

# Amashovashova Cycle Race 2007 Impact Assessment: Top Line Summary Report



Zama Dlamini  
Karen Kohler  
James Seymour  
Tourism KwaZulu-Natal  
November 2007



# Methodology

## Primary Data:

- Face to face survey with a probability sample of 331 respondents
- Respondents systematically selected over 3 days before the event at registration and at the finishing point on the day of event.

## Secondary Data:

- Obtained from the organizers: Right on the Night
- Cape Argus Cycle Tour website

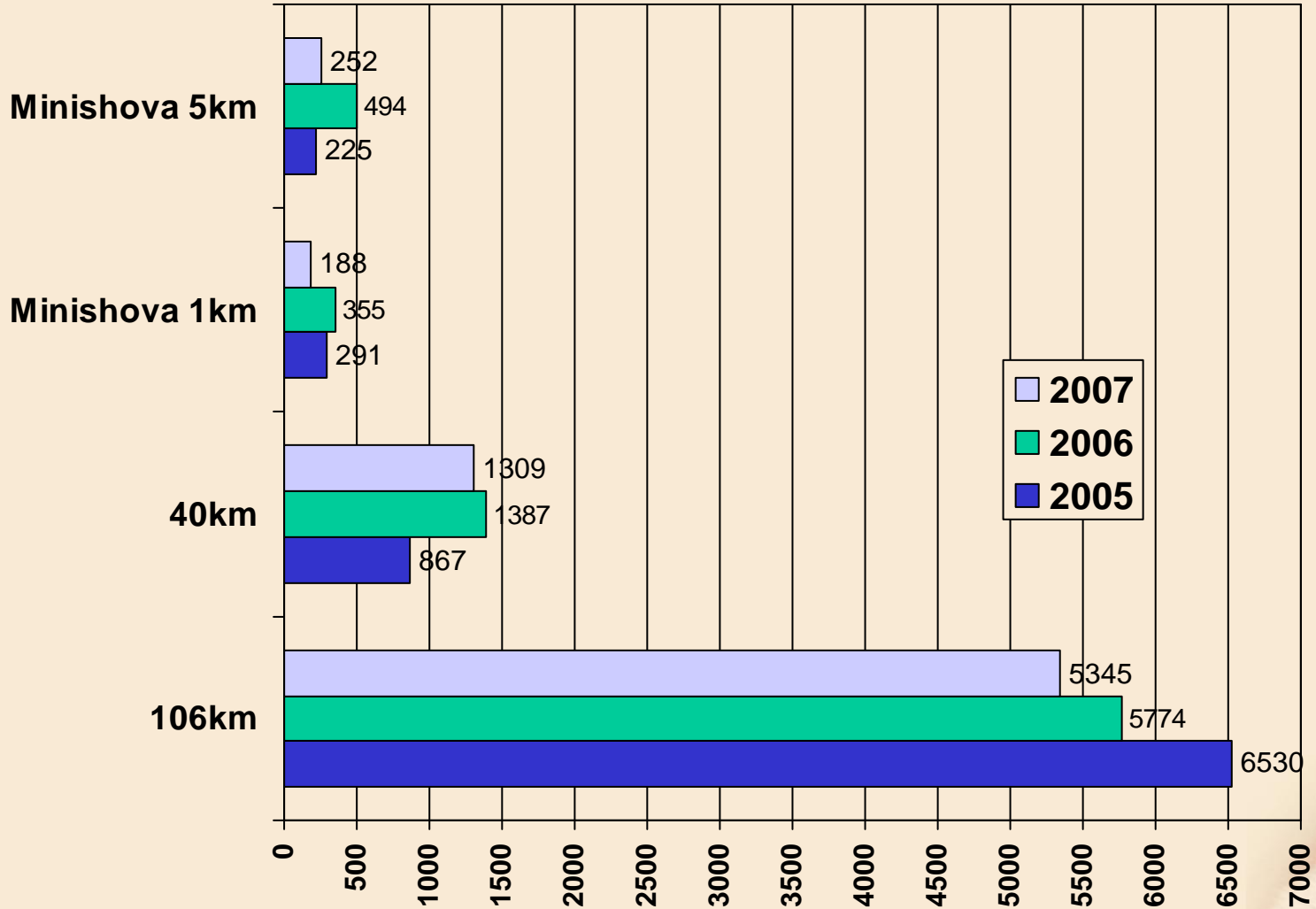
***Note: the survey only covered the 106km and 40km races. It did not cover the Minishova 1km or Minishova 5km races.***

# Entrants

	<b>2005</b>	<b>2006</b>	<b>2007</b>
<b>Event</b>	<b>Final</b>	<b>Final</b>	<b>Final</b>
<b>106km</b>	<b>6 530</b>	<b>5 774 (756 less than 2005)</b>	<b>5 345 (429 less than 2006)</b>
<b>40km</b>	<b>867</b>	<b>1 387 (520 more than 2005)</b>	<b>1 309 (78 less than 2006)</b>
<b>Minishova 1km</b>	<b>291</b>	<b>355 (64 more than 2005)</b>	<b>188 (167 less than 2006)</b>
<b>Minishova 5km</b>	<b>225</b>	<b>494 (269 more than 2005)</b>	<b>252 (242 less than 2006)</b>
<b>Total</b>	<b>7 913</b>	<b>8 010 (97 more than 2005)</b>	<b>7 094 (916 less than 2006)</b>

