

2017 KARKLOOF CLASSIC TRAIL FESTIVAL

Event Impact Assessment Top Line Summary Report



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Positive Highlights



- 98% of the respondents were satisfied with the information that they received regarding the event.
- 91% of the respondents said that they would attend the event again.
- 97% of the respondents had either an 'excellent' or 'good' experience at the event.
- 95% of the respondents did not experience any problems at the event.
- 100% of the respondents would recommend the event to their family and friends.
- 100% of the respondents would recommend KZN as a tourism destination.
- 74% of the respondents were **visitors** to the Karkloof area.

Methodology



- Face to face survey with a probability sample of **225** respondents during two days of the event, i.e. 27th and 28th of May 2017.
- Respondents were systematically selected throughout the two days.
- Secondary data was obtained from the event organizers.
- The international best practice of representative sampling was used in the survey methods. Please see the next slide for more information.

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.

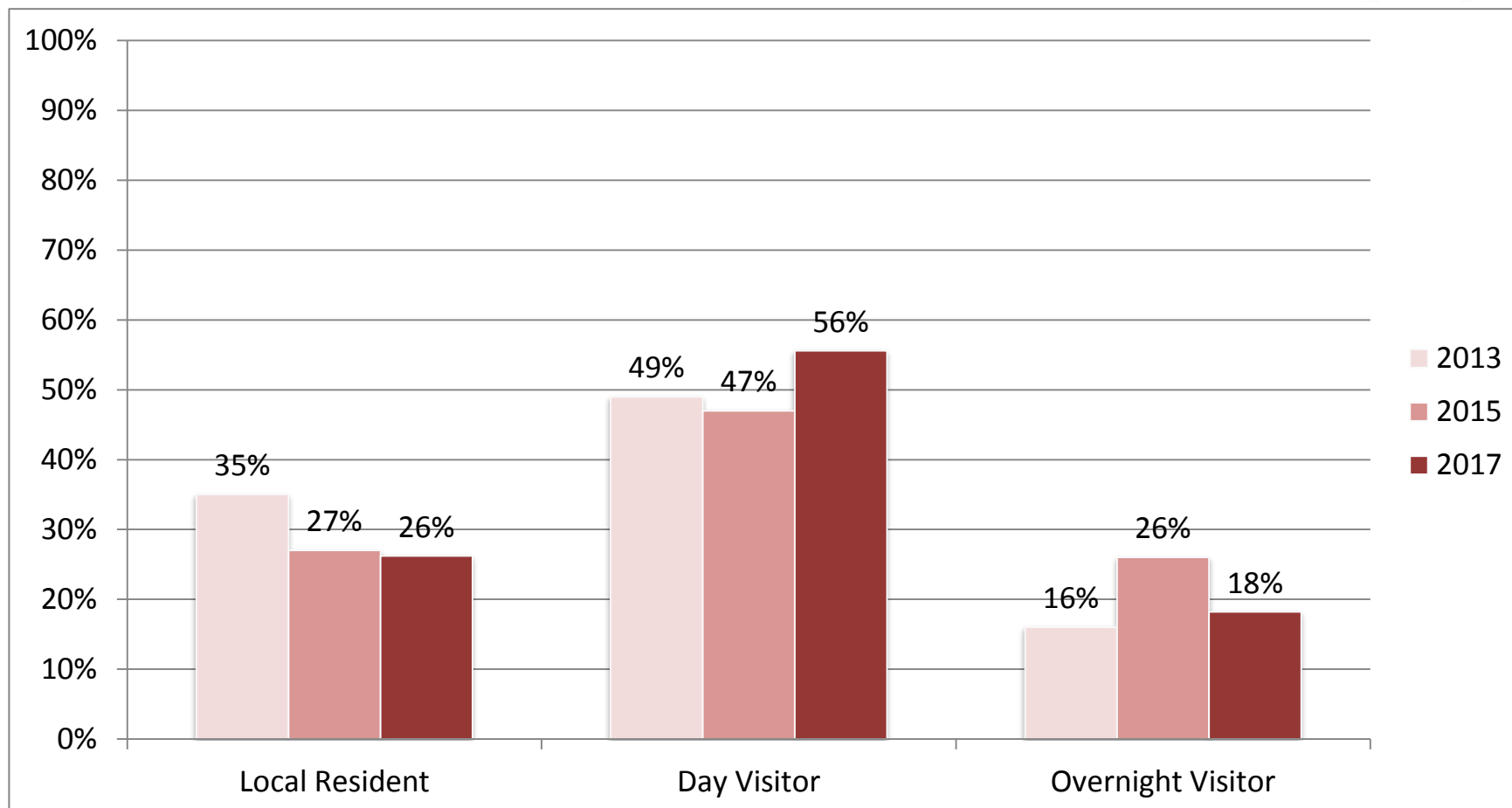
100 people in a room – safe with 40-50 surveys.

1 000 people in a room – safe with 100 surveys.

10 000 people in a room – safe with 150-200 surveys.

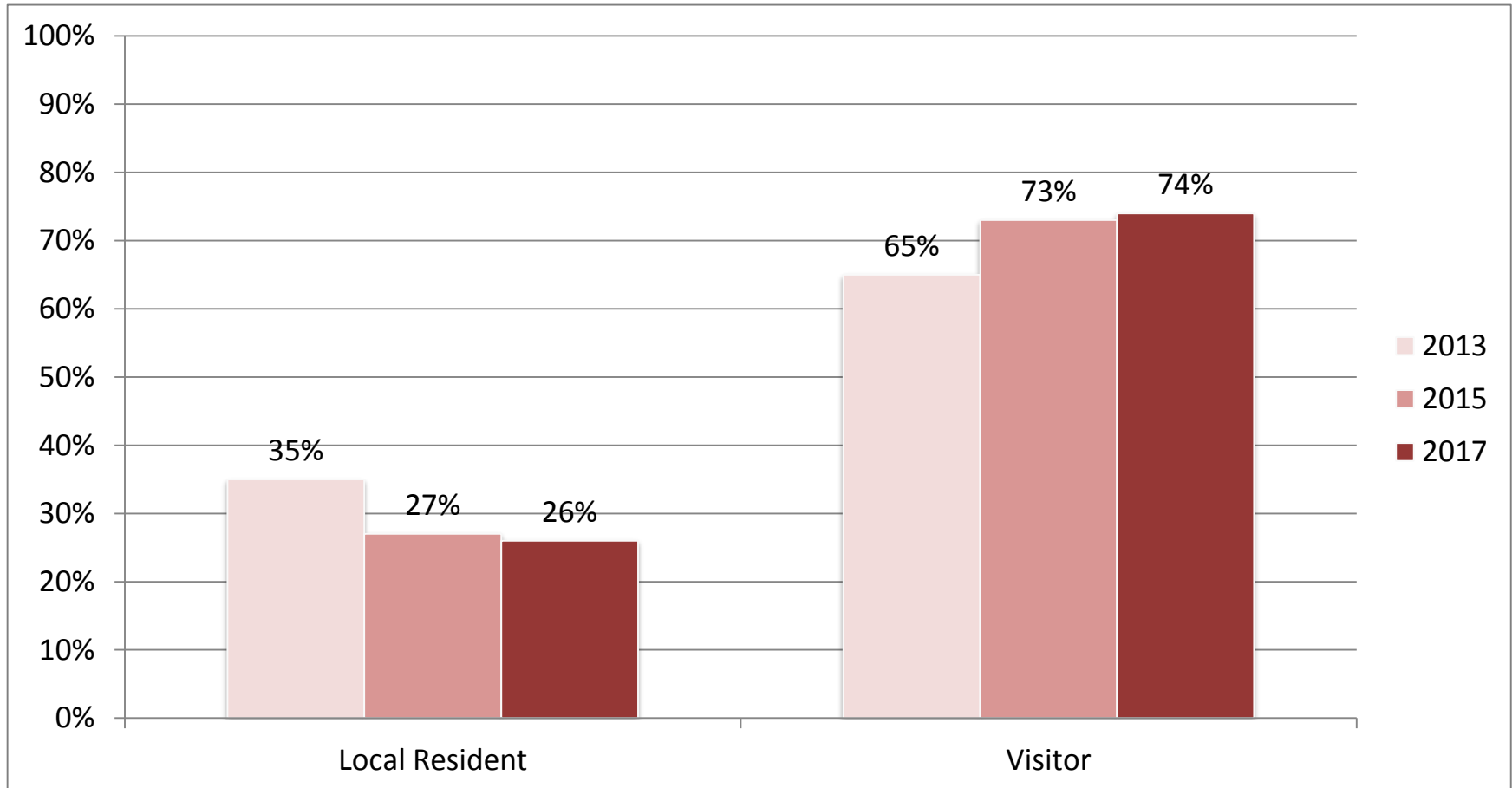
i.e. If the sample size grows to more than 400 (in relation to the population), any addition to the sample size **becomes statistically irrelevant**.

Nature of Respondents



The graph has shown that the event continues to mainly attract visitors (74% in total) to the area, with 56% being day visitors and 18% being overnight visitors. There was a 9% increase in the number of day visitors that were at the event, when comparing 2017 with 2015. There was however an 8% decrease in the number of overnight visitors. The proportion of locals remained fairly the same.

Nature of Respondents (cont'd)



Following on from the previous slide, it is further evident that the event does attract more visitors than local residents. It is also positive to see that since 2013, the proportion of visitors has continued to increase.

Nature of Respondents (cont'd)



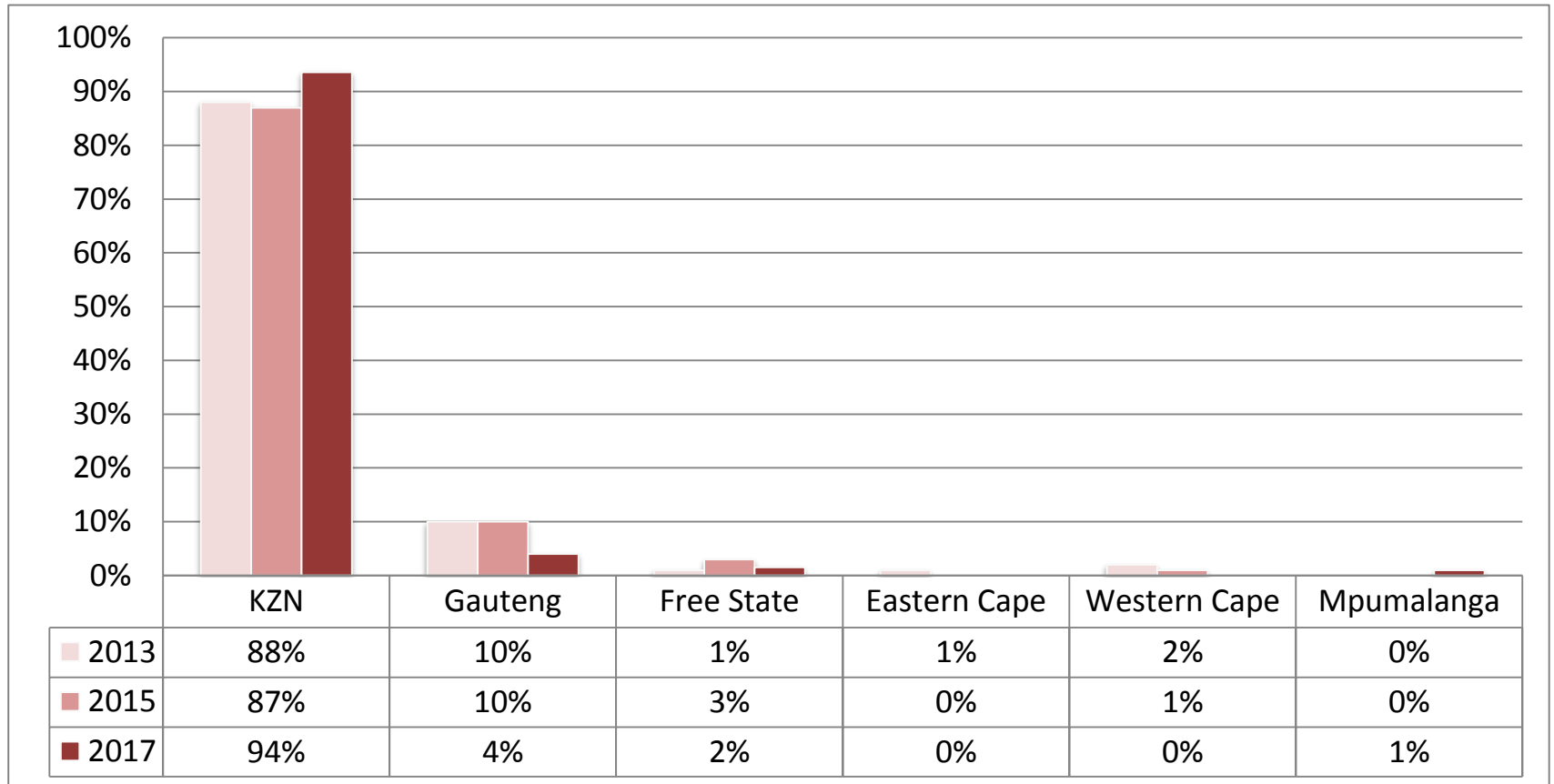
2015	Sample	%	Total Attendance*
Local Residents	60	27	1 382
Day Visitors	104	47	2 405
Overnight Visitors	58	26	1 330
TOTAL	222	100	5 117

2017	Sample	%	Total Attendance*
Local Residents	58	26	775
Day Visitors	126	56	1 668
Overnight Visitors	41	18	536
TOTAL	225	100	2 979

