A SOCIO-ECONOMIC IMPACT ASSESSMENT OF THE AWESOME AFRICA FESTIVAL 2004
(24th – 26th September 2004)

Report submitted to:
Durban Africa and Tourism KwaZulu-Natal

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INTRODUCTION

The Awesome Africa Festival took place on the 24^{th} – 26^{th} September 2004 at Albert Park in Durban. The Festival anchored the cultural component of Celebrate Durban Week. The main intention of having the event in Albert Park for the second year was to bring visitors and tourists back to Durban's Central Business District. The Festival, a musical feast, included performances by various musicians and music education workshops that were held in several venues. The Festival featured international artists from Africa and the rest of the world as well as provided a platform for local artists from South Africa to perform. One of the main artists was Joe from the USA.

Tourism KwaZulu-Natal (TKZN) was a sponsor of the event and contributed towards marketing the event. This study, commissioned by TKZN, intends to conduct an assessment of the event as a potential benefit to the stimulation and increase in tourism and its socio-economic impacts on the local economy. The socio-economic assessment of the event was conducted by KMT Multicultural Enterprises in association with members from the Environment and Development Programme, University of KwaZulu-Natal (Westville campus).

In terms of the study itself, the main objectives were:

- To estimate the total numbers of people attending the event.
- To evaluate the perceptions and spending patterns of spectators at the event.
- To establish the costs incurred and revenue generated for the province's (especially at the local level) economy from the event.

This report comprises the following sub-sections: an explanation of the methodology as well as data presentation of information from the questionnaire analysis including crowd estimations, key findings and socio-economic implications. The conclusion of this report attempts to forward some suggestions on issues that would impact on future events.

RESEARCH METHODOLOGY

The methodology adopted included the implementation of a spatially based random questionnaire survey to ascertain information from event attendees. In total, 200 interviews were conducted during the three days of the event in Albert Park. Fieldwork was conducted during the course of the event by graduate and postgraduate students, trained in interview techniques, from the Environment and Development Programme, University of KwaZulu-Natal (Westville campus) and KMT. The co-ordinators closely managed and supervised the fieldwork at the event. Additionally, the researchers interviewed 10 accommodation establishments in close proximity to the event location.

Samples of respondents were taken at various times during the event and at different locations. The samples were therefore unbiased in terms of space, time and selection. The capturing and processing of data was undertaken using SPSS software to generate the necessary tabulations. Appendix 1 displays the output tables of the SPSS exercise.

The attendance figures were intended to be derived from ticket sales and the number of complementary tickets issued. The organiser of the event who was responsible for providing the researchers with the necessary attendance figures did not do so. The researchers estimated that 10 000 people were in attendance.

DATA ANALYSIS OF INTERVIEWS WITH PEOPLE ATTENDING THE EVENT

The analysis of the data gathered will be structured around the following categories:

- Demographic profile of people attending the event
- Economic impact
- Primary reason for visiting Durban
- Factors influencing decision to attend the event
- Future attendance at the event
- Sponsor identification
- Knowledge of “Zulu Kingdom” slogan and logo
- Perceptions/ attitudes toward the event
- Suggestions to organisation on the eve
- Analysis of interviews with accommodation personnel

Demographic profile of respondents

Males (50.5%) and females (49.5%) of almost equal proportions were interviewed (Table 33, Appendix 1). In terms of historical race classification (Table 34, Appendix 1), the event attracted mainly Africans (46.5%) and Whites (30.5%). Coloureds (7.5%) and Indians (12.5%) were also in attendance. Historical racial classification did not apply to 3% of the respondents who were foreigners.

Respondents interviewed ranged in ages from less than 20 years to over 60 years. The average age of respondents was calculated to be 31.4 years (Table 30, Appendix 1). The majority of the respondents (73%) were between the ages of 21 and 40 years old.

The event was attended by individuals from a range of income groups. The average income of respondents was R4 323 per month and ranged from less than R1 000 to R80 000 (Table 32, Appendix 1). A significant proportion of the respondents (13.5%) stated that their income was confidential. Additionally, 24% of the respondents did not earn any income either because they were unemployed (5%) or students (19%).

