

Tiger Fishing Competition 2007: Topline Summary Report

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September 2007



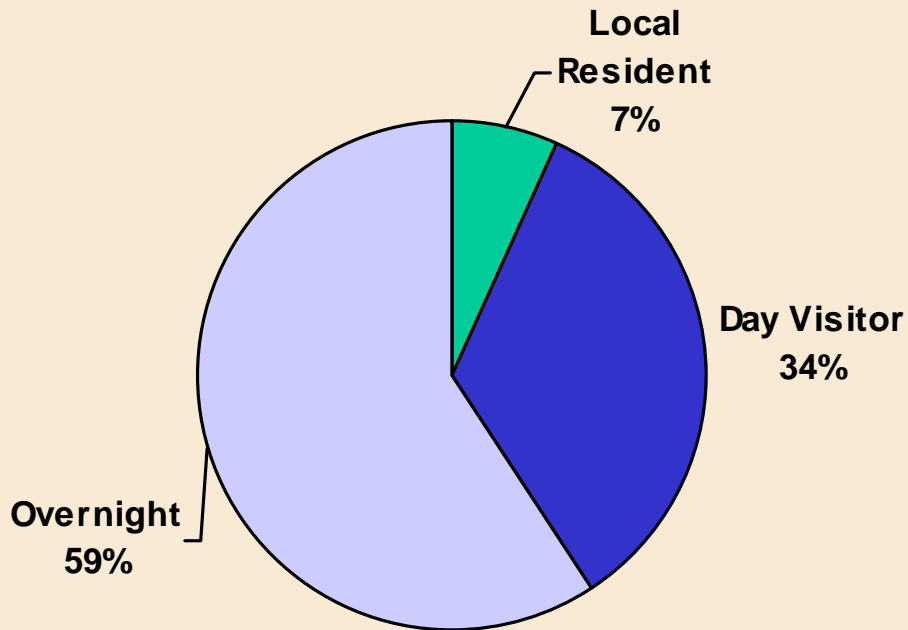
Methodology

- Face to face survey with a probability sample of 168 respondents
- Respondents systematically selected by hour during the period of the event.