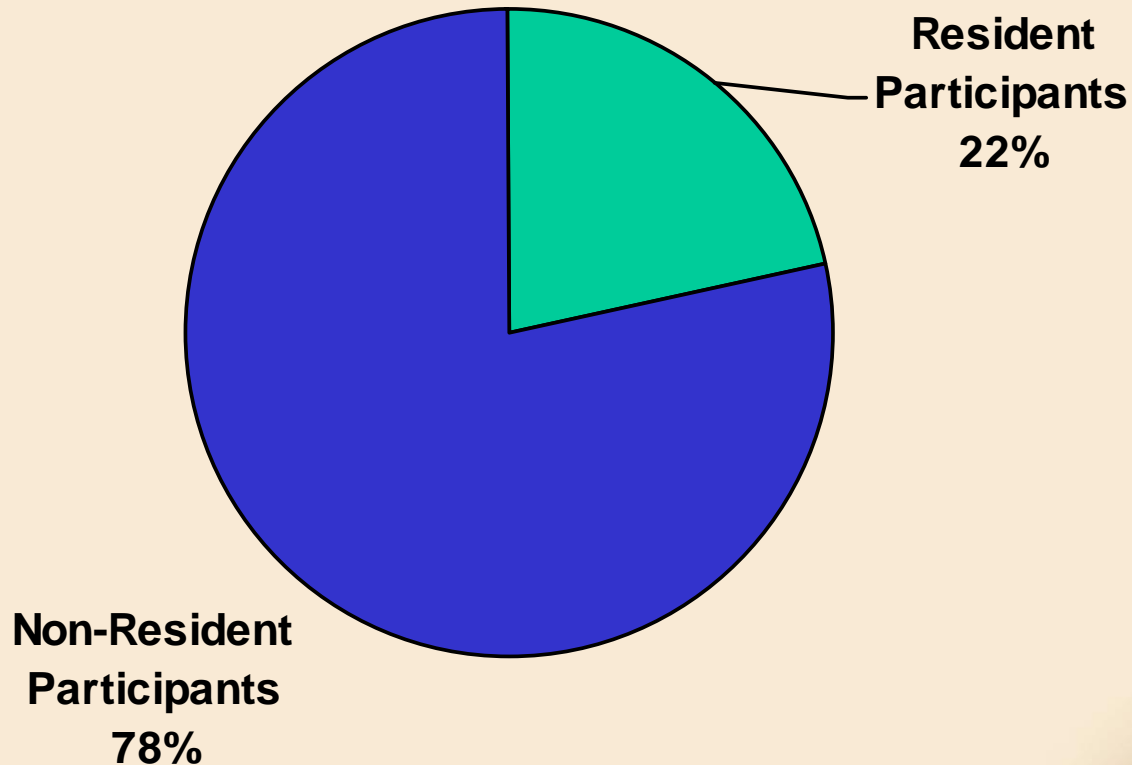
**Note: The number of entrants in all categories decreased in 2007.**

# Entrants (cont'd)



# Nature of Participants

**Resident Participants vs Non- Resident Participants**



*The above is based on the actual figures supplied by the organizers for the 106km race.*

# Entrants: International Countries & SA Provinces

Country	No.
Botswana	2
Mauritius	2
Namibia	3
Singapore	1
Swaziland	10
USA (Rhode Island)	1
UK	3

Province	%
Gauteng	53
KZN	39
Free State	3
Eastern Cape	2
Limpopo	1
North West	1

The tables reflects international cyclists for the 106 km race only.

# Nature and Extent of Cape Argus Cycle Tour:

Province	2004	2004 (%)	2005	2005 (%)	2006	2006 (%)	2007	2007 (%)
Eastern Cape	2,010	5	1,833	5	1,775	5	1,814	5
Free State	2,270	6	1,821	5	1,629	4	1,519	4
Gauteng	13,506	33	13,413	35	13,833	36	12,920	33
KZN	2,307	6	2,321	6	2,455	6	2,279	6
Limpopo	529	1	447	1	374	1	417	1
Mpumalanga	956	2	906	2	585	2	819	2
North West	1,233	3	983	3	695	2	791	2
Northern Cape	1,081	3	932	2	814	2	829	2
Western Cape	16,932	41	15,554	41	15,868	42	18,213	46
<b>TOTAL</b>	<b>40,824</b>	<b>100</b>	<b>38,210</b>	<b>100</b>	<b>38,028</b>	<b>100</b>	<b>39,601</b>	<b>100</b>

# Nature and Extent of Cape Argus Cycle Tour (Contd):

Country	2004	2004 (%)	2005	2005 (%)	2006	2006 (%)	2007	2007 (%)
Asia	16	1	20	1	16	1	21	1
Aus/NZ	62	4	65	3	52	3	86	4
Europe	278	16	305	16	401	20	443	22
Middle East	15	1	22	1	31	2	36	2
North America	121	7	145	7	176	9	163	8
Rest of Africa	858	51	922	47	814	40	763	37
South America	3	0.2	2	0.1	3	0.1	5	0.2
UK	344	20	479	24	543	27	537	26
<b>TOTAL</b>	<b>1,697</b>	<b>100</b>	<b>1,960</b>	<b>100</b>	<b>2,036</b>	<b>100</b>	<b>2,054</b>	<b>100</b>



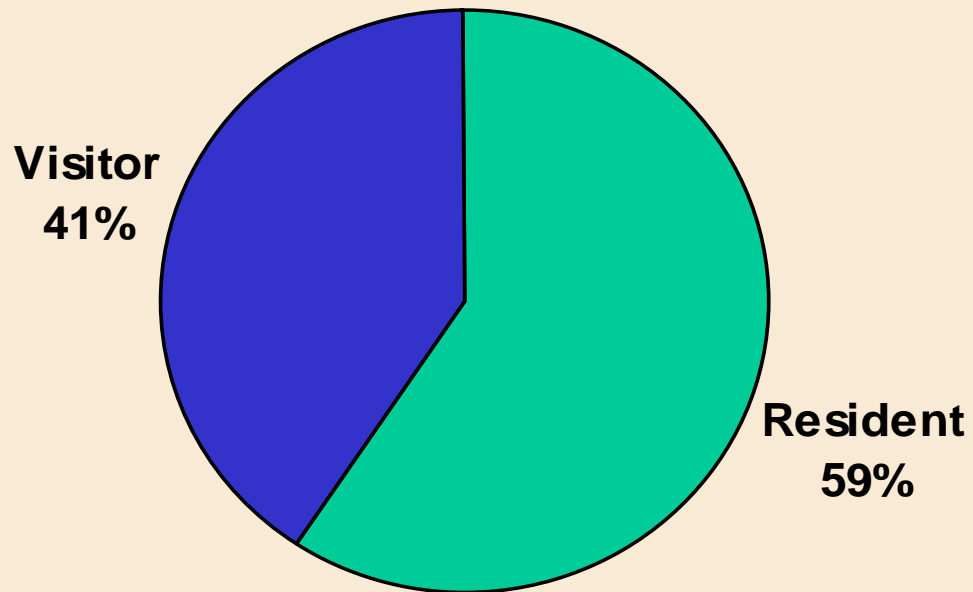
# Nature and Extent of Cape Argus Cycle Tour (Cont'd):

