

THE 2013 KARKLOOF MTB FESTIVAL



Top Line Summary Report



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Tourism KwaZulu-Natal
May 2013

Positive Highlights



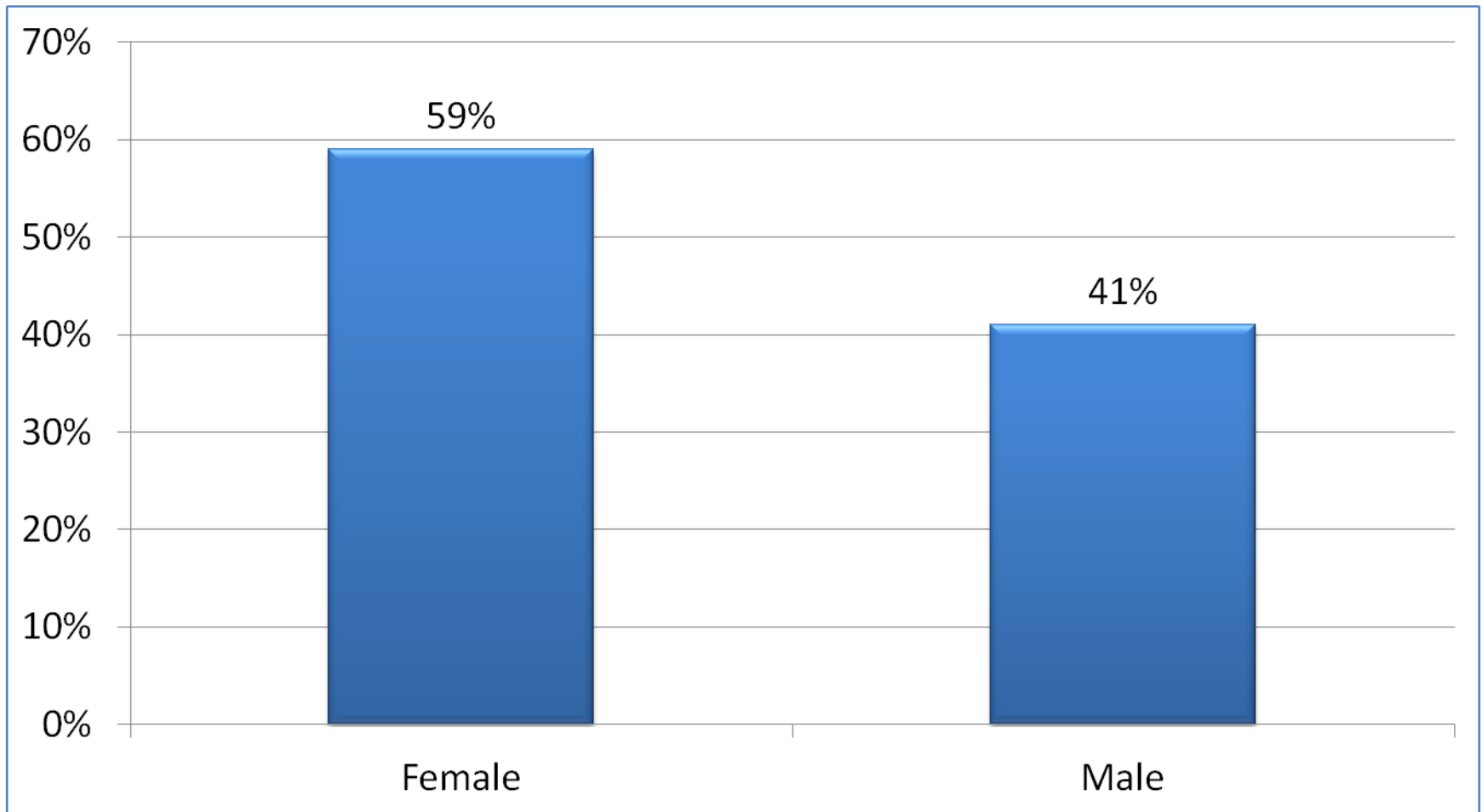
- Some 99% of the participants and 94% of spectators said they would attend the event again
- 98% of the respondents either had a *good* or an *excellent* experience at the event
- Some 90% of those interviewed did not experience any problems at the event
- Some 99% of the respondents were satisfied with information that was provided prior to the event
- 99% of the respondents would recommend the event to family and friends
- Some 99% also said they would recommend KZN as a tourist destination
- 69% were familiar with the TKZN Slogan
- 55% of the respondents had noted the TKZN logo despite the fact that there was no TKZN branding at the event

Methodology

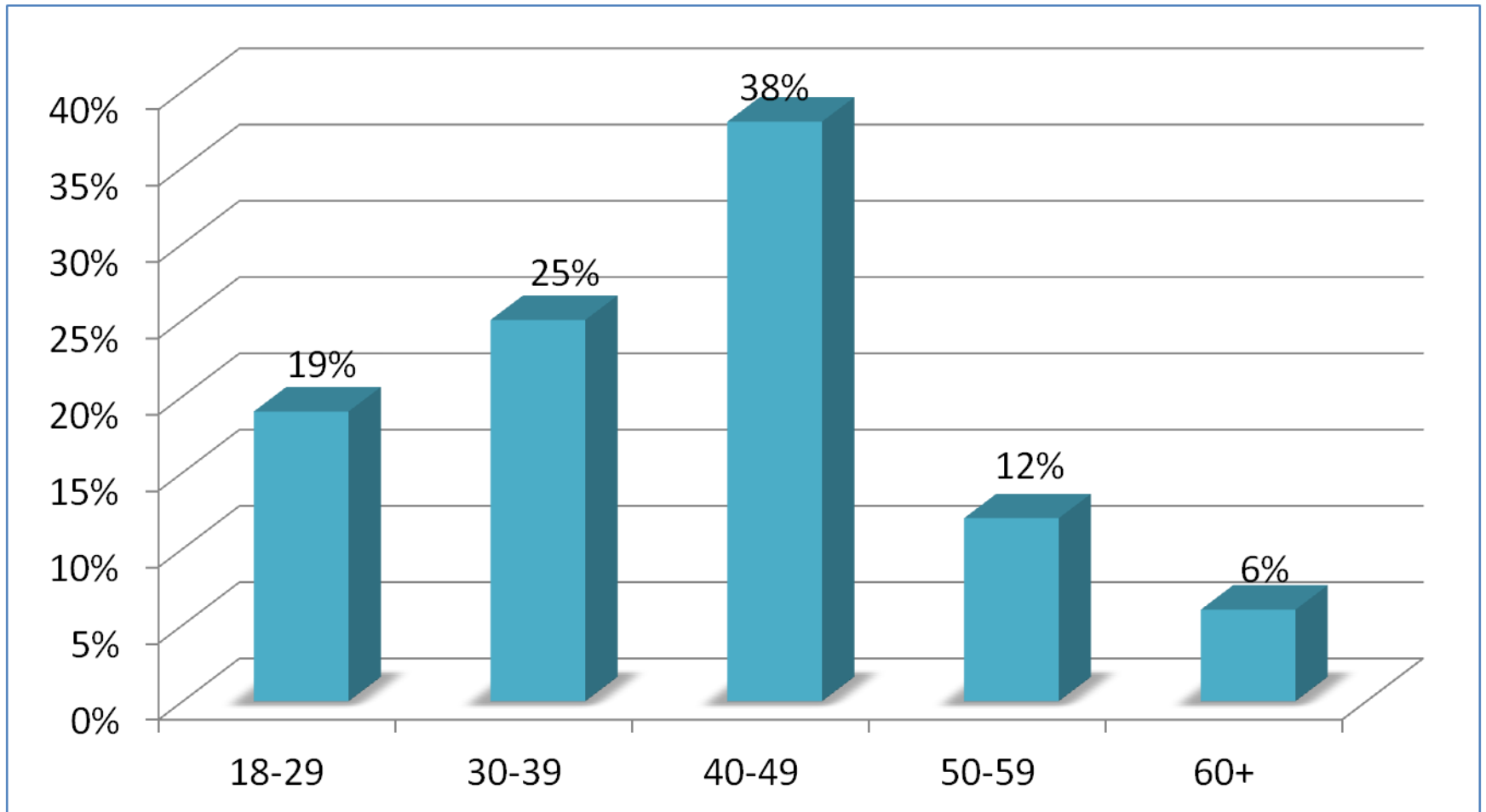


- Face to face survey with a probability sample of 194 respondents during the event on 21 April 2013.
- Respondents were systematically selected throughout the day of the event.
- Secondary data was provided by the event organizers

