

# Loerie Awards 2008 Impact Assessment: Top Line Summary Report

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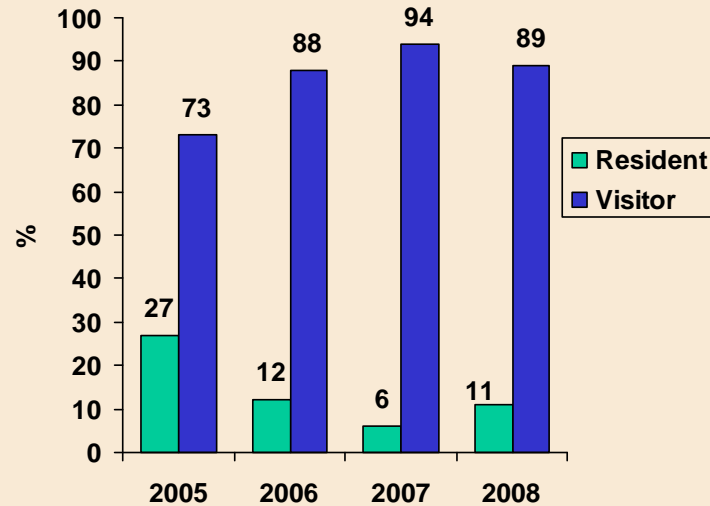


# Methodology

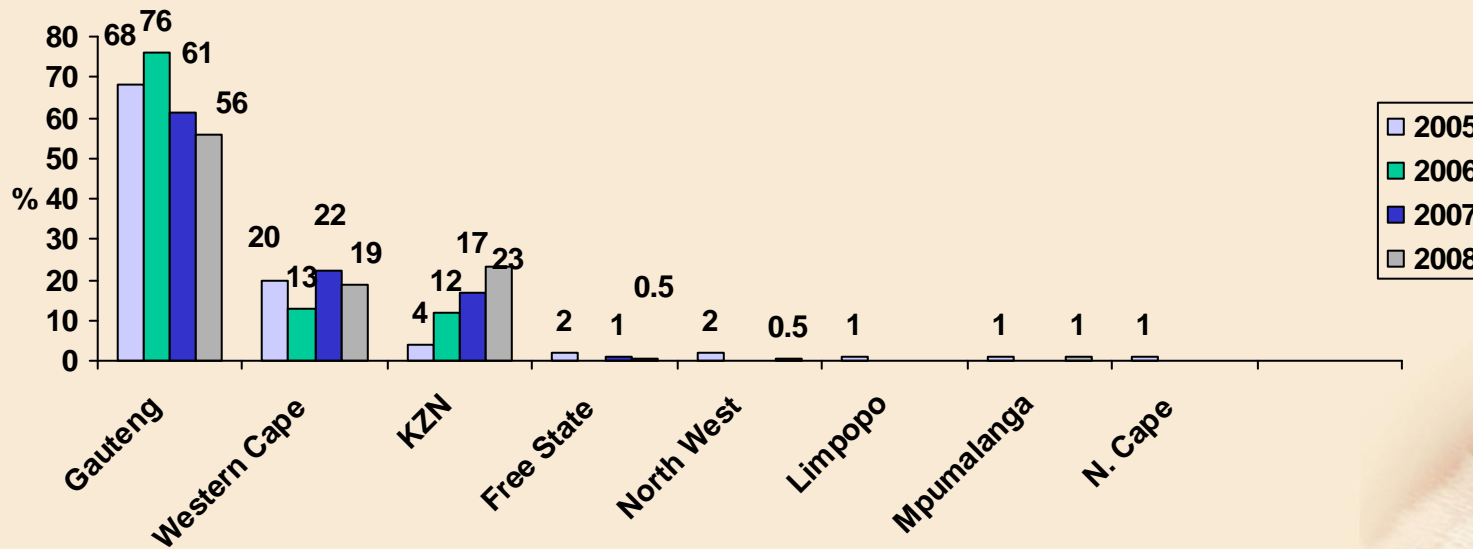
- Face to face survey – 226 respondents
- Respondents randomly selected by hour over 2 days during event at Margate