Occupational categories that were clearly evident amongst respondents were (Table 31, Appendix 1):

- Professional 28.5%
- Administrator/ manager 12.5%
- Sales/ marketing 11.5%
- Self-employed 8.5%

More than one fifth of the respondents (22.5%) were visitors while 77.5% were local Durban residents. The permanent places of residence of the respondents are outlined in Table 1 (Appendix 2). However, an illustration of the broad areas of permanent residency is undertaken below.

Permanent Place of Residence of Respondents (%)

Place of residence	Total (n=200)
Durban	77.5
Other KwaZulu-Natal Areas	10
Other SA provinces outside KZN	5
International visitors	7.5
Total	**100**

Among the respondents from other KwaZulu-Natal areas (10%), the majority (90%) were day visitors and only one respondent stated that he/ she was an overnight visitor/ tourist. The visitors from other South African provinces were from the Gauteng (4%), Western Cape (0.5%) and Mpumalanga (0.5%). Foreign visitors were from the USA (2.5%), the Republic of Congo (1%), Swaziland (0.5%), Lesotho (0.5%), Mauritius (0.5%), Japan (0.5%), Botswana (0.5%), Germany (0.5%), Austria (0.5%) and Spain (0.5%). It is important to note that two (1%) of the overnight visitors indicated that they were in the area for more than a year for study purposes. Additionally, one respondent was in the area for 105 days on business. These respondents are not included in the calculation of the economic impacts of the Awesome Africa Festival in relation to accommodation expenditure.

The average immediate group size of people attending the event was 6.5 persons and ranged from 1 to 30 persons (Table 7, Appendix 1). The groups comprised mostly of friends (47.5%), family members (20%) as well as friends and family members (13.5%) (Table 8, Appendix 1). Other groups discernible were performers/ musicians (3.5%), school groups (1.5%), business associates (1%) and photographers (0.5%). One respondent stated that he/ she was part of a medical team. Some of the respondents (12.5%) indicated that they were alone.

Economic evaluation

The direct economic impact of the event on the province's, especially Durban's, economy is measured by the direct expenditure of people who attended the event. This includes their daily spending as well as the accommodation costs of tourists attending the event. The total estimated volume attendance at the event was 10 000. However, Table 35 (Appendix 1) illustrates that the average number of days people attended the event was 1.6 days. When the average number of days attended is taken into consideration, the actual number of people who attended the event was 6 250.

The majority of the respondents (88.5%) indicated that they spent money at the event (Table 23, Appendix 1). Purchases were on (Table 24, Appendix 1):

- Food and refreshments (86.5%)
- Tickets (61.5%)
- Transport (12.5%)
- Arts and crafts (8.5%)
- Clothing (6%)
- CDs (2%)

The average expenditure of people attending the event was calculated to be R163.54 (Table 25, Appendix 1). As stated earlier, 88.5% of the total number of persons attending the event purchased items. This would imply that 8 850 persons spent an average of R163.54 at the event. This translates into **R1 447 329** being generated for the Durban economy in terms of daily expenditure at the event.

In terms of the accommodation industry, 13% of the respondents were tourists. Of this 7.7% stayed in luxury hotels, 11.5% in holiday flats, 19.2% in family hotels, 15.5% in bed and breakfast establishments, 7.7% in self-catering units, 7.7% in student owned flats, 3.8% in backpacker hostels and 3.8% on a boat (Table 3, Appendix 1). The rest, 23.1% stayed with friends and relatives. The average number of nights spent in paid accommodation was 5.7 (Table 4, Appendix 1). The average rate per room during the event period was calculated to be R396.38 (Table 5, Appendix 1). Since 8.5% of the total attendees (6 250) indicated that they stayed in paid accommodation, this can be translated into 531 attendees residing in paid accommodation. The average immediate group size of respondents who were tourists was 3.8 persons (Table 6, Appendix 1). Thus, 140 room nights per day were generated during the course of the event. Given that the average stay in paid accommodation was 5.7 nights (Table 4, Appendix 1), a total of 798 room nights were generated. Since the average room rate was R396.38 per night (Table 5, Appendix 2), it is estimated that **R316 311** was generated by the local accommodation industry from the attendees staying in paid accommodation.

