THE 2016
MANDELA DAY MARATHON
Top Line Summary Report

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Positive Highlights

- 88% of the respondents heard about the event through ‘word-of-mouth’ and from attending before (i.e. inexpensive marketing).
- 97% of the respondents were satisfied regarding the information that they received about the event.
- 73% of the respondents said they would attend the event again.
- 94% of the respondents had either a ‘good’ or ‘excellent’ experience at the event.
- 79% of the respondents did not experience any problems at the event.
- 99% of the respondents said that they would recommend the event to their family/friends.
- 100% of the respondents said that they would recommend KZN to their family/friends.

Methodology

- Face to face survey with a probability sample of **187** respondents on the day of the Marathon, i.e. the 28th of August 2016.
- Respondents who took part in the Mountain Bike event, the Triathlon and the Trail Run were NOT interviewed. Thus, the total numbers indicated in the report are for the road running races ONLY.
- Secondary data was also obtained from the event organizers.
- Global best practice methodology, known as ‘representative sampling’ (see next slide), was utilized.

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.

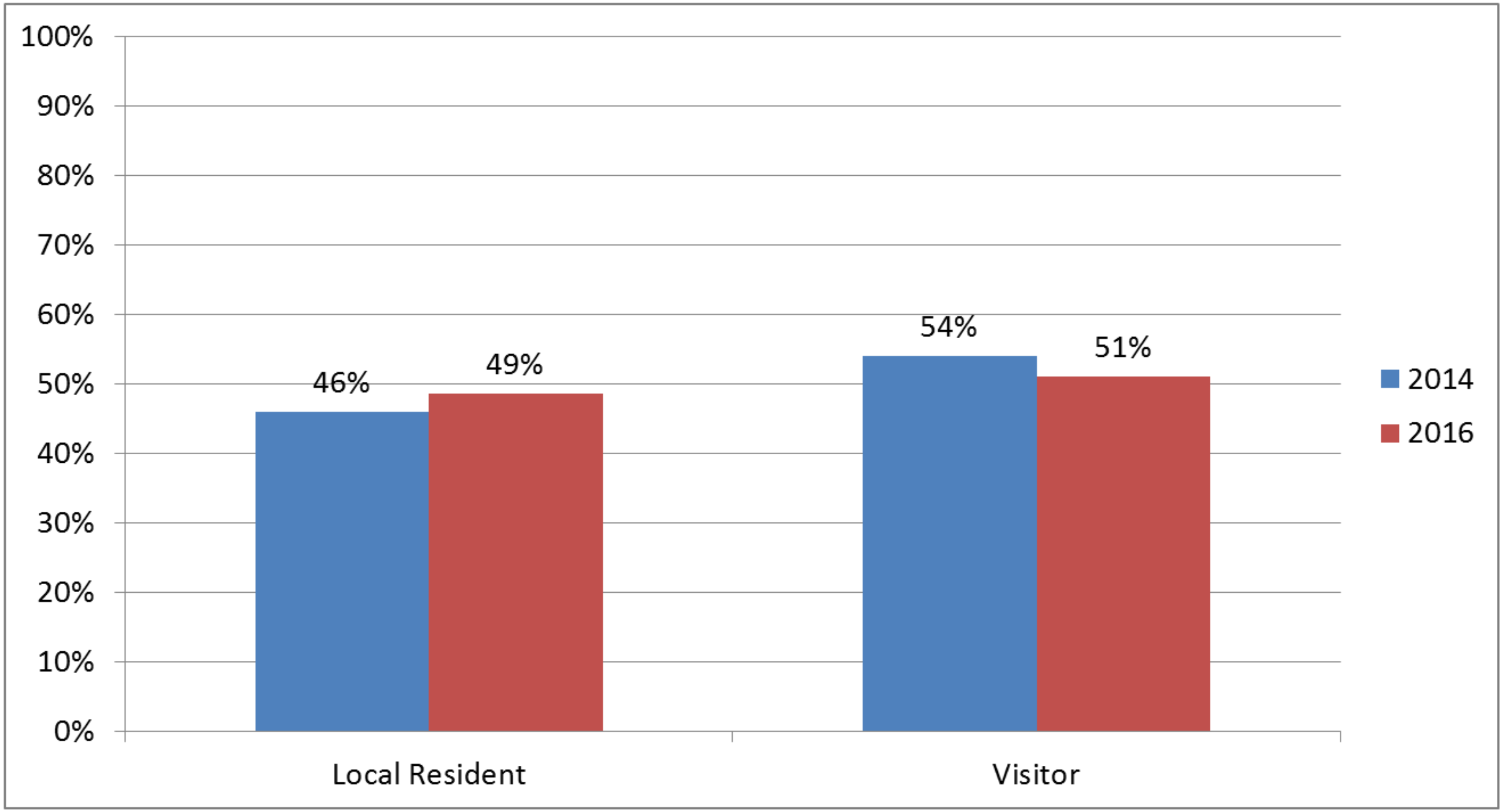
100 people in a room – safe with 40-50 surveys.

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

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

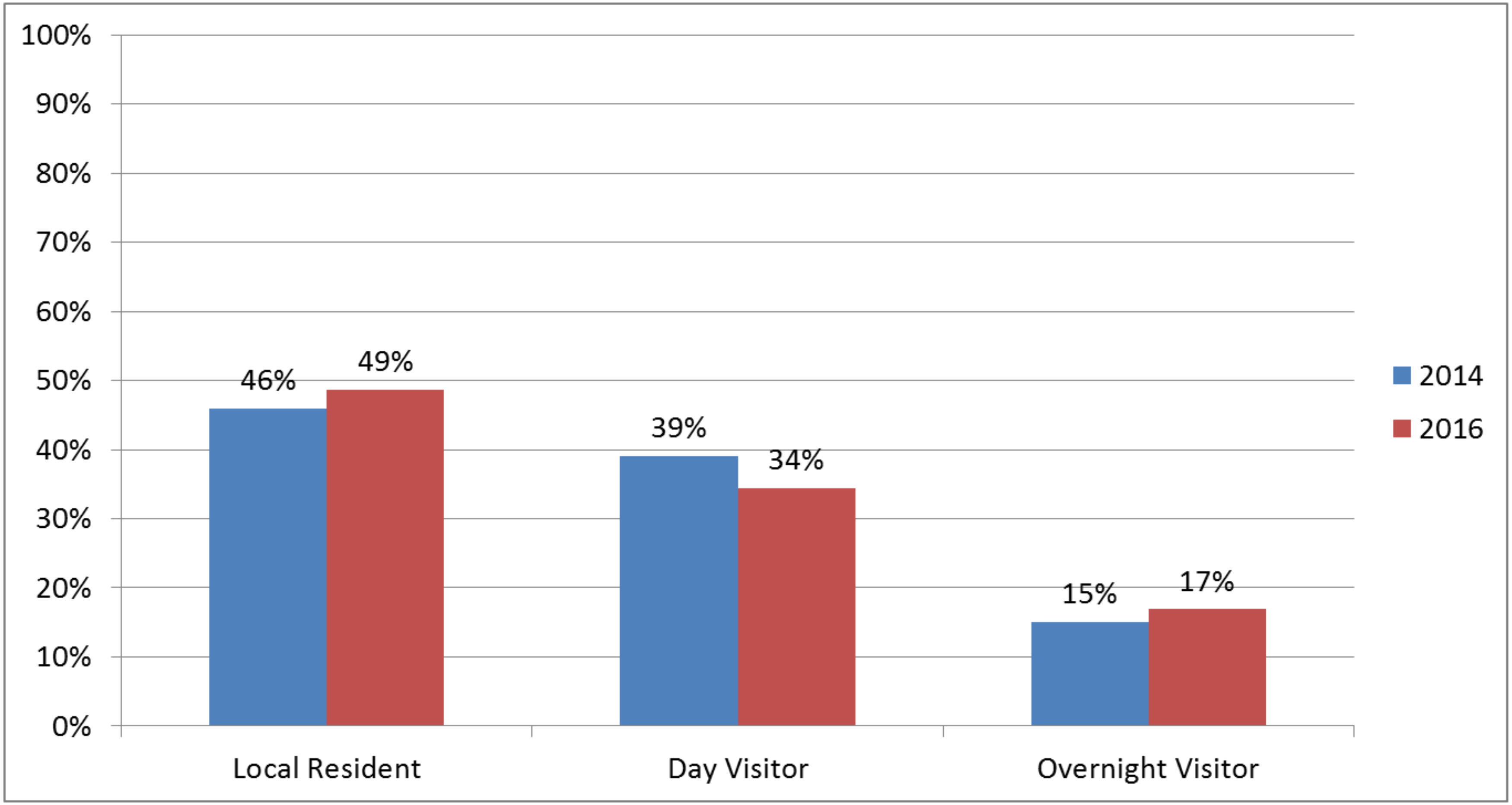
i.e. If the sample size grows to more than 400 (in relation to the population), any addition to the sample size **becomes statistically irrelevant**.

Nature of Respondents



It is positive to note that 51% of the respondents were visitors to the area in which the event was taking place. However, this figure had decreased slight when comparing the 2014 and 2016 event.

Nature of Respondents (cont'd.)



Following on from the previous slide, it is evident that the majority of the visitors were 'Day Visitors' (34%) while 17% of all visitors were considered as 'tourists' or 'overnight visitors'. When comparing 2014 and 2016, it is evident that the number of day visitors had decreased while the number of overnight visitors had increased indicating a possible increase in the value of the event.

Nature of Respondents: Breakdown

South Africa
KWAZULU-NATAL
Zulu Kingdom. Exceptional

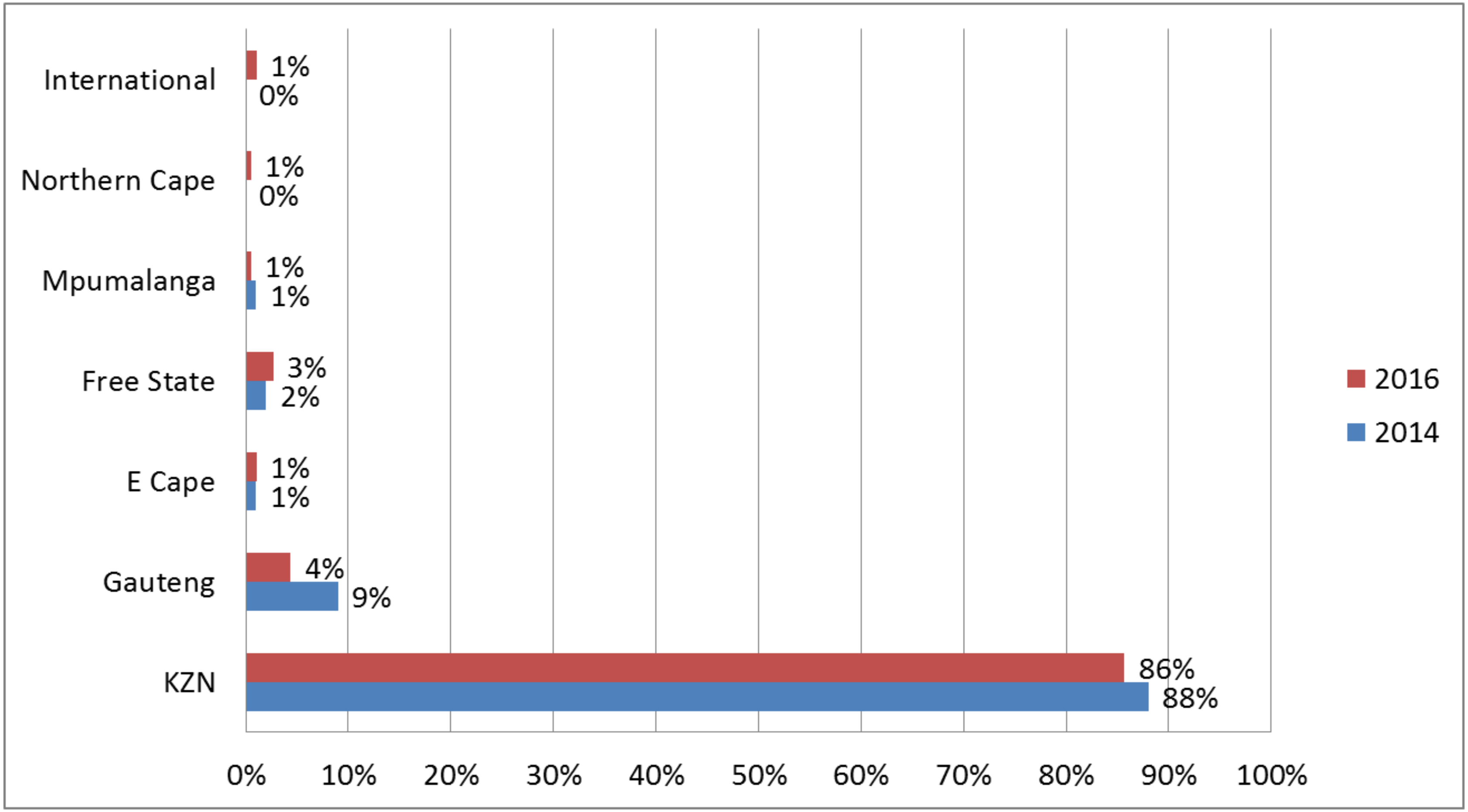
2014	Sample	%	Total Attendance*
Local Residents	92	46	3 309
Day Visitors	78	39	2 805
Overnight Visitors	30	15	1 079
TOTAL	**200**	**100**	**7 193**

2016	Sample	%	Total Attendance*
Local Residents	92	49	5 953
Day Visitors	64	34	4 130
Overnight Visitors	31	17	2 065
TOTAL	**187**	**100**	**12 148**

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.

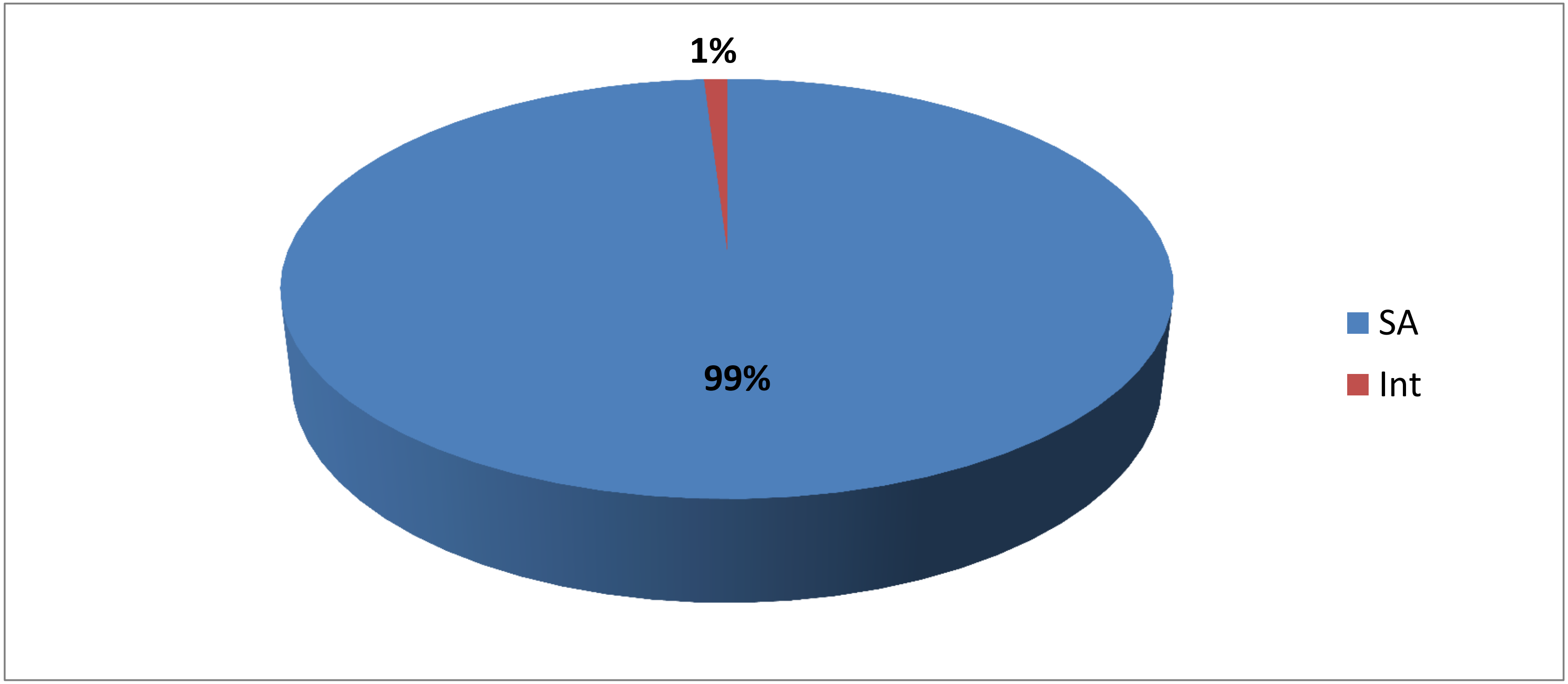
*It is important to note that the total attendance in 2016 was estimated to be **12 148**. This is based on the total estimated number of participants (10 123) multiplied by the average group size of 1.2 (i.e. support/spectators).

