

Reed Dance 2009 Impact Assessment: Top Line Summary Report

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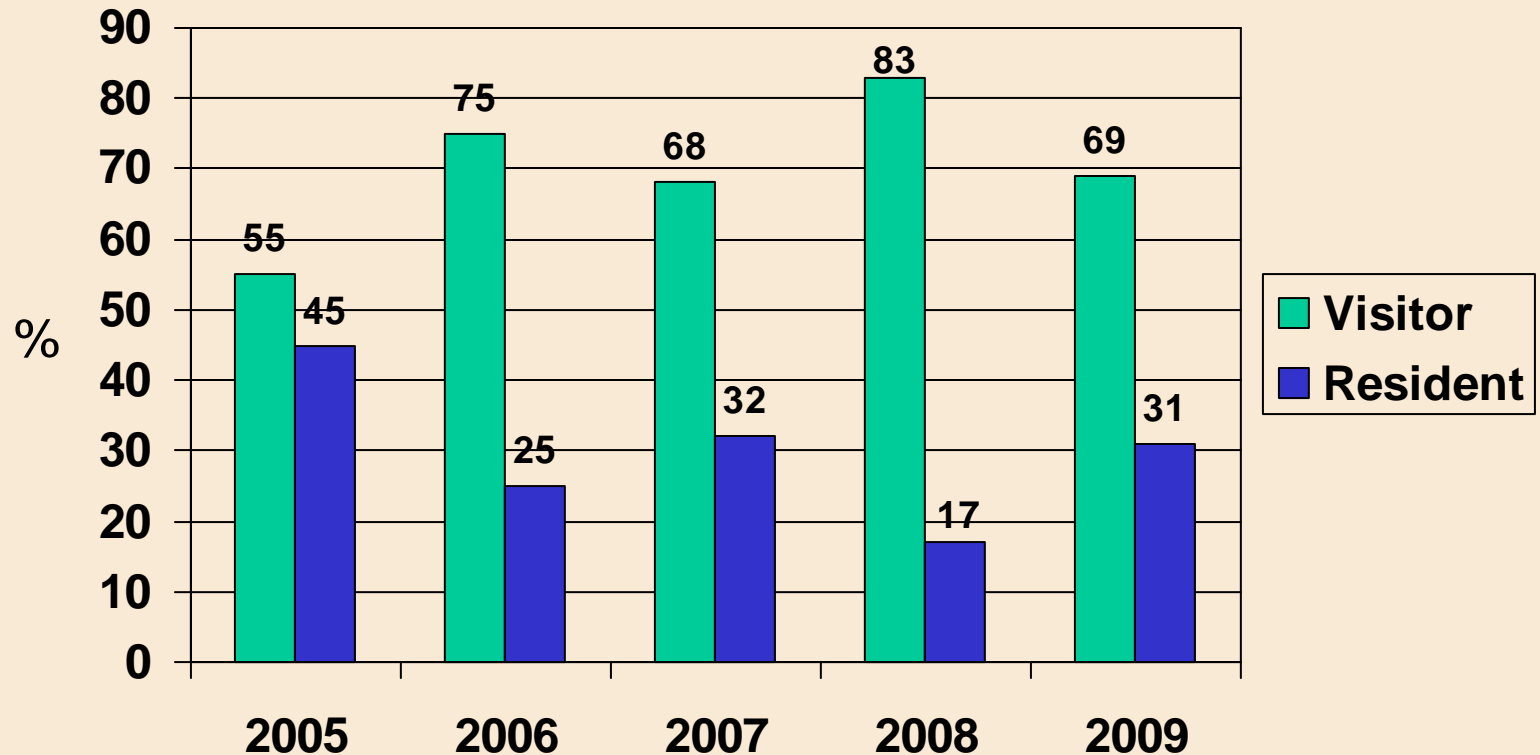
November 2009



Methodology

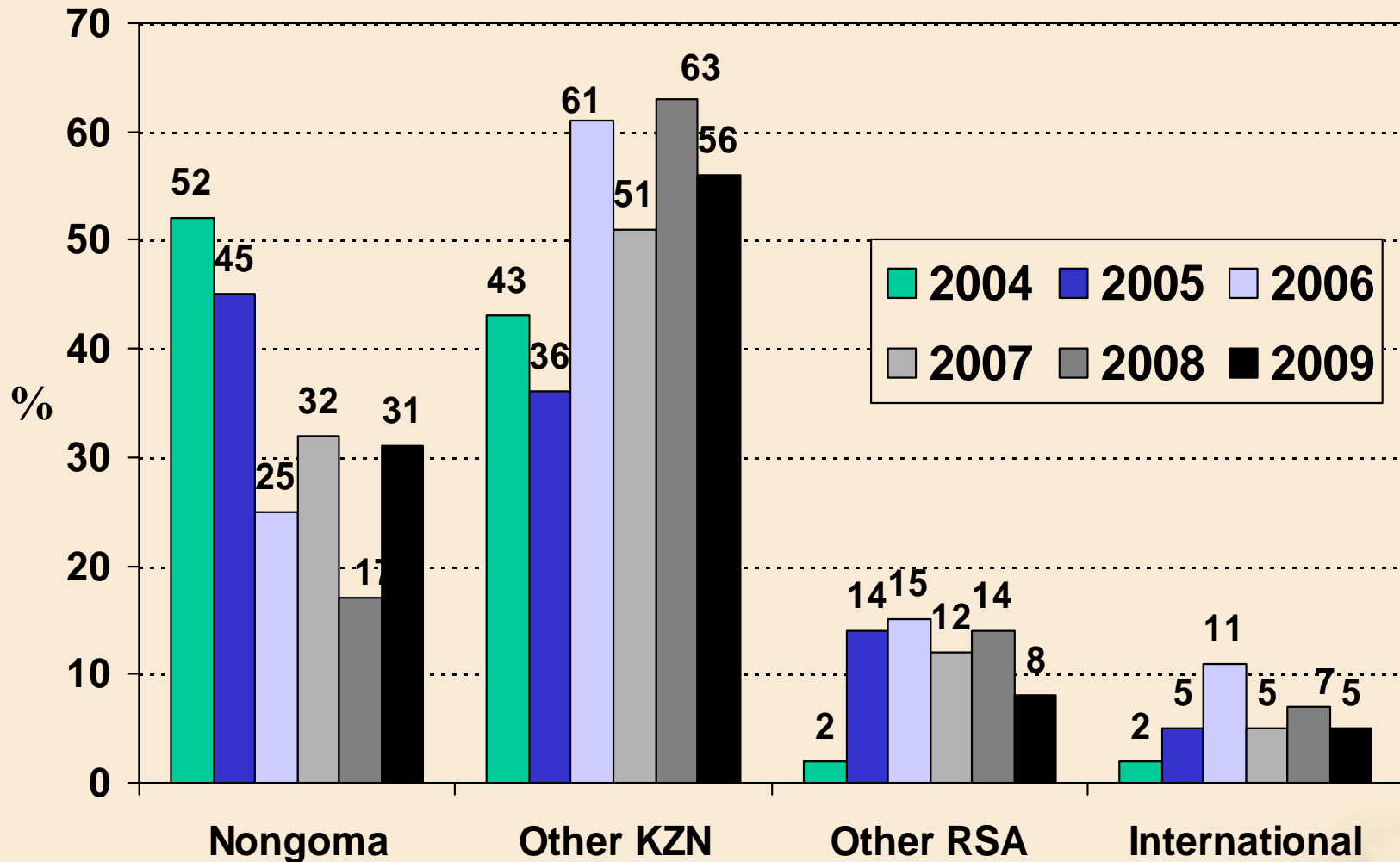
- 197 face-to-face interviews. A StatPac 2009 margin of sample error calculation for a finite population of 4500, the estimated number of spectators at the Reed Dance 2009, using a confidence level of 95% that the sample will contain the true population mean or proportion being measured, and using the highest level of population variability, a proportion of 50%, revealed that the typical margin of error that could be associated with a sample of this size would be $\pm 6.8\%$
- Respondents randomly selected
- Structured questionnaire
- Survey conducted on main day of event – Saturday
- Please note that this survey is thus only an impact assessment of the main day of this event and its results are thus a conservative estimate of the total impact.