It can be deduced that the total revenue generated in terms of peoples' daily expenditure (R1 447 329) and from the accommodation industry (R316 311) that can be attributed directly to the event is **R1 763 640.**

Primary reasons for visiting Durban

Some of the respondents (12.5%) indicated that their primary reason for visiting Durban was the Awesome Africa Festival (Table 9, Appendix 1). The main reasons among the rest of the respondents were vacation purposes (4%), visiting friends and relatives (2%), business (1.5%) and study purposes (1%). Among the 8.5% whose primary reason for visiting Durban was not the Awesome Africa Festival, only 29.4% stated that they scheduled their visit to Durban to coincide with the Awesome Africa event (Table 10, Appendix 1).

Visitors used private vehicles (6%), airplanes (3.5%), mini-bus taxis (2%), buses (1%) and rental vehicles (0.5%) to come to Durban (Table 11, Appendix 1). The primary modes of transportation to the event for all the respondents were private vehicles

(72.5%), buses (3%), mini-bus taxis (9%), rental vehicles (3%) and trains (0.5%) (Table 12, Appendix 1). One respondent cycled to the event while the rest (11.5%) walked to the event location.

Factors influencing decision to attend the event

The following were the main influencing agents (Table 13, Appendix 1):

- Word of mouth 39.5%
- Newspaper ads 17.5%
- Radio ads 14.5%
- Yearly event/ known event 12.5%
- Posters/ banners/ flyers 11.5%
- Television ads 4%

The majority of the respondents (72.5%) were satisfied with the information provided regarding the event (Table 14, Appendix 1). Among those who were dissatisfied (22%), the main reasons for their dissatisfaction were (Table 15, Appendix 1):

- Did not know entire programme/ insufficient information on programme (15.5%)
- No programme available (6.5%)
- Performers who were advertised to perform did not perform (3.5%)
- Information sent at the last minute (2.5%)

The majority of respondents (71.5%) forwarded suggestions to improve the marketing of the event in the future (Table 16, Appendix 1). The main suggestions forwarded were:

- Increase promotion/ advertise more widely/ more publicity (57.5%)
- More exposure in townships and rural areas (7.5%)
- Radio advertising needed (6.5%)
- Increase television advertising (6%)
- Invite more media (5.5%)

Future attendance of the event

The majority of the respondents (81%) stated that they would attend the event if it was held again next year. Some respondents (6.5%) stated that they will not attend the event next year and 12.5% indicated that they did not know if they would attend the event next year (Table 17, Appendix 1).

Less than half of the respondents (41%) stated that they had attended the event in previous years. This indicates that the event is attracting new attendees and therefore demonstrates a potential to grow. On the other hand, it may indicate dissatisfaction among previous attendees.

Sponsor identification

Only 2.5% of the respondents could not identify an event sponsor. The rest (97.5%) were able to identify at least one sponsor of the event. Twelve sponsors were identified in total. The main sponsors identified are listed below (Table 19, Appendix 1).

- Standard Bank 88.5%
- Castle 43.5%
- eThekwini/ Durban 18.5%
- Metro FM 5.5%
- SAB 5%

Knowledge of "Zulu Kingdom" slogan and logo

The majority of the respondents (86.5%) stated that they were familiar with the "Zulu Kingdom" slogan (Table 26, Appendix 1). Those who were familiar with the slogan indicated that it represented the following organisations (Table 27, Appendix 1):

- KwaZulu-Natal Tourism/ Tourism KwaZulu-Natal 51.5%
- eThekwini 4.5%
- Political organisation 2%
- Art and Agriculture 0.5%

A significant proportion of the respondents (28.5%) stated that they did not know which organisation the slogan represented.

Seventy seven percent of the respondents stated that they had seen the "Zulu Kingdom" logo (Table 28, Appendix 1). One percent of the respondents could not recall where they had seen the logo. The main places where the rest saw the slogan were (Table 29, Appendix 1):

- Newspapers (11%)
- Billboards (8.5%)
- Television (7.5%)
- Banners (7.5%)
- Tourist junction (7.5%)
- Magazines (6%)
- Posters (5.5%)
- Ushaka Marine Park (4.5%)
- T-shirts (4.5%)
- Buses (4%)

Perceptions/ attitudes toward the event

The respondents rated their event experience as (Table 20, Appendix 1):

