

Thukela Raft Race 2006 Impact Assessment: Top Line Summary Report

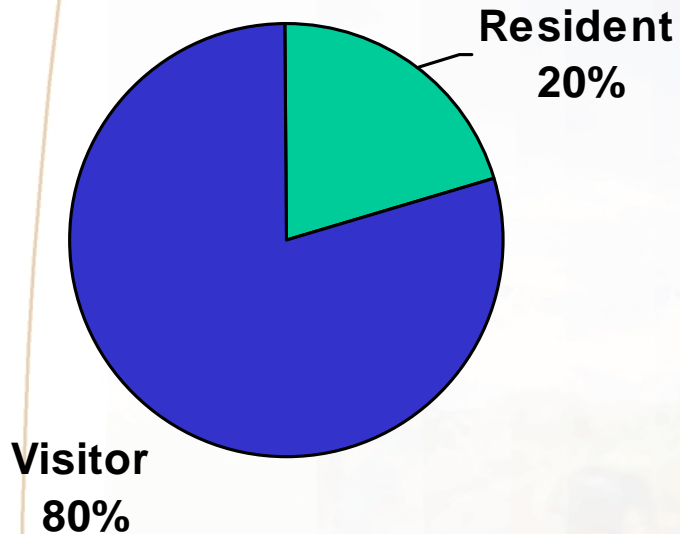
Karen Kohler and Sizwe Dladla
Tourism KwaZulu-Natal
14 June 2006

Methodology

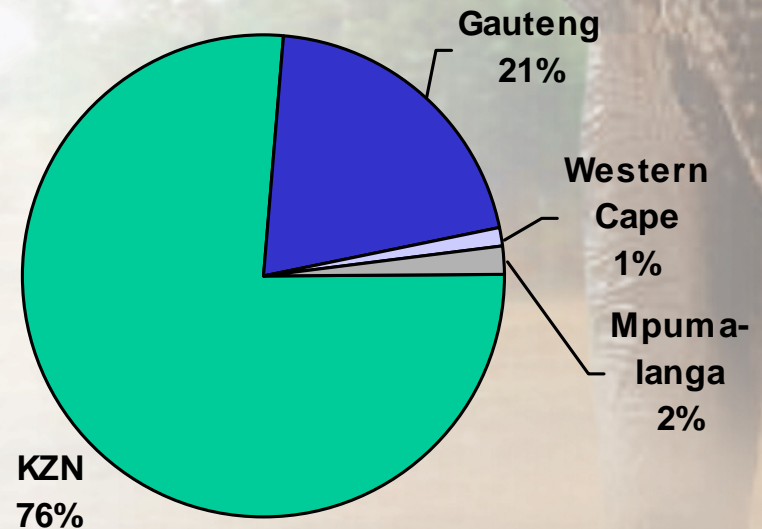
- Face to face survey with a probability sample of 124 respondents
- Respondents systematically selected by hour during the day of the event.