Province of Origin: All Respondents



Almost all of the respondents (includes both locals and visitors) were from KZN (86%) while 4% were from Gauteng and 3% were from Free State. There were no significant changes between 2014 and 2016 – apart from a slight decline in the number of respondents from Gauteng.

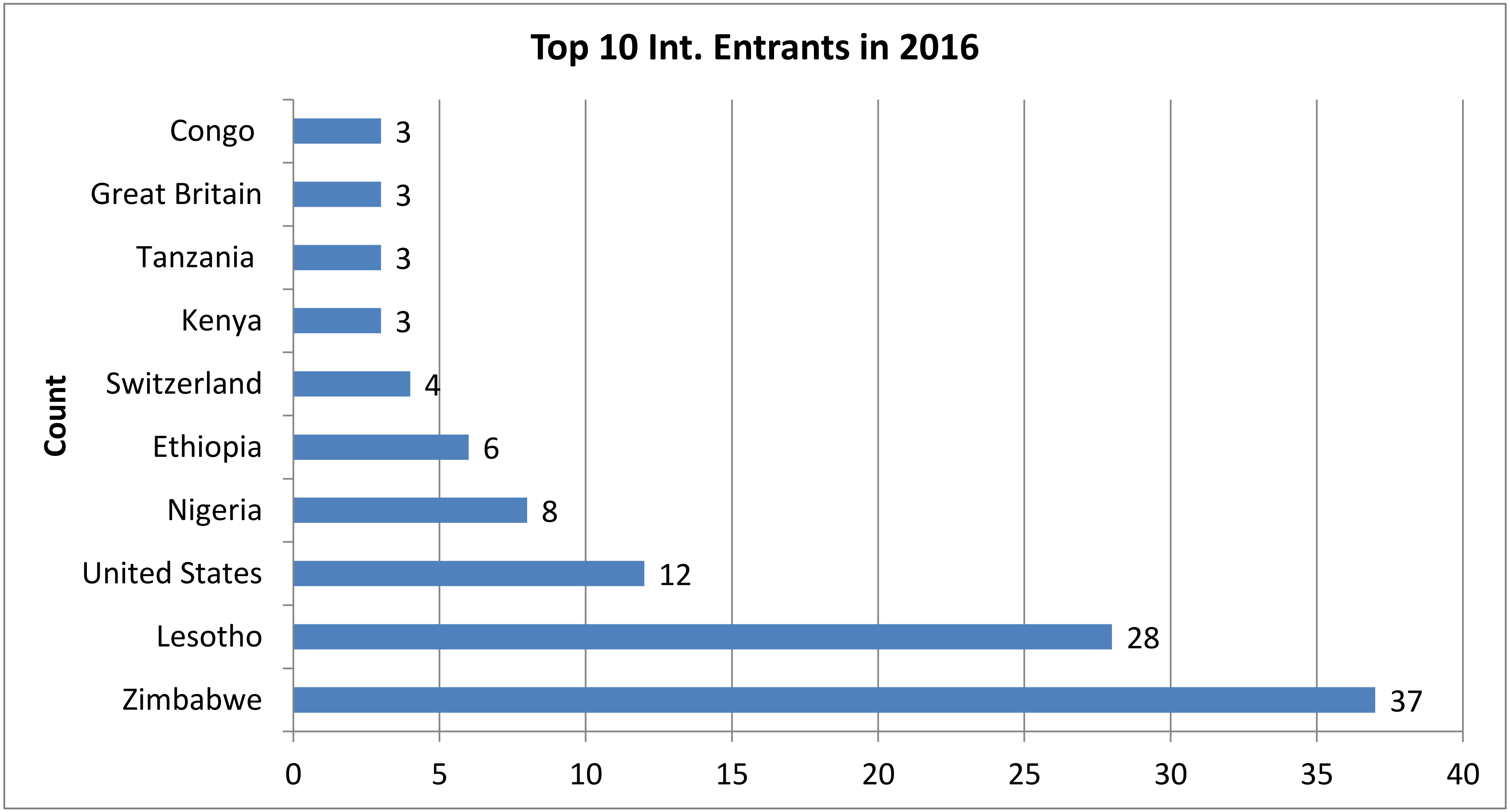
International Entries



Origin	Count
South Africa	15 157
International	131
TOTAL ENTRIES	**15 288**

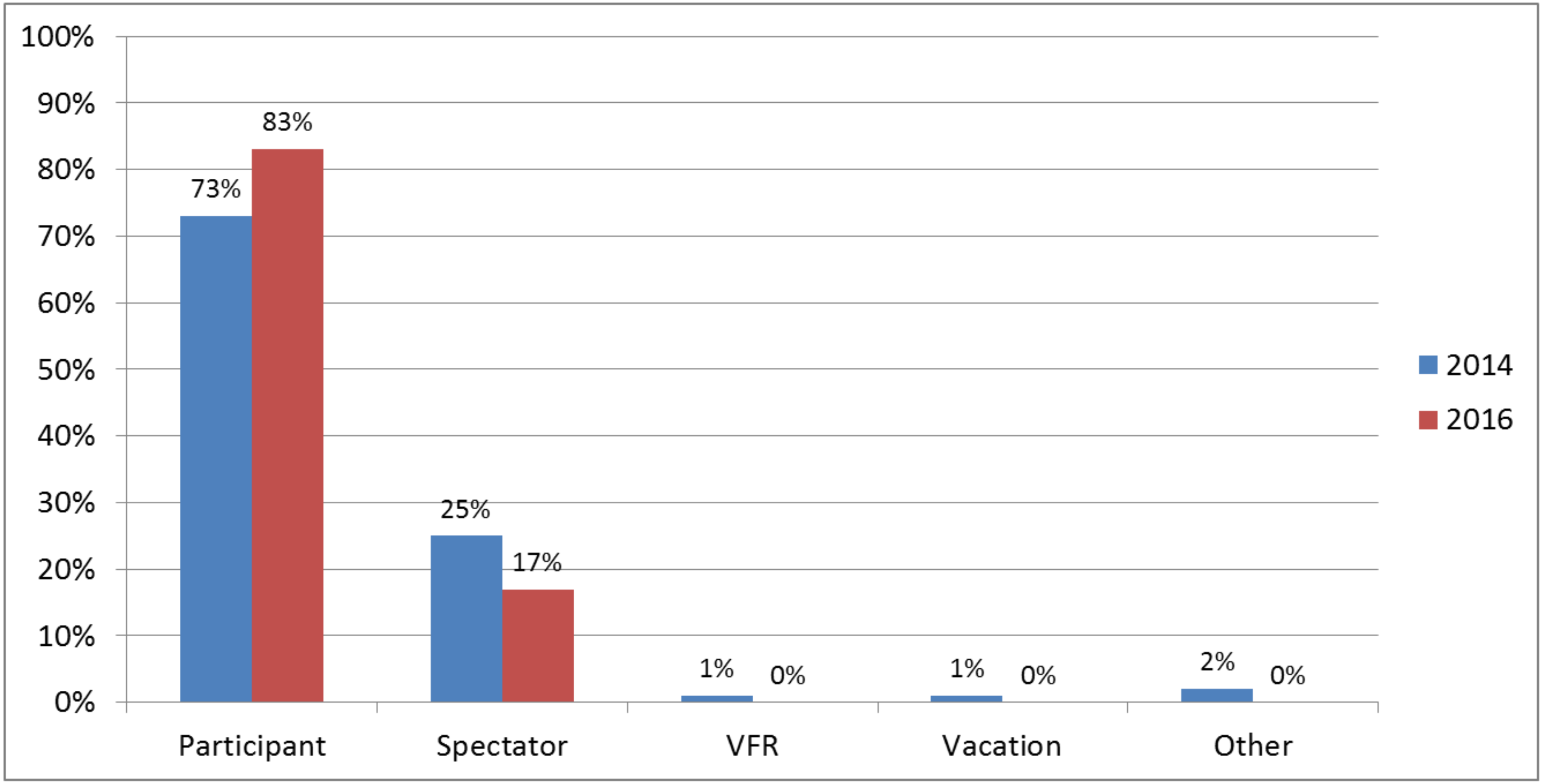
It is evident, from the data that the event is still predominately a local South African event. However, the international entries have the potential to increase the event in the future.

International Entries (cont'd.)



It is positive to see that, within the top 10 international countries, there are 3 nations that are not from Africa (i.e. USA, Switzerland, and Great Britain). Also, 5 of the African nations (Nigeria, Ethiopia, Kenya. Tanzania, and Congo) are regarded as air markets, who generally have a higher spend than land markets. Unfortunately, there was no data from 2014 to use in the graph above to make any comparisons.

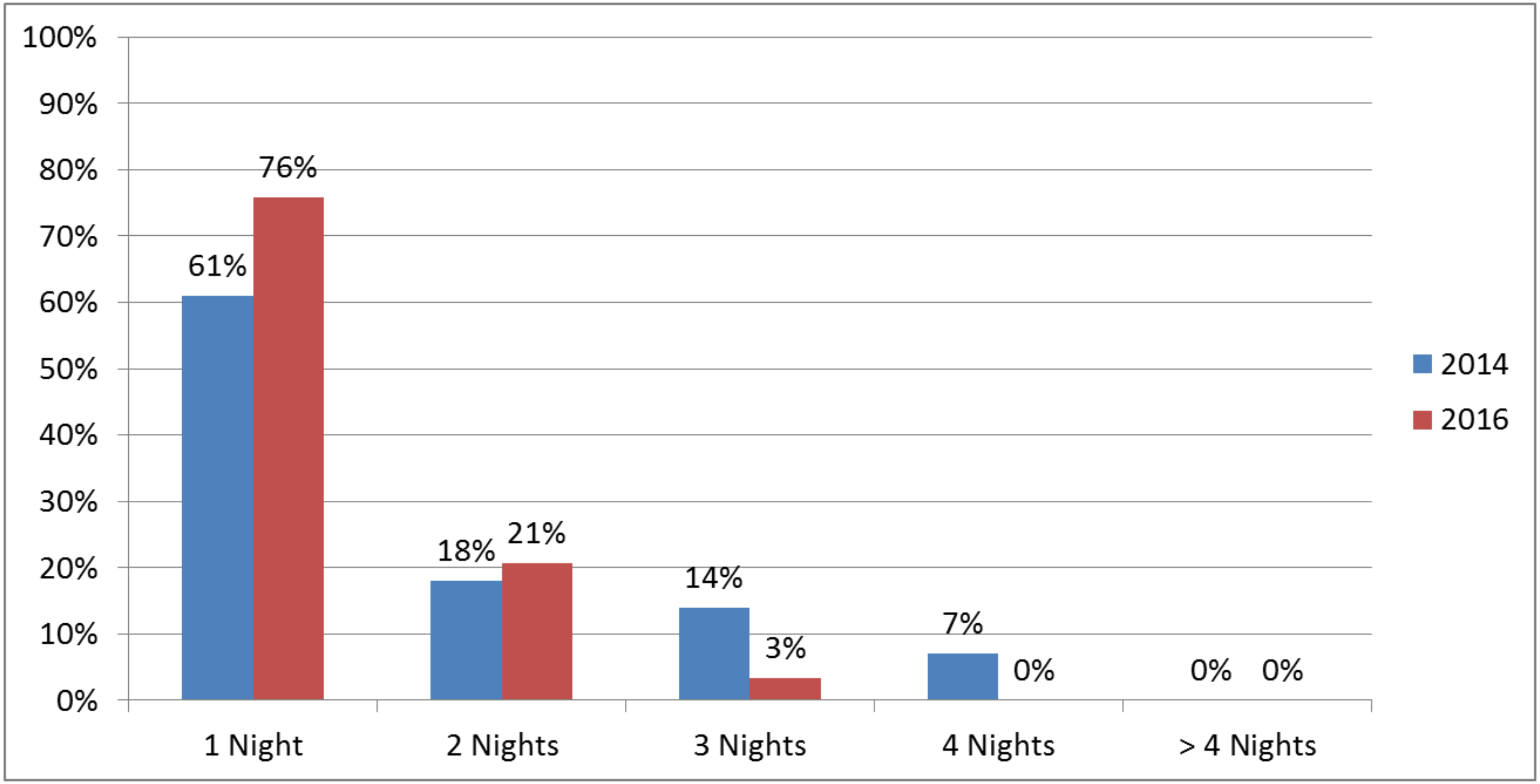
Purpose of Visit



It is evident that all of the respondents were in the area at the time of the event for the main purpose of either spectating at or participating in the event. The majority of the respondents were participants (83%) while 17% were spectators. There was a 10% increase in the number of participant respondents when comparing 2014 and 2016. This is a positive finding as the participants are better equipped to answer all of the questions as accurately as possible.

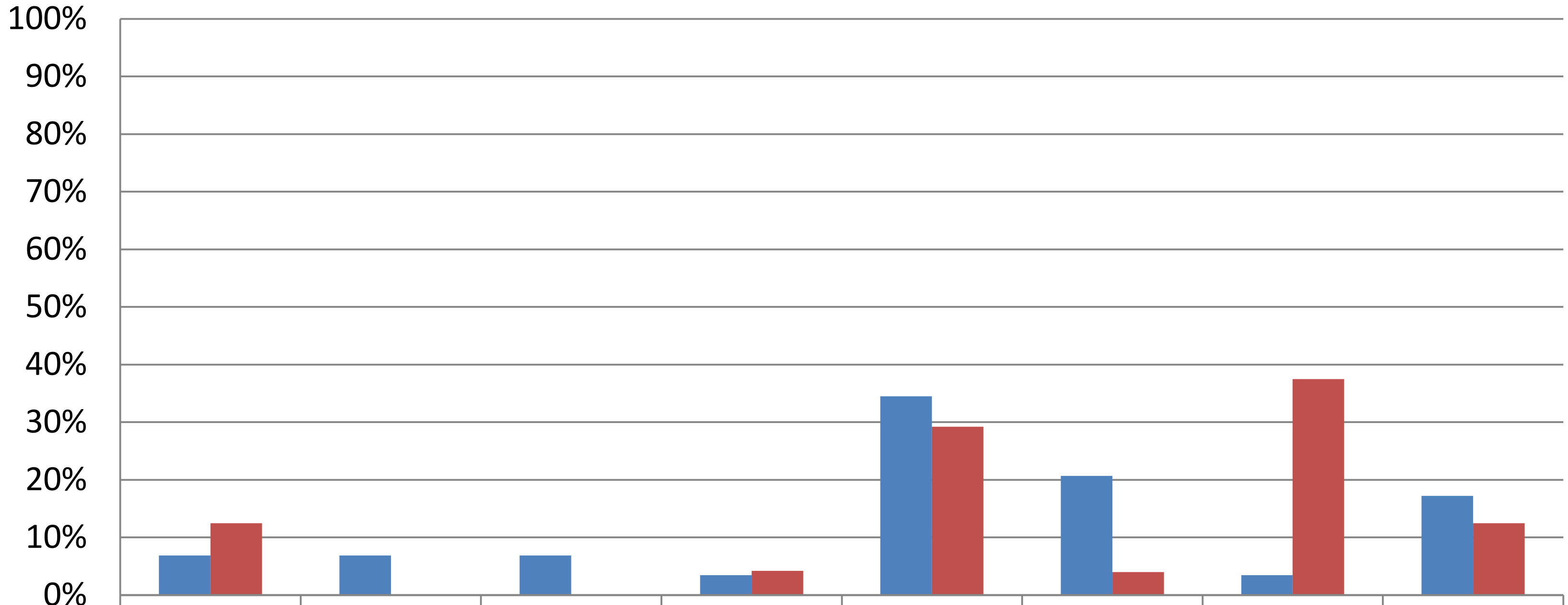
Length of Stay: Overnight Visitors

Average Stay in 2016: 1.3 Nights



It is evident from the graph above that the majority of the respondents (76%) stayed for 1 night (i.e. the night before the race). In addition to this, 21% of the respondents stayed for 2 nights (i.e. the weekend), while only 3% stayed for either 3 nights. The average stay of all overnight visitors was estimated to be **1,3 nights**, which was an decrease from 2014's figure (2,6 Nights).