	2004 (%)	2005 (%)	2006 (%)	2007 (%)
SA Cyclists	96	95	95	95
Non-SA Cyclists	4	5	5	5



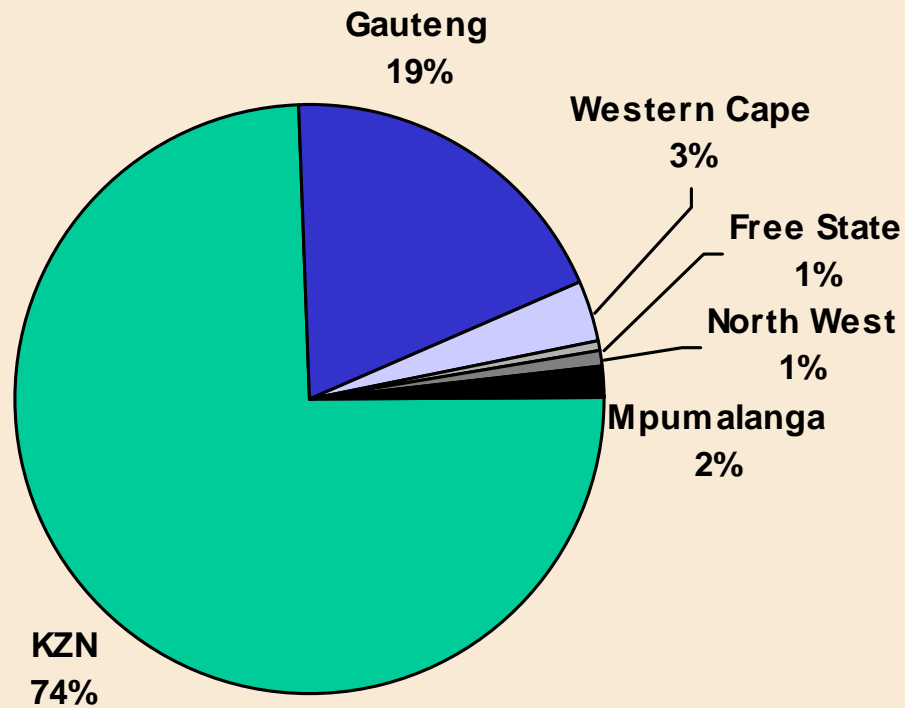
# Nature of Respondents

Residents vs Visitors



# Nature of Respondents

## RSA Province of Residence



# Average Group Size

- Average size of groups attending – 3.1

## **Note:**

A group refers to a respondent and his/her non-cyclist friends, spouse and children attending the event. It does not include other cyclists.

# Average Spend

- Average total spend = R989.25
- Non-resident participants = R1 992.85
- Resident participants = R281.29
- Non-resident spectators = R1 490.00
- Resident spectators = R294.11

# Estimated Economic Impact: Main Race (106km)

- Non-resident participants:  $3\,492 \times R1\,992.85 = R6.9m$
- Resident participants:  $964 \times R281.29 = R271\,163.56$
- Direct spend = R7.2mn
- Total impact including multiplier of 1.42 = R10.2mn

*The above is based on the actual figures for resident/ non- resident entrants supplied by the organizers for the 106km race.*

# Estimated Economic Impact: Participants and Spectators

- Non-resident participants (6 654\* x 43% ) x R1 992.85 = R5.7mn
- Resident participants (6 654\* x 57%) x R281.29 = R1.1mn
- Non-resident spectators (4 000\*\* x 31%) x R1 490.00 = R1.8mn
- Resident spectators (4 000 x 69%) x R294.11 = R811 743.60
- Direct Spend = (R5.7mn + R1.1mn + 1.8mn + R811 743.60) ±R9.4mn
- Total impact including multiplier of 1.42 = ±R13.3mn
- Estimated Economic Impact for 2006 = ±R25mn