Nature of Thukela Raft Race Spectators

Residents vs Visitors



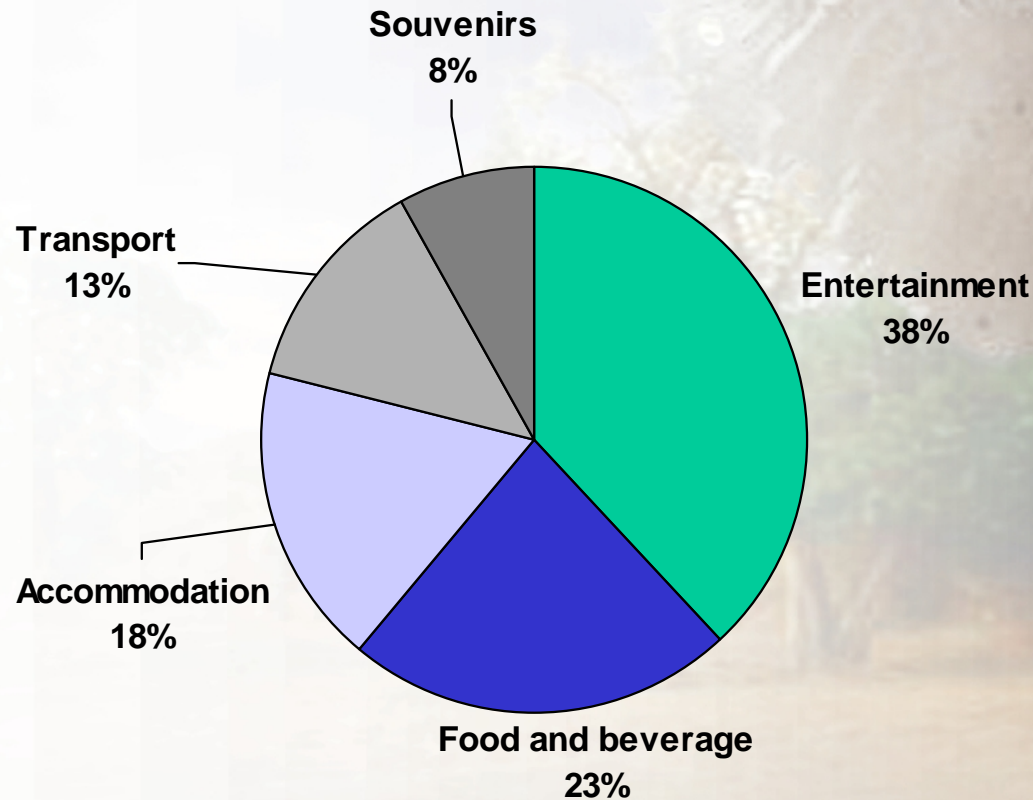
Non-resident: RSA Province of Residence



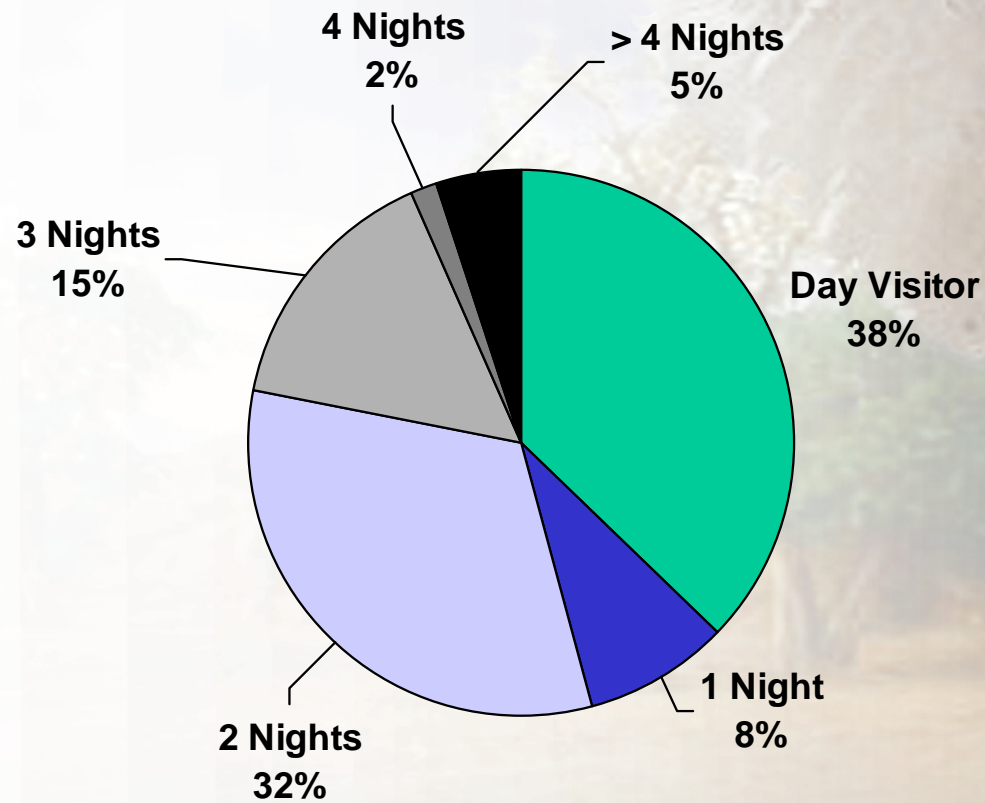
Estimated Economic Impact

- Non-resident overnight visitors spend R2 196.71
- Total average spend R2 078.68
- Direct Impact – based on an estimated audience of 3 000: R6.24 million
- Total Impact based on a multiplier of 1.42: **R8.9 mn**

