

Midmar Mile 2009 Impact Assessment: Top Line Summary Report



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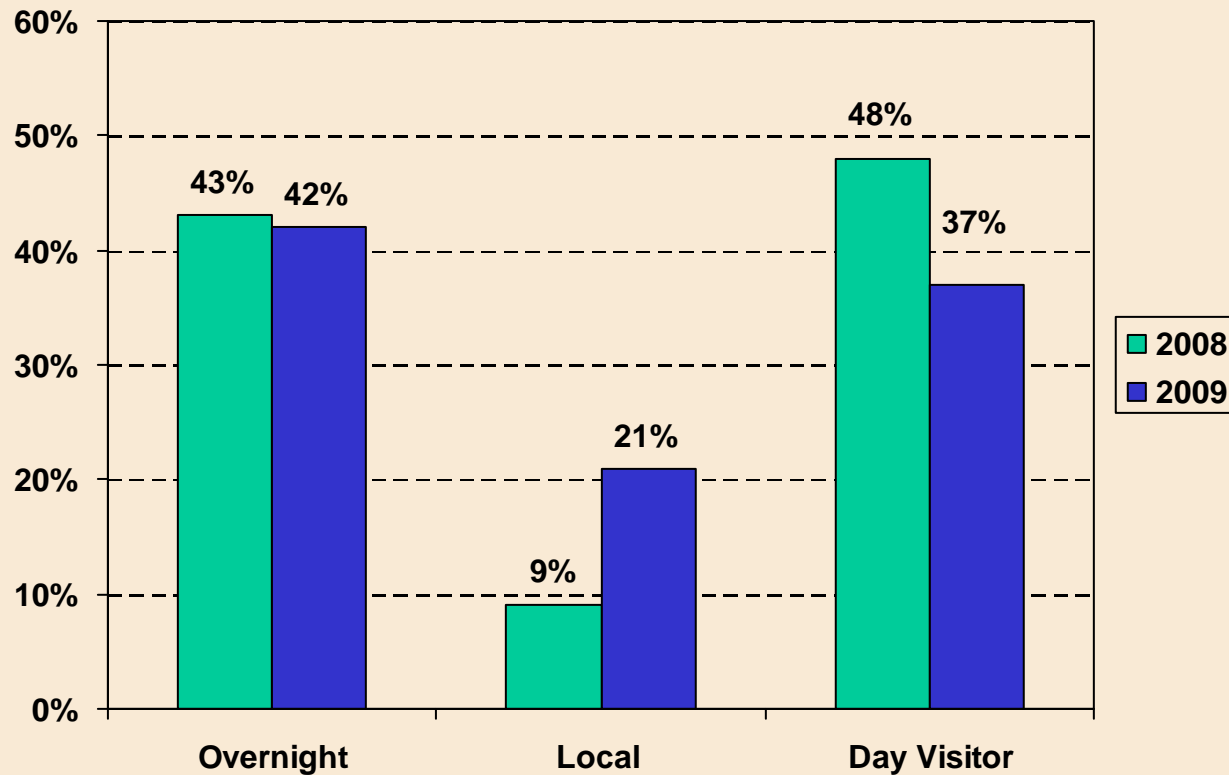


Methodology

- Face to face survey with a probability sample of 204 respondents
- Respondents systematically selected throughout the 2-day period of the event.