\* *number of participants (resident and non-resident) for 106 km + 40km race.*

\*\* *number of spectators as observed by the researcher.*

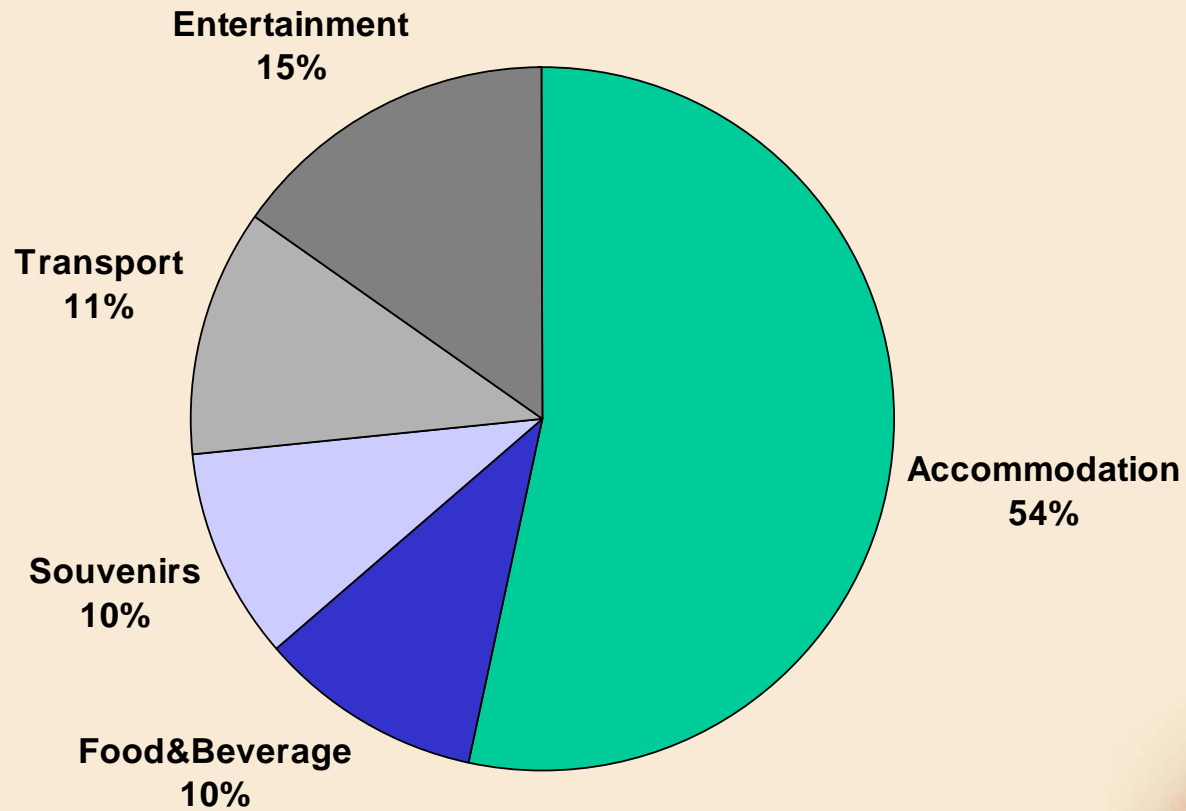
## Estimated Economic Impact (cont'd)

Possible reason for the decrease in the estimated economic impact for 2007:

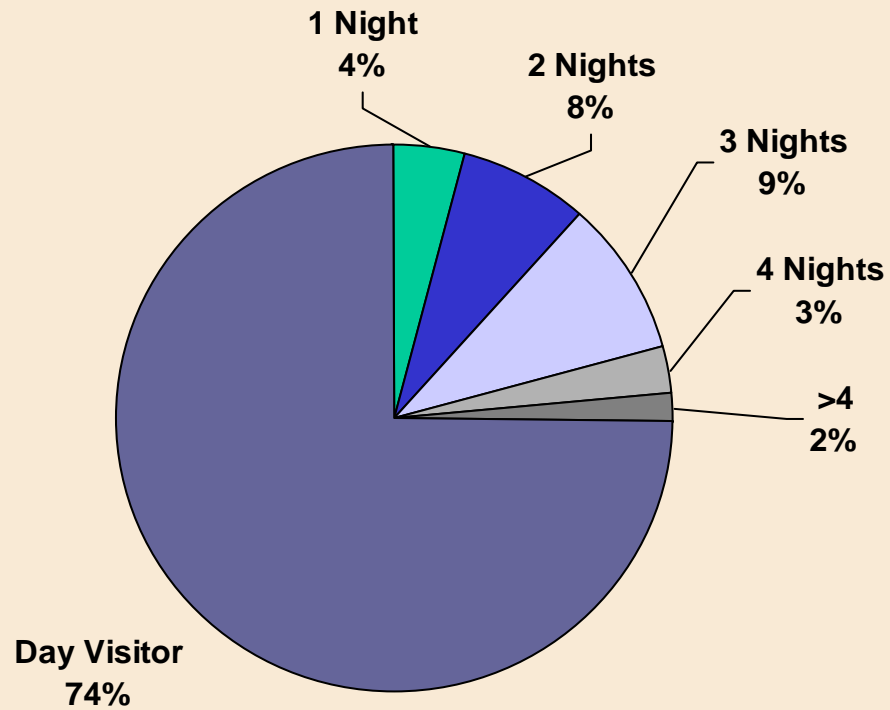
There was a decrease in the number of entrants in all categories. According to the organizers, it was possible that the Rugby World Cup affected the entry numbers.