Visitor / Resident



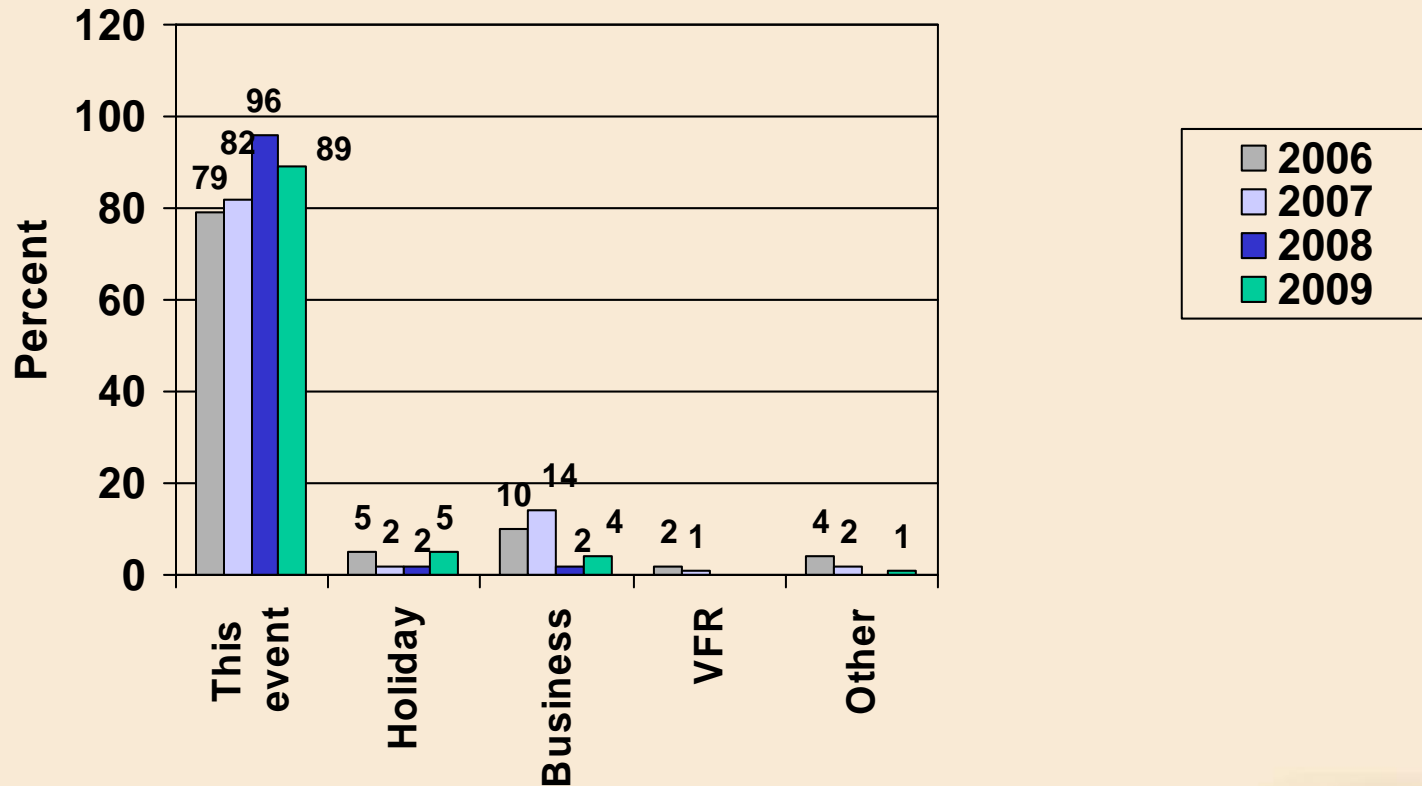
A one tailed Z-test of two independent proportions indicated a significant decrease in the number of respondents who were visitors to the event in 2009. This may have been as a result of the economic recession which South Africa was experiencing.

Nature of Spectators



A one-tailed Z-test of two independent proportions indicated an increase of Nongoma residents attending the event in 2009.

