

# Midmar Mile 2016 Impact Assessment: Top Line Summary Report



Wayne Tifflin  
Karen Kohler  
Tourism KwaZulu-Natal  
April 2016

# Positive Highlights



- 90% of the respondents were visitors to the region.
- 98% indicated that they were satisfied with the information provided.
- 90% said they would attend the event again.
- 81% of the respondents had attended the event in previous years.
- The majority of the respondents (99%) said they had either a *good* or an *excellent* experience at the event.
- 91% did not experience any problems 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 to family and friends.
- 60% of all respondents noted the Zulu Kingdom logo.

# Methodology



- Face-to-face survey with a probability sample of 203 respondents over the 2 days of the event, 13-14 February 2016.
- Respondents were systematically selected throughout the 2-day period of the event.
- Made use of the internationally accepted 'representative sampling' research methodology for the event (see next slide)

# 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.

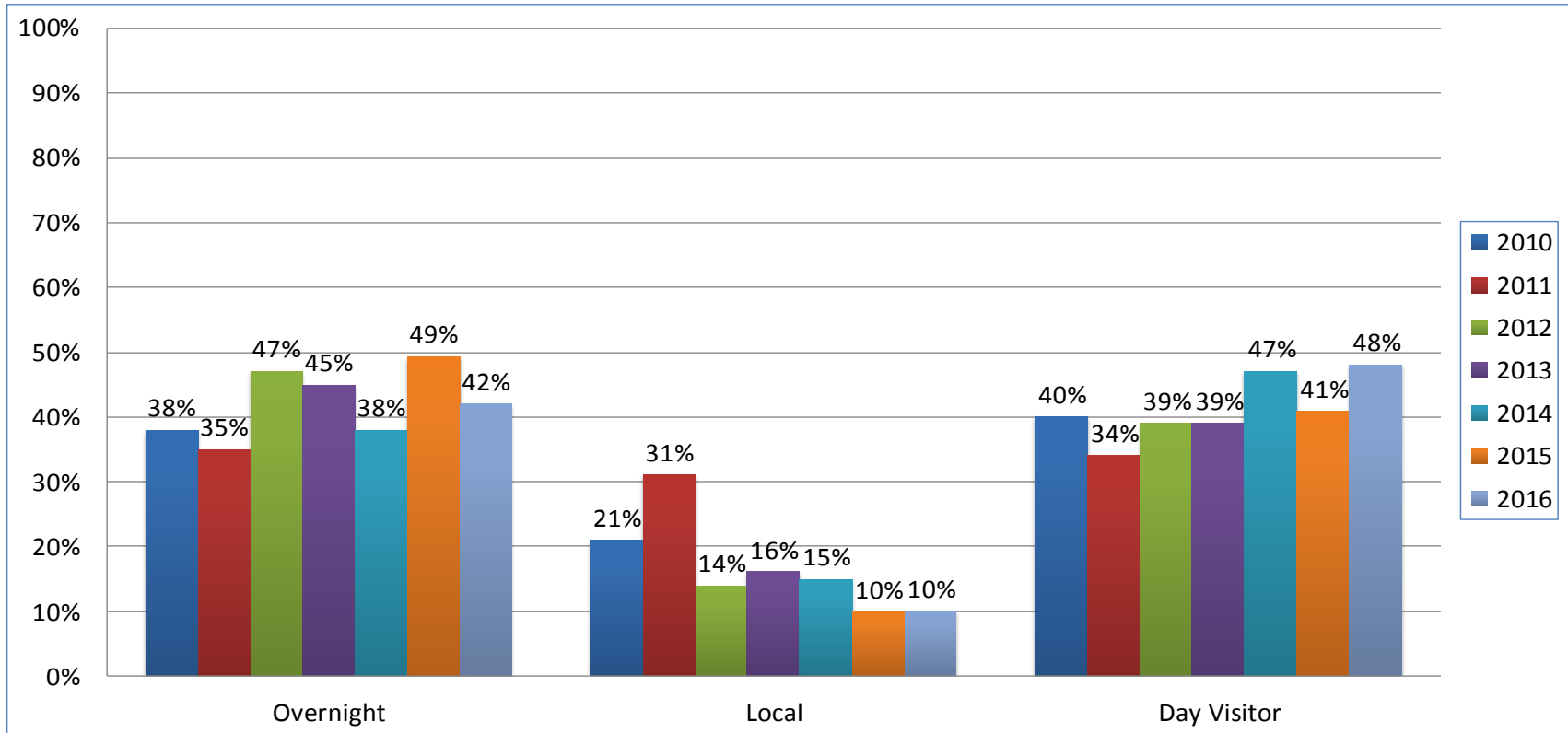
100 people in a room – safe with 40-50 surveys.

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

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

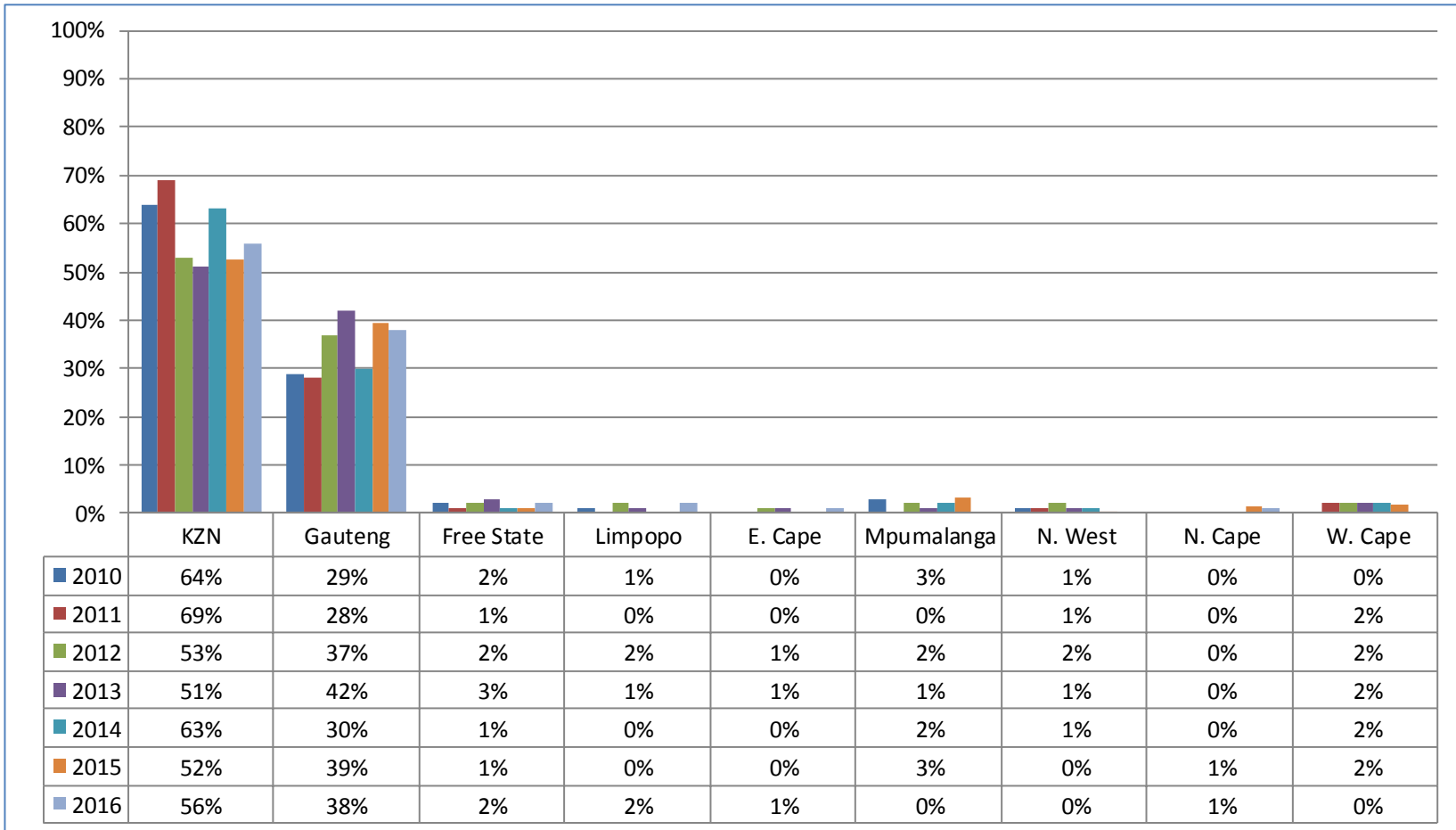
i.e. If the sample size grows to more than 400 (in relation to the population), any addition to the sample size **becomes statistically irrelevant**.

# Nature of Midmar Mile Participants and Spectators



The proportion of day visitors increased in 2016, while the local respondents remained the same. Overnight visitors declined, which is reflected in the economic impact of the event.

# Provinces



It appears that there was an increase in KZN visitors and a very slight decrease of visitors from Gauteng. This is once again reflected in the economic impact of the event.

# Participants and Vehicles



	2010	2011	2012	2013	2014	2015	2016
<b>Participants</b>	16 000	16 210	16 007	16 487	16 919	13 298	*10 548 (12 086)
<b>Vehicles</b>	7 123	7 054	7 602	7 598	*7 700	5 655	5 054

\*estimated, data not available.

In 2016: 4 881 cars, 143 kombis, 10 small busses and 20 large busses entered the reserve during Saturday, the 13<sup>th</sup> of February and Sunday, the 14<sup>th</sup> of February 2016.

