Objectives

– To determine the profile of visitors to the Ugu Jazz Festival, in Port Shepstone, 21-23 June 2013.
– To determine what factors influenced their decision to attend this event.
– To ascertain their travel and activity patterns over the period of this event.
– To determine their perceptions of the overall organisation of the event.
– To determine the overall impact of the event.
Methodology

- 404 face-to-face interviews based on a set questionnaire.
- Probability sample design.
- Stratified allocation by day.
- Respondents randomly selected.
- The survey was conducted on the main day of the event, the 22\textsuperscript{nd} of June 2013.
Respondents’ Residence

Overnight visitors increase from 40% in 2012 to 46% this year.
Respondents’ Residence

Spectators once again came mainly from KZN and Gauteng, as was the case in 2012.
Respondents’ Gender

- Female: 49%
- Male: 51%
Respondents’ Age Group

<table>
<thead>
<tr>
<th>Age Group</th>
<th>2012</th>
<th>2013</th>
</tr>
</thead>
<tbody>
<tr>
<td>&lt;20</td>
<td>3</td>
<td>3</td>
</tr>
<tr>
<td>21-30</td>
<td>40</td>
<td>49</td>
</tr>
<tr>
<td>31-40</td>
<td>36</td>
<td>35</td>
</tr>
<tr>
<td>41-50</td>
<td>14</td>
<td>10</td>
</tr>
<tr>
<td>51-60</td>
<td>6</td>
<td>3</td>
</tr>
<tr>
<td>61-70</td>
<td>6</td>
<td>0</td>
</tr>
</tbody>
</table>
Respondents’ Income Group

The results for the income groups of respondents could not be compared directly to those of 2012 as the scale used was different.
Respondents’ Employment Category

<table>
<thead>
<tr>
<th>Category</th>
<th>2012</th>
<th>2013</th>
</tr>
</thead>
<tbody>
<tr>
<td>Administration/manager</td>
<td>14</td>
<td>15</td>
</tr>
<tr>
<td>Artisan/technician</td>
<td>3</td>
<td>5</td>
</tr>
<tr>
<td>Businessperson</td>
<td>5</td>
<td>8</td>
</tr>
<tr>
<td>Home-executive</td>
<td>0</td>
<td>1</td>
</tr>
<tr>
<td>Labour/unskilled</td>
<td>5</td>
<td>3</td>
</tr>
<tr>
<td>Professional - e.g. doctor</td>
<td>19</td>
<td>22</td>
</tr>
<tr>
<td>Retired</td>
<td>0</td>
<td>1</td>
</tr>
<tr>
<td>Sales/marketing</td>
<td>9</td>
<td>11</td>
</tr>
<tr>
<td>Self-employed</td>
<td>18</td>
<td>7</td>
</tr>
<tr>
<td>Student/scholar</td>
<td>15</td>
<td>15</td>
</tr>
<tr>
<td>Unemployed</td>
<td>5</td>
<td>8</td>
</tr>
</tbody>
</table>
Average Group Size

Average group size – 5.4, slightly less than the 5.6 from 2012.
As expected, once again most people were in the area specifically to attend the Ugu Jazz Festival.
All respondents attended the event on the Saturday, the main day of the festival. Fewer than one third attended either the pre-party, or the picnic the following day. Most people were obviously far more interested in the event itself.
Very few respondents stayed overnight for this event – it was mainly attended by local people or day visitors. Of those who did stay overnight (21.5%), the total number of nights spent in the area is depicted above, by the type of accommodation used. The use of paid accommodation increased. Of the total who stayed overnight, 13% stayed with friends or relatives, compared with 8% in 2012.
Transport to Event:

The use of private vehicles, despite the cost increases, has increasingly become the preferred means of transport to this event.
Unlike 2012, when the radio had the highest degree of influence, in 2013, word-of-mouth accounted for over one third (34%) of the respondents’ responses. All other influencing media decreased in importance, with the exception posters and banners, and the use of the internet.
The vast majority of respondents were satisfied with the information received regarding the event in 2013.
Did you attend previously?

As was the case in 2012, most respondents had attended this event previously.
Attend again?

Although there was a decrease in the responses in 2013, once again, the vast majority of the respondents would attend this event again if it was held in the future.
Why would you not attend again?

Although there were very few negative comments, they relate to the future success and attractiveness of this event. Organizers would do well to note these, and take action to prevent the causes at the next event:

- Poor organisation
- Queues too long
- Traffic congestion
- Exceptionally poor time keeping
- Event not up to expectations
- Depends on the budget
- Venue was small
- Felt cheated by organisers
- Travelling to Brazil
- Very busy
Some 75% of the respondents rated this event ‘good’ or ‘excellent’.
The fact that 40% (39% in 2012) of the respondents noted that they had experienced some sort of problem at this event is cause for concern. The organizers need to ensure that these are dealt with so that they do not occur at the next event. There has obviously been little change from 2012.
A number of comments were made regarding problems experienced at this event. Organizers have taken heed of those comments made last year, and the improvements are reflected in the table above. Although traffic issues improved, parking was perceived as being worse, as was time-keeping and security.
The vast majority of respondents, 94% (92% in 2012), had a sufficiently enjoyable and positive experience that they were prepared to recommend the event to their family and friends. This showed a slight improvement on the very good results from last year.
Reasons: Recommendation

The reasons for recommending the Ugu Jazz Festival were related to the event having the following characteristics as perceived by the respondents:
Almost all the respondents, 98% (96% in 2012) were willing to recommend the South Coast as a tourist destination to their family and friends, a significant indicator of the success of this event and of the attraction of the South Coast.
Reasons for Recommending the South Coast

Over 98% of the respondents would recommended the South Coast as a tourist destination. The few who would not recommend it cited the following reasons:

- Can be boring
- Did not see much
- Too quiet
Characteristics or Images of the South Coast
Atmosphere of the South Coast
Unique Attractions
In 2012, most respondents (62%) were not familiar with TKZN’s slogan. By 2013, almost 50% of the respondents were familiar with the TKZN slogan.
Associations - TKZN slogan

- Culture
- Tourism
- Zulu People
- Fun
- Indaba
- KZN Province
- Isilo
- Travel
Noted South Coast logo?

