

Dusi Canoe Marathon 2009: Topline Summary Report

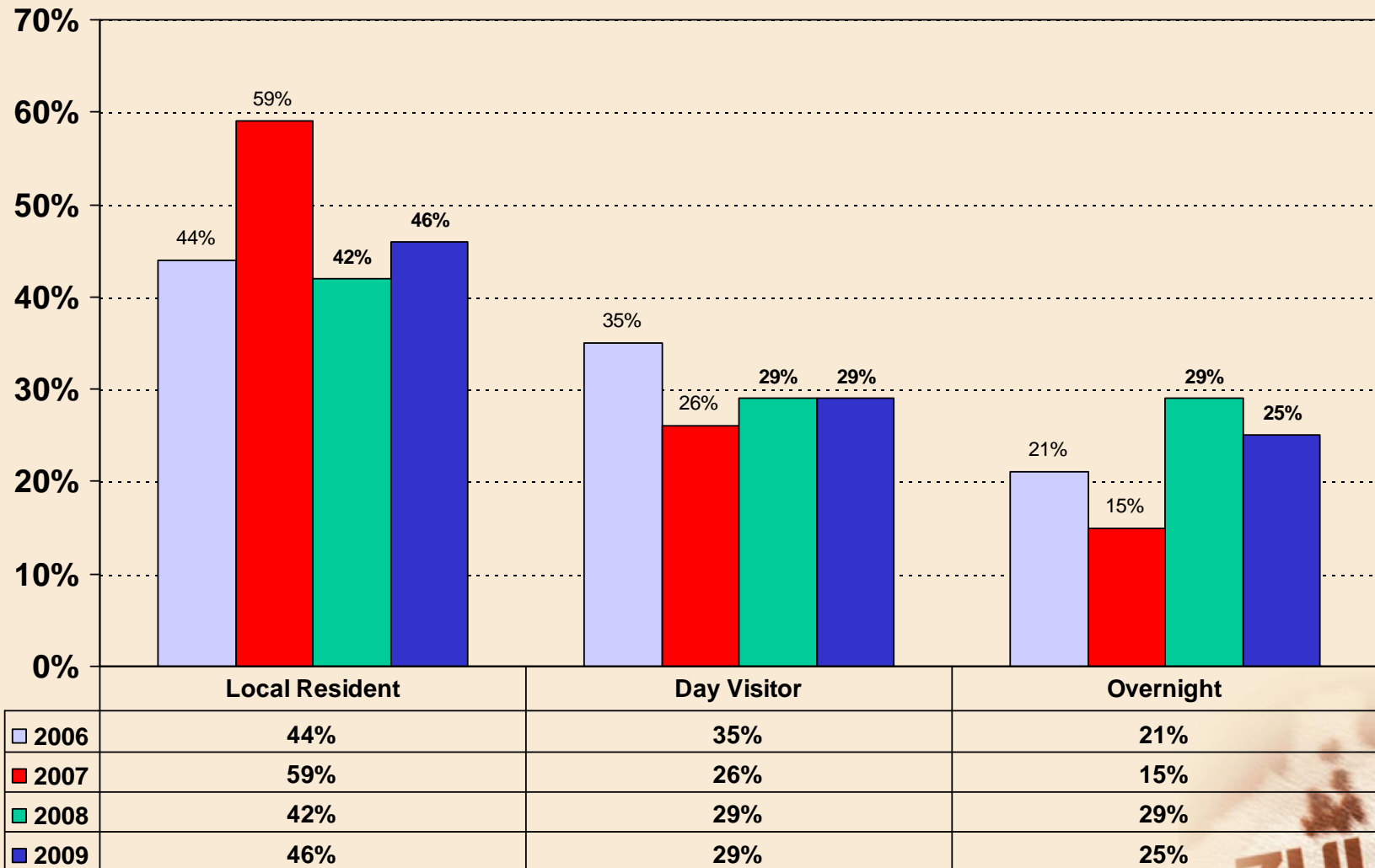
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Methodology

- Face to face survey with a probability sample of 197 respondents
- Respondents systematically selected by hour during two days of the event, Thursday and Saturday

Nature of Dusi Canoe Marathon Spectators and Participants – Residents vs Visitors

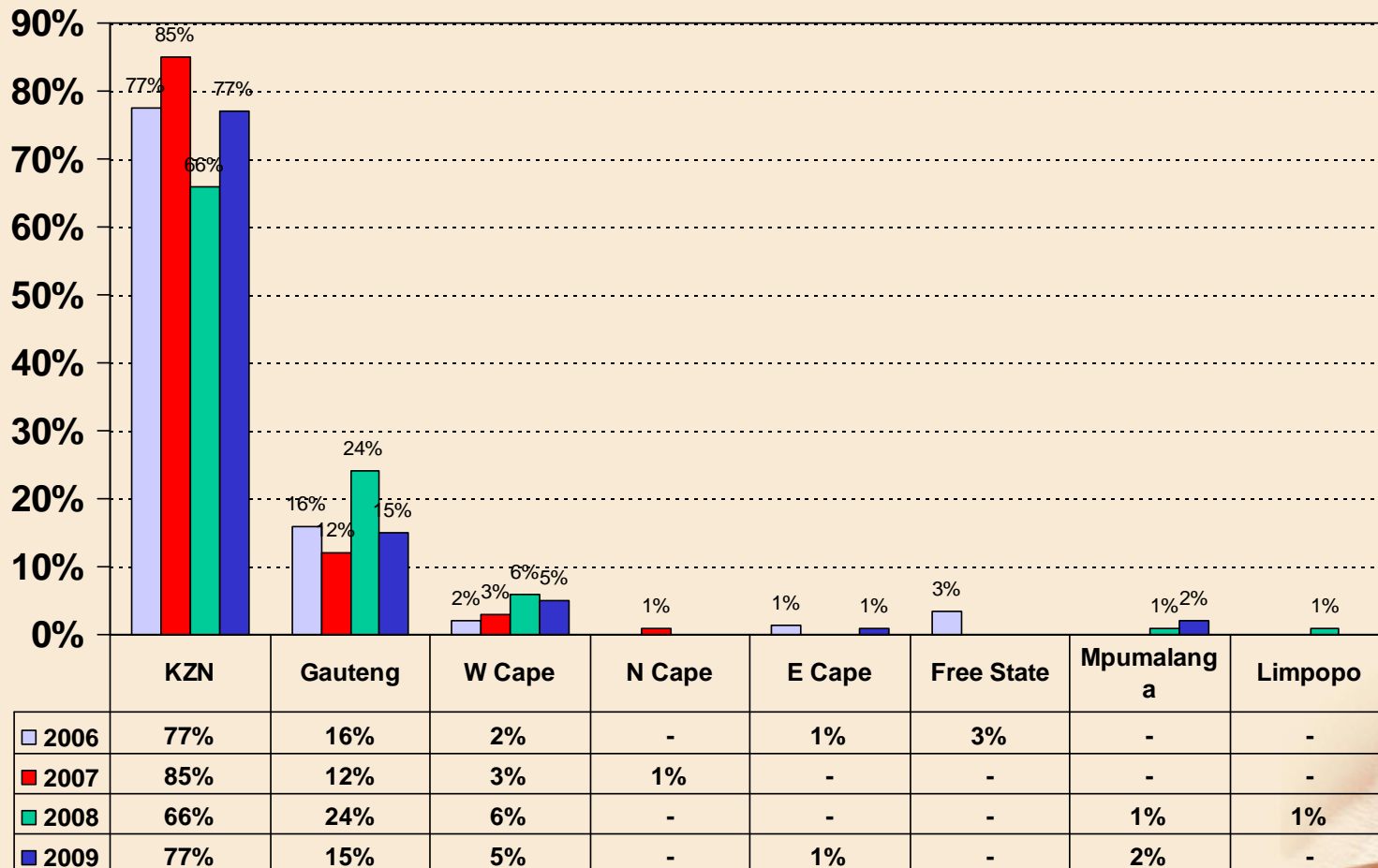


Nature of Dusi Canoe Marathon Spectators and Participants – Residents vs Visitors (cont'd)

- A Z-Test revealed the following:
 - There was no statistically significant difference in the increase of local residents between 2008 and 2009
 - There was no statistically significant difference in the slight decrease of overnight visitors between 2008 and 2009.

Nature of Dusi Canoe Marathon Spectators and Participants

South Africa Province of Residence



Nature of Dusi Canoe Marathon Spectators and Participants (cont'd)

- A Z-Test revealed the following:
 - There was a statistically significant difference in the increase of KZN spectators and participants between 2008 and 2009
 - There was also a statistically significant difference in the decrease of Gauteng spectators and participants between 2008 and 2009.