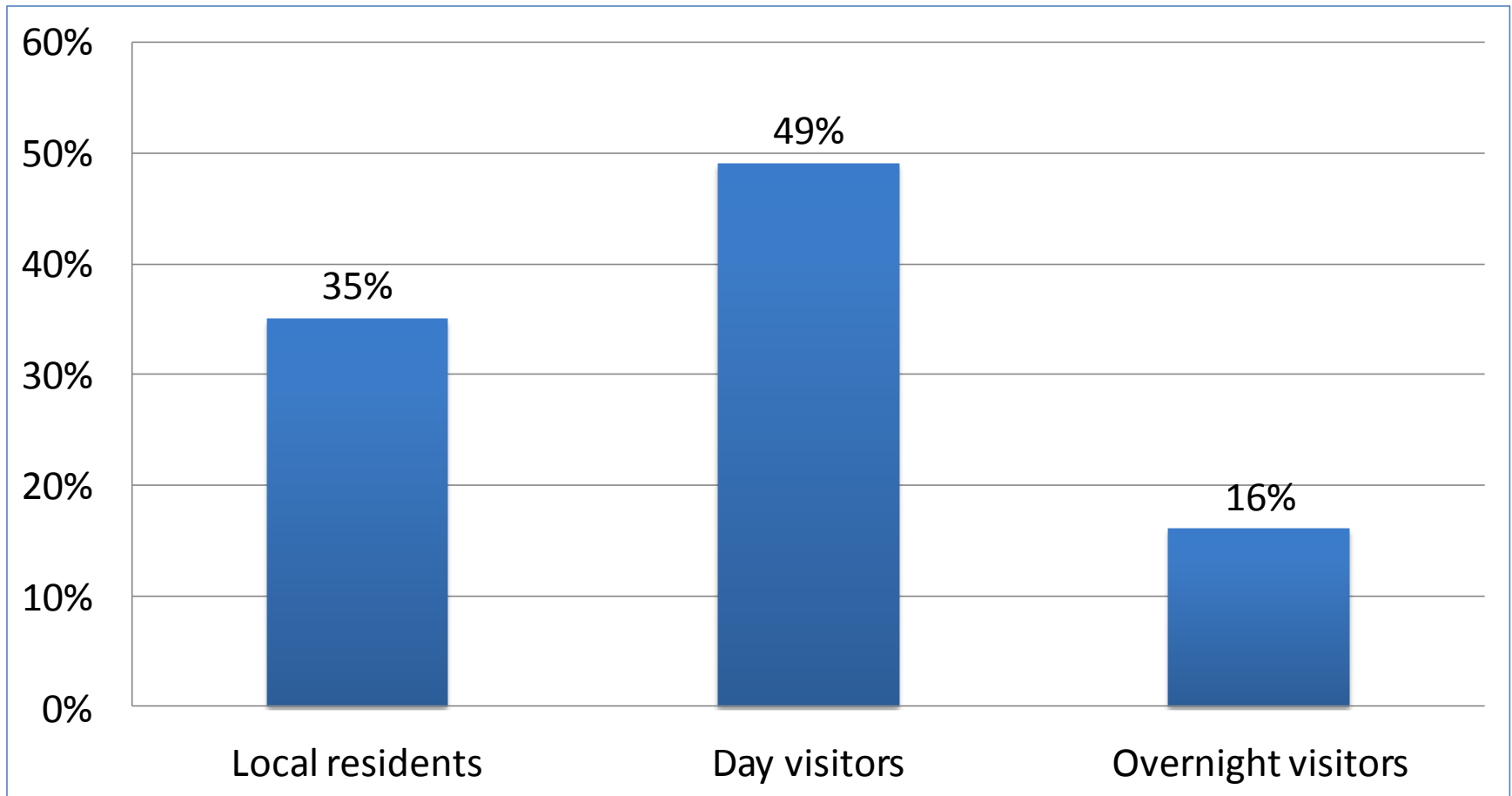
Gender



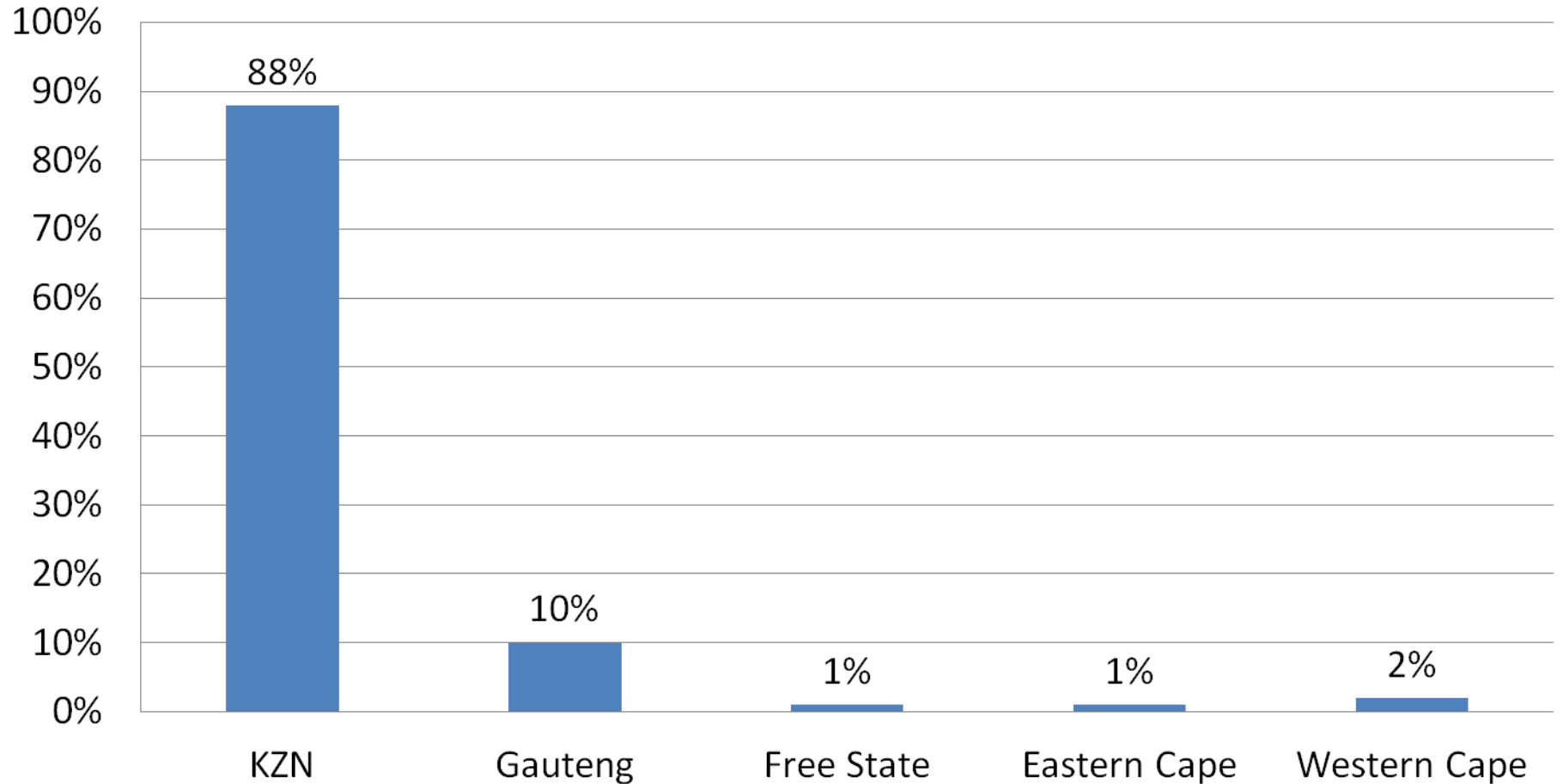
Age Group



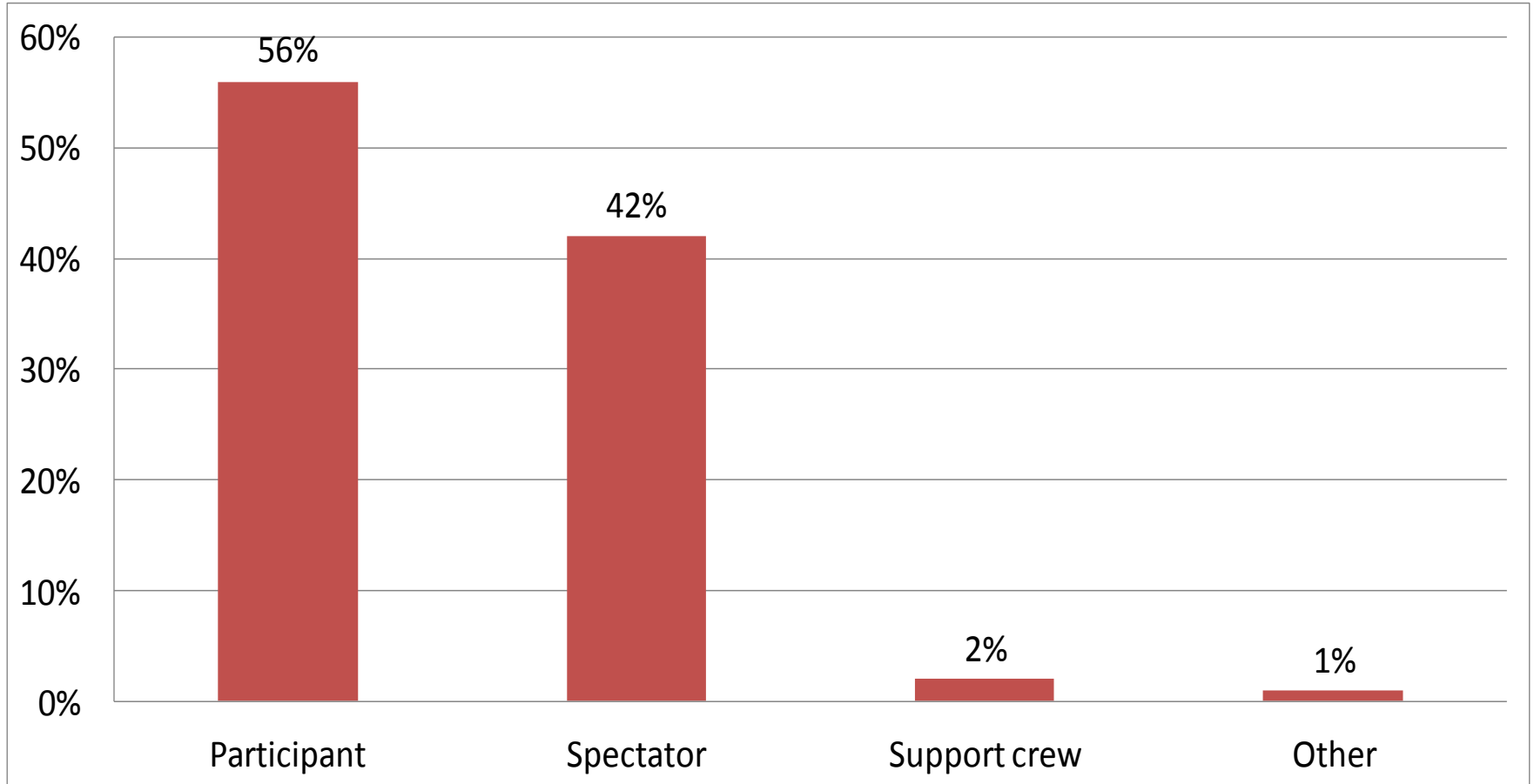
Nature of Participants and Spectators



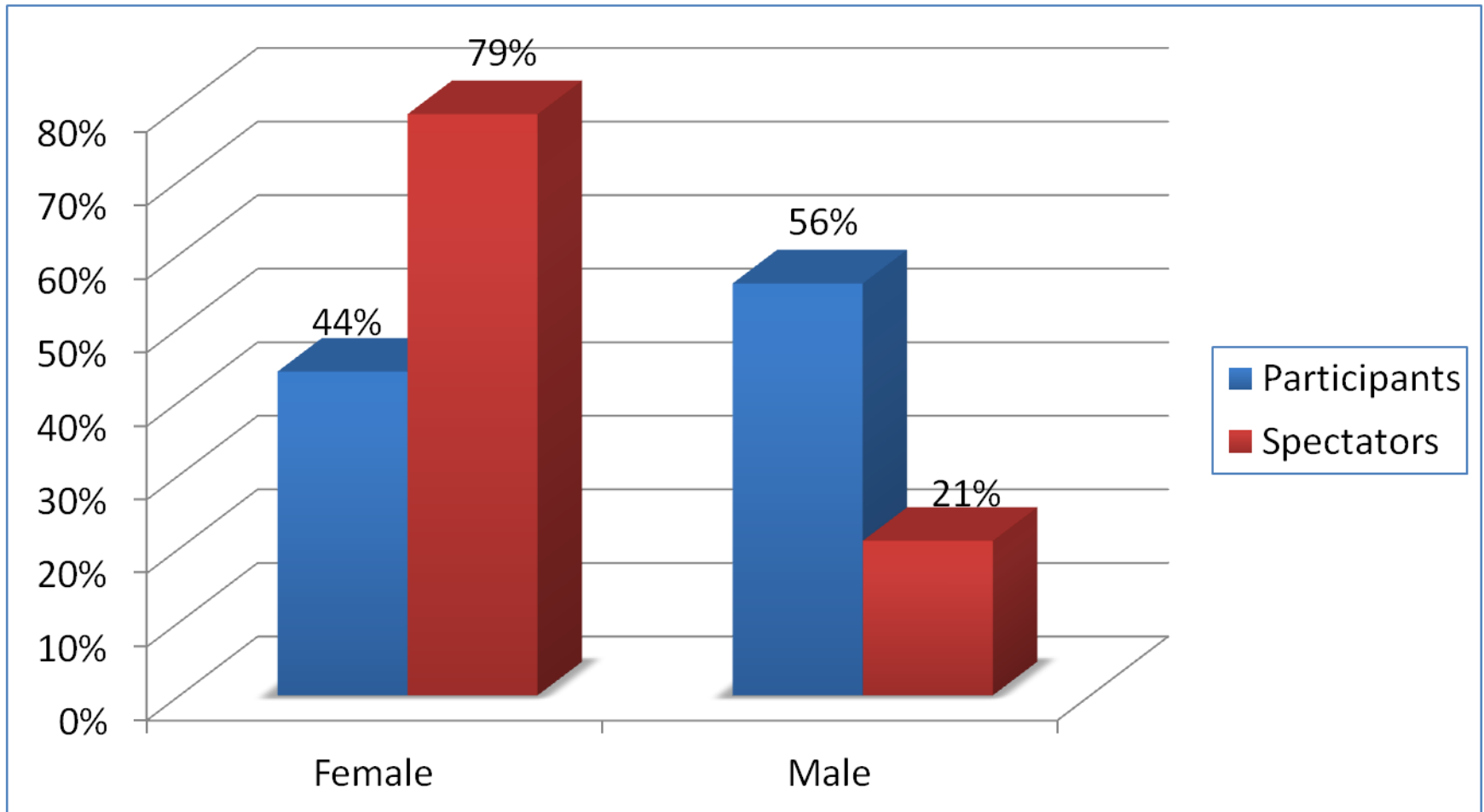
Provinces



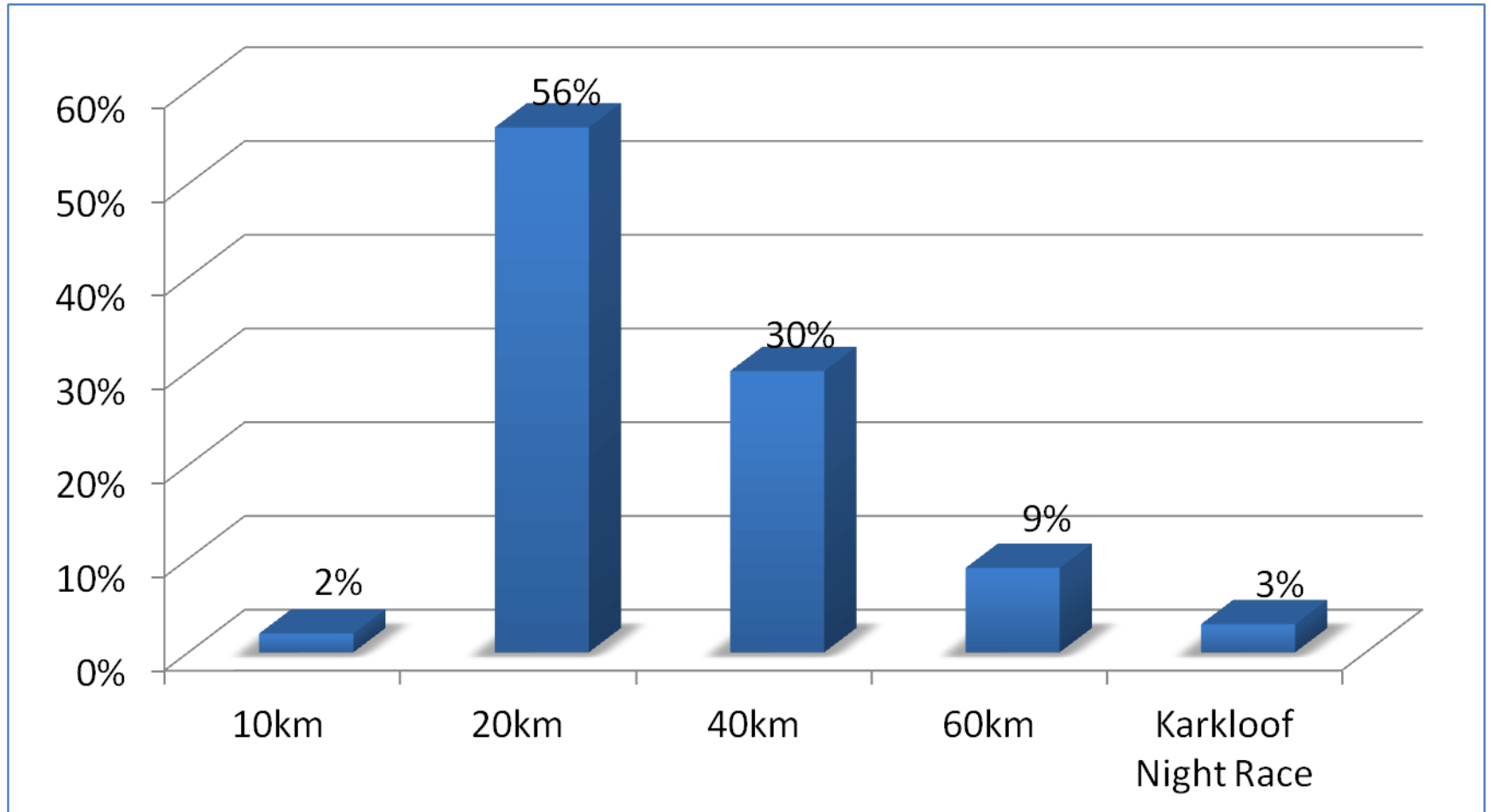
Purpose of Visit



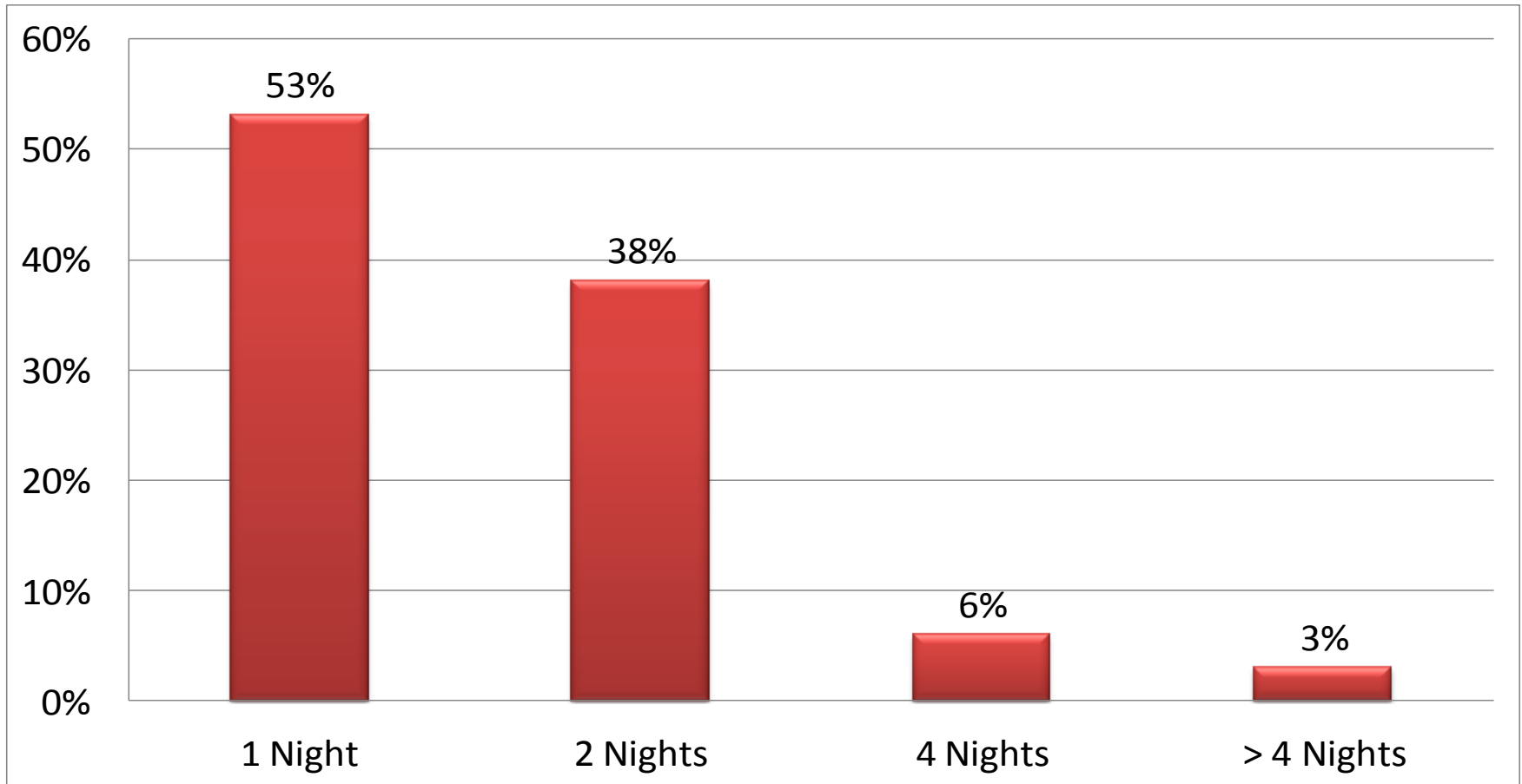
Purpose of Visit by Gender



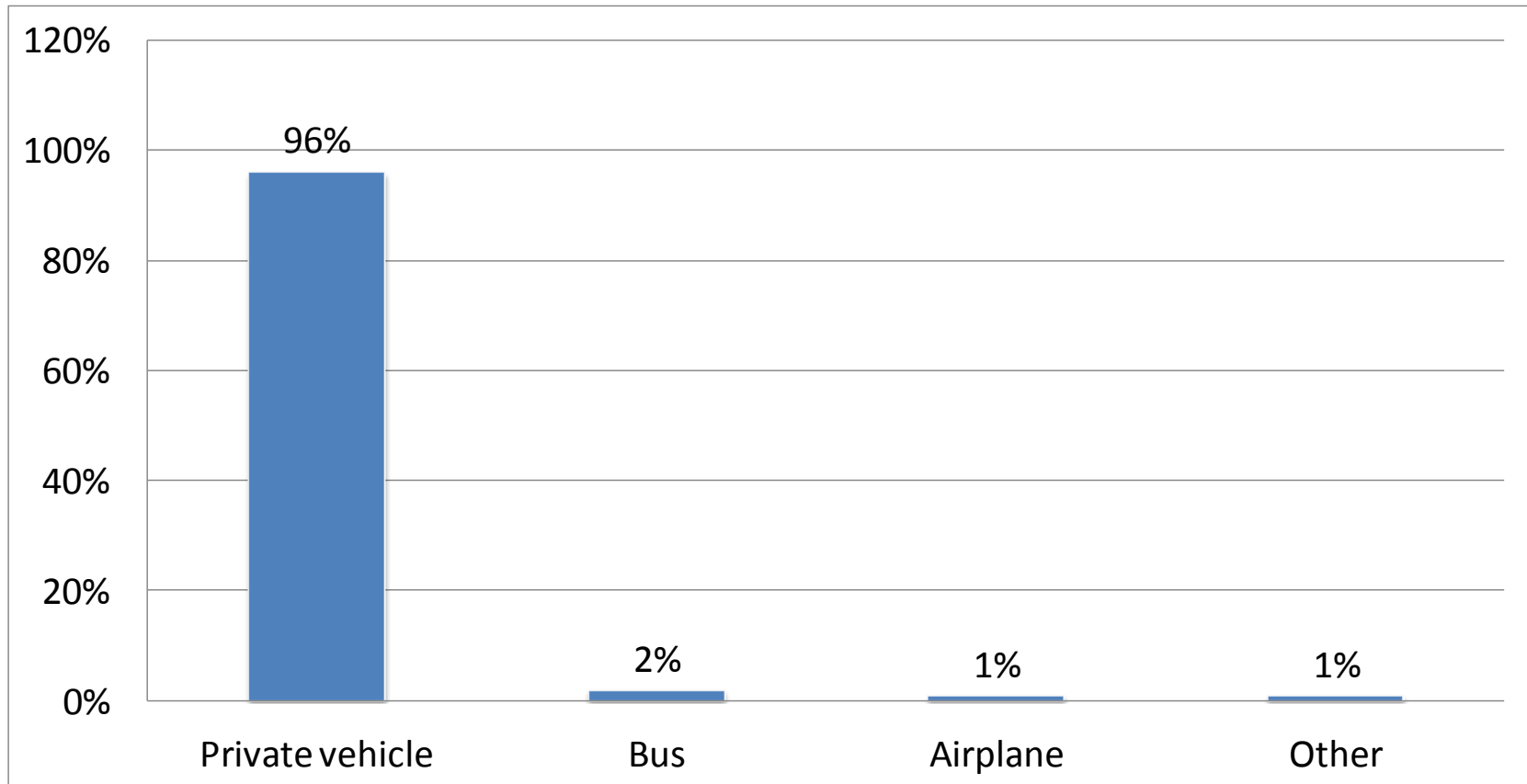
