

Midmar Mile 2013 Impact Assessment: Top Line Summary Report



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Positive Highlights



- 98% of the respondents were satisfied with information provided regarding the event
- The majority of respondents were of the view that the event was well marketed
- 90% said they would attend the event again
- 20% of the respondents were first time attendees/participants signalling the ability of the event to still attract new participants
- The majority of the respondents said they had either a good (47%) or an excellent (50%) experience at the event
- 98% of the respondents indicated they would recommend the event to family and friends
- 98% of those interviewed also indicated that they would recommend KZN as a tourist destination
- The noting of the TKZN logo seemed to have improved with 59% of the respondents having noted it compared to only 49% in 2012



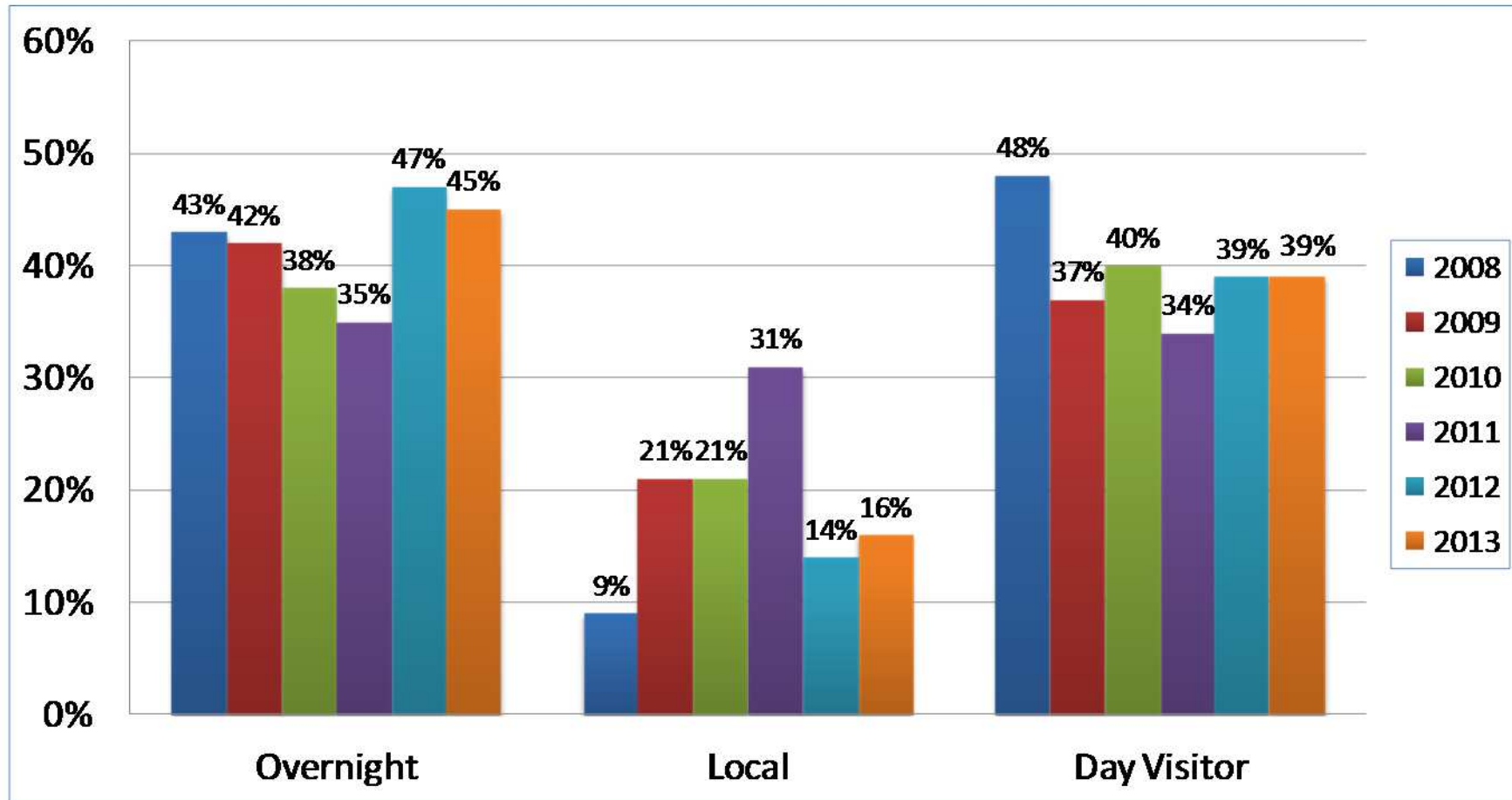
Methodology



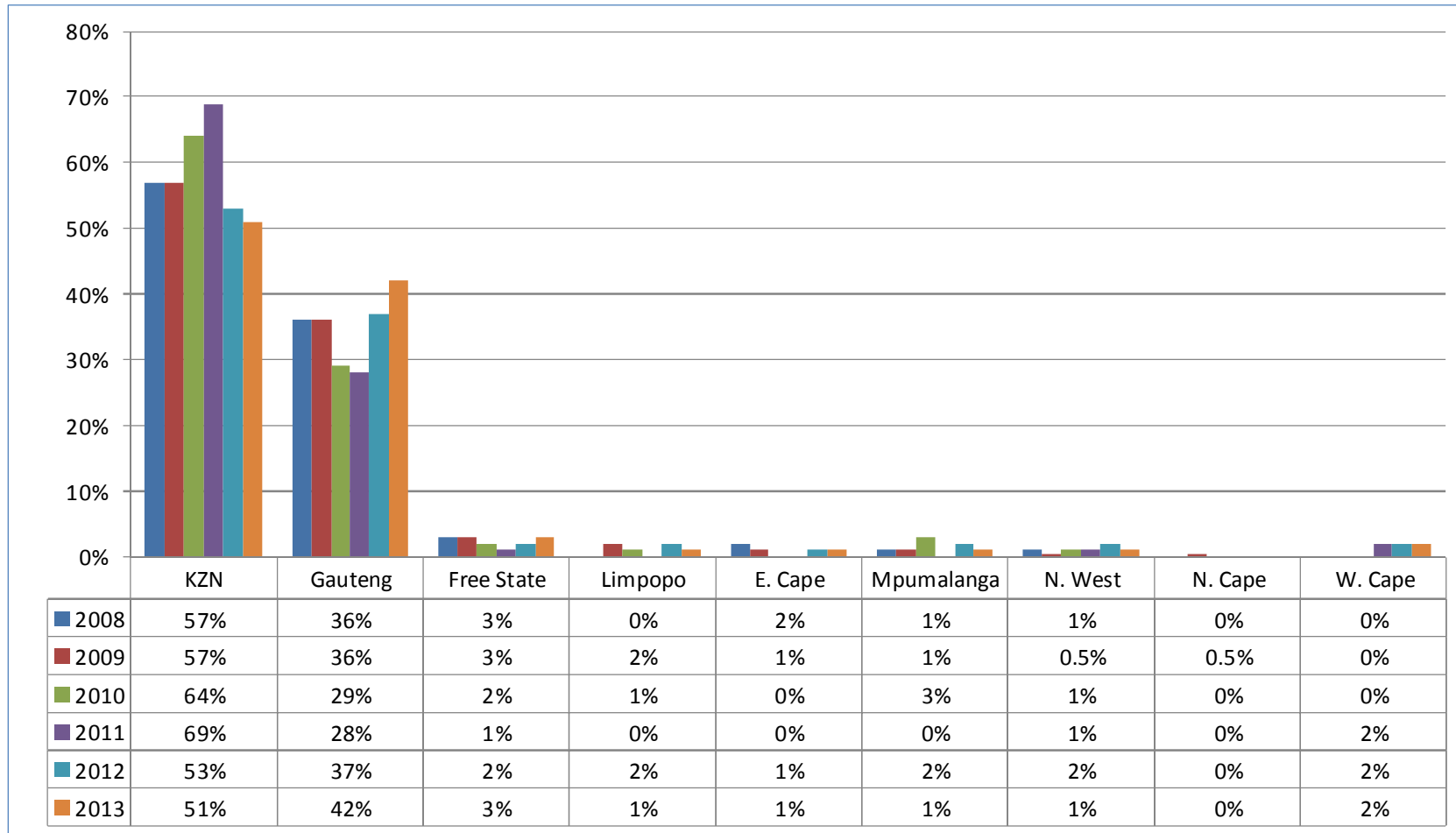
- Face to face survey with a probability sample of 225 respondents over the 2 days of the event, 9-10 February 2013.
- Respondents were systematically selected throughout the 2-day period of the event.



Nature of Midmar Mile Participants and Spectators



Provinces



It appears that there was an increase in Gauteng visitors, however, a Z-test of two independent sample proportions showed no statistically significant difference between the proportion of Gauteng visitors when comparing 2012 and 2013.



Participants and Vehicles



	2008	2009	2010	2011	2012	2013
Participants	15 440	15 942	16 000	16 210	16 007	16 487
Vehicles	6 383	6 876	7 123	7 054	7 602	7 598



Group Size and Spectator Estimate



	2008	2009	2010	2011	2012	2013
Average Group Size	4.2	4.1	3.6	4.3	3.8	3.9
Estimated Overall Attendance	26 808	28 192	25 643	30 322	28 888	29 632
Estimate Spectator Attendance	11 368	12 250	9 643	14 122	12 881	13 145



Estimated Economic Impact - Participants



Year	Overnight Participants	Local and Day Participants
2011		
Number	6 322	9 888
*Low Estimate	R11 696 806	R3 907 046
**Middle Estimate	R15 458 310	R4 795 680
***High Estimate	R19 226 810	R5 684 314
2012		
Number	4 967	3 452
*Low Estimate	R16 463 497	R1 322 377
**Middle Estimate	R19 404 579	R1 636 593
***High Estimate	R22 345 661	R1 950 810
2013		
Number	5 120	5 120
*Low Estimate	R12 112 621	R2 654 336
**Middle Estimate	R15 153 152	R3 764 736
***High Estimate	R18 193 683	R4 875 136

*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



Estimated Economic Impact – Spectators



Year	Overnight Spectators	Local and Day Spectators
2011		
Number	4 519	9 603
*Low Estimate	R8 834 494	R4 811 302
**Middle Estimate	R12 902 355	R6 141 973
***High Estimate	R16 970 668	R7 472 645
2012		
Number	5 281	7 600
*Low Estimate	R14 037 087	R4 031 403
**Middle Estimate	R17 662 305	R4 905 800
***High Estimate	R21 287 522	R5 780 197
2013		
Number	5 283	7 862
*Low Estimate	15 319 319	4 362 070
**Middle Estimate	18 451 406	5 618 185
***High Estimate	21 583 493	6 874 301

