

Dusi Canoe Marathon 2007: Topline Summary Report



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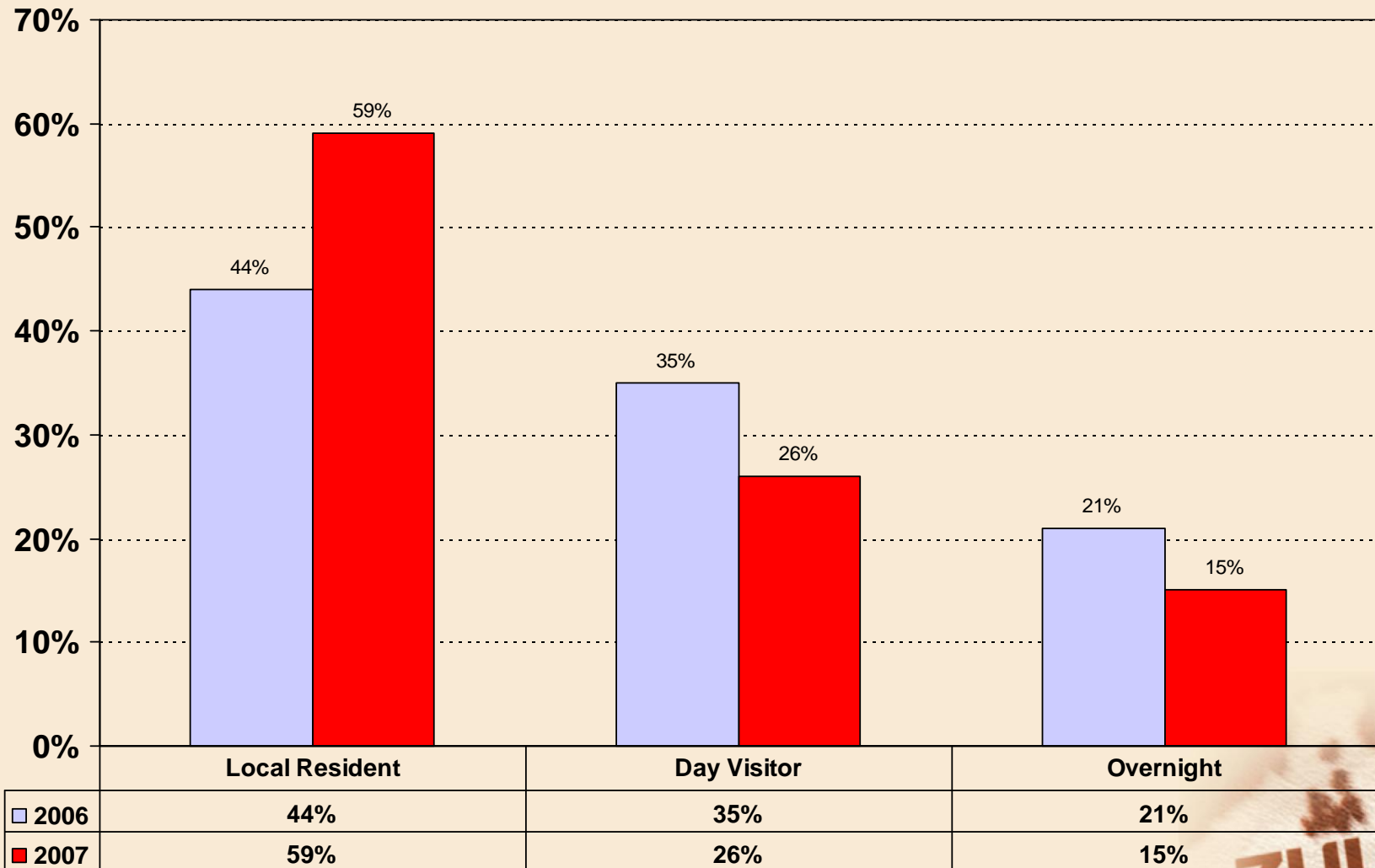


Methodology

- Face to face survey with a probability sample of 214 respondents
- Respondents randomly selected at key spectator points along the route throughout each day during the three days of the event.

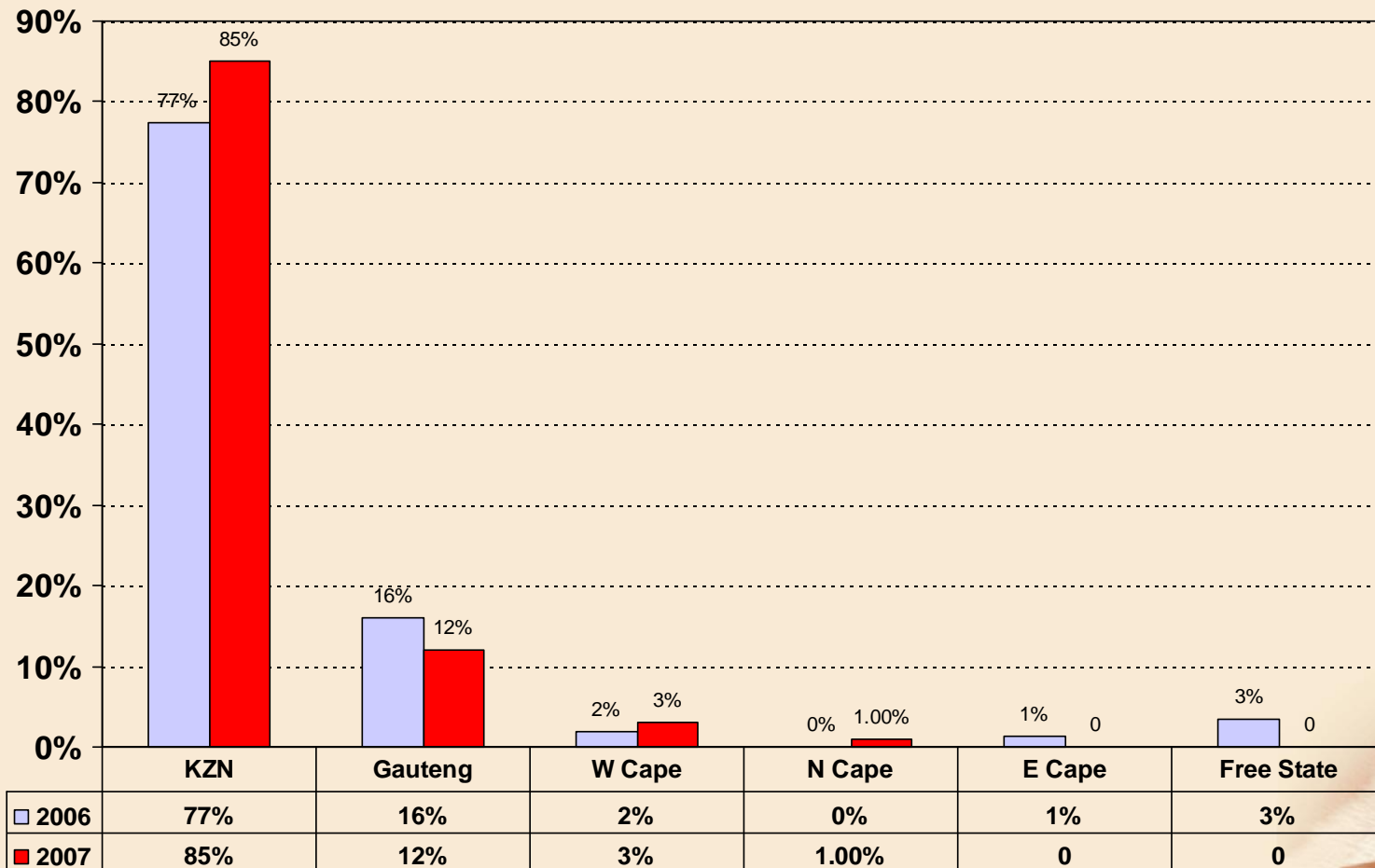


Nature of Dusi Canoe Marathon Spectators and Participants – Residents vs Visitors



