

Vodacom Durban July 2008 Impact Assessment: Top Line Summary Report

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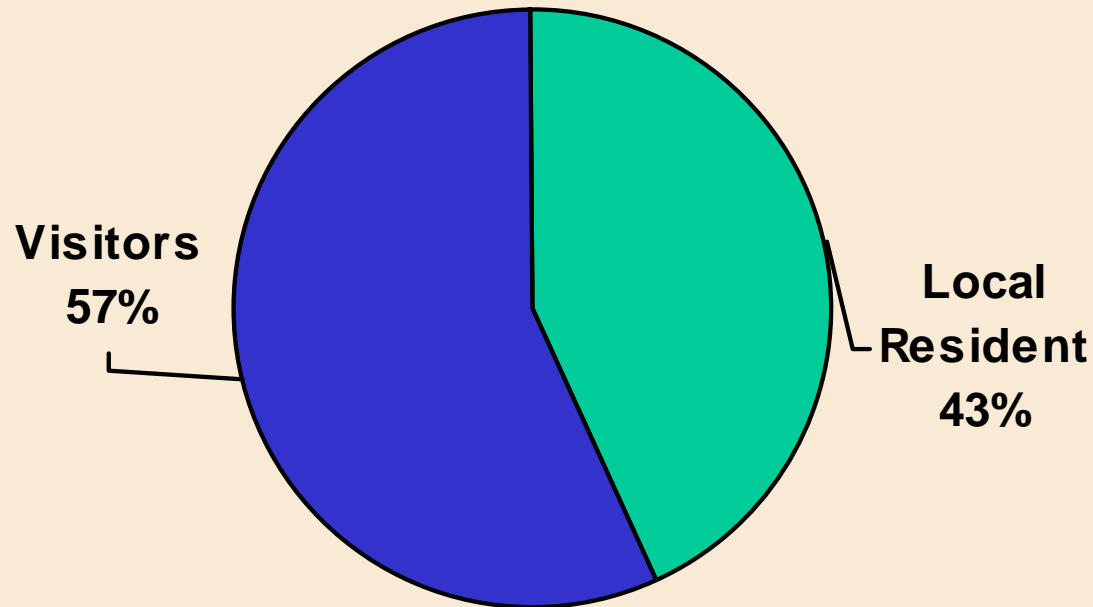


Methodology

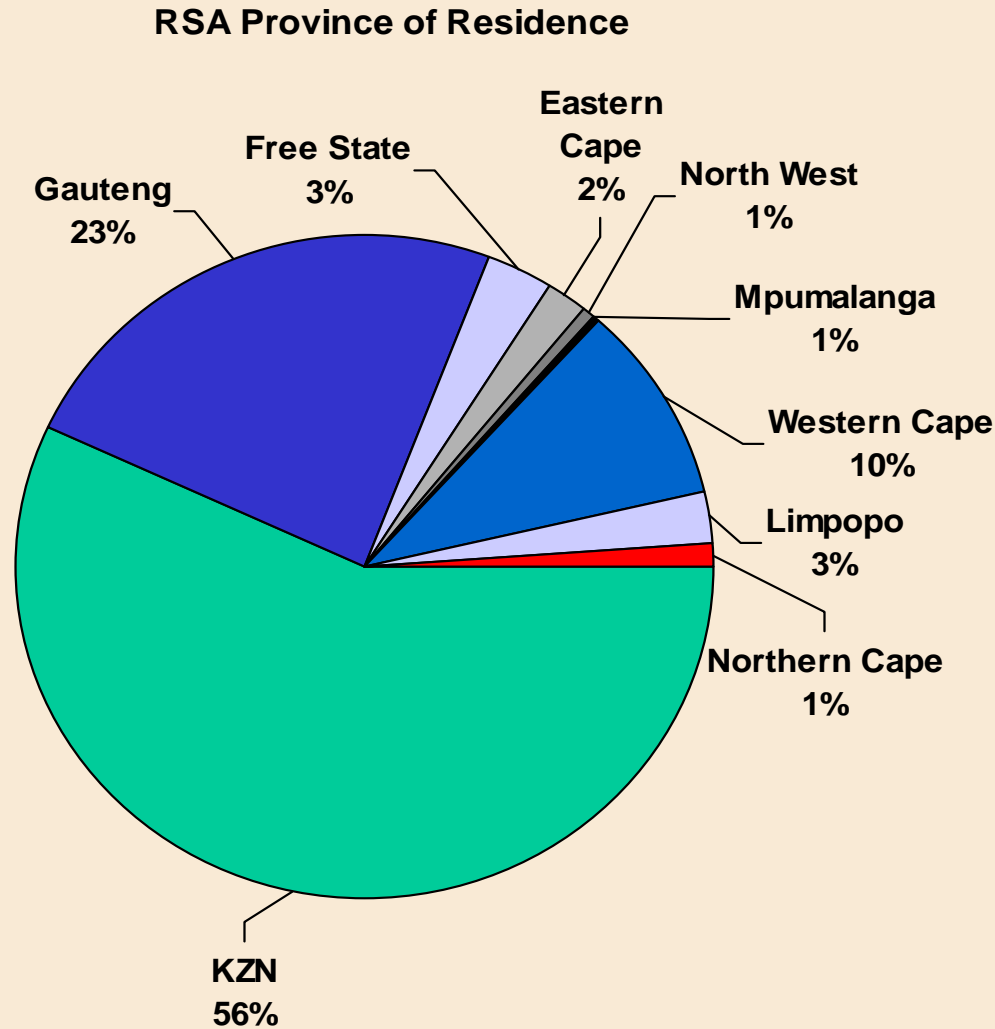
- Face to face survey with a probability sample of 205 respondents
- Respondents systematically selected throughout the day of the event.
- Secondary data: Gold Circle.

