

Midmar Mile 2008 Impact Assessment: Top Line Summary Report



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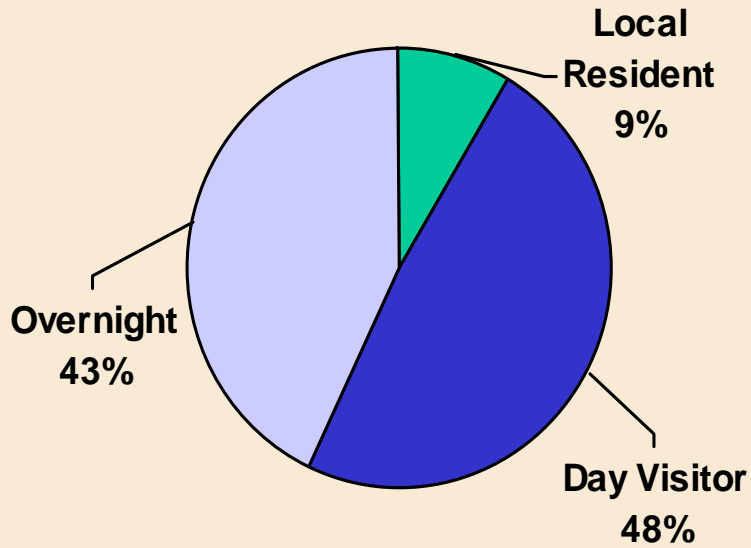
Methodology

- Face to face survey with a probability sample of 245 respondents
- Respondents systematically selected throughout the 2-day period of the event.

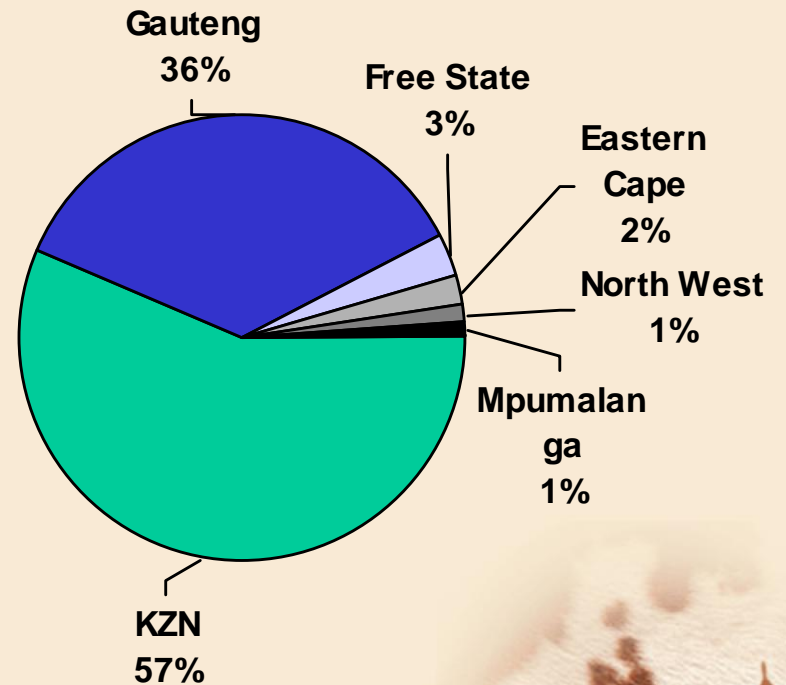


Nature of Midmar Mile Spectators

Residents vs Visitors



RSA Province of Residence



Participants, Produce Stands and Vehicles

- According to the organizers, the total number of participants in the 2008 Midmar Mile were 15 440
- 52% were overnight participants and 48% were day visitors or locals.
- Nature in terms of residence: 56% were from within KZN, 35% from Gauteng, 4% from Mpumalanga and the rest from other provinces.
- There were 53 'stands' supplying products and foods during the events
- KZN Wildlife reported that 6 383 vehicles bought entry tickets to the event

Group Size and Spectator Estimate

- Average group size – 4.2
- Average vehicles – $6383 \times 4.2 = 26\ 808$
- Spectator estimate $26\ 808 - 15\ 440$
participants = 11 386