Estimated Economic Impact

- Estimated Spectators: 5 500 (observed)
- Seconders: Approximately 2 800

Participants

- N= 1 477
- Mean: R1 906.80
- Std Deviation: R1 921.40
- Count: 62
- Mode:R3 000
- Median:R1 100
- Std Error at 95% of level confidence spend between R1 418.85 and R2 394.74.
- Estimated direct impact **not taking** Std error of mean into account: R2,816,343.60
- Estimated direct impact **taking** Std error of mean into account: At least R2,095,650.02 and as much as R3,537,037.18

Spectators: Local Residents

- Estimated N = 3 685 (5500 x 67%)
- Mean: R265.10
- Std Deviation: R128.90
- Count: 65
- Std Error at 95% of level confidence spend between R233.16 and R297.03.
- Estimate direct impact **not taking** Std error of mean into account: R976,893.50
- Estimated direct impact **taking** Std error of mean into account: At least R859,194.97 and as much as R1,094,592.03

Estimated Economic Impact (cont'd)

Spectators: Day Visitors

- Estimated N = 1 485 (5 500 x 27%)
- Mean: R250
- Std Deviation: R169.40
- Count: 24
- Std Error at 95% of level confidence spend between R178.46 and R321.53
- Estimate direct impact **not taking** Std error of mean into account: R371,250.00
- Estimated direct impact **taking** Std error of mean into account: At least R265,026.02 and as much as R477,473.98

Spectators: Overnight Visitors

- Estimated N = 330 (5 500 x 6%)
- Mean: R3 386.70
- Std Deviation: R2 667.50
- Count: 6
- Std Error at 95% of level confidence spend between R 587.33 and R6 186.06
- Estimate direct impact **not taking** Std error of mean into account: R1,117,611.00
- Estimated direct impact **taking** Std error of mean into account: At least R193,819.03 and as much as R2,041,402.97

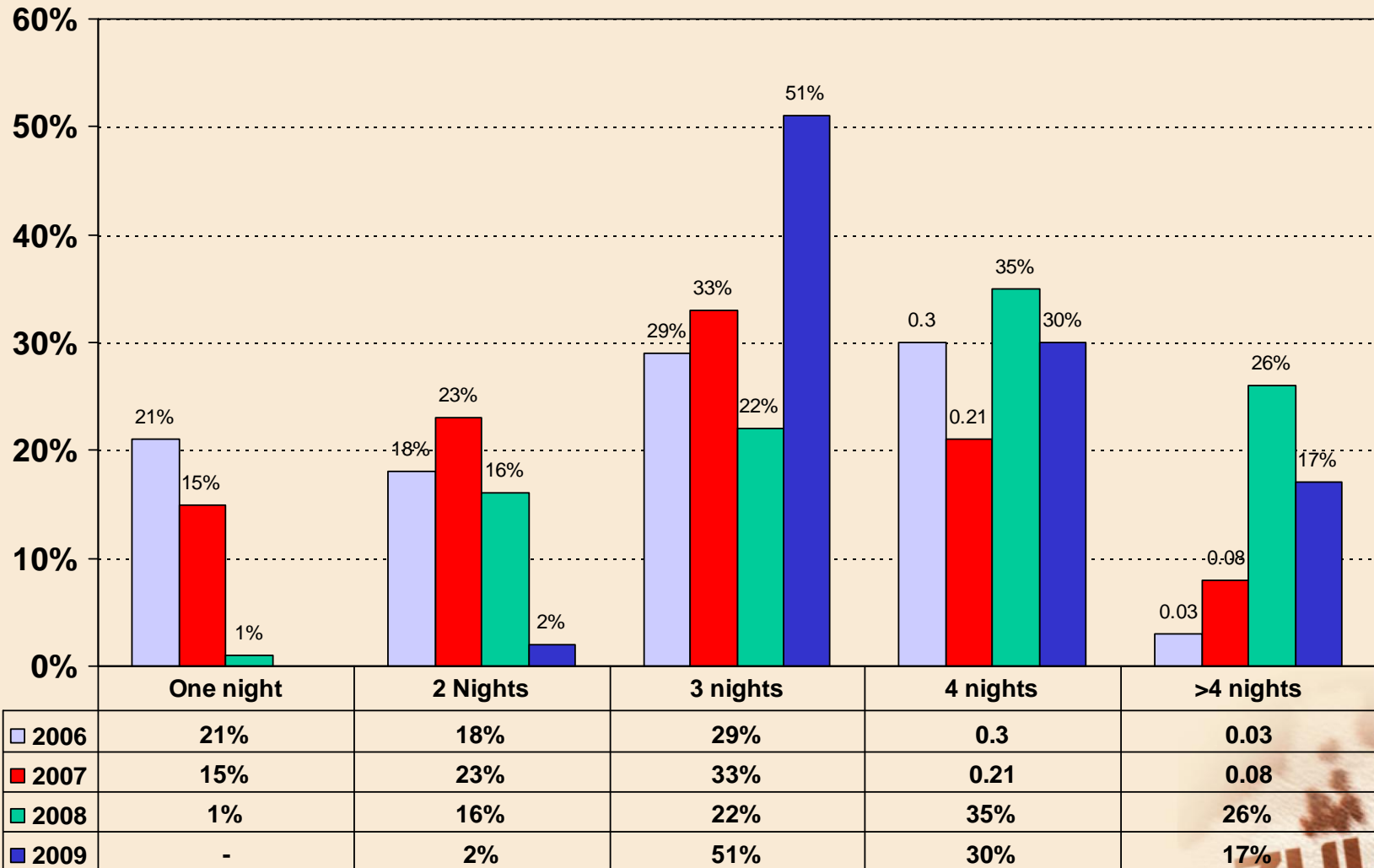
Total Impact

- **Estimated Total Direct Impact:** At least R 3,413,690.04 and as much as R7,150,506.16
- **Total Impact with a multiplier of 1.42:** At least R 4,847,439.85 and as much as R10,153,718.75

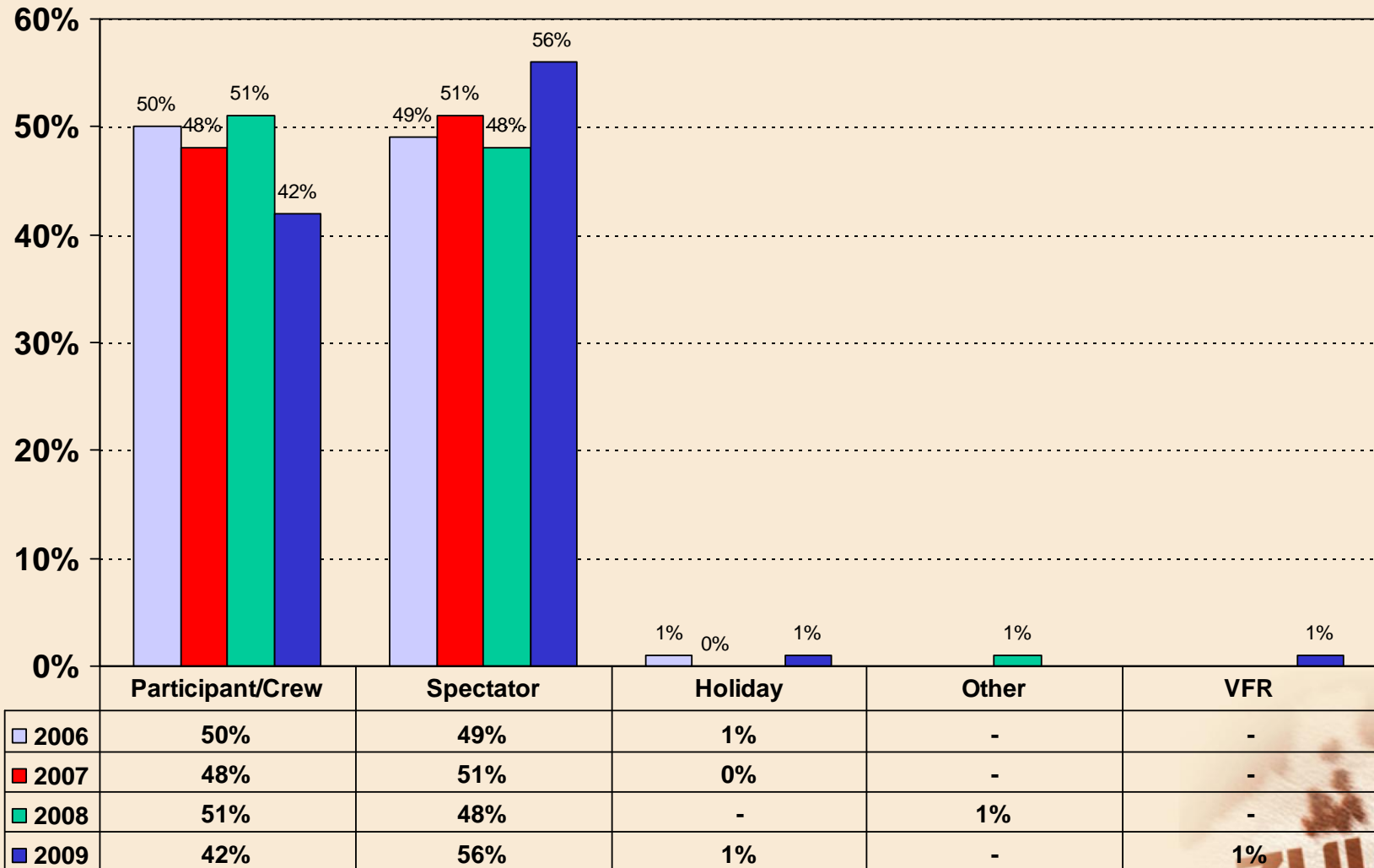
Note: According to the organizers, there were approximately 2 800 Seconders. They were not taken into account in the above calculations as they had not been listed separately in the questionnaire. Therefore, their average spend could not be determined.