Nature of Vodacom Durban July Spectators

Residents vs Visitors



Nature of Vodacom Durban July Spectators (cont'd)



Group Size and Spectator Estimate

- Average group size – 2.6
- Vehicles parked by Gold Circle on the golf course - approximately 7 000
- Estimate of vehicles around Greyville – 9 000.
- Therefore a total estimate of 16 000 vehicles
- Spectator estimate = 55 000



Estimated Economic Impact

Spectators Only

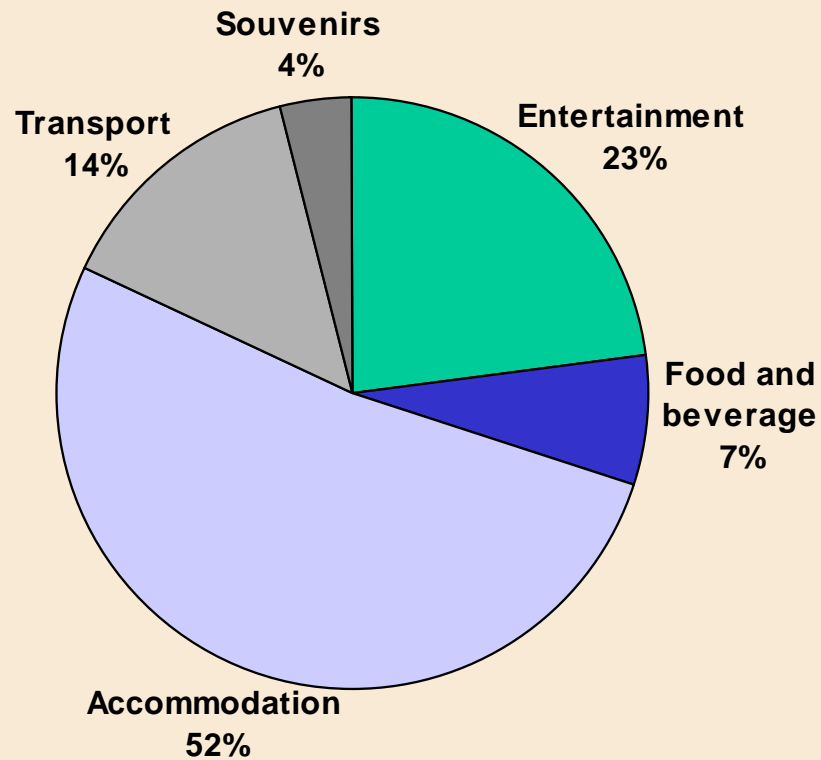
Visitors:

- Estimated N = 31 350
- Mean total spend: R8 333.20
- Std Deviation: R13 532.20
- Count: 113
- Std Error at 95% level of confidence spend between R5 810.90 and R10 855.49
- Estimated direct impact of spend of at least R182,172,003.42 and as much as R340,319,636.58

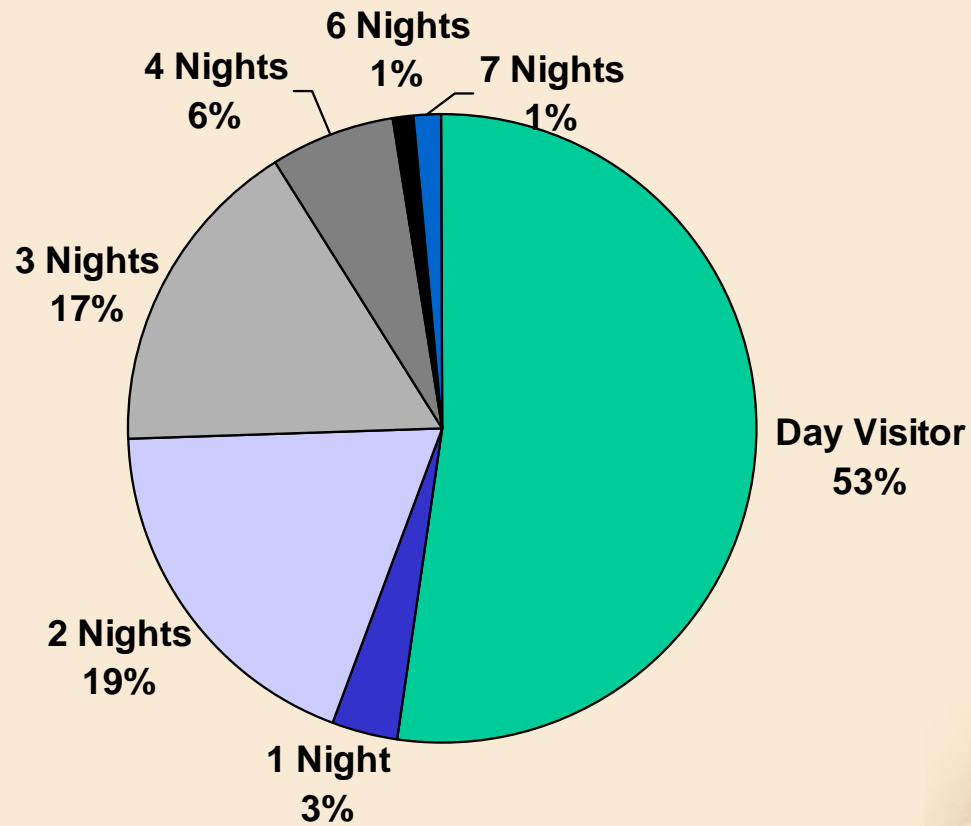
Residents:

- Estimated N = 23 650
- Mean total spend: R1300.30
- Count : 86
- Std Deviation : R1 437.30
- **Std Error:** Std Error at 95% level of confidence spend between R992.14 and R1 608.45.
- **Estimated direct impact spend of at least** R23,464,165.40 and as much as R38,040,024.61
- **Total Direct Impact: At least** R205,636,168.82 and as much as R378,359,661.19
- **Total Impact with a multiplier of 1.42:** At least R292,003,359.72 and as much as R537,270,718.88

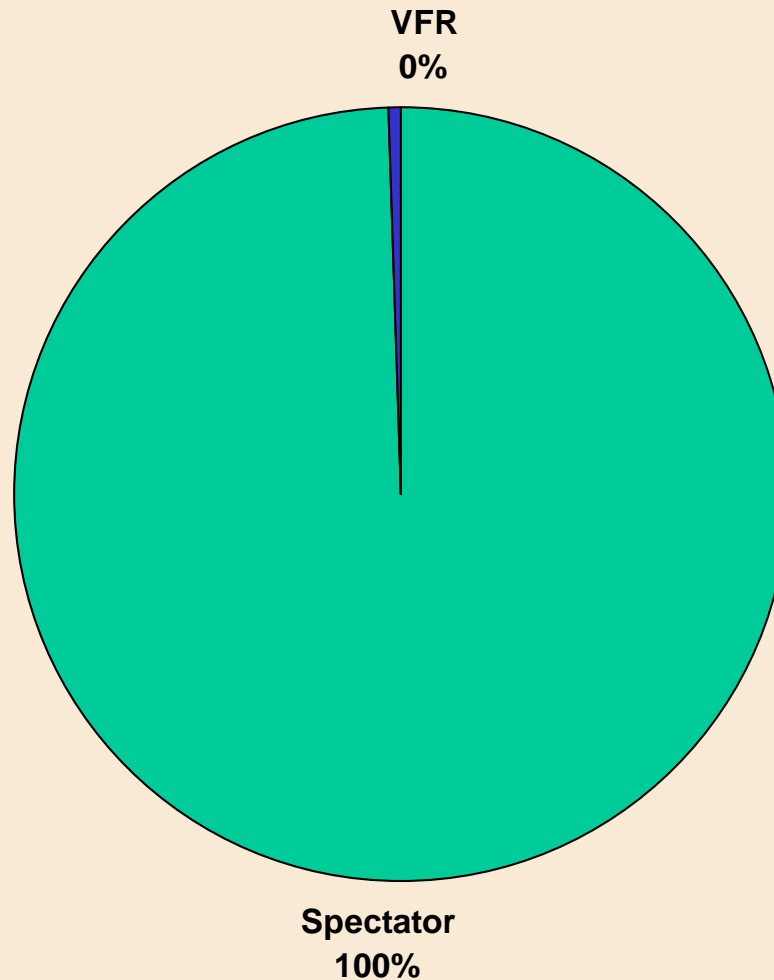
Spend breakdown



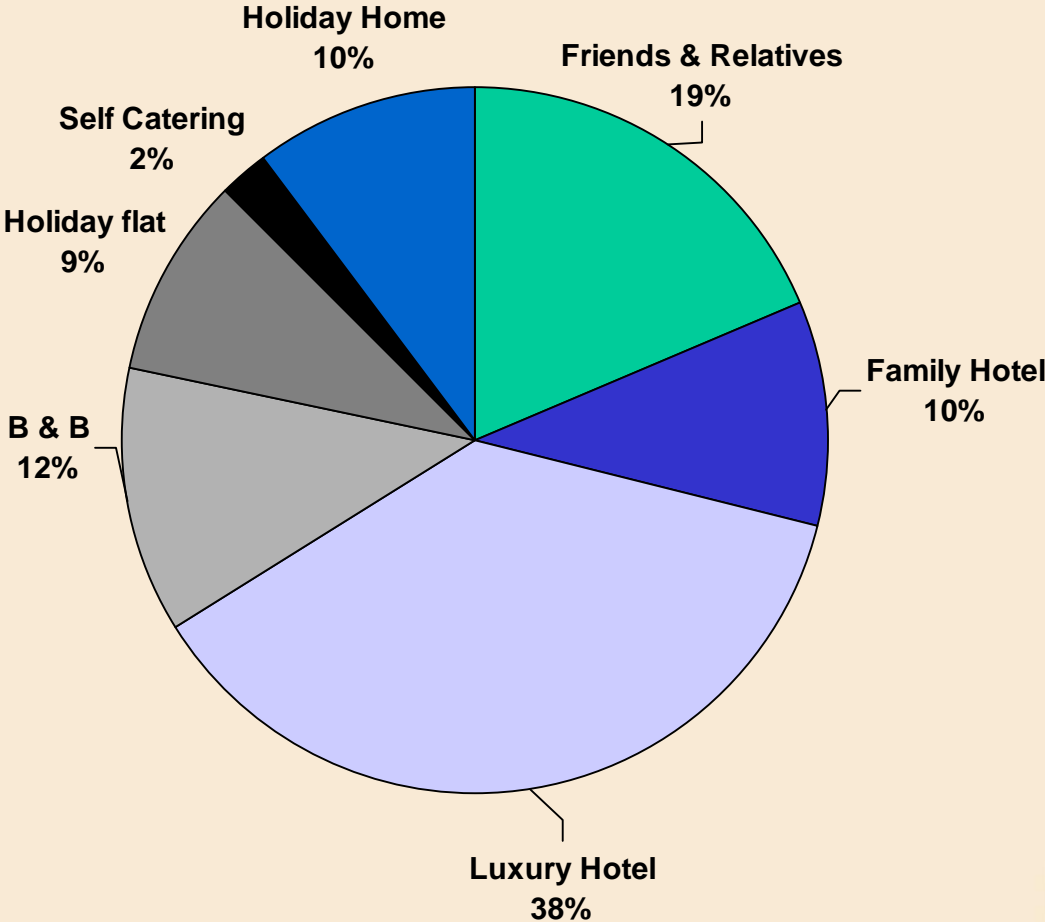
Length of stay – All Respondents



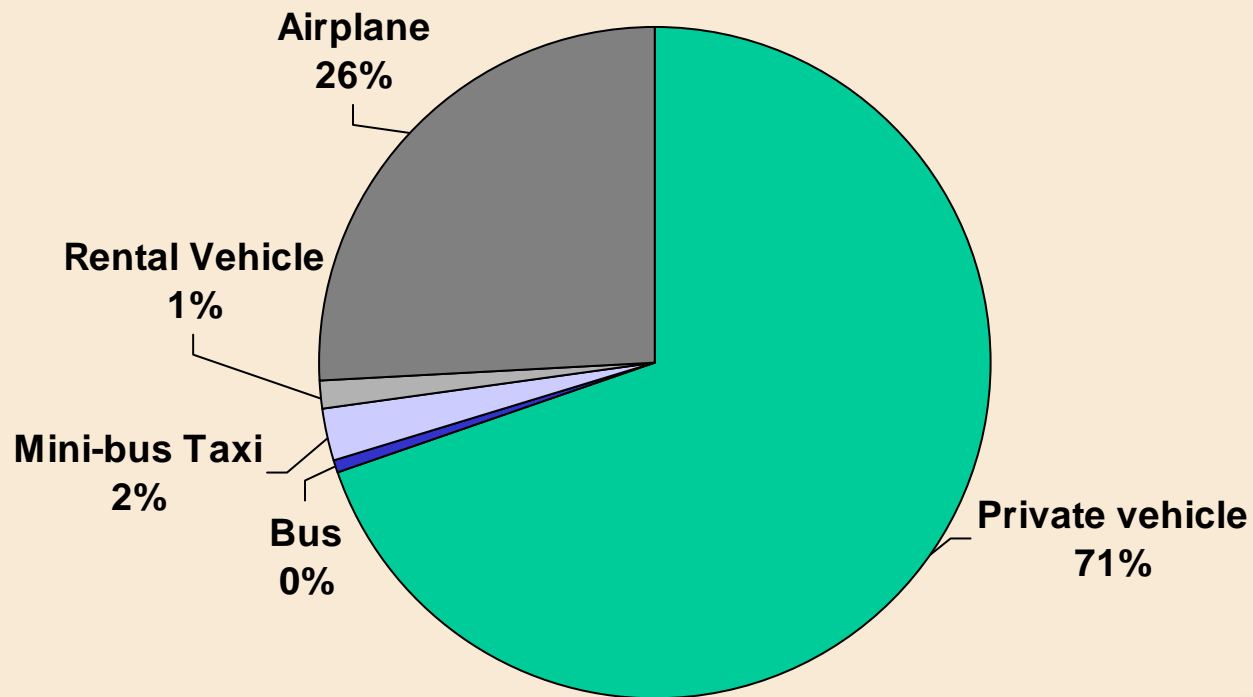
Primary reason for visiting area where event is taking place?



