

# MANDELA DAY MARATHON 2017

## Event Impact Assessment Top Line Summary Report



# MANDELA DAY MARATHON

TRIUMPH OF THE HUMAN SPIRIT



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# Positive Highlights



- 99% of the respondents were satisfied with the information provided about the event.
- 87% of the respondents suggested that they would attend the event again
- 92% of the respondents had either an 'excellent' or 'good' experience at the event
- 86% of the respondents did NOT experience any problems at the event
- 99% of the respondents said that they would recommend the event to their friends and family
- 96% of the respondents said that they would recommend KZN as a tourism destination to their friends and family

# Methodology



- Face to face survey with a probability sample of **194** respondents on the day of the Marathon, i.e. Sunday, the 27<sup>th</sup> of August 2017.
- 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**.

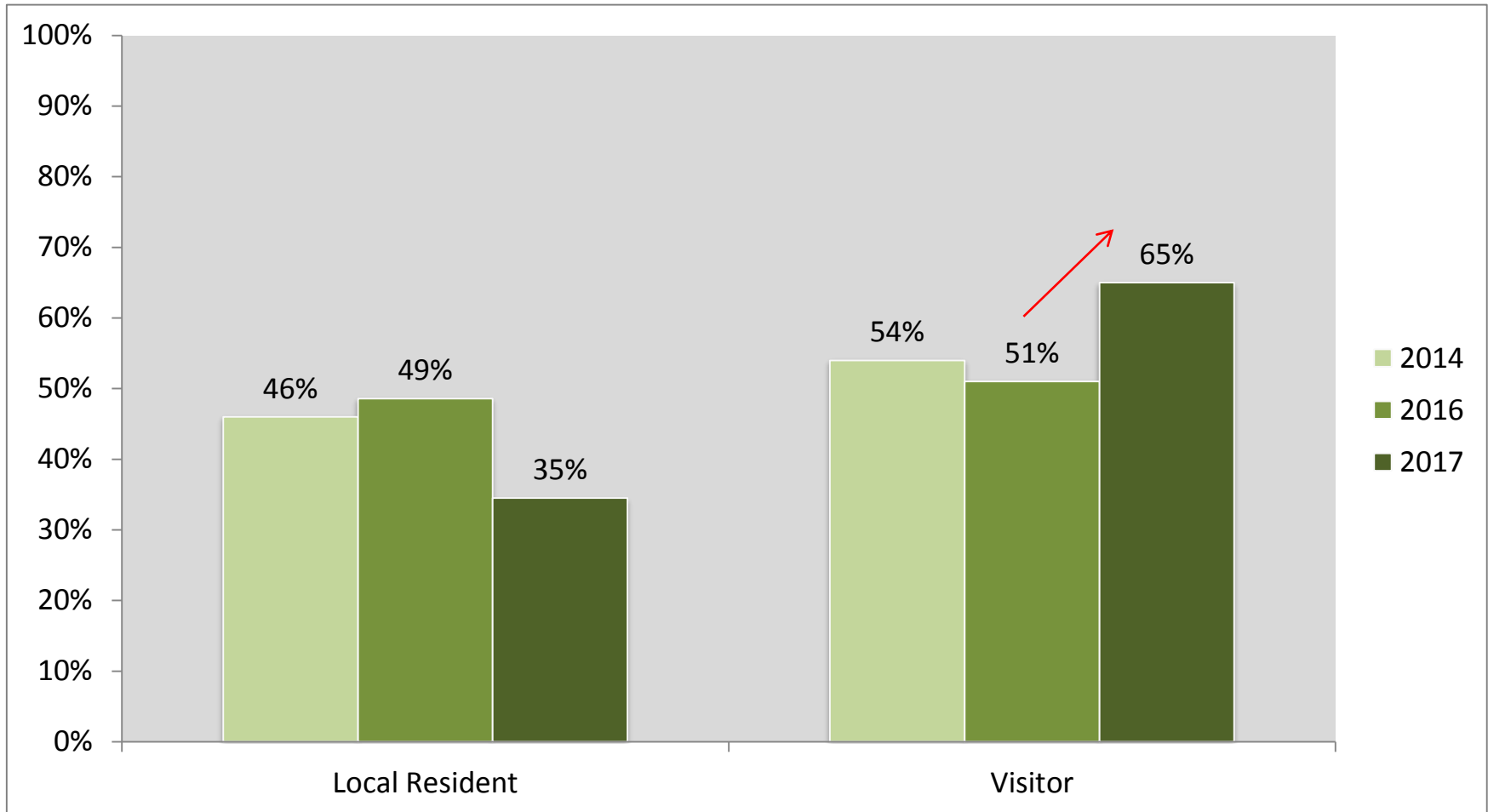
# Methodology:

## Limitations to the Study



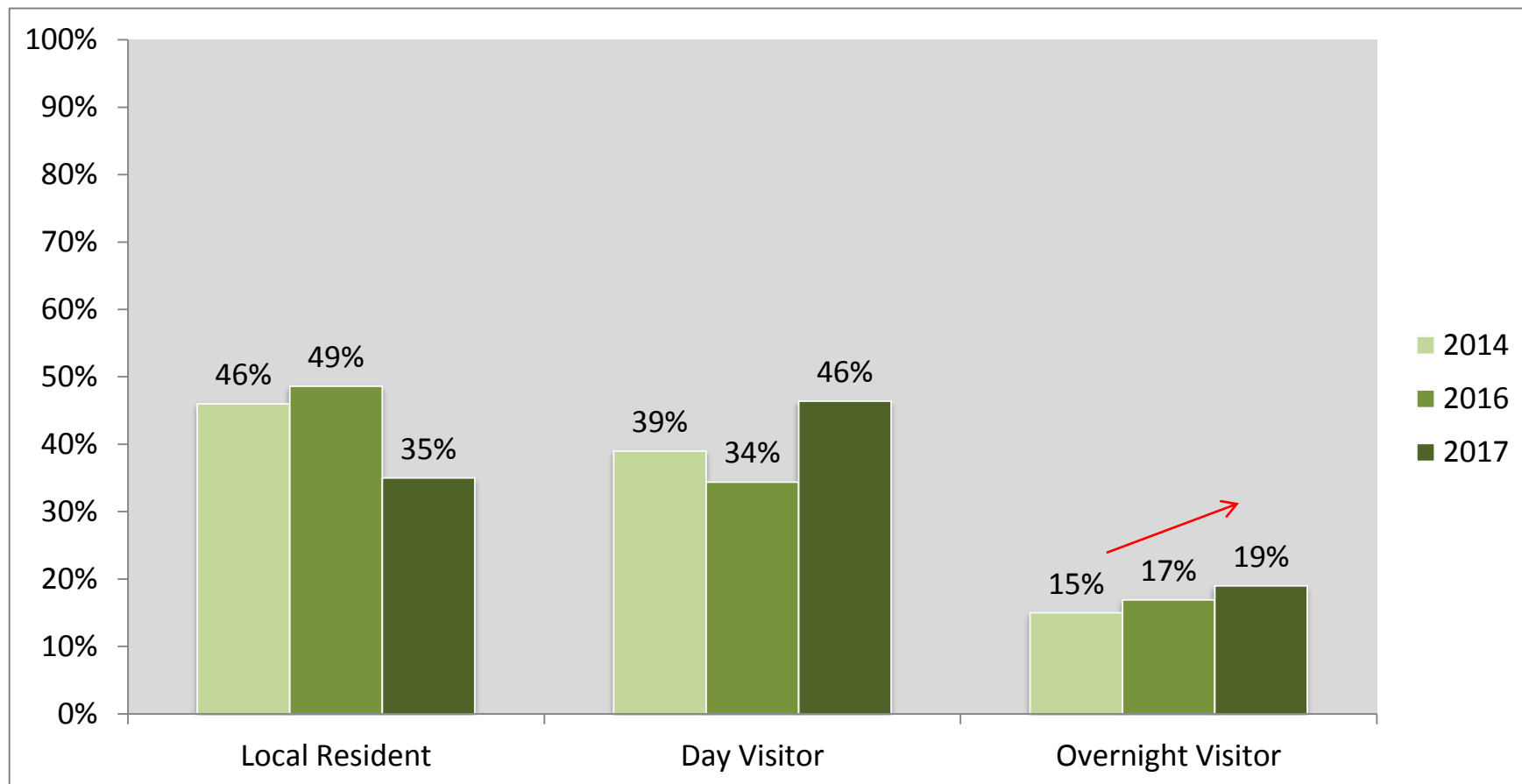
- 1) The data only covers the number of people relating to the Marathon, Half-Marathon, and 10km race as the surveys were conducted only on the Sunday (27 August) on which these events took place. The numbers from the other events, such as the Trail Run(s), Triathlon, and Mountain Bike Race were excluded. Therefore, the **economic impact figure for this event as a whole should be regarded as conservative.**
- 2) There was an issue with the public transport that the fieldworkers made use of on the morning of the event. Due to various delays, the fieldwork team arrived later than expected at the event. This had some bearing on the results in terms of the number of questionnaires which would be completed.
- 3) The cell reception brought about unexpected challenges with the tablets (electronic survey capture). The expected target of 200 complete surveys was not met due to these issues. However, the total of 194 was still considered to be sufficient to represent a reliable sample.

# Nature of Respondents



It is positive to note that 65% of the respondents were visitors to the area in which the event took place. Further to this, the number of visitors increased by 14% between 2016 and 2017. This had a positive influence on the economic impact.

# Nature of Respondents (cont'd.)



Following on from the previous slide, it is evident that the majority of the visitors were 'Day Visitors' (46%) while 19% of all visitors were considered as 'tourists' or 'overnight visitors'. When comparing 2016 and 2017, it is evident that the number of day visitors had increased as well the number of overnight visitors, indicating a possible increase in the value of the event. There has been a steady increase of overnight visitors at the event since 2014.

# Nature of Respondents: Breakdown



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

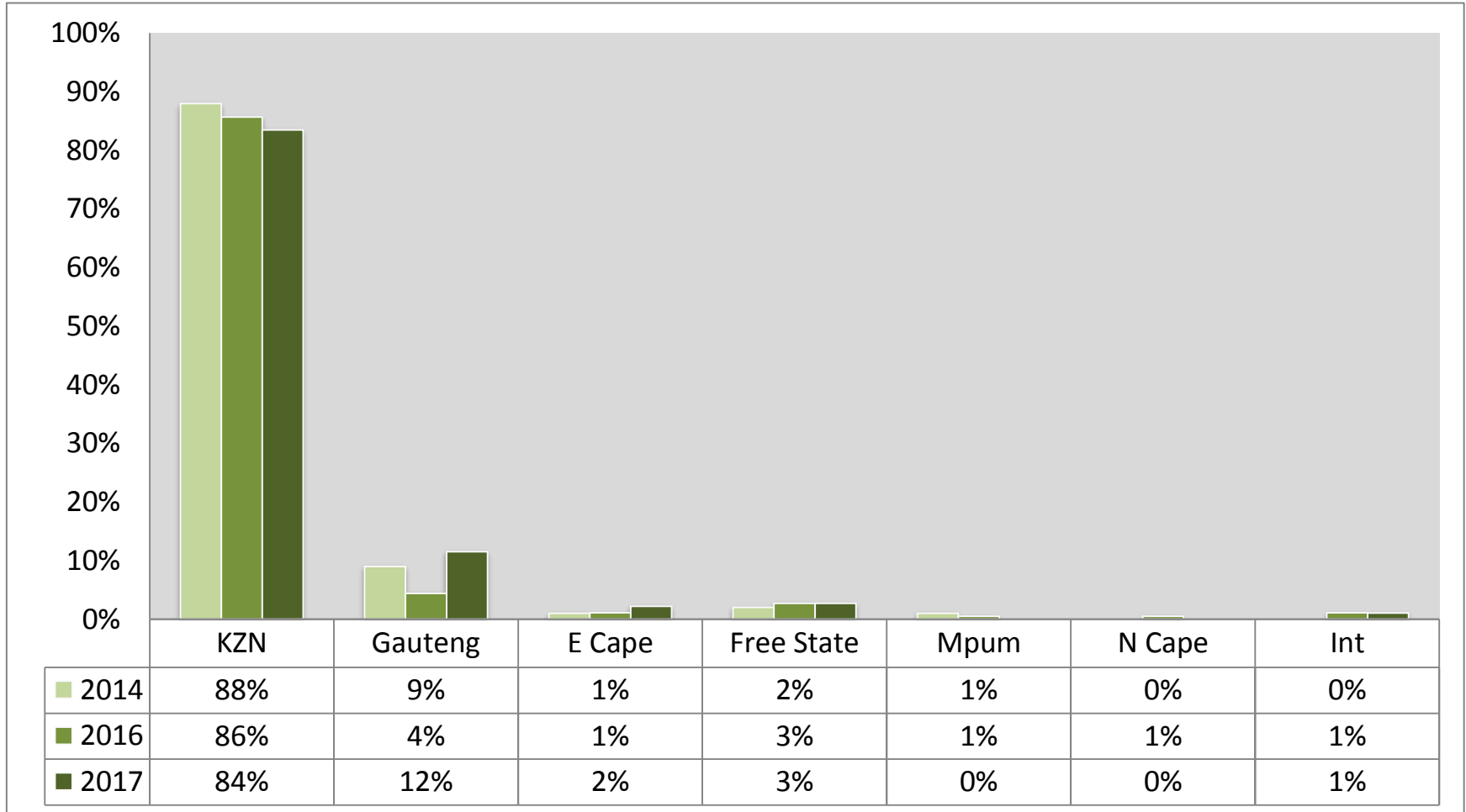
2017	Sample	%	Total Attendance*
Local Residents	68	35	6 574
Day Visitors	89	46	8 640
Overnight Visitors	37	19	3 569
<b>TOTAL</b>	<b>194</b>	<b>100</b>	<b>18 783</b>

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 estimated attendance in 2017 was **18 783**. This is based on the total number of participants (10 435) multiplied by the average group size of **1.8** (i.e. supporters). The number of participants was obtained from Finishtime.co.za, and it includes all runners who started the race – i.e. those who lined up at the start line on the 27<sup>th</sup> of August.



# Province of Origin: All Respondents



Almost all of the respondents (both locals and visitors) were from KZN (84%) while 12% were from Gauteng and 3% were from Free State. There was an 8% increase in the number of respondents from Gauteng in 2017, when compared to 2016. International numbers seem to remain very low.