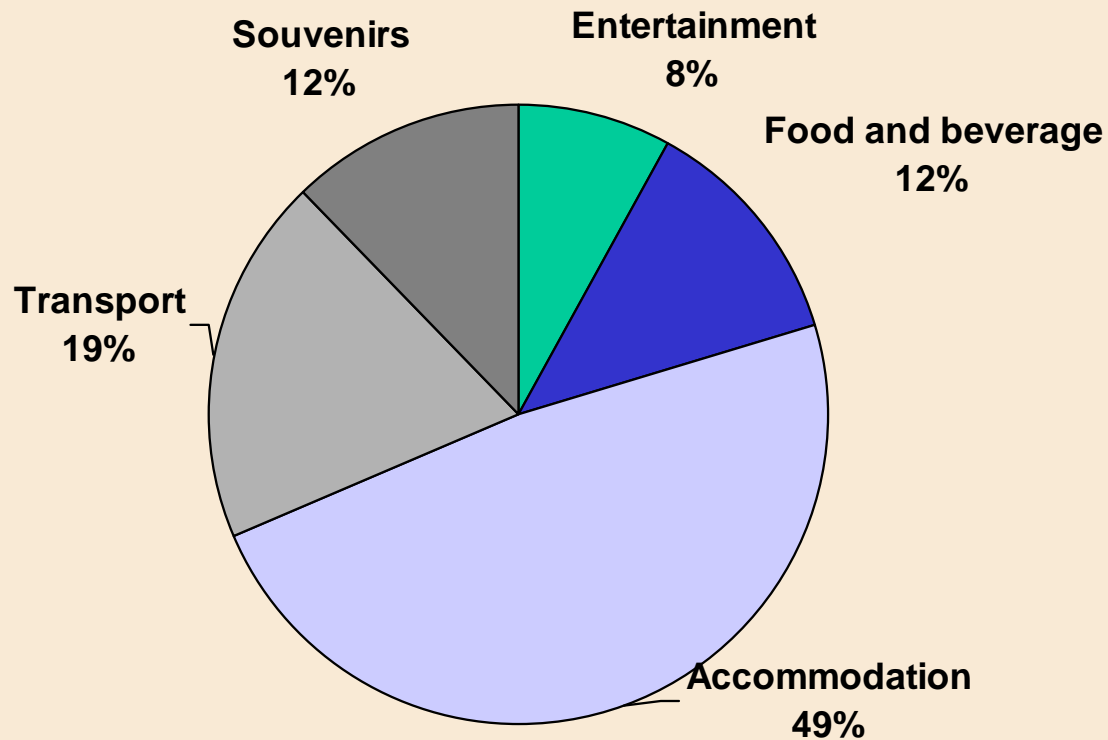
Estimated Economic Impact

- **Participants:**
- **Overnight participants:**
- Estimated N =7,102
- Mean total spend R3135
- Std Deviation R2924.8
- Std Error at 95% level of confidence spend between R2398.39 and and R3871.6
- Estimated direct impact of spend of at least R17,033,365.78 and as much as
- R 27,496,103.20
- **Local and Day Participants:**
- Estimated N = 8,029
- Mean total spend R553.20
- Std Deviation R518.2
- Std Error at 95% level of confidence spend between R420.48 and R685.91
- Estimated direct impact of spend of at least R3,375,949.82 and as much as R5,507,034.208
- **Overnight Spectators:**
- Estimated N = 4897
- Mean total spend R 2974.4
- Std Deviation R2542.7
- Std Error 2150.15 3798.65
- Spend Range R10529723.8 and R18602765.12
- **Day and Resident Spectators:**
- **Estimated N =6034.58**
- **Mean total spend R586.5**
- **Count 49**
- **Std Deviation R948.8**
- **Std Error R313.97 and R859.03**18602765.12
- **Spend Range: R1,894,693.99 and R5,183,868.36**

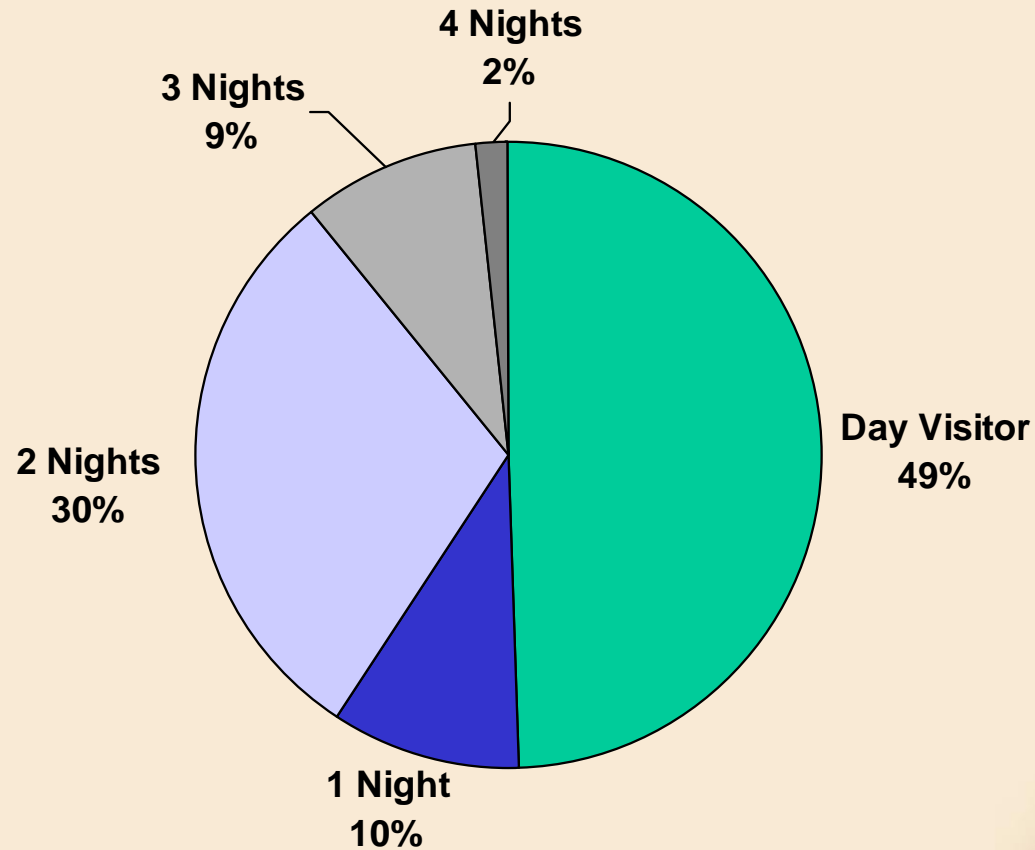
- **Total Direct Impact: At least R 32,833,733.39 and as much as R56,789,770.89**
- **Total Impact with a multiplier of 1.42: At least R46,623,901 mn and as much as R80,641,475 mn.**