Events/Races



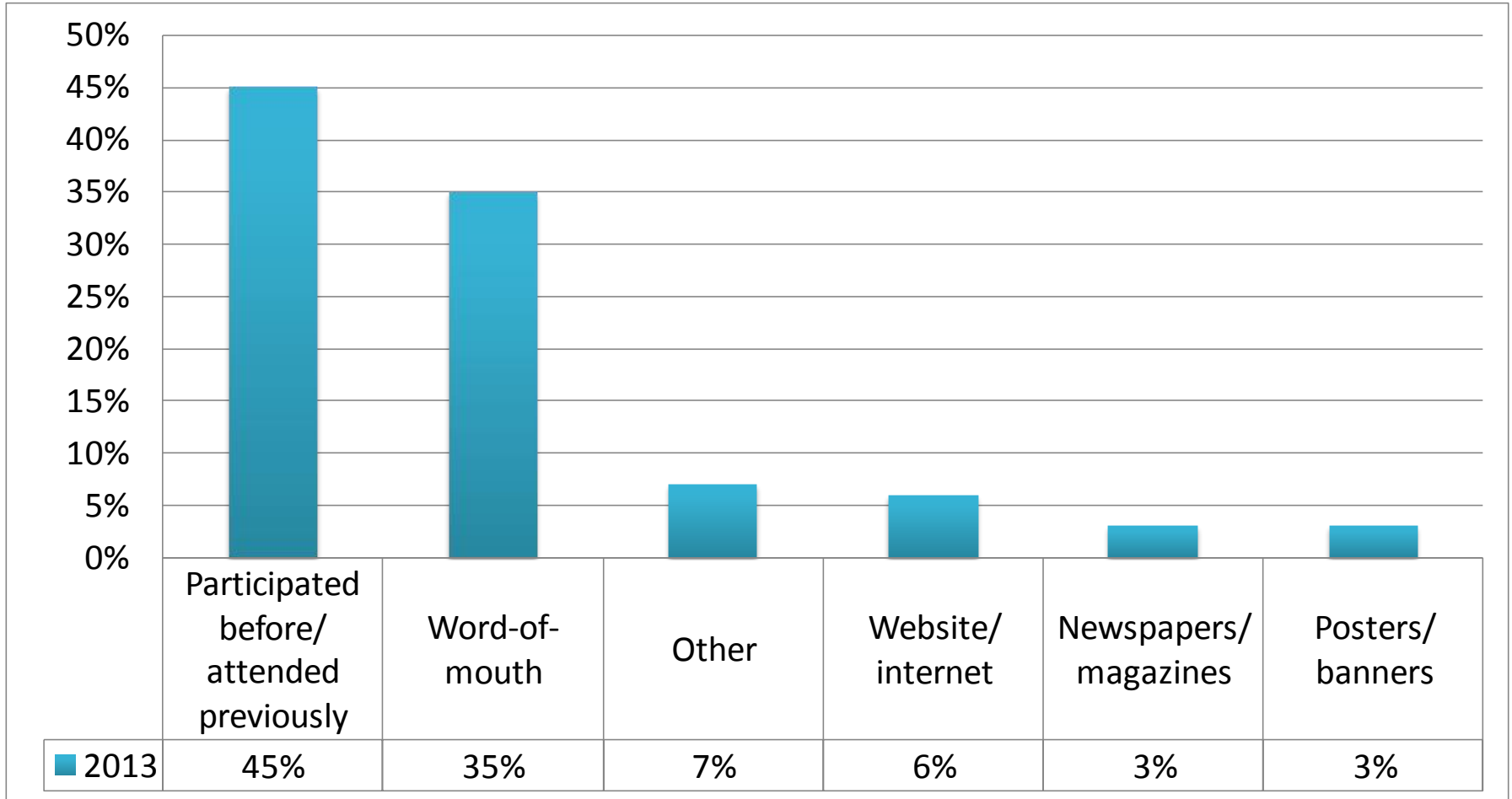
Length of Stay



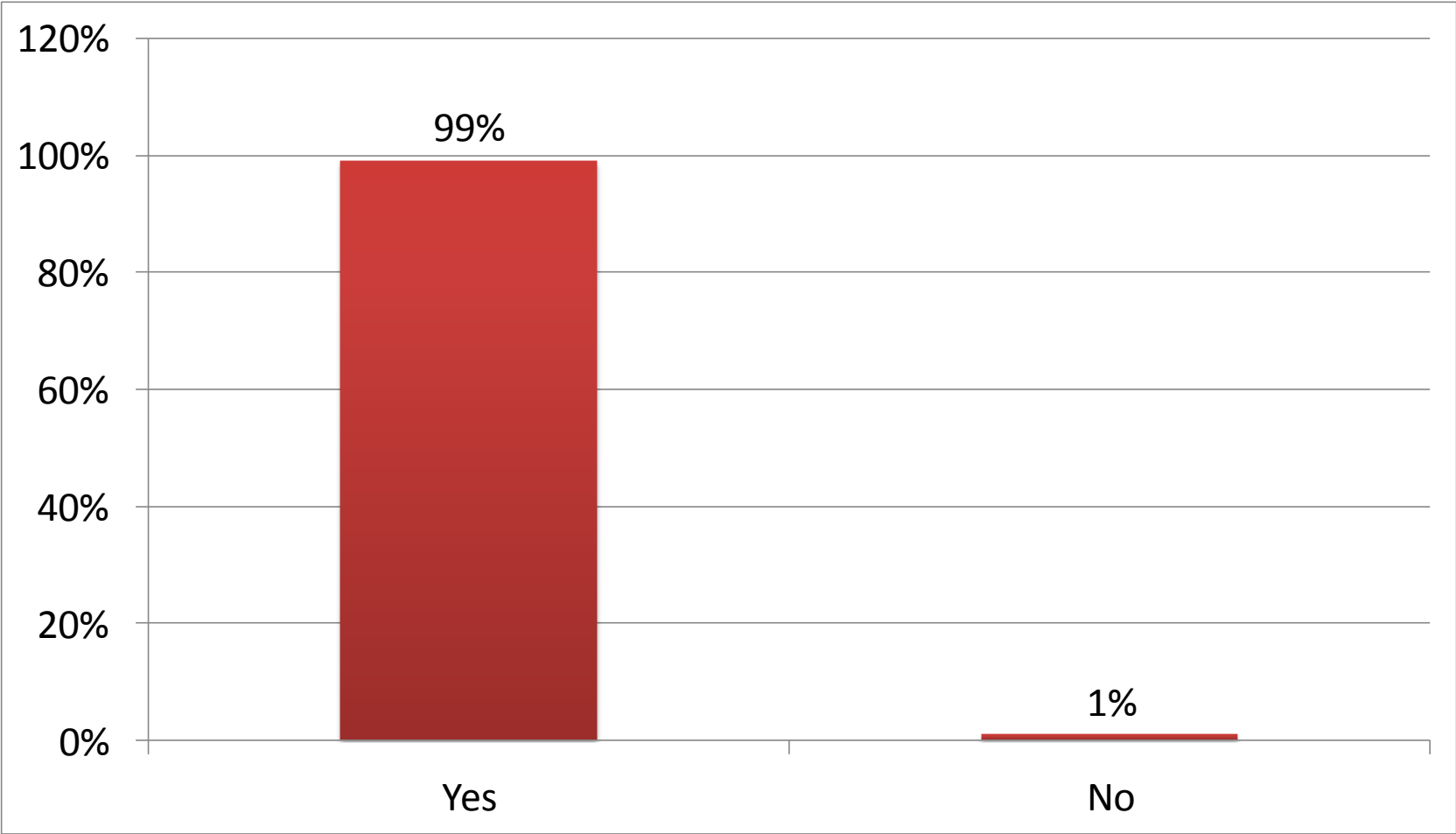
Transport to Event: Non-Residents



Influenced to Attend?



Information Satisfaction

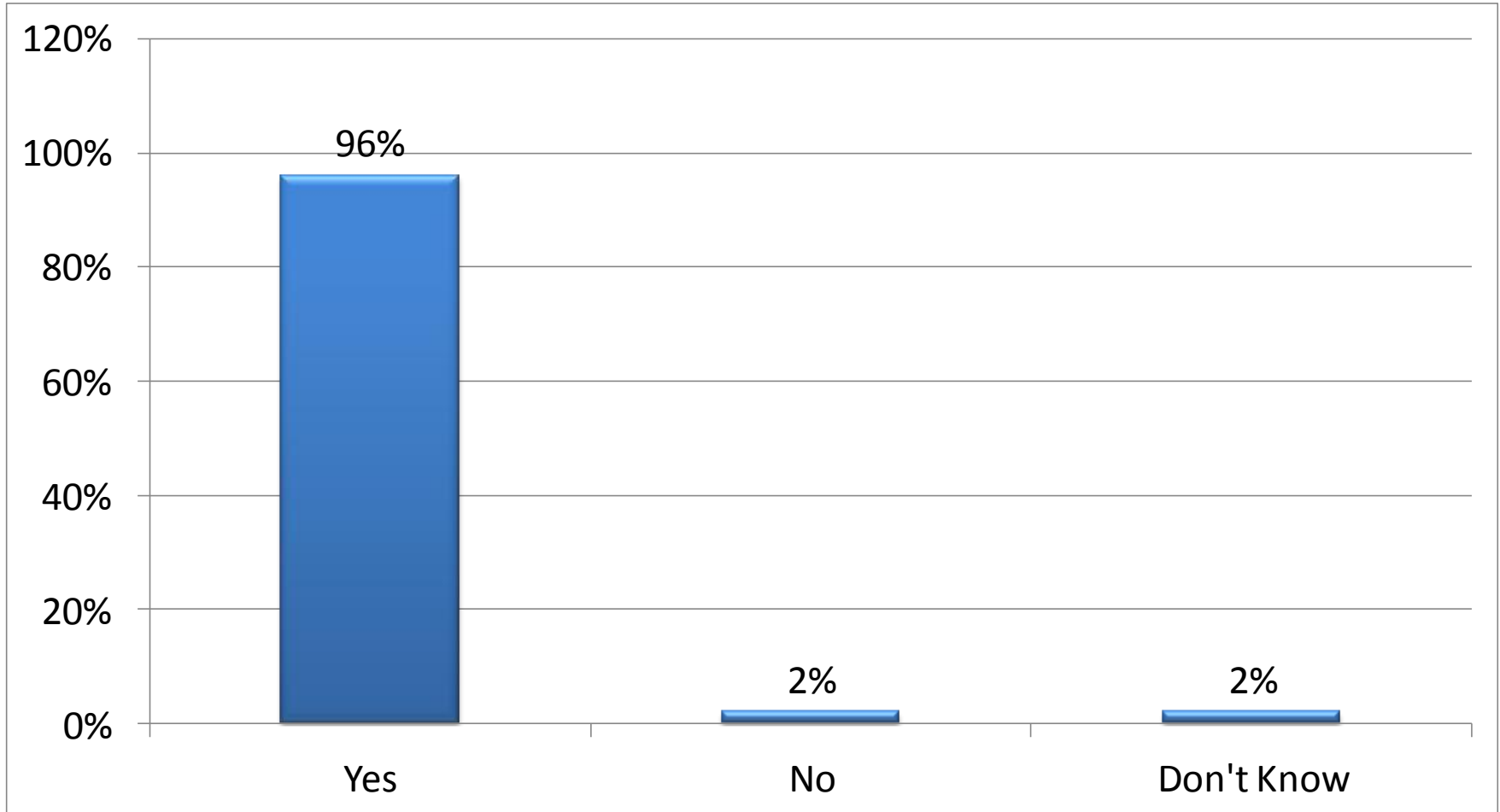


Marketing Improvement Suggestions

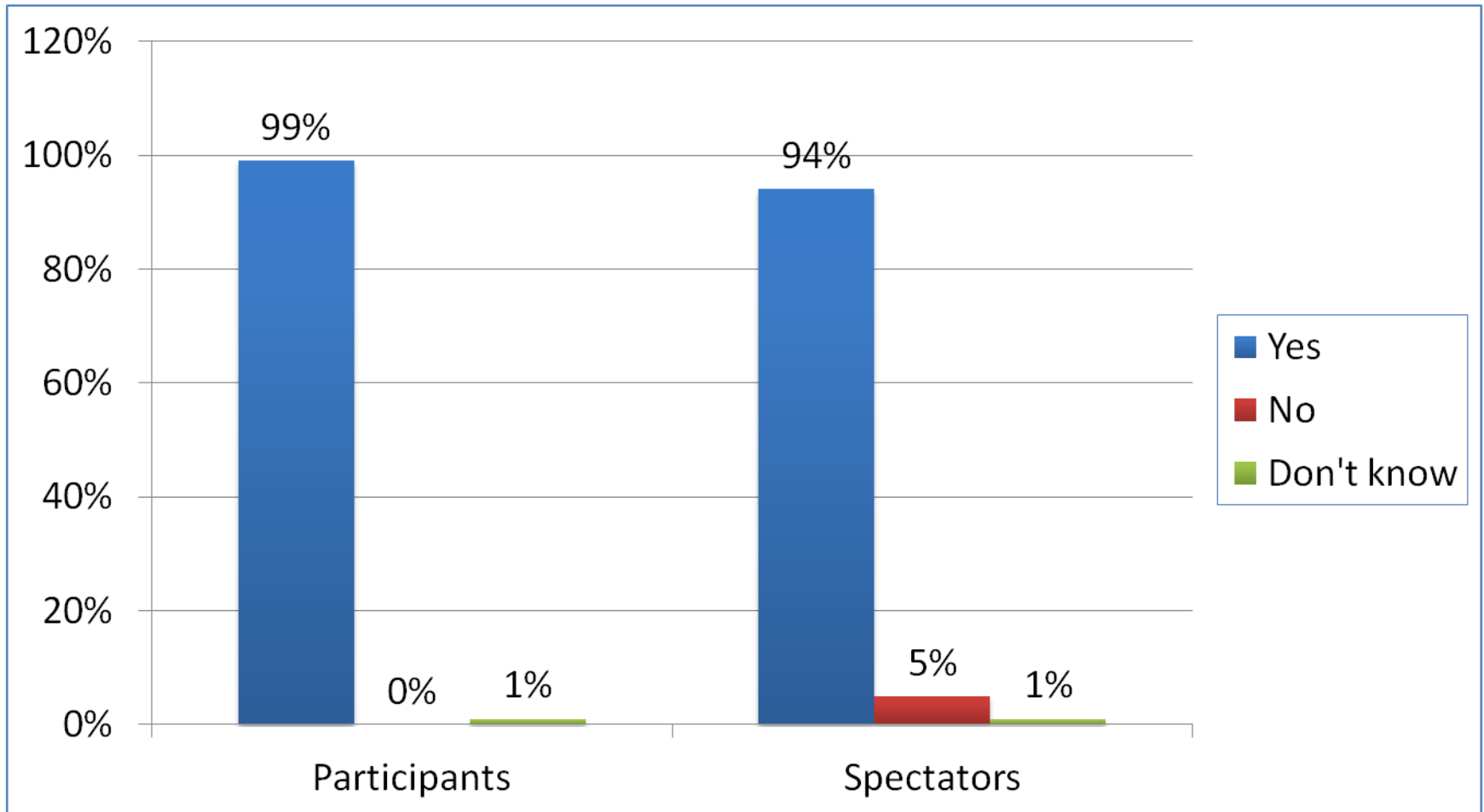


SUGGESTIONS	COUNT
Advertise on TV	4
Advertise on radio	4
Use different forms of media	3
More billboards	2
Use the internet	2
Advertise in schools	2
Advertise in newspapers/local newspapers	2
Create a Facebook page	1
Advertise the event early	1
Publish information on entertainment for the non-riders	1
Magazines	1
More local advertising	1
More advertising in bike shops	1
Internet – cycling sites	1
More tweets	1
Signage around town	1
Develop a route map	1

