

# Reed Dance 2007 Impact Assessment: Top Line Summary Report

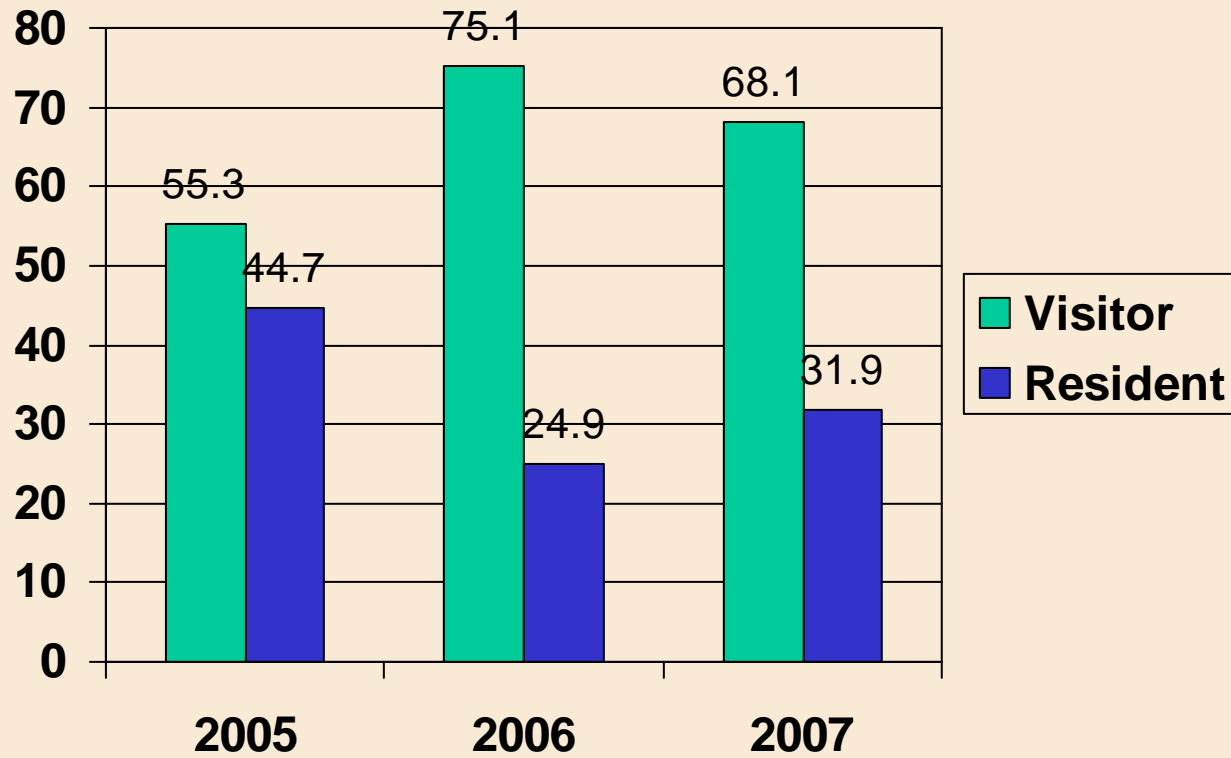
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Tourism KwaZulu-Natal  
October 2007