# Nature of Respondents

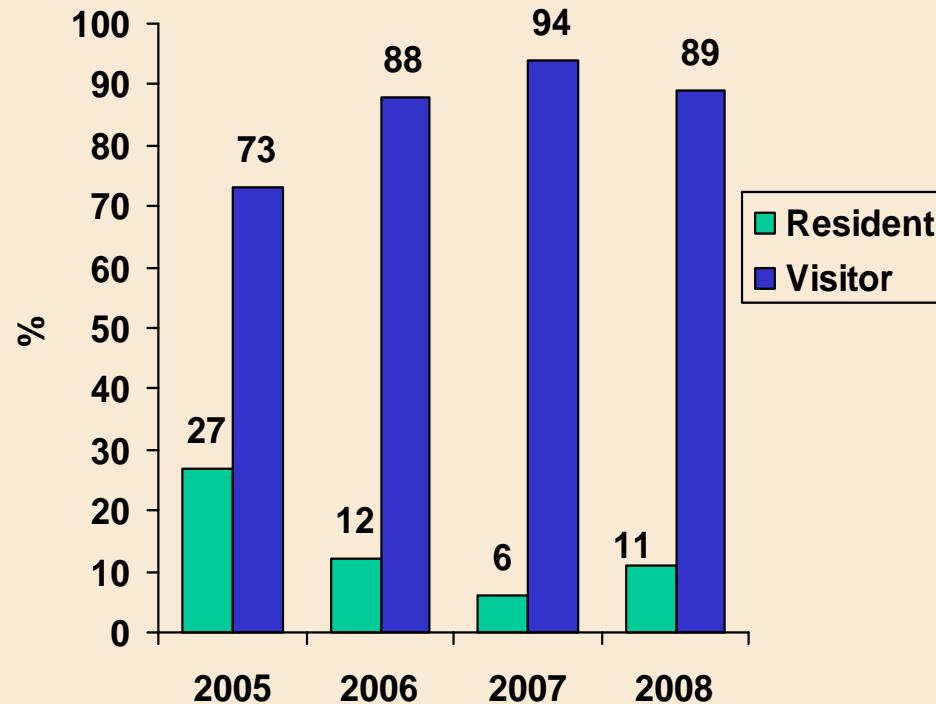
All Respondents



Visiting Delegates



# Nature of Respondents



In estimating population proportion, between 85% and 93% of the total number of people that attended the event, were visitors to the area.



# Average spend

	2005	2006	2007	2008
Average total spend	R2 791.40	R3 411.33	R2 641.26	R2 985.71
Non-resident delegates	R3 321.73	R3 649.62	R2 718.98	R3 382.48
Resident delegates	R1 432.96	R1 607.14	R1 175.71	R442.72

# Estimated Economic Impact:

- Non-resident delegates  $4\,717 \times R2\,718.98 = \pm R15,955,158.00$
- The figure was  $\pm R12,779,206.00$  in 2007 and  $\pm R8.8\text{mn}$  in 2006
- Resident delegates  $583 \times R442.72 = \pm R258\,105.76$
- The figure was  $\pm R352,713.00$  and  $\pm R1.2\text{mn}$  in 2006
- Impact Direct Spend =  $\pm R16.5\text{mn}$  ( $\pm R13.1\text{mn}$  in 2007 and  $\pm R10\text{mn}$  in 2006)
- Total impact taking a 1.42 multiplier into account =  **$\pm R23.4\text{mn}$**  ( $\pm R18.6\text{mn}$  in 2007 and  $\pm R14.3\text{mn}$  in 2006)

