

# SANI 2 C: Topline Summary Report



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August 2012



# Methodology



- Face to face survey with a probability sample of 178 respondents
- Respondents systematically selected by hour during two days of the event, on Friday 18<sup>th</sup> and Saturday 19<sup>th</sup> of May 2012.



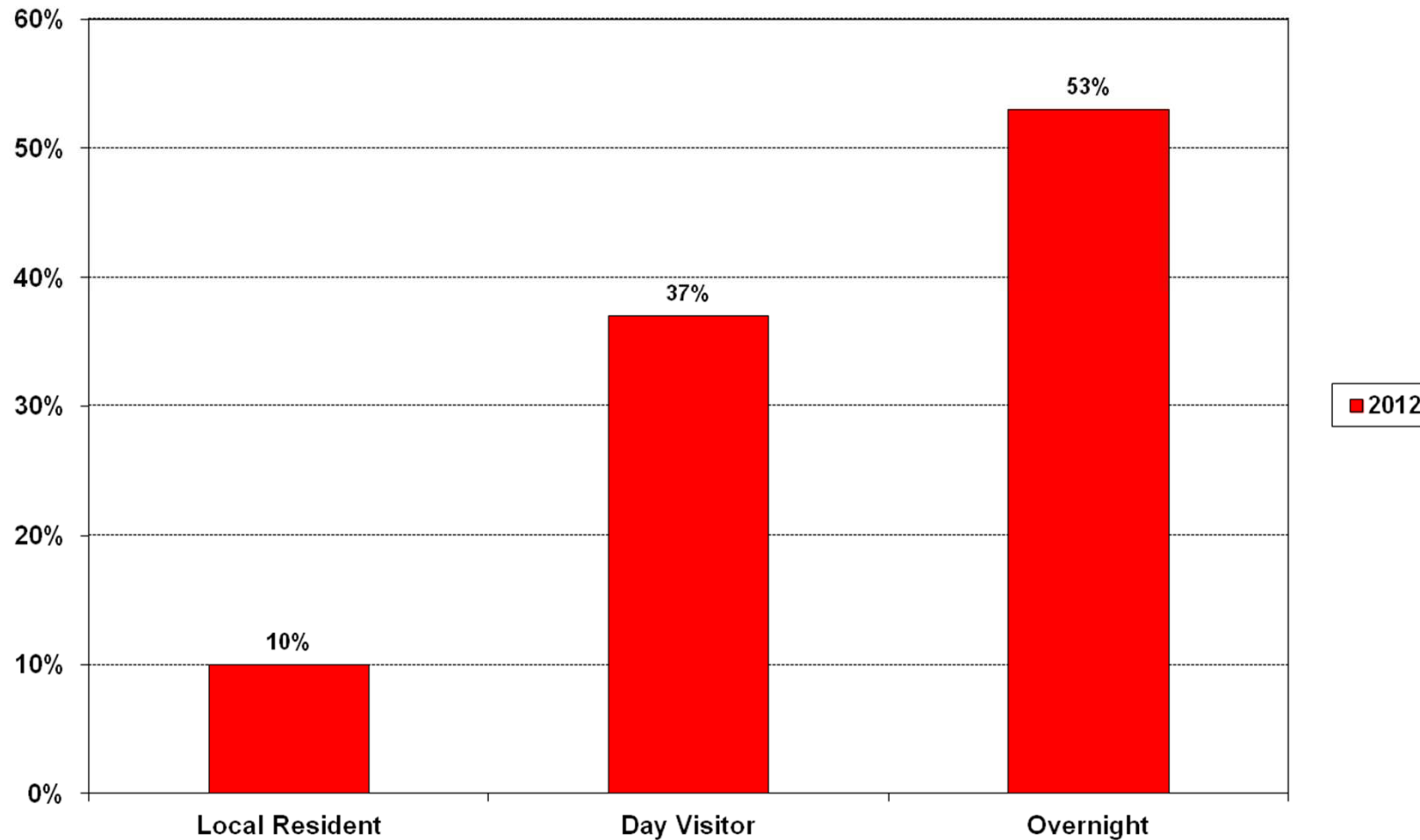
# Positive Highlights



- Approximately 53% of the respondents stayed overnight.
- 34% and 18% of the respondents were from Gauteng and W. Cape respectively.
- The total tourism spend is estimated to be between R19.9mn and R30.9mn
- 87% of the respondents indicated that they would attend the event again.
- 99% of the respondents had a good or excellent experience at the event.
- 94% of the respondents did not experience any problems at the event.
- 98% of the respondents indicated that they would recommend KwaZulu-Natal as a tourist destination to family and friends.
- 100% would recommend the event to friends and family.



# Nature of Sani 2C Spectators and Participants



More than half of the respondents were overnight visitors and another 37% were visitors. This shows that the event is a significant draw card for visitors to the region.



# Nature of the Sani2C Spectators and Participants



## Province of Residence

	<b>KZN</b>	<b>Gauteng</b>	<b>W Cape</b>	<b>N Cape</b>	<b>E Cape</b>	<b>Free State</b>	<b>Mpuma- langa</b>	<b>Limpopo</b>	<b>North West</b>
<b>2012</b>	40%	34%	18%	-	4%	-	2%	1%	2%

There was a strong presence of Gauteng and Western Cape visitors at the event. Considering that most of the respondents were visitors to the region, it can also be assumed that most of the KZN portion were also visitors. This event is a draw card for visitors to the province.



# Estimated Mean Spend per Category



	<b>2012</b>
Accommodation	R1 721
Transport	R1 096
Food and Beverage	R672
Entertainment	R1 695
Souvenirs	R1 524

Food and beverage spend was not as high as spend in the other categories due its provision to the participants during the three-day race.



# Estimated Average Spend



	2012	
	N	Mean
Spectators	2 000*	R2 989
Participants	4 000	R3 792

\* Estimated , at finish

An estimated 4 000 riders participated in the three race event. Approximately 2 000 spectators were at the finish in Scottburgh over the three days.



# Estimated Economic Impact



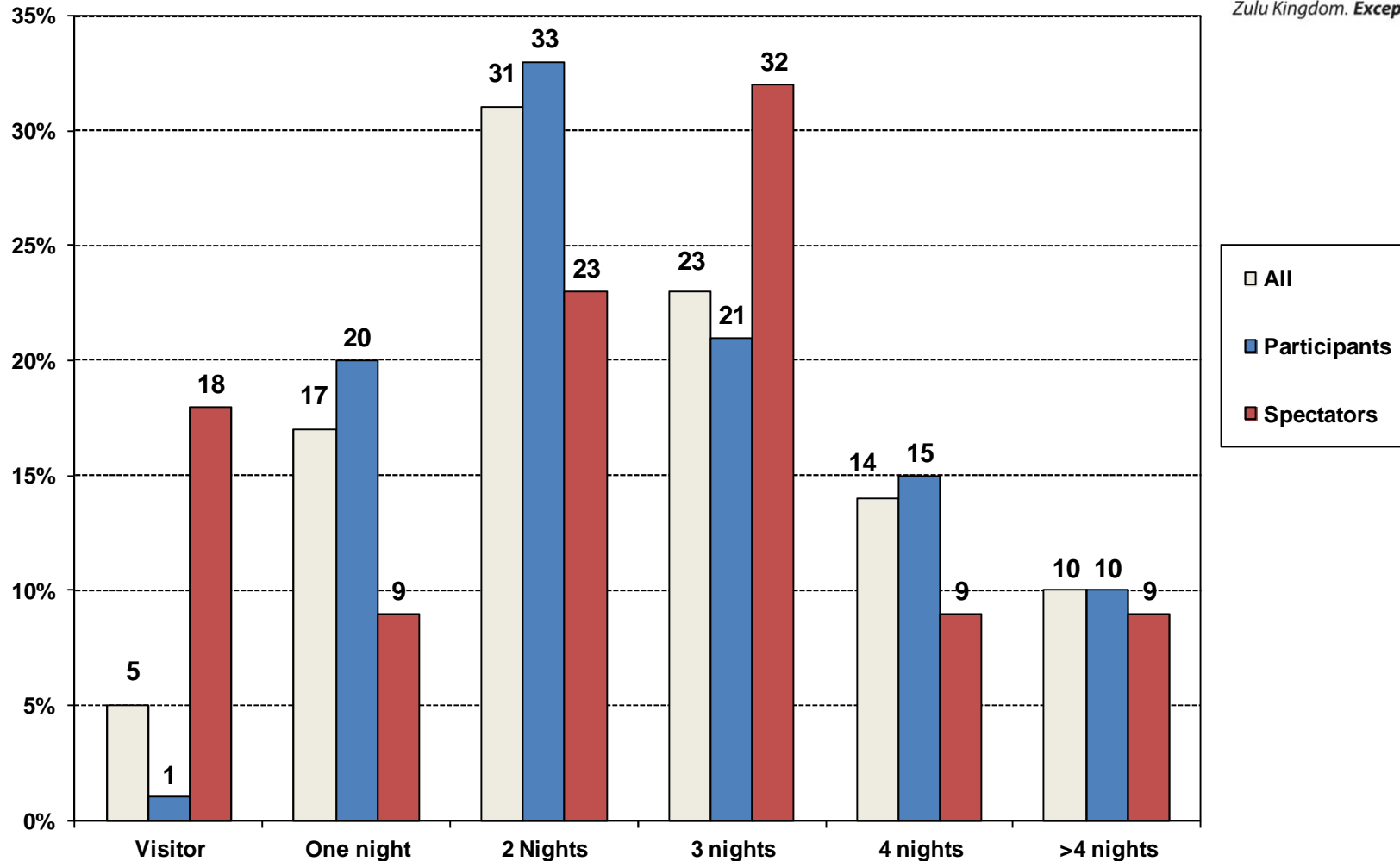
		2012
<b>Estimated Direct Impact</b>	At least:	R14 062 666
	As much as:	R21 801 541
<b>Estimated Total Impact</b>	At least	R19 968 986
	As much	R30 958 189