Nature of Dusi Canoe Marathon Spectators and Participants

Non-residents: South Africa Province of Residence

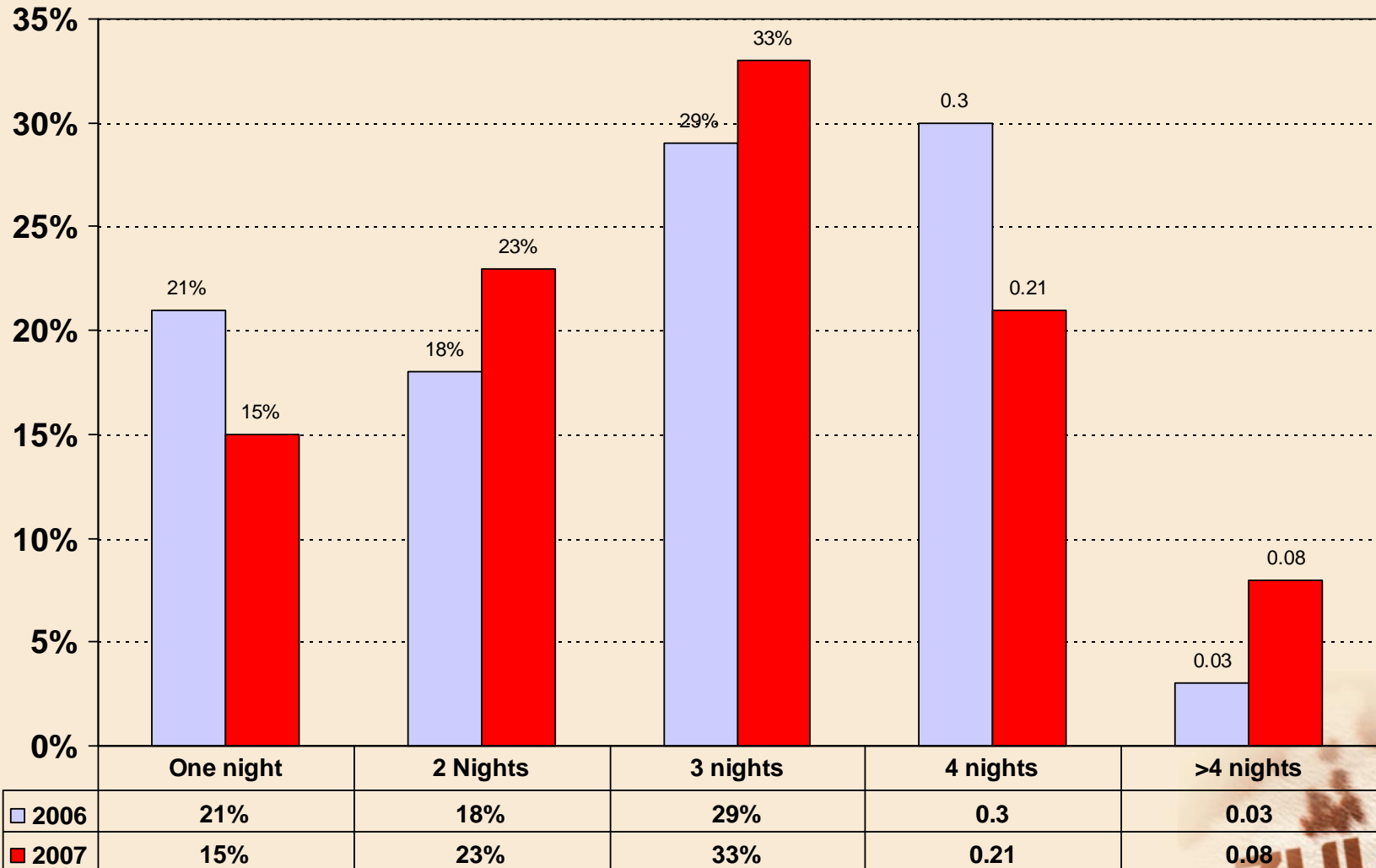


Estimated Economic Impact

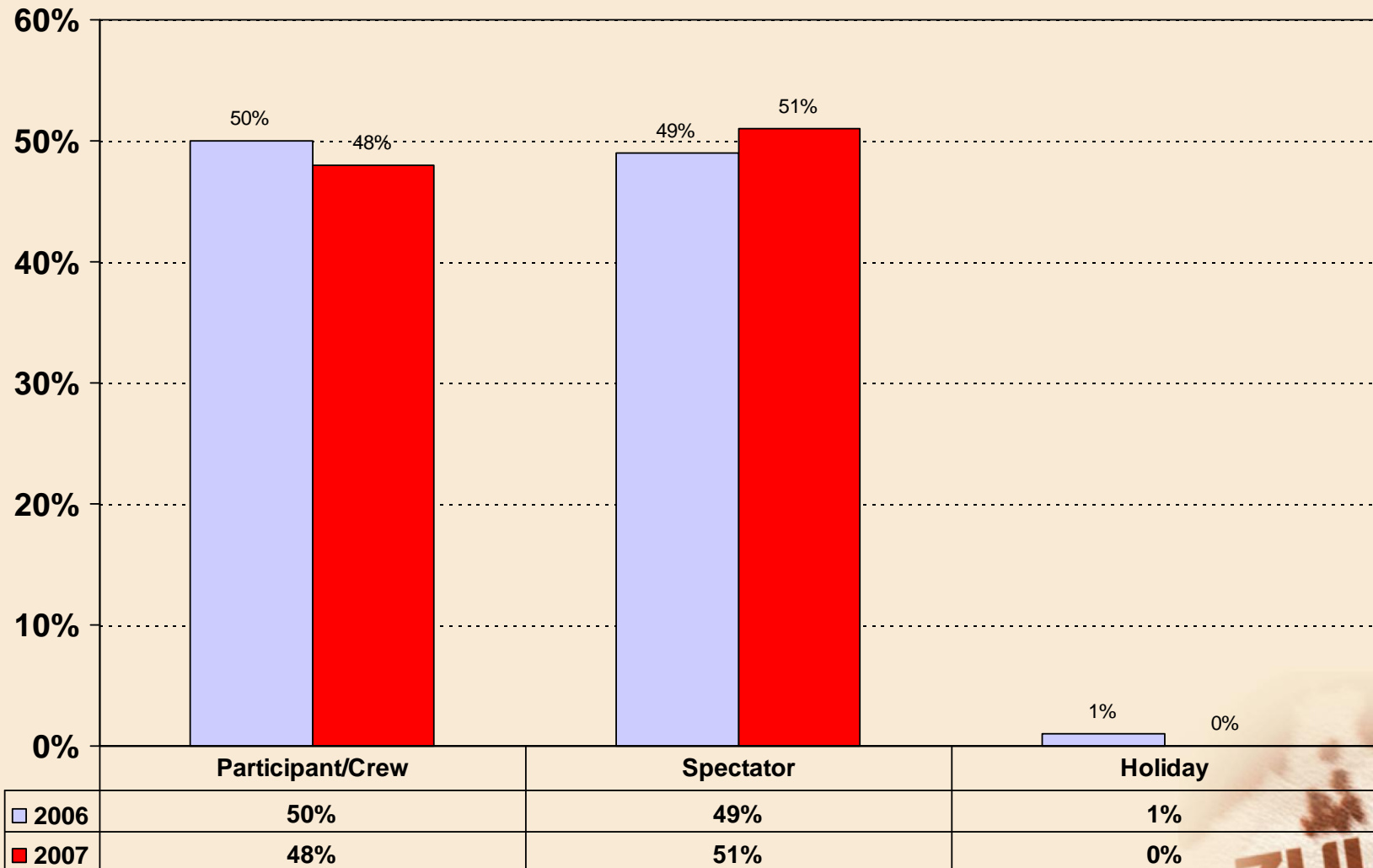
- Non-resident overnight visitors spend R1 087.22
- Resident average spend R 616.39
- Total average spend R1 011.01
(2006=R751.01)
- Direct Impact – based on an estimated 30 000 spectators + 1 840 participants: R32.2mn
- Total Impact based on a multiplier of 1.42: **R45.7mn**