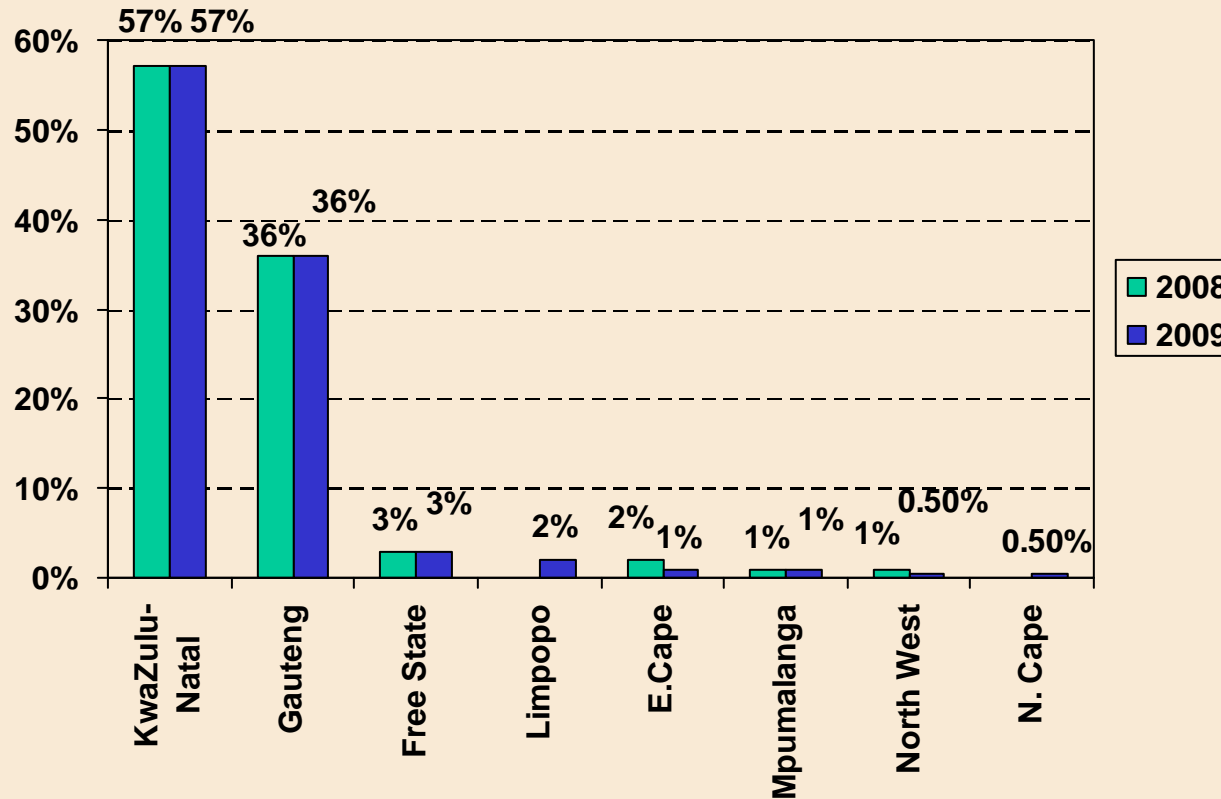


Nature of Midmar Mile Participants and Spectators



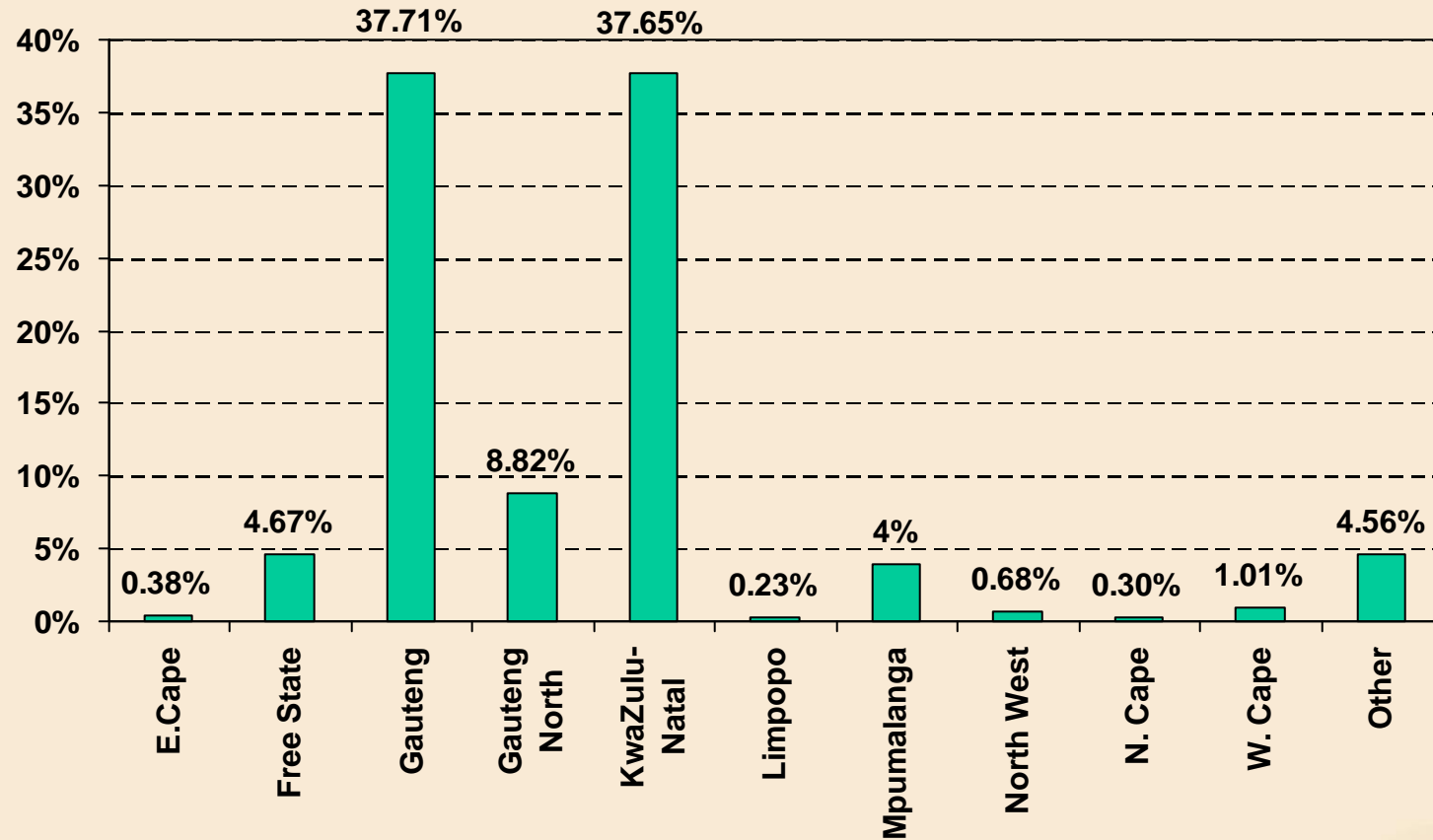
Z-test of two independent sample proportions ($p < 0.0191$ or 1.91%), revealed a significant decline in the number of day visitors between 2008 and 2009. A Z-test of two independent sample proportions ($p < 0.0003$ or 0.03%) revealed there was also a significant increase in the number of locals who attended the event between 2008 and 2009.

Nature of Midmar Mile Participants and Spectators



Note: Respondents

Nature of Midmar Mile Participants



Note:Actual Entrants



Participants and Vehicles

	2008	2009
Participants	15 440	15 942
Vehicles	6 383	6 876



Group Size and Spectator Estimate

	2008	2009
Average Group Size	4.2	4.1
Estimated Overall Attendance	26 808	28 192
Estimate Spectator Attendance	11 368	12 250



Estimated Economic Impact - Participants

2008	2009
<p>Overnight Participants N = 7 102 Mean Spend - R3 135 Low Estimate - R17 033 365 Middle Estimate - R22 264 770 High Estimate – R27 496 103</p>	<p>Overnight Participants N = 7 971 Mean Spend - R3 105.33 Low Estimate - R24 357 503 Middle Estimate - R24 752 612 High Estimate – R25 147 716</p>
<p>Local and Day Participants N = 8 029 Mean Spend – R553.20 Low Estimate – R3 375 034 Middle Estimate – R4 441 642 High Estimate – R5 507 034</p>	<p>Local and Day Participants N = 7 071 Mean Spend – R749.53 Low Estimate – R5 834 461 Middle Estimate – R5 976 064 High Estimate – R6 117 668</p>

Estimated Economic Impact - Spectators

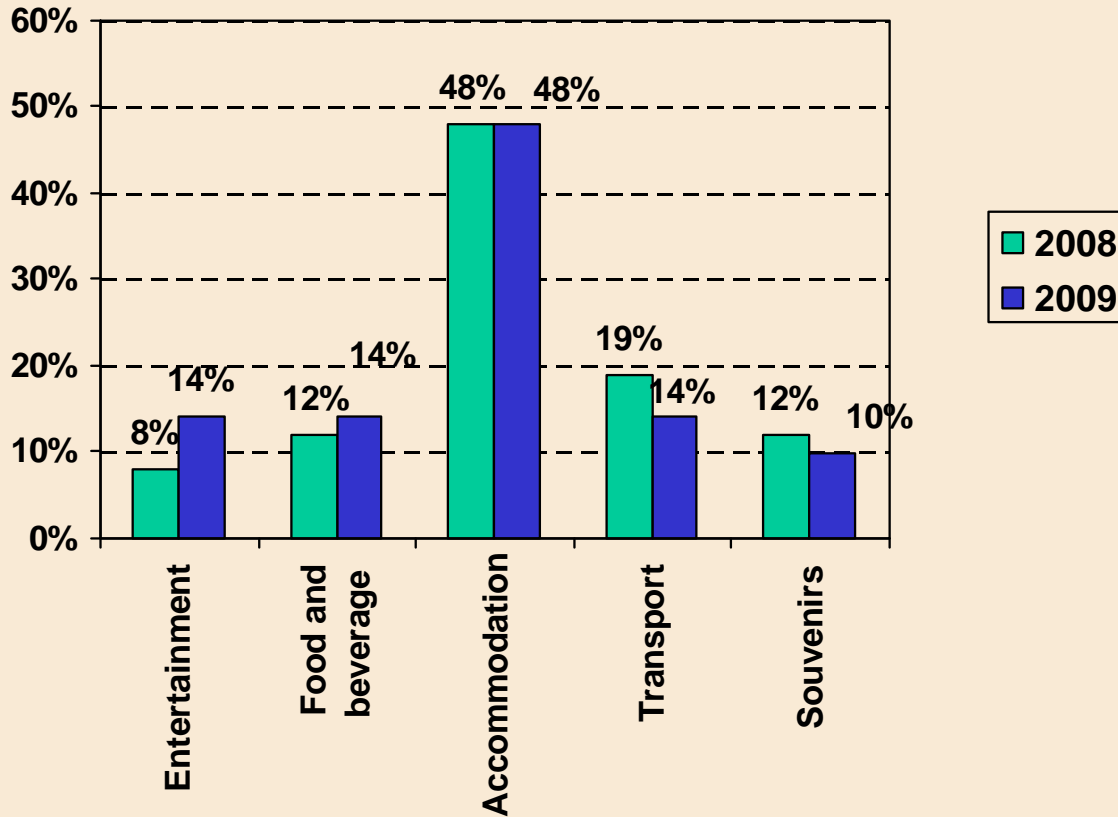
2008	2009
Overnight Spectators N = 4 897 Mean Spend – R2 974.40 Low Estimate - R10 529 723 Middle Estimate - R14 565 636 High Estimate – R18 602 765	Overnight Spectators N = 3 675 Mean Spend – R2 435.50 Low Estimate – R9 163 861 Middle Estimate – R9 347 363 High Estimate – R9 530 864
Local and Day Spectators N = 6 034 Mean Spend – R586.50 Low Estimate – R1 894 694 Middle Estimate – R3 538 941 High Estimate – R5 183 868	Local and Day Spectators N = 8 575 Mean Spend – R426.67 Low Estimate – R3 600 332 Middle Estimate – R3 658 667 High Estimate – R3 717 002