The total tourism impact of SANI 2 C is between R20mn and R31mn





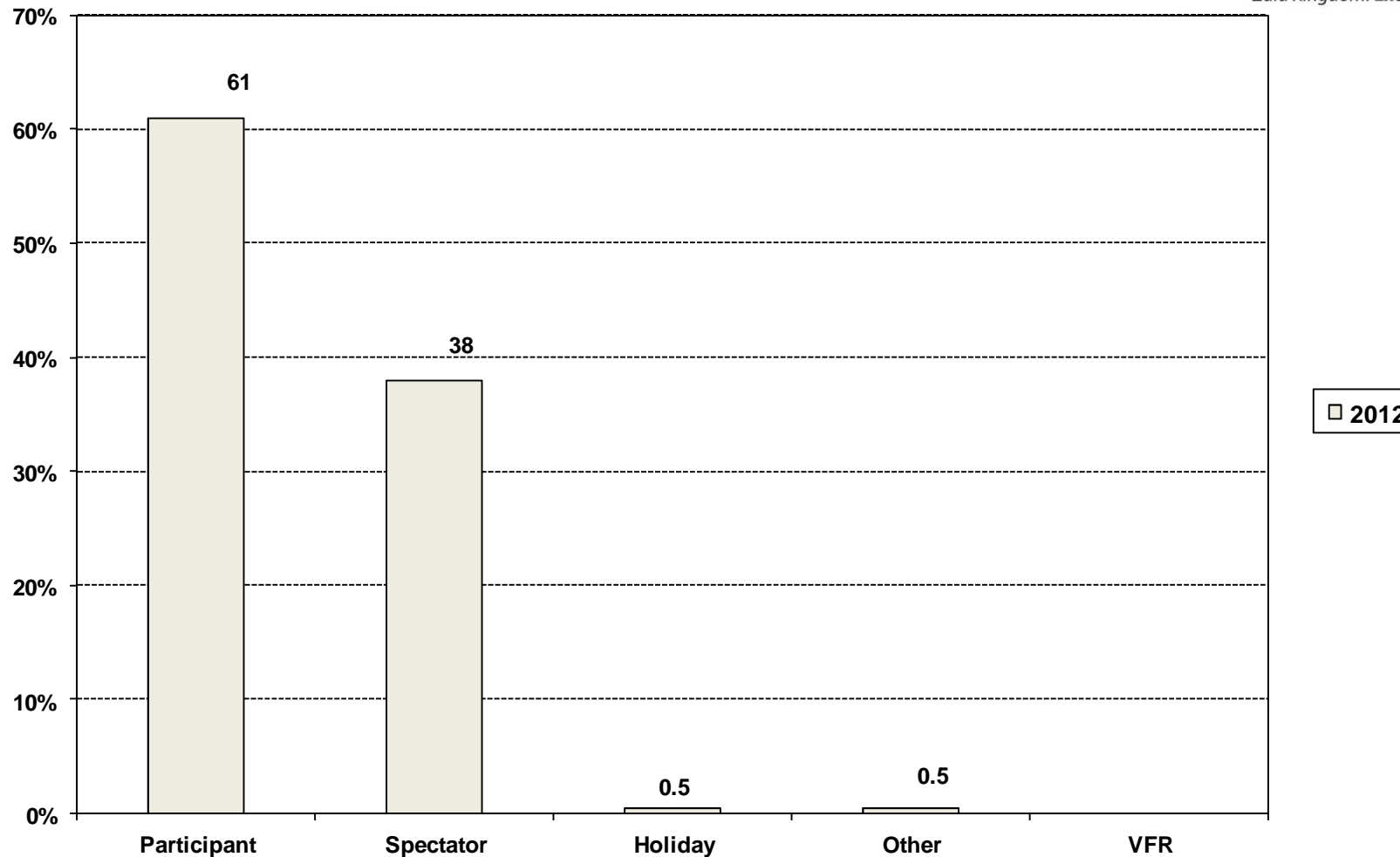
# Length of Stay



Most respondents stayed 2 or 3 nights in the destination. Most participants stayed for 2 nights and spectators for 3 nights. This was due to spectators arriving at the finish the night before to wait for the participants to complete the race. Participants were provided with accommodation during the race, therefore they stayed for shorter periods in paid accommodation.



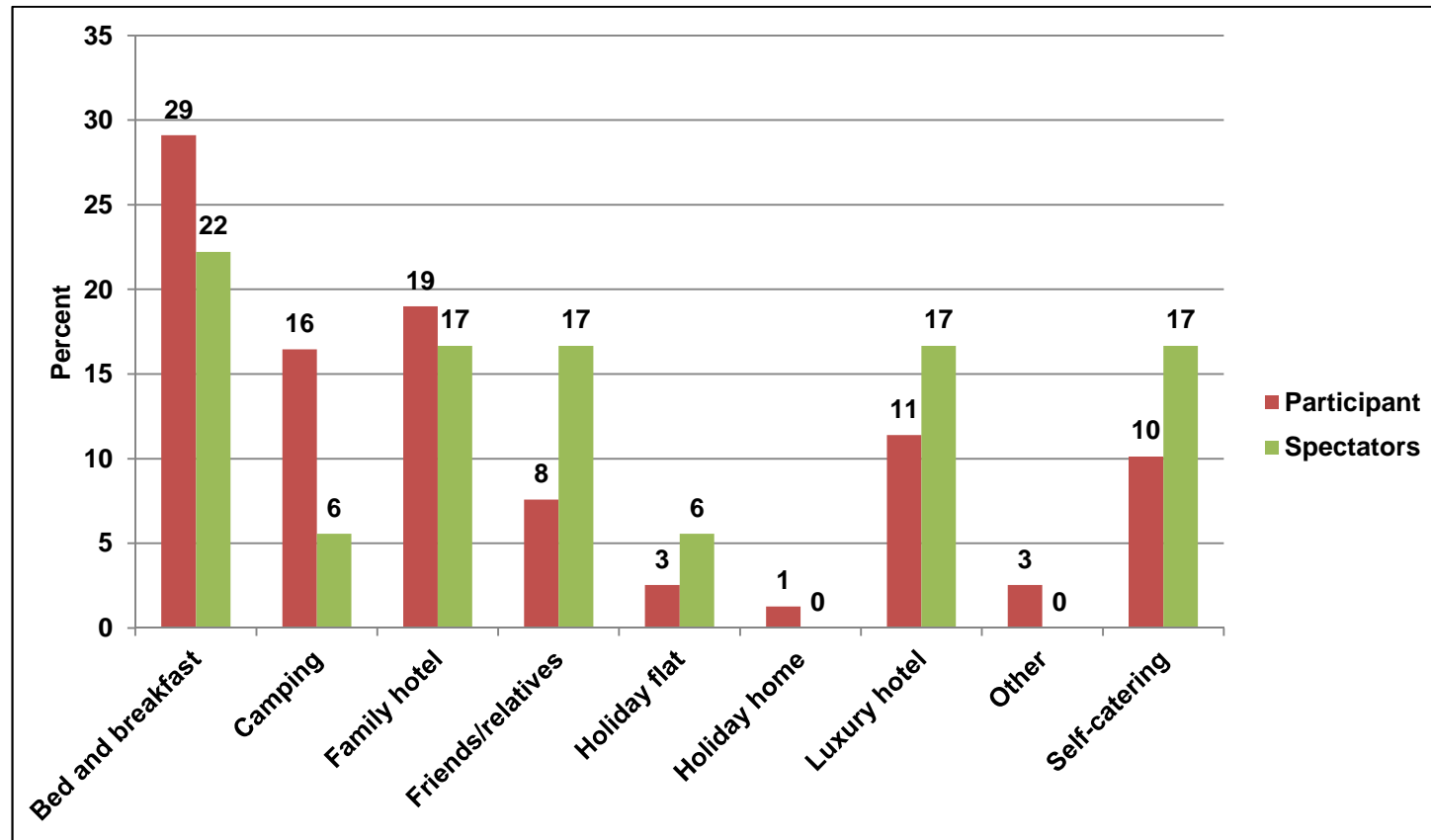
# Primary reason for visiting area where event is taking place



The primary reasons for being at the event were that the respondents were participants (61%) or spectators (38%). 99% of the respondents were in the destination because of the event.



