

Midmar Mile 2014 Impact Assessment: Top Line Summary Report



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Positive Highlights



- 85% of the respondents were visitors to the region.
- 98% indicated that they were satisfied with the information provided.
- 85% said they would attend the event again.
- 26% of the respondents were first time attendees/participants signalling the ability of the event to still attract new participants.
- The majority of the respondents (96%) said they had either a *good* or an *excellent* experience at the event.
- 88% did not experience any problems at the event.
- 99% 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 to family and friends.
- The noting of the TKZN logo seemed to have improved with 62% of the respondents having noted it compared to only 59% in 2013 and 49% in 2012.



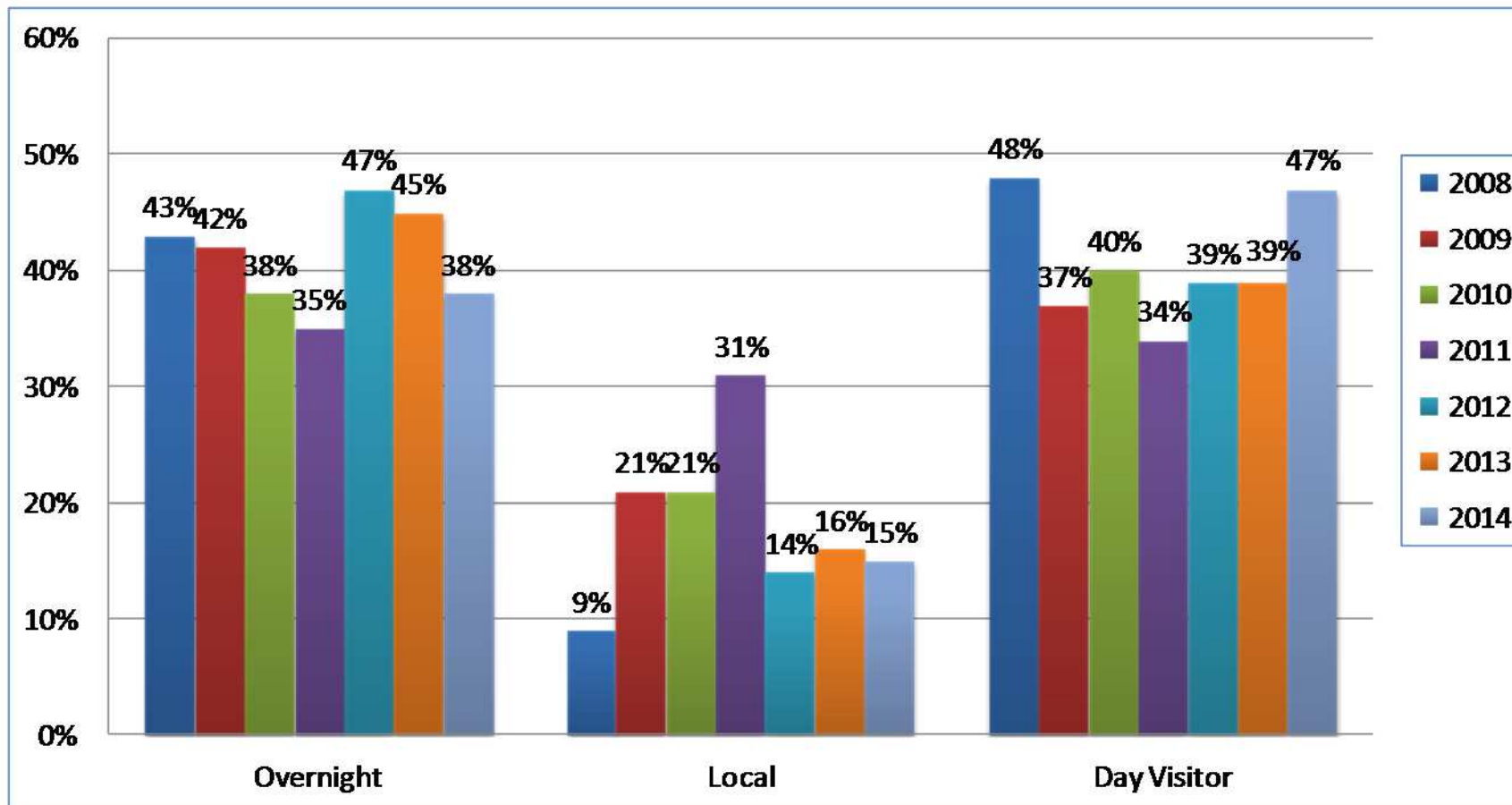
Methodology



- Face-to-face survey with a probability sample of 228 respondents over the 2 days of the event, 8-9 February 2014.
- Respondents were systematically selected throughout the 2-day period of the event.



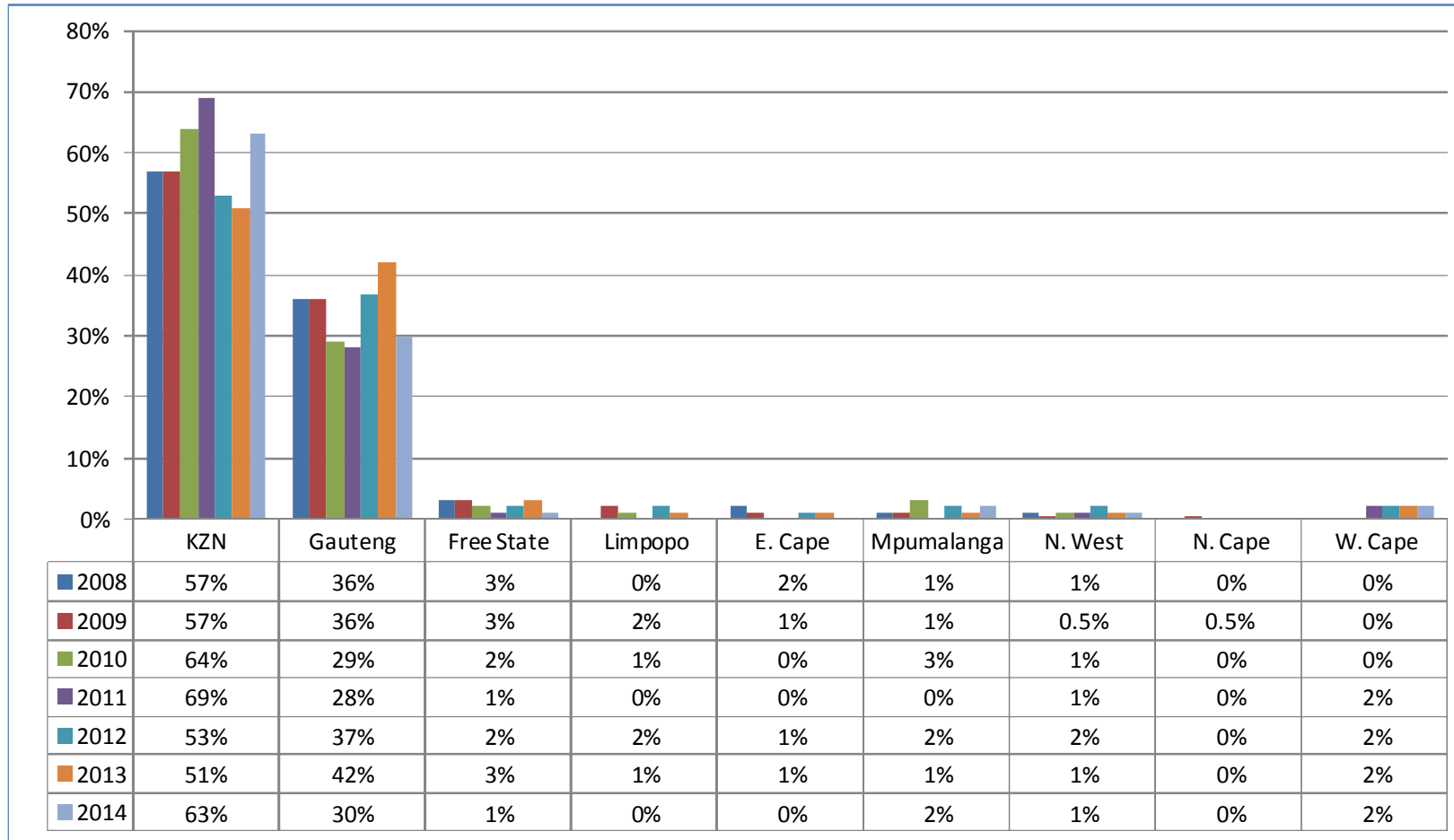
Nature of Midmar Mile Participants and Spectators



No statistically significant decline of overnight or increase in the day visitor respondents was noted.



Provinces



It appears that there was an increase in KZN visitors, however, a Z-test of two independent sample proportions showed no statistically significant difference when comparing 2013 and 2014.



