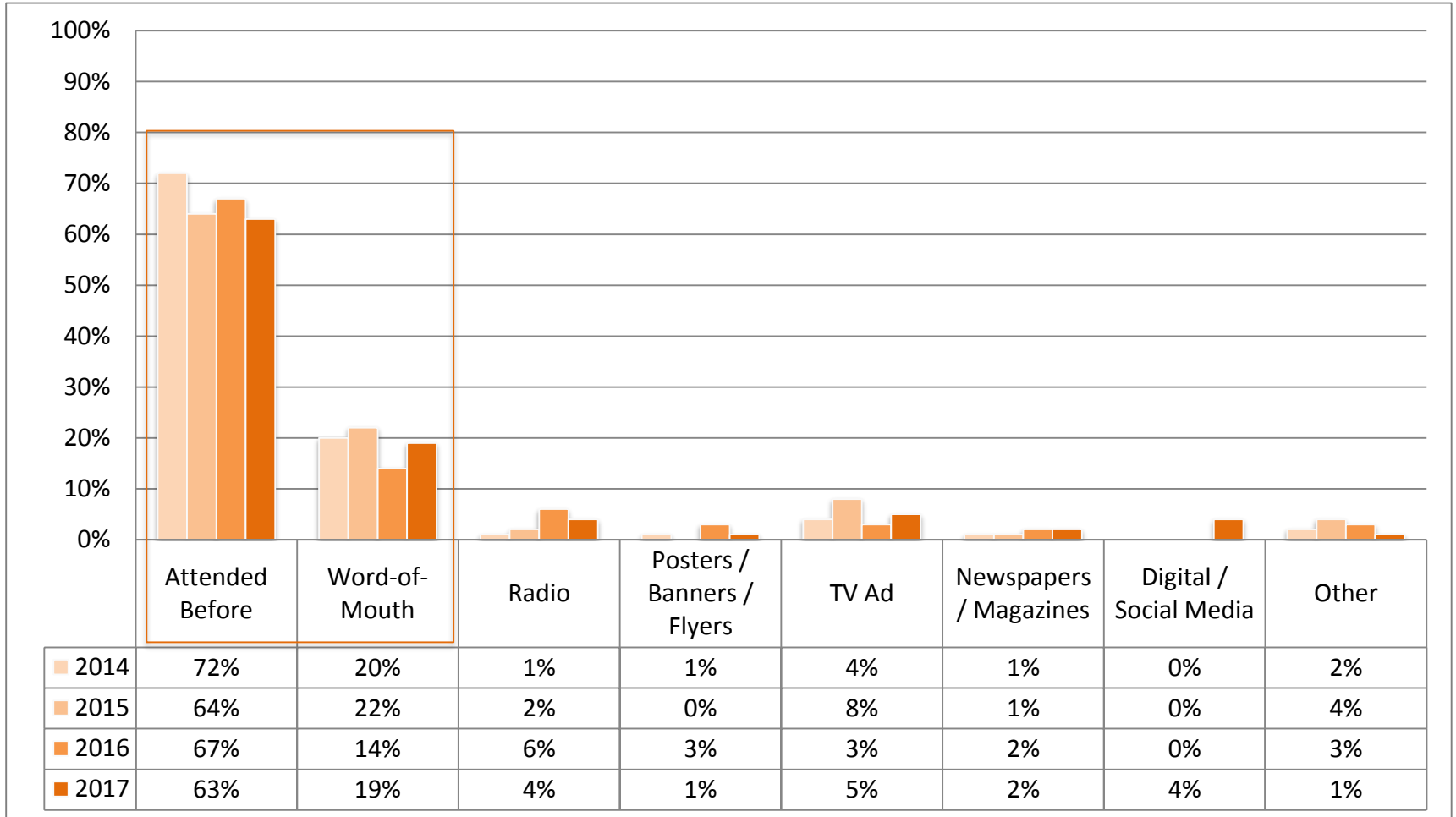


# Transport to Event (Visitors Only)



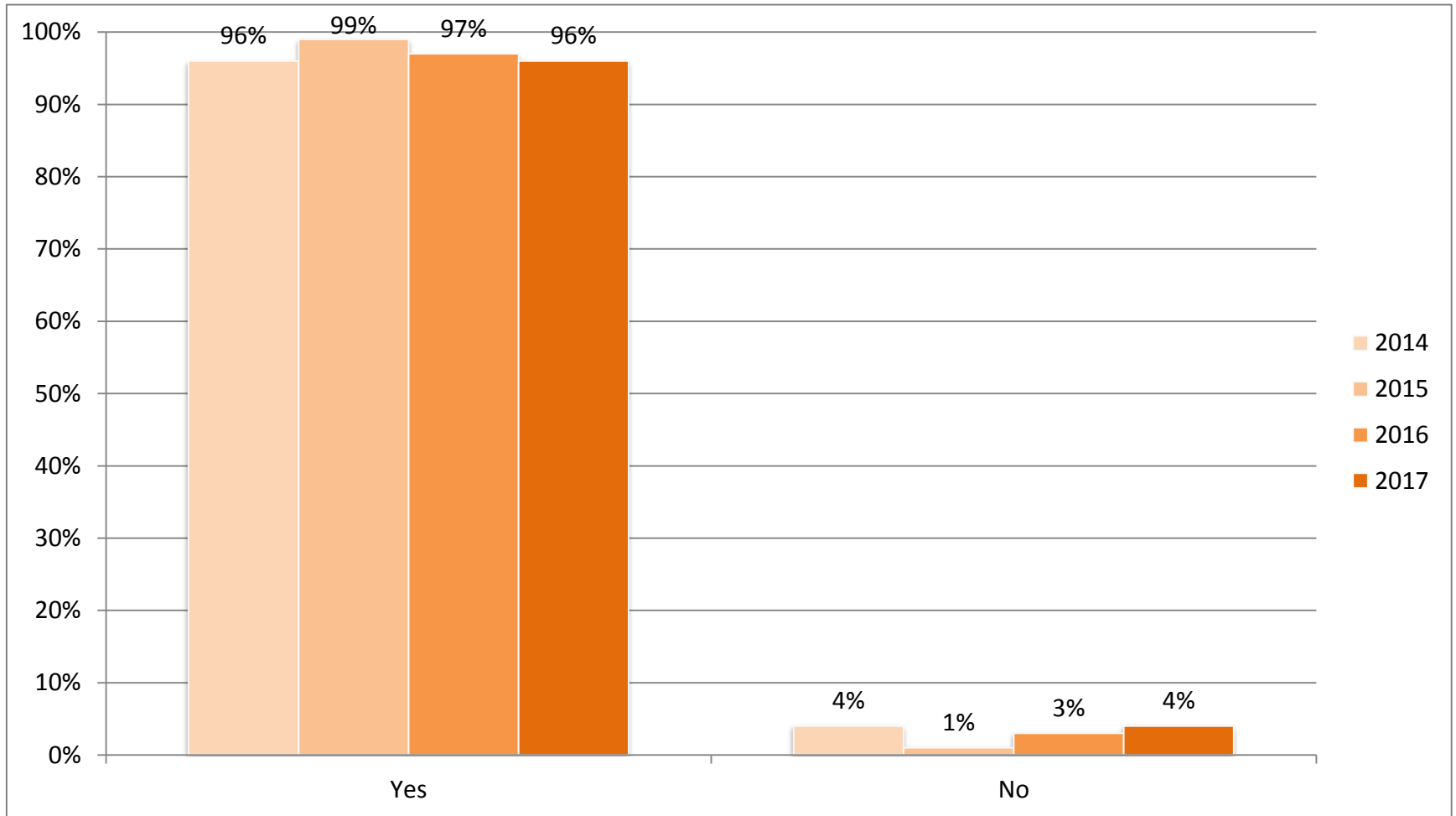
This graph indicates that there was a slight increase in the use of private vehicles and an increase in the use of buses by respondents. The use of private vehicles continues to be the most common form of transport. There has been a steady increase in the use of buses from 2015. This could however be a reflection of those using the bus to the start of the event, or from the finish back to the start.

# Influence to Attend



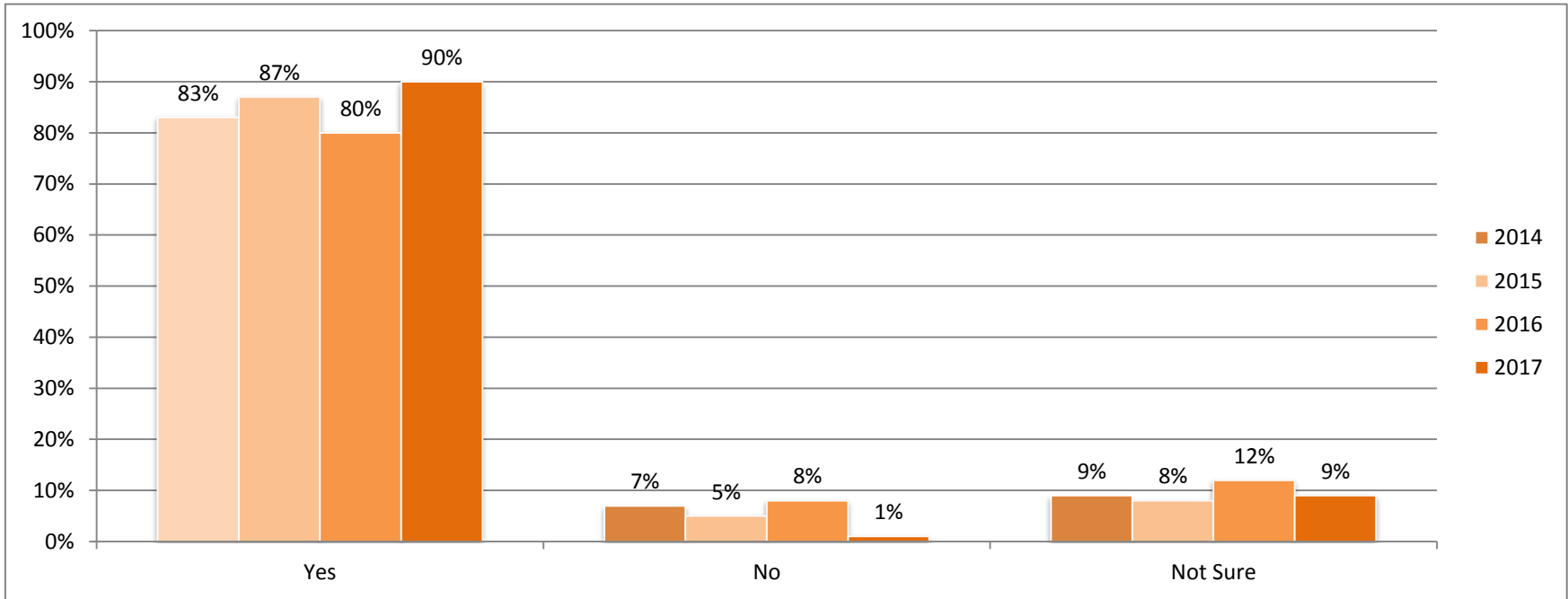
In 2017, 82% of the respondents attended the event without the influence of any traditional media –i.e. 63% had been influenced by their previous attendance while 19% were influenced by “Word-of-Mouth”. This is an indication that the event is well organized and provides a good experience.