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

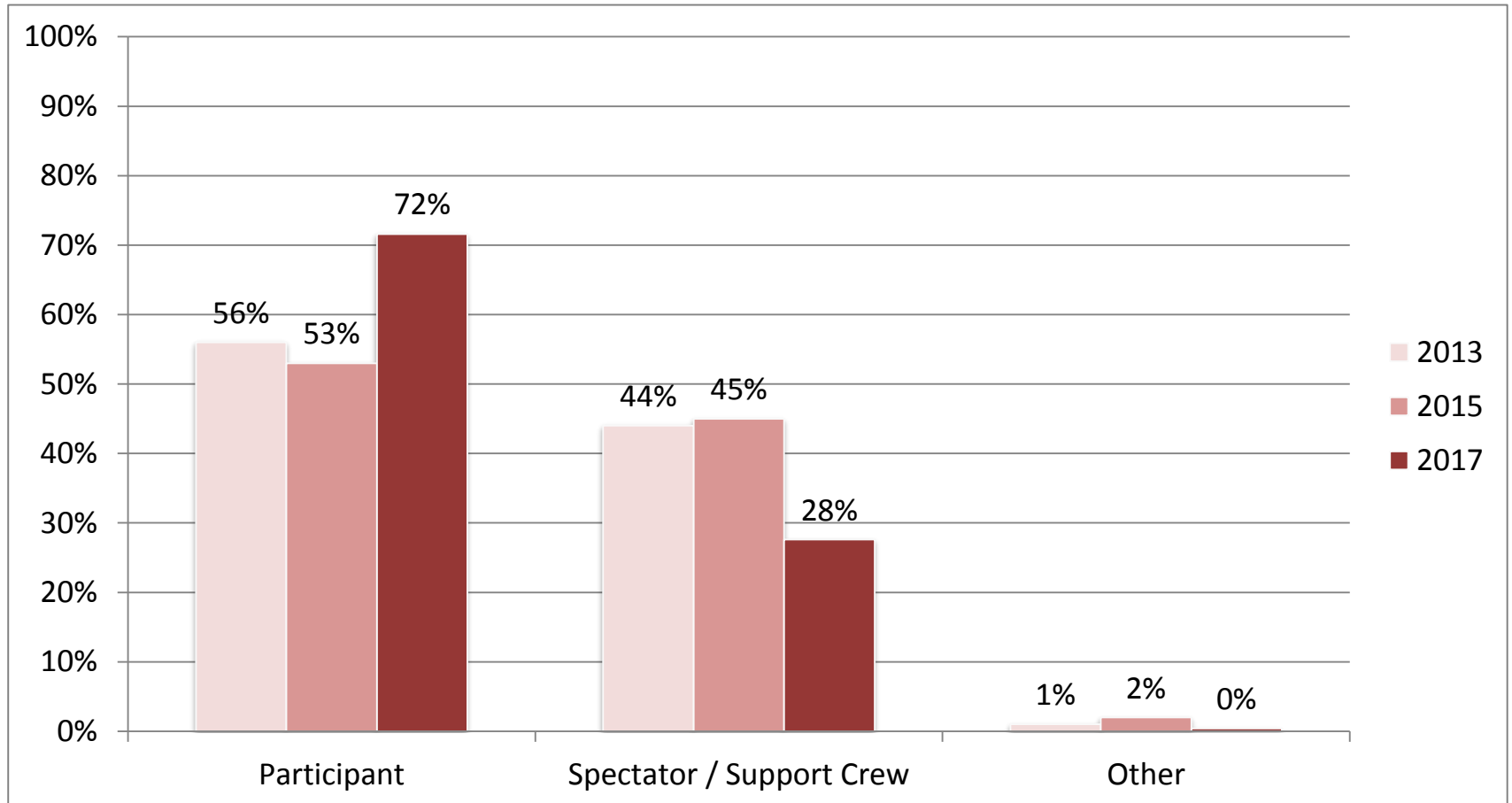
*The total number of **participants** was confirmed by the organizers as **1 354**. The average group size in 2017 was estimated as 2.2. Therefore the **overall attendance** was estimated as **2 979**, which had declined by 42% when compared to 2015.

Provincial Origin (All Respondents)



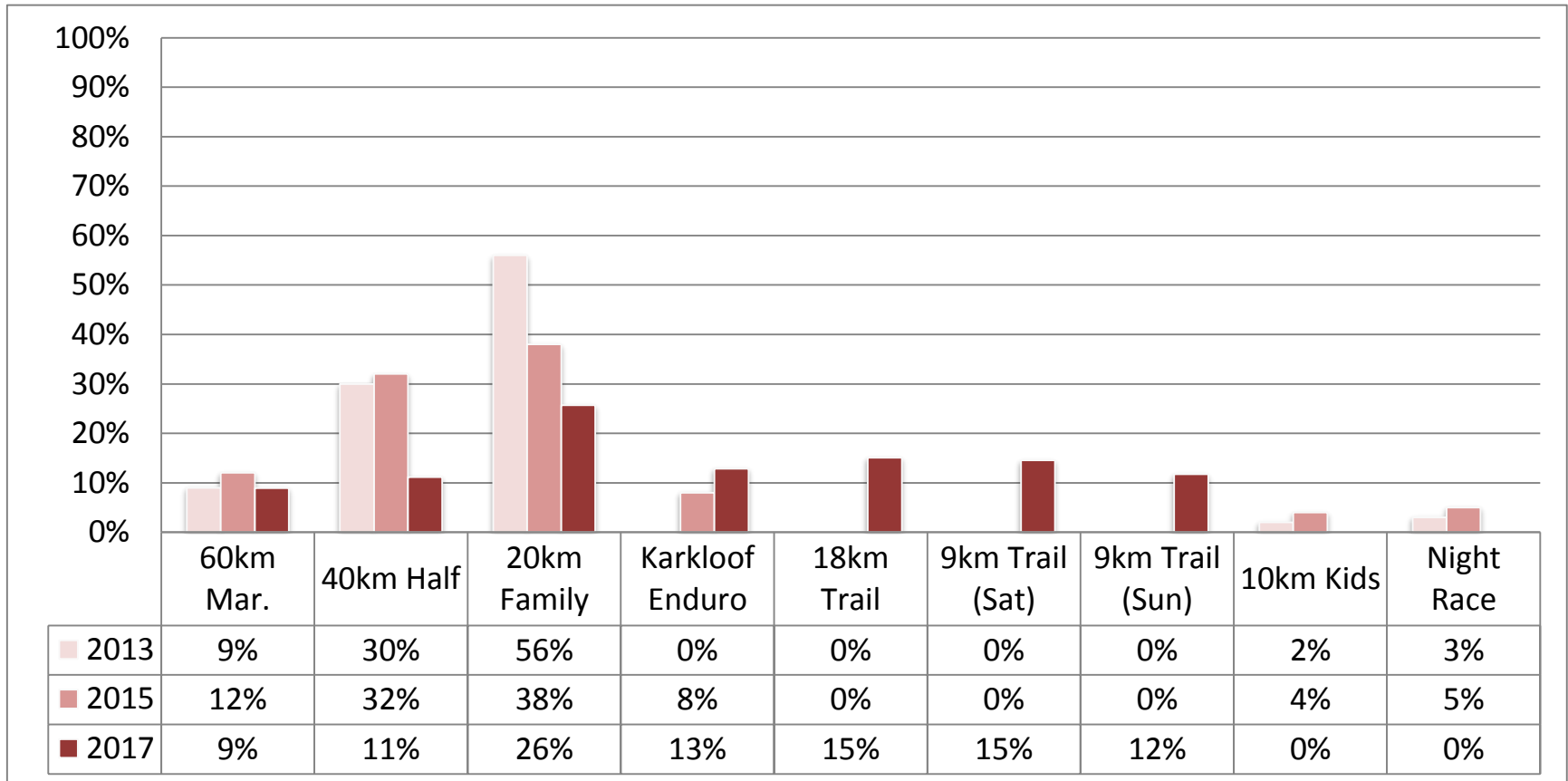
It is evident that the event continues to be a “local” event with 94% of the respondents being from KZN, which had increased by 7% between 2017 and 2015. Along with this, there was also a 6% decrease in the number of respondents from Gauteng. Most of the respondents are therefore intra-provincial domestic tourists. This could mean that the event could continue to appeal to the KZN market, which is potentially a cause for concern in terms of tourism growth and development.

Purpose of Visit



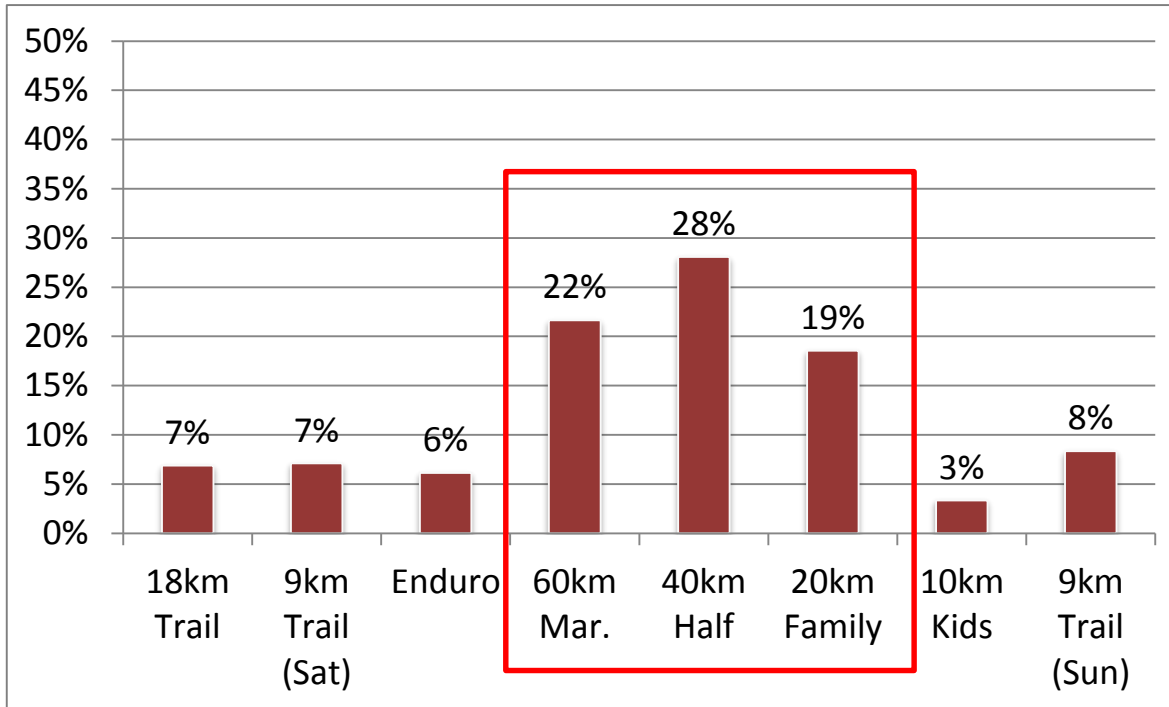
In 2017, it was noted that all of the respondents were in the area primarily for the event – 72% were participants / riders and 28% were spectators / support crew. There was a 19% increase in the number of participants that were interviewed in 2017, which essentially means that the data and feedback is most likely more accurate as the participants have a first-hand experience of the event.

Event/Race Attendance: Respondents



Due to the changes in the types of events offered at the Karkloof Trail Festival over the years, it should be noted that no direct comparisons can be made. It is evident however, that the mountain bike events are still the most popular. The trail running events are new, and thus still gaining popularity and it would not be surprising to see their popularity grow even more in future.

Event/Race Attendance (cont'd): Official Entrants

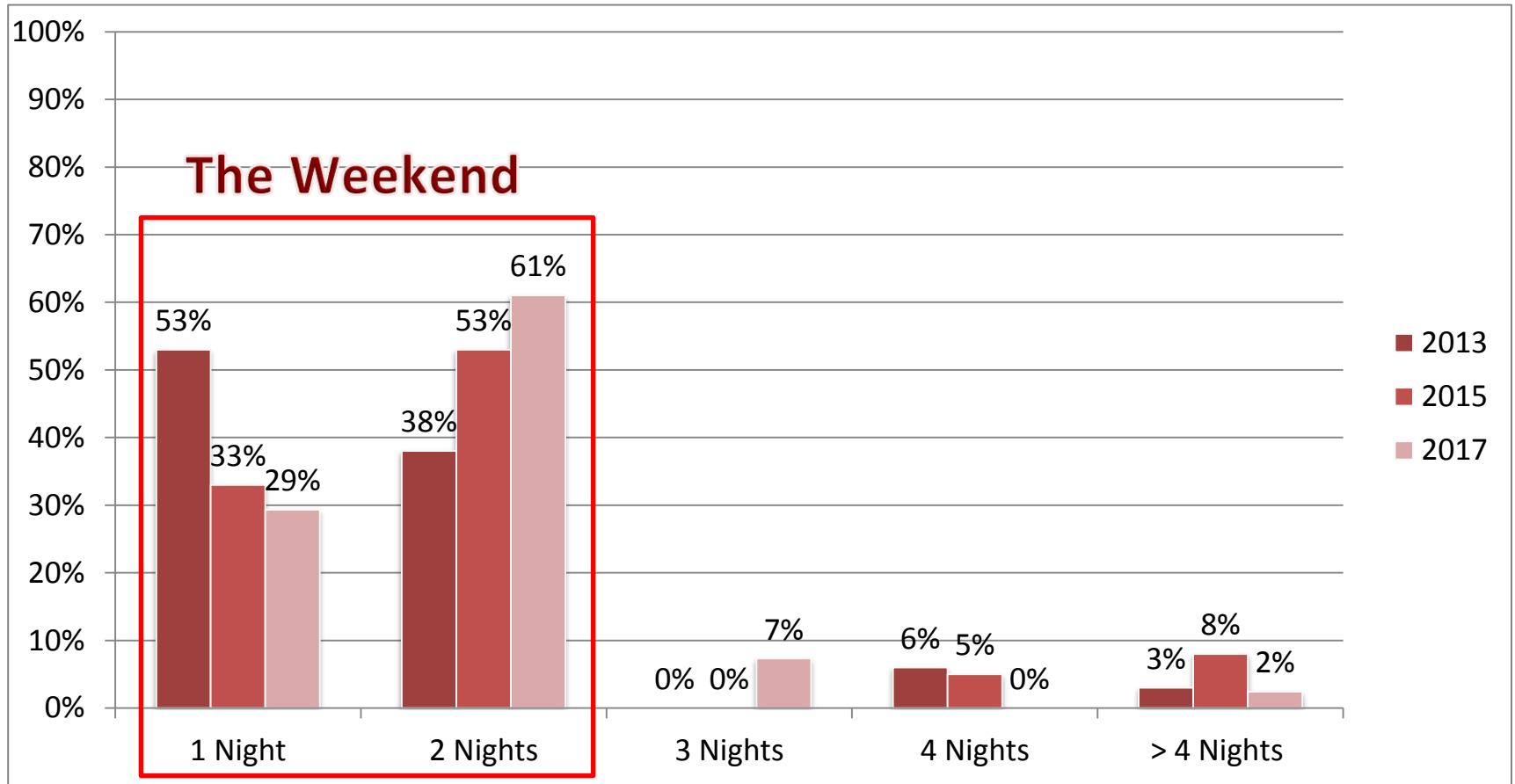


Event	Count	%
18km Trail	93	7%
9km Trail (Sat)	96	7%
STIHL Enduro	83	6%
60km Mar.	293	22%
40km Half	380	28%
20km Family	251	19%
10km Kids	45	3%
9km Trail (Sun)	113	8%
TOTAL	1 354	100%

Following on from the previous slide, the table and graph above outline the official number of entries / participants at the event. It is evident, from both slide, that the most popular events are the mountain bike events with the 40km Half Marathon attracting 28% of the field, and the 60km marathon attracting 22%.