## Estimated Economic Impact: (cont'd)

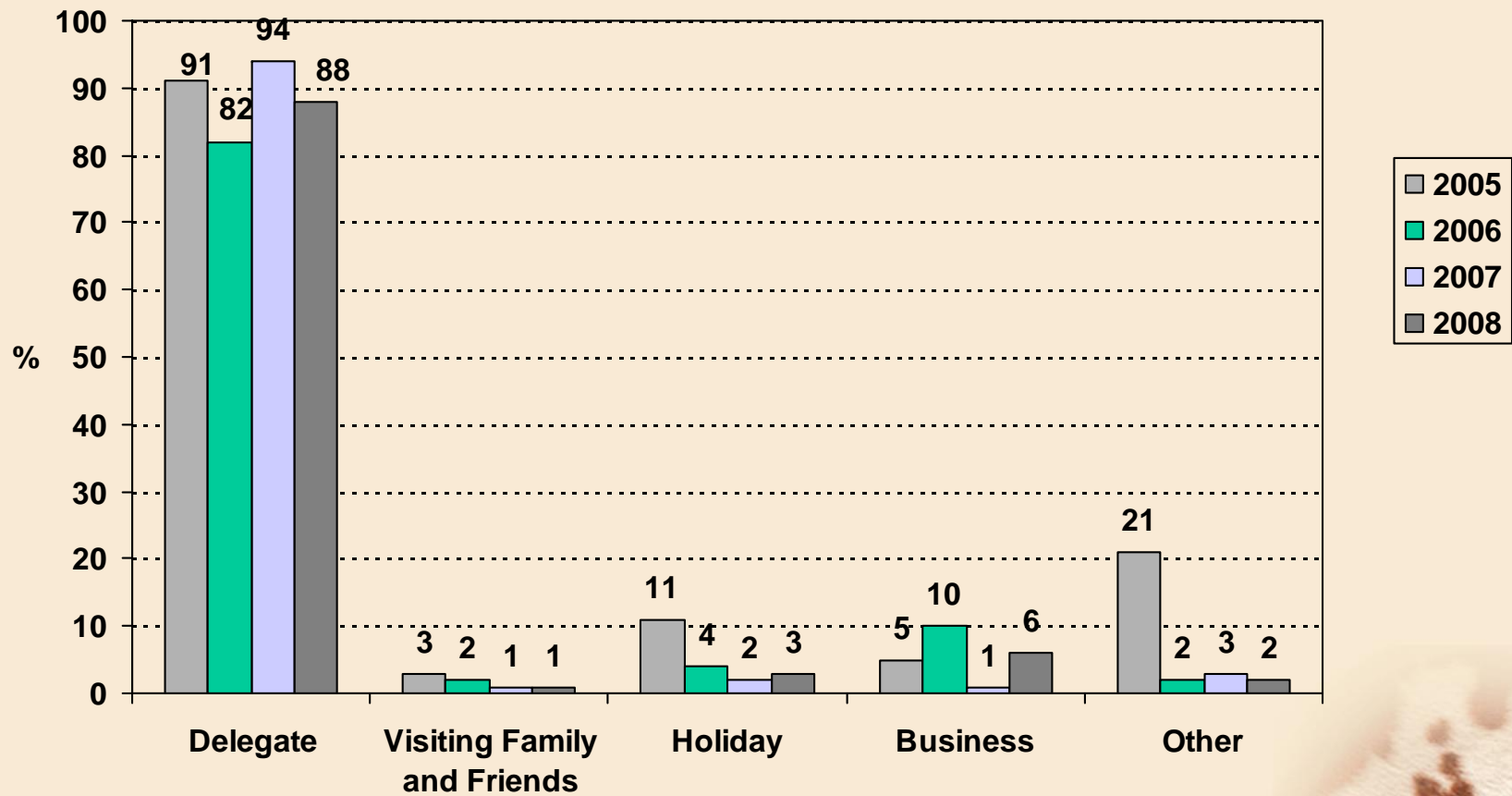
- Further income into the area included R4.1mn from CEO's budget spent directly on transport, food, crew, media, gift packs etc
- Corporate picnics and other events included one of R400 000
- Advertising on just one set of umbrellas came to R50 000 for the year
- December bookings are up by approximately 400 beds as a direct result of the Loeries
- There has been a vast change in perception of the destination which is now being used by young, wealthy black couples with no children, and who fly in directly to the Margate airport.