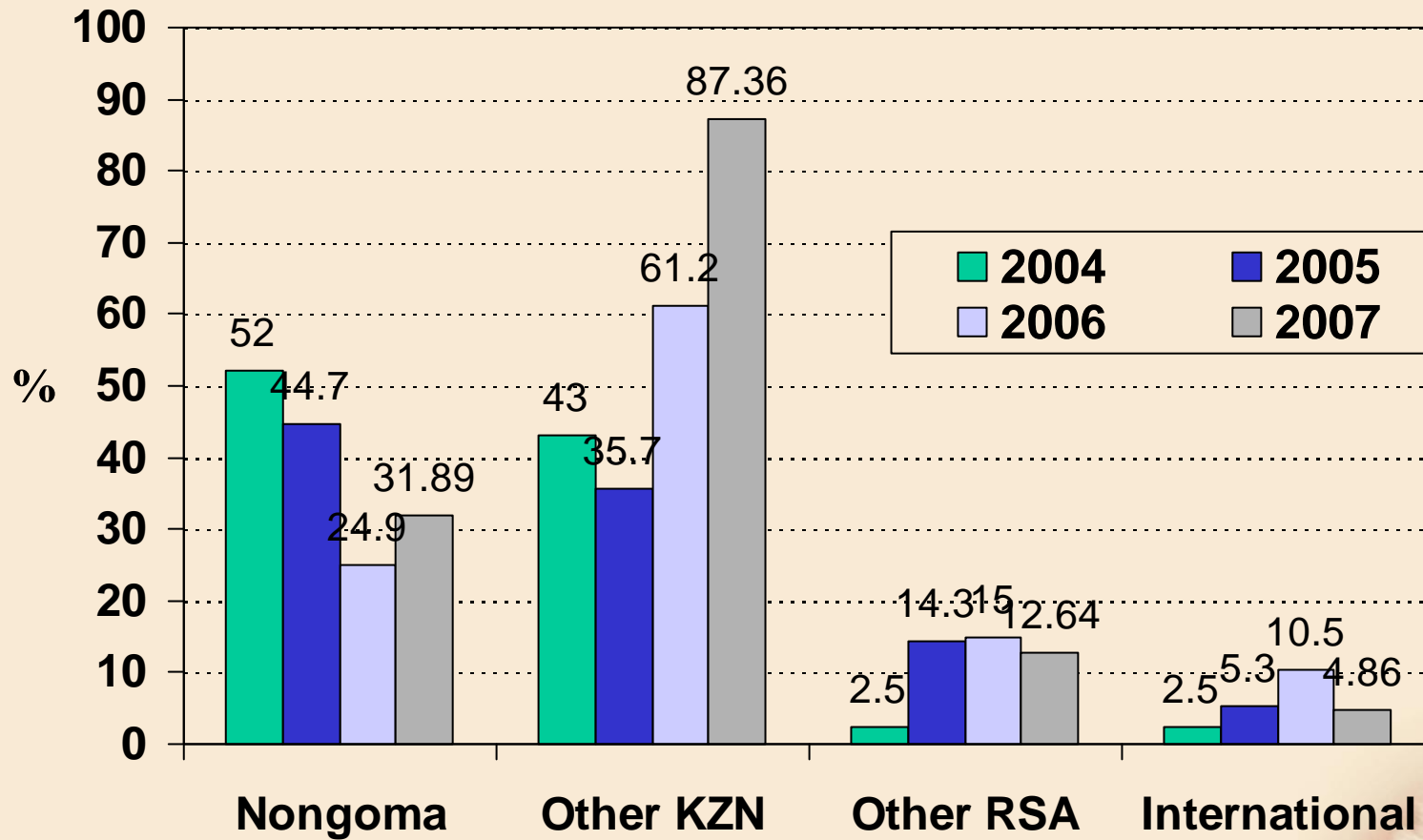
# Methodology

- 185 face-to-face Interviews
- Respondents randomly selected
- Structured questionnaire
- Survey conducted on main day of event - Saturday
- Count of spectators