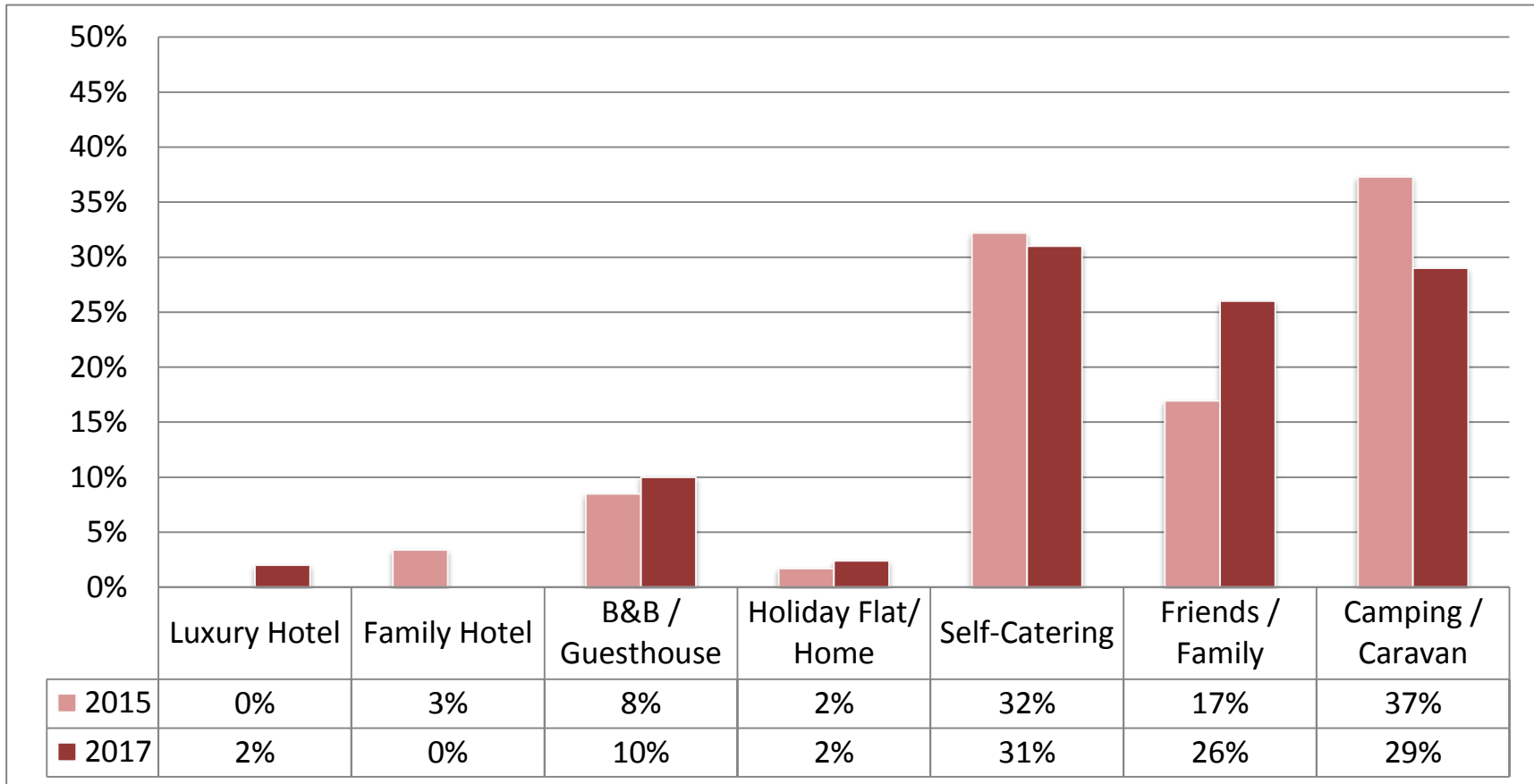
It is also important to note that these numbers have excluded everyone under the age of 18. It is considered that anyone under the age of 18 doesn't contribute to the economic impact of the event.

Length of Stay



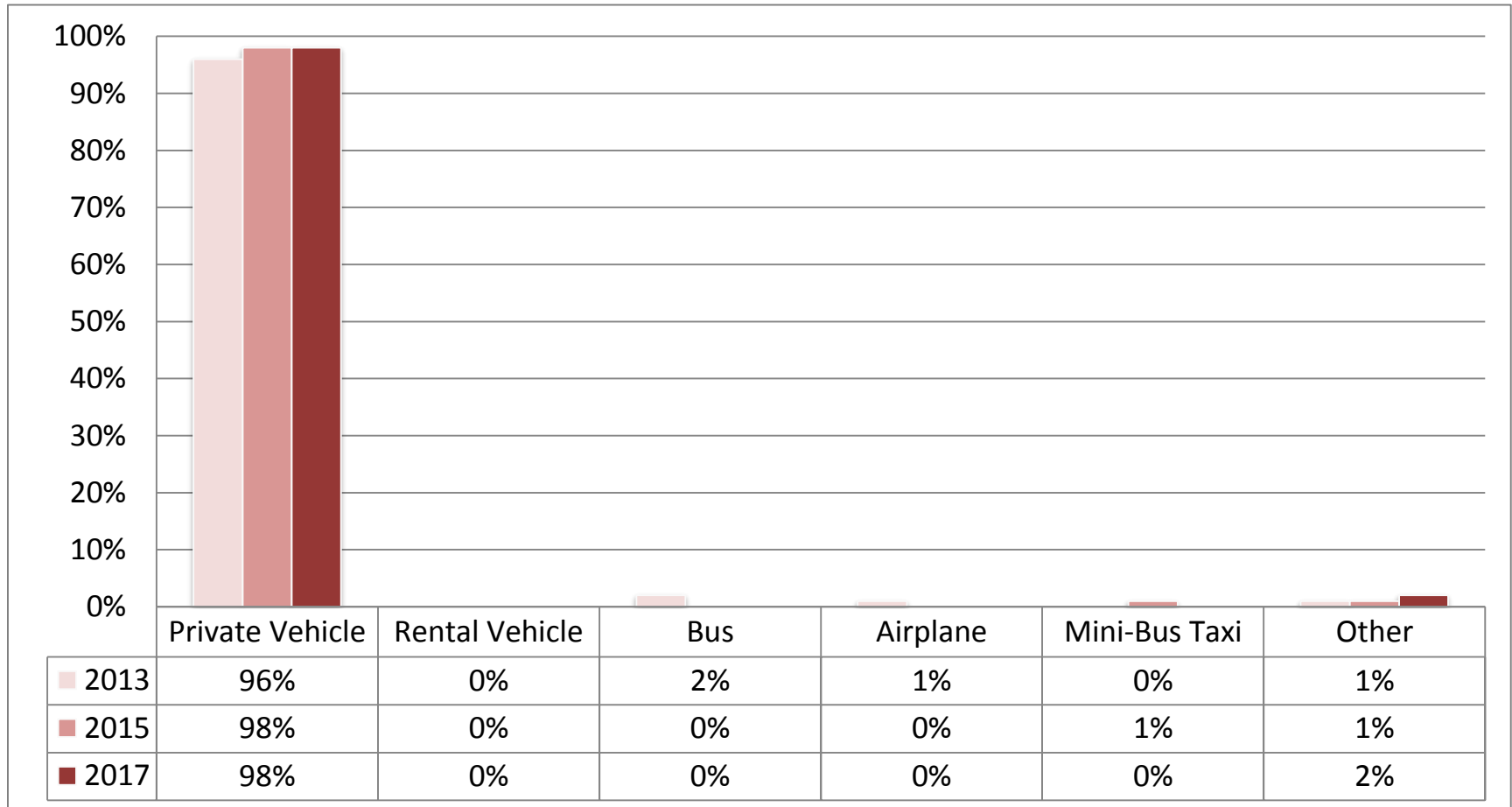
It is evident that the majority (90%) of the respondents stayed for either 1 night (29%) or 2 nights (61%). There has been a constant decline in those who stayed for 1 night since 2013, along with a constant increase in those who stayed for 2 nights. It is evident that most of the respondents stayed for the weekend of the event only and did not extend their stay further than this.

Accommodation (Overnight Visitors)



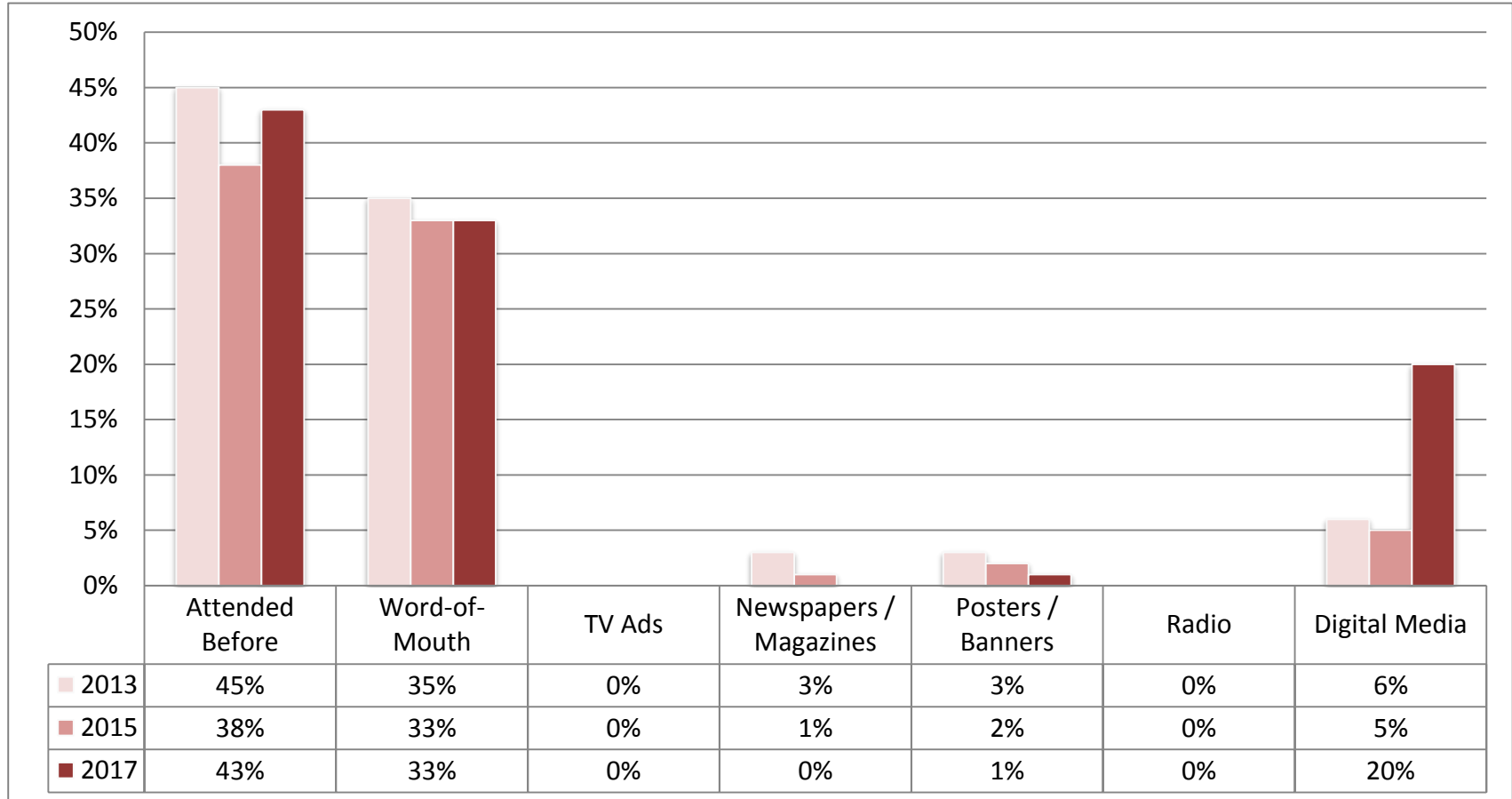
It is evident that the most popular types of accommodation are self-catering units (31%), camping / caravan (29%), or staying with friends / family (26%). In 2017, there was an increased amount of respondents (+9%) who stayed with friends / family and this could be a sign of the current economic climate in SA. It is also important to note that there was no accommodation data available for 2013, making earlier comparisons impossible.

Transport to Event: Non-Residents



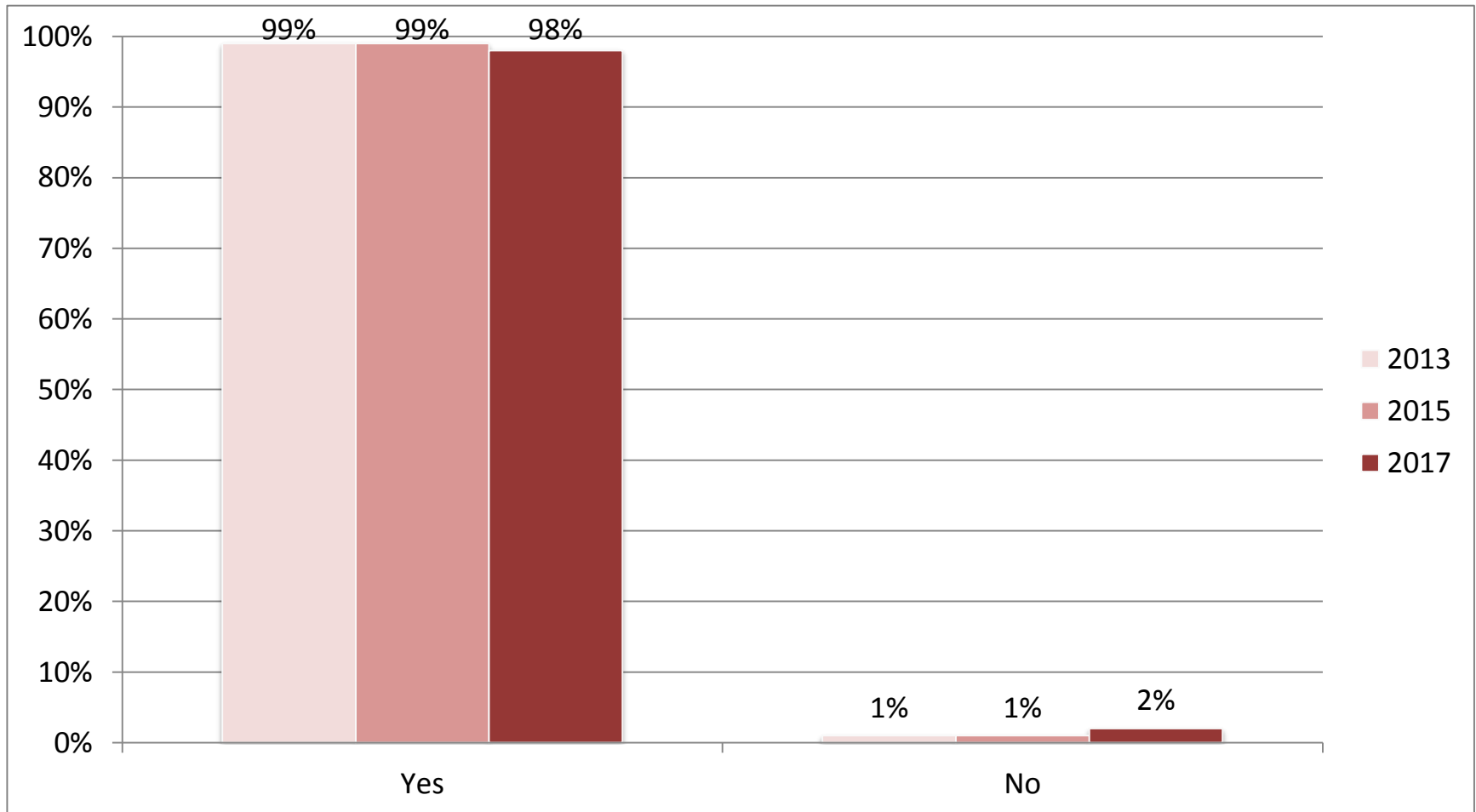
Once again, almost all of the respondents made use of their own private vehicles with 98% of them doing so. In terms of forms of transport, some people cycled to the start of the event – these were most likely the local residents. It is therefore evident why people had to park further away from the event as there were a substantial amount of cars on the Sunday.