# Group Size and Spectator Estimate



	2010	2011	2012	2013	2014	2015	2016
<b>Average Group Size</b>	3.6	4.3	3.8	3.9	3.6	3.3	3.3
<b>Estimated Overall Attendance</b>	25 643	30 322	28 888	29 632	27 720	18 662	16 678
<b>Estimate Spectator Attendance</b>	9 643	14 122	12 881	13 145	10 801	5 364	6 130



# Estimated Economic Impact - Participants



Year	Overnight and Day Participants	Local Participants
2016		
Number	11 074	Sample too small
*Low Estimate	R30 763 199	
**Middle Estimate	R48 544 033	
***High Estimate	R66 324 867	

\*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 and Day Spectators	Local Spectators
<b>2016</b>		
Number	5 516	613
*Low Estimate	R10 170 647	Sample too small
**Middle Estimate	R13 037 400	
***High Estimate	R15 904 153	

\*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



	<b>2011</b>	<b>2012</b>	<b>2013</b>	<b>2014</b>	<b>2015</b>	<b>2016</b>
<b>Low Estimate</b>	R29 249 648	R35 854 363	R34 448 346	R29 792 155	R32 286 466	R40 933 846
<b>Middle Estimate</b>	R39 298 318	R43 609 277	R42 987 479	R42 268 844	R48 748 908	R61 581 432
<b>High Estimate</b>	R49 354 437	R51 364 190	R51 526 612	R54 745 493	R63 015 008	R82 229 020

Note: This includes spending by both day and overnight visitors only

# Total Estimated Economic Impact



Zulu Kingdom. Exceptional

	Direct Spend	Multiplier of 1.42	Multiplier of 2.0
<b>2013</b>			
Low Estimate	R27 431 940	R38 953 355	R54 863 880
High Estimate	R39 777 176	R56 483 589	R79 554 352
<b>2014</b>			
Low Estimate	R20 574 040	R29 215 137	R41 148 081
High Estimate	R32 694 154	R46 425 699	R65 388 309
<b>2015</b>			
Low Estimate	R 28 065 564		R 56 131 128
High Estimate	R 53 799 624		R 107 599 248
<b>2016</b>			
Low Estimate	R40 933 846		R81 867 692
High Estimate	R82 229 020		R164 458 040

# Spend Breakdown

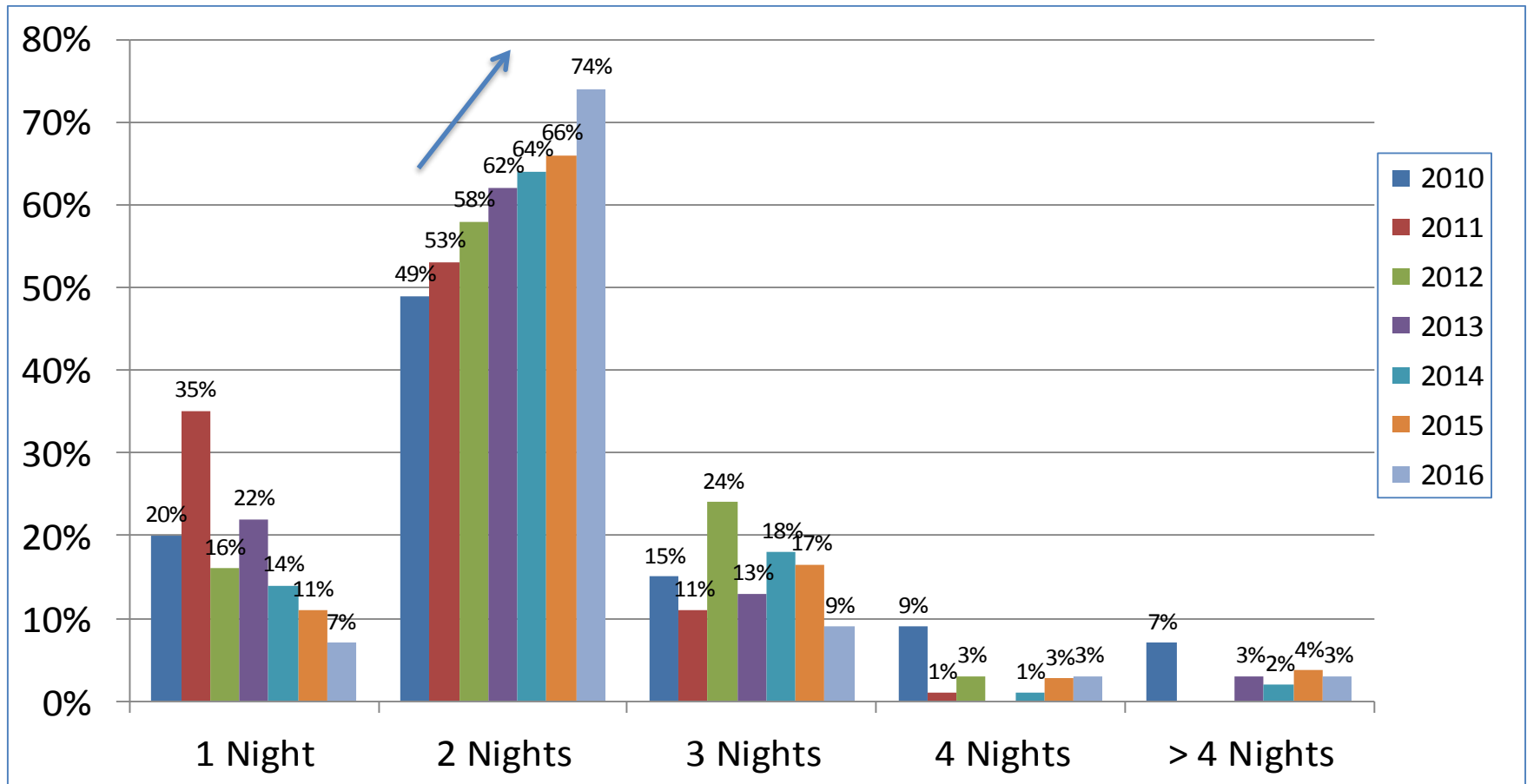


Items	2010	2011	2012	2013	2014	2015	2016
Accommodation	R2 251	R1 248	R2 048	R1 769	R1 573	R1 726	R2 430
Food & Beverage	R416	R343	R598	R502	R667	R1 295	R660
Transport	R553	R501	R841	R627	R789	R1 333	R975
Entertainment	R321	R323	R380	R337	R488	R176	R240
Souvenirs	R225	R286	R457	R373	R508	R169	R474
*Total Average Spend	R1 557	R1 412	R2 324	R1 832	R2 408	R1 972	R2 684

\*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.

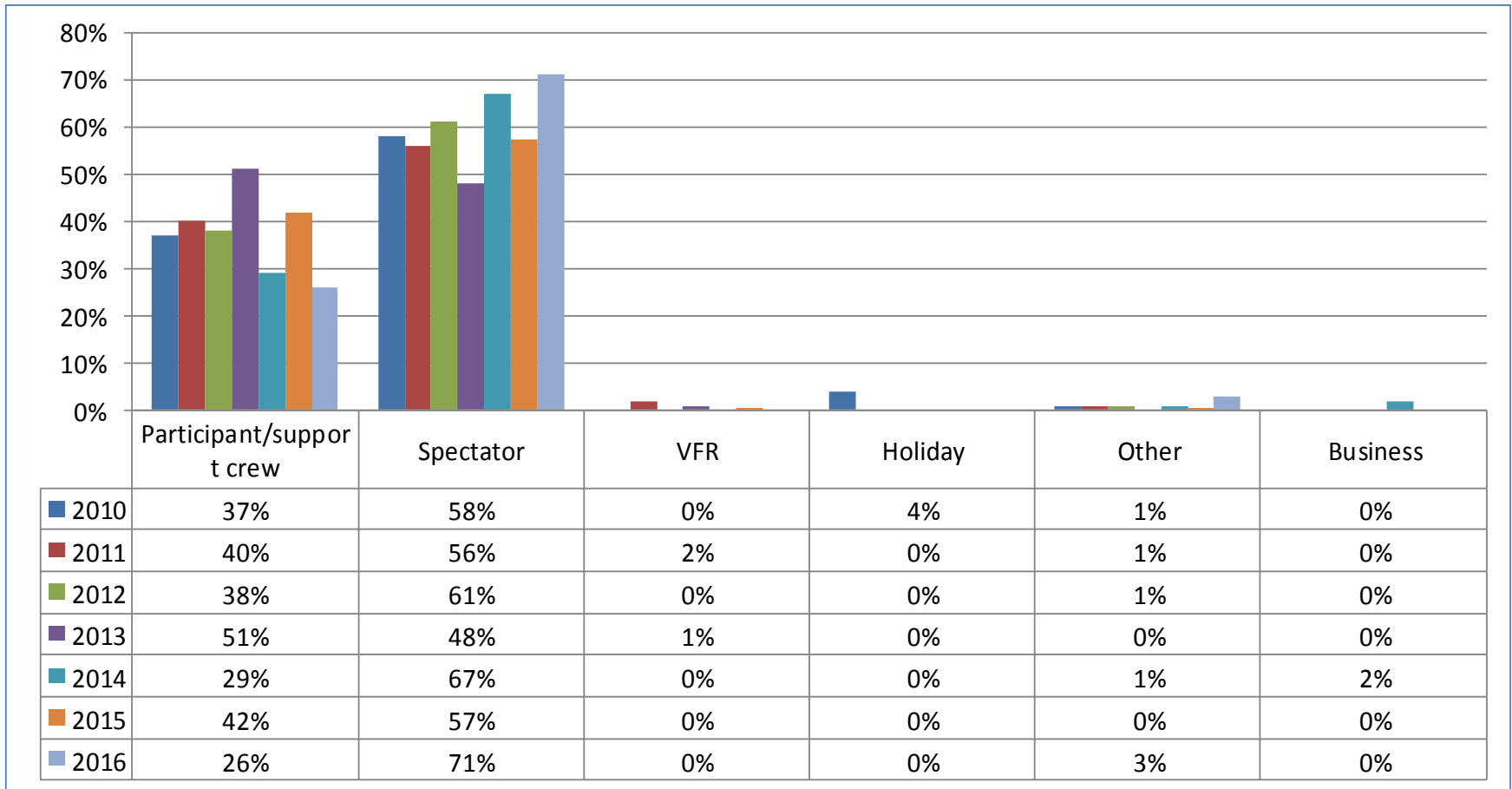
There was an increase in the total average spend in 2016, although there was a decrease in the number of people attending the event. The increase in the Total Average Spend can be attributed to the increase in the cost of accommodation. In slide 13 there was an increase in the proportion of respondents who stayed for 2 nights.