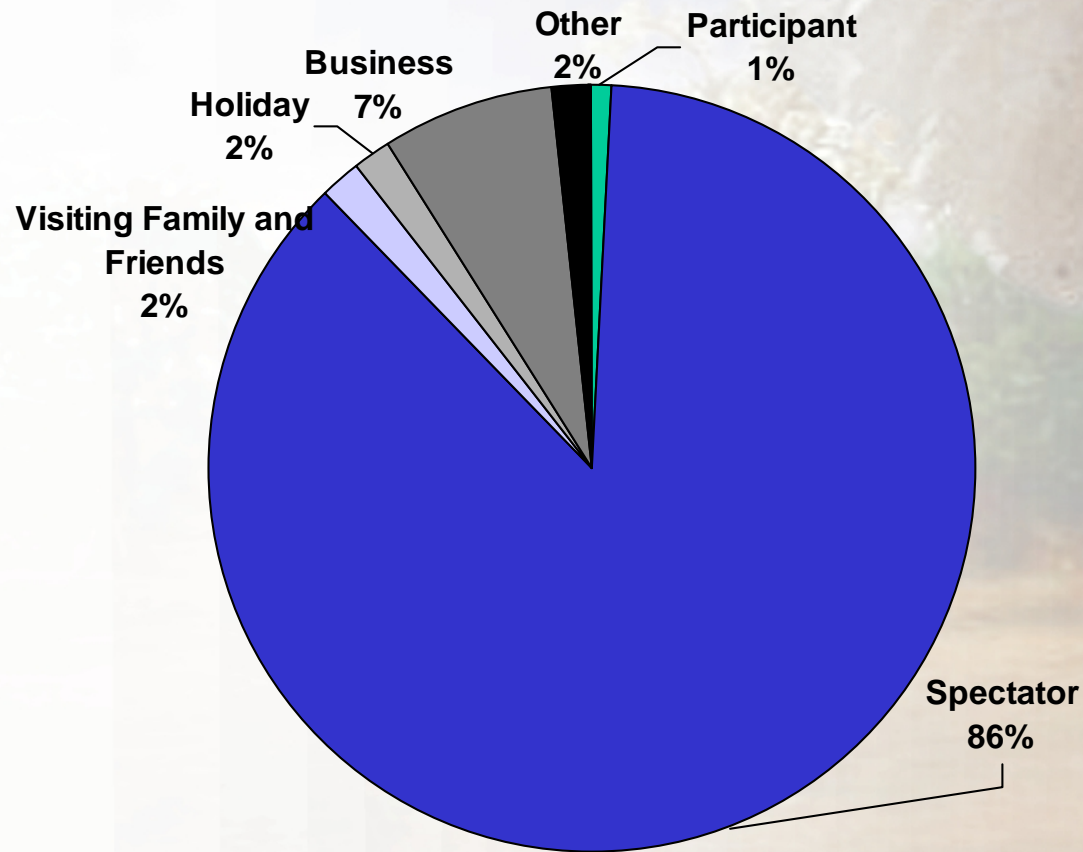
Spend breakdown



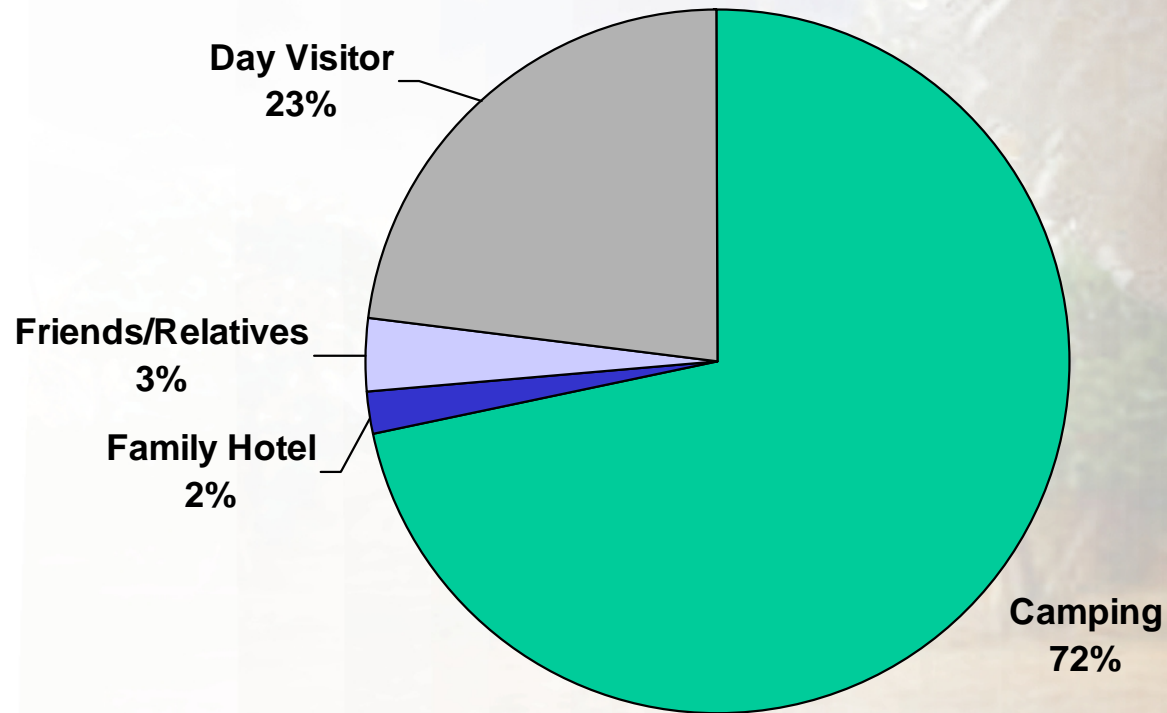
Length of stay