# Average length of stay

	2005	2006	2007	2008
Non-resident delegates	2.4 nights	2.87 nights	2.4 nights	3.6 nights



# Primary reason for visiting area where event is taking place



# Accommodation

Type	2005 %	2006 %	2007 %	2008 %
Self Catering	36	34	29	31
B&B	14	10	14	15
Holiday Flats	11	15	22	17
Family Hotel	11	14	13	22
Luxury Hotel	12	19	17	7
Holiday Home	8	7	4	2
Friends/Relatives	8	1	1	5

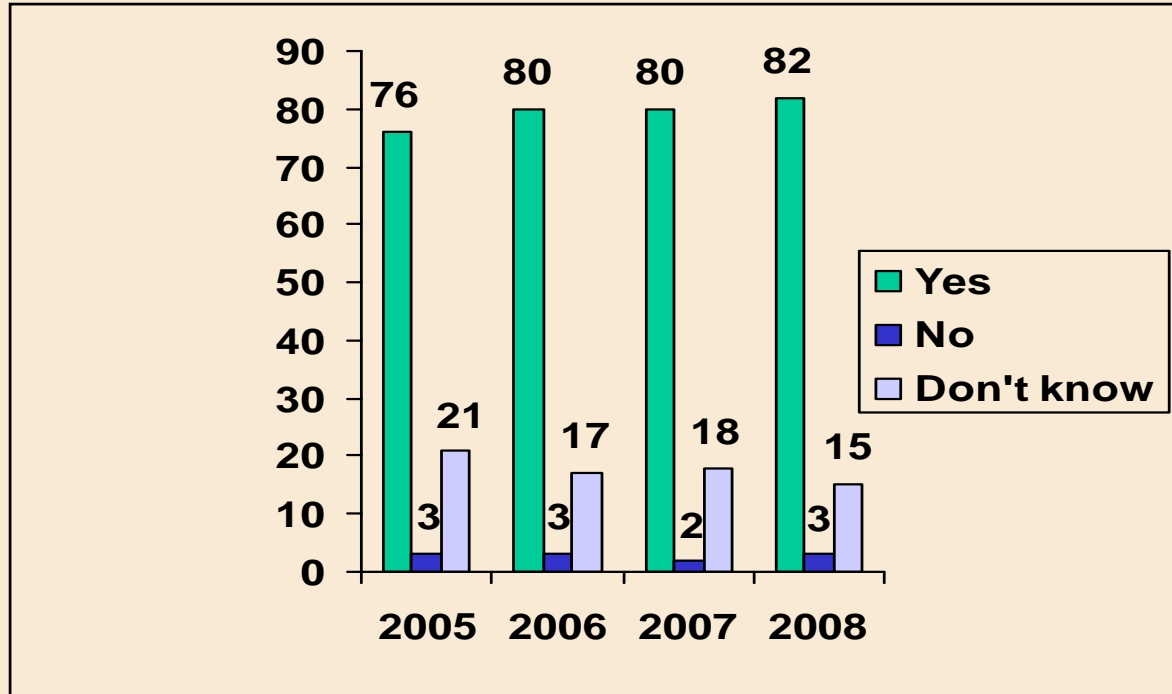
# Transport to Event: Non-Residents

Type	2005 %	2006 %	2007 %	2008 %
Rental Vehicle	32	34	20	23
Airplane	27	24	45	9
Private vehicle	34	19	19	40
Bus	4	14	14	19
Mini-bus Taxi	2	6	2	5
Other	1	3	1	4