# Accommodation

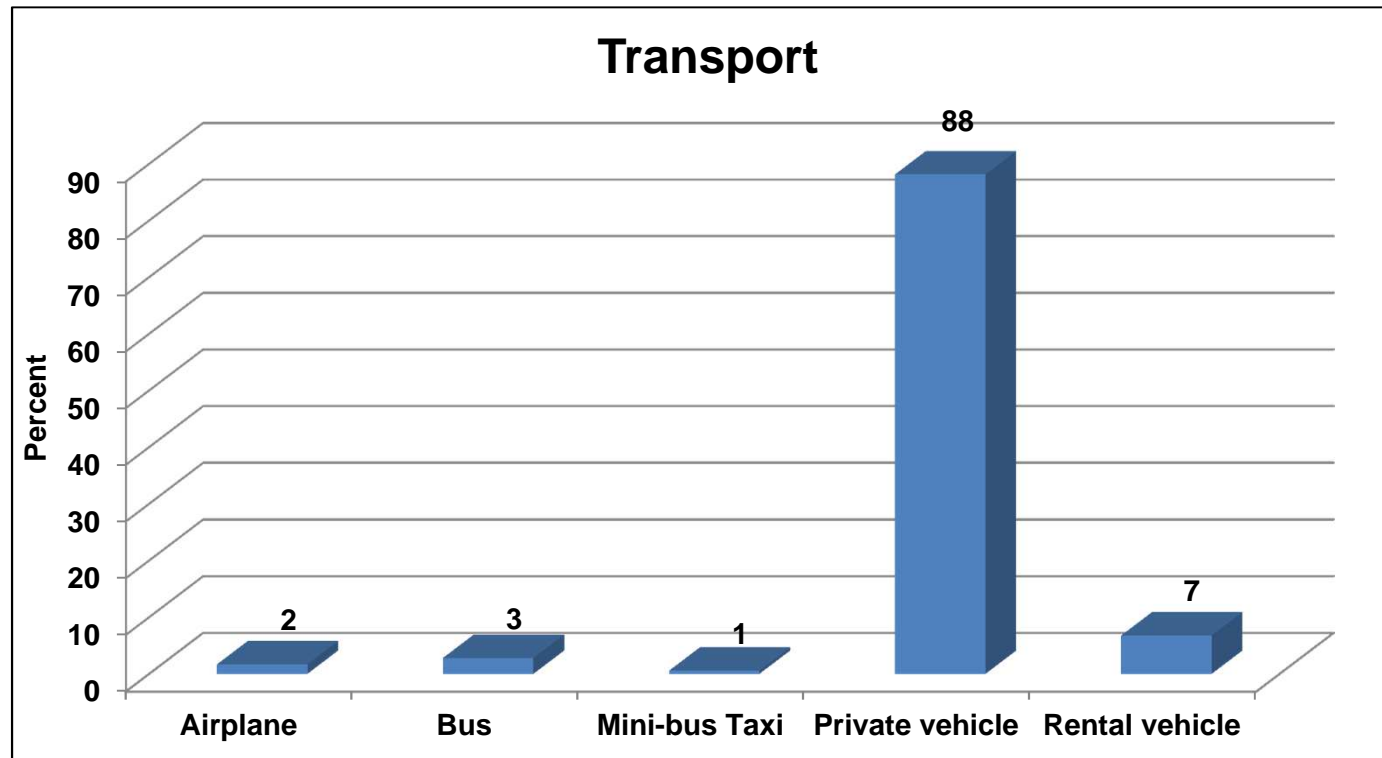


Most participants stayed in B&B's, Family Hotels and in camping facilities. The camping by participants was because this was the type of accommodation that was made available to them for the duration of the race. The spectators stayed in luxury hotels, self-catering accommodation, B&B's, Family hotels as well as with friends and relatives.

Participants: n = 106  
Spectators: n = 72



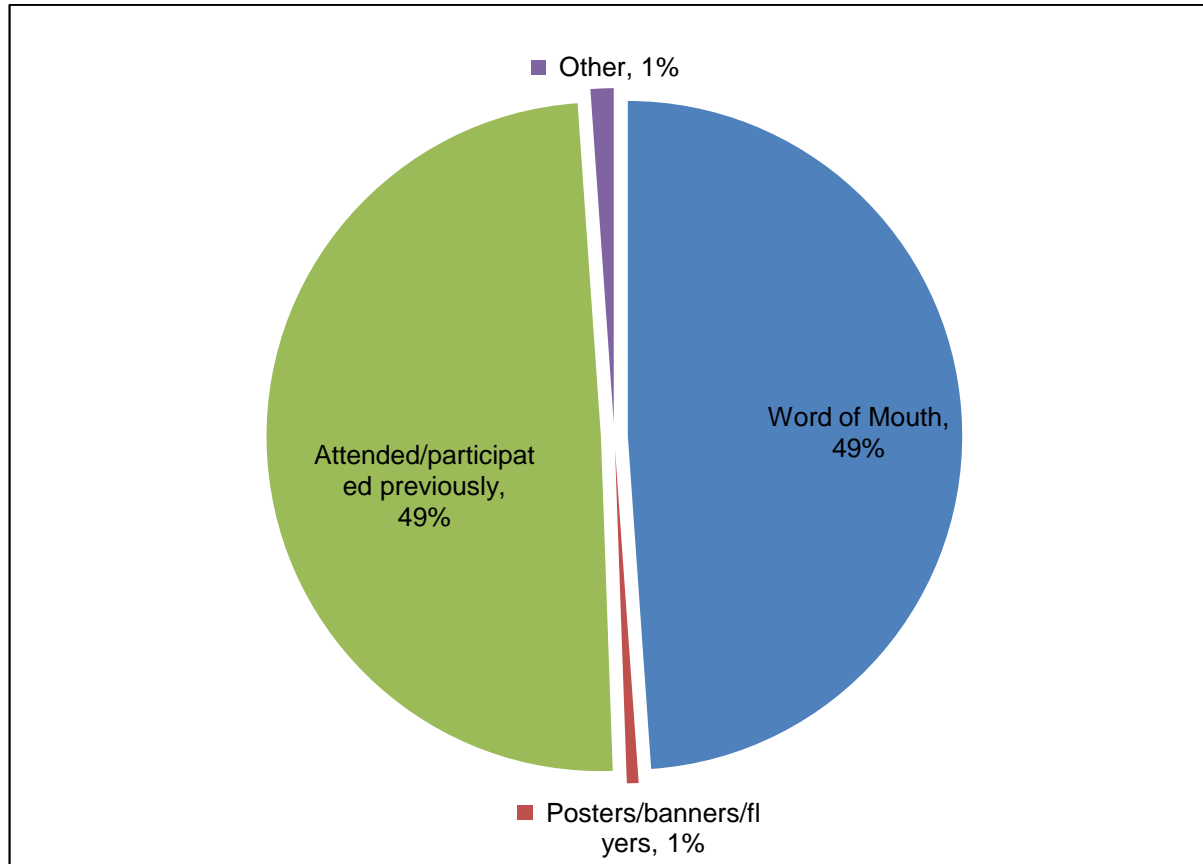
# Transport to Event: non-residents



Most of the respondents used private and rental vehicles. The nature of the event, which was travelling from point to point along the route, necessitated the use of private transport.