Influence to Attend



It is very positive to see that 76% of the respondents were influenced to attend the event by media that are considered as 'non-traditional' – i.e. they had been before (43%) and “Word-of-Mouth” (33%). It was also very positive to see that, in 2017, 20% of the respondents had been influenced by digital media (such as social media and the website). This proportion had increased by 15% in 2017, when compared with 2015.

Information Satisfaction



There have been no significant changes to the satisfaction of respondents, since 2013, with regards to access to information about the event.

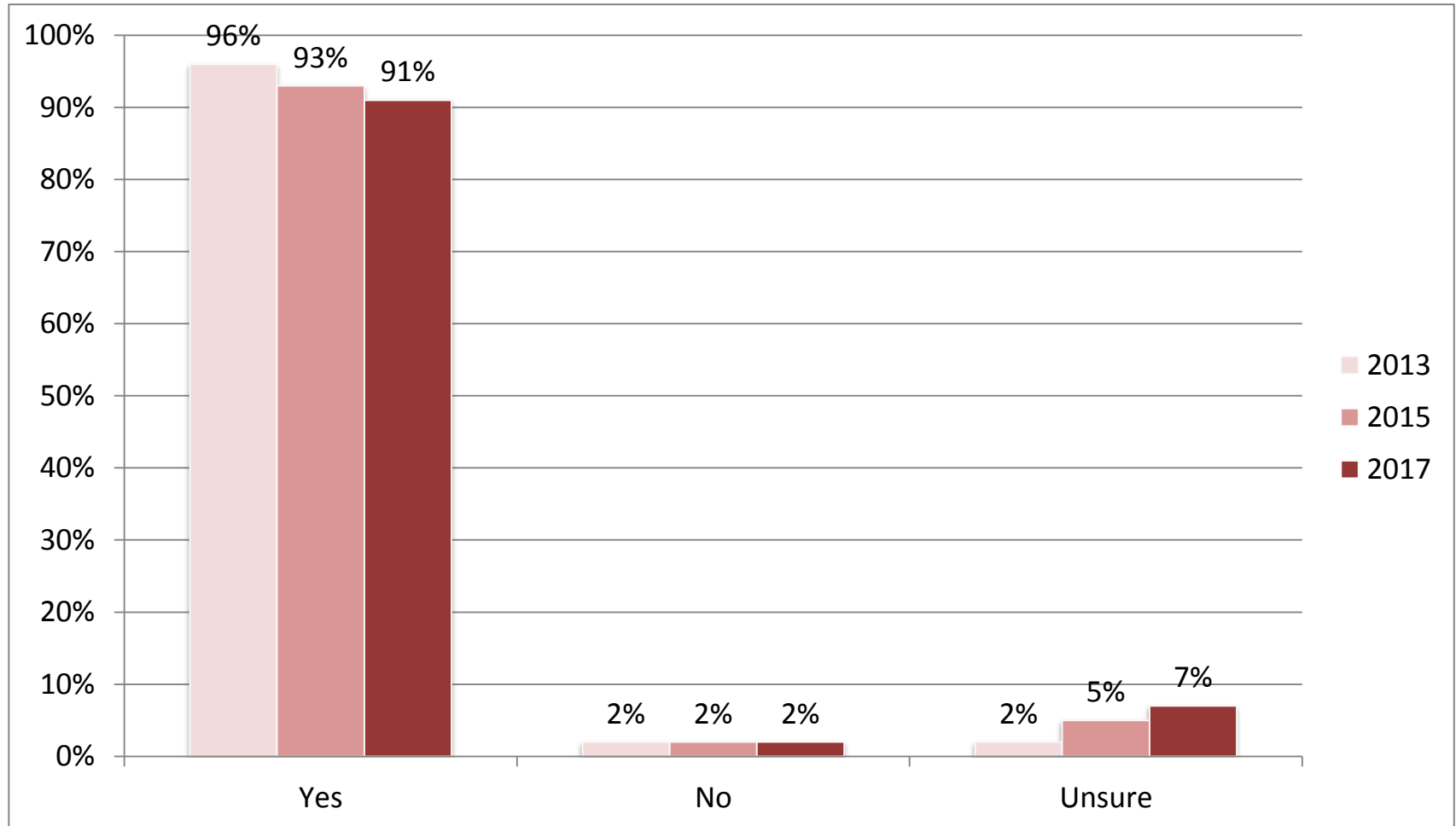
Marketing Improvement Suggestions



In 2017, some of the following suggestions were made by the **respondents** in terms of improving the marketing of the event. These are not ranked in any order whatsoever:

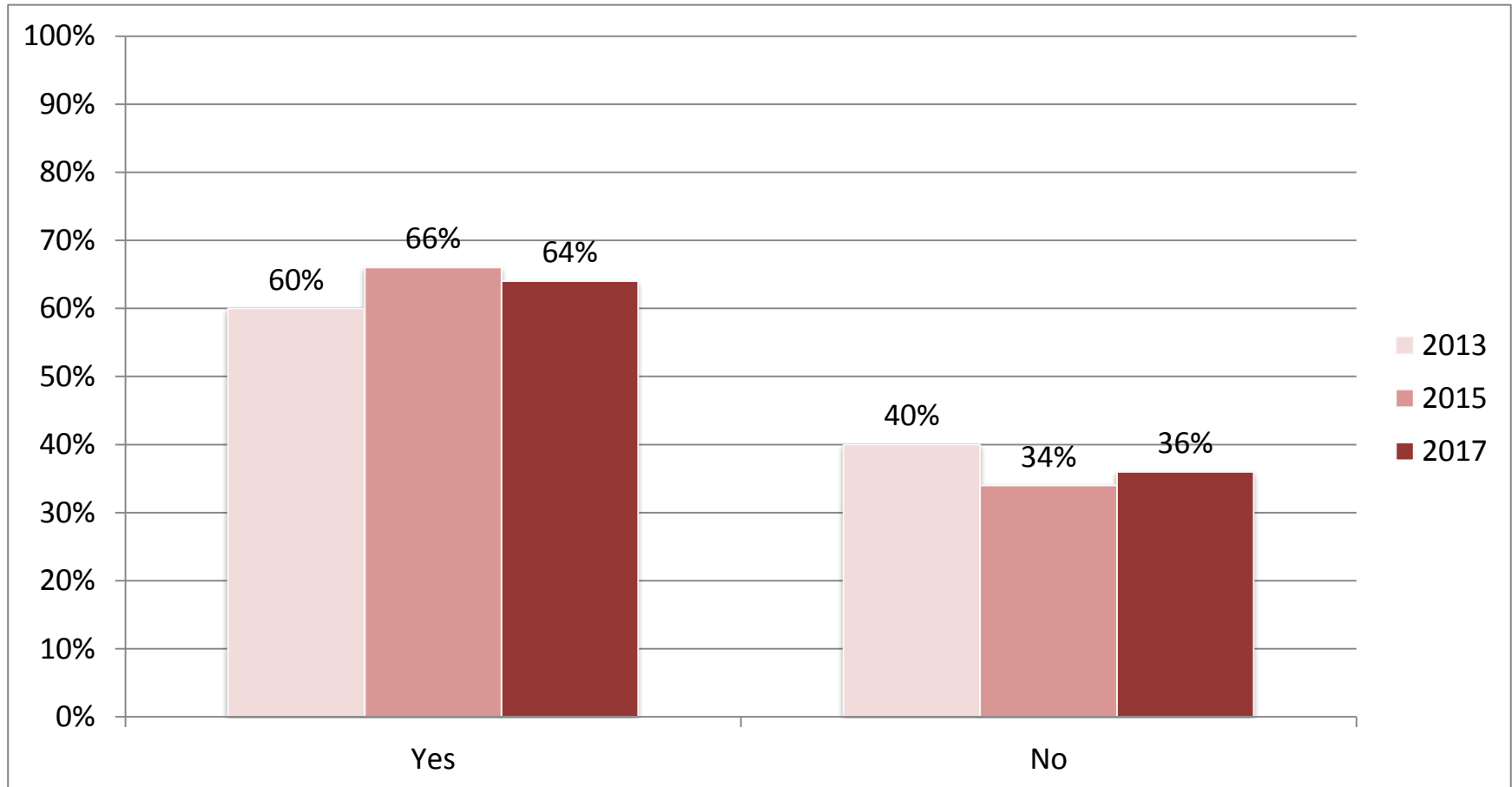
- ✓ More activity on all social media platforms, such as Facebook and Twitter
- ✓ Advertising on TV
- ✓ Radio snippets
- ✓ More advertising in rural areas / townships
- ✓ Advertise in magazines and newspapers
- ✓ Invest in billboards

Future Attendance (All Respondents)



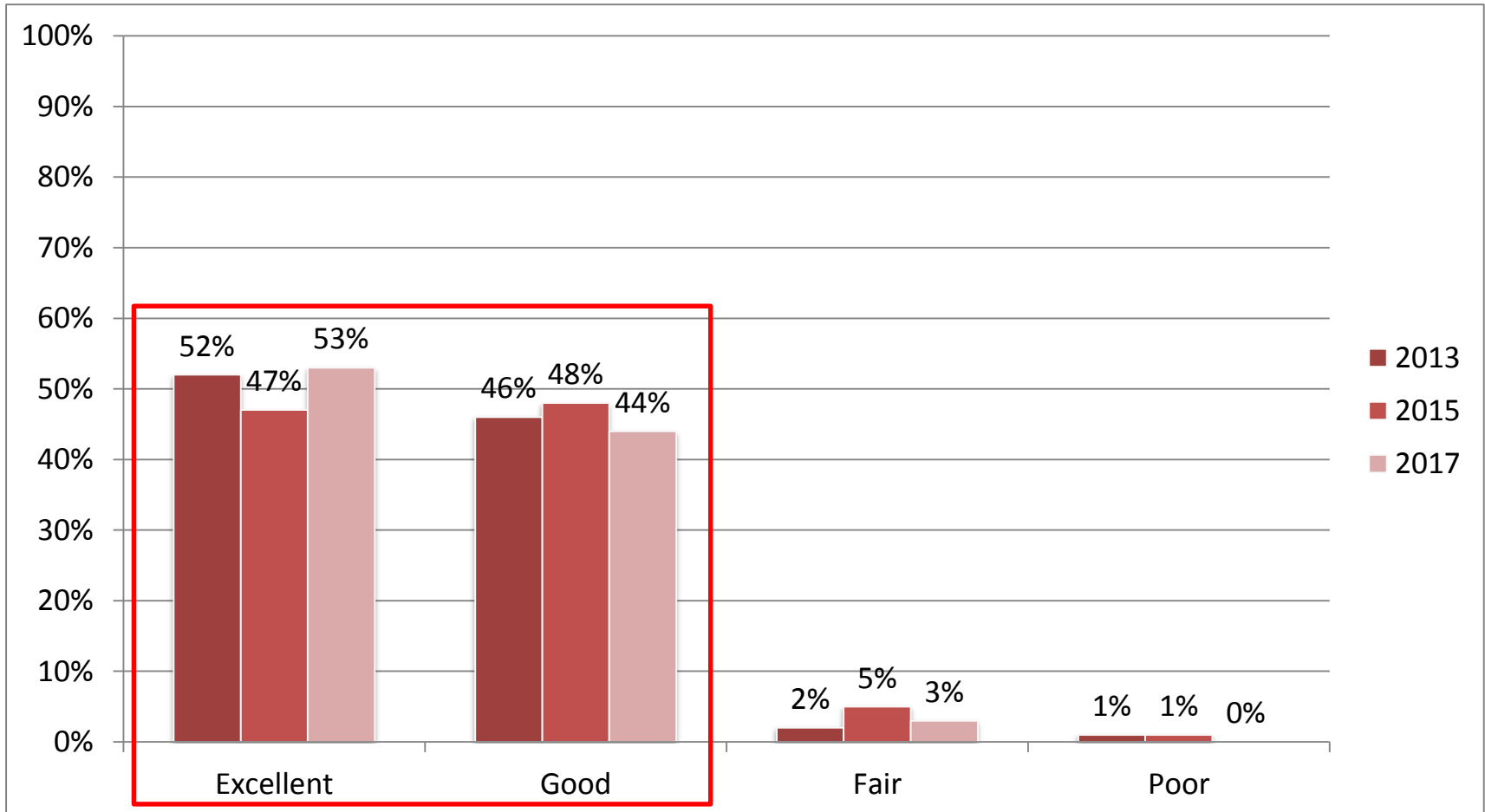
The majority (91%) of the respondents have indicated that they will attend the event again, even though there has been a minor decrease in this number from 2013. The percentage of respondents who are unsure if they will attend again has also increased over this time as well.