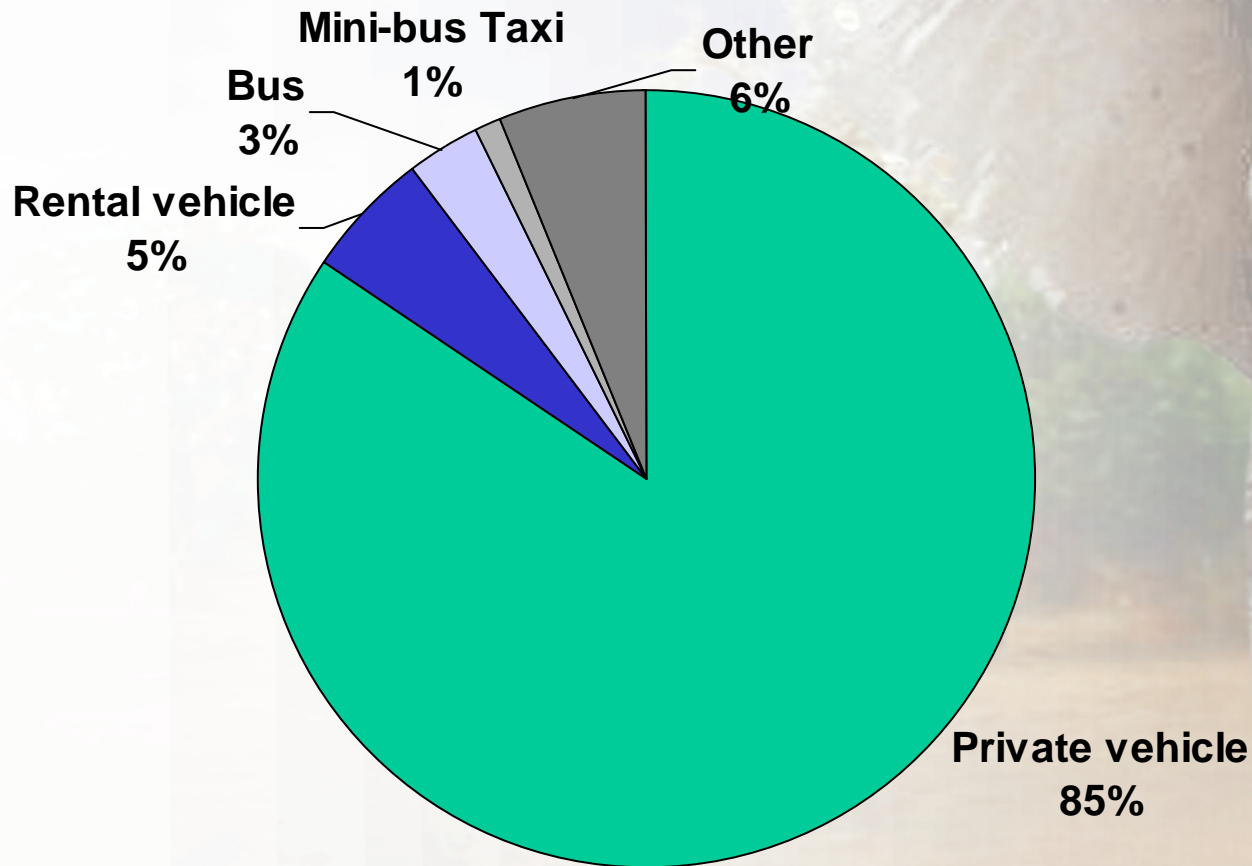
Primary reason for visiting area where event is taking place?