Length of Stay



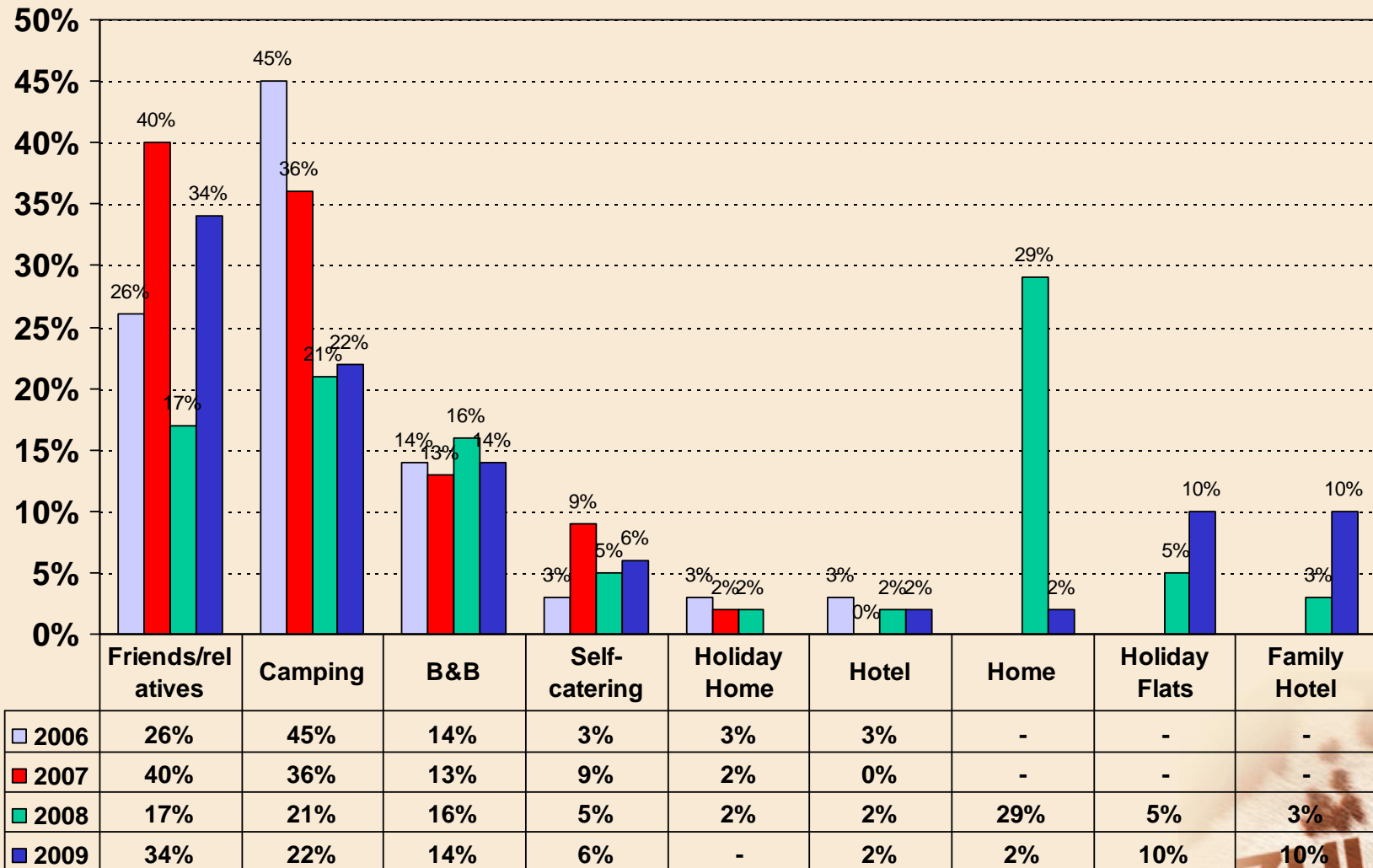
Primary reason for visiting area where event is taking place



Primary reason for visiting area where event is taking place (cont'd)

- A Z-Test revealed the following:
 - There was also no statistically significant difference in the increase of spectators between 2008 and 2009.