Previous Attendance (All Respondents)



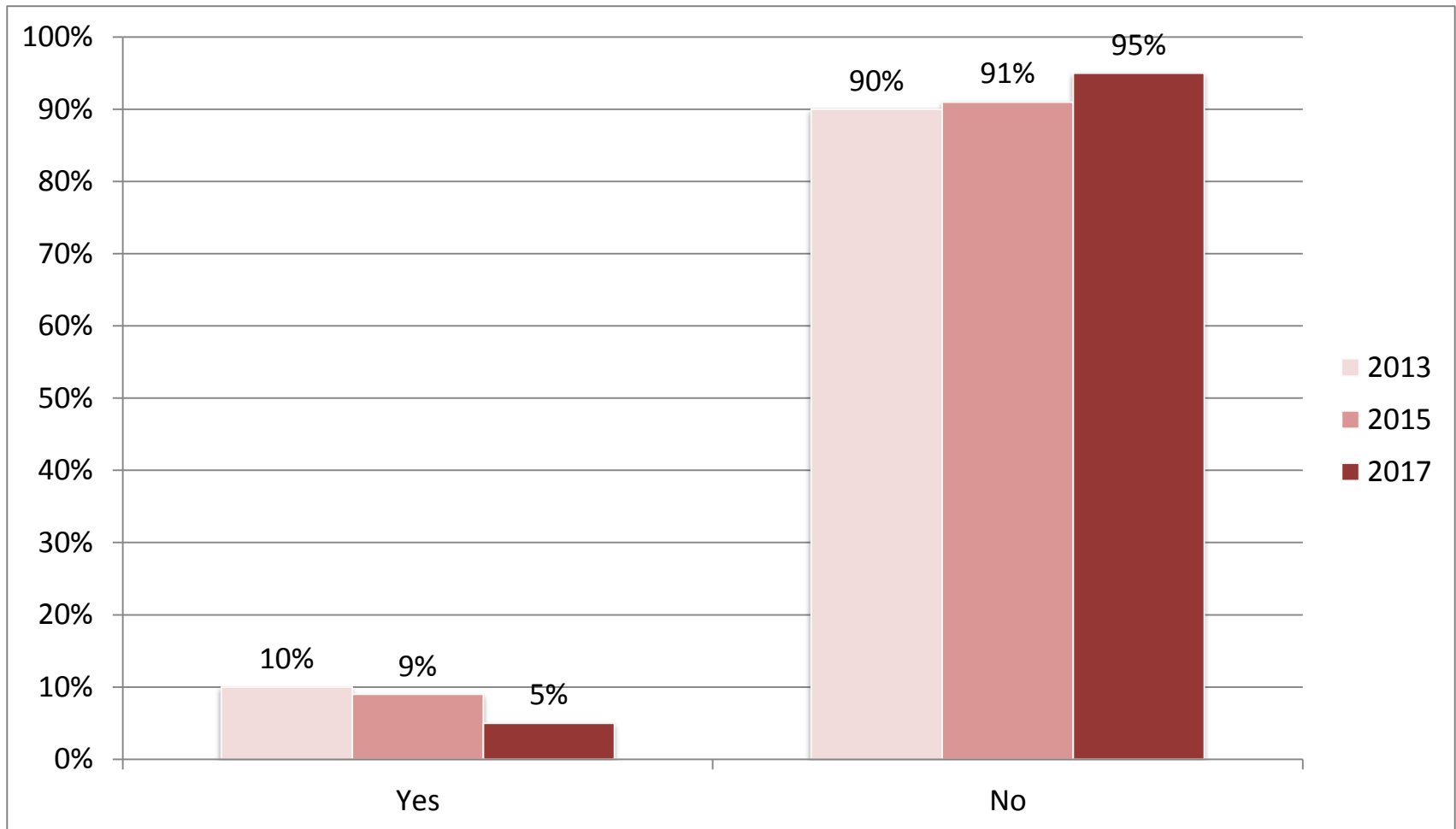
This graph indicates the proportion of those who have and have NOT attended the event before since 2013. In 2017, there was a slight increase (of +2%) who those who had not attended before, when compared to 2015. It is positive to see that the event still continues to attract both the loyal attendees as well as 'new-comers'.

Experience Rating



A trend has emerged that shows that the respondents continue to have either a 'Good' or 'Excellent' experience at the event. In 2017 97% of the respondents had either one of these, with the proportion of those who had an 'Excellent' experience increasing by 6%. These results show that the event is well run and it keeps allowing the attendees to have great time.

Problems Experienced



Since 2013, the majority of the respondents have NOT experienced any problems at the event. In 2017, there was a 4% increase in those who had not experienced any problems – when compared with 2015. This is another very positive finding for the organizers and sponsors of the event.

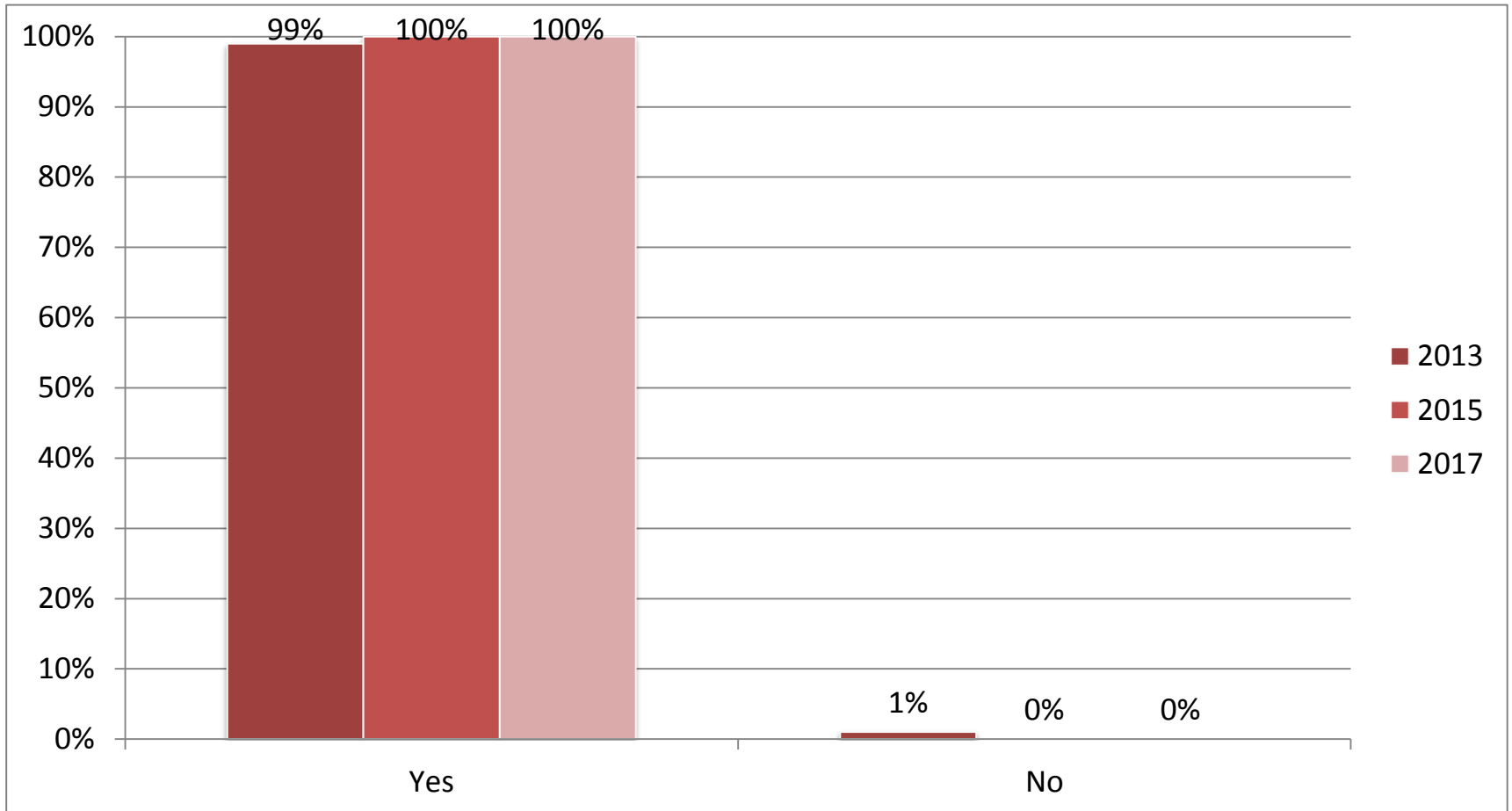
Problems Experienced



The respondents who did experience **problems**, listed them as follows:

- ✓ Insufficient number of bathrooms / toilets
- ✓ There was not enough signage around the race village
- ✓ Parking directions / location were not clear to some
- ✓ The race route was not clear to some

Recommend the Event to Family & Friends?



The general response is that people will recommend the event to their friends and family – with 100% saying that they would in 2017. This trend has remained fairly the same since 2013. It will be interesting to note the trends for “Word-of-Mouth” at future events.

Reasons for Recommending the Event

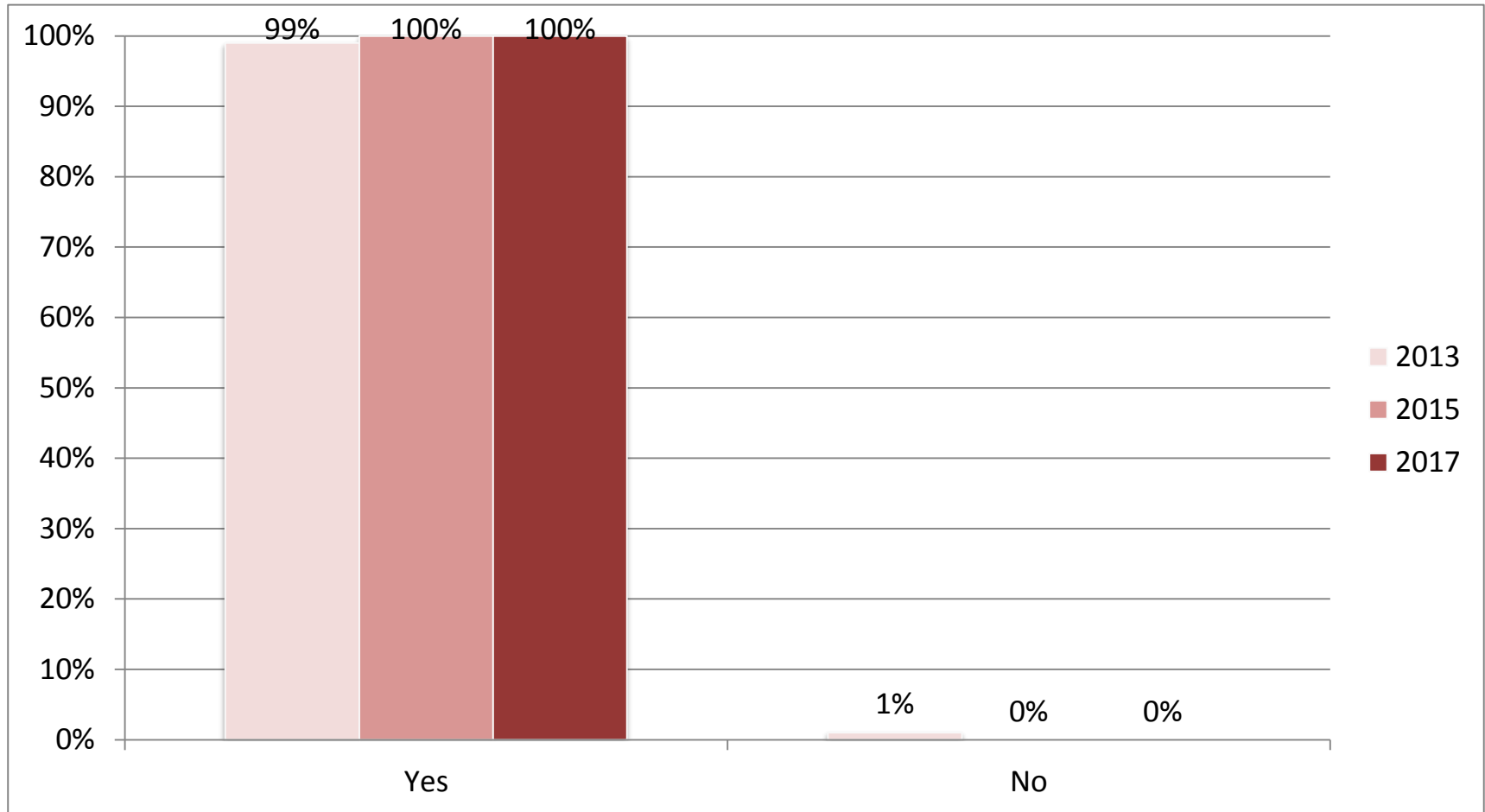


Respondents cited the following reasons for recommending the event*:

- ✓ Beautiful scenery/surroundings
- ✓ Best mountain bike event
- ✓ Family event
- ✓ Enjoyable/fun event
- ✓ Well organized
- ✓ Good atmosphere
- ✓ One of the nicest KZN events
- ✓ Social event
- ✓ It caters for all
- ✓ Great event for the local community

***Note:** the following reasons for the recommending the event are identical to those in the 2013 and 2015 reports as many respondents cited exactly the same reasons. This shows that the event does well at maintaining its reputation as a top class mountain biking / trail running event.

Recommend KZN as a Tourist Destination?



There have been no significant changes since 2013 in terms of those who would recommend the province as a tourism destination. The general response is that people would (highly) recommend KZN as a tourist destination to their friends and family.

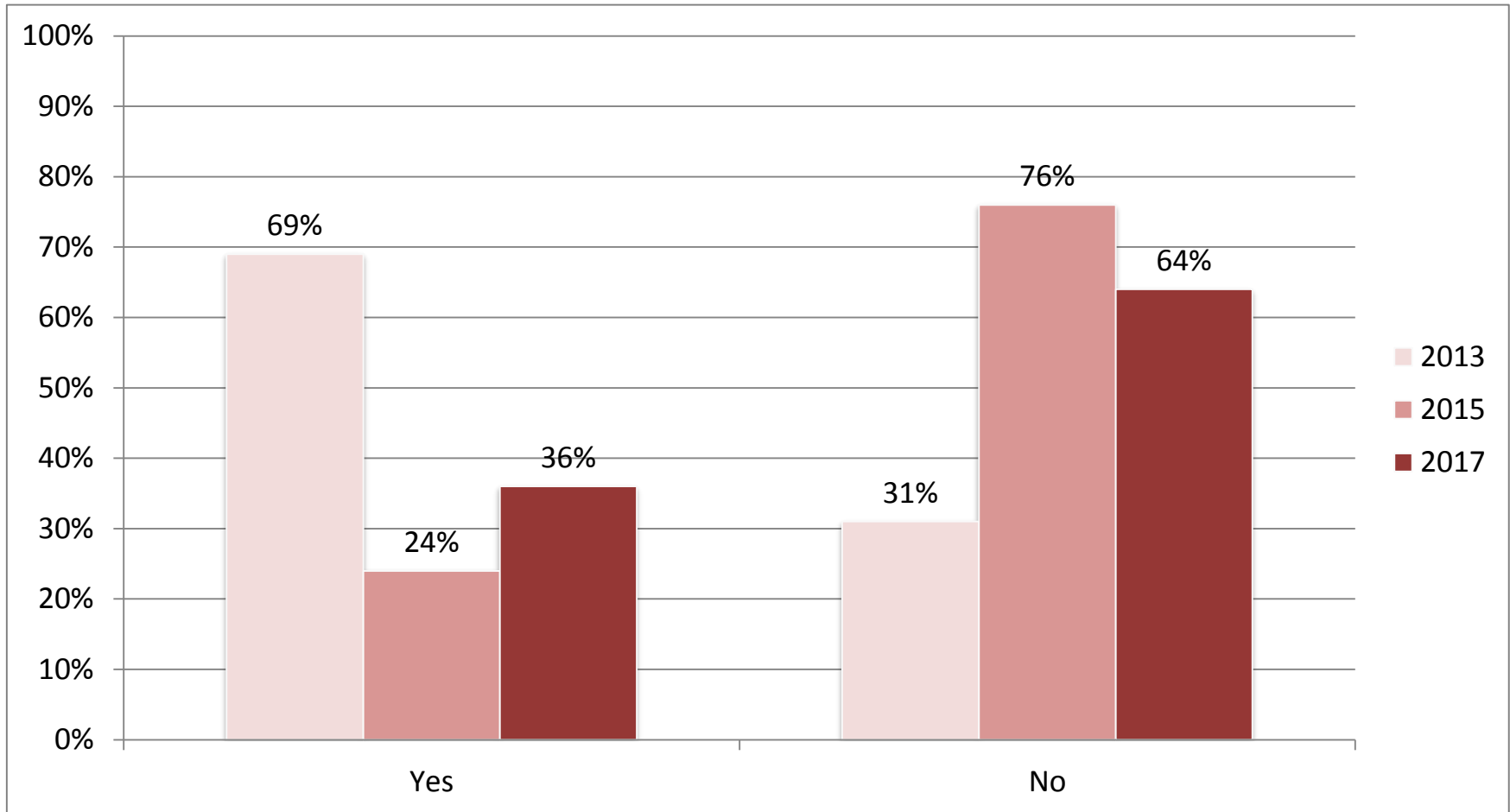
Reasons for Recommending KZN as a Tourist Destination