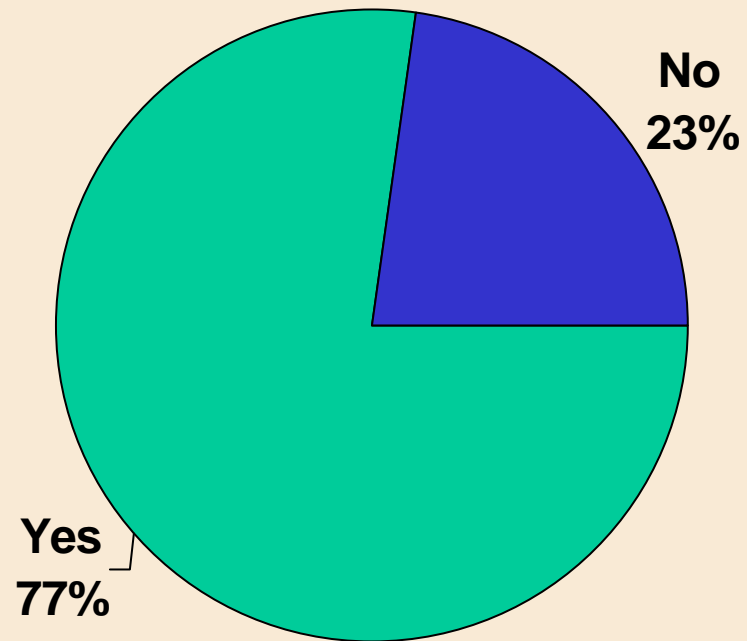
Accommodation



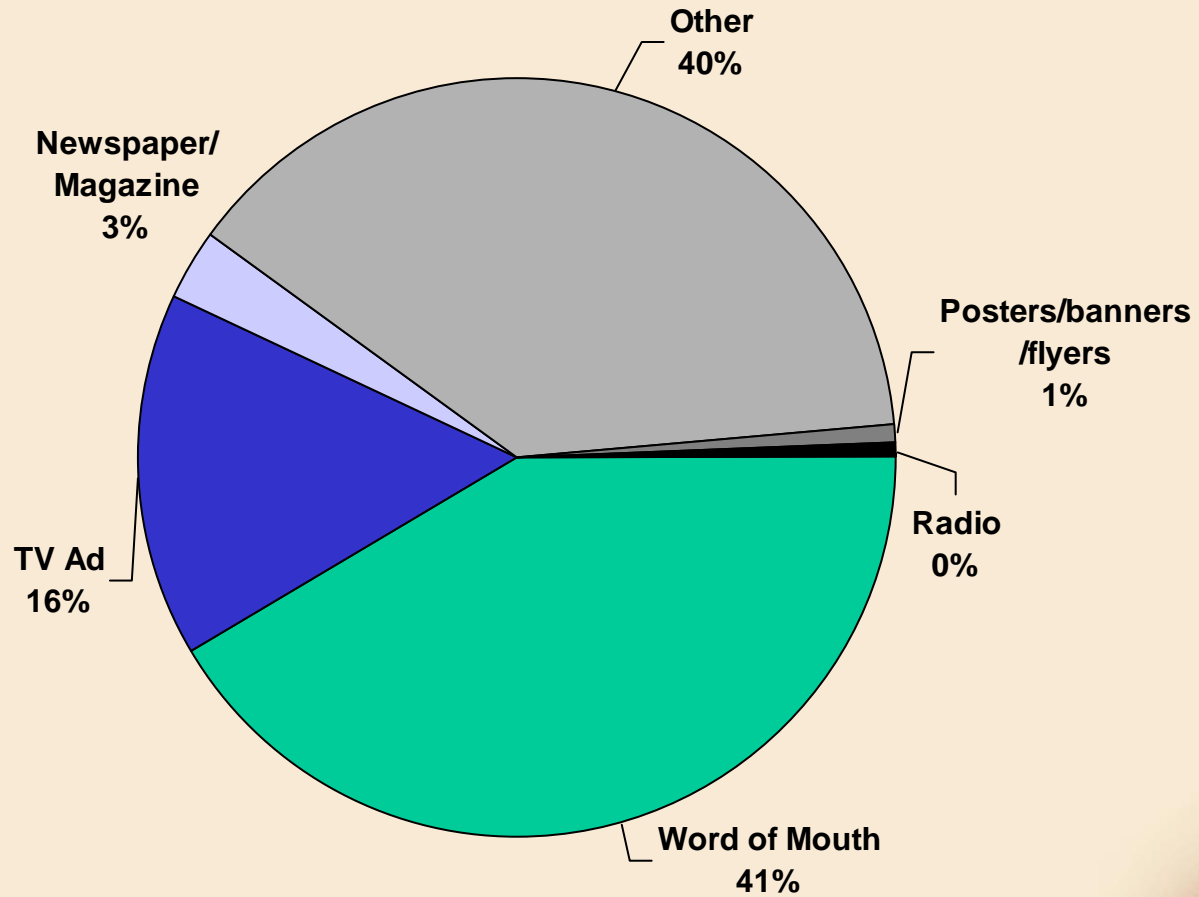
Transport to Event: All