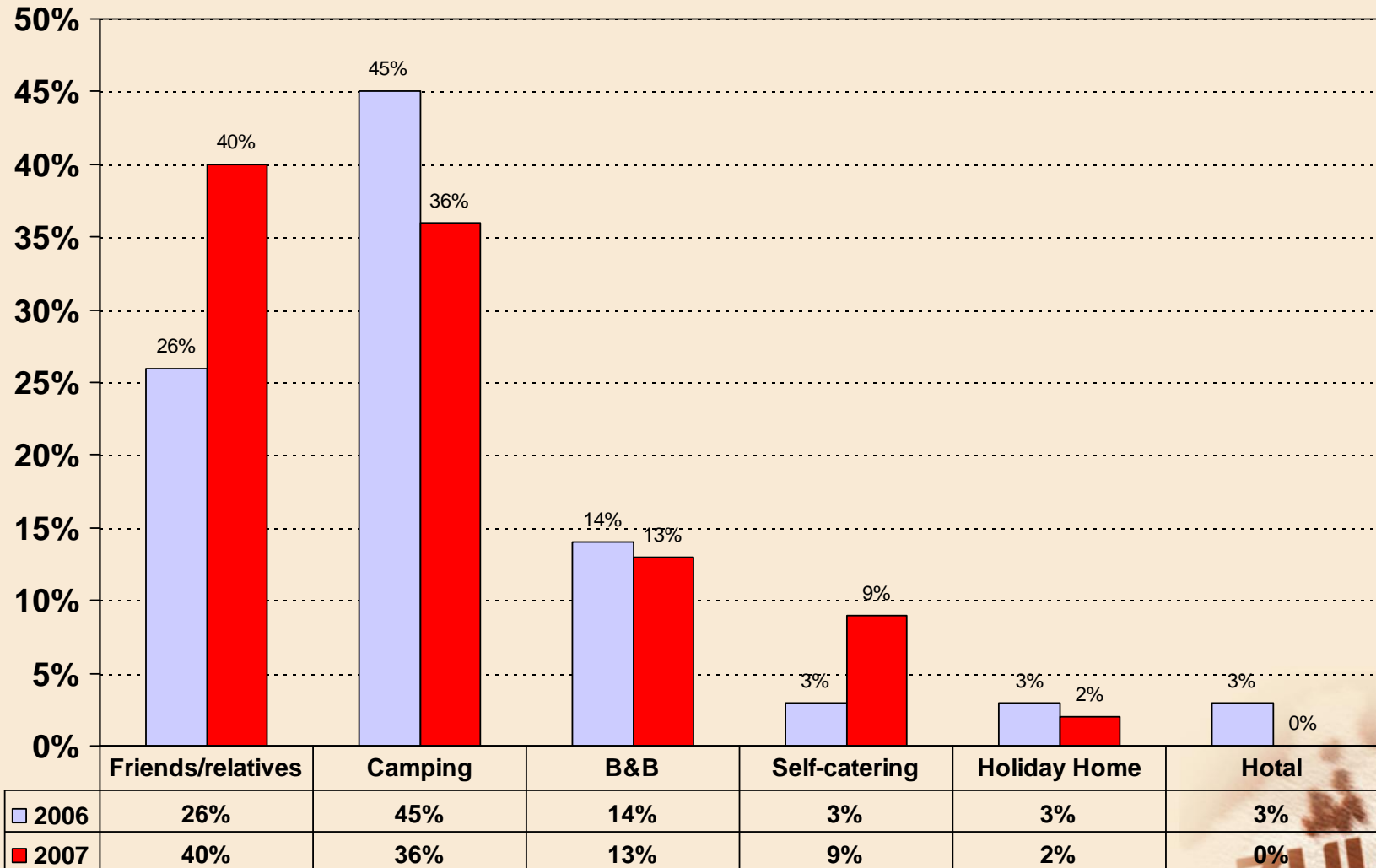
Length of Stay



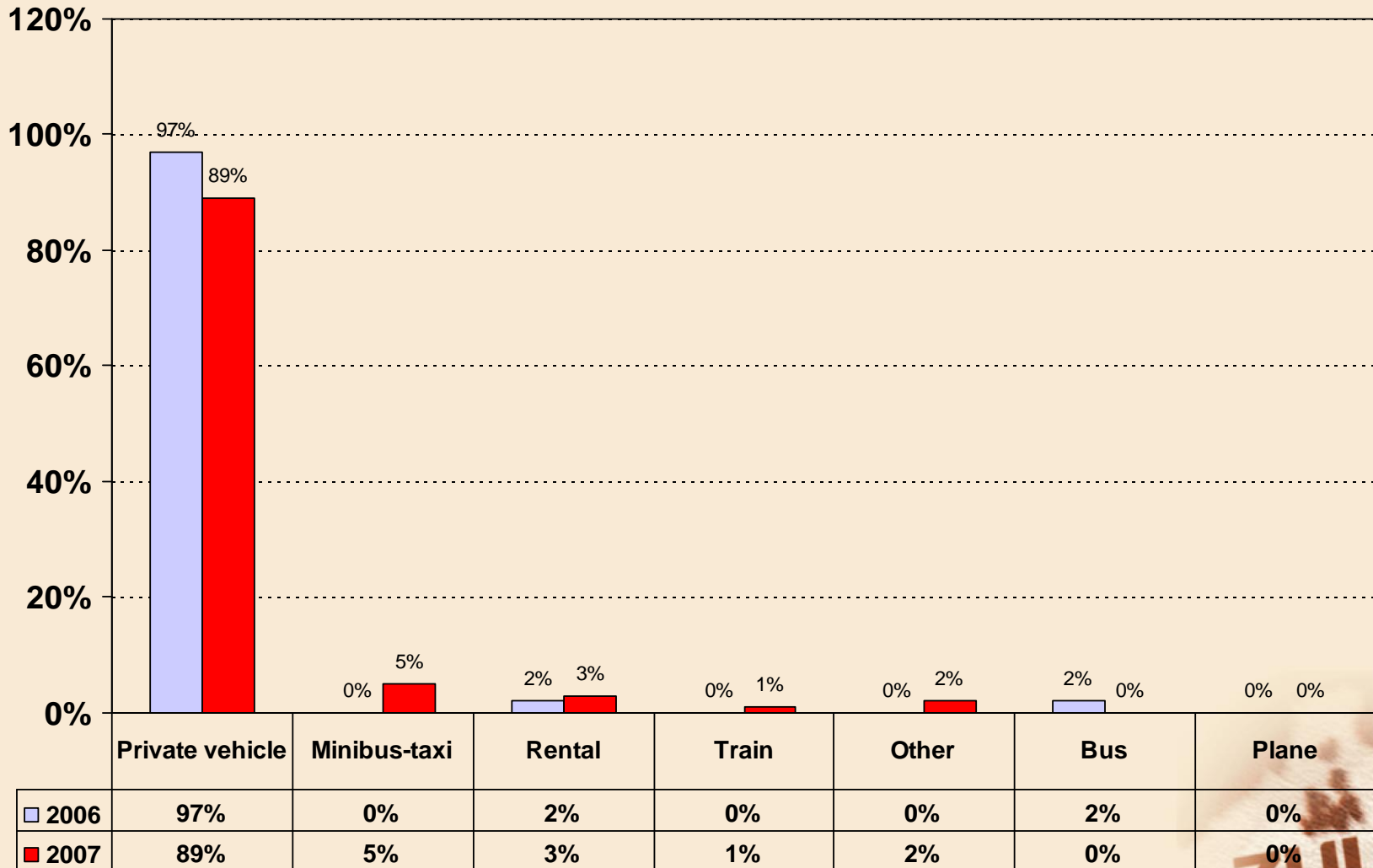
Primary reason for visiting area where event is taking place