*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



Total Estimated Amount Spent



	2009	2010	2011	2012	2013
Low Estimate	R42 956 157	R24 984 876	R29 249 648	R35 854 363	R34 448 346
Middle Estimate	R43 734 706	R34 037 077	R39 298 318	R43 609 277	R42 987 479
High Estimate	R44 513 250	R43 089 278	R49 354 437	R51 364 190	R51 526 612

Note: This includes spending by both visitors and locals



Total Estimated Economic Impact



	Direct Spend	Multiplier of 1.42
2012		
Low Estimate	R30 500 583	R43 310 828
High Estimate	R43 633 184	R61 959 121
2013		
Low Estimate	R27 431 940	R38 953 355
High Estimate	R39 777 176	R56 483 589

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



Spend Breakdown

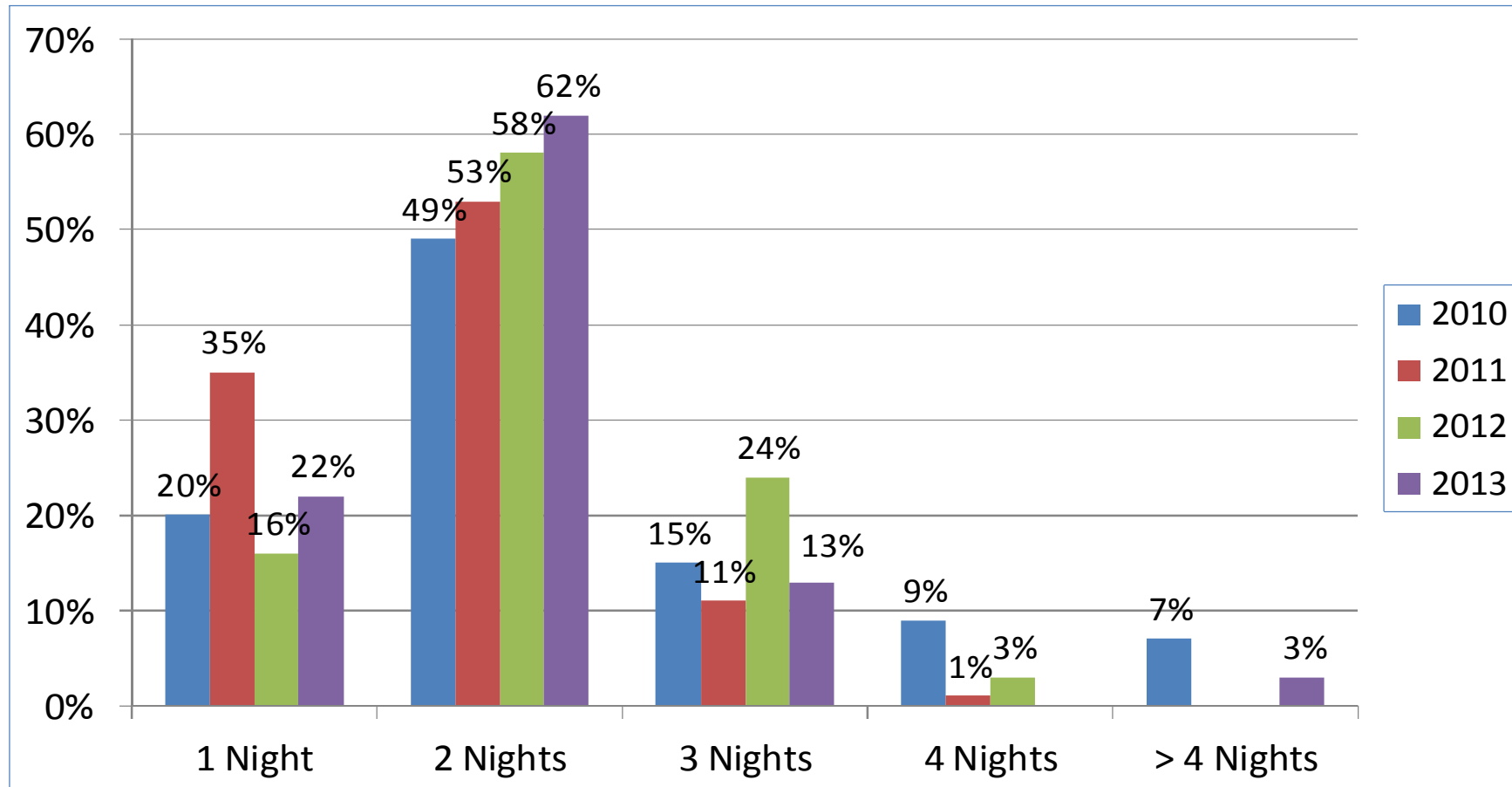


Items	2008	2009	2010	2011	2012	2013
Accommodation	R1 708	R1 504	R2 251	R1 248	R2 048	R1 769
Food & Beverage	R514	R451	R416	R343	R598	R502
Transport	R670	R441	R553	R501	R841	R627
Entertainment	R280	R432	R321	R323	R380	R337
Souvenirs	R424	R319	R225	R286	R457	R373
*Total Average Spend	R1 759	R1 578	R1 557	R1 412	R2 324	R1 832

*This is the total average spend for each year taking into account all the spend items. Therefore, the numbers in each column will not necessarily add up to this figure.



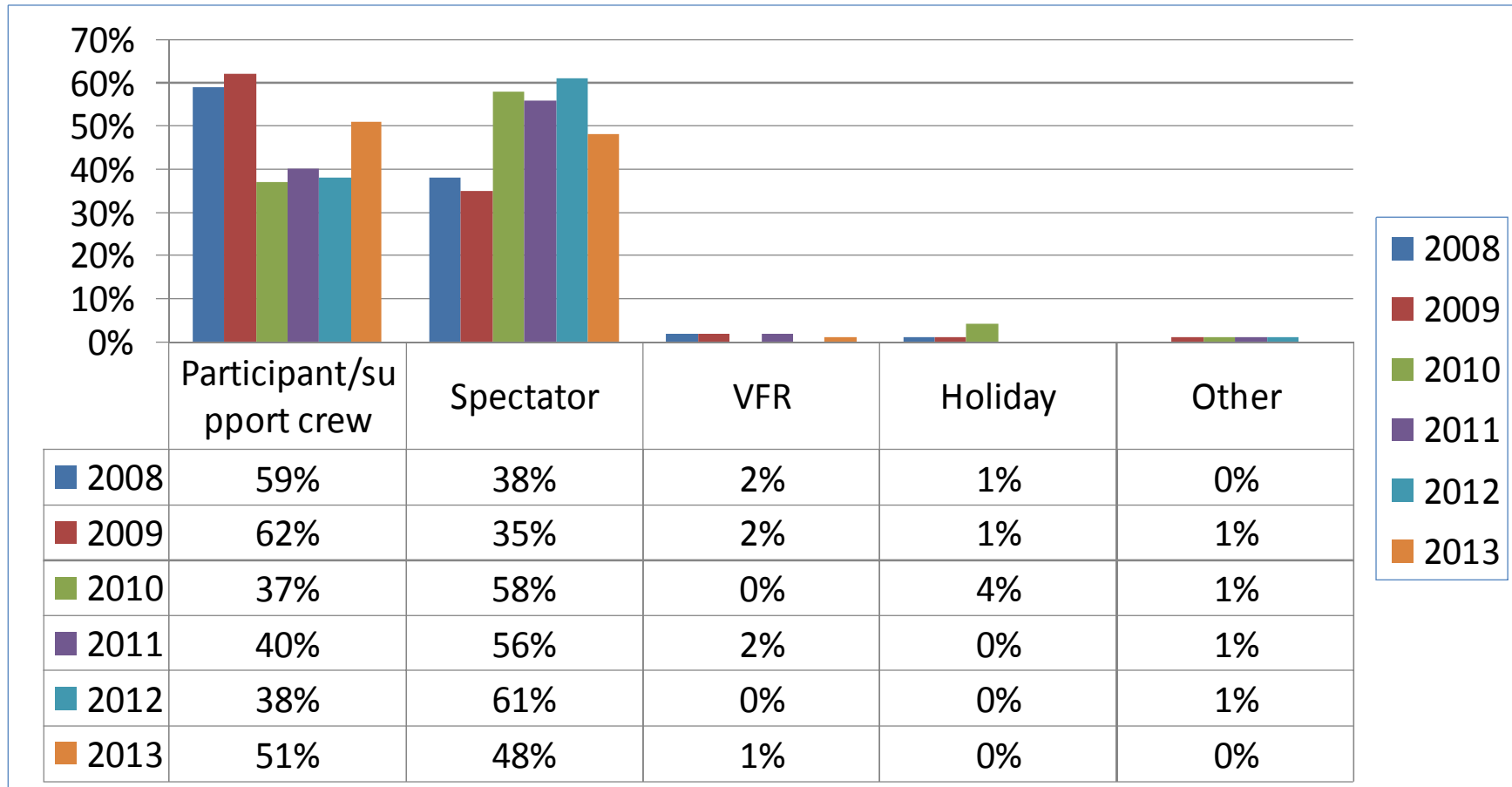
Length of stay – All Respondents



A Z-test of two independent sample proportions showed that there was no statistically significant difference between the proportion of visitors that stayed for 2 nights when comparing 2012 and 2013.