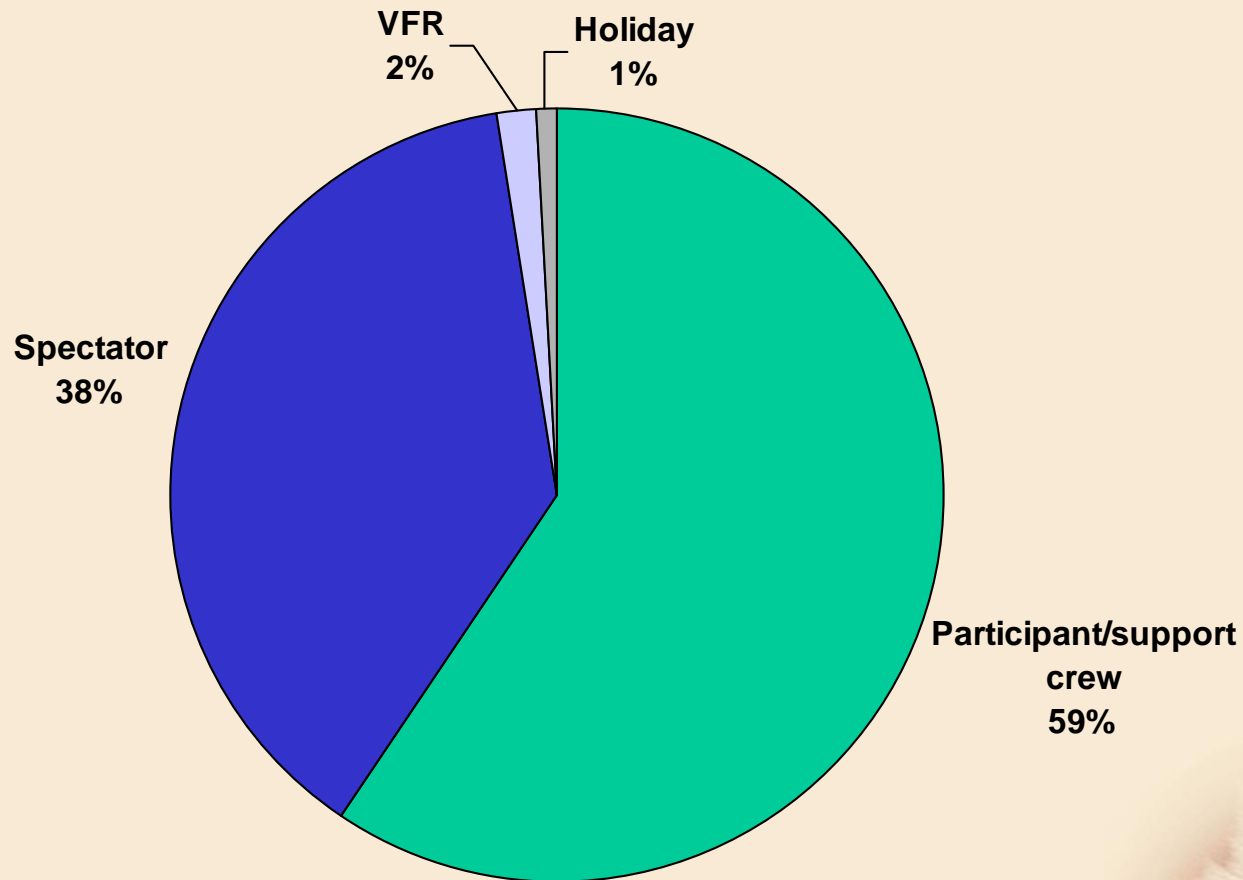
Spend breakdown



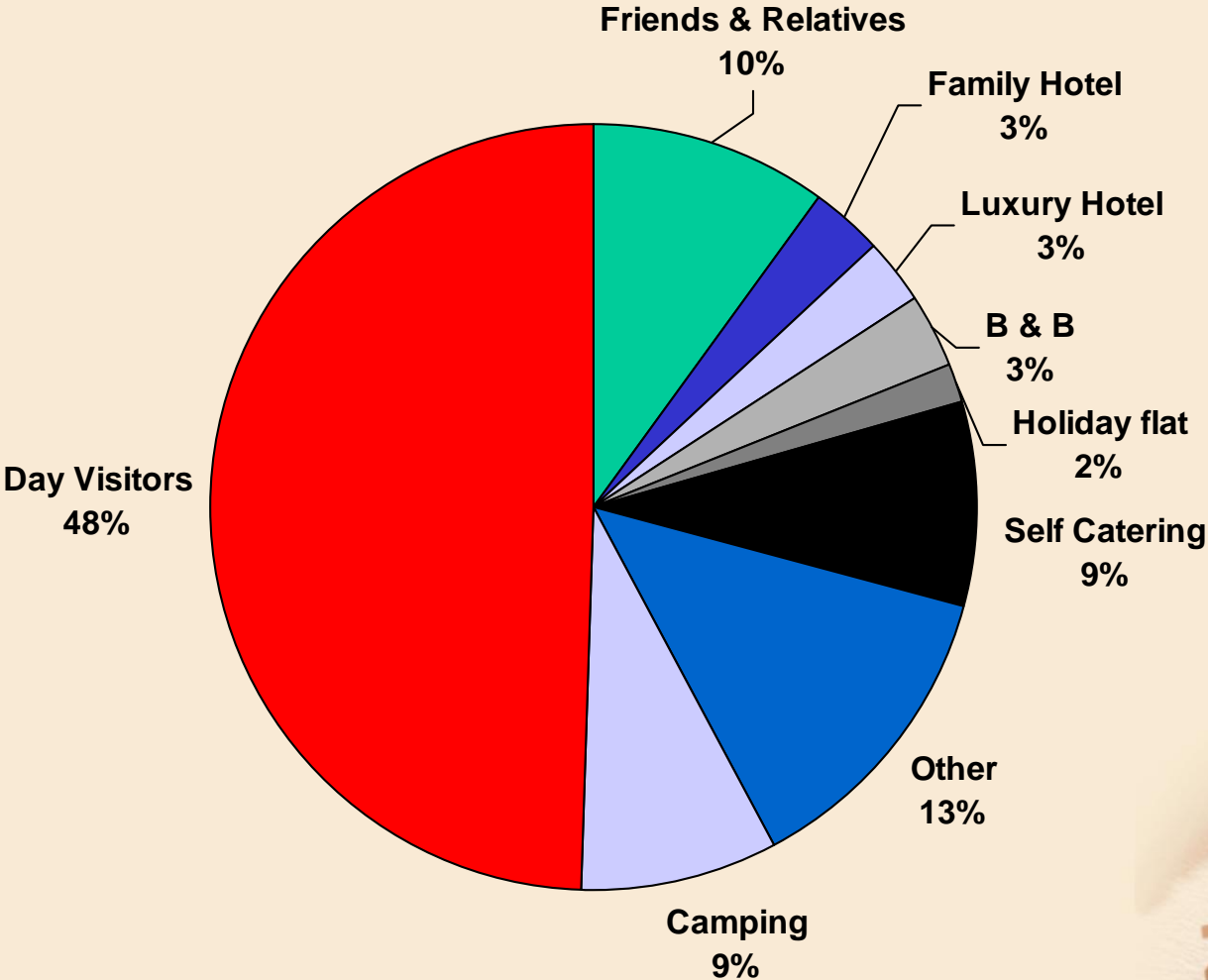
Length of stay – All Respondents