Participants and Vehicles



	2008	2009	2010	2011	2012	2013	2014
Participants	15 440	15 942	16 000	16 210	16 007	16 487	16 919
Vehicles	6 383	6 876	7 123	7 054	7 602	7 598	*7 700

*estimated, data not available



Group Size and Spectator Estimate



	2008	2009	2010	2011	2012	2013	2014
Average Group Size	4.2	4.1	3.6	4.3	3.8	3.9	3.6
Estimated Overall Attendance	26 808	28 192	25 643	30 322	28 888	29 632	27 720
Estimate Spectator Attendance	11 368	12 250	9 643	14 122	12 881	13 145	10 801



Estimated Economic Impact - Participants



Year	Overnight Participants	Local and Day Participants
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
2014		
Number	4 580	7 473
*Low Estimate	R8 757 954	R3 899 863
**Middle Estimate	R11 847 631	R6 690 010
***High Estimate	R14 937 300	R9 480 139

*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
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	R15 319 319	R4 362 070
**Middle Estimate	R18 451 406	R5 618 185
***High Estimate	R21 583 493	R6 874 301
2014		
Number	3 672	7 128
*Low Estimate	R11 816 086	R5 318 251
**Middle Estimate	R14 786 472	R8 944 729
***High Estimate	R17 756 854	R12 571 199

*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



	2010	2011	2012	2013	2014
Low Estimate	R24 984 876	R29 249 648	R35 854 363	R34 448 346	R29 792 155
Middle Estimate	R34 037 077	R39 298 318	R43 609 277	R42 987 479	R42 268 844
High Estimate	R43 089 278	R49 354 437	R51 364 190	R51 526 612	R54 745 493

Note: This includes spending by both visitors and locals



Total Estimated Economic Impact



	Direct Spend	Multiplier of 1.42	Multiplier of 2.0
2012			
Low Estimate	R30 500 583	R43 310 828	R61 001 166
High Estimate	R43 633 184	R61 959 121	R87 266 368
2013			
Low Estimate	R27 431 940	R38 953 355	R54 863 880
High Estimate	R39 777 176	R56 483 589	R79 554 352
2014			
Low Estimate	R20 574 040	R29 215 137	R41 148 081
High Estimate	R32 694 154	R46 425 699	R65 388 309

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



Spend Breakdown

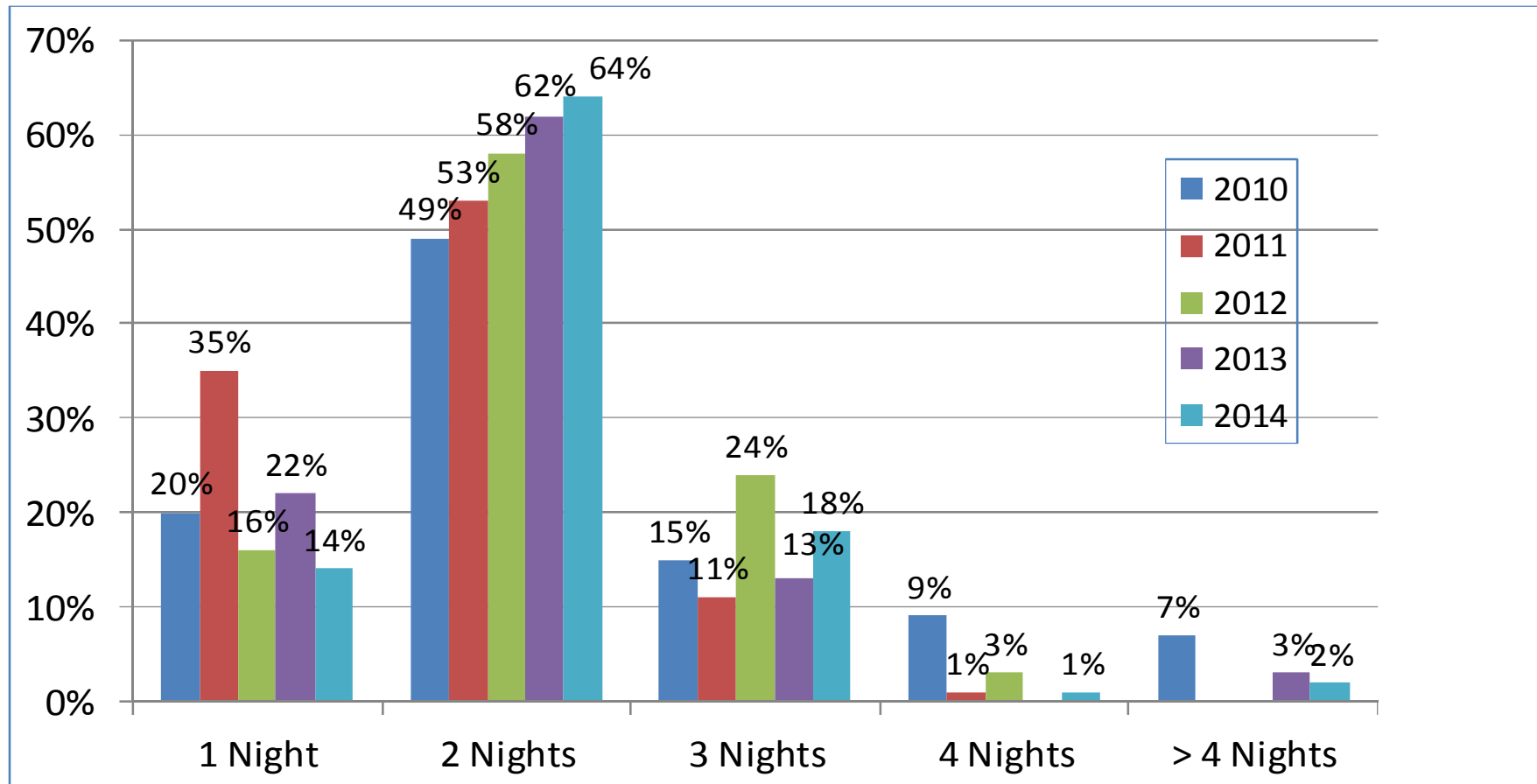


Items	2009	2010	2011	2012	2013	2014
Accommodation	R1 504	R2 251	R1 248	R2 048	R1 769	R1 573
Food & Beverage	R451	R416	R343	R598	R502	R667
Transport	R441	R553	R501	R841	R627	R789
Entertainment	R432	R321	R323	R380	R337	R488
Souvenirs	R319	R225	R286	R457	R373	R508
*Total Average Spend	R1 578	R1 557	R1 412	R2 324	R1 832	R2 408

*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.



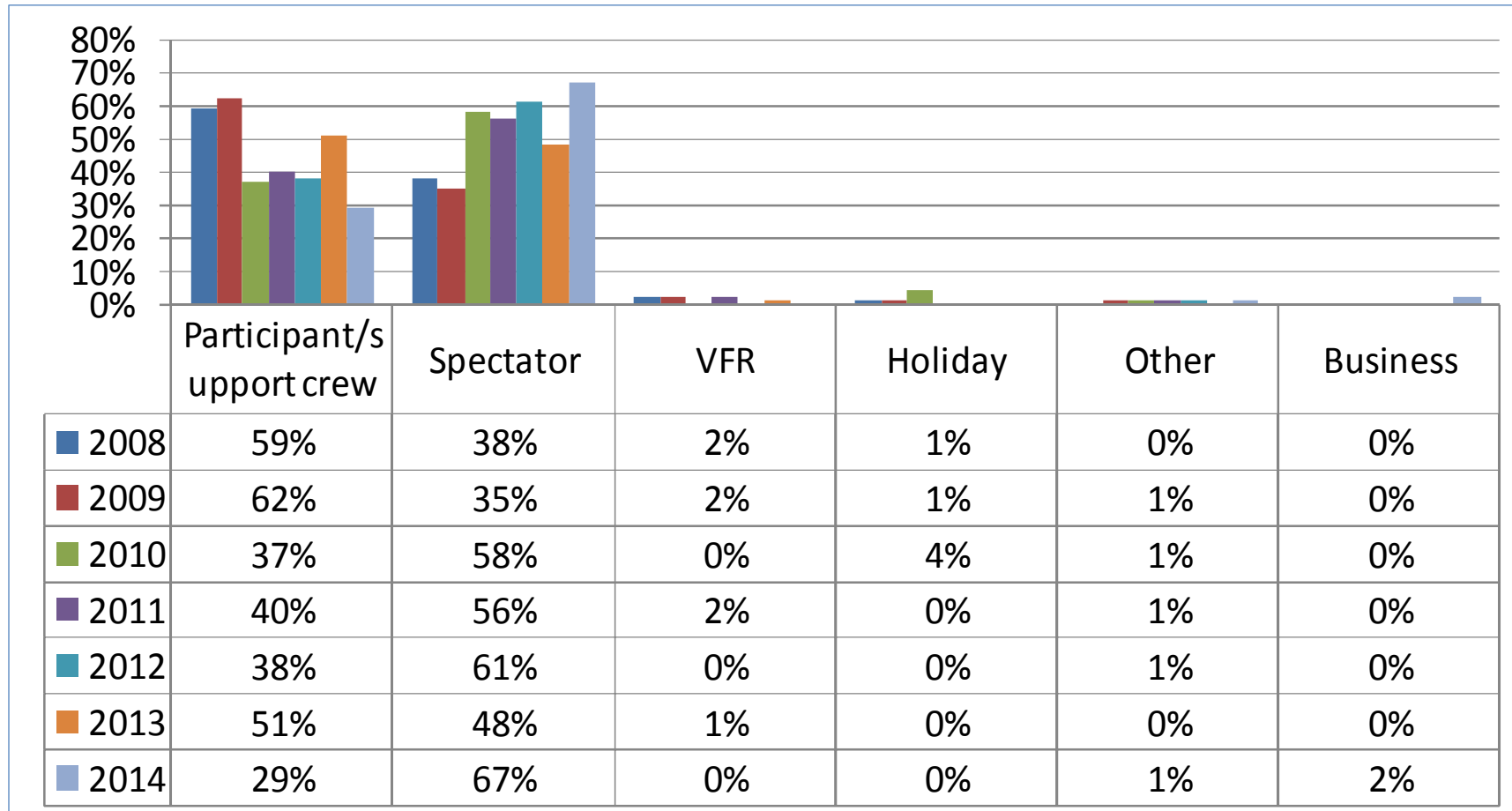
Length of stay – All Respondents



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 2013 and 2014. However, there has been a steady increase in the proportion of respondents who stay 2 nights from 2010. It is clear that respondents stay only for the event.