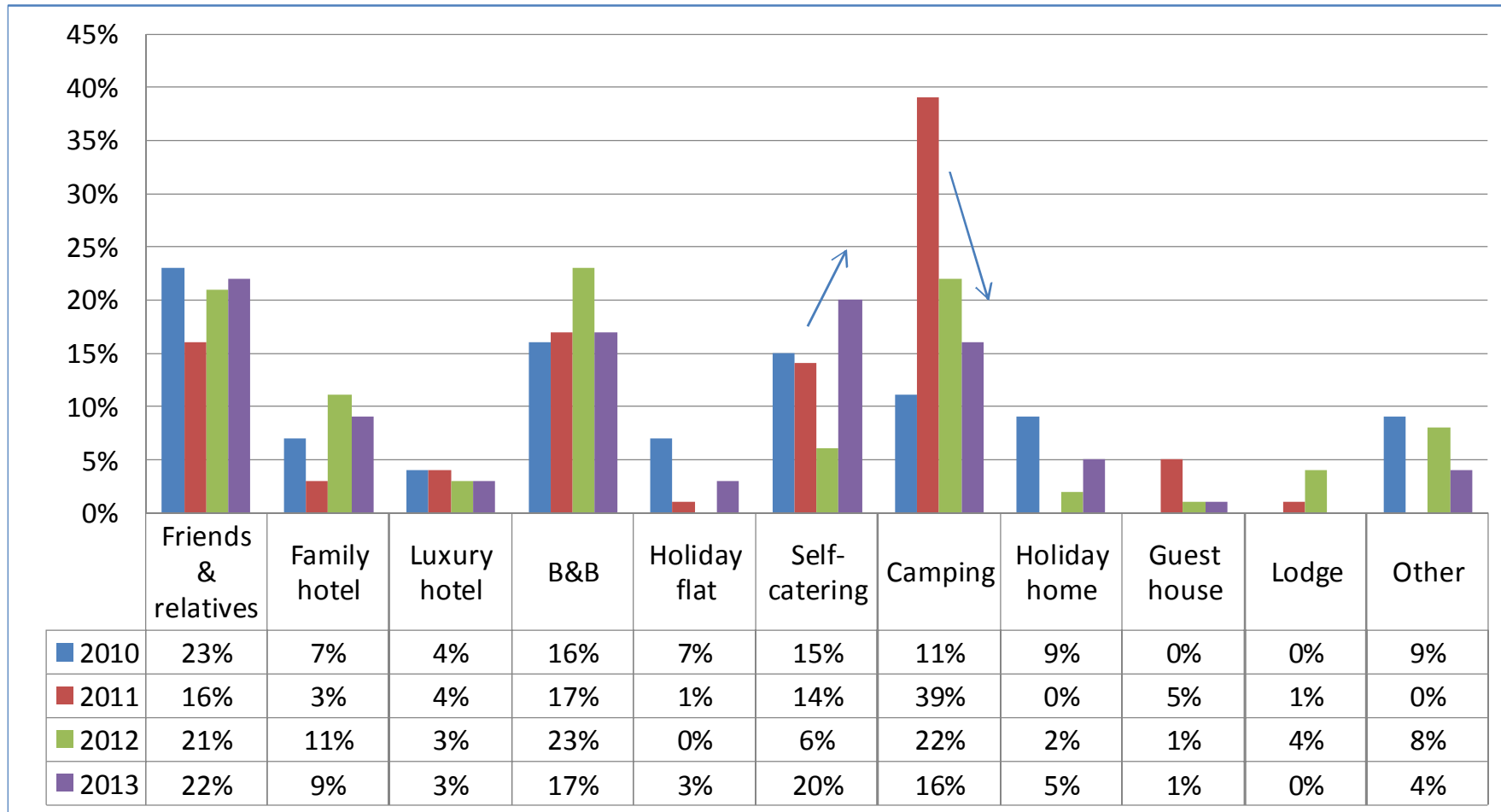
Primary Reason



Respondents were in the area mainly due to the event taking place.



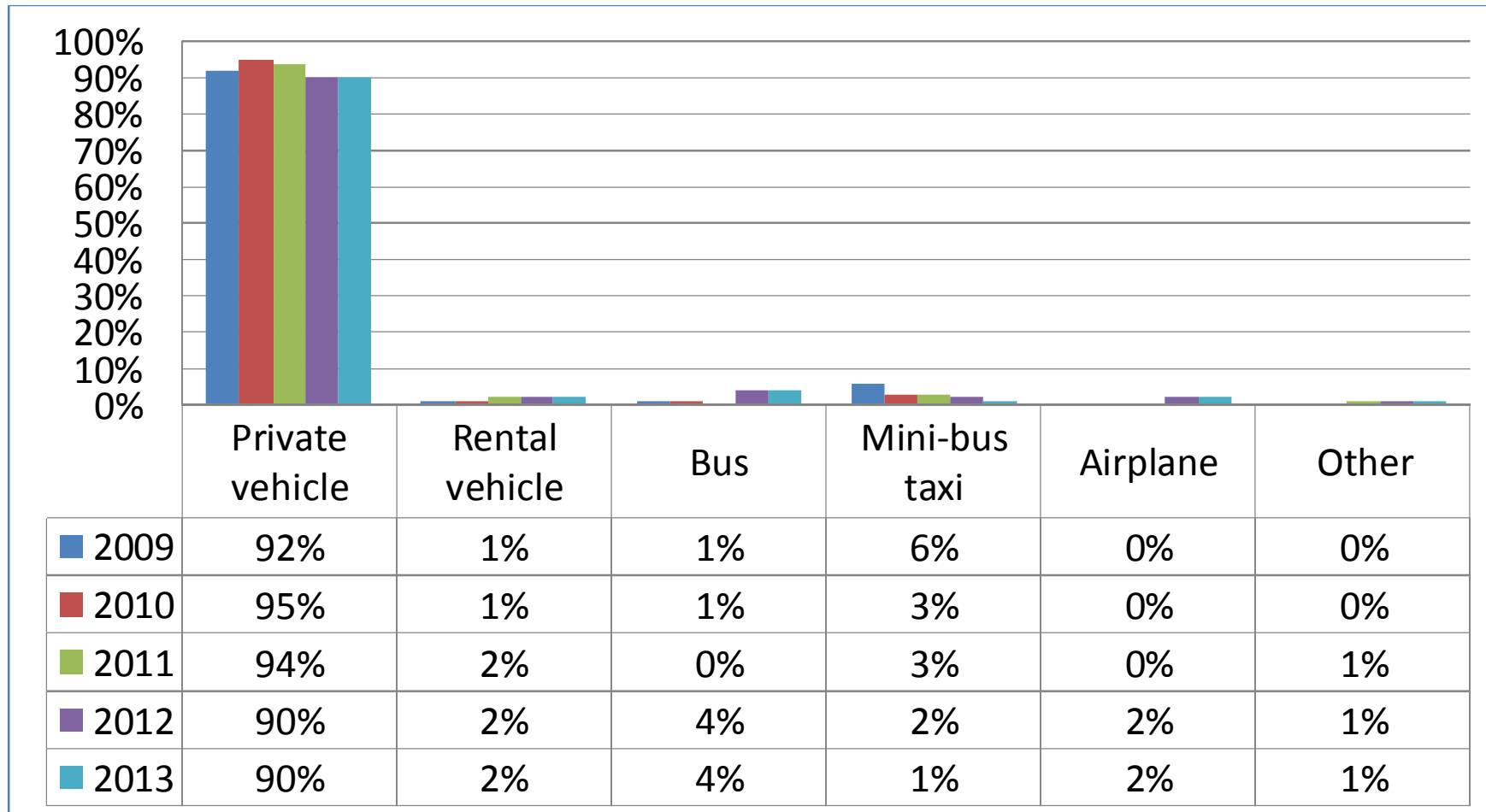
Accommodation



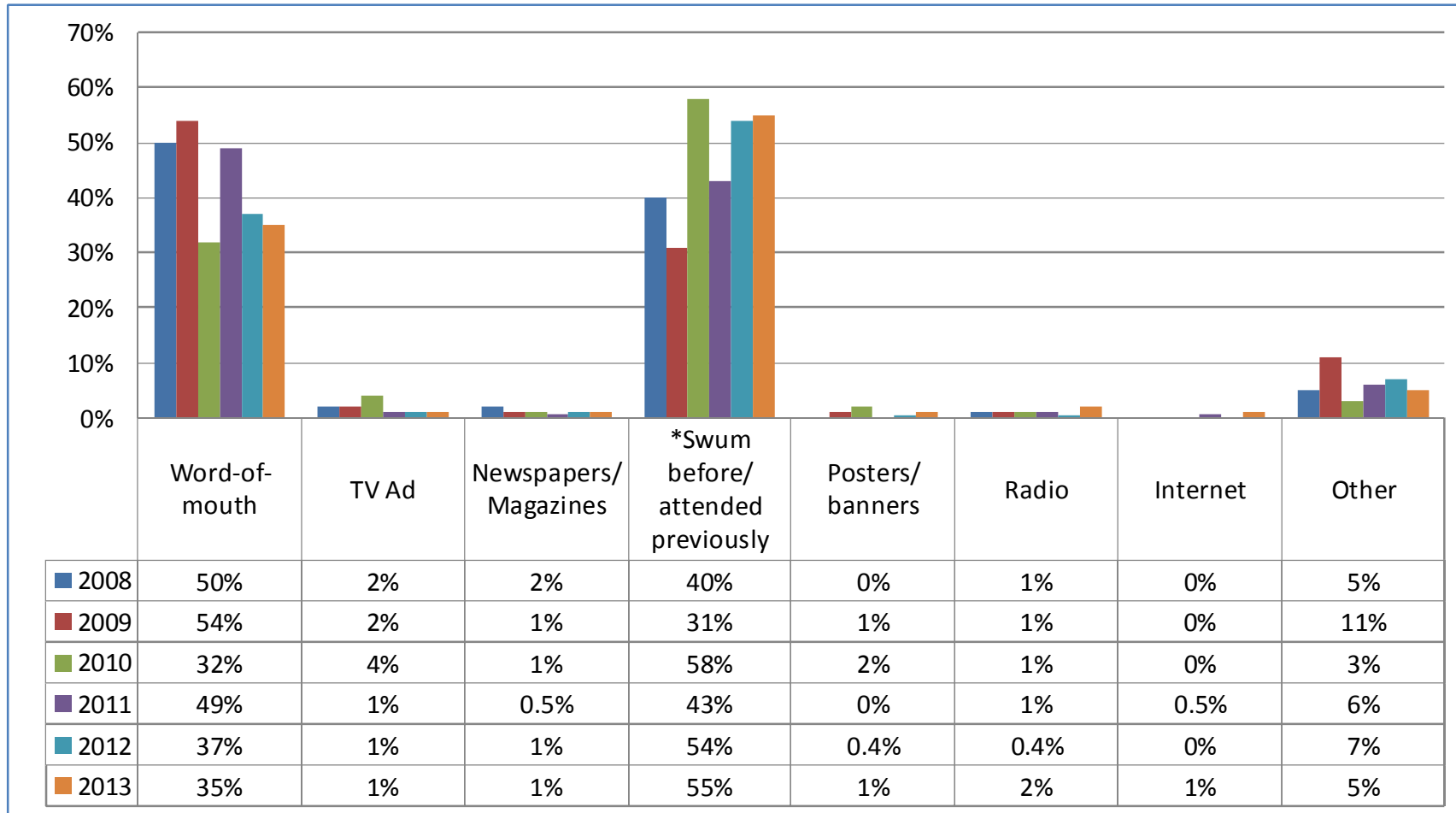
There appears to have been a significant increase in the use of self-catering accommodation. However, a Z-test could not be performed to confirm this assessment as the responses for 2012 were below the minimum number required to carry out such a test. Therefore, comparisons could not be made between the 2012 and 2013 events.



