

Vodacom Durban July 2010 Impact Assessment: Top Line Summary Report

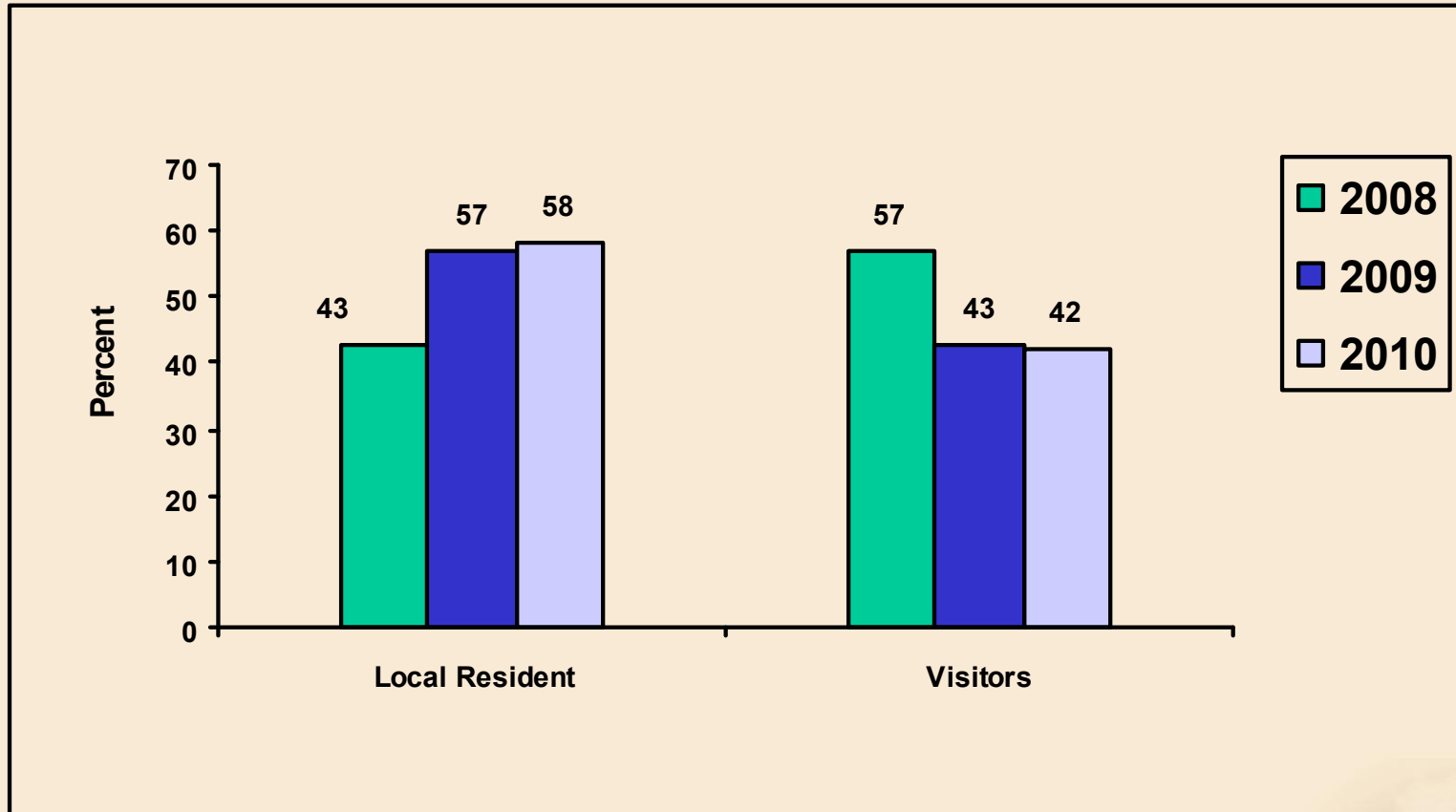
Zama Dlamini
Karen Kohler
Tourism KwaZulu-Natal
October 2010



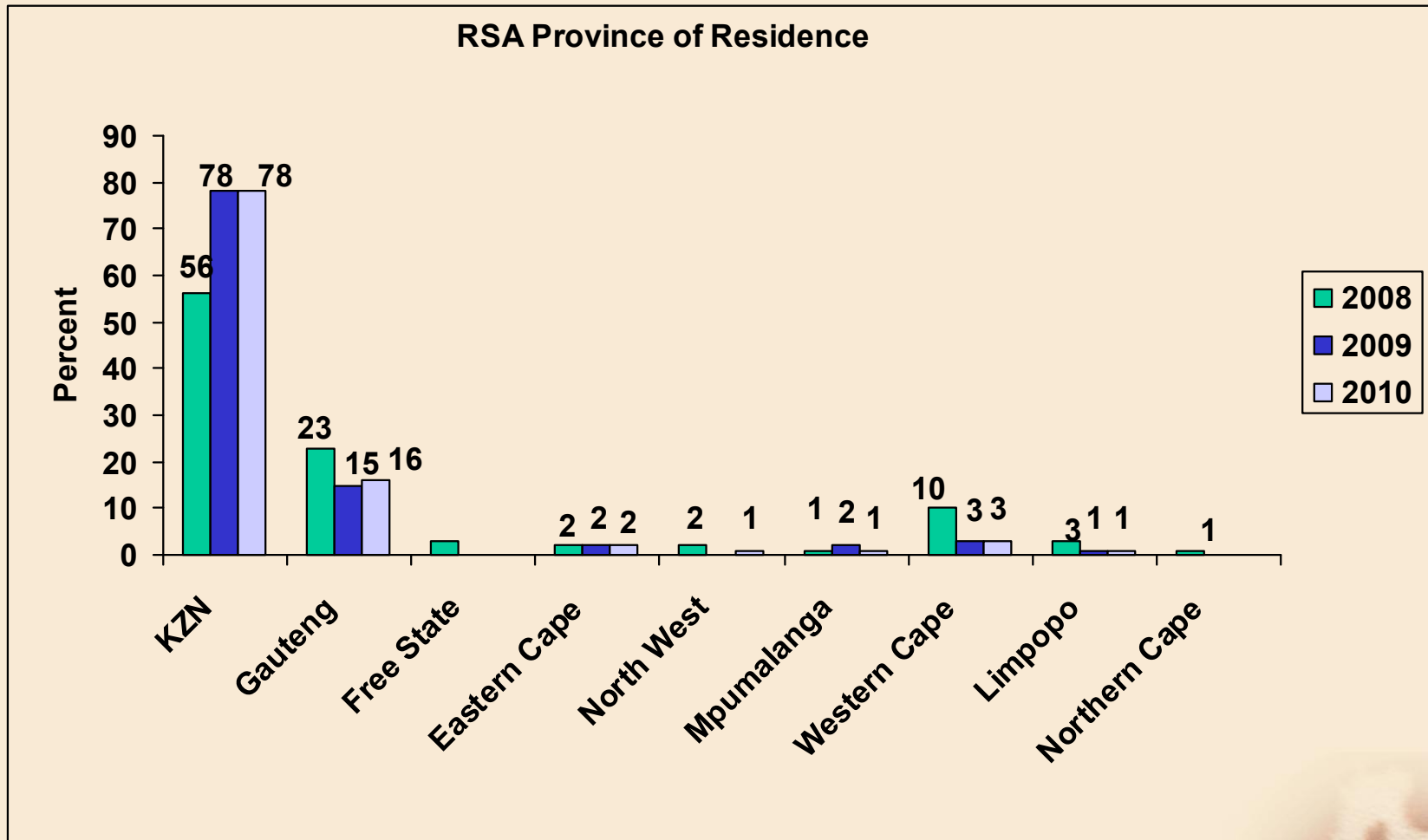
Methodology

- Face to face survey with a probability sample of 208 respondents.
- Respondents systematically selected throughout the day of the event.
- Secondary data: Gold Circle.
- Limitations
 - Fieldworkers did not have access into the marquees where bets can be placed. Marquees account for a significant number of attendees.