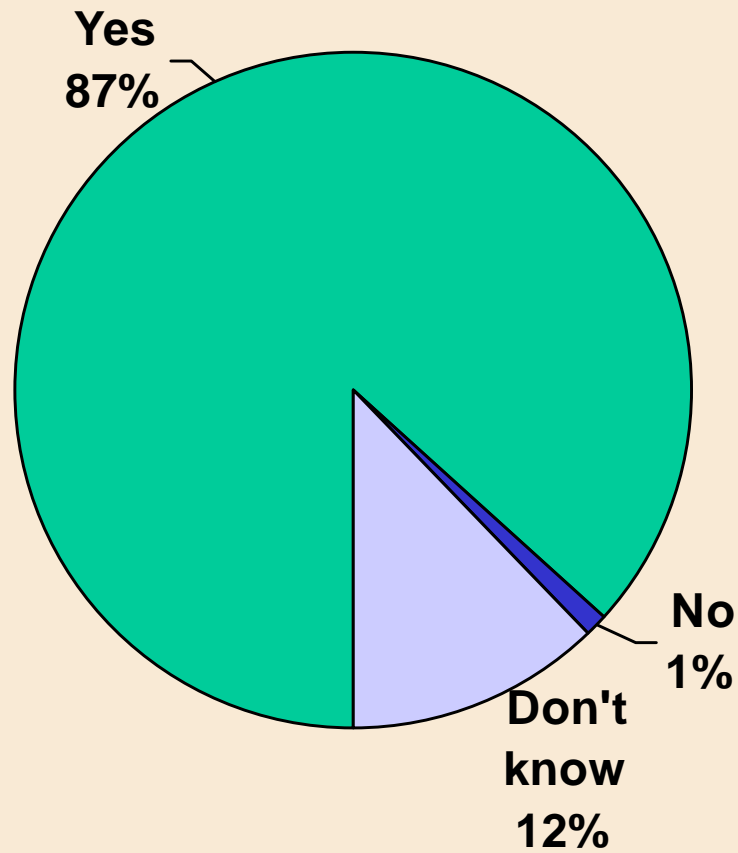
Attend in previous years?



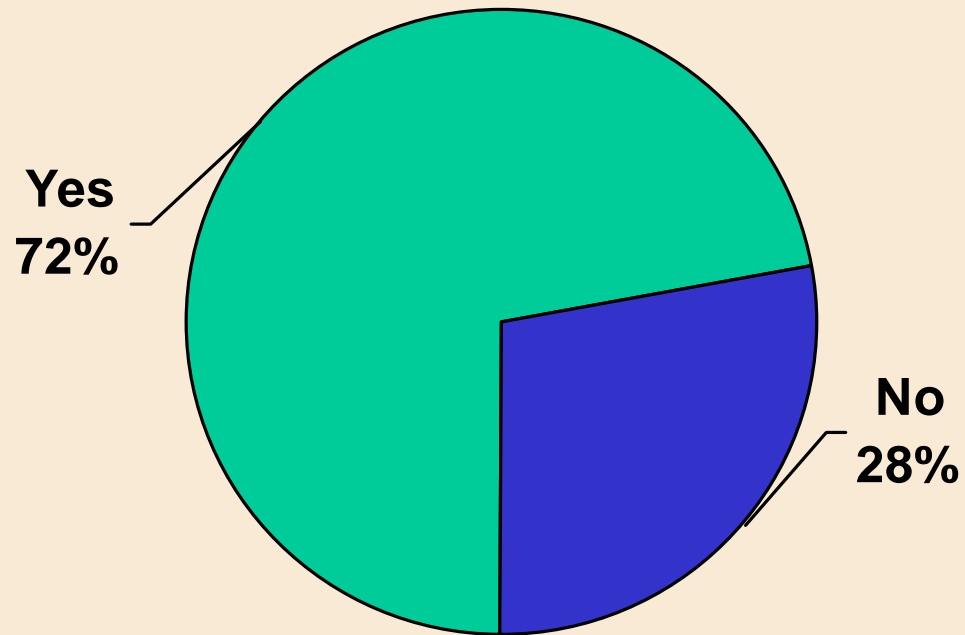
Influenced to attend?