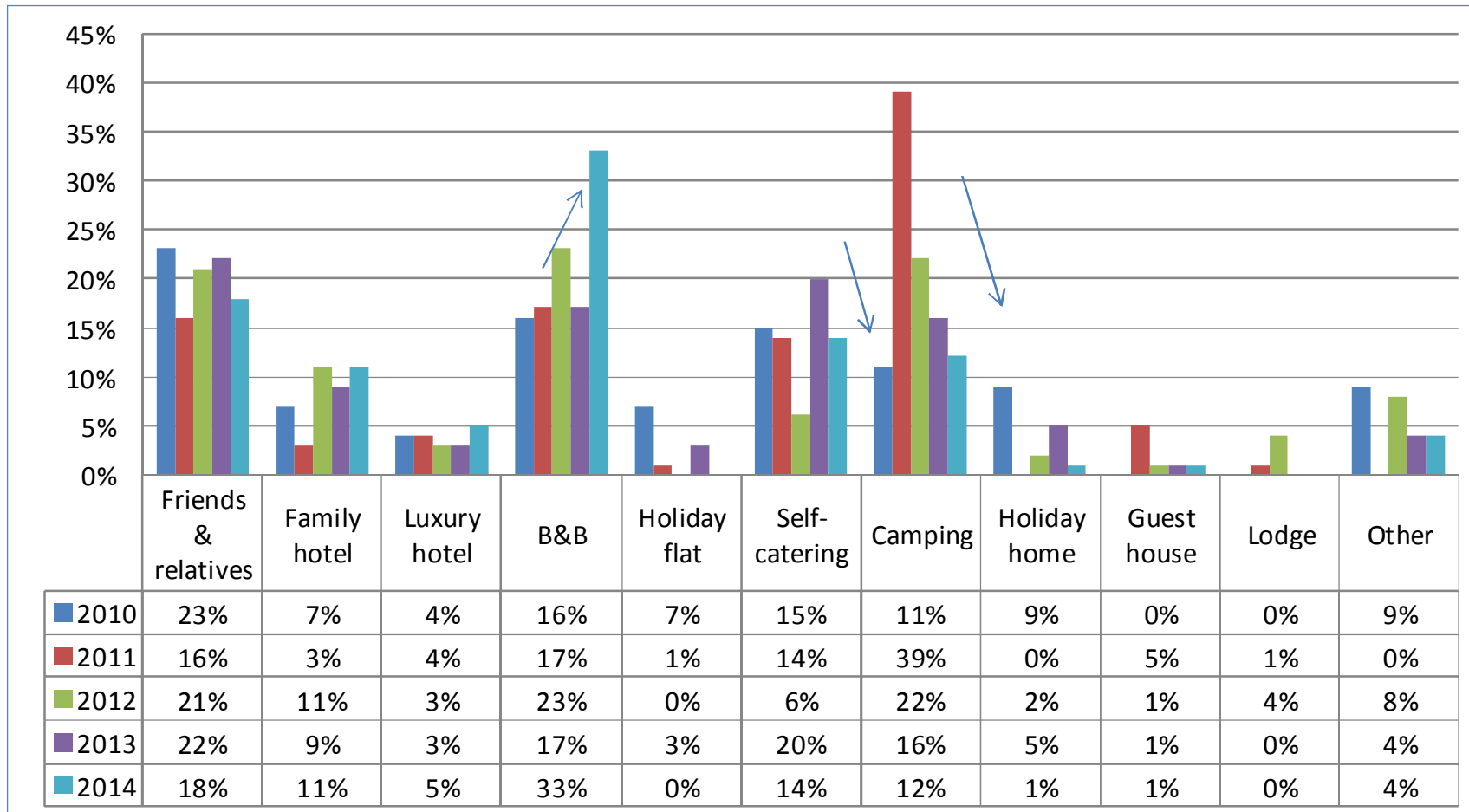
Primary Reason



Respondents were in the area mainly due to the event taking place. There was a significant increase in the number of respondents who were at the event as spectators.



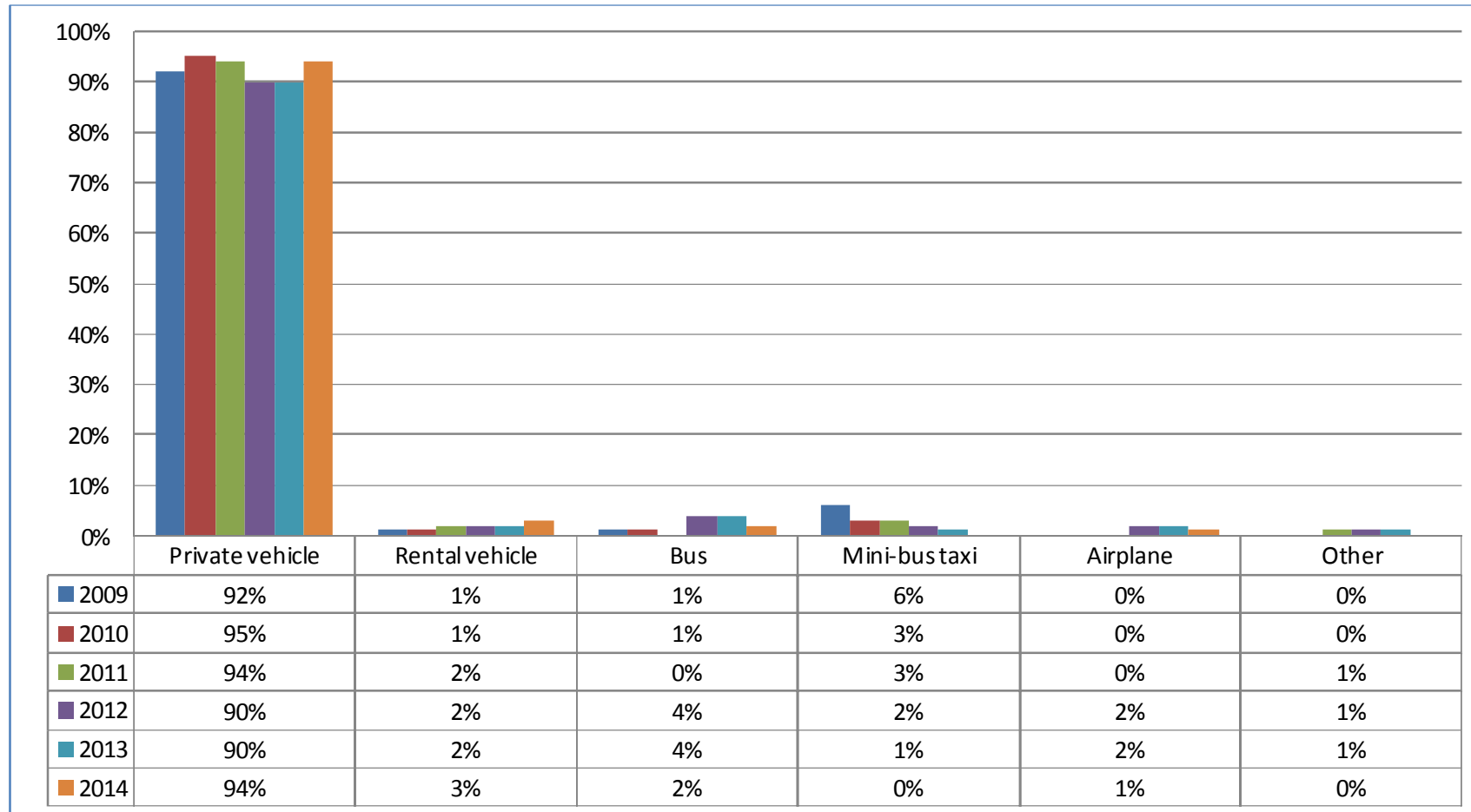
Accommodation



There appears to have been a significant increase in the use of B&B accommodation. However, a Z-test could not be performed to confirm this assessment as the responses for 2013 were below the minimum number required to carry out such a test. Therefore, comparisons could not be made between the 2013 and 2014 events.