Primary reason for visiting the area



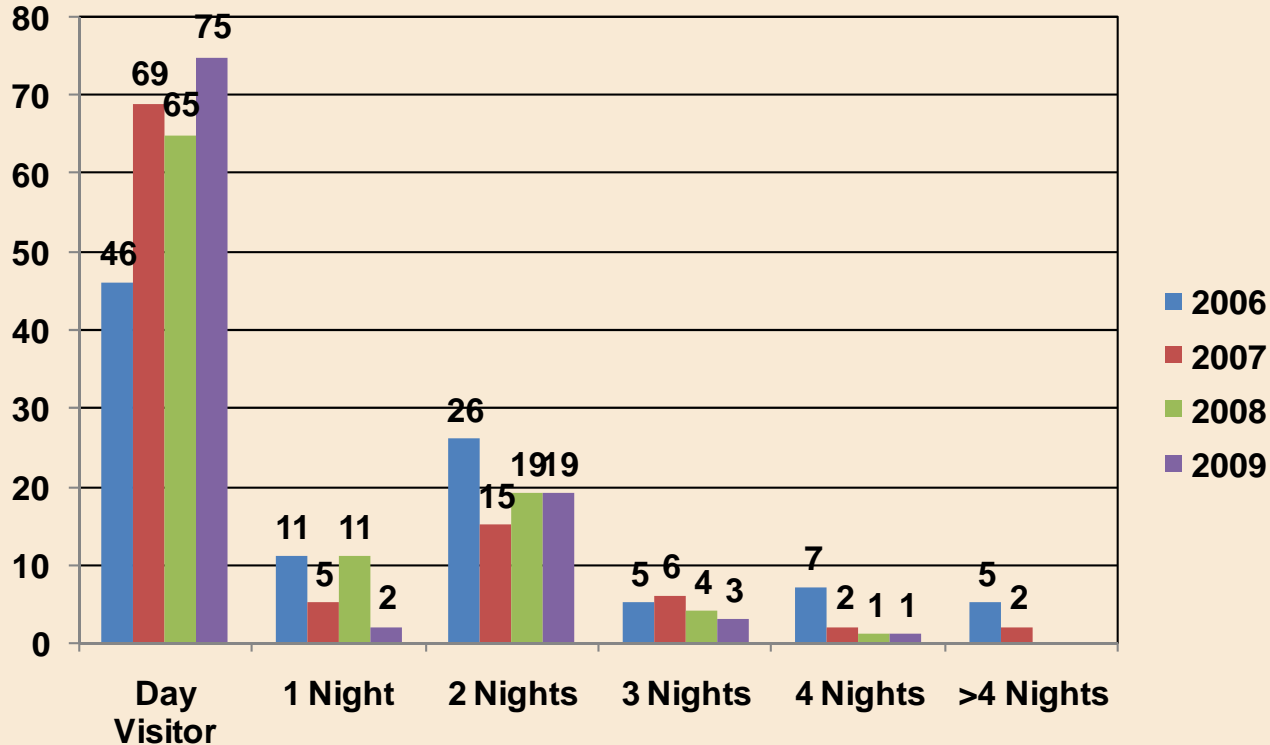
A one tailed z-test of two independent proportions indicated a significant increase in the number of respondents who were visiting the area on holiday in 2009. There was also a decrease in the number of respondents who were in the area for the event.

A cross tabulation indicated that in 2009, of the respondents whose reason for visiting the area was business, 75% indicated that they scheduled their visit to coincide with the event. 67% of respondents on holiday scheduled their visit to coincide with the event.



Length of stay

Respondents were predominantly day visitors or stayed for 2 nights.



A one tailed Z-test of two independent proportions indicated a significant increase in day visitors and a decrease in visitors who stayed 1 night in 2009.