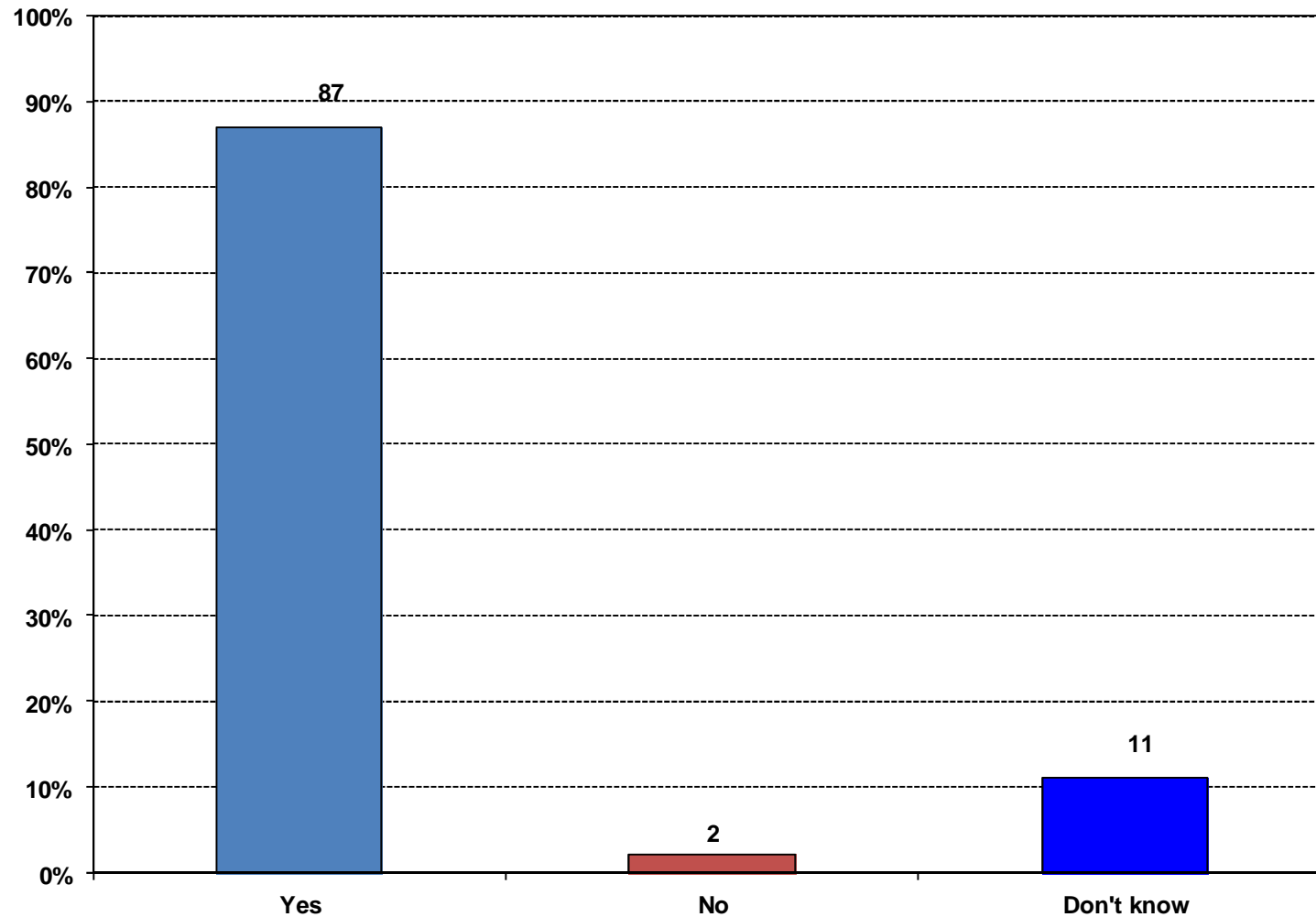
# Influenced to attend?



'Word-of-mouth and 'attend/participated previously' were the most significant factor influencing people to attend the event.



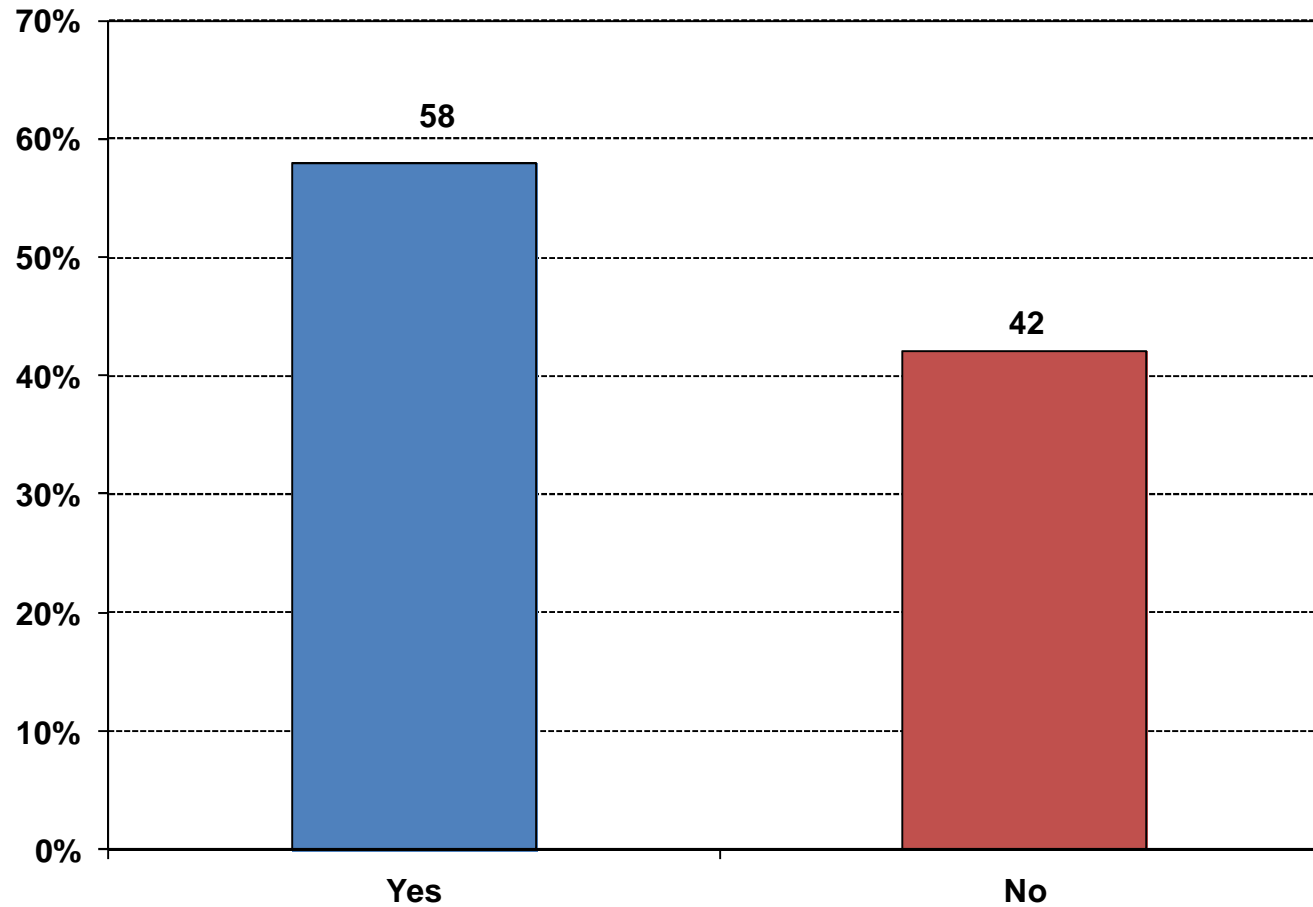
# Attend again?



87% of the respondents indicated that they would attend the event again. 11% were not sure. This may have been due to the process of entering the event which is done on an application basis. Therefore a participant was not guaranteed a place in the event.