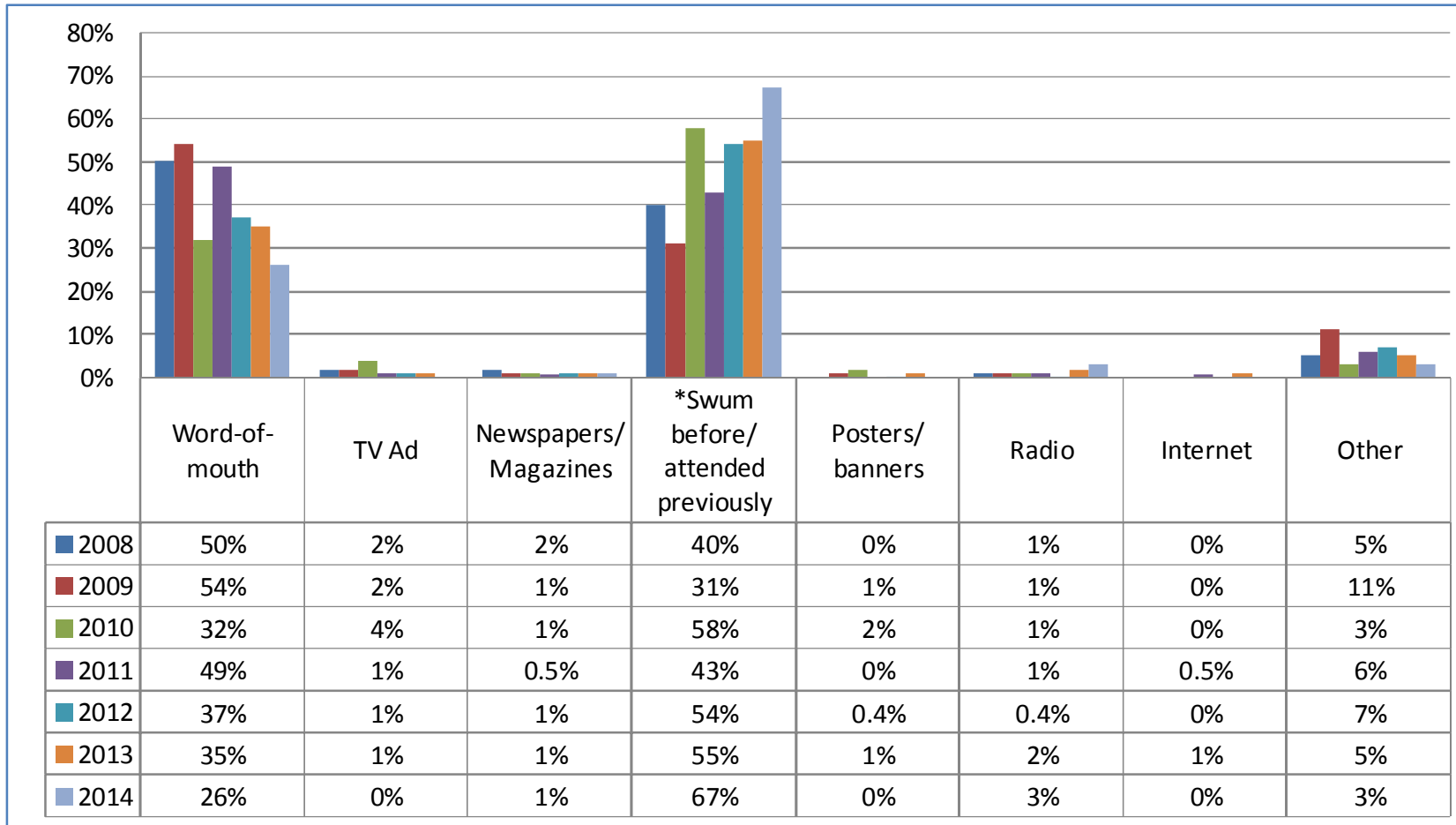
Transport to Event: Non-Residents



Most respondents used private vehicles to attend the event. This is a cause of the traffic problems experienced at the event.



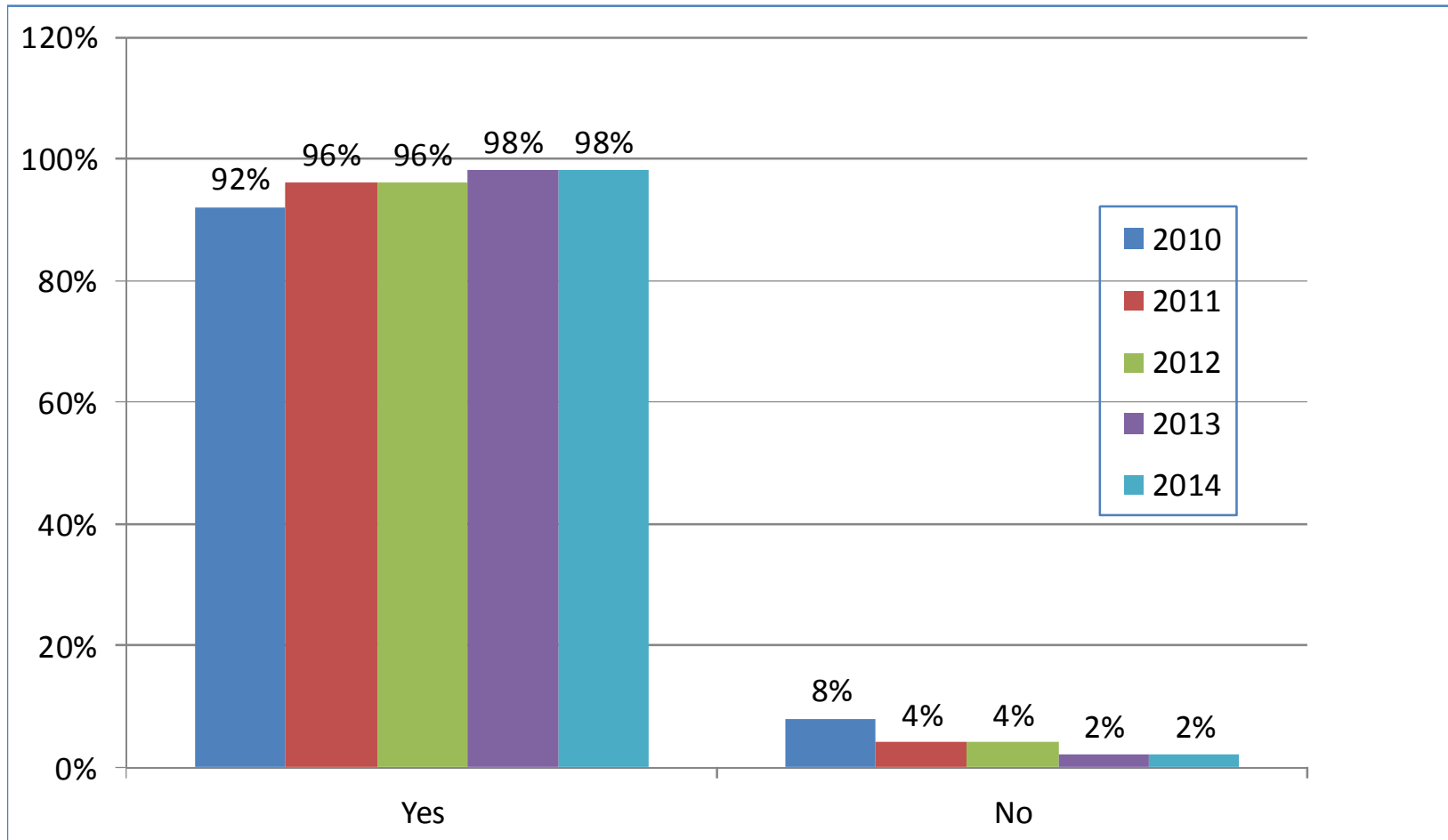
Influenced to Attend?



Word-of-mouth and previous attendance continued to be the most influencing factors for people to attend/participate at the Midmar Mile. There is a statistically significant increase in the proportion of respondents who have attended or swum the race previously.



Information Satisfaction



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



Marketing Improvement Suggestions:



SUGGESTIONS	2013	2014
It is well marketed/advertised	66%	11%
Advertise on TV	14%	14%
Advertise on radio	4%	10%
Advertise in newspapers	2%	3%
Use the internet	2%	3%
Market the event at school level/ underprivileged schools	1%	5%
Market the event nationally	1%	2%
Advertise it through the information centres	1%	2%
More advertising	1%	-
More advertising around PMB and the Midlands	1%	3%
More aggressive marketing	1%	-
More posters	1%	-
Posters at the toll gate	1%	-
Helicopter banners	1%	-
Advertise in townships	1%	-

There is a change in the manner in which respondents feel that event can be better marketed. This is not necessarily that the event is not well marketed but that more options and ideas are being put forward. The use of social media is one such new idea that has gained traction.



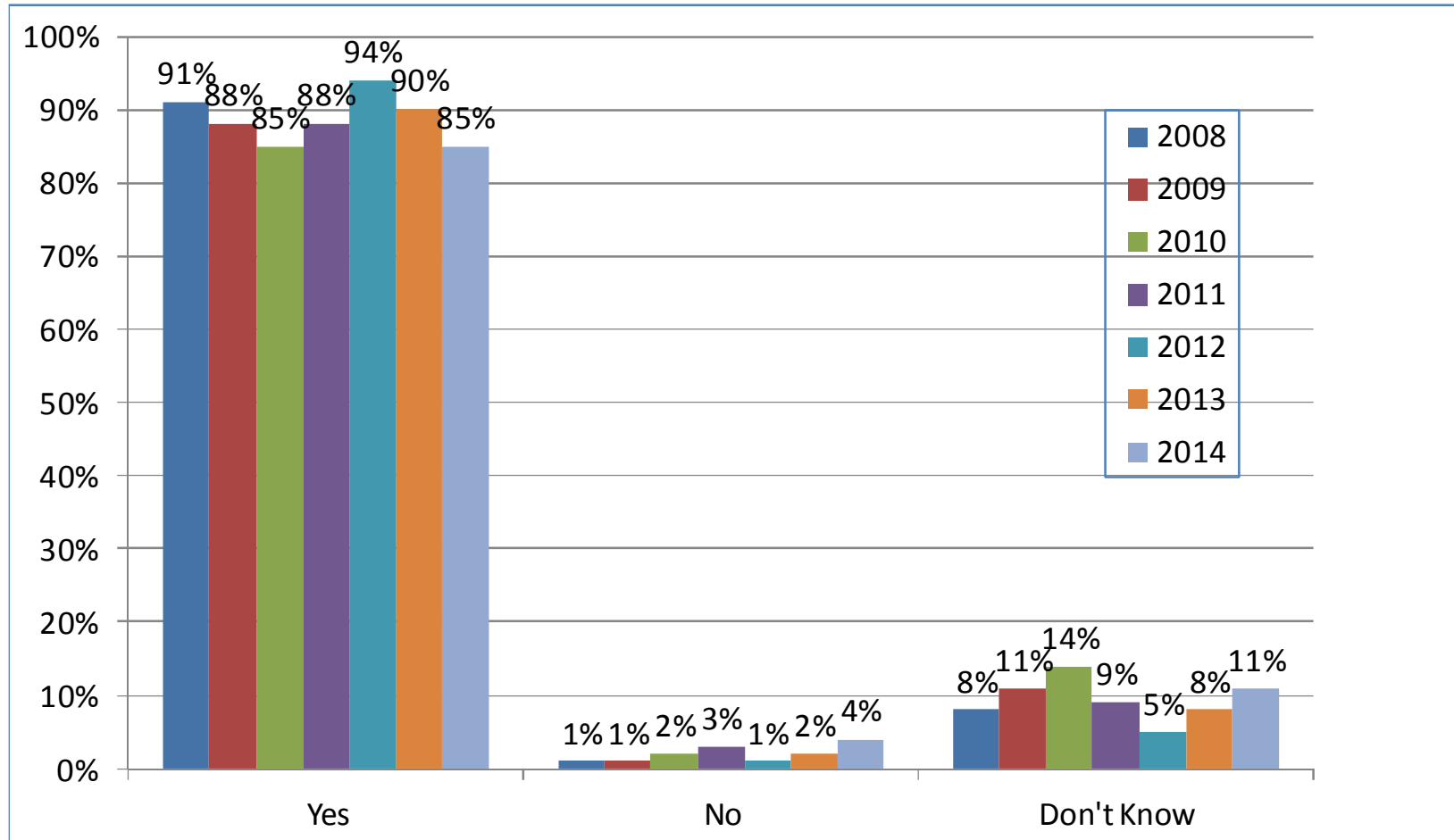
Marketing Improvement Suggestions: 2013 (cont'd)