Total Estimated Economic Impact

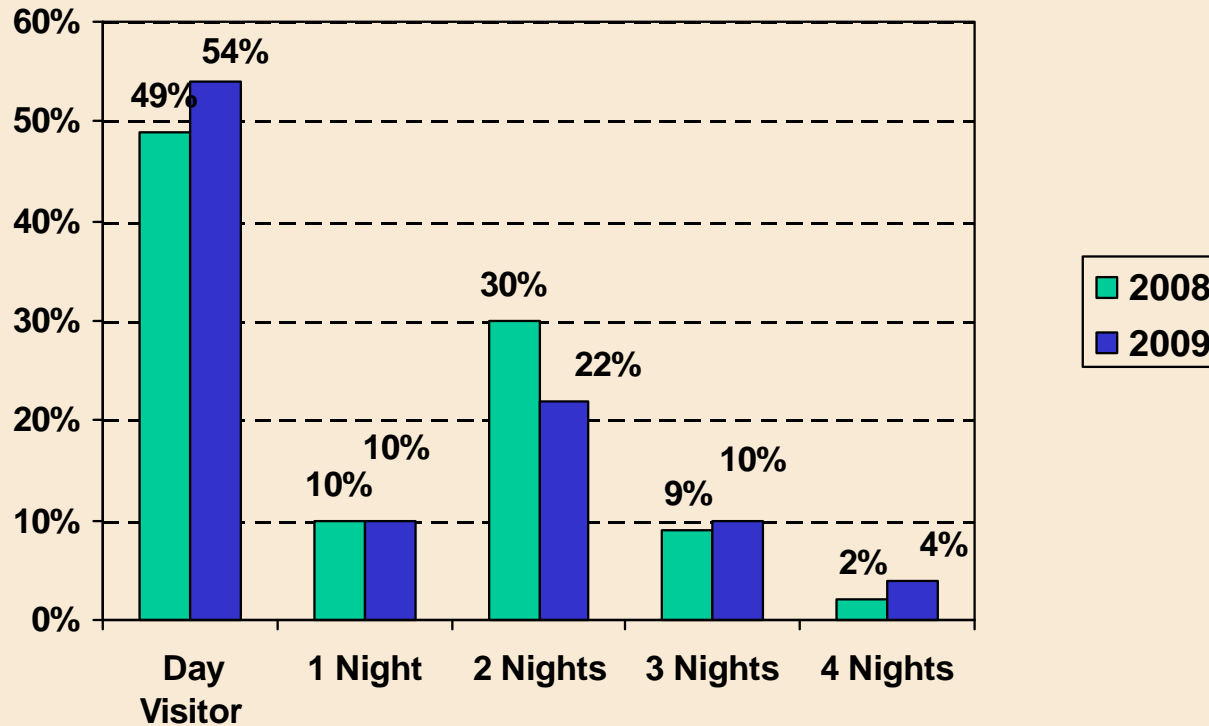
	2008	2009
Low Estimate	R32 833 733 *R46 623 900	R42 956 157 *R60 997 742
Middle Estimate	R41 196 511 *R58 499 045	R43 734 706 *R62 103 282
High Estimate	R56 789 770 *R80 641 473	R44 513 250 *R63 208 825