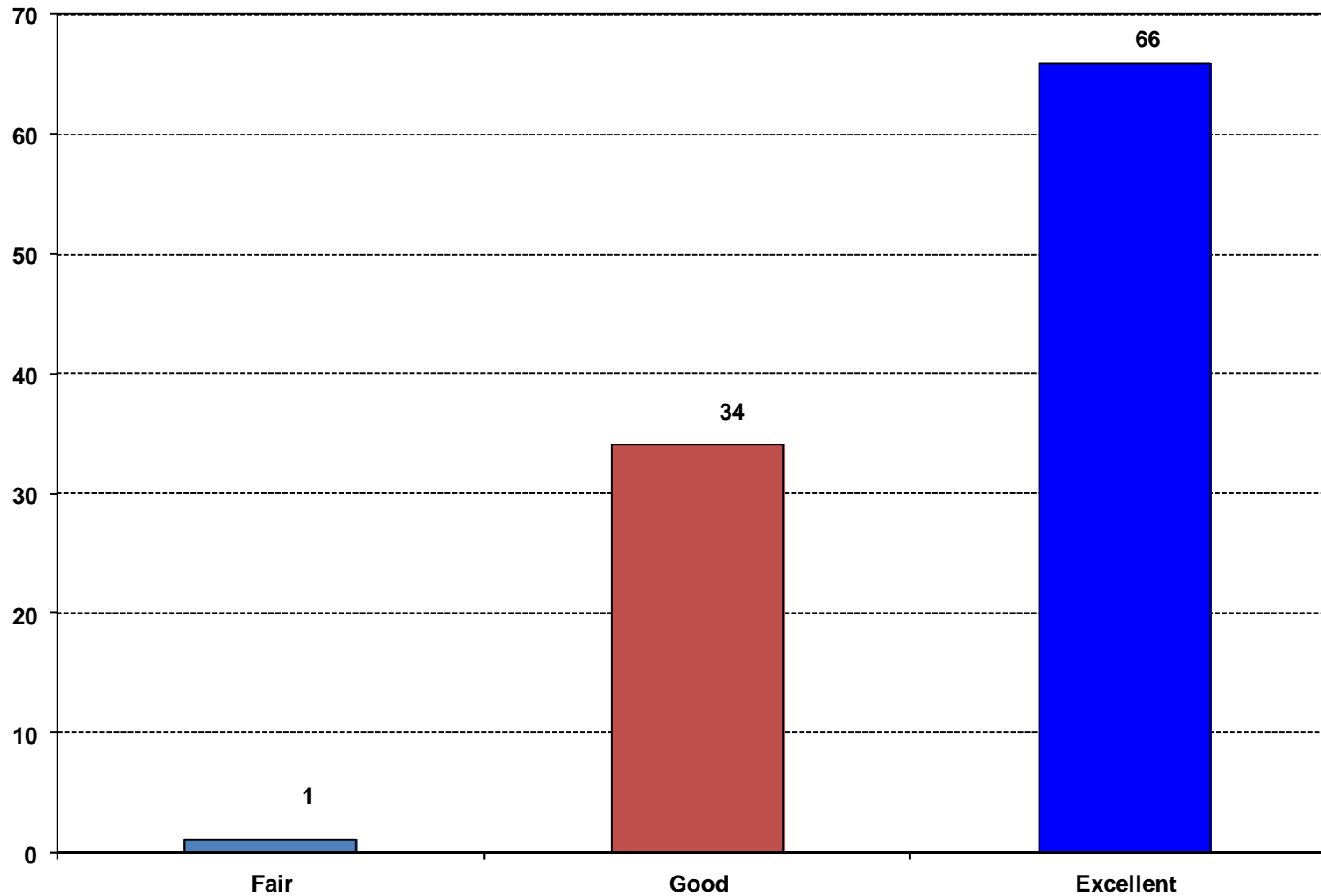
# Attend in previous years?



Just over half the respondents had attended the San2C previously. This bodes well for the event as it is seen to attract new supporters and participants.



# Experience?

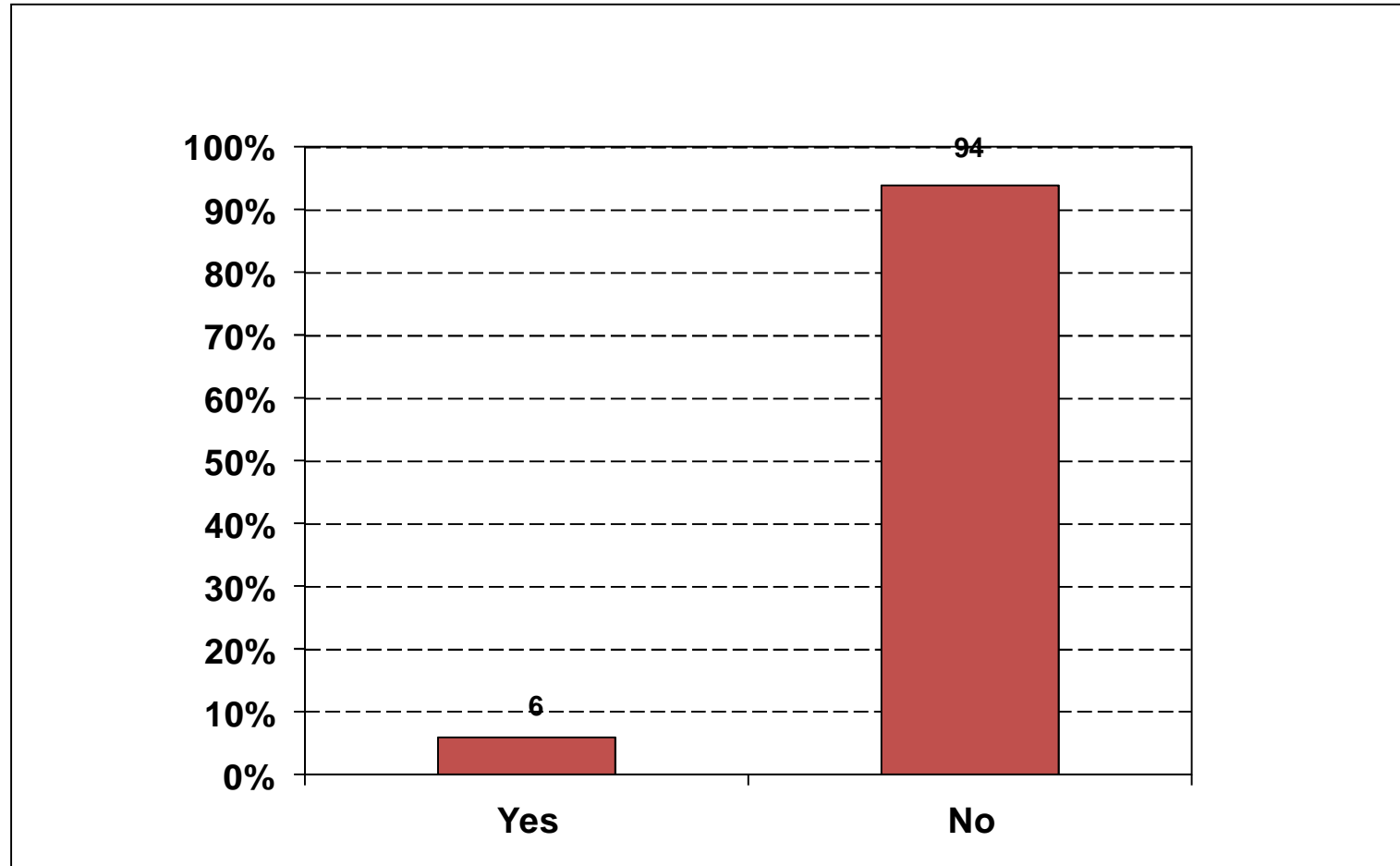


Almost all (99%) the respondents had an 'excellent' or 'good' experience. This shows that the respondents were happy with the organization of the event and could return. Because word-of-mouth is a major way of spreading information, the experience people have of an event contributes to a positive image of the event and destination.