SUGGESTIONS	2013	2014
Provide information regarding entry fee	1%	-
Advertise the event early	1%	-
Advertise the event on African radio stations	1%	-
Advertise more on social networks	1%	11%



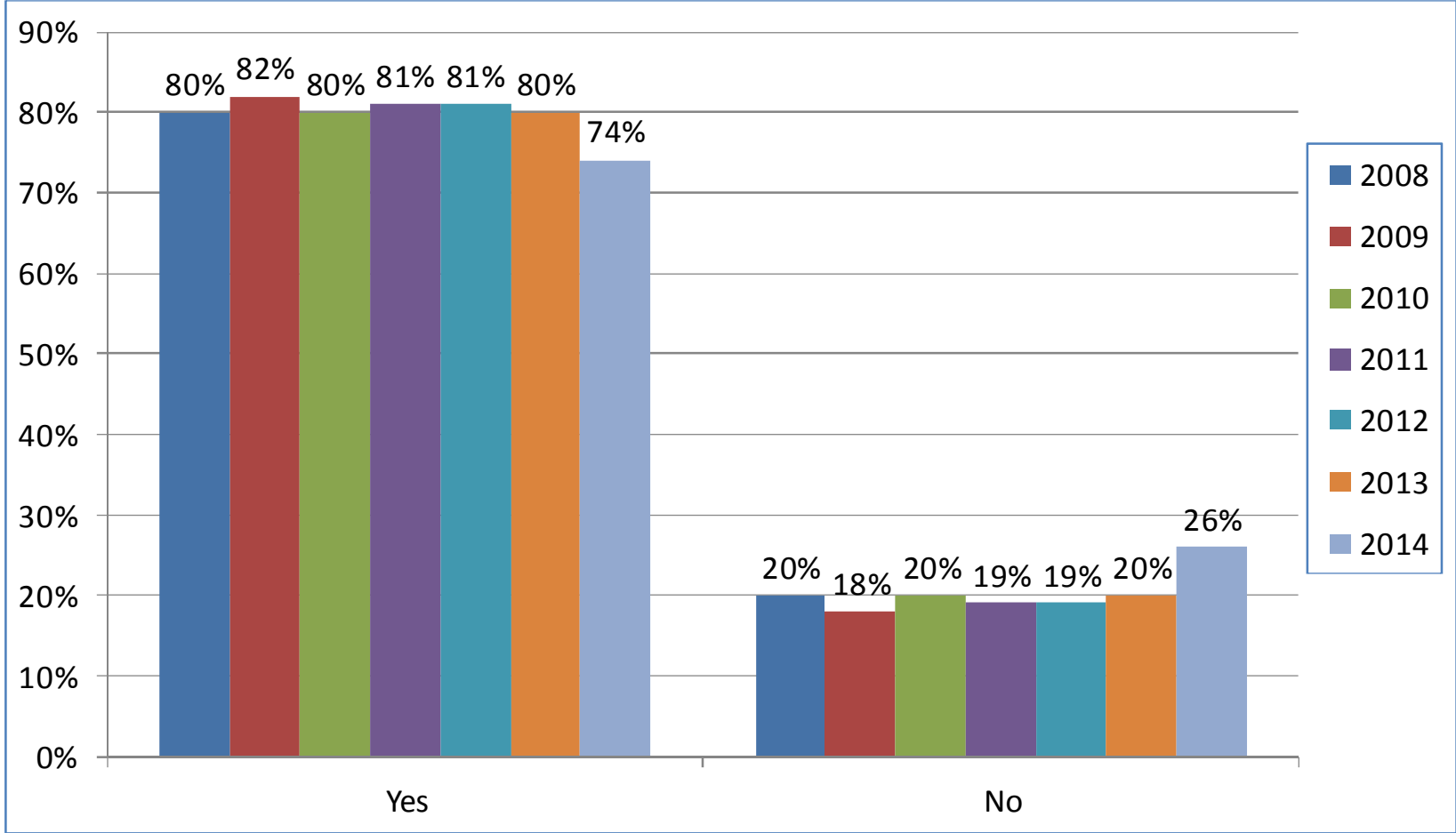
Attend Again?



More respondents were not sure of they would attend the event again. Although this is not a significant proportion of the total considered in relation to those attending for the first time, it shows that the event is attracting more and more new people,



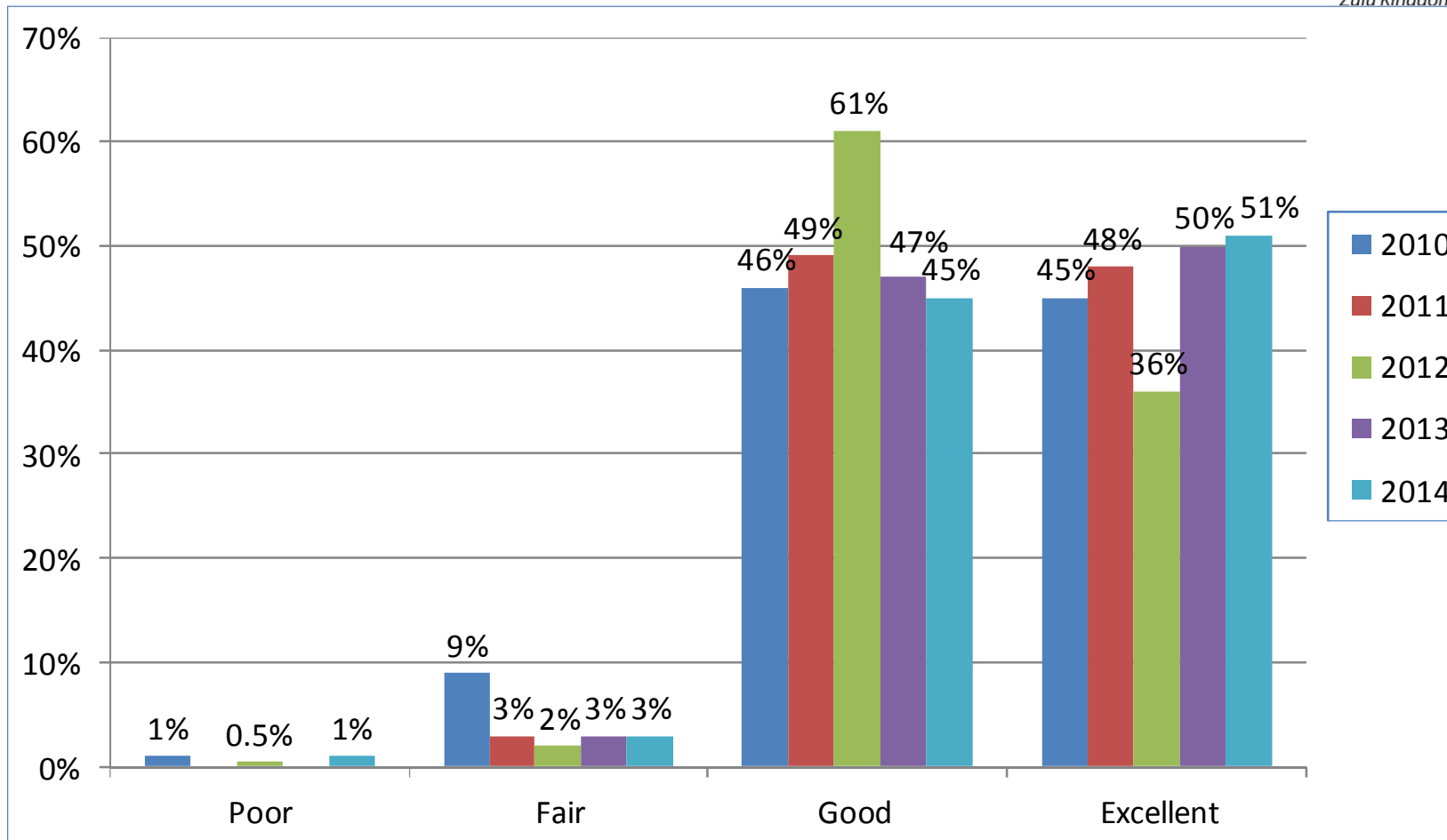
Attended in Previous Years?



More people have attended this event for the first time. It shows that the event is attracting more first time participants and spectators.