# Length of stay – All Respondents



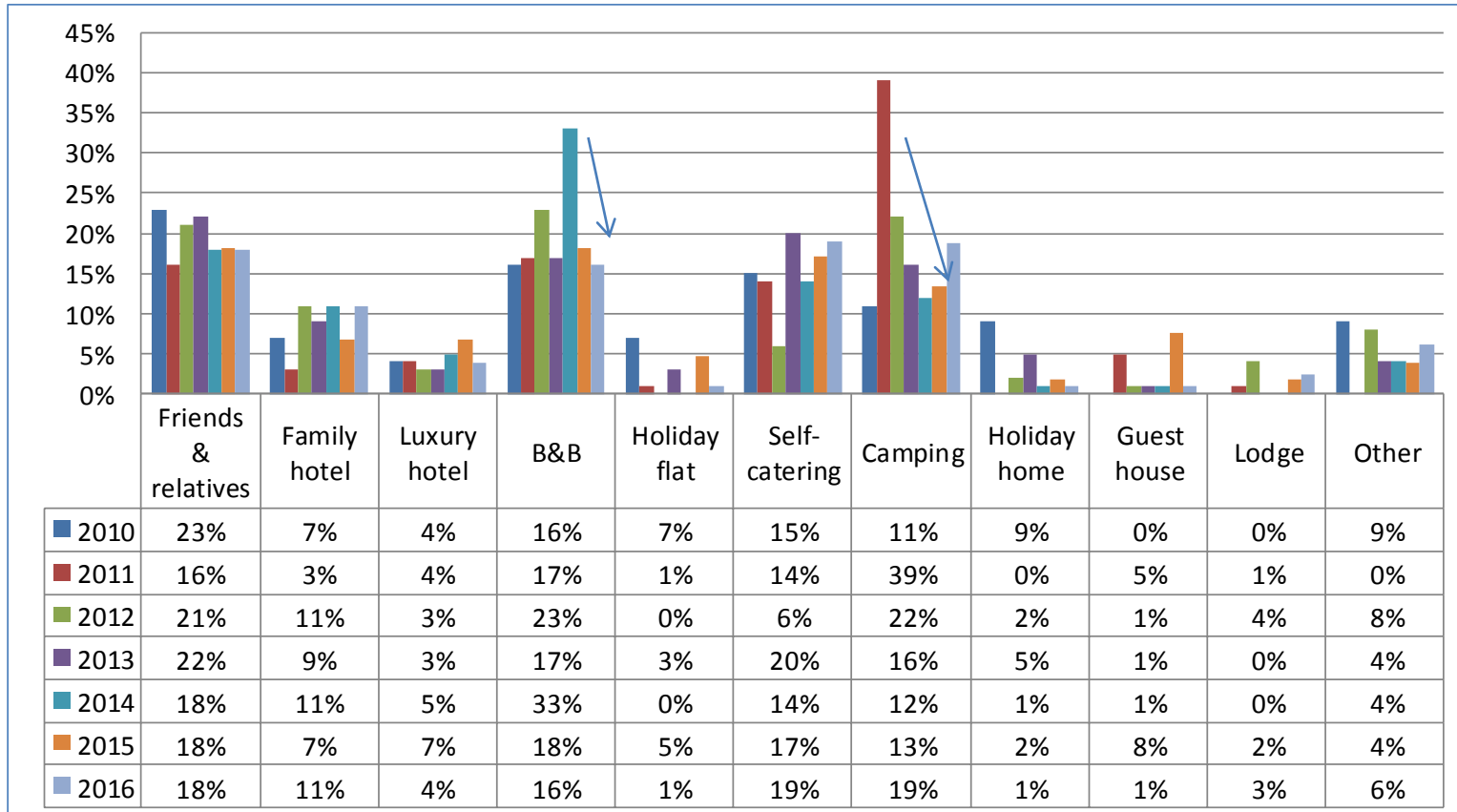
There has been a steady increase in the proportion of respondents who stayed for 2 nights from 2010 to 2016. It is clear that very few respondents stay for much longer. The average length of stay was 2.2 nights.

# Primary Reason



Respondents were in the area mainly due to the event taking place. Most of the respondents were spectators. This is reflected in the reduced number of participants in 2016.

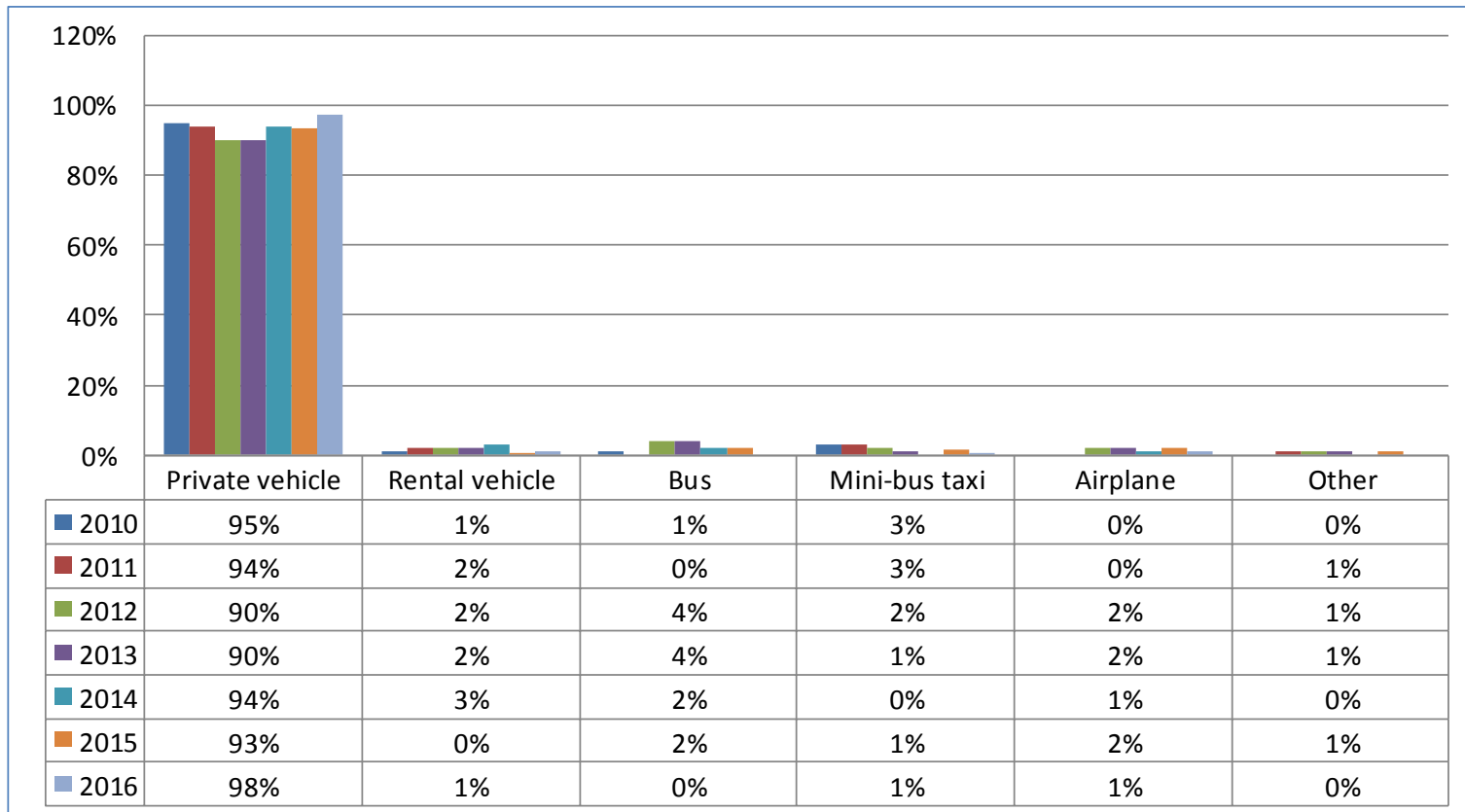
# Accommodation



As reflected in slide 13, most respondents stayed for 2 nights. However, it is also clear that they stayed in accommodation that was not costly (camping and self-catering) or with friends and relatives, most likely to a continued constrained economy.