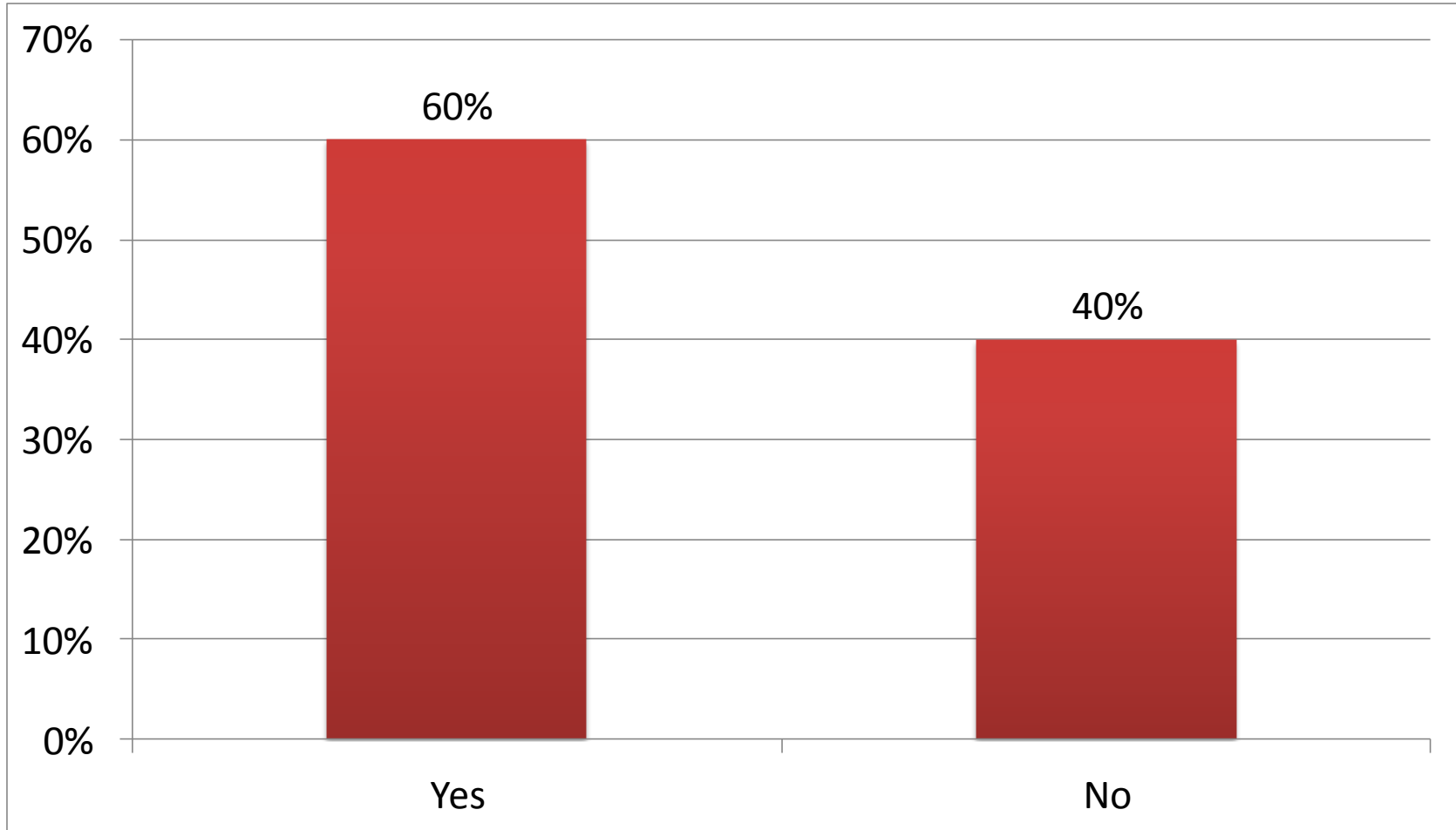
Attend Again?



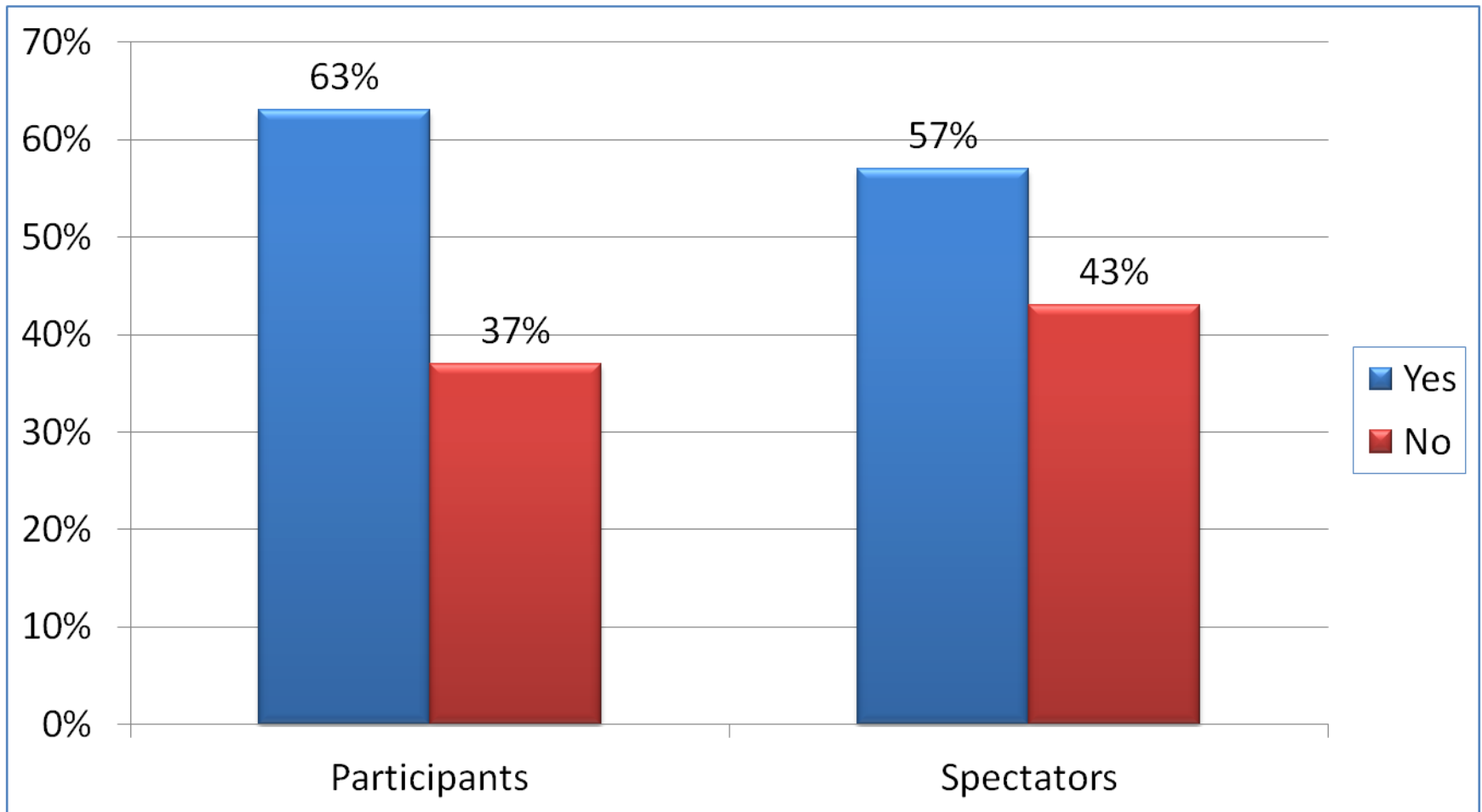
Future Attendance by Purpose of Visit



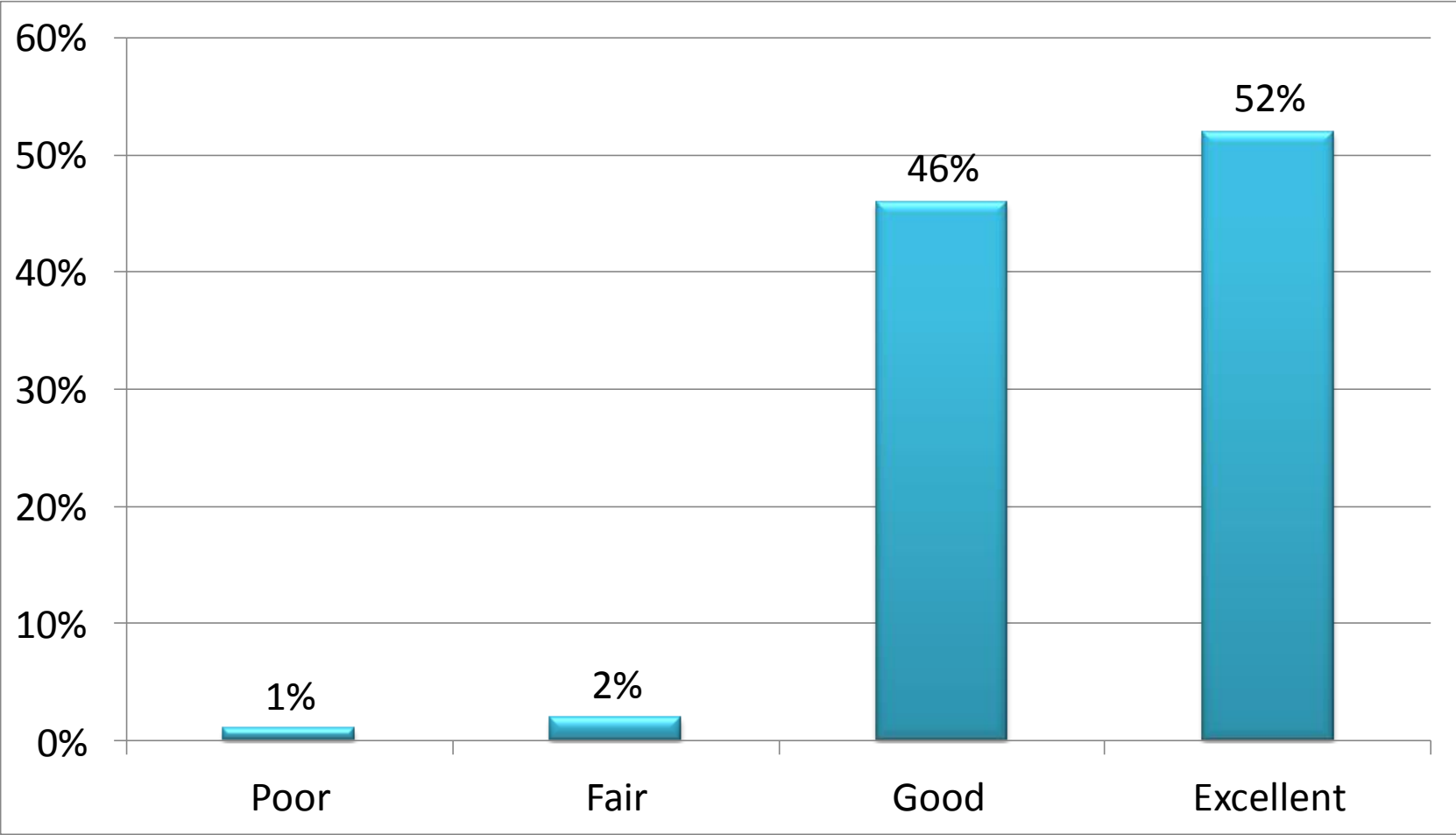
Attended in Previous Years?