Nature of Vodacom Durban July Spectators



Nature of Vodacom Durban July Spectators (cont'd)



Spectator Estimate

| | 2008 | 2009 | 2010 |
|---------------------------|-------------|-------------|-------------|
| Spectator Estimate | 55 000 | 54 000* | 50 000* |

*provided by the organisers



Spend breakdown

All

| Item | 2008 | 2009 | 2010 |
|--------------------|--------|--------|--------|
| Accommodation | R4 118 | R1 881 | R1 388 |
| Transport | R1 125 | R511 | R309 |
| Food & Beverage | R530 | R372 | R333 |
| Entertainment/Bets | R1 798 | R952 | R862 |
| Souvenirs | R300 | R231 | R230 |

Visitors Only

| Item | 2010 |
|--------------------|--------|
| Accommodation | R1 400 |
| Transport | R523 |
| Food & Beverage | R412 |
| Entertainment/Bets | R894 |
| Souvenirs | R274 |

Average Total Spend = R1 666
(2010)

Estimated Economic Impact

Spectators Only

Visitors:

- Estimated N = 21 000 (50 000 x 42%)
- Mean total spend: R2 359
- Std Deviation: R2 005
- Count: 85
- Std Error at 95% level of confidence spend between R1 926 and R2 791
- Estimated direct impact of spend of at least R40,449,503 and as much as R58,615,897

Residents:

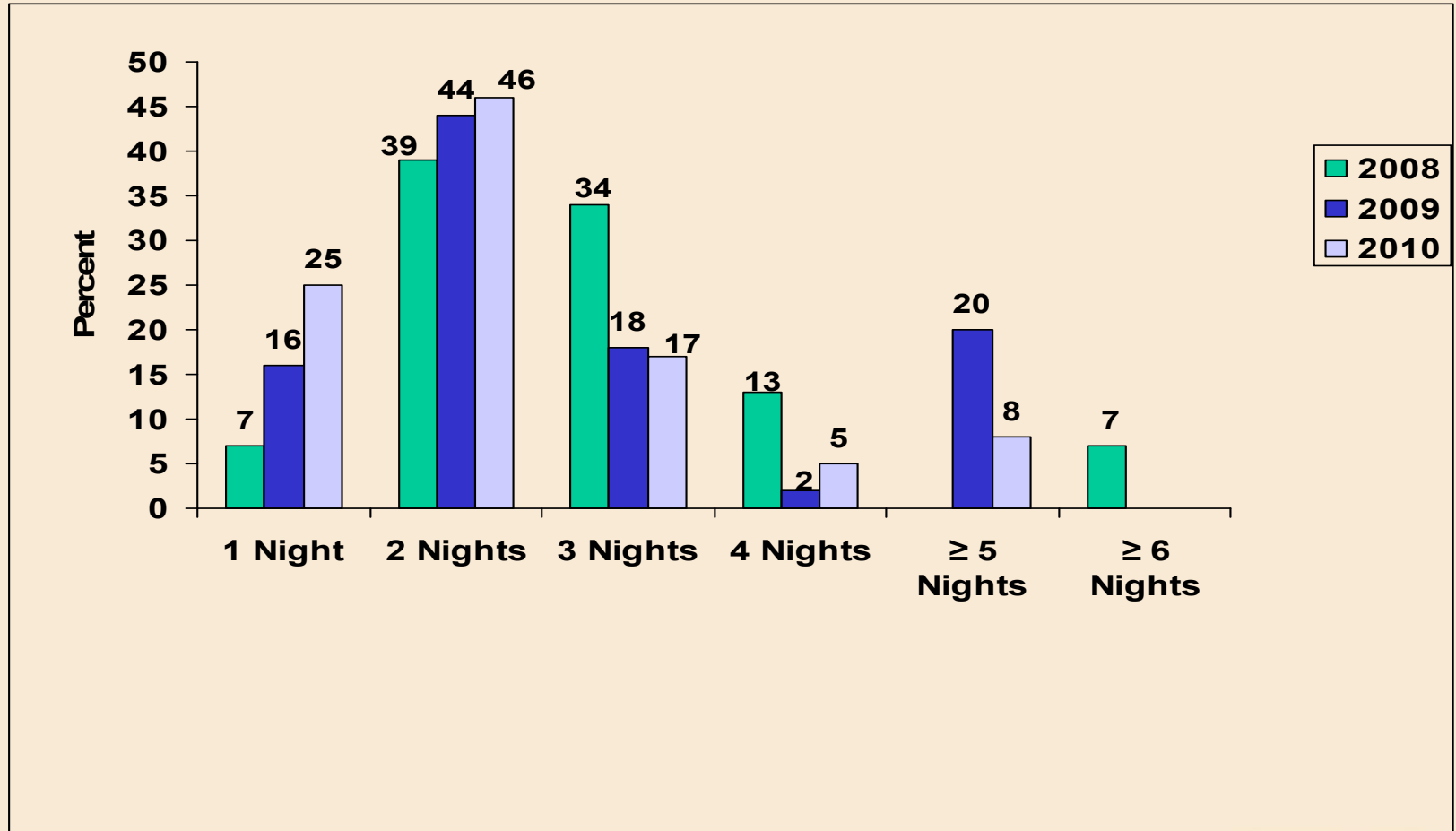
- Estimated N = 29 000 (50 000 x 58%)
- Mean total spend: R1 168
- Count : 118
- Std Deviation : R1 032
- Std Error: Std Error at 95% level of confidence spend between R980 and R1 356
- Estimated direct impact spend of at least R28,410,407 and as much as R39,321,993



Estimated Economic Impact

| | 2008 | 2009 | 2010 |
|----------------------|--|--|---|
| Direct Impact | At least – R205 636 168.82 As much as – R378 359 661.19 | At least – R74 720 354.58 As much as - R 130 282 830.00 | At least – R68 859 910 As much as - R97 937 890 |
| Total Impact | At least – R292 003 359.72 As much as – R537 270 718.88 | At least – R106 102 903.50 As much as – R185 001 676.10 | At least – R97 781 072 As much as – R139 071 804 |

Length of stay – Visitors



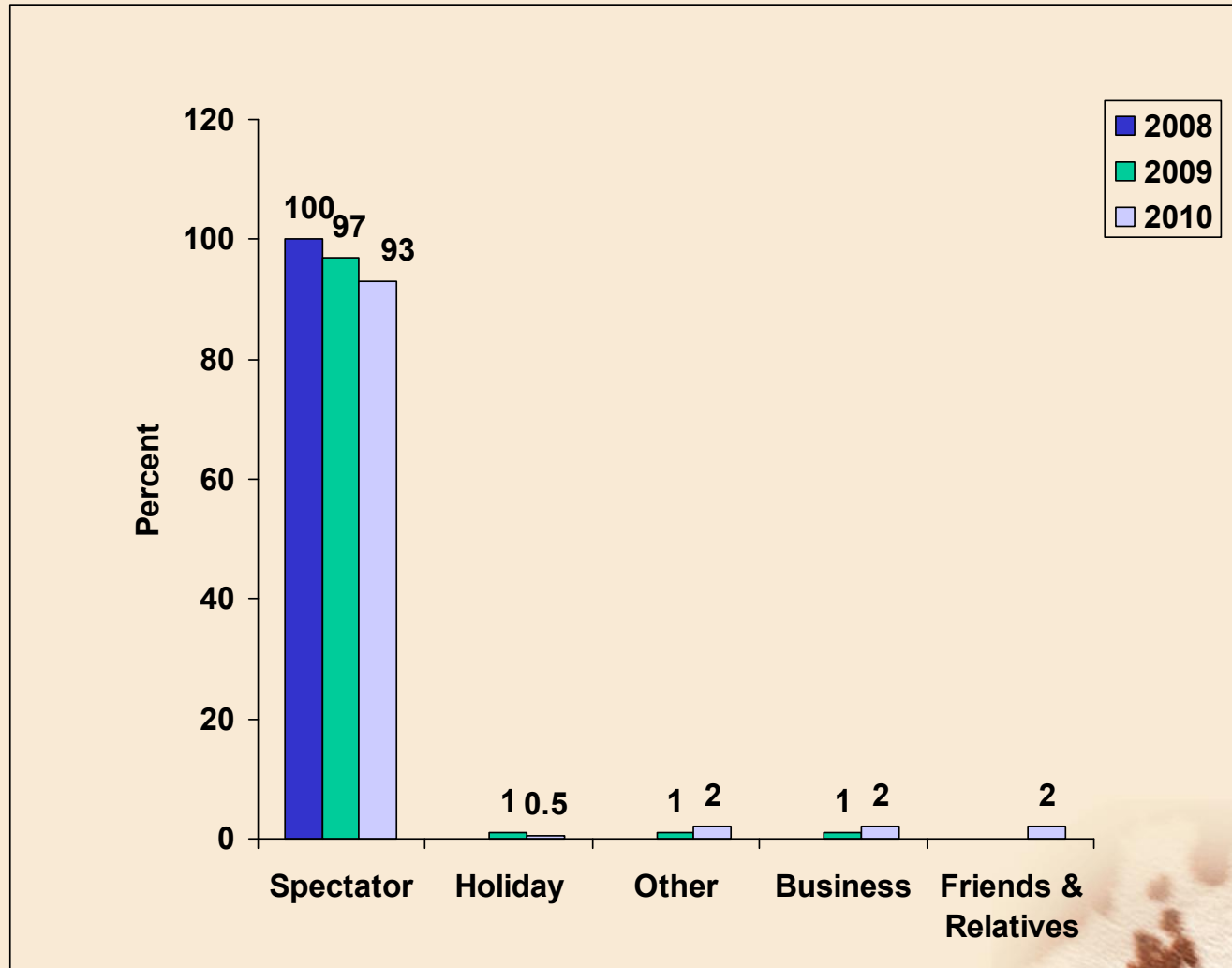
Statistical analysis could not be determined as the responses were below the minimum number required for such tests.