# Influenced to attend

	2005 %	2006 %	2007 %	2008 %
Word of mouth	32	36	42	67
Work in advertising	19	-	23	-
TV ad	21	18	6	8
Magazine/newspaper	8	3	4	3
Invited/organizer	6	3	6	-
Radio	4	2	1	2
Poster/banner	4	4	1	2
Website/internet	2	-	-	-
Other	-	-	17	19

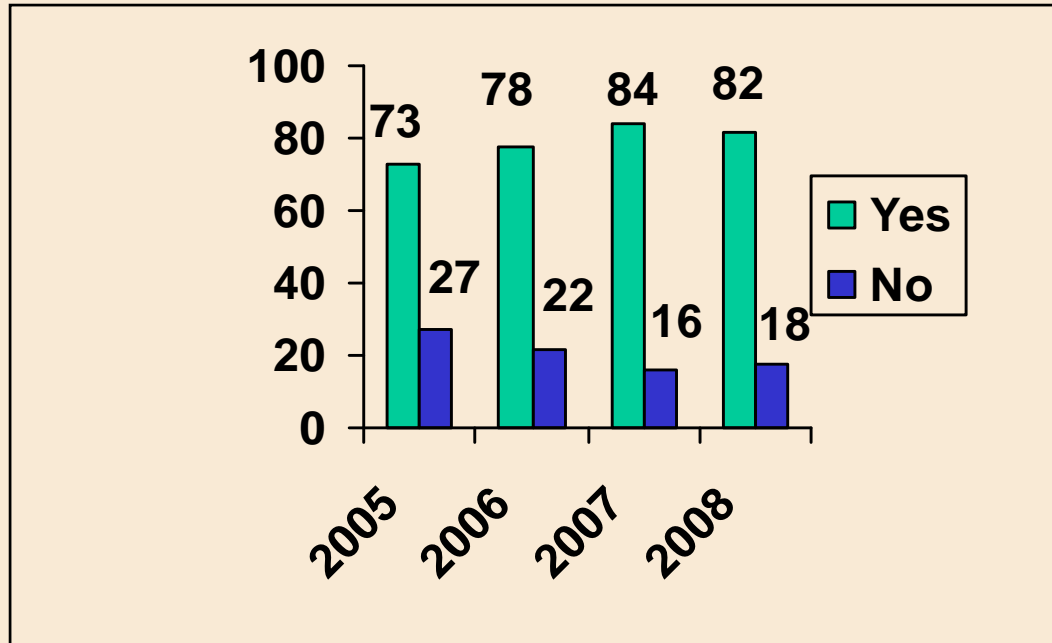
# Attend again



# Suggestions

Suggestions	Mentions
No comment, enjoyed Margate, good event, well organised	104
Nothing	20
None	17
Happy with event	15
Free drinks/beers	6
More shuttles	3
Have more days	2
More security at night	2
Keep restaurant open at night	2
Improve tickets	1
Better music	1
Better parking	1
Free awards access	1
Improve event preparations	1
Have surfboards for rental	1
More black people	1
Increase number of toilets	1
More accommodation within the area	1
Not happy with hotel	1
Not happy with location	1
More activities during the day	1