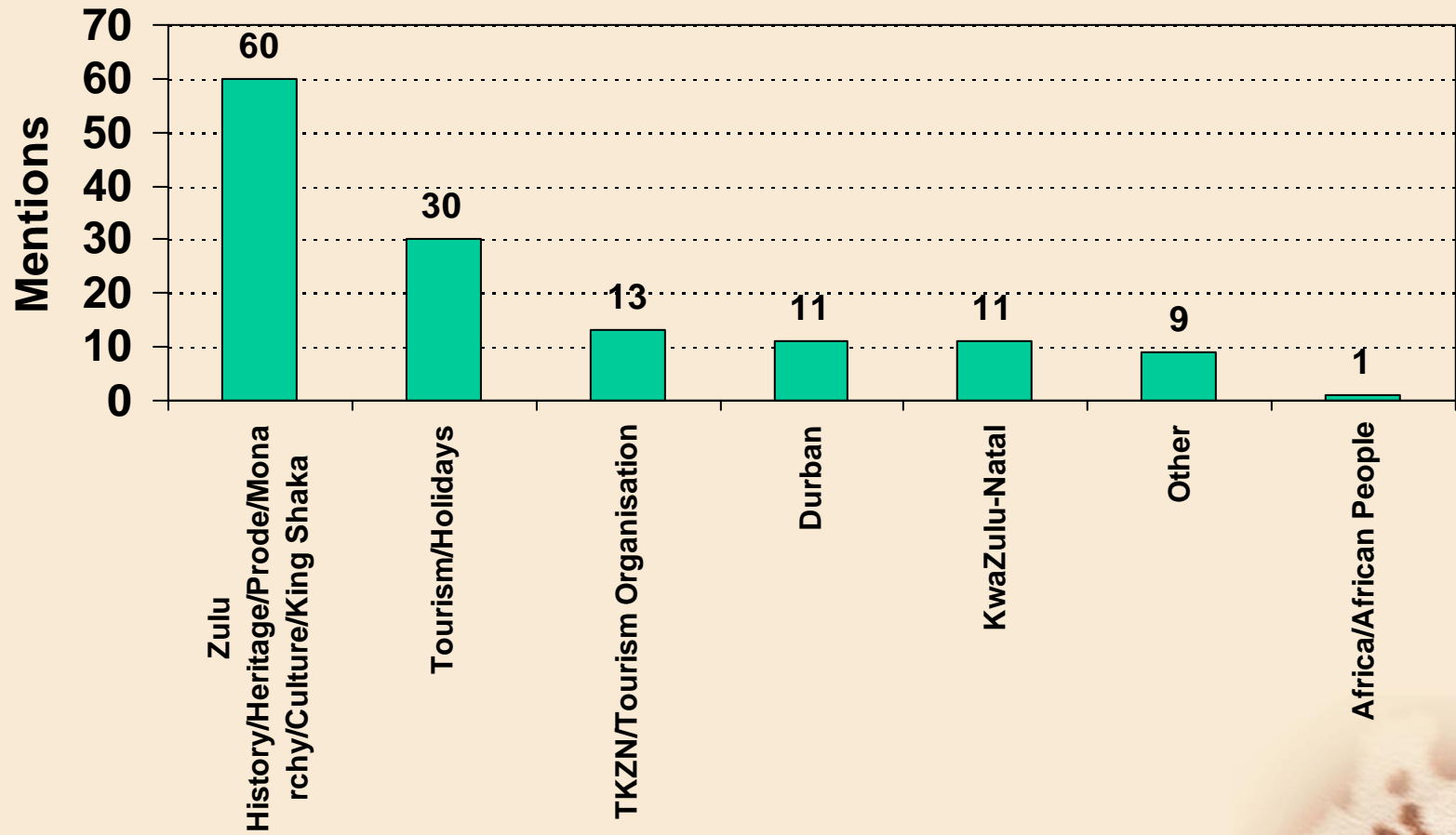
Attend again?



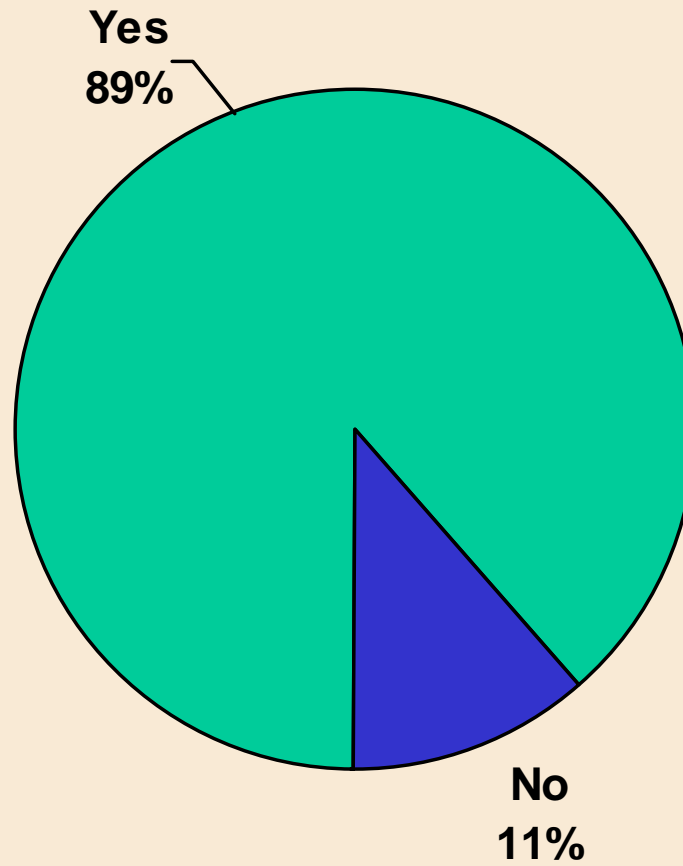
Familiar with Zulu Kingdom slogan?