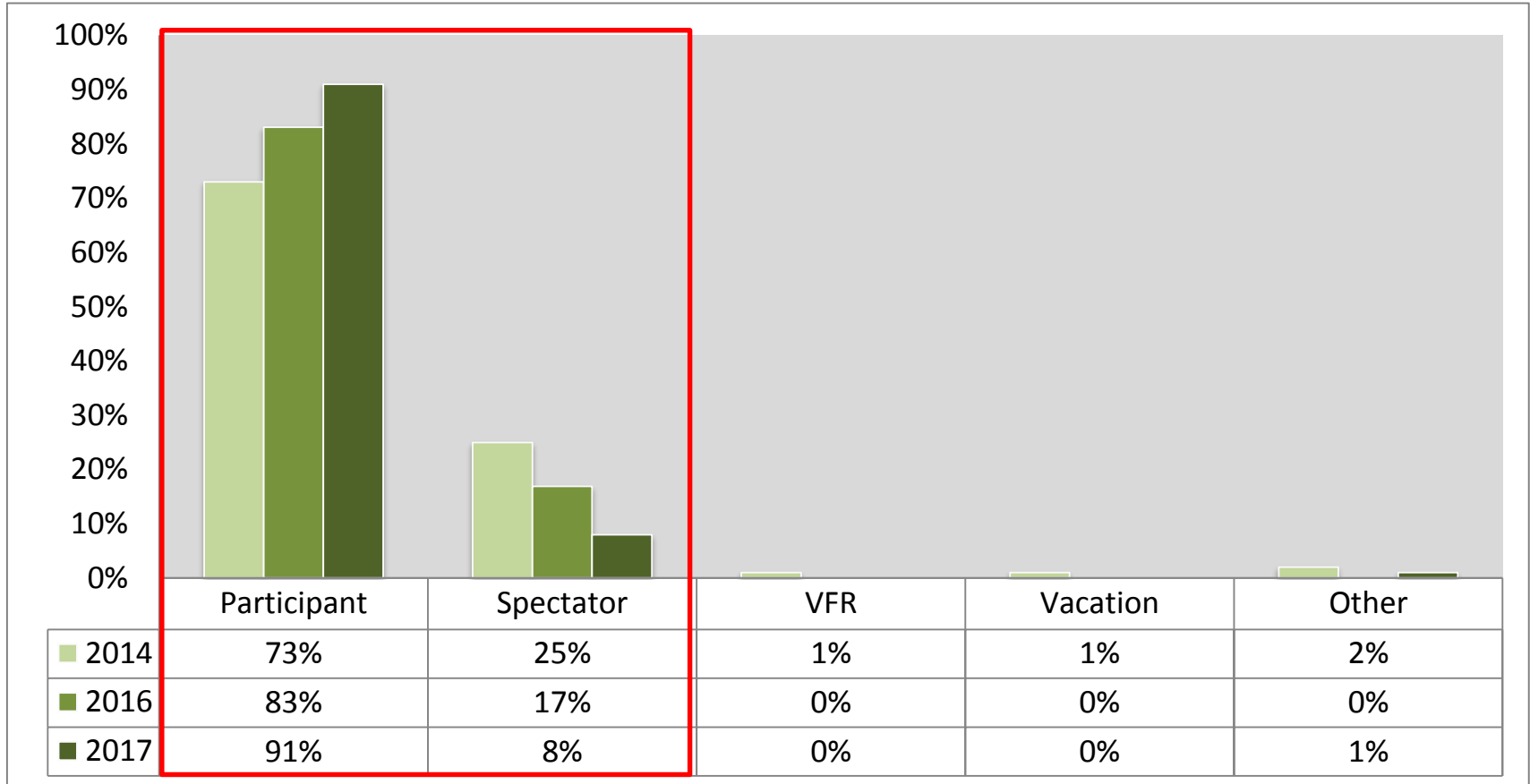
# International Entries



Origin	2016	2017
South Africa	15 157	-
International	131	-
<b>TOTAL ENTRIES</b>	<b>15 288</b>	-

Please **note** that the data was not provided by the organizers or by 'Finish Time', thus no comparisons could be made in 2017. If the data is provided at a later date, then the report will be amended.

# Purpose of Visit

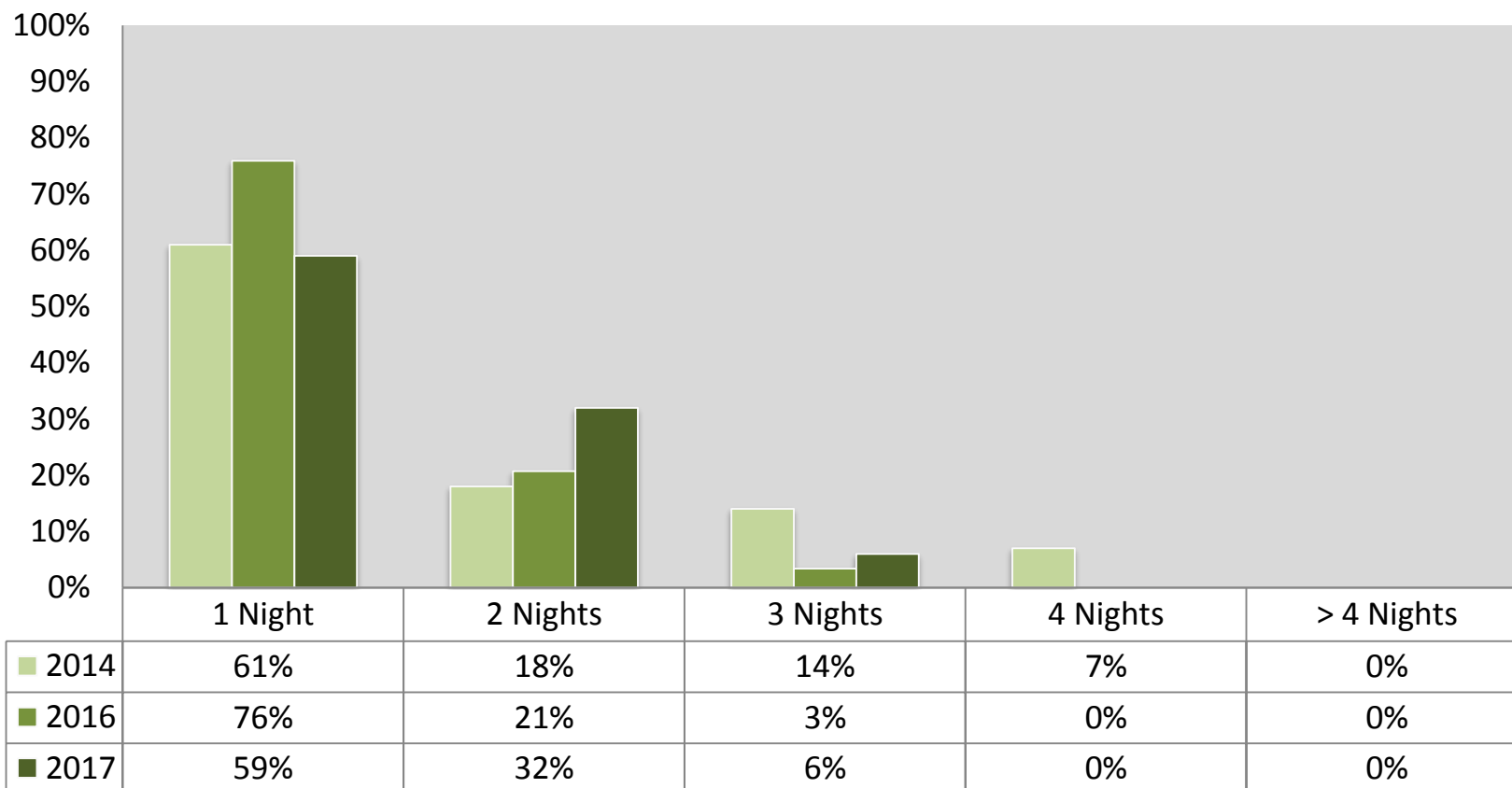


It is evident that all of the respondents were in the area at the time of the event for the main purpose of either spectating at or participating in the event. The majority of the respondents were participants (91%) while 17% were spectators. There was a 8% increase in the number of participant respondents when comparing 2016 and 2017. 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

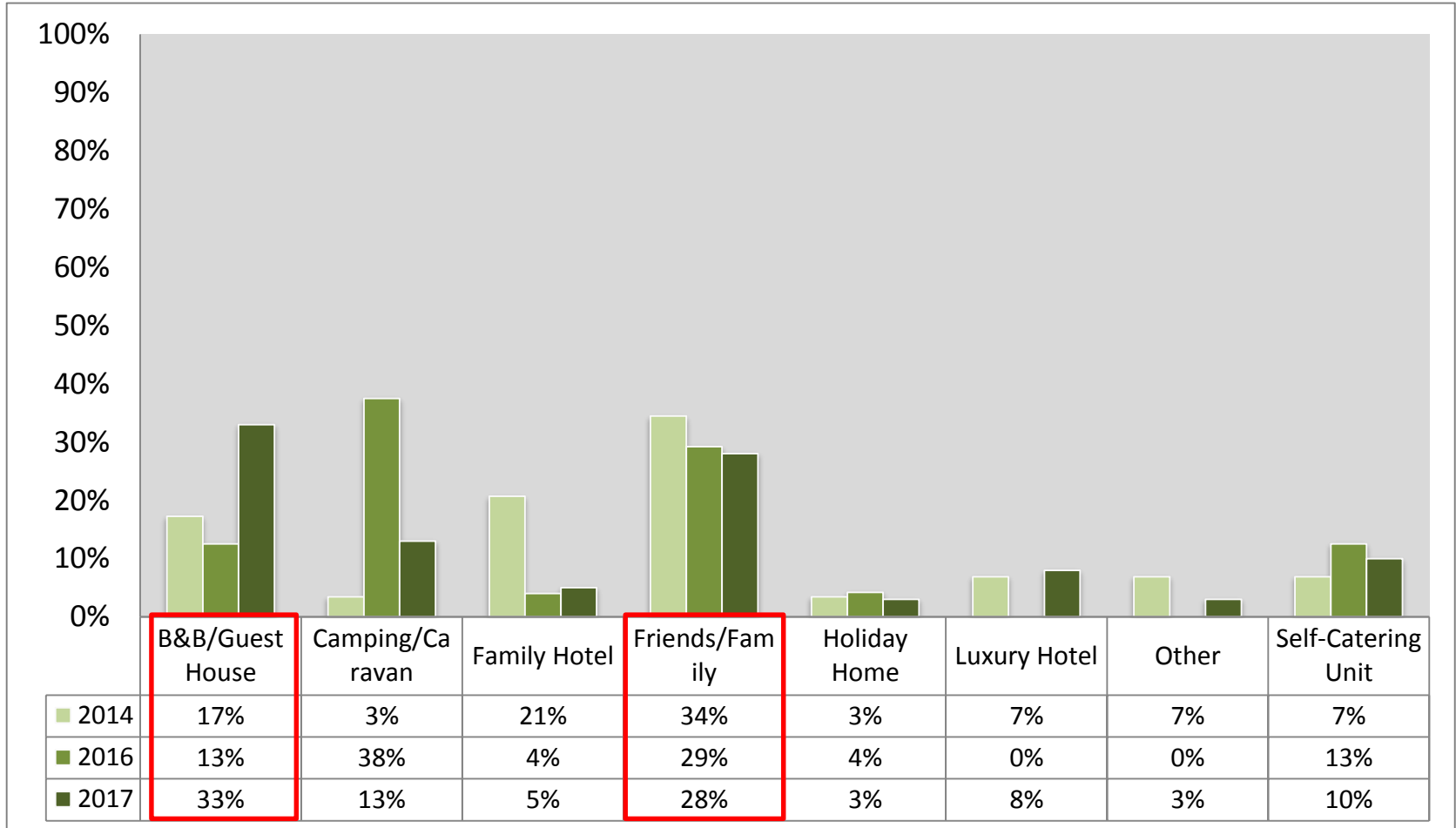


**Average Length of Stay in 2017: 1.6 Nights**



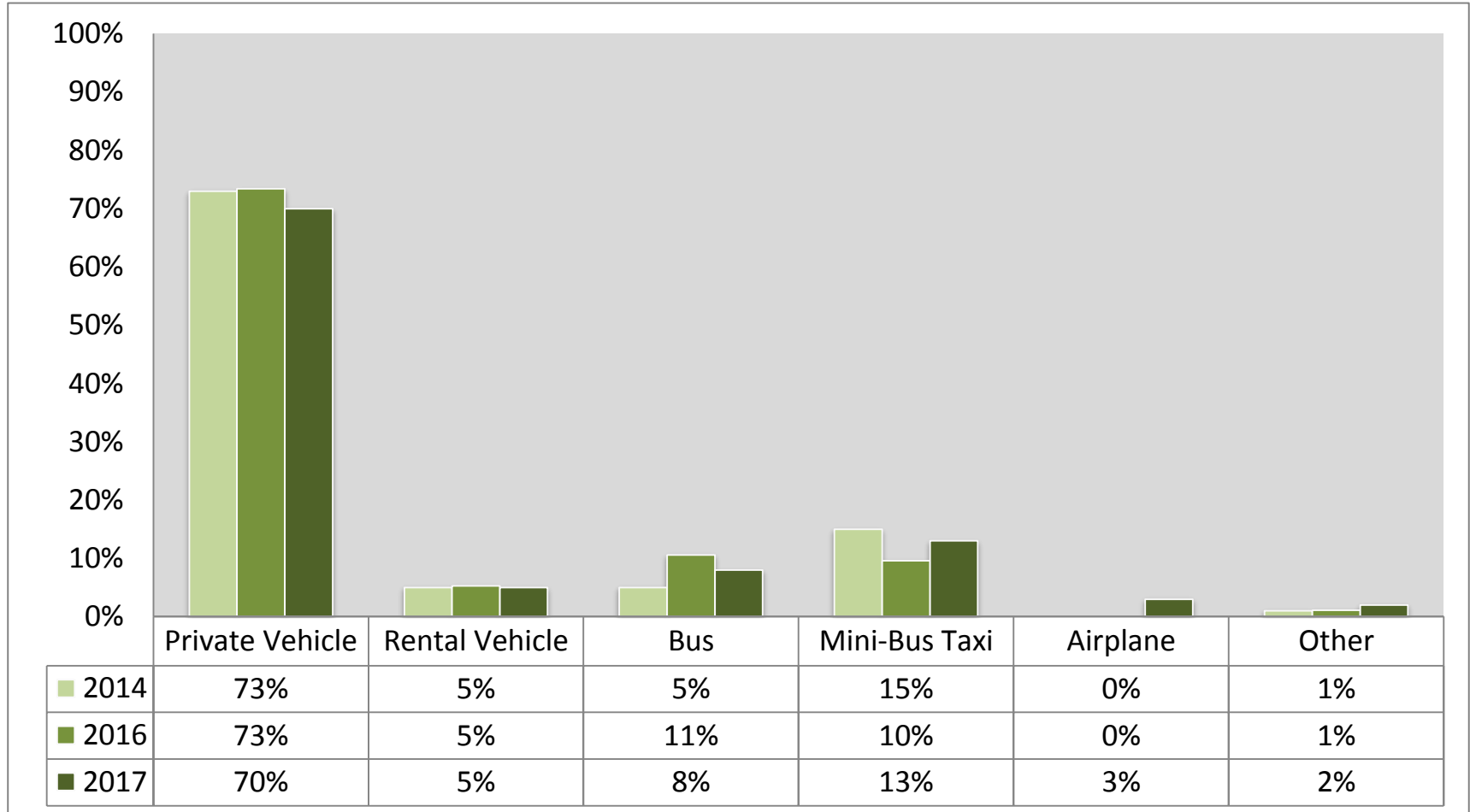
It is evident from the graph above that the majority of the respondents (94%) stayed for either 1 night (59%) (i.e. the night before the race) or 2 nights (32%) (i.e. the weekend). There was an increase in those who stayed for 2 nights. The average stay of all overnight visitors was estimated to be **1.6 nights**, which was an increase from 2016's figure (1.3 nights).