Transport to Event: Non-Residents



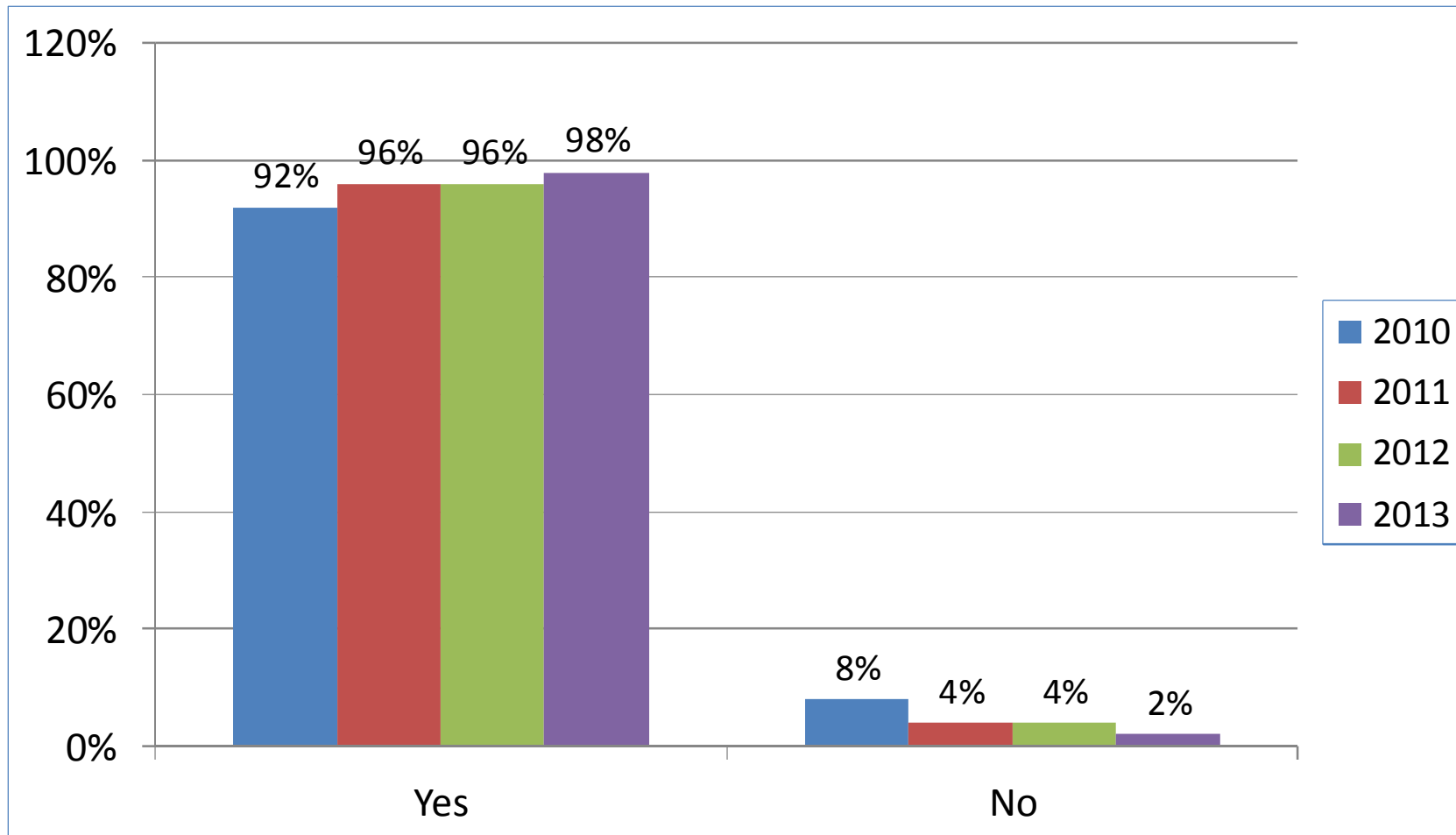
Influenced to Attend?



Word-of-mouth and previous attendance continued to be the most influencing factors for people to attend/participate at the Midmar Mile.



Information Satisfaction



As shown above, the majority of respondents were satisfied with information provided regarding the event.



Marketing Improvement Suggestions: 2013



SUGGESTIONS	COUNT	%
It is well marketed/advertised	84	66%
Advertise on TV	18	14%
Advertise on radio	5	4%
Advertise in newspapers	3	2%
Use the internet	3	2%
Market the event at school level/ underprivileged schools	1	1%
Market the event nationally	1	1%
Advertise it through the information centres	1	1%
More advertising	1	1%
More advertising around PMB and the Midlands	1	1%
More aggressive marketing	1	1%
More posters	1	1%
Posters at the toll gate	1	1%
Helicopter banners	1	1%
Advertise in townships	1	1%

It appears that many people were happy with how the event was marketed. However, suggestions for improvement were also made.



Marketing Improvement Suggestions: 2013 (cont'd)



SUGGESTIONS	COUNT	%
Provide information regarding entry fee	1	1%
Advertise the event early	1	1%
Advertise the event on African radio stations	1	1%
Advertise more on social networks	1	1%
TOTAL	127	100%



Marketing Improvement Suggestions: 2012



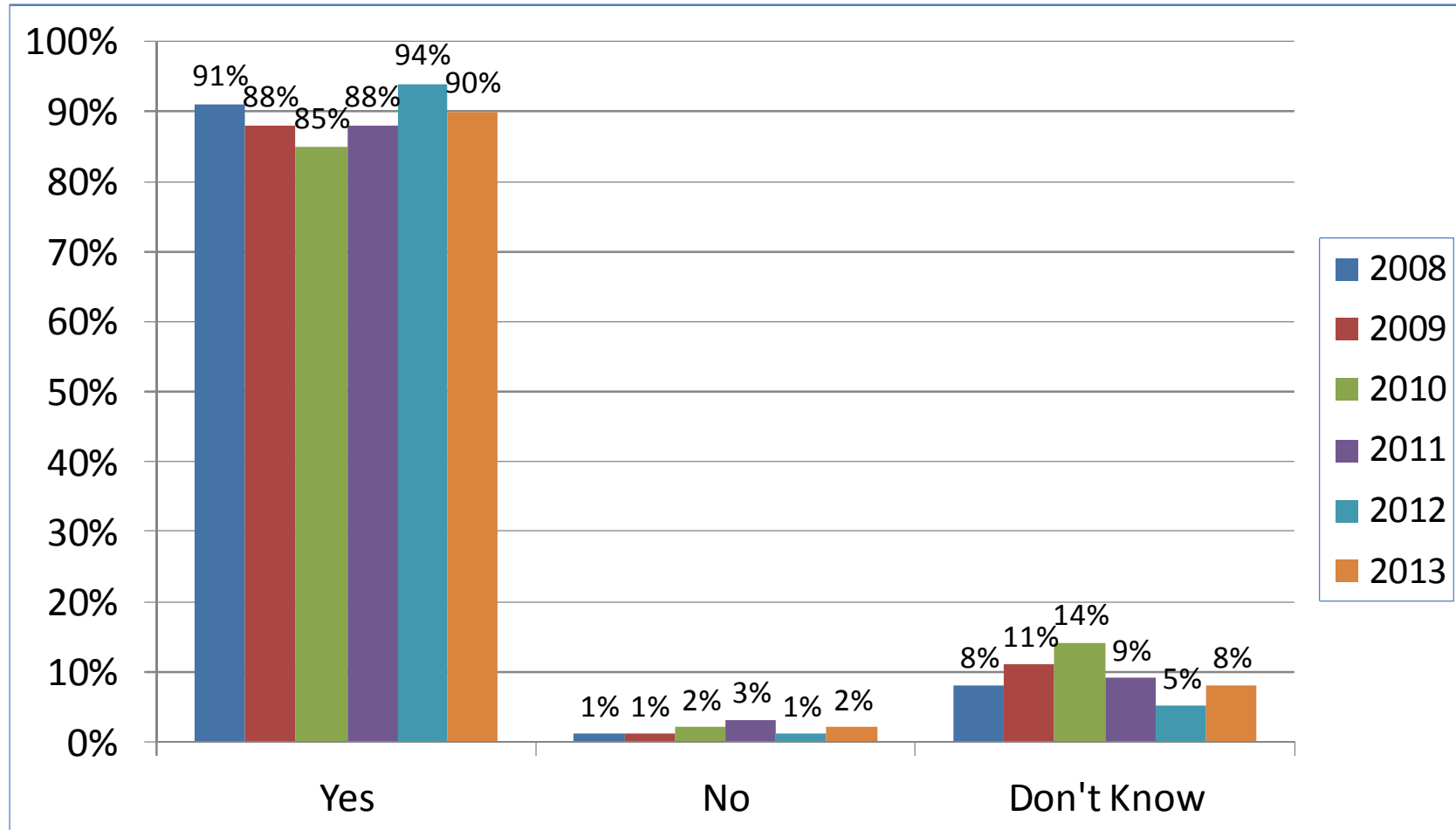
SUGGESTIONS	COUNT	%
It is well marketed/advertised	36	30%
Advertise on TV	22	18%
Advertise on radio	14	12%
Advertise more on social media networks	12	10%
Advertise more on banners/posters/billboards	10	8%
Advertise in newspapers/local newspapers	8	7%
Cell phone marketing	4	3%
Improve the event's website/ it should be user-friendly	3	3%
Market the event at school level/underprivileged schools	3	3%
Advertise in all forms of media	2	2%
More pamphlets/flyers	1	1%
Market the event nationally	1	1%
Use the internet	1	1%
Advertise the event on more African radio stations	1	1%
Advertise the event early	1	1%
TOTAL	119	100%

Some of the respondents were happy with how the event was marketed. However, suggestions for improvement were also made.

In 2012, there was emphasis on marketing the event through social media networks which was a new suggestion when comparing the previous events. This suggests the growth in and popularity of social networks at this point in time and the value they can bring in marketing.