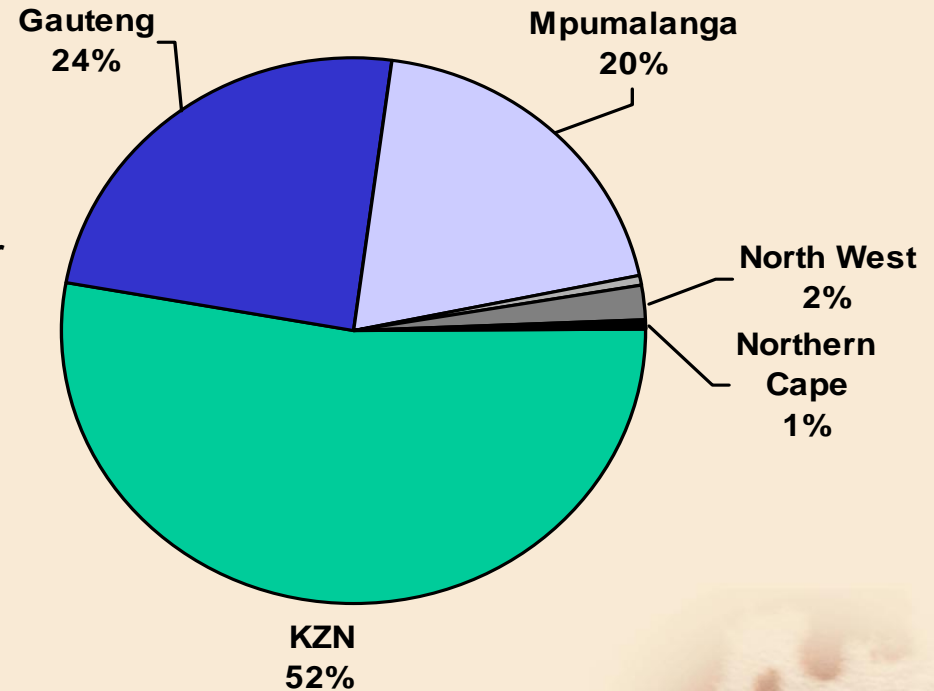


Nature of Tiger Fishing Participants

Residents vs Visitors



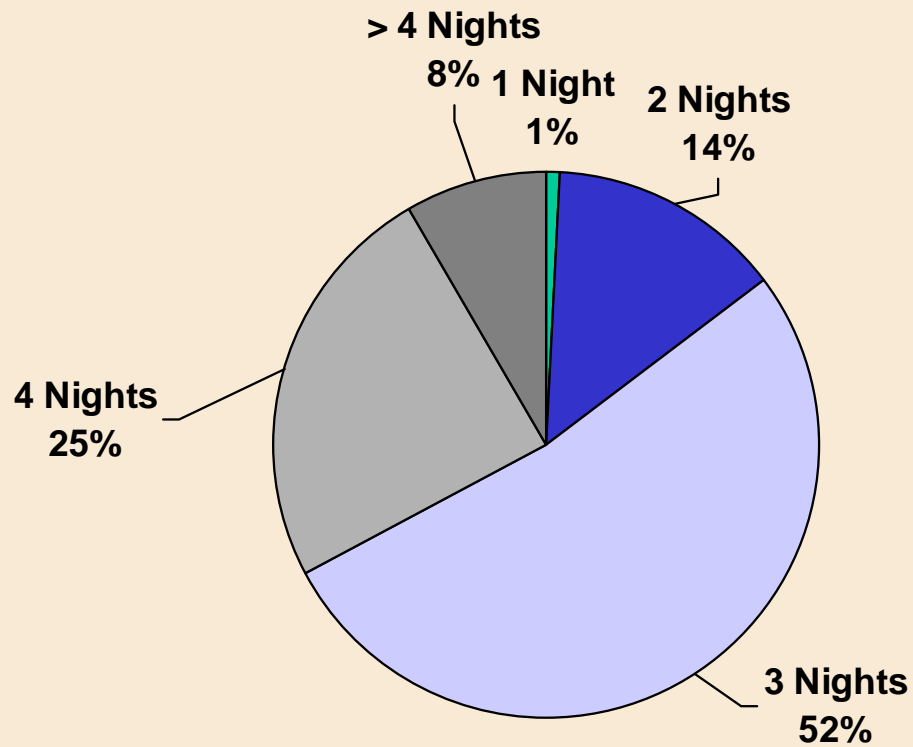
Non-residents: RSA Province of Residence



Estimated Economic Impact

- Day visitors spend – R1 892.36
- Local resident average spend - R1 068.18
- Overnight visitors average spend - R2 176.08
- Total average spend - R2 001.95
- Direct Impact – based on an estimated 1100 participants and spectators - **R2.2mn**
- Total Impact based on a multiplier of 1.42 - **R3.12mn**

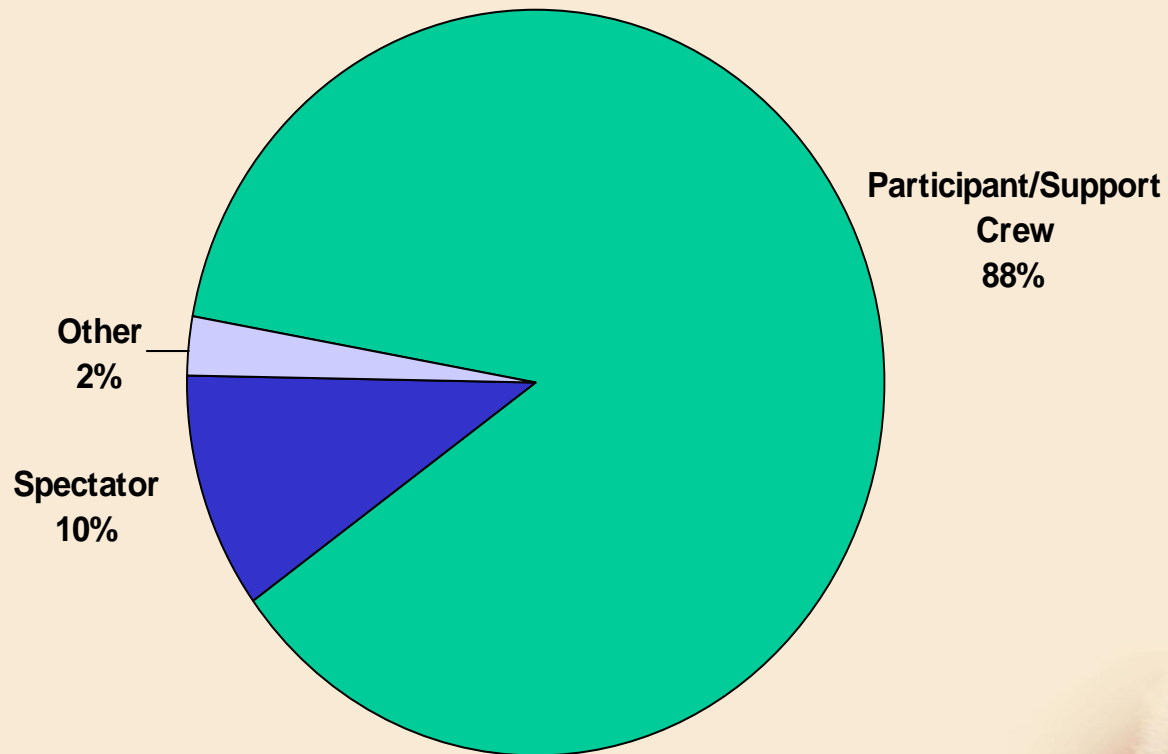
Length of stay(Overnight Visitors Only)