# Accommodation Types



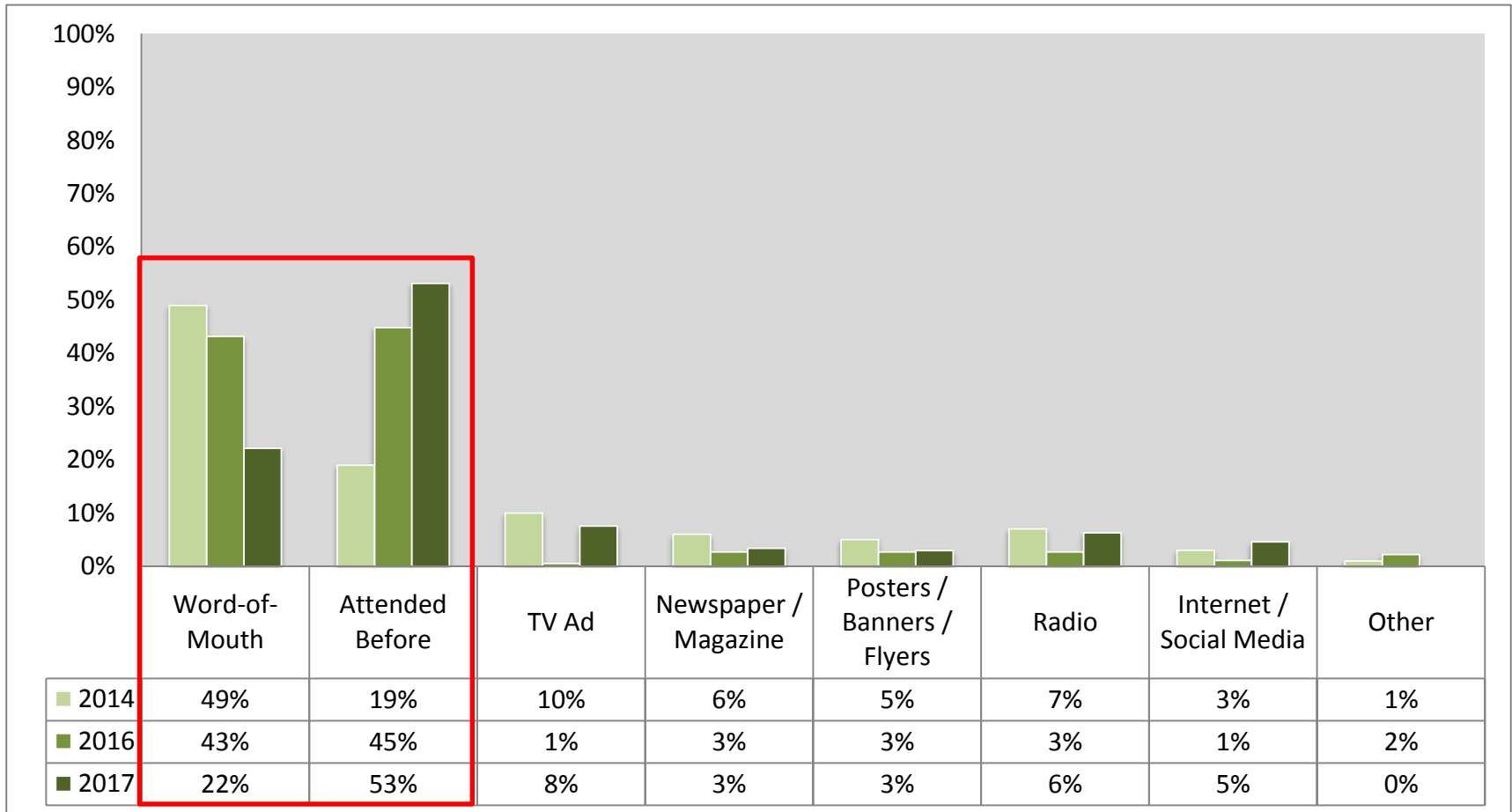
It is evident from the graph above that the majority of the respondents stayed in a B&B/Guest Houses (33%). There was a significant increase in the number of respondents (increase of 20%) who stayed in B&Bs or Guesthouses.

# Transport to Event: Visitors Only



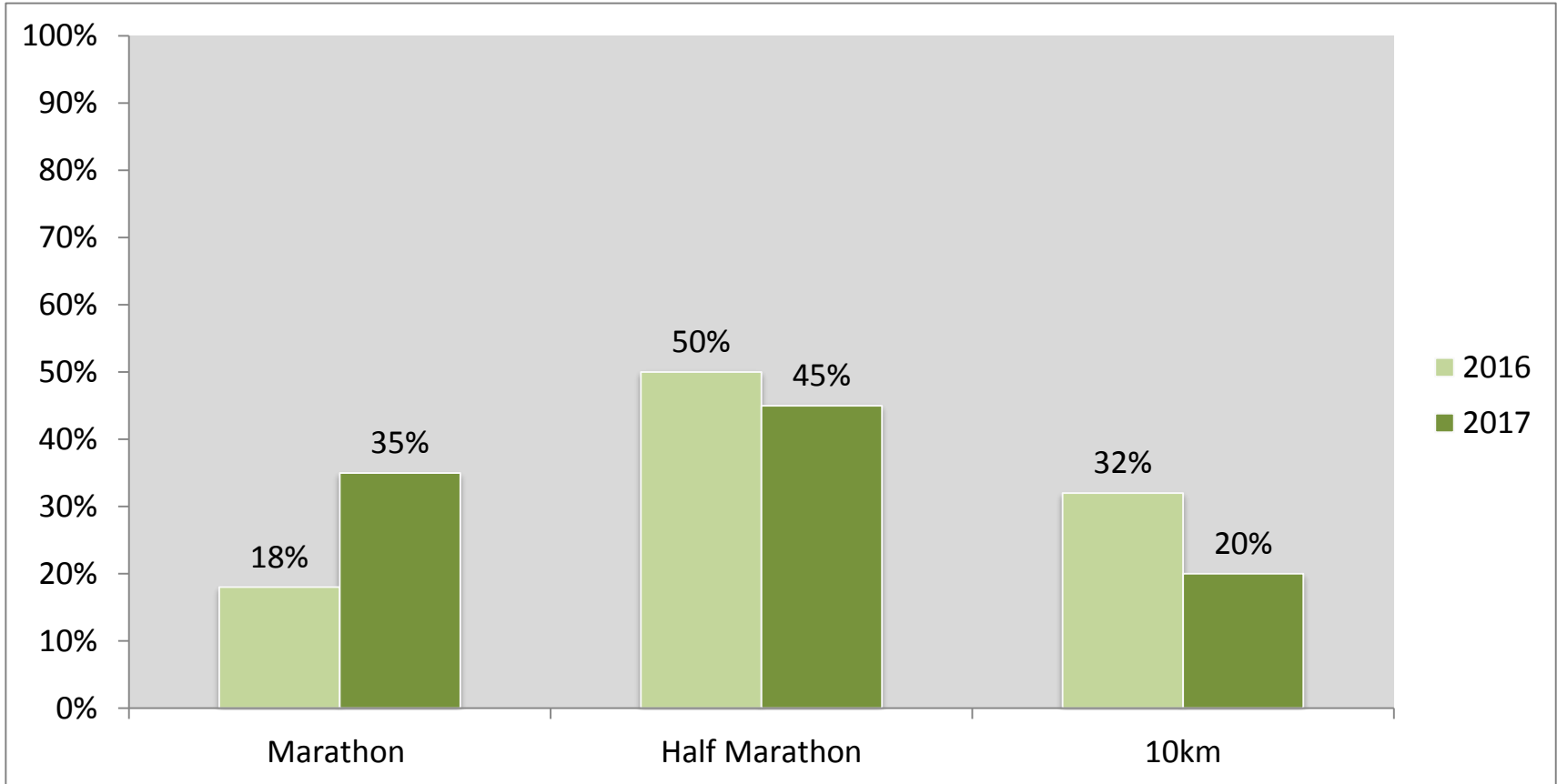
The majority of the respondents (visitors only) travelled to the area of the event in 'Private Vehicles' (70%) and this was followed by 13% who travelled in a 'Mini-Bus Taxi'. The "Other" category includes those who "walked" to the start of the event.

# How did you hear about the Mandela Day Marathon?



Once again, the majority of the respondents had heard about the event through 'word-of-mouth', or because they had attended before. There were not any significant changes when compared to 2016, besides from the 21% decline in those who had heard about the event through 'word-of-mouth'.

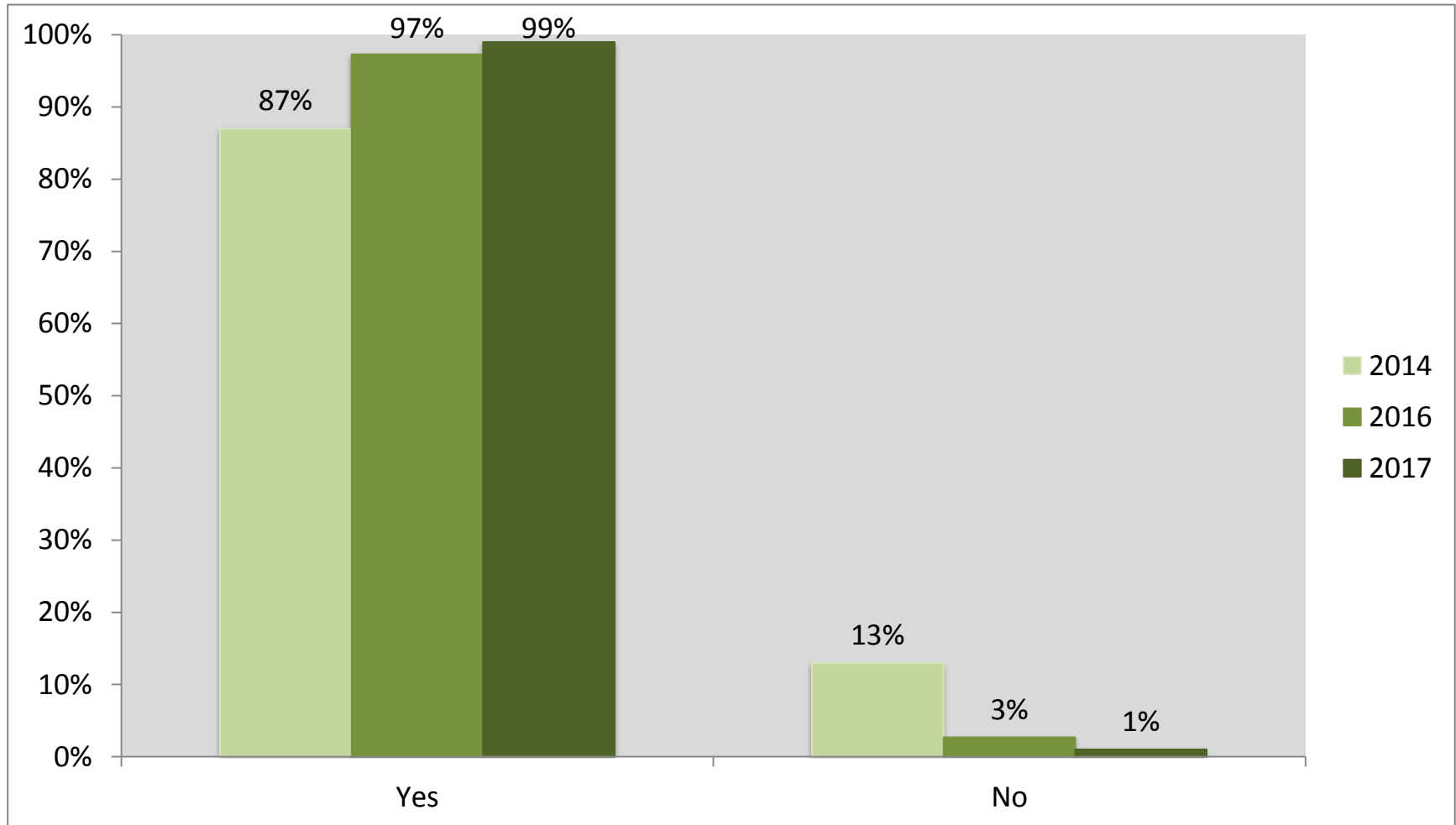
# Race Categories (Sun, 27 Aug)



In 2017, 45% of the respondents had noted that they took part in the Half-Marathon – while 35% took part in the marathon and only 20% said that they took part in the 10km. When compared with 2016, there was a 5% decrease in those who did the 'Half', while there was a 17% increase in those who did the marathon. Also, those who took part in the 10km may have already left the venue and missed out on the chance of being interviewed.



# Information Satisfaction



It is extremely positive to note that 99% 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.