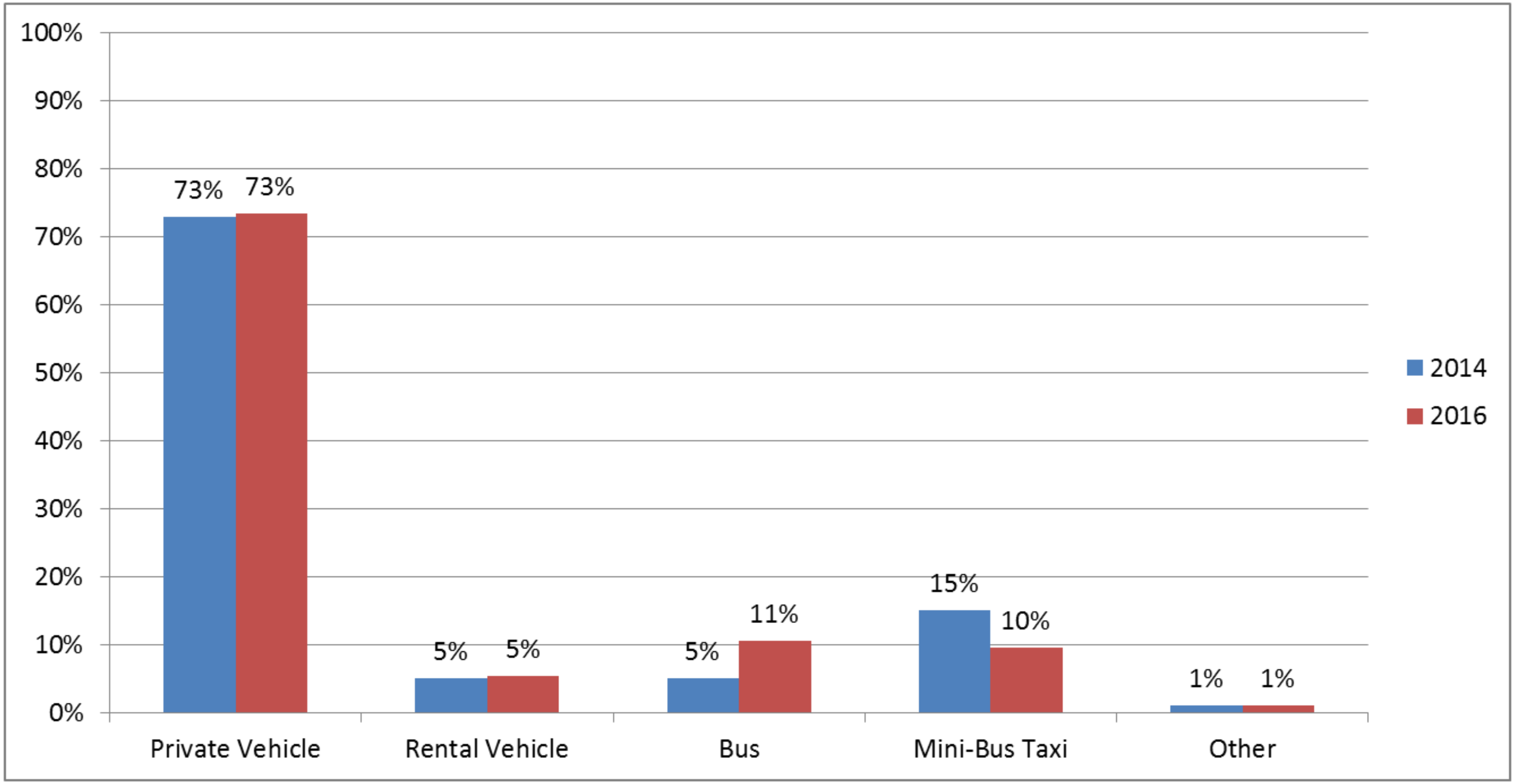
Accommodation Types



	Self-Catering Unit	Other	Luxury Hotel	Holiday Home	Friends/Family	Family Hotel	Camping/Caravan	B&B/Guest House
2014	7%	7%	7%	3%	34%	21%	3%	17%
2016	13%	0%	0%	4%	29%	4%	38%	13%

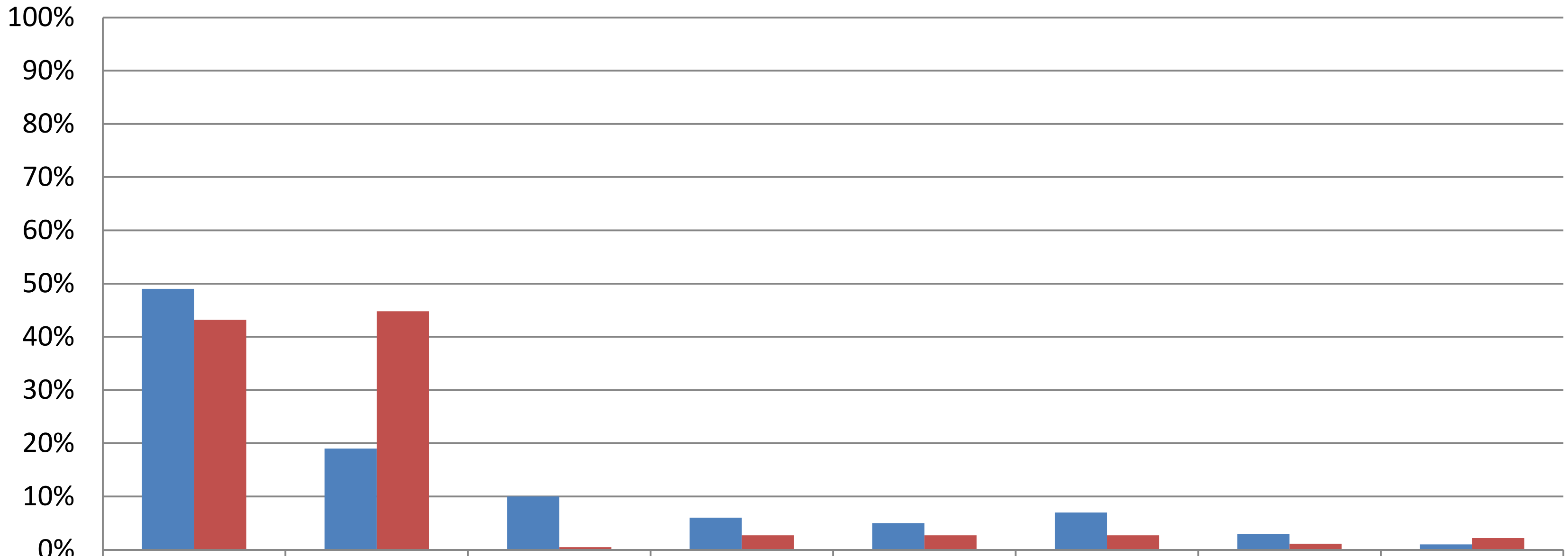
It is evident from the graph above that the majority of the respondents made use of ‘camping/caravan’ facilities (38%), while 29% stayed with their friends or family. This may have an impact on the economic impact as these types of accommodation are ‘low-cost’. There was a significant increase in the number of respondents (increase of 35%) who used ‘camping/caravan’ accommodation.

Transport to Event: Visitors Only



The majority of the respondents (visitors only) travelled to the area of the event in 'Private Vehicles' (73%) and this was followed by 11% who travelled in a 'Bus' and 10% who used a 'Mini-Bus Taxi'. Local residents were excluded from this graph as many of them were dropped off or walked to the event. There were no significant changes between 2014 and 2016, except for a notable increase in the use of busses/public transport.

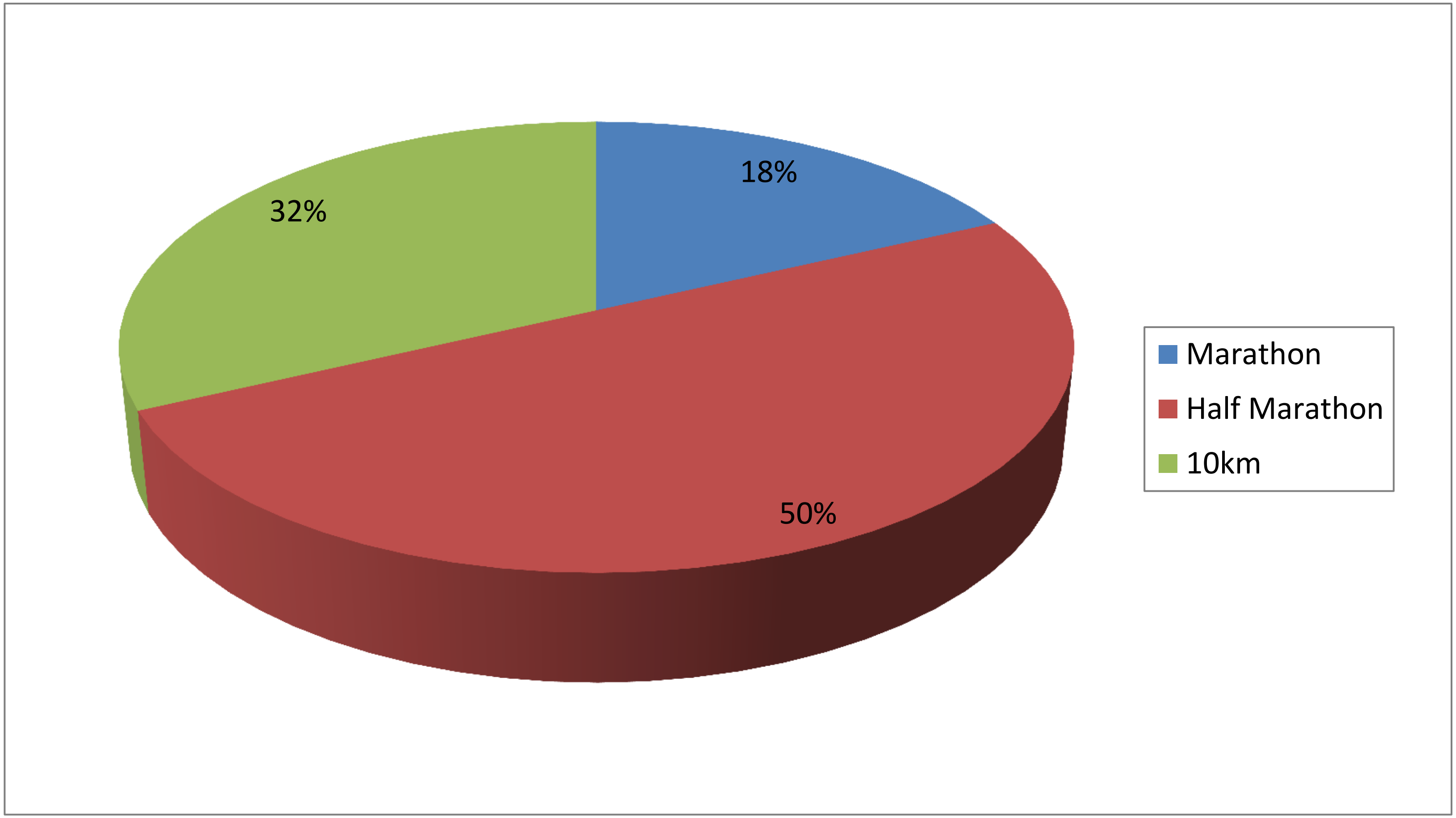
How did you hear about the Mandela Day Marathon?



	Word-of-Mouth	Attended Before	TV Ad	Newspaper / Magazine	Posters / Banners / Flyers	Radio	Internet / Social Media	Other
2014	49%	19%	10%	6%	5%	7%	3%	1%
2016	43%	45%	1%	3%	3%	3%	1%	2%

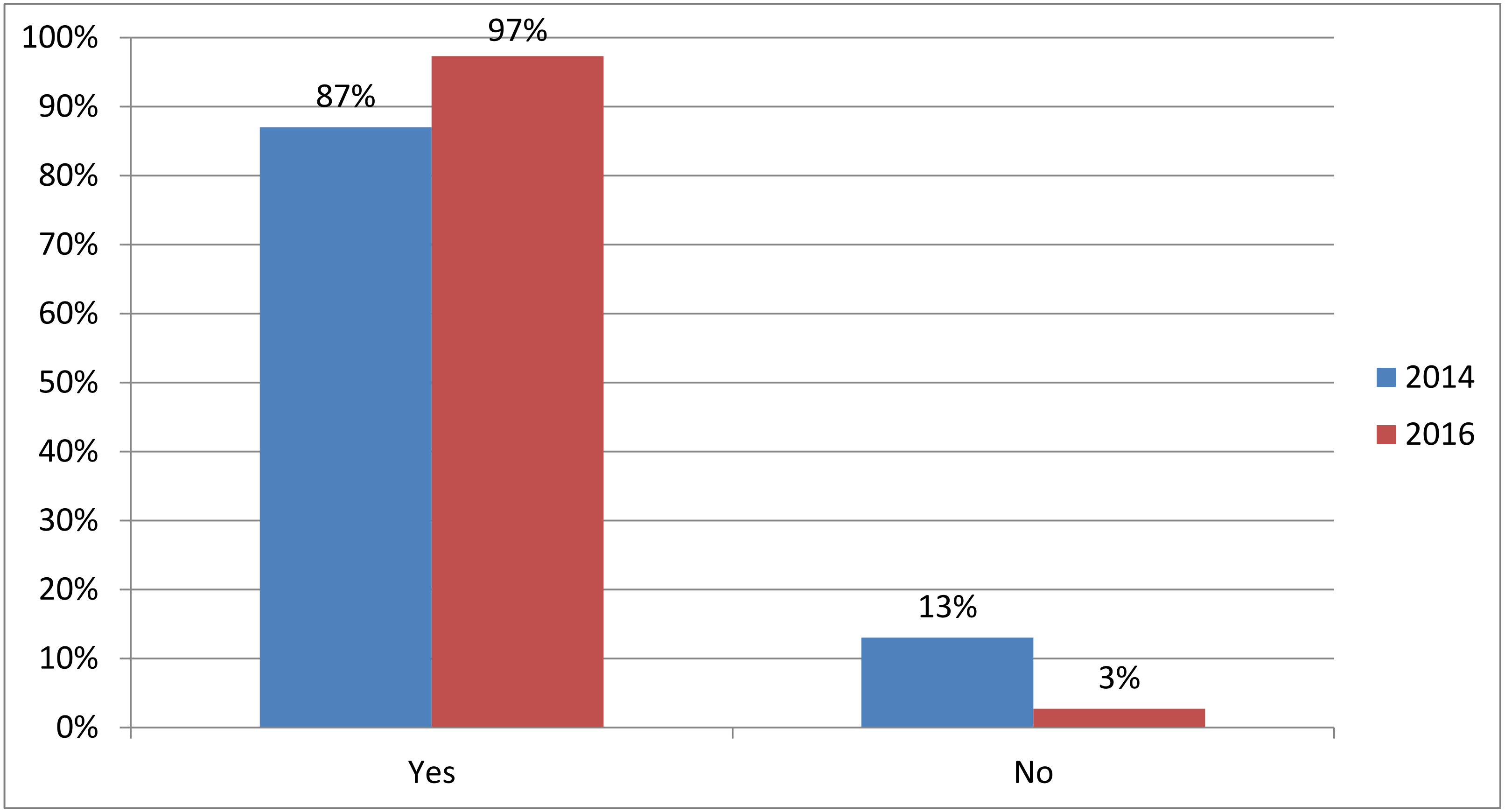
It is positive to note that 45% of the respondents were influenced to attend the event due to their previous attendance. In addition to this, 43% of the respondents attended the event due to ‘Word-of-Mouth’. That means 88% of the respondents attended the event without any influence from any traditional advertising means and thus, the event’s reputation was enough to influence people to attend. There was significant increase in the number of respondents who had attended the race due to their previous participation.

