

Dusi Canoe Marathon 2008: Topline Summary Report



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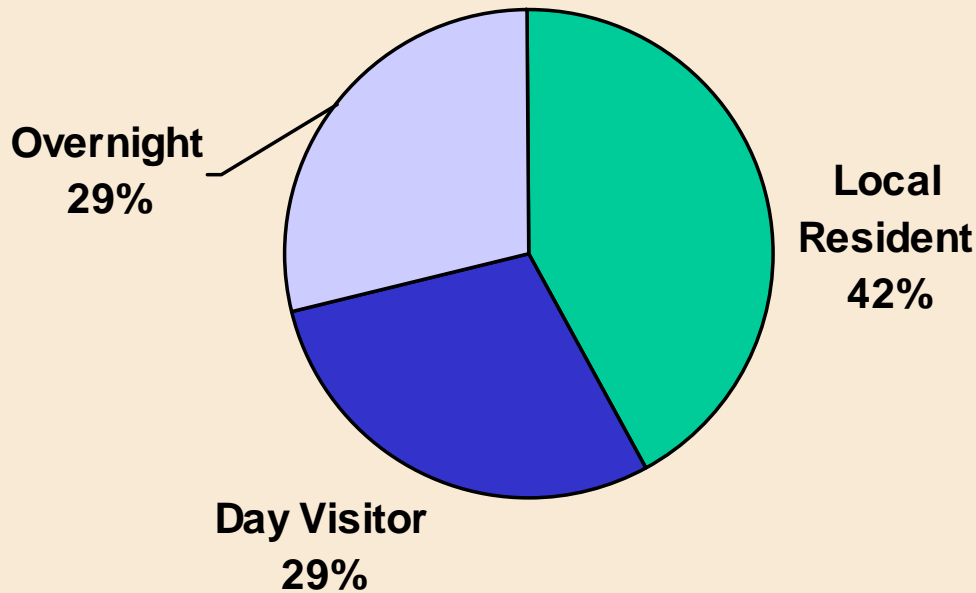
Methodology

- Face to face survey with a probability sample of 191 respondents
- Respondents systematically selected by hour during the period of the event.

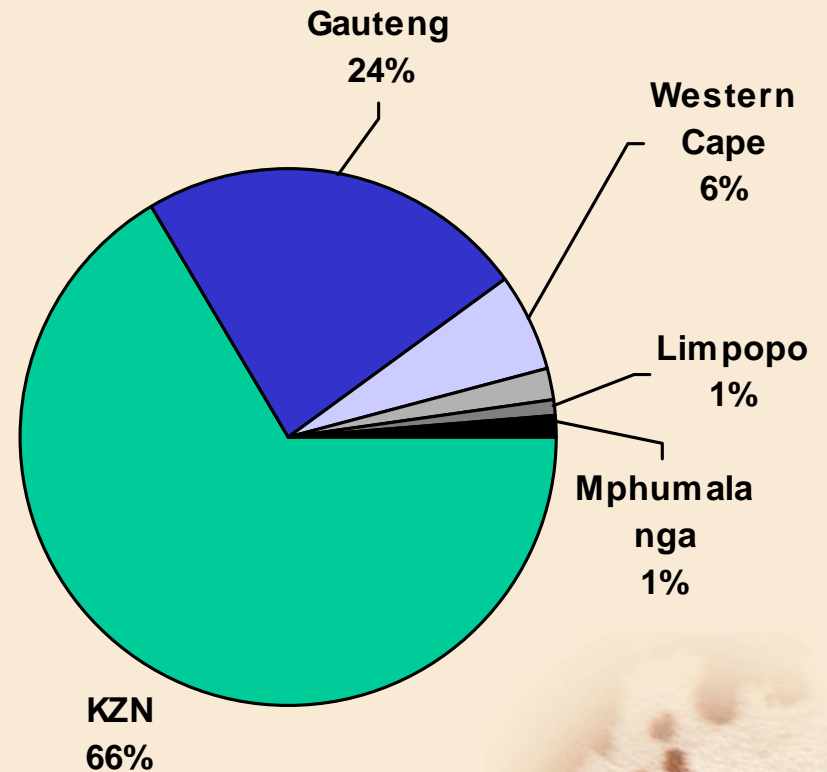


Nature of Dusi Canoe Marathon Spectators and Participants

Residents vs Visitors



Province of Residence



Estimated Economic Impact

Attendance:

- Participants: 2 000, Mean Spend R2 092.60, Std Deviation R2 469.20, Standard Error (\pm) 529.40
- Estimated Spectators: 20,000:
- Local Resident Spectators: 60% = 11,920 , Mean Spend R216.40 (excluded high spend on transport R1000+), Std Dev R277.50, Standard Error (\pm) R89.96
- Day Visitor: 33.7% = 6 740, Mean Spend R580.90 (excluded spectators who had spent money on accommodation speak to Wayne) Standard deviation R840.70, Standard Error (\pm) 355
- Overnight Visitor: 6.7% = 1 340, Mean Spend R2 480 (very small sample, excluded records with no spend)
- Total number of people: \pm 22 000