- ✓ Variety of activities/attractions
- ✓ Beautiful province/place
- ✓ Good weather
- ✓ The beach
- ✓ Beautiful nature
- ✓ Good weather
- ✓ Drakensberg
- ✓ Friendly people
- ✓ Good events
- ✓ Value for money
- ✓ Nature/game reserves

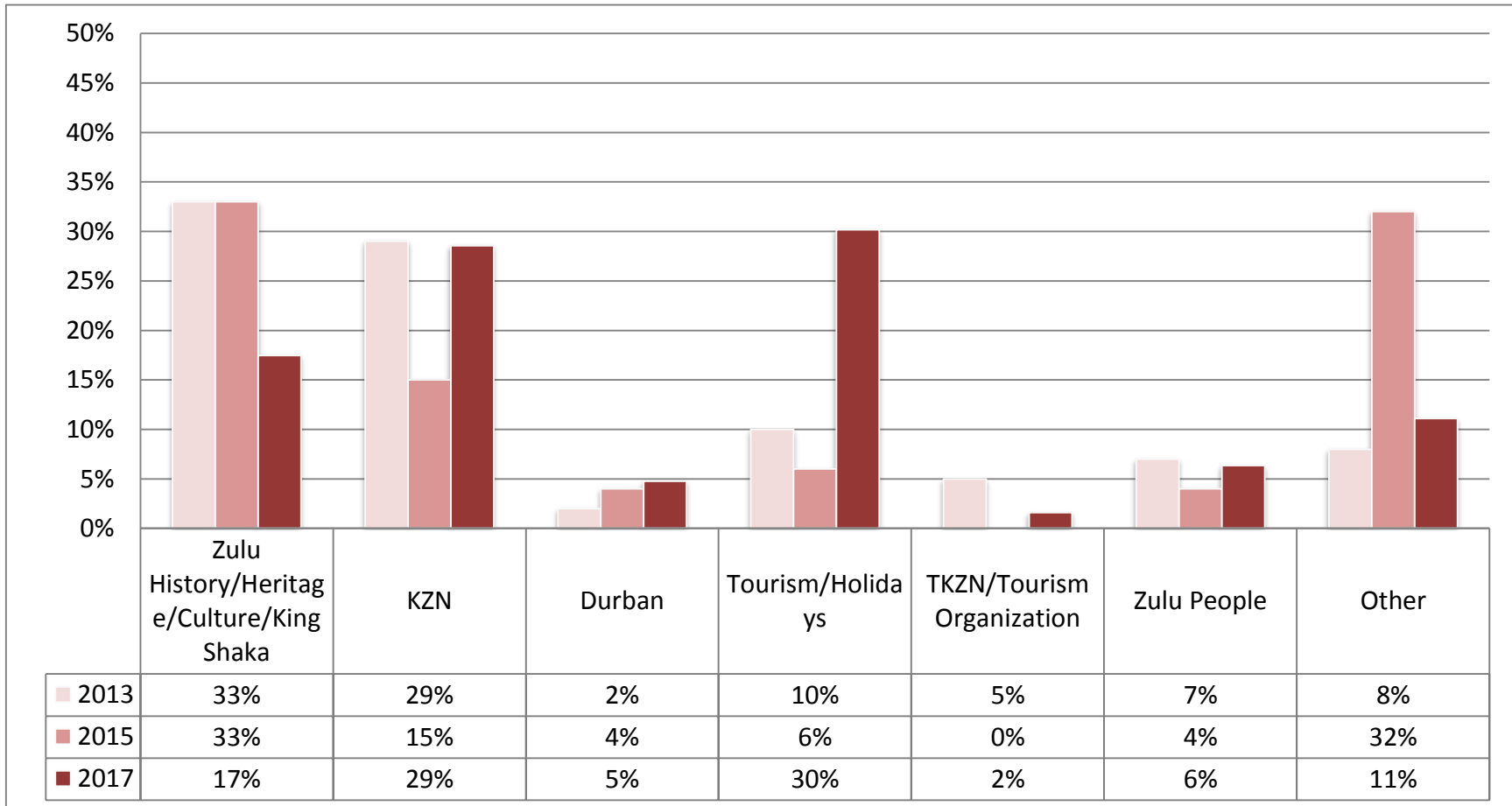
***Note:** the following reasons for the recommending KZN are the same from the 2013 and 2015 reports, as well as many other event reports, as many respondents cited exactly the same reasons.

Familiar with TKZN Slogan: “Zulu Kingdom. Exceptional.”



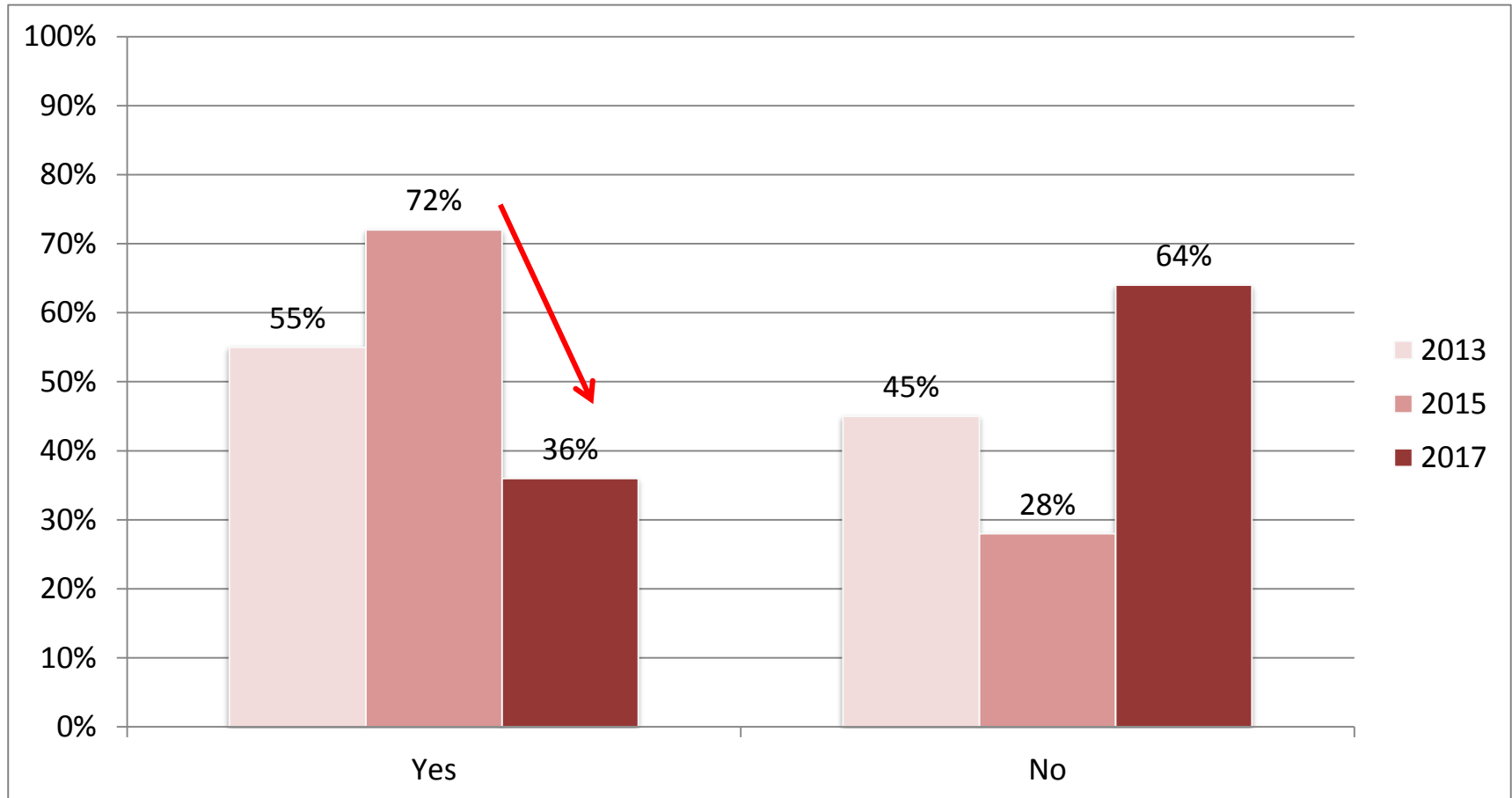
Since 2013, there has been a decline in the number of respondents who were familiar with the TKZN slogan. In 2017, however, there was a 12% increase (when compared with 2015) in those who were familiar with the slogan. There is still a negative trend and this will need to be addressed by TKZN.

Association(s) with TKZN Slogan



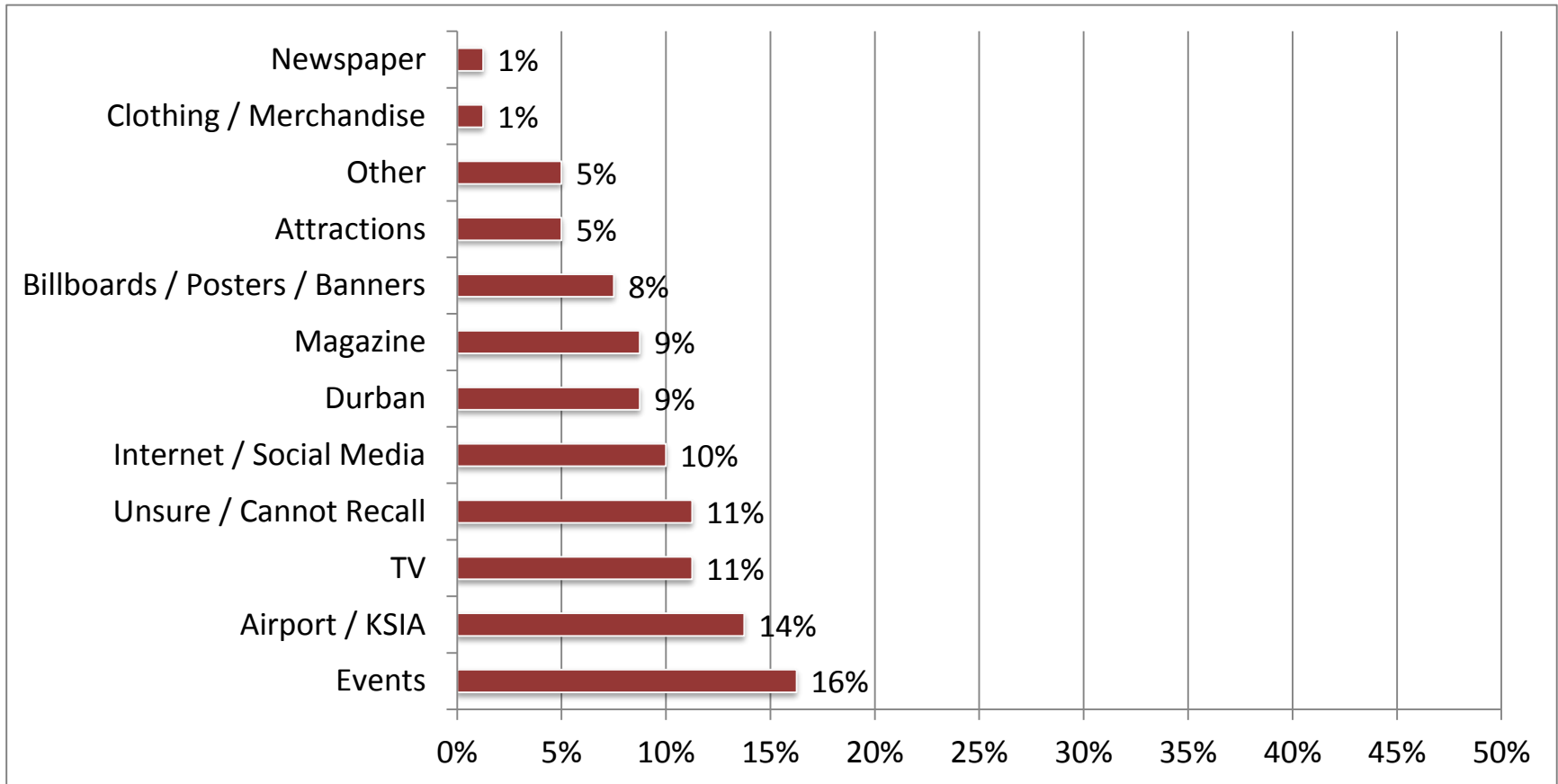
It is very positive to note that over 50% of the respondents associated aspects such as “KZN” and “Tourism/Holidays” with TKZN’s slogan. In 2017, there was a 24% increase in those who had associated the slogan with tourism and a holiday. This seems to be a growing trend, as indicated in other event reports from 2017.

Noted TKZN Logo



The trend that has emerged since 2013, with regards to the TKZN logo, seems to be one that is not 100% consistent. Between 2013 and 2015, there was a 17% increase in the number who had seen the TKZN logo. In 2017, however, there was a 36% decrease in those who had seen it before. This shows that there is still a need for more awareness of the TKZN logo.

Noting of the TKZN Logo (2017)



It is important to note that the methodologies changed slightly in 2017, and thus the original data from 2013 and 2015 was not used as a comparison in this case. It is evident from the data above that most of the respondents have noted the logo at various events (16%), at an airport or King Shaka Airport (14%), and on TV (11%). Some of the respondents (11%) had noted the logo but they could not remember where they had.