# Visitor / Resident

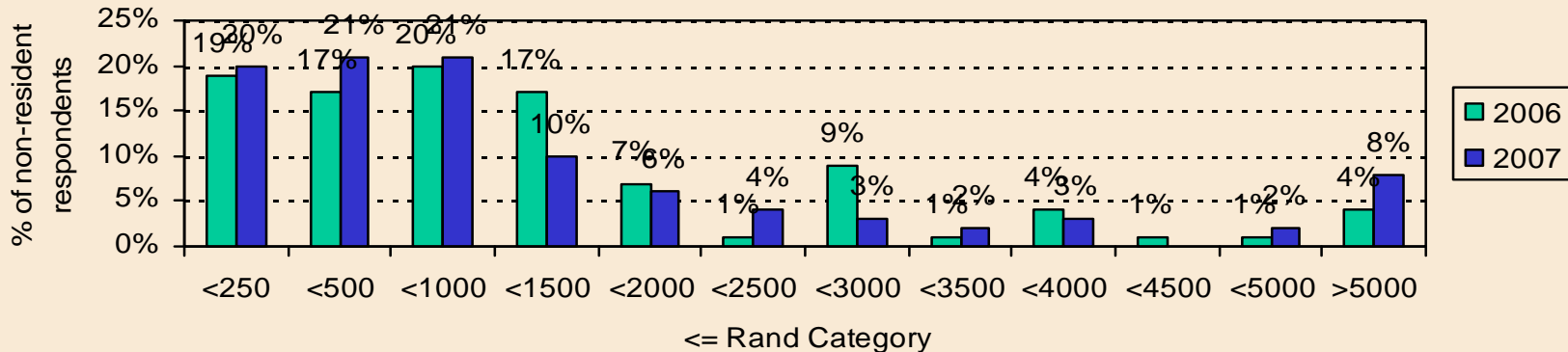


# Nature of Spectators



# Economic Impact

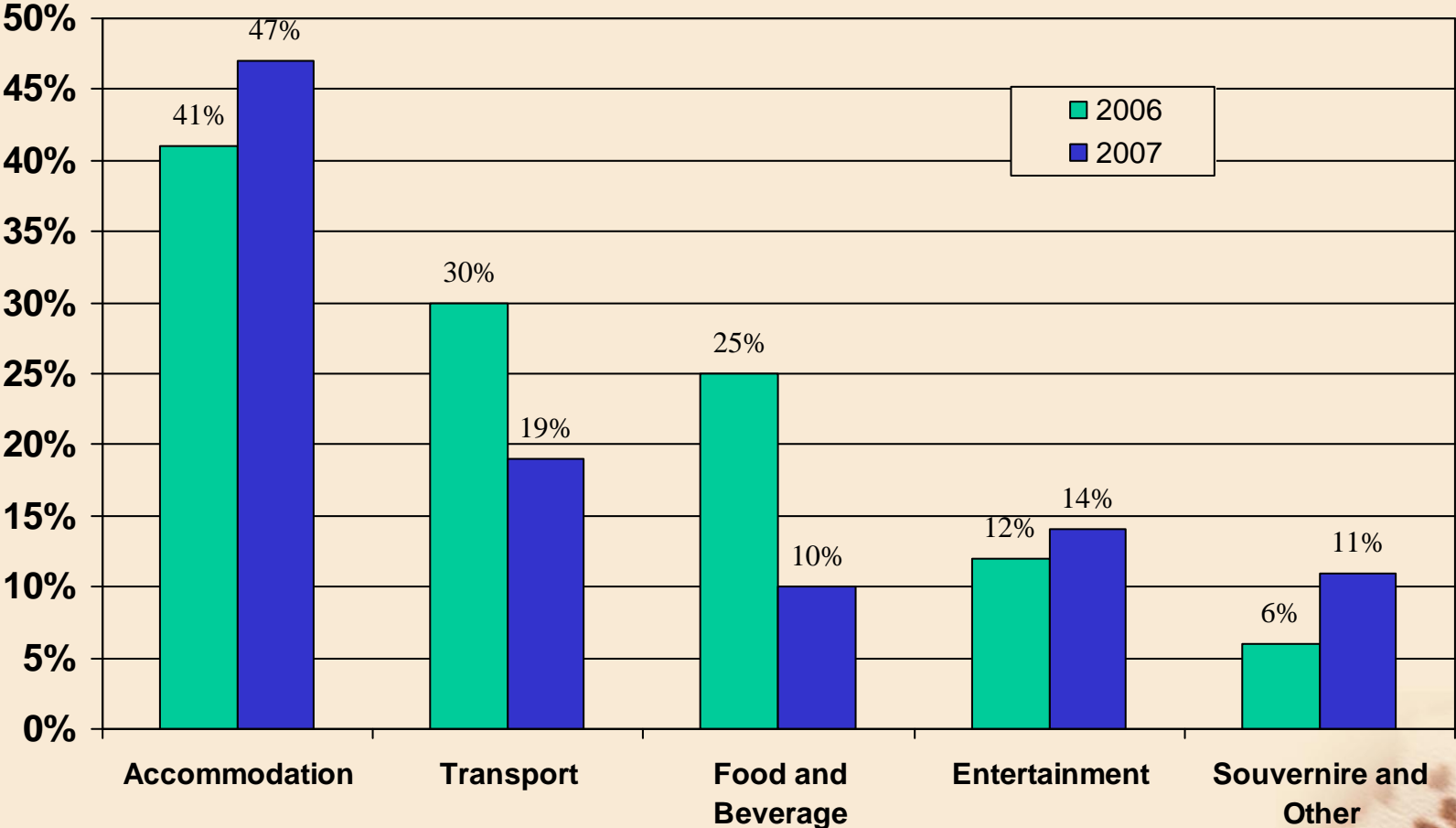
Spend per Non-resident Respondent



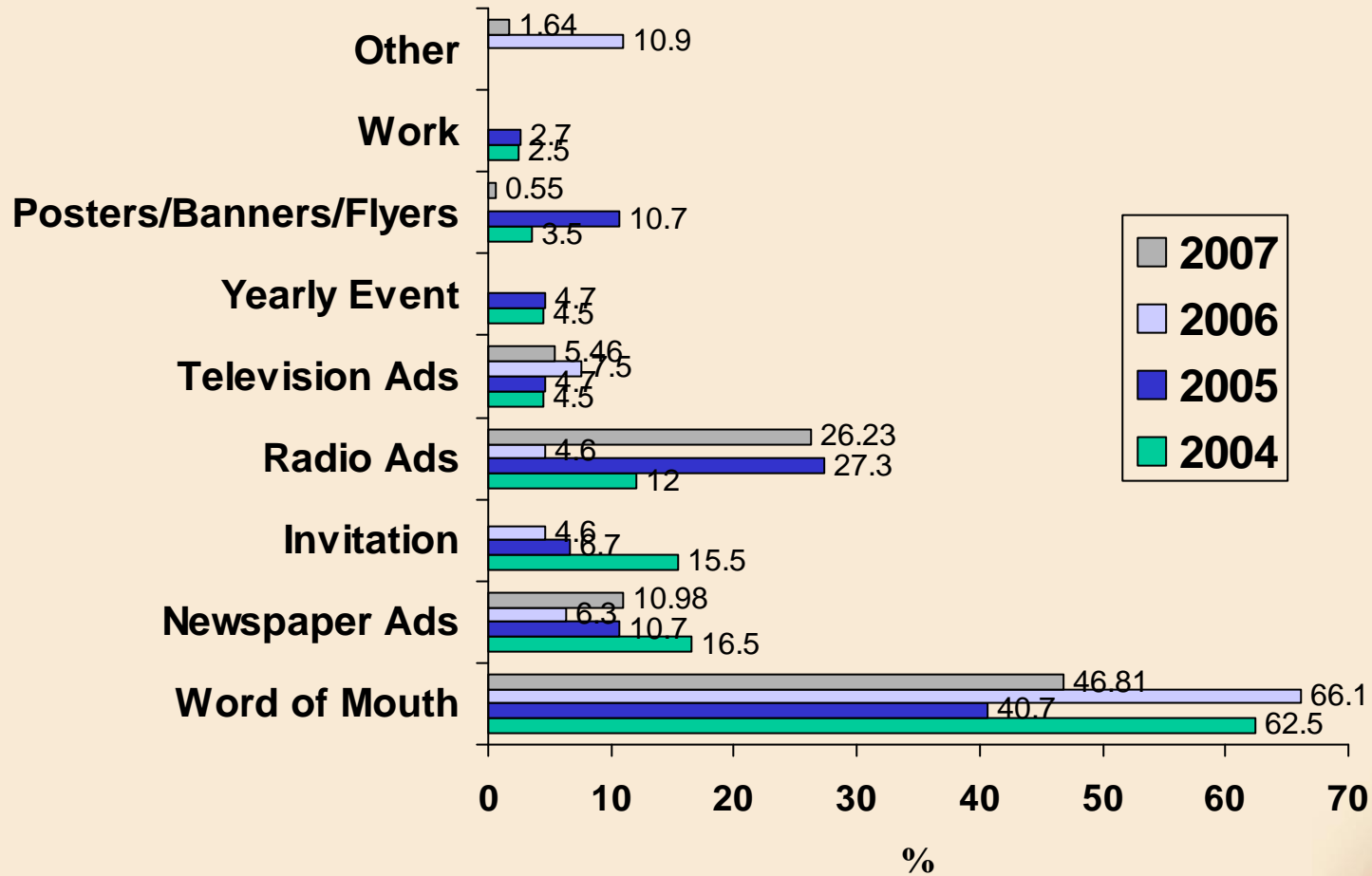
- 2005 Direct Spend ±R6mn\*
- 2005 Total Impact ±R9mn
- 2006 Direct Spend ±R11mn visitors only (±6 060 non-resident spectators)
- 2006 Total Impact (multiplier of 1.42) ±R16mn visitors only
- 2007 Direct Spend of ±R5.67mn from an estimated 4000 spectators.(not including the maidens)
- 2007 Total impact (multiplier of 1.42) of ±R7.97mn