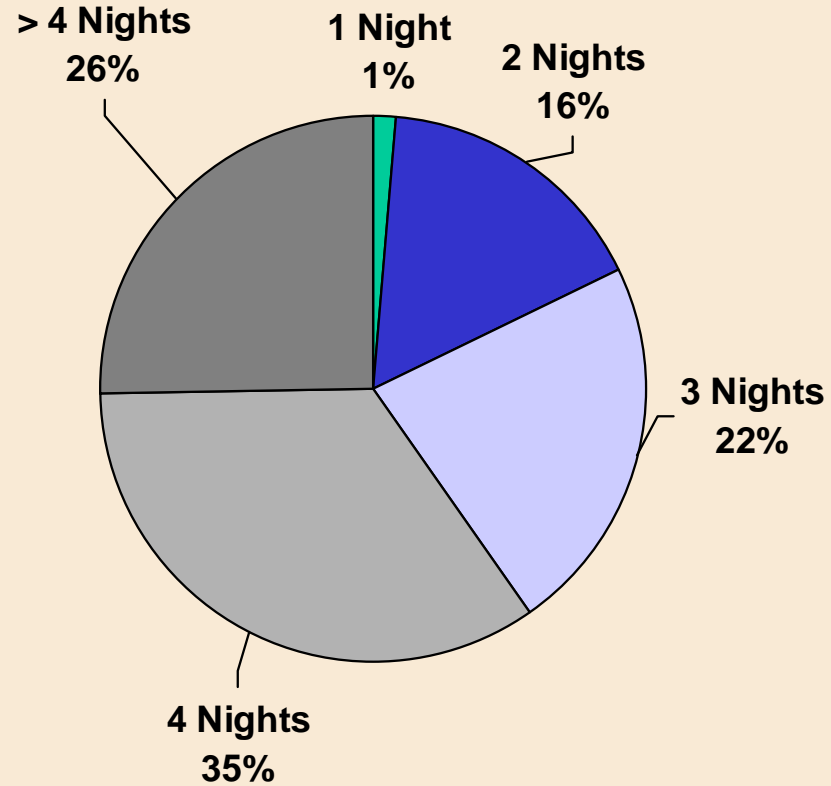
Spend (95% confidence interval):

- Participants: At least R3,126, 04.80 and as much as R5,243,995.20
- Local Residents: R1,507,223.21 and as much as R3,6517,52.79
- Day Visitors: At least R1,522,589.59 and as much as R6,307,942.41
- Overnight Visitors: At least R3,323,200.00

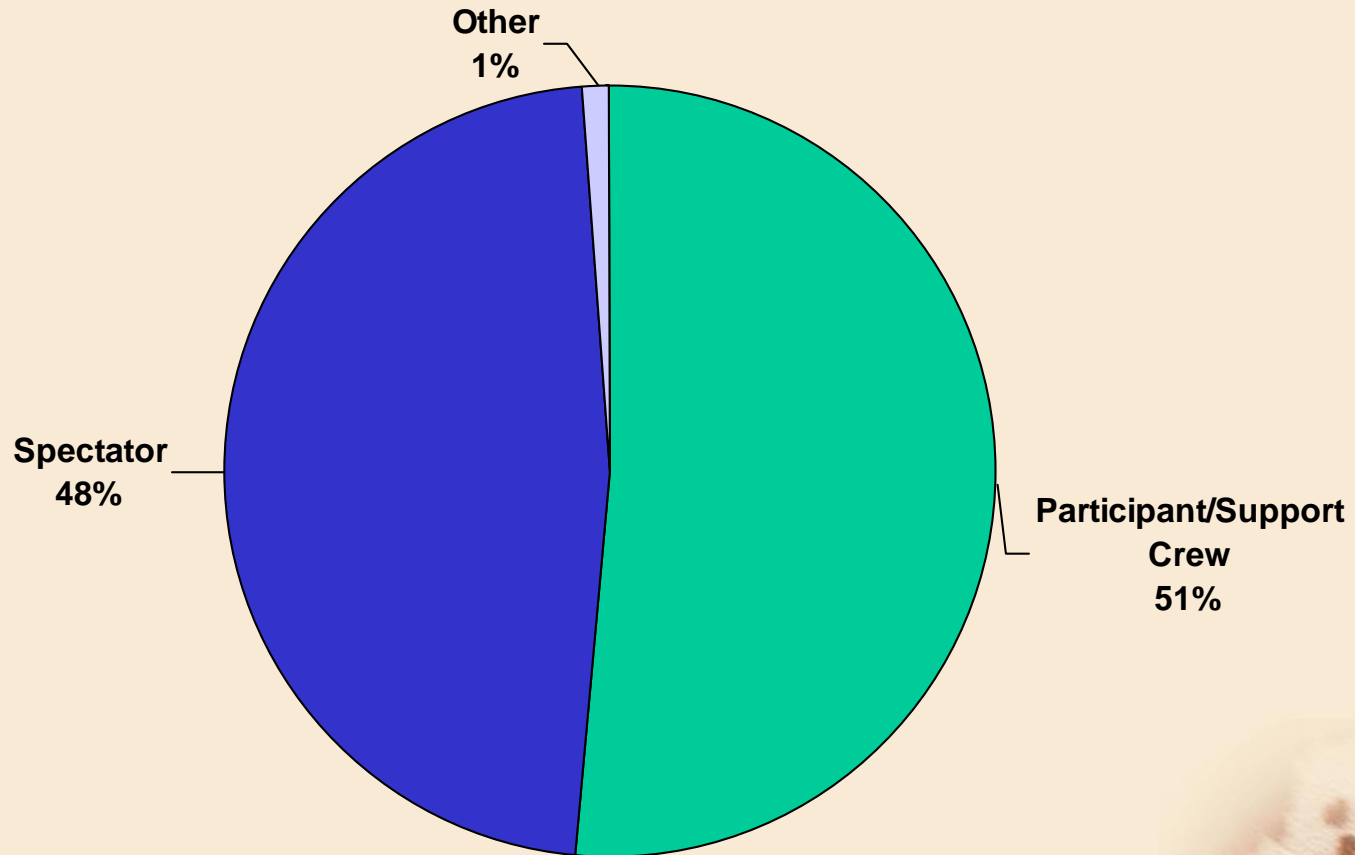
Total Average Spend – **At least R9,479,417.60 and as much as R18,526,890.40**