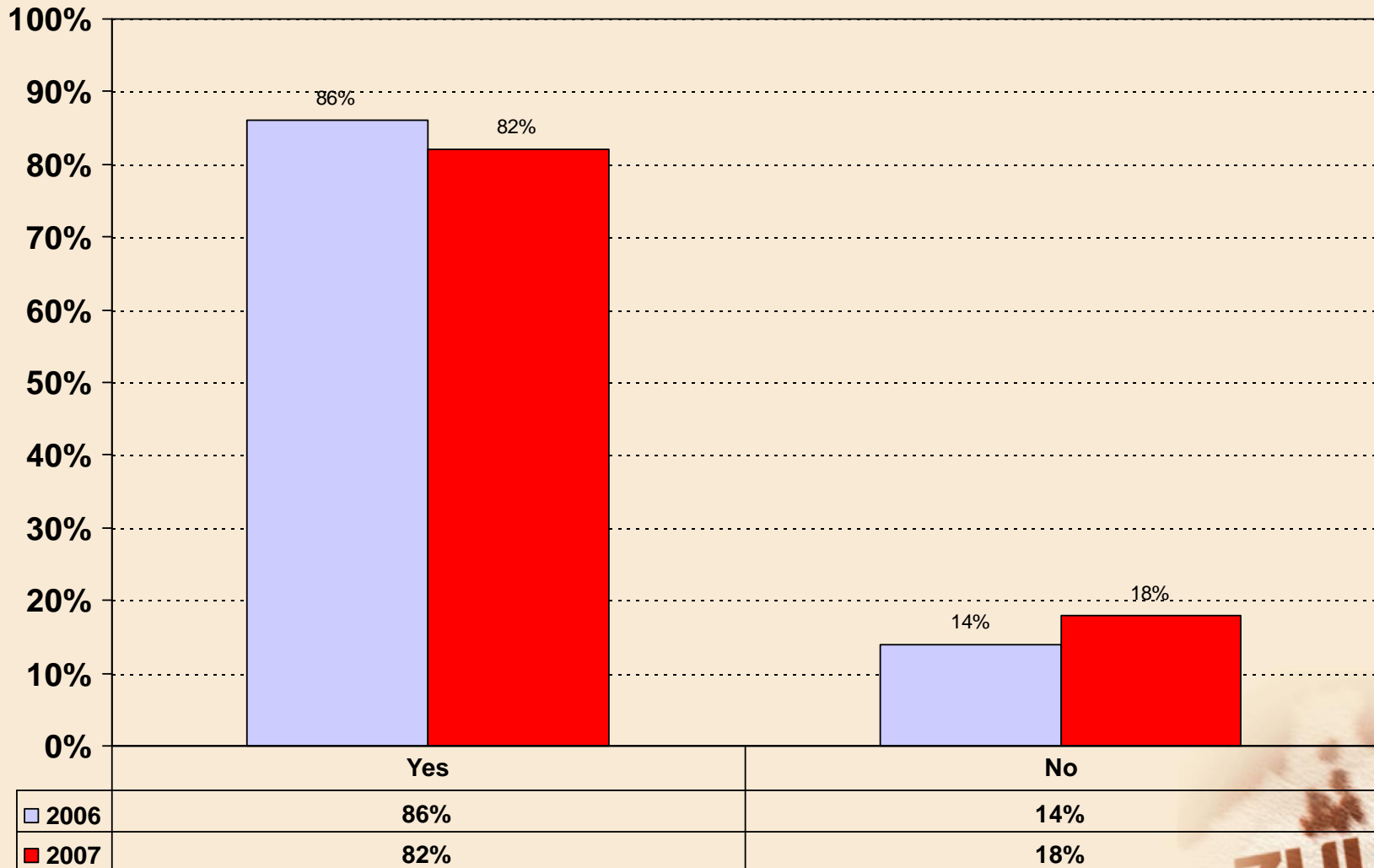
Accommodation: non-residents



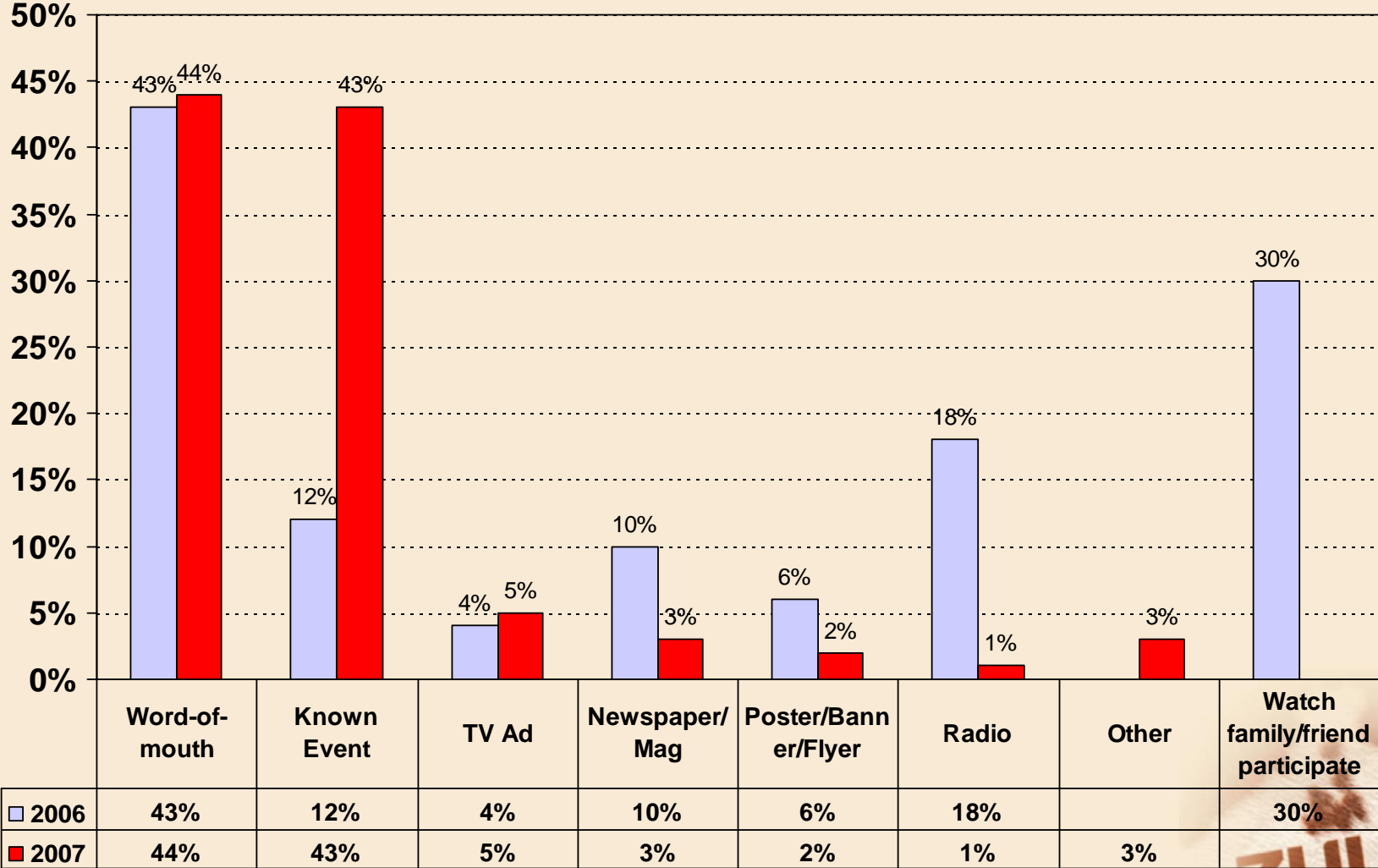