# Familiar with Zulu Kingdom slogan?

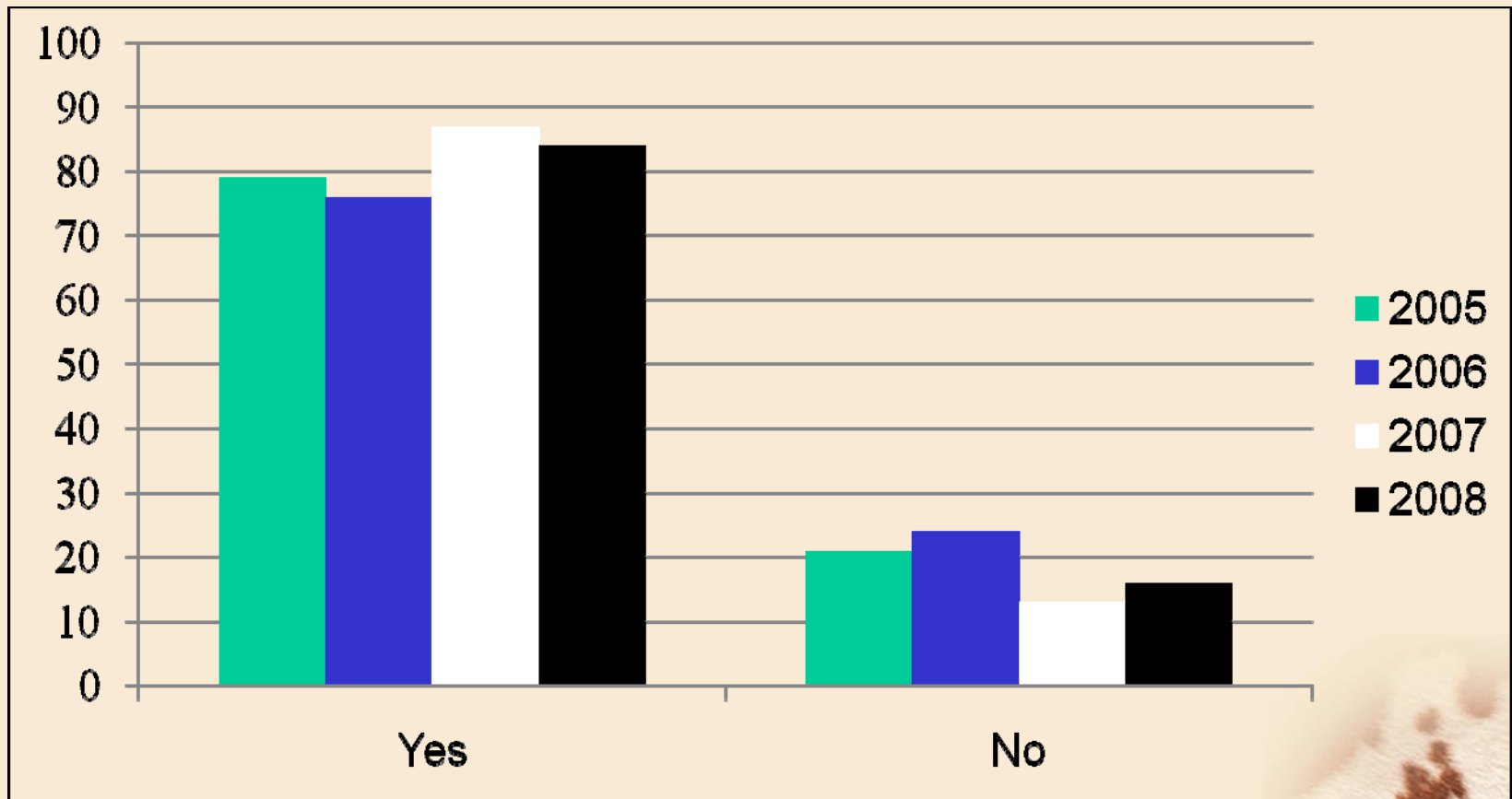


# Familiar with Zulu Kingdom slogan - Mentions

Slogan Association	Mentions			
	2005	2006	2007	2008
Tourism/Holidays	20	7	17	29
Durban	3	6	12	10
KwaZulu-Natal	19	<b>33</b>	39	39
Africa/African People	4	2	-	2
Zulu/King Shaka/Zulu History/Culture	<b>85</b>	7	<b>66</b>	<b>55</b>
Tourism KwaZulu-Natal/Tourism Organisation	6	-	6	9
Margate	-	-	1	1
Other	21	-	39	32
Entertainment				5



# Noted Zulu Kingdom logo?



# Where Logo seen?