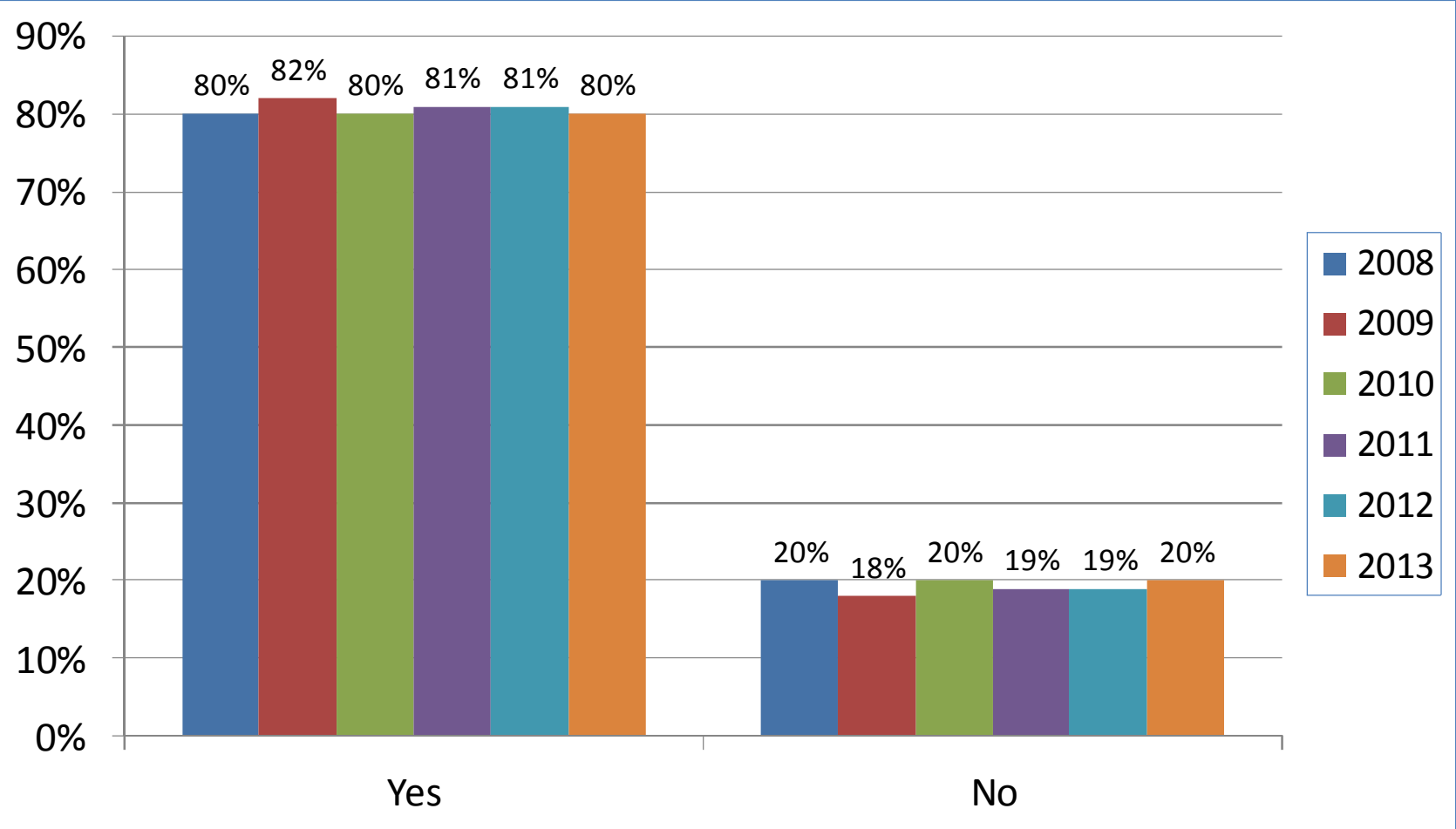
Attend Again?



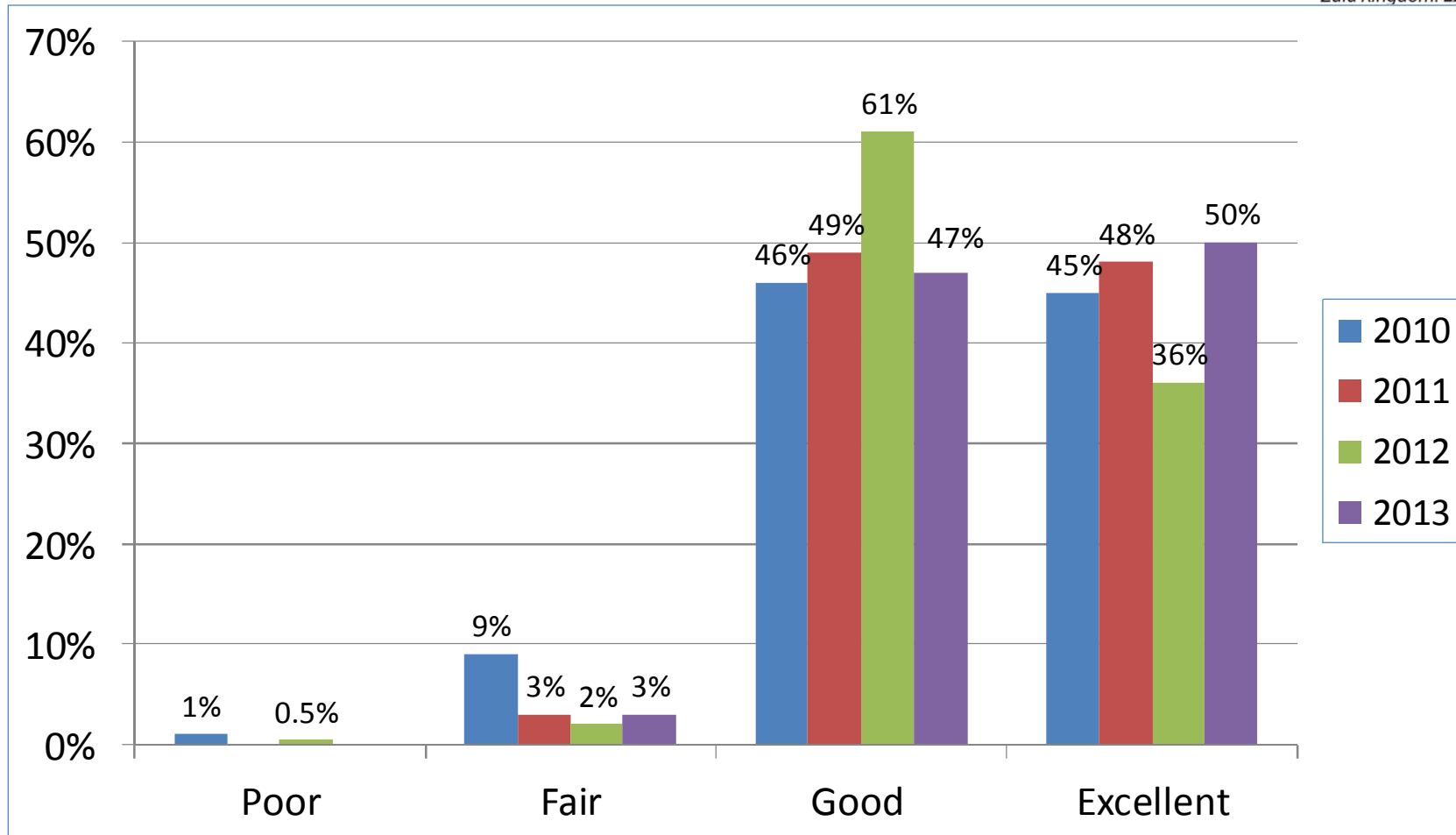
According to a Z-test of two independent sample proportions, there was no statistically significant difference between the proportion of attendees in 2012 that said they would attend the event again and the proportion of attendees in 2013 that would also attend in future.



Attended in Previous Years?



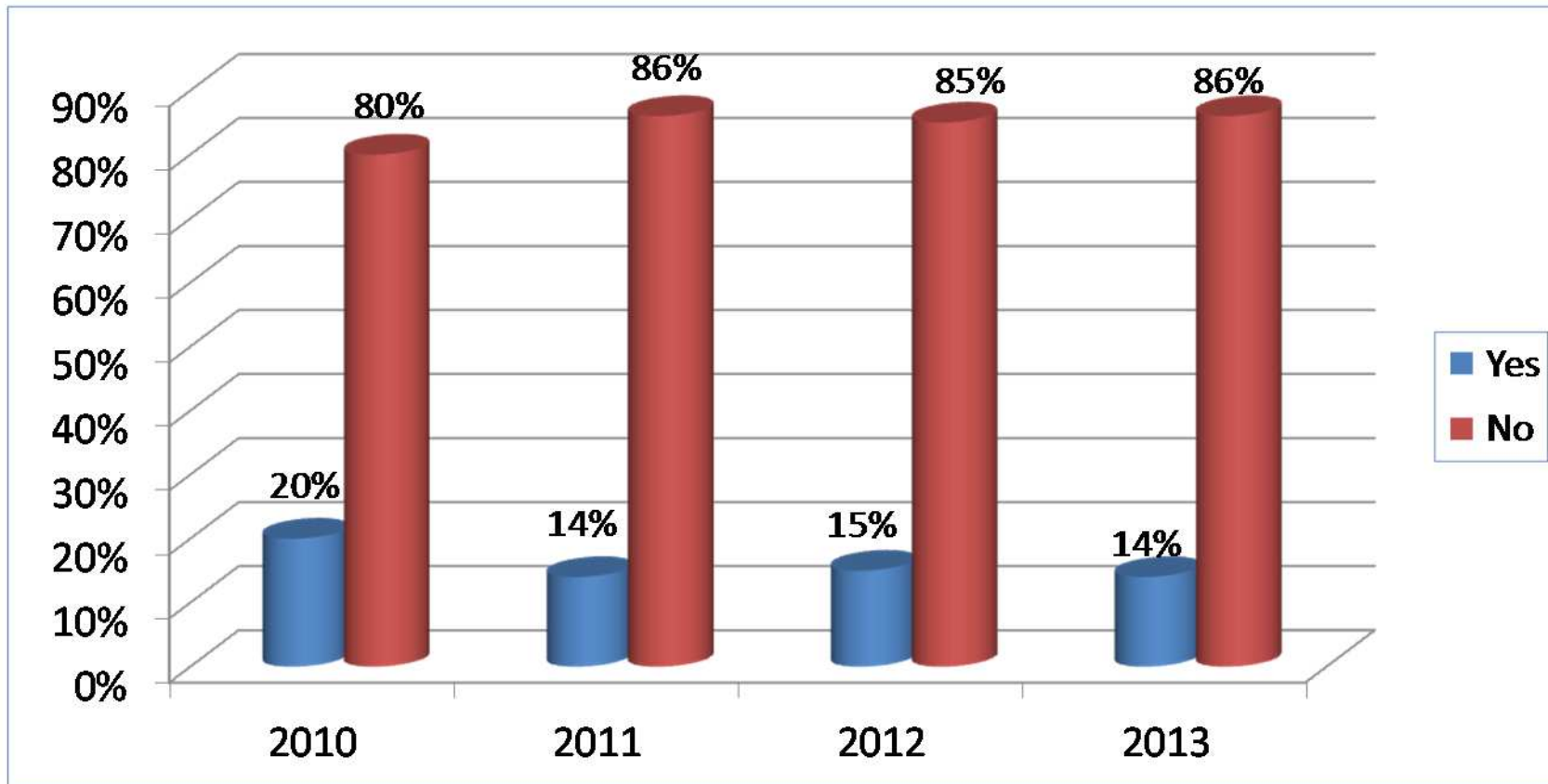
Experience Rating



According to a Z-test of two independent sample proportions, there was a statistically significant difference between the proportion of attendees in 2012 and 2013 that had a 'good' or an 'excellent' experience.