# Marketing Improvement Suggestions

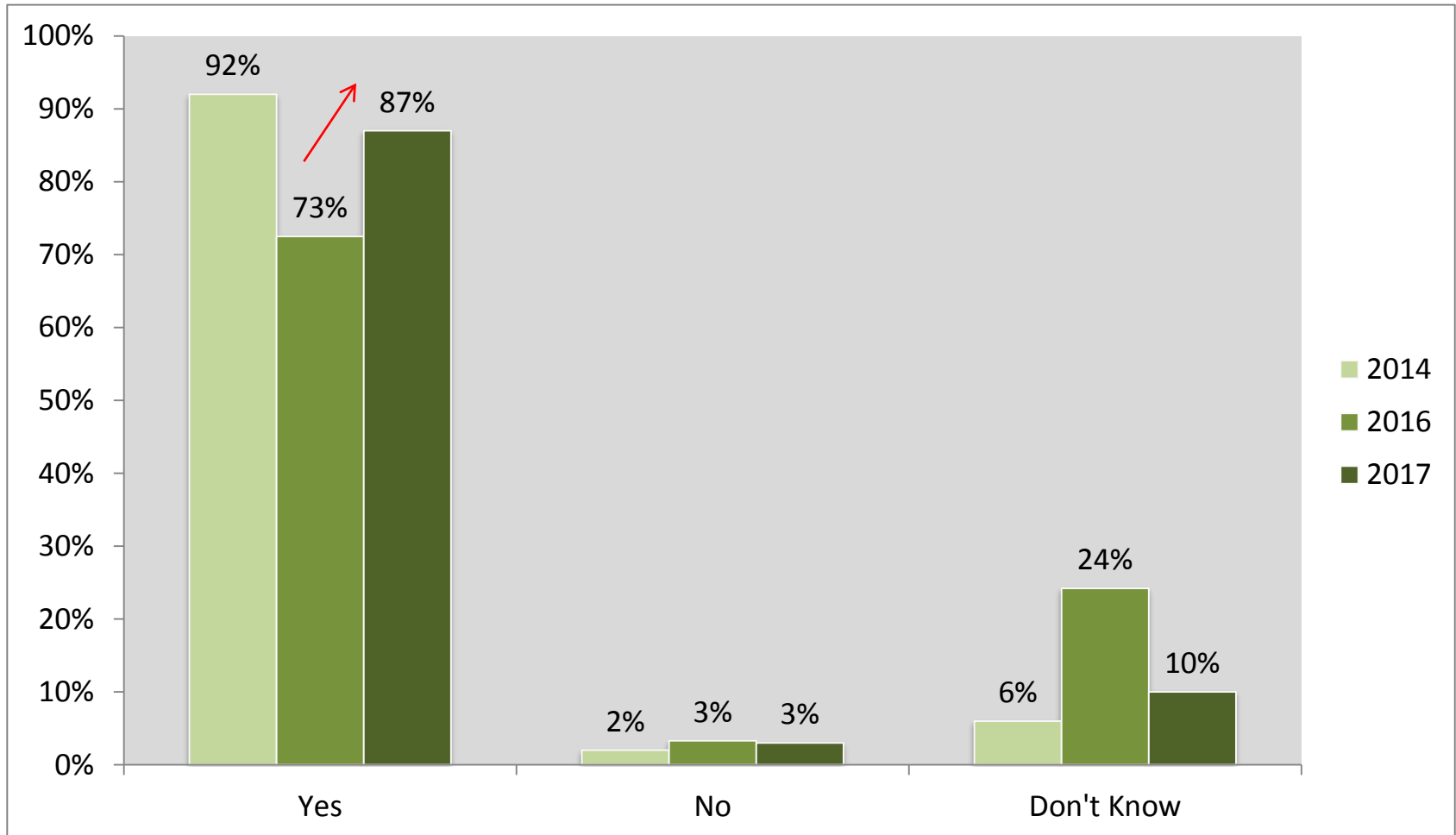


It must be noted that the majority of the respondents indicated that the event was already well marketed.

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

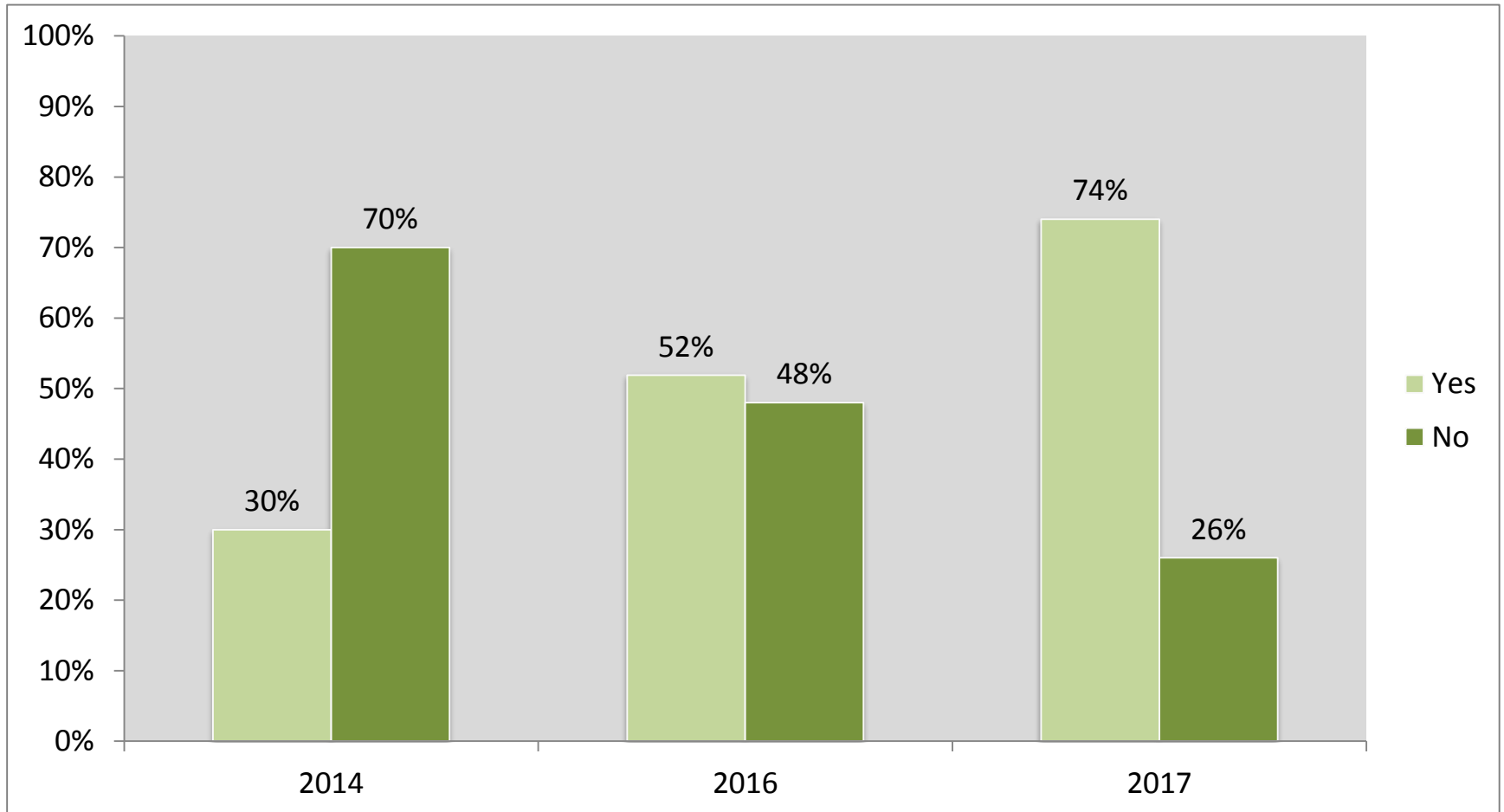
- Market more on TV
- Start advertising the event much earlier
- More adverts (e.g. billboards) outside of PMB and KZN
- Marketing should cover a wider audience

# Future Attendance



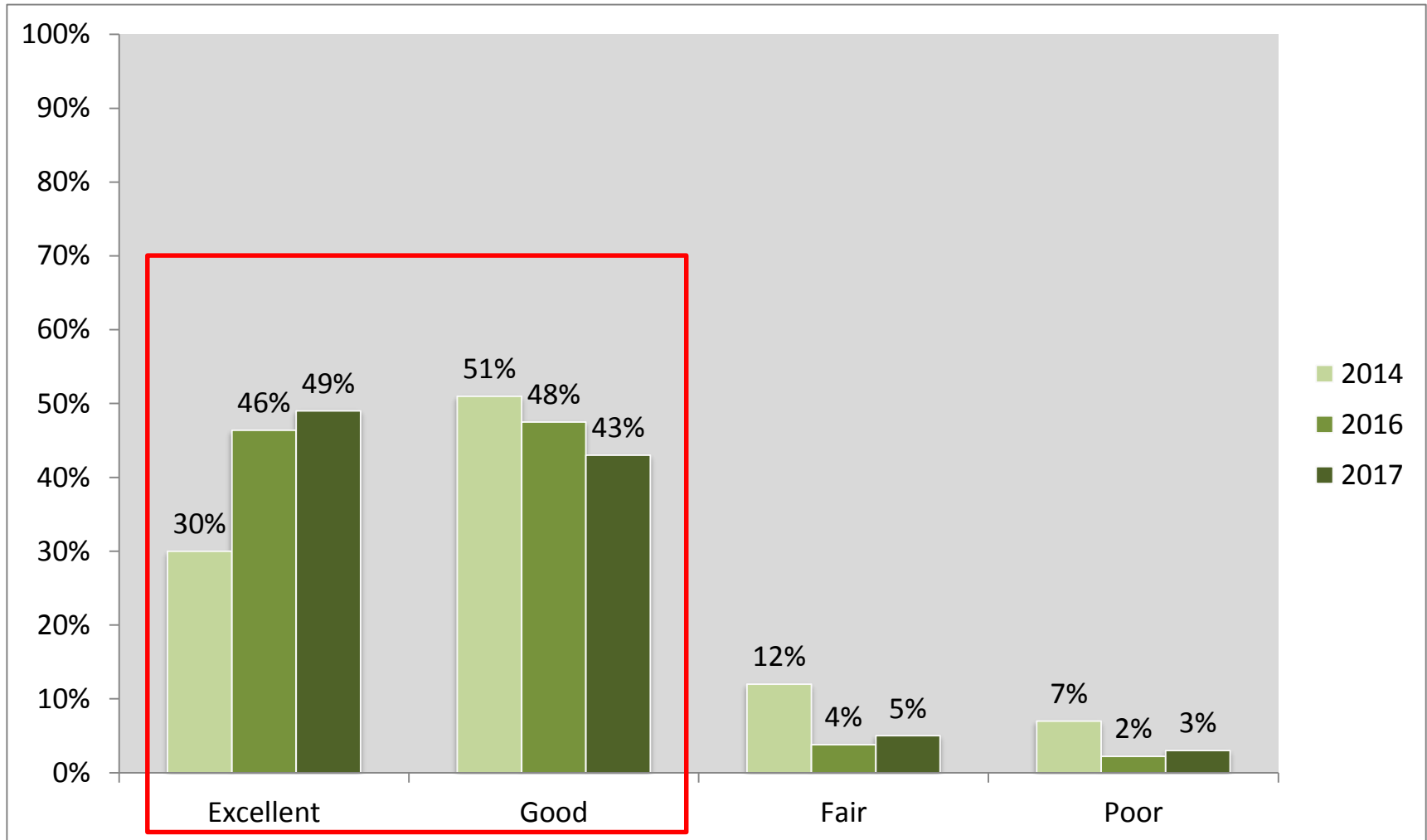
It is positive to note that 87% of the respondents said that they will attend the event again in the future (14% more than in 2016). It is also possible that a further 10% may attend the event in the future.

# Previous Attendance



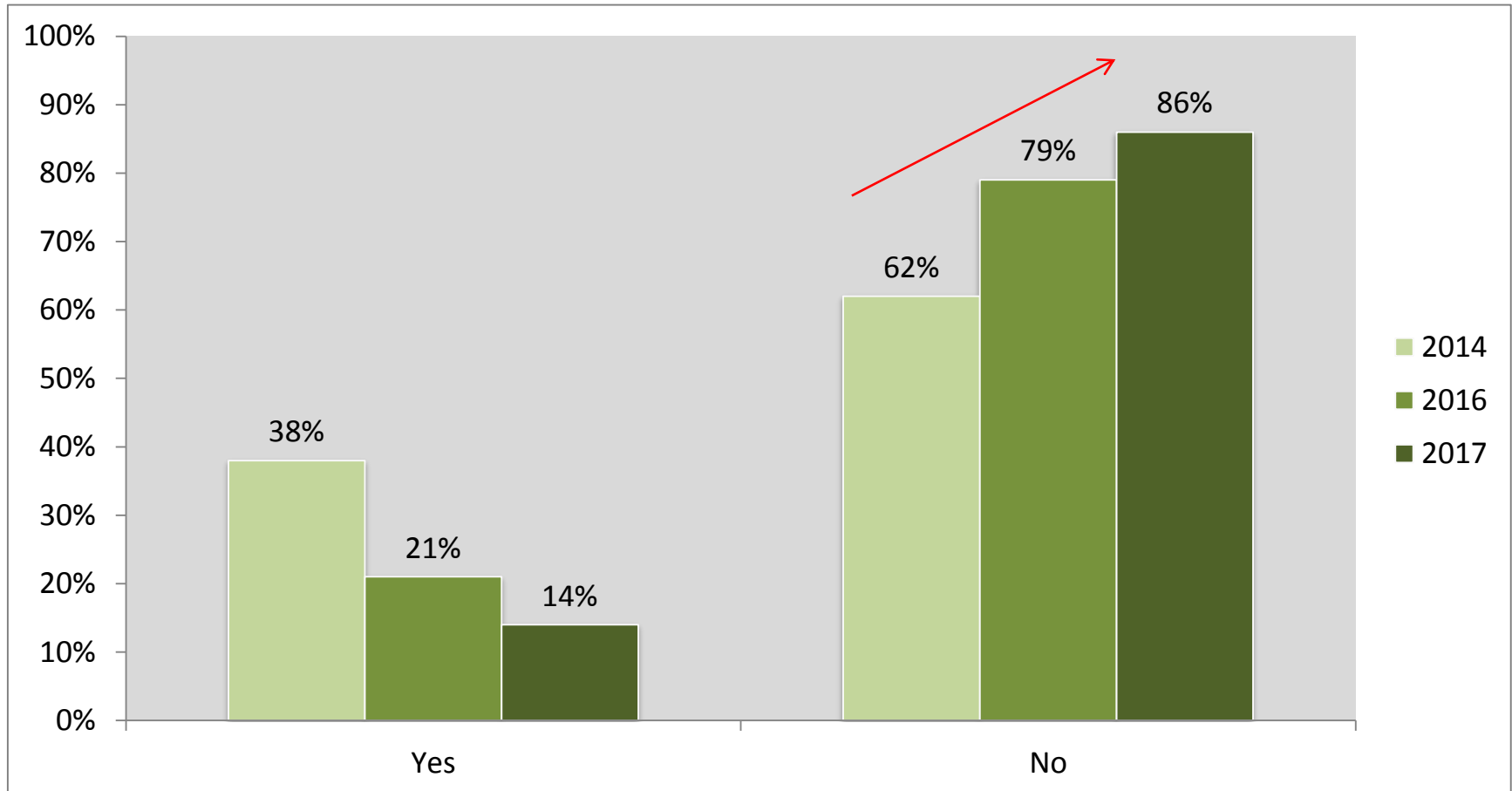
In 2017, approximately 26% of the respondents indicated that they had NOT attended the race before. Once again, this is very important in terms of the general growth of the event. Trends show that the respondents seem to return year after year for the event, showing that most of the field on race day have been before.