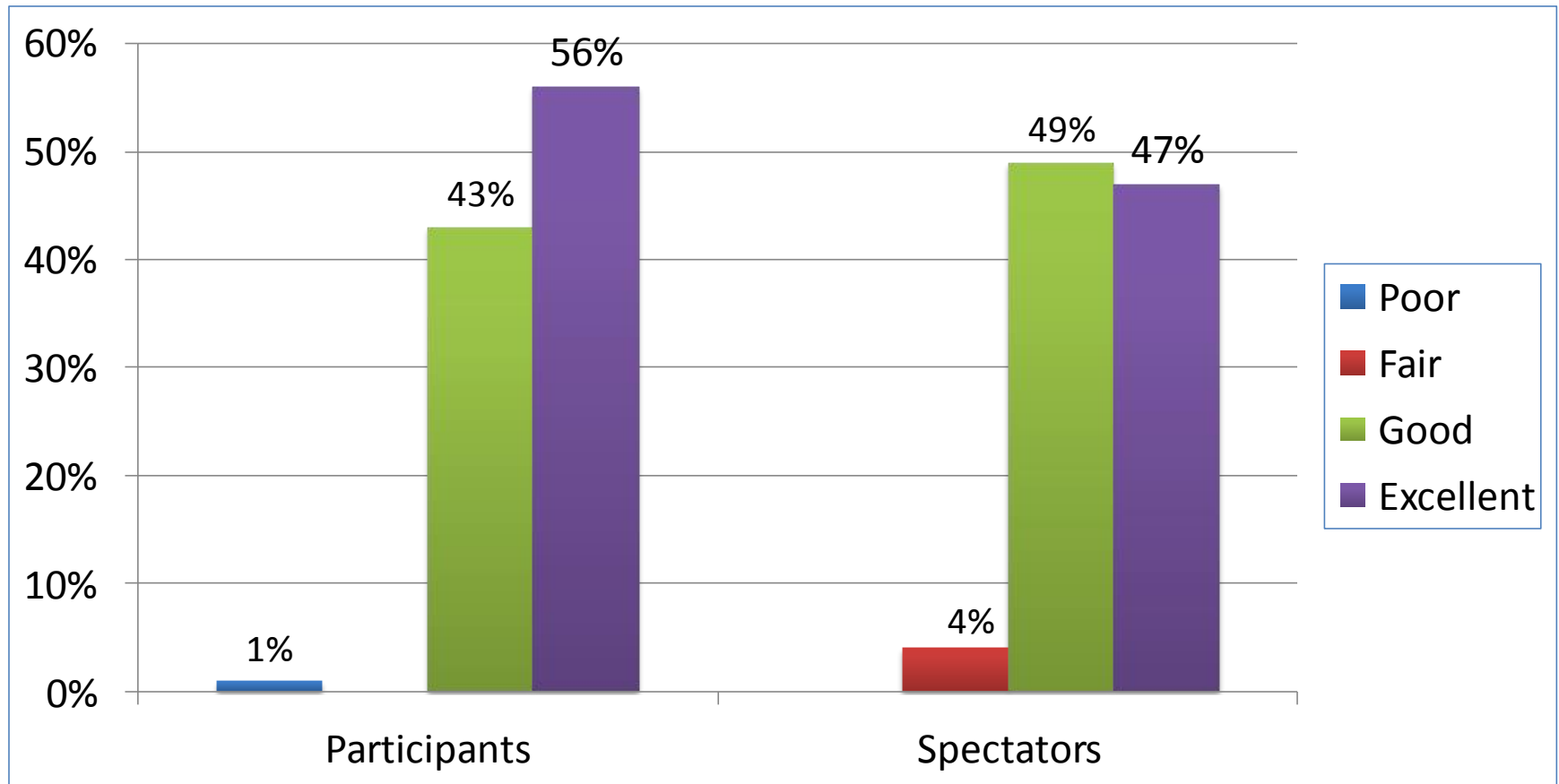
Attended in Previous Years? (cont'd)



Experience Rating



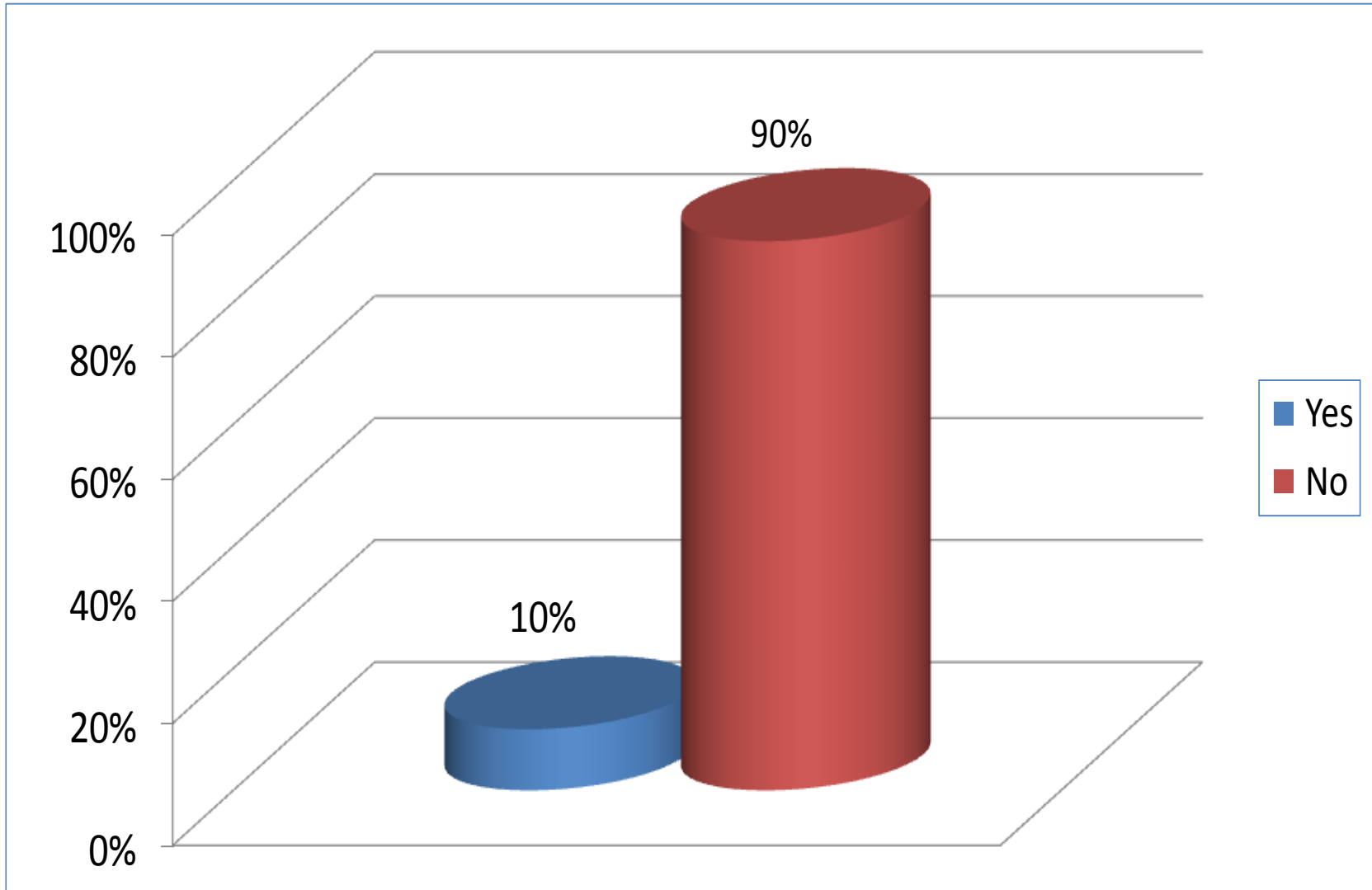
Experience Rating by Purpose of Visit



The graph depicts the following:

- The participants contributed significantly towards the positive ratings.

Experience Problems?

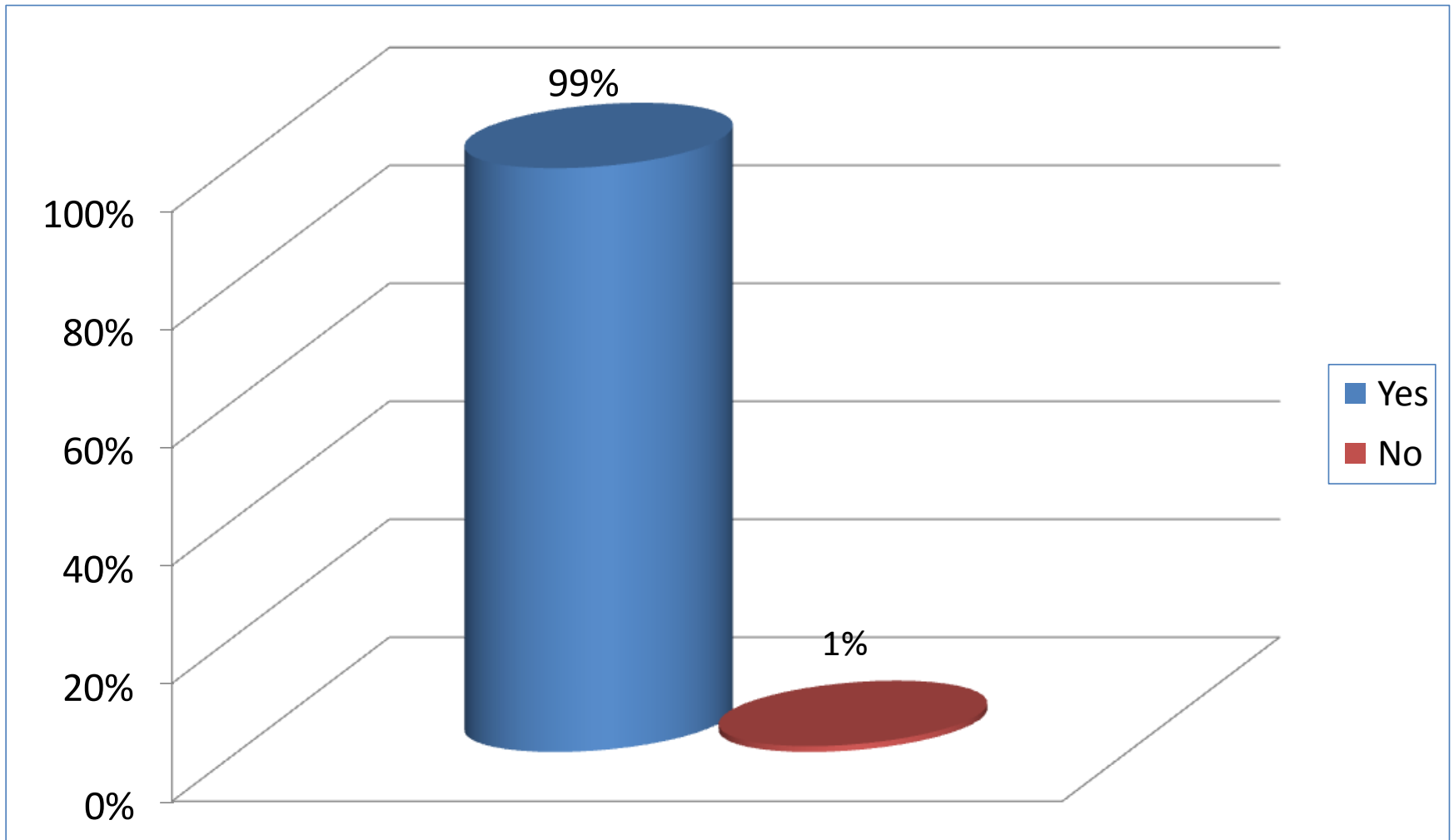


Problems Experienced



- 1) Parking
- 2) Mud
- 3) Broken bike – although this is not an ‘event’ problem
- 4) Ladies’ toilets – need more of them
- 5) Did not receive the text message (sms) about the start time

Recommend the Event to Family & Friends?