Transport to Event: non-residents



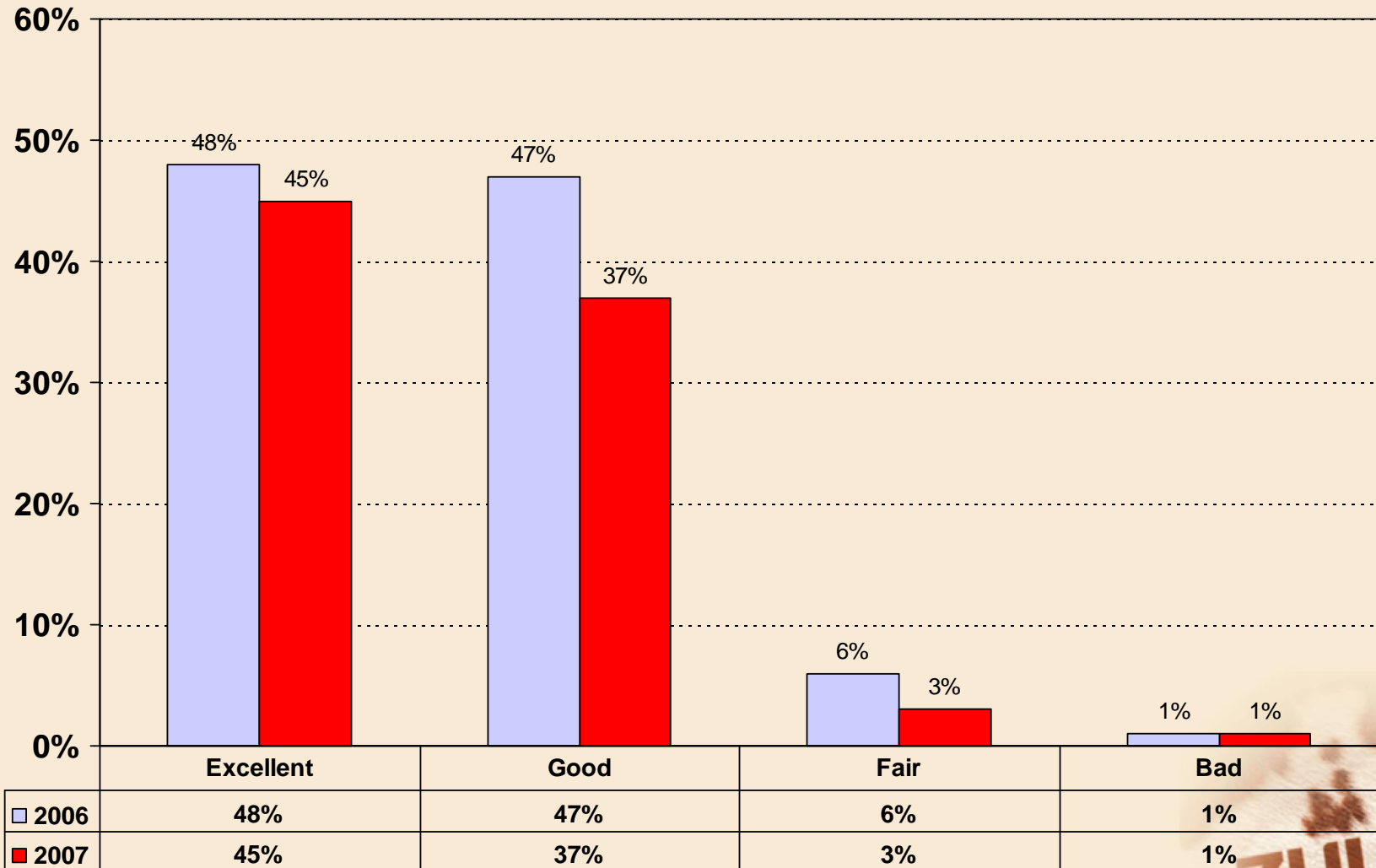
Attend in previous years?