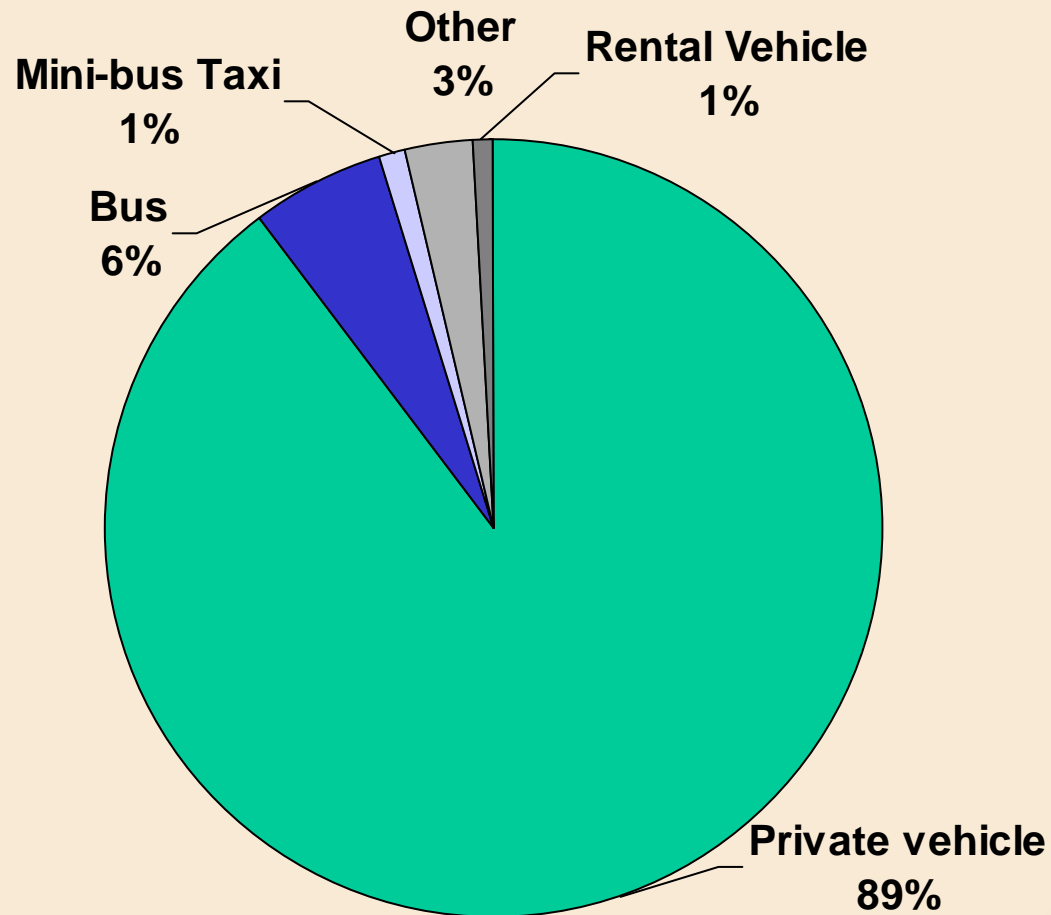
Primary reason for visiting area where event is taking place?