# Experience Rating



Approximately 92% of all the respondents had either an 'excellent' (49%) or 'good' (43%) experience at the event. This is very encouraging for the event and its reputation.

# Experienced Problems?



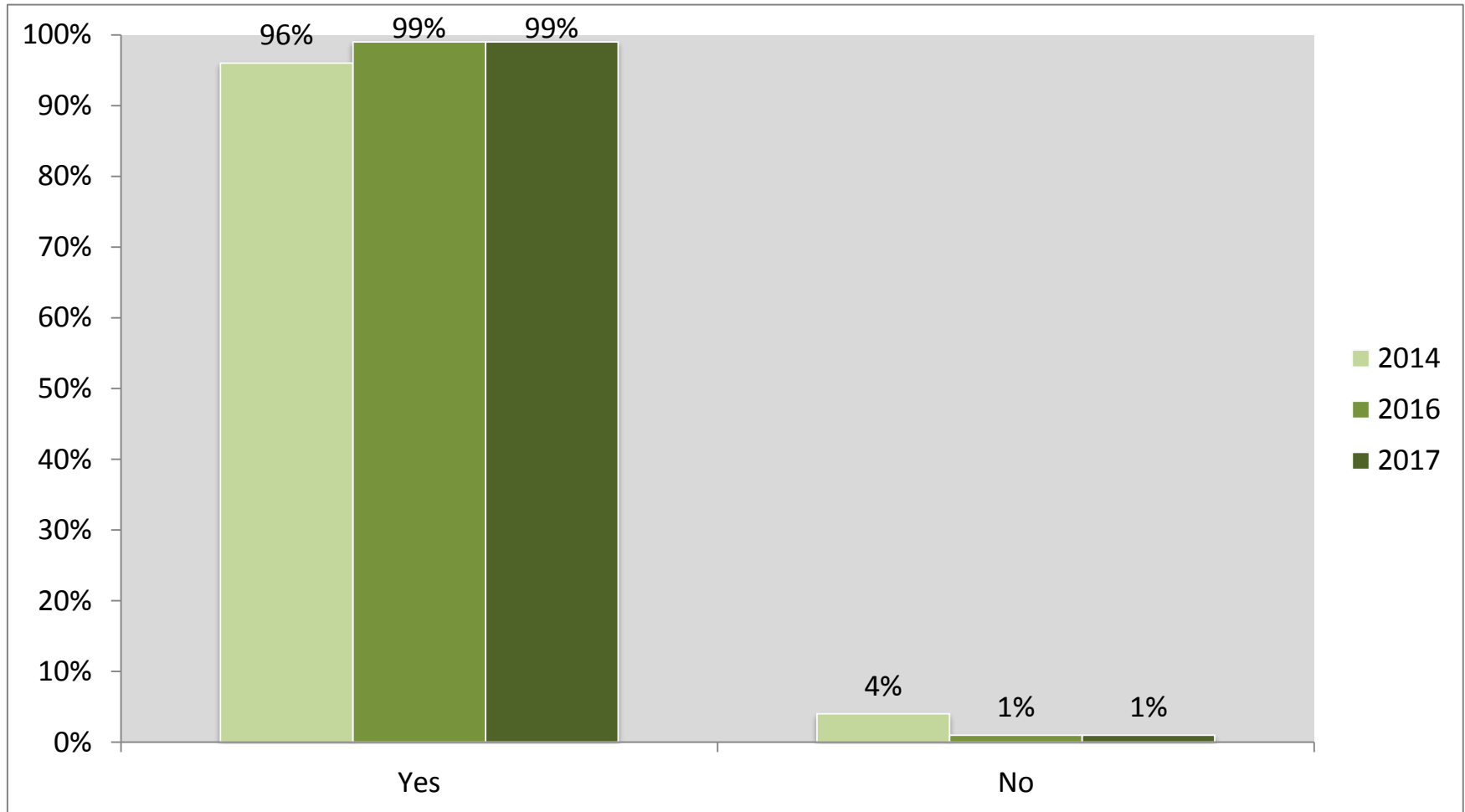
It is evident that 86% of the respondents did NOT experience any problems at the event. The number of people who did NOT experience any problems had increased by 8% when compared to the previous year. The trends show that there has been a steady decline in those who experience problems at the event.

# Problems Experienced

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

2016	2017
Parking issues	The delay of the busses returning back to the start
Delayed starting time	Finish area was too crowded
Water stations ran out of refreshments	Long lines waiting for the busses
T-Shirt sizes and quality	Not enough goodie bags
Water tables were too far from each other	Public toilets were not clean
	Lack of communication and signage at the event

# Recommend the Event to Family & Friends?



Once again, almost all of the respondents said that they would recommend the event to their family and friends – showing that the event does hold a good reputation.



# 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 / honour Madiba's memory
- Memorable and enjoyable event

Respondents cited the following reasons for **NOT recommending** the event:

- Overall organization of the event needs improving

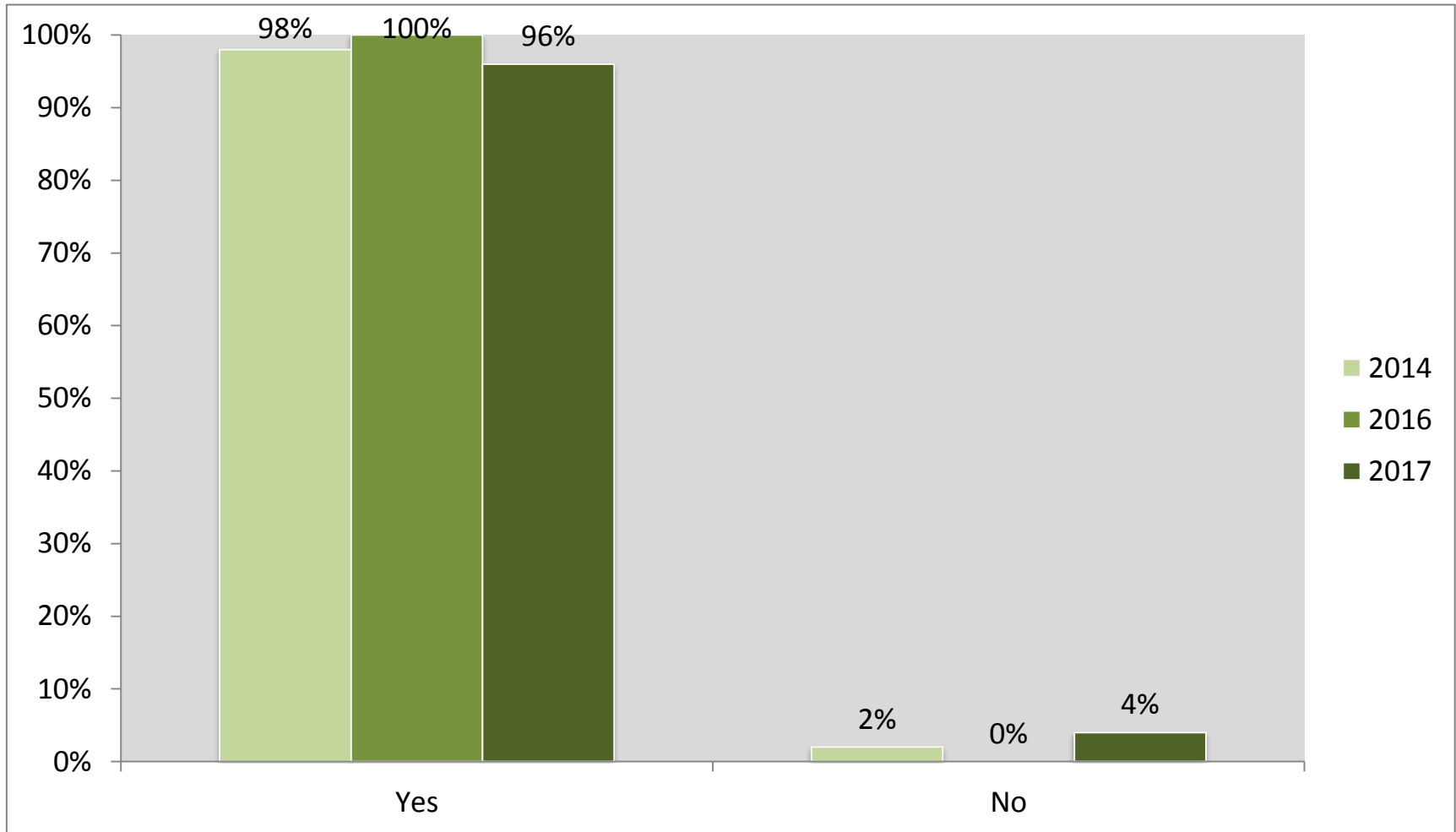
# Event Improvement Suggestions



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

- Increase the number of busses / shuttles
- Improve the logistics (parking, shuttles etc.)
- The finish area needs to be expanded
- More bins are needed as there was litter everywhere (no control)
- Cater for more goodie bags upon registration
- More directions and signage is needed

# Recommend KZN as a Tourist Destination?



Once again, it was positive to note that almost all of the respondents (96%) said that they would recommend KZN as a tourist destination to their friends and family. This should have a positive influence on future arrivals in the province.

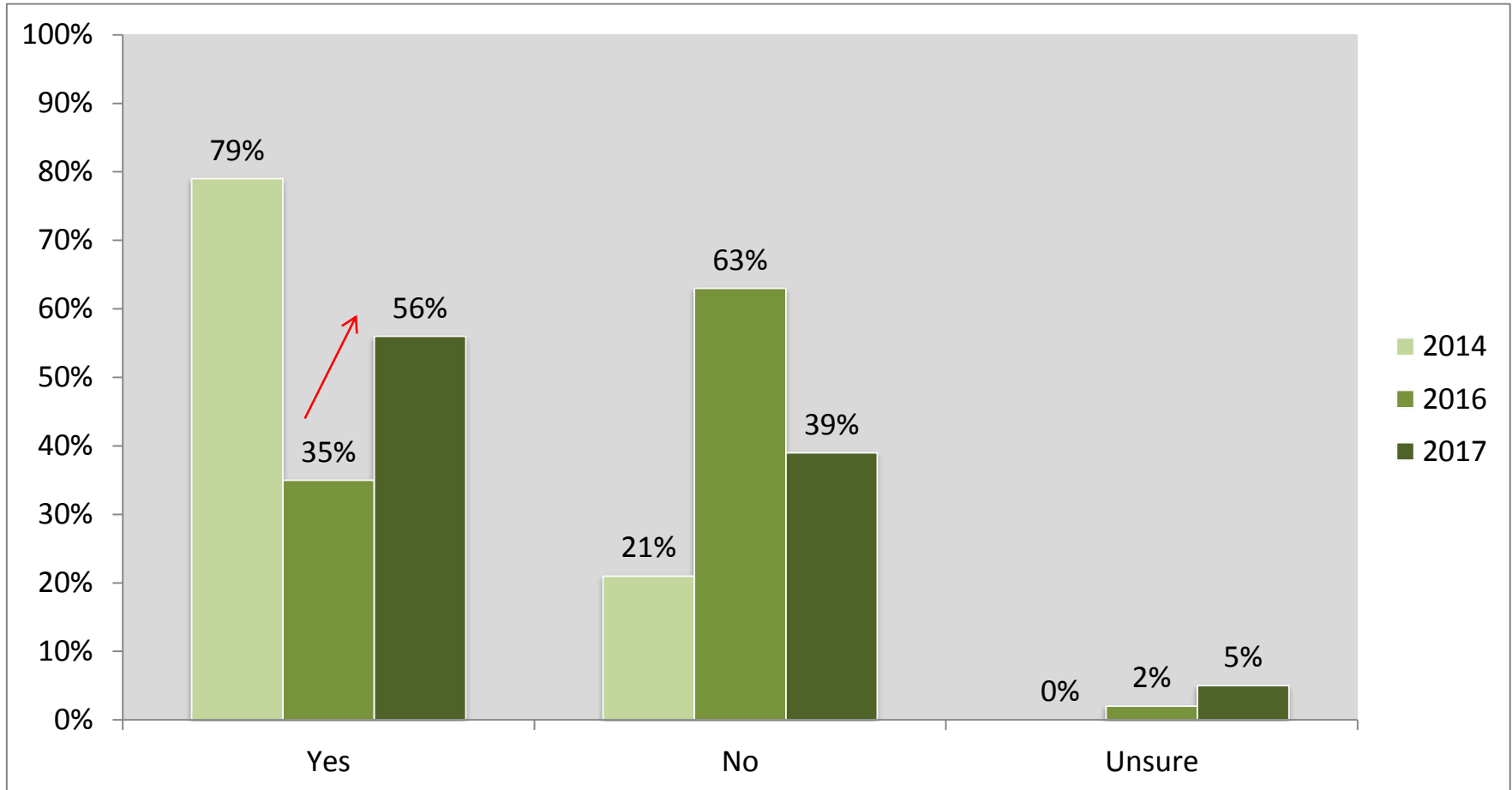
# Reasons for Recommending KZN as a Tourist Destination



The respondents listed the following reasons for **recommending KZN**:

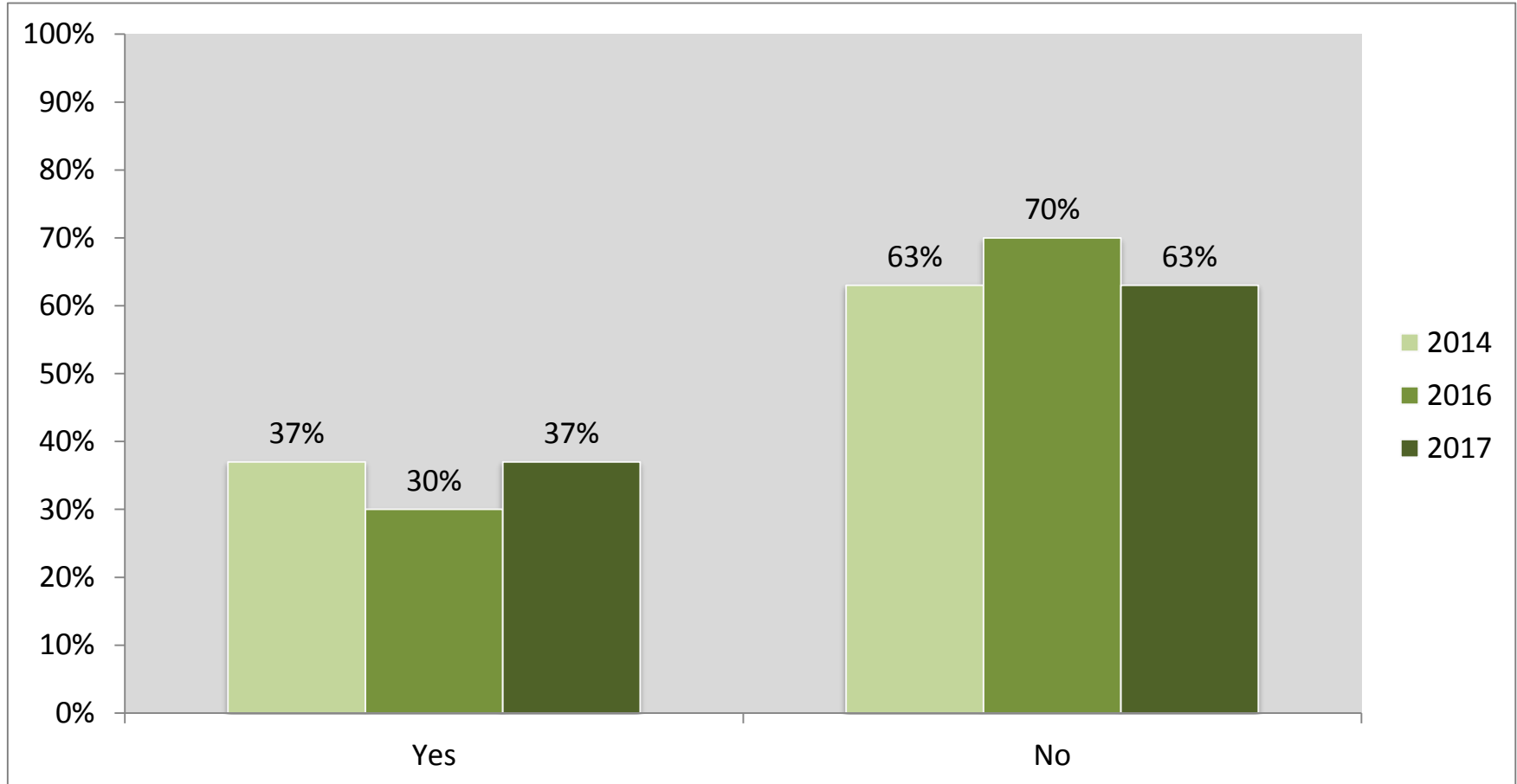
- Excellent weather/climate
- The beaches
- Friendly people
- Beautiful scenery/landscapes
- Many things to do
- The province has many events that are well organized
- It has a great “vibe”
- The mountains
- A great holiday destination

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



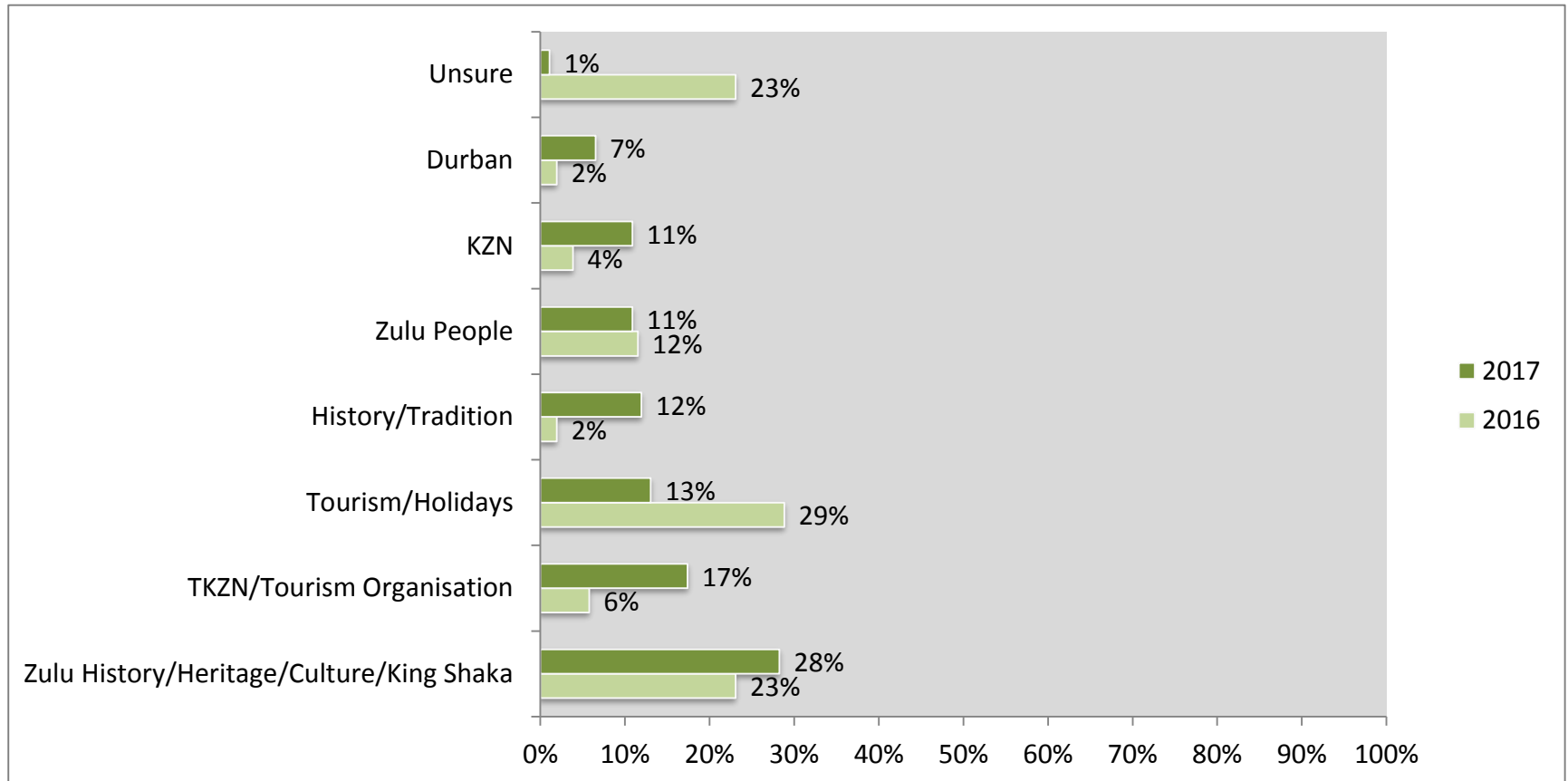
It was positive to note that more than half of the respondents (55%) noted that they do plan to travel to, or within (intra-provincial travel), KZN in the next 12 months for a holiday. Compared to 2016, there was a 21% increase in the number who said they do plan to travel.

# Familiar with TKZN Slogan?



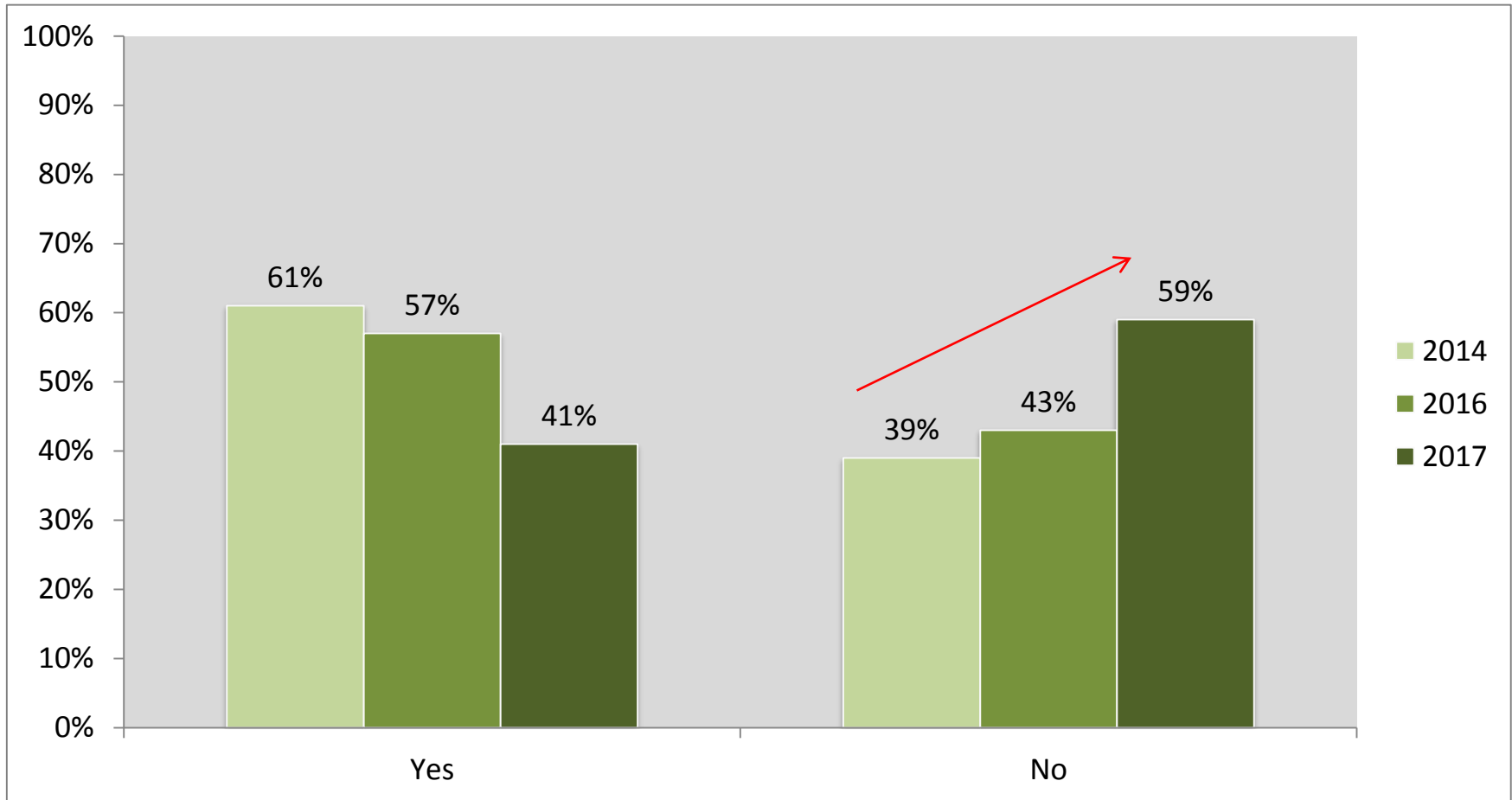
Only 37% of the respondents had noted that they were familiar with the TKZN slogan, “Zulu Kingdom. Exceptional”. When comparing 2016 and 2017, there was a 7% increase the number who had heard of the slogan before. The majority continue to be unfamiliar with the slogan which is a negative issue with TKZN’s branding.

# 'Zulu Kingdom Slogan': Associations



It is clear that the majority (28%) of the respondents associated the slogan with 'Zulu History/Heritage/Culture/King Shaka'. Following this, 17% of the respondents associated the slogan with 'TKZN/Tourism Organization'. Only 13% of the respondents associated the slogan with 'Tourism/Holidays'.

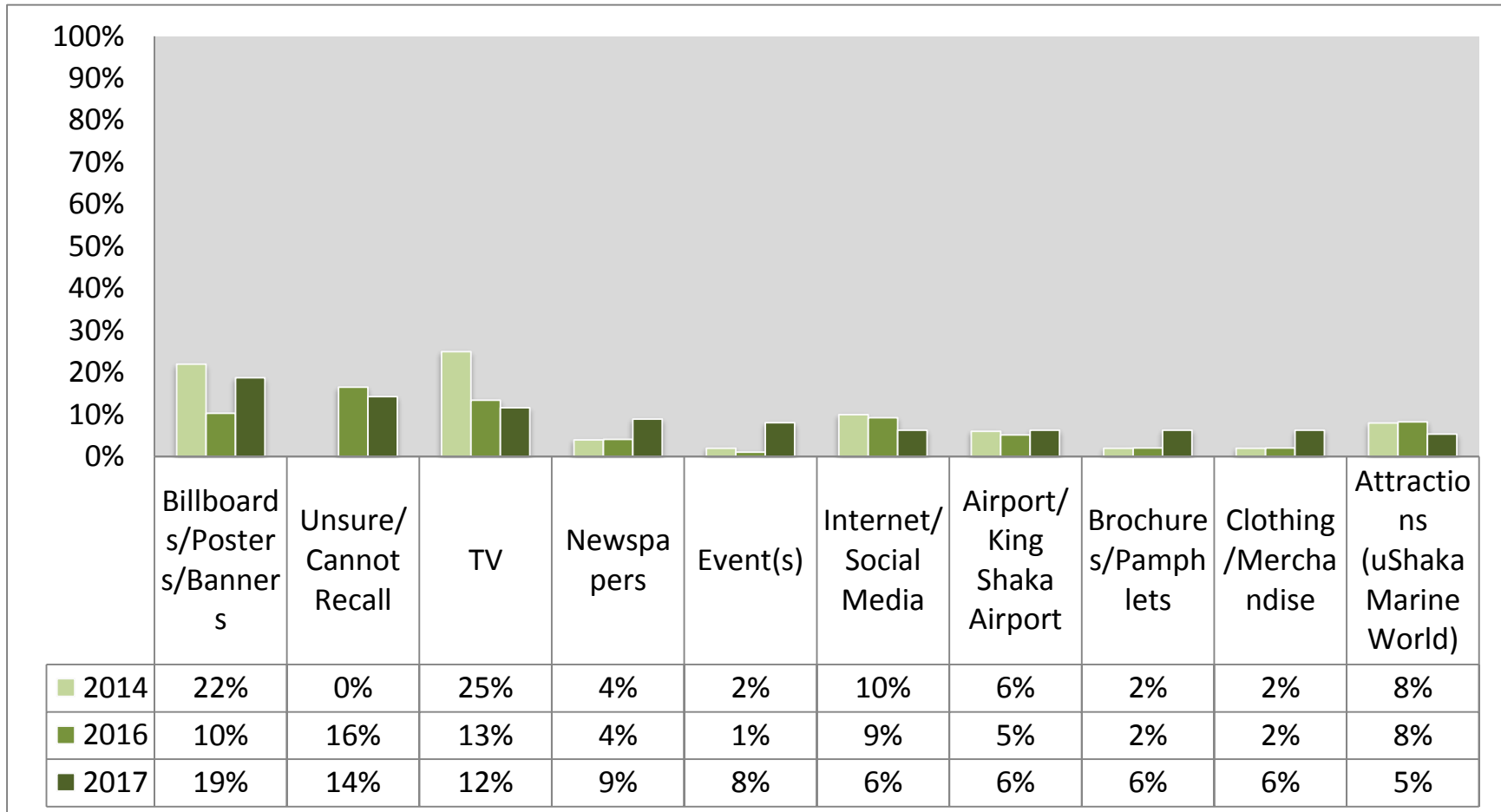
# TKZN Logo



In 2017, 59% of the respondents had not seen the TKZN logo before – which was 16% less than the findings from 2016. There has also been a steady decline in the number of respondents who have seen the logo since 2014 (an overall decline of 20%).