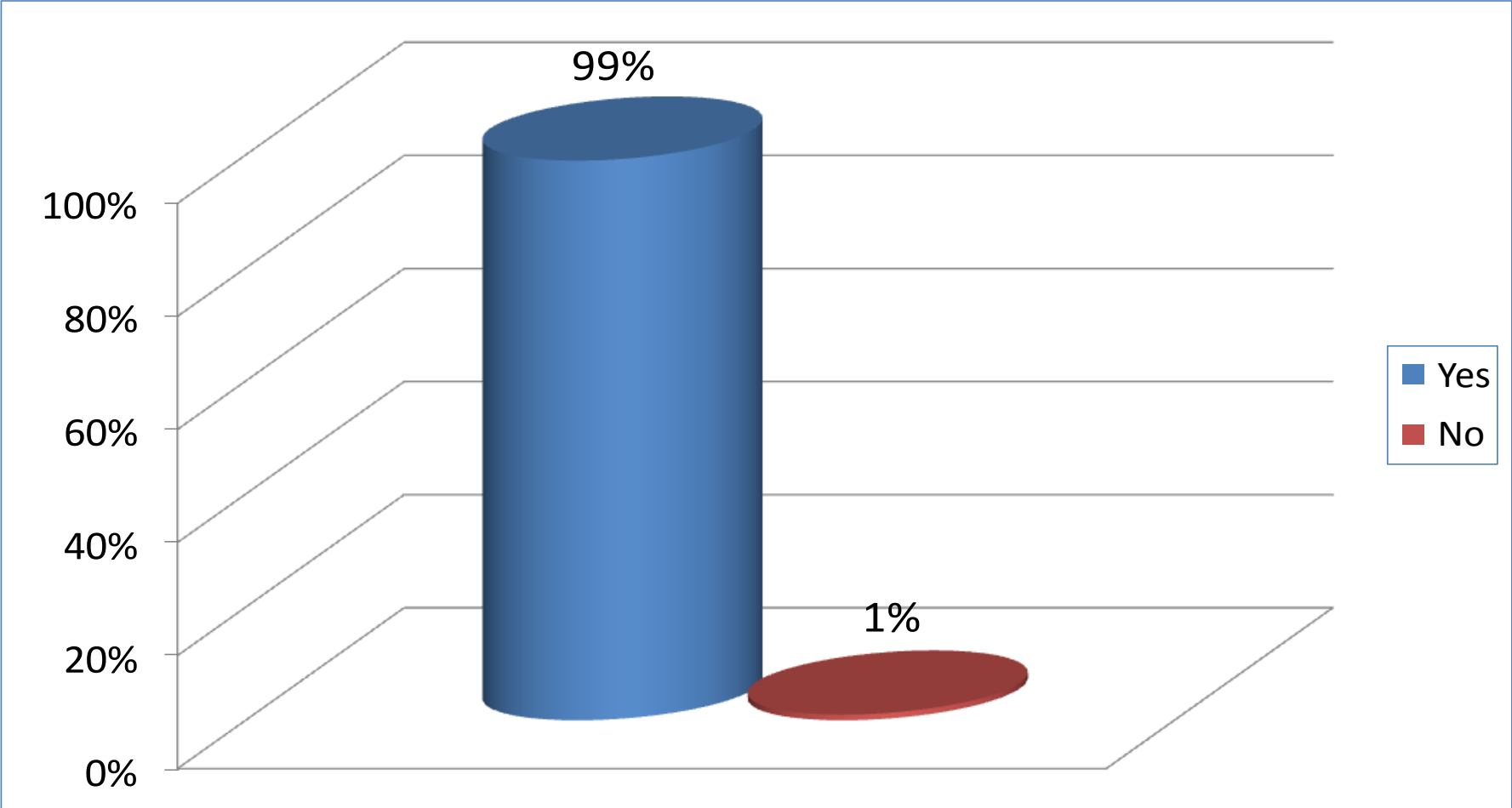
Reasons for Recommending the Event



Respondents cited the following reasons for recommending the event:

- Beautiful area
- Beautiful scenery/surroundings
- Best mountain bike event
- Enjoy cycling
- Family event
- Enjoyable/fun event
- Well organized
- Good atmosphere
- One of the nicest KZN events
- Social event
- To support/watch the riders
- It caters for all

Recommend KZN as a Tourist Destination?



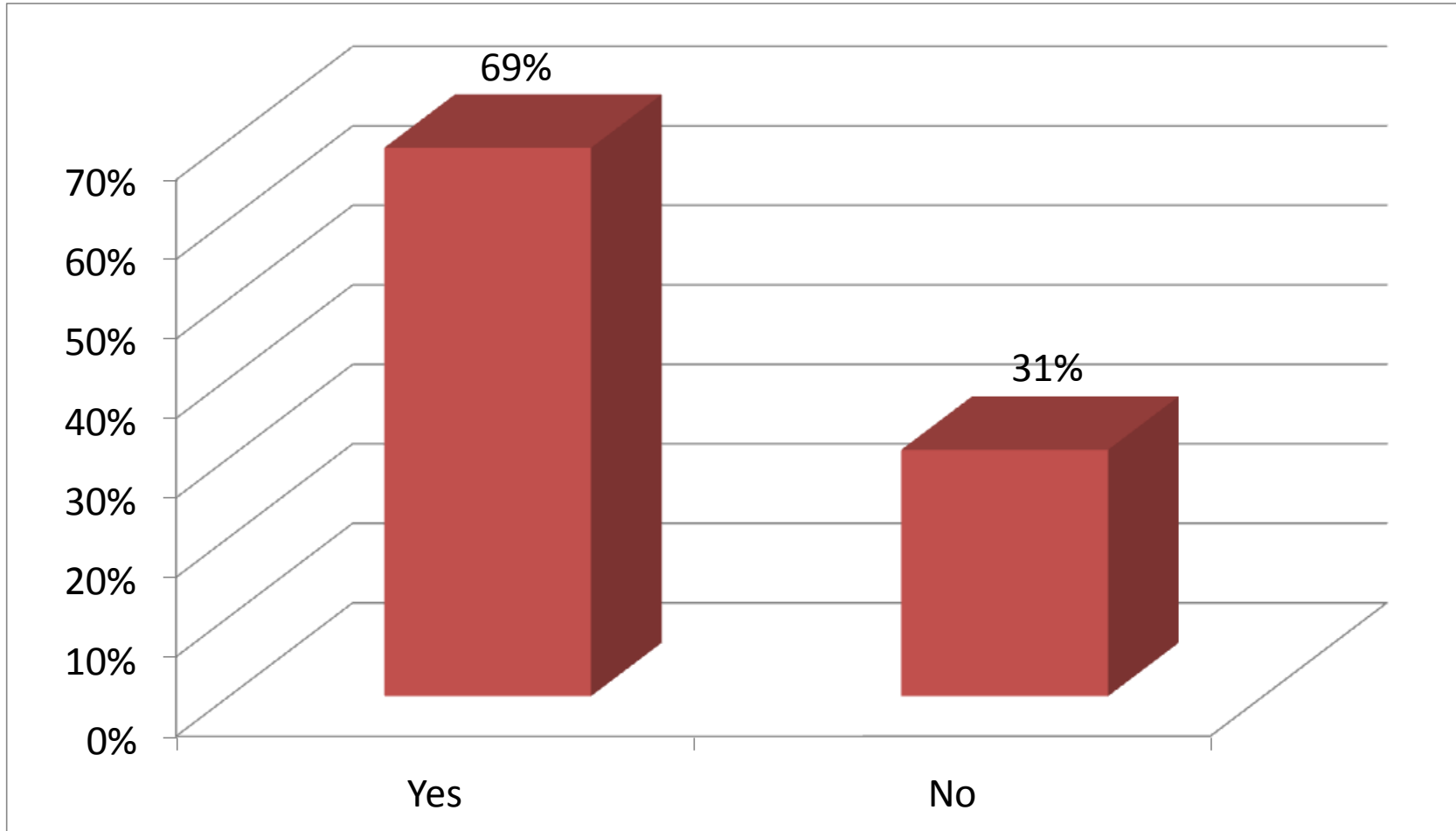
Reasons for Recommending KZN as a Tourist Destination



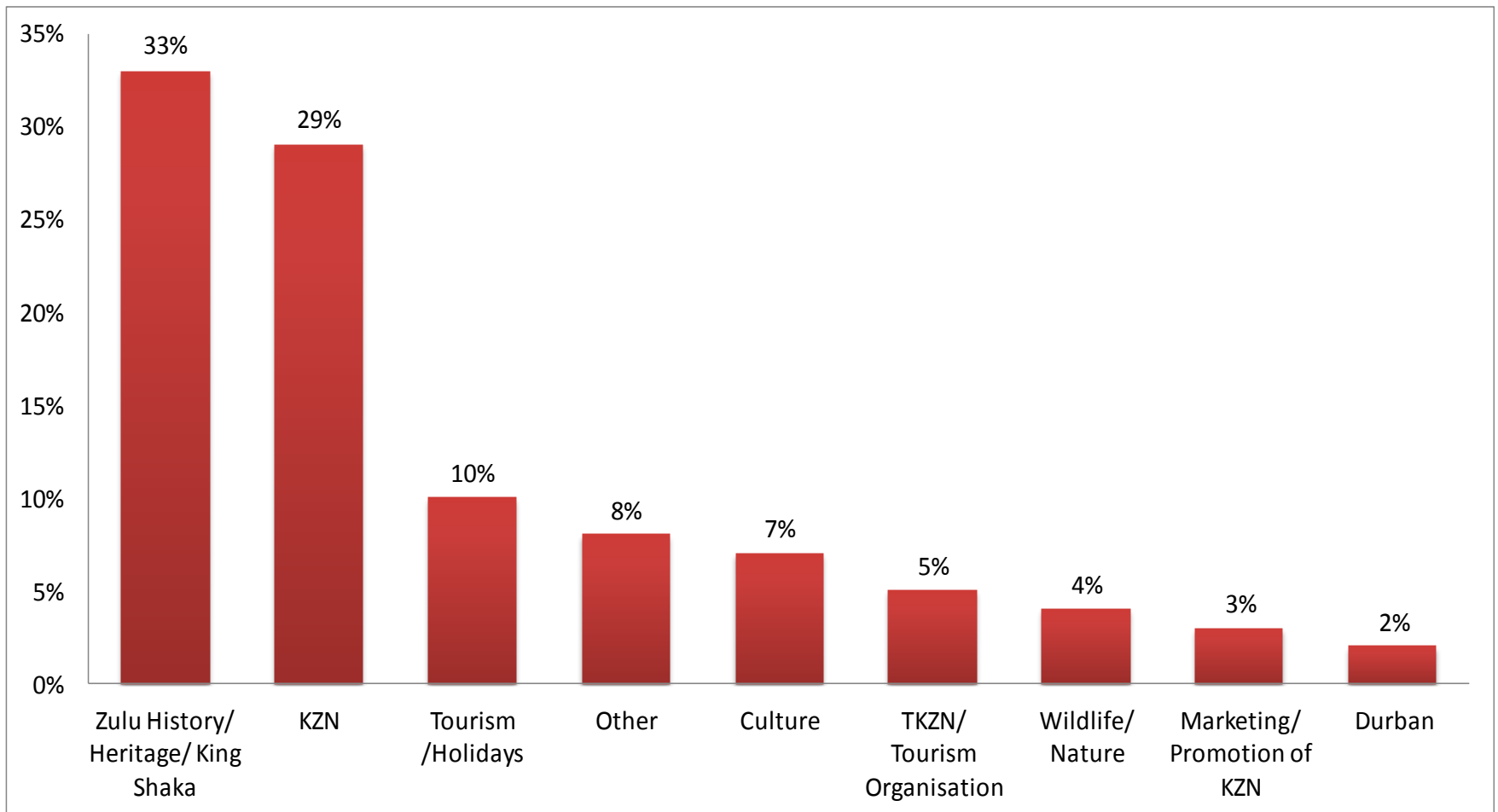
- Variety of activities/attractions
- Beautiful province/place
- Good weather
- The beach
- Beautiful nature
- Good weather
- Drakensberg
- Friendly people
- Good events
- Value for money
- Nature/game reserves

A respondent indicated they would **not** recommend KZN because they were of the view that crime was still a problem.