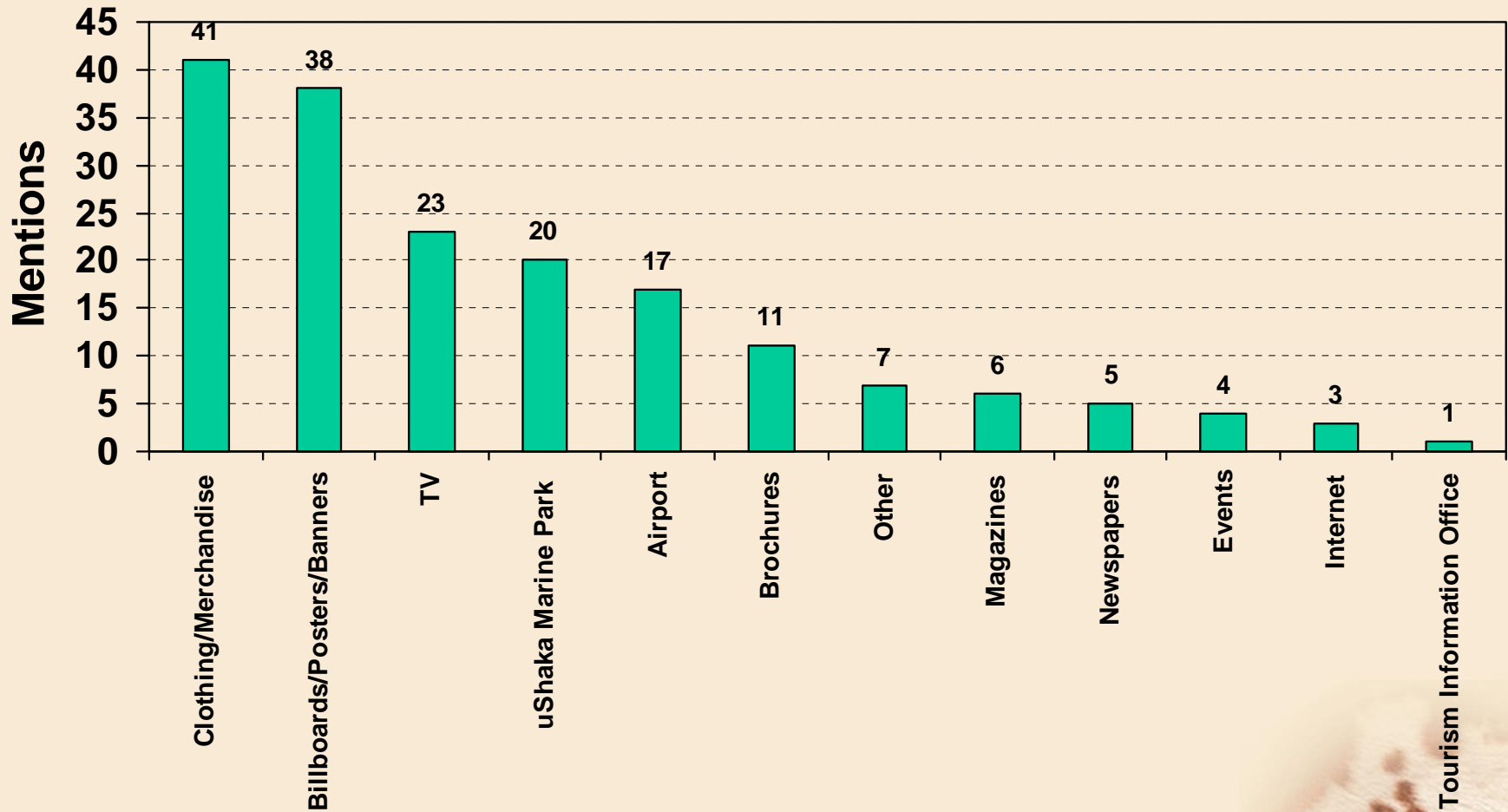
Associations - Zulu Kingdom slogan: Core Mentions



Noted Zulu Kingdom logo?



Where Zulu Kingdom logo noted?



Conclusion/Main Findings

- Based on the results, the event attracts a large proportion of visitors from within KZN and South Africa's key domestic tourism source market of Gauteng.
- There was a notable number of 'out of town' spectators who made use of luxury hotels and B&B establishments
- A large proportion of spectators (87%) indicated that they would attend again, which could be an indication that they were satisfied with the event.
- A significant number of visitors (77%) attended the event previously.
- This study once again emphasized the critical reassuring role which word-of-mouth plays in attracting individuals to tourism related events.
- This is a significant event in terms of KZN, bringing in between R292 and R537million. However, there is still potential to grow the number of out of town spectators through more aggressive marketing campaigns with associated tourism packages.