Total Impact based on a multiplier of 1.42: **At least R13,5 mn and as much as R26.3mn**

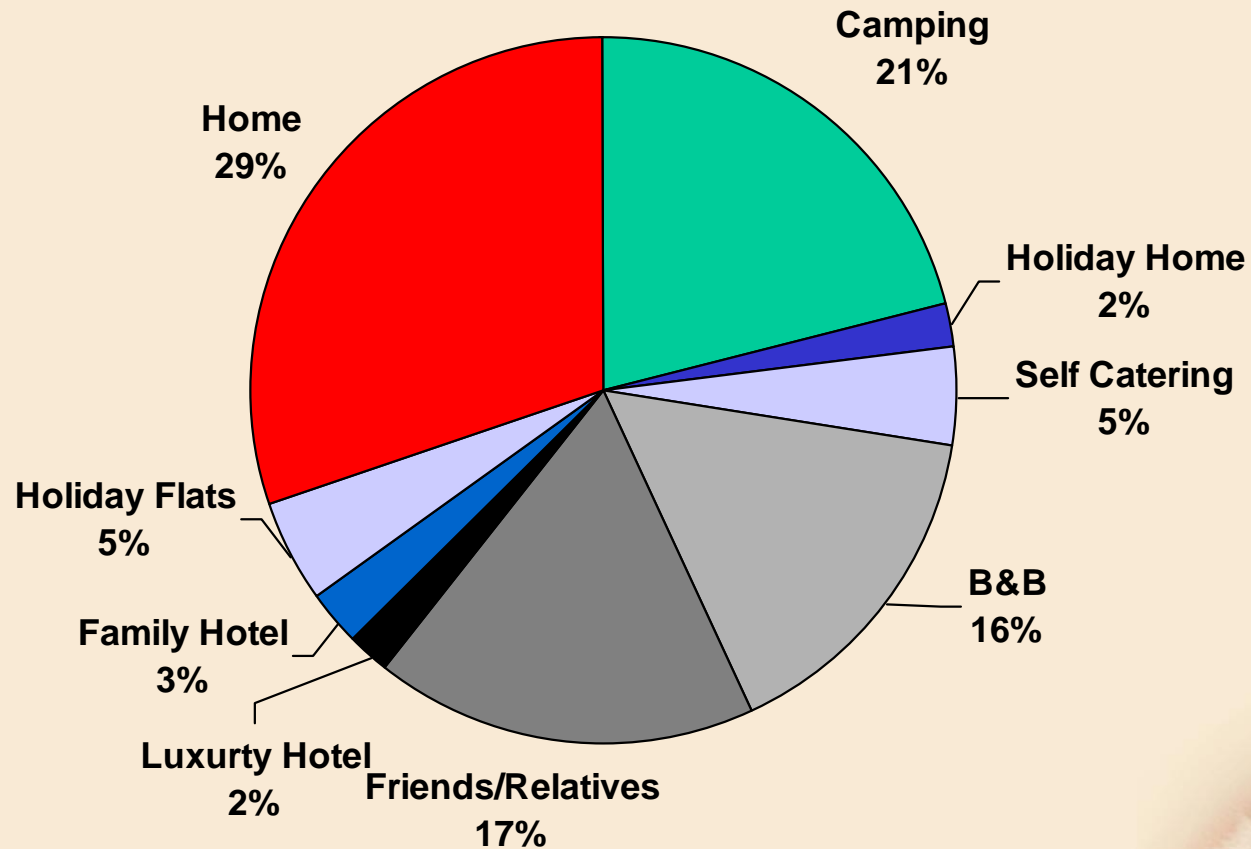
Length of stay



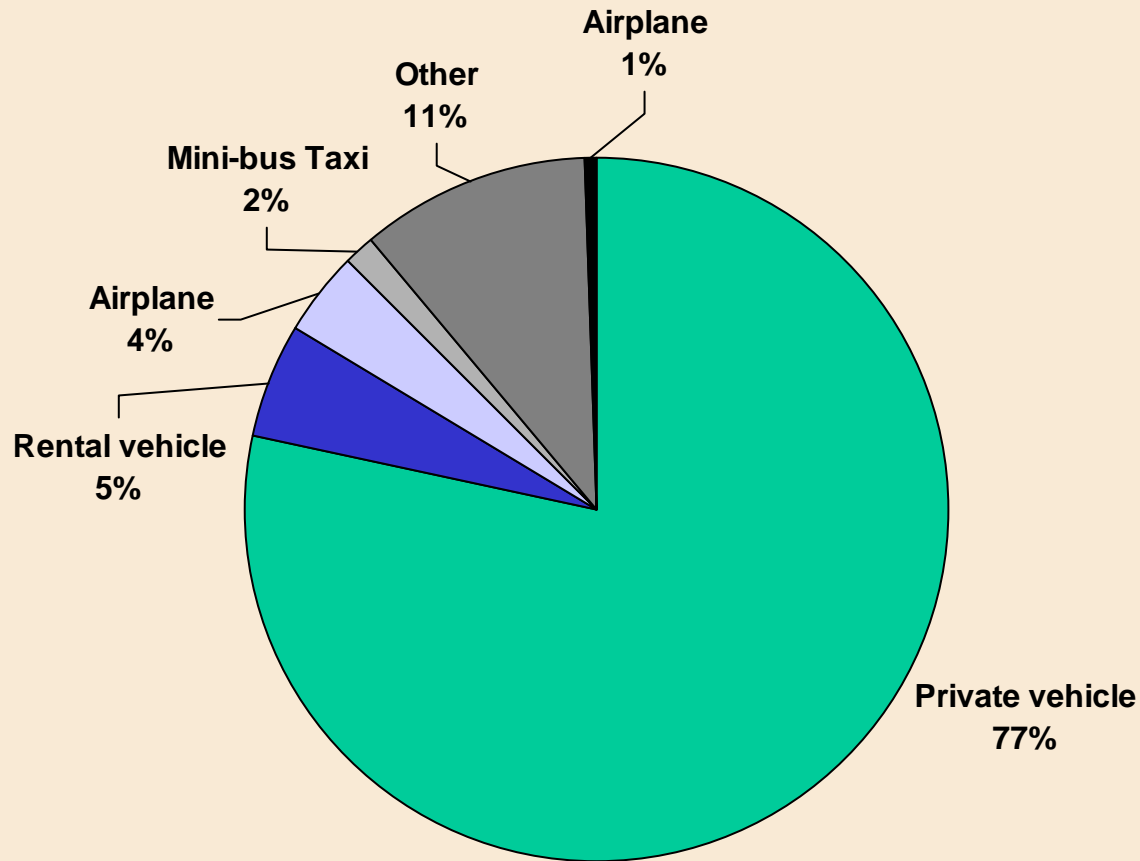
Primary reason for visiting area where event is taking place?