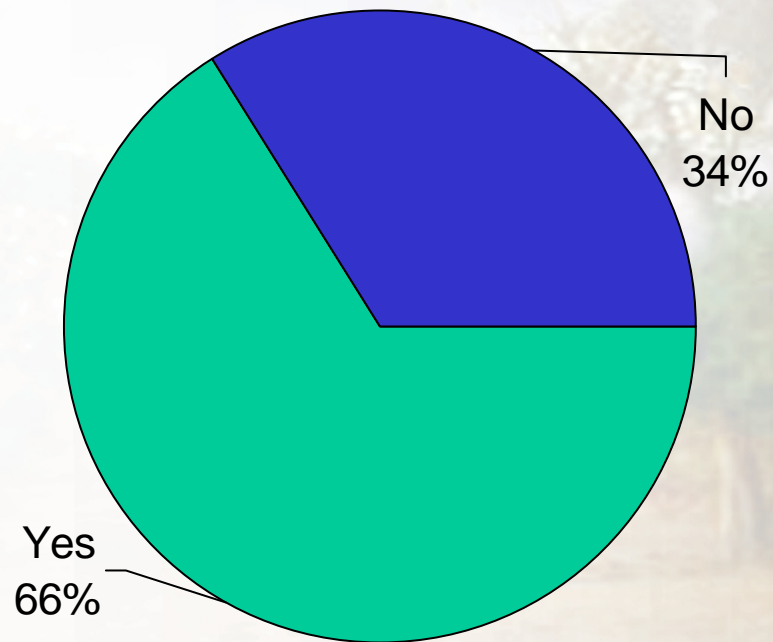
Accommodation: non-residents



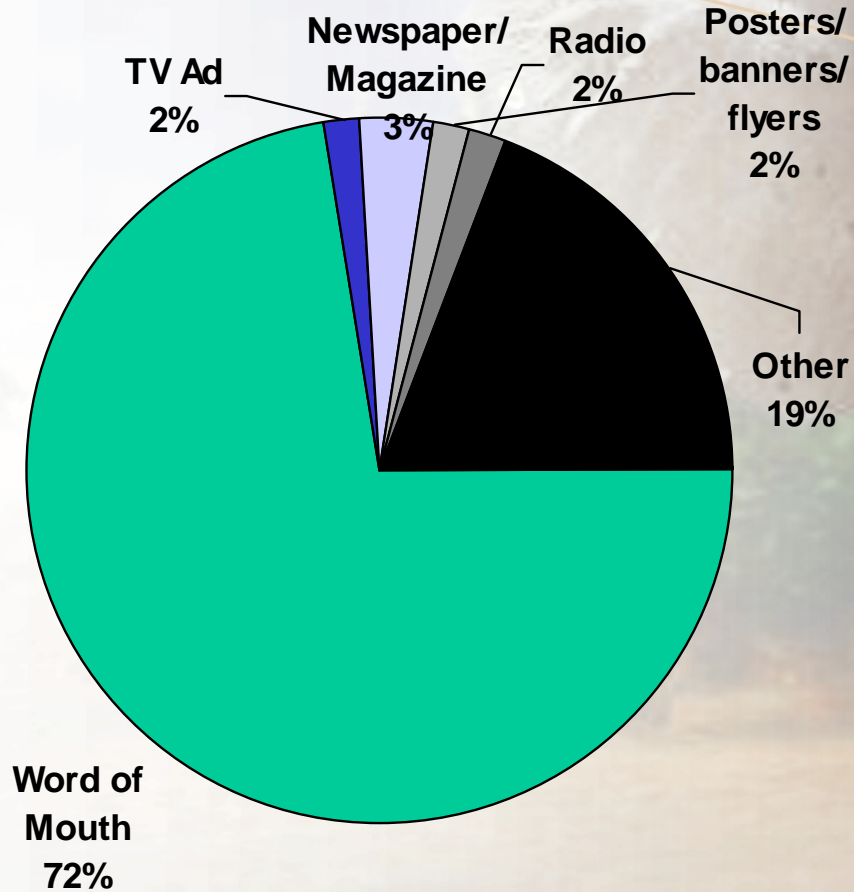
Transport to Event: non-residents



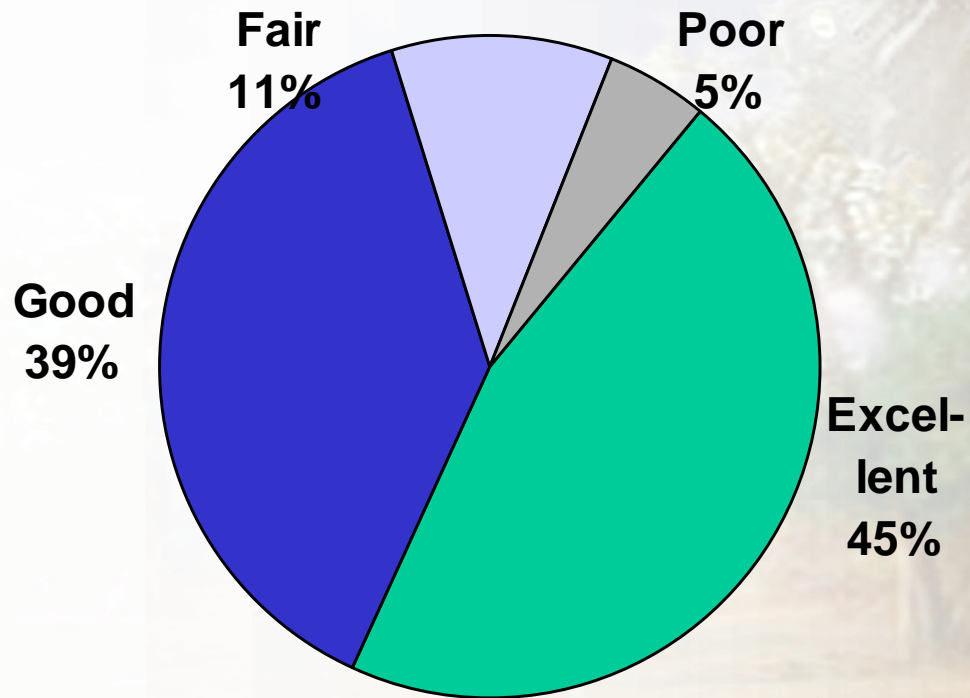
Attend in previous years?