| Year | n (count of overnight visitors) |
|------|---------------------------------|
| 2008 | 100 |
| 2009 | 55 |
| 2010 | 65 |

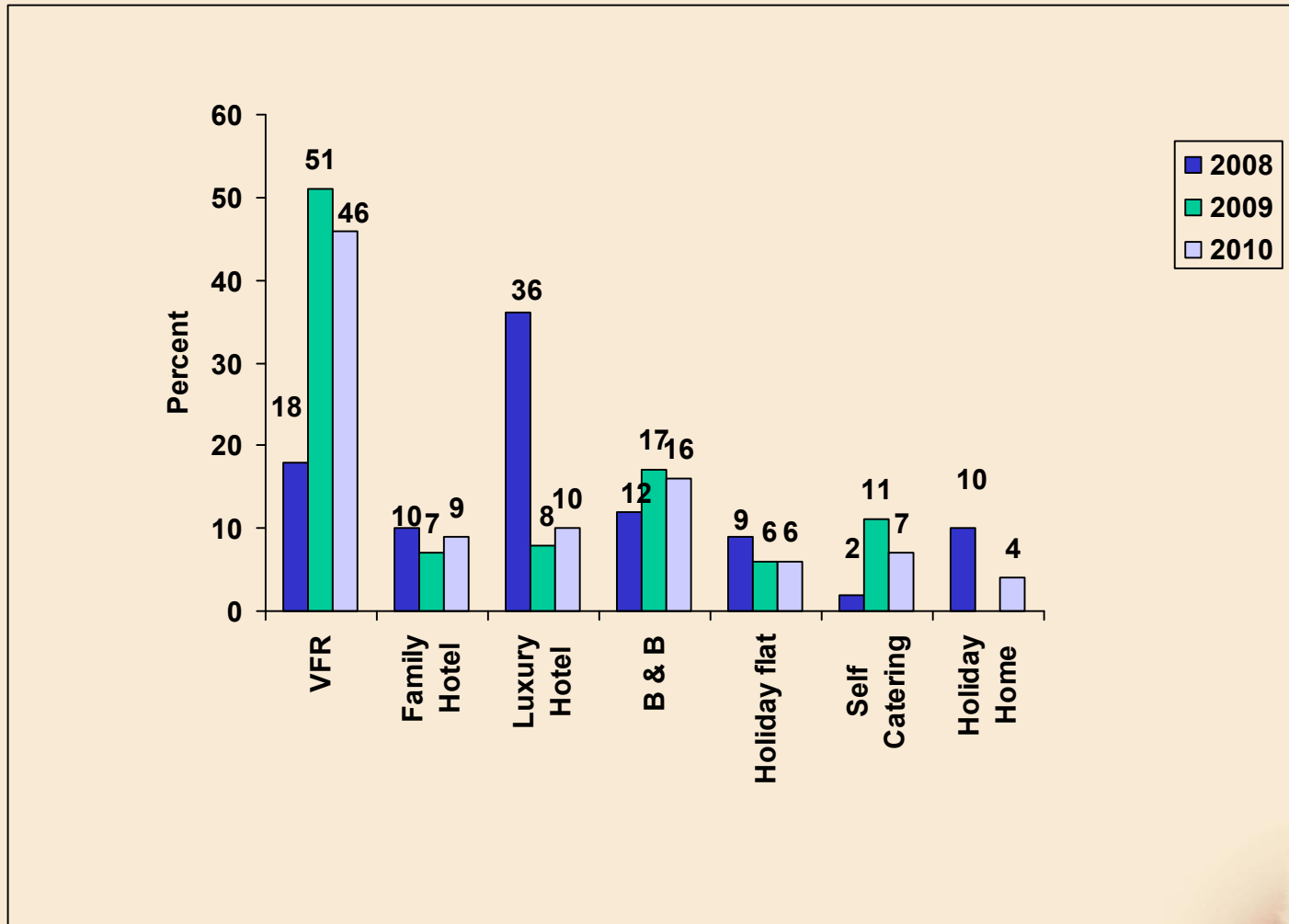


Primary reason for visiting area where event is taking place?

When comparing 2009 and 2010, a Z-test of two independent sample proportions indicated a statistically significant difference in the proportion of respondents whose primary reasons for visiting the area was the event (spectators). The probability of this assertion being false was 5.3%.