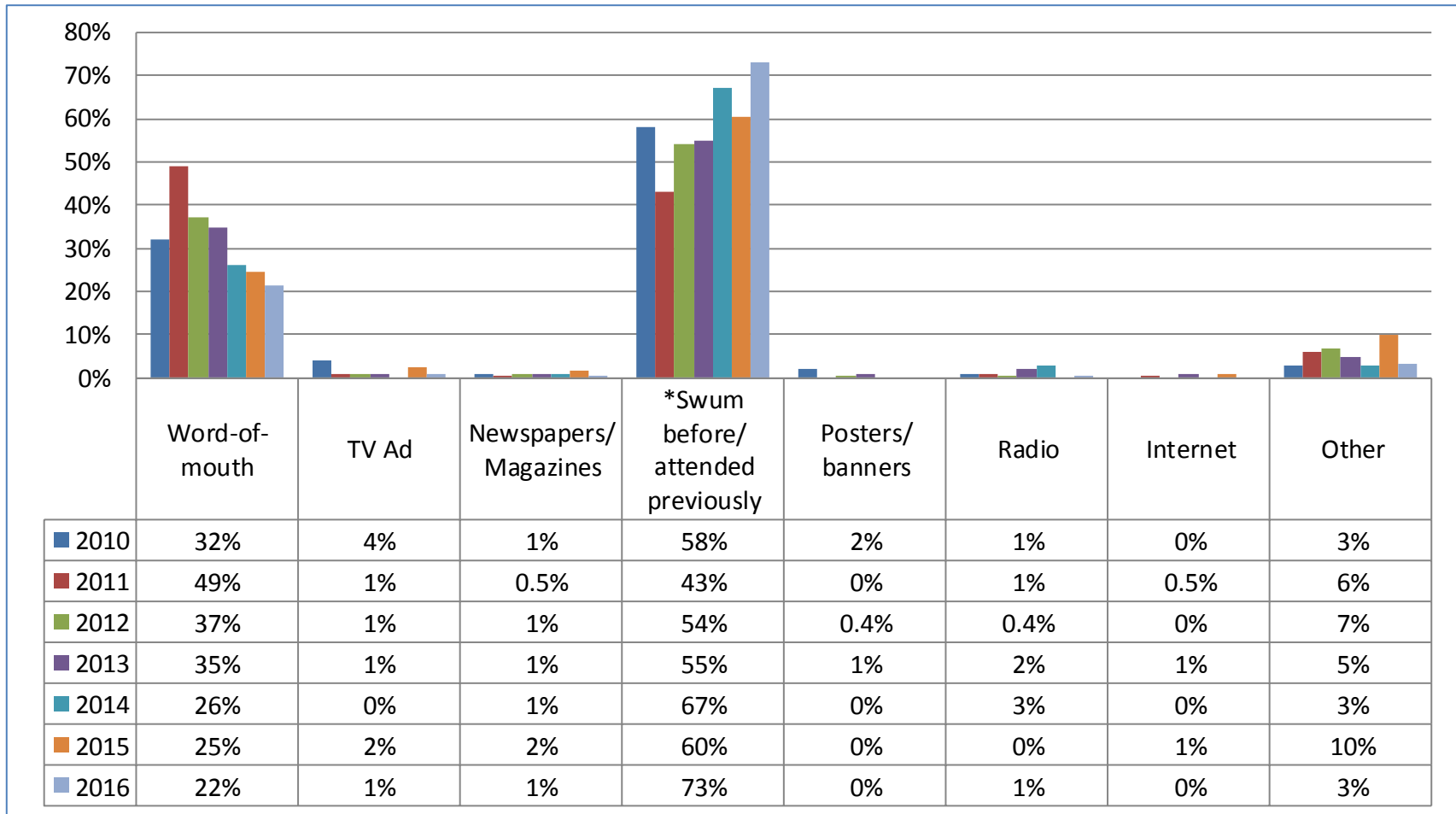


# Transport to Event: Non-Residents



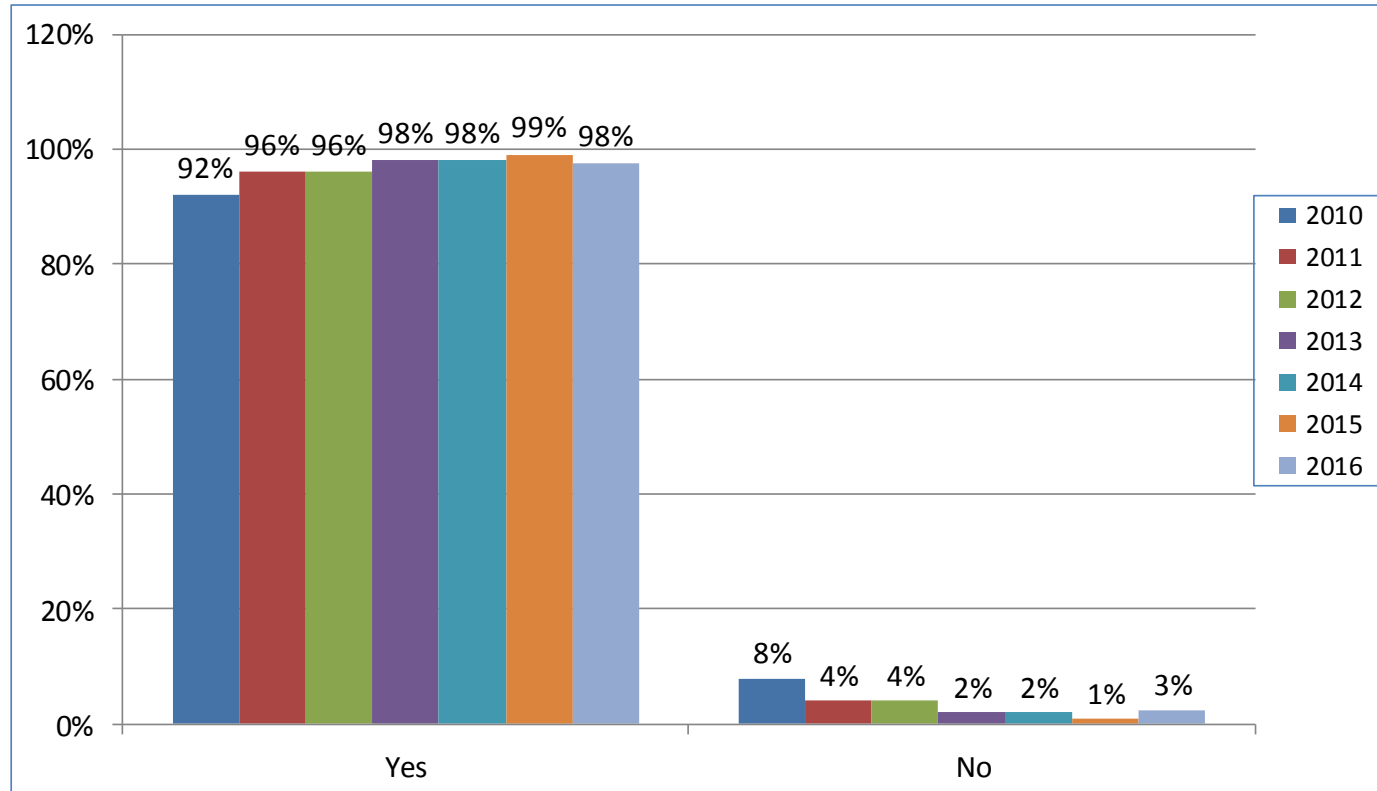
Most respondents used private vehicles to attend the event. This is one cause of the traffic problems experienced at the event.

# Influenced to Attend?



“Word-of-mouth” and “attended previously” continued to be the highest influencing factors for people to attend/participate in the Midmar Mile. There has been a continuous and slight decline in the “word-of-mouth factor”.

# Information Satisfaction



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

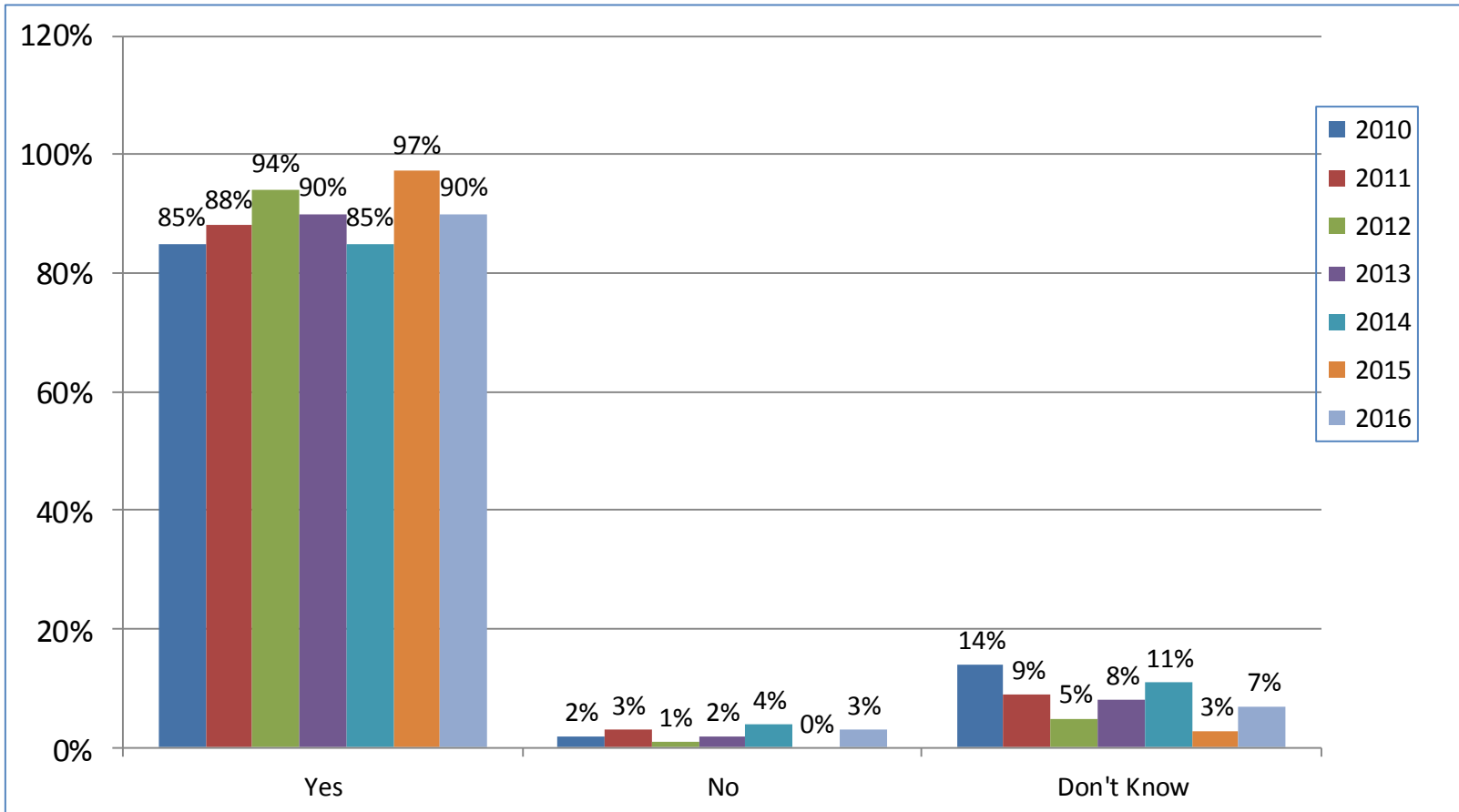
# Marketing Improvement Suggestions:



The majority of respondents indicated that the event was well marketed. Further suggestion to improve the marketing of the event were:

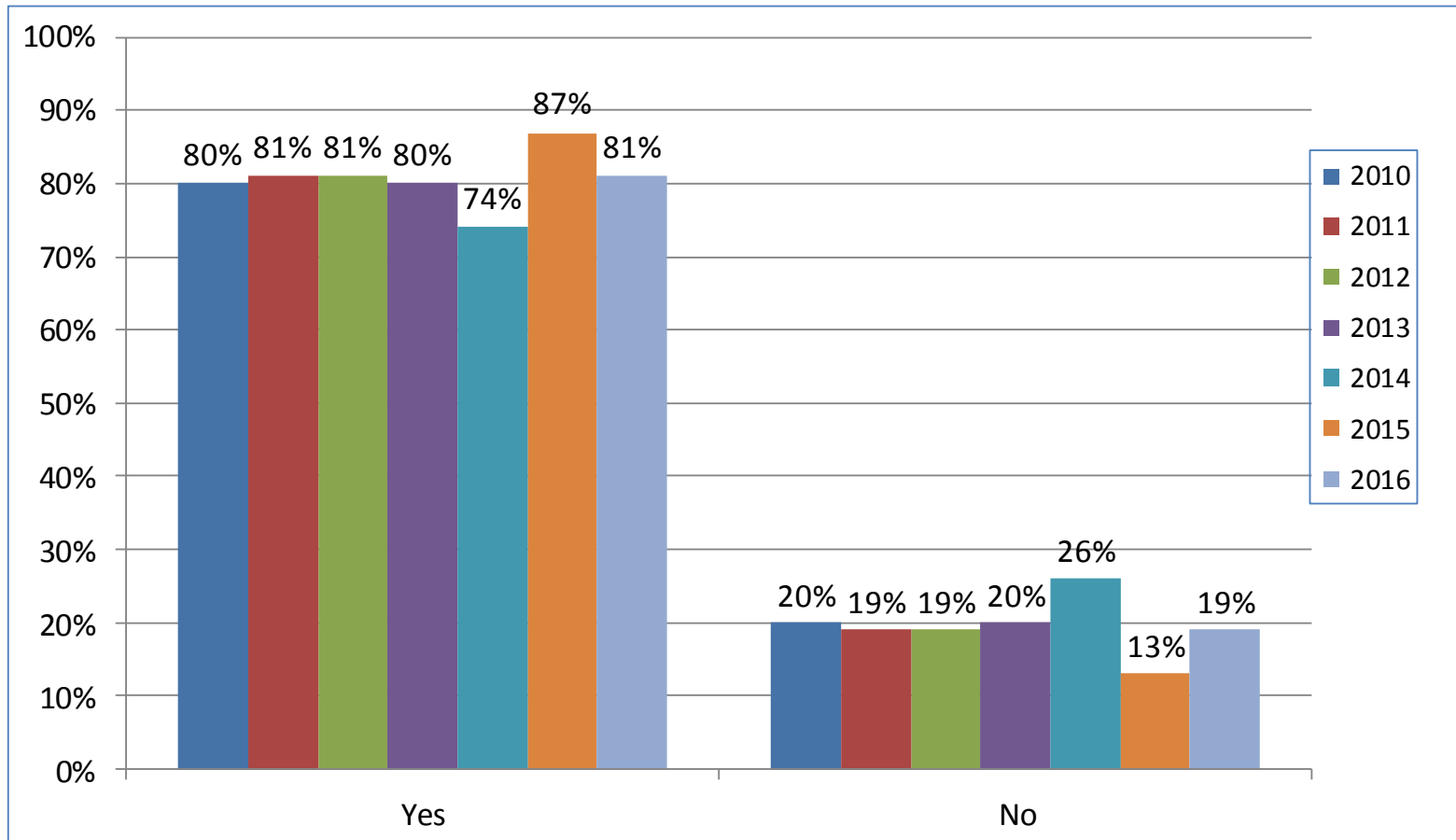
- More marking using social media platforms, television and radio
- Target more schools

# Attend Again?



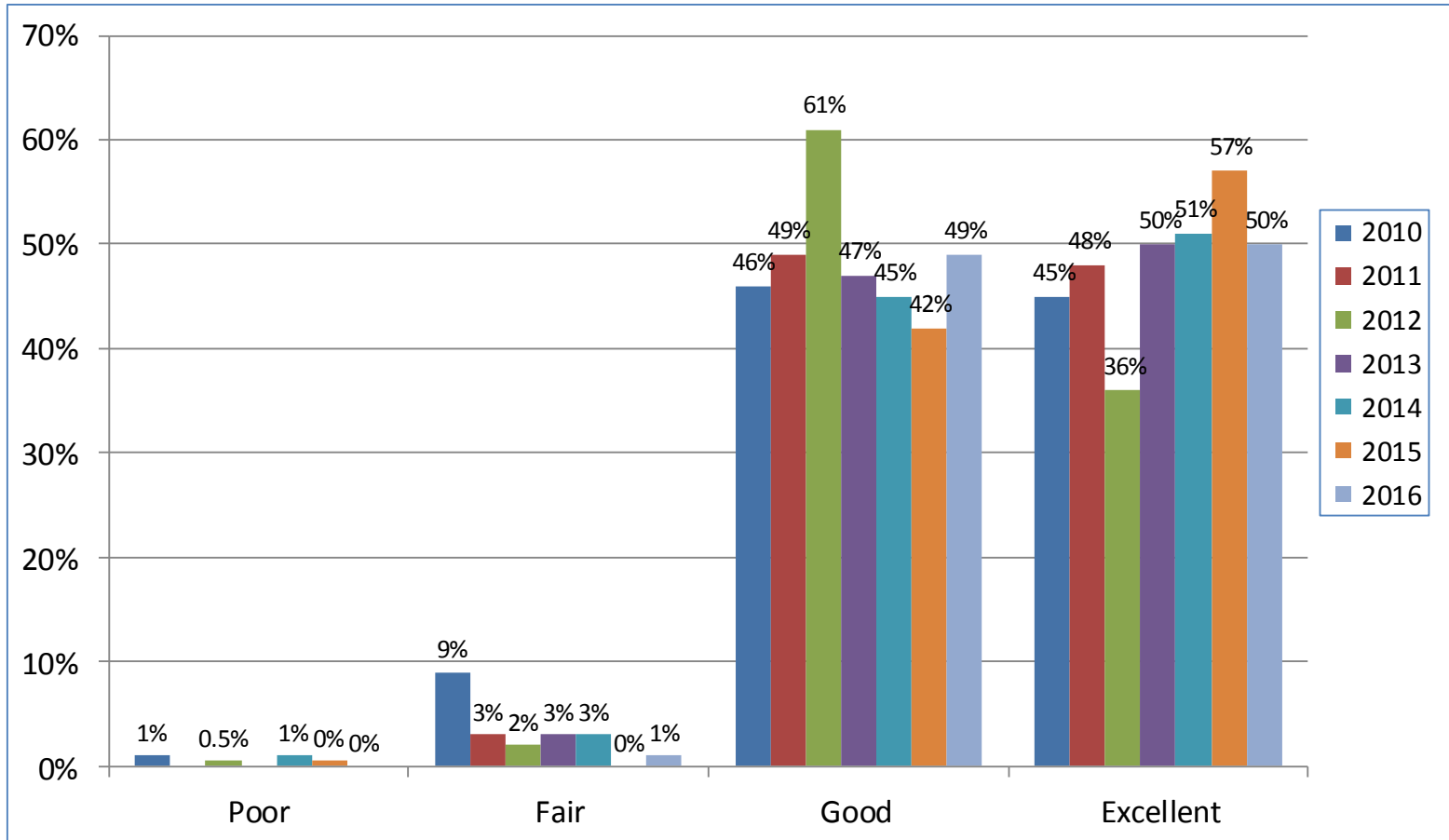
Almost all of the respondents suggested that they will attend the event again. About 7% indicated that they were not sure if they would attend the event again. However, this slide does indicate that the event is a popular one.

# Attended in Previous Years?



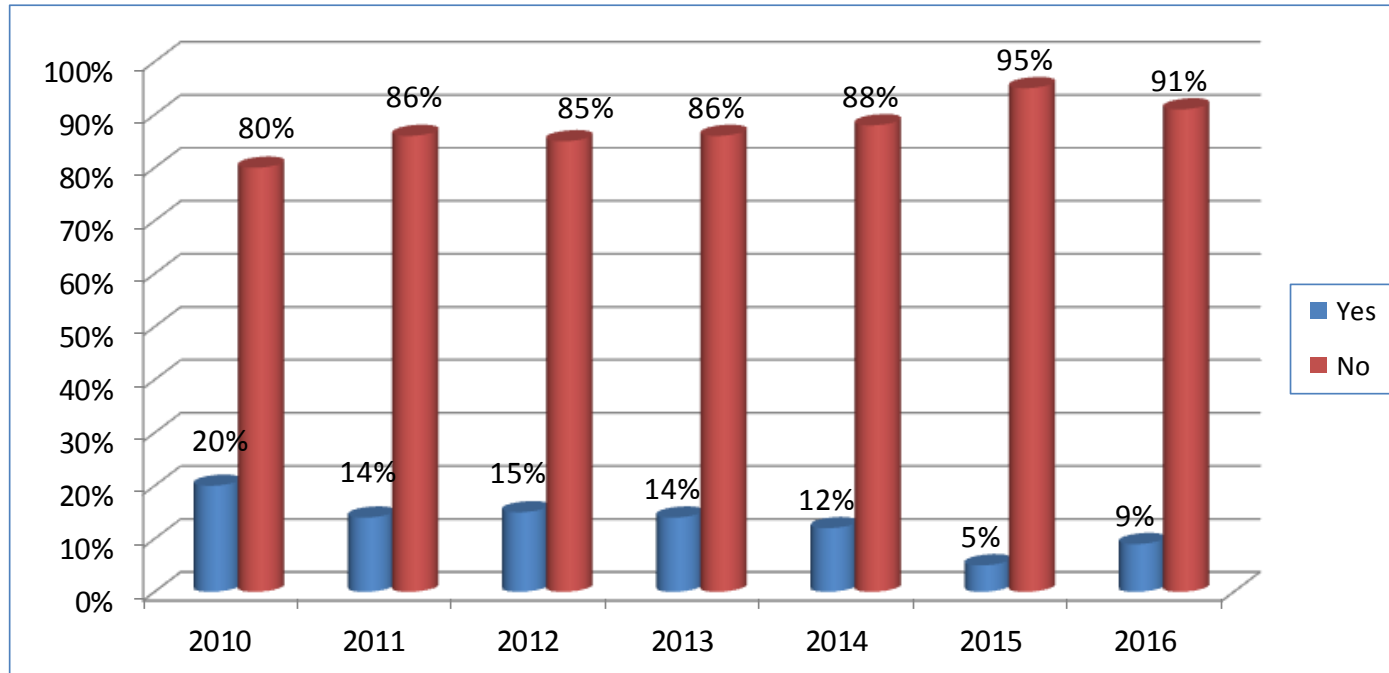
This slide confirms that the event is popular with over 80% having attended in previous years.