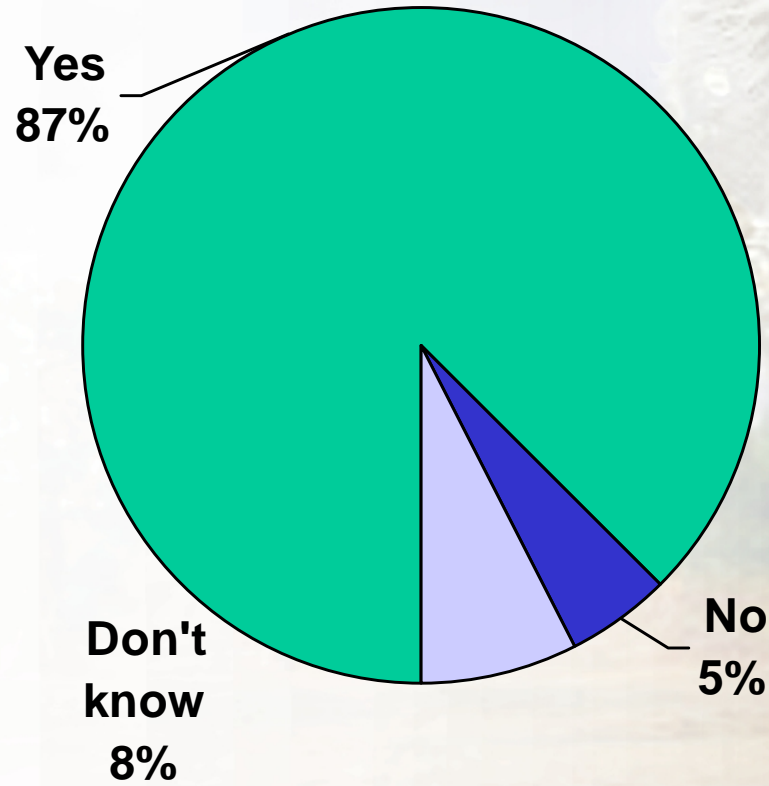
Influenced to attend?



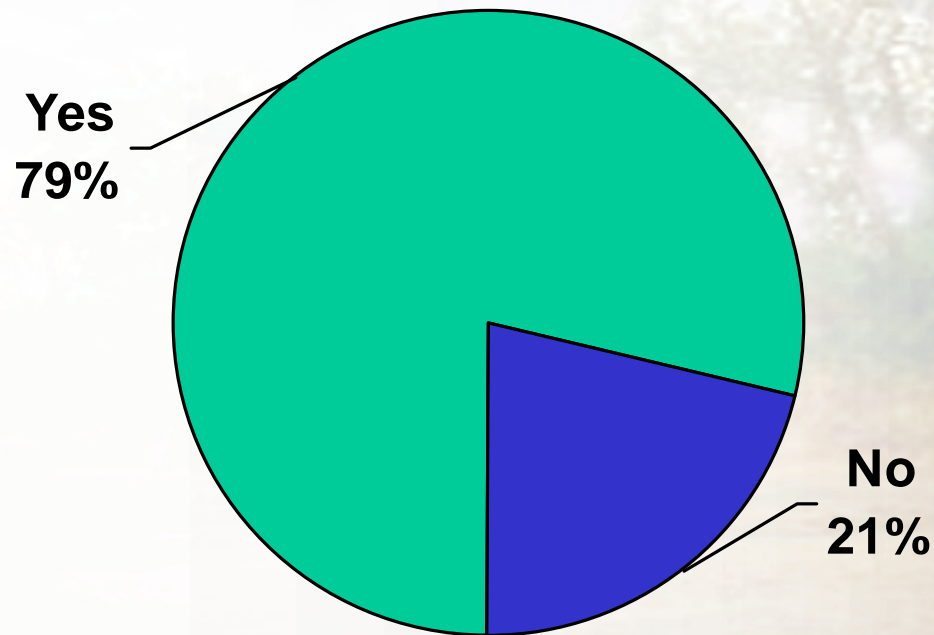
Experience?