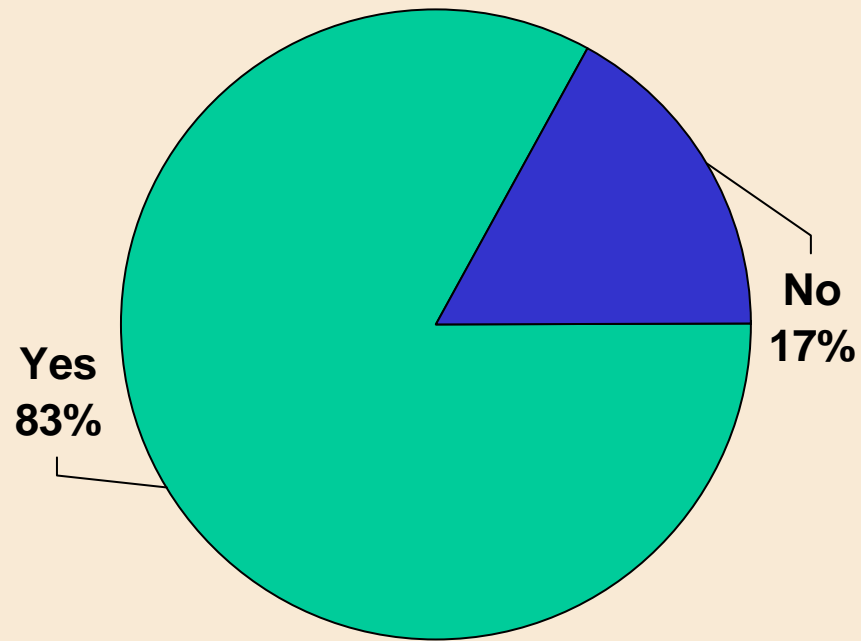
Accommodation: non-residents



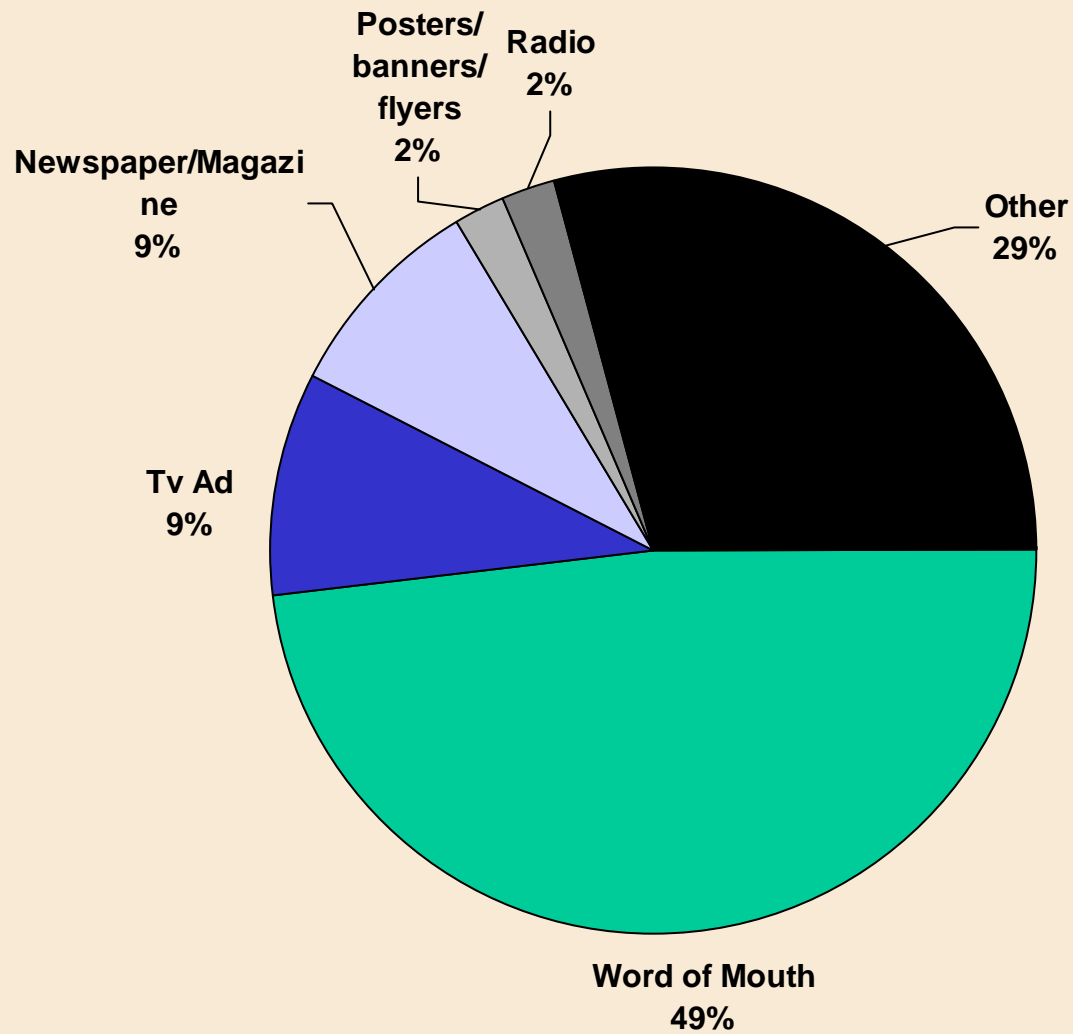