# Experience Rating



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

# Experience Problems?



Over 9% of the respondents indicated that they did not experience any problems at the event. This is a further indication that the event is well organised.



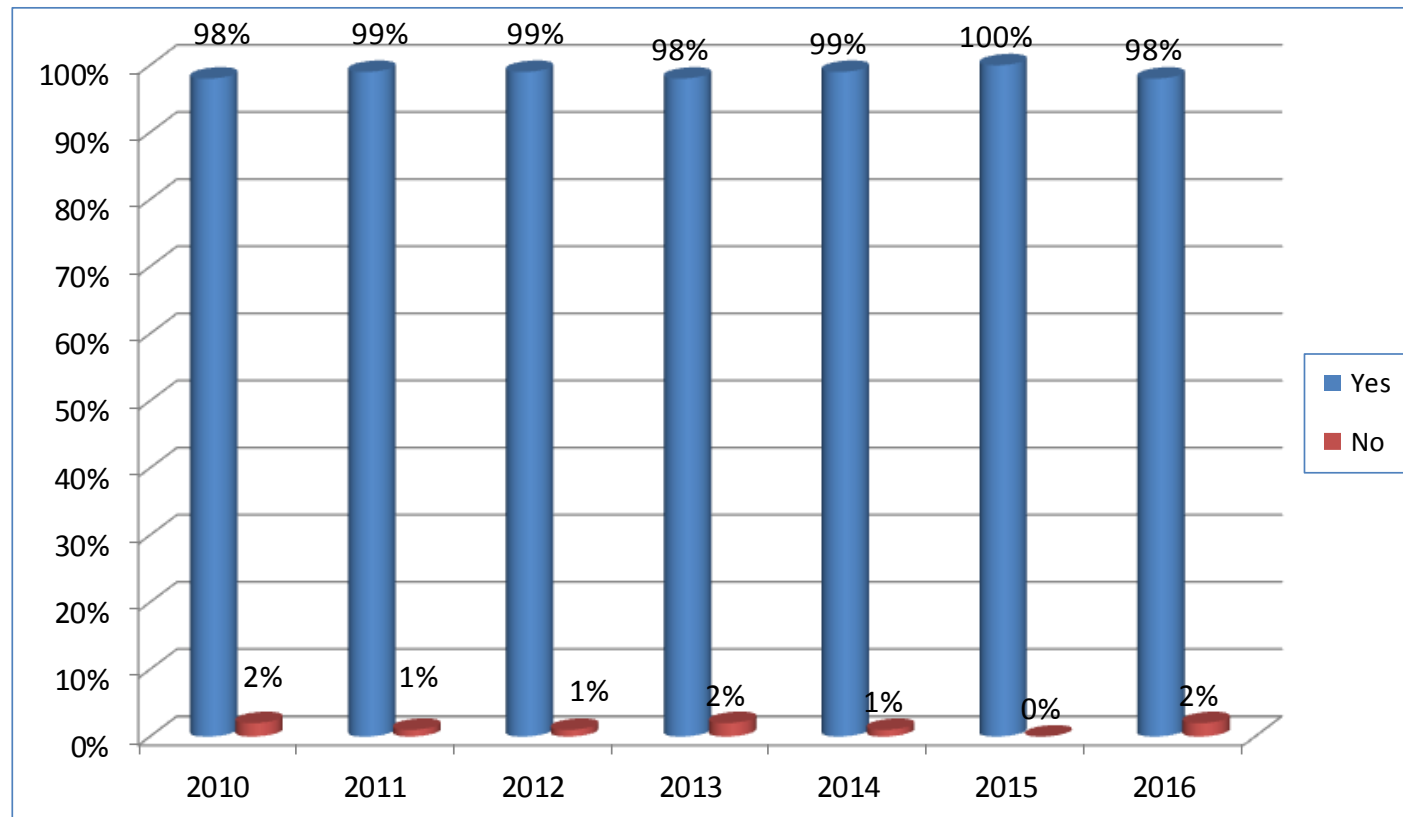
# Problems Experienced: 2016



Some of the problems that were experienced are as follows:

<b>2015</b>	<b>2016</b>
Parking fees charged	Parking is expensive
Lack of facilities for disabled people	Struggled to get to the start
Lack of ATMs	Towels were sold out
Minima signage to the event	Information must be more accessible
Shortage of bathroom and ablution facilities	

# Recommend the Event to Family & Friends?



Despite some respondents experiencing problems, 98% of the respondents indicated that they would recommend the event to family and friends.

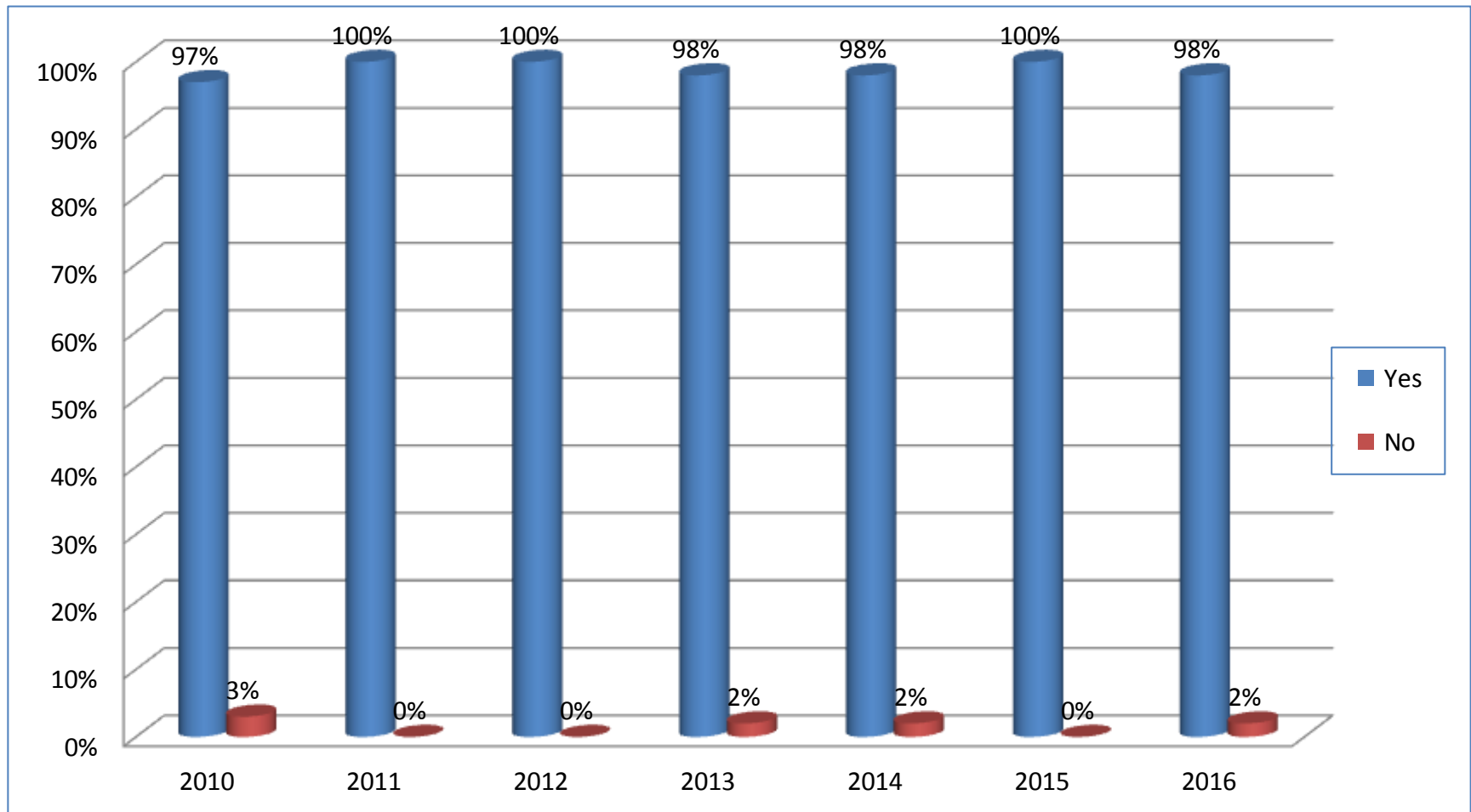
# Reasons for Recommending the Event



Respondents cited the following reasons for recommending the event:

- Enjoyable family event
- Best swimming event
- A fun event for everyone
- A good outdoor family event
- A well organized event