Race Attendance, 2016



In 2016, 50% of the respondents had noted that they took part in the Half-Marathon – while 32% took part in the 10km race and only 18% said that they took part in the [full] Marathon. As this question was only asked in 2016, there is no data from 2014 to be compared with.

Information Satisfaction



It is extremely positive to note that 97% of the respondents were satisfied with the information that was provided regarding the event. Thus, this suggests that the overall organisation of the event was perceived to be very good. There was a 10% increase in the number of respondents who were satisfied with the information when comparing 2014 and 2016.

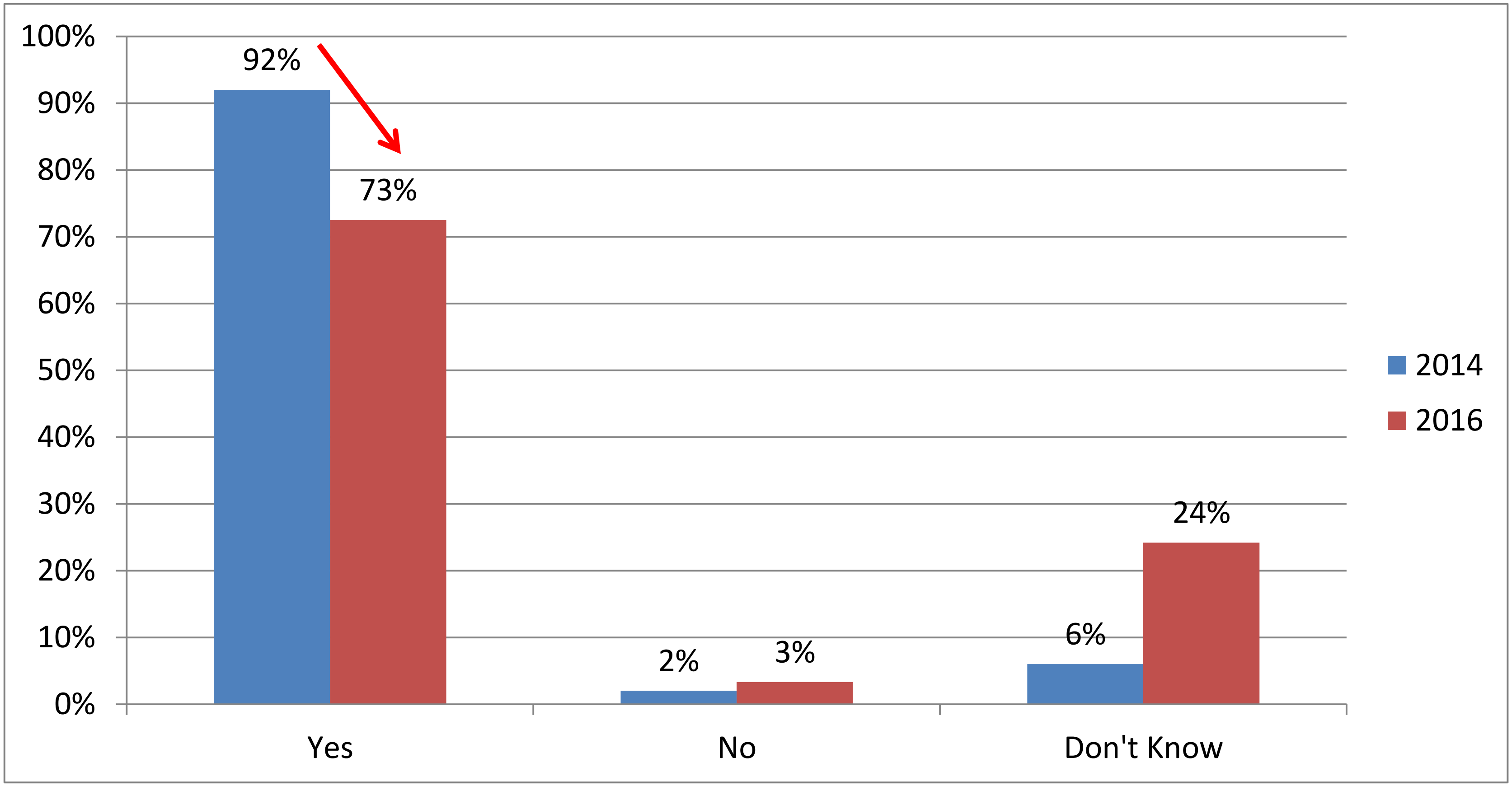
Marketing Improvement Suggestions

It must be noted that the majority of the respondents indicated that the event was already well marketed.

However, the following suggestions were made by the **respondents**:

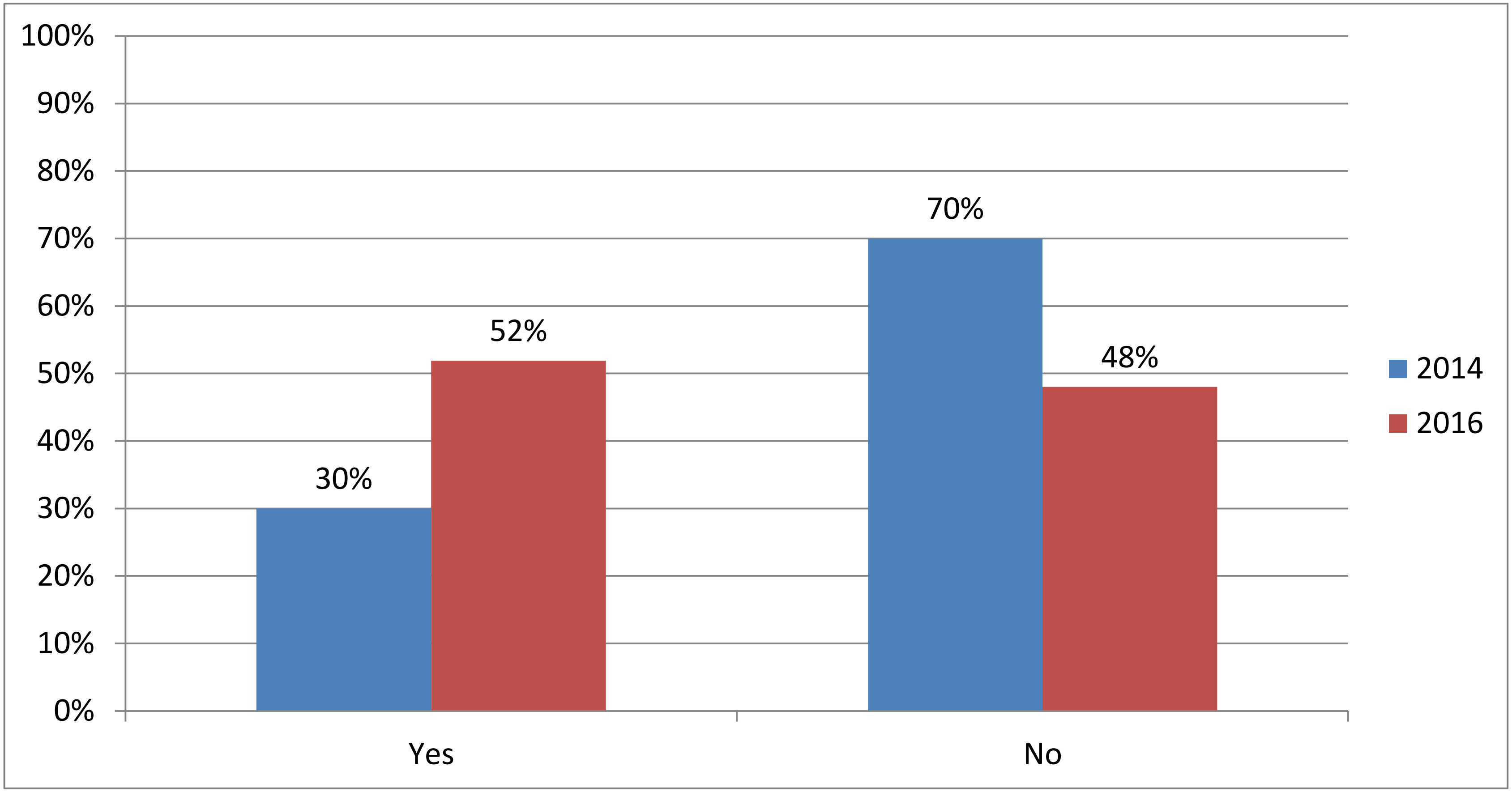
- Market more on TV
- Increase the social media marketing/presence
- Advertise by using brochures and pamphlets
- More radio coverage
- Marketing should cover a wider audience

Future Attendance



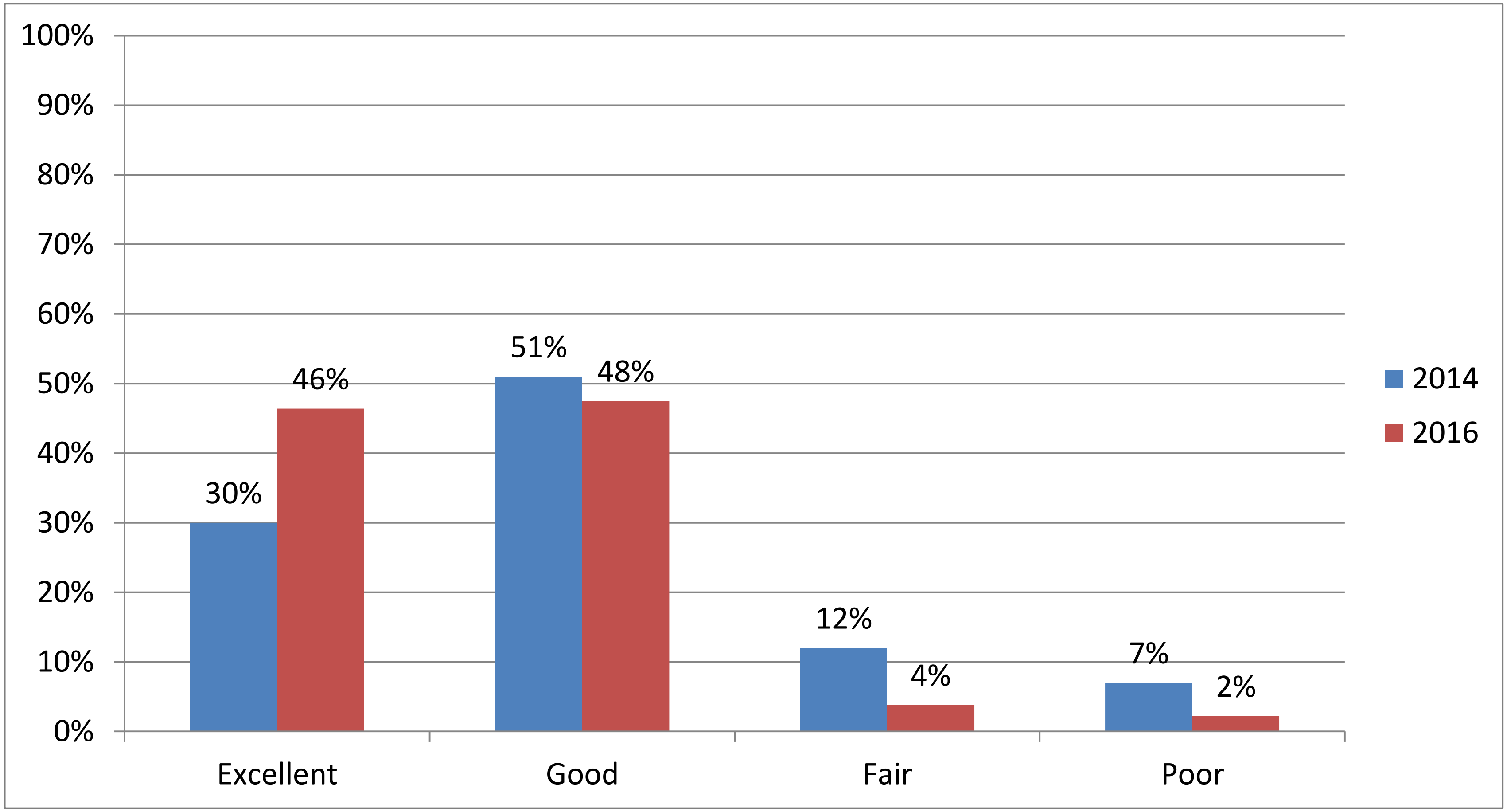
It is positive to note that 73% of the respondents said that they will attend the event again in the future. It is also possible that a further 24% may attend the event in the future. However, when comparing 2014 and 2016, there was a 19% decrease in the number of people who said that they would attend again – this occurred alongside an 18% increase in the number who were not sure.

Previous Attendance



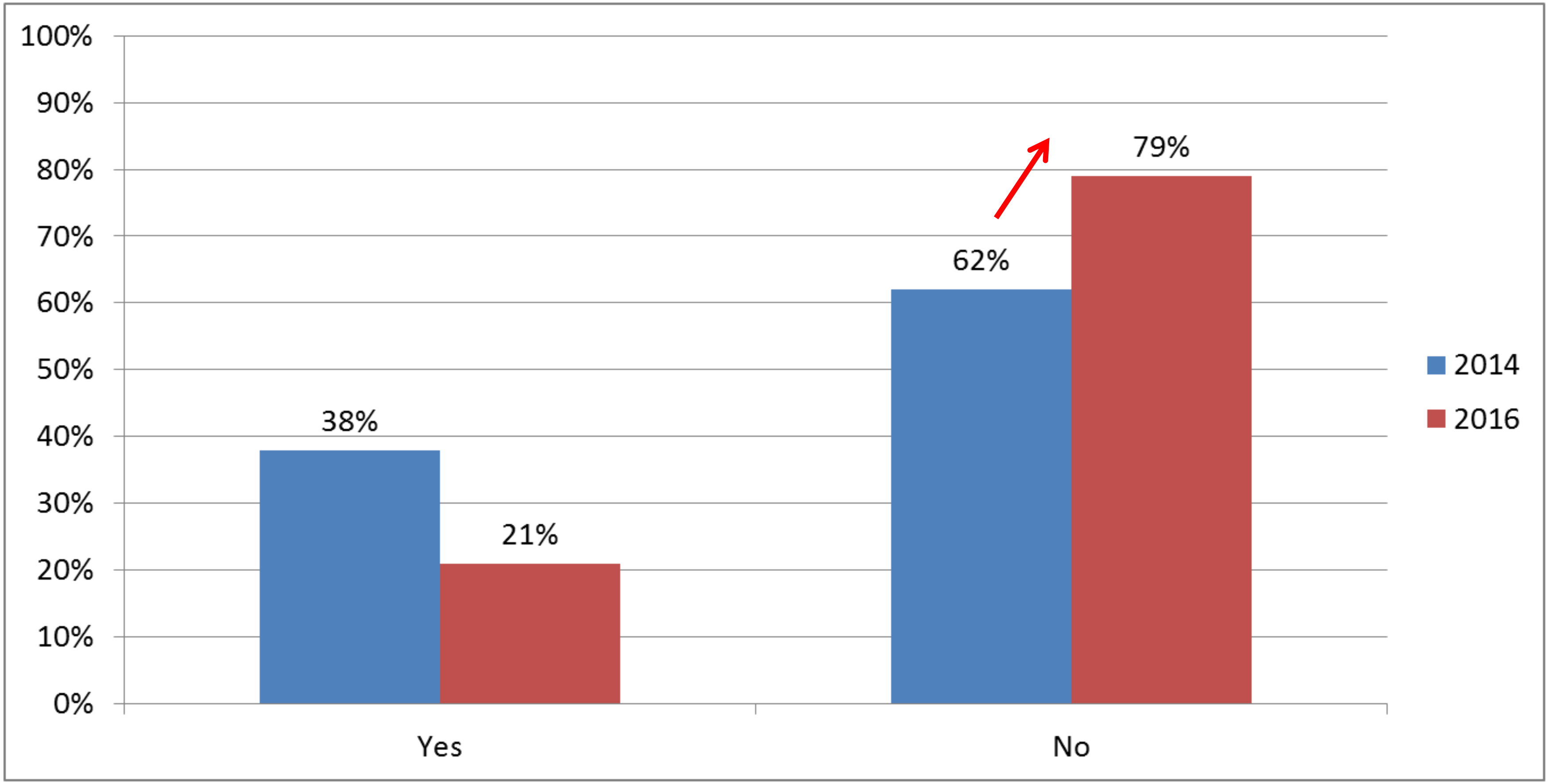
Approximately 48% of the respondents indicated that they had NOT attended the race before. Once again, this is very important in terms of the general growth of the event. There was however, a 22% decrease in the number of "first-timers" but this happened alongside a 12% increase in the number who attended the event before.