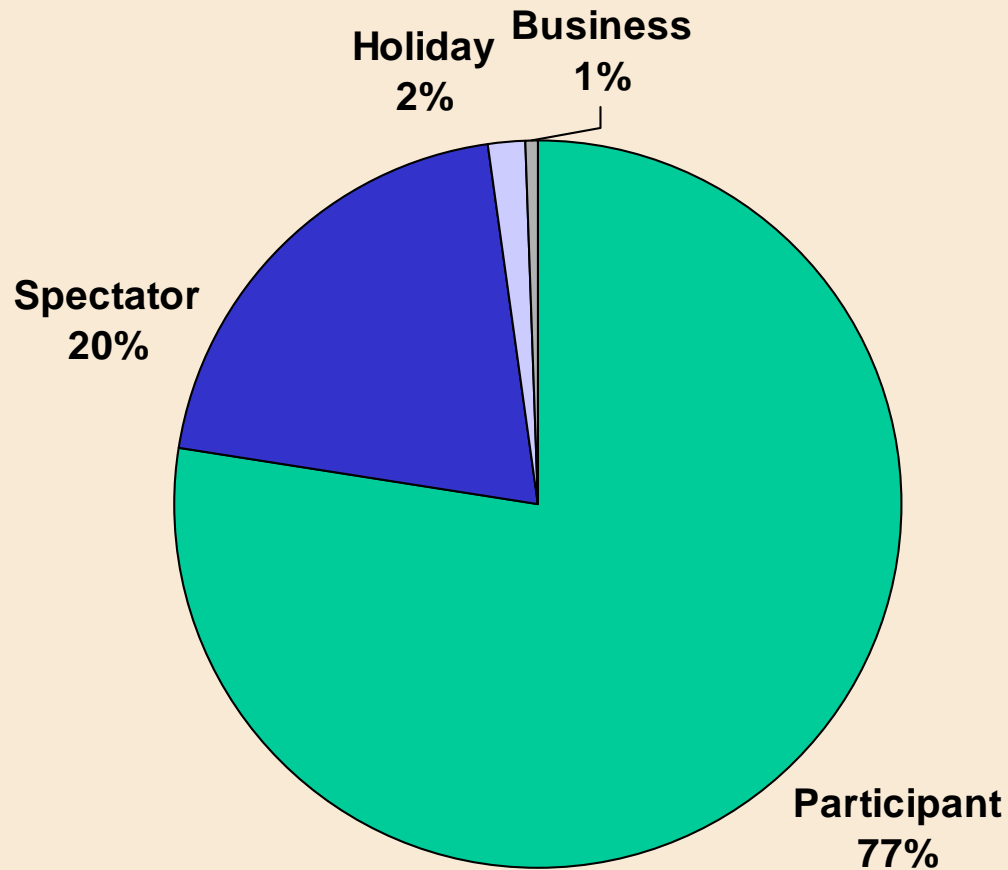
# Spend breakdown



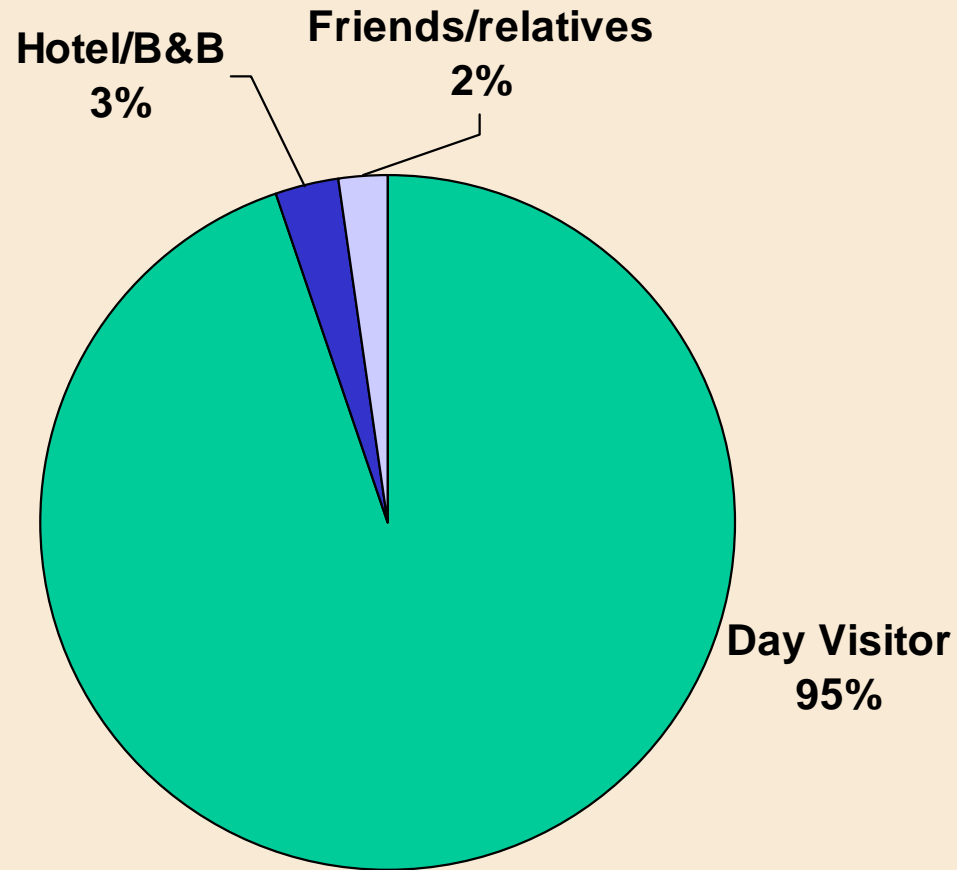