In 2012, over half of the respondents had not noted the South Coast logo. In 2013, that had changed with 64% of the respondents having noted the logo.
Where noted South Coast logo?

% of mentions:
- Around the South Coast: 14%
- Billboards: 12%
- Internet: 6%
- Pamphlets: 5%
- South Coast Mall: 4%
- Shelly Centre/Shelly Beach: 6%
- T-shirts: 11%
- Newspapers/Magazines/Ads: 18%
- Tourism Office: 17%
- Margate: 6%
Total mean individual spend

<table>
<thead>
<tr>
<th></th>
<th>2012</th>
<th>2013</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>R2 772.68</td>
<td>R 4 559.58</td>
</tr>
</tbody>
</table>

The increased spend on accommodation, plus the increased number of people who used paid accommodation has affected the overall spend.
## Total spend breakdown

<table>
<thead>
<tr>
<th></th>
<th>2012</th>
<th>2013</th>
</tr>
</thead>
<tbody>
<tr>
<td>Accommodation</td>
<td>R1333</td>
<td>R1779</td>
</tr>
<tr>
<td>Transport</td>
<td>R655</td>
<td>R1048</td>
</tr>
<tr>
<td>Food/Beverage</td>
<td>R928</td>
<td>R1255</td>
</tr>
<tr>
<td>Entertainment</td>
<td>R596</td>
<td>R926</td>
</tr>
<tr>
<td>Souvenirs</td>
<td>R798</td>
<td>R805</td>
</tr>
</tbody>
</table>

The economic impact is calculated by excluding locals, as this is in accordance with international best practice.
## Estimated economic impact

<table>
<thead>
<tr>
<th></th>
<th>Direct Spend</th>
<th>Total Spend</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>2012</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Low Estimate</td>
<td>R33 477 267</td>
<td>R47 537 719</td>
</tr>
<tr>
<td>Middle Estimate</td>
<td>R38 235 533</td>
<td>R54 294 457</td>
</tr>
<tr>
<td>High Estimate</td>
<td>R42 993 274</td>
<td>R61 050 449</td>
</tr>
<tr>
<td><strong>2013</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Low Estimate</td>
<td>R24 015 711</td>
<td>R34 102 310</td>
</tr>
<tr>
<td>Middle Estimate</td>
<td>R27 801 798</td>
<td>R39 478 553</td>
</tr>
<tr>
<td>High Estimate</td>
<td>R31 587 885</td>
<td>R44 854 797</td>
</tr>
</tbody>
</table>

The economic impact is calculated by excluding locals, as this is in accordance with international best practice. The decrease of the economic impact in 2013 is as a result of lower attendance figures.
Main Findings/Conclusions

• An even greater number of attendees were between the ages of 21 and 30 than was the case in 2012. This event obviously appeals to the youth.

• Almost half were overnight visitors, an increase of 6% from last year. The vast majority 85%, were from within KZN.

• Group size shrank, to about 5 people, on average, although more than half were in groups of 2-4.

• The event itself was the main drawcard of people into the area, accounting for 78% of the total, with a further 17% being participants or crew.

• Almost all of the respondents were there only for the Saturday night, but this was an understandable finding as most respondents were either local residents or day visitors. Few attended the pre-party or picnic.

• Paid accommodation was used more this year.

• Word-of-mouth was the most significant factor influencing people to attend the event.

• Some 22% of the respondents had never attended this event, a decrease from last year, and an indication of the slowing of the growth of the event.

• A decrease majority of 78% of the respondents said they would attend again.

• Not everyone was happy with the event though, and the main reasons for this sentiment were related to poor management rather than to the event itself. Improvements since last year had been noted.
Main Findings/Conclusions

- Almost 80% (79%) of the respondents rated this event ‘good’ or ‘excellent’
- Some 94% of the respondents had a sufficiently enjoyable and positive experience that they would recommend the event to their family and friends.
- Noting of the TKZN slogan has increased.
- It was gratifying to note over half the respondents (64%) had noted the South Coast Tourism logo, a notable increase from last year.
Recommendations

• In order to increase the overnight visitors and thus enable the event to have more of a positive economic impact on the area, it is recommended that the event organizers work more closely with product owners, and particularly those in the accommodation sector, to develop affordable and attractive packages to draw more people to this event.

• Also, in order to increase the positive economic impact of this event, more effort needs to be put into enticing those attending the main event also to attend the pre-party and the picnic. This would increase stay length and thus increase spend.

• Although there has been a notable improvement in the management of the event, there is obviously room for improvement, as noted by those who attended.

• This event is obviously popular and is thus attended by large crowds. Sufficient facilities thus need to be made available for the numbers attending, and these include sufficient parking, or a park and ride scheme, and sufficient toilets, regularly and frequently serviced.