Experience Rating



Approximately 94% of all the respondents had either an ‘excellent’ (46%) or ‘good’ (48%) experience at the event. This is very encouraging for the event and its reputation. It is positive to note that there was a 16% increase in the number of those who had an ‘excellent’ experience.

Experienced Problems?



It is evident that 79% of the respondents did NOT experience any problems at the event. The number of people who did NOT experience any problems had increase by 17% when comparing 2014 and 2016. However, when compared to other similar events in the province, this number is considered to be quite low. The problems that were experienced by 21% of the respondents are listed on the next slide.

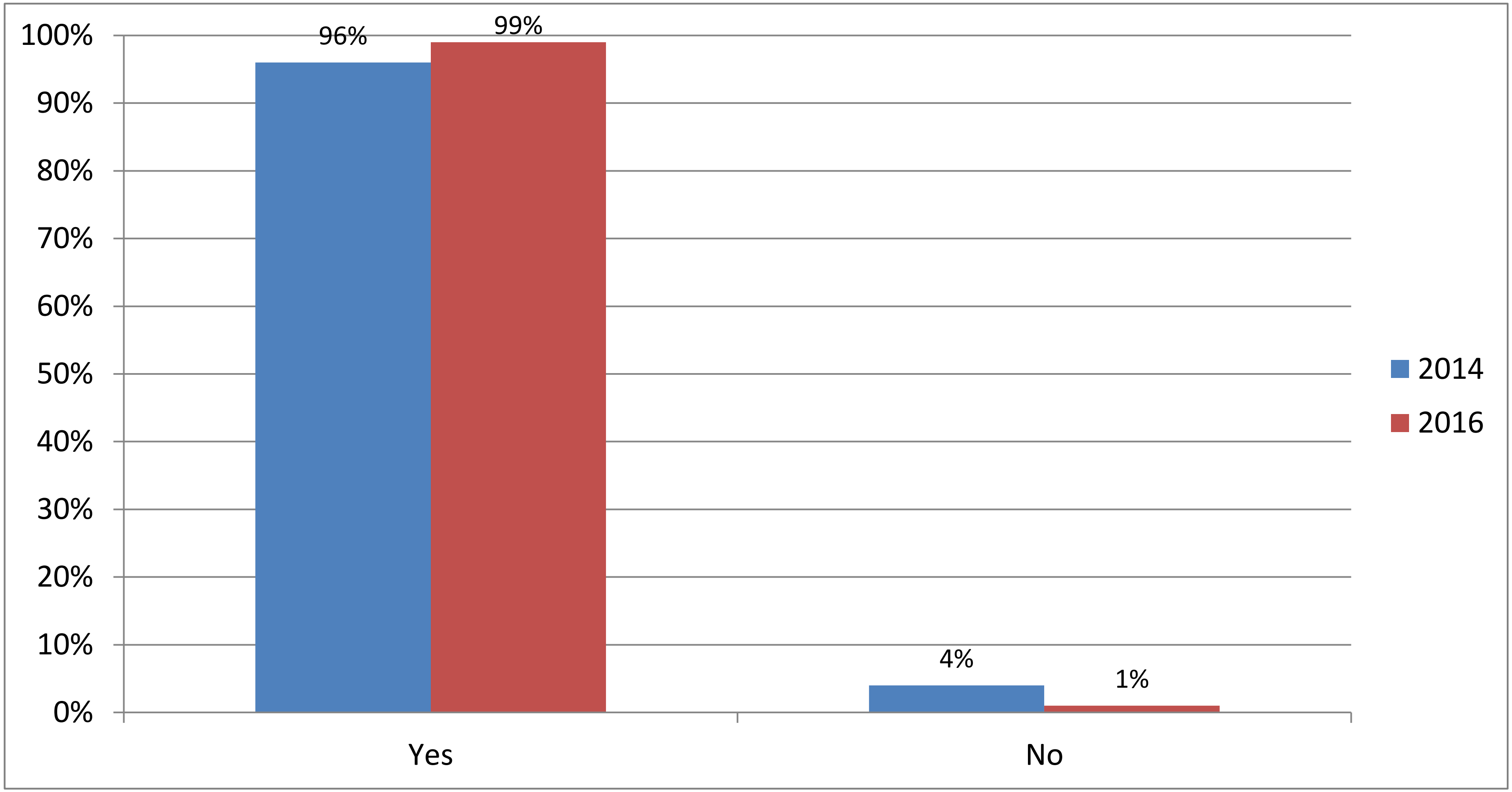
Problems Experienced

Some of the problems listed by the **respondents** included:

- Parking issues
- Delayed starting time
- Water stations ran out of refreshments
- T-Shirt sizes and quality
- Water tables were too far from each other

Note: The problems that have been addressed were not a cause for concern. The reason for this is because these are often associated with a young event, or even an event where no prior surveys have been conducted.

Recommend the Event to Family & Friends?



When asked if they would recommend the event to family and friends, 99% of the respondents said that they would. This is a positive sign as it shows that 'Word-of-Mouth' will likely continue to be a common influence for people to attend the event. There was no significant difference between the 2014 and 2016 events.

Reasons for Recommending the Event

Respondents cited the following reasons for recommending the event:

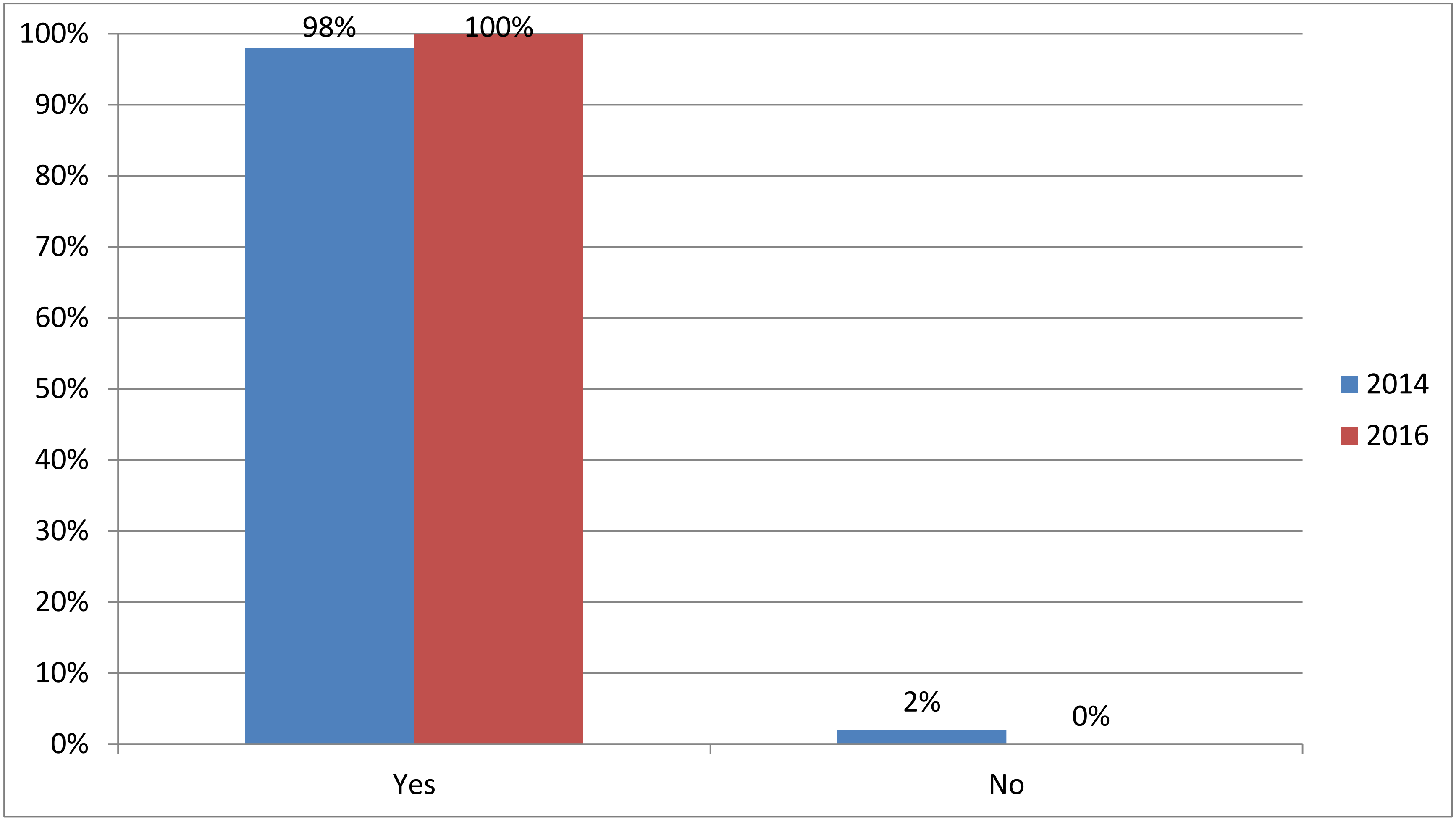
- A fun and healthy event
- Good to get outdoors
- Good atmosphere and experience
- Historic occasion
- Memorable and enjoyable event

Event Improvement Suggestions

The **respondents** have noted the following suggestions in terms of improving the event in the future:

- A more structured parking system
- Provide more stock for the refreshment stations, and more fruit
- Start the race an hour earlier, and on time
- More accessible food and beverage outlets
- More massage services
- Improved bus services

Recommend KZN as a Tourist Destination?



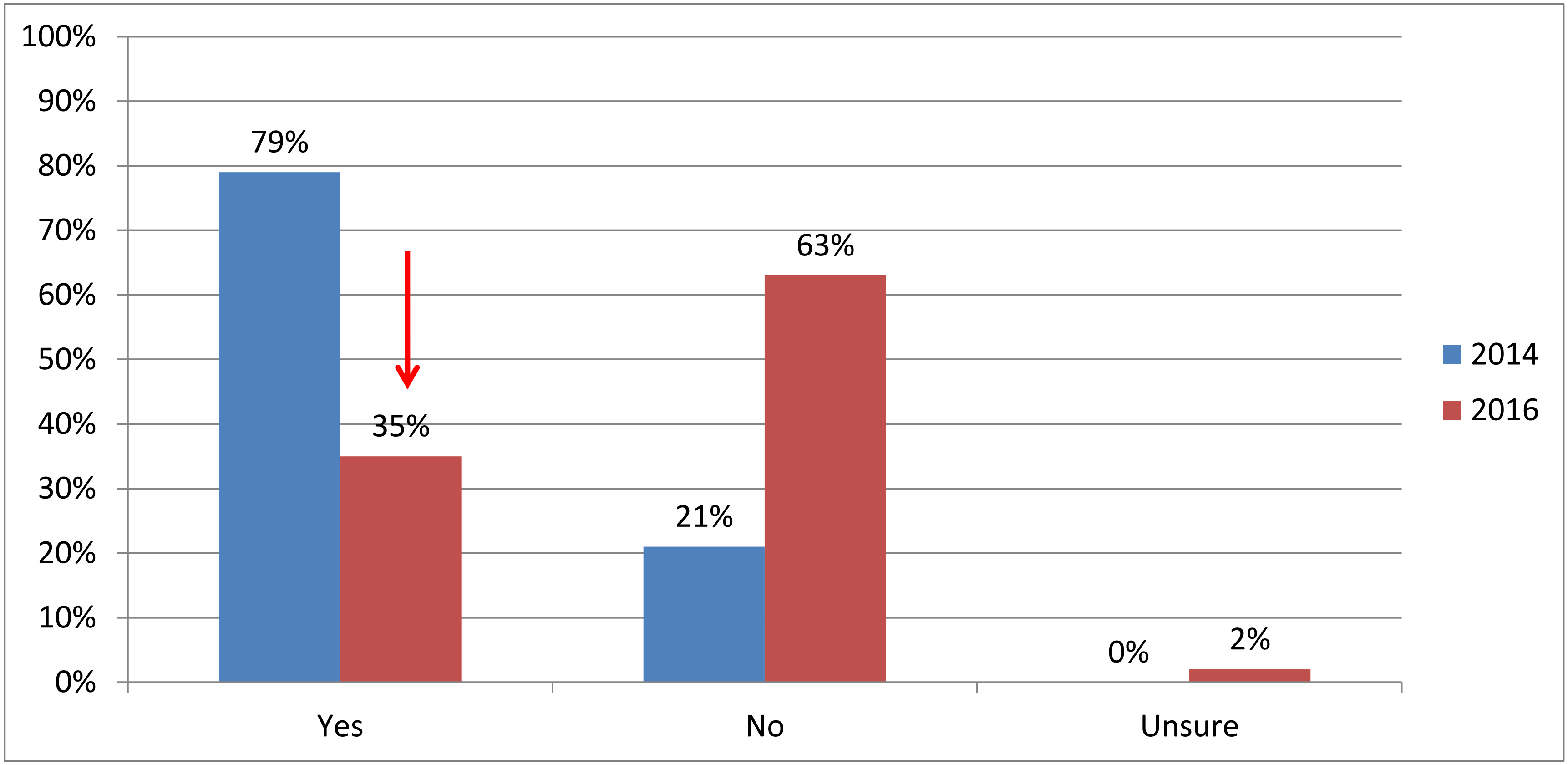
It is positive to note that, in 2016, all (100%) of the respondents said that they would recommend KZN as a tourist destination to their friends and family.