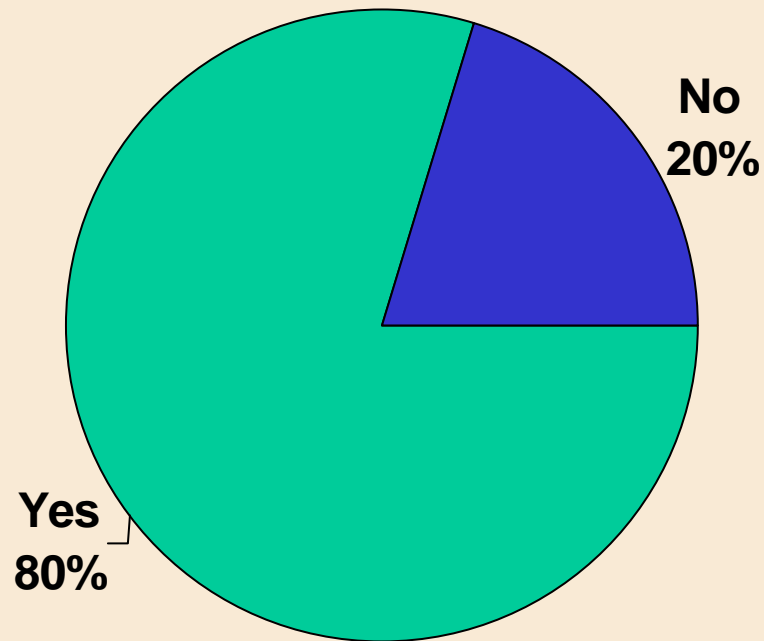
Accommodation



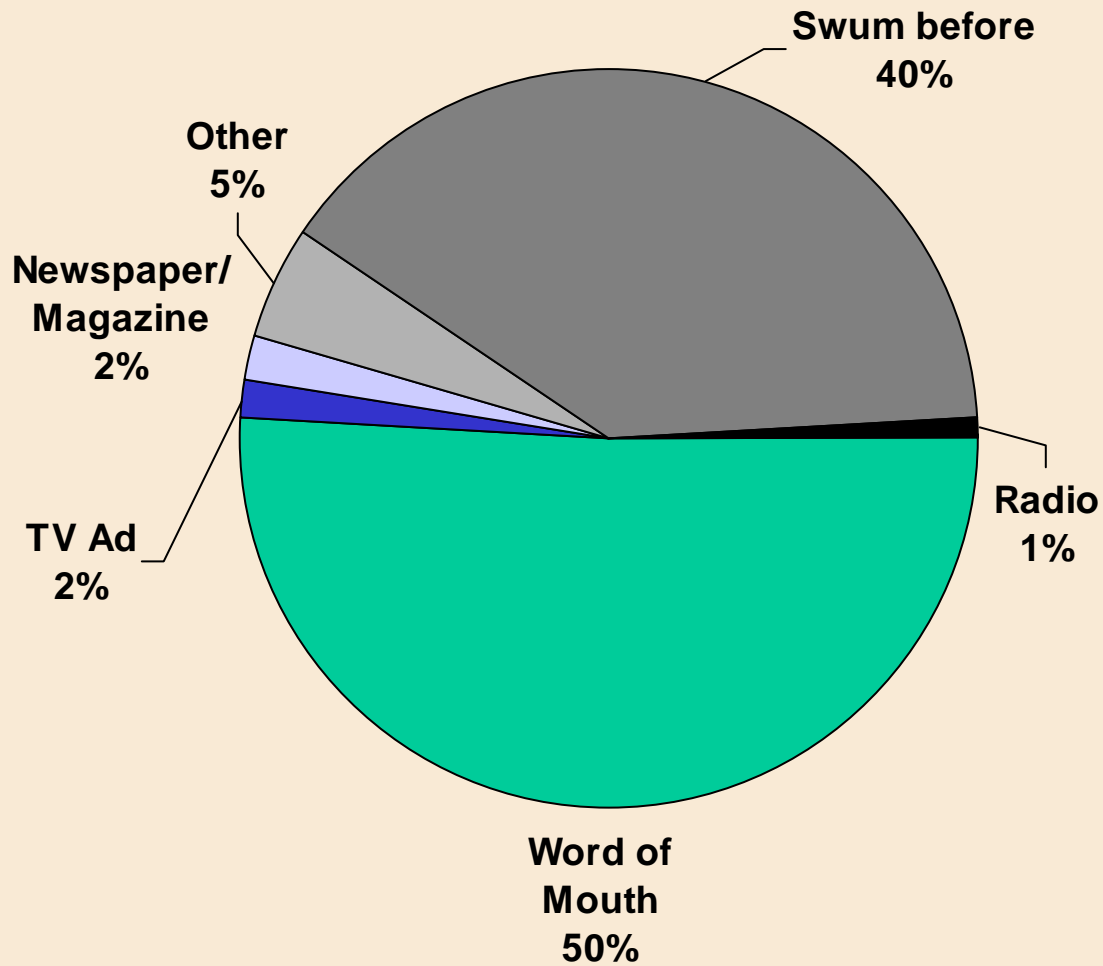
Transport to Event: non-residents