# Recommend KZN as a Tourist Destination to Family & Friends?



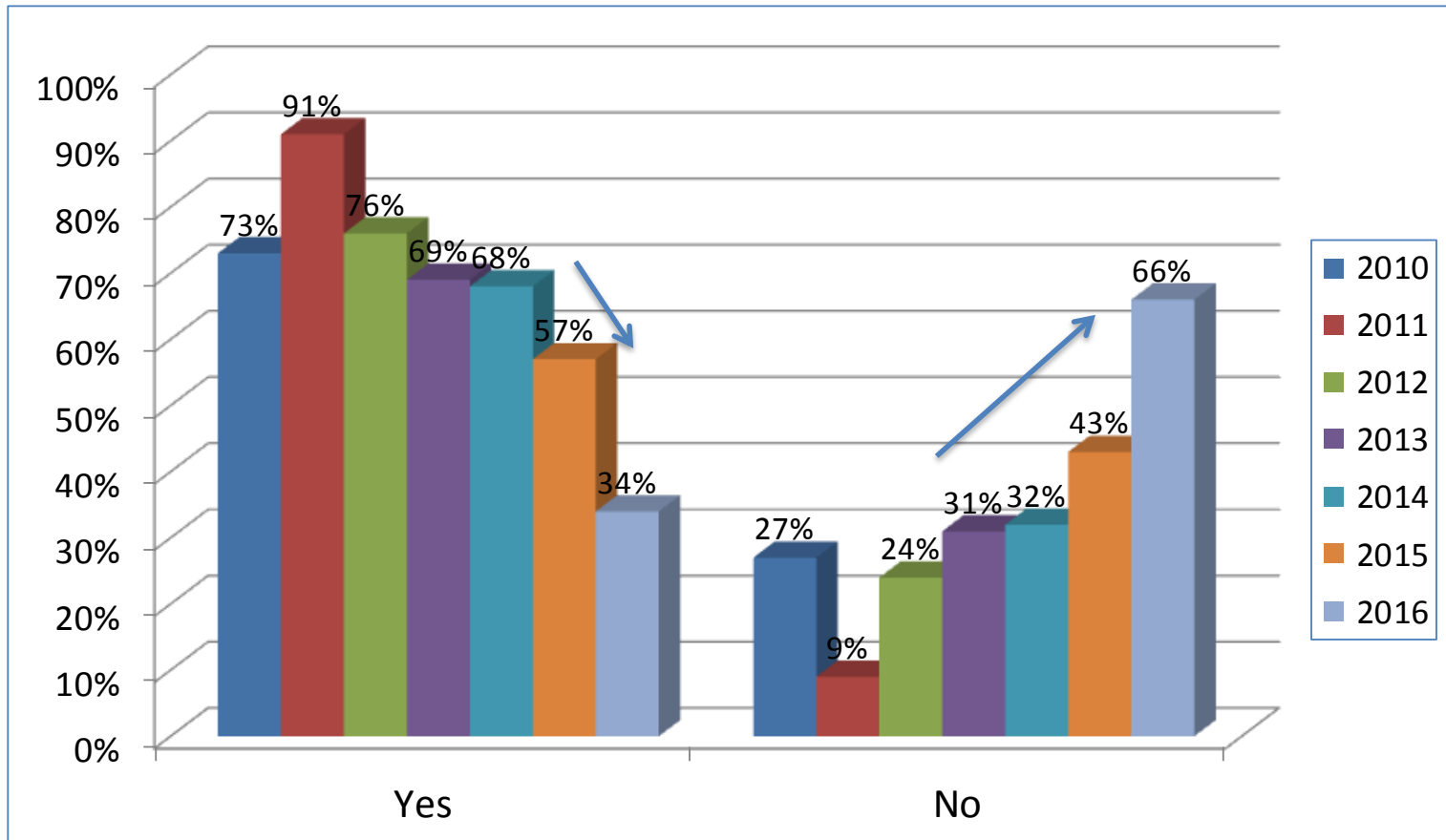
About 98% of the respondents would recommend KZN as a tourist destination to friends and family. Those bodes well for the destination. This also confirms that well organised events improves the competitiveness of a destination. People speak well of their experience in the destination.

# Reasons for Recommending KwaZulu-Natal as a Holiday Destination



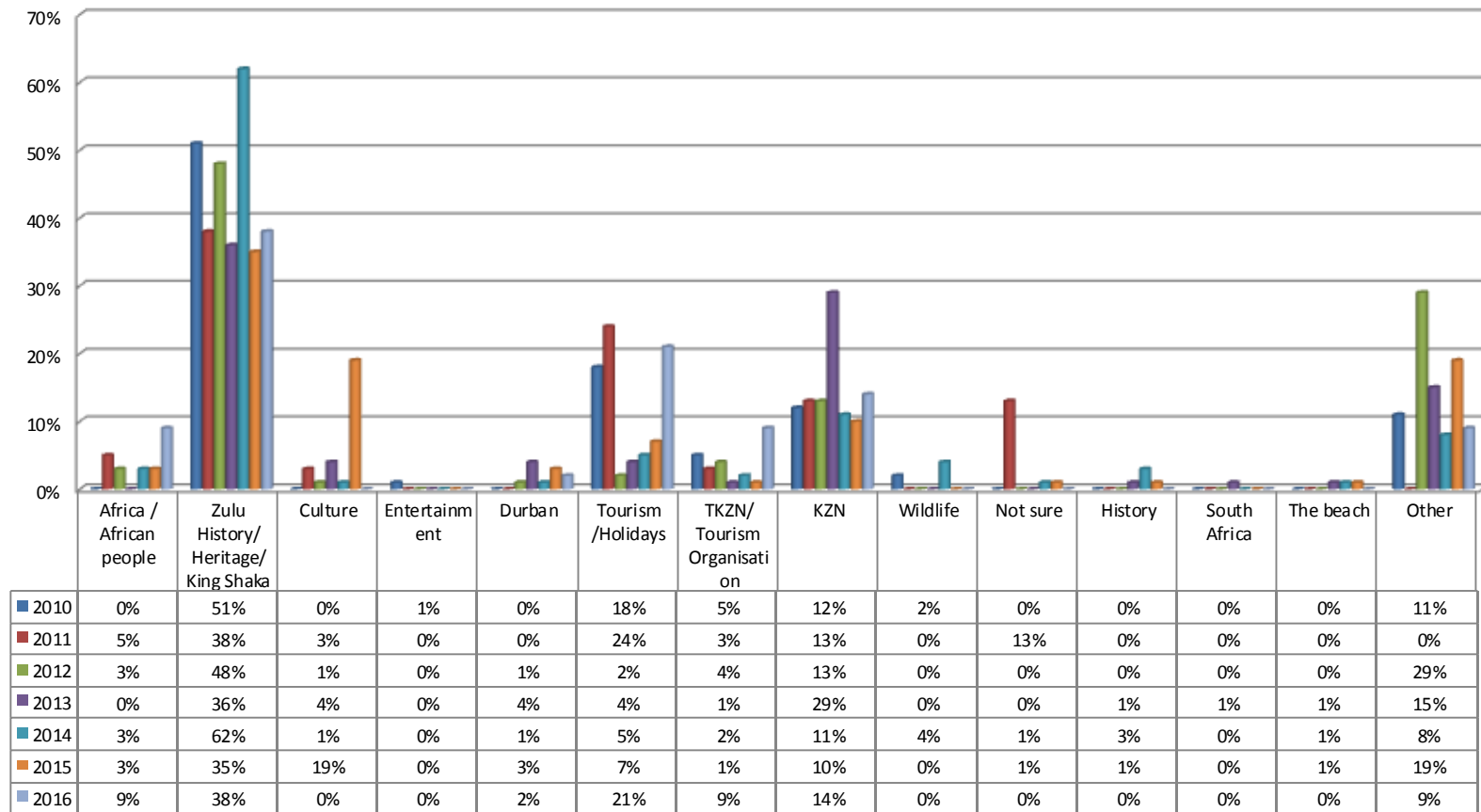
- ❖ Amazing place
- ❖ Beach
- ❖ Warm climate
- ❖ Friendly people
- ❖ Lots of activities
- ❖ Wonderful scenery