- Excellent 24.5%
- Good 58.5%
- Fair 14.5%
- Bad 2.5%

Some of the respondents (15.5%) experienced problems at the event. The main problems experienced were (Table 21, Appendix 1):

- Poor security (4.5%)
- Insufficient eating establishments/ lack of variety in food (3.5%)
- Weather (3%)
- Had to wait a long time for artists to perform (2.5%)
- Parking fee was not stipulated (2%)

Suggestions to organisers on the event quality

A significant proportion of the respondents (36.5%) did not forward any suggestions to improve the event in the future. The rest forwarded suggestions and the following were the main suggestions (Table 22, Appendix 1):

- Increase promotions/ advertise more widely/ more publicity (18.5%)
- Promote more local artists (7.5%)
- Change venue (people scared to come to that part of town)/ better venue (7.5%)
- Improve security (7.5%)
- Should have a marquee/ tent (6.5%)
- Improve information dissemination, especially about programme (5.5%)
- Start advertising earlier (4.5%)

Analysis of interviews with accommodation personnel

As stated earlier in the methodology section, ten accommodation establishments were interviewed. A staff representative from each of the accommodation establishments was interviewed. The types of accommodation establishments that were interviewed, the average number of rooms per accommodation type and the average cost per room per accommodation type are presented in the Table below.

Type of accommodation establishment	Percentage (n=10)	Average no. of rooms	Average cost per room
Hotel (3-5*)	40%	163	R477.40
Hotel (1-2*)	20%	92	R262.60
Bed and breakfast establishment	20%	11	R250
Self-catering unit	10%	98	R900
Monthly accommodation	10%	100	R1 560

Eighty percent of the respondents were aware that the Awesome Africa Festival was taking place at Albert Park. They found out about the event from the following sources:

- Word of mouth (30%)
- Posters/ banners/ flyers (30%)
- Hotel manager (10%)
- Awesome Africa event organiser (10%)

Half of the respondents interviewed were satisfied with the information provided regarding the event. The reasons for the dissatisfaction among the rest of the respondents were that the event should be advertised more vigorously and that the information was inadequate.

While half of the respondents indicated that the occupancy rate had remained the same, half stated that occupancy rates had increased as a result of the Awesome Africa Festival. The average occupancy rate during the event was 78.5% and ranged from 50% to 100%.

With the exception of one respondent who stated that their establishment only generated business from direct accommodation costs, the rest identified a range of different types of businesses that were generated by the accommodation establishment in addition to direct accommodation costs. These types of businesses are presented in the table below. Clearly, the businesses most impacted were the sale of food and beverages as well as laundry and transport services provided by the accommodation establishment.

Type of business	Percentage (n=10)
Food and beverages	80%
Laundry services	50%
Transport	40%
Parking	20%
Childcare services	20%
Purchase of arts and crafts	10%
Butler services	10%
Conference facilities	10%

None of the accommodation establishments employed additional staff to assist them during the period of the Awesome Africa Festival.

The respondents' satisfaction with various aspects of the Awesome Africa Festival is presented in the Table below. Fifty percent of the respondents indicated that they did not know and therefore did not respond. These respondents also stated that they did not attend the event.

Event aspect	Satisfied in % (n=5)
Location of the event	100
Organisation of the event	100
Information provided about the event	100
Attendance at the event	60
Security at the event	60
Quality of the event	100
Advertising/ publicity of the event	80

Two respondents stated that attendance at the event was lower than last year. Two respondents also stated that security at the event was inadequate. Additionally, one respondent felt the advertising/ publicity of the event was inadequate.

Only two respondents stated that they had experienced problems during the event. The problems were too much noise and the inclement weather. Sixty percent of the respondents forwarded the following suggestions pertaining to improving the marketing of the event:

- More advertising (30%)
- More marketing exposure (20%)
- Provide more information about event (20%)
- Focus on television and radio advertising to reach a broader spectrum of people (10%)
- Have event in a better location (10%)

In terms of suggestions for improving the event in the future, the following were forwarded by half of the respondents:

- Include locals (accommodation personnel as well) in the organisation of the event (20%)
- Provide information to all stakeholders (20%)
- Change event venue (10%)

The respondents stated that events like the Awesome Africa Festival have a positive impact on profiling the location/ area and also has a positive impact on the accommodation industry. The events attract more tourists, thereby increasing occupancy rates and increasing revenue and business.