# Information Satisfaction



Almost all of the respondents indicated that they were satisfied with the information provided by the organisers. There have been no significant changes in these trends since 2013.

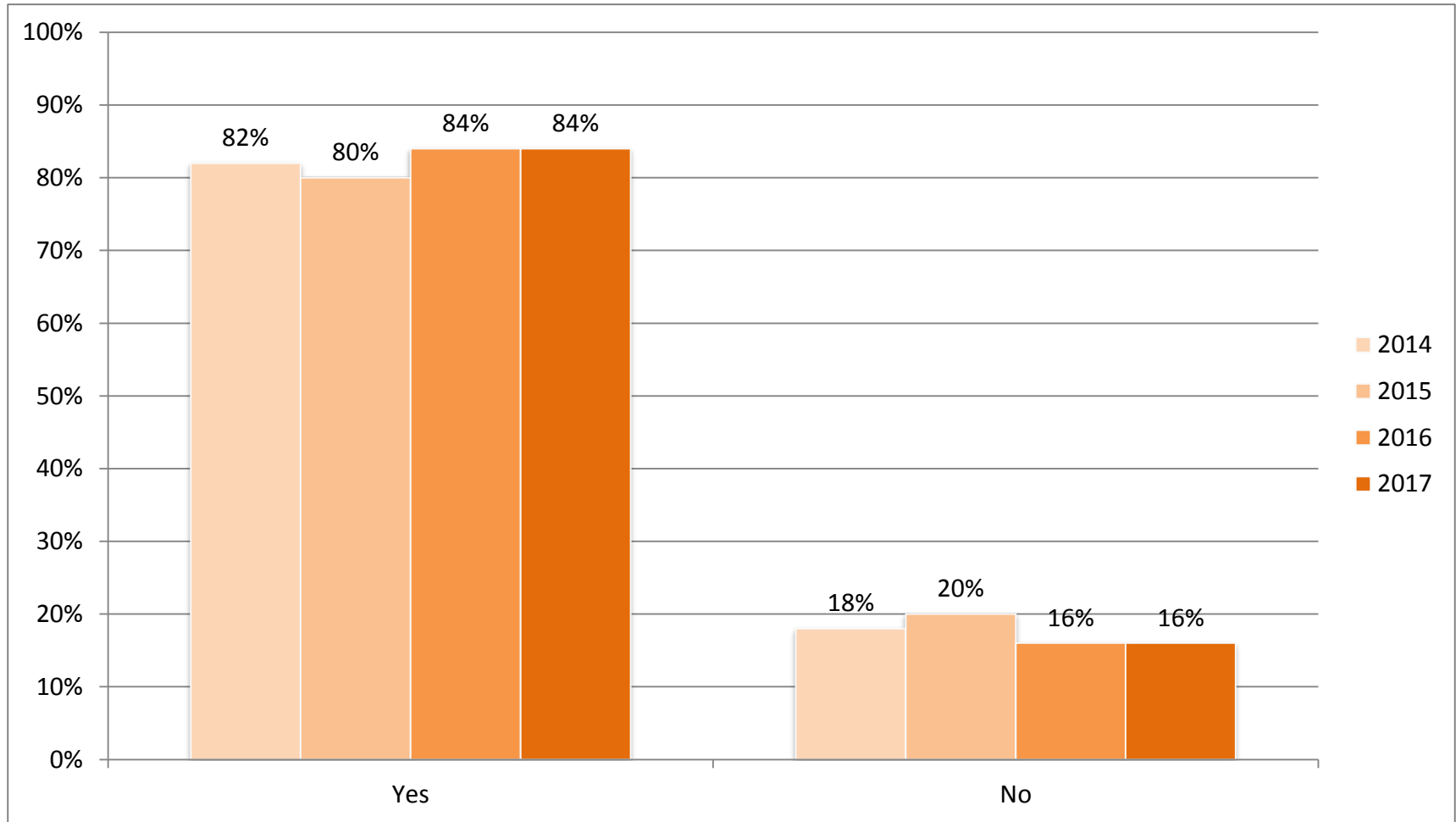
# Future Attendance



Participants						Spectators				
Year	2013	2014	2015	2016	2017	2013	2014	2015	2016	2017
<b>Yes</b>	86%	84%	89%	80%	90%	81%	82%	87%	81%	91%
<b>No</b>	6%	6%	6%	6%	0%	5%	10%	3%	8%	2%
<b>Uncertain</b>	7%	10%	5%	14%	10%	14%	7%	10%	11%	7%

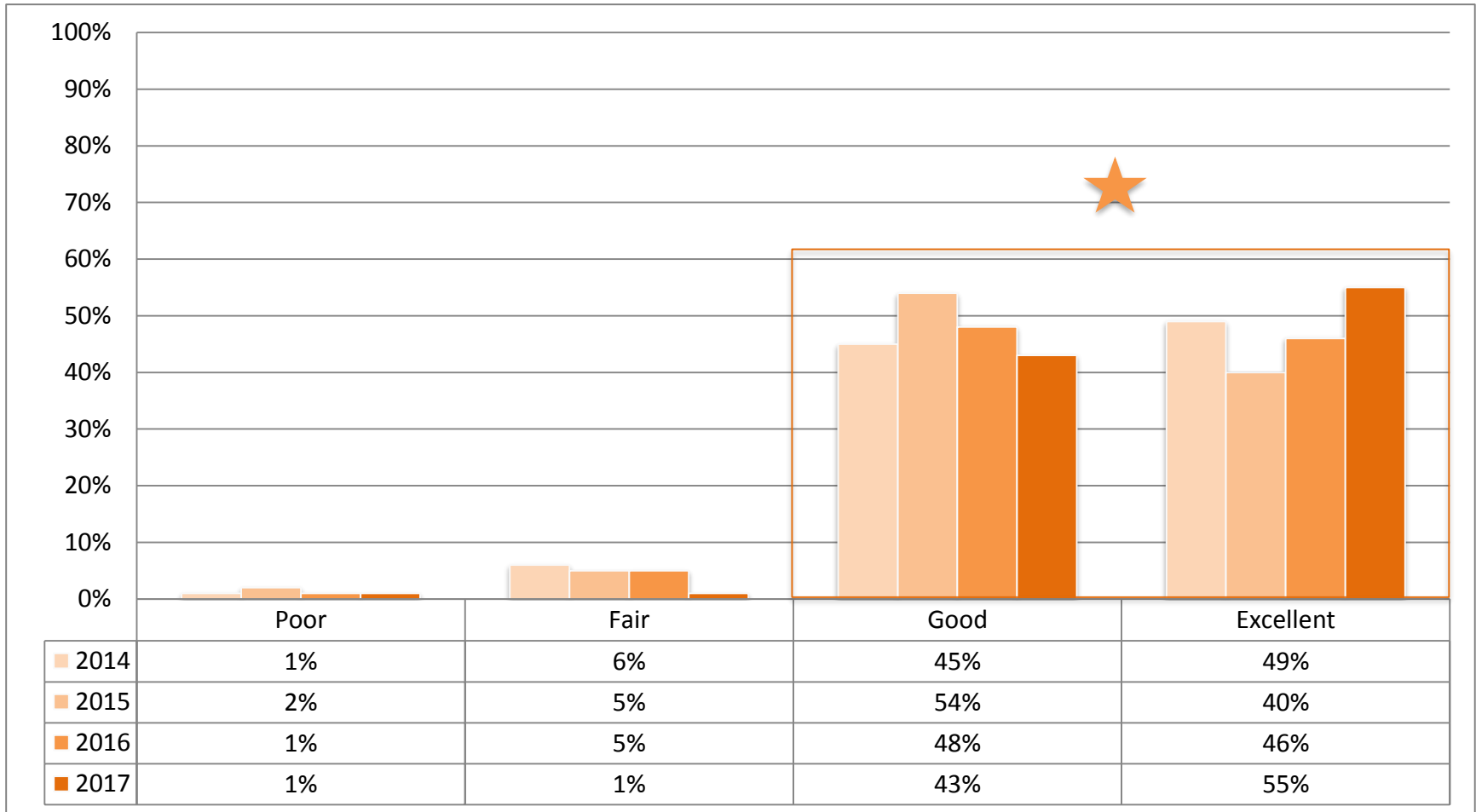
Most participants and spectators intend to return to the event next year. Comrades is an event where people tend to participate multiple times.