Transport to Event: non-residents



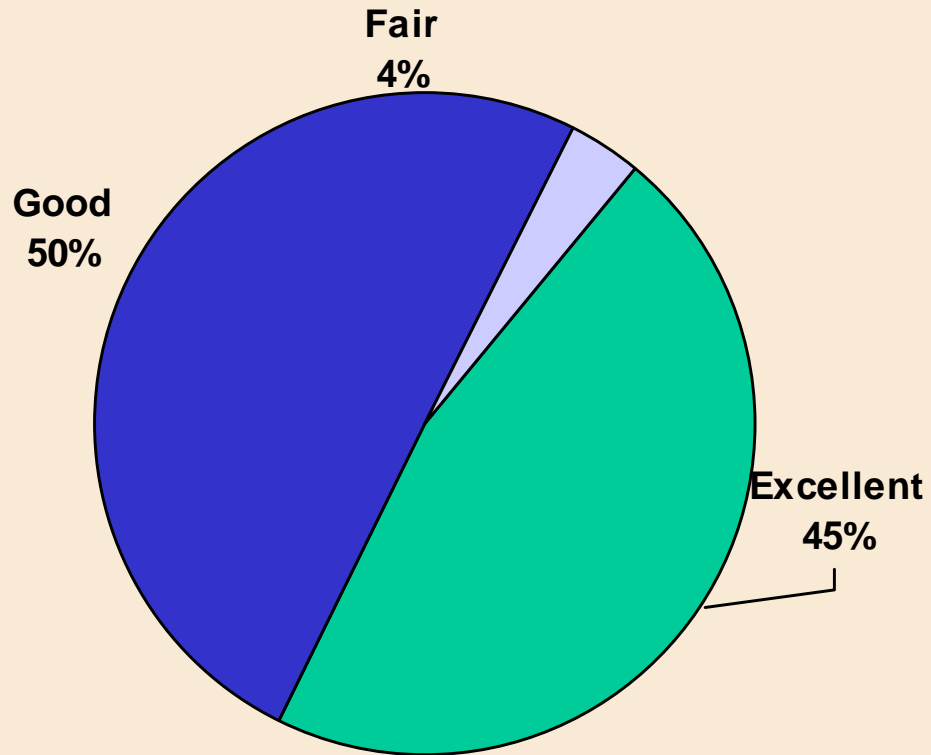
Attend in previous years?