The respondent further indicated that events like the Awesome Africa Festival should be annual events. The specific types of events/ activities identified by the respondents were:

- Any event that can promote area and local businesses (30%)
- Musical events (20%)
- Sport events (20%)
- Multicultural events (10%)
- Flea markets (10%)
- Entertainment (10%)

The respondents perceived the following aspects of KwaZulu-Natal as positive tourism features:

- Beaches (30%)
- Zulu culture (20%)
- Cultural diversity (20%)
- Game Parks (20%)
- Ushaka Marine Park (20%)
- Atmosphere of Durban (10%)

The respondents perceived the following aspects as threats to tourism in KwaZulu-Natal:

- Crime (80%)
- Poor policing and security (30%)
- Poverty (20%)

- Poor services and facilities (20%)
- Street children (10%)

Sixty percent of the respondents indicated that they were familiar with Tourism KwaZulu-Natal (TKZN). The services provided by TKZN identified by the respondents were promoting tourism in the province (30%), providing tourism information (20%) and assisting tourists (10%). Half of the respondents had seen the "Zulu Kingdom" logo in newspapers (20%), billboards (10%), paper bags (10%) and brochures (10%).

CONCLUSION

The socio-economic impact assessment of the Awesome Africa event indicated that the event attracted approximately 10 000 persons and numerous national and international performers. Also, 11.5% of the attendees were tourists. Very few respondents experienced problems at the event and most were generally satisfied with the event. It is, however, imperative that future planning of the event address issues pertaining to the advertising and marketing of the event. It may also be necessary to include stakeholders, such as the accommodation industry, in the organisation of the event.

APPENDIX 1: AWESOME AFRICA 2004 TABLES

Table 1: Whether respondents were visitors or local residents

	Total (n=200)
Visitor	77.5
Local resident (Durban)	22.5

Table 2: Permanent place of residency of respondents (%)

Place of residence	Total (n=200)
Durban	77.5
Kwazulu-Natal – 10	
Day visitors	9.5
Overnight/ tourists	0.5
South Africa provinces outside KZN – 5	
Gauteng	4
Western Cape	0.5
Mpumalanga	0.5
Foreigners – 7.5	
Lesotho	0.5
Swaziland	0.5
Mauritius	0.5
Japan	0.5
Congo	1
Botswana	0.5
Germany	0.5
Austria	0.5
USA	2.5
Spain	0.5

Table 3: Accommodation of holiday-maker

Accommodation	Total (n=26)
Luxury hotel	7.7
Family hotel	19.2
Bed and breakfast	15.5
Holiday flat	11.5
Boat	3.8
Self-catering	7.7
Student owned flat	7.7
Backpacker hostel	3.8
Friends and relatives	23.1

Table 4: Number of nights in paid accommodation

No. of nights	Percent (n=17)
2	3
3	8
5	3
10	1
15	1
30	1

X = 5.7 nights

NB: 2 respondents indicated that they were staying for a year (student in Durban) and 1 respondent for 105 days (they were in Durban on business) – these responses are not included

Table 5: Daily cost of accommodation

Cost ®	Total (n=17)
Someone else is paying/ don't know	23.5
R60	5.9
R75	5.9
R200	5.9
R250	11.7
R210	5.9
R350	1.7
R398	5.9
R450	5.9
R500	11.7
R1500	5.9

X = R396.38

NB: Only costs related to tourist/ visitor spend is included (student and long-term business visits are excluded)

Table 6: Number of people in immediate group (tourists) including respondent (in %)

No. of people	Total (n=26)
1	6
2	9
3	5
4	3
15	2
17	1

X = 3.8

Table 7: Number of people in immediate group (all) including respondent (in %)

No. of people	Total (n=200)
1	12.5
2	33.5
3	13.5
4	12.5
5	8.5
6	5.5
7	1
8	3
9	0.5
10	4
12	0.5
15	3
17	1
20	0.5
30	0.5

X = 6.5

Table 8: Description of immediate group (in %)