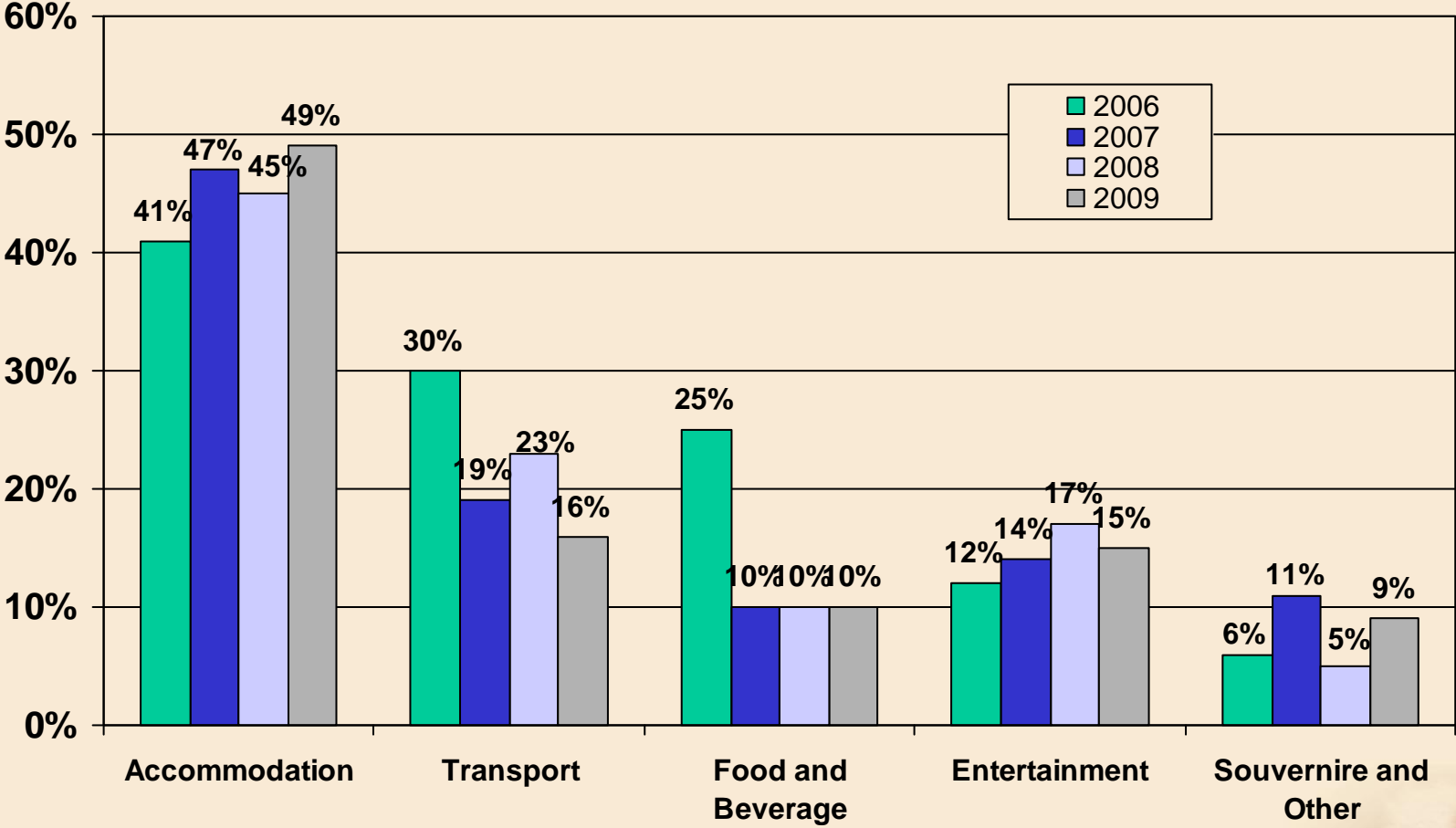


Spend: Non-resident Respondents

	2006	2007	2008	2009
Mean Spend	R1454.24	R1226.35	R1264.00	R1039.42

An ANOVA based on a benchmark of .05 alpha, the estimated p-value of 0.414 suggests there is not a statistically significant difference among the 4 independent sample means.

Nature of spend



Economic Impact

- 2005 Direct Spend \pm R6mn*
- 2005 Total Impact \pm R9mn

- 2006 Direct Spend \pm R11mn visitors only (\pm 6 060 non-resident spectators)
- 2006 Total Impact (multiplier of 1.42) \pm R16mn visitors only

- 2007 Direct Spend of \pm R5.67mn from an estimated 4000 spectators.(not including the maidens)
- 2007 Total impact (multiplier of 1.42) of \pm R7.97mn

* Reworked due to consultant error

Economic Impact (cont'd)

2008

Visitors (Non-resident respondents*)

Estimated N = 2490 (3000 x 83%)

Mean: R1452.40

Std Deviation: R2 513.70

Count: 154

Mode:R600

Median: R900

Std error at 95% level of confidence spend between R1 052.22 and R1 852.57

Estimated direct spend **not taking Std error** into account: R3,616,476.00

Estimated direct spend **taking Std error** of mean into account: At least R2,620,040.25 and as much as R4,612,911.75

Resident respondents*

Estimated N = 510 (3000 x 17%)

Mean: R147.90

Std Deviation: R143.30

Count: 26

Mode:R50

Median:R90

Std error at 95% level of confidence spend between R90.01 and R205.78.

Estimated direct spend **not taking Std error** into account: R75,429.00

Estimated direct spend **taking Std error** of mean into account: At least R45,910.15 and as much as R104,947.85

Estimated Total Direct impact: At least **R2,665,950.40** and as much as **R4,717,859.60**

Estimated Total Impact with a multiplier of 1.42: At least **R3,785,649.57** and as much as **R6,699,360.63.**

*Excludes the maidens



Economic Impact (cont'd)

	2008	2009
Non Resident	N= 2490 Mean spend = R1 452.40 Estimated spend = R3 616 476.00 * Low estimated spend = R2 620 040.25** High estimated spend = R4 612 911.75**	N = 3105 Mean spend = R1 143.22 Estimated spend = R3 549 669.65* Low estimated spend = R2 896 379.40** High estimated spend = R4 203 019.91**
Resident	N = 510 Mean spend = R147.90 Estimated spend = R75 429.00* Low estimated spend = R45 429.00 High estimated spend = R104 947.85	N = 1395 Mean spend = R446.49 Estimated spend = R622 852.00 Low estimated spend = R359 224.10 High estimated spend = R886 480.00
Total Impact	Direct impact low = R2 665 950 Direct impact high = R4 717 859.60 Indirect impact low = R3 785 649.57 Indirect impact high = R6 699 360.62	Direct Impact low = R3 255 603.50 Direct impact high = R5 089 499.91 Indirect impact low = R4 622 956.97 Indirect impact high = R7 227 089.87

International best practice suggests that residential spend not be taken into account when calculating the economic impact of an event. Therefore the direct impact excluding the resident's spend would be as follows:

Direct impact low = R2 896 379.40

Direct impact high = R4 203 019.91

Indirect impact low = R4 112 858.70

Indirect impact high = R5 968 288.20

*Not taking std. error into account

** Taking std. error into account.



Factors that influenced decision to attend

	2004	2005	2006	2007	2008	2009
Word of Mouth	63%	41%	66%	47%	59%	44%
Newspaper Ads	17%	11%	6%	11%	6%	8%
Invitation	16%	7%	5%		1%	
Radio Ads	12%	27%	5%	26%	5%	18%
Television Ads	5%	5%	8%	5%	9%	6%
Yearly Event	5%	5%			5%	
Posters/Banners/Flyers	4%	11%		1%	1%	1%
Work	3%	3%			1%	1%
Other			11%	2%	14%	22%

A z-test of two independent proportions indicated a significant decline in the respondents who were influenced by word of mouth to attend the event in 2009. There was also a significant increase in the influence of radio ads in 2009.

TKZN did not market this event nor did they have marketing material on display at the event.

Of the 22% *other* category, 44% knew about or attended the event previously. 3% attended because it was work related. 7% were influenced by tour guide, operators or company. 5% were influenced by TV adverts.