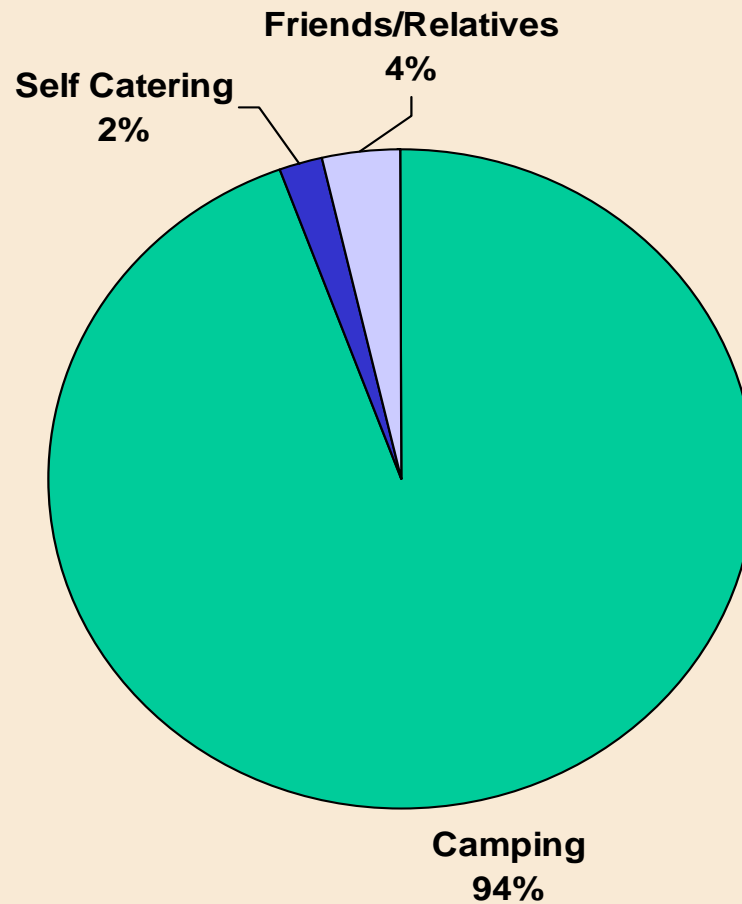
Average length of stay = 2.9 nights



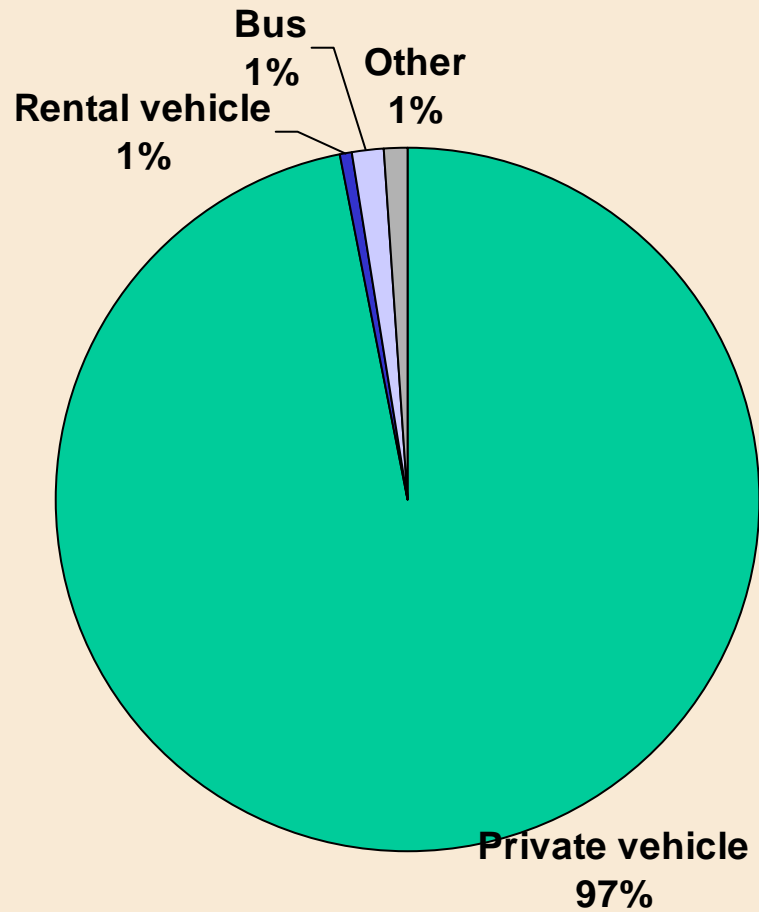
Primary reason for visiting area where event is taking place?