*With 1.42 Multiplier

Spend breakdown

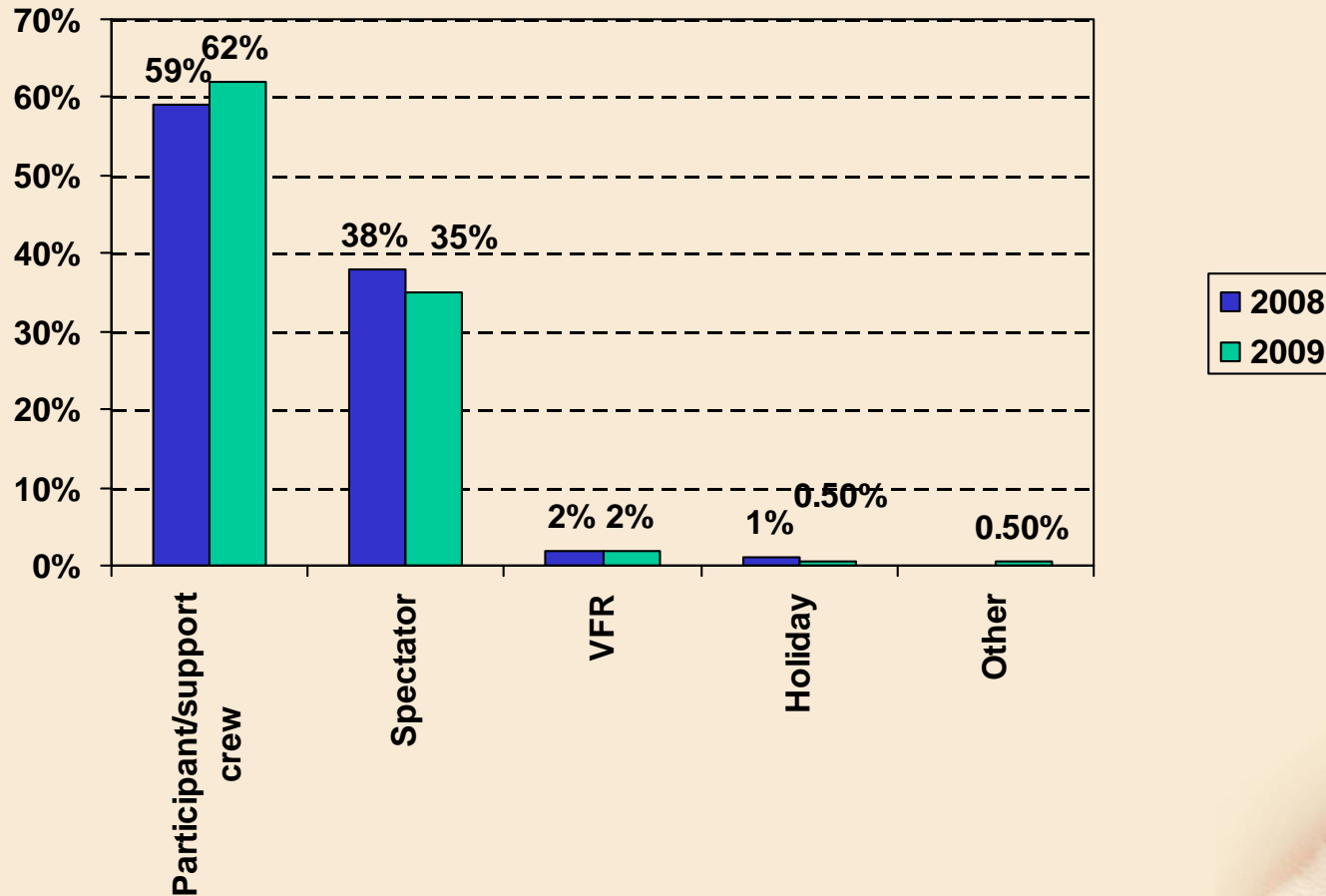


Length of stay – All Respondents

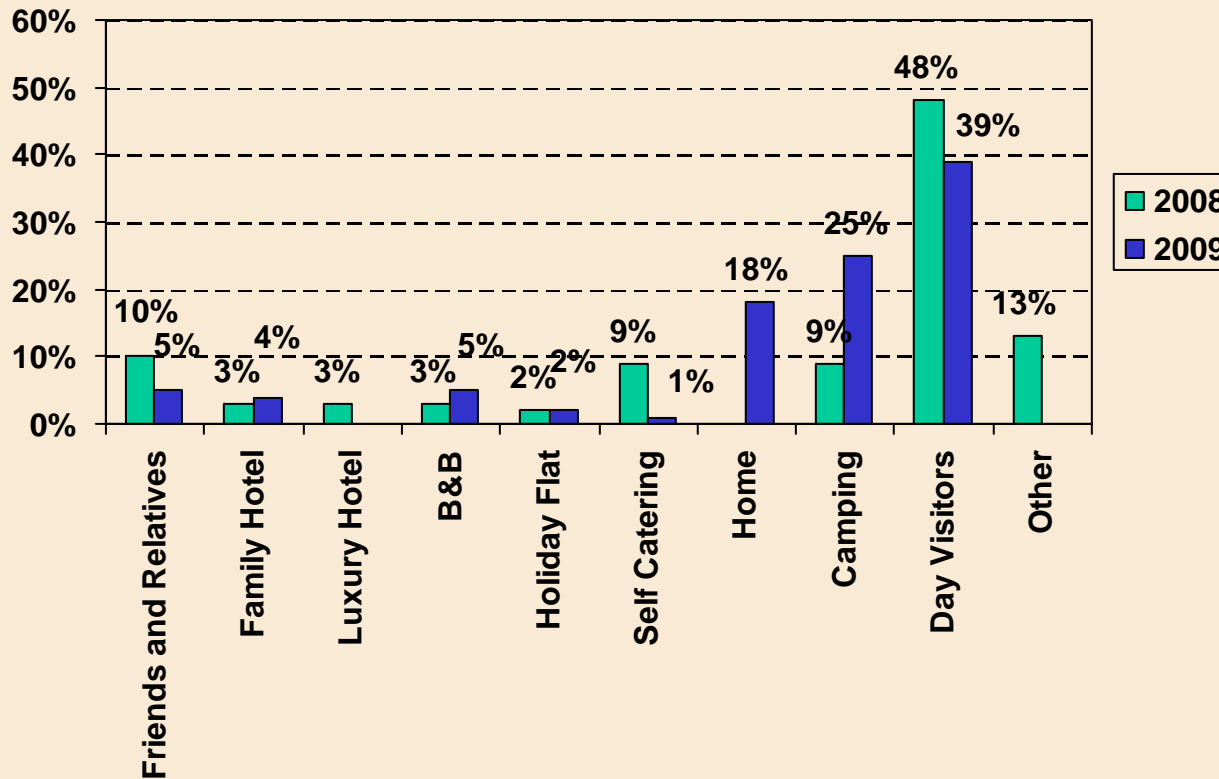


Mean nights spent - 2.05 nights

Primary reason for visiting area where event is taking place?

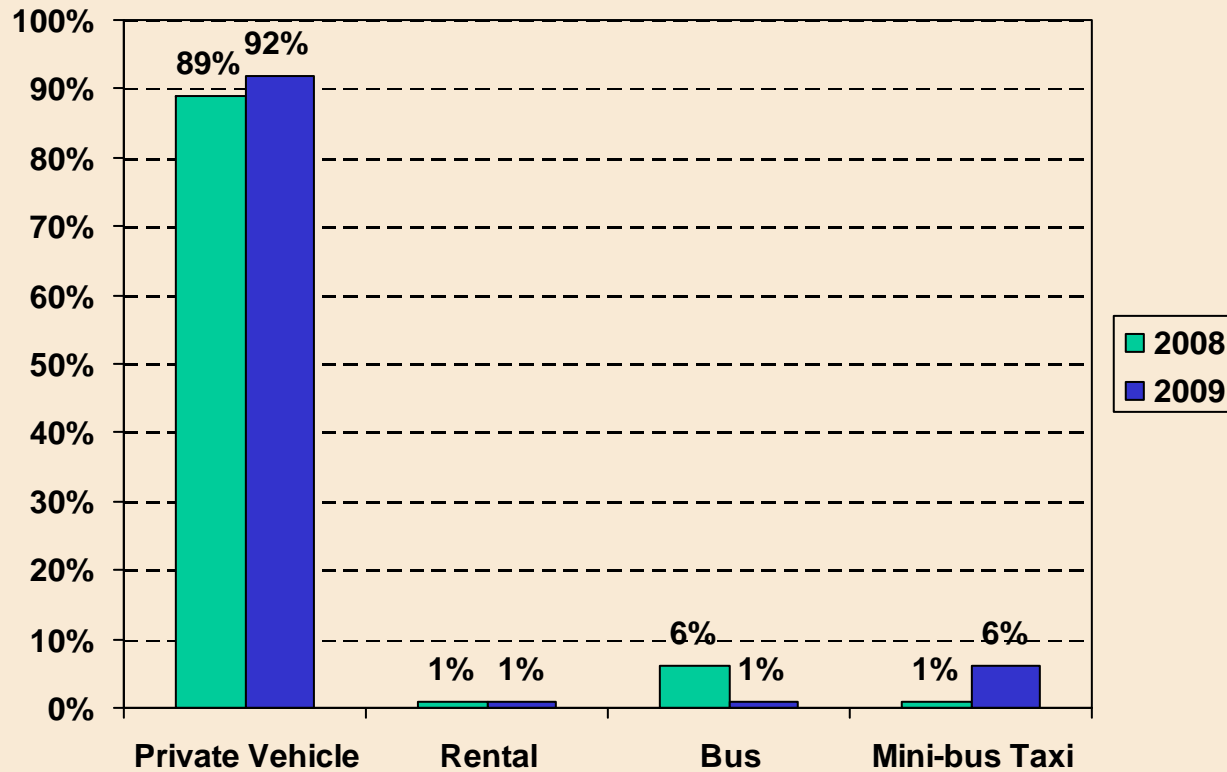


Accommodation



A-Z-test of two independent sample proportions ($p < 0.0000$) revealed that there was a significant increase in the use of camping facilities between 2008 and 2009. There was no significant decrease in the number of day visitors.