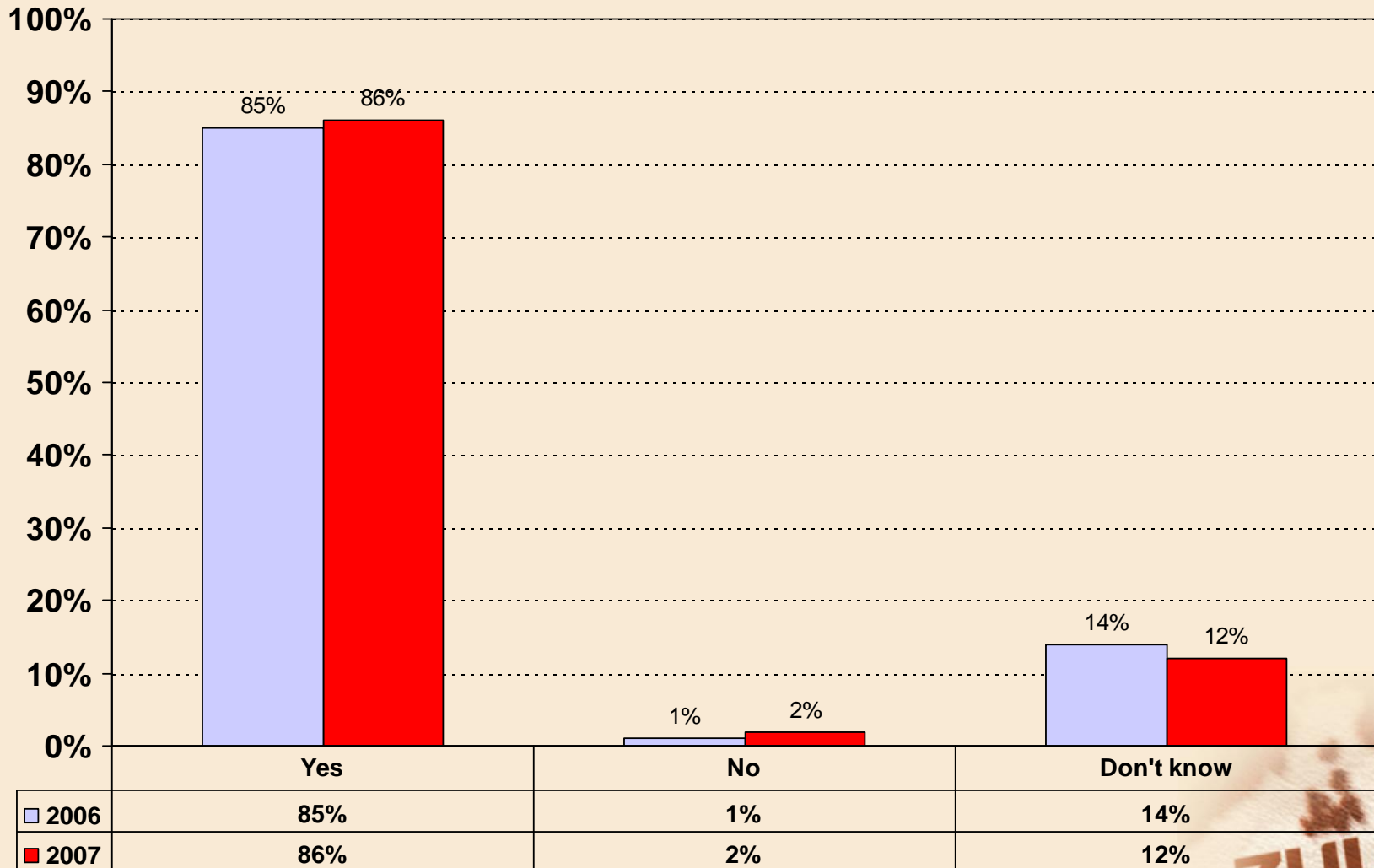
Influenced to attend?



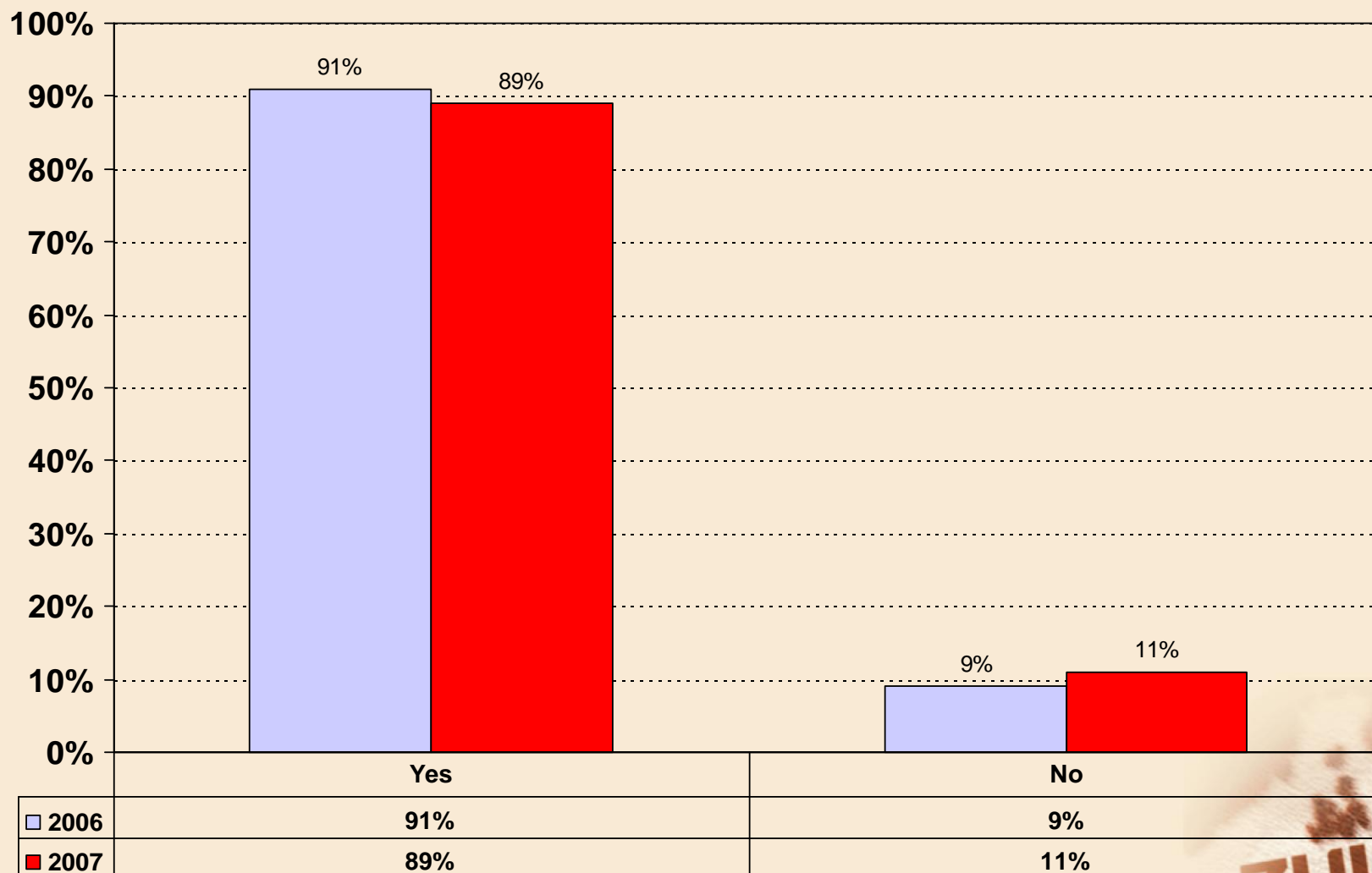
Experience?