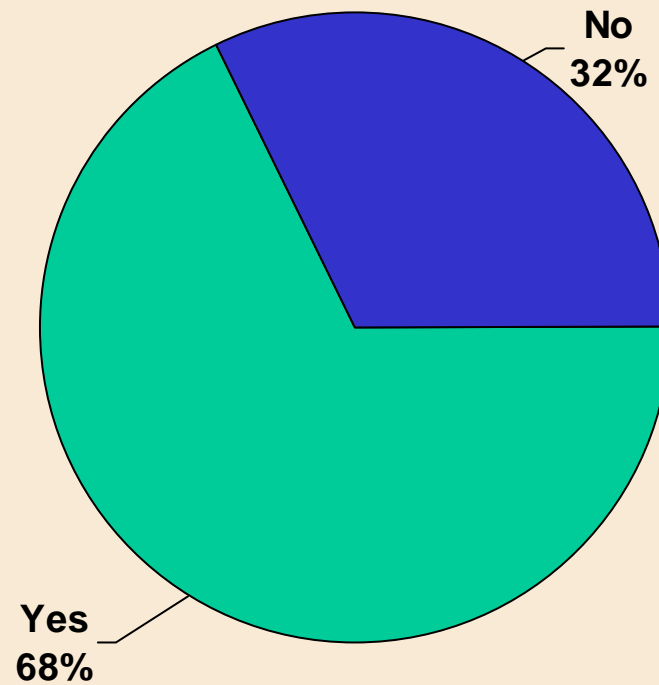
Accommodation(Overnight Visitors Only)