# Length of stay



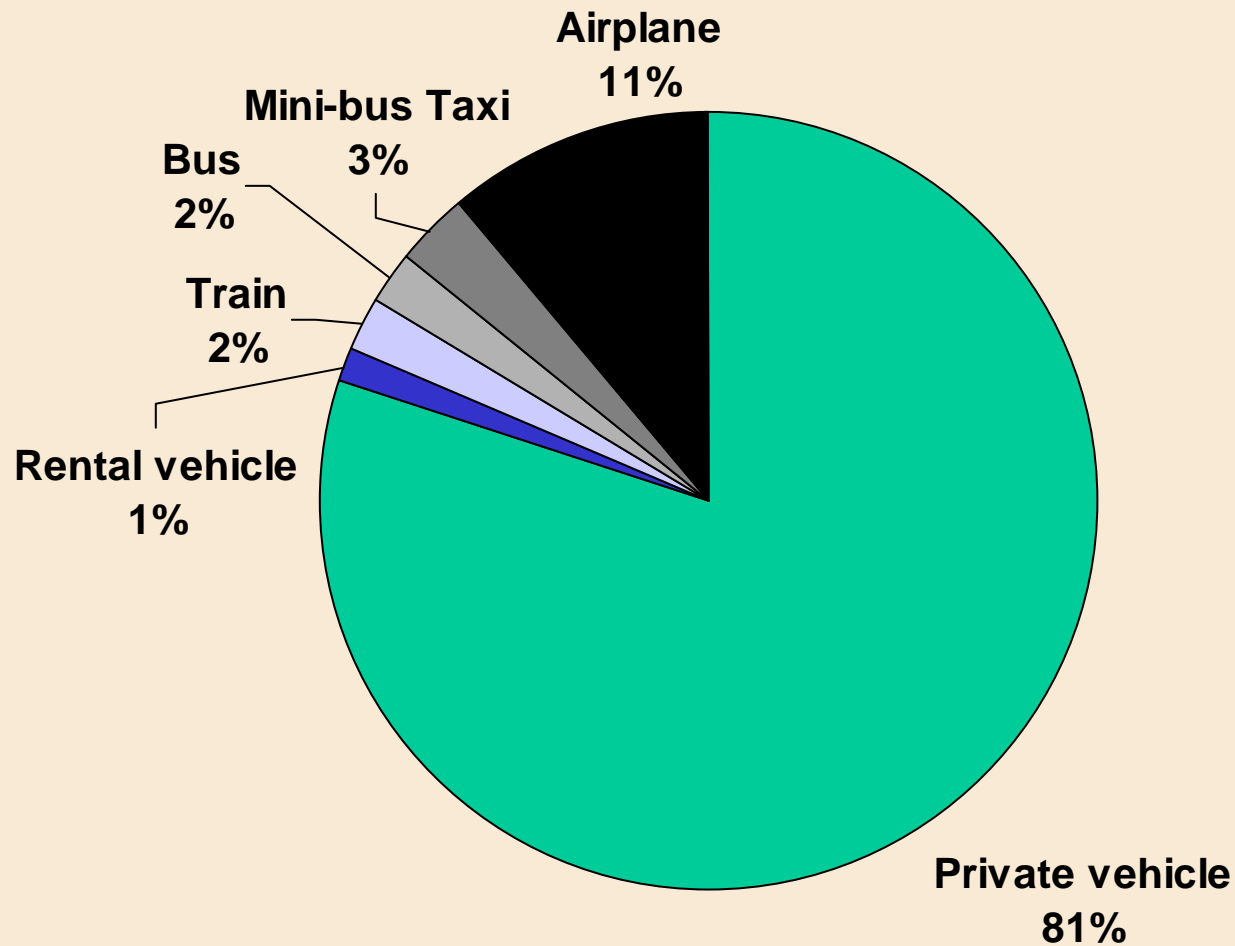
# Primary reason for visiting area where event is taking place?