# Previous Attendance



Most respondents had attended the event in previous years. This is an indication that the event is popular, well supported and has a good reputation. These findings back up the fact that many respondents are influenced by word-of-mouth and / or their previous attendance.

# Experience Rating



In 2017, a total of 98% of respondents indicated that they had a 'good' or 'excellent' experience. However, it is positive to note that there was an increase in respondents rating their experience as 'excellent', when comparing 2016 and 2017 (9% increase). This information shows that the event continues to hold an excellent reputation amongst the general public.

# Marketing Improvement Suggestions



Many respondents were of the view that the event was well marketed. Most respondents indicated that the event is “fine as it is” and “well marketed”. However, the following **suggestions** were made:

- 1) More advertising in “townships” or rural areas
- 2) More marketing on a wider scope of TV stations

# Increasing International Participation

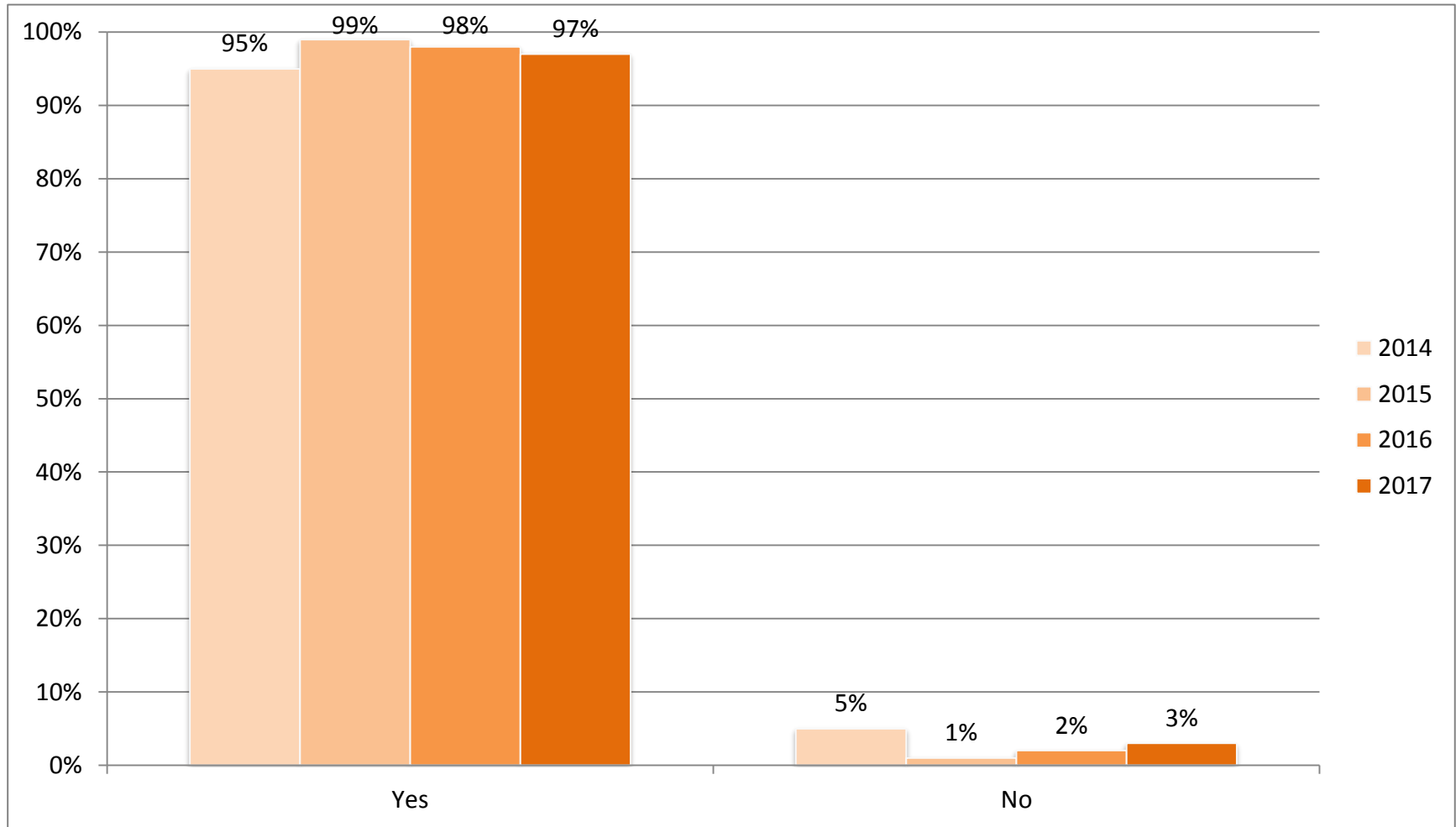


When the respondents were asked how the **number of international participants** could be increased, the following suggestions were noted:

- 1) Advertise via the numerous international running clubs
- 2) Introduce holiday packages combined with the entry
- 3) Lowering the entry costs for international participants
- 4) Advertise the event more on international TV
- 5) Introduce packages for international runners on the Comrades website



# Recommend the Event



Once again, the majority of the respondents indicated that they would recommend the event to their friends and family. This shows that the event is popular and is well thought of. This information is supported by the high percentage of respondents who attended the event in previous years.

# Recommend the Event to Family and Friends?



## The event was, once again, recommended for the following reasons:

- Amazing/unique/world class experience
- Biggest marathon in Africa
- Exciting/fantastic/good event
- Fun outdoor experience
- Good family outing
- Good for the health
- Good spirit
- Challenge of a lifetime
- The atmosphere and hype is unbeatable
- Unique South African event
- It really does take all of you
- Greatest supporters along the route
- World class event
- An achievement that no one can take away from you

# Average Spend

	2013	2014	2015	2016	2017	%
<b>Average total spend</b>	R4 443	R4 218	R5 739	R5 605	R4 511	-19,5
<b>Non-residents participants</b>	R5 399	R5 300	R9 209	R9 203	R6 025	-34,5
<b>Resident participants</b>	R535	R1 038	R1 186	R689	R1 369	+98,6
<b>Non-resident spectators</b>	R5 251	R4 818	R5 630	R4 274	R4 272	-0,04

The average total spend decreased again in 2017, when compared to both 2015 and 2016. The decline occurred across all of the categories of spend. It is not exactly clear to what has caused the decline in the spend but it could well be attributed to the current economic climate in the country. This may have influenced people to spend less as they may not have as much flexible income as before. The decline is truly evidence of the current economic status in SA.

It should also be noted that there were a select number of respondents who had stated that they were SPONSORED to take part in the event – hence they were unable to indicate how much they had spent. If these figures were included, it is likely that the spend would not have decreased as much, or even at all.

# Estimated Economic Impact 2017: Resident and Non-Resident Participants



## Non-Resident Participants

- N = 14 647\* (86% of those who started)
- Mean: R6 025
- Estimated direct (mean) spend **excluding** Std Error = R88 241 518
- Estimated direct spend of at least R74 175 459 and as much as R102 307 592

## Resident Participants

- N = 2 384\* (14% of those who started)
- Mean: R1 334
- Estimated direct spend **excluding** Std Error = R3 179 889
- Estimated direct spend of at least R1 504 758 and as much as R4 855 019

\*This is based on the 17 031 runners who had started the race.

# Estimated Economic Impact 2017: Non-Resident Spectators



## Non-Resident Spectators

- N = 33 075 (63% of the estimated 52 500)
- Mean: R4 272
- Estimated direct spend excluding Std error = R141 302 562
- Estimated direct spend of at least R115 224 899 and as much as R167 380 205

**Note:** It is estimated that 55 000 spectators were at the finish.

# Estimated Economic Impact



	2015	2016	2017
<b>Non-resident participants</b>	Low: R70 357 612 Middle: R95 453 857 High: R120 550 101	Low: R77 719 096 Middle: R136 185 994 High: R194 667 690	Low: R74 175 459 Middle: R88 241 518 High: R102 307 592
Resident participants	Low: R4 860 416 Middle: R7 660 207 High: R10 459 998	Low: R906 269 Middle: R2 088 359 High: R3 270 449	Low: R1 504 758 Middle: R3 179 889 High: R4 855 019
<b>Non-resident spectators</b>	Low: R120 059 193 Middle: R164 129 448 High: R208 119 704	Low: R86 790 000 Middle: R117 535 000 High: R148 307 500	Low: R115 224 899 Middle: R141 302 562 High: R167 380 205
<b>Direct spend</b>	<b>*At least R190 416 805</b> <b>As much as R328 664 805</b>	<b>*At least R164 509 096</b> <b>As much as R342 975 190</b>	<b>*At least R189 400 358</b> <b>**As much as R269 687 797</b>
<b>Total spend</b>	<b>**A least R380 833 610</b> <b>As much as R657 339 610</b>	<b>**At least R329 018 192</b> <b>As much as R685 950 380</b>	<b>*At least R378 800 716</b> <b>**As much as R539 375 594</b>

**Note:** The local residents' spend was NOT included in the direct and total spend calculations, as per international best practice.