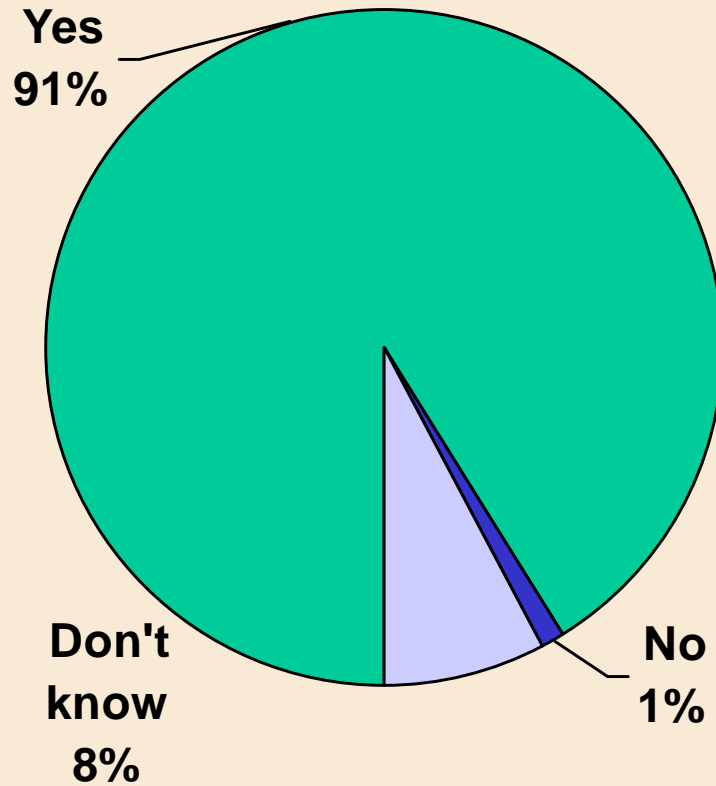
Attend in previous years?



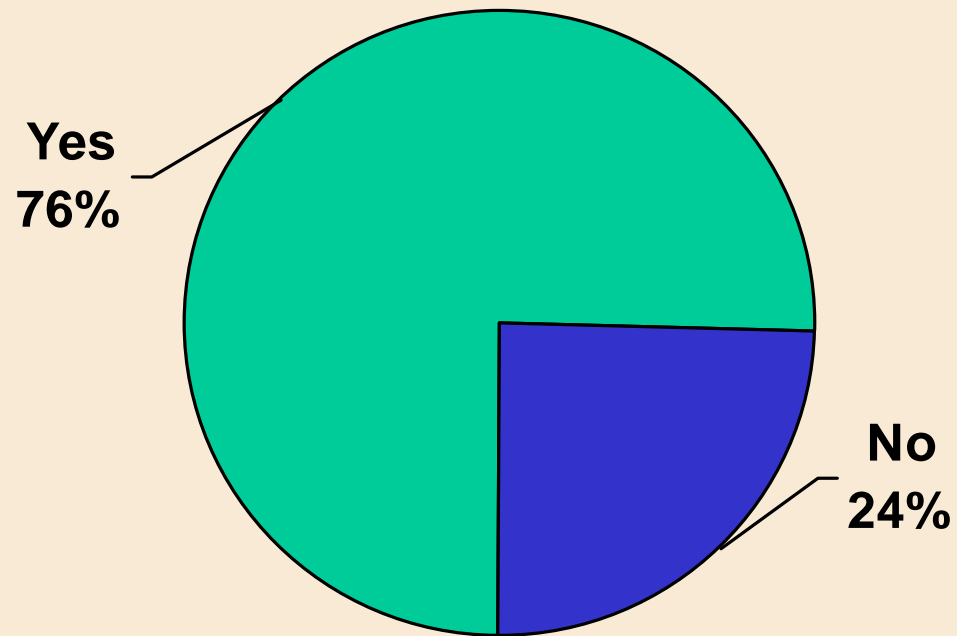
Influenced to attend?