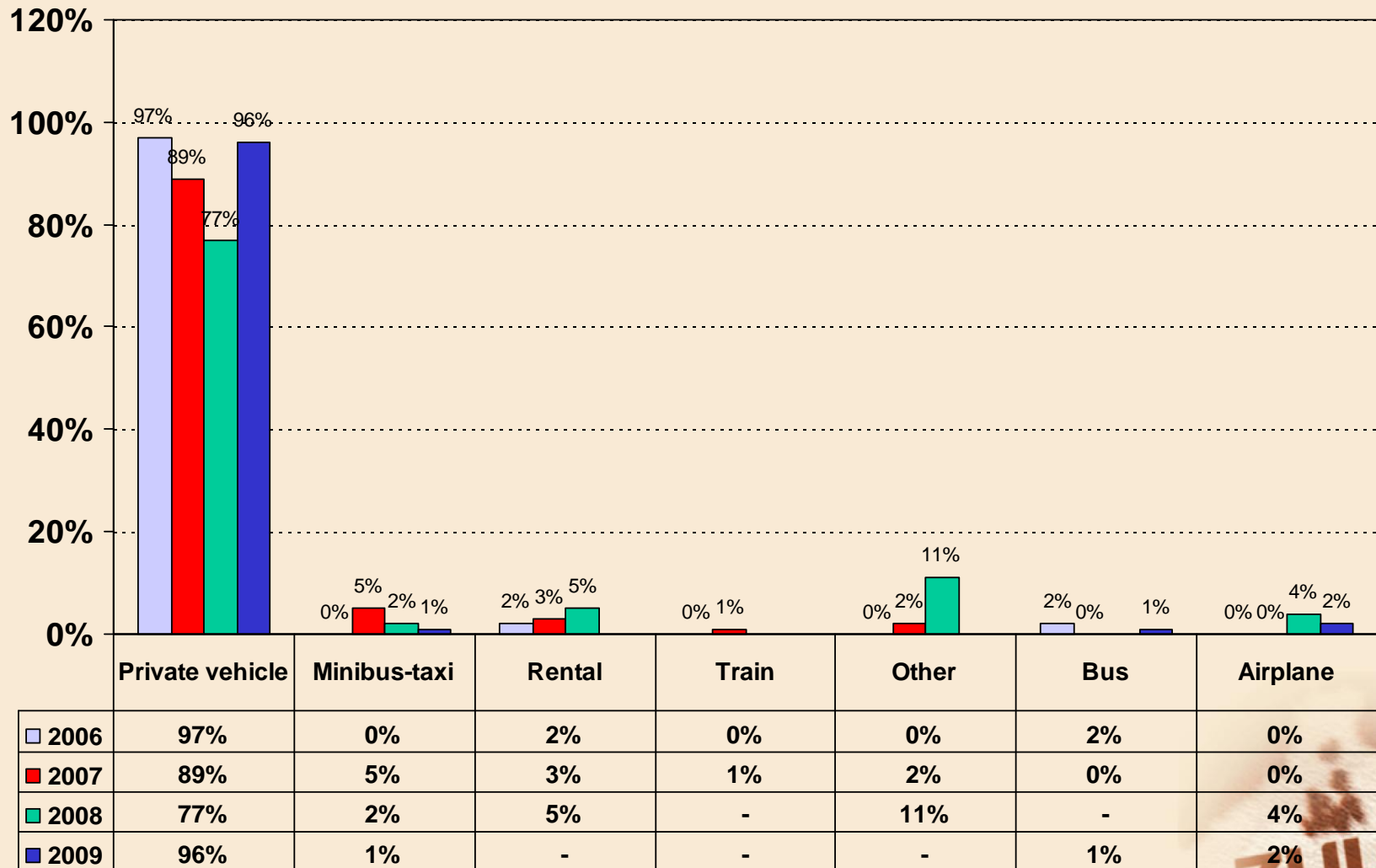
Accommodation: non-residents



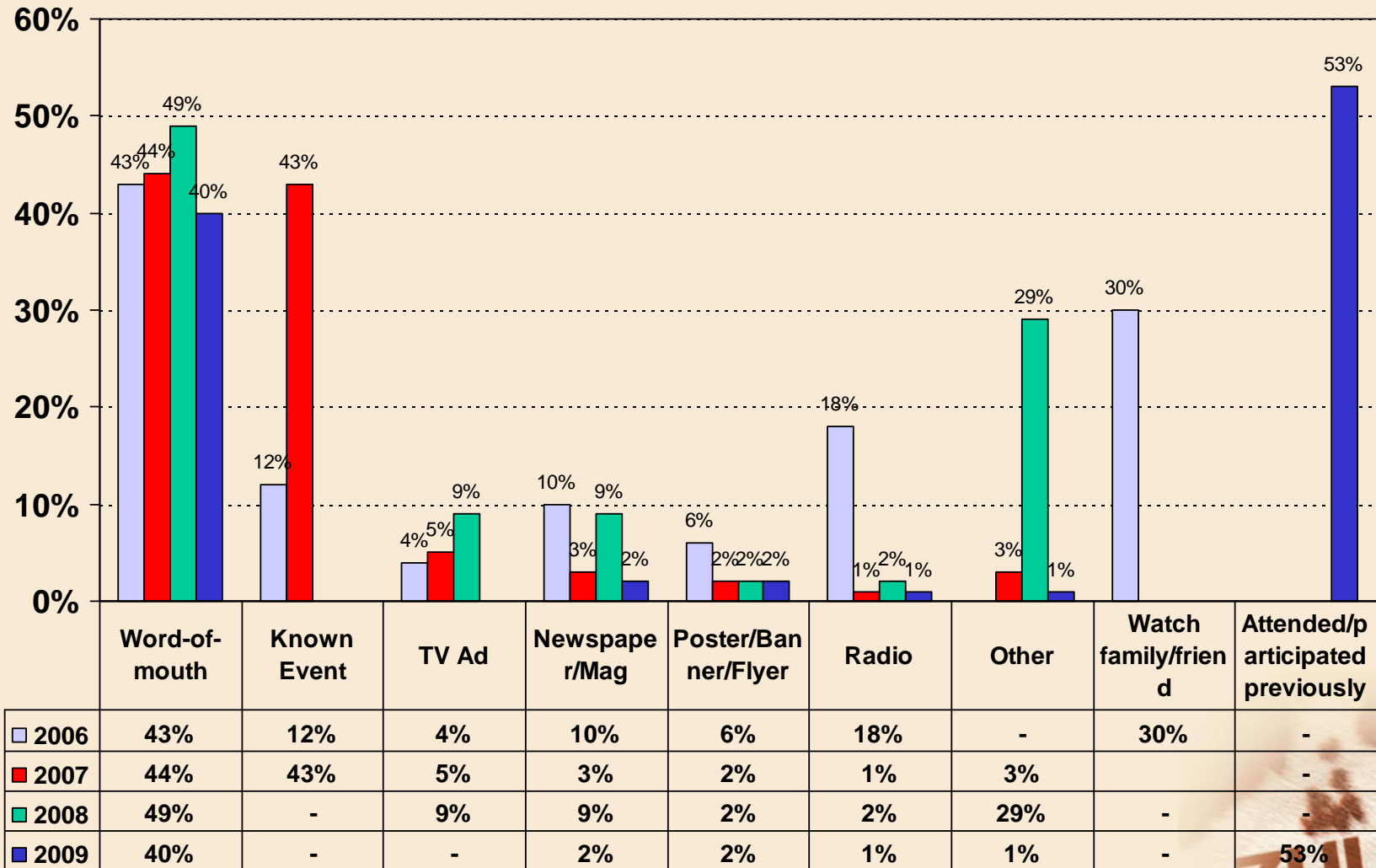
Accommodation: non-residents (cont'd)

- A Z-Test revealed the following:
 - A Z-test, revealed that there was a statistically significant increase in those respondents that stayed with friends and relatives in 2009.

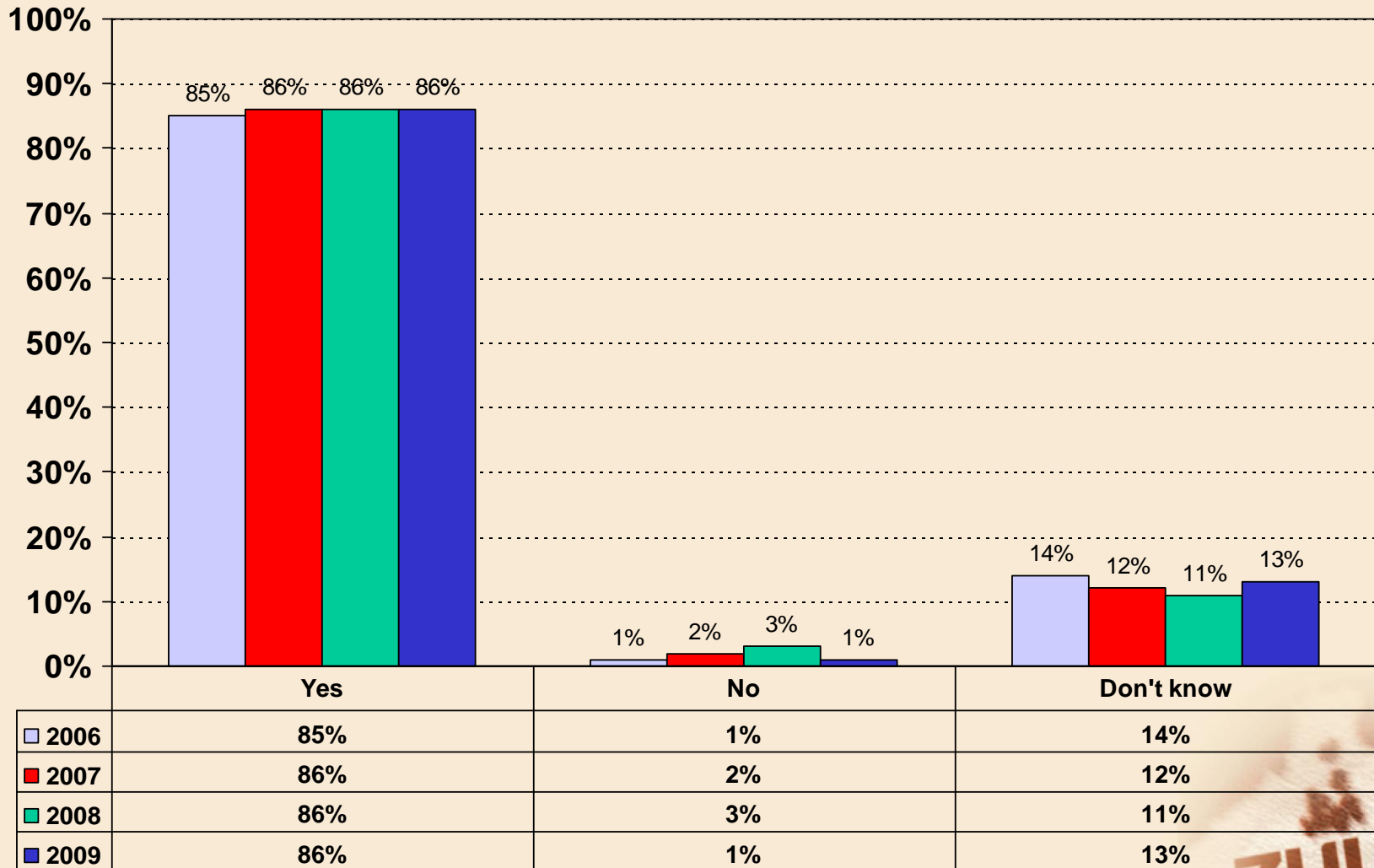
Transport to Event: non-residents



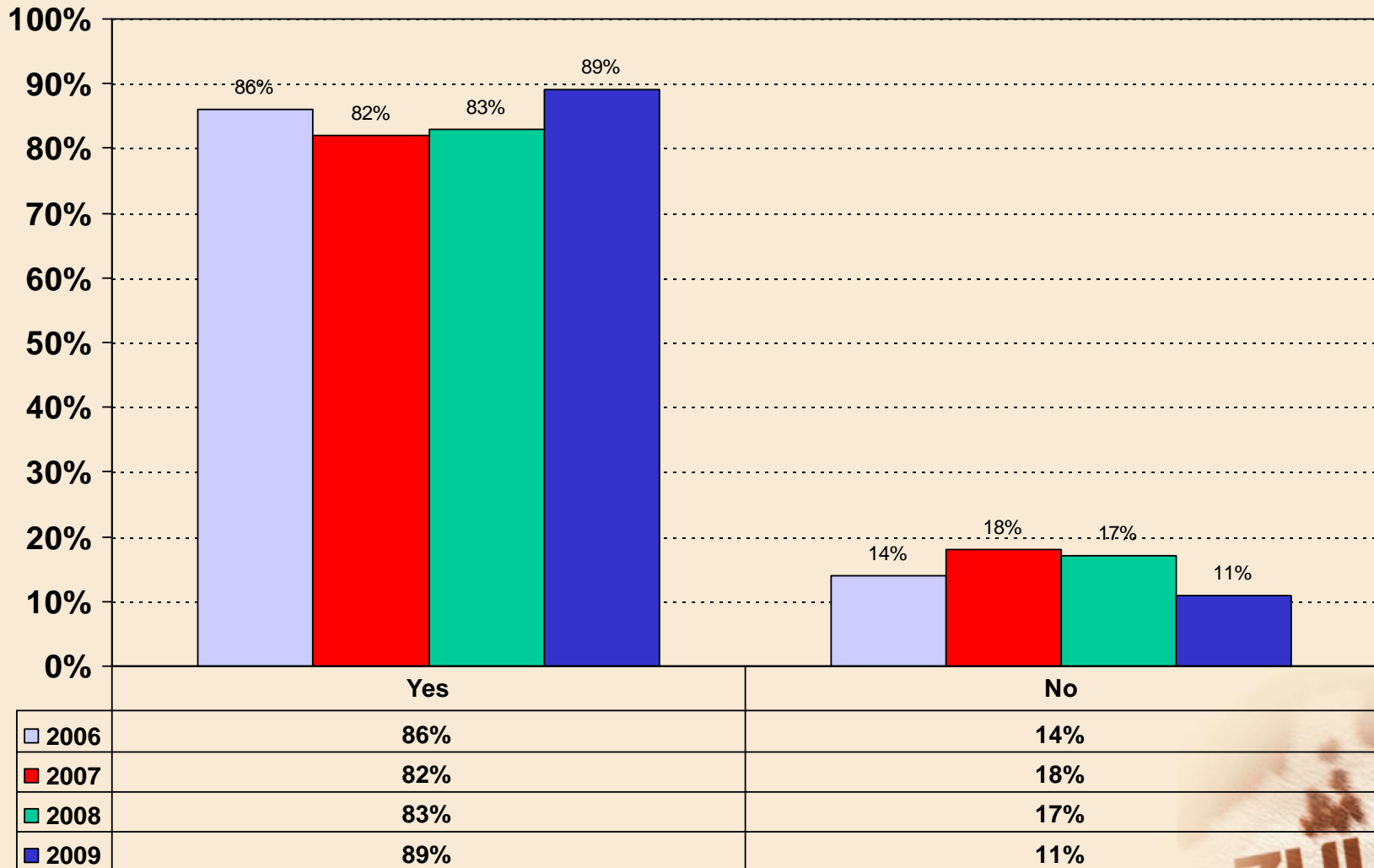
Influenced to attend?