\* Reworked due to consultant error

# Nature of spend



# Factors that influenced decision to attend



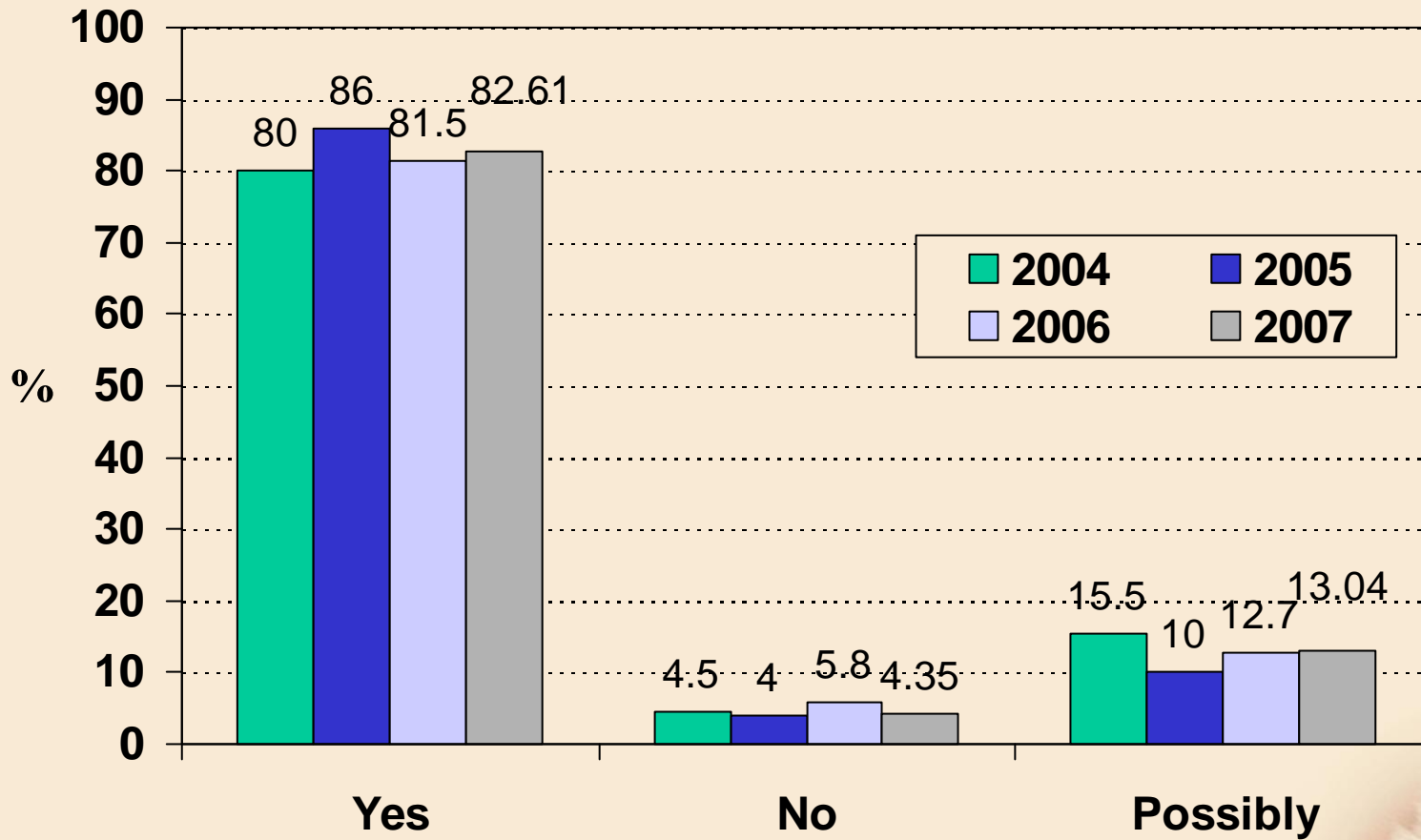
# Suggestions

Suggested Improvement	Count
Parking	4
Free Drinks/water	8
Toilets/Sanitation	12
Signage	4
Accommodation close to venue	5
More Shuttle Buses/ transport/taxis	3
Other	19
Lack of information	3
Poor crowd/visitor control	3
More/wider advertising	6
More/better facilities	2
Free/more transport	2
Tents/bedding not provided for children	3
Shelter	10
Security	3
Poor infrastructure/roads	6
Proper time management	2