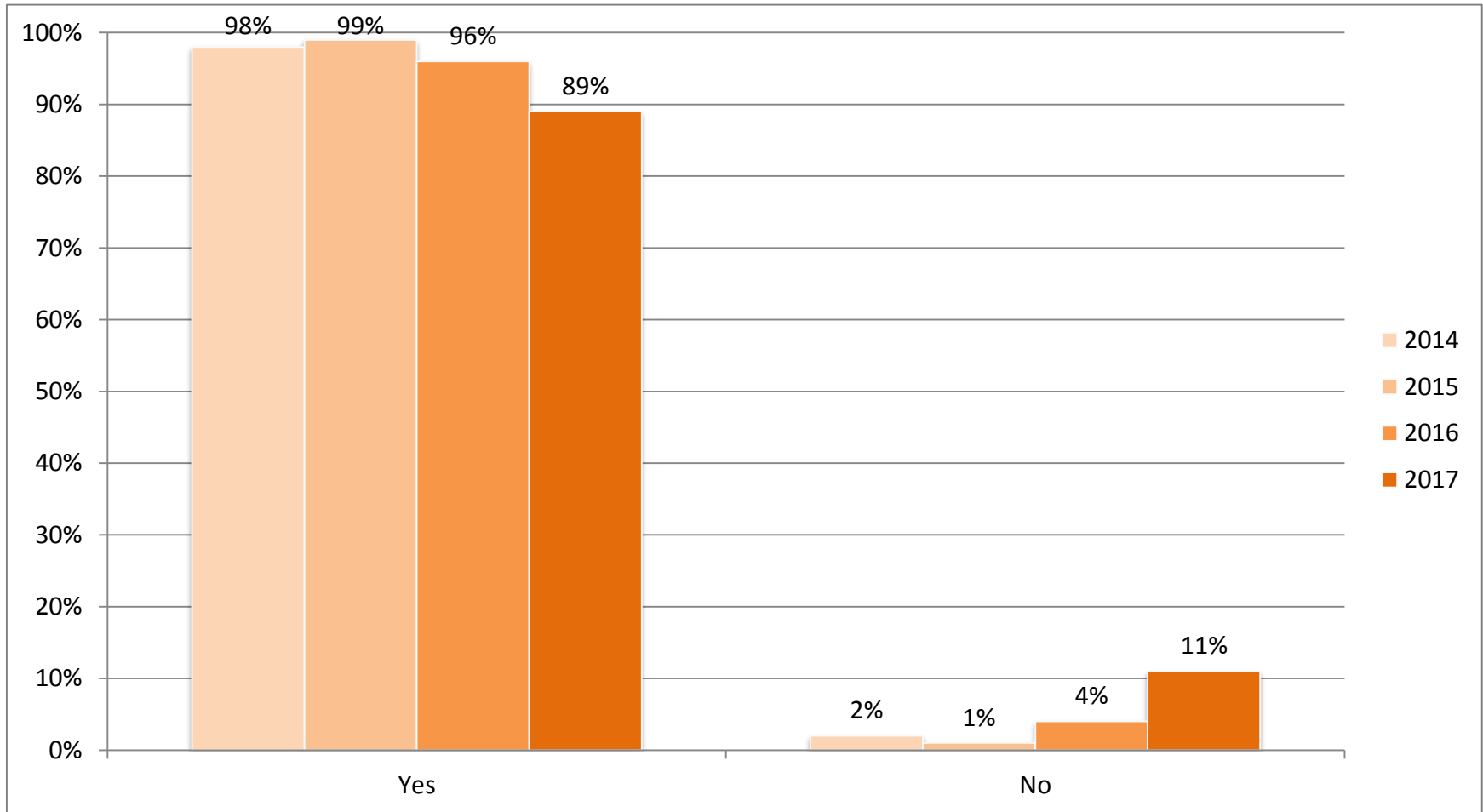
\*Low estimate taking into account a 95% standard error  
 Medium estimate not taking into account a 95% standard error  
 High estimate taking into account a 95% standard error

\*\*A multiplier of 2.0 was used to more accurately estimate the broader economic impacts.

# Problems Experienced

2014	2015	2016	2017
More marshals	Too much traffic	Too much traffic in PMB	Parking at the Expo in Durban and PMB
More in goodie bags	Not enough parking	The parking was an issue	Those assisting with registration were not friendly
Administration problems in processing the registration of participants.	More security needed	Did not receive the T-Shirt that was requested	The food prices at the Expo and at the finish were too high
	Clothing in Comrades store is too expensive	The areas for the showers were crowded	Traffic congestion in PMB
	Not enough goodie bags		Information systems were faulty

# Recommend KZN



In 2017, 89% of the respondents said that they would recommend KZN as a tourism destination to their friends and family. There has been a 7% decrease between 2016 and 2017 in the number of those who said “Yes”. Although this is not a cause for concern, it is still important to monitor this trend in the future.



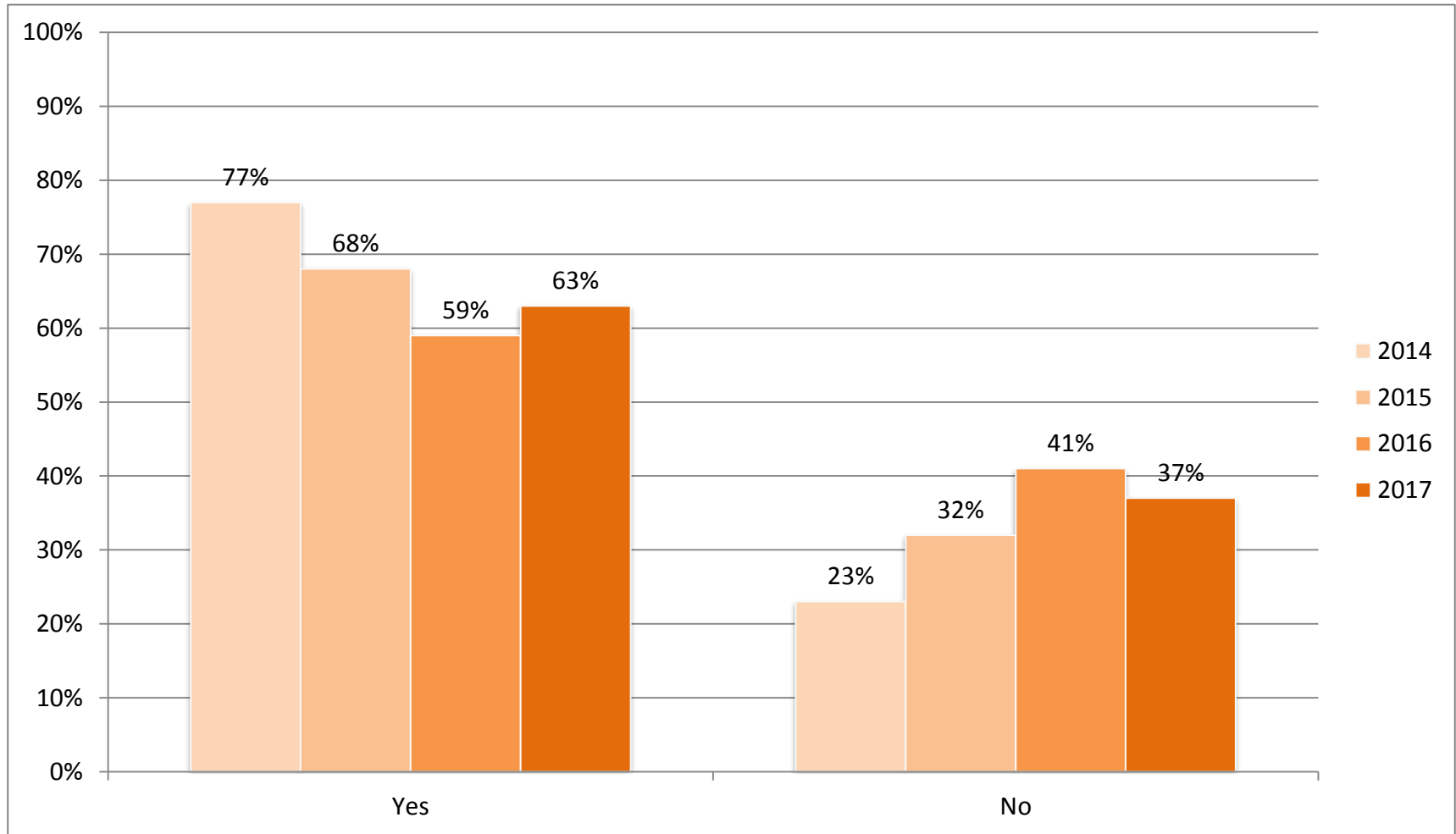
# Recommend KZN (cont'd)