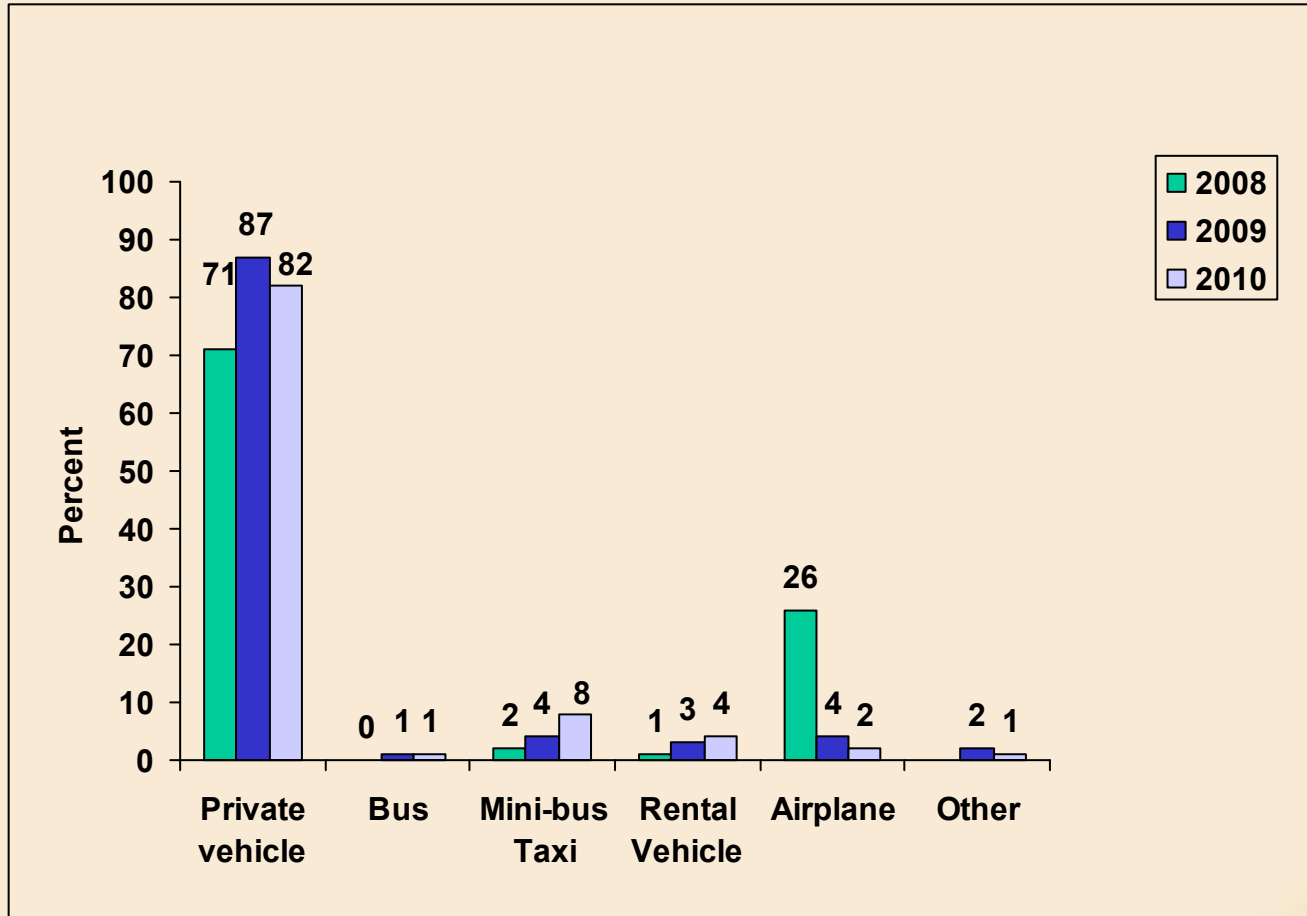


Accommodation



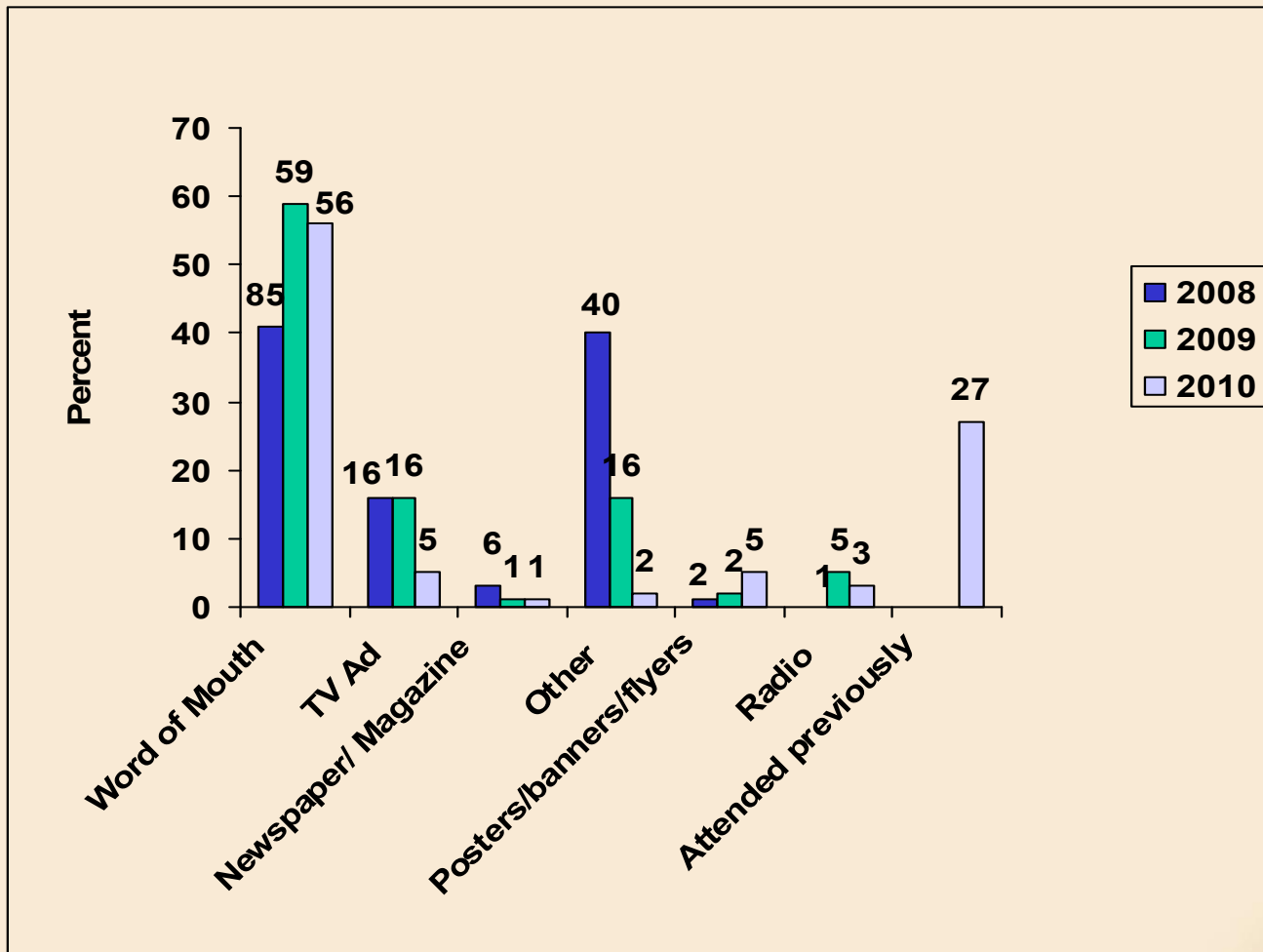
A Z-test of two independent sample proportions indicated that there was no statistically significant difference in the proportion of respondents who stayed with friends and relatives when comparing 2009 and 2010.

Transport to Event: All



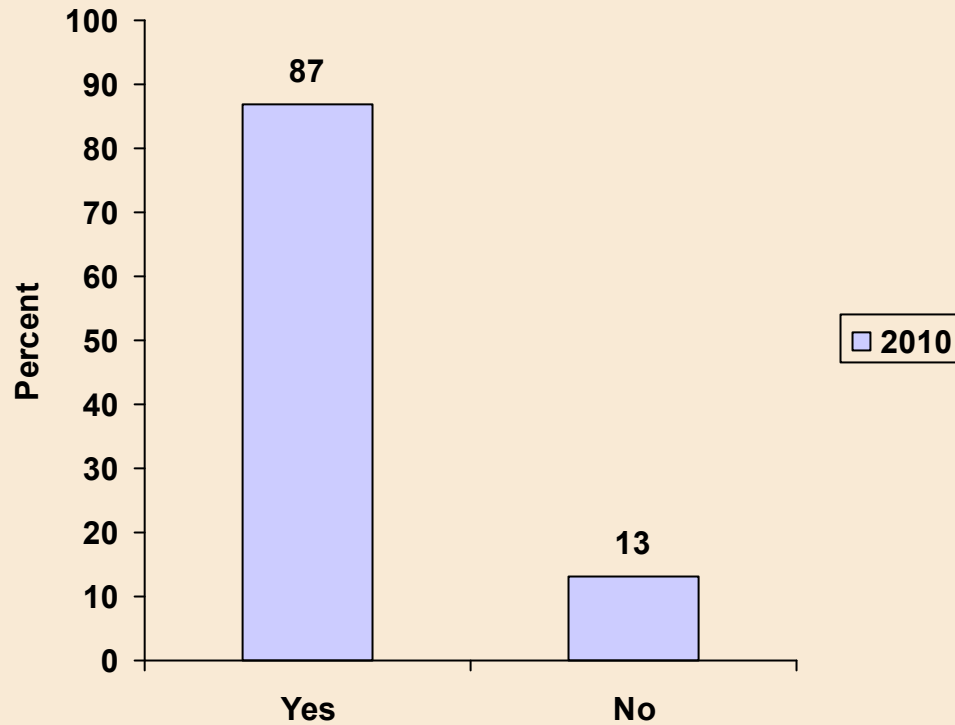
A Z-test of two independent sample proportions indicated a statistically significant difference in the proportion of respondents that used private vehicles when comparing 2009 and 2010. The probability of this assertion being false was 9.3%.

Influenced to attend?



When comparing 2009 and 2010, a Z-test of two independent sample proportions indicated no significant difference in the use of *word-of-mouth* as an influence to attend the event.

Satisfied with information?