Description of group	Total (n=200)
Alone	12.5
Family	20
Friends	47.5
Friends and family	13.5
School group	1.5
Business associates	1
Medical team	0.5
Performers/ musicians	3.5

Table 9: Primary reason for visiting Durban (in %)

	Total (n=200)
Not applicable	79
This event	12.5
Visiting friends and relatives	2
Vacation	4
Business	1.5
Studying	1

Table 10: If primary reason for visiting Durban was not event, did respondent schedule visit to coincide with event (in %)

	Total (n=17)
Yes	29.4
No	70.6

Table 11: Visitors' mode of transportation to Durban (in %)

Transportation	Total (n=200)
Not applicable	87
Private vehicle	6
Rental vehicle	0.5
Airplane	3.5
Bus	1
Mini bus taxi	2

Table 12: Mode of transportation to event by all respondents (in %)

Transportation	Total (n=200)
Private vehicle	72.5
Rental vehicle	3
Train	0.5
Bus	3
Mini bus taxi	9
Cycled	0.5
Walked	11.5

Table 13: Most influential medium in respondents decision to attend the events (in %): Multiple responses

Medium	Total (n=200)
Word of mouth	39.5
TV ads	4
Radio ads	14.5
Posters/ banners/ flyers	11.5
Newspaper Ads	17.5
e-mail	1.5
Yearly event/ known event	12.5
Contacted by organiser	1.5
Work	1.5

Table 14: If satisfied with the information provided regarding the event (in %)

	Total (n=200)
Yes	72.5
No	22
Not applicable	5.5

Table 15: If dissatisfied, what were the respondents dissatisfied with (in %): Multiple responses

	Total (n=200)
Not applicable / no comment	78
Did not know entire programme/ insufficient information on programme	15.5
No programme available	6.5
Information sent at the last minute	2.5
Website was not up-to-date	2
Not enough information on posters	2
Performers who were advertised to perform did not perform	3.5
Incorrect time of the event given	2

Table 16: Suggestions to improve marketing of event in the future: Multiple responses

	Total (n=200)
No comment/ none	29.5
Increase promotion/ advertise more widely/ more publicity	57.5
Invite more media	5.5
More exposure in townships and rural areas	7.5
More radio coverage	2.5
Should advertise in schools	0.5
Radio advertising needed	6.5
Increase TV advertising	6
Have a comprehensive website	2.5

Table 17: Intention to attend event if held next year (in %)

	Total (n=200)
Yes	81
No	6.5
Don’t know	12.5

Table 18: If respondent attended event previously (in %)

	Total (n=200)
Yes	41
No	59

Table 19: Knowledge of event sponsors (in %): Multiple Responses

Name of sponsors	Total (n=200)
Don’t know	2.5
Standard Bank	88.5
Castle	43.5
Metro FM	5.5
Food for life	0.5
Cell C	1
eThekwini/ Durban	18.5
SAB	5
Department of Transport	0.5
Department of Agriculture	0.5
French Institute	0.5
Vodacom	0.5
Groove Consulting	0.5

Table 20: Rating of event experience (in %)

Rating	Total (n=200)
Excellent	24.5
Good	58.5
Fair	14.5
Bad	2.5

Table 21: Experience of any problems at event (in %)

	Total (n=200)	Type of incident: multiple responses
Yes	15.5	Poor security (4.5) Insufficient eating establishments/ lack of variety in food (3.5) Weather (3) Had to wait for a long time for artists to perform (2.5) Parking fee was not stipulated (2) Poor attendance (1.5) Insufficient bathrooms (1) No assistance to provide accommodation (0.5) Announcements were made only in Zulu (0.5) Opening and closing of event times (0.5) Too many cars waiting at gat to enter (0.5) Poor location of event (0.5)
No	84.5	-

Table 22: Suggestions to organisers to improve event in the future (in %): multiple responses