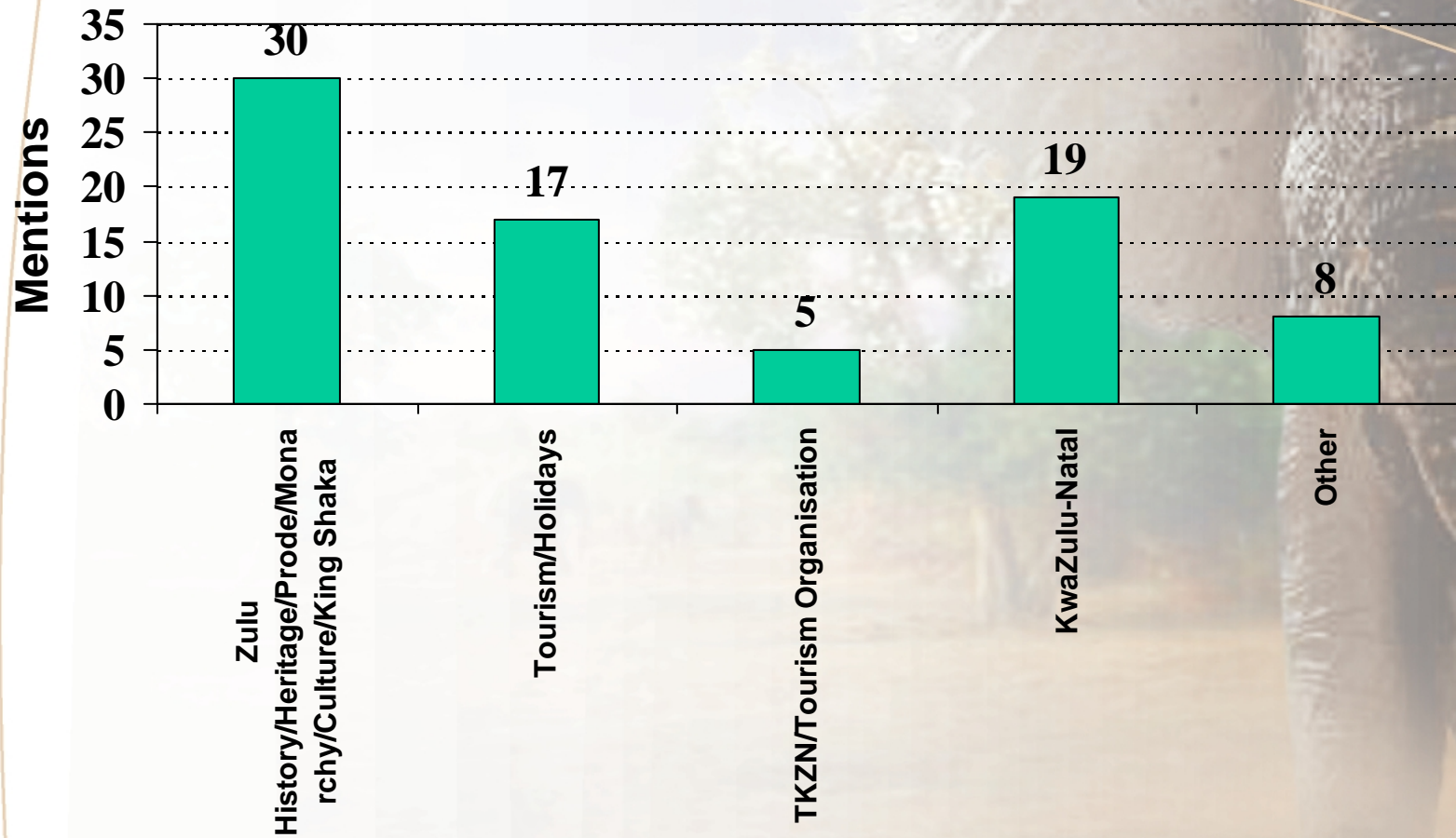
Attend again?



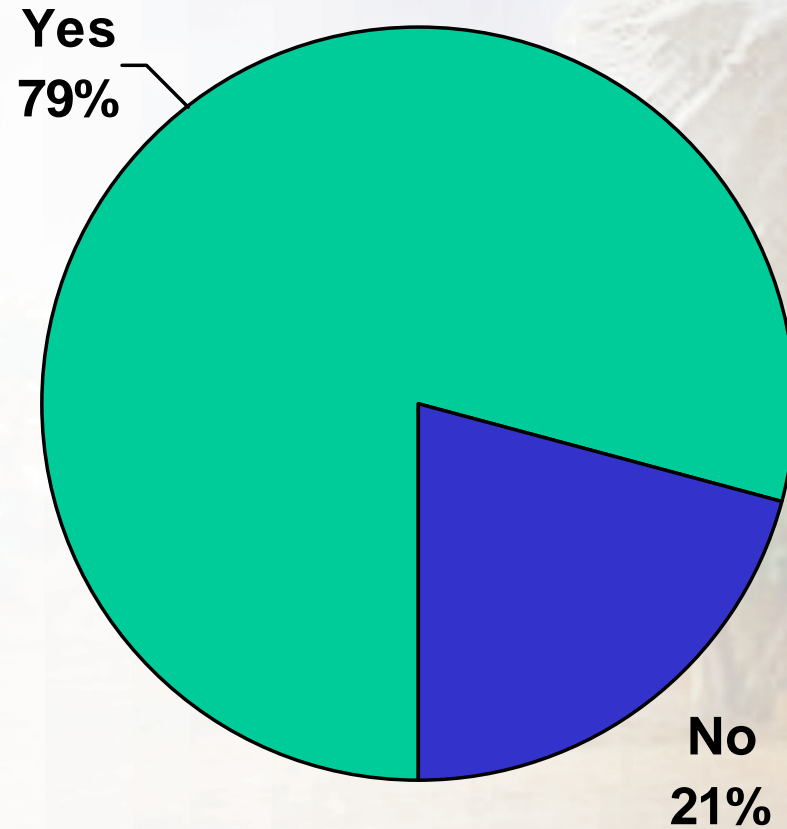
Familiar with Zulu Kingdom slogan?