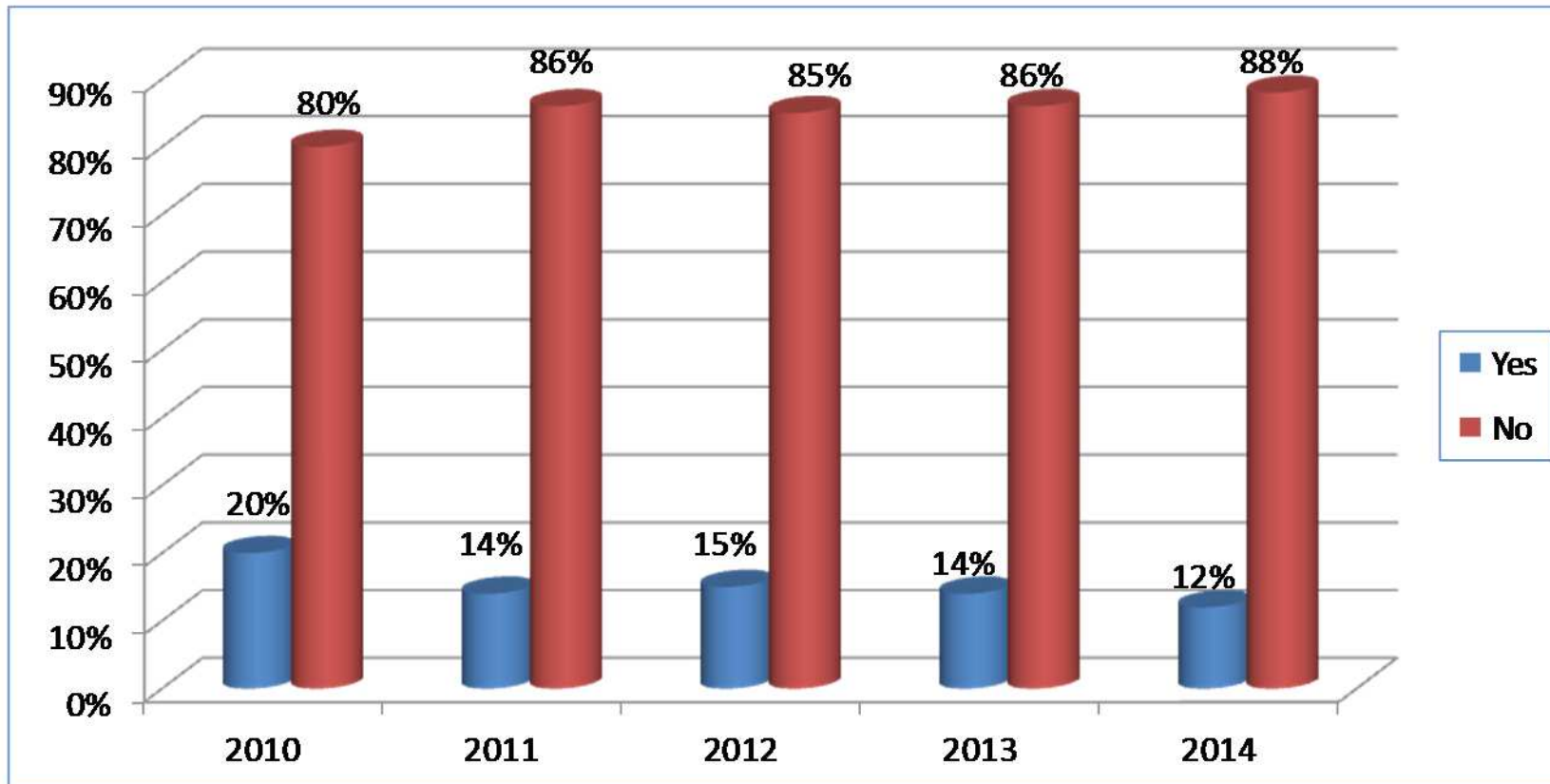
Experience Rating



Most of the respondents had a 'good' or 'excellent' experience at the event. This shows that the event is well organized



Experience Problems?

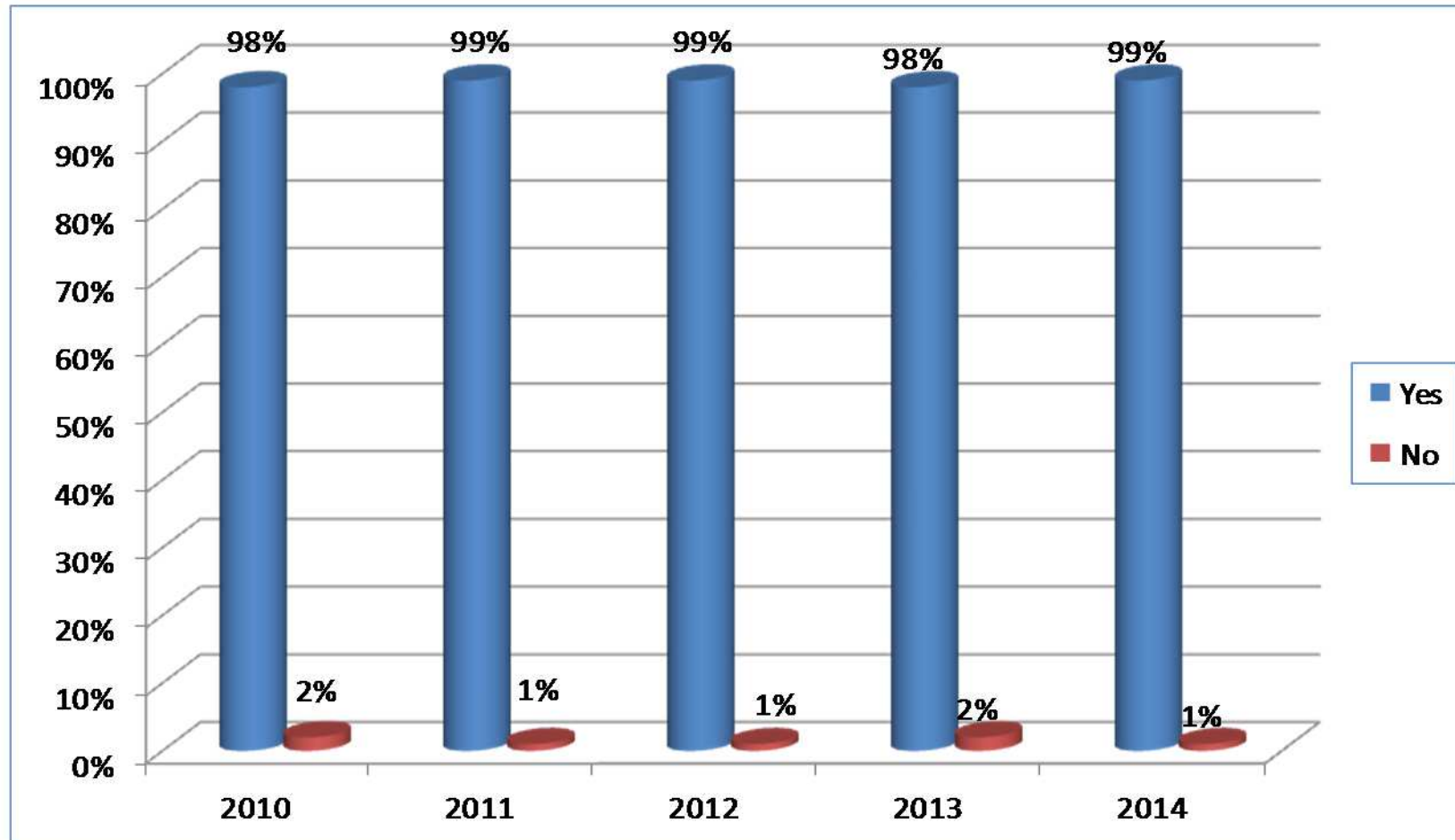


Problems Experienced: 2014

- 1) Access/long lines
- 2) Lack of parking space
- 3) Big tents blocking the view
- 4) Banks take too long to open
- 5) Price of entrance fee too high



Recommend the Event to Family & Friends?



Reasons for Recommending the Event



Respondents cited the following reasons for recommending the event:

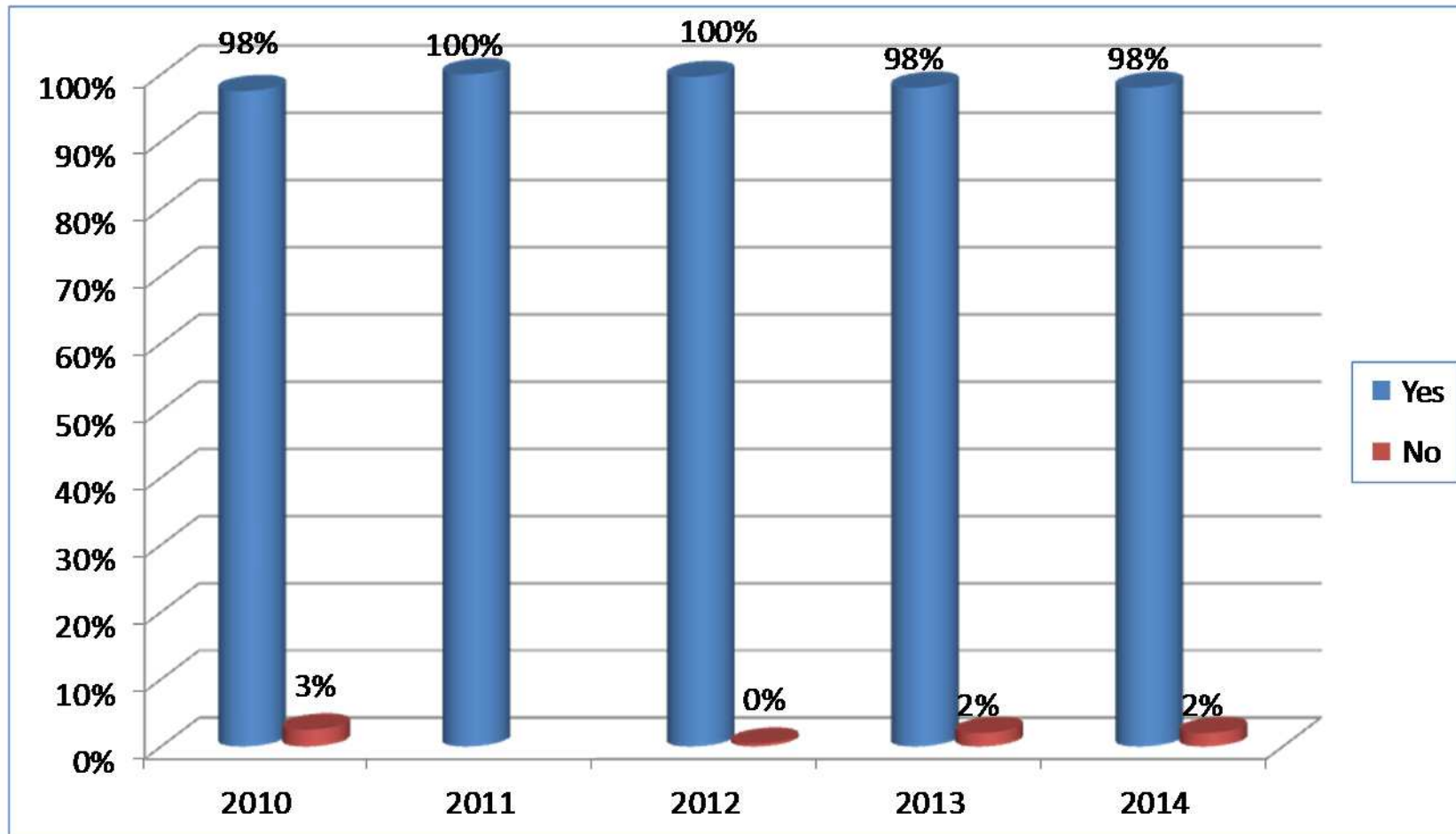
- Good event
- Family event
- Fun/enjoyable
- Excellent environment
- The event was fun
- Good day out
- Well organized

Reasons for not recommending the event were highlighted as:

- Crowded



Recommend KZN as a Tourist Destination to Family & Friends?