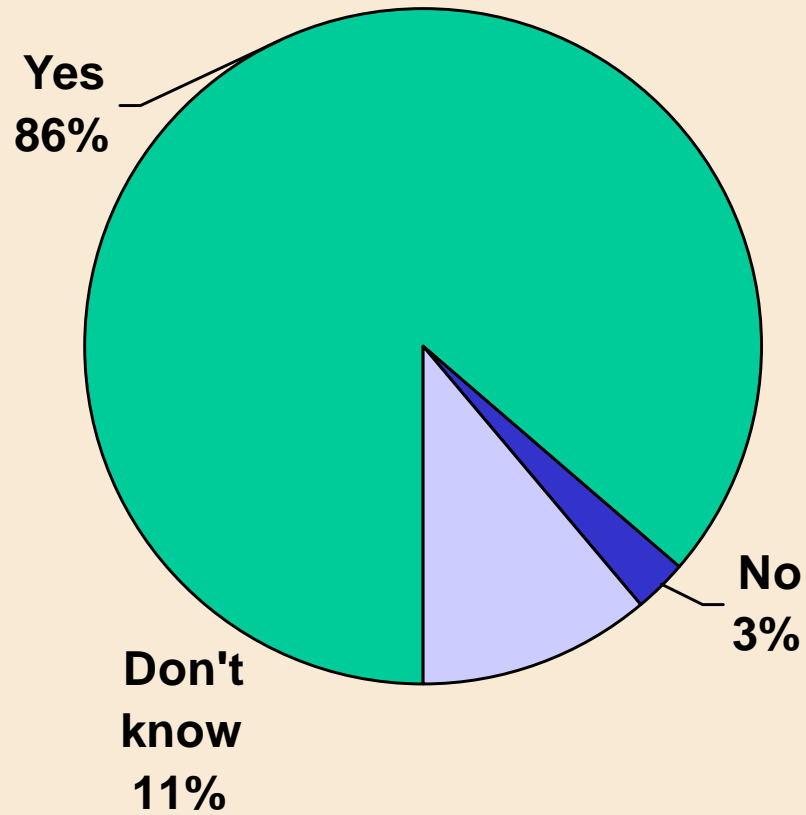
Influenced to attend?



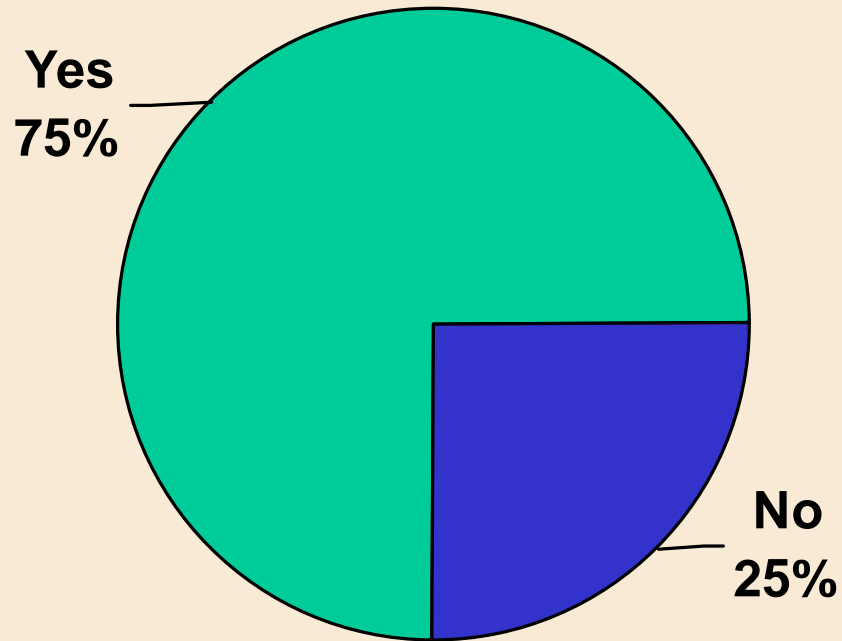
Experience?