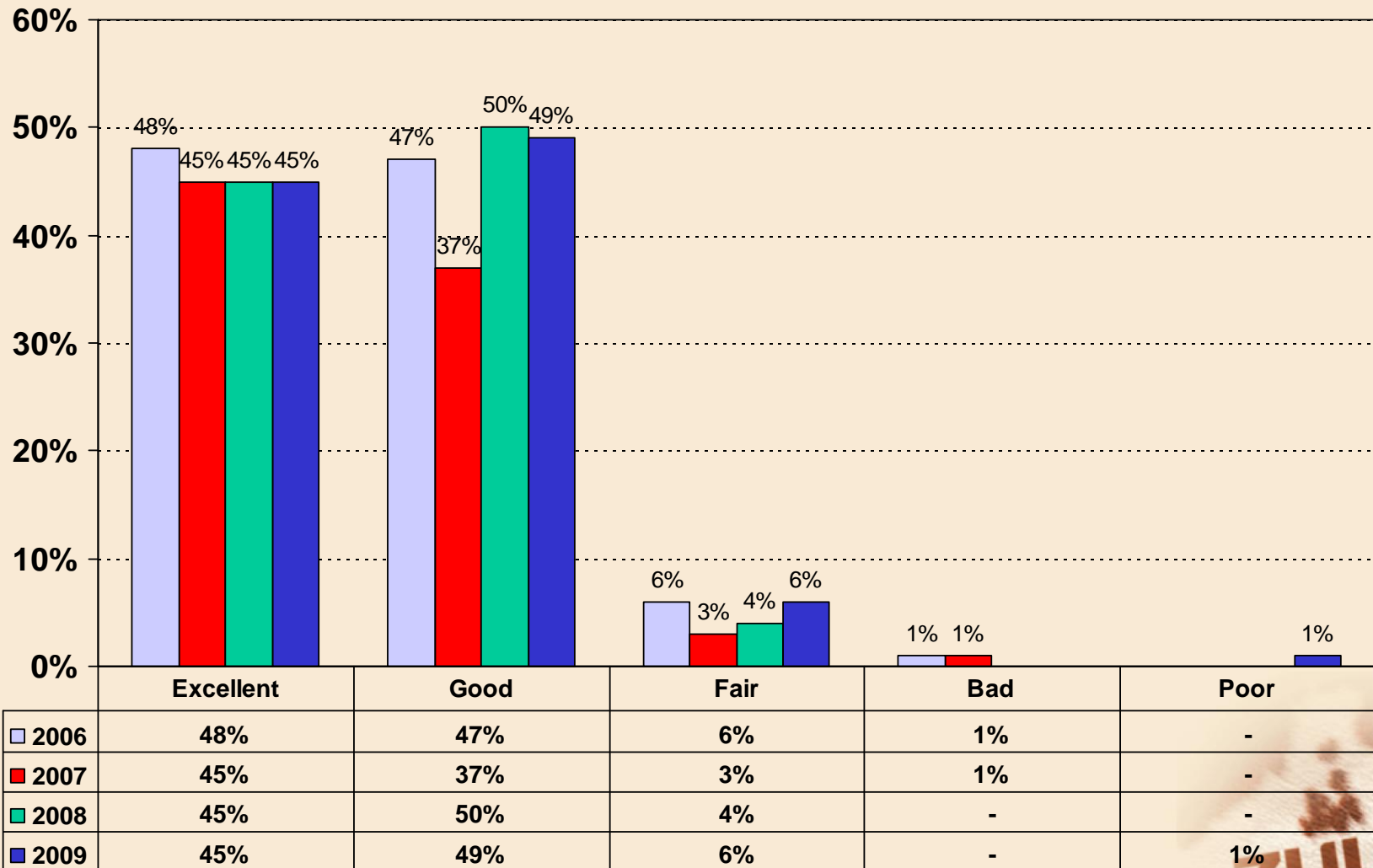
Attend again?



Attend in previous years?



Experience?

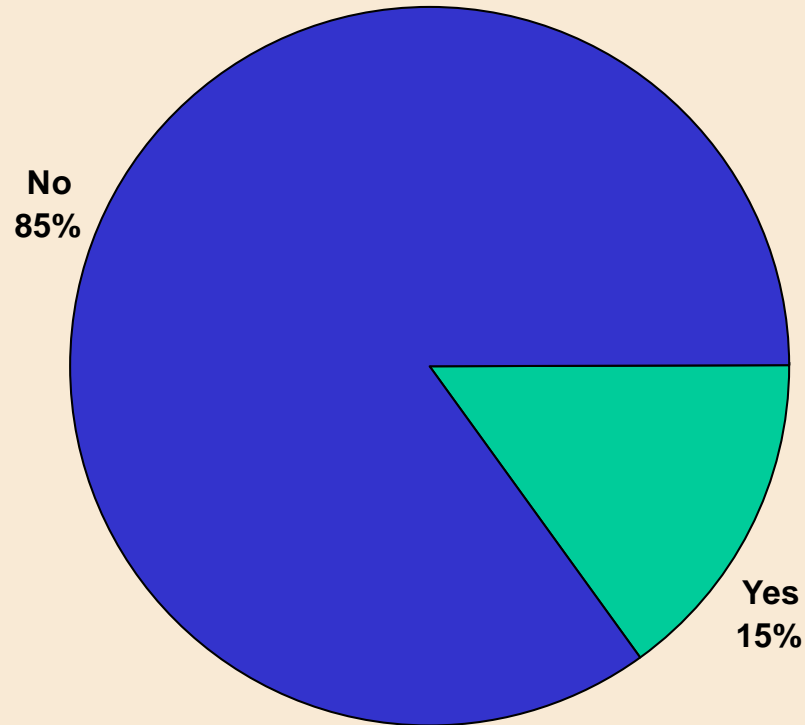


Experience? (cont'd)

Chi-square Analysis

- A Chi-Square analysis suggested that there was no statistically significant association when comparing 2008 and 2009. This means that there was a statistically significant difference in respondents' experiences. The reason may be that in 2009, there was a 'poor' experience rating.

Experienced problems?