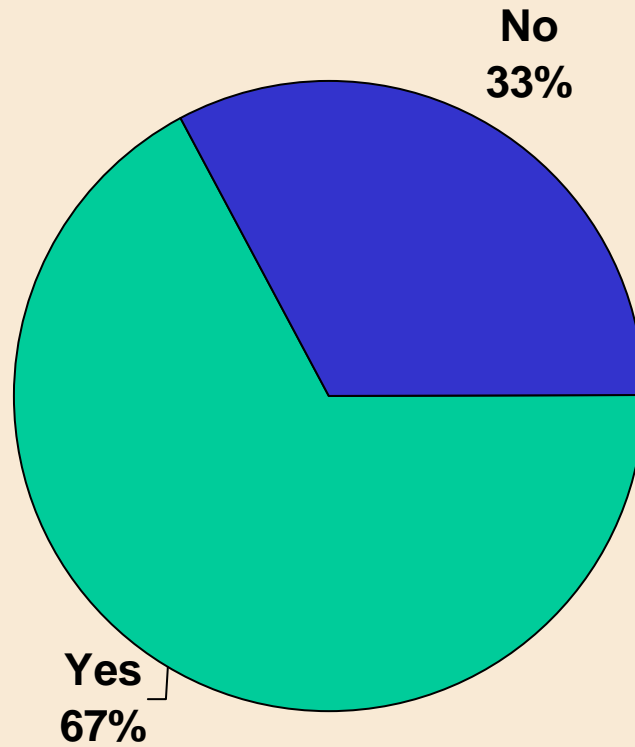
# Accommodation: non-residents



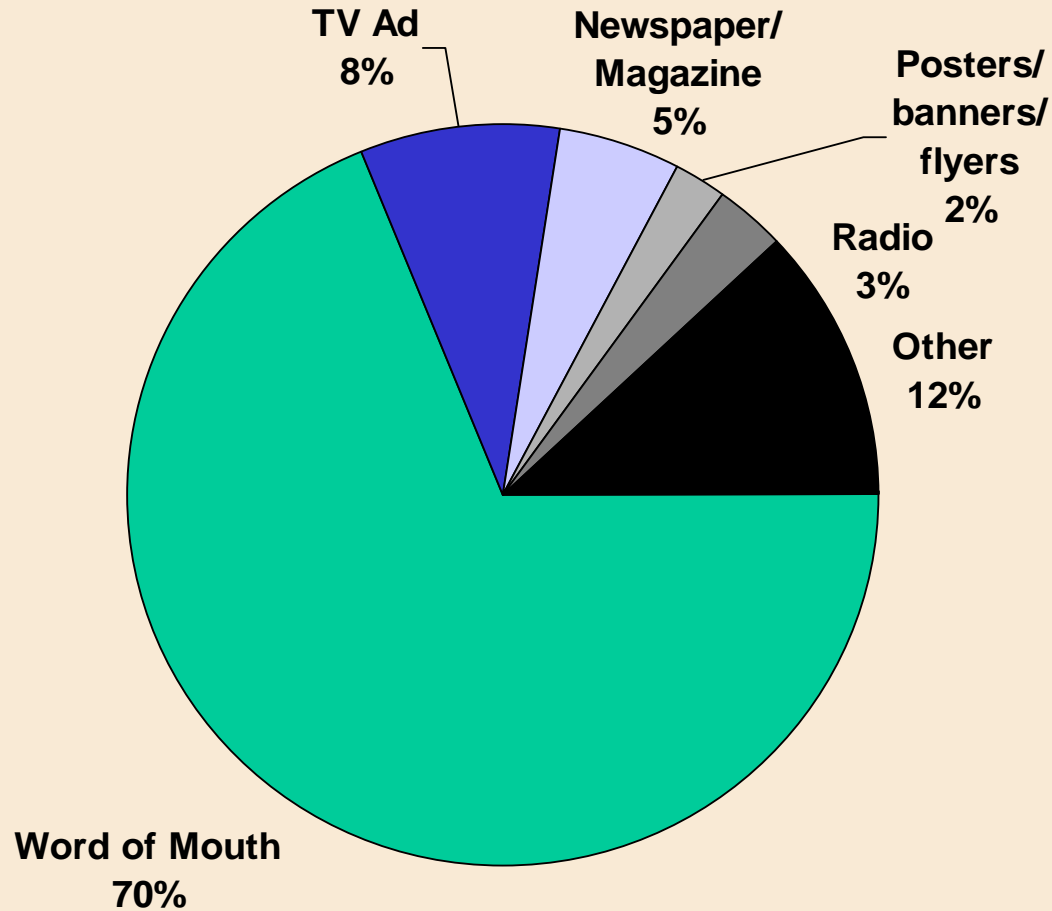
# Transport to Event: non-residents



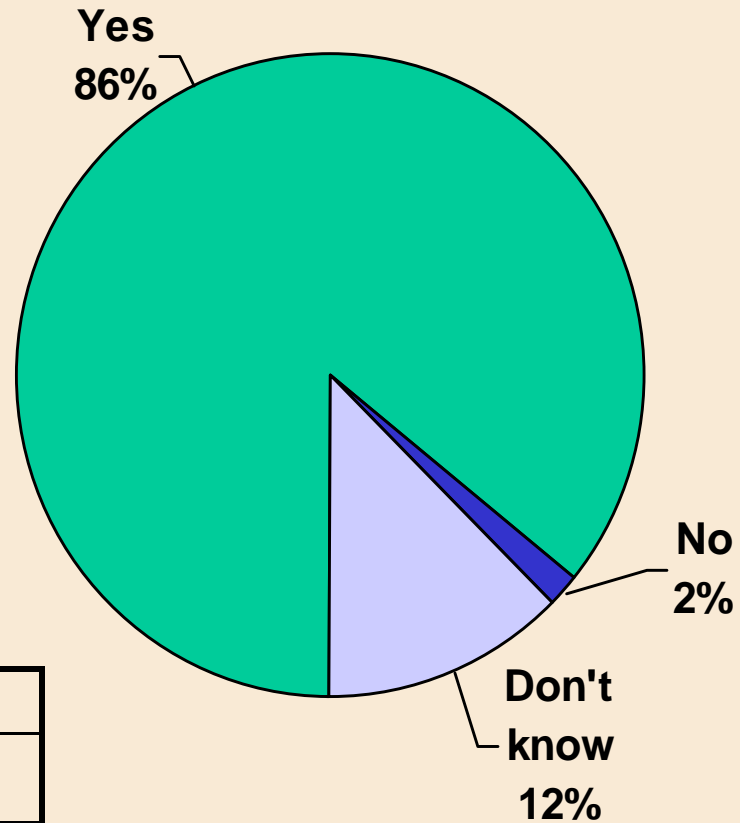
# Attend in previous years?