Reasons for Recommending KwaZulu-Natal as a Holiday Destination

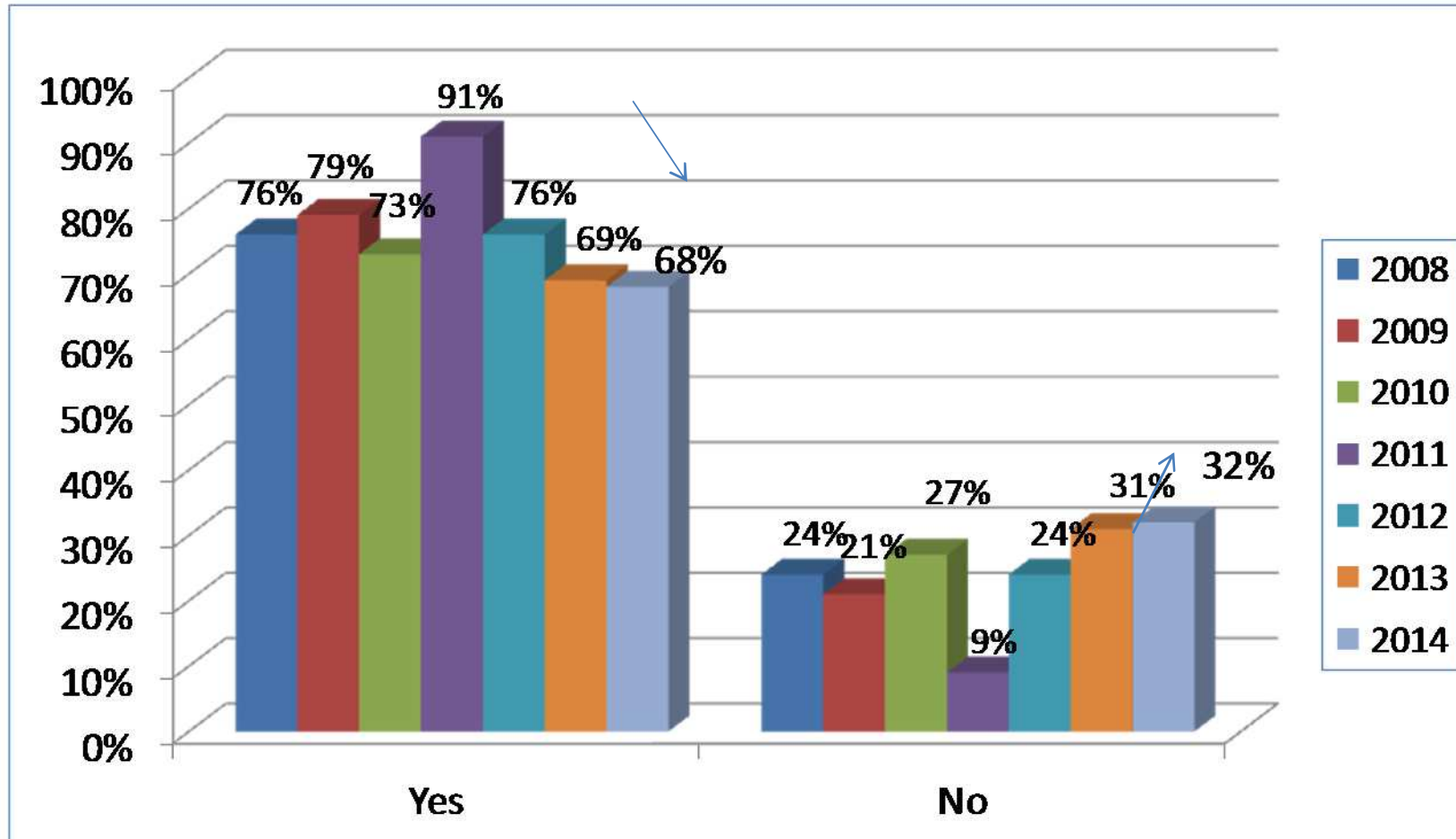


- ❖ Attractions
- ❖ Beautiful province
- ❖ Variety of things to do
- ❖ Beaches
- ❖ Good weather/sunshine
- ❖ KZN has everything
- ❖ Scenery
- ❖ Various tourism activities
- ❖ Different cultures
- ❖ Wildlife

Reasons for not recommending KZN were highlighted as:

- Don't like the sea

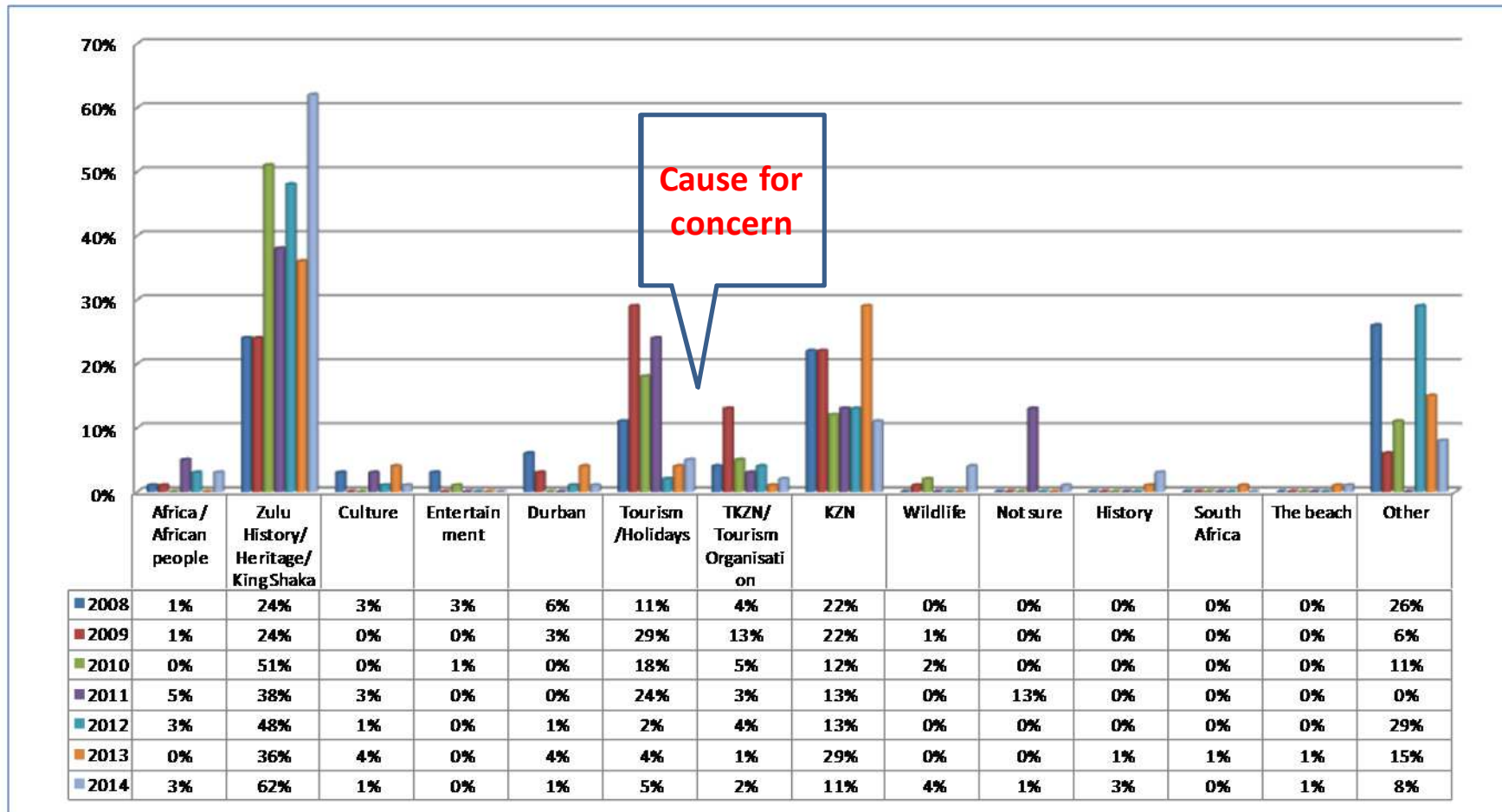
Familiar with Zulu Kingdom Slogan?



According to a Z-test of two independent sample proportions, there was no statistically significant difference between the proportion of attendees in 2013 and 2014 who were familiar with the slogan. However, there continues to be a decline since 2011 in the level of familiarity with the TKZN slogan.