# Experienced problems?

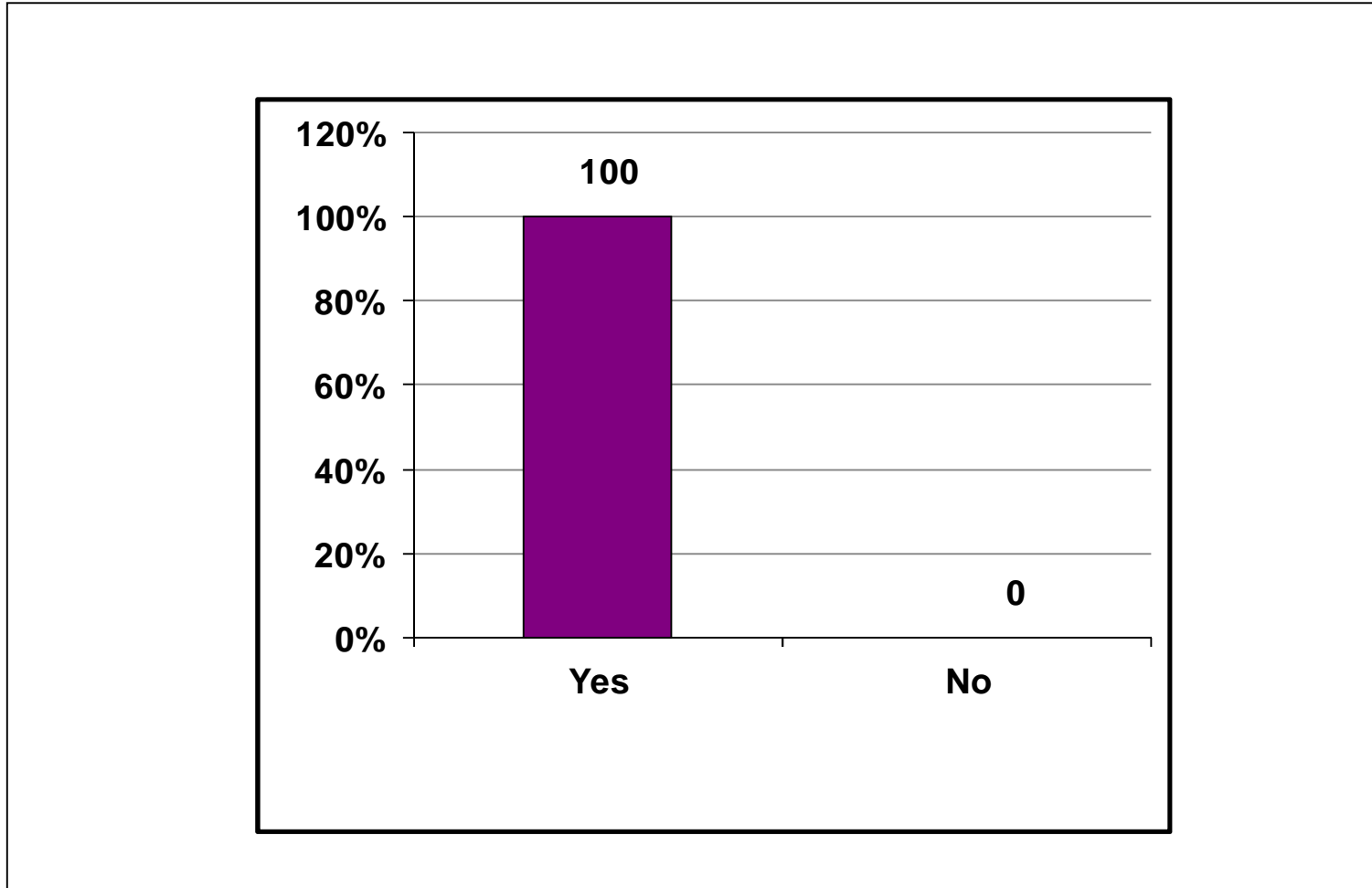


**Problems that were experienced were related to the following:**

- Cold showers at the finish
- Event overcrowded
- Not enough parking space at finish



# Recommendation of the event to family and friends



The event is considered a worthwhile event to recommend to family and friends. Due to a high number of respondents (99%) having an 'excellent' or 'good' experience at the event this impacts on their willingness to recommend the event.



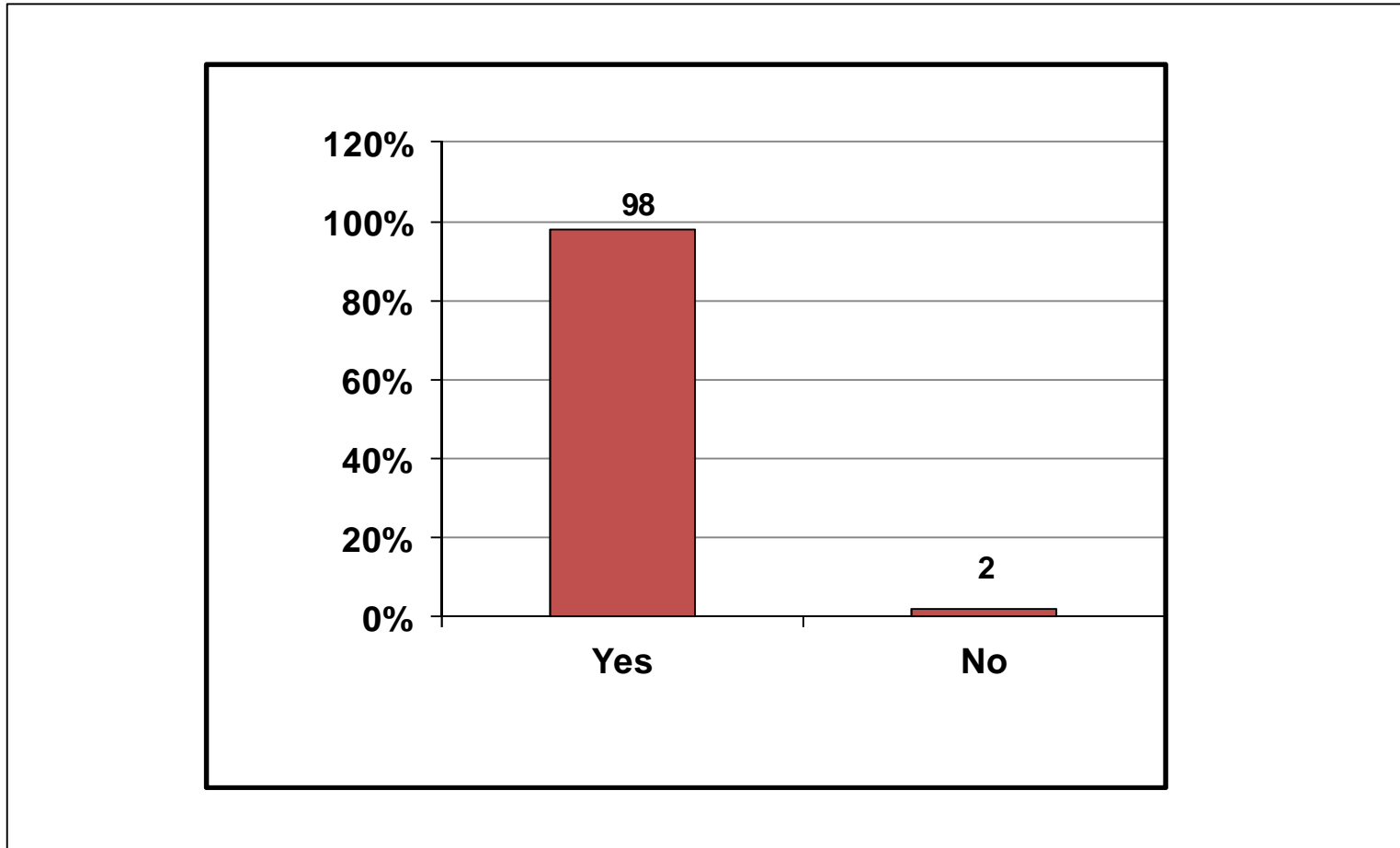
# Reasons: Recommendation



- The positive responses were related to the event having the following characteristics:
  - Brilliantly organized
  - Awesome event
  - Family event
  - Exciting event
  - Good atmosphere/ good social event
  - Fun/great event