Event Improvement Suggestions



The **respondents** have made the following suggestions for future events:

1. It was suggested that the entry fees for the various events are lowered to allow for the less privileged riders attend as well.
2. It was suggested that more signage could be used and that better directions are given to those from outside of the area.
3. More water points are needed on the trail running events.
4. Allow more people (e.g. more food stalls) to sell products at the event.
5. There is a need for cleaner ablution facilities.
6. It was suggested that more can be done in terms of attracting more attendees.
7. More ATMs are needed at the venue.
8. It was requested that more entertainment or facilities for kids were made available.
9. Assist with informing participants about available accommodation in the area.
10. More entertainment and music for the adults.

***Note:** Please also refer to the slide on “recommendations” at the end of this presentation for a list of recommendations from TKZN and other stakeholders.

Spend Breakdown (All Respondents)



	2013	2015	2017
Accommodation*	R1 081	R1 124	R805
Food & Beverages	R207	R314	R272
Transport (e.g. petrol)	R297	R432	R275
Souvenirs / Other	R164	R753	R51
Event Fees (i.e. Entries etc.)**			R223
Total Average Spend	R534	R1 346	R1 036

**Overnight visitors only ; **Only included in the 2017 survey*

When looking at the data above, it is evident that the total average spend of all respondents has decreased in 2017 (by -23%). It is also evident that all of the spend categories have also declined, most notably the one for 'souvenirs / other'. It should be noted that there were not a huge range of "souvenirs" on sale in any case. It is therefore evident that most of the respondents have kept their spend for essential items such as accommodation and their transport.

Spend Breakdown (All Respondents)



Continued...

A certain reason for the decrease in spend cannot be deduced. However, a couple of precise assumptions could be made. One of these is that the current economic climate in SA has had an effect on the spending patterns of the respondents. Also, the fact that there were more day visitors than overnight visitors, in 2017, could also be a reason for the decreased spend.

It is also possible that there has been an increased number of mountain biking events over the years that take place throughout the calendar year. It is therefore likely that many of the riders / participants are selective regarding which events they want to take part in. Further to this, it is possible that these participants then spread their spend over a number of events instead of lumping everything into one or two main events – as seemed to be the case in the past.

Estimated Economic Impact: Participants & Spectators 2013/2015



	2013		2015	
	Overnight	Local & Day	Overnight	Local & Day
Participants				
Number	383	2 172	416	1 183
*Low Estimate	R356 488	R588 796	R 835 120	R 726 019
**Middle Estimate	R571 819	R821 668	R 1 215 910	R 937 918
***High Estimate	R787 150	R1 054 539	R 1 596 695	R 1 149 829
Spectators				
Number	600	3 400	915	2 603
*Low Estimate	R464 018	R800 331	R 819 639	R 1 079 698
**Middle Estimate	R1 041 720	R978 180	R 2 620 048	R 1 276 254
***High Estimate	R1 619 422	R1 156 029	R 4 420 457	R 1 696 818

*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

NOTE: Please refer to the next slide for 2017's figures.

Estimated Economic Impact: Participants & Spectators 2017



	2017		
	Overnight Visitors	Day Visitors	Local Residents
Number	536	1 668	775
*Low Estimate	R1 132 064	R902 671	R250 996
**Middle Estimate	R1 638 460	R1 101 147	R330 951
***High Estimate	R2 144 856	R1 299 623	R410 906

*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

Notes for 2017:

- 1) The spectators were based on the estimated figure of 1 625.
- 2) The participants (excl. u18) were based on the figure of **1 354**.
- 3) Therefore, the estimated overall attendance stands at **2 979**.

It should also be noted that the table above is **not compared** with the figures from 2013 and 2015. The reason for this is because a different methodology was used and thus 2017's figures could not be compared to previous years

Estimated Economic Impact: Overnight Visitors Only (2015 & 2017)



	2015		2017	
	Direct Spend	Multiplier of 2,0	Direct Spend	Multiplier of 2,0
Low Estimate	R1 654 759	R3 309 517	R1 132 064	R2 264 128
High Estimate	R6 017 152	R12 034 304	R2 144 856	R4 289 712

*This is an estimate based on **overnight participants and spectators only**.

It is important to note that these economic impact figures above were estimated by using the overnight visitors only. In 2017, the estimated economic impact of the overnight visitors had declined. This is most likely due to the decreased average spend as well as the decreased proportion of overnight visitors at the event.

These methodologies have since been altered Please refer to the next slide for the total estimated economic impact of the event.

Total Estimated Economic Impact: Overnight and Day Visitors (2017)



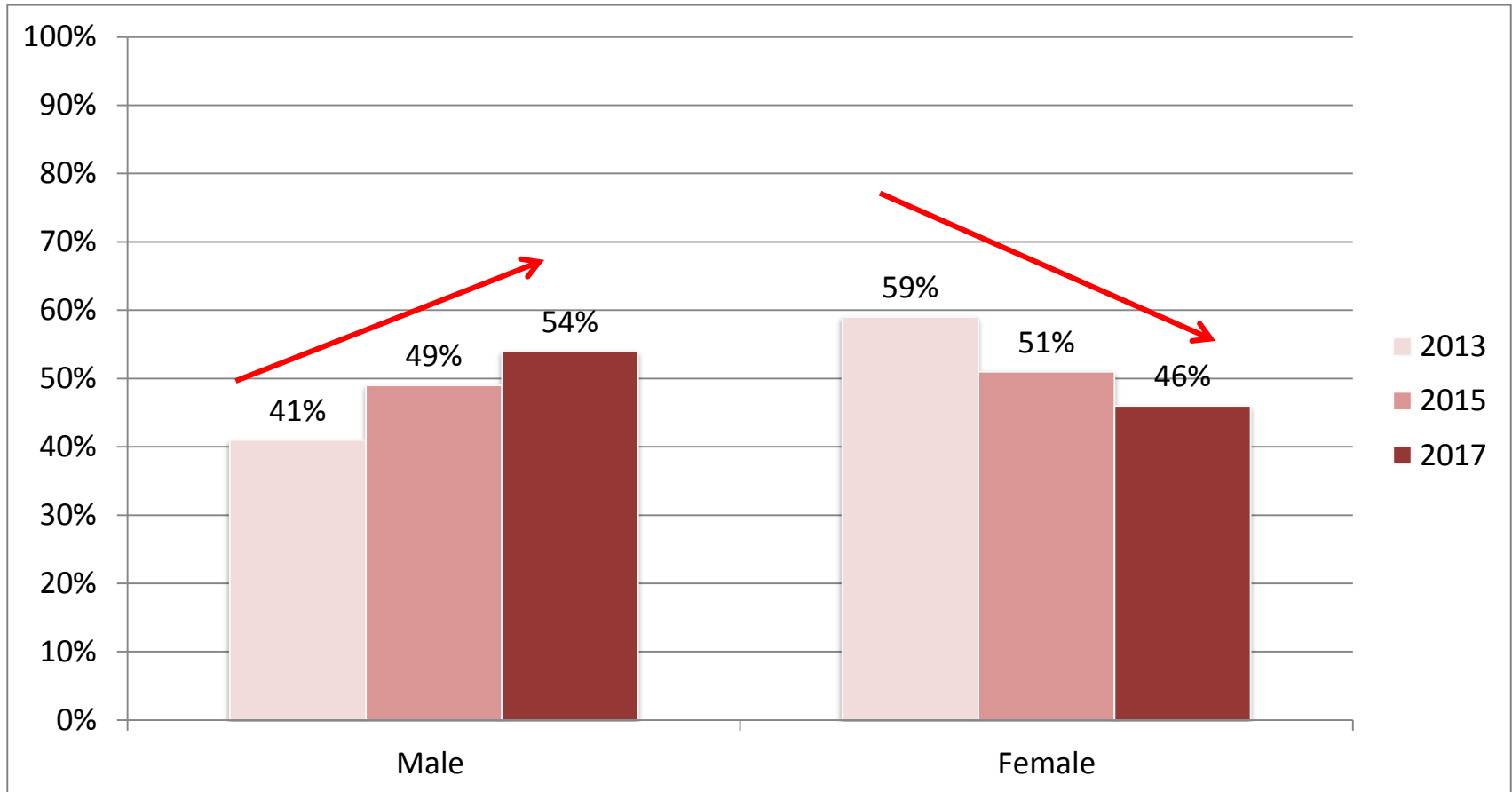
	2015		2017	
	Direct Spend	Multiplier of 2,0	Direct Spend	Multiplier of 2,0
Low Estimate	R4 098 546	R8 197 092	R2 034 735	R4 069 470
High Estimate	R8 876 356	R17 752 712	R3 444 479	R6 888 959

The table above shows an estimate economic impact based on **ALL visitors** who attended the event in 2017.

Following on from the previous slide, it was noted that the previous reports had only included overnight visitors in the economic impact calculations. It was therefore decided to include all visitors in 2017. The data from 2015, that includes all visitors, was included in the table above to allow for comparisons to be drawn – even though these figures were NOT included in the 2015 report.

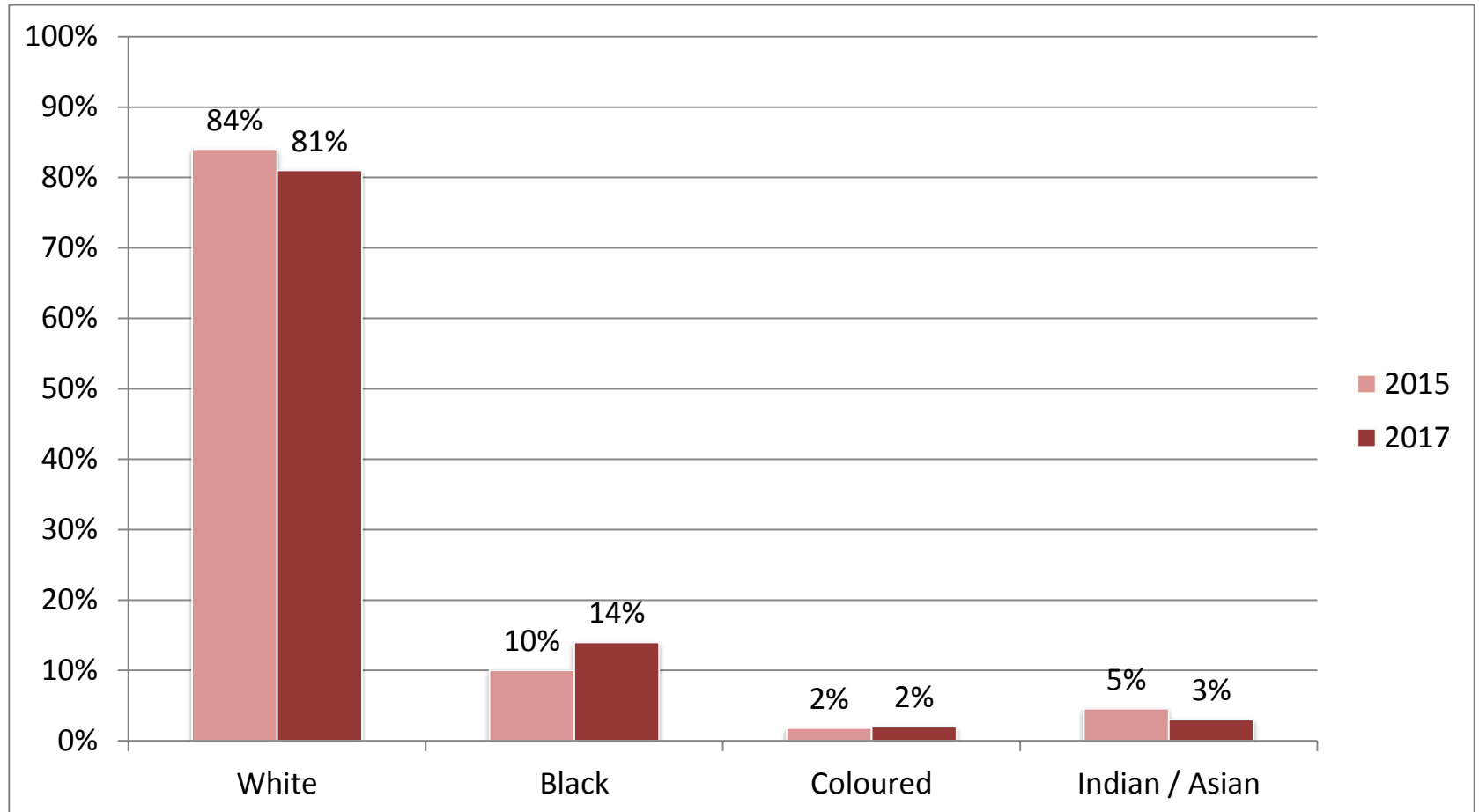
It was thus estimated that the economic impact of the 2017 Karkloof Classic Trail Festival was between **R4,07 million and R6,88 million**.