Areas of Dissatisfaction:

- Information regarding parking
- Information about whether alcohol was allowed
- Information about how to place bets

Satisfied with information? (cont'd)

| | Yes | No |
|----------|------------|-----------|
| Visitor | 88% | 12% |
| Resident | 87% | 13% |

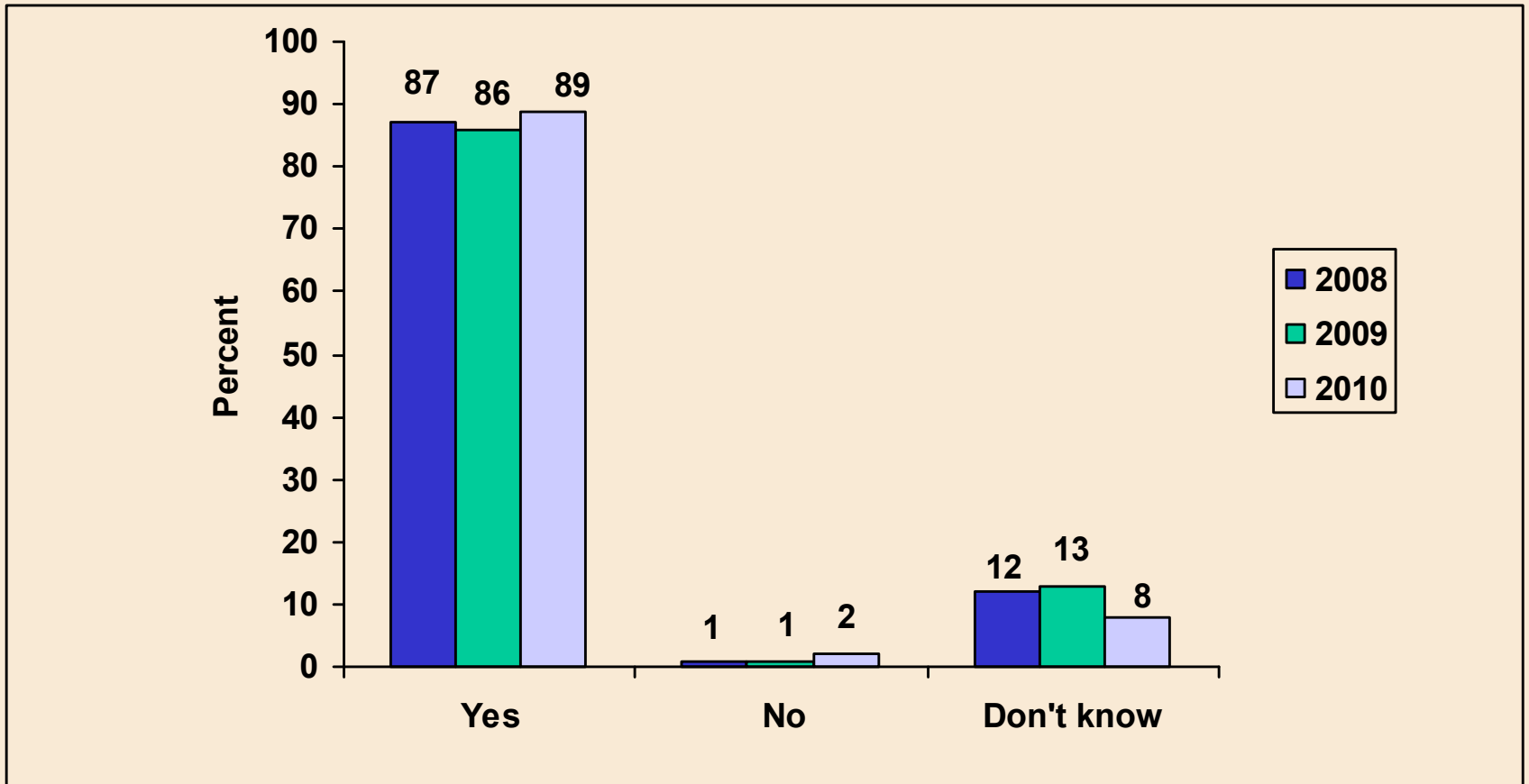


Event Marketing Improvement Suggestions?

| SUGGESTIONS | COUNT |
|---|--------------|
| The event is well marketed | 66 |
| Better/more TV coverage | 28 |
| Through banners/billboards/posters in public areas | 8 |
| Wider advertising | 5 |
| Advertise in other provinces | 3 |
| Market the event internationally | 2 |
| Produce pamphlets containing information about tents/marquees | 1 |
| Sport and lifestyle magazines | 1 |
| Radio advertising | 1 |
| Explain on advertisements how to bet | 1 |



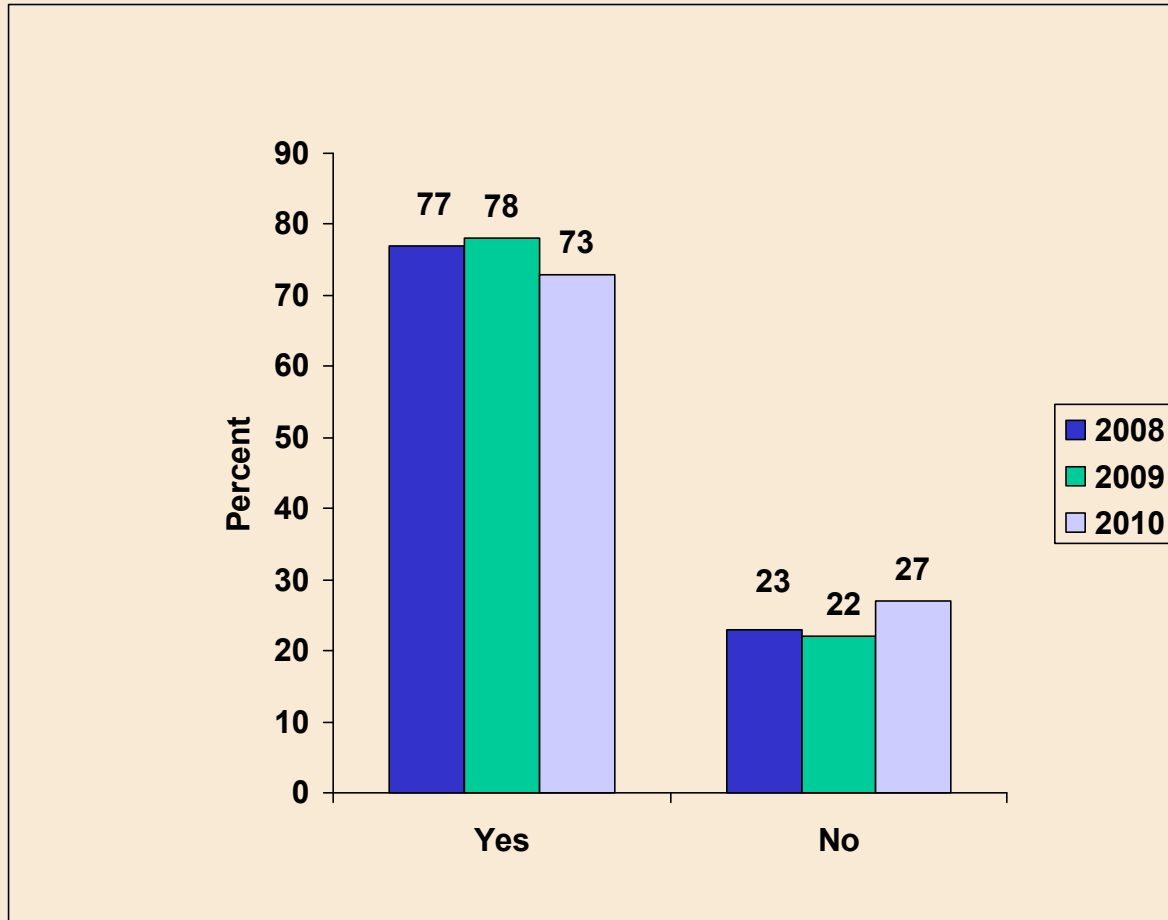
Attend again?



| | Yes | No | Don't Know |
|----------|-----|----|------------|
| Visitor | 84% | 3% | 13% |
| Resident | 93% | 2% | 5% |



Attend in previous years?



There was no statistically significant difference when comparing 2009 and 2010 in terms of the attendance of the event in previous years.