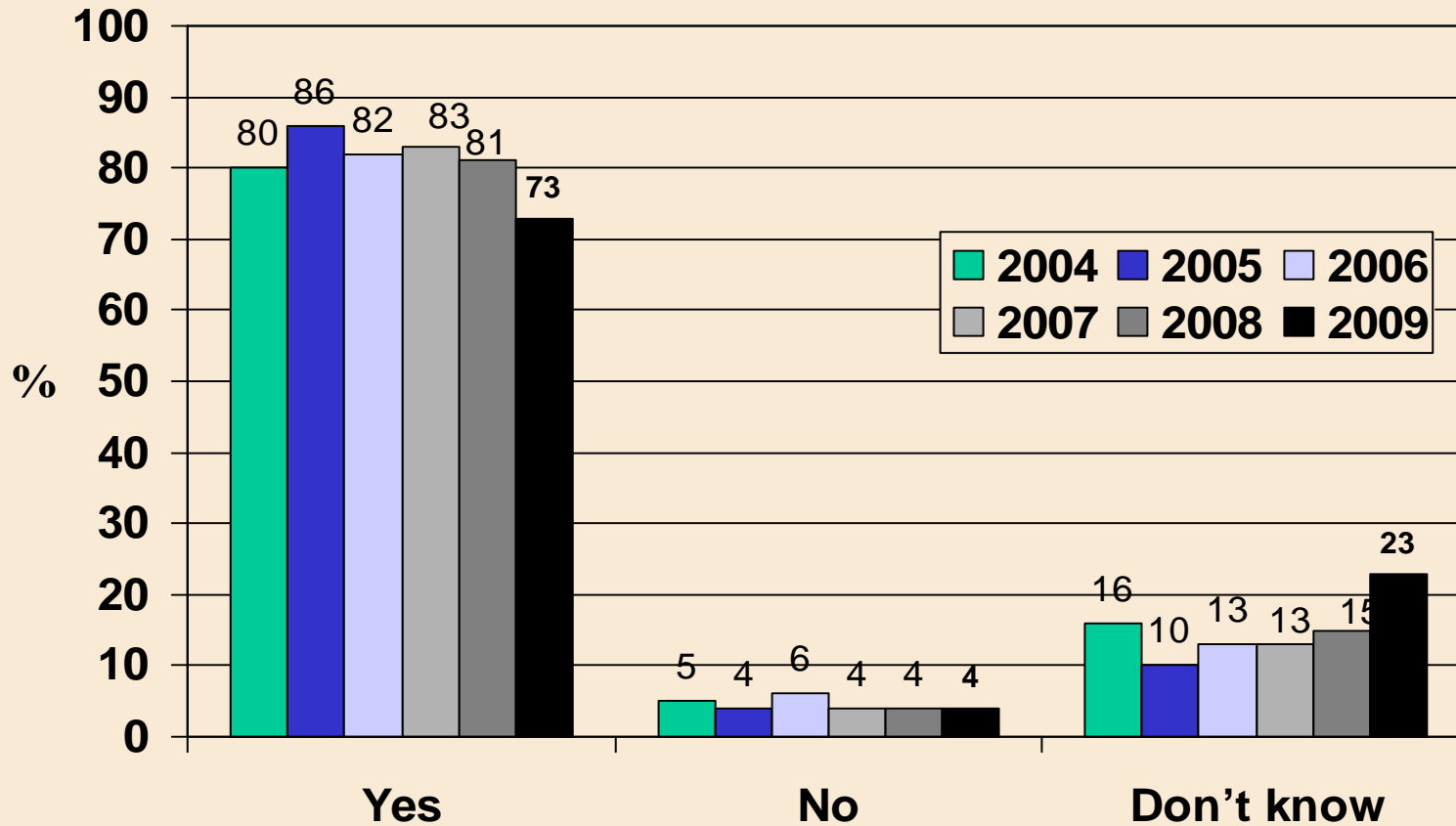
Factors that influenced decision to attend

- Only 37 respondents indicated which radio station influenced their decision to attend the event.

Radio Name	Number	Percent
ECR	1	3
Gagasi	9	25
Ukhozi	24	67
Zululand FM	1	3
Radio 2000	1	3