Reasons for Recommending KZN as a Tourist Destination

The respondents listed the following reasons for recommending KZN:

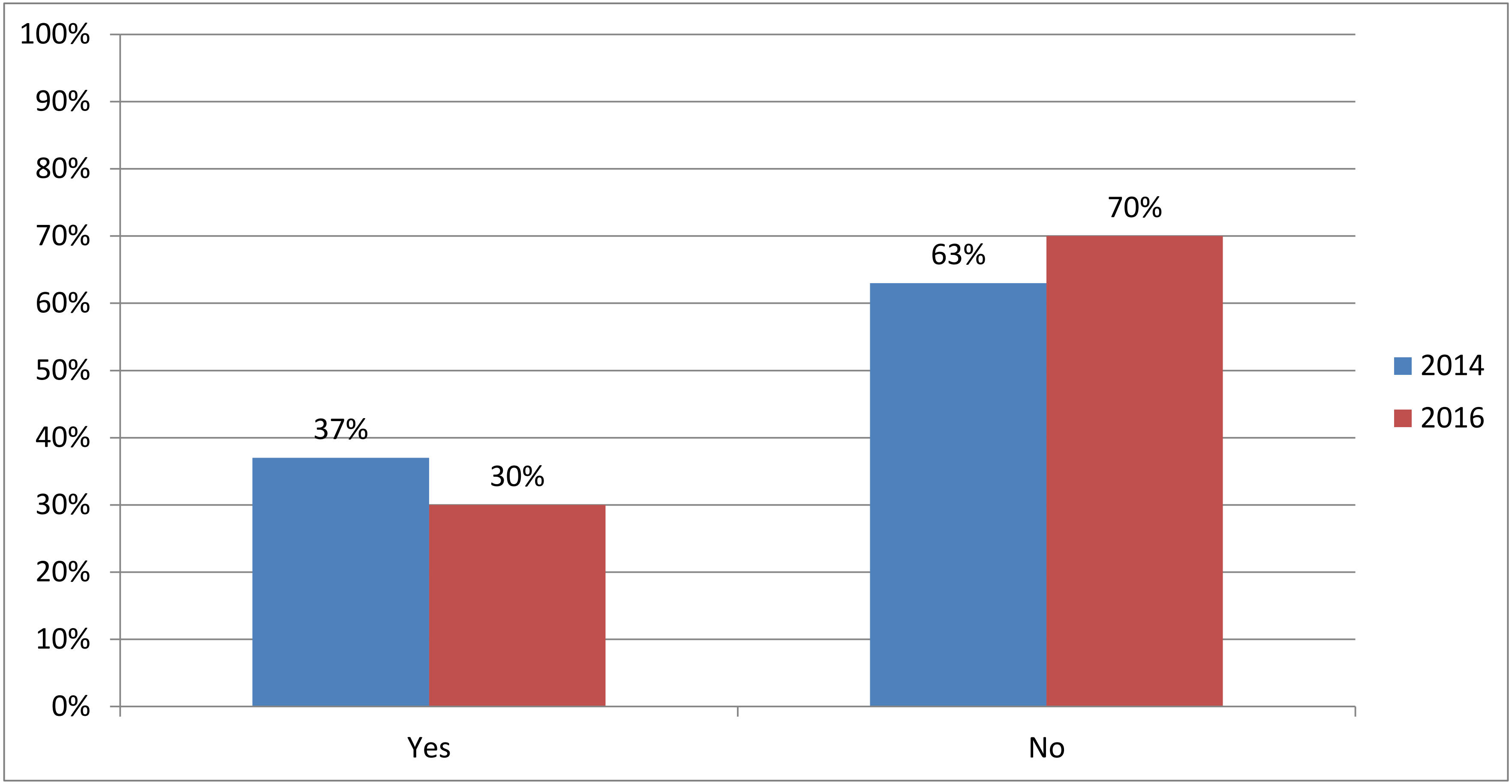
- Excellent weather/climate
- The beaches
- Friendly people
- Beautiful scenery/landscapes
- Many things to do
- The province has many events that are well organized
- It has a great “vibe”
- The mountains
- A great holiday destination

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



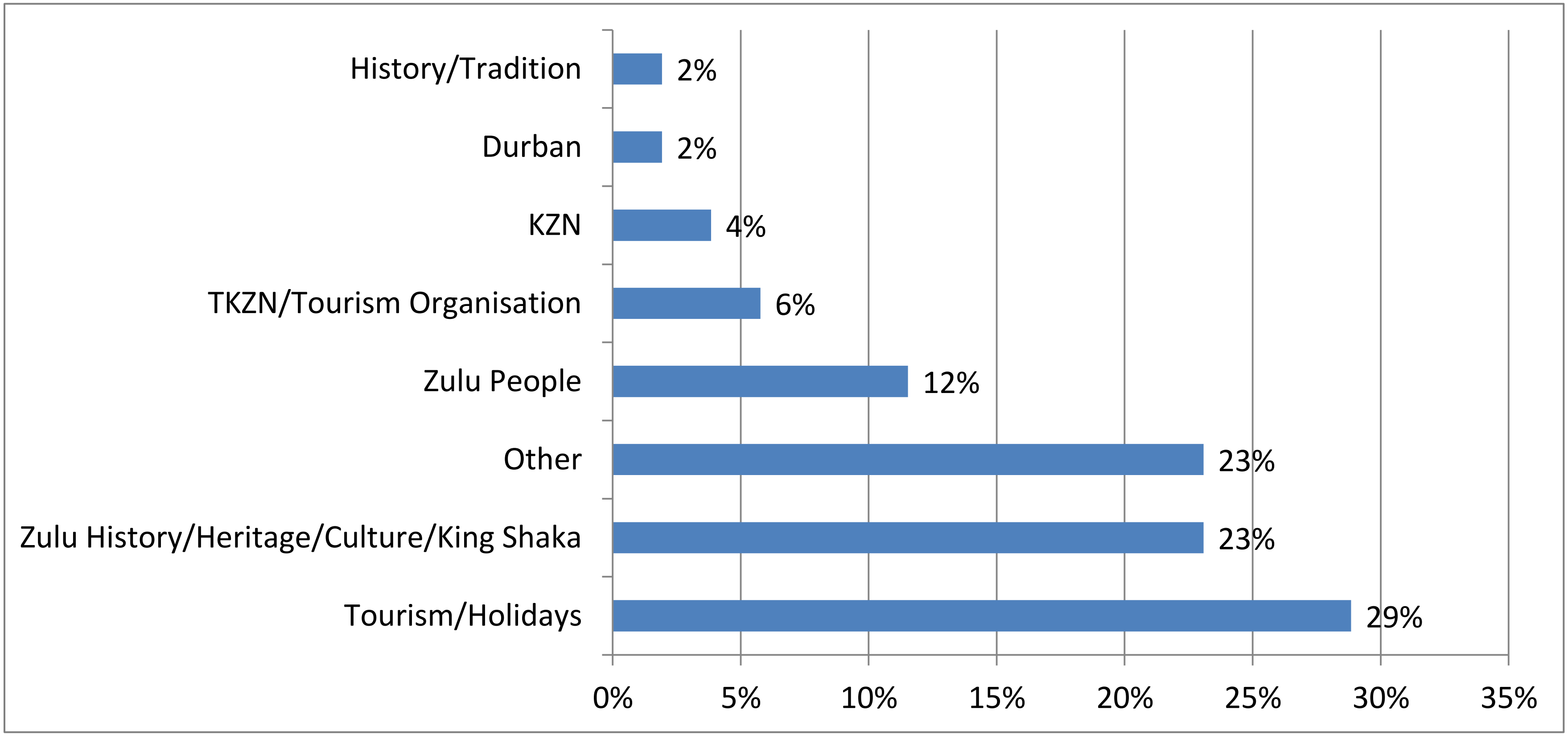
Despite the positive signs from the previous slide, the graph above indicates that 63% of the respondents do NOT plan to travel to or within KZN for a holiday in the next 12 months. When comparing 2014 and 2016, there was a 44% decline in the number of respondents who did plan to travel to or within KZN for a holiday. The real reason behind this is unknown but it could be due to financial constraints in the current economic climate.

Familiar with TKZN Slogan?



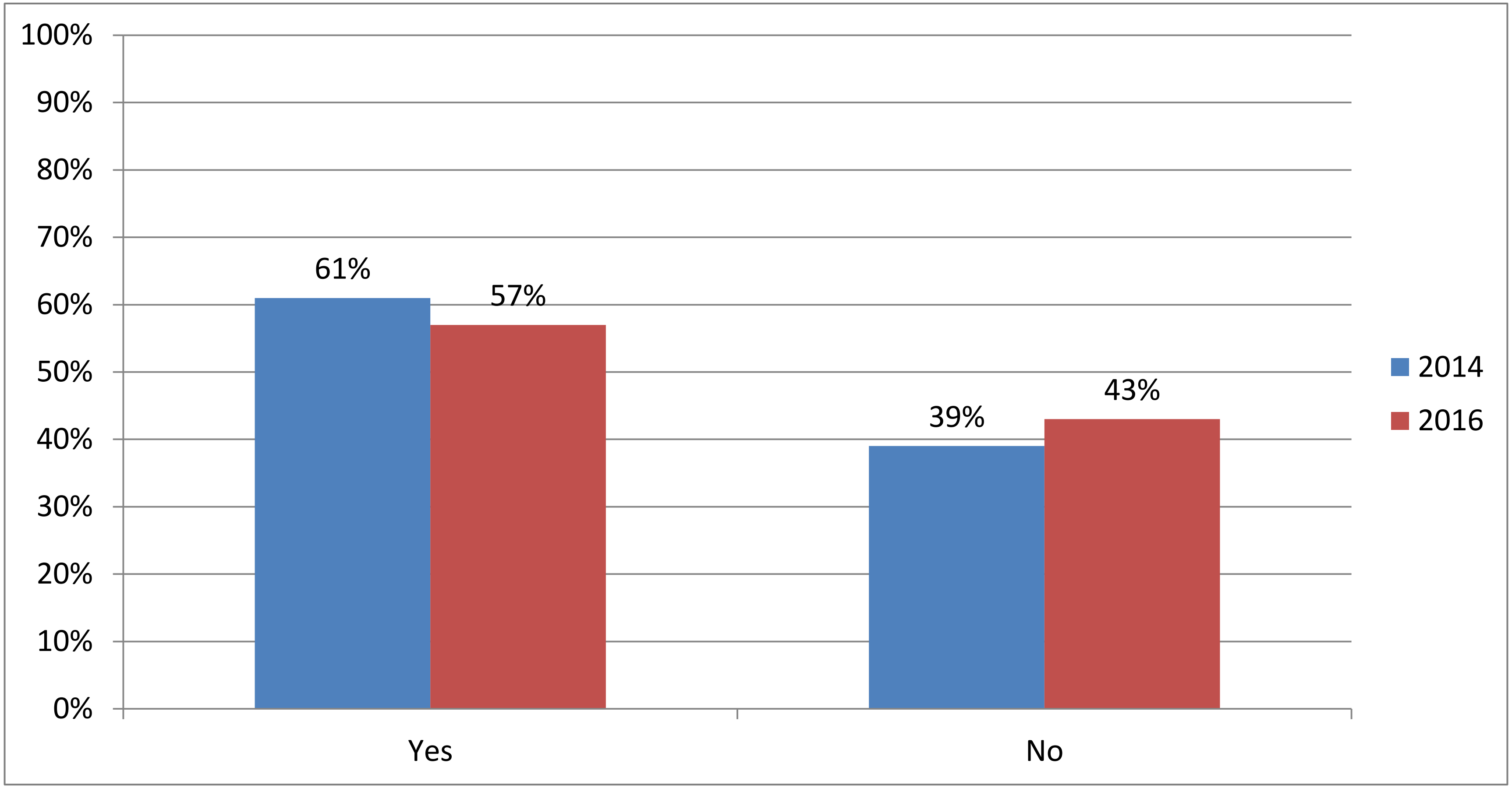
Only 30% of the respondents had noted that they were familiar with the TKZN slogan, “Zulu Kingdom. Exceptional”. When comparing 2014 and 2016, there was a 7% increase the number who had NOT heard of the slogan before. This is a negative finding in terms of TKZN’s brand awareness.

‘Zulu Kingdom Slogan’: Associations in 2016



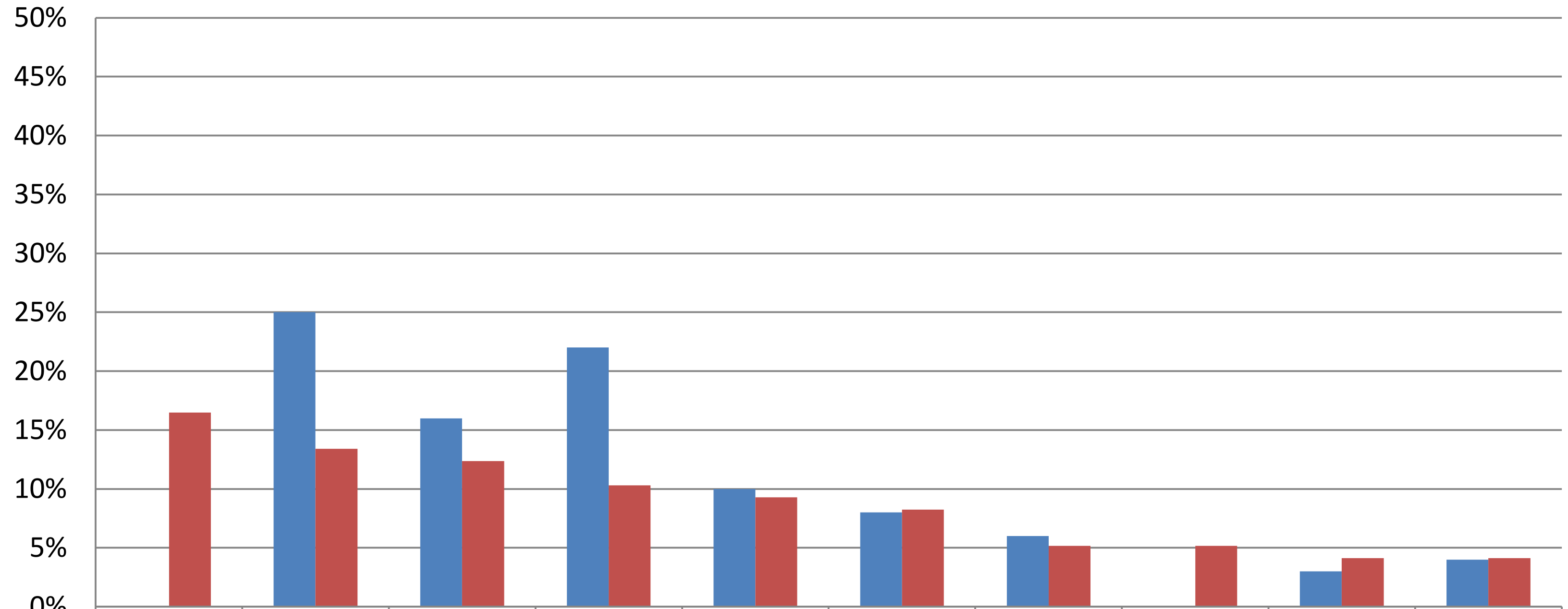
It is clear that the majority (29%) of the respondents associated the slogan with ‘Tourism/Holidays’. This is a very positive finding for TKZN. Following this, 23% of the respondents associated the slogan with ‘Zulu History/Heritage/Culture/King Shaka’ and ‘Other’ concepts. The majority of the ‘other’ concepts can be contributed to the fact that the respondents were unsure or did not know what they associate the slogan with.

Noted Zulu Kingdom Logo?



It is evident from above that 57% of the respondents had noted the TKZN logo, while 43% had not. It is positive to see that the majority had noted the logo – but this figure is deemed to be quite low. There was a 4% decrease in the number of respondents who had noted the logo when comparing 2014 and 2016.

Where Zulu Kingdom Logo Noted? (Top 10)



	Unsure/Cannot Recall	TV	Other	Billboards/Posters/Banners	Internet/Social Media	Attractions (uShaka Marine World)	Airport/King Shaka Airport	Tourism Information Office	Magazine	Newspapers
2014	0%	25%	16%	22%	10%	8%	6%	0%	3%	4%
2016	16%	13%	12%	10%	9%	8%	5%	5%	4%	4%

It is evident that, in 2016, most of the respondents were not sure where they had noted the logo. This was followed by 13% who had seen the logo on TV. However, it is possible that they may be confused with the SA Tourism logo which is very similar.