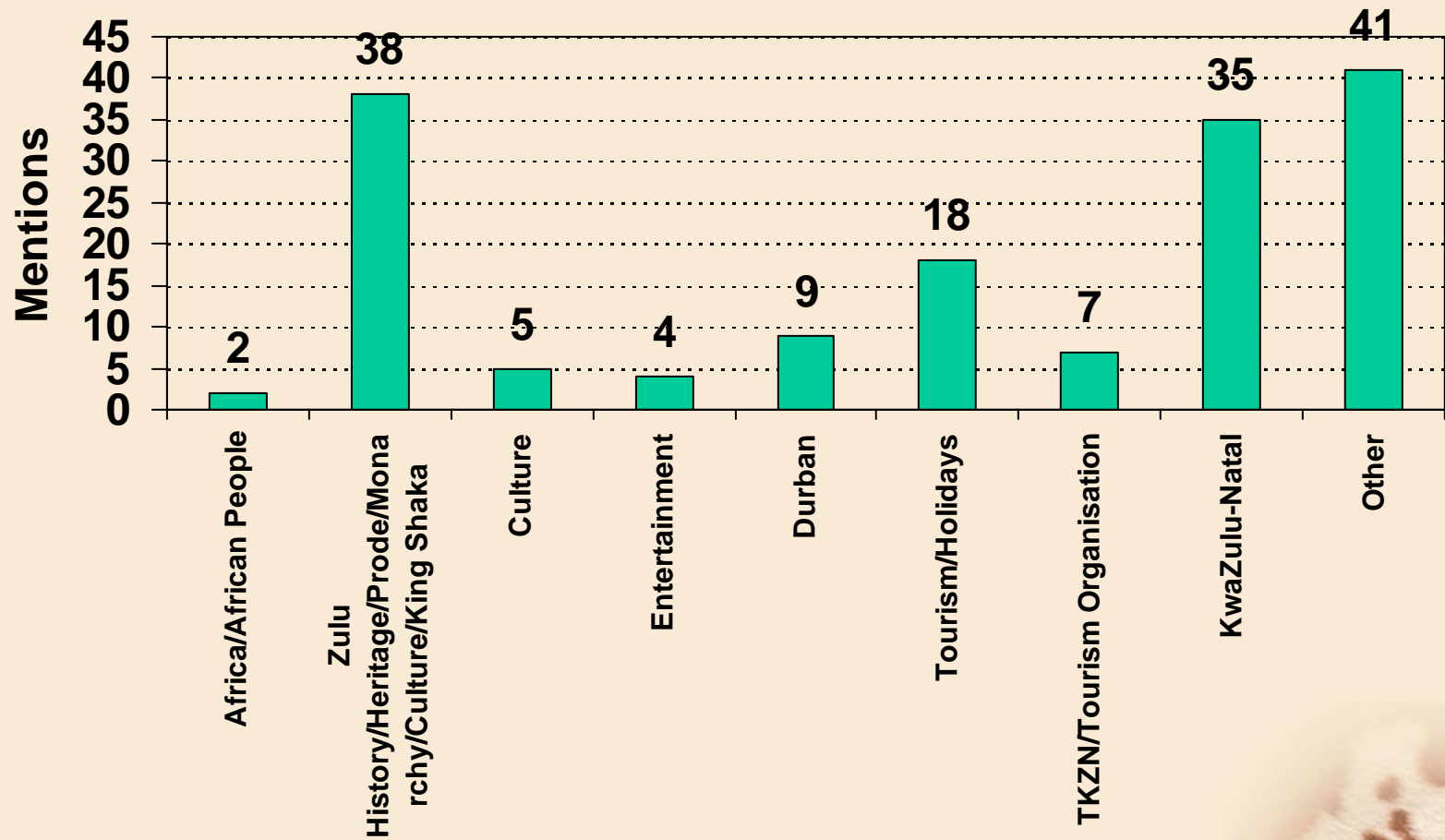
Attend again?



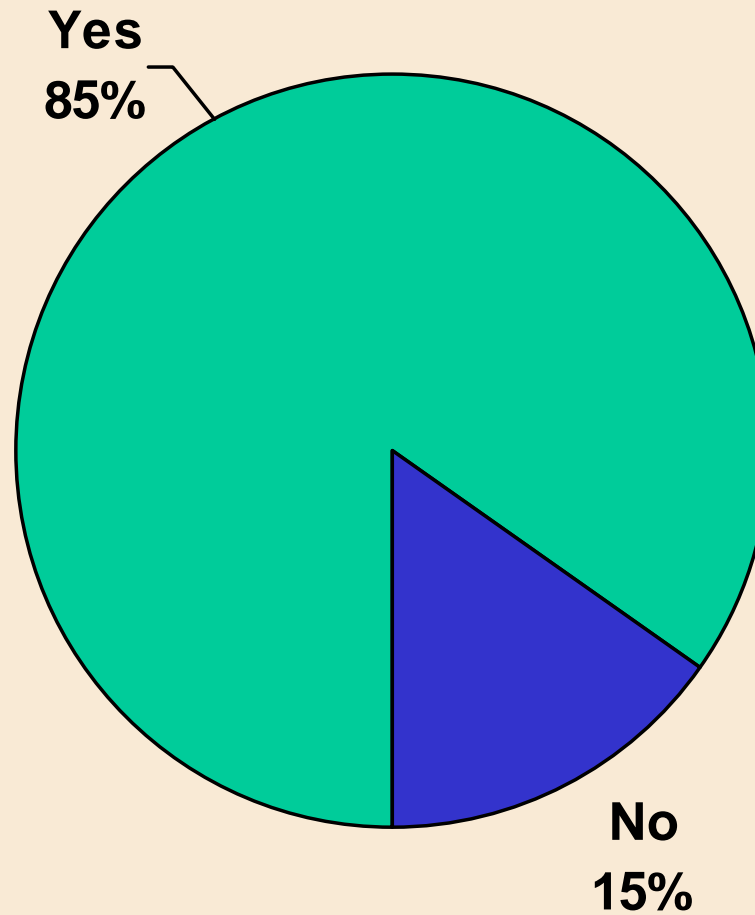
Familiar with Zulu Kingdom slogan?