## The province was recommended for the following reasons:

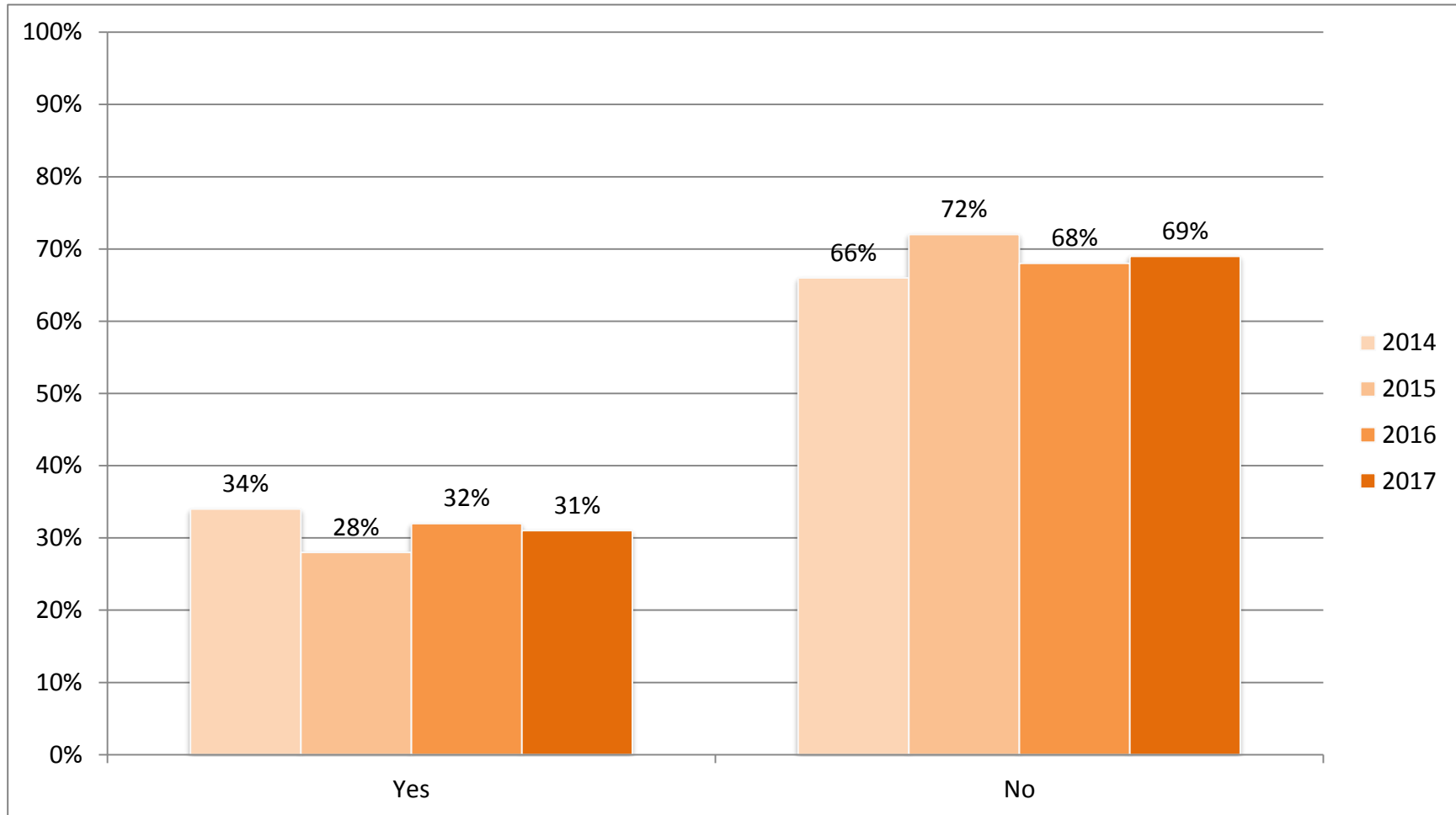
- Attractions
- Beach
- Diverse culture
- Favourite family destination
- Beautiful province/mountains
- Friendly people
- Good weather
- Good wildlife
- Good hospitality
- Lots to offer the visitor
- Many sporting events
- A place to relax

# Visit KwaZulu-Natal for a Holiday in the next 12 months?



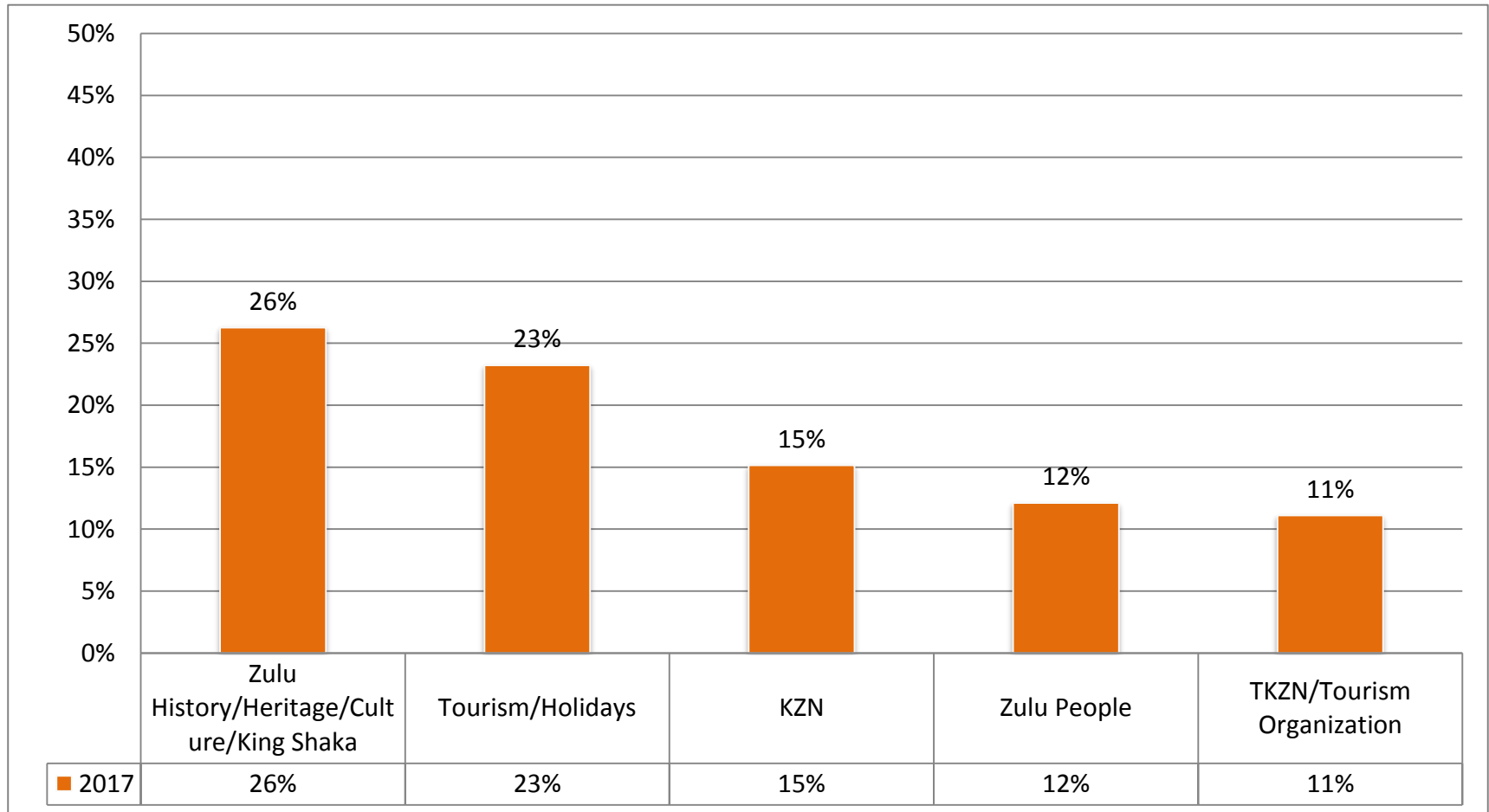
The majority of the respondents (63%) of the respondents indicated that they would return to KZN for a holiday, within the next 12 months. This was an increase when compared to 2016. It is positive to see that the majority still plan to “holiday” in KZN.

# Familiar with TKZN Slogan



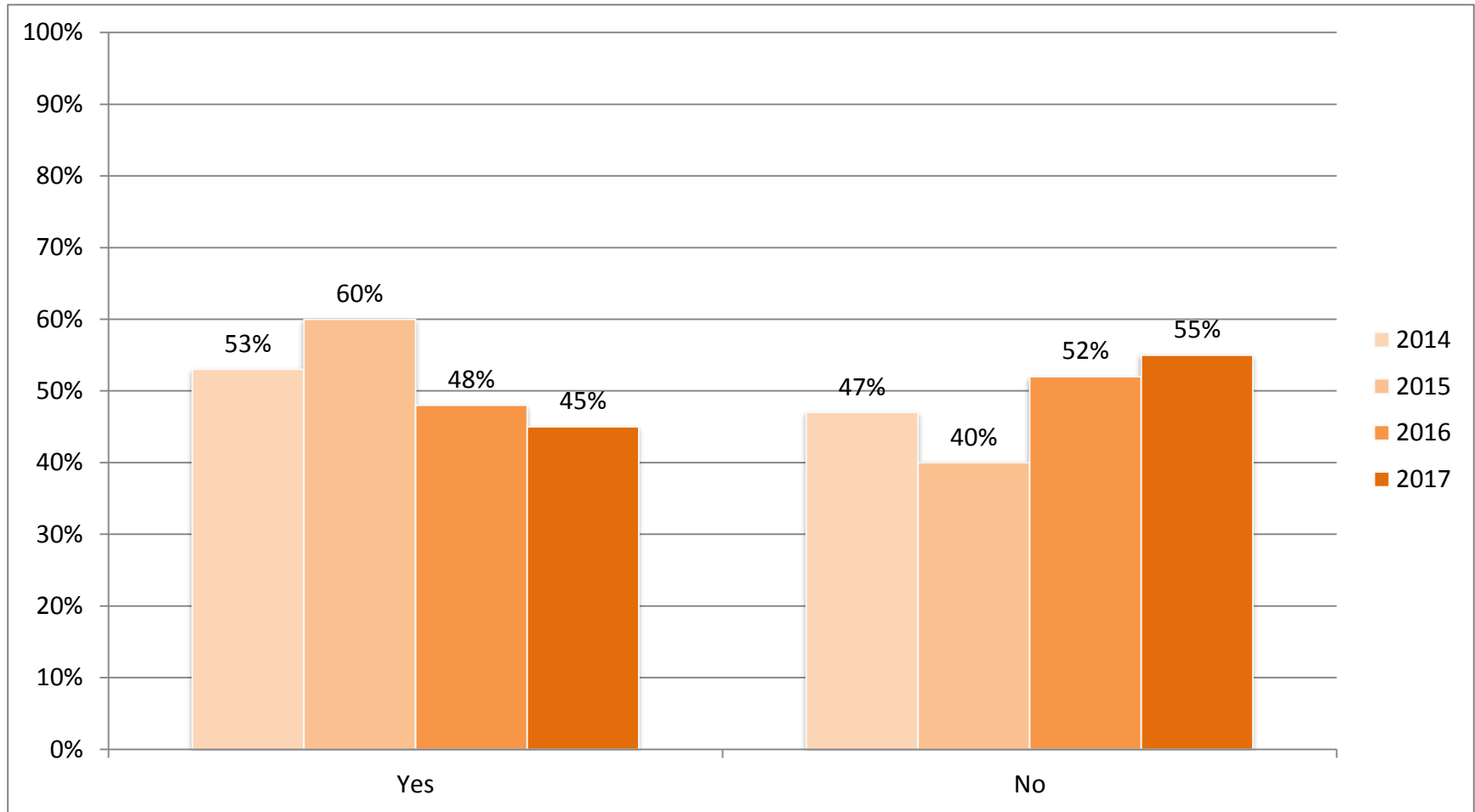
The recognition of the TKZN slogan has increased slightly (+1%) in 2017, when compared to 2016. The familiarity with the slogan still continues to be very low and this would need to be addressed by TKZN in future. It should also be noted that this trend is similar in the findings from other event reports – i.e. there is a general issue with the brand awareness for TKZN.