Spend Breakdown: Local Residents

Zulu Kingdom. Exceptional

Local Resident	2014
Items	**Amount**
Accommodation	-
Food & Beverage	R66
Transport	R133
Entertainment	^
Souvenirs/Other	^
Total Average Spend	**R367**

Local Residents	2016
Items	**Amount**
Accommodation	-
Food & Beverage	R44
Transport	R48
Entertainment	^
Souvenirs/Other	^
Total Average Spend	**R219**

It is evident that the local resident's spend is very low and even though they do not have an impact on the economic impact, it is better to draw in more visitors has there spend tends to be a lot higher. Also, the average spend across most categories has declined when comparing 2016 with 2014.

^The number of respondents who answered this was too low to draw a mean figure that would be statistically relevant

Spend Breakdown: All Visitors

All Visitors	2014
Items	**Amount**
Accommodation*	R188
Food & Beverage	R197
Transport	R298
Entertainment	^
Souvenirs/Other	^
Total Average Spend	**R701**

All Visitors	2016
Items	**Amount**
Accommodation*	R150
Food & Beverage	R119
Transport	R308
Entertainment	^
Souvenirs/Other	^
Total Average Spend	**R669**

It is evident visitors are very important for the overall economic impact of the event due to their higher average spend at the event. It is also evident that the local residents have a very small average spend so it is therefore recommended to continue to increase the number of visitors, especially the overnight ones, at the event. The low figure for accommodation in 2016 could be attributed to the fact that 67% of the respondents either stayed with friends/family or they camped.

*Based on overnight visitors only

^The number of respondents who answered this was too low to draw a mean figure that would be statistically relevant

Spend Breakdown:
All Respondents in 2016

2016	Accommodation	Food & Beverage	Transport	Entertainment	Souvenirs/Other	Avg. Total Spend
Local Resident		R44	R48	^	^	**R219**
Day Visitor		R90	R213	^	^	**R505**
Overnight Visitor	R150	R177	R502	R40	R32	**R1 003**
Avg. Spend (All)		R82	R182	^	^	**R450**

In following on from the previous slide, the average spend of an overnight visitor was much greater than that of the day visitors and the local residents. Therefore, it is crucial to grow the number of **overnight visitors** who attend the event as this would have positive implications on the economic impact.

^The number of respondents who answered this was too low to draw a mean figure that would be statistically relevant

Estimated Economic Impact: Participants & Spectators

	2016		
	Overnight Visitors	Day Visitors	Local Residents
Participants			
Number	1 721	3 442	4 960
*Low Estimate	R1 091 229	R1 279 669	R895 329
**Middle Estimate	R1 726 417	R1 737 431	R1 088 283
***High Estimate	R2 361 777	R2 195 193	R1 281 734
Spectators			
Number	344	689	992
*Low Estimate	R218 289	R255 984	R179 101
**Middle Estimate	R345 352	R347 555	R217 700
***High Estimate	R472 449	R439 125	R256 397

*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:
1) The spectators were based on the estimated figure of 2 025
2) The participants were based on the figure of 10 123 which included runners aged 18+
2) Therefore, the estimated overall attendance stands at 12 148.

It is worth noting that the overnight visitors directly contributed between R1,3 million and R2,8 million towards the total **direct** economic impact of the event. This further emphasizes the importance of increasing the number of overnight visitors.

Total Estimated Economic Impact: Visitors Only in 2014 v 2016

	2014
Direct spend	***At least R3 986 612** **As mush as R7 319 925**
Total spend (Multiplier of 2,0)	****At least R7 973 224** **As much as R14 639 850**

	2016*	
	Direct Spend	Multiplier of **2,0****
Low Estimate	R2 845 171	R5 690 342
High Estimate	R5 468 544	R10 937 087

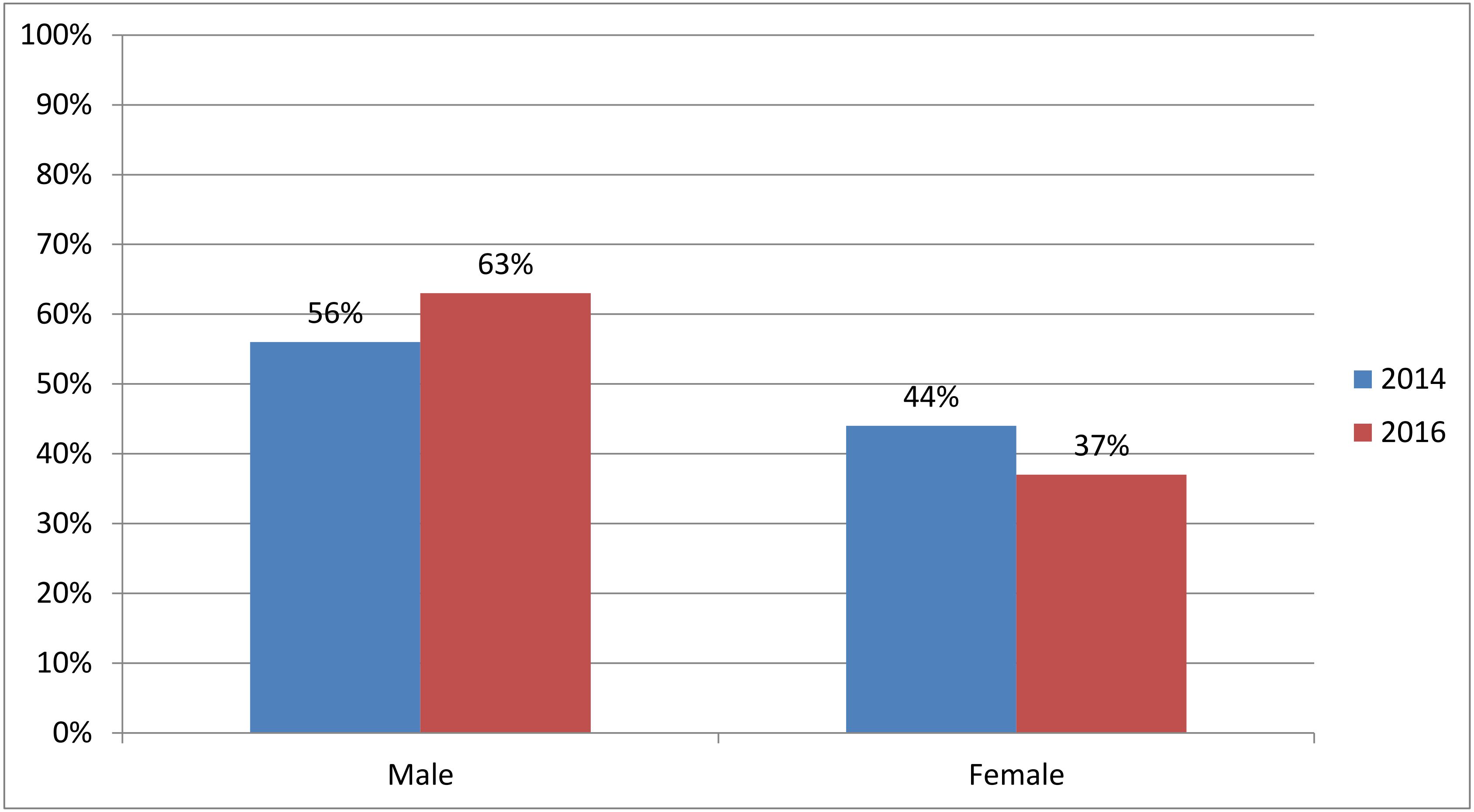
*This is an estimate based on the direct spend of **visitors only**. Thus, local residents are excluded from this figure ('recycled money').

This is also referred to as the **Indirect Economic Impact as it refers to the increased spend by locals from revenue generated through the event.

The value of the 2016 Mandela Day Marathon was therefore estimated to be between:

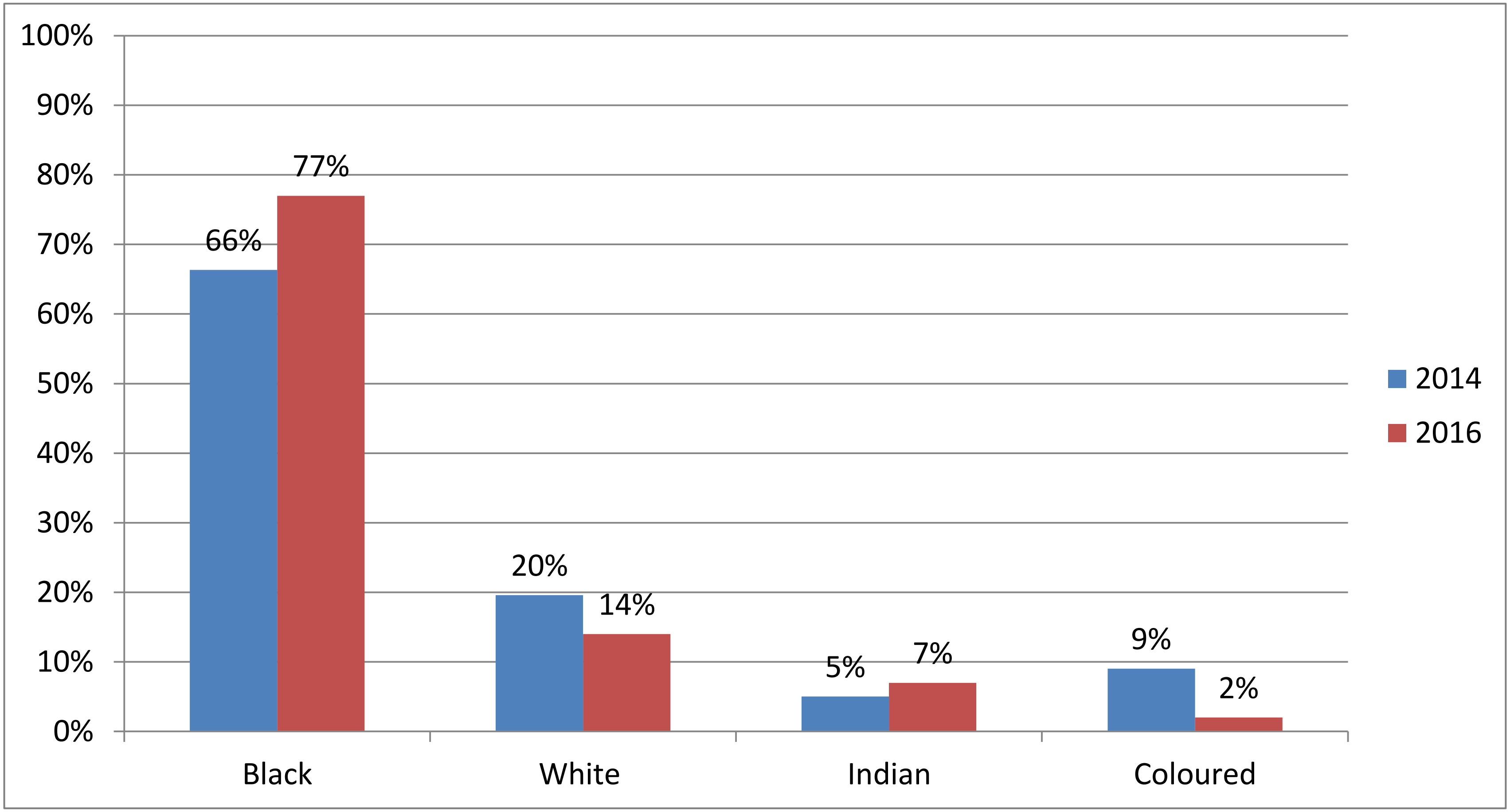
R5,7 million and R10,9 million

Demographics: Gender



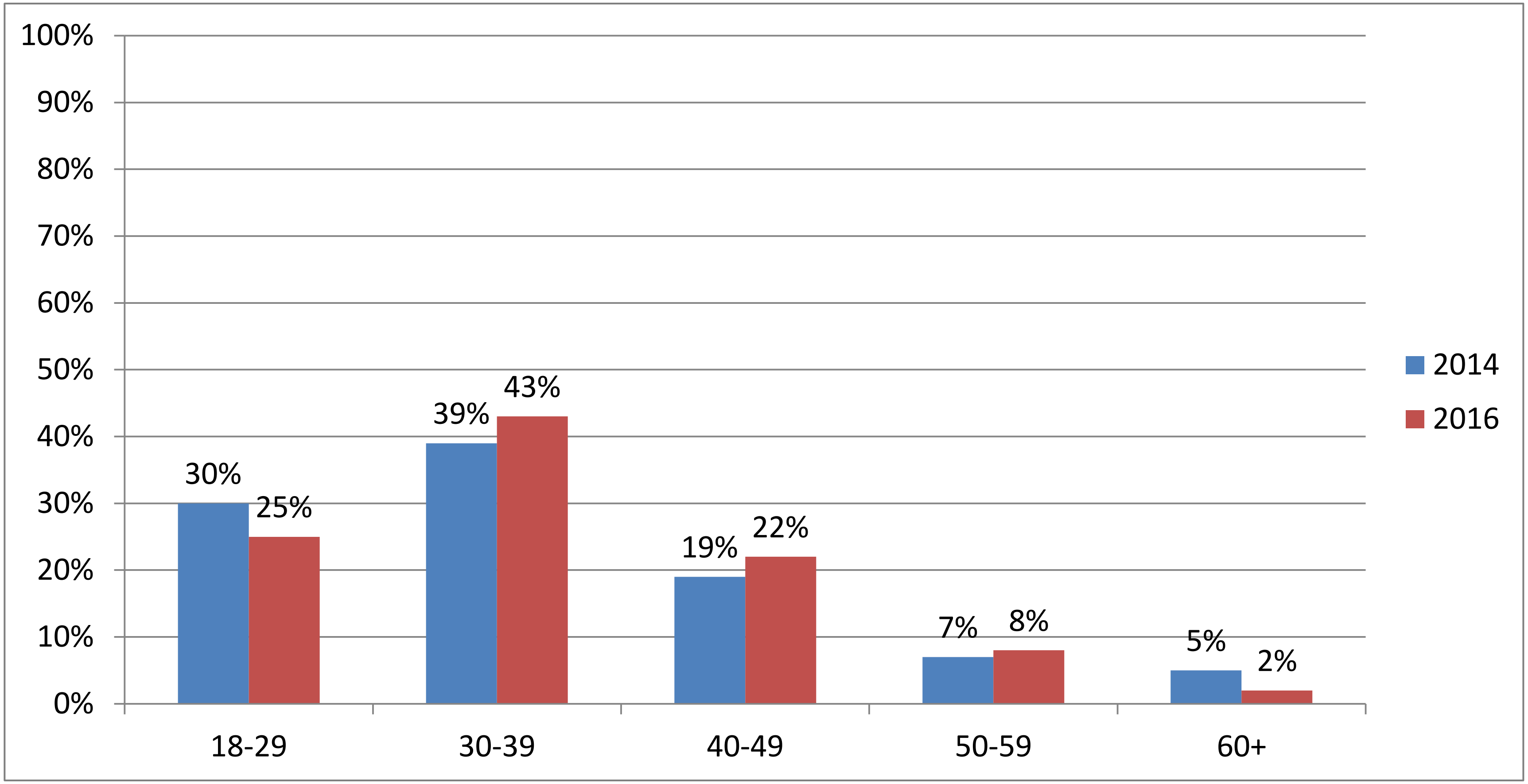
The majority of the respondents were Male (63%) while 37% were female. There was a 7% increase in the number of male respondents when comparing 2014 and 2016.