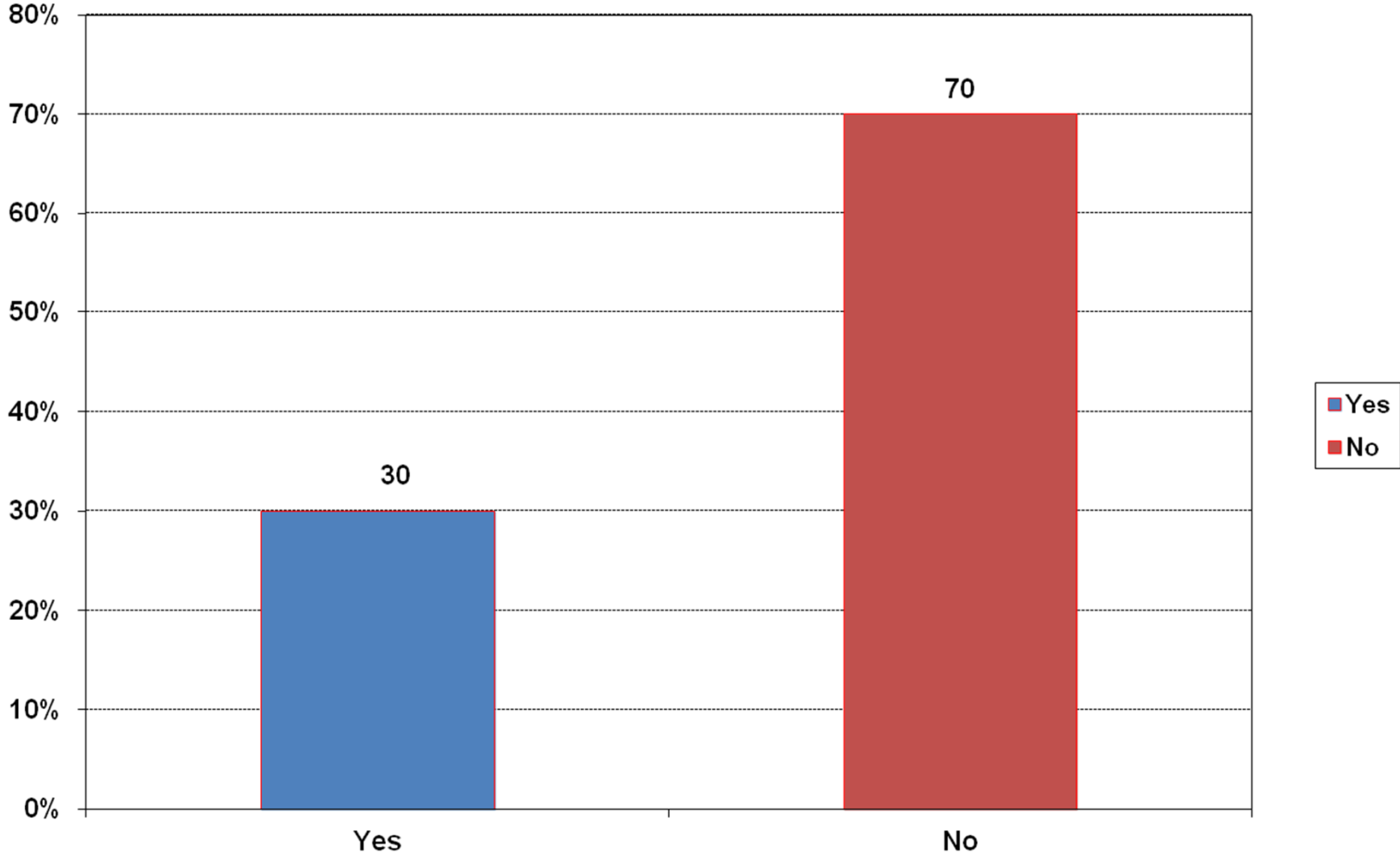
# Recommendation of KZN as a tourist destination



Respondents are willing to recommend KwaZulu-Natal as a destination. Their experience of the event and in the destination impacts on their willingness to recommend the province.



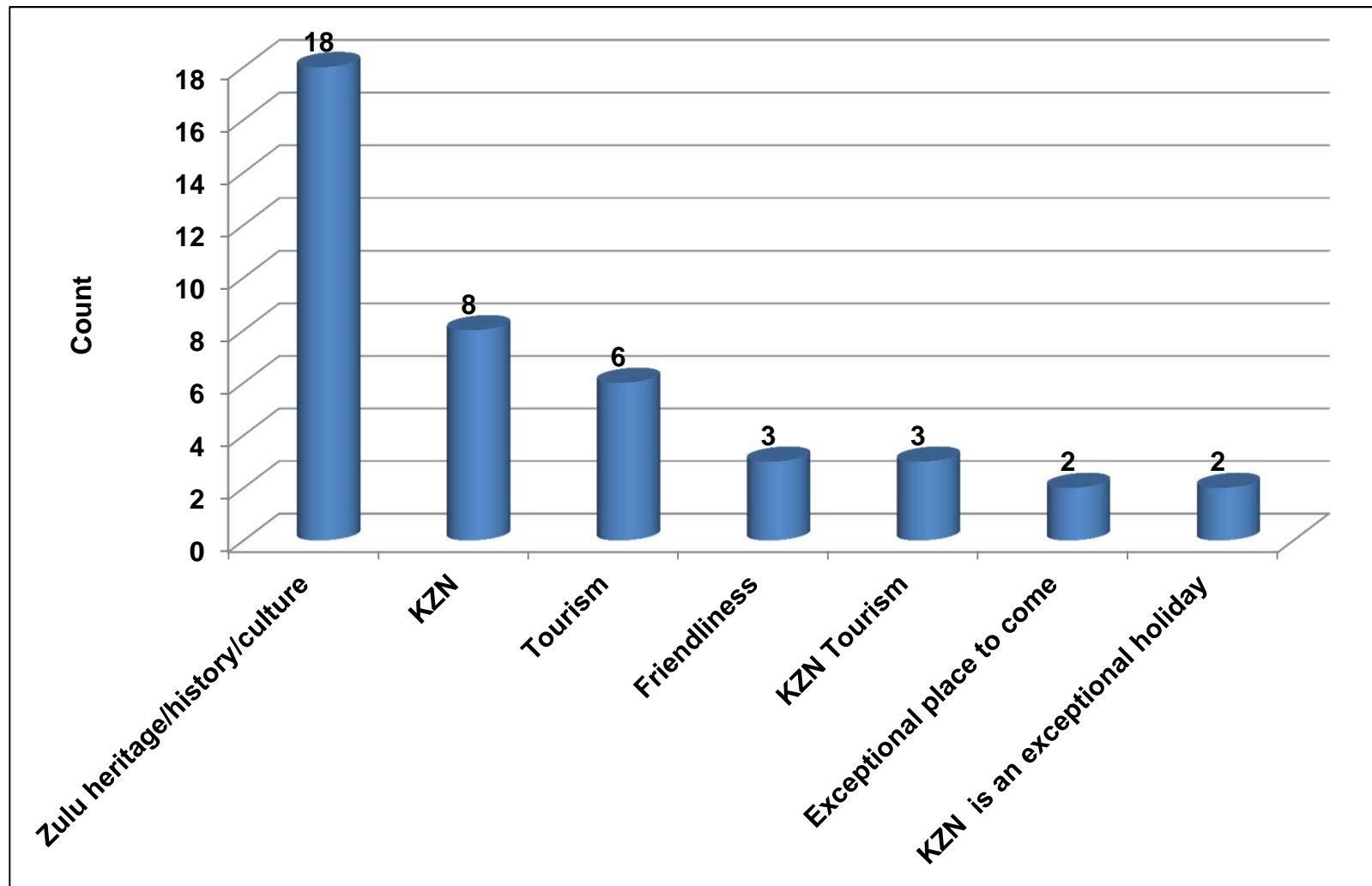
# Familiar with TKZN slogan?