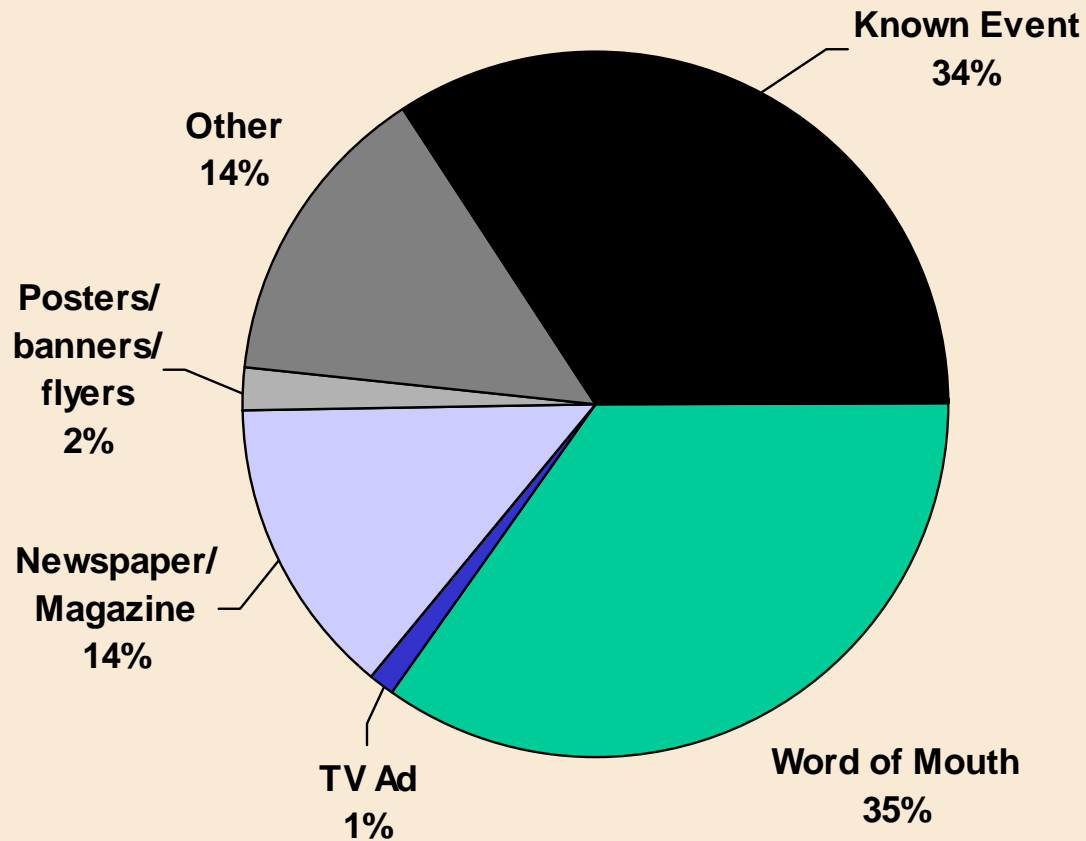
Transport to Event



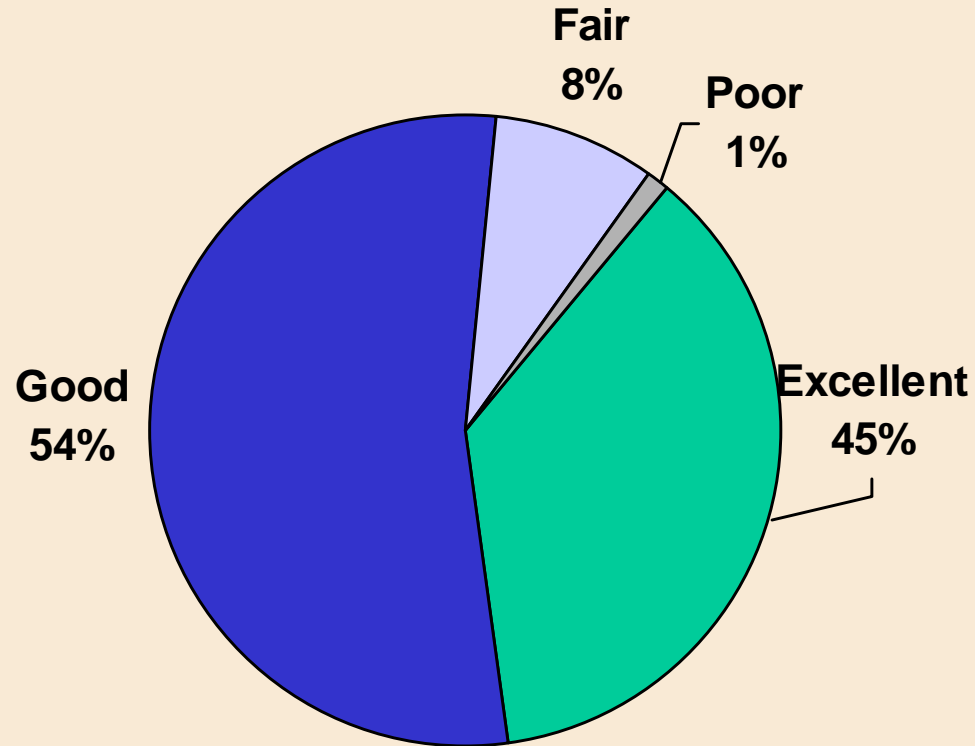
Attend in previous years?



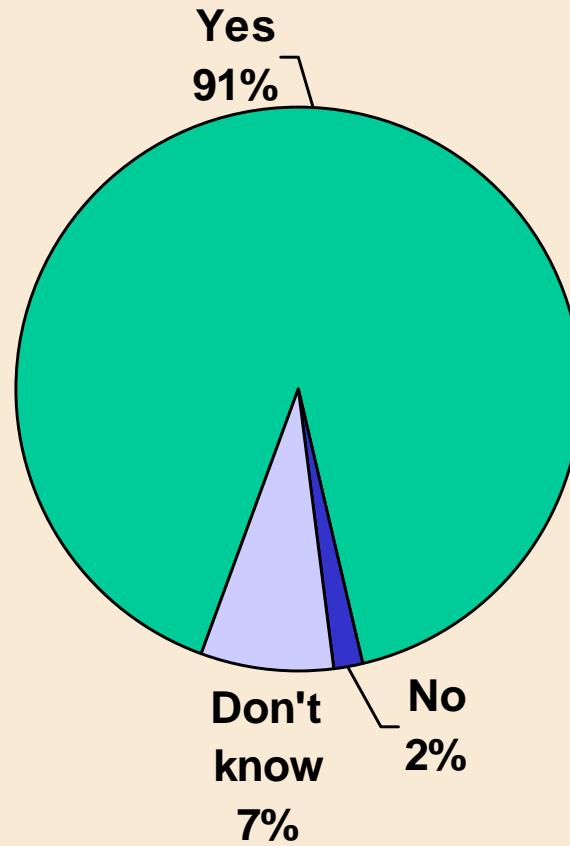
Influenced to attend?