Transport to Event: non-residents

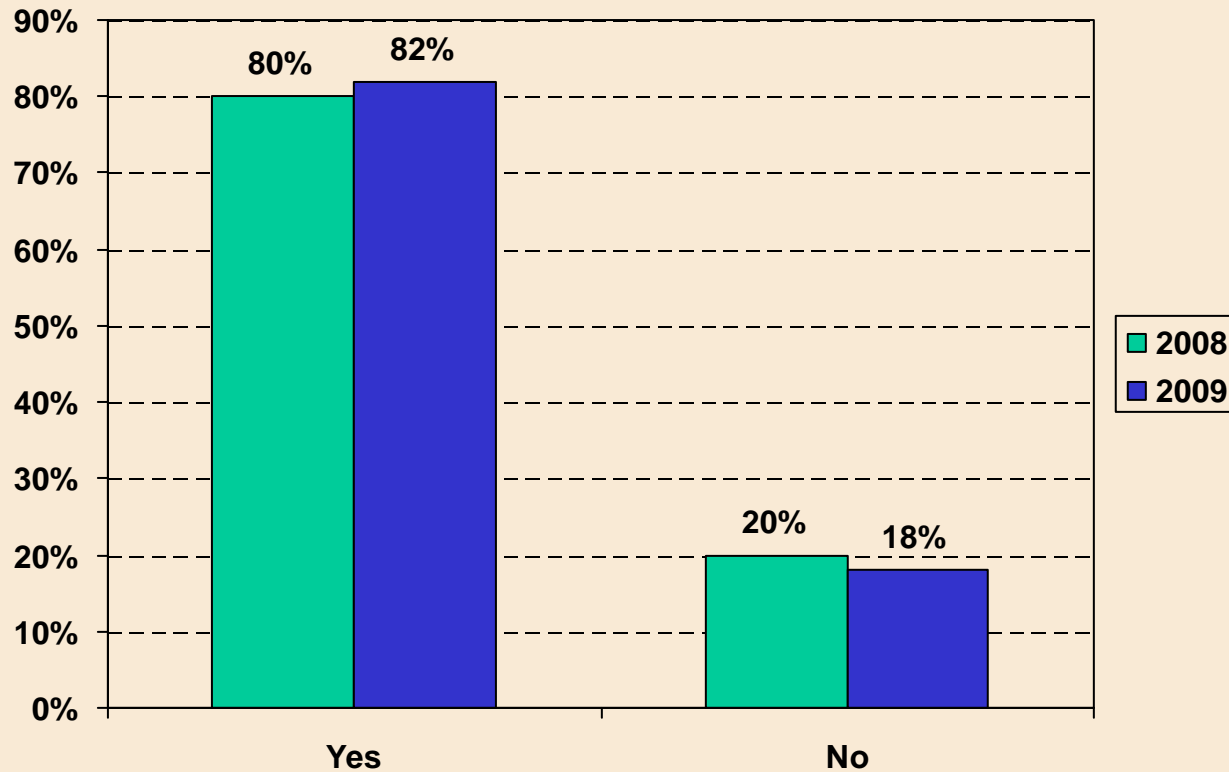


Note: Respondents interviewed

There was no significant increase in the use of private vehicles to the event.

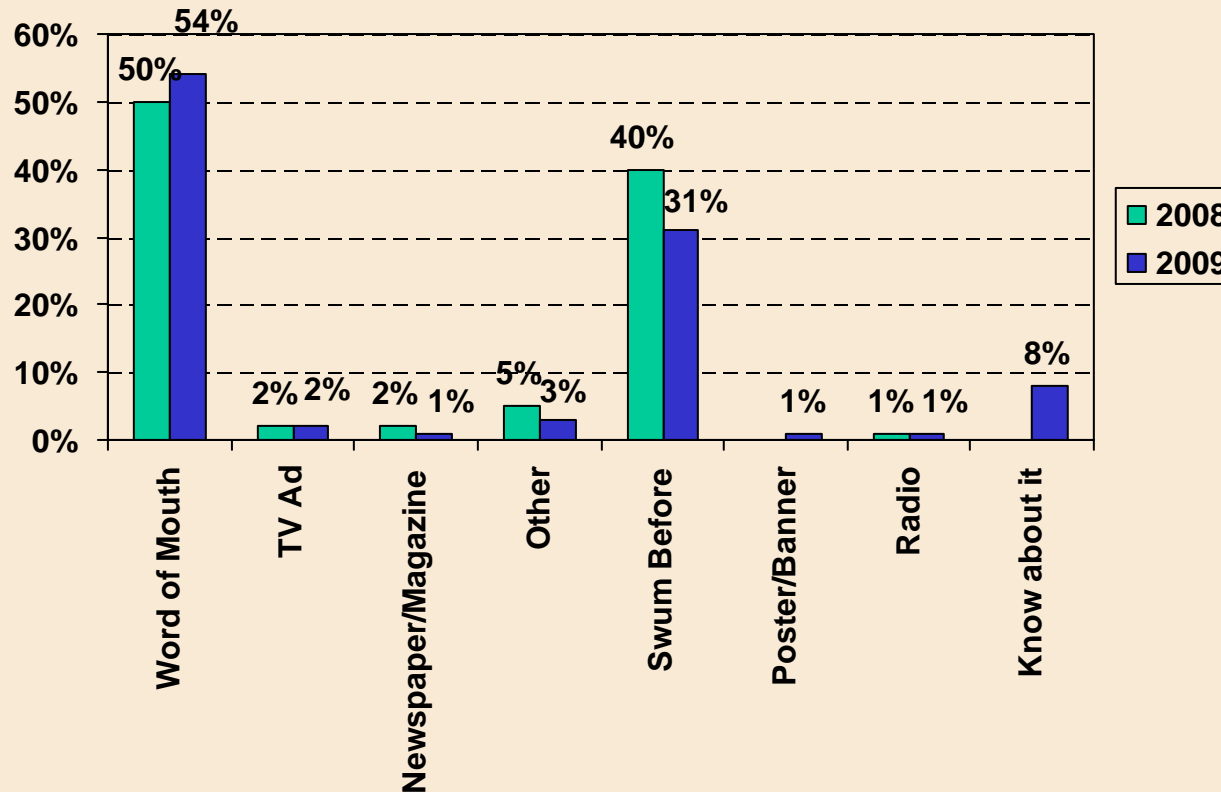


Attended in previous years?