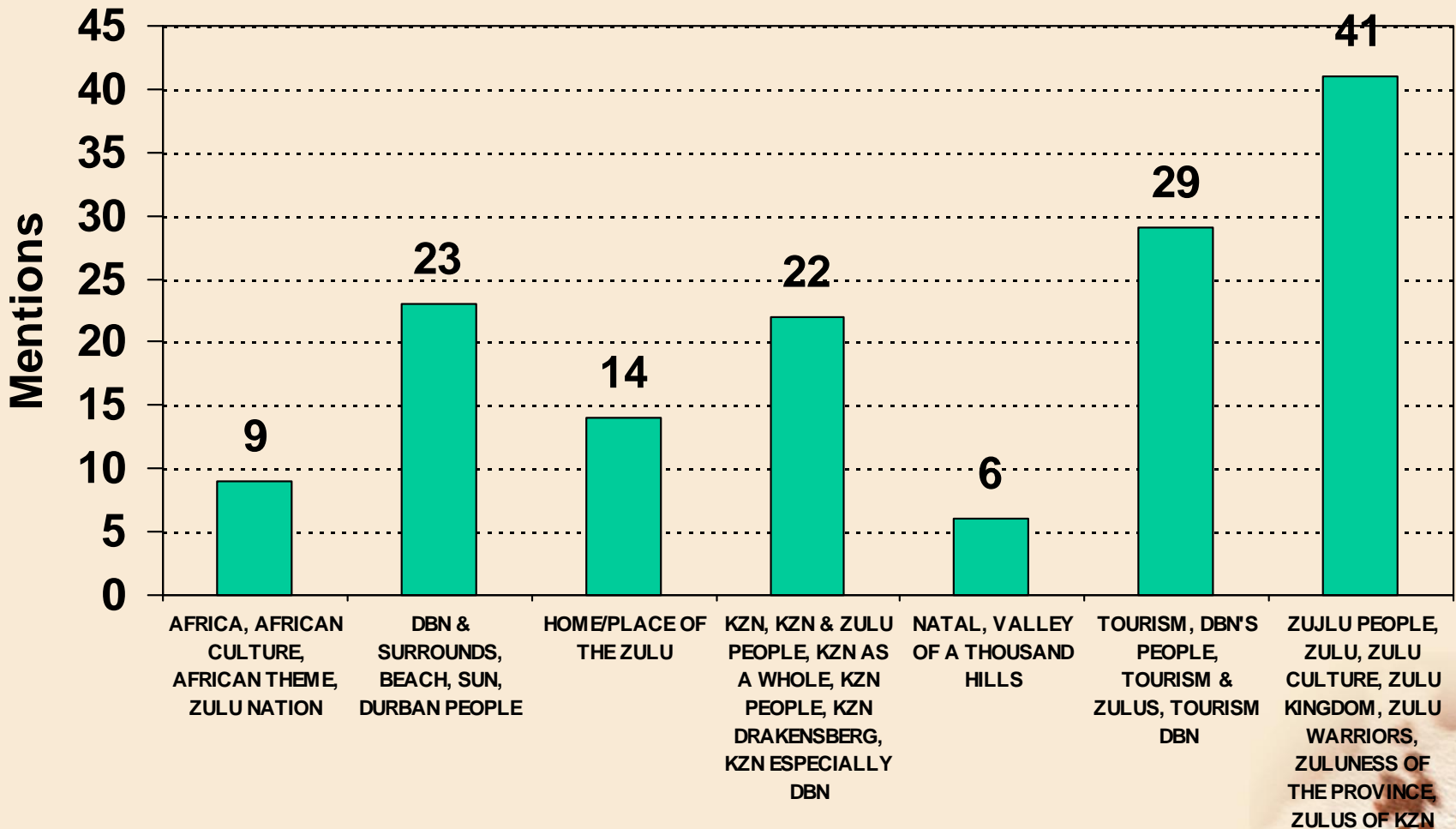
Attend again?



Familiar with Zulu Kingdom slogan?



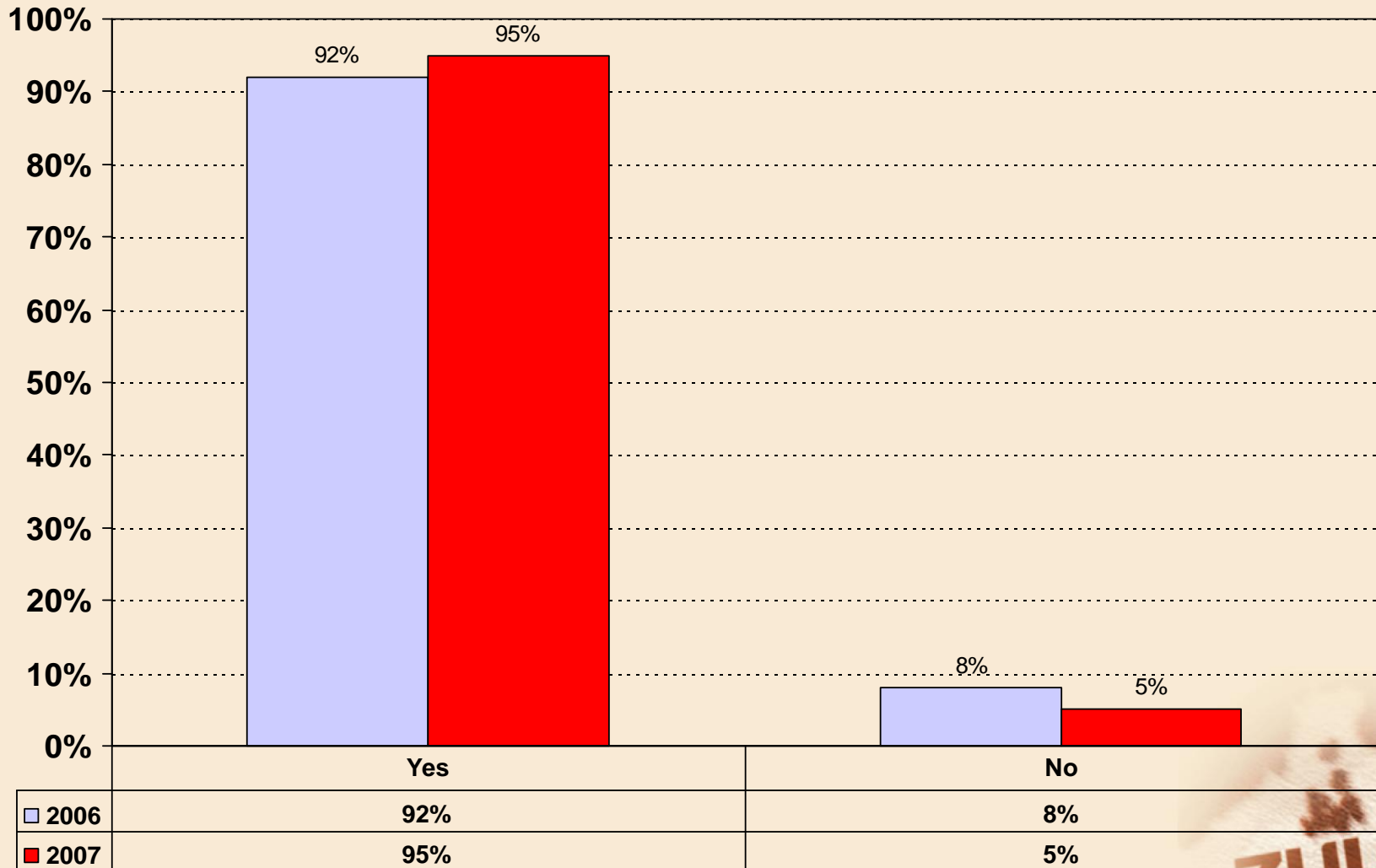
Associations - Zulu Kingdom slogan: Core Mentions