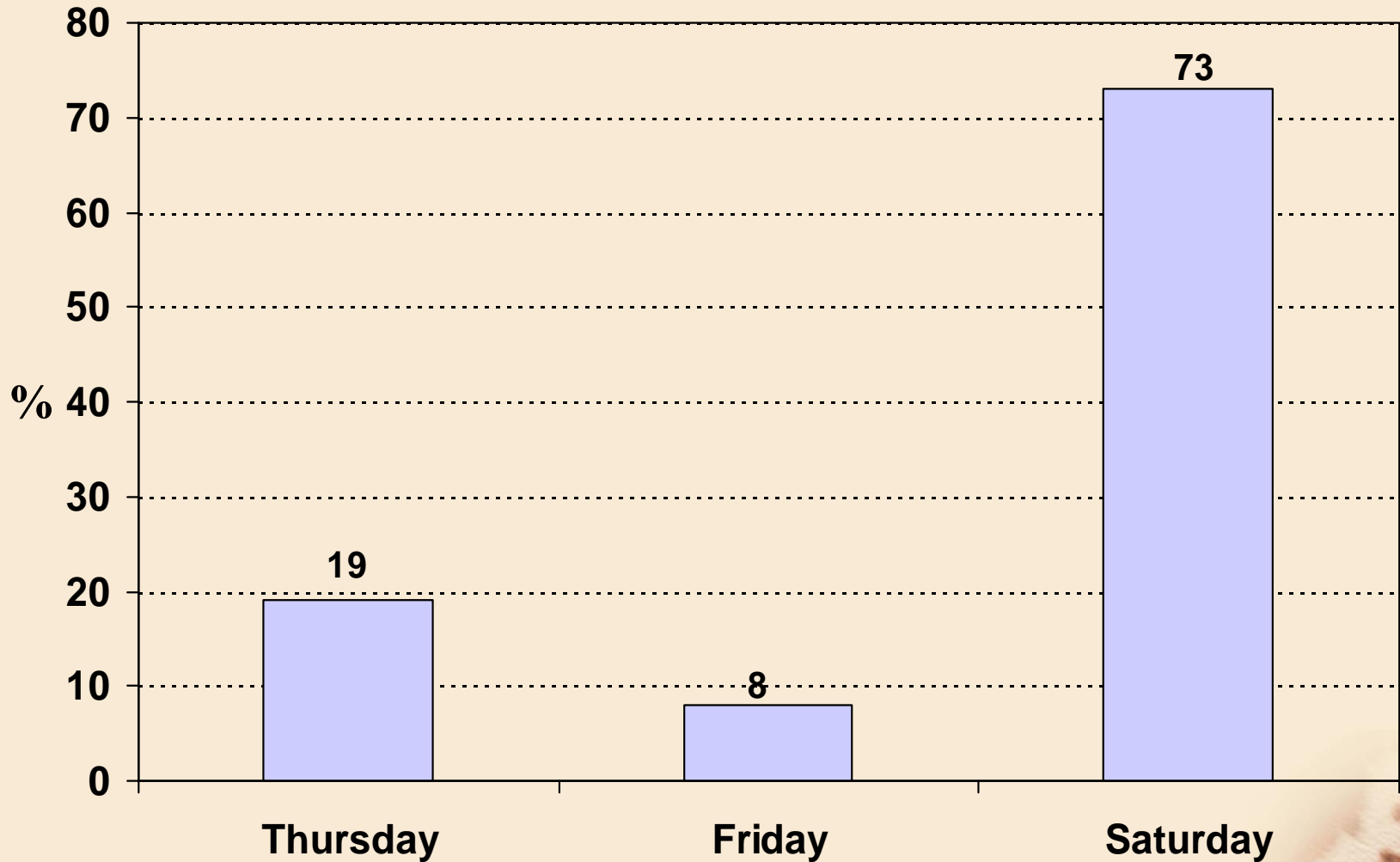


Problems that were experienced were related to the following:

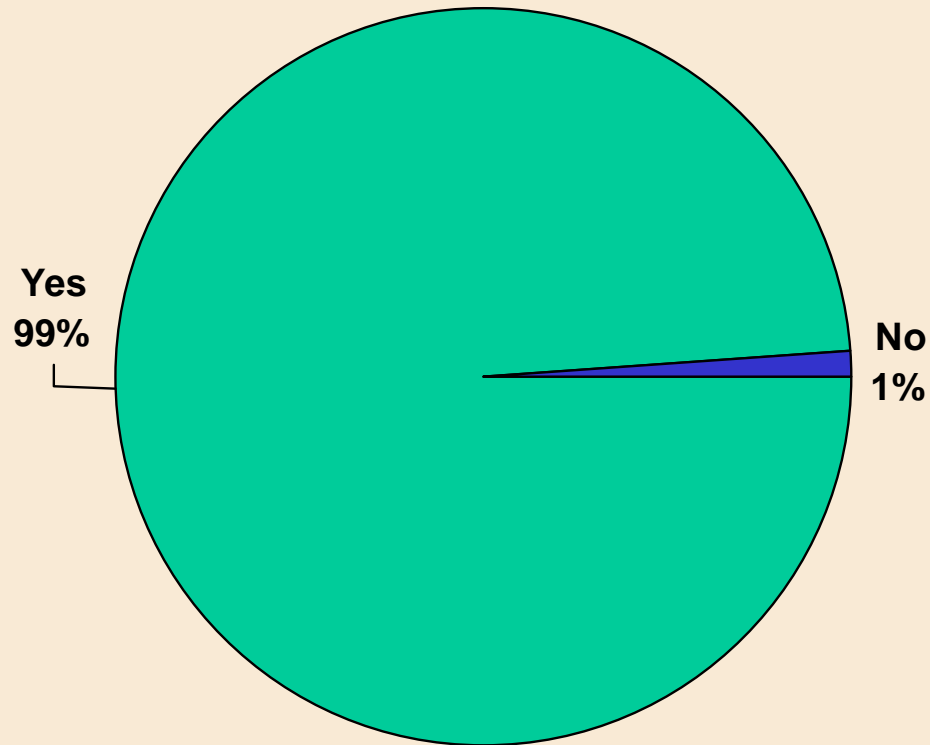
- Parking
- Directions
- Dirty toilets



Days attended: Spectators



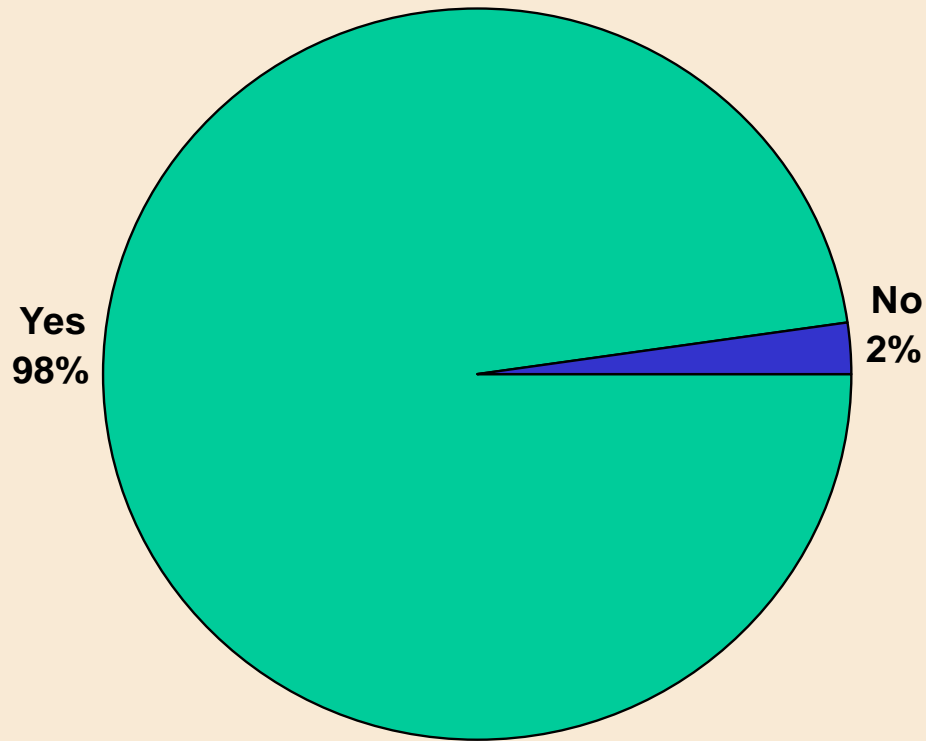
Recommendation of the event to family and friends



Reasons: Recommendation

- The positive responses were related to the event having the following characteristics as perceived by the respondents:
 - Acting as a family gathering/reunion
 - Relaxing
 - Enjoyable/fun
 - Social event
- Reasons for negative responses were cited as follows:
 - The event was perceived to be only for the sport enthusiasts
 - Other race groups were not taking part

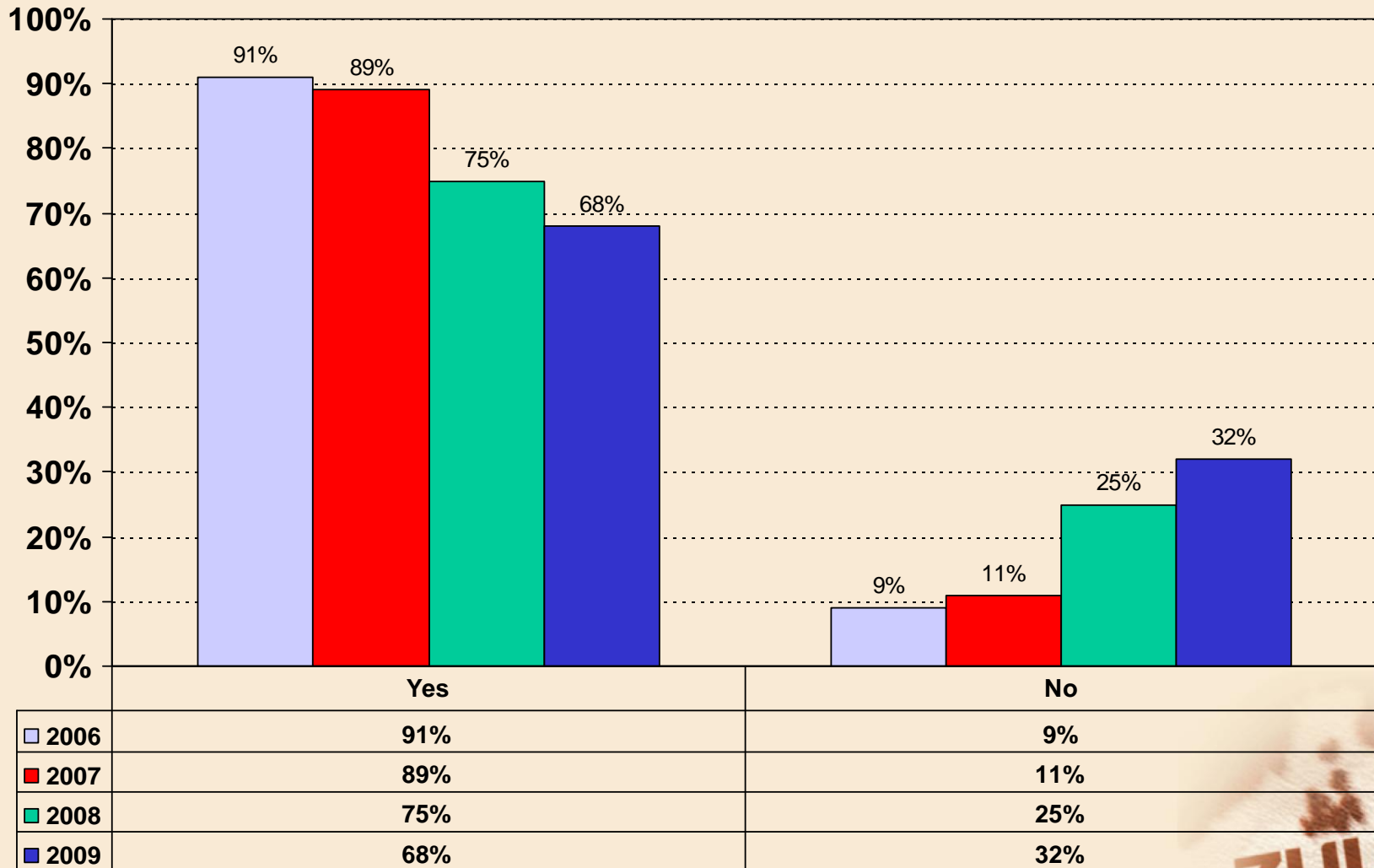
Recommendation of KZN as a Tourist Destination