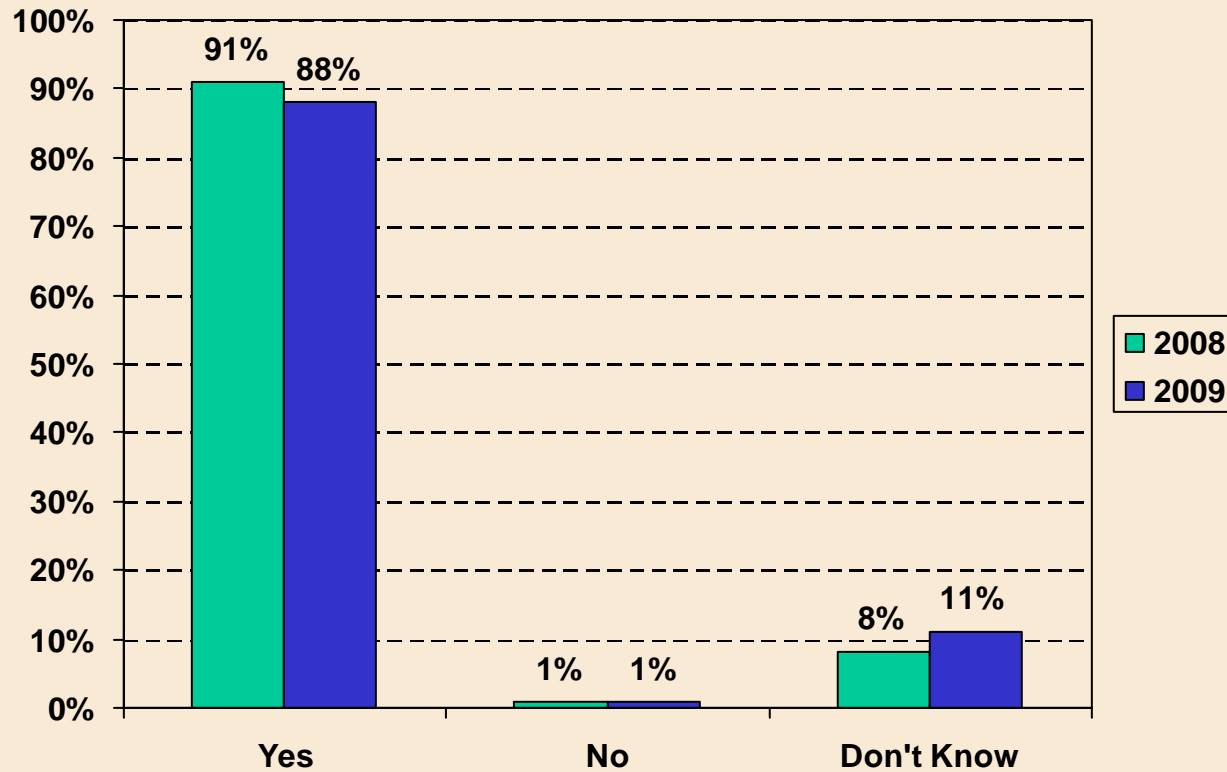
There was no significant increase in the number of respondents who attended in previous years.

Influenced to attend?



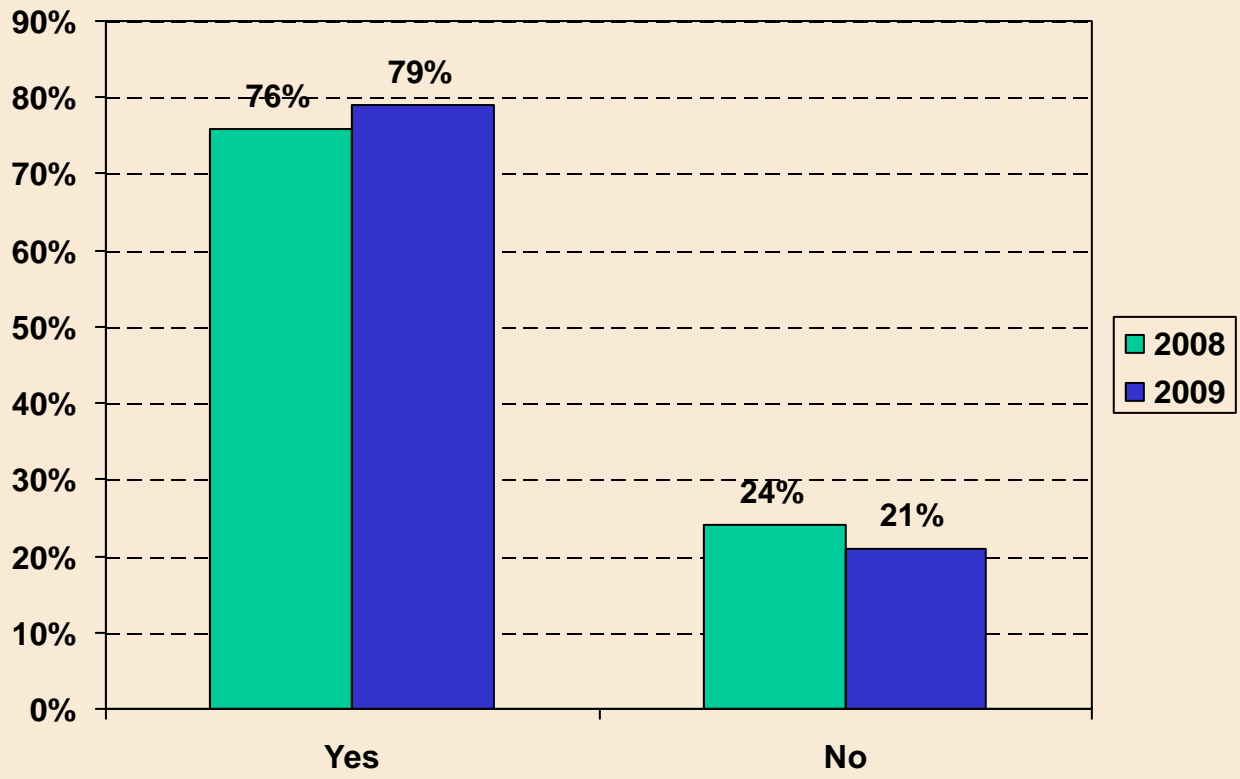
Z-test of two independent sample proportions ($p < 0.0478$ or 4.78%) shows a significant decline in the percentage of respondents who indicated they had swum the race before. This could be as a result of including the category *know about it* for 2009.

Attend again?



There was no significant decline in the percentage of respondents who said they would attend the event again.