Experience Problems?



Problems Experienced: 2013



- 1) Finding parking/traffic
- 2) Inadequate rubbish bins
- 3) Timing chips fell off
- 4) Uncomfortable showers at the campsite
- 5) No drinking water
- 6) Unclean toilets
- 7) Fewer toilets
- 8) Inadequate transport shuttle
- 9) Not enough parking for disabled people

Looking at the problems raised between 2012 (next slide) and 2013, it appears that there were still problems concerning rubbish bins, toilets and a shuttle service during the 2013 event. It is recommended that the organizers make note of these areas.



Problems Experience: 2012



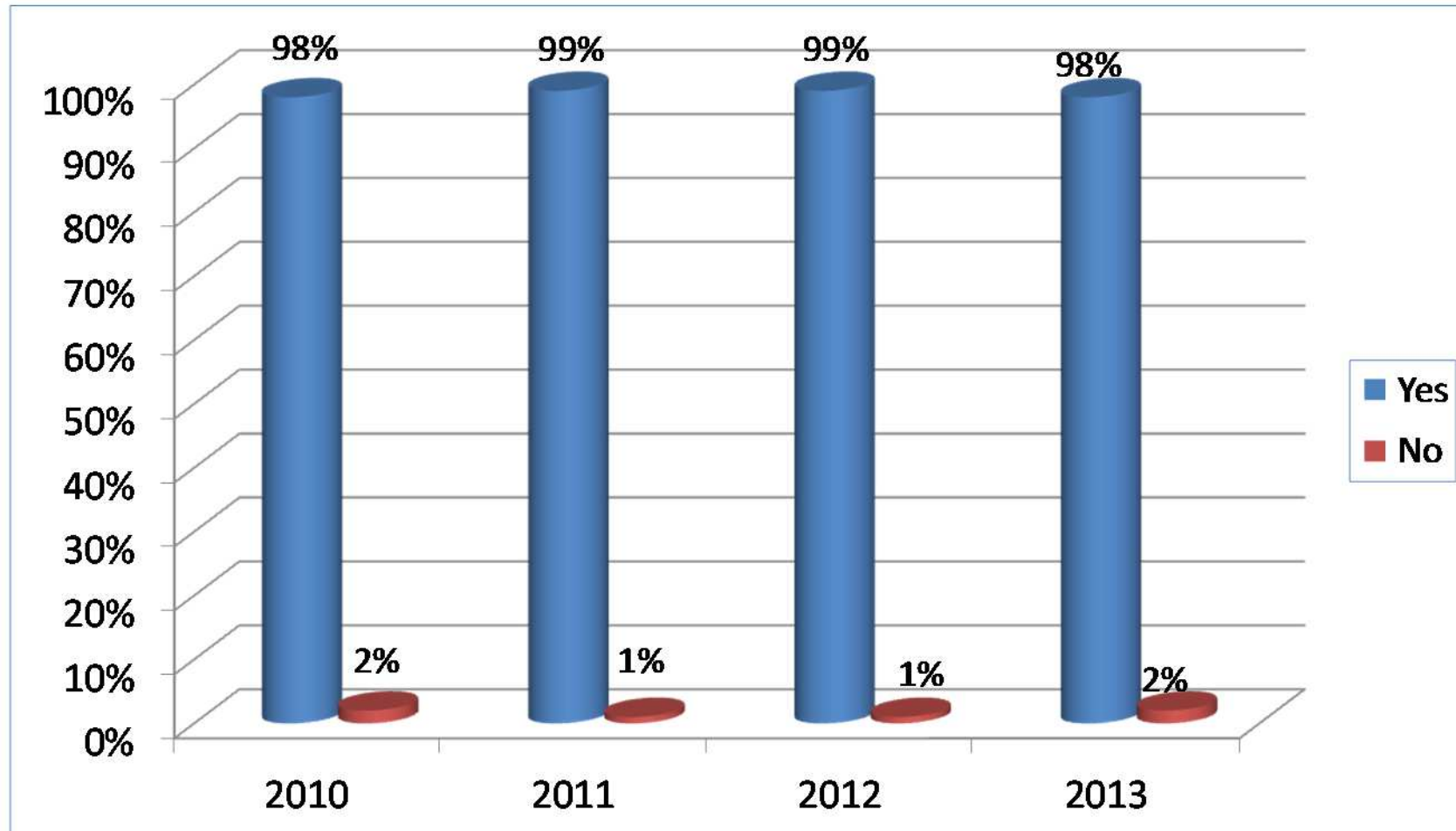
Problems that were experienced in 2012 were cited as follows:

1. No ATMs
2. No rubbish bins/shortage of the bins
3. Slow registration/the change of a registration system
4. Dirty toilets/no toilet paper in toilets
5. High food prices
6. No halal catering
7. Taxis that were transporting people were insufficient
8. Noise made by the generators
9. Event was too crowded
10. Communication breakdown with people with disabilities

Installation of temporary ATMs may play a role in improving the economic value of the event on the region. Consequently, it would also be of benefit to the variety of stalls that are found at the event in terms of possible increased profit margins.



Recommend the Event to Family & Friends?



Reasons for Recommending the Event



Respondents cited the following reasons for recommending the event:

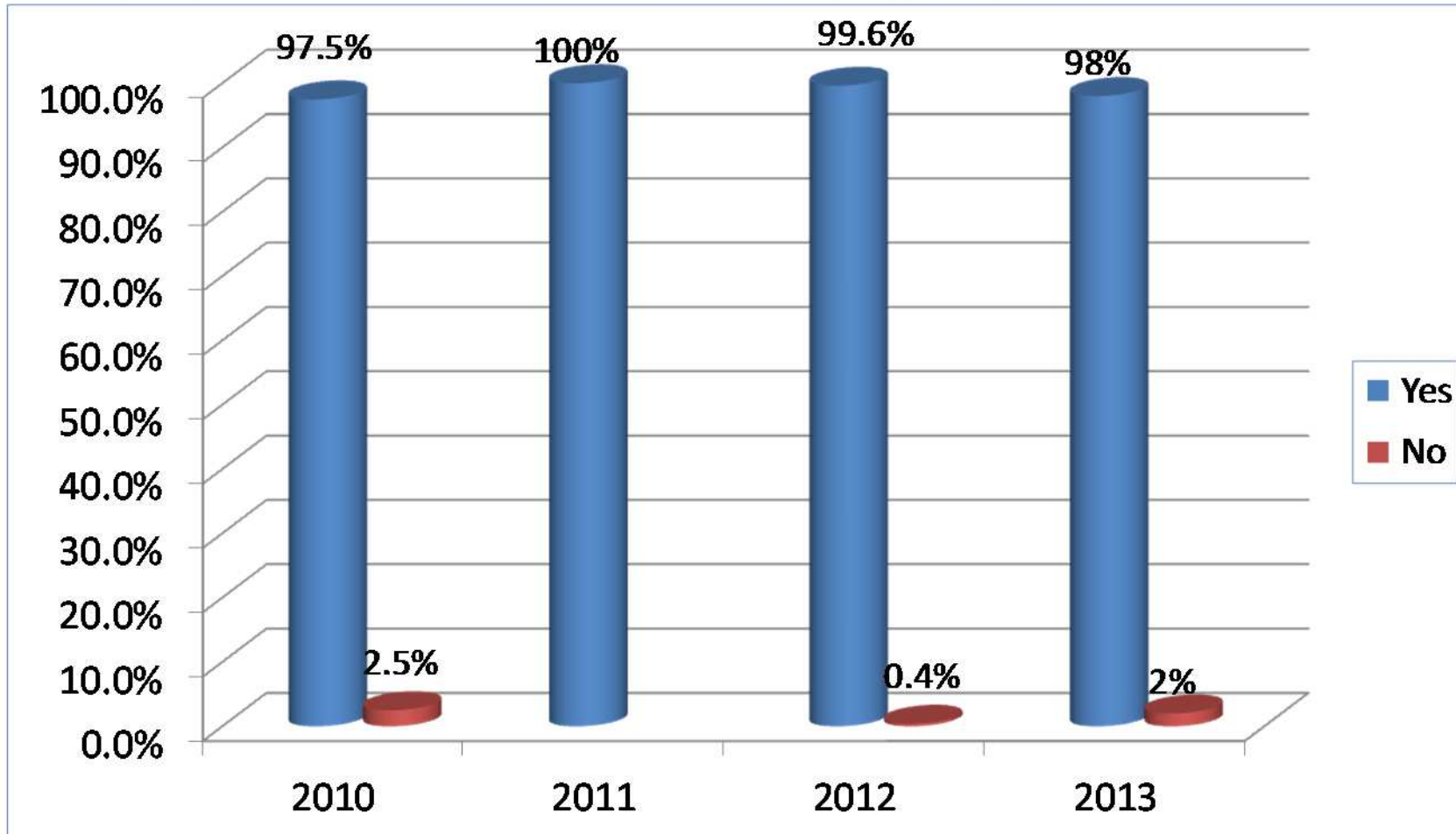
- Good challenge for children
- Family event
- Fun/enjoyable
- Outdoor event
- Well organized event
- Good atmosphere
- It is for all ages
- It is challenging
- Team building purposes
- Good experience
- To keep fit
- It is a social event

Reasons for not recommending the event were highlighted as:

- It is not for people over 60 years
- Swimming is not for everyone
- Too many people and not enough shaded sitting areas



Recommend KZN as a Tourist Destination to Family & Friends?