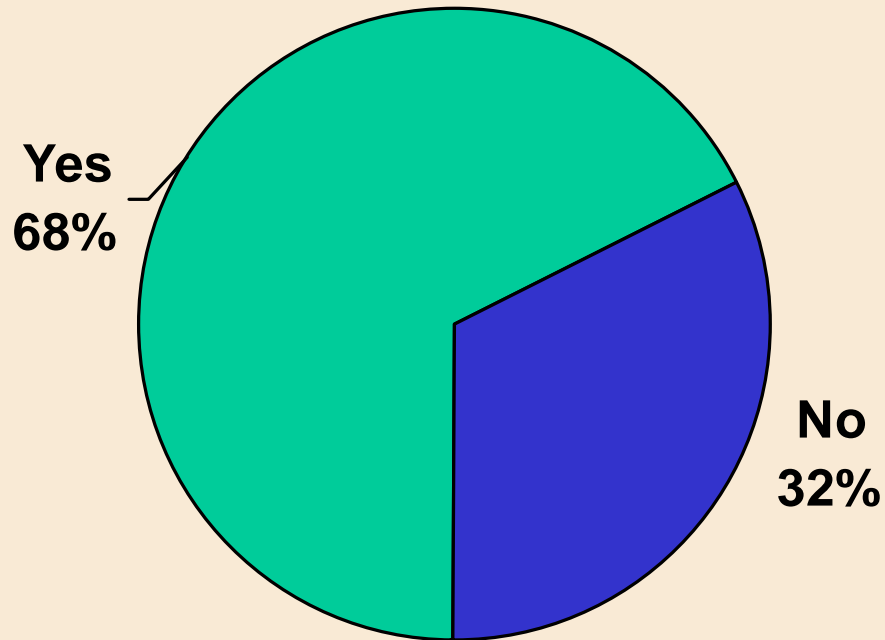
Experience?