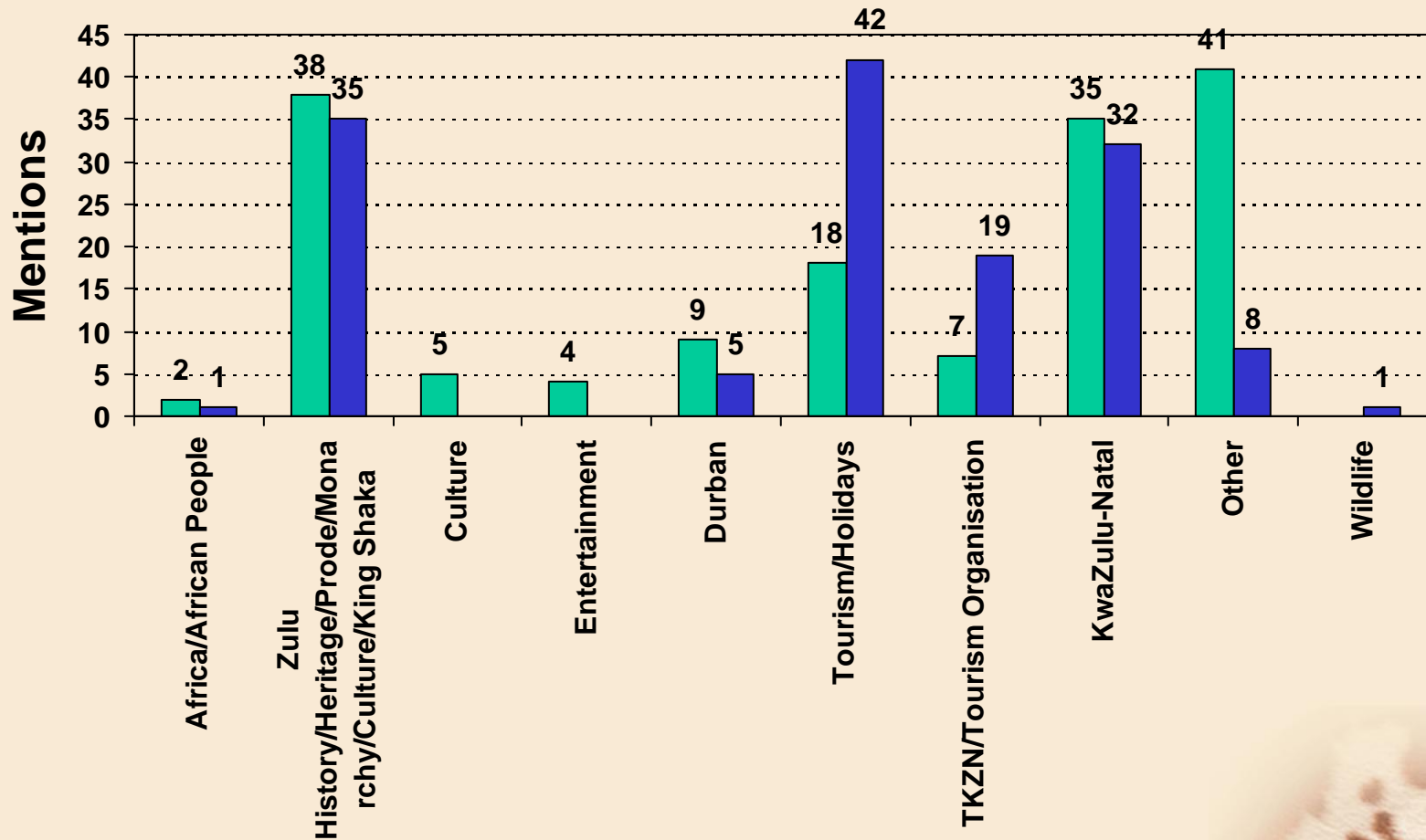
Familiar with Zulu Kingdom slogan?



There was no significant increase in the percentage of respondents who were familiar with the slogan.



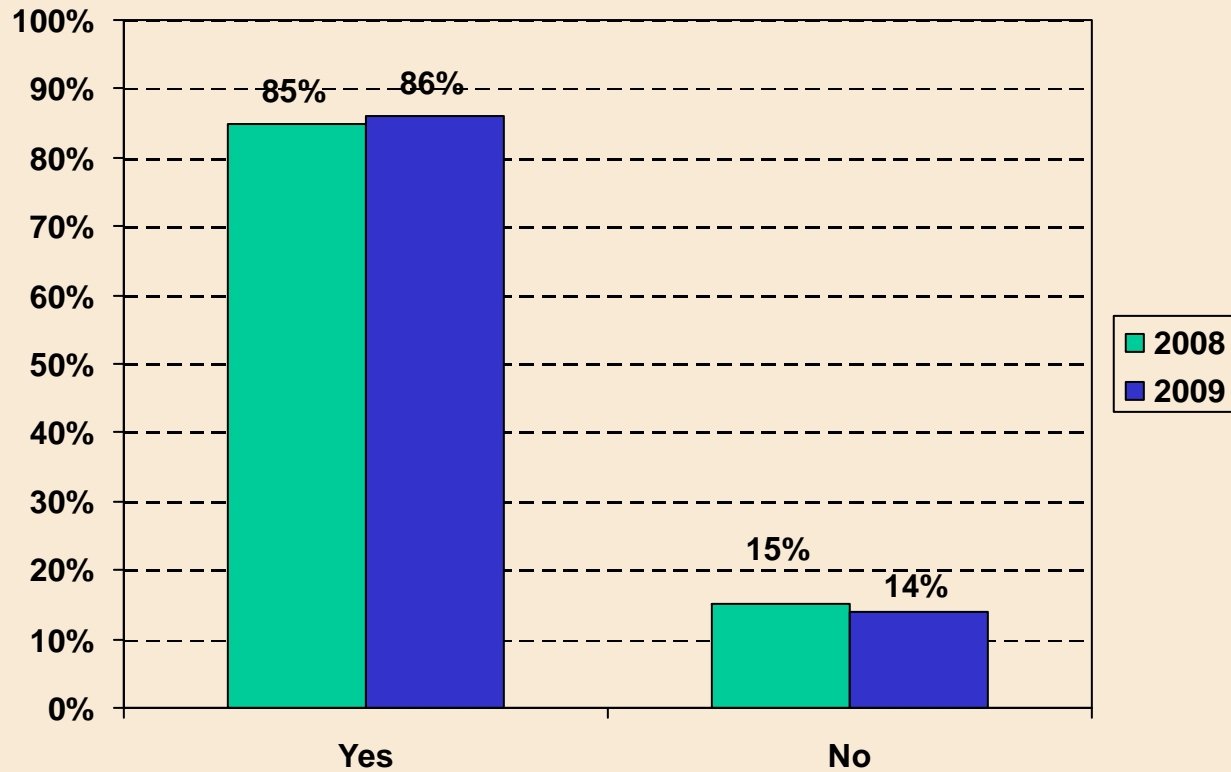
Associations - Zulu Kingdom slogan: Core Mentions