Reasons: Recommendation

- The positive responses were related to KZN having the following:
 - Variety of attractions
 - Warm weather
 - Friendly people
 - A good tourism/holiday destination
 - Good infrastructure
 - Beautiful/warm beaches
- In terms of negatives responses, respondents were of the view that crime was a major problem.

Familiar with Zulu Kingdom slogan?



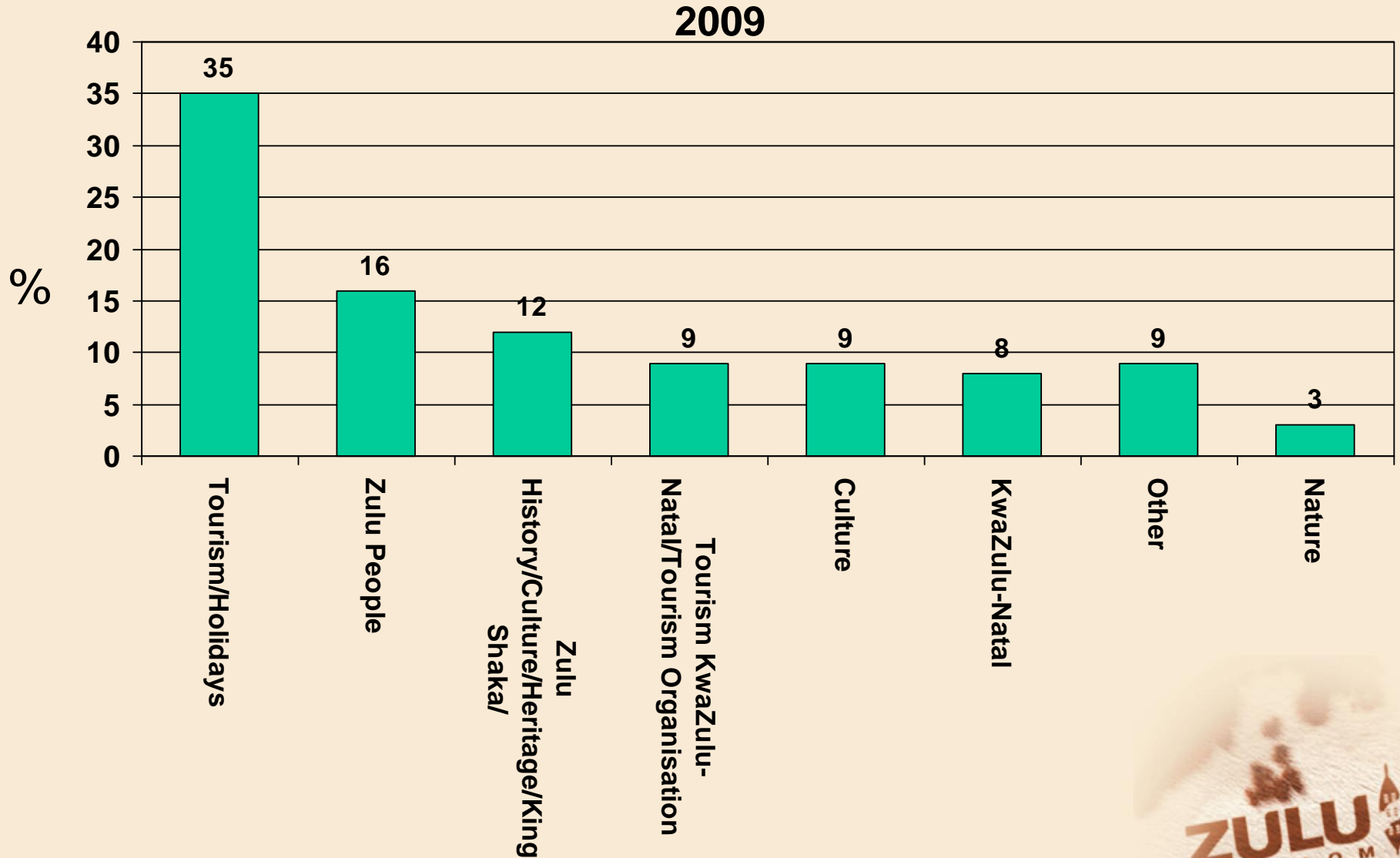
Familiar with Zulu Kingdom slogan? (cont'd)

Z-test Analysis

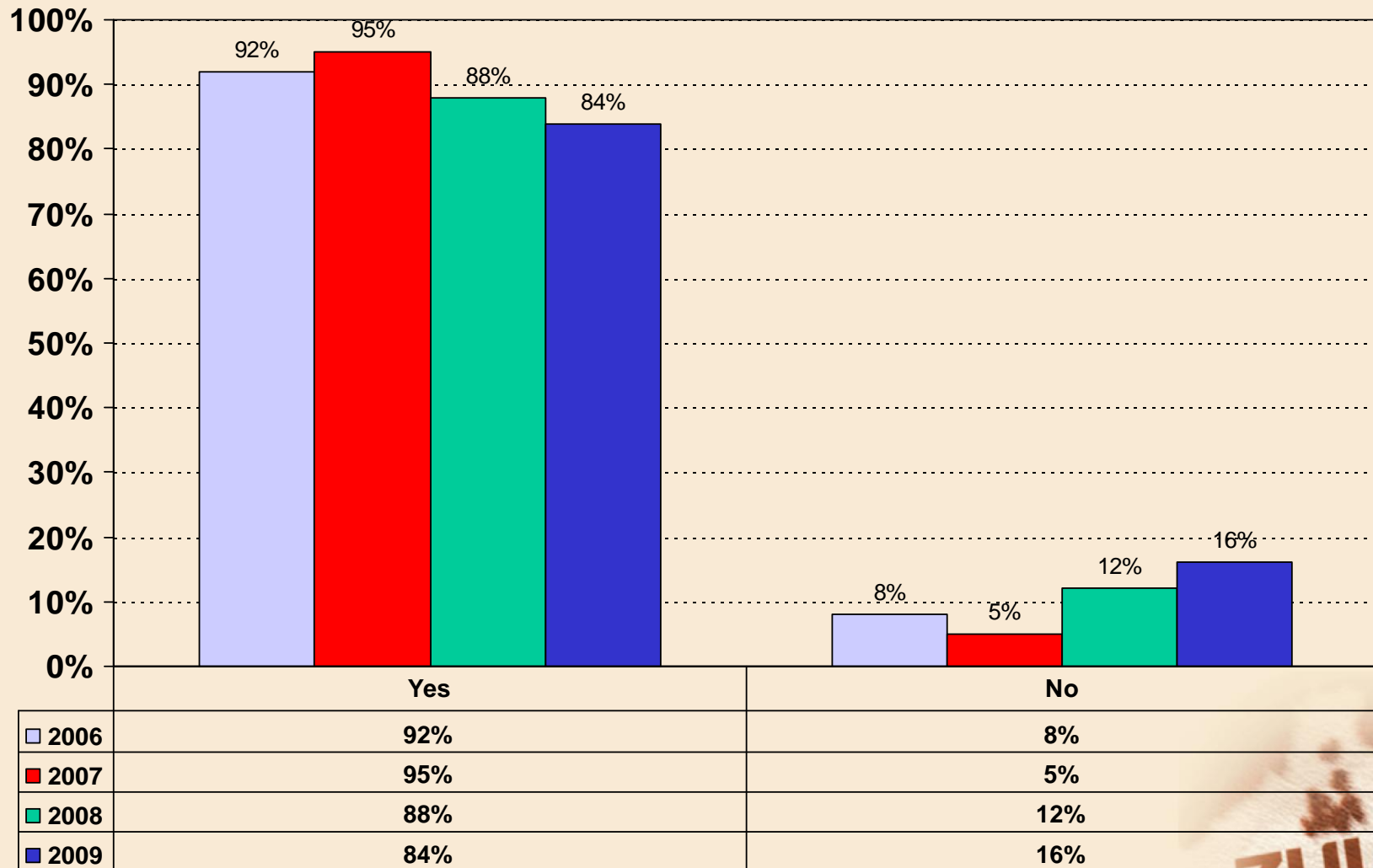
- Comparing 2008 and 2009, the test suggested that there was no statistical significant difference in the decrease of those who were familiar with the Zulu Kingdom slogan.