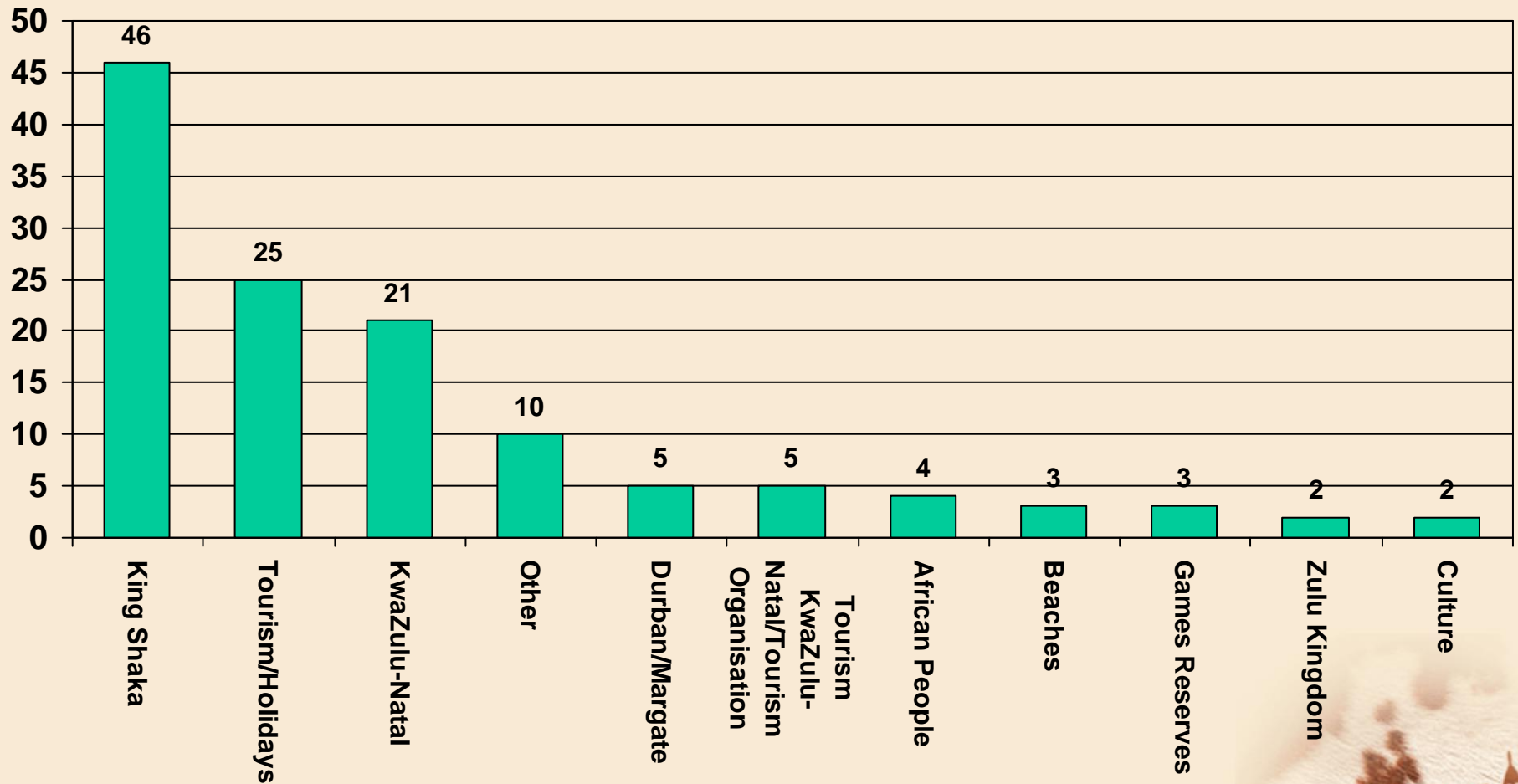
Attend again?



Familiar with Zulu Kingdom slogan?



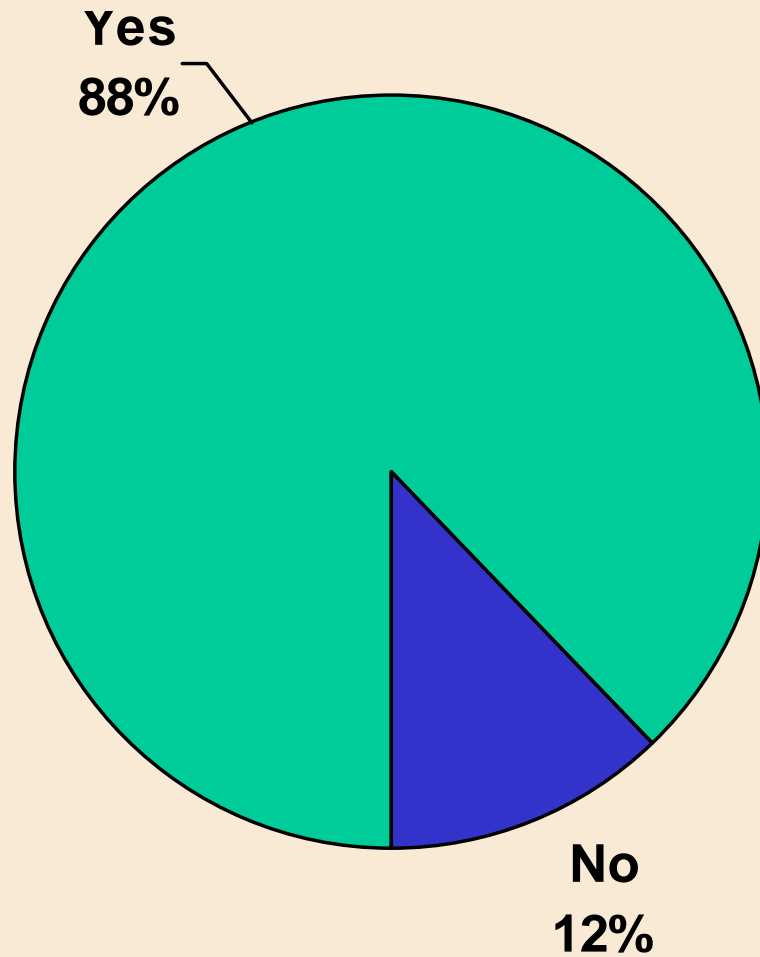
Associations - Zulu Kingdom slogan: Core Mentions