Demographics: Population Group



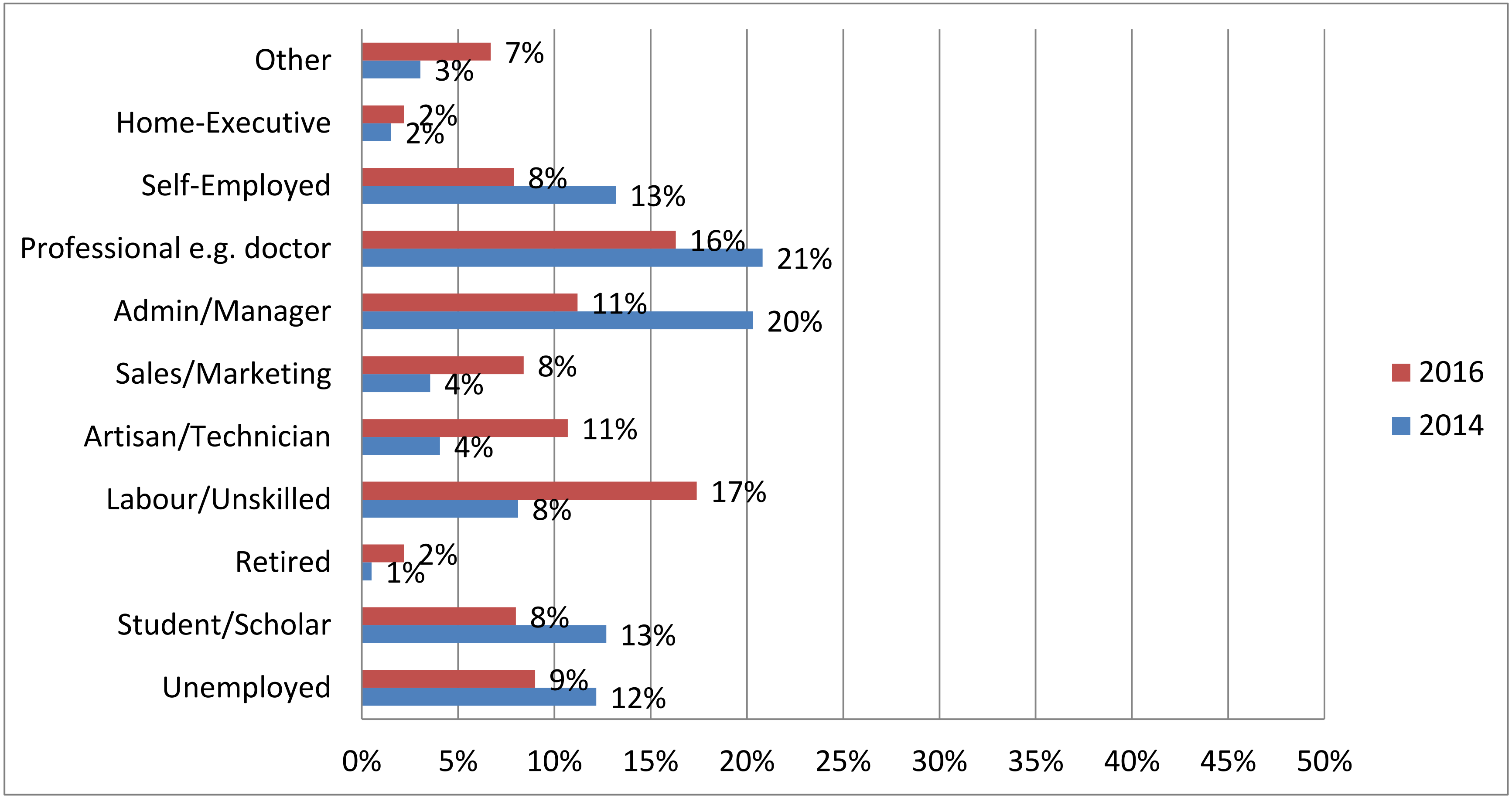
The majority of the respondents were ‘Black’ (77%) while 14% were ‘White’, 7% were ‘Indian/Asian’ and 2% were ‘Coloured’. In 2016, there was a 11% increase in the number of ‘Black’ respondents.

Demographics: Age Groups



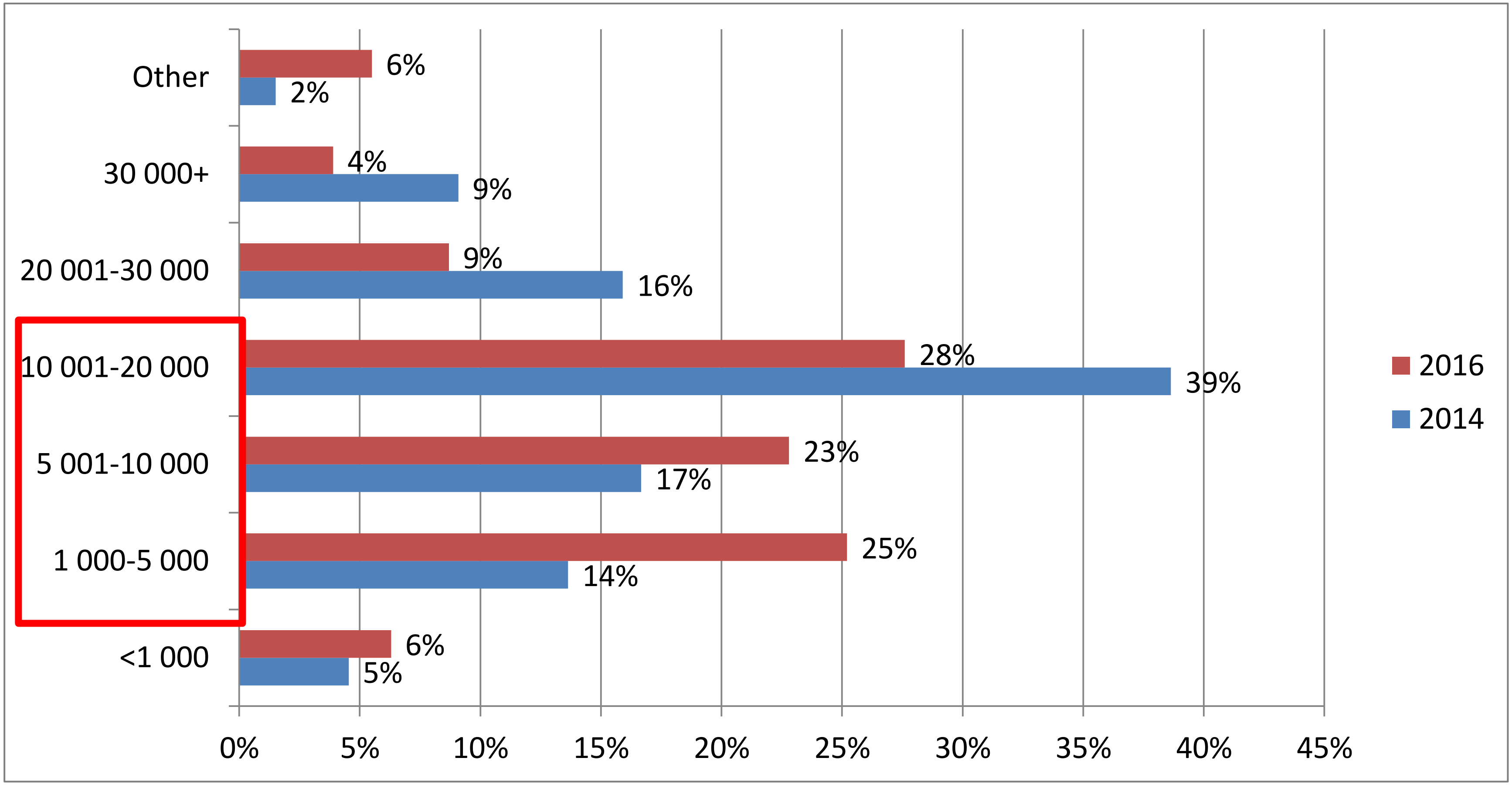
The majority of the respondents (68%) were between the ages of 30-39 (43%) and 18-29 (25%). This was then followed by 22% of the respondents who were in the 40-49 age group. Thus, it is evident that 90% of the respondents were in the young to middle age groups.

Demographics: Occupation



The majority of the respondents were either ‘Labour/Unskilled’ (17%) or ‘Professional’ (16%). A very small percentage of the respondents were ‘Retired’ individuals (2%). This information could be used for future marketing campaigns.

Demographics: Income Level



The majority of the respondents feel in to the lower to middle income brackets (R1000 pm to R20 000 pm). When comparing 2014 and 2016, there was a decrease in the 'R10 001-R20 000' bracket and an increase in the number of respondents in both the 'R1000-R5000' and 'R5001-R10 000' brackets.

Limitations to the Study

1) The total attendance figures are based on the total number of those who registered for the races and not those who started the races. This could hinder the accuracy of the estimated economic impact because it would be based on a number of people who may not have taken part on the day of the event.

2) The data only covers the number of people relating to the Marathon, Half-Marathon, and 10km race as the surveys were conducted only on the Sunday on which these events took place. The numbers from the other events, such as the Trail Run(s), Triathlon, and Mountain Bike Race were excluded. Therefore, the economic impact figure is thus regarded as **conservative**.

***Note**:

The two points above have indicated that there are certain limitations surrounding the calculation and accuracy of the estimated economic impact. It is thus recommended that these limitations are reduced if event impact assessments are conducted at the event in future.

Findings

1) In terms of the nature of the respondents, it was positive to note that 51% of the respondents were visitors (i.e. day visitors – 34% and overnight visitors – 17%), while 49% of the respondents were local residents.

2) The majority of the respondents were from KZN (86%) while only 4% were from Gauteng and 3% from the Free State.

3) The organisers had confirmed that were a total of 131 international entrants. Whether or not they all took part in the event on race day is unknown. The majority of these entrants were from Zimbabwe, Lesotho, and the USA.

4) It was noted that 83% of the respondents were in the area, in which the event was taking place, as a participant while 17% of the respondents were spectators. It is important that the majority of the respondents were participants has they will give a clearer perception about the event.

Findings

5) The average length of stay of the overnight visitors was estimated to be 1.3 nights. This was supported by the fact that 76% of the respondents stayed for 1 night while 21% stayed for 2 nights and only 3% stayed for 3 nights.

6) In 2016, the majority of the respondents made use of ‘camping/caravan’ facilities (38%), while 29% stayed with their friends or family. There was also a significant increase in the number of respondents (increase of 35%) who used ‘camping/caravan’ accommodation.

7) The majority of the respondents made use of their own private vehicles (73%) while 21% made use of public transport - busses (11%) and mini-bus taxi (10%). There was a 6% increase in the number of respondents who used busses in 2016.

8) It was noted that 88% of the respondents had heard about the event through “word-of-mouth” (43%) or from their previous participation (45%).

9) In 2016, 50% of the respondents had stated that they took part in the Half-Marathon, while 32% took part in the 10km race and 18% took part in the marathon.

Findings

10) A large number of the respondents (97%) had noted that they were satisfied with the information they were provided about the event. There was a 10% increase in this number when comparing 2014 and 2016.

11) When the respondents were asked if they had any suggestions for the marketing of the event, the majority had said that it was well marketed. However, some of the suggestions that were provided are as follows:
    - More TV advertising
    - Increase social media and online presence
    - More radio coverage

12) It was noted that 73% of the respondents said that they would attend the event again in future, while 24% said they were unsure. It is worth noting that there was a 19% decrease in the number of those who said that they would attend again.

13) In terms of previous attendance, 52% of the respondents had attended the event before. This means that 48% of the respondents had attended for the first time. However, there was a 22% decrease in the number of "first-timers" when comparing 2014 and 2016.

Findings

14) Overall, 94% of the respondents had either a ‘good’ (48%) or ‘excellent’ (46%) experience at the event. It was positive to note that there was a 16% increase in those who had an excellent experience, when comparing 2014 and 2016.

15) Only 21% of the respondents had experienced problems at the event, which means that 79% did not experience any problems. However, this number (21%) is deemed to be quite high compared to other events. Some of the problems that were listed were:
    - Parking issues
    - Late start
    - Not enough water
    - T-shirt issues

16) When asked if the respondents would recommend the event to their family and friends, 99% had said that they would. Some of the reasons that were listed were:
    - A fun and healthy event
    - Historic occasion
    - Memorable and enjoyable event

Findings

17) When asked if they had any suggestions for improving the event, the respondents listed some of these:
    - Start the race earlier
    - More organised parking
    - Improve the bus services

18) It was noted that 100% of the respondents said that they would recommend KZN as a tourist destination to their family and friends. Some the reasons included:
    - Excellent weather and climate
    - Friendly people
    - So much to do

19) However, when the respondents were asked if they would be travelling to or within KZN in the next 12 months for a holiday, only 35% said that they would be. This was also a 44% decrease in the number who said ‘yes’, when comparing 2014 and 2016.

20) It was noted that only 30% of the respondents were familiar with the TKZN slogan. This was a 7% decrease in the number of respondents when comparing 2014 and 2016.

Findings

21) It was positive to note that 29% of the respondents had associated the slogan, “Zulu Kingdom. Exceptional.”, with ‘Tourism/Holidays’. Following this 23% of the respondents associated the slogan with both ‘Zulu History/Heritage/Culture/Zulu People’, and ‘other’ concepts (such as Mandela).

22) It was noted that 57% of the respondents had seen the TKZN logo before. However, this number had decreased by 4% when comparing 2014 and 2016. The majority of the respondents (16%) could not recall where they had seen the logo, while 13% had seen it on TV.

23) The estimated economic impact of the event was at least R5,7 million and as much as R10,9 million. Thus, it was found that the economic had decreased when compared to 2014. This could be attributed to the decreased average spend by the visitors.

24) In terms of demographic information of the respondents, the following was found:

- 63% were male, while 37% were female
- 77% were ‘black, 14% were ‘white’, 7% were ‘Indian/Asian’, and 2% were ‘coloured’
- 43% were from the age group ‘30-39’, while 25% were from the group ’18-29’.
- 17% of the respondents worked as ‘labour/unskilled’, while 16% were ‘professionals’
- The majority of the respondents earned as little as R1000p/m and as much as R20 000p/m

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 by TKZN:

1) More should be done in attracting a larger number of overseas participants, as well as other African participants (such as those from neighbouring countries).

2) It is recommended that the marketing of the event should be taken to a wider audience (i.e. outside of KZN) in order to attract a larger number of overnight visitors. Overnight visitors are crucial in terms of boosting the economic value of the event, as is evident in this report. The Comrades Marathon Association could possibly assist with this as the race is an important qualifier.

3) The event should begin at an earlier time of the day to avoid most of the runners having to run during the heat of the morning. In addition to this, it is also recommended that a appropriate amount of refreshments should be available at the water tables in order for shortages to be avoided.

Recommendations (cont'd.)

4) There should be more of a “vibe” and ambience created at the starting points. For example, the crowd could sing the national anthem in order to enhance the feeling of taking part in such an iconic race.

5) A ‘Park-n-Ride’ system could be introduced, along with the initiative of using busses. This way the parking problems at the finish could be alleviated. In saying this, it is also advisable to alleviate any problems with the bus schedules and their departure times as it was evident in this year’s event that they were a cause for the delayed starts.

6) It is advisable that the company that supplied the T-shirts be consulted in terms of the quality and size issues that were experienced. Many participants were left disappointed that their shirts did not fit them and thus, could not wear them again to remember taking part in the event. It is also advisable to buy local products and support small, local businesses.

7) The social media team for the event should be more involved in promoting the event and creating hype around the event, in order to reach wider audiences with the advertising, while still reminding people about the history around the event and of the iconic figure of Nelson Mandela.

Recommendations (contd.)

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

1) TKZN should assist in providing information to the local municipality and motivate the need for a cleaner area, especially on the weekend of the event, as it will give the city and province a better reputation and image. In other words, if people stop participating in the event because of the litter and pollution, the visitor numbers will decrease along with the positive economic impact of the event. A destination's image is crucial in terms of promoting tourism and patriotism of the local residents.

2) TKZN should, once again, look into monitoring the brand awareness of the both the slogan and the logo as the numbers do not reveal any positive signs.

3) TKZN should partner with the organisers of the race and the accommodation establishments in order to determine the occupancy rates in the city during the event. This information would be useful in terms of providing additional data on the overall impact of the event.

4) More should also be done in terms of obtaining the induced impact of the event (e.g. job creation), as well as other key aspects pertaining to the event.