Demographics: Gender



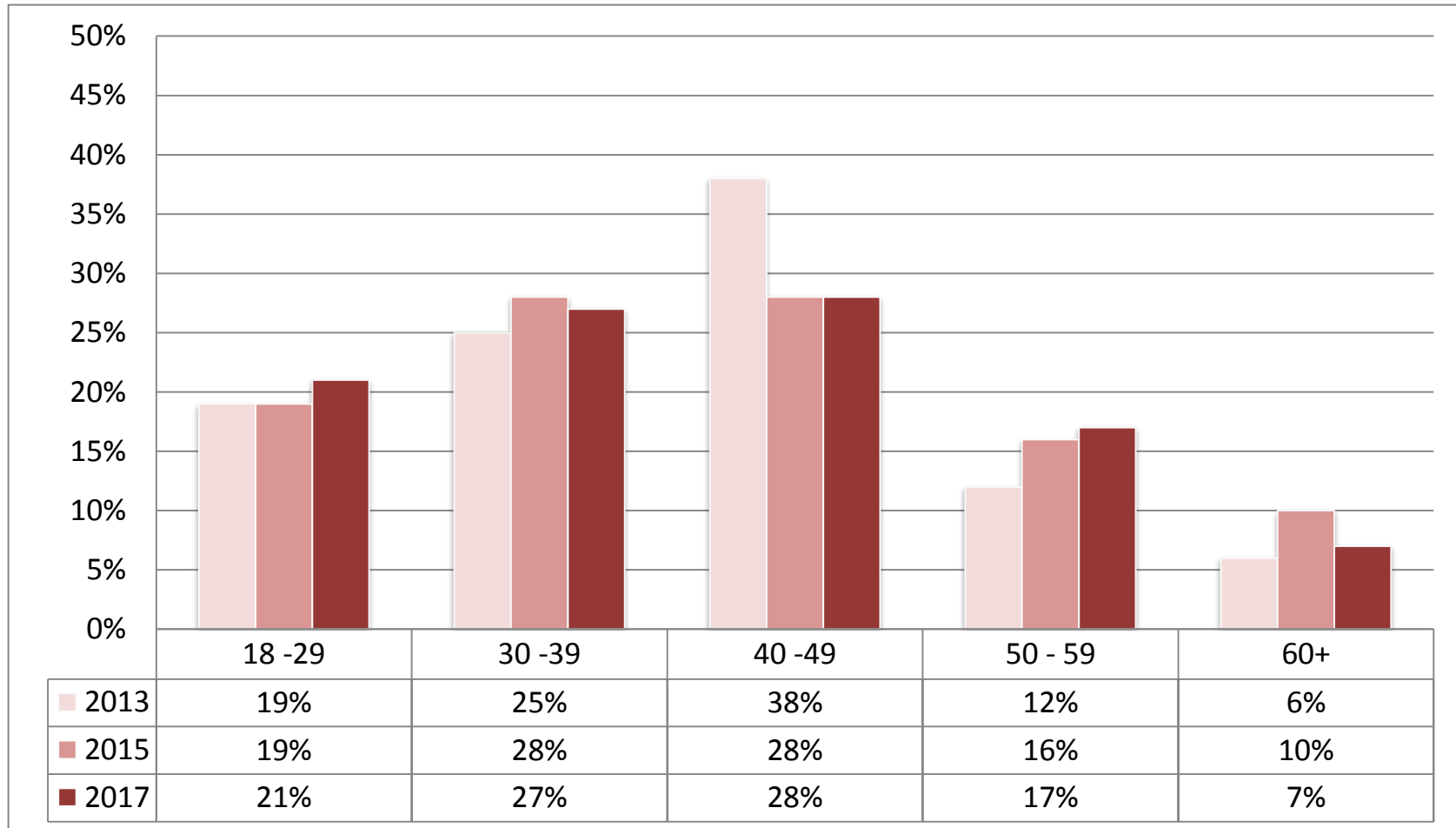
Over the last three events, a trend has emerged whereby the proportion of males have increased while the proportion of females has decreased. When comparing 2017 and 2015, the number of male respondents increased by 5%, along with a 5% decrease in female respondents. There is no conclusive evidence for this trend, however the mountain biking 'fraternity' is dominated by males.

Demographics: Population Group



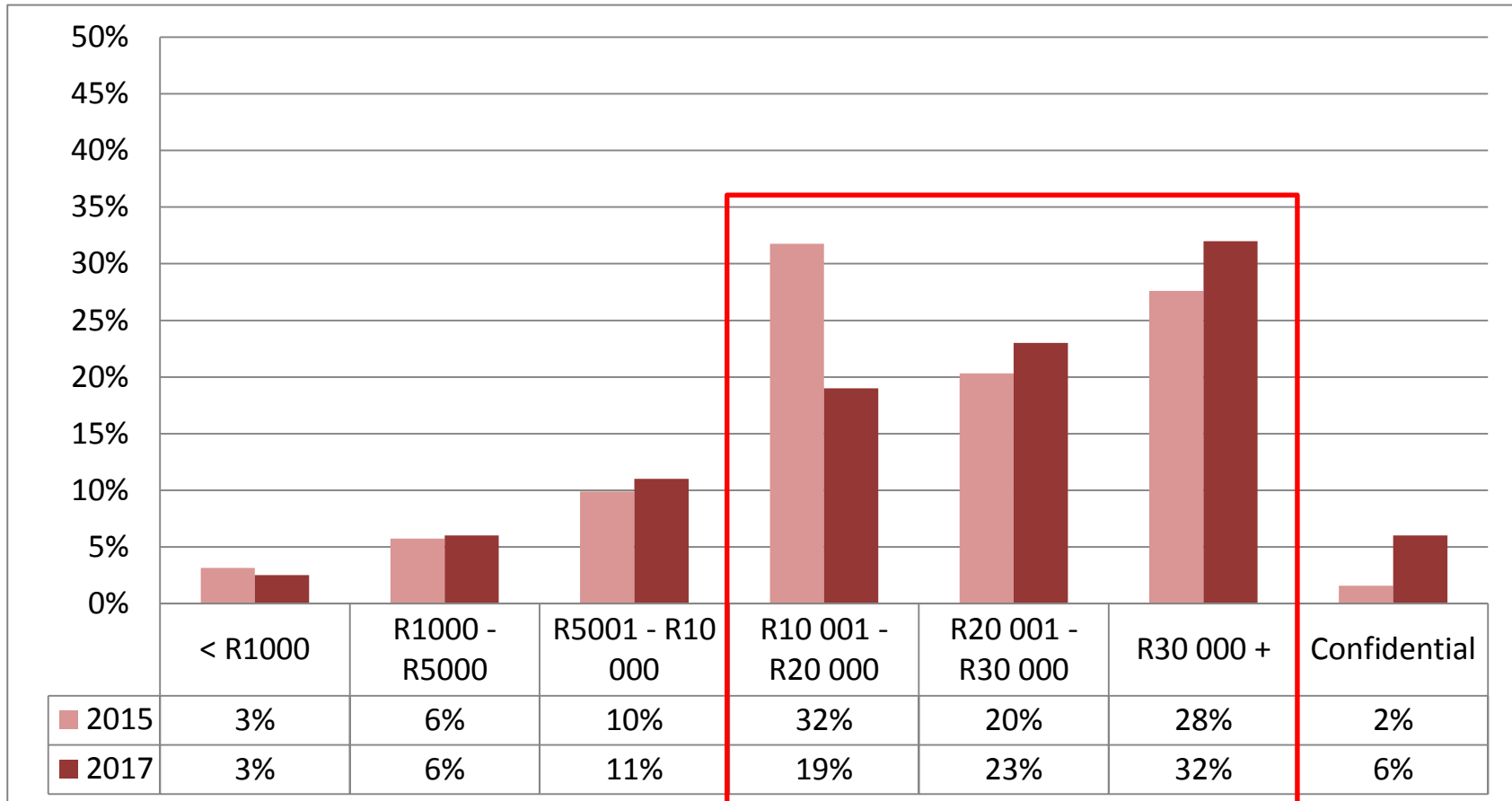
It is evident that the event attracts predominately “White” attendees. In 2017, 81% of the respondents were “White” while 14% were “Black”. Since 2015, the number of “Black” respondents has increased by 4%. There was no data available for 2013.

Demographics: Age



Once again, a trend has emerged whereby the age groups '30-39' (27%) and '40-49' (28%) are the majority. Over the last three events there has been a slight increase in those who are '18-29' and '50-59'. There are no other significant changes in age group the trends.

Demographics: Income Level (p/m)



The trend that has emerged in the graph above has shown that the event continues to attract respondents who fall into the middle to high income groups (based on their monthly salary). This is positive for the growth of the economic impact that the event may have for the local area. It is also worth noting that 32% (i.e. the majority) of the respondents earn more than R30 000 per month.

Findings



- 1) It was noted that 74% of the respondents were visitors to the Karkloof area. Of these, 56% were day visitors and 18% were overnight visitors. This meant that only 26% of the respondents were local residents.
- 2) Almost all of the respondents were from KZN, with 94% being the proportion in 2017. There was a 7% increase in this figure when comparing 2015 and 2017. The next highest proportion was from Gauteng (4%), followed by the Free State (2%).
- 3) It was noted that all of the respondents were in the area primarily for the event – either as a participant (72%) or a spectator (28%). In 2017, there was a higher number of participants (+19%) than in 2015, and this should allow the responses and feedback to be more accurate as the participants usually have a better perspective of the event when compared with the spectators.
- 4) In terms of the various races, it was evident that the mountain bike races were the most popular, but there is still opportunities for the growth of the trail runs. Both the data from the surveys and the official data from the organizers show this trend.

Findings



- 5) In terms of the overnight visitors, it was noted that the majority of them stayed for either 1 or 2 nights in the area – i.e. the weekend. The majority (61%) though stayed for 2 nights.
- 6) Following on from this, the majority of the overnight visitors stayed in self-catering units (31%), or they made use of camping / caravan facilities (29%), or they stayed with their friends and family (26%). In 2017, there was an increase in those who stayed with friends and family (+9%) which shows that some of the respondents may have been concerned with costs / spend.
- 7) Almost all of the respondents travelled to the event by using their own private vehicle (98%). The remainder of the respondents, assumingly local residents, cycled to the event.
- 8) Almost 80% (76% to be exact) of the respondents were influenced to attend the event by factors such as “Word-of-Mouth” (33%) and the fact that they had attended before (43%). It was also positive to note that those who were influenced by “Digital Media” increased from 5% in 2015 to 20% in 2017.

Findings



- 9) It was positive to note that 98% of the respondents were satisfied with the information that they received about the event. This is very encouraging for the organizers of the event as it shows that people are satisfied with the overall running of the event.
- 10) Some of the respondents noted a couple of suggestions for improving the marketing of the event, with the most popular suggestions being – creating more activity of social media and advertising on TV and on radio.
- 11) Once again, it was positive to note that 91% of the respondents would attend the event again in the future, while 7% were unsure. This shows that 98% of the respondents will potentially attend the event again.
- 12) It was positive to see that 36% of the respondents had not attended the event before. This shows that the event has the potential, and the appeal, to attract “new-comers” to the event.
- 13) It was extremely positive to note that 97% of the respondents had either an “excellent” (53%) or a “good” (44%) experience at the event. This bodes well for the growth of the event in future.

Findings



- 14) It was evident that almost all of the respondents were happy with the event as 95% of them did NOT experience any problems at the event. Of the 5% who did experience problems, they listed the following:
 - ✓ Insufficient number of toilets
 - ✓ Signage around the race village
 - ✓ Parking directions
- 15) Furthermore, 100% of the respondents had mentioned that they would recommend the event to their family and friends, which is a very positive finding for the organizers and for TKZN. Some of the reasons included, “family event”, “best mountain bike event”, and “it caters for everyone”.
- 16) In terms of some of the findings for TKZN, 100% of the respondents said that they would recommend KZN as tourism destination to their family and friends. Once again, the most common reasons that were given popped up again, and these included aspects such as the “weather/climate”, “friendly people”, and “lots to do”.
- 17) Only 36% of the respondents were familiar with the TKZN slogan. This is a cause for concern as it shows a lack of brand awareness for the organization.

Findings



- 18) Of those respondents (36%) who were familiar with the slogan, they associated it with the following aspects. As is evident, there was a significant increase in those who associated the slogan with tourism, which was positive to note.
 - ✓ “Tourism/Holidays” (30%),
 - ✓ “KZN” (29%), and
 - ✓ “Zulu History/Heritage/Culture” (17%).

- 19) The number of respondents who had noted the TKZN logo decreased from 72% in 2015, to 36% in 2017. This is another negative finding which will need to be addressed by TKZN. Of those who had noted the logo, the most common places were “events” (16%), at the Airport (14%), and some could not remember where they had seen it (11%).

- 20) The economic impact of the event was estimated to at least **R4,07mn and R6,88mn**. These figures included the spend of all visitors at the event. Local residents were excluded from the calculations. Even with the new methodologies that were used, it is evident that economic impact has gone down since 2015. This is most likely due to the decline in the overall attendance at the event along with a decreased average spend. The drop in overnight visitors could have also had an affect on the economic impact.

Findings



In terms of demographics of the respondents, the following can be said:

- 21) Most of the respondents were male (54%), while 46% were female. Over the last three events (bi-annually) there has been a constant increase of male respondents with a decrease in the female respondents.
- 22) The majority of the respondents were “White” (81%), while 14% were “Black”.
- 23) The majority of the respondents were in the age group “30-39” (27%) and “40-49” (28%). Over the years, the age group “50-59” has increased slightly.
- 24) Just over 70% (74%) of the respondents fall into the middle to high income brackets (based on monthly salary), with the majority earning more than R30 000 per month (32%).

Recommendations



It is important that the issues raised by the respondents are addressed. This will help in sustaining and increasing the satisfaction levels of those who attended. Increased satisfaction will result in continuous attendance and create positive awareness about the event. In this regard, the following recommendations for the **organizers** were made:

The following recommendations, from 2015, still remain relevant:

- 1) More events and entertainment throughout the weekend – i.e. braais, live bands, a farmers market, flat screens for sport and a “craft beer setup”.
- 2) Introduce a wider variety of food options – with healthier, vegetarian and “banting” options being top priorities
- 3) Promote and encourage a wider variety of accommodation options in the region/area in order to enhance the “festival” reputation and to increase the length of stay – thus increasing the economic impact
- 4) With regards to accommodation options, it was recommended that the camping area should be enhanced to encompass a larger area which would encourage more people to camp for the entire weekend.

Recommendations



The following recommendations are based on the findings in 2017:

- 1) It is recommended that a contract / agreement is signed with a local company that can supply more portable toilets in order to alleviate the issues that the respondents had with the number of toilets. Further to this, the company that supplies the toilets should also supply “janitors” to assist in keeping them as clean as possible. An example of how this can work can be taken from the use of portable toilets at Splashy Fen.
- 2) It is recommended that the local municipality and Community Tourism Organisations (CTOs) is involved with the event in terms of planning and collaboration. It is vital that the local community is involved in the planning of the event and that a general awareness of the event is communicated to all stakeholders in the area. One of the main reasons for this is because the local businesses can not benefit from the increased amount of visitors in the area, but they could also assist in increasing the amount of people that attend the event and thus, the economic impact. In other words, if local businesses (e.g. the local B&Bs) run specials for the participants, it is likely that more people may attend the event because they got a reduced cost on their accommodation, for example.

Recommendations



Continued...

- 3) One of the key ways of increasing the attendance at the event, especially for overnight visitors, is increase the scope of the marketing / advertising of the event. One such example would be to spend more money and time on marketing the event to areas further away from Karkloof, and that includes Pietermaritzburg (as most come up for the day only). It was noted that there were a number of adverts on light poles in PMB, but none were seen in other areas / cities such as Durban. It is therefore recommended that more adverts (be it billboards, pamphlets etc.) are placed in other cities across the province.

- 4) Further to the point above, and in order to reach a much wider scope of attendees, it is recommended that more digital marketing is done for participants from Gauteng, Free State, as well as some of the other provinces. It is possible that ROAG could possibly assist with this as they have a large database of mountain bikers and trail runners in the country. Also, road shows could be done in other provinces in order to promote the event across the country – thus, capturing more of the overnight market.

Recommendations (contd.)



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

- 1) TKZN should assist Sappi, and the organizers, in promoting the local accommodation establishments along with other activities/attractions in the area. Not only would this encourage more people to stay longer but by knowing what to do in the area would further enrich their experience. Both of these factors would essentially increase the average spend of the visitors.
- 2) 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.
- 3) The results of the brand awareness (i.e. the recognition of the slogan and the noting of the logo) needs to be discussed with the PR and Marketing departments of TKZN as this ongoing issue needs to be addressed as soon as possible.