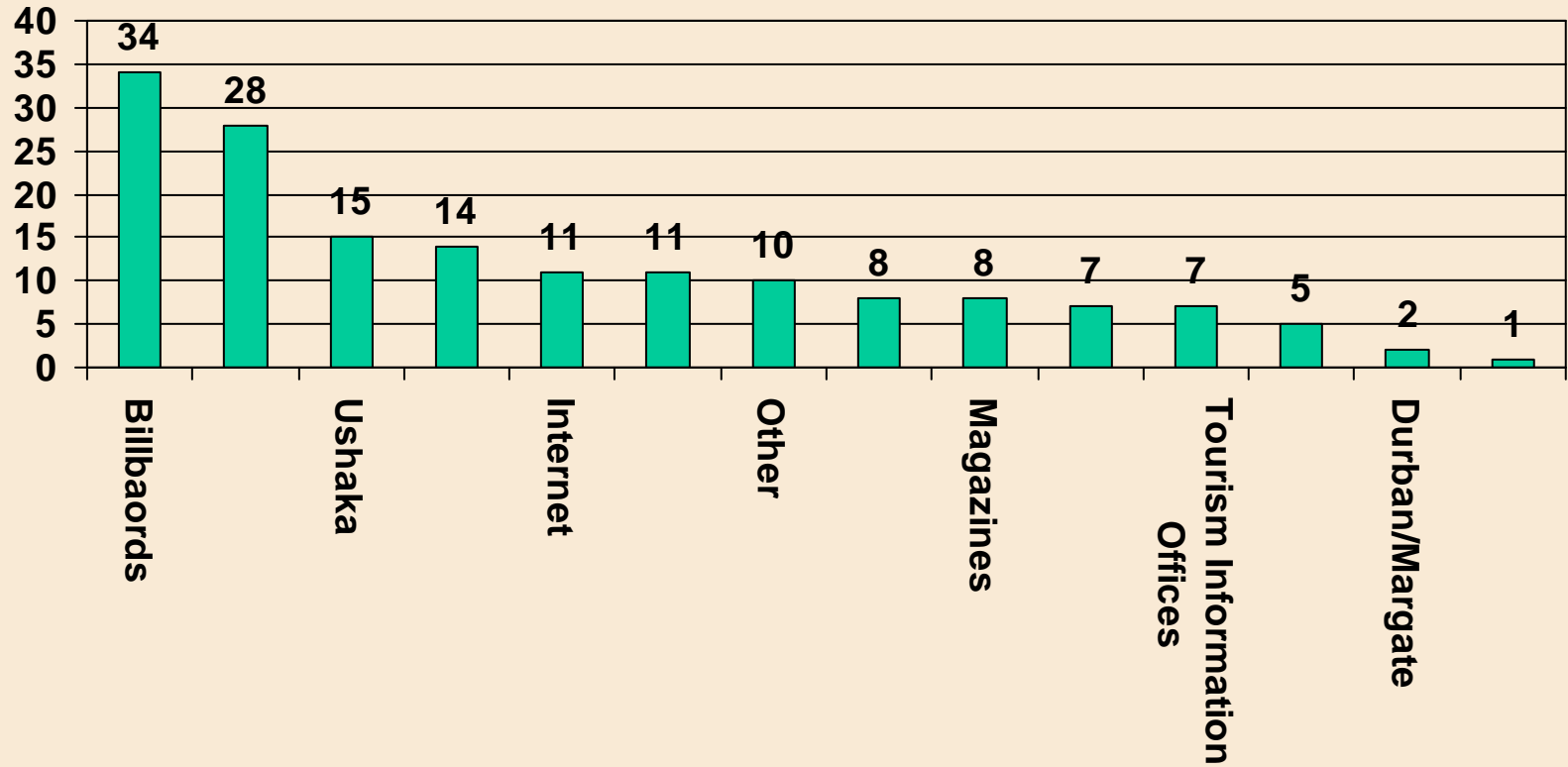
Associations - Zulu Kingdom slogan: Core Mentions

AFRICA, AFRICAN CULTURE, AFRICAN THEME, ZULU NATION	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	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	41

Noted Zulu Kingdom logo?



Where Zulu Kingdom logo noted?



Suggested Improvements?

Other	11
Better Advertising	7
Parking	6
Shelter for spectators	5
Better TV	4
More safety crew	3
More route maps	3
Traffic control	3
Cheaper/affordable to enter	2
Water quality	2