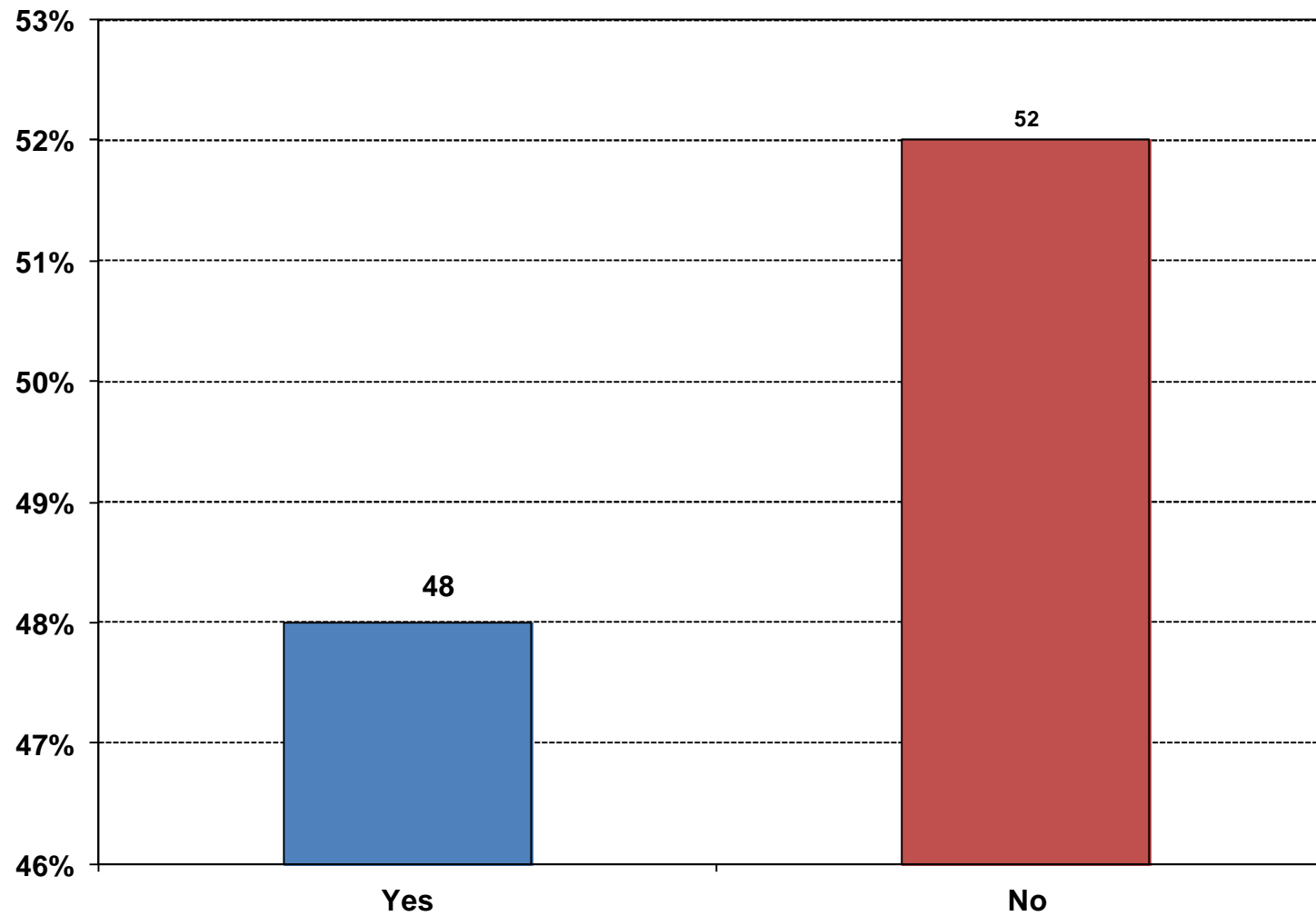
Only 30% of the respondents were familiar with the slogan of TKZN. This was due to the change in the branding of TKZN during 2011.



# Associations – TKZN slogan: Core Mentions



# Noted TKZN logo?



Only 48% of the respondents noted the TKZN logo. This was due to the introduction of a new logo in 2011.



## Where TKZN logo noted?



Where noted	Count
Airport	14
Tourism information centre/junction	9
Internet	8
Brochures/pamphlets	7
Along the road	6
Can't recall	6
Billboards/adverts/posters	4
Magazine	4
Tourism Indaba	3
Durban	3
Media	3
TV	3
Durban beachfront events	2
Newspaper	2
World cup	2
KZN Promotional materials	1





# Suggested Improvements?



Suggestions	Count
Doing a good job as it is/well marketed	82
Advertise more on TV	7
Advertise it more on radio	5
No recommendations	5
Advertise it more around the local town	3
Advertise event more on social networks	2
Fix their website a bit by providing more info/improve website	2
Market on the internet	2
More signage on roads	2
Put it more in newspapers	2



# Characteristics of KZN



Characteristic	Count
Warm sea	56
Beach/sand	41
Mountains/Berg	40
Good weather	16
Awesome scenery/countryside/beautiful place	14
Green, lush and hills	13
People/friendliness	11
All the sugar plantations	9
Sun	9
Natural attractions	9
Fun	8
Game reserves/wildlife	8
Zulu Culture	6
Relaxed	3
Holiday destination	2
Hot ,humid place	2
Culture	2
Shark	2



## Characteristics of KZN (cont'd)



Characteristics	Count
A great place to be in	1
Dolphins	1
Beachfront	1
Battlefield	1
Party mood	1
Comrade Marathon	1
Dangerous place	1
Midlands Meander	1
Rhino	1
Forests	1
Free spirited	1
Value for money	1
Good mountain biking	1
Good vibe	1
Jacob Zuma	1
Run down buildings ( on the beach front)	1
Sharks rugby team	1
Sports event	1
Safe	1
uShaka	1
Surfing	1



# Atmosphere of KZN



Atmosphere	Count
Friendliness	78
Chilled, laid back, relaxed	42
Warm/welcoming/hospitable	24
Happy	23
Vibey mood	18
Holiday	14
Fun	8
Party	8
Exciting	4
Helpful	3
Calm	2
Better drivers	1
Healthy people	1
Family	1
Lovely	1
Nice	1
Social atmosphere	1
Tropical	1



# Unique Attractions



Attractions	Count
uShaka Marine	64
Drakensberg	49
Moses Mabhida	19
Beach	14
Midlands	11
Suncoast Casino	10
Indian Ocean/sea	7
Sani Pass	6
Don't know	5
Oribi Gorge	5
Battlefields	4
Coastal resorts/coastline	3
Durban	3
Game parks/wildlife	3
Hluhluwe-Umfolozi game reserve	3
Phezulu cultural village and Shakaland	3
Wildcoast	3
Croc World / Scottburgh	2
King Shaka Airport	2
Sibaya Casino	2
St Lucia	2



## Unique Attractions (cont'd)

Attractions	Count
Aliwal Shoal	1
Ballito	1
Botanical gardens	1
Camping sites	1
Durban July	1
Elephant coast	1
Gateway mall	1
Giant's Castle	1
Golden Mile	1
Howick falls	1
Lale Eland Canopy Tours	1
Margate	1
Midmar dam	1
Mountain biking routes	1
Ndumo Game Reserve	1
Raamsgate tea house , Waffle house	1
Sardine Run	1
Sodwana Bay	1
Tala- Game Reserve	1
Umkomaas valley	1
Underberg mountains (fishing , dining etc..)	1



# Conclusion/Main Findings



- Approximately 63% of the respondents stayed overnight. This is good for the destination. Visitors increase the potential economic impact of an event.
- About 40% of the respondents were from KZN, 34% from Gauteng and 18% the W. Cape. This statistic shows significant numbers of the attendees are from outside the province. This is good as it shows that the event acts as a draw card visitors from outside the province, which again results in a greater economic impact for the destination.
- The mean spend of all respondents was R2 989 but for participants only was R3 793. This may be due to the costs paid to participate in the race as the cost of registration was about R4 500 per team.
- The estimated direct tourism spend was between R14mn and R21.8mn and the total tourism spend (using a multiplier of 1.42) was between R19.9mn and R30.9mn.
- Most respondents (31%) stayed for a period of 2 nights, while 23% stayed for 3 nights. This was in the area where the race ended.
- The primary reason for attending the event was because the respondents were participants (61%) or spectators (38%).
- A private vehicle (88%) was the most popular form of transport used. This is due to the nature of the event, because of the need for supporters of participants to travel from the start to the finish and to carry bicycles and other equipment.
- Respondents were strongly influenced to attend by 'word-of-mouth' and 'previous attendance'.



# Conclusion/Main Findings



- About 87% of the respondents indicated that they would attend the event again. This is significant as this event is fairly new (2005) and growing due to demand. In 2005 there were 300 teams, which grew to 600 teams in 2007. There were 650 teams in 2011.
- About 58% of the respondents indicated that they had attended this event previously. 42% had not attend the event previously. This may be due to the new format of the event which allowed more participants to enter the race. A two race format was introduced in 2008 and a three race format in 2012 to accommodate more riders. The start was staggered over three days.
- 99% of the respondents had an 'excellent' or 'good' experience. This indicated that the event is well organised and thus augurs well for the future of the event as it is viewed in a very positive light.
- Approximately 94% of the respondents did not experience any problems. Some of the problems experienced were:
  - Cold showers at the finish
  - The event was overcrowded
  - Not enough parking space at the finish
- All the respondents would recommend this event to their family and friends. Some of the reasons for this were:
  - Brilliantly organized
  - Awesome event
  - Fun/great event





# Conclusion/Main Findings



- About 98% of the respondents would recommend KZN as a tourist destination to friends and family because they had a good experience in the province.
- Some of the unique attractions mentioned were:
  - uShaka Marine World
  - Drakensberg Mountains
  - Moses Mabhida Stadium
  - The beach
  - The Midlands



# Recommendations



- Most of the respondents indicated that the event was a success and enjoyed the event tremendously. Some of the suggested improvements from respondents are:
  - Decrease the number of entrants.
  - Provide hot water showers at the finish.
- From TKZN:
  - Increase the number of international entrants, thus increasing the profile of the event to an international event. This can possibly be done through the national cycling body and advertising or marketing SANI 2 C at other international races.
  - Organize more parking for spectators and make the event more spectator friendly by using a local sports or school field. This would encourage more spectators to attend the event and thus possibly grow the sport.