Associations - Zulu Kingdom slogan: Core Mentions



Noted Zulu Kingdom logo?



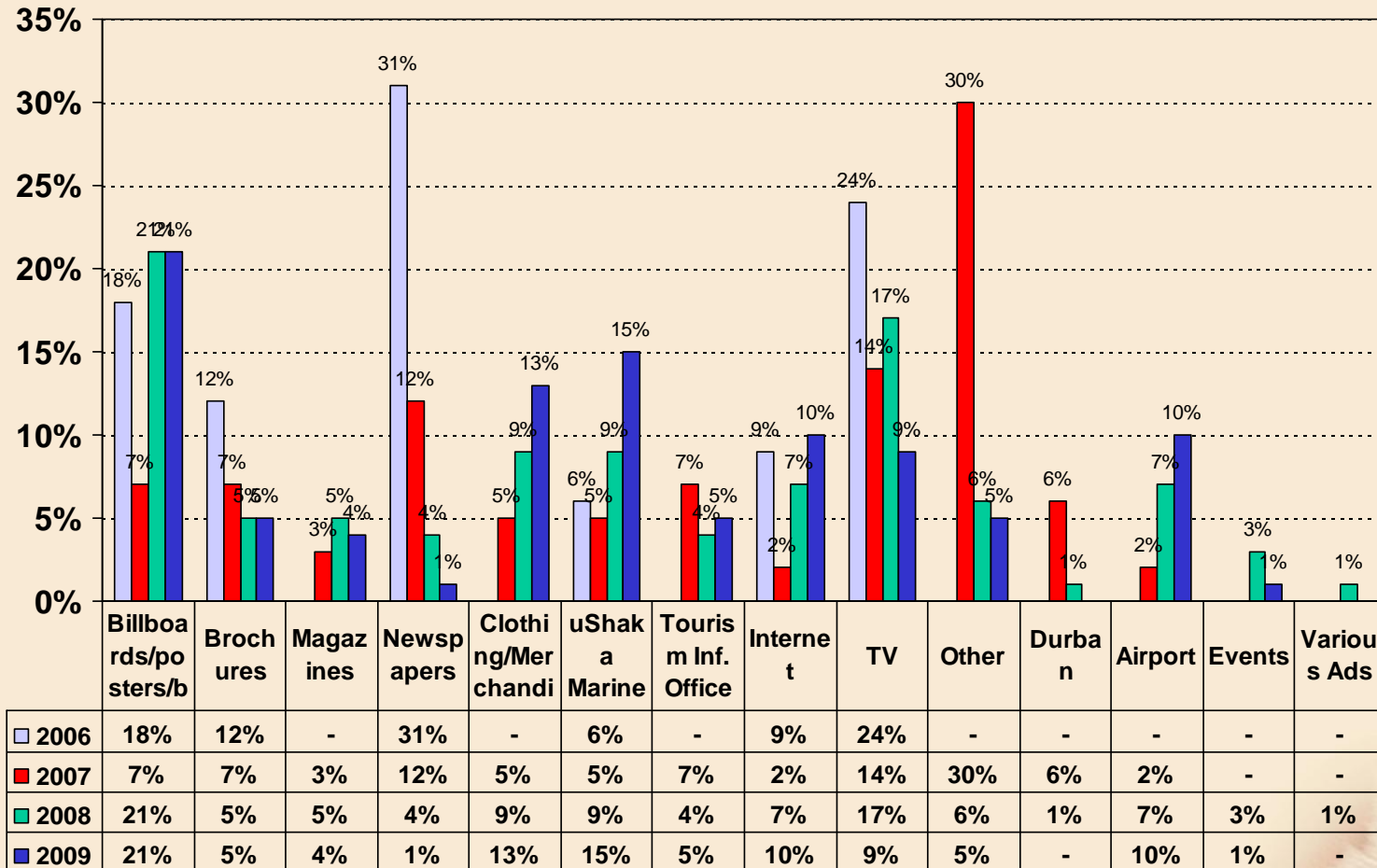
Noted Zulu Kingdom logo? (cont'd)

Z-test Analysis

- Comparing 2008 and 2009, the test suggested that there was no statistical significant difference in the decrease of those who had noted the Zulu Kingdom logo.



Where Zulu Kingdom logo noted?



Suggested Improvements?

SUGGESTED IMPROVEMENTS	COUNT	%
Happy with the event/proceedings/organisation	37	32.5
Other	22	19.3
Additional parking	11	9.6
Provide additional toilets which should be manned	8	7.0
Provide shelter/tents for the rain	8	7.0
More TV coverage	4	3.5
Clean toilets	4	3.5
The event is improving/better than before	3	2.6
Create billboards for the event	3	2.6
Tents/stands for spectators	2	1.8
More dustbins	2	1.8
Involve more black people in the event	2	1.8
More Security	1	0.9
Better Marketing	1	0.9
More route maps	1	0.9
Change the ablution system	1	0.9
Market the event around the world	1	0.9
Provide food for the participants	1	0.9
More taps	1	0.9
Bigger tent for prize giving ceremony	1	0.9
TOTAL	114	100



Conclusion/Main Findings

- Although there was an increase in local residents in 2009, a Z-test revealed that the increase was not statistically significant when comparing 2008 and 2009.
- The 2009 event also saw a slight decrease in overnight visitors. A Z-test also suggested that there was no statistically significant decrease of overnight visitors between 2008 and 2009.
- In 2009, there was an increase of spectators and participants from KZN and a decrease in those coming from Gauteng. In this regard, a Z-test suggested that there was a statistically significant difference in either an increase or a decrease when looking at 2008 and 2009.
- Most respondents seemed to have stayed for 3 nights with a slight decrease in those that stayed for 4 nights and above.

Conclusion/Main Findings (cont'd)

- The number of participants decreased in 2009. The main reason could be that it was a K1 (singles) year whereas 2008 was a K2 year meaning that there were two participants per boat.
- There was an increase in respondents selecting to stay with friends and relatives. A Z-test revealed that the increase was statistically significant when comparing 2008 and 2009.
- A number of non-residents stayed at home, presumably KZN residents.
- 2009 saw an increase in non-residents using holiday flats and family hotels as a form of accommodation. This could be reflective of the prevailing economic conditions resulting in people choosing more affordable type of accommodation.

Conclusion/Main Findings (cont'd)

- The event seemed to have attracted repeat participants/spectators with the majority of respondents stating that what had influenced them to attend the 2009 event was that they had attended/participated previously.
- The above is in line with 89% of respondents who stated they had attended the event in previous years.
- 15% of the respondents indicated they had experienced problems at the event. These problems were related to parking, directions and dirty toilets.
- 99% of the respondents stated that they would recommend the event to family and friends. Reasons for positive responses were stated as follows:
 - The event was acting as a family gathering/reunion
 - It was relaxing
 - Enjoyable/fun
 - Social event

Conclusion/Main Findings (cont'd)

- 98% of the respondents said they would recommend KZN as a tourist destination. Reasons for positive responses were related to KZN having the following:
 - Variety of attractions
 - Warm weather
 - Friendly people
 - A good tourism/holiday destination
 - Good infrastructure
 - Beautiful/warm beaches



Conclusion/Main Findings (cont'd)

As regards the marketing efforts of Tourism KwaZulu-Natal, the main findings were as follows:

- 68% of respondents indicated they were familiar with the Zulu Kingdom slogan, a decrease of 7% from 2008. A Z-test suggested that this decrease was not statistically significant when comparing 2008 and 2009.
- Similarly, there was a decrease in the noting of the Zulu Kingdom Logo. However, a Z-test suggested that there was no statistically significant difference when comparing 2008 and 2009.
- 35% of the respondents associated the Zulu Kingdom slogan with 'tourism/holidays'. This then shows that a significant proportion of respondents were aware of the marketing efforts of Tourism KwaZulu-Natal. When comparing other events such as Midmar Mile 2009 and MTN Jazz Festival 2008, there seems to be an increasingly positive trend towards such an association.

Recommendations

- The majority of participants were KZN residents. It is therefore recommended that the organizers attempt to increase the number of participants from other provinces, possibly by engaging with canoe clubs from other provinces.
- Organizers to attend to the issue of toilets, possibly by ensuring that they are manned at all times.
- In order to increase the number of spectators, organizers are to consider creating activities for spectators which may serve as a draw-card to the event.