# Associations with TKZN Slogan: Top 5 (2017)



It is important to note that this data was not included in previous reports, thus there is only the 2017 data in the figure above. It was very positive to note that 23% of the respondents had associated the slogan with “Tourism/Holidays”. This is not usually the case and it is important that respondents made this association.

# TKZN Logo



The recognition of the logo has decreased by 3%% in 2017 when compared to 2016. In light of the decline in the recognition of the logo however, there may be some confusion with the SA Tourism logo, which is considered to be very similar. This is also, somewhat, a negative finding in terms of TKZN's brand awareness. As mentioned before, the trends above are also found in the findings from other event reports – i.e. there is a general lack of brand awareness.

# Noted Zulu Kingdom Logo? (cont'd)



	Resident					Visitor				
	2013	2014	2015	2016	2017	2013	2014	2015	2016	2017
<b>Yes</b>	49%	71%	73%	64%	60%	56%	48%	54%	41%	40%
<b>No</b>	51%	29%	27%	36%	40%	44%	52%	46%	59%	60%

Both residents' and visitors' recognition of the logo decreased once again in 2017. This is a negative finding. However, as pointed out in the previous slide, there may be some confusion of the TKZN logo, with the SA Tourism logo.

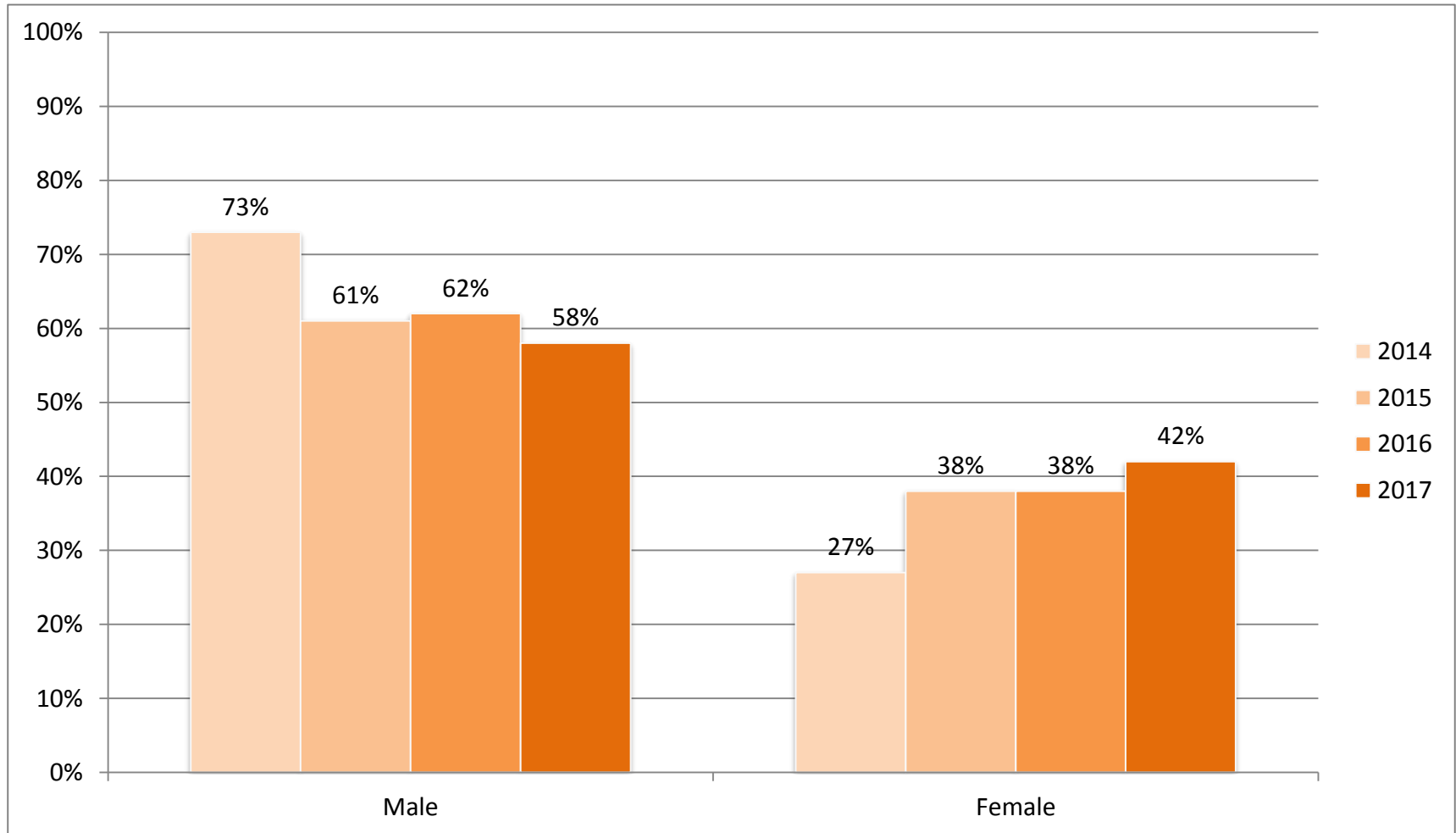
# Where the Logo was Noted



	2013	2014	2015	2016	2017
<b>Billboards/Posters/Banners</b>	7%	5%	4%	8%	11%
Airport/King Shaka Airport	7%	12%	24%	15%	9%
<b>TV</b>	23%	17%	7%	12%	20%
Brochures/Pamphlets	4%	1%	6%	1%	6%
<b>Magazine</b>	9%	3%	1%	4%	11%
<b>Internet/Social Media</b>	8%	10%	4%	7%	13%
Newspapers	3%	7%	0%	8%	2%
Clothing/Merchandise	1%	2%	2%	1%	3%
Event(s)	13%	11%	10%	3%	6%
Attractions (e.g. uShaka Marine World)	10%	18%	27%	15%	6%
Accommodation (Hotel, B&B)	0%	0%	0%	3%	6%
<b>Unsure/Cannot Recall</b>	2%	1%	0%	17%	10%
Other	12%	5%	12%	15%	3%

The TKZN logo was mostly noted on TV, on the Internet / Social Media, in magazines, on billboards / posters / banners. Some respondents also could not recall where they had noted the logo.

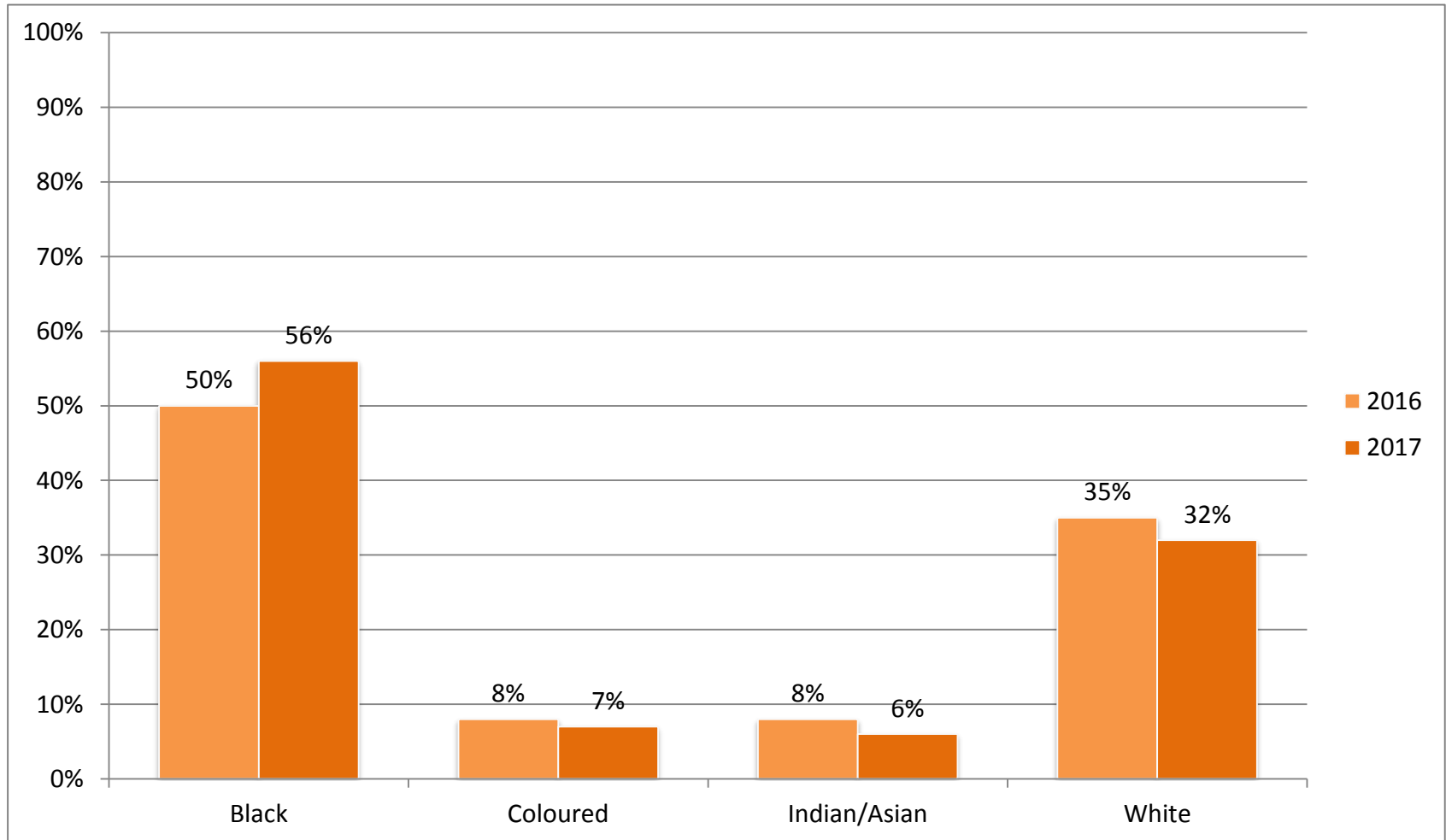
# Demographics: Gender



There was a slight decrease in the number of male respondents (-4%) interviewed in 2017. Furthermore, the majority of the respondents continue to be males. The majority of the entrants were also males so thus is finding is to be expected.