# Familiar with Zulu Kingdom Slogan?



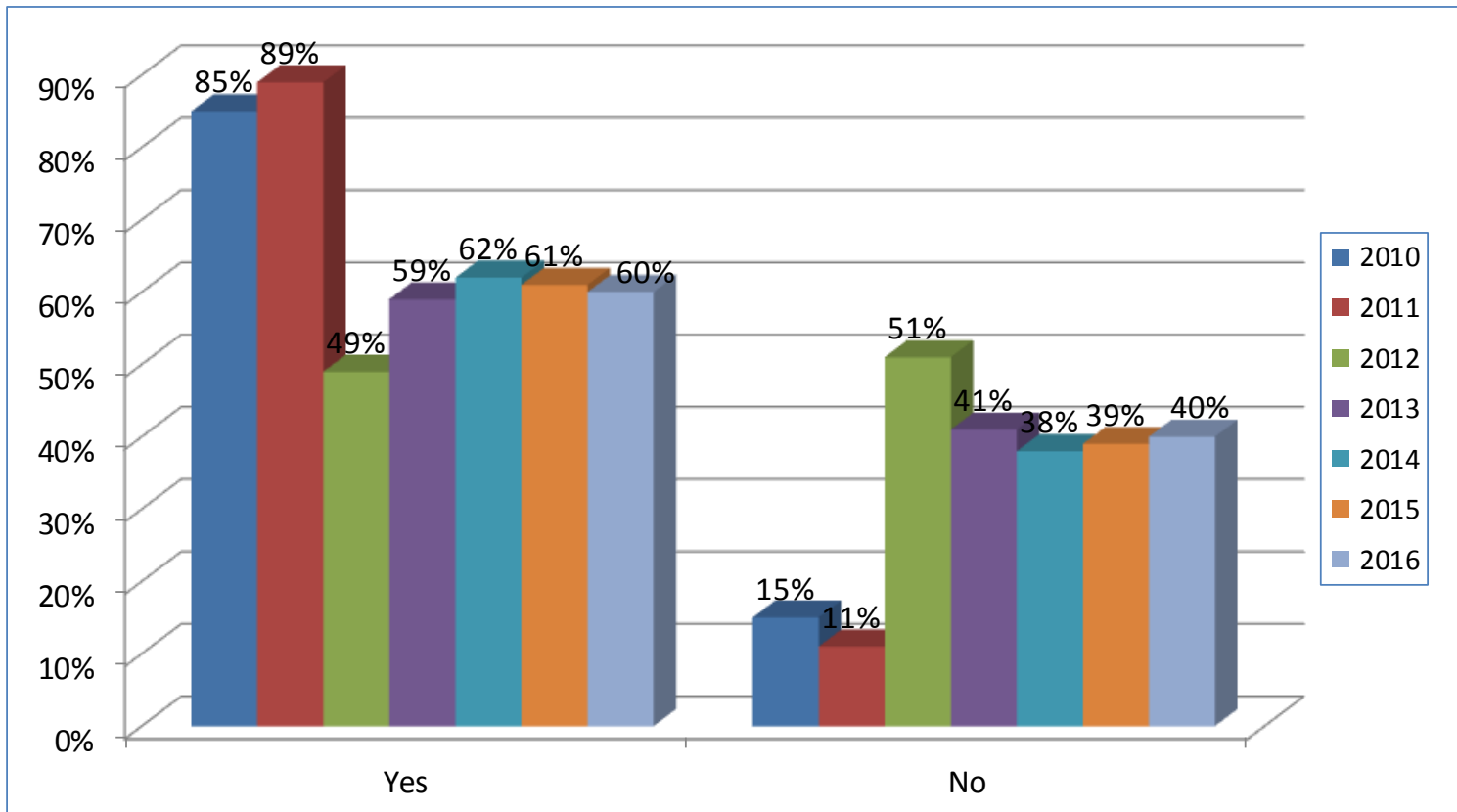
There was a drastic decline in the familiarization with the Zulu Kingdom slogan. This is of some concern, although TKZN does not have a presence at the event.

# Associations - Zulu Kingdom Slogan: Core Mentions



The association of the slogan with Zulu culture and heritage is still the most common. The association with tourism, holidays and KZN has improved, but work needs to be done to improve this further.

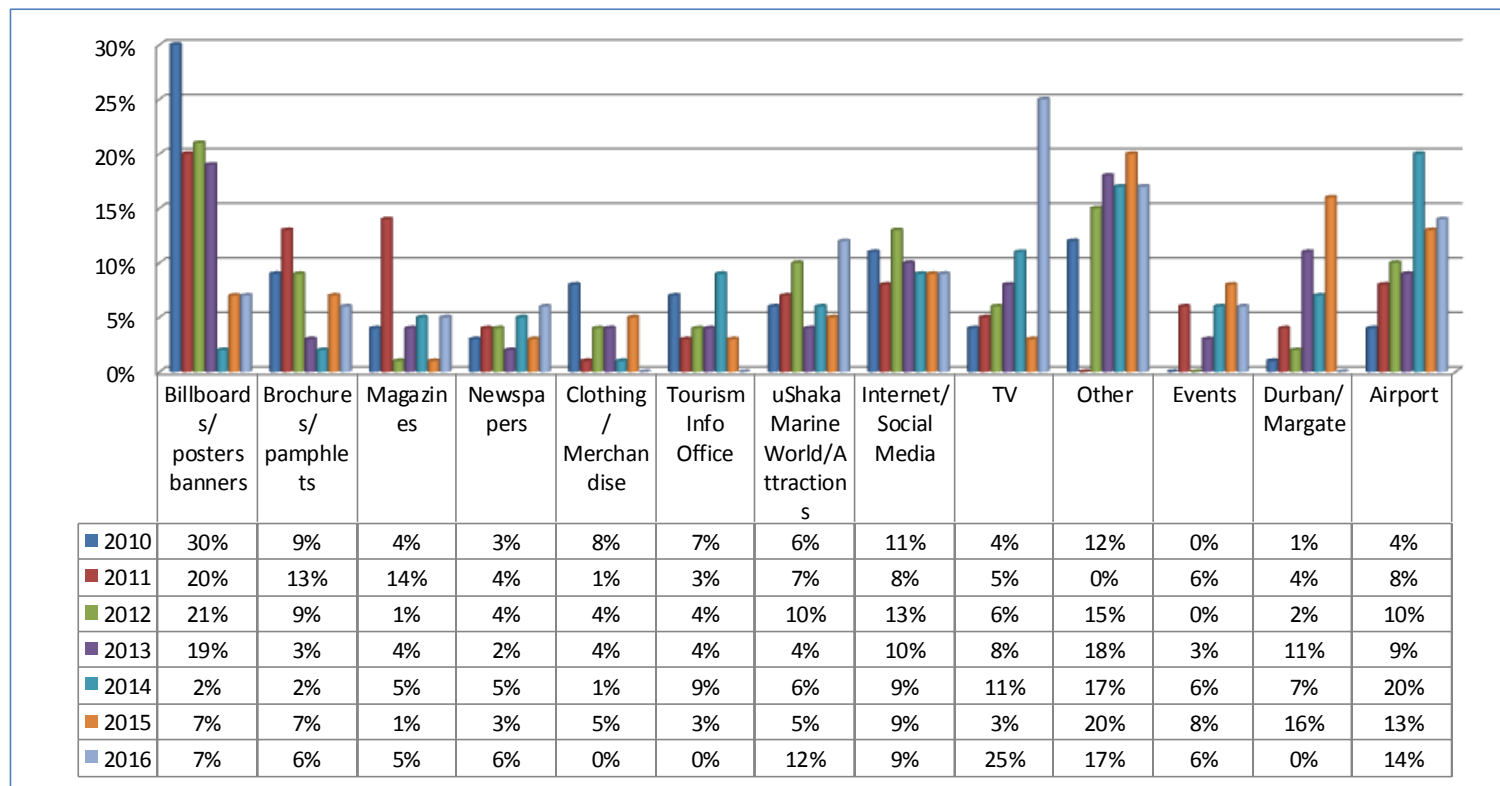
# Noted Zulu Kingdom Logo?



About 60% of the respondents recognized the logo, even though there was no TKZN branding at the event.



# Where Zulu Kingdom Logo Noted?



There has been an increase in the noting of the logo on TV. This is concerning as there may be confusion with the SAT logo. This impacts on the noting of the logo in slide 31. The noting of the logo at the airport has also increased when compared to 2015.

# Event Improvement Suggestions



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

Event Organizers:

- 1) More shade for the public
- 2) Better Communication
- 3) More healthy food
- 4) More activities for kids

For the Resort Managers:

1. Clearing of garbage
2. Better lighting at night
3. More bins
4. Improve wheelchair toilet facilities

# Findings



- 1) The Midmar Mile event largely attracted overnight and day visitors from well outside of the local area. A small proportion (10%) of the respondents were characterized as locals coming from within the Howick/Midlands area. The event has thus 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 (56%) or Gauteng (38%). There was a slight increase in the proportion of respondents from KZN when compared to 2015 (52%).
- 3) The majority of overnight visitors stayed in the area for 2 nights which increased when compared to 2015 (74%). This shows that the respondents only stayed for the duration of the event. This statistic has also seen a consistent increase from 2010-2015. This may be an indication of the pressure of the rise of costs on families, as there was a decrease in the proportion of respondents who stayed for 3 nights from 17% in 2015 to 9% in 2016.
- 4) Private vehicles continued to be the most used form of transport to the event (98%), as this is the most efficient way to get to the resort. The organisers should note that as a result, traffic congestion will always be a problem and thus traffic management needs to be efficient to improve the experience of the attendee.
- 5) Previous attendance/participation (73%) and word-of-mouth (22%) continued to be the main factors influencing respondents to attend the Midmar Mile.

# Findings (cont'd)



- 6) 98% of the respondents were satisfied with information provided regarding the event.
- 7) The respondents suggested that the race be advertised on social media platforms. It was also suggested that more schools be targeted for participation.
- 8) Some 90% of the respondents said they would attend the event again. This is positive for the future of event, considering that the event experienced a decline in participation in 2016.
- 9) 81% of the respondents had attended the event before, which is a slight decline compared to 2015. This shows the event is able to consistently attract significant number of participants.
- 10) 98% of the respondents had either an 'excellent' or a 'good' experience.
- 11) The problems that were experienced (by 9% of the respondents) have increased slightly from 2015 (5%). This result is still lower than the previous years. This may be as a result of the organisers improving the event year on year.
- 12) 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:
  - Enjoyable family event
  - Best swimming event
  - A fun event for everyone

# Findings (cont'd)



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

- Amazing place
- Beach
- Warm climate
- Lots of activities
- Friendly people
- Wonderful scenery

14) About 60% of the respondents had noted the Zulu Kingdom logo. This has been consistent over the last three years, but not increasing.

15) A large proportion of respondents still associated 'Zulu Kingdom – Exceptional' with Zulu history/culture/Zulu King as opposed to a holiday destination. However, the association with KZN, tourism and TKZN has increased when compared to 2015.

# Recommendations



## Recommendations for the **organizers**:

- 1) It seems as though the event is advertised within the swimming fraternity. To increase the number of visitors at the event, it is suggested that the event be advertised more to the general public as a family outing, with more than just the swimming events to be enjoyed.
- 2) It is suggested that the children's play area be expanded.
- 3) It is also suggested that a larger covered area be made available for the public. The beer tent is only available for those who purchase items there and many of the prime viewing areas are taken by corporates.
- 4) Many respondents only stayed for two nights. It is suggested that TKZN with the organizers use this event and attractions in the area to increase the length of stay.

# Recommendations



## Recommendations for the **TKZN**:

- 1) Awareness campaigns that promote the TKZN slogan and logo via:
  - Tradeshows
  - Advertising
  - Social media
  
- 2) Create a link between the slogan/logo and holidays/leisure in KZN.
  
- 3) Assist the event organizers to promote other activities and attractions in the area