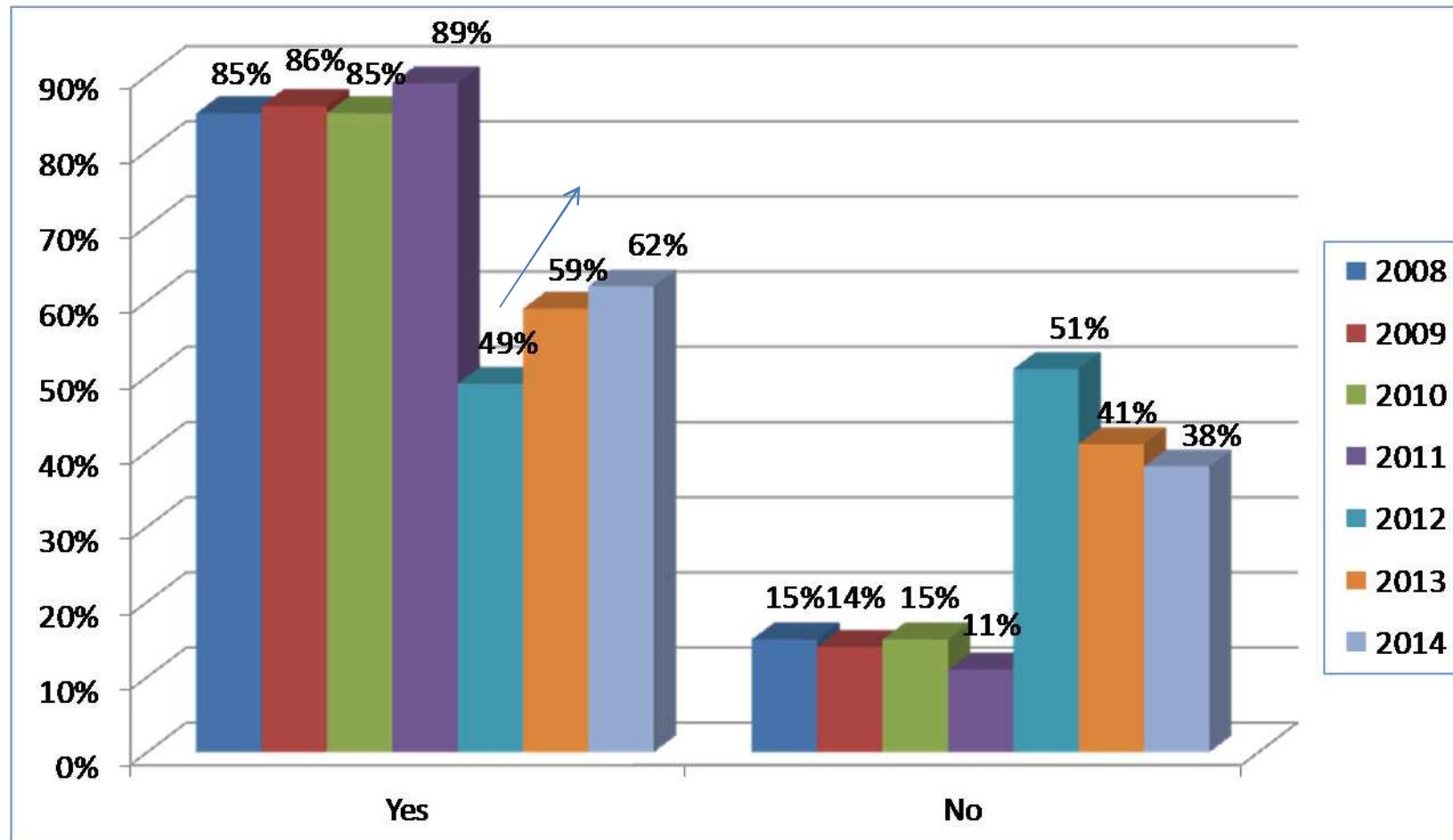


Associations - Zulu Kingdom Slogan: Core Mentions



The association with Zulu culture and heritage continues to increase. The lack of association with a tourism destination, activities or holidays is of concern, considering that the slogan is a few years old.

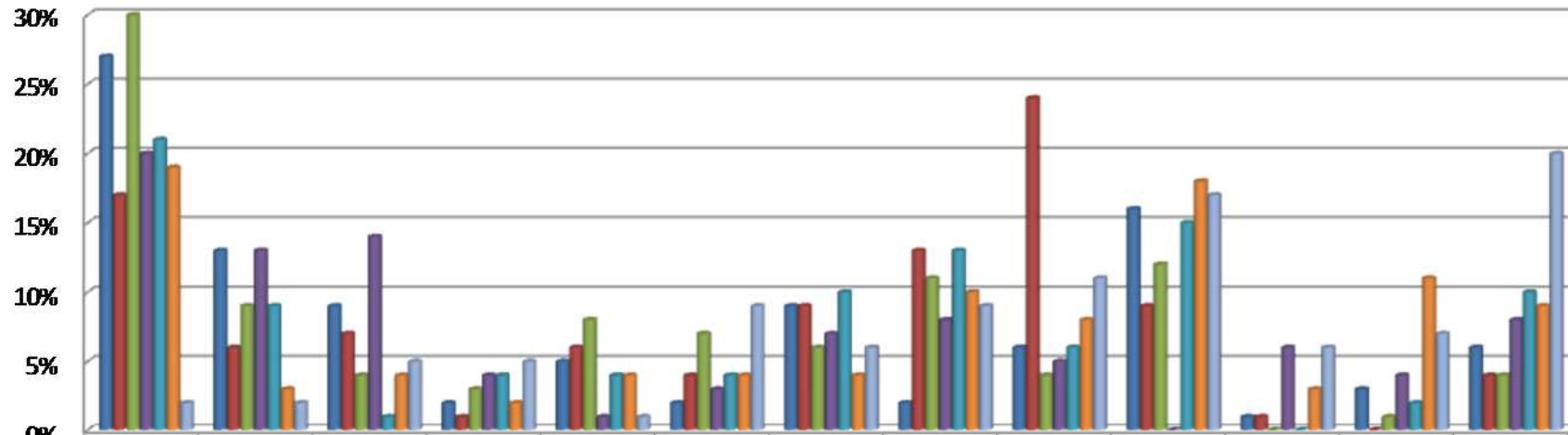
Noted Zulu Kingdom Logo?



According to a Z-test of two independent sample proportions, there was no statistically significant difference between the proportion of attendees in 2013 and 2014 who had noted the logo. However, there is an increase when compared to 2012, showing that the new logo is being more widely recognised.



Where Zulu Kingdom Logo Noted?



Year	Billboard s/ posters banners	Brochure s/ pamphlets	Magazines	Newspapers	Clothing / Merchandise	Tourism Info Office	uShaka Marine World	Internet	TV	Other	Events	Durban/ Margate	Airport
2008	27%	13%	9%	2%	5%	2%	9%	2%	6%	16%	1%	3%	6%
2009	17%	6%	7%	1%	6%	4%	9%	13%	24%	9%	1%	0%	4%
2010	30%	9%	4%	3%	8%	7%	6%	11%	4%	12%	0%	1%	4%
2011	20%	13%	14%	4%	1%	3%	7%	8%	5%	0%	6%	4%	8%
2012	21%	9%	1%	4%	4%	4%	10%	13%	6%	15%	0%	2%	10%
2013	19%	3%	4%	2%	4%	4%	4%	10%	8%	18%	3%	11%	9%
2014	2%	2%	5%	5%	1%	9%	6%	9%	11%	17%	6%	7%	20%



Event Improvement Suggestions



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

- 1) Advertise shuttle service more
- 2) Better banking facilities
- 3) More information at the start, better information desks
- 4) Big tents blocking the views
- 5) Entrance fee should be included in participation fee
- 6) Improve toilets
- 7) More marketing
- 8) More shade
- 9) Registration should be more central
- 10) Traffic



Findings



- 1) The Midmar Mile event largely attracted overnight and day visitors. A small proportion (15%) 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 respondents at the event came from either KwaZulu-Natal (63%) or Gauteng (30%). This research has shown that the majority of visitors to the Midmar Mile come from these two provinces.
- 3) The majority of overnight visitors stayed in the area for 2 nights which is consistent with the duration of the event. This shows that the respondents only stay for the duration of the event. This may be an indication of the pressure of the rise of costs on families, as this event is being treated as a must attend event, but for the minimum stay.
- 4) Private vehicles continued to be the most used form of transport to the event (94%). This is the cause of the traffic problems at the resort.
- 5) Previous attendance/participation (67%) and word-of-mouth (26%) continued to be the main factors influencing respondents to attend the Midmar Mile.
- 6) 98% of the respondents were satisfied with information provided regarding the event.



Findings (cont'd)



- 7) The majority of the respondents suggested the event be on TV (14%), social networks (11%) and radio (10%). Some 11% indicated that the event was well advertised. Social networks have for the first time received significant support as a means of advertising.
- 8) Some 80% of the respondents said they would attend the event again. This is positive for future events.
- 9) Some 26% of the respondents were attending for the first time. This indicates that the event continues to draw new participants and spectators.
- 10) 96% of the respondents had either an 'excellent' or a 'good' experience.
- 11) The problems that were experienced (by 12% of the respondents) have been declining since it was 20% in 2010. This may be as a result of the organisers improving the event year on year.
- 12) Some 99% 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 event
 - Family event
 - Fun/enjoyable
 - Good day out



Findings (cont'd)



13) 98% of the respondents also said they would recommend KZN as a tourist destination for the following reasons:

- The attractions
- It is a beautiful province
- The beaches
- A variety of things to do
- Good weather

14) Reasons for not recommending KZN were highlighted as :

- Do not like the sea

15) About 62% of the respondents had noted the Zulu Kingdom logo. This was an improvement from 59% in 2013. This illustrates that the logo is becoming more widely recognised.

16) A large proportion of respondents still associated ' Zulu Kingdom – Exceptional' with Zulu history/culture/Zulu King as opposed to a holiday destination. A cause of concern is that the association of the slogan with 'tourism' or 'holidays' is declining.



Recommendations



- 1) It is recommended that the organizers look into creating more spectator-friendly viewing points as large tents usually occupy most of the water edge.
- 2) Communication regarding the entry fees into the resort and the limited parking space needs to be improved. This would alleviate some frustration and create a better understanding of the limitations placed on the organisers of the event in this regard.
- 3) More shuttles to the start need to be provided. This would alleviate traffic en route to the start.