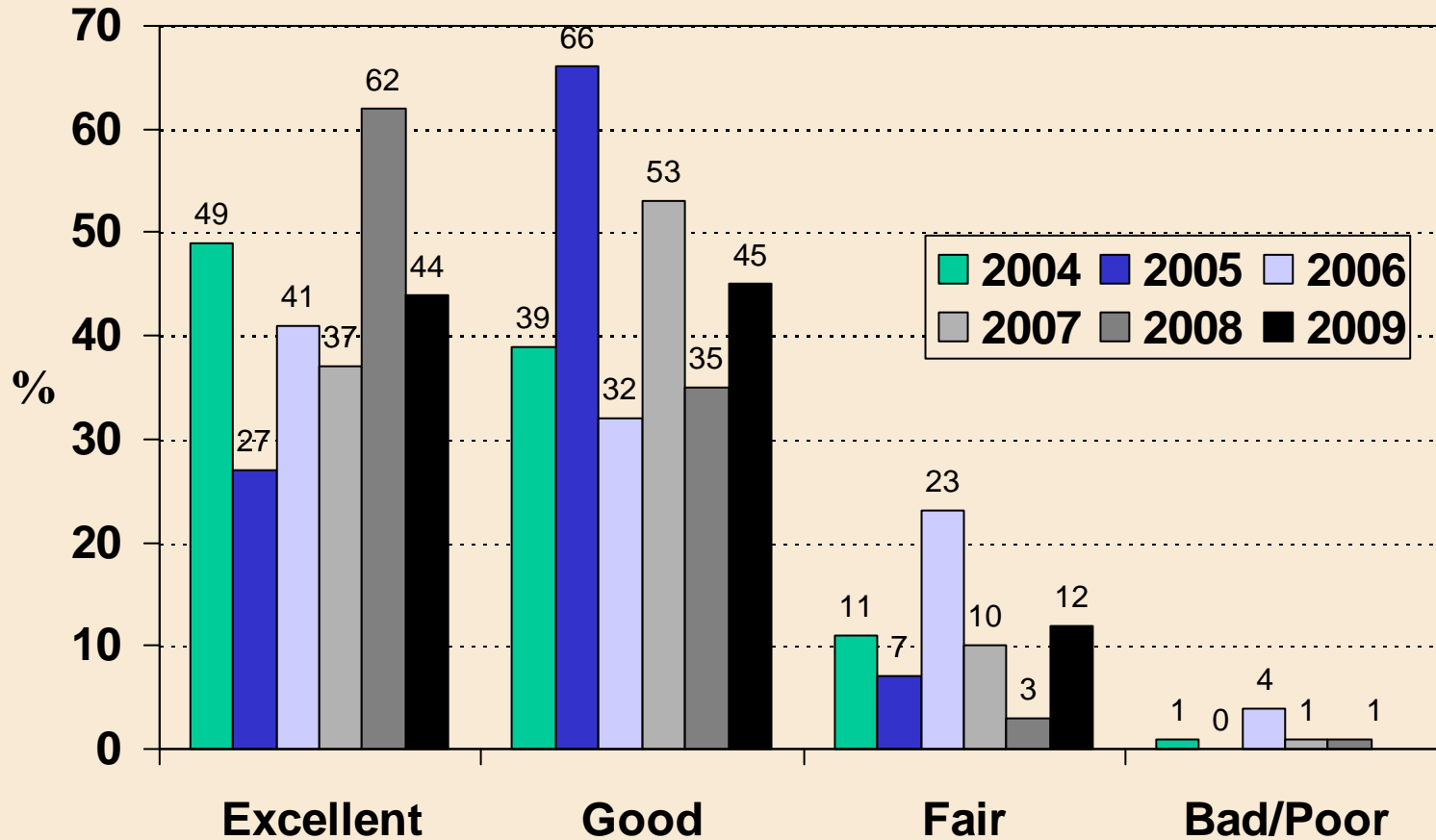
Future Attendance



There was no significant decline in respondents who said yes to attending future events in 2009. However there was a significant increase in respondents who were undecided from 2008 to 2009



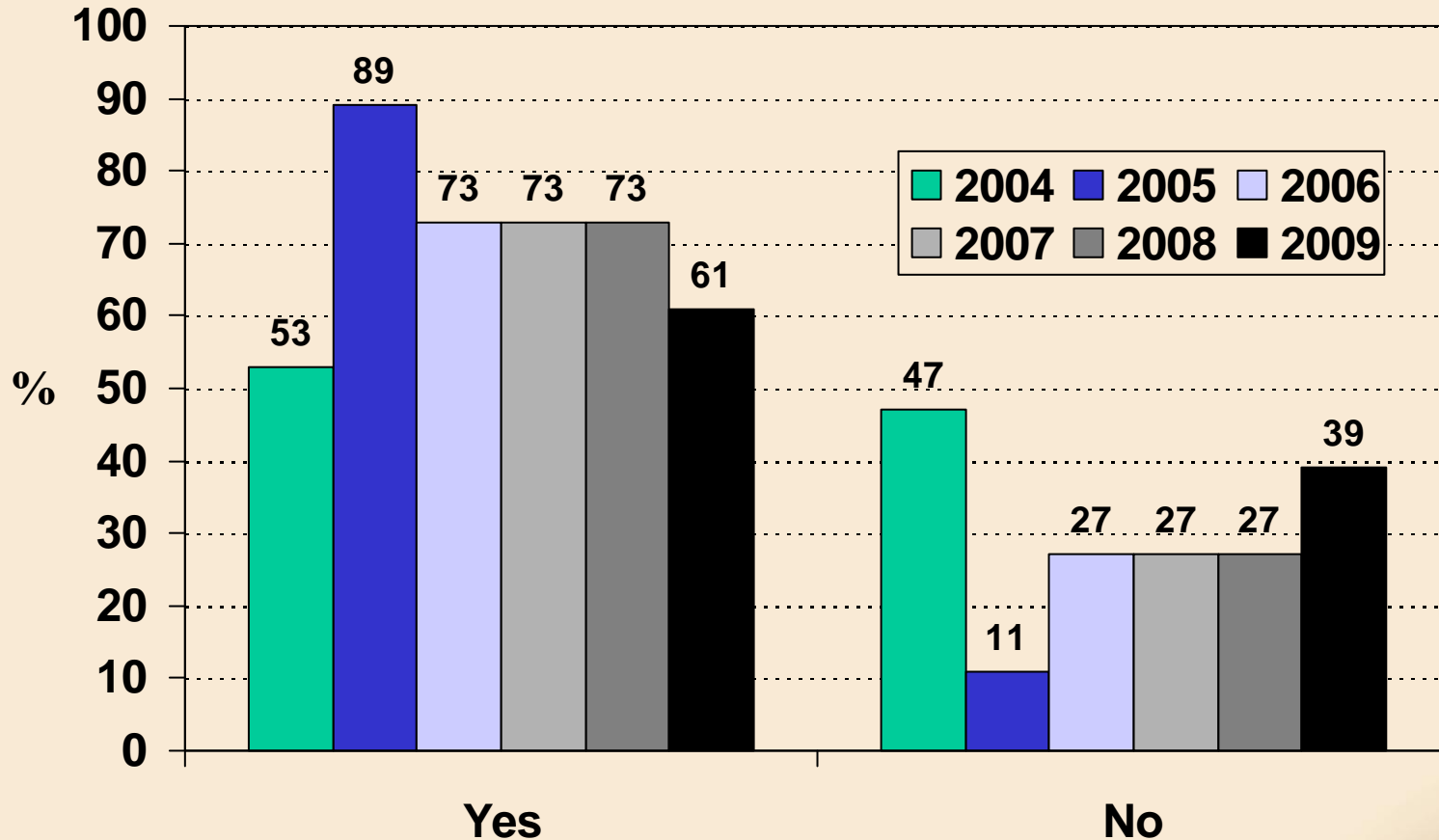
Perception of Event



Suggested Improvements

SUGGESTIONS	COUNT (2007)	COUNT (2008)	COUNT (2009)
More water	—	8	7
Free drinks/water/meal	8	6	—
Add toilets/Sanitation	12	6	12
More shelter	10	6	3
Security	3	5	1
Proper time management	2	5	2
Improve on cleanliness	—	4	2
Supervise maidens	—	4	—
Improve and add parking	4	4	7
TV/radio advertising	—	3	11
Improve and add more sleeping tents for maidens	3	3	6
Pave the road	6	2	8
More/wider advertising	6	2	—
Free accommodation	—	2	—
Free/more transport	2	2	—
More litter bins	—	2	—
The event must be well organised	—	1	—
Signage	4	1	3
Live TV coverage	—	1	—
Accommodation close to venue	5	—	5
Lack of information	3	—	—
Poor crowd/visitor control	3	—	—
More/better facilities	2	—	—
Pave area near big tents	—	—	4
Place should be watered/grass planted	—	—	4
More shuttle buses/transport/taxis	3	—	—
Emergency service	—	—	1
Have activities for tourists	—	—	1
Have more people controlling traffic	—	—	1
Have food available	—	—	4