Reasons for Recommending KZN

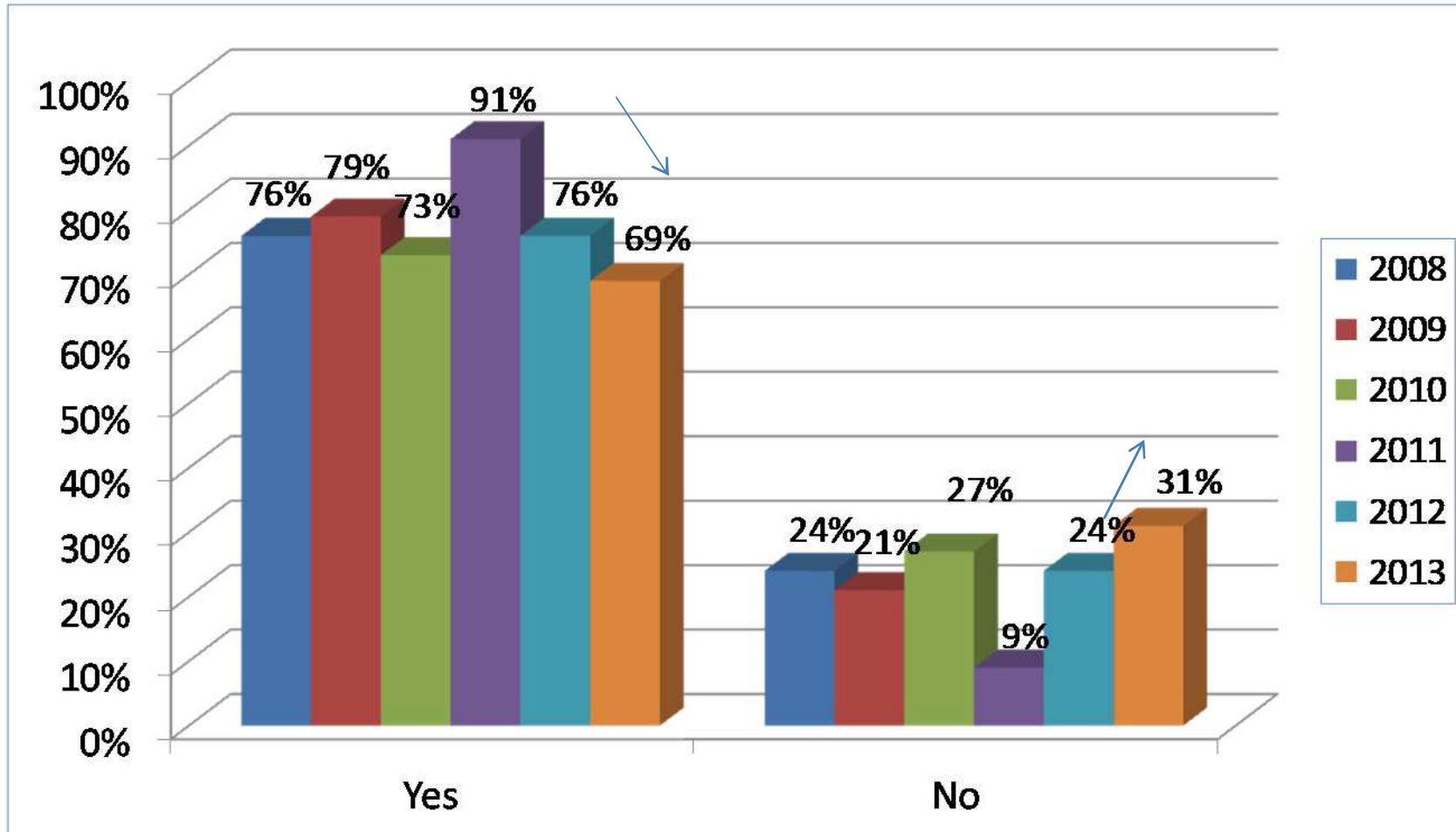


- ❖ A good holiday destination
- ❖ Friendliness
- ❖ Variety of things to do
- ❖ Beaches
- ❖ Good weather/sunshine
- ❖ Beautiful province
- ❖ For relaxation
- ❖ Laid back unlike Johannesburg
- ❖ To contribute to the economy of the region
- ❖ Different cultures
- ❖ Good scenery

Reasons for not recommending KZN were highlighted as:

- Theft
- Durban standard has gone down
- It is too far

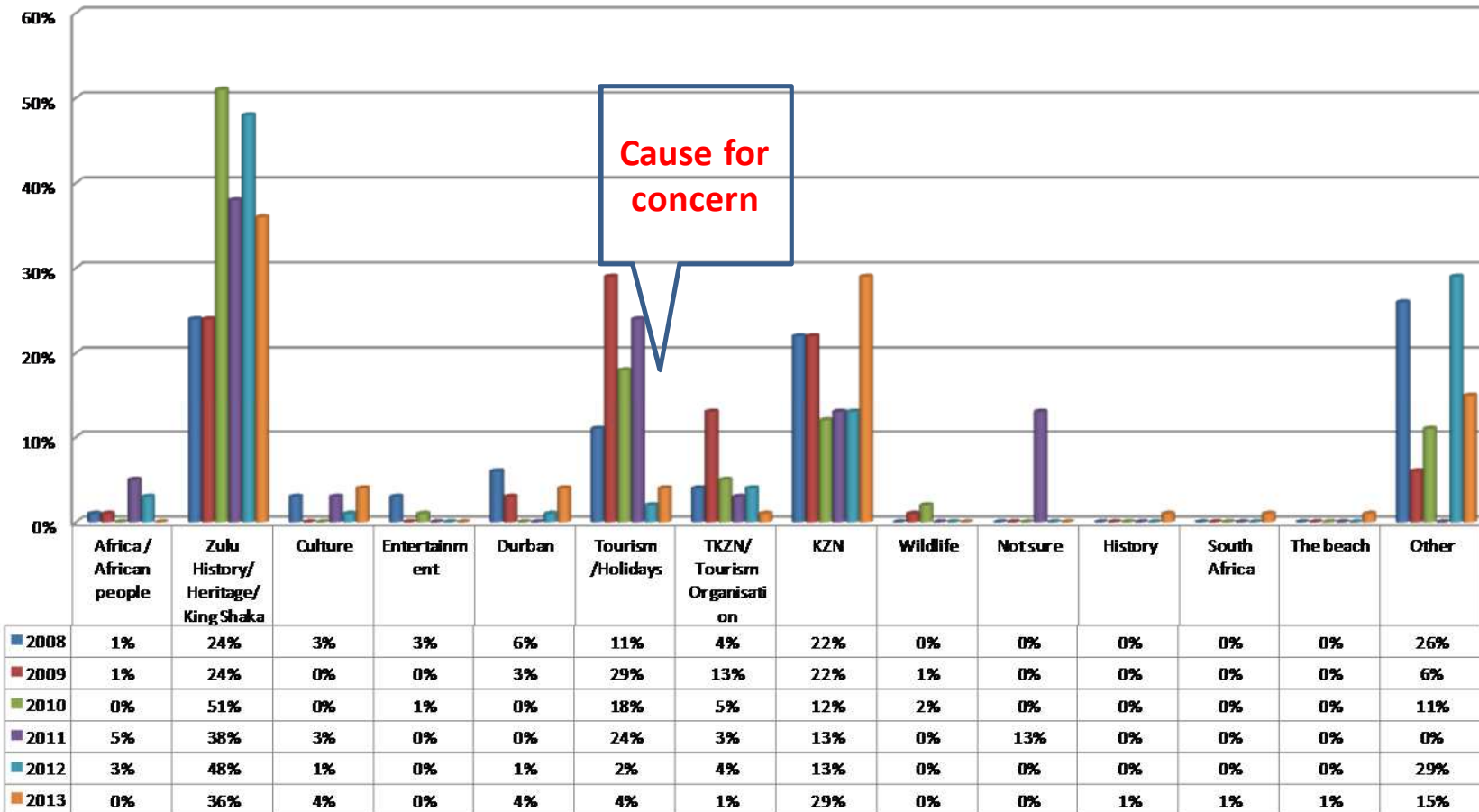
Familiar with Zulu Kingdom Slogan?