Attend in previous years? (cont'd)

| | Yes | No |
|----------|------------|-----------|
| Visitor | 74% | 26% |
| Resident | 72% | 28% |



Experience rating

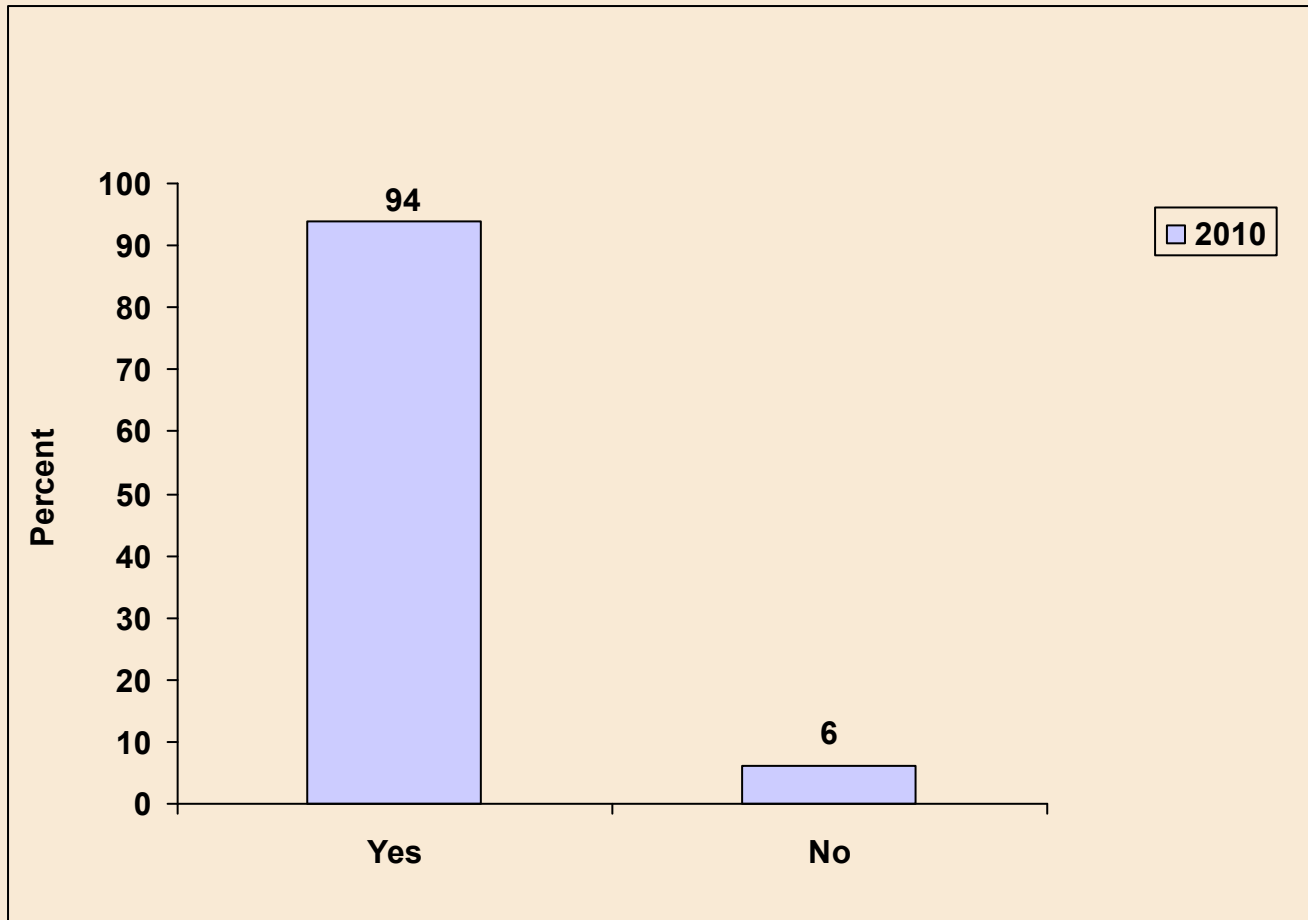


Comparisons could not be made as this was a new question.

| | Excellent | Good | Fair | Poor |
|----------|-----------|------|------|------|
| Visitor | 63% | 36% | 1% | - |
| Resident | 49% | 47% | 3% | 1% |



Recommend the event to family & friends?



Comparisons could not be made as this was a new question.

Recommend the event to family & friends?

'Yes' - Reasons

- It's a great social event
- It is a fun/enjoyable event
- Good atmosphere
- It is a fashion event
- It is good for a family outing
- Beautiful and relaxing event
- Lovely event for young and the old
- It is an excellent gambling spot

'No' - Reasons

- Gambling- a bad habit
- Too much alcohol
- Not for young children

Images/Characteristics of KZN

- Beach/sea
- Friendly people
- Beautiful/warm weather
- Culture/cultural activities
- Drakensberg
- Holiday
- King Shaka Zulu/ Zulu King
- Mountains
- Natural beauty
- Moses Mabhida Stadium
- Nightlife/party
- Sun
- Wildlife
- Zulu culture
- Zulu people
- Zulu warriors
- Zulu dancing
- Big five/game reserves
- Tradition
- Sugarcane fields



Mood/atmosphere

- Laid back
- Calm
- Exciting
- Festive
- Friendly
- Fun
- Holiday mood
- Happy
- Relaxed
- Warm
- Vibey/vibrant

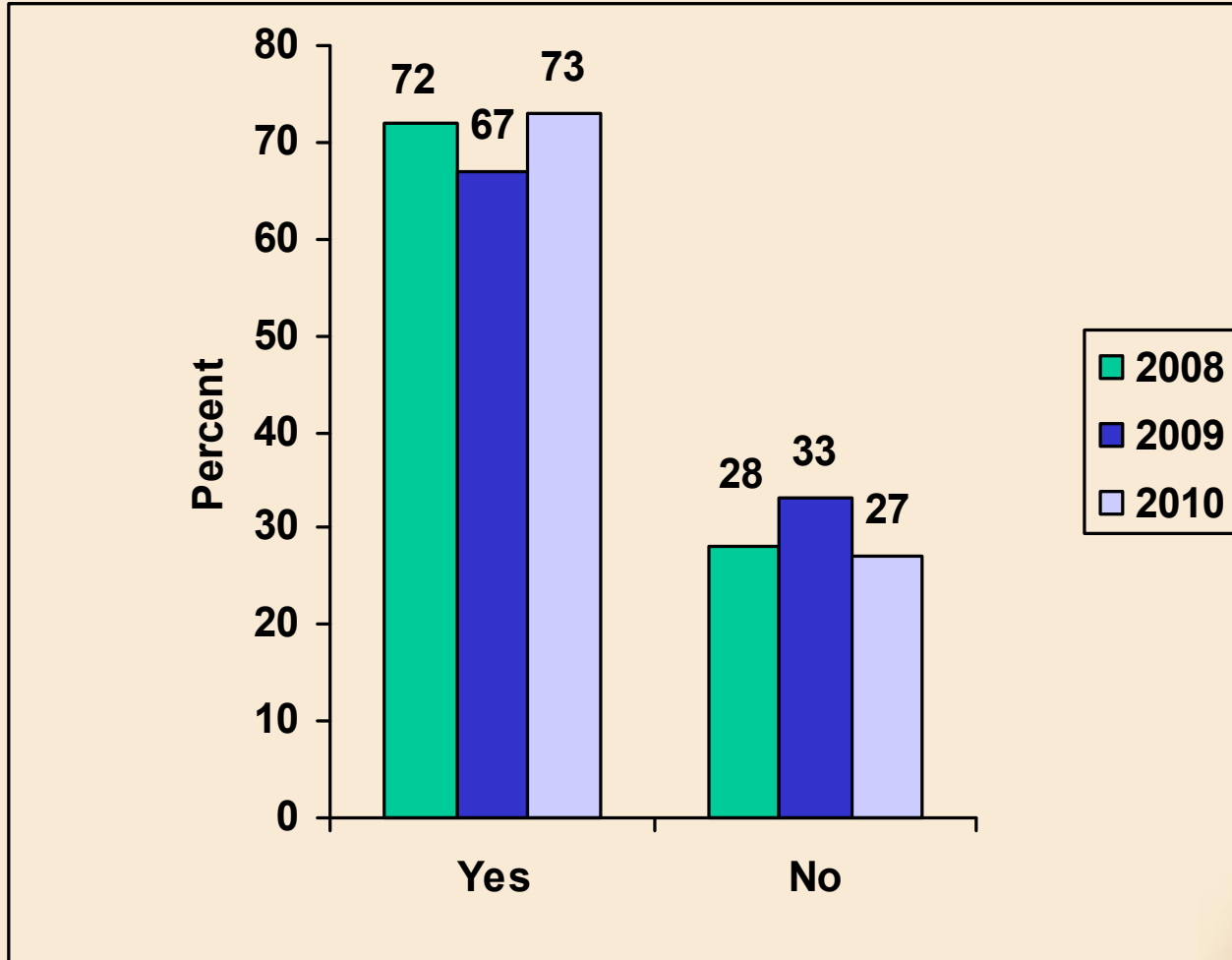


Unique KZN Tourist Attractions

- Beach
- Drakensberg
- Botanical Gardens
- Moses Mabhida Stadium
- Golden Mile
- Gateway Shopping Mall
- Hluhluwe Game Reserve
- Midlands Meander
- Oribi Gorge
- uShaka Marine World
- King Shaka International Airport
- Phezulu Village
- Sani Pass
- Midmar Dam
- Sibaya Casino
- St Lucia
- Suncoast Casino
- Valley of 1000 hills