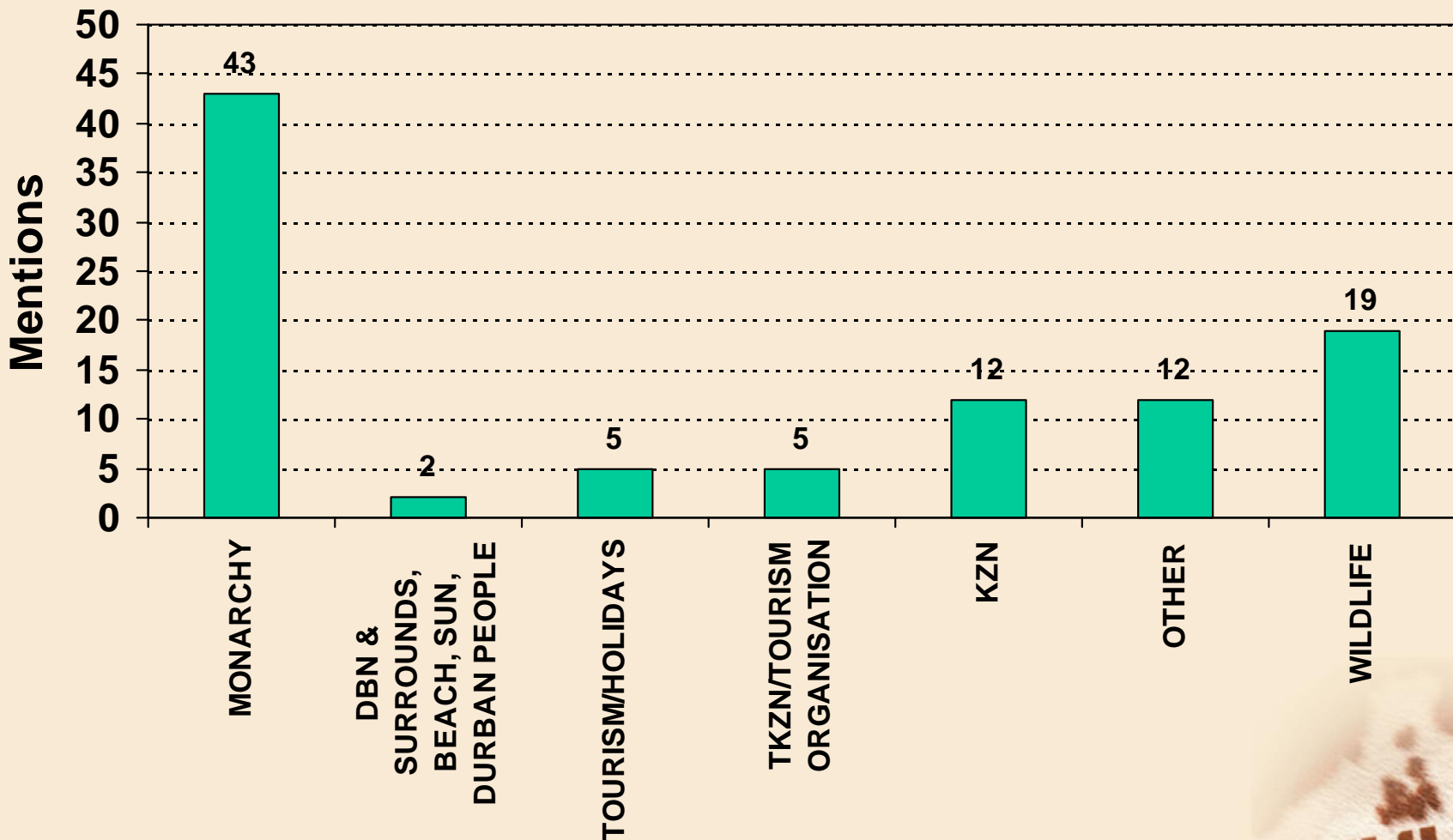
Attend again?



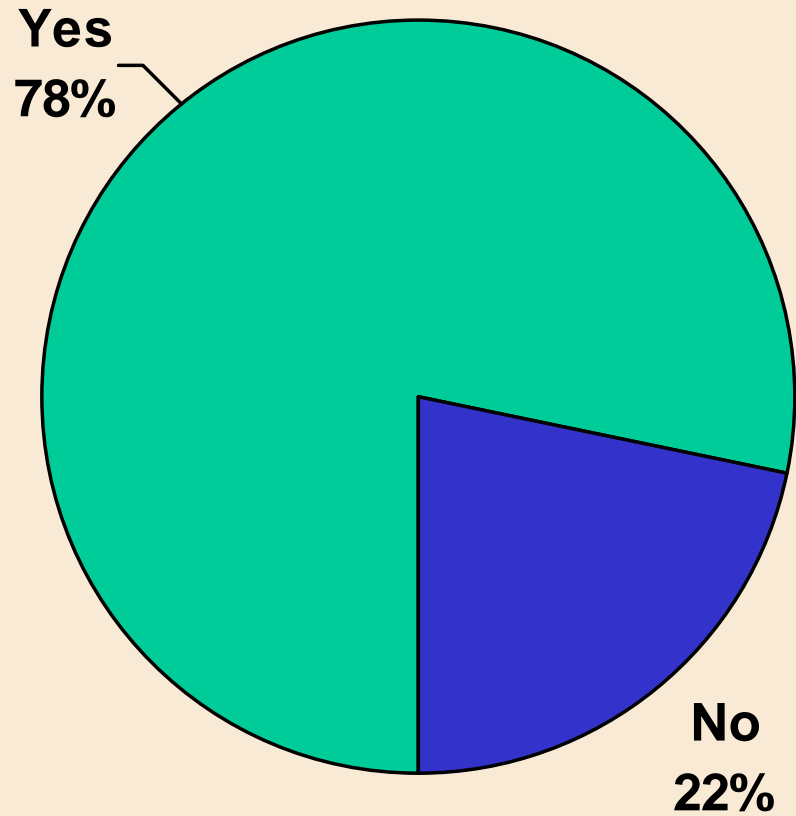
Familiar with Zulu Kingdom slogan?