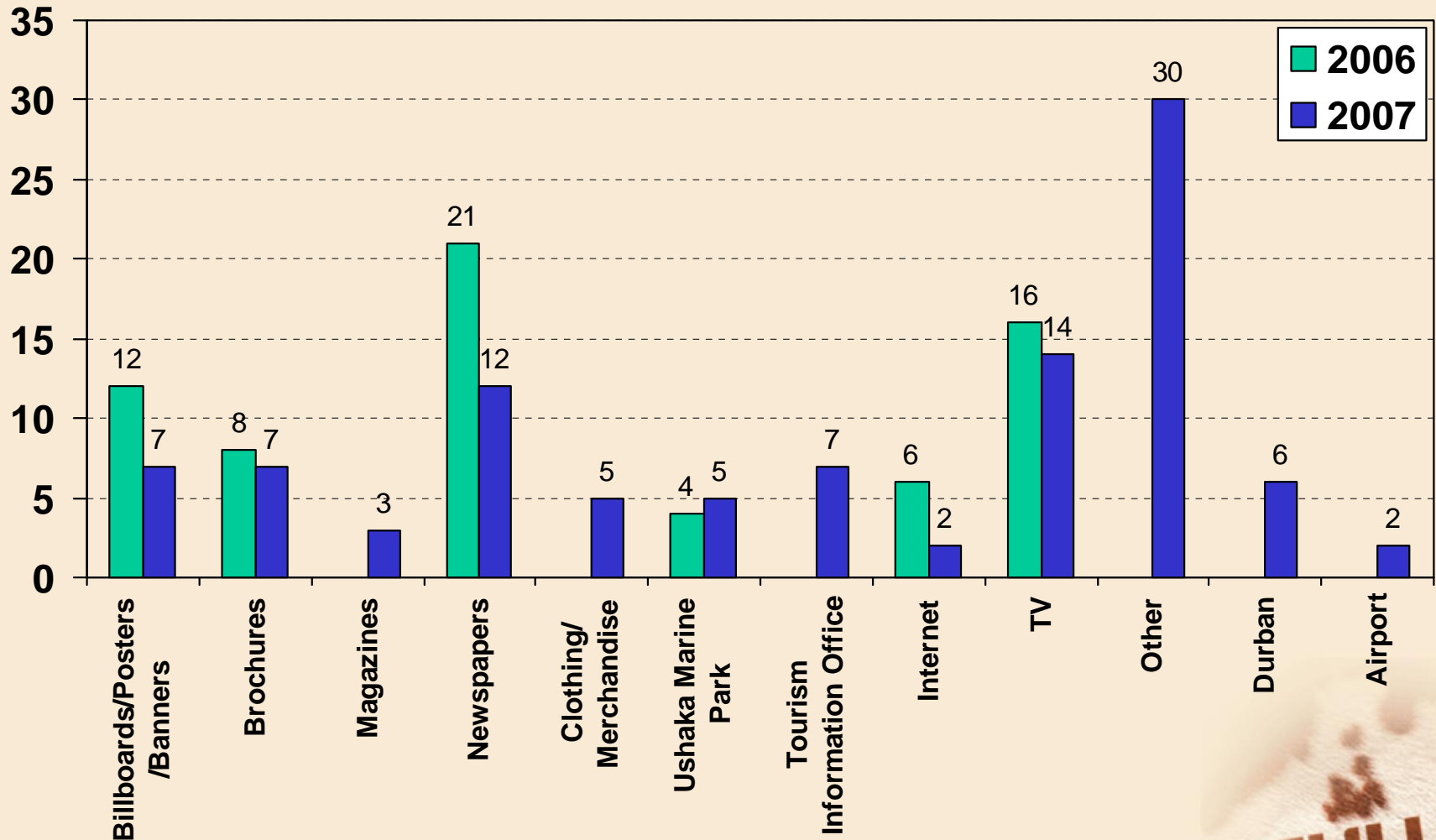
Associations - Zulu Kingdom slogan: Core Mentions

	2006	2007
AFRICA, AFRICAN CULTURE, AFRICAN THEME, ZULU NATION	44	9
DBN & SURROUNDS, BEACH, SUN, DURBAN PEOPLE		23
HOME/PLACE OF THE ZULU		7
KZN, KZN & ZULU PEOPLE, KZN AS A WHOLE, KZN PEOPLE, KZN DRAKENSBERG, KZN ESPECIALLY DBN	39	22
NATAL, VALLEY OF A THOUSAND HILLS		6
TOURISM, DBN'S PEOPLE, TOURISM & ZULUS, TOURISM DBN		29
ZULU PEOPLE, ZULU, ZULU CULTURE, ZULU KINGDOM, ZULU WARRIORS, ZULUNESS OF THE PROVINCE, ZULUS OF KZN	30	41

Noted Zulu Kingdom logo?



Where Zulu Kingdom logo noted?



Suggested Improvements?

	2006	2007
Suggestion		Mentions
Organisation/Co-ordination		3
Parking	26	3
Traffic control		2
Entertainment/bars	8	9
Free drinks		1
Early notice of event / advertising		12
Toilets/showers/sanitation		25
Accommodation closer to venue		1
Other		5
More facilities, water, braais	10	3
Improve start area		4
Better directions/signage	24	
Security	8	7