# Influenced to attend?



# Attend again?

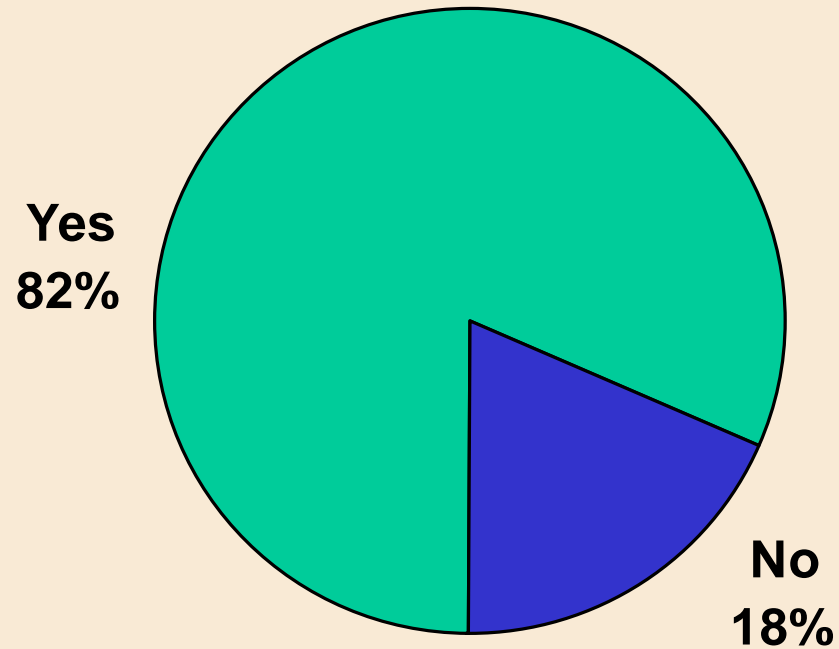


	Participants	Spectators
	2007	2007
Yes	89%	79%
No	1%	2%
Don't Know	10%	19%

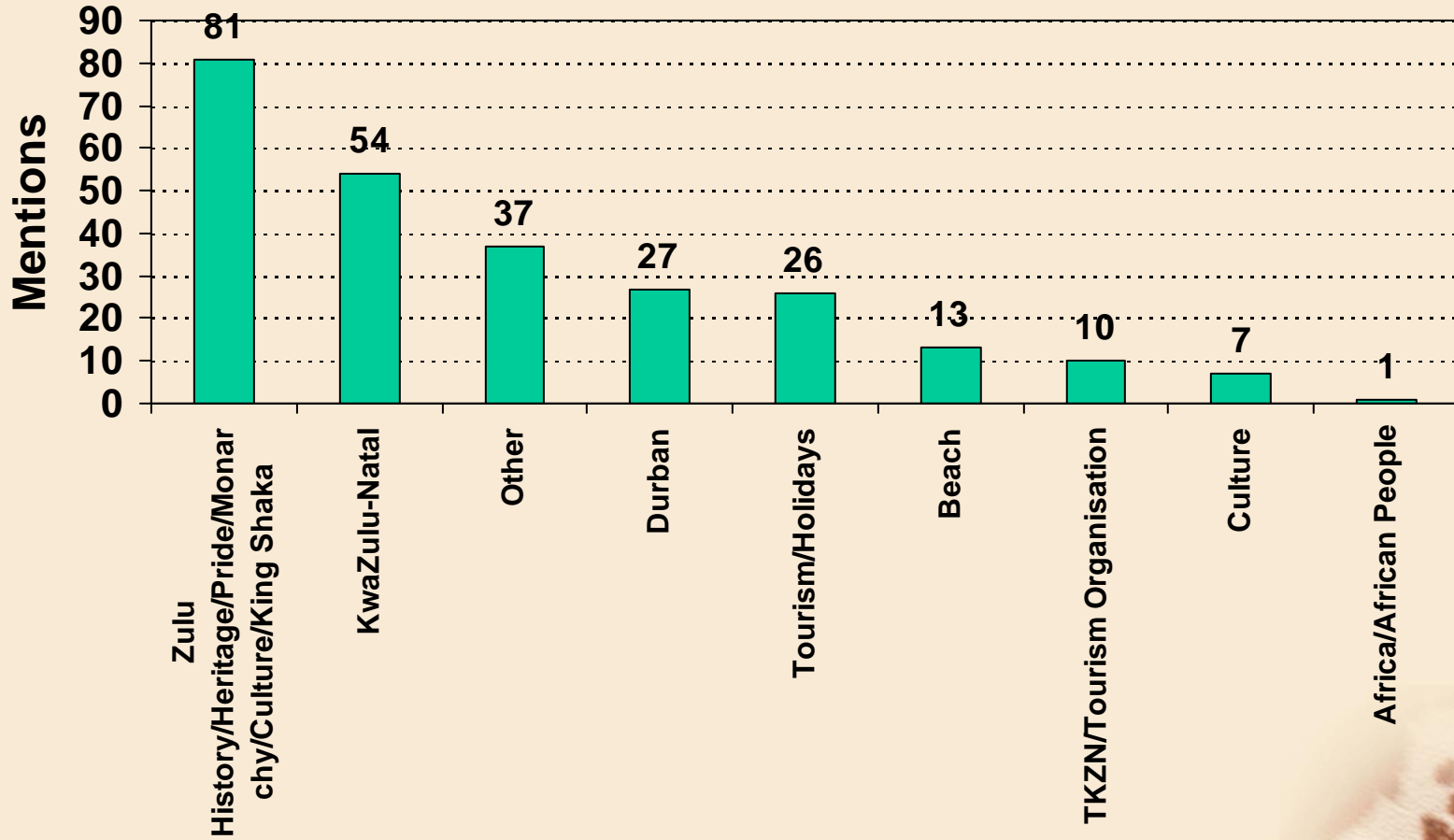




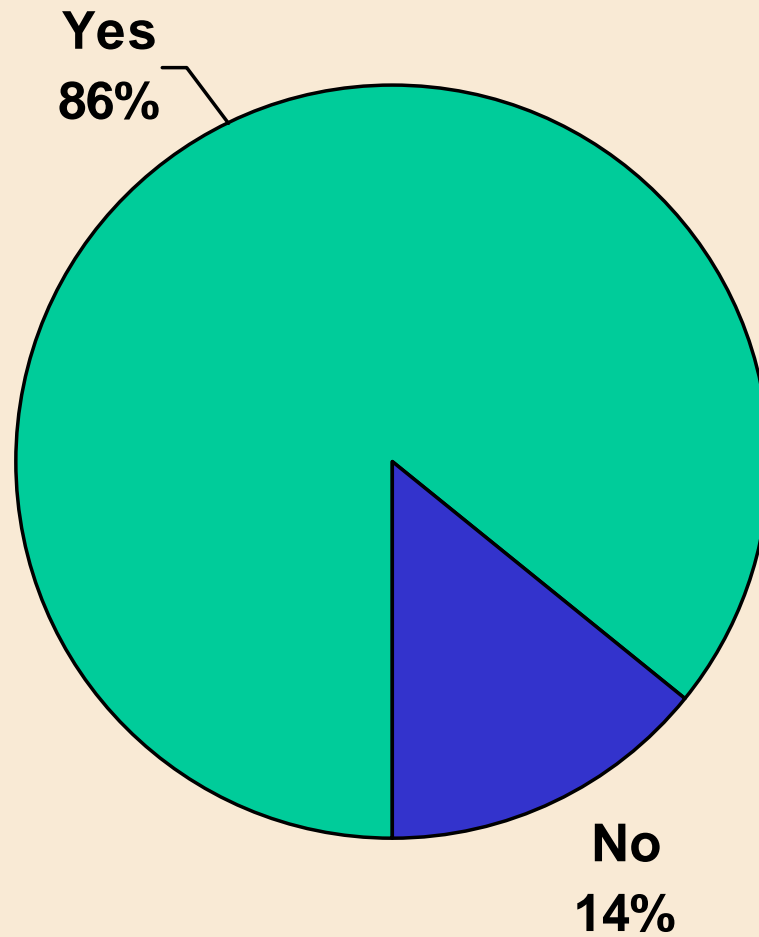
# Familiar with Zulu Kingdom slogan?



# Associations - Zulu Kingdom slogan: Core Mentions



# Noted Zulu Kingdom logo?



# Where Zulu Kingdom logo noted?