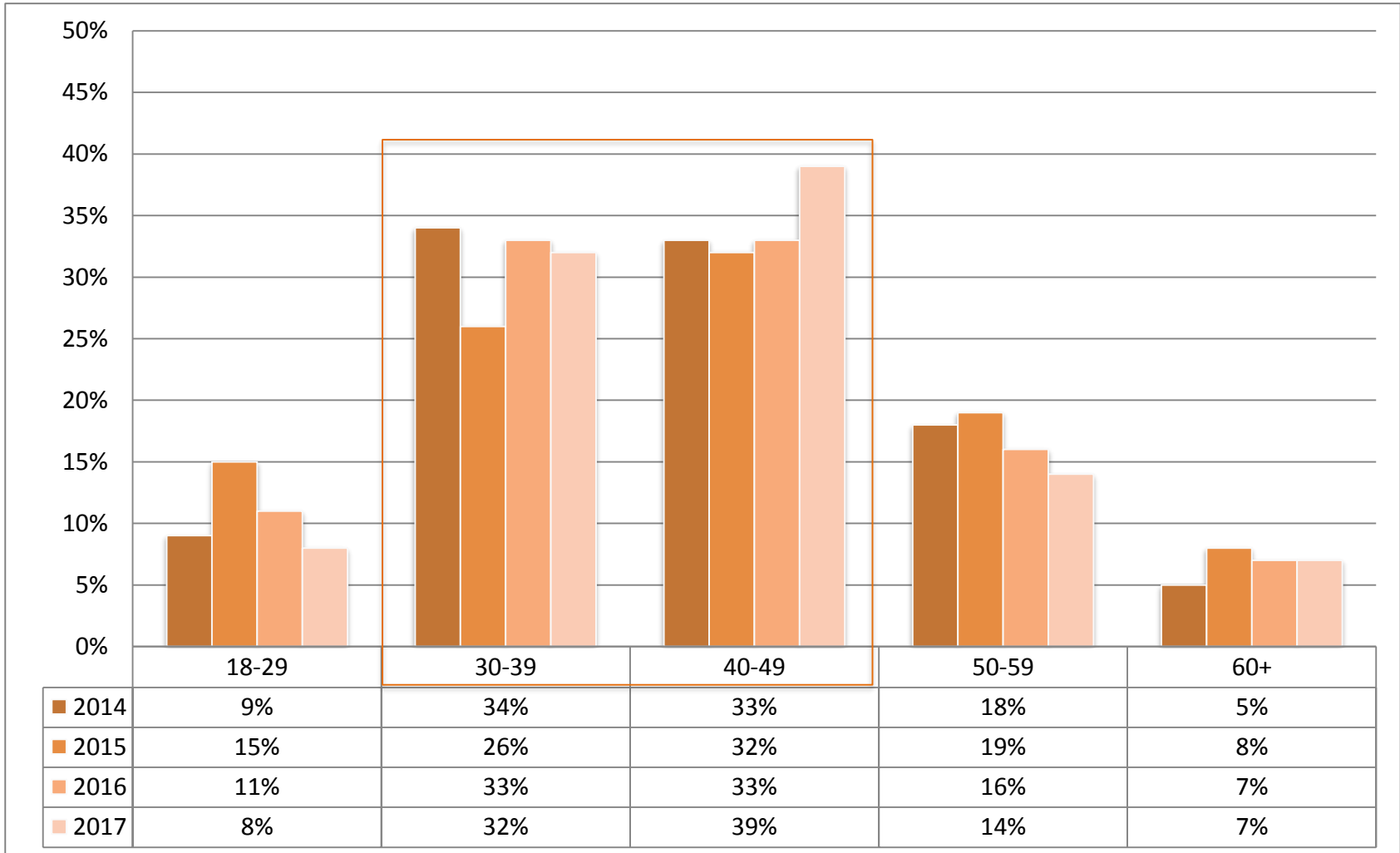


# Demographics: Population Group



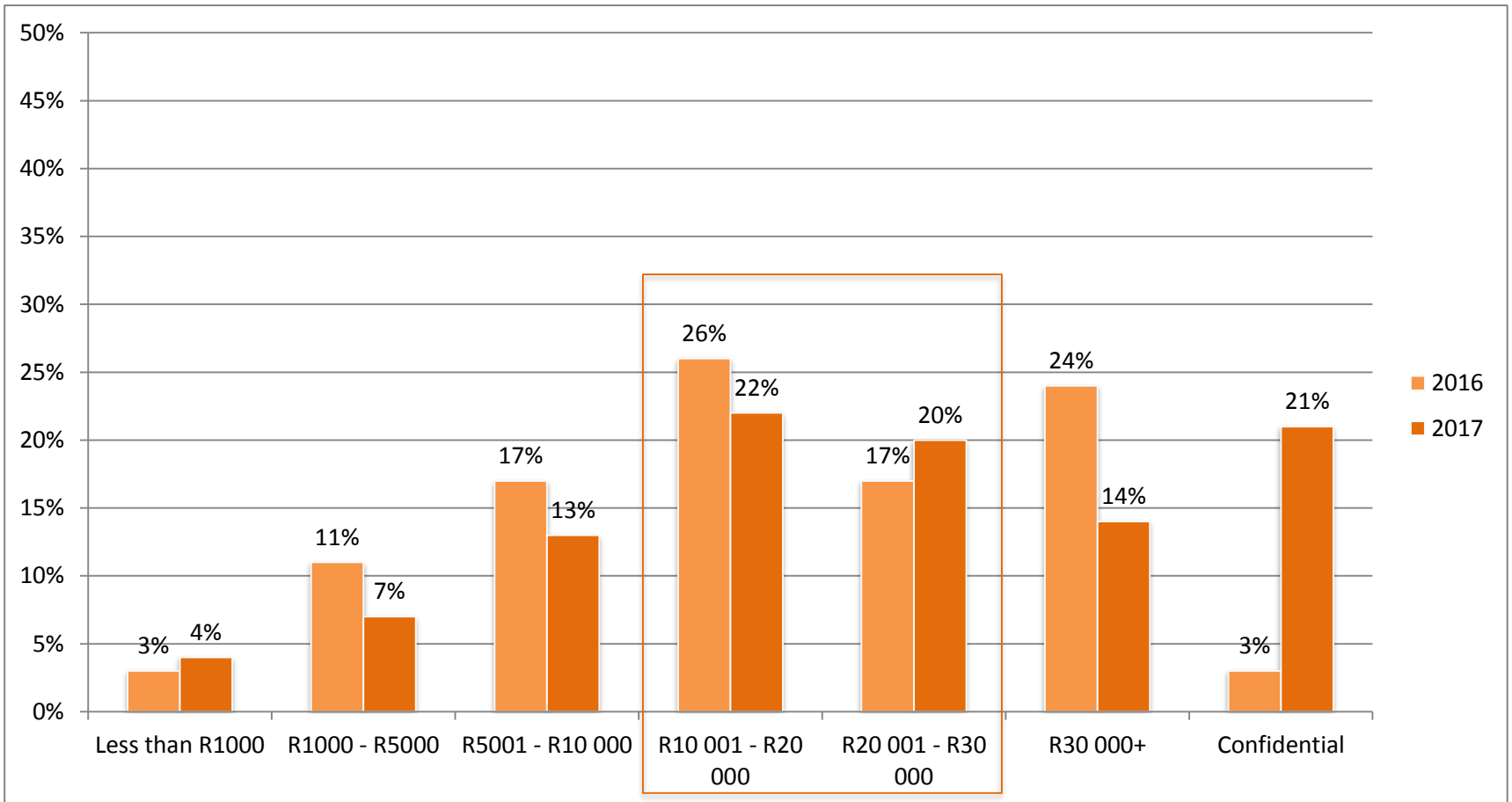
In 2017, 56% of the respondents were 'Black', while 32% were 'White'. There was a 6% increase in the number of 'Black' respondents, while there was a 3% decrease in the number of 'White' respondents. There were also decreases in the number of 'Coloured' and 'Indian/Asian' respondents.

# Demographics: Age



Most of the respondents ages are between 30 and 49 years of age. Furthermore, there was an increase in the '40-49' age group, while there were decreases across the other ages groups. It is worth noting that the age profile of the respondents is often related to the type of event.

# Demographics: Income Level



In 2017, the majority of the respondents (42%) earned between R10 001 and R30 000 per month. There was a 18% increase in the number of respondents who wished to keep this information confidential, which has obviously had an affect on the overall results - it is evident that there has been a decline in most of the income groups, whereas there was an increase in the respondents who earn between R20 001 and R30 000 per month.