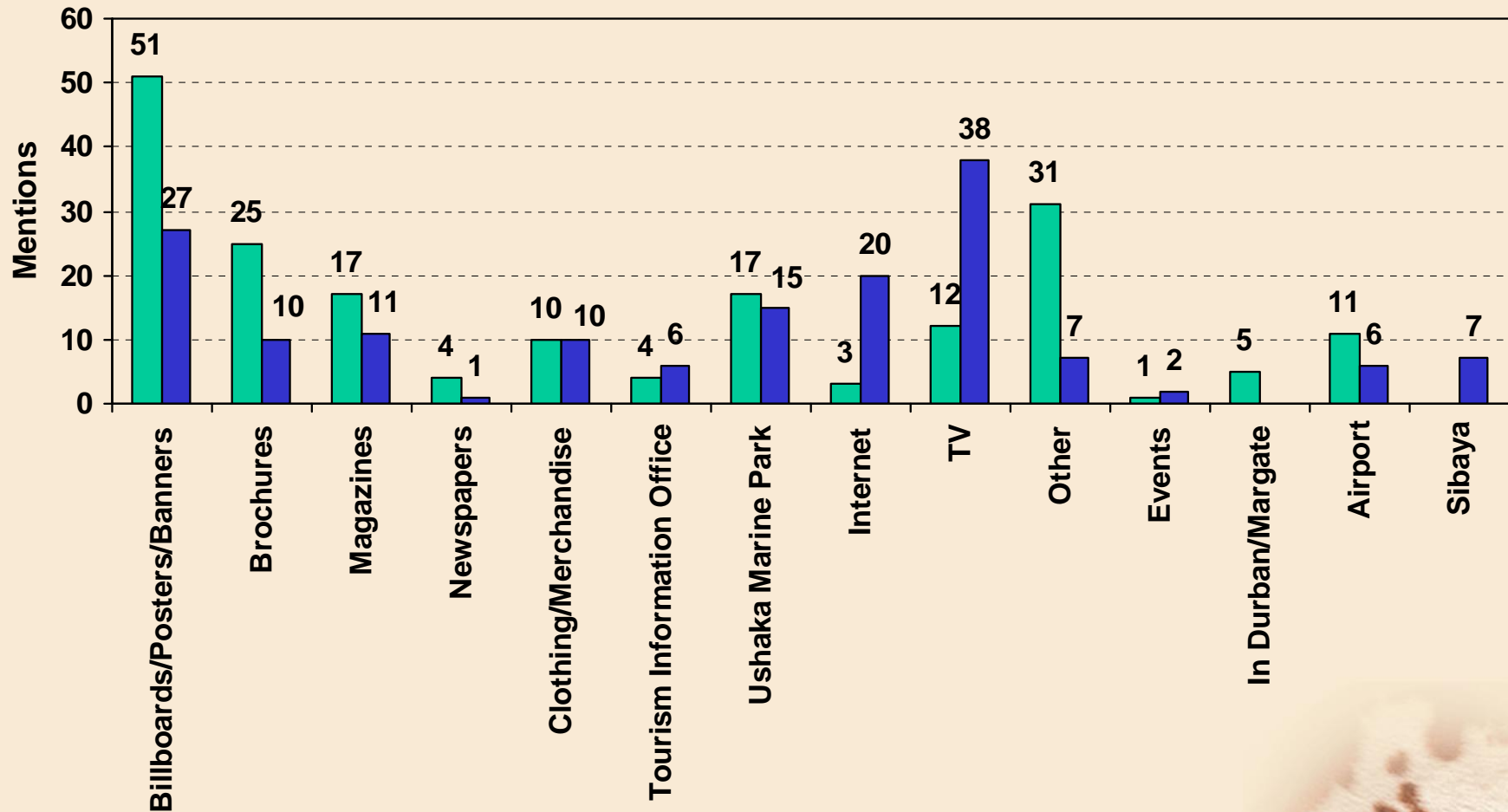
A Z-test of two independent sample proportions ($p < 0.0000$) indicated a significant increase in the number of respondents who associated the slogan with tourism or holidays.



Noted Zulu Kingdom logo?



Where Zulu Kingdom logo noted?



Z-tests of two independent sample proportions ($p < 0.0000$) revealed a significant decline in respondents recognising the logo on billboards or banner and an increase in respondents recognising the logo on television ($p < 0.0000$) and the internet ($p < 0.0000$).



Suggestions

Most of the respondents were happy with the event. These are some of the suggestions that were made:

- Better traffic management for better and faster access, as well better parking.
- More and clean toilet facilities.
- Improved camping facilities needed.
- Lower the costs; entrance fee into the dam was high.
- More security for vehicles.
- More shuttle services for the swimmers to the start.
- More shady areas for the spectators.
- Better signage for pick up and drop off areas.

Findings

- There was a decrease in the percentage of respondents who traveled to the event as day visitors, but an increase in locals who attended the event. This is an indication that the event is attracting increased local support.
- Over 60% of the participants were from outside KwaZulu-Natal. Gauteng provided as many participants as KwaZulu-Natal did.
- In the 2009 event there was a slight increase in the number of participants and vehicles when compared to 2008.
- Accommodation was once again the largest spend item for overnight visitors.
- The majority of respondents traveled to the event in private vehicles.
- Word-of-mouth was the most popular way in which respondents were influenced to attend the event. 31% had swum the race previously.
- 11% of the respondents were undecided about returning to the event.
- The linking of Tourism KwaZulu-Natal's slogan with tourism or holidays increased significantly when compared to 2008. However, there was a significant number of mentions of Zulu heritage or culture and KwaZulu-Natal.
- The logo of Tourism KwaZulu-Natal was most noted on television followed by billboards and the internet.
- When querying length of stay, there is an increase in day visitors and a decrease in 2 nights stayed. This may be attributed to the cost factor.
- Although the cost of travel has increased, the percent spent on transport when compared to other expenditure has decreased when compared to 2008.



Recommendations

- The success of the Tourism KZN's marketing efforts seems to be bearing fruit in light of the increased linking of the slogan with tourism, holidays and KwaZulu-Natal by respondents. Future surveys of the event should take note if this develops into a trend. If this trend is established, marketing campaigns to increase spread of visitors across the province could be embarked upon.
- There was a very small international representation at the event. Most of the international participants were professional swimmers. An opportunity exists to encourage amateur, but serious open water swimmers to attend the event. This can be done by creating relationships with swimming clubs based in target countries as well as promoting the event at other important open water events.
- The indecision of 11% of the respondents to return to the event represents an opportunity for the organisers to influence these individuals. Creating and maintaining an experience that is enjoyable for the participant and spectator will greatly assist in influencing people to return to the event.
- The increase in the use of private vehicles, created traffic congestion. If this trend continues the problem will create a negative experience for visitors. Shuttles could be used to transport participants from nearby accommodation establishments to the dam.
- The respondents at this event mostly noted the Tourism KZN logo on television. It is suggested that Tourism KZN increase advertising using this medium.
- The organisers could contract a tour operator to create packages that not only includes accommodation and participation in the event, but other local experiences as well.