Familiar with Zulu Kingdom slogan?



A Z-test revealed no statistically significant difference in familiarity with the Zulu Kingdom slogan when comparing 2009 and 2010.

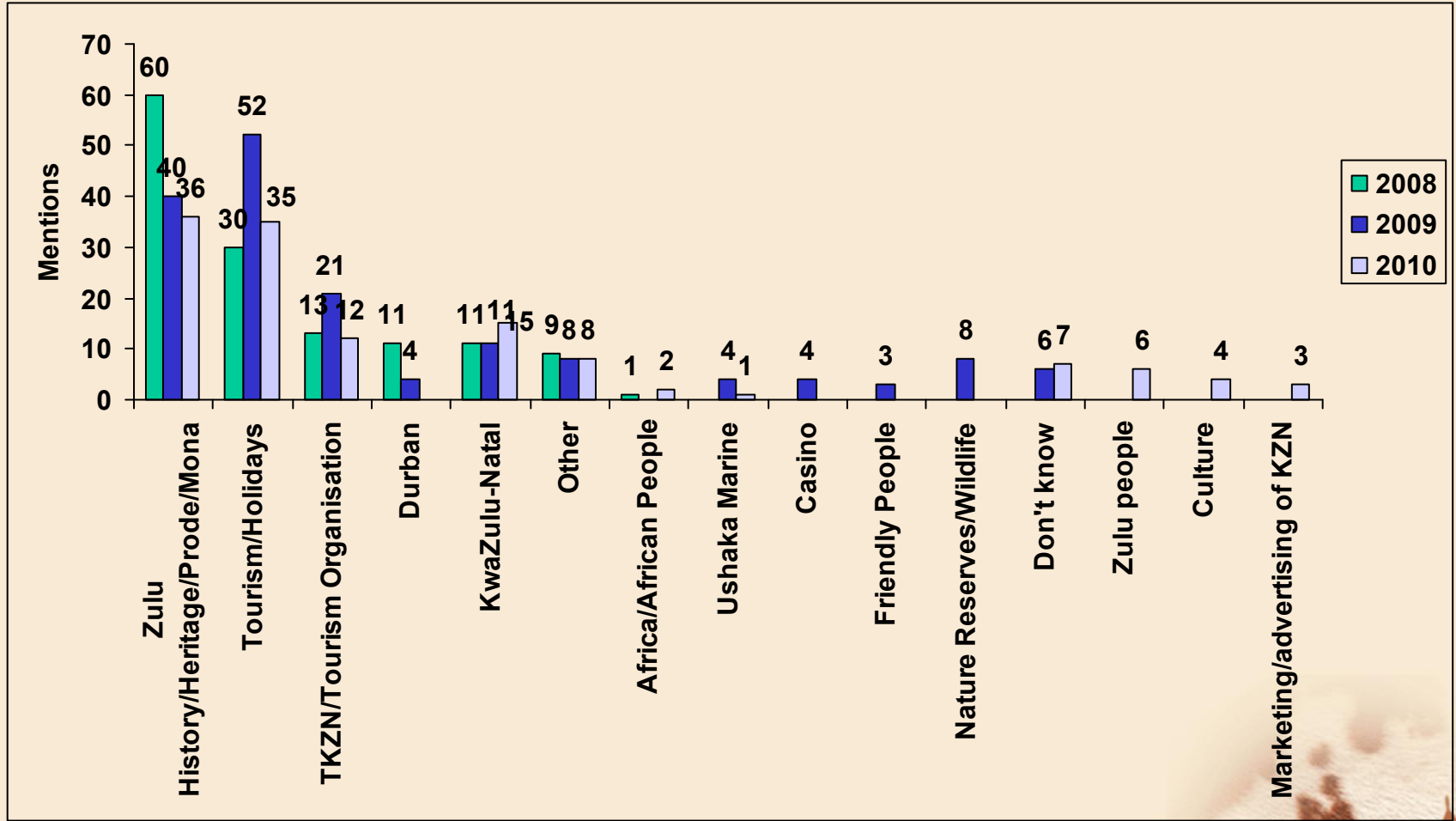


Familiar with Zulu Kingdom slogan? (cont'd)

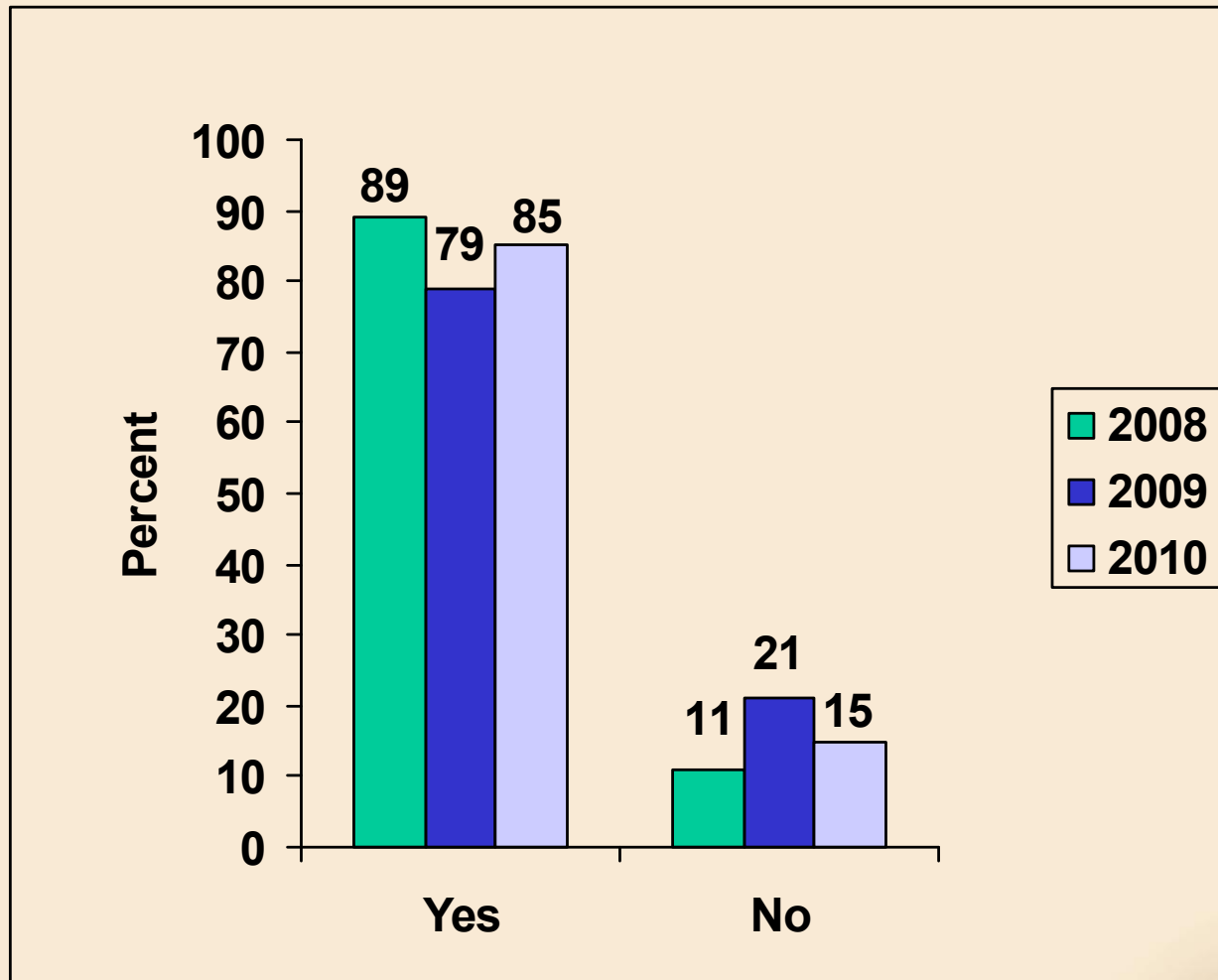
| | Yes | No |
|----------|-----|-----|
| Visitor | 73% | 27% |
| Resident | 73% | 27% |



Associations - Zulu Kingdom slogan: Core Mentions



Noted Zulu Kingdom logo?