# Where Zulu Kingdom Logo Noted? (Top 10)



It is evident that, in 2017, most of the respondents (19%) had seen the TKZN logo on 'Billboards/Posters/Banners', or they could not recall where they had seen the logo (14%). It was noted that 12% had seen the logo on TV.

# Spend Breakdown: Local Residents



Local Resident		2016
Items	Amount	
Food & Beverage	R44	
Transport	R48	
Entertainment	^	
Souvenirs/Other	^	
<b>Total Average Spend</b>	<b>R219</b>	

Local Residents		2017
Items	Amount	
Food & Beverage	R85	
Transport	R113	
Entertainment	^	
Souvenirs/Other	^	
Event Fees <sup>#</sup>	R167	
<b>Total Average Spend</b>	<b>R371</b>	

It is evident that the local resident's spend is very low and it is therefore better to draw in more visitors as their spend tends to be a lot higher – which would have a positive influence on the economic impact. Also, the average spend across most categories has increased when comparing 2016 with 2017.

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

<sup>#</sup>Only introduced in 2017

# Spend Breakdown: All Visitors



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

All Visitors 2017	
Items	Amount
Accommodation*	R554
Food & Beverage	R296
Transport	R621
Entertainment	R38
Souvenirs/Other	R39
Event Fees#	R139
<b>Total Average Spend</b>	<b>R966</b>

It is evident **VISITORS** are very important for the overall economic impact of the event due to their higher average spend at the event. The average mean spend increased in 2017, when compared to the previous year.

\*Based on overnight visitors only

#Only introduced in 2017

# Spend Breakdown: All Respondents in 2017



2017	Accommodation	Food & Beverage	Transport	Entertainment	Souvenirs/Other	Avg. Total Spend
Local Resident		R85	R113	^	^	R371
Day Visitor		R152	R161	^	^	R516
Overnight Visitor	R554	R646	R1 739	R112	R87	R2 059
<b>Avg. Spend (All)</b>		R223	R445	^	^	R760

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



	2017		
	Overnight Visitors	Day Visitors	Local Residents
<b>Participants</b>			
Number	1 983	4 800	3 652
*Low Estimate	R2 983 440	R1 836 982	R1 149 719
**Middle Estimate	R4 250 568	R2 433 593	R1 431 562
***High Estimate	R5 517 696	R3 030 203	R1 713 406
<b>Spectators</b>			
Number	1 586	3 840	2 922
*Low Estimate	<i>Sample size too small for analysis</i>	“	“
**Middle Estimate	<i>Sample size too small for analysis</i>	“	“
***High Estimate	<i>Sample size too small for analysis</i>	“	“

\*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 8 348.
- 2) The participants were based on the figure of 10 435 which included runners aged 18+
- 3) Therefore, the estimated overall attendance stands at 18 783.

It is worth noting that the overnight participant visitors directly contributed between R2,9 million and R5,5 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 (2014 – 2017)



	2014
Direct spend	*At least R3 986 612 As much as R7 319 925
Total spend (Multiplier of 2,0)	**At least R7 973 224 As much as R14 639 850
	2016
Direct spend	*At least R2 845 171 As much as R5 468 544
Total spend (Multiplier of 2,0)	**At least R5 690 342 As much as R10 937 087

	2017*	
	Direct Spend	Multiplier of 2**
Low Est.	↑ R4 820 423	↑ R9 640 846
High Est.	↑ R8 547 900	↑ R17 095 799

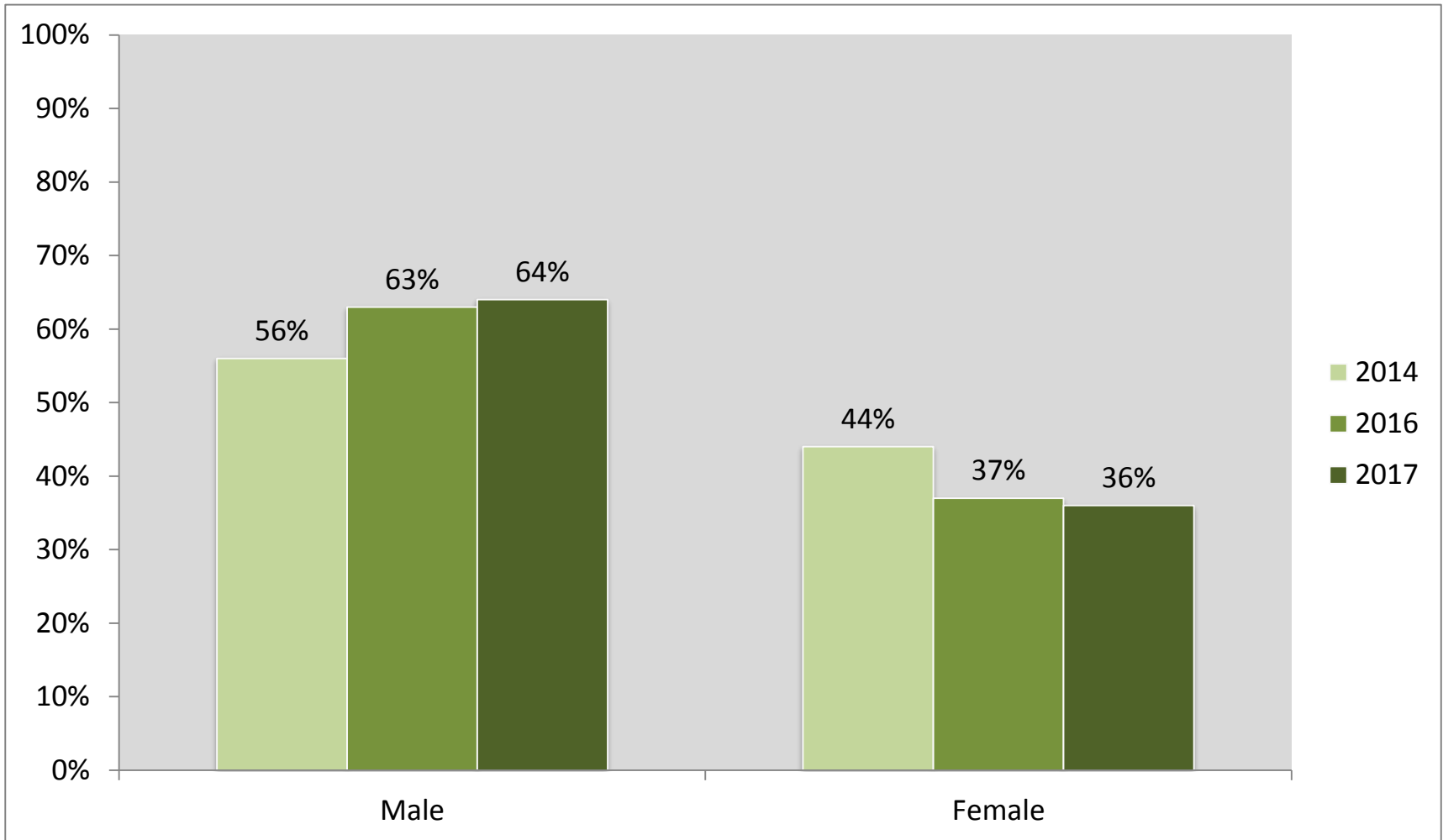
\*This is an estimate based on the direct spend of **visitors only**. Thus, local residents are excluded from this figure ('recycled money'). In 2017, the figures were based on **PARTICIPANT visitors only** as the sample size for spectators was considered to be too small.

\*\*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 2017 Mandela Day Marathon was therefore estimated to be between:

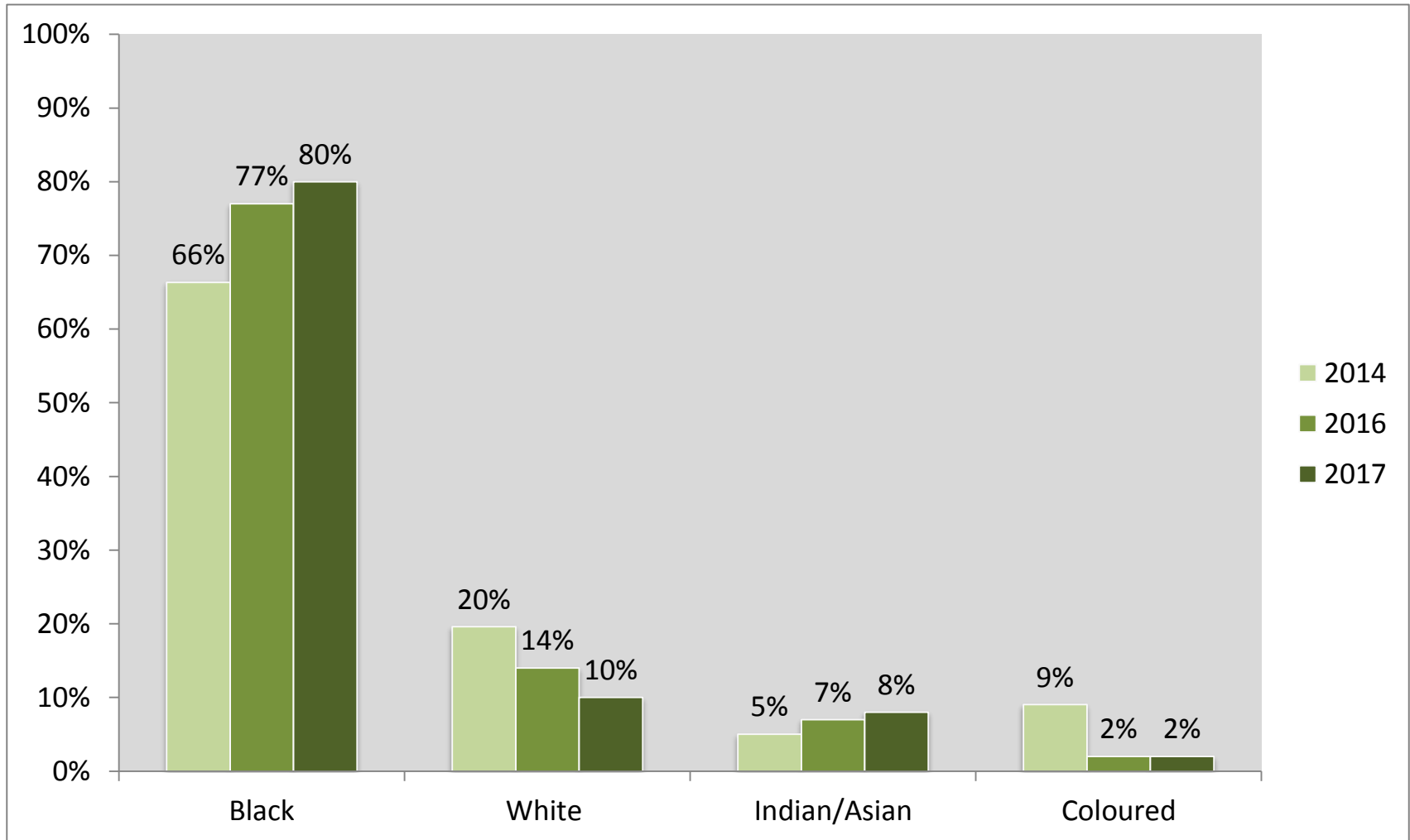
**R9,6 million and R17,0 million**

# Demographics: Gender



The majority of the respondents were Male (64%) while 36% were female. Trends show that males tend to dominate the overall numbers at the event.