# Findings



1. There were a total of 19 529 South African entrants in 2017, which was a decrease of 1,4% from 2016.
2. In terms of international entrants, the numbers decreased from 1 701 in 2016 to 981 in 2017 (-42%).
3. It was noted that 75% of the respondents were visitors to the area during the event. This meant that 25% of the respondents were local residents (either to Durban or Pietermaritzburg).
4. Of these visitors, 61% stayed overnight during the event while 14% were visiting for the day. This is a positive finding as the overnight visitors tend to have a higher spend and thus a larger impact on the economy.
5. The total attendance at the event was estimated to be 69 531. This includes both participants (17 031) and spectators.

# Findings



6. In terms of the proportion of domestic (South African) and International respondents in 2017 – 91% were from SA while 9% were outside of SA (-2% from 2016).
7. Almost all of the respondents (98%) were in the area during the time of the event primarily for the event itself – either as a participant (51%) or a spectator (47%).
8. The average length of stay increased from 3,5 nights in 2016 to 3,8 nights in 2017. This finding should be noted as positive even though it has not directly had an influence on the economic impact of the event.
9. The majority of the overnight visitors stayed in “luxury hotels” (27%), “B&B/Guesthouse” (24%), “family hotels” (17%), or in “self-catering units” (15%). There was an increase of 9% of those who used “luxury hotels”.
10. In terms of the type of transport used by the VISITORS, once again the most popular type was “private vehicles” (52%). This was followed by “bus” (21%), and “airplane” (12%).

# Findings



11. Just over 80% of the respondents were influenced to attend the event in 2017 by either their previous attendance (63%) or by “Word-of-Mouth” (19%). This shows that the event’s reputation alone has the potential to attract people year-after-year.
12. It was positive to note that 96% of the respondents were satisfied with the information provided by the organizers about the event.
13. When asked if they would attend the event again in the future, 90% of the respondents said that they would be returning. When looking at participants only, 90% said that they would while 91% of the spectators said they would attend again. This is extremely positive for the overall growth of the event.
14. It was also noted that 16% of the respondents were attending the event for the first time in 2017 – meaning that 84% had attended before. This is also positive as it shows that the event has the potential to attract “new-comers” every year.
15. It was extremely positive to see that 98% of the respondents has either an “excellent” (55%) or “good” (43%) experience at the event, with a 9% increase in those who had an “excellent” experience.

# Findings



16. There were very few recorded suggestions in terms of how the marketing of the event can be improved. This could show that the event is already well marketed and this has been backed up by many comments suggesting that “the event is already well marketed, nothing further is needed”. Two new suggestions however, suggested that more marketing should be done in rural / township areas, and there is need for a wider scope of TV channels to be used (apart from SABC Sport).
17. The respondents were also asked their opinion on how the international numbers can be increased – some of the suggestions were as follows:
- Advertise via the numerous international running clubs
  - Introduce holiday packages combined with the entry
  - Lowering the entry costs for international participants
  - Advertise the event more on international TV
- 18) Almost all (97%) of the respondents said that they would recommend the event to their family and friends. Most of the respondents noted the following for recommending the event:
- World class event
  - Best ultra marathon
  - Fantastic organization

# Findings



19. It was estimated that the average total spend of all respondents was R4 272, which had decreased by 0,04% since 2016 (R4 274).
20. In light of the point above, the total estimated economic impact was in the **region of R378,8 million and R539,4 million** in 2017. This figure had declined in 2017 and it is thought that the decrease in spend and the decreased number of entrants has led to a lesser economic impact figure. The figure though should not be seen negatively and it is still considered to be an extremely positive economic impact. It should also be noted that all induced impacts have been excluded in the calculations.
21. Some of the problems that were experienced by the respondents were once again related to the parking and traffic issues at the Expo and at the finish in PMB.
22. It was positive to note that 89% of the respondents said that they would recommend KZN as a tourism destination to their friends and family. Some of the reasons included the usual comments such as, “great weather”, “friendly people”, and “lots to do”.
23. In addition to the above, 63% of the respondents plan to travel to or within KZN, in the next 12 months, for a holiday.



# Findings



24. It was noted that only 31% of the respondents were familiar with the TKZN slogan, “Zulu Kingdom. Exceptional”. This is a negative finding in terms of TKZN’s brand awareness.
25. In 2017, the majority of the respondents associated the slogan with “Zulu History/Heritage/Culture/King Shaka” (26%), and with “Tourism/Holidays” (23%). It was positive to see such a high proportion of those who made the association with “Tourism/Holidays”, as this is not usually the case.
26. In terms of TKZN’s logo, only 45% of the respondents had noted before. In terms of local residents, 60% had noted the logo before whereby only 40% of the visitors had noted the logo before.
27. The majority of the respondents noted the logo on “TV” (20%), on the “internet” or “social media” (13%), in a “magazine” (11%) or on a “billboard/poster/banner” (11%), and some of the respondents were “unsure/cannot recall” where they had seen it (10%).

# Findings



## 28. In terms of demographics:

- 58% of the respondents were male, while 42% were female
- 56% were “Black” respondents, while 32% were “White” respondents
- The majority of the respondents were between the ages 30-49 (71%)
- 42% of the respondents earned between R10 001 and R30 000 p/m.

# Recommendations



The following recommendations are based on the issues raised by the respondents which were discussed under the findings section of this report:

- 1) In terms of the marketing of the event, it is recommended that a bigger presence, from the CMA, is formed in some of the rural and township areas in the country. The reason for this is that running is not an overly expensive sport and if there are opportunities to receive a more diverse number of participants, then this should be enhanced.
- 2) In light of a suggestion to increase the scope of the broadcasting of the race – it is recommended that the live streaming of the event is possibly enhanced rather than trying to increase the number of TV channels that the event appears on. This way, the relationship with SABC is not tarnished and also the demand for viewing the race in and out of the country could be measured.
- 3) With regard to increasing the international numbers, it is worthwhile noting the suggestion of increasing the advertising efforts in international countries, both at the running clubs and on international TV stations. A proper strategy and scope for a video or advert should be drawn up in order to properly showcase the race on international networks. These could also be enhanced by sharing them on social networks and encouraging the public to make them “viral”.

# Recommendations



- 4) In light of the various parking and traffic issues that people seem to complain about, it is recommended that a discussion is held and a brainstorming session is introduced to attempt to understand how the parking and traffic issues can be resolved. Sometimes the traffic, as well as parking chaos, is unavoidable (especially in PMB), but measures could be taken to try and alleviate this just a bit more. As recommended before, a “Park-n-Ride” system could be used in the future, mainly at the finish (be it in Durban or PMB), to try and alleviate the congestion directly outside the finishing area.
  
- 5) It is also recommended that more volunteers are acquired and trained for the registration process at the Expo. The reason for this is because most of the participants are started to get really nervous, and thus irritable and edgy, the closer they get to the race. If systems are put in place to smooth over the registration process to alleviate the stress and irritation of the runners. In saying this however, people can be really petty and the volunteers are only human and can make mistakes, and the information systems that are used (software etc.) can run errors – these are all expected and sometimes cannot be avoided. It is therefore recommended that small measures are put in place in an attempt to make the queuing and the overall registration process that much more bearable.

# Recommendations



- 6) Lastly, the new finish at the Scottsville racecourse did have its teething problems, according to the respondents and the observations from the fieldwork manager. It is therefore recommended that more feedback on the 2017 finish is obtained in order to make decisions for the future “up-runs”. One of the observations was that parking was a major issue as well as the traffic congestion. In saying this though, the same problems were encountered at the Oval. Respondents had also noted the uneven course to the finish line (grass, sand, rocks) and the sharp incline just before the finish line was not what they are used to and it put a “sour” end to many of their races, especially after the 86km in the legs. It is therefore recommended that the course at the finish is perused in order for future complaints to be avoided. Yet, many of these problems are expected due to the new venue and the unknown course for the finish.

# Recommendations (contd.)



The following recommendations have been selected for **TKZN**:

- 1) As was the case in other events, TKZN should be lobbying strategies to increase awareness of our branding – i.e. the slogan and the logo. There is a need for both of these branding techniques to be made more public so that people are aware of these and that they associate them with the province and all that it has to offer. Both the marketing and PR departments at TKZN should liaise with the research department on this.
- 2) TKZN should also work with the Comrades Marathon Association (CMA), as well as General Sales Agents (GSAs), in order to increase the number of international participants. Collaborations should also be formed in terms of the hosting, and setting up of packages, for these international runners/tourists. The international attendance and appeal of this event is what makes it the best in KZN, and in SA. There is therefore a need to continue to grow the international numbers.
- 3) The research unit will include the option of “Airbnb” in the section for types of accommodation in the attendee survey from 2018 onwards.

# Addendum: International Entrants [Countries Represented in 2017]



South Africa	19 529	Netherlands	39	France	14	Italy	5	Hong Kong	3	Egypt	1
Great Britain	319	Botswana	37	UAE	12	Tanzania	5	Poland	3	Ivory Coast	1
USA	196	Namibia	29	Nigeria	9	Ethiopia	4	Saudi Arabia	3	Luxembourg	1
Zimbabwe	185	Japan	25	Mexico	7	Colombia	4	Philippines	2	Honduras	1
Brazil	174	Switzerland	22	Mozambique	7	Czech Repub.	4	Mauritius	2	Gambia	1
Australia	173	Ireland	20	Spain	7	Denmark	3	Cameroon	2	Chile	1
India	120	Zambia	19	Singapore	6	DR Congo	3	Angola	2	Rwanda	1
Germany	80	Sweden	18	Austria	6	Israel	3	Benin	1	Romania	1
Swaziland	77	New Zealand	18	Argentina	6	Slovenia	3	Bahrain	1	Uganda	1
Russia	63	Kenya	18	Belgium	5	Ukraine	3	Belarus	1		
Canada	55	Portugal	16	China	5	Malaysia	3	British Virgin Islands	1		
Lesotho	47	Malawi	15	Latvia	5	Norway	3	Bulgaria	1		