A Z-test of two independent sample proportions indicated a statistically significant difference in the proportion of respondents who noted the Zulu Kingdom logo when comparing 2009 and 2010. The probability of this assertion being false was 7.1%.

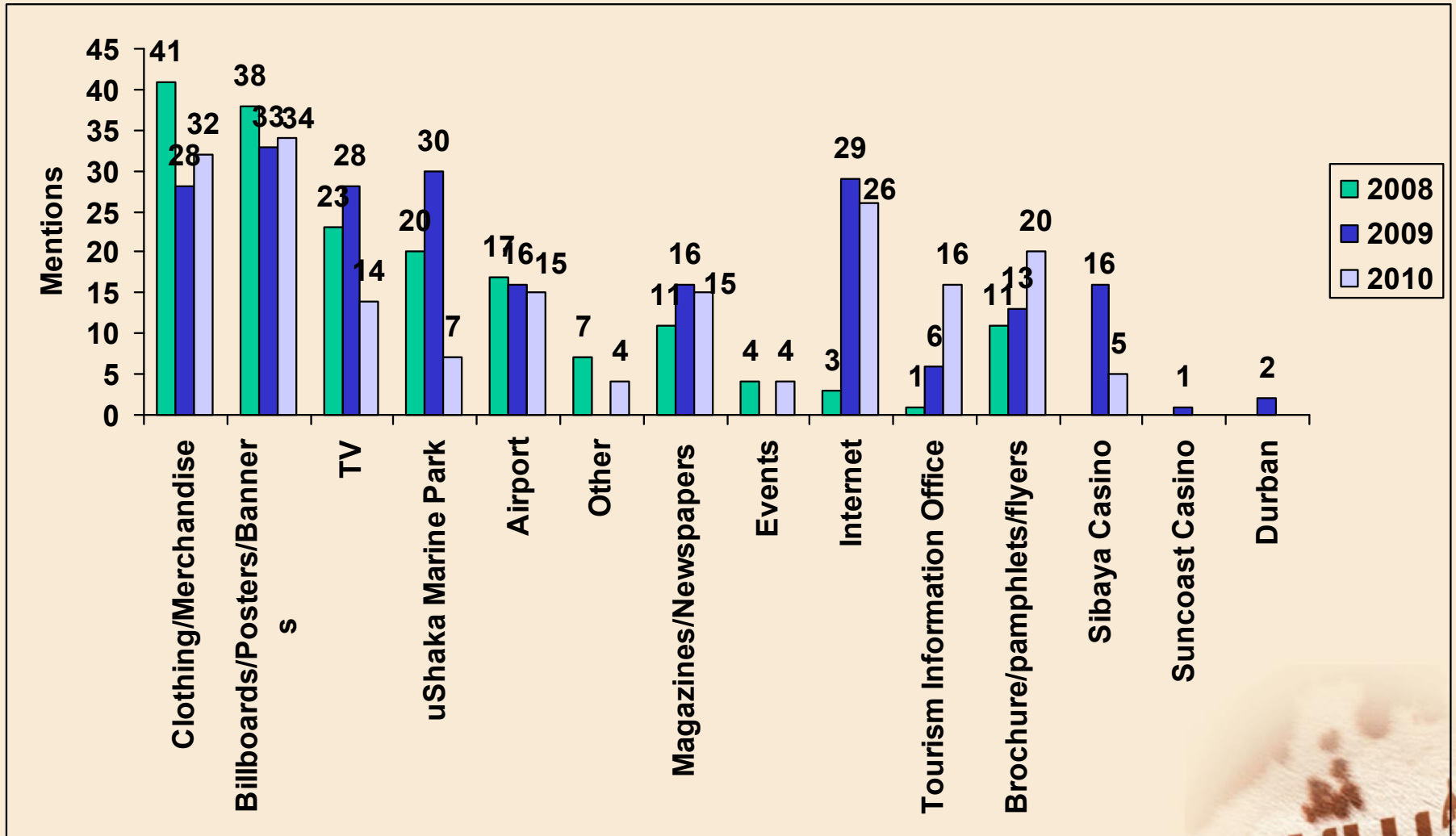


Noted Zulu Kingdom logo? (cont'd)

| | Yes | No |
|----------|-----|-----|
| Visitor | 84% | 16% |
| Resident | 86% | 14% |



Where Zulu Kingdom logo noted?



Conclusions

1. A large proportion of respondents were local residents. This was consistent with the trend experienced in 2009.
2. The majority of respondents were from KZN followed by Gauteng. This is consistent with the trend experienced in 2008 and 2009.
3. In terms of length of stay, the majority of respondents stayed for an average of 2 nights. It should be noted that the number of visitors staying overnight seems to have decreased from 2008. This could be due to the prevailing economic conditions.
4. A Z-test of two independent sample proportion showed a decrease in the proportion of respondents whose primary reason for visiting the areas was the event.
5. A large proportion of respondents stayed with friends and relatives when attending the event. This is consistent with the trend experienced in 2008 and 2009.

Conclusions

6. In attending the event, the majority of respondents were influenced by word-of-mouth and the fact that they had previously attended the event.
7. 87% of respondents were satisfied with information provided about the event. Areas of dissatisfaction in terms of information were associated with:
 - Parking
 - Alcohol – whether it was allowed or not
 - Information about how to place bets.
8. In terms of suggestions to better market the event, the majority of respondents were of the view that it was already well marketed. Others were of the view that it still needed better/more TV coverage.
9. 84% of visitors and 93% of local residents said they would attend the event again. This augurs well for the economy of the region.
10. 26% of visitors and 28% of local residents were attending the event for the first time.

Conclusions

11. In terms of experience, the majority of respondents had an *excellent* and a *good* experience at the 2010 event. 63 % of visitors and 49% of residents had an '*excellent*' experience. 36% of visitors and 47% of residents had a 'good' experience, respectively.
12. Moses Mabhida Stadium was listed as one of the unique tourist attractions of KZN. This suggests that the stadium is not just seen as a sporting venue but also as an attraction in its own right.
13. 94% of respondents indicated they would recommend the event to family and friends. Please refer to slide 22 for reasons of recommending/not recommending the event.
14. A large proportion of respondents were familiar with the Zulu Kingdom slogan. A Z-test showed no statistical difference in familiarity with the slogan when comparing 2009 and 2010.

Conclusions

15. Respondents still associated the slogan mainly with Zulu history/culture/kings and tourism/holidays. These seemed to be the dominant associations with the slogan followed by 'TKZN/Tourism organization'. This was not just for the 2010 event but for 2008 and 2009 events also.



Recommendations

1. There is an opportunity to create event packages such that people stay in formal accommodation establishments. This will further increase the contribution of the event to the economy of the region.
2. There is still room for Tourism KwaZulu-Natal to develop mechanisms to create the appropriate associations of the Zulu Kingdom slogan with KZN as a holiday destination.
3. For the benefit of people attending in future for the first time, Gold Circle could widely publish information about how to go about placing bets, if this is not already being undertaken.
4. The event seem to be attracting people from KZN and Gauteng. Therefore, there is an increased need for attracting visitors from other South African provinces. The issue of creating packages and advertising these could provide appeal for people to attend the event and subsequently travel within the region.