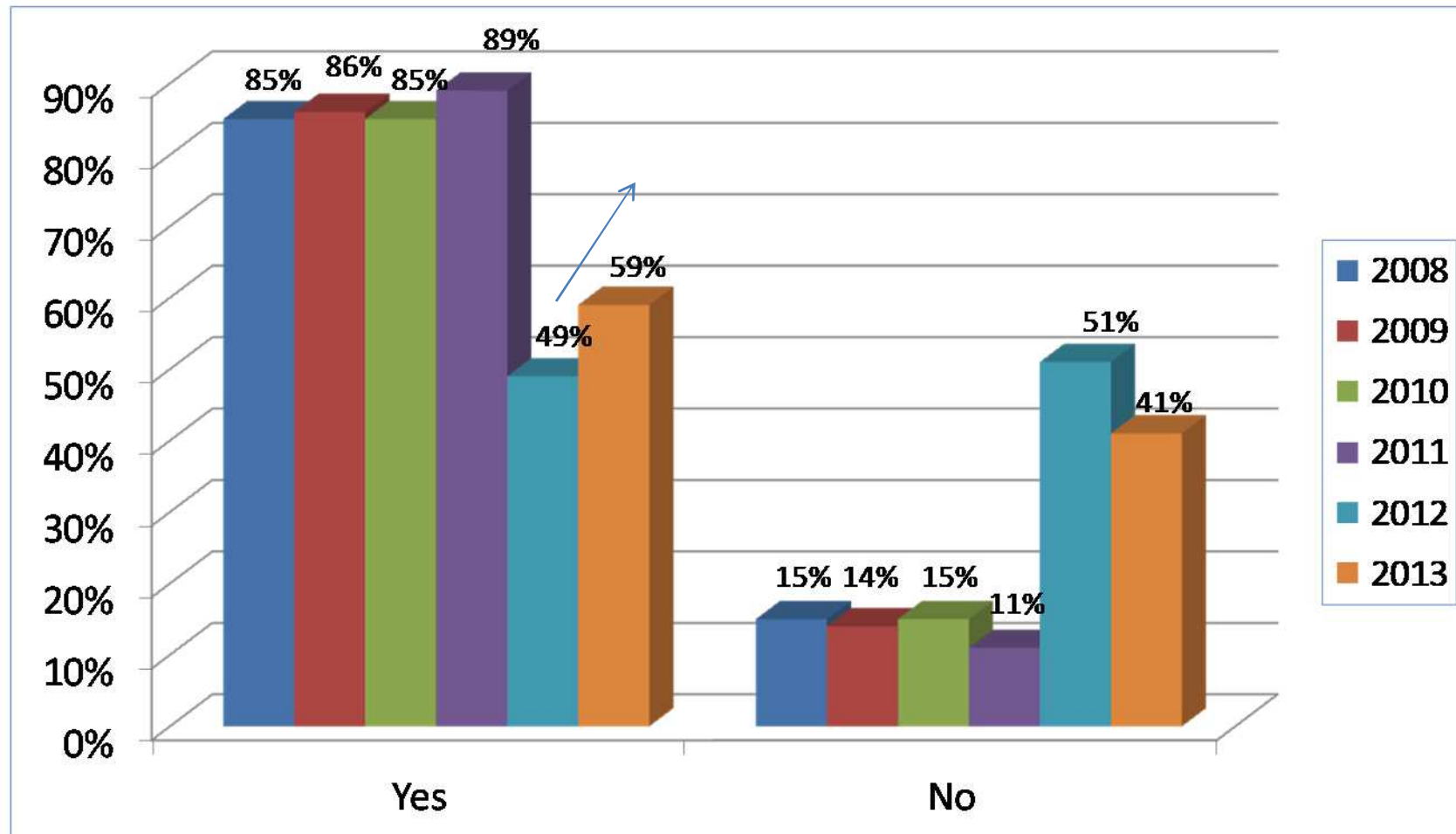
According to a Z-test of two independent sample proportions, there was no statistically significant difference between the proportion of attendees in 2012 and 2013 who were familiar with the slogan.



Associations - Zulu Kingdom Slogan: Core Mentions



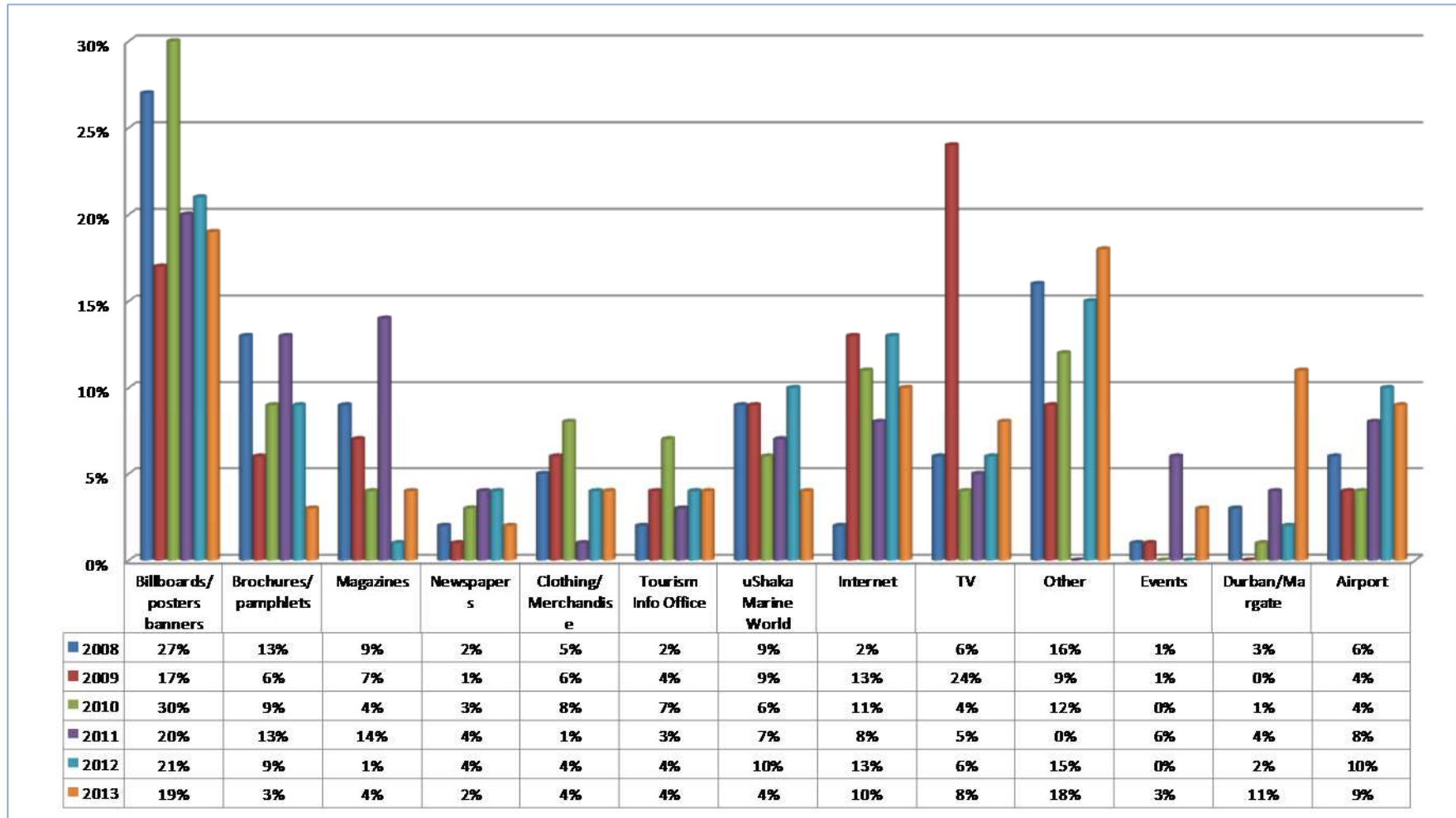
Noted Zulu Kingdom Logo?



According to a Z-test of two independent sample proportions, there was a statistically significant difference between the proportion of attendees in 2012 and 2013 who had noted the logo.



Where Zulu Kingdom Logo Noted?



Event Improvement Suggestions



The respondents made the following suggestions in terms of improving the event in future:

- 1) Install ATMs
- 2) Better management of traffic
- 3) Increase the number of rubbish bins
- 4) Provide a programme of events
- 5) More officials to patrol the area for security purposes
- 6) Improve the camping sites
- 7) Increase the cleaning crew for the toilets
- 8) More tents that sell beverages/beer
- 9) Better management of the shuttle service so as to reduce queues
- 10) Shaded areas for the spectators
- 11) Increase the number of changing rooms
- 12) Increase space between the tents
- 13) More big screens/ TV screens at the finish point
- 14) Install viewing stands
- 15) Sponsor schools in disadvantage areas



Event Improvement Suggestions

(cont'd)



- 16) Televised the main races (men, women and physically impaired)
- 17) Need time schedule for swimmers to reduce confusion
- 18) Have boat rides on the other side of the finish point
- 19) Separate lane for the shuttle that transports swimmers
- 20) Separate the age groups i.e. children not to swim with adults
- 21) Include a map in the information booklet



Findings



- 1) The Midmar Mile event largely attracted overnight and day visitors. A small proportion (16%) of the respondents were characterized as locals coming from within the Pietermaritzburg/Midlands area. The event has proven its ability to draw people from outside the area in which it takes place.
- 2) Most visitors to the event came from either KwaZulu-Natal or Gauteng. This research has shown that the majority of visitors to the Midmar Mile come from these two provinces. Perhaps there are more swimming clubs in those provinces than in others.
- 3) The majority of overnight visitors stayed in the area for 2 nights which is consistent with the duration of the event. This means they stayed the night before the start and the night between the 2 days of the event.
- 4) Private vehicles continued to be the most used form of transport to the event. This is logical as the area is mostly accessible by car with most of the respondents either coming from KZN or Gauteng.
- 5) Word-of-mouth and previous attendance/participation continued to be the main factors influencing respondents to attend the Midmar Mile. This gives an indication of the importance of ensuring that people are satisfied with the event as they in turn are 'marketers' of the event.
- 6) Over 95% of the respondents were satisfied with information provided regarding the event. This was either through word-of-mouth or traditional marketing media.



Findings (cont'd)



7. The majority of the respondents were of the view that the event was well marketed. Be that as it may, there were suggestions that were put forward for improvement such as advertising on TV, radio and in newspapers.
8. Some 90% of the respondents said they would attend the event again. This is positive for future events.
9. Some 20% of the respondents were attending for the first time. This signals the ability of the event to still draw new people.
10. Over 95% of the respondents had a positive experience with 47% and 50% saying they had a good or an excellent experience, respectively.
11. The problems that were experienced by 14% of the respondents were similar to the previous 2 years. These related to few or the absence of ATMs, shortage of rubbish bins and dirty toilets. The timing chips which fell off were noted as one of the main problems in 2013.
12. Some 98% of the respondents would recommend the event to family and friends. This augurs well for the event in future. They indicated they would recommend the event because of the following reasons:
 - Good challenge for children
 - Family event
 - Fun/enjoyable
 - Well organized event



Findings (cont'd)



13. 98% of the respondents also said they would recommend KZN as a tourist destination for the following reasons:
 - A good holiday destination
 - Friendliness
 - Variety of things to do
 - Beaches
 - Good weather/sunshine
14. Reasons for not recommending KZN were highlighted as :
 - Theft
 - Durban standard has gone down
 - It is too far from the Free State
15. About 59% of the respondents had noted the Zulu Kingdom logo. This was an improvement from 49% in 2012. A Z-test of two independent sample proportions indicated that there was a statistically significant difference between the proportion of attendees who had noted the logo when comparing 2012 and 2013.
16. A large proportion of respondents still associated ‘ Zulu Kingdom – Exceptional’ with Zulu history/culture/Zulu King as opposed to a holiday destination. They also associated it with KwaZulu-Natal.



Recommendations



- 1) It is recommended that the organizers look at installing ATMs in order to assist people who would like to spend more money at the event. This would go a long way towards increasing the value of the event in the region.
- 2) There is a need to improve or to set up shaded sitting areas for the spectators. This would have a positive impact on the satisfaction levels as well as general experience at the event.
- 3) The area generally and the toilets need to be cleaned frequently.
- 4) The programme of events should be provided so that people are aware of what to expect. This should be distributed at the entry gates.