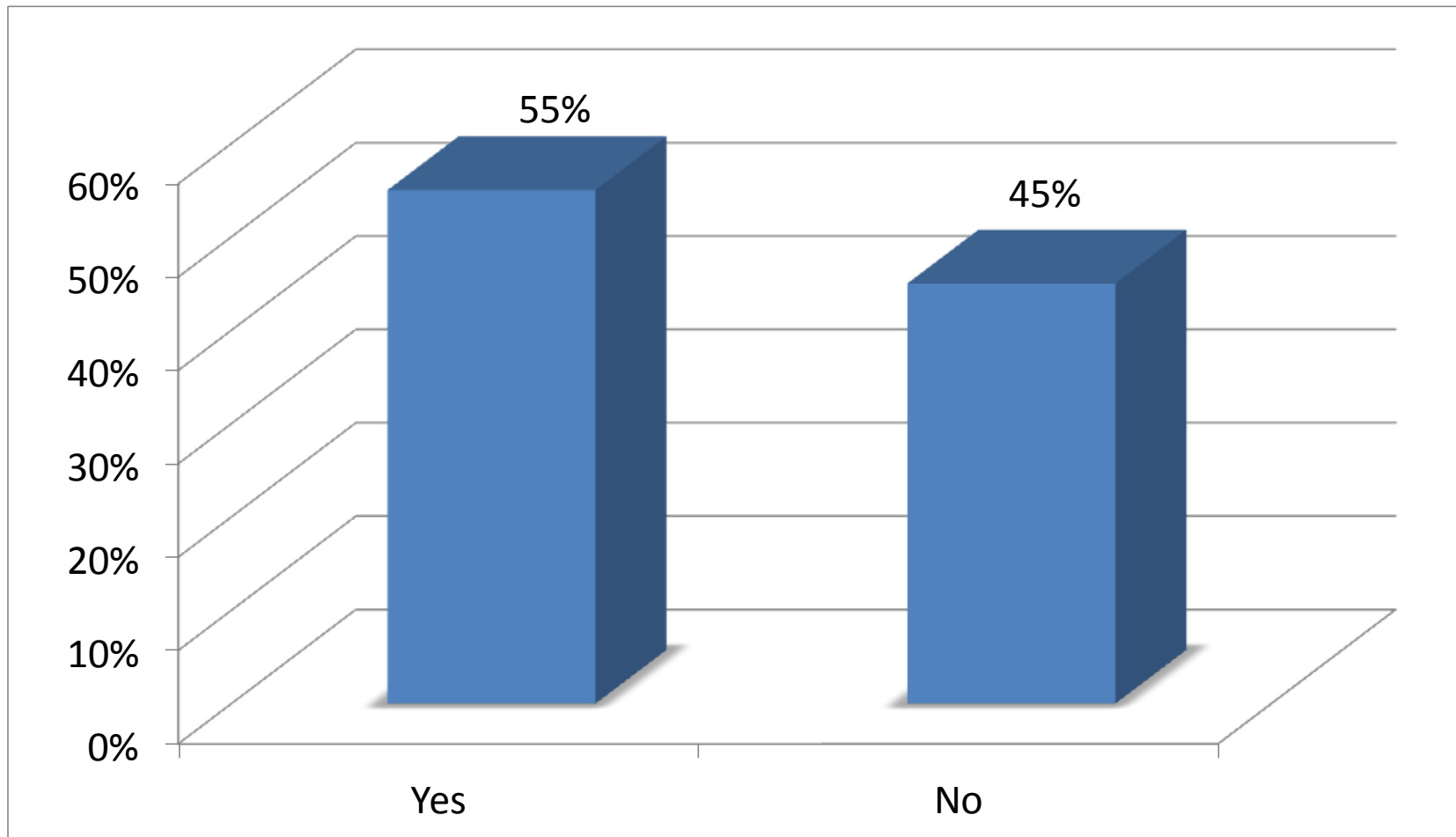
Familiar with Zulu Kingdom Slogan?



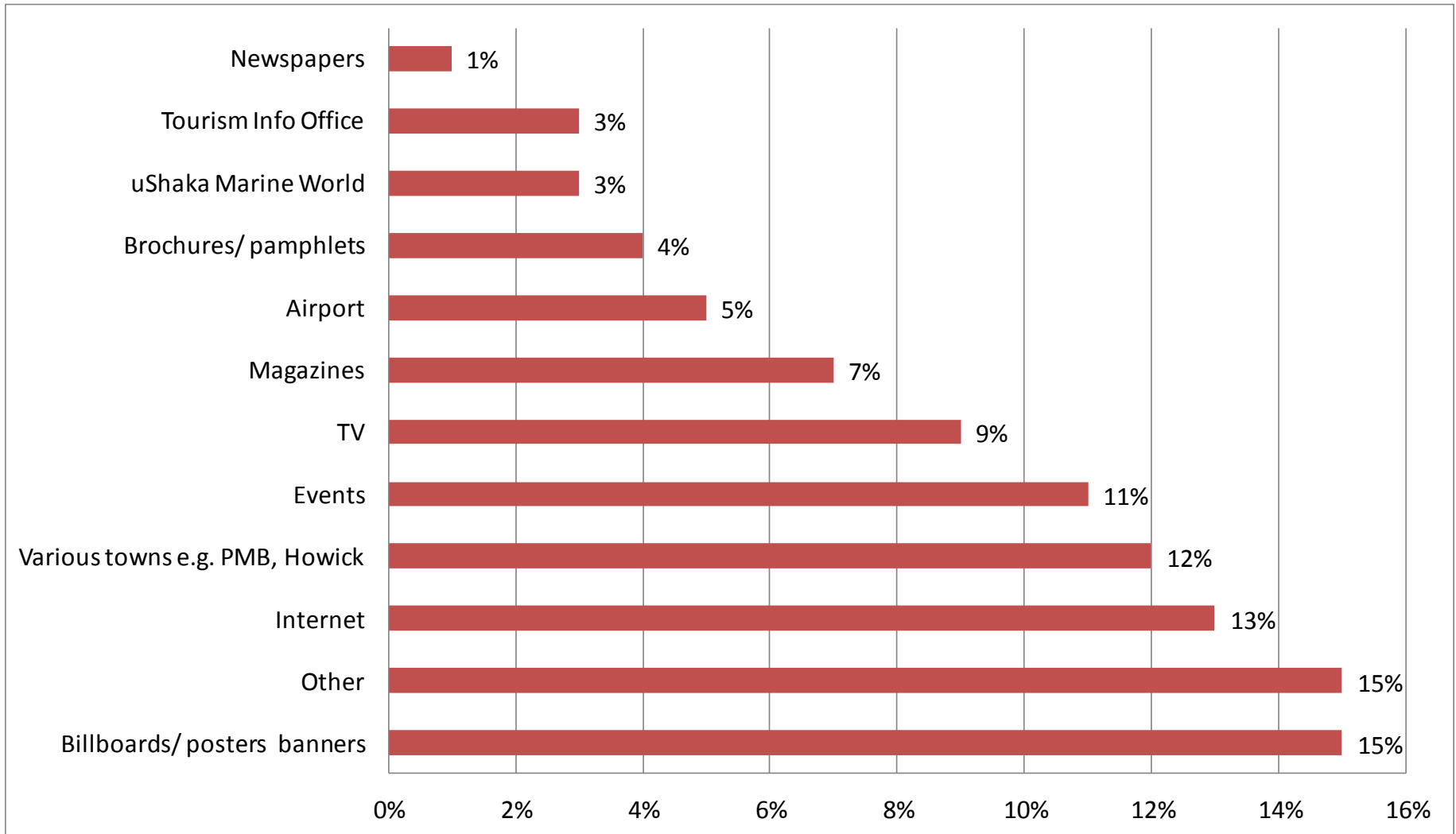
Associations - Zulu Kingdom Slogan: Core Mentions



Noted Zulu Kingdom Logo?



Where Zulu Kingdom Logo Noted?



Event Improvement Suggestions



The respondents made the following suggestions in terms of improving the event in future:

1. Better parking/more parking space
2. Increase the number of female toilets
3. Set up a kids' play area
4. Have some children's events
5. More seating areas for the spectators
6. Have a shuttle bus from the outside parking to the entrance
7. More decent toilets for men
8. Set up shaded areas
9. More healthy food
10. Sell/hire out gum boots
11. Put planks when it rains/need to apply sand on to the mud
12. Need louder music/sound needs to be softer
13. A form of a tracking system should be put in place

Spend Breakdown



Items	Amount
Accommodation	R1 081
Food & Beverage	R207
Transport	R297
Souvenirs	R164
Total Average Spend	R534

Estimated Economic Impact: Participants & Spectators



	Overnight Visitors	Local and Day
Participants		
Number	383	2 172
*Low Estimate	R356 488	R588 796
**Middle Estimate	R571 819	R821 668
***High Estimate	R787 150	R1 054 539
Spectators		
Number	600	3 400
*Low Estimate	R464 018	R800 331
**Middle Estimate	R1 041 720	R978 180
***High Estimate	R1 619 422	R1 156 029

*Low estimate of margin of error of mean at 95% confidence level

**No Margin of Error

***High estimate of margin of error of mean at 95% confidence level

Note:

- 1) The spectators were based on the estimated figure of 4,000
- 2) The participants were based on the figure of 2 500 which included riders between the age of 18 and above

Total Estimated Economic Impact: Visitors Only



	Direct Spend	Multiplier of 1.42
Low Estimate	R820 505	R1 165 118
High Estimate	R2 406 573	R3 417 333

This is an estimate based on overnight participants and spectators only.

Findings



- 1) In terms of the demographics, 59% of the respondents were female, while 41% were male. When looking at the participants only, 56% were male while 44% were female. In terms of the spectators, 79% were female and 21% were male. This then suggests that the majority of respondents who were cyclists were male.
- 2) In terms of the age groups, the majority of the respondents were between the age categories of 40-49 (38%) and 30-39 (25%).
- 3) The event was able to attract respondents from outside the Pietermaritzburg/Midlands area as shown by 49% who were day visitors and 16% who were regarded as overnight visitors. It was reported that people waited to see what the weather was going to do before leaving their homes to attend. Had it not rained so heavily, it is likely that there would have been many more overnight visitors.
- 4) Even though the event seemed like a small one in nature, it is however positive to note that the majority of overnight visitors stayed in the area for 1 night (53%). Some 38% of them indicated they stayed for 2 nights contributing slightly to occupancy rates within the area.
- 5) Over 80% of the respondents were from within KZN with only 10% coming from Gauteng.
- 6) The respondents were mainly in the area as a result of the event particularly as participants (56%) and spectators (42%). Those who were regarded as support crew only accounted 2% of those interviewed.

Findings (cont'd)



- 7) The 20km race was the most popular event as shown by 56% of the respondents who participated in it. This was followed by the 40km race and 60km events at 30% and 9%, respectively.
- 8) The respondents were asked to indicate as to what had influenced them to attend the event. Previous attendance/participation (45%) and word-of-mouth (35%) played an important role in this regard. The internet and newspapers only played a minimal part. This finding is critical for the organizers of the event. It suggests that concerted efforts should be made towards ensuring that people are happy with the event as that would determine increased future attendance/participation.
- 9) The respondents were asked if they were satisfied with information that was provided prior to the event. This was information in various media as indicated above. It is positive to note that 99% of those interviewed said they were indeed satisfied.
- 10) Even though they were satisfied with information, nevertheless, they were asked regarding their suggestions for improving the marketing of the event in future. A large number of them did not have suggestions. However, a few of them suggested advertising the event on TV and radio.

Findings (cont'd)



- 11) Overall, 96% of those interviewed said they would attend the event again. When breaking this down further, it was found that 99% of the participants and 94% of the spectators would attend in future. This is a positive finding for the organizers as it suggests that people were happy with the event.
- 12) The event was still able to attract new spectators and cyclists as shown by 37% of the participants and 43% of the spectators who attended for the first time.
- 13) Overall, the respondents had a good experience at the event. This was shown by 98% who either had a 'good' or an 'excellent' experience indicating their satisfaction levels. It is important to note that the riders contributed significantly towards the positive ratings.
- 14) It is positive to note that 90% of the respondents did not experience problems at the event. The problems that were experienced by 10% of the respondents were related to the following:
 - Parking
 - Mud
 - Broken bike
 - Inadequate ladies' toiletsThe problems noted above provide the organizers with suggestions for improvement such as ensuring that restrooms are increased.

Findings (cont'd)



- 15) 99% of the respondents indicated that they would recommend the event to family and friends, particularly for the following reasons:
- Beautiful scenery/surroundings
 - Best mountain bike event
 - Family event
- 16) Over 99% of the respondents also said they would recommend KZN as a tourist destination to friends and family. The attributes of KZN were the main reasons for doing so. These attributes were:
- Variety of attractions/activities found in the province
 - Good weather
 - The beach
 - Beautiful nature
- 17) Some 69% of the respondents were familiar with the Zulu Kingdom slogan. They mainly associated it with Zulu Kings, KZN and tourism/holidays. It is a positive finding for TKZN in that the slogan was correctly associated with tourism/KZN which is not usually the case.

Findings (cont'd)



- 18) Even though there was no TKZN branding at the event, it was pleasing to note that 55% of those interviewed had seen the TKZN logo prior to the event. Billboards and the internet played a significant role in this regard.
- 19) Generally, the respondents were satisfied with the event. Having said that, they also provided suggestions for further improving it in future. Some of the ideas were:
 - Set up a kids' play area
 - Set up shaded areas
 - More healthy food

Recommendations



It is important that the issues raised by the respondents are addressed. This will help in sustaining and increasing the satisfaction levels of those who attended. Increased satisfaction will result in continuous attendance and create positive awareness about the event. In this regard, the following recommendations are made:

- 1) Some form of entertainment for the spectators (young and old) should be considered. This should fill the gap during the time of the races when it is fairly quiet at the start/finish area.
- 2) The number of female restrooms should be increased. Similarly, the male restrooms should be of a higher, more acceptable standard.
- 3) Food stalls which cater for different people should be considered. For example, healthy food or vegetarian options should be available.
- 4) Seating/shaded areas for spectators should be considered. Alternately, it should be widely publicised that people can bring along items such as a gazebo.
- 5) The website of the event should include a 'What to Bring' field and the list needs to comprise of all items that attendees should bring along, including gum boots, taking into account the nature and area of the event.
- 6) A programme of events should be distributed at the entry gate so that attendees are aware of what to expect.
- 7) It is suggested that, for the 2014 event, a shuttle service be introduced. This can be experimental in nature to ascertain if it is indeed needed for future events.