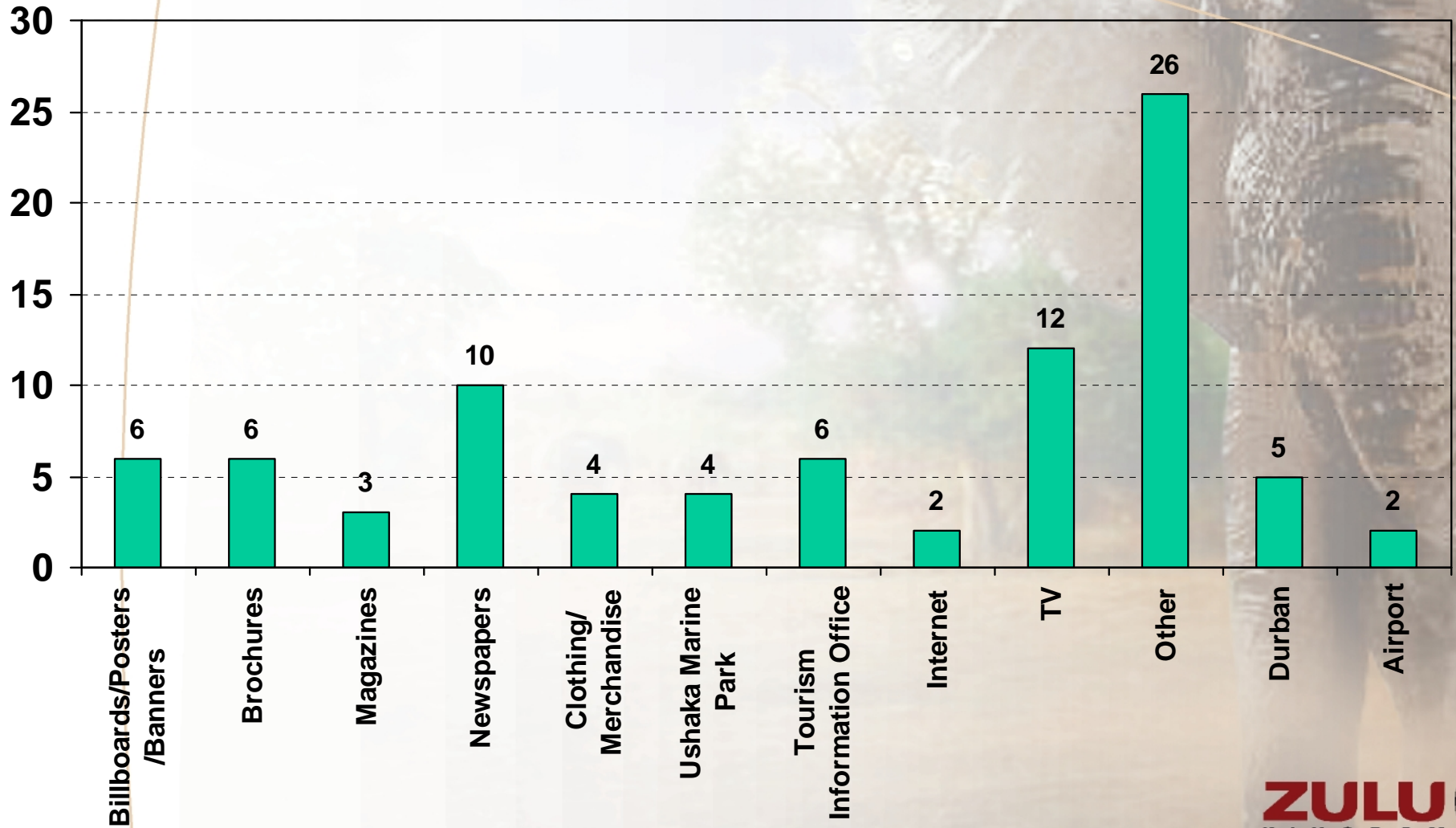
Associations - Zulu Kingdom slogan: Core Mentions



Noted Zulu Kingdom logo?



Where Zulu Kingdom logo noted?



Suggested Improvements?

| Suggestion | Mentions |
|-------------------------------------|----------|
| Organisation/Co-ordination | 3 |
| Parking | 3 |
| Traffic control | 2 |
| Entertainment/bars | 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 | 3 |
| Improve start area | 4 |
| Security | 7 |