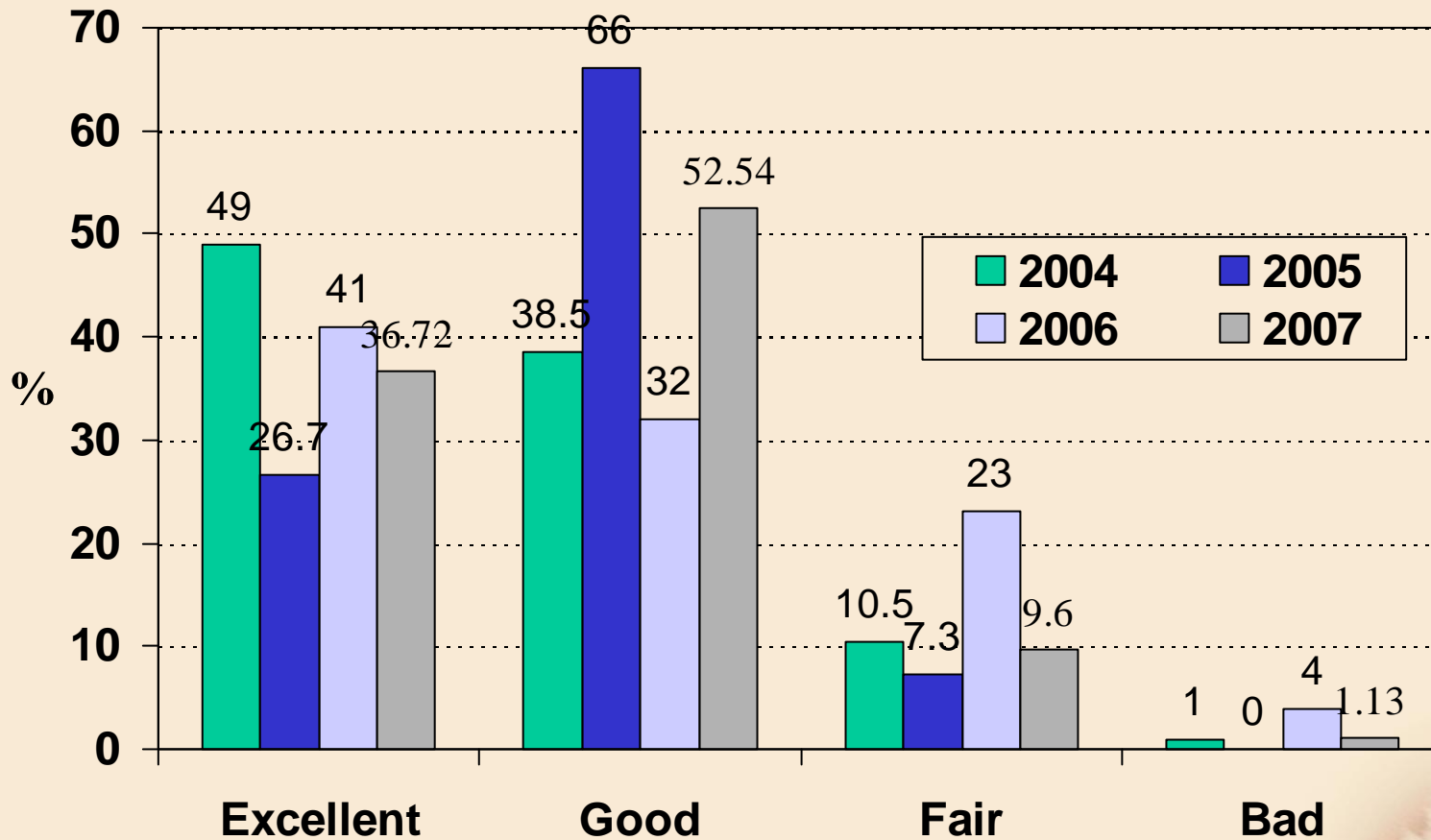




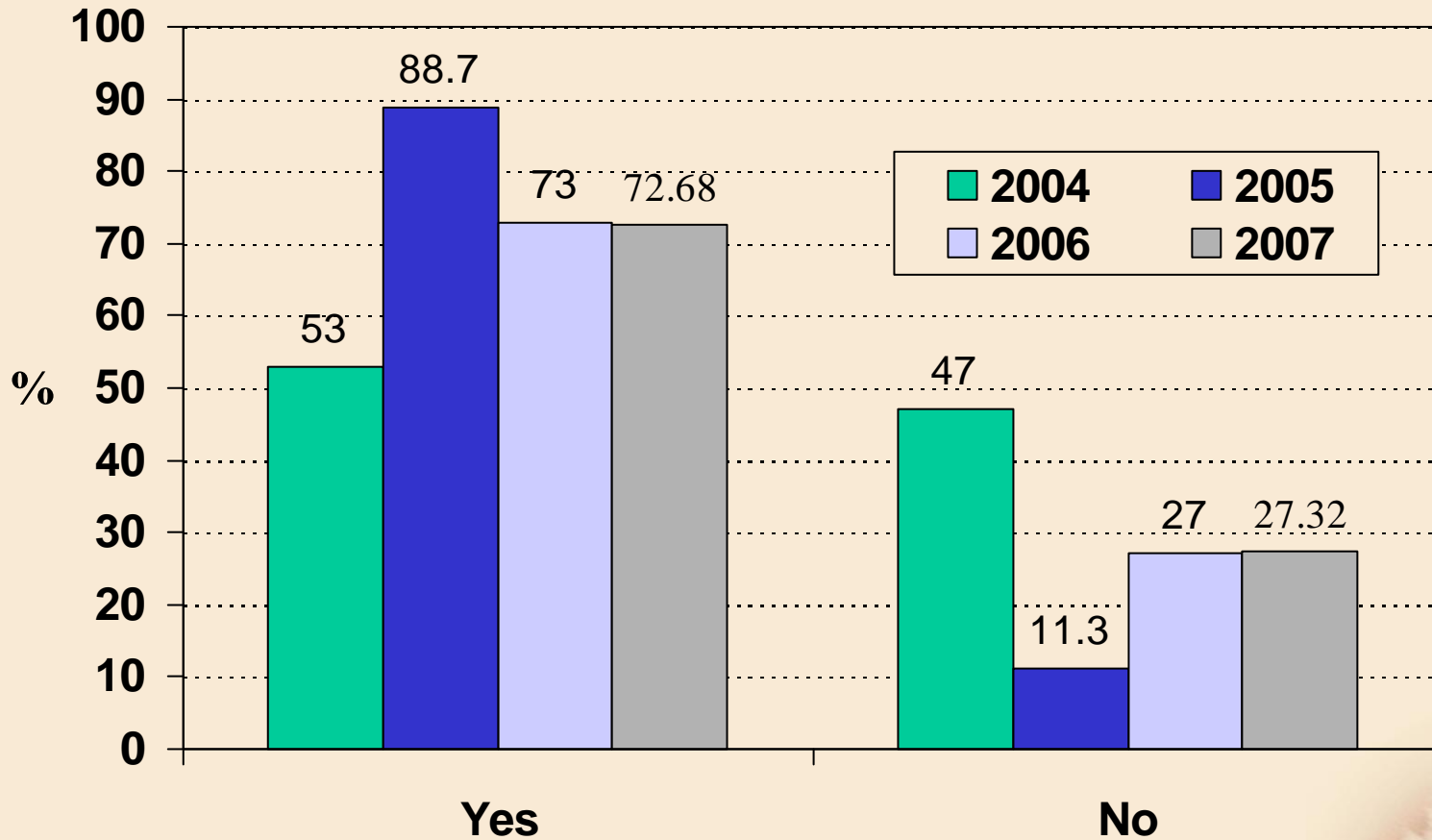
# Future Attendance



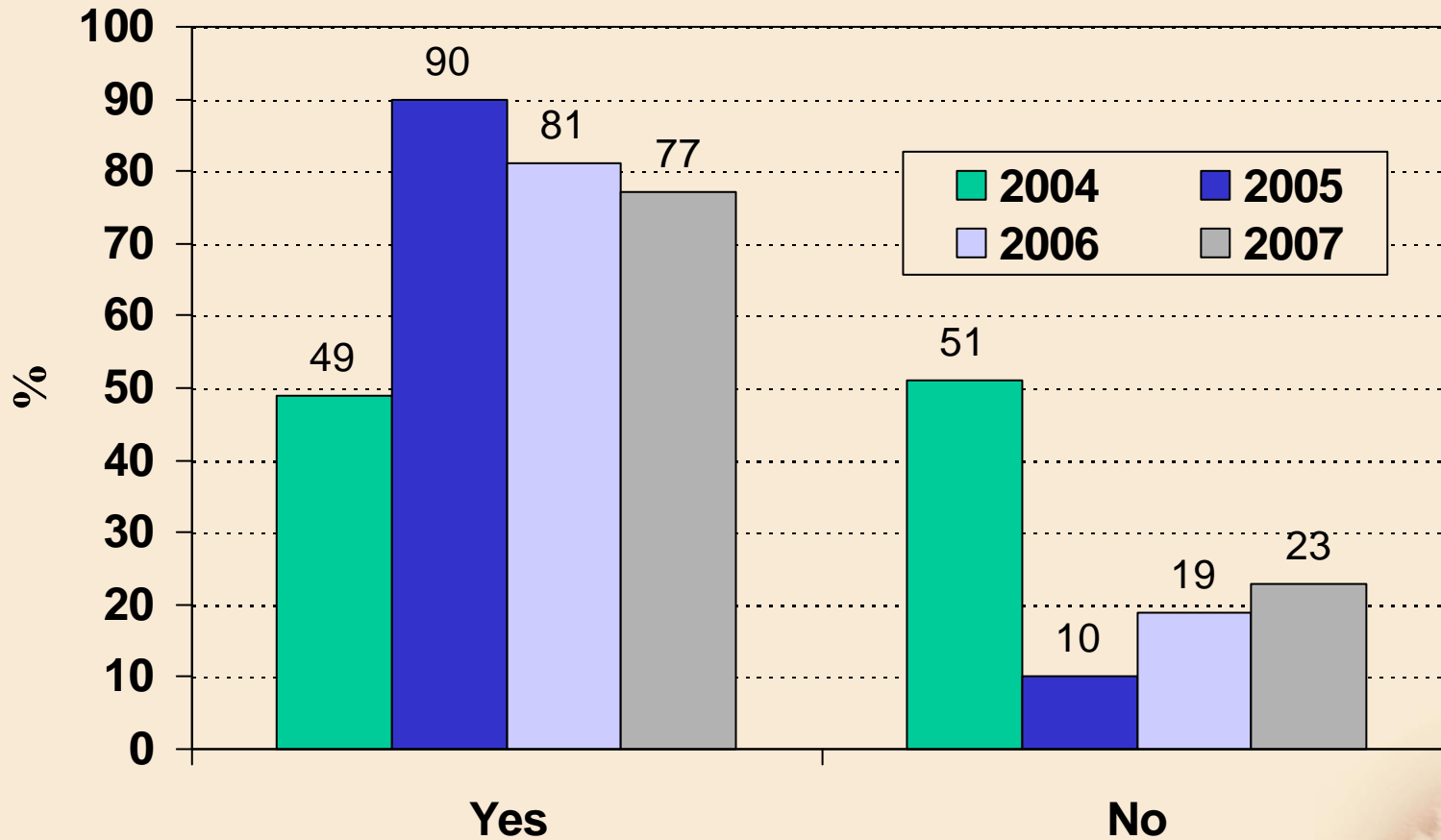
# Perception of Event



# Familiar with Zulu Kingdom Slogan



# Familiar with Zulu Kingdom Logo



# Conclusion

- The spend by visitors and locals at this event has declined from 2006
- It is important that the shortcomings of the facilities and infrastructure be addressed in order for this event to grow as a tourism attraction.
- The familiarization with the Zulu Kingdom logo and slogan seems to be leveling off.
- Accommodation once again demands the bulk of visitor spend.
- The demand for accommodation is significant.