Familiar with Zulu Kingdom Slogan

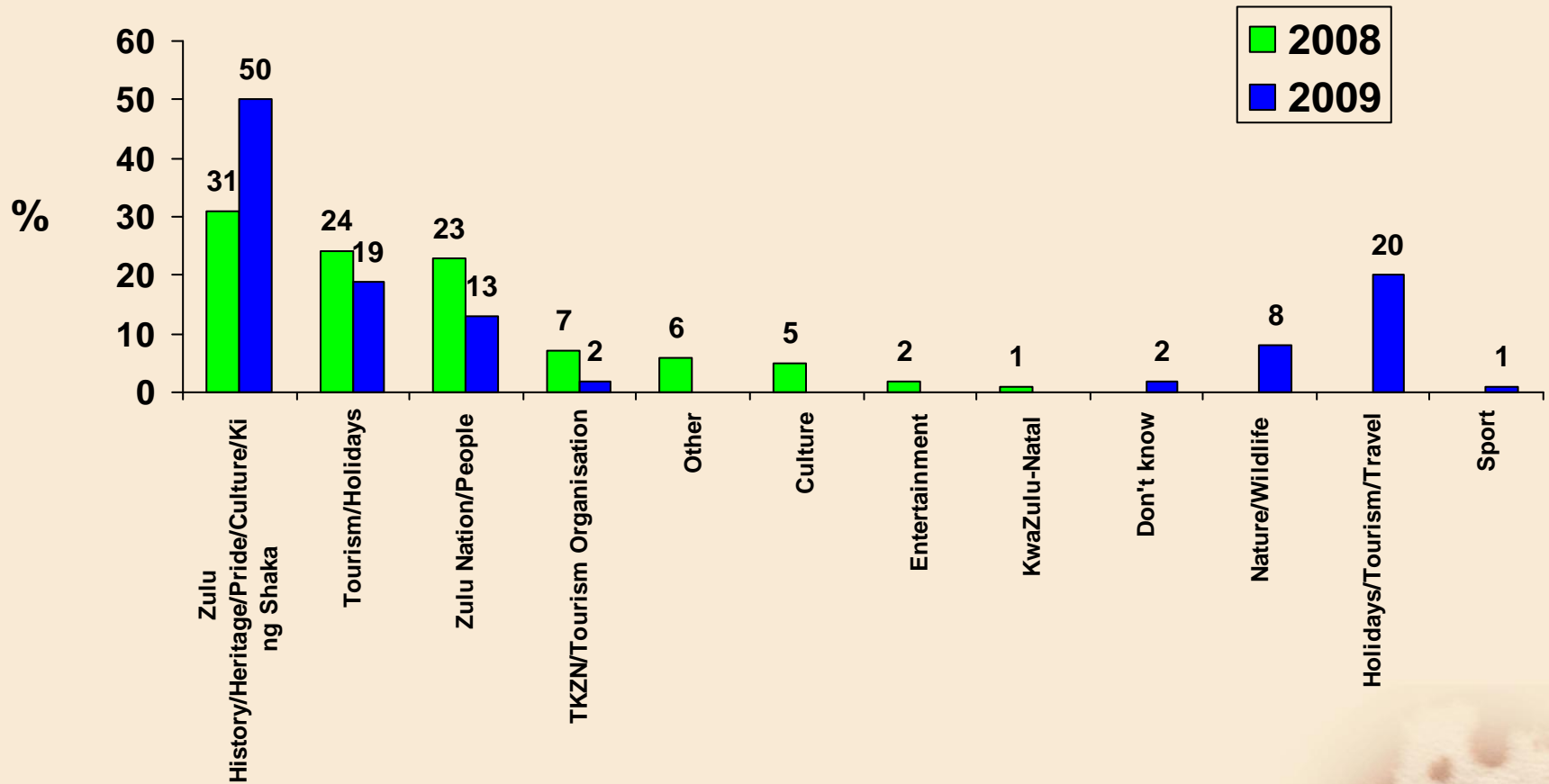


A one tailed Z-test of two independent proportions indicated a significant decline in 2009 of familiarity with the Zulu Kingdom Slogan.

Refer to findings for detailed comments.