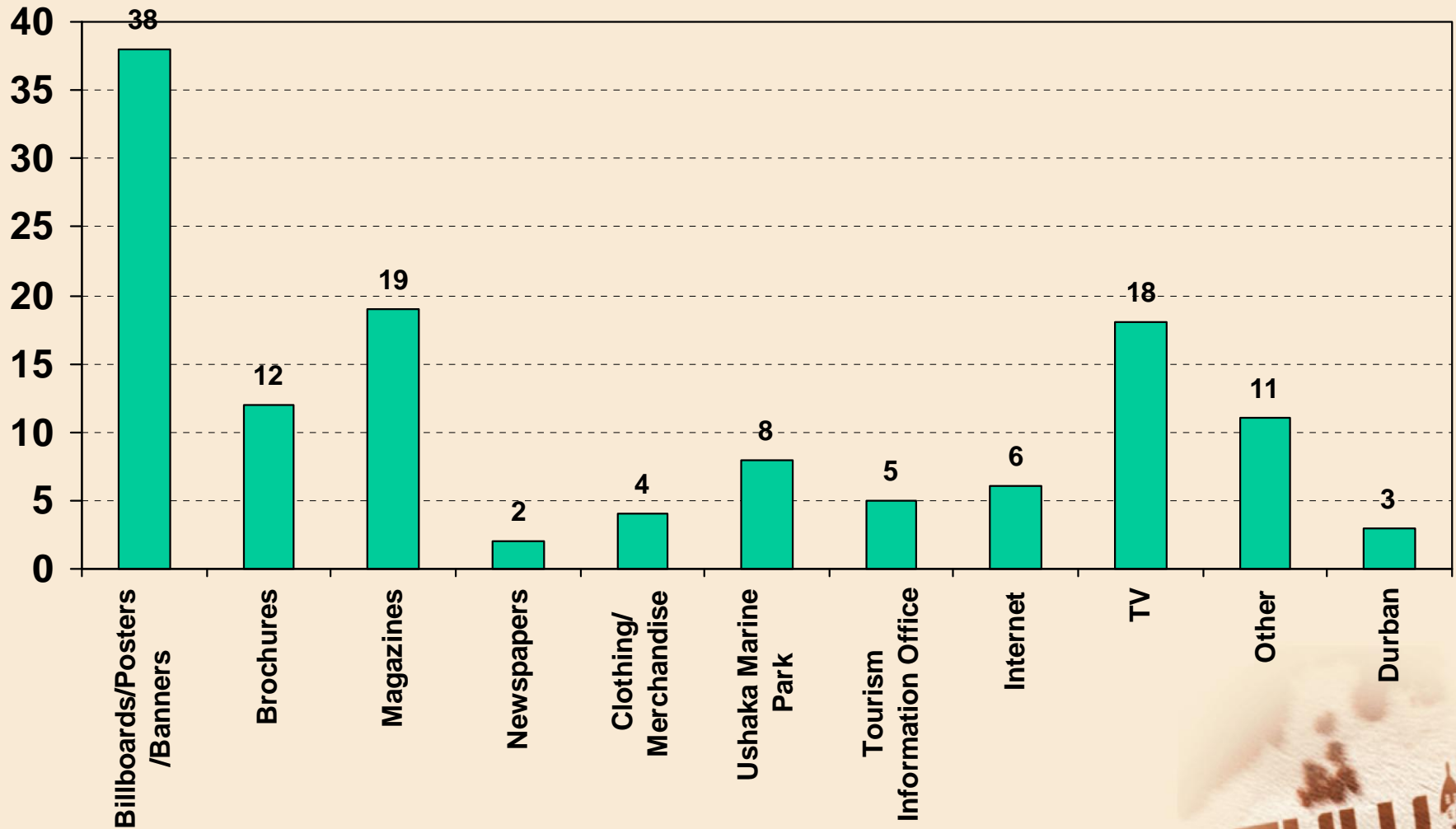
Associations - Zulu Kingdom slogan: Core Mentions



Noted Zulu Kingdom logo?



Where Zulu Kingdom logo noted?



Suggested Improvements?

Suggestion	Mentions
Organisation/Co-ordination	8
Entertainment	2
Information	1
Toilets/showers/sanitation	20
Accommodation	21
Signage	1
Boating Facilities	3



Suggested Improvements – Core Mentions

Organization	Boat shop in dam area, drive through camp, behavior should be monitored, people should be allowed to bring live bait, more shop facilities, more officials present.
Accommodation / Related facilities	More shops, open swimming pool, power points, provide electricity all over, too little grass for tents, better camping site, build braais for campsite, more entertainment for children.
Sanitation, Toilets	More toilets, keep them clean, hot water, more toilets for women, improve toilets
Boating	Should provide boating facilities like fuel, better slipways, improved parking.