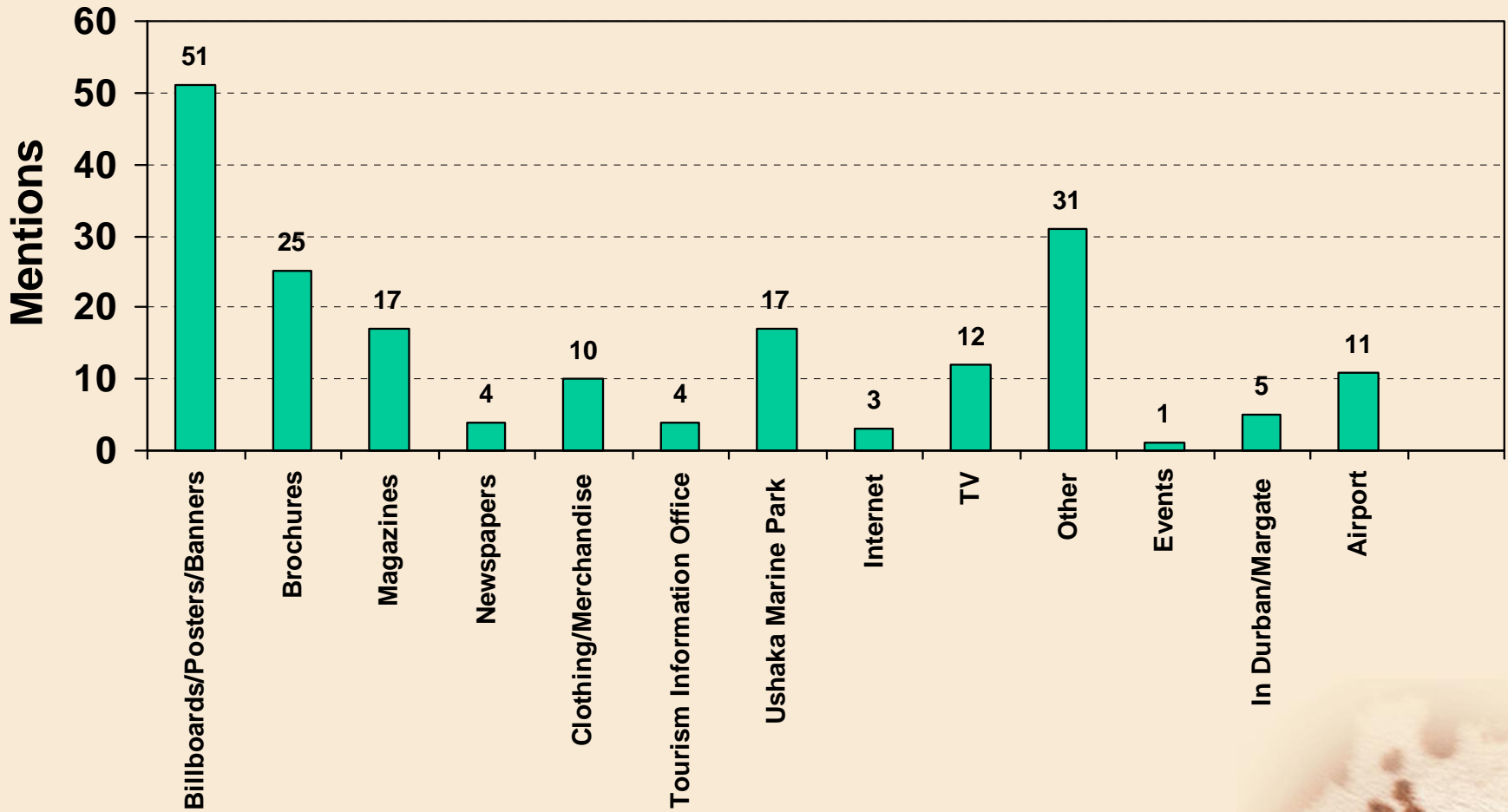
Associations - Zulu Kingdom slogan: Core Mentions



Noted Zulu Kingdom logo?



Where Zulu Kingdom logo noted?



Suggested Improvements?

- It is important to note that a number of respondents indicated that the event was well organized. Below are areas of improvements which were mostly raised:
 - 1) The respondents felt that there should be an increase of parking areas.
 - 2) People also felt that traffic control should be improved as they experienced major traffic jams.
 - 3) A number of participants felt that there should be markers on the sides to give directions to the participants when they swim.
 - 4) Other people requested an increase in sitting areas e.g chairs/ benches around the area
 - 5) An increase (and improvement) in the number of toilets.