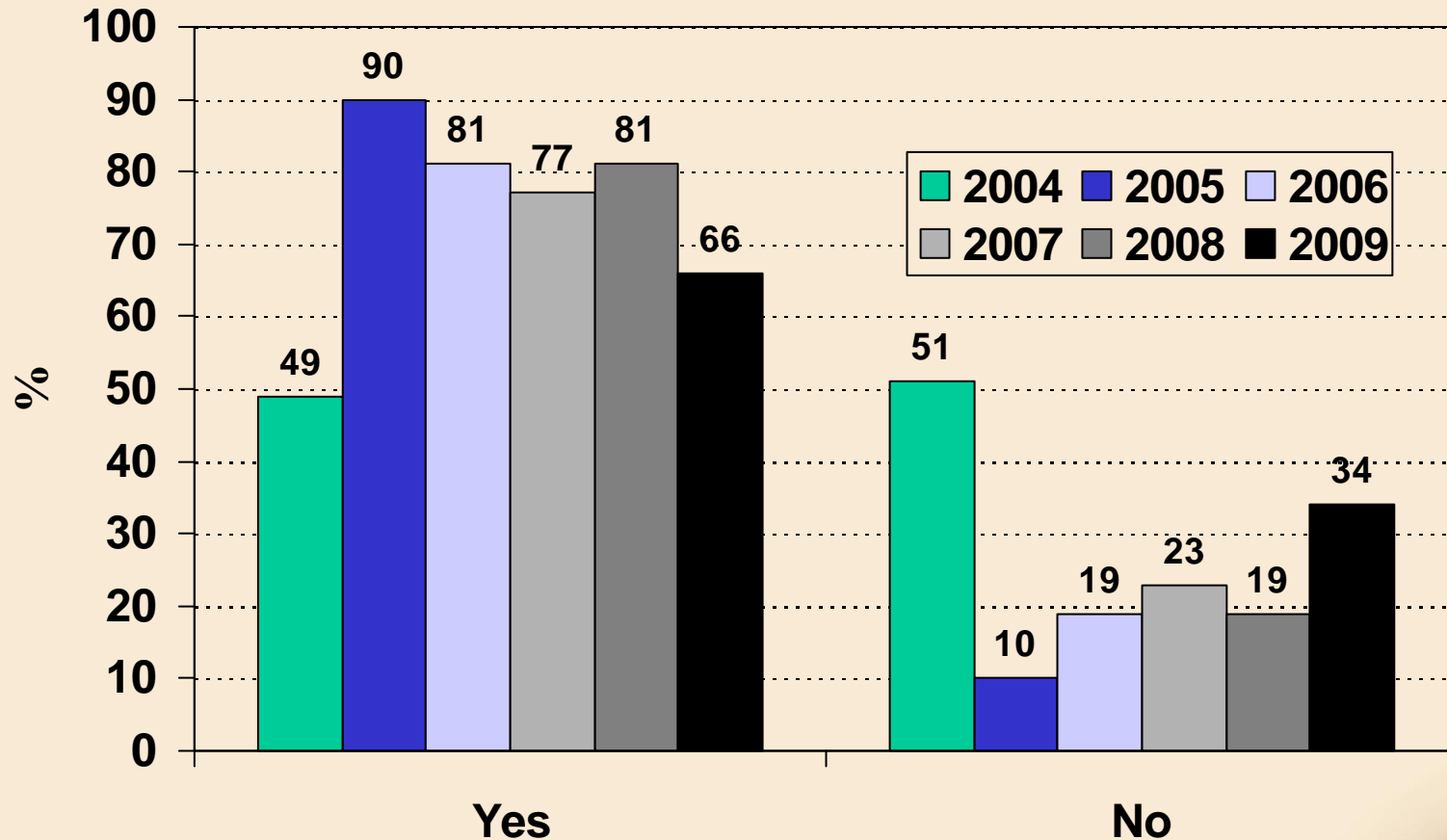
Slogan Association



Refer to findings for more detailed comments



Familiar with Zulu Kingdom Logo



A one-tailed Z-test of two independent sample proportions indicated a significant decline in the number of respondents who recognised the logo at this event.



Findings

- The economic impact of this event includes the residents spend. However, international practice suggests that local residents spend not be included in the economic impact. Therefore the economic impact would be in the region of between R4 112 858.75 and R5 968 277.27.
- The association of the Zulu Kingdom slogan with Zulu culture was significant. This is not surprising because of the event being a Zulu cultural one that is hosted by the Zulu monarch.
- Almost half (48%) of the respondents spent less than R500 at the event. If the length of stay can be increased, this would increase the spend ratio. The spectators from Nongoma increased where as those from other areas in KwaZulu-Natal, outside KwaZulu-Natal and international visitors decreased. Increasing the visitor numbers from outside Nongoma would help in increasing the spend ratio.
- There was a significant decline in the number of respondents who recognised the Zulu Kingdom logo and the slogan. This could be because there was no Zulu Kingdom branding at the event. However, there was an increase in the association of the slogan with travel, tourism or holidays.
- Many of the respondents indicated that the event was well planned. However, there still seems to be a need for more toilets, water and parking facilities. There were also suggestions for making food available for the public, improved infrastructure (roads and signage) and better accommodation for the maidens.



Findings

- There has been an increase in the respondents who visited the area for the day only. This could be as a result of the lack of accommodation in the area, the affordability and the current poor economic climate.
- There was a significant increase in the role radio played as an influence to attend the event. Radio stations such as Gagassi and Ukhozi FM were most influential. This indicates the choice of media partner for promoting events can be important to the success of the event. Tourism KwaZulu-Natal did not do any advertising for or at the event. This could have been why there is a decline in the familiarity with the logo and slogan of Tourism KwaZulu-Natal.
- There was a decrease in the number of visitors to the region. This may be as a result of the current difficult economic climate. This can be seen in slides 3 and 4.
- There was a significant increase in respondents who were undecided about attending this event in future. There was not an increase in negative comments however. 63% of the respondents who were undecided attended the event in the past. Of those respondents who rated the event fair 27% were undecided and of those who rated the event good 28% were undecided. Of those who were undecided 70% were visitors. It is becoming important for the organisers to, over and above the cultural significance.

Findings

- Of the respondents interviewed, 64% from Gauteng and 61% from KwaZulu-Natal indicated that they were familiar with the slogan. This indicates that the slogan is familiar in an important market place.
- 45% of Gauteng and 67% of KwaZulu-Natal respondents recognised the logo. The recognition of the logo is somewhat low for the Gauteng respondents at this event. The type of event and level of out of province visitors may affect this result.
- In 2008 and 2009, 50% of the Gauteng respondents associated the slogan with Zulu culture, heritage and history. This is in line with slide 18 which measures the associations with the slogan.



Recommendations

Flowing from the main findings, the following recommendations are made:

- As accommodation and transport demand the bulk of visitor spend, there is an opportunity for operators to develop packages to include transport and accommodation for the Reed Dance event.
- The TKZN marketing division needs to work on increasing the association of the “Zulu Kingdom” slogan with a holiday destination.
- The issue of additional ablution facilities and shelter once again came up in 2009. As such, the organizers are advised to look at increasing such facilities.
- This event has the potential to become an important tourist attraction. The lack of facilities for tourists and marketing the event as a tourist attraction hinders this development. The organisers of the event need to adopt a more tourist friendly atmosphere in terms of facilities. It seems as though the organisers need a mindset change, from see the event as a cultural one to one that is cultural with significant tourism potential.

Recommendations

- The spend ration at the event is very low. Introducing food vendors at the event would help to increase the spend in the area. It is important that the vendors be local community members.
- The lack of other attractions in the Nongoma area offers little incentive for people to stay more than one night in the area. Tour operators need to put together packages that include attractions around Ulundi in order to encourage visitors to be more than just day visitors.
- There was a significant decline in the familiarity with the Zulu Kingdom slogan and logo. There were no branding at the event. This indicates a strong link with branding at events and the recognition of the logo. The next step is to place branding linked with experiences at events.