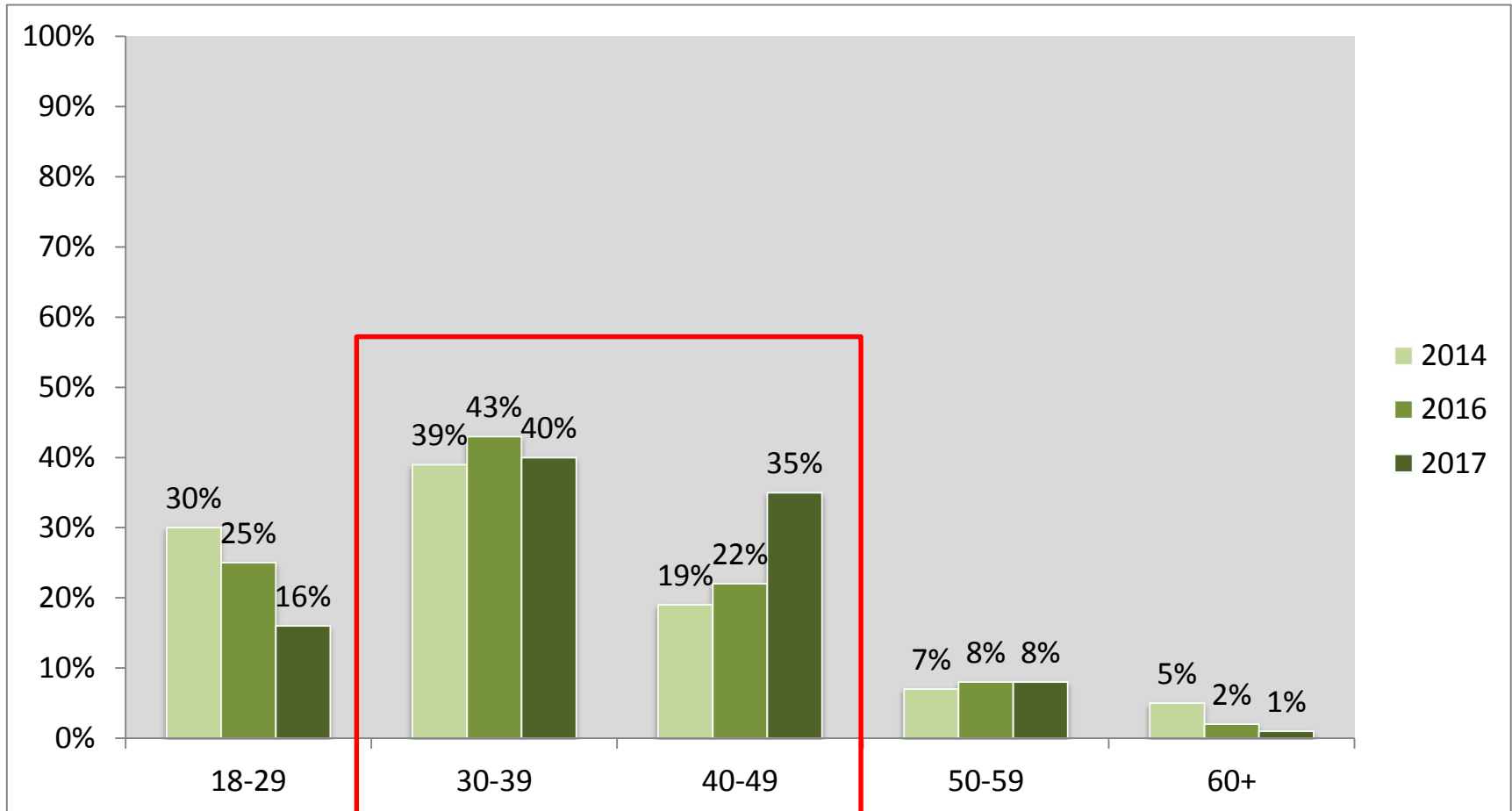
# Demographics: Population Group



The majority of the respondents were 'Black' (80%) while 10% were 'White', 8% were 'Indian/Asian' and 2% were 'Coloured'.

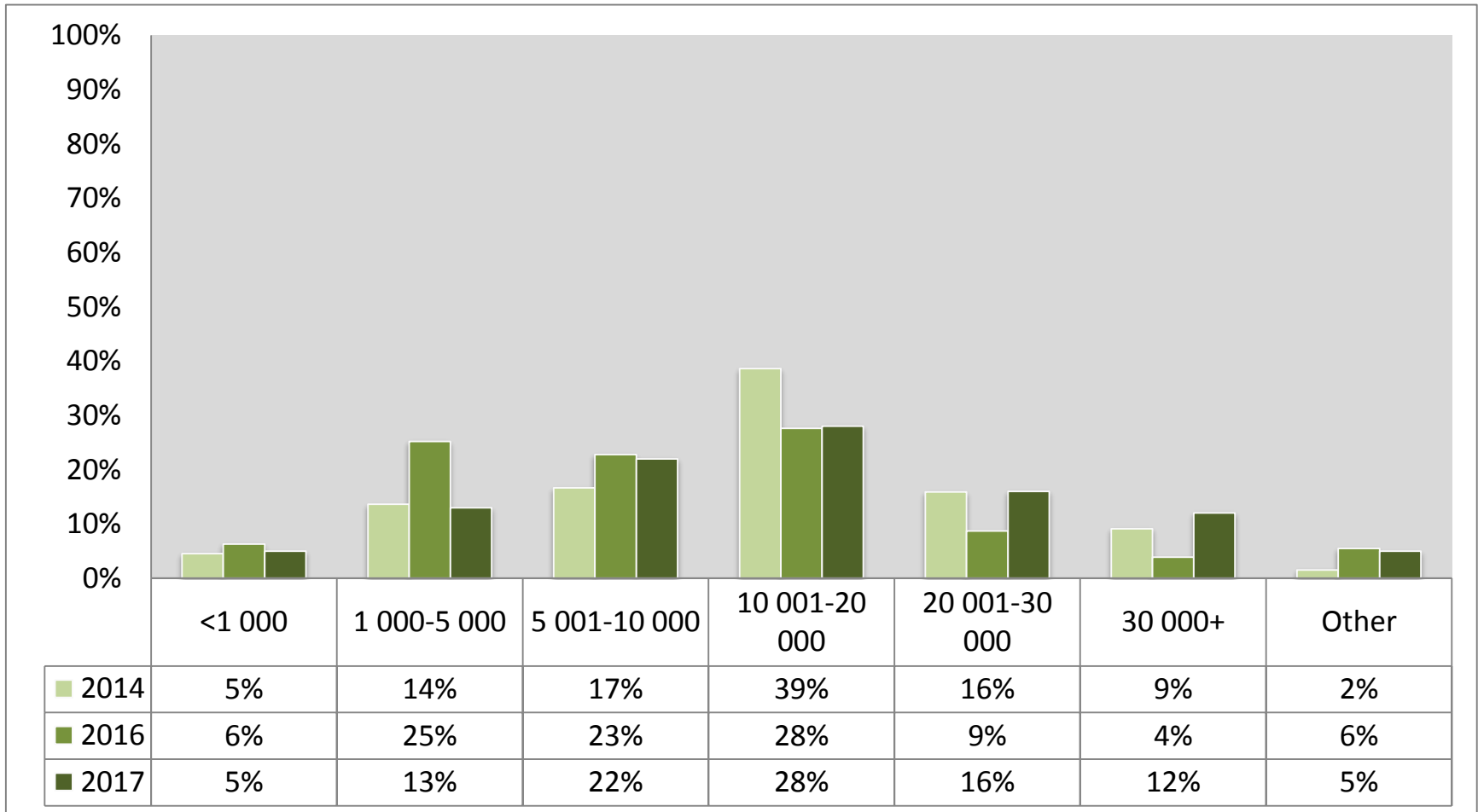


# Demographics: Age Groups



The majority of the respondents (75%) were between the ages of 30-39 (40%) and 40-49 (35%). This was then followed by 16% of the respondents who were in the 18-29 age group. There has been a steady decline in those from the 18-29 age group, and an increase in those from the 40-49 age group (13% increase in 2017).

# Demographics: Income Level



The majority of the respondents fell in to the lower to middle income brackets (R1000 pm to R20 000 pm). When comparing 2016 and 2017, there was an increase in those who earn more than R20 000 per month. This could have a positive outcome for the economic impact of the event.

# Findings



- 1) It was noted that 65% of the respondents were visitors to the area in which the event was taking place, while 35% were local residents. There was a 14% increase in the total number of visitors.
- 2) In terms of the types of visitors – 46% were considered as ‘day’ visitors, while 19% were ‘overnight’ visitors. There was a 12% increase in the number of ‘day’ visitors, along with a 2% increase in ‘overnight’ visitors. There has been a gradual increase in the number of ‘overnight’ visitors since 2014.
- 3) The total attendance of the event grew mainly due to an increase in the average group size (from 1.2 in 2016, to 1.8 in 2017). The participant numbers increased very slightly.
- 4) It was noted that 84% of the respondents were from KZN, while 12% were from Gauteng. There was a 8% increase in the numbers from Gauteng in 2017. There were two international respondents – one from the UK, and the other from the USA.
- 5) Data on International entries were not available in 2017.
- 6) Almost all of the respondents were in the area specifically for the event either as a participant (91%) or a spectator (8%).

# Findings



- 7) In terms of the overnight visitors, the average length of stay was estimated to be 1,6 nights. This figure had increased from an average of 1,3 nights in 2016. The majority of the respondents stayed for 1 night (59%) or 2 nights (32%).
- 8) In addition to the above, the majority of the overnight visitors stayed either in a 'B&B/Guesthouse' (33%) or with 'Friends/Family' (28%). There was an average decline in the numbers who used paid accommodation, but there was a 20% increase in those who stayed in B&Bs or guesthouses.
- 9) The majority of the respondents noted that they had used their own vehicles (70%) to travel to the event (i.e. the start). Following this, 13% made use of a 'Mini-Bus Taxi' and 8% used a bus.
- 10) In terms of how the respondents heard about the event, 75% had noted that they attended due to 'Word-of-Mouth' (22%) or the fact that they had attended before (53%). There has been a gradual increase in the number of those who were influenced by their previous attendance.

# Findings



- 11) In terms of the difference race categories, 45% of the respondents mentioned that they did the Half-Marathon (21km), 35% did the Marathon (42km), and 20% did the 10km race.
- 12) It was noted that 99% of the respondents were satisfied with the information regarding the event. This was a 2% increase when compared to 2016.
- 13) The majority of the respondents indicated that the event was well marketed, but some suggested that there should be more adverts on TV and some mentioned that the event should be advertised outside the province more.
- 14) In 2017, 87% of the respondents noted that they plan to attend the event again in future. This number increased by 14% when compared with the previous year. 10% of the respondents were unsure if they would attend or not.
- 15) The number of respondents who had attended the event before (75%) was the highest in 2017, with only 26% having not attended before.

# Findings



- 16) Approximately 92% of the respondents had either an 'excellent' (49%) or 'good' (43%) experience at the event. There has been a gradual increase of those who have an 'excellent' experience at the event since 2014.
- 17) There were only 14% of the respondents who experienced any problems at the event in 2017. The number of those who have NOT experience problems has increased gradually since 2014.
- 18) For those who did experience problems, some of the following were noted:
  - Busses: delays and long lines in waiting
  - Finish area was crowded
  - Public toilets were not clean
- 19) It was positive to note that 99% of the respondents said that they would recommend the event to their friends and family. Some of the reasons for recommending the event are to do with the fact that it is a good, fun, and healthy event. Some respondents noted that the organization of the event would influence them into NOT recommending the event.

# Findings



- 20) Some of the respondents noted some of the following suggestions in terms of improving the event in future:
  - Increase the number of busses/shuttles
  - Improve the logistics (parking, shuttles etc.)
  - Finish area needs to be expanded
  
- 21) It was noted that 96% of the respondents would recommend KZN as a tourism destination to their friends and family. Most of the common reasons were noted again, such as, “friendly people”, “good weather”, “lots to do”.
  
- 22) In 2017, 56% of the respondents indicated that they plan to travel to, or within, KZN in the next 12 months for a holiday. There was a 21% increase in this number when compared to the previous year.
  
- 23) Only 63% of the respondents had noted that they were familiar with the TKZN slogan, “Zulu Kingdom. Exceptional.” The number of those that were familiar with the slogan increased slightly from 30% in 2016 to 37% in 2017.

# Findings



- 24) The majority of the respondents associate the following with the slogan: 'Zulu History/Heritage/Culture/King Shaka' (28%), 'TKZN/Tourism Organization' (17%), and 'Tourism Holidays' (13%).
- 25) There has been a general decline in the number of respondents who have seen the TKZN logo, and in 2017, 59% noted that they had not seen it before. This number increased from 43% in 2016. This is a negative trend and one which needs attention from TKZN.
- 26) The majority of those who had seen the logo, noted it on 'Billboards/Posters/Banners' (19%), or on TV (12%). Approximately 14% of the respondents had seen the logo but they could not remember where.
- 27) The average spend, for both the local residents and the visitors, increased in 2017.
- 28) The economic impact of the event was estimated to be in the region of **R9,6 million and R17,0 million**. This figure thus demonstrated an **increased** value of the event in 2017, which was possibly due to the overall increase in the total attendance, the increased number of visitors, and the increased mean spend by the respondents.



# Findings



29) In terms of the demographics of the respondents:

- 64% were male, while 36% were female. There has been a steady increase in the number of males at the event since 2014.
- 80% were 'Black', 10% were 'White', 8% were 'Indian/Asian', and 2% were 'Coloured'
- 75% were between the ages of 30 and 49, with the majority being between the ages of 30-39 (40%).
- 28% earn between R10 001 – R20 000. Following this, it was estimated that 16% earn between R20 001–R30 000.

# 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, as well as new participants, 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 towards 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) It is recommended that the logistics and transport issues are resolved for the future. There were a number of comments that were noted regarding the lines that led to the busses being too long, as well as the delay of the busses getting back to fetch the participants. Ways in which the participants can make use of their own vehicles should be explored in order to improve the satisfaction of the respondents in this case.

# Recommendations



Continued...

- 4) In order to decrease the amount of litter and pollution at the event it is recommended that a simple step towards introducing more bins is considered. In addition to this, it is recommended that a number of local community members are hired, on a temporary basis to start with, to clean up at the event while everyone is still there. This way, there will be less of an “eye-sore” while everyone is still there, instead of just cleaning everything afterwards. This will also assist the event in becoming more “responsible”, and eco-friendly – which could have positive implications going forward. Examples could be followed from the Comrades Marathon, and the Two Oceans Marathon (W Cape) in how they combat litter and pollution. Other companies that could be consulted could be WESSA and the Wildlands Conservation Trust.
  
- 5) If possible, the finishing area needs to be relooked at and expanded in order to cater for a larger number of participants and spectators – as the event does seem to be growing year after year. If the finish area is considered to be crowded now, then it is better that future plans are made to decrease the congestion for any future growth. Discussions and brainstorming would need to be conducted with the race organizing committee along with other stakeholders, such as the local municipality. The expansion of this area should also include the provision for a better flow of traffic and ample area for more parking.

# Recommendations



Continued...

- 6) In addition to point 3, with regards to logistics of the busses, it is recommended that if an immediate resolution cannot be made then temporary measures should be considered. In other words, it is advised that some sort of cover and other facilities are provided to the runners who are waiting for the busses. On the day of the event, there was a cold wind blowing through the valley – runners, most of whom had just run for over 2 hours were now waiting in the cold for a bus while they were already tired. Simple aspects such as these could assist in relieving the irritation and impatience of the runners. Runners should also be informed of the logistics so that they too could make the best plans possible to be comfortable while waiting for the transport.

# 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, in terms of brand awareness or association.
- 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.