Suggestion	Total (n=200)
No Comment/ none	36.5
Increase promotion/ advertise more widely/ more publicity	18.5
Start advertising earlier	4.5
Improve information dissemination, especially about programme	5.5
Have more crowd pulling activities	1.5
Improve service provision	0.5
Place stands nearer to one another	5
Promote more local artists	7.5
Have traditional groups perform	2
Better start time	0.5
Provide transport for local people	1.5
Have more events like this	0.5
Change venue (people scared to come to that part of town)/ better venue	7.5
Should have a marquee/ tent	6.5
Have more Indian bands	1.5
Improve sound system	1
Improve security	7.5
Have lower ticket prices for children	0.5
Have more entertainment while waiting for artists	1
Have a bigger event	0.5
Have more competitions so that people can win tickets	0.5
Have a point where cars are checked	1
Better seating arrangements/ provide seats	3.5
Have a higher stage	2.5
No television	0.5
Have more African foods	0.5
Send schools to event	0.5
Improve organisation of event	0.5
Have discounted tickets for locals	0.5
Locate stage in a better area	1
Do not have food stalls outdoors	0.5

Table 23: Monies spent at the event (in %)

	Total (n=200)
Yes	88.5
No	11.5

Table 24: Items money spent on (in %): Multiple responses

Items	Total (n=200)
Food and refreshments	86.5
Tickets	61.5
Arts and crafts	8.5
CDs	2
Transport	12.5
Clothing	6
Toys	0.5
Not applicable	11.5

Table 25: Amount spent daily at event (in %)

Amount ®	Total (n=200)
None	11.5
10	0.5
12	0.5
15	1
20	5.5
25	2
40	0.5
50	7.5
55	1
60	4
70	1.5
80	2
100	12.5
105	0.5
120	3
130	1
150	12.5
170	0.5
200	12.5
230	0.5
250	3
270	0.5
300	8.5
320	0.5
400	3.5
450	1
500	4.5
600	0.5
700	0.5
1000	0.5

X = R163.54

Table 26: If familiar with "Zulu Kingdom" slogan (in %)

	Total (n=200)
Yes	86.5
No	13.5

Table 27: If familiar with "Zulu Kingdom" slogan, which organisation does it represent (in %)

	Total (n=200)
Not applicable	13.5
Don't know	28
KwaZulu-Natal tourism/ tourism KwaZulu-Natal	51.5
eThekwini	4.5
Art and Agriculture	0.5
Political organisation	2

Table 28: If respondent saw “Zulu Kingdom” logo (in %)

	Total (n=200)
Yes	77
No	23

Table 29: If respondent saw “Zulu Kingdom” logo, where did they see it (in %)

	Total (n=200)
Not applicable	23
Can’t recall	1
Posters	5.5
Tourist junction	7.5
Ushaka Marine Park	4.5
Internet	2
Magazine	6
Sun Coast Casino	0.5
At Awesome Africa event	0.5
ICC	2
People’s Bank	0.5
Playhouse Theatre	2.5
Border gate	0.5
Banners	7.5
Film festival	0.5
T-shirt	4.5
Newspaper	11.5
TV	7.5
Buses	4
Billboards	8.5

Table 30: Age of respondents (in %)

Age (yrs)	Total (n=200)
<20	7.5
21-30	48.5
31-40	24.5
41-50	13.5
51-60	6

X = 31.4

Table 31: Occupation of respondents (in %)

Occupation	Total (n=200)
Student	19
Unemployed	5
Artist/ musician	2.5
Labourer/ unskilled	5.5
Artisan/ technician	2
Sales/ marketing	11.5
Administrator/ manager	12.5
Businessperson	5
Professional	28.5
Self-employed	8.5

Table 32: Monthly income of respondents (in %)

Income (in rands)	Total (n=200)
Confidential	13.5
Not applicable	24
< 1000	1
1000-1999	5.5
2000-2999	4
3000-3999	7
4000-4999	5.5
5000-5999	6.5
6000-6999	5
7000-7999	6
8000-8999	2.5
9000-9999	2.5
10000-10999	8.5
12000	0.5
13000	0.5
15000	2.5
16000	0.5
20000	2.5
30000	1
34000	0.5
80000	0.5

X = R4 323.70

Table 33: Gender of respondents (in %)

Sex	Total (n=200)
Male	50.5
Female	49.5

Table 34: Historical race category of respondents (in %)

Race	Total (n=200)
African	46.5
Indian	12.5
White	30.5
Coloured	7.5
Not applicable	3

Table 35: Number of days respondents planned to attend event (in %)

Race	Total (n=200)
1	55.5
2	27.5
3	17

X = 1.6